

# Historic Dupont Circle Main Streets



## Annual Report 2020



*October 2019-September 2020*



## Letter from the Chair and Executive Director

This past year was one of great challenges; six months into the fiscal year, the city was shut down due to the pandemic. FY20 was a year for pivoting.

We have been working quietly behind the scenes to help businesses survive COVID-19. We gave out five grants to small businesses for \$3000. We marketed and assisted some 100 merchants prepare for the DC Micro-Grant, Bridge Grants, EIDL Loan, Paychecks Protection Program, and then the second round of Paychecks Protection.

We hand delivered more than 280 notices to Dupont Circle businesses to ensure that everyone applied to the Small Business Recovery Micro-Grant. And then when I noticed no one was open to see our fliers, we spent days updating our email list so that we could communicate with 250 businesses virtually, even when their doors were closed – sending emails almost daily in April 2020 about free Personal Protection Equipment, service industry assistance, food delivery, and other programs to assist small business.

Through the summer we produced Facebook Live events about Dupont's services, including yoga (thank you Dupont Yoga), haircuts (thank you SpaLogic), and massage (thank you Deluca Massage) to bring attention to Dupont growing service sector.

We worked with DDOT to create six Pick-up/Drop-off Zones, made available to any retailer, which DDOT turned around in two days. And we worked on approximately 15 outdoor café and streatory permits to help Java House expand, Zelano open its outdoor seating, or True Value Hardware sell merchandise on the sidewalk.

Twenty-twenty has been a difficult year, but so many people have risen to the challenge. By working together – businesses, residents, nonprofits, and the DC and federal governments – we have been able to overcome many of the obstacles. We are optimistic about the opportunities for the coming year. Here is to a better and healthy 2021!

Sincerely,

Mandy Warfield  
Chair

Bill McLeod  
Executive Director

# Main Street Approach

In 1980, the National Trust for Historic Preservation created the National Main Street Center to disseminate the knowledge developed during the pilot program. Since then, the Main Street Four-Point Approach® has been extended to over 43 states and the District of Columbia. Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization and grows with them over time.

## Main Street Fundamentals

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization. A revitalization program's work, and its Transformation Strategies, need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

## Transformation Strategies

Transformation Strategies generated through meaningful community engagement and informed by an analysis of the district's market position help to guide a revitalization program's work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

Transformation Strategies are implemented through comprehensive work in four broad areas, known as the Main Street Four Points.

**ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

**DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart, using historic preservation.

**PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



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## Design

The Design Committee is working with the Cavanaugh Foundation to install a sculpture, Twilight, in the triangle park at 18<sup>th</sup> and Q Streets. Special thanks to Ed Hamm for taking the lead on this project. We have presented to ANC2B last summer and then the Department of Transportation in the autumn and the Fine Arts Commission. Now we have to present to DCRA to obtain a public space permit.

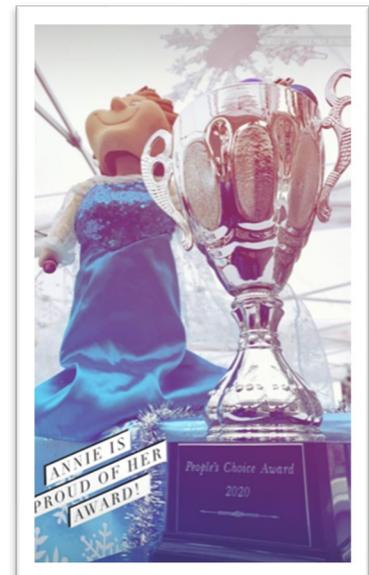


The Design Committee also works with the Clean Team, which is funded by a grant from the Department of Local and Small Business Development. We partner with the Dupont Circle Business Improvement District to manage the team of six men and women who sweep the commercial areas seven days a week now: P Street, Massachusetts Avenue, Connecticut Avenue, 18<sup>th</sup> Street, and 17<sup>th</sup> Street, NW. On an average

day, the Clean Team picks up 900 pounds of trash from the streets and sidewalk, weeds the tree boxes, and waters the median. We collaborated with the National Park Service to clean and maintain five parks around Dupont Circle, including Dupont Circle park, the two-acre park at the center of the community.

The Connecticut Avenue median continues to be a focus for Dupont north. This year, we planted the median with pink calibrachoa and sweet potato vines, which provided blankets of cascading color throughout the growing season to complement the perennials planted there. Summer was very dry, and some plants in the median did not make it; some shrubs in Dupont Circle did not survive, despite regular watering. Our lesson was there is no substitute for Mother Nature.

We also help businesses with permitting, including outdoor cafes and parklets. DDOT has been issuing permits at no cost, and approving them in five days or less. And we hold a holiday window contest each year to promote better retail design. Congratulations to our winners this year: Floriana for best restaurant, Pride Smoke Shop for best retail, Deluca Massage for best service, and Annie's Paramount Steak House for the people's choice award.



## Promotion

This last year was a challenge. Our 2020 Spring Fling was a huge success at the Hilton Hotel on 10 March 2020 – just three days before everything was shut down.

All during the year the Promotions Committee was challenged on what we could do to help the businesses. We could not

organize Taste of Dupont or the 17th Street Festival. We were determined not to let the pandemic shut us down totally. So, we did things to help market businesses. We printed up large Open for Business posters and hung them in any business open in Phase I. Then when we entered Phase II, we printed up 300 face mask posters for merchants to place in their windows.

Perhaps our biggest success was our Pop Ups events – one in the December in the freezing cold on the sidewalks with tents for the vendors. The pop-up have brought people from all over and merchants thanked Main Streets again and again for bringing thousands of people to the area for the day. One business said the December pop up was the best Saturday they had since opening, and another restaurant said the pop up in February was the best Saturday they had all year.



We want to recognize some of our amazing Promotion Committee volunteers – Sue Taylor, Erica Glogger, Dwight Barbour, Misha Williams, and Randy Downs, who work so hard on all our events. We could not do all of this work without volunteers, so a big thank you!

## Economic Vitality

The Economic Enhancement Committee has helped small businesses around Dupont Circle survive the pandemic, but the environment is rough. So far we have had some 23 retailers close. Sadly, Corrective Shoe Repair closed its doors after 66 years and chose to move online. They



are still in business, but you have to mail your shoes to them for repair. On a brighter note, 10 new businesses opened during the pandemic. I guess everyone wants to be in Dupont Circle.

First Friday was drawing a large crowd every month until March 2020, when the event went virtual. And Art All Night was also held virtually with an online gallery and virtual performance in the Dupont Underground.

We retained a business consultant, Cherie Lester, to assist with social media for small businesses. This year, we have expanded her services to assist with grant writing and Economic Injury Disaster Relief and Paychecks Protection preparation – to get businesses grant- and loan-ready. This monumental task has taken business owners out of their comfort zone and forced them into a new environment – like switching a for-profit to a nonprofit. And many are succeeding with grants and loans being awarded to them rather than selling goods.



As we exit the health emergency, we wish the best for businesses that have been able to keep their doors open, work with their landlords, evolve with Pick-up/Drop-off zones, expand into streateries, and flourish with delivered groceries, medication, gifts, and food. To those businesses who were crushed under the weight of debt or lack of sales, we feel for you and are sorry to see you go. You have made Dupont Circle a destination, and you will be missed.



## Organization

The Organization Committee works on a number of disparate things, including fundraising, organizational development, and marketing. Since the pandemic started we have switched to merchant meetings outside on the sidewalk to listen to their needs and help them with whatever comes up, such as food delivery, marketing, banking, accounting, grants, loans, etc.

Of course, we have a website that is updated regularly: [www.DupontCircleMainStreets.org](http://www.DupontCircleMainStreets.org). And our newsletter is printed four times a year. And we have an e-newsletter that goes out twice a month to spread the latest news about what is happening all over the neighborhood.



Our fiscal year 2020 was a challenging one. We started in October 2019, and by March of 2020, everything had to stop – three days after our Spring Fling. Because we could not organize Taste of Dupont, 17<sup>th</sup> Street Festival, and Art All Night, our budget took a dip. Despite the changes, we still took in \$412,553 and spent \$390,677. And we converted our sign and façade grants to small business grants. We completed an audit of our FY19 books with flying colors; which we are happy to share with anyone interested.

We want to acknowledge our citywide Main Street program: DSLBD. Without the support of Cristina Amoruso, Liz Anderson, and Director Whitfield, we would not be successful. The Department of Local and Small Business Development is our largest funding source and through their seed money, we were able to find sponsors, sell tickets, write grant proposals, and host fundraisers. Thank you!



## Board of Directors

**Chair:** Mandy Warfield  
**Vice Chair:** Tim Touchette  
**Treasurer:** James Gebara  
**Secretary:** Sue Taylor

James Gebara, Vice President  
*PNC Bank*

Rob Halligan, Principal  
*Halligan Projects*

Colleen Hawkinson, Executive  
Director  
*Dupont Circle BID*

Michael Kain, Principal  
*Kain & Associates*

Paul London, General Partner  
*Washington Sports Club*

Robert Meins, Director  
*Dupont Underground, Ex Officio*

Rev. Susan Taylor, National Public Affairs  
*Church of Scientology*

Tim Touchette, President  
*Attache Corporate Housing*

Mandy Warfield, Vice President  
*Dupont Circle Rotary*

Mesha Williams  
*Resident*

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Bill McLeod  
*Executive Director*



# Revenue & Expenses

Historic Dupont Circle Main Streets  
 Statement of Revenue and Expenses - Modified Cash Basis  
 Month Ended September 30, 2020 and Fiscal YTD September 30 2020

	Month Ended <u>9/30/20</u>	Fiscal Year-To-Date <u>9/30/20</u>
<b>REVENUE</b>		
Contributions	\$150	\$59,490
Grants	36,608	326,105
Outreach events		10,083
CUM - Clean Team	6,000	16,000
Other income	<u>850</u>	<u>875</u>
Total revenue	<u>43,608</u>	<u>412,553</u>
<b>EXPENSES</b>		
Staff salary and benefits		
Executive director	11,332	123,074
Benefits	981	10,062
Payroll taxes	937	10,339
Payroll processing fees	<u>127</u>	<u>1,617</u>
	<u>13,377</u>	<u>145,092</u>
Web sites expense	0	<u>3,000</u>
Management and general		
Annual reports and returns	5,000	5,040
Meeting expense	98	968
Bank fees	3	149
Copier and printer		
Insurance	138	2,679
Legal and accounting	1,300	7,600
Licenses and permits		195
Membership fees		905
Office supplies	31	2,419
Postage and delivery		701
Printing and reproduction		
Rent		
Subscriptions	<u>352</u>	<u>1,977</u>
	<u>6,922</u>	<u>22,633</u>
Outreach costs		
Clean Grant Costs	19,186	126,902
Advertising	39	6,821
Banner costs		
DSLBD Grants		12,075
Dupont Festival events		
Pet Costume contest		
Other		2,297
Art All Night	632	3,882
Pop-up Events		2,214
Spring Fling		2,212
Taste of Dupont		1,000
17th Street Festival	1,327	5,646
Business Façade Grants	1,500	15,000
Business Consulting	<u>12,401</u>	<u>25,903</u>
Newsletter		<u>16,000</u>
	<u>35,085</u>	<u>219,952</u>
Total expenses	<u>55,384</u>	<u>390,677</u>
Net Income - Modified Cash Basis	<u>(\$11,776)</u>	<u>\$21,876</u>



The financial statements have not been subjected to an audit or review or compilation engagement, and no assurance is provided on them. A report has not been issued.

The financial statements omit substantially all required disclosures.

# Assets, Liabilities & Equity

Historic Dupont Circle Main Streets  
 Statement of Assets, Liabilities and Equity-Modified Cash Basis  
 September 30, 2020

<b>ASSETS</b>	
Cash - TD Bank Operating Account	\$50,338
Cash - PNC Bank Festival Account	2,139
Cash - TD Bank Park Fund Account	30,474
Cash - PNC Bank Clean Team Account	<u>21,775</u>
	104,726
Other receivables	<u>29,708</u>
	<u>\$134,434</u>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
Pension contribution payable	\$0
PPP loan payable	<u>27,300</u>
	<u>27,300</u>
<b>Equity</b>	
Fund Balance	<u>107,134</u>
	<u>\$134,434</u>



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## FY21 Budget

### Revenue

#### Grants

DSLBD Main Street	150,080.00
DSLBD Clean Team	127,000.00

#### Special Events

Holiday Pop up	10,000.00
Spring Fling meeting	0.00
Taste of Dupont	0.00
17th Street Festival	0.00
Art All Night	28,000.00

Membership Income 5,000.00

Earned Income 14,000.00

Board Contributions 8,000.00

**Total Revenue 342,080.00**

### Expenses

Total Staffing 128,550.00

Total Clean Team 120,000.00

#### Organization

Annual Report	0.00
Audit-900	5,000.00
Newsletter	<u>16,000.00</u>

Total Organization 21,000.00

Total Administration 18,930.00

#### Marketing

Website	500.00
Retail Guide	0.00
Print Advertising	0.00
Holiday Pop up	500.00
Spring Fling Annual	0.00
Taste of Dupont	0.00
17th Street Festival	0.00
Art All Night	<u>25,000.00</u>

Total Marketing 26,000.00

#### Business Consulting

Social Media Consulting	12,000.00
Business Consulting	<u>12,000.00</u>

Total Consulting 24,000.00

#### Design

Façade grants 11,000.00

Total Design 11,000.00

**Total Expenses 349,480.00**

Revenue over/under Expenses -7,400.00

Historic Dupont Circle Main Streets  
9 Dupont Circle NW  
Washington DC 20036