



CELEBRATE VAN NESS





A Message From Our Board President

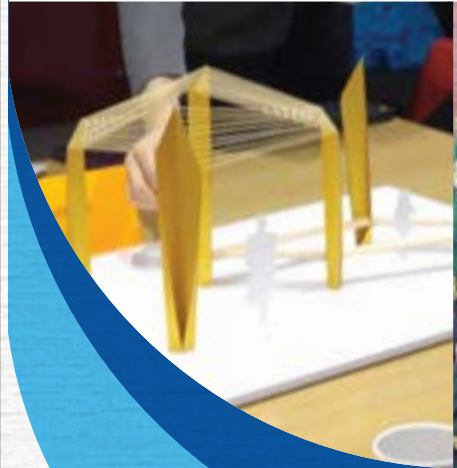
When I was elected as the third President of Van Ness Main Street, I knew I had big shoes to fill. The founders of this organization poured countless hours into it, as they shared their talents with our neighborhood. Van Ness Main Street would not be here without them, and it's my privilege to work with my fellow board members and our executive director as we build on that foundation.

In our third year, Van Ness Main Street accomplished more than I could possibly imagine. We secured \$1.5 million in the DDOT budget for sustainable streetscape design. We welcomed new businesses and increased engagement with the businesses who have long been pillars of our community. We partnered with the University of the District of Columbia on more projects than is practical to list here. Van Ness Main Street's success comes from the hard work done by volunteers across the organization, and I encourage you to learn more from the committee page of this report.

We are an organization that only exists because of your support. We are so grateful for this community's continued dedication to our mission and vision. As we celebrate 2018 and look to the future, I ask you to consider what role you can play in Van Ness Main Street's continued success. Whether time, talent, treasure or some combination thereof, your contribution will help us stay on the path to a vibrant Van Ness.

Thank you for being committed to this community. I look forward to seeing you in the neighborhood!

Sarah Cumbie
President, Van Ness Main Street



"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**



2018 YEAR IN REVIEW

PROGRAM HIGHLIGHTS

2018 was a year of progress and stability for Van Ness Main Street (VNMS). Through the work of our Committees and the Board of Directors, we were able to make several advances for Van Ness.

Pop Up Stores

In collaboration with UDC, we were able to host two Pop Up stores. Ibhana Boutique opened a Pop Up ladies clothing store which was open on Fridays and Saturdays beginning in April and ending in December.

For the third time we held a Pop Up Holiday Store every weekend, from November 24 through December 16, featuring local craftspeople and vendors. We also partnered with Olde City Farm and Garden to sell Christmas trees.

Public Art/Wayfinding

During 2018 we continued to raise funds for the Canopy - our public art/wayfinding project. We are grateful to ANC 3F for their support and also the Whittle School for their pledge of support.

Retail in Van Ness

Using our recently completed retail study, we continued to work towards increasing retail in Van Ness. With Van Ness Main Street, UDC signed a Letter of Intent to ensure that UDC owned/leased buildings with existing retail spaces will have retail outlets in the next two years.

Marketing

We worked with our existing businesses to increase their social media skills for marketing purposes, and we developed several new marketing campaigns using Twitter, Facebook, and Instagram.

Events

Working with UDC, we expanded our line up of vendors and created more community events at the Farmers Market.

A new event, Pups on the Patio, was held at four local businesses featuring a Happy Hour every Thursday in August, when guests could bring their dog and enjoy a drink on the patio.

We are grateful to our many supporters who turned out to enjoy the VNMS fundraising event at Park Van Ness in July.

Finally, we held our 2nd Annual Barks and Brews event in October in Calvert Woodley's parking lot, where we welcomed beer lovers and their dogs for a fun filled event with live music.



"On behalf of Van Ness Center, working with Van Ness Main Street has been a pleasure. They keep us current on all events and encourage participation from our commercial tenants as well as the residents in the neighborhood."

Petrine M. Squires, CPM
Property Manager Polinger Company





COMMITTEES

VNMS 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, business owners, 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 in local restaurants with the aim of promoting a different restaurant each month, and for the first time we collected evaluations of the restaurants and the music.

Saturday Farmers Market: continued our partnership with UDC on the popular Farmers Market every Saturday from May through November. We increased attendance by adding events such as cooking demonstrations and live music.

Fundraiser: hosted our annual fundraiser with excellent, and very much appreciated, support from Calvert Woodley and the Park Van Ness Apartments, and over \$7,500 was raised for VNMS!

Pups on the Patio: created a Happy Hour for canines and their human companions at our restaurants to increase their August business.

Barks & Brews: held the Second Annual Barks & Brews event for the beer lovers and their dogs on the Calvert Woodley Parking Lot with music by After the Flood.

COMMITTEE MEMBERS:

Barbara Alk Berman; Sarah Cumbie; Patricia Davies, Chair; Barbara Lardy; Donné Malloy; Mark Moran; Marjorie Share; Cheryl Teninga; Eun Yim.

Design Committee

The Design Committee explores opportunities and facilitates projects to improve the physical environment along our "Main Street". 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:

Storefront Improvement Grants: installed new outdoor lighting for the Diplomat, Italian Pizza Kitchen, and Nail Ave, provided new signage for Laliguras and Digitree, and purchased a permanent security door for Thai Pad.

Public Art: selected After Architecture to create a wayfinding project throughout Van Ness. We continue to fundraise for the fabrication and installation of the project.

Landscaping: continued our work with community volunteers to clean and install plantings in tree boxes.

Streetscapes Improvement: advocated for DC Government funding to start a streetscape improvement design for Van Ness.

COMMITTEE MEMBERS:

Wendy Bogart; Matt Dreher, Chair; Sally Gresham; Rick Henning; George Hofmann; Joff Masukawa; Rosalia Miller; Travis Price; Kathy Sykes.



Economic Development Committee

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

HIGHLIGHTS:

First Retail Study: launched our first retail study partnering with UDC and Bernstein Management. Key findings include a total spending potential of \$457.8M; retail customers are leaving the area for most of their basic retail needs; and a significant demand gap exists for all retail types.

Marketing: continued to provide one on one assistance with our businesses to improve their social media and marketing.

Pop Ups: continued our annual Pop Up holiday shop from Nov. 24 through Dec. 16. Ibhana Boutique opened a Pop Up ladies clothing store in April and continued through December. Special thanks to UDC for providing space for our Pop Ups.

Meetings & Consultations: sponsored business to business meetings and business consultations.

COMMITTEE MEMBERS:

PG Gottfried; Pat Jakopchek; Susan Linsky, Gary Malasky, Chair; Dipa Mehta; Mary Beth Ray; Chuck Schilke; Uzay Turker; Denise Warner; Frances Wu.

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: continued to evaluate fundraising activities and fundraising goals

Board Development: worked to prepare for a leadership transition and on boarding some new members. The Board also held a mini retreat to start planning for a strategic plan.

COMMITTEE MEMBERS:

Marlene Berlin, Chair; Sarah Cumbie; Zach Friedlis; Reginald Felton, Gary Malasky; Mary Beth Ray; Sandi Stewart.



2018 FINANCIALS

Van Ness Group Inc.

STATEMENT OF FINANCIAL POSITION

As of September 30, 2018

ASSETS

Bank Accounts	61,045
Current Assets	15,004
Total Current Assets	76,049
Fixed Assets - Equipment	1,273
Less: Accumulated Depreciation	(646)
Total Fixed Assets	627
Total Assets	\$ 76,676

LIABILITIES AND EQUITY

Current Liabilities	10,145
Equity, Fund Balances	
Net Revenue	66,531
Total Liabilities and Equity	\$ 76,676

STATEMENT OF ACTIVITY

October 1, 2017 - September 30, 2018

REVENUE

Contributions	32,098
Events	23,820
Grants	146,000
In-Kind Contributions	3,700
Total Revenue	205,618
Gross Profit	\$ 205,618

EXPENSES

Fundraising	2,659
Management & General	14,530
Program Services	192,616
Total Expenses	209,805
Net Revenue	\$ (4,187)

LOOKING FORWARD

- Continuing to assist our businesses with marketing, training, and business development.
- Assisting businesses with design opportunities including design grants to assist them in storefront improvements.
- Continuing our fundraising efforts to support the work of VNMS, including funding for the planning and design of significant streetscape improvements.
- Installing our first wayfinding public art piece - the Canopy.
- Working with UDC to implement the Letter of Intent for retail at 4340 Conn. Ave., and 4225 Conn. Ave.
- Partnering with UDC and ANC 3F to support Van Ness businesses.
- Launching aLive@VN, a new event series including music, salons, lectures, exhibits, and demonstrations.





DONORS & SPONSORS

October 1, 2017 - September 30, 2018

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

Individuals

Keith Anderson
 Marlene Berlin
 Barbara Berman
 Jamie Butler
 Holly Clubok
 Sarah Cumbie
 Patricia Davies
 David Dickinson
 Helen Dooley
 Matthew Dreher
 Reggie Felton
 Catherine Green
 Sally and Stephen Gresham
 George Hofmann
 Rosanne Jacuzzi
 Pat Jakopchek
 E. David Luria
 Gary Malasky
 Virginia and Elijah Marentette
 Marie-France Mathes
 Dipa Mehta
 Annette Polan
 Marjorie Rachlin
 Mary Beth and Sheldon Ray
 Marjorie Share and Joel Swerdlow
 Milton Shinberg
 Jane and Daniel Solomon
 Sandra Stewart and Michael Abrams
 Tom Stoel
 Adam Tope
 Uzay Turker
 Marcia Marlyn Wiss
 Marlyn Zerkowitz

Corporate, Foundation & Government

Bernstein Management
 Bread Furst
 Burke Conn. LLC
 City Paws Animal Hospital
 Connecticut Ave. Carwash
 Polinger Company
 Saul Subsidiary II Limited Partnership
 Whittle School

In Kind

Acacia Food and Wine
 Bread Furst
 Calvert Woodley Fine Wines and Spirits
 Forest Hills Connection
 Ibhana Boutique
 Italian Pizza Kitchen
 Kathy Sykes
 Park Van Ness Apartments
 Soapstone Market
 The University of the District of Columbia
 WAMU

2019 BOARD OF DIRECTORS

Sarah Cumbie
President | WAMU

Barbara Lardy
Vice President | America's Health
Insurance Plans (retired)

Pat Jakopcheck
Treasurer | Local Politechs
Strategies

Zach Friedlis
Secretary | Saul Centers, Inc.

Patricia Davies
World Bank (retired)

Matt Dreher
Gensler

Reginald Felton
Felton Associates

Michael Sands
Calvert Woodley

Chuck Schilke
Lawyer

Sandi Stewart
Corporate Balance Concepts

Uzay Turker
Acacia Bistro

Fred Underwood
Pinkard Group

Theresa Cameron
Executive Director



SPECIAL THANKS TO OUR 2018 RETIRING BOARD MEMBERS

Marlene Berlin, Sally Gresham, Gary Malasky,
and Mary Beth Ray

Design by Blank >



**VAN NESS
MAIN STREET**

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