

EASTERN MARKET MAIN STREET ANNUAL REPORT 2021



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JOINT MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR

Dear Friends,

2021 saw the second year of the COVID-19 Public Health Crisis; and while fear and pessimism lingered, there was a general sense of optimism along Eastern Market Main Street as business operations returned to a kind of “normalcy” and special events attracted neighbors and visitors alike to our vibrant corridor. Supporting small businesses in the Eastern Market corridor has always been at the core of Eastern Market Main Street’s mission, but the need to address the critical threats small businesses faced (and continue to face) due to the COVID-19 crisis has only reinforced the need for our services.

Throughout the pandemic, EMMS has been on the front line of support providing small business relief grants, increased one-on-one counseling, small business advocacy, marketing and social media support, event planning, up-to-date information on legislation, regulations and programs impacting local business; and being a respected and trusted partner in our corridor. In 2021, we supported over 300 small businesses with services including:

- Conducting over 199 hours of one-on-one business counseling.
- Distributing \$36,750 in emergency small business grants thanks to funding from the DC Department of Small & Local Business Development (DSLBD) and contributions to our GoFundMe campaign.
- Hosting, co-hosting or sponsoring monthly in-person promotional events including the National Cherry Blossom Festival, National Small Business/Customer Appreciation Week, Independence! July 4th Celebration, Market Week, Hilloween, Small Business Saturday and The Holly Days. We also hosted Art All Night for the first time on Capitol Hill that attracted over 10,000 visitors to the neighborhood.
- Advocating on behalf of the small business community to the DC Mayor’s Office, DC City Council, and various local and federal agencies on an assortment of topics from grants and economic stimulus, taxes and fees, and permitting.
- Promoting corridor businesses and happenings with daily social media posts; and informative newsletters to local businesses and the surrounding community.

While we have lost six ground level businesses over the past two years, we have since gained eighteen new businesses (with a current vacancy rate under 3%) showing that the Eastern Market corridor remains vibrant and attractive to small business owners - with two more businesses opening by summer 2022. It should also be noted that 14 of these 18 businesses are women and/or minority-owned.

In 2022, we look forward to expanding on these successes to assist current businesses with recovery; recruiting and retaining new businesses for vacant storefronts; promoting diversity, equality and inclusion throughout the corridor; increasing awareness of and engagement with the businesses and historic district by the surrounding neighborhood and city at large; and promoting and maintaining a safe, welcoming and vibrant commercial corridor in the heart of Capitol Hill.

With thanks,



MANUEL CORTES

Chair, Board of Directors

ABOUT EASTERN MARKET MAIN STREET

MISSION

The mission of EMMS is to capitalize on our historic assets and entrepreneurial culture to promote, retain, and attract diverse, small businesses through the Main Street Four-Point Approach: Organization, Promotion, Design, and Economic Vitality.

VISION

EMMS is dedicated to fostering a collaborative, connected, and competitive business community that reinforces our historic, iconic, and diverse neighborhood identity.



EMMS OUTREACH AND EVENT HIGHLIGHTS



Throughout the year, EMMS works to promote and benefit our businesses by hosting events, investing in comprehensive marketing and advertising, and engaging with customers across the city. Adhering to COVID-19 regulations, we organized activities aimed at all age groups to animate the corridor, enhance the neighborhood, and promote business growth.



CUSTOMER ENGAGEMENT

Events like the National Cherry Blossom Festival, Independence! and Art All Night created meaningful, memorable experiences between businesses and their customers.



BUSINESS PROMOTION

Campaigns like #EverythingYouNeed, #ShopSmall, #ShopLocal, Small Business Saturday and The Holly Days encouraged customers to invest in their local economy and fostered activity that highlighted businesses.

3,312

Social Media Posts

In 2021, EMMS promoted corridor businesses, happenings and community news with daily social media posts and informative newsletters.

11,500

Social Media Followers

EMMS saw tremendous growth across our social media channels in 2021, more than doubling our Instagram following. Across all channels in total, EMMS saw a 60% increase from 7,200 to 11,500 followers.

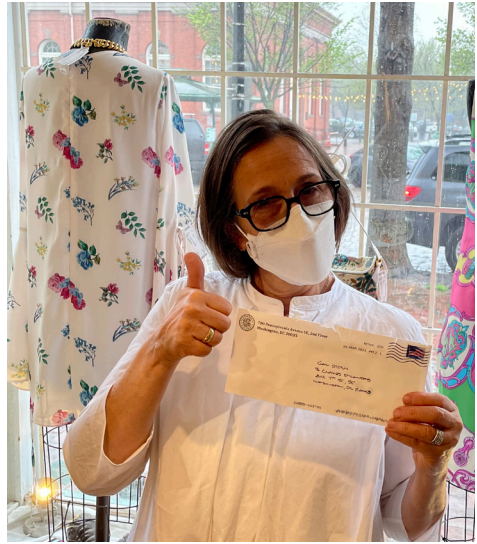
1,128,444

Annual Reach

In 2021, EMMS had a total reach of 1,128,444 through digital and print promotions as part of various events and campaigns. A 20% increase from 2020.

EMMS TECHNICAL ASSISTANCE HIGHLIGHTS

EMMS works to strengthen existing businesses and recruit new ones through technical assistance, market analysis, and strategic planning. In 2021, we continued to offer Emergency Relief Grants and provided hundreds of hours of 1-1 counseling sessions to assist businesses with lease agreements, grant applications, pivoting techniques and much more. We are honored to have been voted Washington City Paper's Best BID/Main Street for a third year in a row.



\$36,750

GRANTS AWARDED

In 2021, EMMS distributed \$36,750 in emergency small business grants thanks to funding from the DC Department of Small & Local Business Development (DSLBD) and community contributions to our GoFundMe Charity campaign.

199+ Hours

ONE-ON-ONE
CONSULTING

In 2021, EMMS staff spent over 199 hours working with business owners and managers one-on-one to support business operations. Additionally, EMMS promoted small business resources provide by local and federal organizations.

50

PPE CARE PACKAGES

Thanks to a generous donation by A Few Cool Hardware Stores, EMMS was able to distribute 50 Personal Protective Equipment (PPE) kits to Capitol Hill small businesses.

EMMS

2021 NEW & RELOCATED BUSINESSES



AT&T



HARVEST TIDE STEAKHOUSE



HAVANA TOBACCO



KASHMIR BOUTIQUE



LA CASINA PIZZERIA



LA COLLINA/THE WELLS



MY CAKE THEORY



TEND DENTISTRY

EMMS

2021 FINANCIAL REPORT (as of 9/30/21 end of grant year)

| ASSETS | |
|--|--------------------|
| Current Assets | |
| Cash Assets | \$10,769.09 |
| TOTAL ASSETS | \$10,769.09 |
| LIABILITIES & EQUITY | |
| Current Liabilities | |
| Accounts Payable | \$20,207.74 |
| Equity | |
| Unrestricted Net Assets | -\$9,066.28 |
| Net Income | -\$372.37 |
| TOTAL LIABILITIES & EQUITY (as of 12/31/18) | \$10,769.09 |

2021 BOARD OF DIRECTORS

Manuel Cortes, Chair
Owner, GroovyDC

Ana Harvey
President/CEO, Harvey Hudson Group

Mary Quillian Helms, Vice Chair
Owner, Mr. Henry's

Shaun Marble
Settlement Officer
Mid-Atlantic Settlement Services

Terry McDonald, Treasurer
General Manager, Scallan Properties

Barry Margeson
Eastern Market Manager, DGS

Lona Valmoro, Secretary
Senior Advisor
Office of Secretary Hillary Clinton

Mickey Bolek
Owner, Michael Anthony Salon

Michael Berman, Promotions Chair
Executive Director, Diverse Markets
Management

Sean Pichon, Design Chair
Principal, PGN Architects

Loren Bushkar
Executive Director, J.P. Morgan Private
Bank Investment Strategy

Thu Pham
Chief of Staff, Defenders of Wildlife

Alex Golding, Economic Vitality Chair
Vice President, Stanton Development

Patty Brosmer (Ex Officio Member)
President, Capitol Hill BID

STAFF

Charles McCaffrey
Executive Director

ACKNOWLEDGEMENTS

2021 DONORS

\$10,000+

Department of Small and Local Business Development
National Capitol Bank

\$5,000 - \$9,999

\$1,000 - \$4,999

Mike Berman, Diverse Markets Management
Loren Bushkar
Capitol Hill Community Foundation
Manuel Cortes, Groovy dc
Eye Central
Alex Golding, Stanton Development
Ana Harvey
Mary Quillian Helms, Mr. Henry's
Shaun Marble, Monarch Title
Barry Margeson, Eastern Market
Thu Pham
Sean Pichon, PGN Architects
Larry and Carol Quillian
The Residences at Eastern Market
Meg Shapiro, JPM Team @ COMPASS
Stanton Development
Lona Valmoro

\$500 - \$999

Mickey Bolek, Michael Anthony Salon
Better Block Foundation
Drew Scallan, Scallan Properties

\$0 - \$499

Fairy Godmother
Labyrinth Games & Puzzles
The Little Gym
Marta Mirecki
Network for Good
Tortilla Cafe

2021 EMMS SMALL BUSINESS RECOVERY GRANT DONORS

Michael Bowers
Javier Candon
Lea Crusey
Anne Devlin
Ginkgo Gardens
Beth Hayden
Evin Issacson
Roger Mattioli
Charles McCaffrey
Pat McCarty
Amy Moore
William Morgan
Beth Payne
Tom Rall
Jennifer Seligmann
Andrea Viera
Matthew Weiss

2021 VOLUNTEERS

Mike Berman*
Mickey Bolek*
Loren Bushkar
Maria Carey
Manuel Cortes*
Anne Craig*
Colin Danly*
Alex Golding*
Austin Graff
Ana Harvey*
Mary Quillian Helms*
Anne Kearney
Mariah Kobernik
Reed Kobernik
Christine Kulumani
Shankar Kulumani
Samnang Man*
Barry Margeson*
Julia Miller
Tyler Naake*
Terry McDonald*
Eli Morr*
Sean Pichon*
McKenna Pugh*
Lisa Ranieri
Matt Schoemaker*
Susan Taylor*

*Denotes a member of one of the EMMS working committees -
Promotions, Design, and Economic Vitality.



THANK YOU!



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PLACE
STAMP
HERE



Eastern Market Main Street is an officially designated DC Main Streets Program and is funded in part by the Department of Small and Local Business Development.