

STRONGER TOGETHER



VNMS IN ACTION 2020

43 SMALL
BUSINESSES
IN VAN NESS

4 New
in 2020



1,856
Flower bulbs
planted on
the avenue



\$56,000
in Business Grants
Awarded



28,275
Community
Followers

(Website, FB/Insta/TW/
Constant Contact)

1,425 Constant Contact
3,350 Social Media
23,500 Website Visitors

952
Hours
OF TECHNICAL
ASSISTANCE
PROVIDED



\$6,200
of PPE
Distributed



40 VOLUNTEERS
totaling
377 hours
Valued* at
\$10,254



*Source Independent Sector November 2020



\$41,190
in donations
received

DONORS & SPONSORS

October 1, 2019 - September 30, 2020

Our work is supported by our community of donors. This year we are especially grateful for your generosity and support of Van Ness Main Street (VNMS). Our sincerest thanks to all of you for supporting our small businesses, our main street program, and our community through this unprecedented year. We also want to express our deepest gratitude to the University of the District of Columbia for generously providing VNMS with its office space right on the avenue!

Individual

Keith Anderson
Emily Lind and D. James Baker
Mary C. Barber
Marlene Berlin
Judy Buelow
Sallybeth Bumbrey
Theresa Cameron
Sarah Cumbie
Patricia Davies
Matt Dreher
Michael Drezner
Reginald Felton
Zach Friedlis
Gloria M. Garcia
Amalia Garcia
Robert Gilbert
Marcia Glauberman
Marsha Gold
Catherine Green
Deidre Hilliard
Sandra Hoexter
Pat Jakopchek
Tracy Johnke
Judith Korey
Barbara Kraft
Deborah C. Lacroix
Erin Langley

Barbara and Nicholas Lardy
Marty Longmire
David Luria
Gary and Ellen Malasky
Carol Marburger
Virginia and Elijah Marentette
Heidi Markovits and Steven D. Stern
Joff Masukawa
Ann McClellan
Jenean McKay
Kathleen Meskill
MaryAnn Miller
Julie Miller
Mary Nagelhout
Dipa Mehta and Mark Nelson
Mary Peckiconis
Marjorie B. Rachlin
Mary Beth Ray
Michael Sands
Chuck Schilke
Lana Shaindlin
Betsy Sherman
Adam E Sieminski
Laurine Sieminski
Lorraine Sostowski
Charles Stellar
Sandi Stewart

Philippa Strum
Nisa Gosselink-Ulep
Steven Weiner
Damian Winters
Anna Marie Yombo

Corporate

Aroma by Anette
Bethany Slater
Bicycle Trash
Blue Ridge Cutting Board Co
Bread Furst
Calvert Woodley
Carolyn J. Toye
Common Raven
Freres Brancheaux
Karen Jabo
Little Likes Kids
Morning Portal
Nicole Crowder
Olde City Garden
Supon/Naked Decor
Sweet Evelyn
The Card Bureau
The Nimble Barber
The University of the District of Columbia
Washington Photo Safari
Yinibini Baby

In-Kind

Acacia Food & Wine
Bread Furst
Bucks Fishing and Camping
Comet Ping Pong
Connecticut Avenue Cosmetic Dentistry
Flagship Car Wash
Gabrielle Czaja, PT
I'm Eddie Cano
Kay Gilley
Little Red Fox
MBR Coaching + Consulting for Growth
Naked Decor
Patricia Davies
Politics & Prose
Poppin'
SLS Coaching & Consulting
Sheldon Ray
Tesoro Pizzeria Trattoria
Thai Pad
Washington Photo Safari

THANK
You!



2020 FINANCIALS

Van Ness Group Inc.

STATEMENT OF FINANCIAL POSITION

As of September 30, 2020

ASSETS

Bank Accounts	71,390.71
Other Current Assets	15,008.88
Account Receivables	3,260.11
Total Current Assets	89,659.70
Fixed Assets - Equipment	1,272.58
Less: Accumulated Depreciation	(917.00)
Total Fixed Assets	355.58
Total Assets	\$ 90,015.28

LIABILITIES AND EQUITY

Current Liabilities	2,785.41
Equity, Fund Balances Net Revenue	87,229.87
Total Liabilities and Equity	\$ 90,015.28

STATEMENT OF ACTIVITY

October 1, 2019 - September 30, 2020

REVENUE

Contributions	37,150.00
Events	4,040.00
Grants	170,080.00
Interest Earned	1,285.62
Total Revenue	212,555.62

Gross Profit \$ **212,555.62**

EXPENSES

Fundraising	7,965.88
Management & General	11,274.19
Program Services	181,444.82
Total Expenses	200,684.89

Net Revenue \$ **11,870.73**



#STRONGER TOGETHER

VNMS Growth Fund

Back in 2012, the visionary founders of what in 2015 became VNMS could never have imagined what was to come in 2020. VNMS has made a critical difference over the past 12 months to the survival of our small businesses up and down our main street. And our expansion to Nebraska Avenue last year came at a very crucial moment for our businesses in the upper corridor. From the outset, our main street nonprofit has been propelled forward by its community-minded resident leaders and dedicated volunteers. 2020 showed what our community of residents, donors and volunteers can do when a crisis hits. Our more than 40 small businesses appreciate all of your spirit and support through the past year!

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.**

This past year, VNMS has been the lifeline to the businesses in the corridor providing technical assistance, promotion, and \$56,000 in direct cash grants in partnership with the DC government's Department of Small and Local Business Development (DSLBD). Our work also helped our businesses secure more than \$150,000 in other grants and PPP loans. With VNMS' nonstop work, our main street lost only three businesses and opened four with another two on the way in this new year. We have shown the vital and irreplaceable role our organization plays on our main street.

Last year, 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 \$41,000 last year. We are extremely grateful for your support!

This year, we ask that you affirm your support once again for our mission and join us in continuing this work and help us attain our shared vision: one where the arts and sustainability are at the heart of our community and where businesses grow and thrive.

Sincerely, Barbara Lardy President, VNMS Board

GIVE TODAY!

visit: vannessmainstreet.org/donate



OPPORTUNITIES FOR GROWTH

Last year, in an effort to extend our reach and assist an even greater number of small businesses along the Connecticut Avenue corridor, VNMS took a giant leap and expanded our borders beyond Van Ness to encompass the communities of Wakefield and Forest Hills. VNMS now serves the corridor from Van Ness Street to Nebraska Avenue.

The expansion was an exciting and necessary step in 2020 and as VNMS looks to new challenges and opportunities for growth in 2021, VNMS and Forest Hills Connection (FHC) joined forces and we're happy to say that FHC is now a part of the VNMS family! With FHC's depth of local knowledge, vast and loyal readership and incredible staff led by Marlene Berlin, VNMS is poised to expand our offerings and better serve our community, moving forward with the knowledge that we are #StrongerTogether.



About Forest Hills Connection:

Forest Hills Connection (FHC) is an e-magazine about news and life in our neighborhood – Wakefield, North Cleveland Park, Forest Hills and the more-famous-but-not-officially-named Van Ness. FHC brings the activities, interests, and talents within our community to light creating a greater sense of community through a virtual town square!

With the backing of ANC 3F and formerly from the Forest Hills Neighborhood Alliance, FHC has built a network of contributors of all ages and backgrounds who write about their passions and pastimes. FHC covers everything from local architecture and history to the wildlife that is frequently spotted in Rock Creek Park and our own backyards. Our network of community reporters also lets you know what the kids and the public schools are up to, what's new with our local businesses, and what's on the ANC's plate.

Got a story to tell? FHC is a way for you to tell it. Send an email to info@foresthillsconnection.com and visit FHC at foresthillsconnection.com.



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

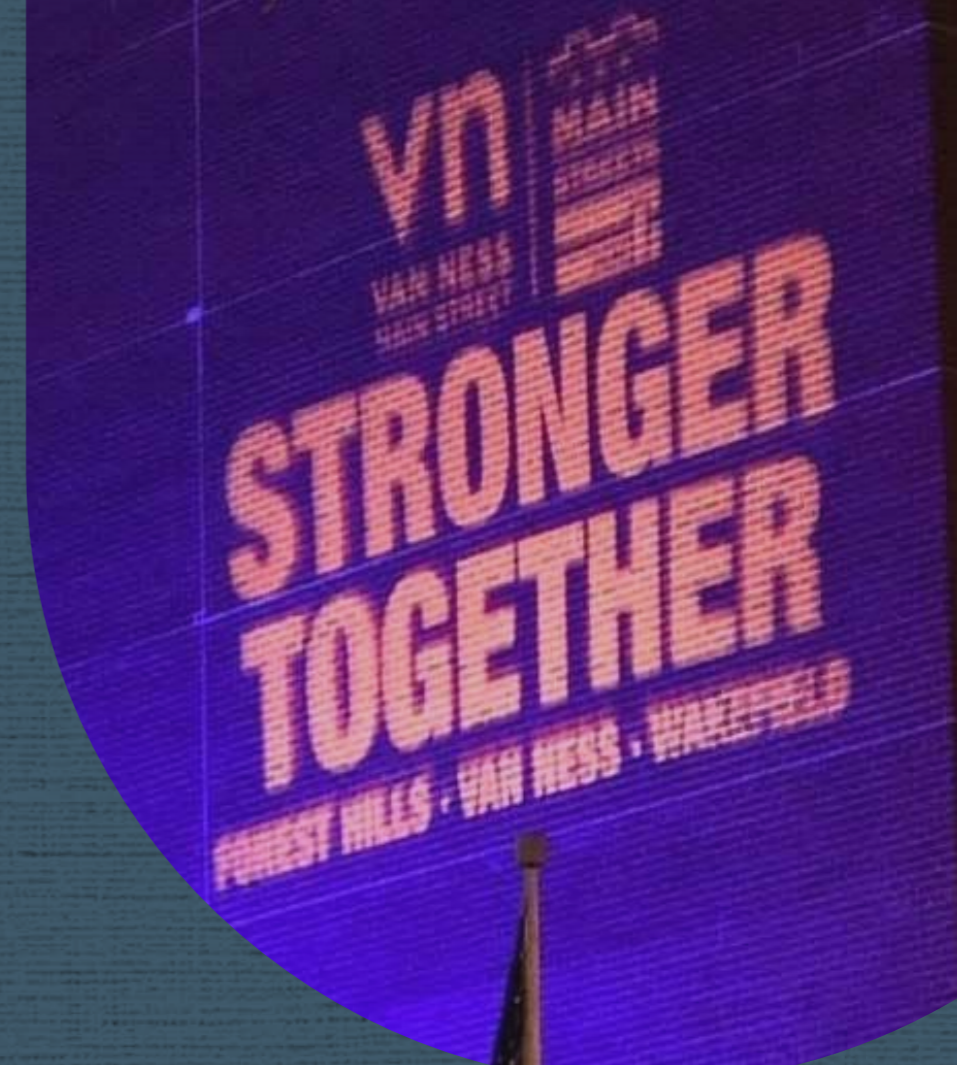
Gloria M. Garcia

Executive Director

SPECIAL THANKS

Special thanks to our 2020 retiring board members, Board President Sarah Cumbie, Board Treasurer Pat Jakopchek, Design Committee Chair, Matt Dreher, and Events Committee Chair Pat Davies. Your leadership oversaw VNMS to the next level, initiating the expansion to Nebraska Avenue, spearheading the transition and hiring of our second Executive Director, developing design guidelines for the commercial corridors, and most importantly, guiding the organization's response to the COVID 19 crisis in 2020.

Welcome to our five new board members, Jonquilyn Hill, Doug Loescher, Joff Masukawa, Steve Shulman, and Michael Triebwasser! Since its founding, VNMS' success has been in great part due to the expertise and work of its volunteer board. We are thrilled and excited to see this tradition carry forward with this new group of accomplished professionals that are willing to serve. Thank you to you and all of our board members for their service!



202.421.7825

info@vannessmainstreet.org

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vannessmainstreet.org



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**VAN NESS
MAIN STREET**

