



## ANNUAL REPORT 2022 - 2023

---

### THE PALISADES MAIN STREET

Email: [info@palisadesmainstreet.org](mailto:info@palisadesmainstreet.org)

Website: [www.palisadesmainstreet.org](http://www.palisadesmainstreet.org)

Tel: (202) 854-0212

Instagram: @palisadesmainstreet

# AN EXCITING SECOND YEAR

The Palisades Main Street was founded in December 2021. It is one of many Main Streets programs in the District of Columbia. The core mission of The Palisades Main Street is to stimulate the commercial corridor in the Palisades neighborhood through encouraging cooperation and building leadership in the business community. We will foster a positive image for the commercial corridor by promoting it as an exciting, visually appealing, walkable place to live, shop, and invest.



The Palisades Main Street's designated boundaries are as follows:

- Foxhall Road, NW from the intersection with Reservoir Road, NW to 44th Street, NW
- Commercial properties along MacArthur Boulevard, NW from the intersection of Loughboro Road, NW to the east and Norton Street, NW to the west to the intersection with Foxhall Road, NW

The Palisades Main Street works to build trusted relationships in the community and understand the needs of small businesses. The Palisades Main Street aims for 100 percent business outreach and strives for at least 65 percent business engagement. The Palisades Main Street maintains online tools such as a website and social media, as well as physical collateral, in order to inform small businesses about its programs and support their needs. The Palisades Main Street has a Main Street Advisory Board composed of business owners and residents who support the development of the program. The Palisades Main Street hosts events periodically throughout the year. The Palisades Main Street is currently a program of the Palisades Community Association and the Palisades Commercial Corridor Coalition.

DC Main Streets is a comprehensive program that promotes the revitalization of business corridors in the District of Columbia. Created in 2002 through the National Trust for Historic Preservation, Main Streets serves as the citywide coordinating program that provides services and funding for the Main Streets found across the District of Columbia. DC Main Streets' mission is to support traditional retail corridors in the District. DC Main Streets is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, DC Main Streets helps lead a powerful, grassroots network consisting of over 40

Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to building stronger communities.

## Strategic Highlights

The Palisades Main Street was designated by DSLBD in December of 2021 and began its operations to serve the Palisades Commercial Corridor in early 2022. In the 2022-2023 operating and fiscal year, The Palisades Main Street deepened its presence on the corridor and contributed to small business' success as well as streetscape/greenscape improvements.

## Financial Highlights

During the fiscal year, The Palisades Main Street distributed small business and technical assistance subgrants to Palisades businesses totaling \$58,000+. The Palisades Main Street also completed its first major streetscape improvement project focused on creating a positive image for the commercial corridor and installed light pole banners along Macarthur Blvd.

## Operating Highlights

During the fiscal year, The Palisades Main Street strengthened its Advisory Board and its relationships with businesses, including several technical assistance projects that began to span more than one year of cumulative, operational impact upon those grantees and advisees. The Palisades Main Street also identified its first small business owner candidate for its Advisory Board.

*"You have been absolutely wonderful and I appreciate all that you have done for me and CSDA. Every one of our grants has been instrumental in my growth."* -Candace Sheppard, Owner, CSDA

## Looking Ahead

In the upcoming 2023-2024 fiscal year, In FY24, The Palisades Main Street will continue to stimulate the commercial corridor in the Palisades by building leadership in the business community and encouraging engagement and cooperation amongst all community stakeholders. We will foster a positive image for the commercial corridor by promoting it as an exciting, visually appealing, walkable place to live, shop, and invest.

The Palisades Main Street will continue to focus on the following Transformation Strategy, which was highlighted during our FY22 market study: **Family-Friendly/Family-Serving**. In 2023-2024, as we prepare to welcome Balfour Senior Living (a major new commercial development in the Palisades), we will add a new Transformation Strategy: **Elder-Friendly**. Over the course of the year, we plan to expend at least 50 percent of our funds on small business subgrants; grow our community events on a year-over-year basis; and continue providing technical assistance to small, locally-owned businesses in order to help them market their services and thrive embedded within their particular neighborhood settings and micro-markets.

The Palisades Main Street is building toward a larger presence and impact beyond the generous funding provided by DSLBD. A key part of this process is registering for our own 501 c 3 designation, which is in process. Once we have completed and received our own 501 c 3, we will be able to build upon our existing and strong community presence - e.g., the proof-of-concept that we have already demonstrated - in order to raise more funds for targeted projects.



# FINANCIAL SUMMARY

During the 2022-2023 fiscal year, The Palisades Main Street spent \$150,080 in direct support of the Palisades Commercial Corridor. Below, please find a summary of expenditures in the fiscal year by category.

## FY 2022-2023 Expenditures

### Expense

|                          |             |
|--------------------------|-------------|
| Administrative Expenses  | \$15,008.00 |
| Salary Expense           | \$48,152.49 |
| Operational Expenses     | \$9,506.50  |
| Programmatic Expenses    | \$19,056.19 |
| Sub-Awards to Businesses | \$58,356.82 |

### Total Expenses

\$150,080.00

The following Palisades Main Street small businesses participated in this year's grants program:

- ✓ European Market
- ✓ Beyond Art
- ✓ Candace Sheppard Dance Academy
- ✓ Chien de Luxe
- ✓ Strength Training DC
- ✓ Bistro Aracosia
- ✓ Kung Fu Tea
- ✓ Bambu
- ✓ European Market
- ✓ Et Voila
- ✓ Palisades Montessori
- ✓ Chen's Gourmet
- ✓ Georgetown Orthodontics
- ✓ Palisades Market & Deli
- ✓ Chia Chinese

- ✓ Claudio's Table
- ✓ Mac Market



# CORRIDOR STORIES

## Light Pole Banner Community Engagement

During the 2022-2023 fiscal year, The Palisades Main Street engaged in a lengthy design process to create its first light pole banner design. The goal was to recognize the special characteristics of the neighborhood, specifically the Potomac River and the Conduit (the District's water system) that goes under Macarthur Blvd. After six design rounds, and hearty whole-community participation, the final design was selected and installed!



## Paltoberfest

During the 2022-2023 fiscal year, The Palisades Main Street prepared for a popular street festival for the second year running. This event takes place annually on the business corridor and this year attracted seven business owners (\*on a weekend!) who came out to table with community members and enjoy a very special fall day.



# CONTACT INFORMATION

## Advisory Board, The Palisades Main Street

Stephen Gardner, Acting Chair

Ken Buckley, Treasurer

Heather Gustafson

Alan Chargin

Stephen Gardner

Jenny Wieroniey

## Contact Information

The Palisades Main Street

5110 ½ Macarthur Blvd. NW

Washington, DC 20016

(202) 854-0212

[info@palisadesmainstreet.org](mailto:info@palisadesmainstreet.org)

