



MOVING
VAN NESS
FORWARD





A Message From Our Board President

In the beginning, when Mary Beth Ray, our past President, and I were pounding the pavement for city money and donations from community businesses and residents, we often got an incredulous response, "Van Ness, what on earth can you do with Van Ness?" With a group of dedicated Board members and annual city funding that allowed us to hire a go-getting Executive Director, we no longer get such retorts. Instead we hear comments such as, "We appreciate all your hard work and the changes we see at Van Ness."

This work has been accomplished by our four Committees: Economic Development, Events, Organization, and Design. These Committees are the work horses of Van Ness Main Street, and under the capable leadership of their Chairs they have accomplished much during 2017, with more to come in 2018. I encourage you to read each Committee's entry in this Annual Report.

In our second year, I am very proud of the work that we have done to engage local businesses, residents, the University of the District of Columbia, and our donors. It has been a pivotal year in our success. We thank those who have supported us with their financial contributions and time as volunteers. And we will continue to need the community's investment to create even more opportunities that nurture Van Ness's potential to become a vibrant Main Street.

I look forward to seeing you on the Avenue or Soapstone Trail.

Marlene Berlin
President, Van Ness Main Street



"In only two years, VNMS has become an outstanding partner for DSLBD and Van Ness retail businesses. Their recent market analysis provides much-needed insights into the demand for retail businesses and restaurants. This information can help to recruit new businesses, and help existing business discover new ways to serve their customers. This project is one of many ways that VNMS helped small businesses have a fair shot. On behalf of Mayor Bowser, I salute your efforts."
Kristi C. Whitfield, Director, DSLBD



"VNMS is more than a great partner - it's truly a leader in activating our neighborhoods, creating an environment for our businesses to succeed within and making our great community even more vibrant."
Pat Jakopchek, Chair, ANC 3F



"In giving the initial seed money to the VNMS, it was my hope that the organization would grow into a vibrant, successful community partner. Now, after only a few years in operation, the VNMS has more than surpassed my expectations and the expectations of the entire community. I have been so impressed with the Main Street's energy and success in highlighting the great features and businesses of the Van Ness neighborhood, and I want to congratulate and thank them for all their wonderful work."
Council Member Mary Cheh, Ward 3

2017 YEAR IN REVIEW

PROGRAM HIGHLIGHTS

Public Art

We conducted a regional competition for public artists to create signature artwork for our corridor. The Design Committee selected three artist teams to present their work, and selected the work from After-Architecture. In the coming year we will be fundraising for three works of art.

Retail Study

In collaboration with, and support from, Bernstein Management and the Univ. of the District of Columbia, Van Ness has completed its first retail study. The results show that Van Ness is severely underserved by retail and is ready for more retail for its 14,000 residents.

Sustainable Streetscape

A small group of board members has been hard at work helping to raise awareness and funding for the DC Office of Planning's *Shades of Green Study*.

Social Media for Local Businesses

We hired a consultant to help us evaluate our businesses use of social media. Our businesses demonstrated that there is a significant need to "up their game" in the use of social media and we contracted with a social media specialist who will assist our businesses as they develop their social media skills.

Events

We continue our partnership with UDC CAUSES to expand the Saturday Farmers Market and doubled attendance in 2017. We partner with our local businesses to present Jazz@VN every month featuring live jazz.

Van Ness Main Street received a large grant from AARP to implement an intergenerational project to improve the built environment and drive community engagement through placemaking. We worked with an artist and community members to reinvent the plaza in front of 4250 Connecticut Ave. We held several community meetings and from them developed the Van Ness Social Club.

COMMITTEES

Van Ness Main Street has several Committees that support our work by providing advice and assistance. The Committees meet at least once a month, and are comprised of Board Members, and other volunteers from the Van Ness community. VNMS is grateful to the many wonderful volunteers who serve on our Committees.

Events & Promotions Committee

The Events and Promotions Committee organizes activities and special events to showcase Van Ness's unique characteristics, and promote a positive image of our community.

HIGHLIGHTS:

Jazz@VN: continued our popular signature Jazz event - Jazz@VN - a monthly Jazz Series held in Van Ness's restaurants;

Saturday Farmers Market: increased foot traffic to the UDC Farmers Market by hosting local chefs and performers;

Barks and Brews: created the first event in Van Ness for dog lovers who also like to drink beer;

Van Ness Social Club: through a grant given to VNMS by the AARP Foundation we created the Van Ness Social Club as an intergenerational placemaking project; and

Friendraiser: hosted the first VNMS fundraising event which highlighted three new businesses in Van Ness: Soapstone Market, Park Van Ness Apartments, and Sfoglina Restaurant and provided an opportunity for community interaction.

COMMITTEE MEMBERS:

Barbara Alk Berman; Sarah Cumbie; Patricia Davies, Chair; Barbara Lardy; Donné Malloy; Stan Marcus; Cheryl Teninga; Eun Yim

Design Committee

The Design Committee explores opportunities and facilitates projects to improve the physical environment along our "Main Street" (Connecticut Avenue). The Committee works to enhance the image of each business, as well as that of the whole area, and provides design advice to encourage quality improvements to private properties, as well as public spaces. It also focuses on long term development plans, and guides future growth.

HIGHLIGHTS:

Signage: granted funds to local businesses for improved signage;

Landscaping: researched best practices for landscaping improvements in Van Ness;

Storefronts: worked with UDC School of Architecture to reimagine part of our storefronts at the Southeast corner of Connecticut Ave.; and

Public Art: issued an RFQ for wayfinding and public art to highlight the VNMS corridor.

COMMITTEE MEMBERS:

Wendy Bogart; Wayne Curtis; Matt Dreher; Sally Gresham, Co Chair; Rick Henning; George Hofmann; Joff Masukawa; Rosalia Miller; Travis Price; Kathy Sykes; Ken Terzian, Co Chair



Economic Development Committee

The Economic Development Committee aims to create a vibrant, diverse and supportive business environment by working to enhance current businesses, while attracting new businesses that will complement the needs and demands of the Van Ness community.

HIGHLIGHTS:

Social Media: hired a social media consultant to evaluate and make recommendations for Van Ness businesses;

DC Great Streets Grant: assisted Italian Pizza Kitchen to apply for a DC Great Streets grant;

Meetings & Consultations: sponsored business to business meetings and one on one business consultations;

New Businesses: welcomed Soapstone Market, Sfoglina, and the Park Van Ness apartments;

Marketing: conducted a marketing campaign for Van Ness businesses;

Holiday Pop-Up Shop: created the first Holiday Pop-Up Shop for Van Ness attracting 2,500 people; and

Retail Study: Collaborated with UDC and Bernstein Management to hire a consulting firm to create a retail study for Van Ness.

COMMITTEE MEMBERS:

Chris Donatelli; Pat Jakopcsek; Dipa Mehta, Co Chair; Gary Malasky, Co Chair; PG Gottfried; Mary Beth Ray; Chuck Schilke; Denise Warner; Frances Wu; Uzay Turker

Organization Committee

The Organization Committee supports VNMS and works to develop it into a sustainable organization through fundraising, strategic planning, interviewing and recruiting volunteers for committees, developing new Board membership, and promoting the work of VNMS both within Van Ness and city-wide.

HIGHLIGHTS:

Fundraising: coordinated fundraising planning;

Board Retreat: developed and organized a Retreat for the Board and Committee members;

Review of Procedures: reviewed and monitored Van Ness Main Street's procedures; and

Training: provided training opportunities for the Board and staff.

COMMITTEE MEMBERS:

Marlene Berlin; Zach Friedlis; Susan Linsky; Mary Beth Ray; Sandi Stewart

LOOKING FORWARD

- Implementing the first retail study for Van Ness
- Developing new social media for our businesses
- Advocating for planning and design funding for significant streetscape improvements
- Continuing our fundraising efforts to support the work of Van Ness Main Street
- Working with businesses to provide design grants to assist them in storefront improvements
- Partnering with UDC and ANC 3F to support Van Ness businesses
- Installing new public art and wayfinding for Van Ness

2017 FINANCIALS

Van Ness Group Inc.

STATEMENT OF FINANCIAL POSITION

As of September 30, 2017

ASSETS

Current Assets	
Bank Accounts	61,817.00
Total Current Assets	61,817.00
Fixed Assets - Equipment	1,272.58
Less: Accumulated Depreciation	(527.00)
Total Fixed Assets	746.00
Total Assets	\$ 56,651.63

LIABILITIES AND EQUITY

Current Liabilities	4,880.00
Equity, Fund Balances	
Net Revenue	57,682.00
Total Fixed Assets	746.00
Total Liabilities and Equity	\$ 62,563.00

STATEMENT OF ACTIVITY

October 1, 2016 - September 30, 2017

REVENUE

Contributions	47,101.30
Fundraising	10,764.74
Government Grants	143,750.00
In-Kind Contributions	3,700.00
Total Revenue	205,316.04
Gross Profit	\$ 205,316.04

EXPENSES

Fundraising	13,344.34
Management & General	29,174.51
Program Services	121,011.73
Total Expenses	163,530.58
Net Revenue	\$ 41,785.46

"The enthusiasm and commitment displayed by VNMS, and in particular Theresa Cameron, to its mission has crystallized the vision for the future of the Van Ness Corridor and, as a result, helped reinforce our conviction to the advancement of our project at 4250 Connecticut. We, and the Van Ness community, are fortunate to have such a supportive and collaborative organization behind this vision."

Fred Underwood, Principal, The Pinkard Group (formerly Bernstein Management)

"Increasing the vibrancy and vitality of the Van Ness corridor is central to the University of the District of Columbia (UDC) achieving its student success and talent acquisition and retention goals. VNMS is at the core of visioning, planning, organizing and ensuring the vibrancy and vitality of the corridor is achieved. The University and its leadership are committed to working with VNMS, its Board and all stakeholders to ensure the goals of Van Ness corridor are achieved."

Troy A LeMaile-Stovall, Chief Operating Officer, The University of the District of Columbia



"VNMS has been a huge supporter of Soapstone Market since even before we were open! They have created a real buzz, connecting the residents and workers in the neighborhood, through the Social Media expertise of Cherie Lester! Whether stopping in for a quick bite, or holding a business meeting in our cafe, we often see staff of VNMS in our store and value their feedback and support"

Tracy Stannard, Soapstone Market

DONORS & SPONSORS

October 1, 2016 - September 30, 2017

Our funders, donors, and sponsors help us continue our work in Van Ness. We could not do it without their support.

Individuals

Lauren Adkins
Keith Anderson
Esther Barazzone & Sam Black
David Bardin
Marlene Berlin
Tayla Burney
Theresa Cameron
Barbara Cline
Andy & Holly Clubok
Erin Cochran
Charlie Germano
Jacob Gillespie
Marcia Glauberman
PG Gottfried
Sally Gresham
Stephanie Hellerman
George Hofmann
E. David Luria
Gary & Ellen Malasky
Joff Masukawa
Christina McDonald
Claire McGuire

Dipa Mehta
Kirsten Metzger
Mitaire Ojaruega
Mary Peckiconis
Michelle Pourciau
Mary Beth & Sheldon Ray
Curtis L. Richards
Marjorie L. Share & Joel L. Swerdlow
Chuck Schilke
Milton Shinberg
William Sittig
Jane & Daniel Solomon
Sandra Stewart & Michael Abrams
Christine Stoessel
Philippa Strum
Kathy Sykes
Ken Terzian
Adam Tope
Uzay Turker
Marcia Wiss
Anonymous

Corporate, Foundation & Government

AARP
Acacia Food and Wine
Bernstein Management
Bread Furst
Burke Albemarle LLC
Calvert Woodley Fine Wines and Spirits
CityPaws Animal Hospital
Dept. of Small & Local Business Development
Douglas Development
Hinton Carwash
Italian Pizza Kitchen
Nail Avenue
Polinger Company
Saul Subsidiary II Limited Partnership
The University of the District of Columbia

In Kind

Bread Furst
Forest Hills Connection
Park Van Ness Apartments
Travis Price Architects
Sfoglina Restaurant
Soapstone Market
WAMU

2018 BOARD OF DIRECTORS

Marlene Berlin

President | Forest Hills Connection

Gary Malasky

Vice President | Malasky Real Estate

Zachary Friedlis

Treasurer | Saul Centers, Inc.

Mary Beth Ray

Secretary | Lawyer

Sarah Cumbie

WAMU

Patricia Davies

World Bank (retired)

Matthew Dreher

Gensler

Reginald Felton

Felton Associates

Sally Gresham

Gresham & Associates

Pat Jakopcsek

Local Politechs Strategies

Charles Schilke

Lawyer

Uzay Turker

Acacia Bistro

Fred Underwood

The Pinkard Group

Theresa A. Cameron

Executive Director

SPECIAL THANKS TO RETIRING BOARD MEMBERS

Tayla Burney, Dipa Mehta, Michelle Pourciau,
Ed Sands, Ken Terzian, Erik Thompson, & Eun Yim



**VAN NESS
MAIN STREET**

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