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JOINT MESSAGE FROM
THE CHAIR AND EXECUTIVE DIRECTOR

Dear Friends,

2020 turned out to be a very different year than we had anticipated. While supporting small businesses in the Eastern Market corridor has always been at the core of our mission, the need to address the critical threats small businesses faced (and continue to face) due to the COVID-19 crisis has only reinforced the need for our services.

Throughout the pandemic, EMMS has been on the front line of small business support providing emergency relief grants, increased one-on-one counseling, small business advocacy, marketing and social media support, event planning, up-to-date information on legislation, regulations and programs impacting local business; and being a respected and trusted partner in our corridor. In 2020, we supported over 300 small businesses with services including:

• Conducting over 259 hours of one-on-one business counseling. This is a 4x increase over previous years.
• Distributing $40,000 in emergency small business grants thanks to funding from the DC Department of Small & Local Business Development (DSLBD) and contributions to our GoFundMe campaign.
• Hosting, co-hosting or sponsoring monthly promotional events (virtually, of course) such as the EMMS Scavenger Hunt, DC Dog Days Sidewalk Sale, the Hill Rag Face Mask Photo Contest, Hilloween and The Holly Days.
• Distributing (in collaboration with the DC Mayor’s Office, DSLBD, the Capitol Hill BID, Barrack’s Row Main Street and Eastern Market) 220 Personal Protective Equipment (PPE) kits to Capitol Hill small businesses in support of Re-Open DC Phase One. And with grant funding from DSLBD and ANC6B, we were able to purchase and distribute 50 additional kits during Phase Two.
• Advocating on behalf of the small business community to the DC Mayor’s Office, DC City Council, and various local and federal agencies on an assortment of topics from grants and economic stimulus, taxes and fees, and permitting.
• Promoting corridor businesses and happenings with daily social media posts; and informative newsletters to local businesses and the surrounding community.

In 2021, we look forward to expanding on these successes by assisting current businesses with reopening and recovery; recruiting and retaining new businesses for vacant storefronts; promoting diversity, equality and inclusion throughout the corridor; increasing awareness of and engagement with the businesses and historic district by the surrounding neighborhood and city at large; and maintaining and promoting a safe, welcoming and vibrant commercial corridor in the heart of Capitol Hill.

With thanks,

MANUEL CORTES
Chair, Board of Directors

CHARLES MCCAFFREY
Executive Director
JOINT MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR ABOUT EASTERN MARKET MAIN STREET

MISSION

The mission of EMMS is to capitalize on our historic assets and entrepreneurial culture to promote, retain, and attract diverse, small businesses through the Main Street Four-Point Approach: Organization, Promotion, Design, and Economic Vitality.

VISION

EMMS is dedicated to fostering a collaborative, connected, and competitive business community that reinforces our historic, iconic, and diverse neighborhood identity.
Throughout the year, EMMS works to promote and benefit our businesses by hosting events, investing in comprehensive marketing and advertising, and engaging with customers across the city. Adhering to COVID-19 restrictions, we organized (virtual) activities aimed at all age groups to animate the corridor, enhance the neighborhood, and promote business growth.

**CUSTOMER ENGAGEMENT**

Events like the EMMS Virtual Scavenger Hunt, DC Dog Days Virtual Sidewalk Sale and Art All Night created meaningful, memorable experiences between businesses and their customers.

**BUSINESS PROMOTION**

Campaigns like #EverythingYouNeed, #ShopSmall, #ShopLocal and The Holly Days encouraged customers to invest in their local economy and fostered activity that highlighted businesses.

**Social Media Posts**

In 2020, EMMS promoted corridor businesses, happenings and community news with daily social media posts and informative newsletters.

**Social Media Followers**

EMMS saw tremendous growth across our social media channels in 2020, more than doubling our Instagram following. Across all channels in total, EMMS saw an 88% increase from 3,834 to 7,200.

**Annual Reach**

In 2020, EMMS had a total reach of 910,035 through digital and print promotions as part of various events and campaigns. A 52% increase from 2019.
EMMS works to strengthen existing businesses and recruit new ones through technical assistance, market analysis, and strategic planning. In 2020, we offered Emergency Relief Grants, distributed PPE Care Packages and hosted numerous workshops and sessions to assist businesses with lease agreements, grant applications, pivoting techniques and much more. We are honored to have been voted Washington City Paper’s Best BID/Main Street for a second year in a row.

In 2020, EMMS distributed $40,000 in emergency small business grants thanks to funding from the DC Department of Small & Local Business Development (DSLBD) and community contributions to our GoFundMe Charity campaign.

In 2020, EMMS once again partnered with CHAMPS to present the Capitol Hill Business Sessions, educational workshops and seminars focusing on topics of interest to business owners. Additionally, EMMS staff spent over 259 hours working with business owners and managers one-on-one to support business operations.

In collaboration with the DC Mayor’s Office, DSLBD, the Capitol Hill BID, Barrack’s Row Main Street, Eastern Market and ANC6B, EMMS distributed 270 Personal Protective Equipment (PPE) kits to Capitol Hill small businesses in support of Re-Open DC Phase One & Two.
EMMS
2018 NEW & RELOCATED BUSINESSES

CAPTAIN COOKIE AND THE MILKMAN  FIGHT CLUB AT BEUCHERT’S SALOON  MATHNASIUM  MOORENKO’S

NO KIDS ALLOWED  THE DUCK & THE PEACH  THE LITTLE GYM  TURNING NATURAL

EMMS
2020 FINANCIAL REPORT

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<th>ASSETS</th>
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<td>Current Assets</td>
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<tr>
<td>Cash Assets</td>
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<td>TOTAL ASSETS</td>
<td>$59,375.44</td>
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<th>LIABILITIES &amp; EQUITY</th>
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<td>Current Liabilities</td>
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<td>Accounts Payable</td>
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<td>Net Income</td>
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<td>TOTAL LIABILITIES &amp; EQUITY (as of 12/31/18)</td>
<td>$59,375.44</td>
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2020 BOARD OF DIRECTORS

Manuel Cortes, Chair
Owner, GroovyDC

Mary Quillian Helms, Vice Chair
Owner, Mr. Henry’s

Terry McDonald, Treasurer
General Manager, Scallan Properties

Lona Valmoro, Secretary
Senior Advisor
Office of Secretary Hillary Clinton

Michael Berman, Promotions Chair
Executive Director, Diverse Markets Management

Alex Golding, Economic Vitality Chair
Vice President, Stanton Development

Ana Harvey
President/CEO, Harvey Hudson Group

Shaun Marble
Settlement Officer
Mid-Atlantic Settlement Services

Barry Margeson
Eastern Market Manager, DGS

Eli Morr
Co-founder, Peacesake Candles & Co

Sean Pichon, Design Chair
Principal, PGN Architects

Thu Pham
Chief of Staff, Defenders of Wildlife

Patty Brosmer (Ex Officio Member)
President, Capitol Hill BID

EMMS

STAFF

Charles McCaffrey
Executive Director

Christina Sailer-Dolan
Digital Marketing Intern
ACKNOWLEDGEMENTS

2020 DONORS

$10,000+
- Department of Small and Local Business Development
- National Capitol Bank

$5,000 - $9,999
- Capitol Hill BID

$1,000 - $4,999
- ANC6B
- Mike Berman, Diverse Markets Management
- Loren Bushkar
- Capitol Hill BID
- Capitol Hill Community Foundation
- Manuel Cortes, Groovy dc
- DMPED
- Don Denton, Coldwell Banker Capitol Hill
- Eye Central
- Ana Harvey
- Barry Margeson, Eastern Market
- Shaun Marble

$500 - $999
- Alex Golding

$0 - $499
- Bindeman Properties
- Blue Iris Flowers
- Keith Boyea
- Bowers’ Fancy Dairy Cheese
- Calomiris Fruits and Vegetables
- Canales Delicatessen
- Canales Quality Meats
- Capitol Hill Poultry
- Chuck Burger, Coldwell Banker Capitol Hill
- Clothes Encounters
- Chris and Marie Cox, First Savings Mortgage
- Christine Davey
- Eastern Market Grocery
- Eastern Market Nails
- Eastern Market Pottery
- Ann Fisher
- Erica Fitzsimmons
- Christine Heiby
- Jackson Prentice
- Joselito
- Elizabeth Kaehler
- Anna Kompanek
- Tim LaCasse, State Farm
- Jason Levine

- Terry McDonald
- Thu Pham
- Sean Pichon
- Larry and Carol Quillian
- Mary Quillian Helms, Mr. Henry’s
- The Residences at Eastern Market
- Drew Scallan, Scallan Properties
- Stanton Development
- Meg Shapiro, JPM Team @ COMPASS
- Lona Valmoro

- Market Poultry
- Gail Martin
- Charles McCaffrey
- Sebrina Miller
- William Morgan
- Eli Morr
- nail saloon
- Paik Produce
- Quavaro
- Radici
- Tom Rall
- Ann Ressing
- Matthild Schneider
- Jason Seacrest
- Sanphan Thai Cuisine
- Tunnicliff’s Tavern
- Union Meat
- Holly Washington
- Katie Wonnenberg
- Woven History Silk Road
2020 EMMS EMERGENCY SMALL BUSINESS RELIEF GRANT DONORS

Lisa Agia
Michael Berman
Robin Boone
Rebecca Buchanan
Janice Burk
Barbara Carlsson
Christine Carroll
Vanessa Cieslak
Marie Cohen
Mary Cole
Rachel Colombana
Sara Conrath
Manuel Cortes
Lea Crusey
George Dolan
Lauren Drew
Sarah Eddy
Melissa English
Louise Fenner
Megan Franco
Cindy Gierhart
JoAnne Glisson
Patricia Granados
Elizabeth Greer
M. Hall
Balchander Jayaraman

Tracy Jones
Shirin Khan
Charles King
Brittney Kohler
Linda Lance
Theodore LeCompte
Emilee Lewis
Jennifer Lux
Robert MacLeod
Roger Mattioli
Charles McCaffrey
Patricia McHugh
Sarah McPhie
Helene Monteil
William Morgan
Kathleen Mullen
John Nammack
Paul Oliver
Kathleen O’Neill
Marija Ozolins
Paul Pimentel
Tom Rall
Nan Raphael
Elizabeth Roberts
Robin Robertson
Gina Sangster

Matthild Schneider
Shirley Schwarz
Pramita Senguota
Alexandre Sevrain
Diane Shages
Chad Shuskey
Sara Sills
James Simpson
Lindy Singleton
Russell Sitka
Megan Spencer
Theresa Sullivan
Jonathan Tamari
Ellen Terrell
Nina Tristani
Kristina Vidal
Sarah von der Lippe
Lindsey Wagner-Oveson
Robert Ward
Christopher Wilson
Holly Worthington
Kaily Yee
Karen Zareski

2020 VOLUNTEERS

Julie Aaronson*
Mike Berman*
Tiffany Branum
Loren Bushkar
Maria Carey
Sarah Cissna*
Manuel Cortes*
Anne Craig*
Colin Danly*
Christina Sailer-Dolan
Alex Golding*
Austin Graff
Ana Harvey*
Mary Quillian Helms*

Melvin Inman
Johnetta Jordan*
Samnang Man*
Barry Margeson*
Peterbug Matthews
Tyler Naake*
Terry McDonald*
Eli Morr*
Sean Pichon*
McKenna Pugh*
Matt Schoemaker*
Susan Taylor*
Emily Webb*
Daniela Zara*

*Denotes a member of one of the EMMS working committees - Promotions, Design, and Economic Vitality.
Eastern Market Main Street is an officially designated DC Main Streets Program and is funded in part by the Department of Small and Local Business Development.