



vn
VAN NESS
MAIN STREET



**Stronger
Together**

2021 ANNUAL REPORT

VNMS in Action

63 SMALL
BUSINESSES
IN VAN NESS

1 NEW
IN 2021



1,036
HOURS
of Technical
Assistance
Provided



3,000 FLOWER BULBS
500 LIVE PLANTS

Planted along the Avenue



4,850
Event
Attendees



18,856
Community
Followers



10,662 Website Visitors
2,503 Constant Contact [+76%]
4,217 Social Media [+26%]
1,474 Forest Hills Connection



\$61,265
in Business and
Technical Assistance
Grants Awarded

685 Volunteer
Hours Valued at*
\$19,550



*Source Independent Sector November 2021



\$76,032
Funds Raised



Donors & Sponsors

October 1, 2020 - September 30, 2021

VNMS sincerely thanks its generous supporters in fiscal year 2021 that helped us raise more than \$76,000 in support of our main street programming through another tough pandemic year! In this critical time, we raised \$43,850 from corporations, small companies, and institutions. Individual donors gave \$26,778 to VNMS and another \$5,404 to Forest Hill Connections after our merger in February 2021. Thank you for your passion for and belief in our amazing neighborhood and small businesses. We are stronger together!



Corporate/ Institutions

ANC 3F
Argus Events
Bread Furst
Comet Ping Pong/Bucks
Fishing and Camping/
Muchas Gracias
Edmund Burke School
Forest Hills Connection
JMI
MBR Coaching +
Consulting for Growth
Roadside LLC
The University of the
District of Columbia

Individuals

Lynn Arons
Mary Barber
Ellen Bass
Marlene Berlin
Lynn Berry
The Bisnow Family
Bradley Bourne
Michael Boyd
Patricia Brennan
Heidi Brown
Judy Buelow
Sallybeth Bumbrey
Jamie Butler
Kailey Carpenter
Jo Carpenter
Stephen Chapman
Susan T. Conti

David Cristeal
Claudette David
Kathleen Dell
Ruthie Dixon
Kasey Dixon
Tony Donaldson
Reginald Felton
Mary Emily Ficarra
Cheryl M. Fields
Zachary Friedlis
Gloria M. Garcia
Anne Giese
Robert Gilbert
Andrew Gilman
Marcia Glauberman
Margaret Glennon
Laura L. Graham
Paul Harrison
Jonquilyn Hill
Jessica Hodge
Sandra Hoexter
Tracy Johnke
Sara Kane
Ann Kessler
Manuel Knight
Olga Kochergina
Kay Kornman
Barbara Kraft
Deborah Lacroix
Paula Lake
Nicholas and
Barbara Lardy
Carolyn Lee
Dorothy Levy
Doug Loescher
E. David Luria
Carol Marburger

Stanley Marcuss
Virginia and Elijah
Marentette
Heidi Markovitz
Joff Masukawa
Jenean E. McKay
Dipa Mehta and
Mark Nelson
Wendy Morris
Jennifer Murphy
Martha Mueller Neff
Monika Nemeth
John H. O'Leary
Seda Pahlavooni
Mary Peckiconis
Annika Pettitt
Diane Pirkey
Bonnie R. Politz
Marjorie B. Rachlin
Johnna Raskin
Mary Beth Ray
Kim Remsberg
Merry and Allen Richon
Marcie Rickun
John W. and
Anne W. Rollins
Michael Sands
Gail Sansbury
Charles N. Schilke
Catherine Schwartzstein
Donna Scriven
The Shanks Family
Charitable Fund
Betsy Sherman
Steve Shulman
Laurie Sieminski
Julia Smyth-Pinney
Lorraine Sostowski

Charles Stellar
Joyce Stern
Rebecca Stevens
Elizabeth Stewart
Sandi Stewart
Carol Stoel
Philippa Strum
Kathy Sykes and
Stephen Vetzner
Adam Tope
Michael Triebwasser
Sarah Tulman
Fred Underwood
Stanley Wall
William M. and
Elizabeth V. Weber
Steven Weiner
Liliane Weinrob
John Wiecking
Rhonda Williford
Samuel Wilson
Marcia Wiss
Marlyn L. Zelkowitz

In-Kind

Cherie Lester
Kathy Sykes and
Stephen Vetzner

THANK YOU!



Stronger Together in Year Two of the Pandemic

2021 marked year two of a difficult personal, professional and business environment. VNMS continued to make a critical difference during this time in the survival of our small businesses up and down our main street. We fully embraced and incorporated the businesses in our northern corridor up to Nebraska Avenue and our programming was driven by our community-minded resident leaders and dedicated volunteers. This past year demonstrated once again that our community of residents, donors and volunteers recognized that we are stronger together. Our main street's more than 60 businesses have survived and started to thrive due to your passion, optimism, and support!

Our VNMS mission is more vital today than ever before: **to make Van Ness a beautiful, sustainable, walkable, and vibrant economic and cultural hub by supporting the growth of existing businesses, attracting new, local enterprises, and activating local cultural institutions.**

VNMS continued to be the difference between failure and survival this past year for our business community. We provided more than 1,000 hours of technical assistance including key promotional support and direct cash grants totaling \$61,625 in partnership with the DC government's Department of Small and Local Business Development (DSLBD). Technical assistance provided also helped our businesses secure more than \$200,000 in other available grants. And with Covid restrictions easing, VNMS brought nearly 5,000 people to the corridor introducing our Movie Night in the Amphitheater, Art All Night, and our Holiday Pop-Up Market with the support of the University of the District of Columbia and our other generous sponsors. In 2021, VNMS demonstrated once again leadership and flexibility during the pandemic and played a unique and effective role in maintaining our main street's vitality.

Two years ago, to meet the challenge of our mission, we launched the VNMS Growth Fund to raise \$350,000 over the next five years. The fund will stay true to our founder's vision, focusing on arts and culture, streetscape beautification and sustainability, and economic business development and retention. On top of supporting our businesses, you helped VNMS raise more than \$76,000 last year – our highest fundraising year ever. We are extremely grateful for your support! I am also extremely thankful for our board of directors and their dedicated service through these incredibly challenging times.

In 2022, we ask that you continue your support once again – by volunteering for our special projects and events, volunteering on our programmatic committees, serving on our board of directors, and donating so that we can continue to help our businesses, continue our beautification efforts, and plan events for all to enjoy. We all have a shared vision where the arts and sustainability are at the heart of our community and where businesses grow and thrive. We hope you will appreciate all we have in store for 2022 including Books and Blossoms, our Spring Pop-Up, Movie Nights, and Art All Night!

Sincerely, **Barbara Lardy** President, VNMS Board

GIVE TODAY! visit: vannessmainstreet.org/donate





2021 Financials

Van Ness Group Inc.

STATEMENT OF FINANCIAL POSITION

As of September 30, 2021

ASSETS

Bank Accounts	70,400.40
Other Current Assets	18,427.01
Account Receivables	1,445.00
Total Current Assets	90,272.41
Fixed Assets - Equipment	1,272.58
Less: Accumulated Depreciation	(1,058.00)
Total Fixed Assets	214.58
Total Assets	\$90,486.99
LIABILITIES AND EQUITY	
Current Liabilities	0.00
Equity, Fund Balances	90,486.99
Total Liabilities and Equity	\$90,486.99

STATEMENT OF ACTIVITY

October 1, 2020 - September 30, 2021

REVENUE

Contributions	50,256.25
Events	950.00
Grants	191,580.00
Admin Fees/Interest	868.92
In Kind	413.19
Total Revenue	\$244,068.36

EXPENSES

Fundraising	6,075.82
Management & General	25,353.67
Program Services	209,622.37
Total Expenses	241,051.86
Net Revenue	\$3,016.50



Upcoming Events

April 2022



April 2-3 | 9-10 | 16-17
Spring Now!
Planting with Kathy Sykes

3 Weekends in April

[More >](#)

April 9
Books + Blossoms

[More >](#)



May 2022

May 6 | 9-10am
VNMS Annual Meeting

[More >](#)

May 7
VNMS Spring Pop-Up

[More >](#)



May 7
Farmers Market Re-Opens

[More >](#)



June & July 2022

June 15 | 22
Movie Nights are back!
2 nights in June

[More >](#)



July 13 | 20
Movie Nights Continue
2 nights in July

[More >](#)



September 2022



September 23
Art All Night

[More >](#)



Get up-to-date events information at:
vannessmainstreet.org/events



2021 Board of Directors

Barbara Lardy

President
America's Health Insurance
Plan (retired)

Reginald Felton

Vice President and
Organization Committee Chair
Felton Associates

Michael Sands

Treasurer
Calvert Woodley

Michael Triebwasser

Secretary and Events
Committee Chair
Politics & Prose

Zach Friedlis

Saul Centers

Jonquilyn Hill

WAMU

Doug Loescher

Fairfax County

Joff Masukawa

Design Committee Chair
Diligentia Strategy

Chuck Schilke

Economic Development
Committee Chair
Counsel

Steve Shulman

Cultural Tourism DC

Sandi Stewart

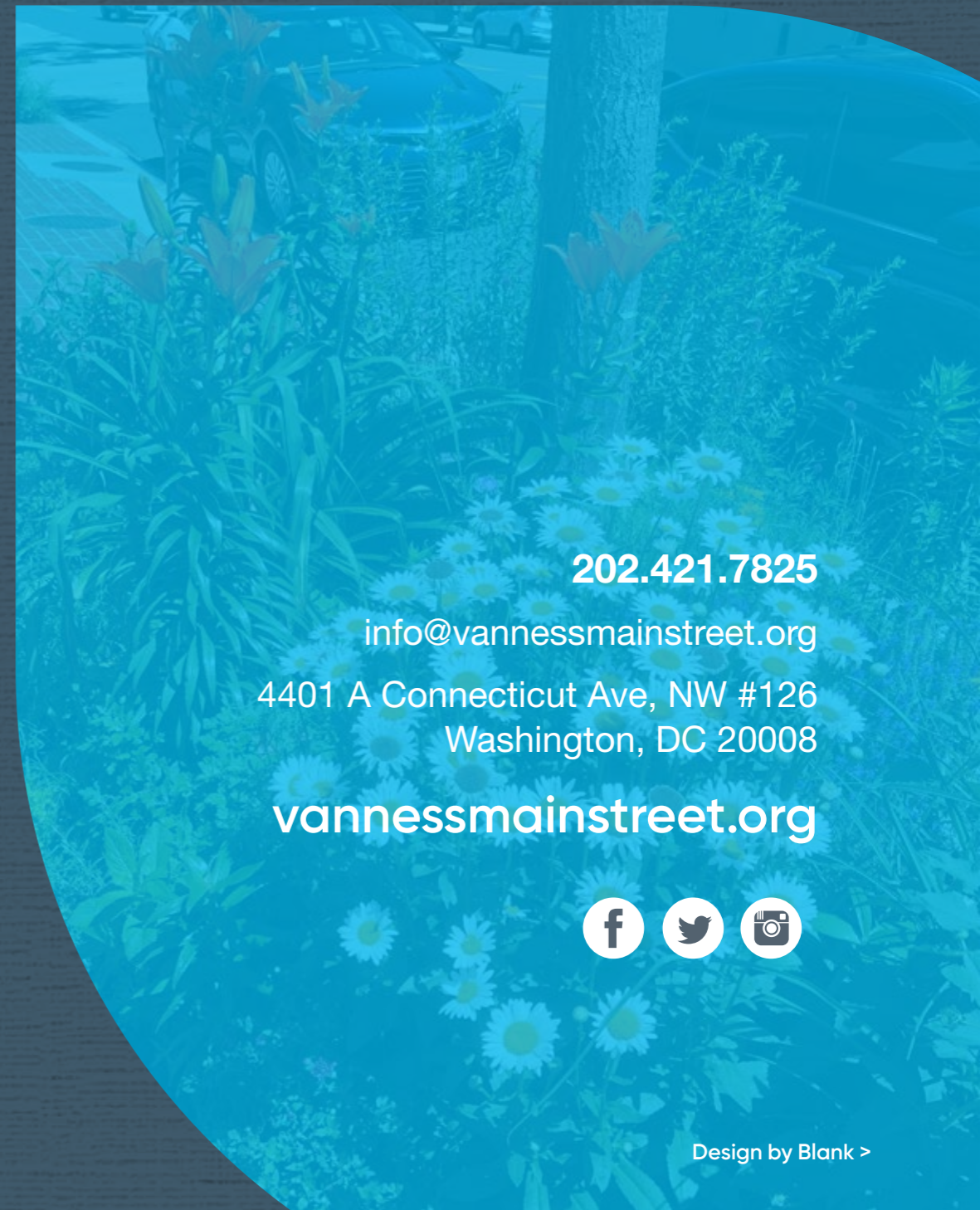
SLS Coaching & Consulting

Fred Underwood

The Pinkard Group

Gloria M. Garcia

Executive Director



SPECIAL THANKS

Special thanks to our 2021 retiring board member, Sandi Stewart. Your leadership and generosity helped VNMS step into its next step as a mature main street that runs its marketing and fundraising on a state-of-the-art database and communications platform. We thank all of our board members for their service!

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