



GEORGETOWN MAIN STREET

2018 Annual Report



From Hope Solomon, GMS Chair

Our first year as Georgetown Main Street (GMS) has been remarkable! Our goal from the start was to represent the small business community in Georgetown, giving each of you a platform to voice your ideas on how to keep our historic neighborhood thriving in a challenging retail environment.

As I reflect back on our success stories from year one, I am most proud that I represent an organization that is the first of its kind in Georgetown to give money BACK to the business owners in the form of 'Small Business Grants' – a program dedicated to helping with physical and operational improvements. In year one, GMS gave out over \$35,000 to nine small businesses to help reinvigorate a storefront through painting and landscaping, improve interior lighting, enhance marketing capabilities, and install a humidifier to preserve precious antiques.

GMS also added several events to the calendar to help bring folks into our neighborhood to eat, drink, and shop on our business corridor. In June, we celebrated Georgetown's first wedding focused event, 'I Do: Georgetown.' Over 300 ladies and gents signed up to enjoy a day of festivities geared to highlight the amount of wedding related businesses our corridor has – more than any other neighborhood in the District! In September, GMS hosted Wander Wisconsin, a fun retail-focused event full of special discounts in our businesses along Wisconsin Avenue.

The Board of Directors and I would like to take this opportunity to thank our extraordinary Executive Director, Jessie Himmelrich – without your dedication, vision, and commitment to getting the job done and going the extra mile, we would be lost! I would also like to thank the DC Department of Small and Local Business Development (DSLBD) – without the initial start-up grant from DSLBD our Main Street program would not exist.

And most of all, a big thanks to all the community members and business owners for your continued support and letting us know that GMS is on the right track. Here's to a successful year two!

Sincerely,

Hope Solomon



WHO WE ARE

Georgetown Main Street (GMS) is a non-profit organization (which has applied for 501c(3) nonprofit status) that promotes and supports the economic vitality of the local small business community along Wisconsin Avenue, from Whitehaven Parkway, to K Street and the adjacent area. GMS is designated as a DC Main Street program, with the majority of funding from a grant from the DC Department of Small and Local Business Development (DSLBD).

The mission of GMS is to promote and retain diverse small and local businesses along the Wisconsin Avenue commercial corridor through the Main Street Four-Point approach: organization, promotion, design, and economic vitality.



I Do brought hundreds of shoppers into Georgetown for a fun day of shopping and wedding planning.

WHAT WE DO: Successes in 2018!

Small Business Grants

GMS created a Small Business Grant program to help cover costs of physical and operational improvements to businesses along the Wisconsin Avenue corridor. These improvements contribute to a more customer-friendly environment that increases businesses' bottom line. In 2018, GMS provided nine grants totaling over \$35,000. The Grant program has a significant impact beyond the designated projects. One grantee was able to sign a five-year lease after having a month-to-month contract with her landlord.

Events & Promotion

GMS brought new shoppers to Georgetown through two successful corridor-wide shopping events. In June, "I Do: A Georgetown Wedding Event" showcased over 30 wedding-related retailers along the corridor. "Wander Wisconsin" in September invited shoppers to visit dozens of stores as they completed their "passports" in order to win raffle prizes to local shops and restaurants.

Technical Assistance

A priority in GMS's inaugural year was understanding the needs and aspirations of Wisconsin Avenue's small businesses. Staff spent hours meeting with retailers to discover how GMS can best support them. As a result, we hosted two Group Technical Assistance Program (GTAP) workshops for business owners and managers. Consultants and experts shared insight and best practices about social media and branding with business owners and managers to better reach prospective clients.

Retail Market Analysis

GMS worked with an economic development firm to create a retail market analysis about the GMS corridor. Using extensive local data, this new enlightening research helped GMS better understand the local retail market and identify strategic opportunities to activate vacant spaces, find ways to provide technical and regulatory assistance, and enhance strategic partnerships along the corridor. These recommendations will help guide GMS's activities in the coming years.

Website and Resources

The new GMS website is a useful resource for current and prospective businesses, listing local and government resources and other tools to help businesses thrive. Check it out at www.georgetownmainstreet.com.

Looking Forward

Following its initial year of organization and exploration – and building on the successes of its first year of programs – Georgetown Main Street has identified the following priorities for 2019:

- Continuing to attract shopping and dining patrons
- Developing meaningful partnerships
- Activating vacant spaces through unique activities and events
- Serving as a valuable resource for business owners
- Providing more technical assistance to businesses through GTAPs and Grants



Shoppers enjoy special trunk shows at the newly renovated The Phoenix.



Attendees plan for their wedding day at I Do: A Georgetown Wedding Event.



From Jessie Himmelrich, GMS Executive Director

After our inaugural year, we can all be proud of the achievements that GMS has accomplished. In the midst of a difficult retail market, GMS had a real impact on enhancing a thriving retail environment along Wisconsin Avenue.

Nine exciting new businesses opened along the corridor and leases were signed and renewed at many more retail spaces – showing both current and new retailers see the opportunity to succeed here. We launched initiatives to provide \$40,000 to directly help locally owned small businesses through grants and technical assistance programs. We brought new customers to Wisconsin Avenue, as our two corridor-wide events created energy, foot traffic, and investment in the local economy.

This past year, GMS also built strong relationships that benefit our neighborhood retailers. We constantly represented and promoted the business community at meetings with the Georgetown Business Association (GBA), the Georgetown Business Improvement District (BID), and the Advisory Neighborhood Commission (ANC).

Our success – both this past year and in the years to come – is only possible through the hard work and commitment of many people. I would like to personally thank our Board of Directors for their dedication to GMS and our constituents. The board has created a solid foundation that will allow GMS to grow and our businesses to thrive. I would also like to thank the funders and sponsors of our programs in our inaugural year – especially DSLBD. Their endorsement of our work motivates us to do more.

Most importantly, thank you to our businesses and stakeholders for believing in our work. I look forward to our accomplishments in 2019 and in years to come!

Sincerely,

Jessie Himmelrich

2018 FINANCIALS

Georgetown Main Street

As of September 30, 2018

CURRENT ASSETS

Cash and Accounts Receivable	16,625.00
Total Current Assets	16,625.00

Total Assets	\$ 16,625.00
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LIABILITIES AND NET ASSETS

Current Liabilities	1,419.00
Net Assets	15,206.00

Total Liabilities and Net Assets	\$ 16,625.00
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Georgetown Main Street (GMS) has applied for 501c(3) nonprofit status



Students from Duke Ellington School of the Arts engage with the community by performing at Wander Wisconsin.





Two businesses celebrated 85 years in Georgetown this past year (The Opportunity Shop and Martin's Tavern).



New businesses like Corridor Coffee showcase their products at Wander Wisconsin.

BOARD & STAFF

HOPE SOLOMON

GMS Chair | Wedding Creations & Anthony's Tuxedos

CONSTANTINE FERSSIZIDIS

GMS Vice President | TD Bank

ALAN HELFER

GMS Treasurer | Helfer & Company LLC

MELANIE HAYES

TTR Sotheby's International Realty

SKIP MOOSHER

Morgan Stanley

CORY PETERSON

Georgetown University

TIA HARRIS POWELL

Duke Ellington School of the Arts

JESSIE HIMMELRICH

GMS Executive Director

Special thanks to retiring board members:

ALICE HAASE

PAUL MONARCH

SAMANTHA HAYS GUSHNER

BECKY WADDELL

Your support matters

With your support, Georgetown Main Street can have a greater impact in supporting the small and local business community that keeps our neighborhood a great place to live and visit. We would like to say thank you to our cash and in-kind donors.

A.L. Wheeler & Companies

Anonymous

Bacchus Wine Cellar

Michelle Carter

Crown City Pictures

Georgetown University

Alice Haase

Samantha Hays

Melanie Hayes, TTR Sotheby's International Realty

Just Paper & Tea

Mary Kate McCarthy

Skip Moosher

Ania Peddie

Cory Peterson

Kirsten Pizza

Tia Powell Harris

Trevor Smith

Wedding Wire

Katherine Whitlow

IN KIND:

A2Z Music Factory

Scout Bags

SnapBash

Taylor & Hov

Please Donate!

Your donation can make a difference. Visit www.georgetownmainstreet.com/donate to donate today.

“**The I Do wedding event** provided great exposure for Lovely Bride DC. Bride's were able to interact with stylists, browse through gowns as well as partake in our instore activities without feeling the pressure to buy anything. The nature of the event in turn created a lighthearted ambience in our shop and I'm sure all the other businesses as well.”

- Danielle Anane, Lovely Bride

“**As a Georgetown based education business,** we are committed to our community and have loved the connections GMS has helped us make!”

- Chloe Kaplan, Amore Learning

“**With the Georgetown Main Street grant** I was able to update the front of my store- adding value to my property and staying contemporary with the other neighboring storefronts. We have added new customers from the neighborhood too! Store looks much much much better now.”

- Sam Ramedani, Focus Optician

“**With the grant we received** from Georgetown Main Street, we were able to make a (much needed) drastic improvement to our building facade, which not only made our storefront look better, but also attracted passer-bys to look up at our sign and walk in to learn more about our business. Thank you for your support, Georgetown Main Street!”

- Kristina Han, Own Your Wonder



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For more information, visit:
GeorgetownMainStreet.com

