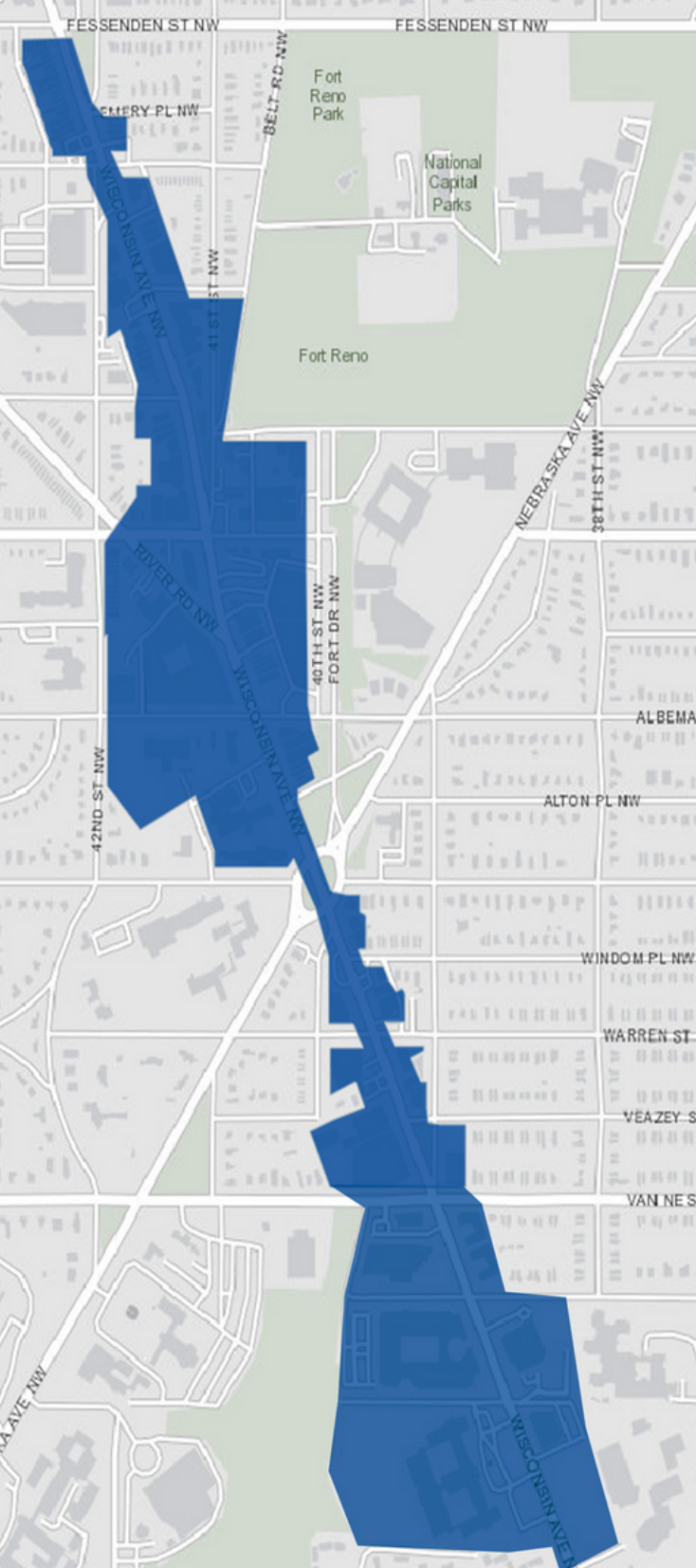


# ANNUAL REPORT 2023

OCTOBER 2022 - SEPTEMBER 2023





# SPECIAL THANKS TO

**Mayor Muriel Bowser**

**DC Council**

**American University**

**ANC 3A**

**ANC 3E**

**DC Main Streets**

**DC Department of Energy and  
Environment**

**DC Department of Parks and Recreation**

**Jackson-Reed High School**

**Alice Deal Middle School**

**Janney Elementary School**

**Georgetown Day School**

**MPD Second District**

**St. Ann Catholic Church**

**St. Columba's Episcopal Church**

**Tenley-Friendship Library**

**Tenleytown Historical Society**

TENLEYTOWN MAIN STREET IS AN ACCREDITED  
MAIN STREET® PROGRAM THAT IS FUNDED IN  
PART BY THE DC DEPARTMENT OF SMALL AND LOCAL  
BUSINESS DEVELOPMENT.





## ABOUT TENLEYTOWN MAIN STREET

Tenleytown Main Street is a community-based nonprofit organization that works with residents and local businesses to strengthen the economic vitality of Tenleytown. We seek to achieve a business district that is a thriving, walkable, and friendly neighborhood center that retains its small town feel with up-to-date urban amenities.

Our portfolio of programs is designed to meet the unique needs of the Tenleytown business community, including marketing and special events, public and urban green space maintenance, small business consulting, and financial support for physical improvements.

As a welcoming hub of community life, our Main Street nurtures a vibrant local economy and culture that can only be found at our own "top of the town."

Tenleytown Main Street is a Main Street America™ Accredited program and a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high quality places and to building stronger communities through preservation-based economic development.





# 44K

\$44,356 in direct grants and technical assistance grants supported 25 small businesses in the corridor.

# 96,014

Number of views for Around the Town and Business Briefs throughout the year.

# 8042

The number of digital subscribers on Facebook, Instagram, and Twitter.

# 449

Number of volunteer hours serving the community. 64 volunteers supported our events with a value of \$22,450.



**KinderCare®**  
LEARNING CENTERS

196

Individual businesses served and impacted



6

New businesses on the Tenleytown Corridor



# YEAR IN PHOTOS

In 2023, Tenleytown Main Street presented a number of programs in the Tenleytown corridor that brought community together and benefited small businesses.



Art All Night 2023 brought thousands of people to Tenleytown's Main Street on September 30 to celebrate art in all its forms. More than 200 visual and performing artists showcased their talents at 13 local venues.

Tenley WinterFest once again lit up the Main Street with holiday lights and cheer. WinterFest brought community members of all ages together to ring in the holiday season while shopping at and supporting local businesses.



TMS began hosting a monthly Trivia Night at Guapo's Restaurant in the summer of 2022, led by two community volunteers. Each month, between 20 and 40 people fill Guapo's second floor event space to compete for a Tenley Bucks prize and enjoy dinner and drinks.





The TMS Bastille Day celebration in Fessenden Park became Tenleytown's own French Quarter with live music, French food, games, and crafts. Local restaurants and businesses contributed French dishes and refreshments.

Tenley Bucks, redeemable exclusively at Tenleytown shops, restaurants, and salons supports local businesses while keeping dollars in our community. Since launching in 2021, community members have purchased more than \$7,000 in these local gift cards.



Tenleytown Blossoms featured spring displays at local businesses to celebrate the beginning of spring in the corridor.

# FY23 FINANCIALS

<b>Revenue</b>	
Grant Funding	419540
Events Sponsorship	24710
Donations and Unrestricted	48090
<b>Total Revenue</b>	<b>492340</b>
<b>Expenses</b>	
Operation Expenses	205451
Direct Program Costs	73548
Small Business Grants	44356
Streetscape and Corridor Design	43504
Fessenden Park Maintenance	314
Wisconsin Ave Clean Team	161013
Organization/Staff Development	15156
PR/Marketing	8133
<b>Total Expenses</b>	<b>551475</b>



# BOARD OF DIRECTORS

EXECUTIVE DIRECTOR – Noah Getz

## OFFICERS –

- Rob Wolcheski, President  
*Acquisitions & Development, Roadside Development*
- Debbie Sliter, Vice-President  
*Community Member*
- Dan Rosenthal, Treasurer  
*CFO, HONK Technologies, Inc.*
- Karen Harris, Secretary  
*Community Member*

## DIRECTORS –

- Rina Battiatà Kunk  
*Associate Broker at Compass*
- Tim Lyons,  
*Director of Innovation & Technology, GDS*
- Michael Fitzpatrick  
*Partner, Brunswick Group*
- Jamie Koppersmith,  
*Real Estate Agent, McEneaney Associates, Inc.*

# TENLEY TOWN MAIN STREET

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