



PREPARED BY

EASTERN MARKET MAIN STREET



www.easternmarketmainstreet.org





EMMS MISSION AND VISION

A 501(c)(3) non-profit organization in partnership with DC Main Streets, Eastern Market Main Street is preserving our historic corridor, supporting small businesses, and fostering a vibrant, neighborhood serving corridor through public and private space improvements, capacity-building resources, and community events and campaigns.

We use the Main Street America Four Points Strategy of Community Revitalization: Economic Vitality, Design, Promotion, and Organization.

The use of this strategy is to promote our neighborhood's pillars of **Continuity**, **Collaboration**, and **Sustainability**.



CONTINUITY

The Eastern Market neighborhood has a long history of market commerce and community.



On November 12, 2023, the historic Eastern Market building itself celebrated the 150th anniversary of its opening in 1873. Eastern Market Main Street obtained a grant from **Events DC** to celebrate the Market and its surrounding neighborhood.

Our goal is to foster **well-planned** and **consistent** recurring events and promotions to elevate our corridor and serve community needs. On November 9th & 10th, 2024, we established **Novemberfest**, turning the anniversary weekend of the previous year into a recurring fall festival to kick off the holiday season. According to Placer AI data, the corridor saw a **30% increase in foot traffic** compared to the prior year. We aim for an additional 10% increase in 2025.



COLLABORATION

Eastern Market Main Street has a defined boundary, but our larger community does not. Our corridor does not exist in isolation. While we dedicate resources to the businesses within our corridor, we also work in collaboration with other organizations.

In November of 2024, Board member Kathleen Donahue spearheaded the growth of the **Better Together** Initiative. By working in tandem with the Capitol Hill BID, CHAMPS, and Barracks Row Main Street, participation in the initiative doubled from seventeen businesses in 2023 to over thirty in 2024.

Better Together lets Capitol Hill businesses partner together in a gift card exchange that gives customers a fun reward for shopping local. It begins on Small Business Saturday - the Saturday after Thanksgiving - and provides real impact to the holiday shopping season. It allows customers to learn of and try out other businesses they may not have heard of before, increasing traffic throughout the neighborhood to the benefit of all.

Looking ahead to 2025, we aim to keep up that impact and explore other avenues to collaborate across boundaries where it will benefit our corridor.



SUSTAINABILITY

In 2024, Eastern Market Main Street awarded \$40,000 in Business Improvement Grants to small businesses within our corridor. These grants are made possible by our Main Street grant from DC's **Department of Small and Local Business Development**.

We provide additional technical assistance to businesses in need through workshops both voluntary and required by DC regulation, networking opportunities, and direct help in understanding and meeting DC business requirements. We also raise awareness of additional funding opportunities.

Every dollar raised by Eastern Market Main Street goes into these efforts to sustain a vital and vibrant commercial corridor. In 2024, we were able to provide an additional **\$5,000** in **emergency funding** for businesses suffering physical damage from infrastructure issues.

Business Improvement Grant Recipients

A&J Photography
Beaming Salon
Beuchert's Saloon
Boxcar Tavern
Bravado
Bullfrog Bagels
Capitol Hill Books
Captain Cookie
Custom Beauty Med Studio
D. Prince Designs
District Ortho
East City Books
Eastern Market Nails
Eastern Market Pottery
Fight Club
Groovy Gifts
ILERA Allergy and Asthma Center
Indiblossom
JJ Mutts
Joselito
Judy Makes Juice
La Casina
Labyrinth Games & Puzzles
Mirasa Design Inc.
My Cake Theory
Peregrine
Randolph Cree Hair Salon
Relume
Ruta
Skin Obsession Studio LLC
Stio Design
Sole Wash
Woven History
WoW Lash Studio LLC



Eastern Market Main Street

Statement of Financial Position As of September 30, 2024

	TOTAL
▼ ASSETS	
▼ Current Assets	
▶ Bank Accounts	\$8,167.24
▶ Accounts Receivable	\$13,925.00
▶ Other Current Assets	\$0.00
Total Current Assets	\$22,092.24
▶ Fixed Assets	\$4,294.31
TOTAL ASSETS	\$26,386.55
▶ LIABILITIES AND EQUITY	\$26,386.55

2024 BOARD OF DIRECTORS

Mary Quillian Helms, President

Owner, Mr. Henry's

Sean Pichon, Vice President**Design Committee Chair**

Principal, Michael Graves

Barry Margeson, Secretary

DGS, Eastern Market Manager

Mike Berman, Treasurer

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Shaun Marble

CEO, Marble Title & Escrow

Kathleen Donahue**Promotions Committee Chair**

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