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Dear Friends,

What a fantastic year to look back on! In our second year of operations, Eastern Market Main Street has continued to strive towards our vision of a vibrant, neighborhood-serving commercial corridor. From welcoming new businesses to restoring historic facades to engaging the Capitol Hill community, we are incredibly proud of the growth and momentum we’ve experienced so far.

In 2018, EMMS invested over $38,000 in small businesses through our grant programs, became a Local Google Partner to better connect business owners with resources, reached 480,000 through our events and marketing campaigns, and provided over 50 hours of one-on-one technical assistance. All of this would not have been possible without the donors, volunteers, board members, and other stakeholders who believe in and tangibly support our work. Thank you.

Although we have much more to do, we look forward to tackling challenges together - strengthening our local economy, supporting small businesses, and bringing more people to experience and enjoy this unique neighborhood.

With thanks,

MANUEL CORTES
Chair, Board of Directors

MADELEINE ODENDAHL
Executive Director

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 customers. With the help of volunteers, we organize activities aimed at all age groups to animate the corridor, enhance the neighborhood, and promote business growth.

**CUSTOMER ENGAGEMENT**

Events like Market Week, Kids’ Corner at Eastern Market, and Constitutional Prohibition created meaningful, memorable experiences between businesses and their customers.

**BUSINESS PROMOTION**

Campaigns like #CheersCapitalHill and The Holly Days encouraged customers to invest in their local economy and fostered activity, such as Mayor Bowser’s Small Business Saturday video, that highlighted businesses.

**TECHNICAL ASSISTANCE HIGHLIGHTS**

EMMS works to strengthen existing businesses and recruit new ones through technical assistance, market analysis, and strategic planning. In 2018, we continued our Facade Improvement grant program and launched our Technical Assistance grant program, as well as engaging in a Capitol Hill Customer Survey and hosting numerous capacity-building workshops and sessions.

**OUTREACH AND EVENT HIGHLIGHTS**

In 2018, 41 customer-facing businesses engaged with EMMS, a 3% increase over 2017.

**Participating Businesses**

In 2018, 41 customer-facing businesses engaged with EMMS, a 3% increase over 2017.

**Social Media Followers**

EMMS saw tremendous growth across our social media channels in 2018, more than doubling our Instagram following. Across all channels in total, EMMS saw a 44% increase from 1,482 to 2,644.

**Annual Reach**

In 2018, EMMS had a total reach of 483,033 through digital and print promotions as part of various events and campaigns.

**GRANTS AWARDED**

Through the Facade Improvement Program, EMMS awarded 13 grants totaling $28,439 for new and replacement projects including signage, awnings, stairs, windows, and lighting. Through the Technical Assistance Program, EMMS awarded nine grants totaling $10,000 for accounting, marketing, and legal assistance.

**ONE-ON-ONE CONSULTING**

In addition to organized sessions, EMMS staff and Committee members spent over 50 hours working with business owners and managers one-on-one to support business operations and increase capacity.
EMMS
2018 NEW & RELOCATED BUSINESSES

EMMS
2018 FINANCIAL REPORT

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash Assets</td>
<td>$26,533.51</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$26,533.51</td>
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<thead>
<tr>
<th>LIABILITIES &amp; EQUITY</th>
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</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
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<td>Accounts Payable</td>
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<tr>
<td>Equity</td>
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<td>Unrestricted Net Assets</td>
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<td>Net Income</td>
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<tr>
<td><strong>TOTAL LIABILITIES &amp; EQUITY (as of 12/31/18)</strong></td>
<td>$26,533.51</td>
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EMMS
2018 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
Advisor and Director of Scheduling for Secretary Hillary Clinton

Michael Berman, Promotions Chair
Executive Director, Diverse Markets Management

Loren Bushkar
Executive Director, J.P. Morgan Private Bank Investment Strategy

Alex Golding, Economic Vitality Chair
Vice President, Stanton Development

Shaun Marble
Regional President, Monarch Title

Barry Margeson
Eastern Market Manager, DGS

Sean Pichon, Design Chair
Principal, PGN Architects

EMMS
STAFF

Madeleine Odendahl
Executive Director

Tiffany Branum
Program Coordinator
EMMS
ACKNOWLEDGEMENTS

2018 DONORS

$10,000+
Department of Small and Local Business Development

$5,000 - $9,999
Stanton Development

$1,000 - $4,999

- Be Here Now Yoga
- Mike Berman, Diverse Markets Management
- Loren Bushkar
- Capitol Hill BID
- GroovyDC
- Don Denton, Coldwell Banker Capitol Hill
- Eastern Market, DGS
- Catherine Held
- Dale Lowry
- Shawn Marble

$500 - $999

- Acqua al 2
- Boxcar Tavern
- Clothes Encounters
- COMPASS
- Chris and Marie Cox, First Savings Mortgage
- DC Access
- District Veterinary Hospital
- East City Bookshop

$0 - $499

- Antiochia
- Barrel
- Berkshire Hathaway HomeServices
- PenFed Realty
- Capitol Hill Books
- Capitol Hill Frame and Photo
- Eastern Market Pottery
- Fairy Godmother
- Fit4Mom Capitol Hill
- JRINK
- Labyrinth

Barry Margeson
Terry McDonald
National Capital Bank
Sean Pichon
Larry and Carol Quillian
Mary Quillian Helms, Mr. Henry’s
Re-New Psychology
The Residences at Eastern Market
Drew Scallan, Scallan Properties
Meg Shapiro, COMPASS

Eye Central
Hank’s Oyster Bar
Joselito Casa de Comidas
nailsalon
OFO Bike
Realignment Studio
The Yard: Eastern Market
Trickling Springs Creamery

Orangetheory Fitness
Paris Bleu
Prego Deli
Quavaro
Rose and Sparrow
Sanphan Thai Cuisine
Sephora
Tunnicliff’s Tavern
Woven History Silk Road
Yarmouth Management

2018 VOLUNTEERS

- Molly Anderson
- Sara Bennett
- Mike Berman
- Tiffany Branum*
- Loren Bushkar
- Lylla Childress
- Natalie Childress
- Susan Cohen
- Melinda Contreras
- Manuel Cortes*
- Chelsea Crinson
- Dominique Eldridge*
- Laura Escobar*
- John Fleming
- Rebecca Galanti
- Howard Gantman
- Denise Gibson
- Pege Gilgannon
- Alex Golding*
- Diane Griffin
- Lonnie Hall
- Jamila Hinds

Calvin Jackson
Sheila Jones
Johnetta Jordan*
Kimberly Kennedy
Harris Lenowitz
Shaun Marble
Paul Marengo*
Barry Margeson*
Shane Mayson*
Terry McDonald
Edward Moreno
Idell Morse
Ben Odendahl
Diego Olivares
Clare Palace
Sean Pichon*
Mary Quillian Helms*
Radha Shah
Alice Storch*
Lona Valmoro*
Kathy Wyer

*Denotes a member of one of the EMMS working committees - Promotions, Design, and Economic Vitality.

THANK YOU!