

## Small Business Support

**107**  
Small Businesses

**811**  
Small Business Support Hours

**\$38,000**  
Small Business Grants

**4**  
New Businesses



**650**  
Plants on the Avenue

**4,500**  
Events Attendees

**\$68,759**  
Funds Raised from 67 donors

**1,665**  
Volunteer Hours

**123,303 =**  
Total Community Followers

**5,469** VNMS  
Social Media Platforms

**\$82,225**  
Value of Volunteer Hours

**4,821**  
VNMS Newsletter

**12,105** VNMS  
Unique Website Visitors

## Forest Hills Connection

foresthillsconnection.com



**2,564** Forest Hills Connection Social Media Platforms

**96,244** Forest Hills Connection Unique Website Visitors

**2,100** Forest Hills Connection Newsletter & Blog

## Forest Hills Playground



Sand Box Renewal

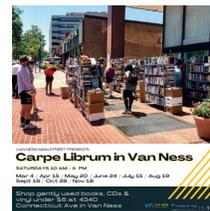
**8**  
2023  
Events



Annual Meeting & Fundraiser



Movie Nights



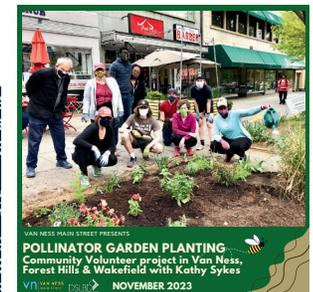
Partnerships



Art All Night



Pop-Up Markets



Pollinator Plantings

**Recovery Continues. Community Resilience.**

This past year, I had the pleasure and honor to step in as board president for one year. As a founder of Van Ness Main Street (VNMS) back in 2016, I was so pleased to see how far VNMS has come, how it has matured both programmatically and financially, and how essential it has become to the health of our corridors' businesses.

And it has been wonderful to work closely with Gloria Garcia, who came on board as VNMS Executive Director right before COVID who has done an excellent job of supporting our current and new businesses and planning for the future. And I am leaving the Presidency in capable hands of Carolyn Godavitarne, the COO of Politics & Prose who was in the wings this year as Vice President.

The past couple of years have tested us as a community and our challenges continue as we focus on helping our businesses thrive, support those that are opening, collaborate with our key partners, and especially work with our volunteers to demonstrate the resilience of our community and of our work. It is a new world, and VNMS with its two programs, the Forest Hills Connection and the Friends of the Forest Hills Playground, along with its small business support nurtures renewal along our corridor.

Our VNMS mission is more vital today than ever before: to make Van Ness, Forest Hills, and Wakefield a beautiful, sustainable, walkable, and vibrant economic and cultural hub by supporting the growth of existing businesses, attracting new, local enterprises, and activating local cultural institutions.

**I am very hopeful for VNMS as we look at the results of the past year thanks to our key partners, the DC Department of Small and Local Business Development (DSLBD) and the University of the District of Columbia (UDC):**

- **Serving more than 100 businesses on Connecticut Avenue**
- **Direct Cash Grants to Businesses totaling \$38,000**
- **Small Business Support Hours surpassing 811 hours**

- **Raising nearly \$69,000 from 67 donors**
- **Community Outreach and Followers reaching an all time high of 123,000**
- **Planting 650 pollinators on the corridor**
- **Volunteer Hours at an all-time high of 1,633 valued at \$81,625**

This hope was evident at our first in-person fundraiser in April 2023 that brought us together to Celebrate Community with more than 150 guests at the UDC Theater of the Arts. We honored outgoing UDC President, Ronald Mason, that evening for his commitment to our VNMS mission. This event launched the rest of our events for the rest of the year that made VNMS a destination, bringing families, friends — people of all ages to our Movie Nights in the Park, Carpe Librum, Spooktacular, Kathy Sykes' corridor Pollinator Plantings, and our Pop-Up Markets. Nearly 5,000 people visited VNMS across our eight events looking for community and new experiences.

VNMS is excited to see Mom's Organic Market, Whale Tea, Dog Haus, and Rosedale opening this year. And with the increased funding from DSLBD and the generosity of complimentary office space from UDC, VNMS is expanding its programming reach with 2<sup>nd</sup> Saturday Pop-Ups, adding a small business support expert, Andrew Shapiro, continuing our pollinator initiative, and elevating VNMS further as a destination in upper NW.

My year back leading VNMS has been extremely rewarding. I pledge to remain committed to its mission. And I encourage you to participate in our activities, volunteer your time collaborating with us on events and special projects, share your expertise on one of our programmatic committees, join our beautification efforts, patronize our businesses, and to financially donate where possible to our work.

Thank you for being a part of our past and our future!



Marlene Berlin  
VNMS Board President

**2023**  
**Financials**

Van Ness Group Inc. (unaudited)

**STATEMENT OF FINANCIAL POSITION**

As of Sept. 30, 2023

**ASSETS**

Bank Accounts .....	69,015
Other Current Assets.....	15,080
Account Receivables.....	12,025
<b>Total Current Assets .....</b>	<b>96,120</b>

Total Fixed Assets.....	112
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<b>Total Assets .....</b>	<b>\$ 96,232</b>
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**LIABILITIES AND EQUITY**

Current Liabilities.....	9,746
Equity, Fund Balances .....	86,486

<b>Total Liabilities &amp; Equity .....</b>	<b>\$ 96,232</b>
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**STATEMENT OF ACTIVITY**

Oct. 1, 2022 – Sept. 30, 2023

**REVENUE**

Contributions .....	35,221
Events.....	13,240
Grants.....	174,080
Admin. Fees/Interest.....	7
Forest Hills Connection.....	5,914
Forest Hills Playground.....	1,070
In-Kind .....	13,314

<b>Total Revenue .....</b>	<b>\$ 242,839</b>
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**EXPENSES**

Fundraising.....	13,892
Management & General.....	27,238
Program Services.....	205,019

<b>Total Expenses .....</b>	<b>246,149</b>
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<b>NET REVENUE.....</b>	<b>(\$-3,303)</b>
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**2023**  
**Board of Directors**

**Marlene Berlin**  
President | Forest Hills Connection

**Carolyn Godavitarne**  
Vice President | Politics & Prose

**Beverly Ross**  
Secretary | Compass Pro Bono

**Michael Sands**  
Treasurer | Calvert Woodley

**Doug Loescher**  
Executive Committee | Fairfax County

**Erin Bryan**  
Smithsonian

**Zachary Friedlis**  
Saul Centers

**Jonquilyn Hill**  
Vox Media

**Barbara Lardy**  
Retired

**Jeff Masukawa**  
Design Chair | Diligentia Strategy

**Chuck Schilke**  
Economic Development Committee Co-Chair | Counsel

**Fred Underwood**  
Pinkard Group

**Sam Wilson**  
Bankers Life

**Gloria M. Garcia**  
Executive Director