



“IT’S ALL ABOUT SHAW”

— EUN YANG, NBC4



“SHAW, SHAW, SHAW”

— SVETLANA LEGETIC, BRIGHTEST YOUNG THINGS

31

NEW RETAIL BUSINESSES

300

NEW JOBS CREATED

\$176,000

RAISED AT 2015 SHAW MAIN STREETS GALA

When Eater DC asked journalists and food writers to predict dining headlines for 2016, Legetic and Yang pointed to Shaw as where the action would be in the new year. Truly, 2015 was the year that Shaw got on the map of the region’s go-to neighborhoods for dining and drinking.

Convivial, The Dabney, and Kinship were DC’s most anticipated new restaurants of 2015, highlighting Shaw’s arrival as the city’s culinary epicenter. A series of *Washington Post* Food section articles chronicled chef/owner Jeremiah Langhorne’s multi-year journey leading to The Dabney’s opening in November. The *Post*’s food critic crowned chef/owner Cedric Maupillier’s Convivial as the best new restaurant of the year.

And 2015 marked the arrival of more non-food businesses than the neighborhood had seen since Shaw Main Streets started retail attraction efforts in 2003.

Over 300 new permanent jobs were created by the opening of 33 new businesses and the expansion and relocation of five other businesses during the course of the year.

Shaw Main Streets introduced DineinShaw and ShopinShaw, mobile applications for the iPhone and Android platforms, allowing users to search over 300 businesses for dining and entertainment experiences and needed goods and services.

The Shaw Main Streets Clean + Safe Team continued to work seven days a week, picking up thousands of bags of trash from sidewalks and streets, removing graffiti, planting in tree boxes, and clearing snow from sidewalks.

Construction was completed on several major projects in 2015, including JBG’s four buildings at The Shay and Atlantic Plumbing, Douglas Development/CAS Riegler/City Interests’ The Colonel, and Douglas Development’s Gang of Three 9th Street/Blagden Alley development. Construction began on Douglas Development’s 655 New York Avenue, NW and Lincoln Westmoreland Housing’s Channing Phillips Homes. Construction continued on Boston Properties’ 601 Massachusetts Avenue, NW and Gould Property Company’s 600 Massachusetts Avenue, NW.

PROGRAM HIGHLIGHTS

DESIGN

Symphony in DC Major, a 125 foot long, 16 foot tall sculpture incorporating images of neighborhood namesake Colonel Robert G. Shaw, painter and Shaw Junior High School art teacher Alma Thomas, and Jazz great “Duke” Ellington was installed on the 700 block of P Street, NW. Assistance with historic preservation approvals for new construction, renovations, and signage was provided to numerous business and property owners. New signage was fabricated and installed for four businesses.

ECONOMIC REVITALIZATION

Assistance with applications for the Great Streets Small Business Capital Improvement Grant Program was provided to business owners, resulting in grant awards to 12 businesses. Technical assistance and training on using social media for promotion, including Twitter, Instagram, and Facebook, was provided to business owners throughout the year.

ORGANIZATION

SMS received an Innovation on Main Street award at the 2015 National Main Streets Conference and became a finalist for a 2016 Great American Main Street Award. The 2015 Shaw Main Streets Gala, Spotlight on Shaw, raised \$176,000 in private funds and in-kind donations to support SMS programs and operations. This was both a DC Main Streets and national Main Streets record for private fundraising, breaking SMS’ 2014 record. SMS retired all debt in 2015.

PROMOTION

Art All Night drew over 10,000 visitors to the overnight arts festival in Shaw, with many businesses reporting record sales. The event included over 150 artists and performers and 25 venues. Print advertising and social media promotions continued to drive customers to Shaw businesses, as SMS Twitter posts passed the 50,000 mark. The DineinShaw and ShopinShaw mobile apps made it easier than ever for visitors and locals alike to find where to eat, drink, and shop in the neighborhood.



A YEAR IN REVIEW

The DineinShaw mobile app went live on March 6, 2015, providing a free, up-to-date searchable guide to over 200 restaurants, bars, nightclubs and theaters in the neighborhood.

On April 1, 2015, at the annual National Main Street Conference in Atlanta, GA, Shaw Main Streets received the Innovation on Main Streets award from the National Trust for Historic Preservation's National Main Street Center for creating the Art All Night festival, which has now expanded to four other DC neighborhoods.

On April 29, 2015, Spotlight on Shaw, the 2015 Shaw Main Streets Gala, was held at the Howard Theatre, attracting over 300 guests and raising a national and local Main Streets record \$176,000 in private cash and in-kind donations.

On May 21, 2015, SMS Executive Director Alexander Padro and DC Mayor Muriel Bowser gave US Department of Housing and Urban Development Secretary Julian Castro a walking tour of Shaw, highlighting the neighborhood's successes in preserving affordable housing and legacy businesses.

Zachary Oxman's *Symphony in DC Major*, one of the largest art installations in the city, was unveiled at City Market at O on June 11, 2015. The project, a collaboration between SMS and Long View Gallery, was funded by Roadside Development and a grant from the DC Commission on the Arts and Humanities.

The annual Shaw Open House promotion was held on June 20, 2015, drawing visitors from throughout the DC metropolitan area to sample what 29 businesses had to offer and enter to win prizes from each establishment.



After drawing thousands of visitors since December 2014 and presenting and selling the work of scores of artists and designers, SMS closed the pop-up Shaw Arts, Crafts and Fashion Market on August 31, 2015, when a permanent tenant took over the formerly vacant retail space.

On September 11, 2015, the National Main Street Center announced that Shaw Main Streets was a finalist for the 2016 Great American Main Street Award, recognizing exceptional Main Street communities whose successes serve as a model for comprehensive, preservation-based commercial district revitalization. The award winners will be announced at the National Main Street Conference in Milwaukee, WI in May 2016.

The fourth presentation of Art All Night in Shaw on September 26, 2015, was part of the DC Commission on the Arts and Humanities' second citywide Art All Night DC festival. From 7:00 PM to 3:00 AM the following morning, festival goers enjoyed art, music, dance, sculpture, crafts, photography and more at indoor and outdoor venues throughout the neighborhood, while businesses' sales boomed.

DC Mayor Muriel Bowser joined DC Councilmembers Brianne Nadeau and Vincent Orange in a Shaw Ribbon Cutting Roundup on September 28, 2015, celebrating the opening of 10 new Shaw businesses, the expansion of three others, and the reopening of one business, with coverage on ABC7 News.

THE CLASS OF 2015

A total of 33 new businesses opened in Shaw Main Street's service area in 2015. In addition, three expanded or moved into larger spaces, and two others reopened after having been closed temporarily. Of the new businesses, 31 are located in ground floor retail spaces:

ATLANTIC PLUMBING CINEMA 807 V Street, NW
CALABASH TEA & TONIC 1847 7th Street, NW
CHERRY BLOSSOM CREATIVE 2128 8th Street, NW
CHROME INDUSTRIES 1924 8th Street, NW #115
COMPASS COFFEE 1921 8th Street, NW #100
CONVIVAL 801 O Street, NW
CRICKET WIRELESS 811 Florida Avenue, NW
THE DABNEY 122 Blagden Alley, NW
DACHA MARKET 1602 7th Street, NW
DISTRICT PILATES 1302 9th Street, NW
FOUNDRY GALLERY 2118 8th Street, NW
FRANK & OAK 1924 8th Street, NW #145
FREEDOM LOUNGE 1920 9th Street, NW
GLEN'S GARDEN MARKET 1924 8th Street, NW
JRINK JUICERY 1228 9th Street, NW (Blagden Alley)
KINSHIP RESTAURANT 1015 7th Street, NW
KIT + ACE 1921 8th Street, NW #115
LETTIE GOOCH 1921 8th Street, NW #110
NOBLE LOUNGE 1915 9th Street, NW
PIASSA ETHIOCUISINE & CAFÉ 1336 9th Street, NW
READ WALL 1921 8th Street, NW #105
RIIDE 1933 9th Street, NW
RITO LOCO 606 Florida Avenue, NW
SBARRO 1104 7th Street, NW
SHAW YOGA 1240 9th Street, NW
U SCOOT 1949 Vermont Avenue, NW
STEVEN ALAN 1924 8th Street, NW #130
TYPECASE INDUSTRIES 2122 8th Street, NW
UNLEASHED BY PETCO 1550 7th Street, NW
WARBY PARKER 1924 8th Street, NW #105
WPA GALLERY 2124 8th Street, NW

A Year in Review (Cont.) Shaw Main Streets' observance of the national Small Business Saturday event on November 28, 2015, included visits by Mayor Muriel Bowser to Compass Coffee's new 8th Street location and Lettie Gooch boutique, with coverage by several TV news programs. The event began with Coffee and Tea with Councilmember Vincent Orange, when he treated customers at three venues. It concluded with a world record ribbon cutting attempt, where Councilmembers Orange and Elissa Silverman did the honors at 15 businesses.

Shaw Main Streets conducted a dedication ceremony for the Carter G. Woodson Memorial at 9th Street and Rhode Island Avenue, NW, on December 5, 2015. SMS has funding to perform cleaning and treatment of the bronze statue of the Father of Black History.

The annual Shaw Main Streets Holiday Party on December 7, 2015, at the Howard Theatre drew over 300 guests, with more than two dozen restaurants providing food and prizes.



STATEMENT OF FINANCIAL POSITION (UNAUDITED)

DECEMBER 31, 2015

ASSETS

Current Assets

Cash and Cash Equivalents	\$127,366
Accounts and Contributions Receivable	\$257,040
Other Receivables	\$4,208
Prepaid Expenses	\$16,463
Total Current Assets	\$405,076

Fixed Assets

Equipment—Net of Accumulated Depreciation of \$9,802	\$3,155
Total Assets	\$408,231

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$171
Accrued Expenses	\$1,300
Payroll Taxes Payable	\$8,349
Total Current Liabilities	\$9,820

Net Assets

Unrestricted Net Assets	\$108,897
Temporarily Restricted Net Assets	\$297,515
Total Net Assets	\$398,412
Total Liabilities and Net Assets	\$408,231

2015 SPONSORS



2015 SMS BOARD OF DIRECTORS

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2015 BUSINESS MEMBERS

1905, Beau Thai Shaw, Bistro Bohem, Cheryl Lofton & Associates, Colombo Bank, DC9, Dickson Wine Bar, Dino's Grotto, Etete Ethiopian Cuisine, Halcyon Salon, Lumsden Insurance Agency, Modern Liquors, Nellie's Sports Bar, Old City Farm & Guild, ODC Studio and Interiors, Pekoe Acupuncture & Wellness, Queen of Sheba Restaurant, Reformation Fitness, Right Proper Brewing Company, Suzane Reatig Architecture, TG Cigar, and Wagtime Pet Spa & Boutique.



Shaw Main Streets is a designated DC Main Streets Program and is funded in part by the DC Department of Mall and Local Business Development, Muriel E. Bowser, Mayor

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