

VAN NESS MAIN STREET

2016 Annual Report



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VAN NESS
MAIN STREET

Making 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.

BOARD OF DIRECTORS

Marlene Berlin

Treasurer, Organization Committee Chair

Tayla Burney

Events and Promotions Committee

Zachary Friedlis

Vice President, Organization Committee

Sally Gresham

Design Committee Co-Chair

Gary Malasky

Economic Development Committee Co-Chair

Dipa Mehta

Economic Development Committee Co-Chair

Michelle Pourciau

Events and Promotions Committee

Mary Beth Ray

President

Chuck Schilke

Secretary, Economic Development Committee

Ken Terzian

Design Committee Co-Chair

Uzay Turker

Economic Development Committee

Eun Yim

Events and Promotions Committee Chair

Theresa A. Cameron

Executive Director



2016 Annual Report



A MESSAGE FROM OUR BOARD PRESIDENT

Just four years ago, we went on a walk. It was easy to see what was wrong with Van Ness: a concrete canyon of outdated architecture, traffic of 40,000 cars per day, a lack of good retail options, and no management structure.

But on that walk, we also saw our good bones: a unique combination of Metro access and pristine hiking trails; wide sidewalks and plazas perfect for events; great institutions like UDC, with its Theater of the Arts; and lots of smart, friendly neighbors committed to change.

And we had a dream. A dream of making Van Ness a cultural destination where our businesses thrive. A dream of activating our streetscape, using environmentally thoughtful designs and public art to make this a place for people to stay and enjoy.

And so, just four short years later, we're making great progress toward that dream:

- A DSLBD grant helped launch Van Ness Main Street, giving us a management structure and allowing us to hire our terrific Executive Director Theresa Cameron, who is expert at using the arts to foster economic development;
- Our partnership with UDC has yielded office space, a more vibrant Farmer's Market, the Jazz@VN series, and our wildly successful holiday pop-up market featuring goods Made in DC;
- Bread Furst, WAMU, UDC's Student Center, Park Van Ness, Soapstone Market and Sfoglina have catapulted Van Ness into receiving city-wide recognition;
- DC's Office of Planning invested in our vision with its Van Ness Commercial District Action Strategy, which emphasizes "our tremendous potential" as "an energetic, lush place that attracts new customers and allows residents, students, and workers to come together";
- Advisory Neighborhood Commission 3F is committed to investing in a high-impact landscaping and wayfinding project incorporating public art. VNMS leadership works closely with our business owners to apply for Great Streets Grants that have yielded over \$150,000 in public investment in our local businesses;
- And we are cultivating a thriving community of supporters who believe in smart growth, and that Van Ness is open for business.

Many of our board members have been with us from the beginning, and they are about the hardest working board in town! Our contributors include a diverse group of neighbors, businesses and commercial property owners. We are so grateful for the time and talent you have invested so far, and for your commitment to realizing our opportunities to come!

With kindest personal regards,

A handwritten signature in black ink that reads "Mary Beth Ray". The signature is fluid and cursive.

Mary Beth Ray
Board of Directors President,
Van Ness Main Street

PROGRAM HIGHLIGHTS / FY2016 YEAR IN REVIEW

Committees

Van Ness Main Street has several committees that help provide advice and assistance for the work we do. These committees are comprised of both community members and Van Ness Main Street board members. Committees meet monthly.



Events and Promotions Committee

This committee organizes activities aimed at all age groups to enliven the community, foster a sense of neighborhood, and promote business growth.

HIGHLIGHTS:

- Created Jazz@VN featuring our local restaurants and local musicians;
- Provided Music and Chefs @the UDC Farmers Market;
- Coordinated the first Art All Night with its very popular fire dancers;
- Hosted holiday caroling; and
- Created the first NW Arts Forum conference.

“The Van Ness corridor is becoming the next “in place” in the District. Van Ness Main Street is at the heart of the renaissance and the University of the District of Columbia is proud to be its partner.”

President Ronald Mason,
The University of the District of Columbia



Design Committee

The Design Committee explores opportunities and facilitates projects to improve the physical environment along Connecticut Avenue that enhance the pedestrian experience, showcase our local businesses to grow their commercial success, and provide a positive and inviting visual message about what Van Ness has to offer.

HIGHLIGHTS:

- Managed business façade upgrades to recreate the original art deco building at the corner of Albemarle and Connecticut Avenue. These upgrades included painting and patching, removal of awnings and window cleaning;
- Granted funds to our local businesses for permanent design improvements. Grants were distributed to: Acacia Bistro, Cut'N Edge Barbershop, Flagship Carwash, Italian Pizza Kitchen, Thai Pad, and Van Ness Liquors;
- Researched best practices for landscaping improvements in Van Ness; and
- Developed Van Ness Main Street's logo design and website.

Economic Development Committee

The Economic Development Committee aims to create a vibrant public realm with a diverse retail environment by working to support and enhance current businesses while attracting future establishments that will complement the needs and desires of the Van Ness community.

HIGHLIGHTS:

- Sponsored business to business breakfasts for our local business leaders to share resources and new opportunities;
- Assisted Acacia Bistro with a DC Great Streets grant;
- Conducted a real estate and parking study for Van Ness;
- Hired a restaurant consultant to create a study with recommendations for Van Ness restaurants; and
- Paved the way for our newest businesses—Soapstone Market and Sfolglin and welcomed the residents of the new Park Van Ness apartments.



Looking Forward

Organization Committee

The Organization Committee supports and develops Van Ness Main Street into a sustainable organization through leading the implementation of the strategic funding plan, recruiting and interviewing volunteers for committees, developing new Board membership, and promoting the work of Van Ness Main Street within the community and city-wide.

HIGHLIGHTS:

- Coordinated the first Van Ness Main Street fundraising plan;
- Held the first Van Ness Main Street fundraiser at the Stewart Abrams home;
- Developed Van Ness Main Street's first strategic plan;
- Reviewed and monitored Van Ness Main Street's procedures including accounting activities and day to day operations; and
- Provided training opportunities for the Board and staff.

2017 has already started off as a great year. In November (Fiscal Year 2017), we held a very successful fundraiser at the Park Van Ness Apartments with food from Sfoglina and Soapstone Market and wine from Calvert Woodley. And in December, we held our first Van Ness Main Street "Made in DC" Pop Up store. In one weekend 2500 people attended to buy from over 20 local vendors who netted over \$20,000.



Our core work planned in 2017 focuses on Economic Development, Design, and Events/Promotions, to:

- Continue our work with property owners to activate vacant retail space: temporarily using pop-ups, and aiming toward longer-term retail, emphasizing local DC businesses;
- Advance the goals of the Office of Planning's report, *Van Ness Commercial District Action Strategy*;
- Create placemaking using public art;
- Plan for landscaping projects in our tree boxes along Connecticut Ave.;
- Market Van Ness to potential retailers;
- Participate in DC Comprehensive Plan revision to create more flexible planning and zoning for Van Ness;
- Continue to use the arts to create more opportunities for local businesses and residents;
- Strengthen our work with UDC;
- Utilize social media to assist our businesses in attracting more customers;
- Work with businesses to provide design grants to assist them in renovating their businesses;
- Partner with ANC 3F to support Van Ness businesses;
- Highlight our ULI Award winning buildings in Van Ness.

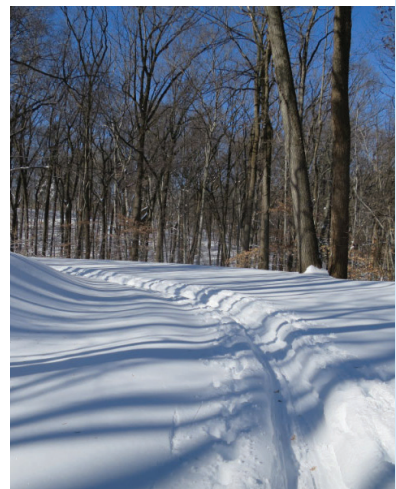
“Van Ness is becoming a recognized area of DC where good times can be had. New restaurants and shops are opening up regularly and established businesses are upgrading and modernizing their venues. The unique blend of residential single family homes, apartment buildings, two universities, a Metro stop, and a wide variety of businesses gives Van Ness a dynamic feel where local residents and visitors can mingle and experience the emergence of one of DC's transformed Great Streets.”

Richard Henning-Italian Pizza Kitchen



“Our family moved here in 1989, and Van Ness was in a downward spiral as people flocked to malls in the suburbs. We lost a lot of retail and as the years past, Van Ness could not gain traction. As I continued to hear complaints about its failings, I saw potential. With the formation of the Van Ness Vision Committee, a team of committed residents and business owners began to work together to grow its potential. And now as part of this Van Ness Main Street team, I am seeing a new Van Ness arising from the bones of the old.”

Marlene Berlin, Editor – Forest Hills Connection



VAN NESS MAIN STREET

2016 Financials

Van Ness Group Inc. Statement of Financial Position

As of September 30, 2016

ASSETS

Current Assets	
Bank Accounts	35,379.05
Other Current Assets	
Outstanding Grants	20,000.00
Total Current Assets	55,379.05

Fixed Assets - Equipment	1,272.58
Total Fixed Assets	1,272.58

Total Assets **\$ 56,651.63**

LIABILITIES AND EQUITY

Current Liabilities	42,825.27
Equity, Fund Balances	
Net Revenue	13,826.36
Total Fixed Assets	13,826.36

Total Liabilities and Equity **\$ 56,651.63**

Statement of Activity

October 2015 - September 2016

REVENUE

Contributions	16,061.00
Government Grants	200,000.00
Total Revenue	216,061.00

Gross Profit **\$ 216,061.00**

EXPENSES

Program Services	131,290.11
Management and General	70,944.53
Total Expenses	202,234.64

Net Operating Revenue **\$ 13,826.36**

Net Revenue **\$ 13,826.36**

“What an amazing neighborhood! We were honored to be part of the Van Ness Main Street fundraiser at Park Van Ness in November, and we hope to be here for many years to come!”

Fabio and Maria Trabbochi,
Chef and Owners of Sfogolina

DONORS AND SPONSORS

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

2016 Fiscal Year

(Oct. 1, 2015-Sept 30, 2016)

INDIVIDUALS

Marlene Berlin
Zach Friedlis
Sally Gresham
Donnie Hinton
Gary and Ellen Malasky
Dipa Mehta
Benae Mosby
Mary Beth and Sheldon Ray
Marjorie L. Share and
Joel L. Swerdlow
Ken Terzian
Erik Thompson
Uzi Turker
Frances Wu
Eun Yim

CORPORATE/ FOUNDATION/ GOVERNMENT

Acacia Bistro and Wine Bar
BF Saul
Bread Furst
Polinger Company
Department of Small and Local
Business Development

IN KIND

Forest Hills Connection
Sandi Stewart & Michael Abrams
The University of the District
of Columbia
WAMU

2017 Fiscal Year (Current)

(Oct. 1, 2017-Sept 30, 2017)

INDIVIDUALS

Lauren Adkins
Esther Barazzone and Sam Black
David Bardin
Marlene Berlin
Tayla Burney
Theresa Cameron
Barbara Cline
Andy and Holly Clubok
Zach Friedlis
Jacob Gillespie
Marcia Glauberman
Sally Gresham
Stephanie Hellerman
George Hofmann
E. David Luria
Gary and Ellen Malasky
Joff Masukawa
Dipa Mehta
Kirsten Metzger
Mitaire Ojaruega
Mary Peckiconis
Michelle Pourciau
Mary Beth and Sheldon Ray
Charles Schilke
Marjorie L. Share and
Joel L. Swerdlow
Milton Shinberg
William Sittig
Jane and Daniel Solomon
Sandi Stewart and Michael Abrams
Christine Stoessel
Philippa Strum

Ken Terzian
Adam Tope
Uzi Turker
Marcia Wiss
Eun Yim

CORPORATE/ FOUNDATION/ GOVERNMENT

Acacia Bistro and Wine Bar
BF Saul
Bread Furst
Calvert Woodley
Polinger Company
Roadside Development
Department of Small and Local
Business Development

IN KIND

Forest Hills Connection
Park Van Ness
Sfoglina Restaurant
Shorb Landscaping
Soapstone Market
The University of the District
of Columbia
WAMU

VOLUNTEERS

We love our volunteers.

Special thanks to our volunteers who serve on Committees and help us in so many ways. Thank You!

Rose Armour	Tom Kamm
David Bardin	Barbara Lardy
Barbara Alk Berman	Susan Linsky
Wendy Bogart	Donne Malloy
Courtney Carlson	Rosalia Miller
Wayne Curtis	Benae Mosby
Patricia Davies	Doug Pettit
Matt Dreher	Travis Price
Colden Florance	Rachel Ryan
PG Gottlieb	Marjorie Share
Rick Henning	Kathy Sykes
George Hofmann	Erik Thompson
Pat Jakopchek	Denise Warner
	Frances Wu

Volunteer Opportunities

We always welcome volunteers. To learn more about volunteering and ways that you, your family or your business can get involved in making Van Ness an even better place to live and work, please visit: vannessmainstreet.org

Please Donate

Van Ness Main Street relies on donations to help us do our important work. Please consider making a donation by visiting vannessmainstreet.org or give us a call at 240-462-9664 to discuss contributing to Van Ness Main Street.

“In a little over a year, Van Ness Main Street has captured and amplified all of the unique qualities which make the Van Ness neighborhood such a great place to live and raise a family. Most importantly, the Main Street recognizes Van Ness’s potential and has played an invaluable role in the vibrant renewal of the Van Ness commercial corridor.”

Councilmember Mary Cheh, Ward 3



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VAN NESS
MAIN STREET



Creating a Vibrant Van Ness

A Beautiful, Walkable,
Sustainable, and Thriving
Cultural Destination



vn
VAN NESS
MAIN STREET

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