



2023 ANNUAL REPORT



A MESSAGE FROM THE EXECUTIVE DIRECTOR

With positive redevelopment of the St. Elizabeths East, our Main Street is experiencing transformative equitable and inclusive growth and development.

I am amazed at all that our main street and community has been able to achieve in FY 23. Under the capable leadership of our staff, board, advisory board and volunteers, we have achieved measurable goals using evidence based redevelopment and community development strategies.

I encourage you to read more about the projects we've completed over the last year.

Visit the Soul of the City
Wendell Quann

DESTINATION CONGRESS HEIGHTS MAIN STREET

Destination Congress Heights Main Street (DCH) is a community-driven organization that supports small, local, startup and emerging businesses along Martin Luther King Jr. Avenue SE, Alabama Avenue SE and through the St Elizabeths East campus in Southeast Washington, DC. Formed by the Congress Heights Community Training & Development Corporation (CHCTDC) in 2016, DCH seeks to celebrate the unique histories of each street and their neighborhoods by supporting a strong, thriving, equitable and inclusive commercial corridor.

Through our work, DCH preserves the historic character of our neighborhood and supports inclusive and equitable economic development efforts. Our program provides technical assistance to small, local and emerging businesses and plans events that highlight our unique business mix. Through the support of business owners, startup entrepreneurs, developers, the district, community members, community nonprofits and sponsors, DCH provides year-around programming and support to our more than 70 businesses and 200 startup and emerging community based entrepreneurs. DCH helps our Main Street and neighborhood become truly the Soul of the City and a thriving place to live, play, shop, work, worship and invest.

OUR MISSION

Our mission is to lead initiatives that encourage community development, equitable economic development, and historic preservation efforts along the DCH Main Street corridors in Southeast Washington, D.C. by building upon existing community assets to create a connected, creative, equitable and inclusive corridor.

OUR VISION

DCH Main Street celebrates Congress Heights as the Soul of the City and celebrates the unique histories, legacies and architecture of Martin Luther King Jr. Avenue SE, Alabama Avenue SE and through the St Elizabeths East campus by fostering a memorable, intergenerational, and thriving local business corridors that provide access to healthy food and retail.



OUR VALUES

As an organization we strive to be:
 COLLABORATIVE + IMAGINATIVE +
 EQUITABLE + INCLUSIVE + DIVERSE
 + ACCESSIBLE + IMPACTFUL +
 ROOTED IN HISTORY + GROUNDED
 WITH EVIDENCE BASED
 STRATEGIES + DATA DRIVEN + THE
 SOUL OF THE CITY

2023 STRATEGIC GOALS

Outcomes:

Strategic Goal #1
 Grow and Diversify Sustainable Funding and Organizational Base to Support Mission and Maximize Impact

Strategic Goal #2
 Be a Leading Local Congress Heights Voice and Advocate for Place-based Economic Development and Community Preservation.



- Equitable, strengthened, and connected communities with a strong sense of place
- Sustainable and self-determined small businesses
- Human-scaled commercial corridors with vibrant, valued small businesses
- Connecting businesses with resources and capital
- With over 70 business on the corridor, Destination Congress Heights Main Street focused on leveraging the Main Street’s capacity and resources for greater impact. Partnering with DC Bar Pro Bono’s Commercial Lease Clinic, Howard University’s Pro Biz Program, and a commercial real estate agent, DCH was able to specifically help 14 businesses renegotiate and better understand their lease obligations. Additionally, DCH supported businesses in obtaining an additional \$1.2 million in relief funding from federal and local programs.

Our ACTIVITIES

- Organized a farmers’ market in partnership with DMPED at the Barn on St. Elizabeth’s campus
- Created a public arts strategy and installed 2 murals

Our IMPACT

DCH Main Street
\$51,233
 DCH distributed grants to 8 small businesses for costs including Storefront renovations, equipment

- Initiated a Shop-Local campaign
- Improve lighting with LED lights throughout the Main Street corridor to increase safety at night
- Made wi-fi available in businesses



purchase, social distance compliance, outdoor LED lighting, and enhanced signage.

By the numbers

109 businesses served

40 new jobs

26 new businesses

\$174,000 in businesses

rehabilitation

750 technical assistance hours

provided existing and new

businesses

439 hours provided by 43

volunteers

\$87,000 in fundraising

Deploying capital

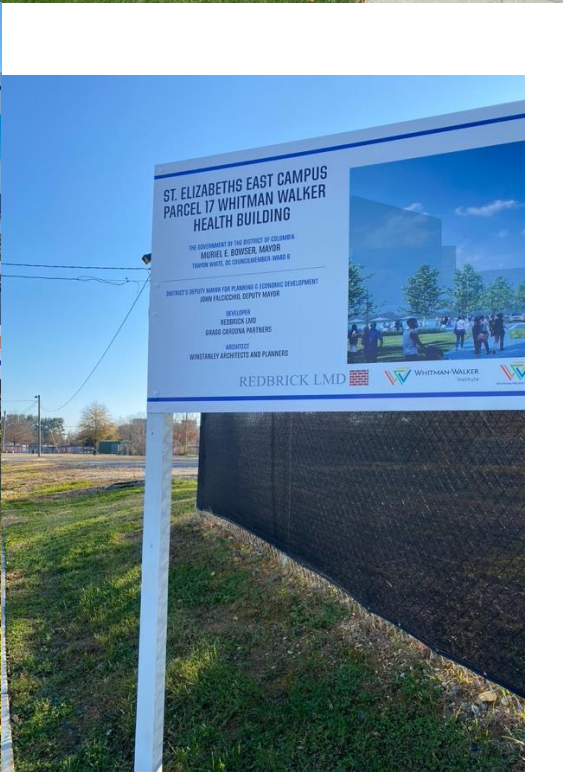
DCH Main Street focused on getting capital funds in to the hands of DCH and Ward 8 small businesses. While many West of The River businesses were able to navigate PPP loans, most East of The River businesses struggled to find resources for important projects like HVAC repair and physical accessibility amongst COVID-specific grants. Working with volunteers and businesses, DCH's grant assistance technical assistance project helped demonstrate the value a Main Street can provide while also encouraged local businesses to invest in improvements that benefit the community as well as the coordination and time of volunteers.

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<p>FINANCIALS</p> <p>ASSETS</p> <p>Total Current Assets \$404,128.01 Total Fixed Assets \$7,733.60 Total Other Assets \$6,295.02 Total Assets \$418,156.63</p> <p>LIABILITY & EQUITY</p> <p>Total Current Liabilities \$519,543.75 Total Long-term \$47,000.00 Liabilities Total Equity -\$101,387.12 Total Liabilities and Equity \$418,156.63</p>	<p>DONORS</p> <p>\$10,000 +</p> <p>DC Department of Housing and Community Development DC Department of Small and Local Business Development EVENTS DC Emerson Collective</p> <p>\$5,000-\$9,999</p> <p>202 Creates Pepco Chase</p> <p>\$1,000-\$4,999</p> <p>Monumental Sports Foundation</p>
<p>STAFF</p> <p>Stephanie Campbell, Executive Director Wendell Quann, Main Street Director, Destination Congress Heights</p>	<p>BOARD OF DIRECTORS</p> <p>Monica Ray, Board Chair Christopher Early, Vice Chair Kristal Knight, Treasurer / Secretary Andy Botticello Brenda Shields</p>

<p>SMALL, EMERGING & BLACK ENTREPRENEURSHIP BUSINESS SUPPORT</p>	<p>The core of our Main Street Programming is small business support. Whether it's hosting the DLSBD Wards 7 & 8 Dream Pitch Program, an entrepreneurs boot camp, a DMPED grant workshop helping business owners navigate a grant application or hosting a small group workshop on topics important to business owners, our team prioritizes the needs of our business community and employs a high-touch and personal approach to providing technical assistance.</p>
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COMPREHENSIVE REVITALIZATION



St Elizabeths East development is transforming Destination Congress Heights Main Street (DCH) into a center that answers mutual demands for commerce by the local community.

Rich in economic promise, historic resources, and federal access, St Elizabeths East is one of the few remaining large redevelopment opportunities in the nation’s capital. DCH has been actively and intimately involved in the opportunity to transform this 183-acre lot into a marketplace of ideas and commercialization. Less than three miles and just a few Metro stops from the U.S. Capitol, St Elizabeths East invites a mixed-use development that simultaneously serves nearby communities, nearby federal office tenants, and the pent-up local demand for retail, residential, and office/educational uses – all enhanced by substantial District of Columbia investment and planning to support the Congress Heights commercial corridor and surrounding neighborhoods and infrastructure.

In 2023, DCH collaborated with DMPED and the Emerson Collective to create a food and retail marketplace; select new businesses to occupy the Parcel 15 Interim retail village and find new homeowners for ...

- Demolition of Existing 801 East Men’s Shelter and Construction of the New 801 East Men’s Shelter
- Stabilization and Utilization of the Horse Stable & Dry Barn as the Soul of the City Farmers Market & Marketplace
- Construction of Parcel 6 Garage
- Installation of 13th Street and Pecan Street Roadway and Utilities and the 13th Street Roadway Connector
- Hospital Complex
- Sycamore & Oak Retail Village

WHY WE EXIST

DCH leads a collaborative movement with local Congress Heights’ community partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in the Congress Heights’ neighborhood commercial district in DC’s Ward 8.

<p>OUR MISSION</p> <p>The mission of DCH is to promote Congress Height as a vibrant</p>	<p>OUR VISION</p> <p>Our aim to create a strong neighborhood identity, distinctive</p>
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commercial area, coordinate infrastructure improvements, plan for cultural amenities, and to facilitate economic development in order to maintain neighborhood commercial districts as exemplary places to live, work, shop, play and dine.

historic character, clean and well-maintained public areas, a safe and attractive environment, and a balance of small, independent businesses and national chains in the Congress Heights commercial district. Additionally, coordinate infrastructure improvements, plan for cultural events and amenities, and facilitate economic development to maintain a neighborhood serving commercial districts as exemplary places to live, play, work, shop and dine.

OUR VALUES

Equity and Inclusion

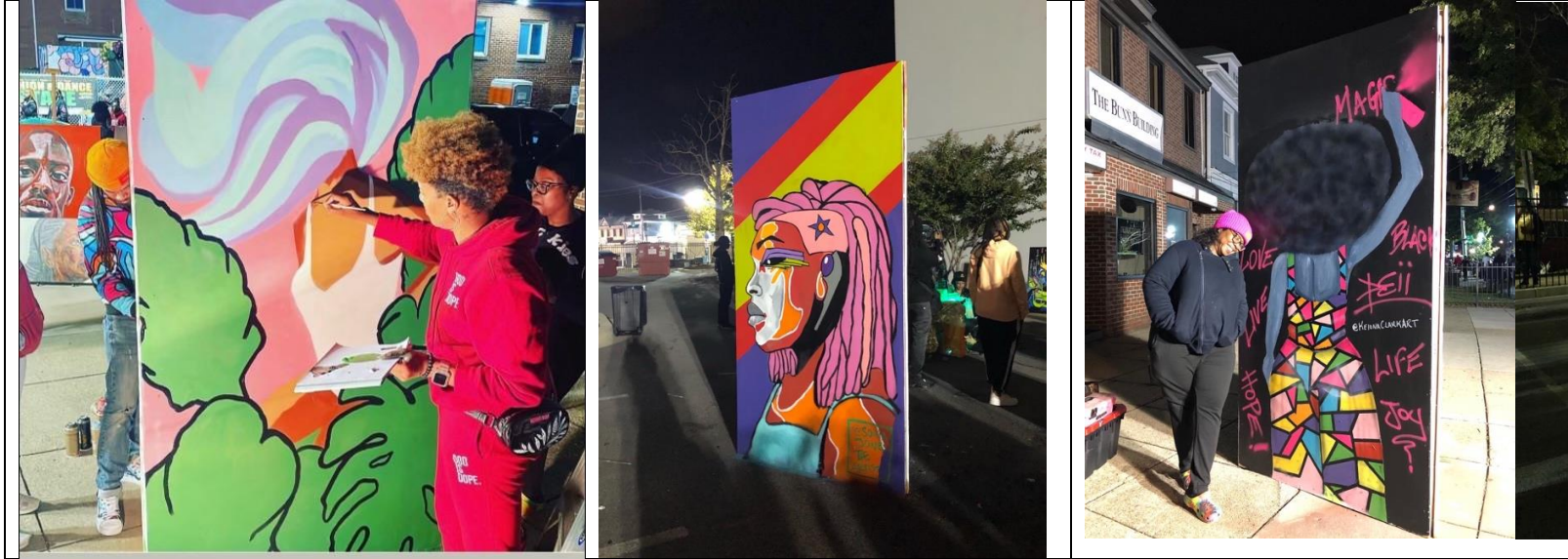
Every facet of our work should be directed toward and reflect an unwavering commitment to fair and equal access to the opportunities afforded by workforce training and entrepreneurship. Equity is a guiding principle of our work, and is reflected in our commitment to break down barriers and build an inclusive and just society.

In accordance with federal laws and U.S. Department of the Treasury policy, this organization is prohibited from discriminating based on race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write to: U.S. Department of the Treasury, Director, Office of Civil Rights and Equal Employment Opportunity 1500 Pennsylvania Avenue, N.W., Washington, DC 20220; call (202) 622-1160; or send an e-mail to: crcomplaints@treasury.gov.

Stewardship and Accountability

It is our duty as stewards to be accountable for the resources with which we are entrusted. DCH's stakeholders have a right to expect excellence in our stewardship. Our accountability is a statement of respect for our staff, Board, investors, funders, partners, and, most importantly, the clients and communities we serve.

ECONOMIC VITALITY BUSINESS TECHNICAL ASSISTANCE SUPPORTING WOMEN & WOMEN ARTPRENEURS



TRAINING NEW & EMERGING BLACK WOMEN ENTREPRENEURS





DESIGN REVITALIZATION WITH PUBLIC ART MURALS



BEFORE



AFTER



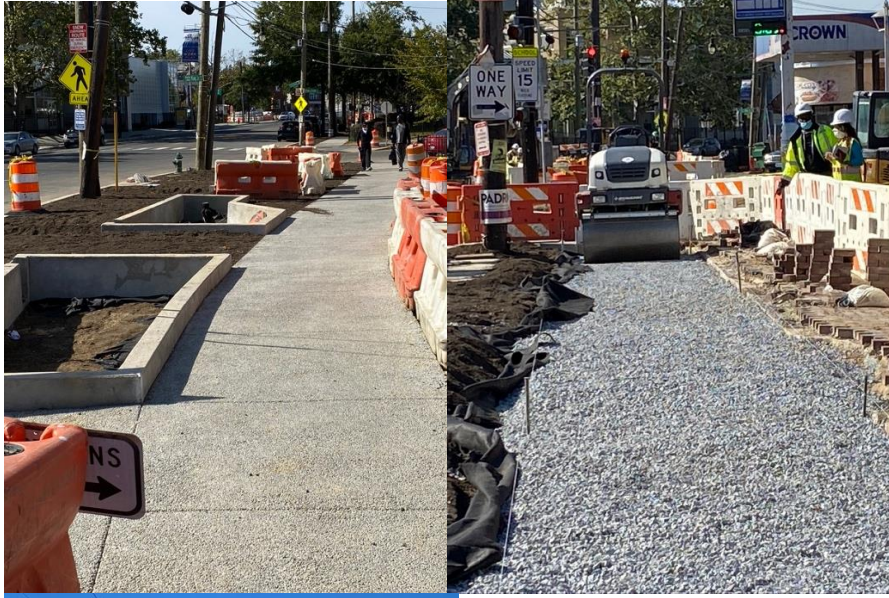
BEFORE



AFTER

CORRIDOR INFRASTRUCTION REHABILITATION







CORRIDOR BUSINESS FAÇADE & SIGNAGE REHABILITATION

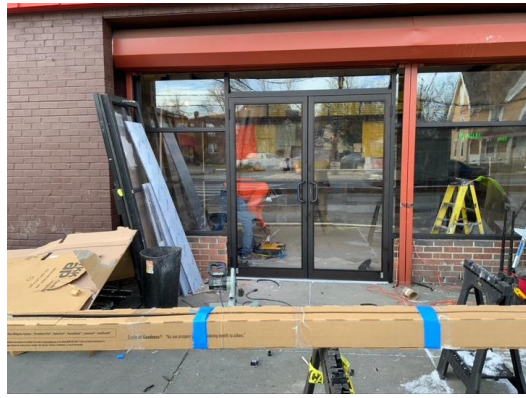
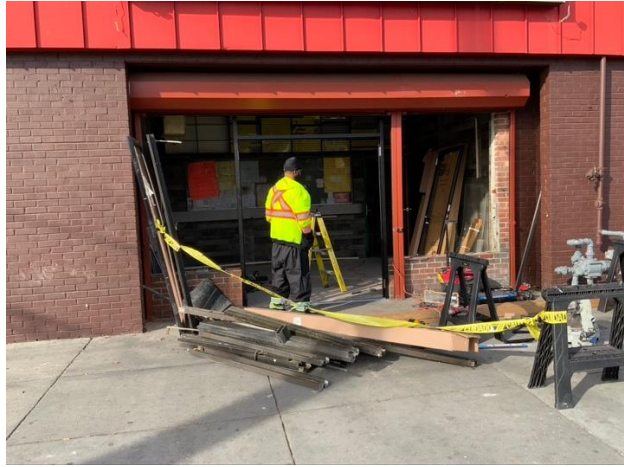






CORRIDOR BUSINESS INTERIOR REHABILITATION





PROMOTION THROUGH CORRIDOR ARTS MEETS BUSINESS

**DESTINATION CONGRESS HEIGHT'S
CURATION OF
CONGRESS HEIGHTS ARTS
ART ALL NIGHT 2023
WITH A CLEAR FOCUS ON
I.D.E.A.
INCLUSION + DIVERSITY + EQUITY + ACCESS**

**I.D.E.A. – ELDER (AGE 50+) ARTISTS INCLUSION
GOSPEL**





**I.D.E.A. - YOUTH ARTISTS INCLUSION
DANCE + THEATER**



I.D.E.A. - LGBTQ ARTISTS INCLUSION



COMMUNITY INCLUSION



I.D.E.A. – FAMILY FRIENDLY COMMUNITY INCLUSION



I.D.E.A. – ELDER (AGE 50+) FRIENDLY COMMUNITY INCLUSION



I.D.E.A. – ARTISTS ACCESS TO COMMUNITY & POTENTIAL CUSTOMERS



I.D.E.A. – FEMALE ARTISTS EQUITY & INCLUSION



I.D.E.A. – FEMALE ARTISTS EQUITY & INCLUSION



I.D.E.A. – FEMALE ARTISTS EQUITY & INCLUSION



I.D.E.A. – EMERGING RAP + HIP HOP ARTISTS EQUITY & INCLUSION



I.D.E.A. – EMERGING ARTISTS EQUITY & INCLUSION



I.D.E.A. – LOCAL HOMETGROWN ARTISTS EQUITY & INCLUSION



**I.D.E.A. – LOCAL HOMEGROWN SPOKEN WORD ARTISTS
EQUITY & INCLUSION**



I.D.E.A. – LOCAL YOUTH ARTISTS EQUITY & INCLUSION



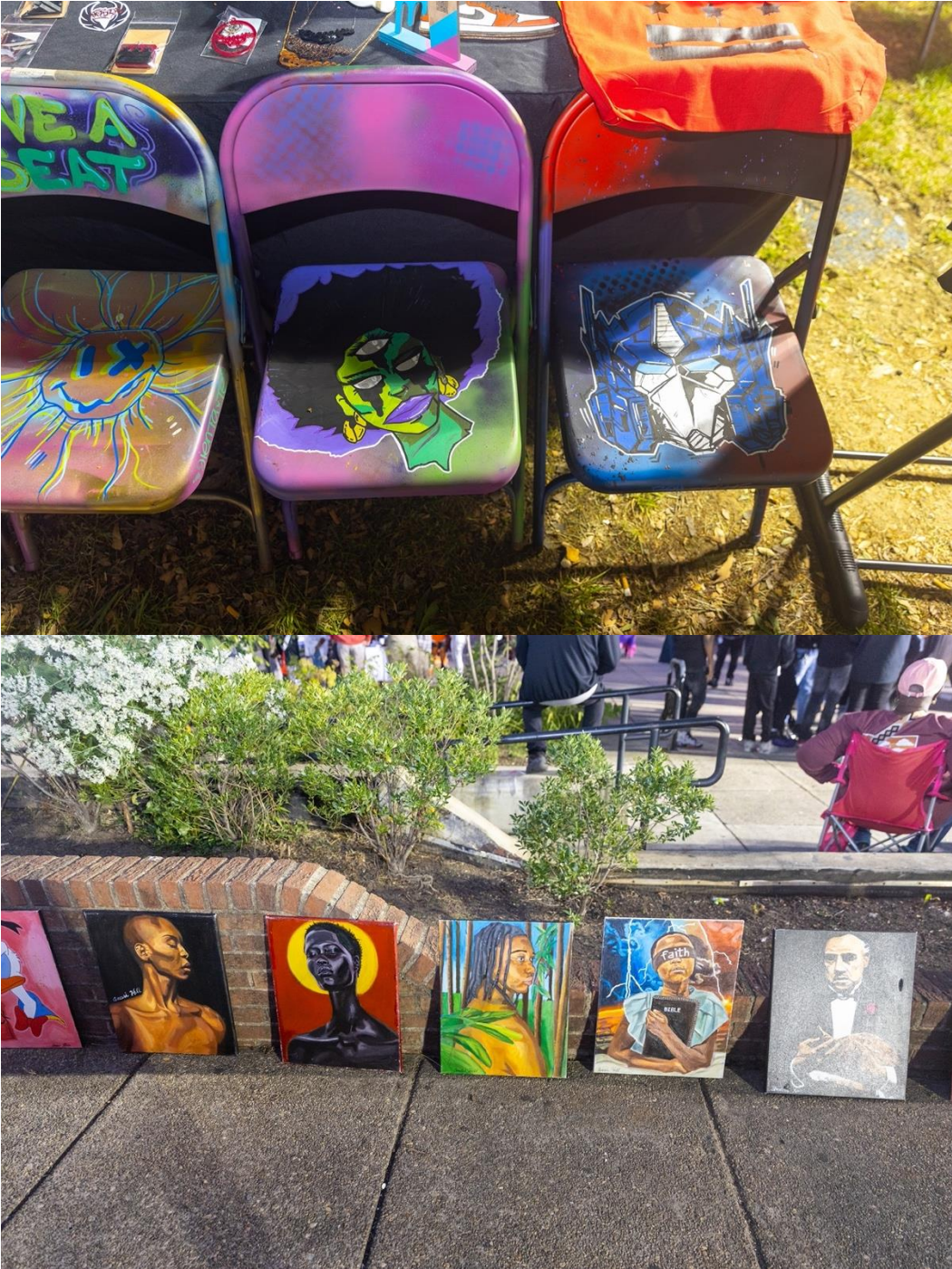
I.D.E.A. – LOCAL HOMETGROWN ARTISTS / ARTS, HUMANITIES & CULTURE ADVOCATES EQUITY & INCLUSION



I.D.E.A. – LOCAL D.C. VISUAL ARTISTS COLLECTIVES LEADERS EQUITY & INCLUSION



**I.D.E.A. – DIVERSE LOCAL D.C. VISUAL ARTISTS INCLUSION,
EQUITY & ACCESS TO ECONOMIC OPPORTUNITY TO SELL
THEIR ART**



**I.D.E.A. – DIVERSE LOCAL D.C. VISUAL ARTISTS INCLUSION,
EQUITY & ACCESS TO ECONOMIC OPPORTUNITY TO SELL
THEIR ART**



**I.D.E.A. – LOCAL LEGENDARY GO GO ARTS ARTISTS INCLUSION
– SUGAR BEAR & EU – COMMUNITY ACCESS TO SEE
SOMETHING GREAT FOR FREE**



BELA DONA



BELA DONA – ALL FEMALE GO GO LEGENDARY BAND FROM THE LOCAL COMMUNITY - HOMECOMING



JUS PAUL – LOCAL LEGENDARY EMERGING ARTIST - HOMECOMING



I.D.E.A. – LOCAL ISLAMIC SPOKEN WORD ARTISTS ACCESS & INCLUSION



**I.D.E.A. – LOCAL EMERGING CULINARY ARTS ENTREPRENEURS
INCLUSION & ACCESS FOR THEIR BRANDS TO NEW
CUSTOMERS**



**I.D.E.A. – LOCAL ELDER (AGE 50+) ENTREPRENEURS INCLUSION
& ACCESS FOR THEIR BRANDS TO NEW CUSTOMERS**

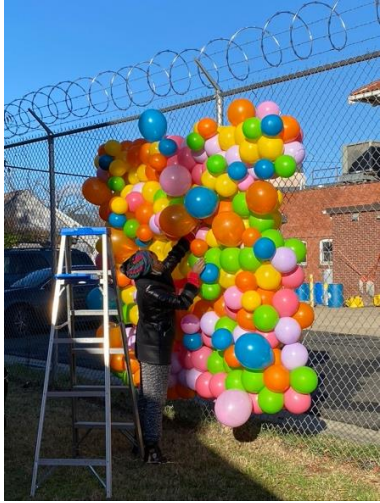


I.D.E.A. – EMPOWERING WOMEN ARTISTS



ORGANIZATION / VOLUNTEERS – STRENGTH IN NUMBERS





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