



## SHAW: WHERE DC EATS AND DRINKS

At the end of 2017, *Eater DC* asked restaurant critics, journalists, and bloggers to pick DC's best dining neighborhood. Shaw came out on top, once again. "Shaw, without question," was *Washington Post* food writer Tim Carman's response. "If one place is packed for the night, there are so many other options, each a destination in its own way." *Washingtonian* food editor Jessica Sidman's one word answer: "Shaw." From *DC Dining's* Don Rockwell: "Shaw and environs (I'll be surprised if this isn't unanimous)." *Washington City Paper* food editor Laura Hayes and *Washington Post* restaurant critic Tom Sietsema also praised Shaw.

The openings of Arroz, Dabney Cellar, Maxwell Park, Tiger Fork, Seylou Bakery & Mill, Supra, and Unconventional Diner were among DC's most anticipated restaurant and bar events of 2017, further solidifying Shaw's reputation as the city's culinary epicenter. Accolades included RAMMY Awards for Hazel and Convival and the Spirited Award for Best American Cocktail Bar for Columbia Room. The second edition of the *Michelin Guide* DC edition bestowed a coveted Michelin star on Metier, making Shaw the only neighborhood with three Michelin starred restaurants and 10 listed establishments. Eight out of *Washingtonian* magazine's 2017 100 best restaurants were located in Shaw, up from three in 2016.

## A HOT, HOT, HOT MARKET!

The Hot Spot Rentals real estate blog rated Shaw No. 8 among the 25 hottest neighborhoods in the country. They based the rating on statistics measuring the factors of walkability, transit, budget, entertainment, lifestyle and weather.

Construction was completed on several major Shaw development projects in 2017, including City Market at O's 880 P building, Gould Property Company's 600 Massachusetts Avenue, NW, and ArtView at 1932 Ninth Street, NW. Construction continued on Douglas Development's 655 New York Avenue, NW, and began on Quadrangle and Capstone Development's Columbia Place at 901 L Street, 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.

## A YEAR IN REVIEW

In February, the Carter G. Woodson Home National Historic Site (1538 Ninth Street, NW) opened to the public for tours for the first time during Black History Month. The multiphase development of the home and offices of the Father of African American History continues.

March saw the Drink Company team, who first brought the Miracle on Seventh Street Pop-Up Bar (PUB) to Shaw in 2015, debut the Cherry Blossom PUB in the spaces formerly occupied by Mockingbird Hill, Southern Efficiency, and Eat the Rich. This was the first of four 2017 PUBs that brought crowds attracted by the bars' immersive environments and creative cocktails.

The Shaw Main Streets Annual Meeting on March 21 at the Marriott Marquis Washington, DC Hotel saw the announcement of the Best New Shaw Businesses of 2016 (Winner: Bazaar Spices; First Runner Up: Grand Cata; Second Runner Up: Service Bar DC), an update on the neighborhood's major development projects, an overview of the organization's accomplishments during the previous year, and the election of six members of the organization's Board of Directors.

On April 6 at the Carnegie Library, *Washington City Paper* celebrated the winners of its annual Best of DC reader's poll and Staff Picks. Among the 29 Shaw winners: Calabash Tea—Best Tea Shop; Farmers & Distillers—Best New American Restaurant; Glen's Garden Market—Best Grocer and Best Specialty Food Store; Hazel—Best New Restaurant; Tyler Hudgens of The Dabney—Best Bartender; Cheryl Lofton—Best Tailor; Cuttin' Up—Best African-American Barbershop; Service Bar DC—Best New Bar; Wagtime Pet Spa & Boutique—Best Dog Walk Service, Best Doggie Daycare, Best Pet Services and Best Pet Shop; and Eric Zeibold of Kinship and Metier—Best Chef.

Shaw Main Streets' annual "A Taste of Shaw" fundraising gala returned to the Howard Theater on April 25, offering attendees unlimited samplings

# 36

NEW RETAIL BUSINESSES

# 357

NEW JOBS CREATED

# \$145,688

RAISED AT 2017 SHAW MAIN STREETS GALA



## PROGRAM HIGHLIGHTS

### DESIGN

Fence art installations at Seventh and P Streets, NW by Sydney "Cr8tion Rebel" Buffalow featured the hashtags #loveshaw and #shawsome. SMS provided partial funding for an interior mural by Aniekan Udofia at Urban Athletic Club. Lighting for the "From DC to the World" mural on the alley side of Kiss Lounge and for signage at Wanda's on 7th was installed. A storefront improvement project at 1924 Ninth Street, NW included paint, lighting and signage for Appioo African Bar & Grill, Fasika Ethiopian Cuisine and Ethiopian Yellow Pages. 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 Small Business Capital Improvement Grant Program, resulting in grant awards totaling \$200,000 to four businesses, and 37 grants totaling \$2.25 million since FY 2013.

### ORGANIZATION

The 2017 "A Taste of Shaw" gala raised over \$150,000 in private funds and in-kind donations to support SMS programs and operations.

### PROMOTION

The #LoveShaw branding campaign kicked off with plastic lips 'planted' in tree boxes throughout Shaw in April and was featured prominently in a commissioned animated short produced by CreativeJunkFood. Shaw Open House expanded to twice annually, with businesses south of Rhode Island Avenue, NW participating in the spring edition and northern businesses in the fall. The sixth Art All Night festival drew 20,000 visitors to Shaw, with many businesses reporting record sales.



of food and drink from 21 Shaw establishments, including some that had not yet opened. A ceremony featured Councilmembers Robert White, Brianne Nadeau and Charles Allen telling the crowd how important they thought that the work of Shaw Main Streets was to the success of the neighborhood and the city. Ward 6 Councilmember Allen was presented with the organization's Shaw Champion Award, in recognition of his support for SMS and the growth of small businesses in DC.

*Washingtonian* magazine's June Best of Washington issue announced a number of Shaw businesses as the best of their kind, including Compass Coffee (Best Independent Coffee Shop), Nellie's Sports Bar (Best Sports Bar), Columbia Room (Best Cocktail Bar), Right Proper Brewing Company (Best Brewpub), 9:30 Club (Best Live-Music Venue) and Landmark Atlantic Plumbing Cinema (Best Movie Theater).

On June 17, SMS presented the first of two 2017 Shaw Open House events. Participants were able to visit 26 businesses, including restaurants, bars, barber shops and hair salons, fitness facilities and other establishments in lower Shaw. Free #loveshaw t-shirts, refrigerator magnets, and recyclable shopping bags were distributed, and the public enjoyed cocktail and food samples, caricatures, and other freebies.

When the Drink Company Game of Thrones pop-up bar opened on June 21, the lines to get in extended down the block and around the corner on S Street, NW. An estimated 90,000 people visited the PUB, which drew international attention for its rooms featuring a forest of the North motif, Daenerys Targaryen's three dragons, a Hall of Faces, and King's Landing Red Keep room with Iron Throne.

On July 22, the Columbia Room won the prestigious Spirited Award as the Best American Cocktail Bar at the Tales of the Cocktail event in New Orleans, LA.

A Shaw Ribbon Cutting Jamboree on July 27 highlighted new businesses. Dignitaries including Deputy Mayor for Greater Economic Opportunity Courtney Snowden, Department of Small and Local Business Development (DSLBD) Director Ana Harvey, Chamber of Commerce President Vincent Orange, and Councilmembers Allen, Nadeau, and Kenyan McDuffie cut a total of 25 ribbons for new and reopening businesses and public art installations.

Shaw restaurants won four of the RAMMY Awards presented on July 30 at the Washington Convention Center. The Shaw winners of these annual awards for culinary and managerial excellence among members of the Restaurant Association of Metropolitan Washington included Convivial for Upscale Brunch of the Year, Hazel for New Restaurant of the Year, and Cava Grill, which has a branch in Shaw and won for Favorite Fast Bites of the Year while corporate parent the Cava Group won for Restaurateur of the Year.

An estimated 20,000 people filled the streets of Shaw during the Art All Night DC festival on September 23. Supported by the DC Commission on the Arts and Humanities (DCCA), Art All Night showcased the local art scene and neighborhood businesses, from 7:00 p.m. until 3:00 a.m. the following morning. The festival, which started in Shaw and now includes five other DC neighborhoods, featured over 350 artists and performers at 57 indoor and outdoor locations along Seventh and Ninth Streets, NW. Highlights include the #loveshaw parades, an outdoor art fair, live indoor and outdoor music and dance performances, do-it-yourself art, and all night Happy Hours.

September 23 and 24 were also be the dates of the DC Alley Museum's Alley-Oop Murals and Music Festival, presented by SMS. The Alley Museum consists of murals on walls and roll down gates in Blagden Alley. The festival included live music, projections, the illumination of the murals, a dedication ceremony for five new murals, films, a yoga class, and family activities.

# THE CLASS OF 2017

## *Shaw Main Streets celebrated 36 new business openings in 2017.*

- 1230 RESTAURANT** 1230 9th St., NW
- 1942** 1942 9th St., NW, Second Floor
- 600 T** 600 T St., NW
- ANGEL'S SHARE WINES & LIQUORS** 1748 7th St., NW
- ARROZ** 901 Massachusetts Ave., NW
- BACKROOM BAR** 715 A Florida Ave., NW
- BREATHER** 1931 9th St., NW
- CALICO** 50 Blagden Alley, NW
- CAPO ITALIAN DELI** 715 A Florida Ave., NW
- COMPASS COFFEE** 801 Mount Vernon Place, NW
- THE DABNEY CELLAR** 1122 9th St., NW
- EL TECHO** 606 Florida Ave., NW, Roof
- FASIKA ETHIOPIAN CUISINE** 1924 9th St., NW
- FB LIQUORS** 1905 9th St., NW
- FISH SCALE** 637 Florida Ave., NW
- FIVE TO ONE** 903 U St., NW
- FRENCH QUARTER BRASSERIE & OYSTER BAR** 1544 9th St., NW
- IMM THAI** 1414 9th St., NW
- IN3 INCLUSIVE INNOVATION INCUBATOR** 2301-D Georgia Ave., NW
- INZIO HAIR SALON** 641 Florida Ave., NW
- KISS LOUNGE** 637 T St., NW
- MAXWELL PARK WINE BAR** 1336 9th St., NW
- MIRAI MARKET** 1314 ½ 9th St., NW
- MVP SPORTS BAR** 1015-1/2 7th St., NW
- NOCTURNE** 1931 9th St., NW
- ROOM X SWATCHROOM** 1527 9th St., NW
- SEYLOU BAKERY AND MILL** 926 N St., NW
- SUGAR SHACK** 1932 9th St., NW
- SUPRA** 1205 11th St., NW
- TIGER FORK** 922 N St., NW, Rear (Blagden Alley)
- UNCONVENTIONAL DINER** 1207 9th St., NW
- UNION KITCHEN GROCERY** 1251 9th St., NW
- URBAN ATHLETIC CLUB** 804 N St., NW
- WET DOG TAVERN** 2100 Vermont Ave., NW
- YOGA SHALA** 1550 7th St., NW
- YOU BREAK I FIX** 1722 7th St., NW



**A Year in Review (Cont.)** During the month of October, SMS participated in the Partners in Preservation: Main Streets campaign, presented by American Express and the National Trust for Historic Preservation. The “Ugly Duckling” building at 1537 Seventh Street, NW, built in 1881 as a blacksmith shop, now home to Ivy & Coney, is covered in stucco and vinyl siding. Shaw Main Streets was one of 25 Main Streets across the country chosen to compete for preservation funding in a “Vote Your Main Street” competition. Only the top 11 vote-getters received funding to restore their buildings. SMS was not one of the successful competitors.

The Fall Shaw Open House on October 7 showcased the restaurants, bars, clothing shops and other retailers north of Rhode Island Avenue, NW. Attendees took their event passports to participating Shaw businesses to receive freebies and validation stickers that allowed the bearer to enter the Open House raffle for prizes at the end of the day.

Shaw was chosen Best Gayborhood for the second year in a row in the 2017 *Washington Blade* Best of Gay DC readers’ poll. Other Shaw ‘bests’ included Dacha Beer Garden (Best Gay-friendly Straight Bar), Uproar (Best Rooftop), and Landmark Atlantic Plumbing Cinema (Best Movie Theater). The Best of Gay DC celebration was held on October 19 at Town Danceboutique.

Shaw Business Saturday, the neighborhood’s take on the eight-year-old national Small Business Saturday event sponsored by American Express, was observed on November 25. Shaw’s celebration focused on newly opened and reopened businesses, with DC Council Chair Phil Mendelson, At-Large Councilmembers White and Elissa Silverman and Ward 1 Councilmember Nadeau cutting ribbons for 11 businesses and two murals. “Shawbucks” coupons distributed in advance and printed in newspaper ads entitled bearers to \$5 discounts at participating businesses. Free Shaw Swag Bags, stuffed with Shaw Main Streets t-shirts, pins, pens, and magnets were distributed.

In December, the Drink Company held their “Miracle on Seventh Street” pop-up for the third year, celebrating every facet of the holiday season. Ivy and Coney became “Chai-vy and Cohen-y,” a Hanukkah themed PUB for the month.



## STATEMENT OF FINANCIAL POSITION (UNAUDITED) DECEMBER 31, 2017

### ASSETS

#### Current Assets

|                                       |                  |
|---------------------------------------|------------------|
| Cash and Cash Equivalents             | \$132,866        |
| Accounts and Contributions Receivable | \$191,400        |
| Other Receivables                     | \$0.00           |
| Prepaid Expenses                      | \$8,500          |
| <b>Total Current Assets</b>           | <b>\$332,765</b> |

#### Fixed Assets

|  |                  |
|--|------------------|
| Equipment—Net of Accumulated Depreciation of \$12,957.43 | \$0.00           |
| <b>Total Assets</b>                                      | <b>\$332,765</b> |

### LIABILITIES AND NET ASSETS

#### Current Liabilities

|                                  |                |
|----------------------------------|----------------|
| Accounts Payable                 | \$0.00         |
| Accrued Expenses                 | \$0.00         |
| Payroll Taxes Payable            | \$6,080        |
| <b>Total Current Liabilities</b> | <b>\$6,080</b> |

#### Net Assets

|   |                  |
|---|------------------|
| Unrestricted Net Assets                 | \$700            |
| Temporarily Restricted Net Assets       | \$325,265        |
| <b>Total Net Assets</b>                 | <b>\$325,965</b> |
| <b>Total Liabilities and Net Assets</b> | <b>\$332,765</b> |



### 2017 SMS BOARD OF DIRECTORS

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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



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