



# 2014 ANNUAL REPORT

GRAND OPENING

# 27

NEW BUSINESSES

# 800

NEW JOBS CREATED

# \$120,000

RAISED AT 2014 SHAW MAIN STREETS GALA

## “SHAW’S BLOWING UP”

In 2014, all of Washington, DC came to recognize that central Shaw’s revitalization was hitting its stride, especially as a destination for fine dining, drinking, and entertainment. Even national publications as diverse as the *New York Times* and *Food & Wine* noticed, highlighting standout establishments. Magazines, including *Washingtonian*, featured maps of established and new “musts” along Shaw’s commercial corridors.

Almost 800 new jobs were created by the opening of 27 new businesses during the course of the year.

Two new hotels opened in Shaw, the Cambria Suites and Marriott Marquis Washington, DC, bringing thousands of new out-of-town customers to the neighborhood each week to patronize Shaw’s lively dining and entertainment options.

Major new employers relocating to the Shaw Main Streets (SMS) service area included the Association of American Medical Colleges, Teach for America, Youth for Understanding, and hundreds of startups at WeWork Wonder Bread, bringing hundreds of new daytime customers for Shaw businesses.

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 2014, including Jefferson Market-Place, the Association of American Medical Colleges headquarters (655 K Street, NW), and the Marriott Marquis and Cambria Suites hotels. Construction continued on JBG’s Florida Avenue and V Street projects, The Colonel (1250 9th Street, NW), and Douglas Development’s Gang of Three 9th Street/Blagden Alley project, and began on Boston Properties’ 601 Massachusetts Avenue, NW and Gould Property Company’s 600 Massachusetts Avenue, NW.



## PROGRAM HIGHLIGHTS

### DESIGN

SMS completed seven storefront improvement projects, ranging from signage-only to packages including repairs, paint, new signage and lighting. Phase one was completed on another storefront. Two colorful murals were painted by noted local artists Aniekan Udofia and Kelly Towles as part of the Art All Night festival.

### ECONOMIC REVITALIZATION

SMS announced that marketing grants totaling \$30,000 would be provided to six businesses that had previously received Great Streets Small Business Capital improvement grants from the Deputy Mayor for Planning and Economic Development. These \$5,000 grants were intended to leverage the District government’s investment of up to \$85,000 in each of these businesses.

### ORGANIZATION

The 2014 Shaw Main Streets Gala, *A Toast to Shaw*, raised \$120,000 in private funds and in-kind donations to support SMS programs and operations. This was both a DC Main Streets and national Main Street record for private fundraising.

### 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 170 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 30,000 mark.

# A YEAR IN REVIEW

In April 16, 2014, *A Toast to Shaw*, the 2014 Shaw Main Streets Gala, was held at the Long View Gallery, raising a national and local Main Streets record \$120,000 in private cash and in-kind donations (\$100,000 net).

In May 2014, over 660 new jobs were created in Shaw, resulting in large part from the opening of the Marriott Marquis Washington, DC and Cambria Suites hotels. This is a record for the DC Main Streets program and may be a national Main Street record, too.

SMS cut seven ribbons for new businesses on May 29, 2014, with Mayor Vincent Gray wielding the giant golden scissors. The festivities received coverage from WRC-TV News 4 and other outlets.

Shaw Open House on June 7, 2014, drew visitors from throughout the DC metropolitan area to sample what a record 38 businesses had to offer and enter to win prizes from each establishment.

After presenting Art All Night DC exclusively in Shaw in 2011 and 2013, SMS offered and the DC Commission on the Arts and Humanities accepted the opportunity to expand the overnight arts festival to four additional DC Main Streets neighborhoods. From 7:00 PM on September 27, 2014 to 3:00 AM the following morning, approximately 35,000 people attended the festival, up from 15,000 when presented in Shaw alone.

SMS conducted the Shawloween Bar Crawl, an annual tradition in its fourth year, on October 25, 2014.

Shaw Main Streets' participation in the national Small Business Saturday event on November 29, 2014, included free coffee at Compass Coffee and La Colombe, courtesy of At-Large Councilmember Vincent B. Orange. The annual DC Main Streets Metro bus and rail advertising campaign posters debuted at the event, with the Howard Theatre, Mockingbird Hill, and Wanda's on 7th featured prominently.

The annual Shaw Main Streets Holiday Party on December 3, 2014, at the Howard Theatre drew over 300 guests, with more than two dozen restaurants and bars providing food and beverages. In his remarks, Mayor Gray paraphrased a "Duke" Ellington lyric, observing that "It don't mean a thing if it ain't got that Shaw swing."

On December 29, 2014, SMS closed out the year with a record 17-stop ribbon cutting spree with Mayor Gray, in one of the final public appearances of his term. The ribbons celebrated the opening of six new businesses, the completion of nine new storefront and interior improvement projects, and two new murals.



## THE CLASS OF 2014

***A total of 27 businesses opened in Shaw Main Streets' service area in 2014, 26 of which are located in ground floor retail spaces.***

### **AL CROSTINO**

1926 9th Street, NW

### **ANGEL NAILS**

1118 9th Street, NW

### **ANTHEM**

901 Massachusetts Avenue, NW

### **APPIOO AFRICAN RESTAURANT AND BAR**

1924 9th Street, NW

### **BEAU THAI**

1550 7th Street, NW

### **CAMBRIA SUITES**

899 O Street, NW

### **CHAPLIN'S RESTAURANT AND BAR**

1501 9th Street, NW

### **COMPASS COFFEE**

1535 7th Street, NW

### **THE DIGNITARY**

901 Massachusetts Avenue, NW

### **DINO'S GROTTO**

1914 9th Street, NW

### **DOLCI GELATI**

1420 8th Street, NW

### **EL REY**

919 U Street, NW

### **FISHNET**

1819 7th Street, NW

### **HIGH VELOCITY**

901 Massachusetts Avenue, NW

### **I CHING RESTAURANT & BAR**

639 Florida Avenue, NW

### **IVY & CONEY**

1537 7th Street, NW

### **LA COLOMBE**

924 N Street, NW, Rear (Blagden Alley)

### **LOST & FOUND**

1240 9th Street, NW

### **MARRIOTT MARQUIS WASHINGTON DC**

901 Massachusetts Avenue, NW

### **SOLID CORE**

1821 7th Street, NW

### **STARBUCKS**

901 Massachusetts Avenue, NW

### **STARBUCKS**

815 O Street, NW

### **SWATCHROOM**

1527 9th Street, NW

### **THAI X-ING**

2020 9th Street, NW

### **UPRISING MUFFIN COMPANY**

1817 7th Street, NW

### **URBAN KITCHEN**

899 O Street, NW

### **WANDA'S ON 7TH SALON AND SPA**

1851 7th Street, NW

## 2014 SMS BOARD OF DIRECTORS

Buwa Binitie

Ralph G. Brabham, *Chair*

Scott A. Claffee

Gerry M. Coates

Andrea C. Gourdine, *Secretary*

Paul W. Hughes

Ali Kianersi

Alexander M. Padro, *Executive Director (Ex Officio)*

Mary M. Porterfield, *Treasurer*

Nooni D.L. Reatig

Henok Tesfaye

Gretchen B. Wharton, *Vice Chair*

**STATEMENT OF FINANCIAL POSITION (UNAUDITED)**  
**DECEMBER 31, 2014**

**ASSETS**

**Current Assets**

|                                       |                  |
|---------------------------------------|------------------|
| Cash and Cash Equivalents             | \$167,809        |
| Accounts and Contributions Receivable | \$190,704        |
| Other Receivables                     | \$5,183          |
| Prepaid Expenses                      | \$31,263         |
| <b>Total Current Assets</b>           | <b>\$394,959</b> |

**Fixed Assets**

|  |                  |
|--|------------------|
| Equipment—Net of Accumulated Depreciation of \$7,640 | \$5,317          |
| <b>Total Assets</b>                                  | <b>\$400,276</b> |

**LIABILITIES AND NET ASSETS**

**Current Liabilities**

|                                  |                 |
|----------------------------------|-----------------|
| Accounts Payable                 | \$230           |
| Accrued Expenses                 | \$18,420        |
| Payroll Taxes Payable            | \$8,701         |
| <b>Total Current Liabilities</b> | <b>\$27,351</b> |

**Net Assets**

|   |                  |
|---|------------------|
| Unrestricted Net Assets                 | \$75,471         |
| Temporarily Restricted Net Assets       | \$297,454        |
| <b>Total Net Assets</b>                 | <b>\$372,925</b> |
| <b>Total Liabilities and Net Assets</b> | <b>\$400,276</b> |

**2014 SPONSORS**

**ANTUNOVICH ASSOCIATES**  
 ARCHITECTURE · PLANNING · INTERIOR DESIGN



**2014 BUSINESS MEMBERS**

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

MEET US ON

D.C.

*Main Streets*

**SHAW MAIN STREETS**



THIS SPACE IS PROVIDED BY MARRIOTT AS A PUBLIC SERVICE. SPONSORSHIP DOES NOT CONSTITUTE AN ENDORSEMENT OR GUARANTEE OF ANY PRODUCTS OR SERVICES BY MARRIOTT.

Barracks Row Congress Heights Dupont Circle

Shaw Deanwood Heights Rhode Island Avenue North Capitol H Street



**Shaw Main Streets, Inc.**  
 875 N Streets, NW  
 Washington, DC 20001-4891  
 202-265-SHAW  
[www.shawmainstreets.org](http://www.shawmainstreets.org)

*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 Bowser, Mayor*

© 2015 Shaw Main Streets, Inc. All Rights Reserved.