



“DINING NEIGHBORHOOD OF THE YEAR READERS’ CHOICE WINNER: SHAW”

—EATER DC



SHAW: WHERE DC EATS AND DRINKS

“Hey, isn’t that... former first lady Michelle Obama dining with friends in Shaw on Saturday night?” — *Washington Post*

The openings of San Lorenzo, Mason Dixie Biscuit Co., and Morris American Bar were among DC’s most anticipated restaurant and bar events of 2018, further solidifying Shaw’s reputation as the city’s culinary epicenter. Accolades included RAMMY Awards for Buttercream Bake Shop, Espita Mezcaleria, and Right Proper Brewing Company. The third edition of the *Michelin Guide’s* DC guidebook saw Shaw continue to be the only neighborhood with three Michelin starred restaurants and 15 listed establishments. Nine out of *Washingtonian* magazine’s 2018 100 best restaurants were located in Shaw, up from eight in 2017.

A HOT, HOT, HOT MARKET!

Construction was completed on several major Shaw development projects in 2018, including Quadrangle and Capstone Development's Columbia Place at 901 L Street, NW. Construction continued on Douglas Development's 655 New York Avenue, NW, MRP Realty and JBG Smith's The Wren at 965 Florida Avenue, NW, Four Points' Perla at 810 O Street, NW, Monument Realty's The Shaw at 608 T Street, NW, and the Apple Store at the Carnegie Library, 801 K Street, NW. Construction began on Old City Development Group's The Adora, 1827 Wiltberger Street, NW.

A YEAR IN REVIEW

In January, *Washingtonian* magazine's list of the 100 Very Best Restaurants for 2018 named Shaw's Métier the top restaurant in the region. The magazine declared Chef/Owner Eric Ziebold and Manager/Co-owner Célia Laurent's restaurant to be "the most beautiful dining experience in Washington right now." Other Shaw restaurants included in the *Washingtonian* 100 list included The Dabney (No. 5), All Purpose (No. 18), Arroz (No. 26), Kinship (No. 27), Hazel (No. 46), Tiger Fork (No. 49), Convivial (No. 50), and Chercher (No. 96).

SMS, in conjunction with the National Park Service, presented a Black heritage walking tour of central Shaw on February 24. The tour started at the Carter G. Woodson Home National Historic Site, 1538 9th Street, NW, and included places in the neighborhood that Dr. Woodson was familiar with, including the homes of notable African Americans with whom Dr. Woodson associated.

Brent Kroll of Shaw's Maxwell Park wine bar was named one of *Food and Wine* magazine's 2018 Sommeliers of the Year in March.

The Drink Company's first pop-up of the year, Cherry Blossom Pop-Up Bar, stretching over all three Drink Company bars on the 1800 block of Seventh Street, NW, was open March 1-April 28. Crowds were drawn by a cherry blossom canopy, one thousand paper monarch butterflies, a recreation of Tokyo's Memory Lane, and a 10-foot-tall Godzilla, facing his arch-nemesis Mothra. Other 2018 pop-up themes were Rick and Morty (which was only open for one night due to copyright issues), G.W.A.R., Death Becomes Us (Halloween) and the Miracle on Seventh Street Christmas bar.

The SMS Annual Meeting on March 20 at the Marriott Marquis Washington, DC Hotel featured an overview of the organization's work the previous year promoting businesses along Shaw's Seventh and Ninth Street commercial corridors, remarks from Ward 1 Councilmember Brianna K. Nadeau, release of the organization's 2017 annual report, election of five new SMS Board members, and the announcement of the winners of the awards for Best New Shaw Business of 2017, as voted by the public (Winner: Seylou Bakery and Mill; First Runner Up: Fish Scale; Second Runner Up: Urban Athletic Club).

The annual "A Taste of Shaw" food and drink showcase was held on April 18 at the Howard Theater. Twenty-three of Shaw's world-renowned establishments provided samples of their offerings, while New Ethiopian Music star Yehunie Belay and his band provided the entertainment. Ward 6 Councilmember Charles Allen and Department of Small and Local Business Development Director Kristi Whitfield provided remarks. The Shaw Champion Award was presented to the Marriott Marquis Washington, DC Hotel, represented by General Manager Dan Nadeau, in recognition of the Marriott's support of the organization and the Shaw neighborhood.

Shaw received a huge number of accolades in the *City Paper's* "Best of DC" list, a readers' poll augmented by staff picks. In the Food & Drink category, winners included Right Proper Brewing Company, Nellie's Sports Bar, Maxwell Park, Beau Thai, Farmers and Distillers, 600 T, All Souls, and Unconventional Diner. Megan Barnes of Espita Mezcaleria was also the staff pick for Best Bartender in DC. In the entertainment category, Shaw winners included 9:30 Club and Town Danceboutique. Other Bests included Lee's Flower and Card Shop, Off Road DC, Violet, Warby Parker, uBreakiFix DC, and Cherry Blossom Creative.

Shaw scored numerous wins in *Washingtonian* magazine's Best of Washington readers' poll in June, including the Columbia Room, Maxwell Park, Right Proper Brewing Company, and Nellie's. Compass Coffee, Cava, Landmark Atlantic Plumbing Cinema, 9:30 Club, and the Barber of Hell's Bottom also came out on top. The editorial staff's picks included Unconventional Diner and Kinship, with The Dabney's Chef/Owner Jeremiah Langhorne getting the designation as the "Best Ambassador for a Local Food Identity."

On June 9, SMS participated in the 2018 Capital Pride Parade, in recognition of Shaw winning the designation of Best Gayborhood in 2016 and 2017 from *Washington Blade* readers. The Shaw parade contingent consisted of the Shaw Clean + Safe Team truck, appropriately decorated for the occasion with pink lips, part of the #loveshaw branding, flanked by volunteers from Shaw Main Streets. Up front were a pair of butterfly dancers and a banner proclaiming Shaw as Best Gayborhood.

24

NEW RETAIL BUSINESSES

446

NEW JOBS CREATED

\$110,000

RAISED AT TASTE OF SHAW 2018

PROGRAM HIGHLIGHTS

DESIGN

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 on commercial blocks.

ECONOMIC REVITALIZATION

Shaw Main Streets continued 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 Retail Small Business Grant program, resulting in grant awards totaling \$165,394 to four businesses, and 41 grants totaling \$2.42 Million since FY 2013. Nineteen businesses were chosen to share in \$100,000 in grants funded by MRP Realty's 965 Florida Avenue, NW Local Retailers Assistance Program, managed by SMS. The successful applicants included Calabash Tea House & Café, Declaration, Florida Avenue Grill, Hazel, Inizio Salon, Service Bar, and Wanda's on Seventh.

ORGANIZATION

The 2018 "A Taste of Shaw" event raised over \$110,000 in private funds and in-kind donations to support SMS programs and operations, while showcasing chefs, mixologists, and bakers from two dozen Shaw restaurants and bars.

PROMOTION

The #LoveShaw branding campaign continued to expand, with the hashtag and pink lips appearing on t-shirts, refrigerator magnets, print ads and social media. Shaw Open House was presented twice for the second year, with businesses south of Rhode Island Avenue, NW participating in the spring edition and northern businesses in the fall. The seventh Art All Night DC festival drew 24,000 visitors to Shaw, with many businesses reporting record sales. An economic impact study conducted by Jon Stover & Associates revealed that an estimated \$1.6 Million in additional spending took place in Shaw during the 2018 festival.

Shaw Main Streets celebrated 24 new business openings in 2018.

SMS' Spring Shaw Open House, a free biannual event highlighting neighborhood businesses south of Rhode Island Avenue, was held on June 16. Attendees enjoyed free food and beverage samples, along with drawings for prizes from 20 participating businesses. A mobile app was used to guide Shaw Open House attendees and also featured a neighborhood public art treasure hunt with prizes for participants. Free Shaw swag, including refrigerator magnets with the popular Blagden Alley DC Alley Museum rainbow "Love" mural by artist Lisa Marie Thalhammer, #loveshaw t-shirts and pins, and recyclable shopping bags were distributed. The event ended with a close-out party on the rooftop at City Market at O.

A number of Shaw establishments won awards at the 2018 RAMMY gala on June 10 at the Washington Convention Center. The annual RAMMY awards are presented by the Restaurant Association Metropolitan Washington to recognize culinary and managerial excellence among its members. Among the Shaw RAMMY winners were Espita Mezcaleria, which won for Best Cocktail Program of the Year; Right Proper Brewing Company, winner for Regional Food and Beverage Producer; and Buttercream Bake Shop's Tiffany Maclsaac for Pastry Chef of the Year. Andrea Tateosian, general manager at The Passenger, won the award for Employee of the Year for her work at a previous job.

SMS welcomed the newest businesses to the neighborhood by holding a series of ribbon cuttings on July 30. The ribbon cuttings heralded 14 new businesses, starting with a press event at Gaslight Tavern. Councilmember Nadeau, DSLBD Director Whitfield, and ANC Commissioners helped cut the ribbons.

Shaw marked the opening of school with a distribution of backpacks to children living in affordable housing in the neighborhood. A grant from Douglas Development Corporation to SMS provided 300 backpacks and supplies to young Shaw scholars.

Shaw's Dolci Gelati came out on top of a July *Washington Post* review of the 10 best ice cream shops in the District. Chef/Owner Gianluigi Dellaccio, the first gelato ambassador to the United States appointed by the Associazione Italiana Gelatieri, brought the Gelato Festival America to Shaw on the weekend of September 8 and 9 at City Market at O. The winners of the Gelato America Festival will compete for the title of World Champion at the 2021 Gelato Festival World Masters in Italy.

September 16 saw the debut of #SweatinShaw, where participants were able to tour and sample the neighborhood's wide variety of fitness establishments. After restaurants and bars, Shaw has more health and fitness studios than any other type of business. Fitness crawl participants chose from four different fitness tracks (Strength, Core, Sculpt, Stretch) featuring the six participating studios: Urban Athletic Club, Off Road DC, District Pilates, Fuel Body Lab, Reformation Fitness, and The Yoga Shala.

Cultural Tourism DC and SMS presented two free historic walking tours of central Shaw on September 23, as part of the annual WalkingTown DC event.

#ShawGlow was the theme when the Art All Night DC festival returned to Shaw for the seventh time, on the night of September 29. The overnight arts festival presented live music and dance performances, art and lighting installations, an outdoor art market, projections, fire dancers, body and face painting, live painting, opportunities to create your own art, a parade, and much more. Glow-in-the-dark art and giveaways, black light art and fashion, neon art installations, fire bubble makers and fire dancers, glow-in-the-dark dance parties, and even glow-in-the-dark cocktails at selected bars and restaurants were enjoyed by a record 24,000 visitors to the 30 venues in the neighborhood. An economic impact study determined that an additional \$1.6 Million in additional sales at Shaw businesses resulted from the event, which SMS introduced in 2011.

In October, Shaw was declared Best Gayborhood for the third year in a row in the *Washington Blade* readers' poll of The Best of Gay DC. Shaw businesses picked by *Blade* readers for Best of Gay DC honors included Nellie's Sport Bar, Dacha Beer Garden, 9:30 Club, Beau Thai, Unconventional Diner, Cava, Mason Dixie Biscuit Co., Compass Coffee, and Atlantic Plumbing Landmark Theater. The editors of the *Blade* also gave nods to DC9, Service Bar and Uproar.

The 2019 *Michelin Guide to Washington DC* continued to recognize Shaw as a destination for DC dining. Out of the total 134 restaurants listed in the world-renowned guide, 15 are in Shaw. Shaw fine dining establishments The Dabney, Kinship and Metier retained their coveted one-star ratings from the guide.

SMS held its Fall Shaw Open House on October 20. Hundreds enjoyed food and beverage samples as they toured Shaw businesses north of Rhode Island Avenue, including recently opened NiceCream, Rewild, Cosmo Beauty Bar, and Po Boy Jim Bar & Grill. The event also included a public art treasure hunt and a closing drawing at the Shay apartments, with prizes from over 30 participating businesses.

- &PIZZA/BROCCOLI BAR** 1817 7th Street, NW
- THE CAPITAL BURGER** 1005 7th Street, NW
- CORTEZ DC RESTAURANT & ROOFTOP BAR**
1905 9th Street, NW, Second Floor
- COSMO BEAUTY BAR** 1911 9th Street, NW
- COURTYARD BY MARRIOTT & RESIDENCE INN BY MARRIOTT**
901 L Street, NW
- THE DELEGATE** 901 L Street, NW
- F45 TRAINING** 1020 U Street, NW
- GASLIGHT TAVERN** 2012-14 9th Street, NW
- GLASS HOUSE GALLERY DC** 1527 9th Street, NW
- GREEN ALMOND PANTRY** 1314-1/2 9th Street, NW
- MASON DIXIE BISCUIT COMPANY** 1819 7th Street, NW
- MODCLOTH** 1924 8th Street, NW #130
- MORRIS AMERICAN BAR** 1020 Seventh Street, NW
- NICECREAM** 1924 8th Street, NW #125
- PETROPOLIS** 1408 9th Street, NW
- PO BOY JIM BAR & GRILL** 1934 9th Street, NW
- REWILD** 1924 8th Street, NW #100
- SAN LORENZO RESTAURANT & BAR** 1316 9th Street, NW
- SECRET LOUNGE** 1928 9th Street, NW
- SHEBELLE ETHIOPIAN RESTAURANT**, 1924 9th Street, NW
- THE SHOP AT SHAW** 1924 8th Street, NW #145
- TOBACCO & VAPE KING** 1537 7th Street, NW
- TURNING NATURAL** 1933 9th Street, NW
- VIOLET BOUTIQUE** 1924 8th Street, NW #115



Shaw businesses also took top honors on the *Post Express* Best of 2018 list, including Shouk, Compass Coffee, Columbia Room, Dacha Beer Garden, Maxwell Park, Nellie's, Violet, 9:30 Club, and Touchstone Gallery. The editors of *Express* also mentioned Sunset & Chill, a biweekly Old City Farm and Garden event as the "Best Way to Experience Burning Man Without Leaving DC."

Shaw got its 15 minutes of fame on HBO. On the October 18 episode of *Vice News*, a segment on the opening of the Eaton Hotel on K Street spotlighted the help the hotel got from Shaw entrepreneurs Tim Ma (Kyirisan) and Sunyatta Amen (Calabash Tea House & Cafe) and Art All Night DC in Shaw repeat featured video artist Robin Bell to get the Eaton off the ground. And parts of the second episode of LeBron James' HBO series *The Shop* were taped at Shaw's Barber of Hell's Bottom.

SMS distributed over 300 Thanksgiving turkey dinner baskets provided by Douglas Development and Roadside Development to families living in affordable housing in Shaw in November.

On November 24, SMS welcomed nine new Shaw businesses with ribbon cuttings as part of the nationwide Small Business Saturday promotion, with Councilmembers Anita Bonds and Kenyan McDuffie cutting the ribbons. The celebration of Shopping Small continued throughout the month of December with \$25,000 worth of "Shaw Bucks," \$5 coupons valid at a number of Shaw businesses.

The *Washingtonian* Readers' Poll announced in December put Shaw restaurants on top. The Dabney won the poll for Best DC Restaurant and Best American restaurant, with Unconventional Diner coming in second. Blagden Alley's Tiger Fork won for the city's Best Chinese restaurant. Shaw also scored in *Washingtonian's* list of Dishes of the Year, including The Dabney's Sugar Toads, San Lorenzo's Rabbit Pappardelle, the Quiche at Convivial and Service Bar's Barrel-Aged Scranton cocktail.

Grand Cata was declared the best wine shop in the Mid-Atlantic and one of 2018's 10 Best Wine Shops Nationwide by *VinePair* magazine's staff, readers and industry professionals.

Roadside Development's 880 P Street won the 2018 Merit Award in Architecture/Washingtonian Merit Award for Multi-Family Housing from the DC Chapter of the American Institute of Architects. The AIA noted that the completed City Market at O "offers much-needed retail to both old-timers and new arrivals in the surrounding community, increases neighborhood connectivity via the reopened 8th Street, and accomplishes the neat trick of fitting in while standing out."



STATEMENT OF FINANCIAL POSITION (UNAUDITED)

DECEMBER 31, 2018

ASSETS

Current Assets

Cash and Cash Equivalents	\$1,201.33
Accounts and Contributions Receivable	\$284,050.00
Other Receivables	\$187.72
Prepaid Expenses	\$8,500.00
Total Current Assets	\$293,939.05

Fixed Assets

Equipment—Net of Accumulated Depreciation of \$12957.43	\$0.00
Total Assets	\$293,939.05

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$435.00
Accrued Expenses	\$1,650.00
Payroll Taxes Payable	\$4,513.00
Total Current Liabilities	\$6,598.00

Net Assets

Unrestricted Net Assets	\$88.69
Temporarily Restricted Net Assets	\$287,252.36
Total Net Assets	\$287,341.05
Total Liabilities and Net Assets	\$293,939.05



2018 SMS BOARD OF DIRECTORS

Antwain A. Coward
 Bernard Demczuk
 Mario A. DiFranco, Treasurer
 Graham King
 William Lansing
 Cheryl A Lofton
 Alexander M. Padro, Executive Director (Ex Officio)
 Ben Tesfaye, Vice Chair
 Theresa E. Watts
 Warren Weixler
 Gretchen B. Wharton, Chair
 Robert Yule, Secretary



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



Shaw Main Streets, Inc.

875 N Street, NW, Suite 201
 Washington, DC 20001-4891
 202-265-SHAW
 www.shawmainstreets.org

#LoveShaw @shawmainstreets

