

Eastern Market Main Street

2019: WHAT HAVE WE BEEN UP TO?

TOTAL REACH

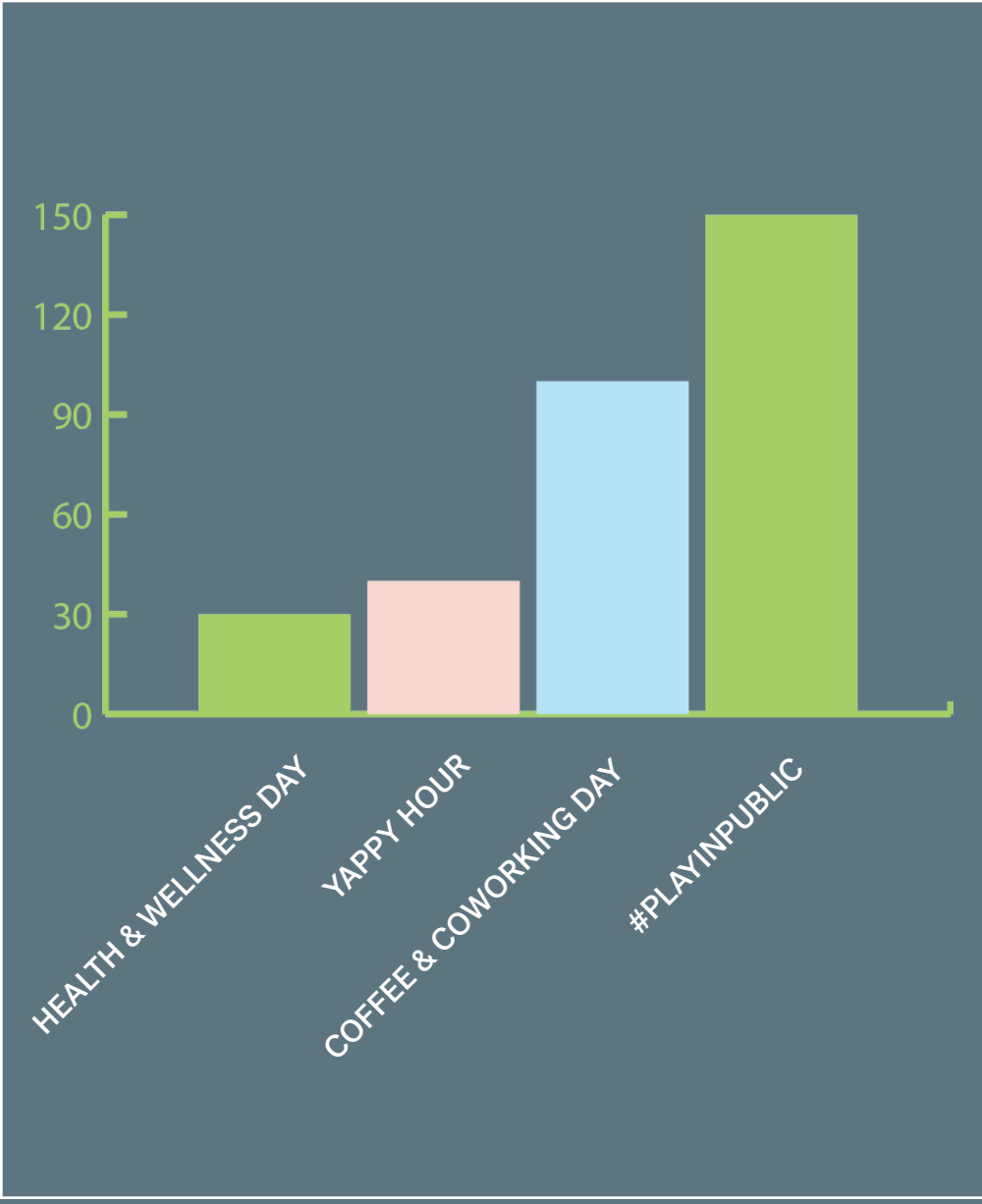
143,392


DIGITAL & PRINT

PASSPORT REACH

1,700

EVENT ATTENDANCE





The third annual Market Week celebrated businesses with a full week of activities and events including Health and Wellness Day, Yappy Hour, Coffee and Coworking Day and #PlayinPublic. The Market Week Passport, distributed to over 1,700 visitors, introduced customers to the wide variety of businesses on the corridor.

NEW & RELOCATED BUSINESSES
ON EASTERN MARKET MAIN STREET IN 2019



BROW CONTOUR



CHASE BANK



THE EASTERN



EAT BRGZ

\$62,428

GRANTS AWARDED

Through the Facade Improvement and Robust Retail program, EMMS awarded 13 grants totaling \$49,047 for new and replacement projects including signage, painting, windows, and lighting. Through the Technical Assistance Program, EMMS awarded \$13,381 for accounting, marketing, and security assistance.

65 + HOURS

ONE-ON-ONE CONSULTING

In addition to organized sessions, EMMS staff and Committee members spent over 65 hours working with business owners and managers one-on-one to support business operations and increase capacity.

CONSTITUTIONAL (N)
VOTES FOR WOMEN

Constitutional(n): Votes for Women is a neighborhood tasting tour with a historical twist. EMMS highlighted local restaurants and regional drinkeries while giving guests a historical experience designed to satisfy curiosity and quench thirst.

ATTENDEES



TOTAL ATTENDANCE: 74

CAPITOL HILL CAROLING MARATHON



SOCIAL MEDIA



HOLLY DAYS

MOST POPULAR POST:



HOLLY DAYS

TOTAL REACH: 183,628



HOLLY DAYS



A campaign to attract customers and visitors to the corridor during the busiest shopping season of the year, The Holly Days included a comprehensive digital, print, and on-site marketing campaign that kicked off on Small Business Saturday, included the third annual Capitol Hill Caroling Marathon, and ran through the end of December.

TOTAL IMPRESSIONS: 291,981

Read more about our efforts to support small businesses through the Main Street Four-Point Approach (organization, promotion, design, and economic vitality) in our Annual Report or online at www.easternmarketmainstreet.org.



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.