



“NO NEIGHBORHOOD HAS MADE MORE HEADLINES THAN SHAW.”

— TOM SIETSEMA, *FOOD AND WINE*



IS THERE ANY DOUBT THAT SHAW IS DC'S HOTTEST NEIGHBORHOOD FOR DINING AND DRINKING?

When a husband planning a significant anniversary asked *Washington Post* restaurant critic Tom Sietsema which DC neighborhood he should start browsing for eating establishments, he got this reply: “The only four letters you need to share: S-H-A-W.” Indeed, in Sietsema’s spring 2016 list of the 10 best new restaurants, four of them were in Shaw, and his fall 2016 dining guide included three Shaw standouts in the top 10, with All Purpose placing number one, and five others making the list. Fritz Hahn, the *Washington Post*’s drinking critic, named the Columbia Room as DC’s Best Bar, while three other Shaw establishments were included in his Top 10 Bar list. *Food and Wine* magazine chose the Dabney as one of its 10 2016 Restaurants of the Year. *Washingtonian* magazine designated Convivial’s Fried Chicken Coq au Vin as Dish of the Year.

The *Washington Post*’s Going Out Guru Becky Krystal proclaimed that “Shaw was the District’s hottest dining neighborhood of 2016.” *City Paper* critic Laura Hayes wrote that in a city that has had 500 new restaurant openings over the past two years, “Shaw ballooned the most with new options like Kyrisan, Hazel, Haikan, La Jambe, Chao Ku, All Purpose, Espita, Smoked and Stacked and Buttercream Bakeshop.”

The openings of Metier, Hazel, All Purpose, Espita Mezcaleria and Buttercream Bakeshop and reopening of the Columbia Room and the Passenger were among DC’s most anticipated restaurant and bar events of 2016, burnishing Shaw’s reputation as the city’s culinary epicenter. When the internationally renowned *Michelin Guide* published its first review of DC Restaurants, it selected nine Shaw standouts, with the Dabney and Kinship each earning a coveted Michelin star.

“THE ONLY FOUR LETTERS YOU NEED TO SHARE: S-H-A-W.”

— TOM SIETSEMA, WASHINGTON POST

After many years of unofficially serving businesses outside of its originally designated boundaries of 7th, 9th and K Streets and Florida Avenue, NW, in May 2016, the Department of Small and Local Business Development (DSLBD) formally expanded the SMS service area to include businesses in the area bounded by Barry Place and Florida Avenue, NW at the north, 10th Street, NW at the west, 6th Street, NW at the east, and K Street, New York and Massachusetts Avenues, NW at the south.

Over 350 new permanent jobs were created by the opening of 40 new businesses and the expansion, relocation or renovation of four other businesses during the course of the year.

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, maintaining tree boxes, and clearing snow from sidewalks.

Construction was completed on several major projects in 2016, including Lincoln Westmoreland Housing’s Channing Phillips Homes (1710 7th Street, NW), Gould Property Company’s 600 Massachusetts Avenue, NW and Boston Properties’ 601 Massachusetts Avenue, NW. Construction continued on Douglas Development’s 655 New York Avenue, NW.

A YEAR IN REVIEW

The District Department of Transportation began construction on a year-long Great Streets upper 7th Street, NW improvement project on January 19, 2016. The effort, stretching from N Street to Florida Avenue, includes repaving, new sidewalks, streetlights, traffic signals, centralized parking meters, bike racks, and catch basins.

Shaw Main Streets celebrated Black History Month with a coloring party for children and adults at the Watha T. Daniel/Shaw Library on February 7, 2016. Free crayons and colored pencils were provided, along with copies of SMS’ Shaw Heritage Coloring Book.

The SMS Annual Meeting was held at the Marriott Marquis Washington, DC on March 23, 2016. Special guests included Councilmembers Charles Allen and Brianne Nadeau and DSLBD Director Ana Harvey. Rito Loco was announced as the winner of the Best New Shaw Business of 2015 award, with District Pilates and Foundry Gallery taking first and second runner up honors.

40

NEW BUSINESSES

355

NEW JOBS CREATED

\$158,000

RAISED AT 2016 SHAW MAIN STREETS GALA

PROGRAM HIGHLIGHTS

DESIGN

“From DC to the World,” a 75 foot long mural by Cita Sadeli “CHELOVE” incorporating neighborhood and DC music icons Edward K. “Duke” Ellington, Pearl Bailey, and Olubowale V. “Wale” Akintimehin and the pool halls and barber shops of Shaw’s heyday, was painted at 637 T Street, NW. It was funded by Murals DC, a partnership between the DC Commission on the Art and Humanities (DCCA) and the Department of Public Works. Murals at the Shaw Skate Park at 11th and R Streets, NW by artists led by Sydney “Cr8tion Rebel” Buffalow, were funded by a DCCA grant to SMS. Assistance with historic preservation approvals for new construction, renovations, and signage was provided to numerous business and property owners. A storefront improvement at 1924 9th Street, NW included new signage for three businesses and a new paint job.

ECONOMIC REVITALIZATION

The Deputy Mayor for Planning and Economic Development awarded a multi-year grant to SMS to explore the potential establishment of a Business Improvement District (BID) for the SMS service area. SMS provided assistance to Shaw business owners with completing applications for the Great Streets Small Business Capital Improvement Grant Program, resulting in grant awards totaling \$390,000 to eight 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 the Great American Main Street Award from the National Main Street Center. The 2016 Shaw Main Streets Gala, *A Taste of Shaw*, raised \$158,000 in private funds and in-kind donations to support SMS programs and operations.

PROMOTION

Art All Night drew over 10,000 visitors to the overnight arts festival in Shaw, with many businesses reporting record sales. Print advertising and social media promotions continued to drive customers to Shaw businesses, as SMS Twitter posts passed the 65,000 mark. The constantly-updated 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.



THE CLASS OF 2016

May 8, 2016 saw the debut of the Shaw Farmers Market at Old City Farm and Guild. A project of Community Foodworks, the market operated every Sunday through October.

On May 23, 2016, at the Main Street Now conference in Milwaukee, WI, the National Main Street Center announced that Shaw Main Streets won the 2016 Great American Main Street Award (GAMSA), which recognizes exceptional Main Street communities whose successes serve as a model for comprehensive, preservation-based commercial district revitalization.

On June 1, 2016, SMS celebrated the GAMSA award win at *A Taste of Shaw*, the 2016 Shaw Main Streets Gala, held at the Howard Theatre. Over 400 guests saw Mayor Muriel Bowser, Councilmembers Allen, Jack Evans, Nadeau, Vincent Orange and Elissa Silverman congratulate SMS on the award. The mayor presented a proclamation officially designating the day as Shaw Main Streets Day. Derek Brown, proprietor of the Columbia Room, Mockingbird Hill, Eat the Rich and Southern Efficiency, received the 2016 Shaw Champion Award. The event raised \$158,000 in private cash and in-kind donations



The 10th annual Shaw Open House promotion was held on June 18, 2016, drawing visitors from throughout the DC metropolitan area to sample what 30 businesses had to offer and enter to win prizes from each establishment.

On June 22, 2016, SMS cut ceremonial ribbons to welcome 19 new businesses to the neighborhood. The giant scissors were wielded by Councilmembers Allen, Evans, and Orange and DSLBD Director Harvey.

The Fox 5 Morning Team visited Shaw on a “ZipTrip” on July 22, 2016. The three hour remote broadcast from the Carnegie library grounds at Mount Vernon Square featured a ribbon cutting to mark recent Shaw businesses openings, visits to neighborhood sites including the Marvin Gaye mural on S Street, Uprising Muffins, Buttercream Bakeshop and Nellie’s Sports Bar, a Shaw fashion show presented by Lettie Gooch boutique, demonstrations by the chefs of Convivial, Drift on 7th and Espita Mezcaleria and a mixologist from the Columbia Room, and presentation of the Hometown Hero award to SMS Executive Director Alexander Padro.

“SHAW IS THE DISTRICT’S DARLING RIGHT NOW... SHAW IS WHERE IT’S AT...”

— TABLE 8 BLOG

On August 27, 2016, over 70 Shaw residents, property owners and businesspeople gathered together in front of the Wonder Bread Factory to take a community portrait modeled on the famous “A Great Day in Harlem” 1958 photograph of distinguished jazz musicians, with the new community portrait serving to document the current status and diversity of Shaw. The photo, taken by local photographer Jared Soares, appeared on the cover of the September issue of *Mid City DC* and on a large banner displayed at 7th Street and Florida Avenue, NW.

The fifth presentation of Art All Night in Shaw on September 24, 2016, was part of the DC Commission on the Arts and Humanities’ third citywide Art All Night DC festival. From 7:00 PM to 3:00 AM the following morning, 10,000 festivalgoers enjoyed art, music, dance, sculpture, crafts, photography and more by over 100 artists and performers at 38 indoor and outdoor venues throughout the neighborhood, while businesses’ sales boomed. A mural by Kelly Towles, at 1513 7th Street, NW, replicating the Lady in the Moon image that he created for the 2016 Art All Night poster, remains on view.

On October 14, 2016, SMS held a “Welcome Michelin” release party at the Columbia Room to celebrate the publication of the city’s first Michelin restaurant guidebook. The party celebrated the nine Shaw restaurants that were included in the book, with several chefs and owners in attendance autographing copies, which were available for purchase.

Shaw Main Streets celebrated 40 new business openings in 2016. There were also two businesses that moved into new spaces, and two reopened with new names after having been closed temporarily for renovations, bringing the total to 44 openings in Shaw for the year.

- 801 RESTAURANT & BAR** 801 Florida Avenue, NW
- 9TH & P LIQUORS** 1428 9th Street, NW
- AESOP** 1924 8th Street, NW
- ALL PURPOSE PIZZERIA** 1250 9th Street, NW
- BAZAAR SPICES** 2130 8th Street, NW
- BLUSH MED SKINCARE** 1924 8th Street, NW
- BUCKET FEET** 1924 8th Street, NW
- BUTTERCREAM BAKESHOP** 1250 9th Street, NW
- CAVA** 1921 8th Street, NW
- CHAO KU** 1414 9th Street, NW
- COLUMBIA ROOM** 124 Blagden Alley, NW
- COMPOSITION ID** 760 N Street, NW
- CUTTIN’ UP BARBER SHOP** 750 N Street, NW
- DECLARATION RESTAURANT** 804 V Street, NW
- DEVON & BLAKELY** 601 Massachusetts Avenue, NW
- DIRTY GOOSE** 913 U Street, NW
- DISTRICT CRYO** 1300 9th Street, NW
- DRIFT ON 7TH** 1819 7th Street, NW
- ESPITA MEZCALERIA** 1250 9th Street, NW
- FARMERS & DISTILLERS** 600 Massachusetts Avenue, NW
- GRAND CATA LATIN WINE SHOP** 1550 7th Street, NW
- THE GRAND SCHEME** 631 T Street, NW
- HAIKAN** 805 V Street, NW
- HALF SMOKE** 651 Florida Avenue, NW
- HAZEL** 808 V Street, NW
- KYIRISAN** 1924 8th Street, NW
- LA JAMBE** 1550 7th Street, NW
- LE LABO** 1924 8th Street, NW
- MAGGIE O’NEILL STUDIO** 1525 9th Street, NW
- METIER, 1015 7TH STREET** NW
- MINISTRY APPAREL** 1924 8th Street, NW
- ONE LOVE MASSIVE** 631 T Street, NW
- OTIM WILLIAMS PR** 631 T Street, NW
- THE PASSENGER** 1539 7th Street, NW
- PIE 360 OF DC** 655 K Street, NW
- RPM ITALIAN** 650 K Street, NW
- SERVICE BAR DC** 926-928 U Street, NW
- SHAW BIJOU** 1544 9th Street, NW
- SHAW YOGA** 1311 Naylor Court, NW
- SHOUK** 655 K Street, NW
- SMOKED & STACKED** 1239 9th Street, NW
- TAKODA RESTAURANT & BEER GARDEN** 715 Florida Avenue, NW
- TASTY BURGER** 2108 8th Street, NW
- UPROAR LOUNGE & RESTAURANT** 639 Florida Avenue, NW

A Year in Review (Cont.) The *Washington Blade* presented its annual Best of Gay DC awards at Town DanceBoutique on October 20, 2016, with Shaw designated as Best Gayborhood. The list included eight Shaw businesses as winners.

Shaw Main Streets' observance of the seventh annual national Small Business Saturday event on November 26, 2016, included a press conference featuring remarks by DC Mayor Muriel Bowser, US Small Business Administration Administrator Maria Contreras-Sweet, DC Council Chairman Phil Mendelson, Ward 6 Councilmember Charles Allen, At-Large Councilmembers Anita Bonds and Elissa Silverman, Director of the Department of Small and Local Business Development Ana Harvey, and DC Chamber of Commerce President Vincent Orange. The press conference, covered by several TV news programs, was followed by ribbon cuttings at 17 businesses.

On December 1, 2016, Ward 6 Councilmember Charles Allen presented the 2016 Ward 6 Brickie Community Organization Award to Shaw Main Streets, noting that "Shaw Main Streets has been instrumental in making the Shaw neighborhood a vibrant, diverse, thriving place to dine, shop, live and play."

The annual Shaw Main Streets Holiday Party on December 7, 2016, at the Howard Theatre drew over 300 guests, with more than two dozen restaurants providing food.

The Shop 'n Shaw Popup Bazaar was held on December 17-18, 2016 in the Event Space at the Wonder Bread Factory. Organized by Poppir.com, the AirBnB of popup retail, the market featured over two dozen #MadeinDC vendors offering unique gifts perfect for holiday giving.



STATEMENT OF FINANCIAL POSITION (UNAUDITED) DECEMBER 31, 2016

ASSETS

Current Assets

Cash and Cash Equivalents	\$137,365
Accounts and Contributions Receivable	\$191,500
Other Receivables	-
Prepaid Expenses	\$29,963
Total Current Assets	\$358,827

Fixed Assets

Equipment—Net of Accumulated Depreciation of \$9,802	\$993
Total Assets	\$359,820

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	-
Accrued Expenses	-
Payroll Taxes Payable	\$6,163
Total Current Liabilities	\$6,163

Net Assets

Unrestricted Net Assets	\$105,816
Temporarily Restricted Net Assets	\$247,842
Total Net Assets	\$353,657
Total Liabilities and Net Assets	\$359,820



2016 SMS BOARD OF DIRECTORS

- Scott A. Claffee
- Angie Fetherston
- Paul W. Hughes
- Ali Kianersi
- Christine M. Lopez, *Treasurer*
- Lionel Lynch
- Daniel Nadeau, *Vice Chair*
- Margaret O'Neill
- Alexander M. Padro, *Executive Director (Ex Officio)*
- Nooni D.L. Reatig
- Ben Tesfaye, *Secretary*
- Gretchen B. Wharton, *Chair*

2016 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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