

GEORGETOWN MAIN STREET

Annual Report

OCTOBER 2018-
SEPTEMBER 2019

2019



A MESSAGE FROM HOPE SOLOMON

CHAIR, GEORGETOWN MAIN STREET

Dear Friends,

As I reflect back on where we started and what we have accomplished this far, I am very proud to be a part of this impactful organization. From the very beginning, GMS worked hard to create a diverse Board of Directors that is reflective of our unique small business community. We are proud to represent several women owned businesses, minority owned businesses, businesses that have been around forever, and new businesses that have chosen to make Georgetown their home.

Over the last 2 years, GMS has provided nearly \$75,000 in grants to help our small businesses make façade improvements, get that marketing initiative off the ground, put up new signage and lighting, and also make interior improvements. Additionally, through a series of technical assistance classes, GMS was able to connect business owners with subject matter experts in the fields of marketing, social media, and online reviews.

I also want to take a moment to praise our Executive Director Rachel Shank. The GMS Board leans on Rachel immensely for her creative insights. Most importantly, she plays a critical role in bringing small business owner concerns and feedback to the Board. I can't tell you how many times I get stopped on the street by folks in the community telling me how great it is to work with Rachel - this is a true testament to Rachel's commitment to our business community.

And, none of this could have been possible to achieve without the continued support of our DC Council, Mayor Bowser, and DSLBD. Here's to year three!



GMS Chair Hope Solomon and Paul Staub of Snyder Properties

WHO WE ARE

Georgetown Main Street (GMS) is a non-profit organization 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).



GMS board member Beth Cooper and former board member Paul Monarch



GMS Secretary Tia Powell Harris,
CEO Duke Ellington School of the Arts

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.

WHAT WE DO

successes in 2019

GRANTS

The Small Business Grant program was created 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 2019, GMS provided 14 grants ranging from \$1,000 to \$5,000 for a total of \$37,000. The largest grants helped both well-established businesses and burgeoning businesses – from the Opportunity Shop, a consignment retailer that celebrated 85 years on the corridor this year, to Dent Place Market, a boutique corner market serving the neighborhood.

EVENTS & PROMOTION

During the holiday shopping season, GMS, in collaboration with SG Consulting and Snyder Properties, activated an empty storefront at 1631 Wisconsin Avenue NW to bring a holiday market to life, titled Pop Georgetown. It housed eight local makers for six weekends between December 2018 and January 2019.

GMS also brought new shoppers to Georgetown with a successful corridor-wide shopping event. In August, GMS hosted the second annual "I Do: A Georgetown Wedding Event" in partnership with Evoke Design & Creative. The event showcased over 30 wedding-adjacent businesses and venues along the corridor.

TECHNICAL ASSISTANCE

One point of the The Main Street Program's methodology focuses on economic vitality, which includes providing technical support for small businesses to become more efficient and effective businesses. In 2019, GMS hosted two Group Technical Assistance Program (GTAP) workshops for business owners and managers. Consultants and experts shared insights on the importance of email marketing and the power of online reviews.

In addition to formal workshops, the ED worked one-on-one to support businesses.



Attendees enjoy SnapBash photobooth at I Do event



Shara & Tanya during POP Georgetown which would become Local Meditations

[FINANCIALS

FRIENDS OF GEORGETOWN

As of September 30, 2019

ASSETS

Cash	\$ 5,982.33
Current Assets	\$15,508.00
Fixed Assets	\$ 1,415.93
Total Current Assets	\$21,490.33
Total Assets	\$22,906.26

LIABILITIES AND NET ASSETS

Current Liabilities	\$21,460.40
Total Liabilities	\$21,460.40
Net Assets	\$1,445.86

TOTAL LIABILITIES AND NET ASSETS	\$22,906.26
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FRIENDS OF GEORGETOWN (d/b/a) Georgetown Main Street received 501(c)(3) designation in July 2019



Holiday Pop-Up at 1631 Wisconsin Ave

A MESSAGE FROM THE EXECUTIVE DIRECTOR

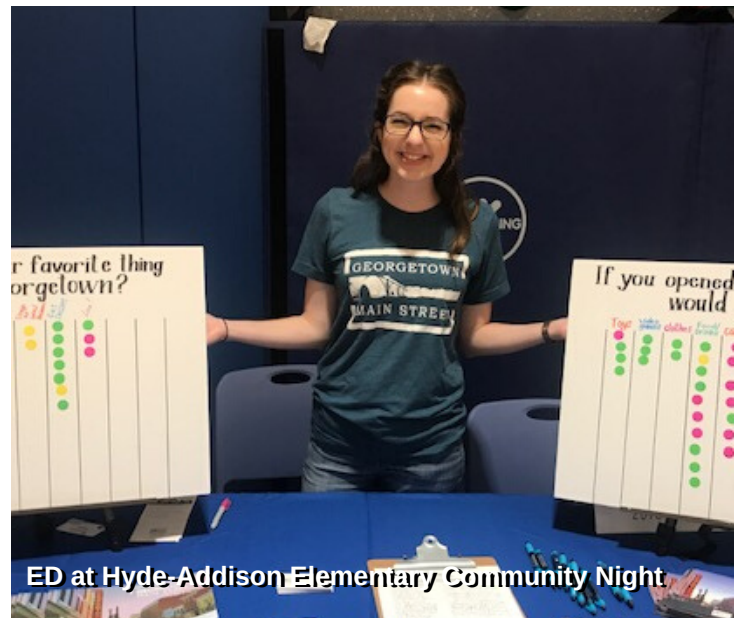
Stepping into the role of Executive Director halfway through Georgetown Main Street's second year was exhilarating. The work of the previous Executive Director and the accomplishments of the organization should be lauded. From direct technical and financial assistance to the corridor-wide events, this little organization is making a big impact. We welcomed twelve new small businesses along the corridor and expanded our service boundaries to formally support half a block east and west of Wisconsin Avenue. We launched initiatives to provide nearly \$40,000 to directly help locally owned small businesses through

grants that went directly to small business owners. We brought neighbors and new customers to the corridor, as our two major events and promotion of our small businesses created energy, foot traffic and investment in the local economy.

This past year, GMS deepened community relationships that benefit our neighborhood retailers. We 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).

As I look toward the future, I am grateful. Our mission can only be realized through the dedication and hard work of many members of our community. Firstly, I am thankful to the Board of Directors who volunteer countless hours to meetings, events, and strategy sessions. We could not operate without the contribution of our donors and event sponsors. In particular I am grateful for the moral and financial support of the Department for Small and Local Business Development, from which we receive our annual grant. Finally, I am deeply appreciative for the small business community who constantly cheered me on and validated the work of the organization. It is for you that we exist. I look forward to continued growth and community partnership in the years to come.


Rachel Shank



ED at Hyde-Addison Elementary Community Night



Small Business Grant award ceremony



Line for I Do event check-in

BOARD OF DIRECTORS

Hope Solomon

GMS Chair | Wedding Creations
& Anthony's Tuxedos

Constantine Ferssizidis

GMS Vice President | TD Bank

Natalee Sophia Snider

GMS Treasurer | Compass Real
Estate - Georgetown

Tia Powell-Harris

GMS Secretary | Duke Ellington
School of the Arts

Skip Moosher

Morgan Stanley

Melanie Hayes

TTR Sotheby's International
Realty

Cory Peterson

Georgetown University

Beth Cooper

Georgetown Resident

Daphna Peled

Pillar & Post

SPECIAL THANKS TO:

Jessie Himmelrich, for serving half the year in the role of Executive Director. Your leadership and relationship building in the formative years of the organization positioned us to grow and better serve the community.

Thanks also to **Vince Biase**, our intern, who provided valuable research and event support.

Retiring Board Member:

Alan Helfer

GMS Treasurer
HelferBell LLC



Before Dent Place Market made exterior and interior renovations



After Dent Place Market made renovations with support from GMS Small Business Grant

BY THE NUMBERS

12

New small
businesses

\$37K

Awarded in small
business grants

14

Recipients of small
business grants

200+

Small businesses
in the GMS
corridor

WE ARE GRATEFUL FOR OUR DONORS

1211 Wisconsin Ave, LLC
Beth Cooper
Constantine Ferssizidis
Cory Peterson
Daphna Peled
Germar Properties
Hope Solomon

John Hlinko
Julia Padierna-Peralta
Lisa Palmer
Martin-Diamond Properties
Skip Moosher
Tia Powell-Harris

IN-KIND DONORS

A Mano
ADS Georgetown
Anthony's Tuxedo
BASHES
The Capital Tailor
DC Lash Bar

DC Passport Program
Dent Place Market
Exxon Georgetown
Framebridge
Harnal Travel
Martin's Tavern

Modern Trousseau
Papyrus
Pillar & Post
SIGNATURE
SnapBash
Stell Creations
T&U Cashmere

Thanks to your support, GMS can have a greater impact in supporting the small and local business community that keeps our neighborhood a great place to live and visit.

GEORGETOWN MAIN STREET



“1631 Wisconsin Ave started off as a winter pop-up, Pop Georgetown, featuring local brands and artwork. Since interest in the pop-up was growing, we sought out a short-term lease to continue testing out business concepts. Luckily the space was available and we were able to easily transition. The support from Main Street and the residents contributed to the **success of our first year in business.**”

- Shara Gibson, Local Meditations



“This grant was invaluable and enabled us to improve our curb appeal; repair our entry stairs; expand our visibility to passers-by; and freshen up the interior. We made additional improvements, as well, like installing a holder for a colorful “Sale” banner that’s visible from Wisconsin Avenue. Our contractors made additional façade and threshold repairs for free and painted the crown molding as well as the ceilings – to marvelous effect! The work (conducted from July-August, 2019) makes the shop sparkle inside and out, and has received glowing reviews from both staff and customers. We are now focusing on other painting projects inside the shop. Thank you so much -- **we absolutely could not have done this without GMS’ support.**”

- Susan Flinn, The Lantern Book Shop



“As a new small business owner, the SBTA grant was a tremendous help in getting our business off the ground. Our corner market needed a complete remodel and took half a year to complete. The grant helped us to cover some of the expenses, like repainting the interior and exterior. Our goal was to turn a rundown place into an inviting space for our neighbors to shop at, and **the grant was essential** in helping us complete the project!”

- John Kushner, Dent Place Market

FRIENDS OF GEORGETOWN
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(202) 656-4427

For more information, visit:
GeorgetownMainStreet.com

