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

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 meetin...
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 – JazzesVN – 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; Donnè Mallay; Stan Marcus; Cheryl Tenenga; 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; Jeff 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 Jakopchek; Dipa Mehta, Co Chair; Gary Malasky, Co Chair; PG Gottfried; Mary Beth Ray; Chuck Schikle; Denise Warner; Frances Wu; Uzay Turkar

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

<table>
<thead>
<tr>
<th>ASSETS</th>
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<tbody>
<tr>
<td>Current Assets</td>
<td>61,817.00</td>
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<tr>
<td>Bank Accounts</td>
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<tr>
<td>Fixed Assets - Equipment</td>
<td>1,272.58</td>
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<tr>
<td>Less: Accumulated Depreciation</td>
<td>(527.00)</td>
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<tr>
<td>Total Fixed Assets</td>
<td>746.00</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$ 56,651.63</td>
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| LIABILITIES AND EQUITY |          |          |
| Current Liabilities | 4,880.00 |
| Equity, Fund Balances | 57,682.00 |
| Net Revenue | 57,682.00 |
| **Total Liabilities and Equity** | $ 62,563.00 |

**STATEMENT OF ACTIVITY**
October 1, 2016 – September 30, 2017

<table>
<thead>
<tr>
<th>REVENUE</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>47,101.30</td>
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<tr>
<td>Fundraising</td>
<td>10,764.74</td>
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<tr>
<td>Government Grants</td>
<td>143,750.00</td>
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<tr>
<td>In-Kind Contributions</td>
<td>3,700.00</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$ 205,316.04</td>
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<tr>
<td><strong>Gross Profit</strong></td>
<td>$ 205,316.04</td>
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| 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 |

“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 this vision, 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.”

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

“VMNS 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 Lister. 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. Sverdlov
Chuck Schikle
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 Jakopchek
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