



GEORGETOWN

MAIN STREET

NEWS | SUMMER 2018

GRANT AWARDS

Georgetown Main Street is happy to announce that we have awarded grants totaling \$33,000 to nine applicants. Each of these businesses are located on the GMS corridor. The grants cover the cost of projects to improve the physical and/or operational needs of businesses. The 2018 Small Business Grant winners are:

- 1310 KITCHEN** – New signage & marketing
- CHAIA** – Marketing & branding
- FOCUS OPTICIAN** – Exterior improvements
- MARTINS TAVERN** – Exterior painting
- OWN YOUR WONDER** – Landscaping, exterior painting, new signage
- PILLAR AND POST** – Updated humidifier system
- SUSAN CALLOWAY FINE ARTS** – Branding & marketing
- THE PHOENIX** – Exterior painting
- WASHINGTON PRINTMAKERS GALLERY** – Interior lighting

MARKET YOUR BUSINESS TO GEORGETOWN STUDENTS

Georgetown University's student-run Georgetown University Alumni & Student Federal Credit Union (GUASFCU) is partnering with businesses in the neighborhood to provide discounts to students and alumni who pay using the University debit card. There is no additional fee for businesses to participate. Participating businesses receive marketing to students through the University website, flyers, and other marketing materials. Email GMS Executive Director at Jessie@GeorgetownMainStreet.com if you would like to participate in this program.

UPCOMING EVENTS

I Do: A Georgetown Wedding Event

Calling all brides and grooms! When planning your wedding, shop local. Georgetown is unique in that we have the largest concentration of businesses focused on all wedding planning needs. Come out and shop at our wedding related businesses on June 23 and enjoy one-day sales and special activities throughout the day. For more information and to RSVP visit www.GeorgetownMainStreet.com/i-do.

Wander Wisconsin

This fall come wander Wisconsin Avenue! Visit as many businesses as you can while also enjoying special events throughout the day. Mark your calendars now for September 29.

More information on the events visit www.GeorgetownMainStreet.com/events

MAKE AN IMPACT IN GEORGETOWN BY DONATING TO GMS

Although GMS is funded in year one by a grant from the DC Department of Small and Local Business Development (DSLBD), our funding is reduced significantly by the City for future years. We need the help of residents, businesses, and other community stakeholders to continue to make a positive impact in our community! With your donation to GMS, we can provide more hands-on assistance to businesses along the corridor with larger grants to businesses, training sessions, and promotional materials.

To donate, please visit www.GeorgetownMainStreet.com/donate

DON'T GET TICKETED - NEW DC LAWS AND ENFORCEMENT

New Law: Shut the Front Door

This summer, the DC Department of Energy & Environment (DDOE) will enforce a new law requiring commercial properties to keep their windows and doors closed when running the air conditioner. The law was passed by the Council of the District of Columbia in 2016 to help reduce the demand on the city's electrical grid. Fines start at \$100 and increase to \$800 after the 3rd offense.

Enforcement: Signage Enforcing

DDOT is ticketing businesses for locating "A-Frame" signs (sandwich boards) more than 3 feet from the storefront. Signs cannot exceed 3x3 feet and DDOT requires at least 6 feet of unobstructed sidewalk. Fines start at \$150 and can go up to \$2,000 after the 4th violation.

PROMOTE YOUR EVENTS

GMS is happy to help promote your events throughout the year! GMS is adding an events tab to our website with unique and special events happening in your business. We can also help market your events on social media.

Email jessie@GeorgetownMainStreet.com for more information on how to be included.

Introducing the GMS Board of Directors

Georgetown Main Street is pleased to introduce our Board of Directors. Each board member provides a unique perspective to help GMS thrive. GMS's board will help to guide the mission, oversee operations and finances, chair committees, and raise funds for the organization.

PRESIDENT:
Hope Solomon, Wedding Creations & Anthony's Tuxedos*

VICE PRESIDENT:
Constantine Ferssizidis, TD Bank

TREASURER:
Alan Helfer, Helfer & Company, LLC

SECRETARY:
Paul Monarch, Alexander Graham Bell Association

Sam Hays Gushner, The Phoenix*

Alice G. Haase, CastroHaase PLLC

Skip Moosher, Morgan Stanley

Cory Peterson, Georgetown University

Becky Waddell, Take Care

*building owner & business owner



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3235 P Street NW
Washington, DC 20007
(202) 656-4427

For more information, visit:
GeorgetownMainStreet.com

