



# HISTORIC DUPONT CIRCLE MAIN STREETS ANNUAL REPORT 2023

HISTORIC DUPONT CIRCLE MAIN STREETS  
15 DUPONT CIRCLE, NW, WASHINGTON DC 20036  
[WWW.DUPONTCIRCLEMAINSTREETS.ORG](http://WWW.DUPONTCIRCLEMAINSTREETS.ORG)





# HDCMS MISSION STATEMENT

*The mission of  
Historic Dupont Main  
Streets is to promote,  
coordinate, and  
maintain  
improvements of the  
cultural, economic,  
and environmental  
qualities of the  
neighborhood to  
make it an exemplary  
place to live, work,  
shop, and play.*





## 2023

2023 was a dynamic year for HDCMS; despite leadership and office location changes - the organization rose to the challenges and was impactful with grants and small business assistance to support the economic health of Dupont Circle.

The Clean Team continues to grow with our partnership with the Dupont Circle BID. We have six men and women on the sidewalk and in the park; sweeping up trash, weeding tree boxes, and preparing for the farmer's market.

Economic development continues to be a challenge as small businesses struggle to recover with post-pandemic, lighter foot traffic. HDCMS continues to support businesses with constant social media promotion and activate the area with quarterly events.

Events and pop-ups are HDCMS's way of showcasing our parks and unique cultural assets. Art All Night was bigger than ever with 32,000 visitors to 22 locations. This arts event, funded by DSLBD and the DC Commission on the Arts and Humanities, brings nightlife to this established commercial area, reminding the public that Dupont Circle is unique, historic, cultural, and international.

Dupont Art All Night 2023:  
over 32,000 visitors  
to 22 locations

**\$30,000 SMALL BUSINESS  
GRANTS AWARDED.**





# THE MAIN STREET FOUR-POINT APPROACH

**The National Main Street Center** is a program of the **National Trust for Historic Preservation**. Created by a Congressional Charter in 1949, the National Trust is a leading advocate of historic preservation in the United States. Today, the preservation movement involves more than just saving historic buildings. Economic growth, urban revitalization, and the creation of new jobs are all issues the National Trust addresses through the rehabilitation of historic structures.

Established by the National Trust in 1980, the National Main Street Center (NMSC) has worked in 44 states and Puerto Rico. Through these efforts, 226,900 net new jobs have been created, \$16.1 billion have been reinvested in Main Street commercial districts, 56,300 net new businesses have been created, 88,700 buildings have been rehabilitated, and 1,668 communities have built strong organizations to revitalize their commercial districts.

The NMSC offers a professional membership program for organizations involved in commercial district revitalization. It produces publications, newsletters, and special reports on revitalization and preservation issues and serves as a clearinghouse for information on community redevelopment issues. The NMSC accomplishes its mission through the Main Street Four-Point Approach: **design, organization, promotion, and economic restructuring**.

**DESIGN** takes advantage of the visual opportunities by directing attention to all its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite improvements downtown.

**ORGANIZATION** establishes consensus and cooperation by building partnerships among the various groups that have a stake in the community. This will allow the Main Street revitalization program to provide effective, ongoing management and advocacy of downtown. Diverse groups from the public and private sectors (local government, bankers, merchants, property owners, community leaders, and others) must work together to create and maintain a successful organization.

**PROMOTION** takes many forms, but the goal is to create a positive image in order to rekindle community pride and improve retail sales events and festivals and create a positive public image in order to attract investors, developers build healthier merchants, and attract new businesses.

**ECONOMIC RESTRUCTURING/ENHANCEMENTS** strengthens existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, sharpening the competitiveness and merchandising skills of businesspeople, and attracting new businesses that the market can support.



# DESIGN

**Historic Dupont Circle Main Streets' Design Committee** meets monthly to review design issues.

**Facade and improvement grants** continued to flow in 2023:

- Thaiverse
- Synergy and Serenity
- Cafe Au Lait
- Sampannee Thai
- Brine
- Doggy Style
- DC Vegan
- Quavaro
- ColorLab
- Pupatella
- Alero

**Dupont Circle Park** was a major focus in 2023. We worked with landscape architect Ed Hamm and the National Park Service to replant and upkeep the flower bed in Dupont Circle.

RAISING A GARDEN TAKES A VILLAGE:  
\$6,500 FUNDS THE UPKEEP OF PLANTS AND  
FLOWERS IN DUPONT CIRCLE.

THE CLEAN TEAM, NATIONAL PARK SERVICE,  
AND VOLUNTEERS TEND TO OUR  
GREENSPACES.





IN 2023, HDCMS PICKED UP THE REINS DURING A LEADERSHIP GAP. WE SAW OVER 210 VOLUNTEER HOURS AND HELD TWO SUCCESSFUL POP-UPS.

# ORGANIZATION

Our organization does many things behind the scenes -- maintaining our website, Facebook page, Instagram, e-newsletter, and paper newsletter to capture all happenings around Dupont Circle.

And, of course, this report documents what we have accomplished over the last year. We want to acknowledge the many outstanding volunteers who make this organization run.

With our humble budget and big projects, we would not be successful without our sharp, talented, and hard-working team.

And special thanks to our Board of Directors and committee members who meet every month to provide strategic leadership, oversee the work plans and budget; as well offer their time at many of our events. Thank you!

Finally: A huge thank you to DSLBD, the Councilmembers of the District of Columbia, and Mayor Muriel Bowser. Her administration creates policies that stimulate our grant funding.



HDCMS Executive Director Ann Blackwell with Mayor Muriel Bowser and Councilmember Brooke Pinto



# PROMOTION

In 2023, the promotion machine continued to support and amplify the many events at our cultural centers and organizations. Last year, we created an even larger Art All Night experience to showcase them all.

**Art All Night Dupont featured new venues and events such as the Qatar America Institute for Culture and DC FashionWeek’s Showcase of Menswear Collection. With 22 activated organizations and businesses - and increased marketing - the event brought 32,000 attendees! We had over 4,600 visits to our websites in the month of September. Our businesses reported back record-breaking numbers.**





## ECONOMIC VITALITY

Dupont Circle has many facets that keep a neighborhood healthy: residential, retail, services, restaurants, and bars. Our hotels, art galleries, think tanks and diplomatic organizations bring an ebb and flow of visitors to Historic Dupont Circle.

These facets are changing as more retail stores move online. Some restaurants have more Doordash orders than eat-in customers. We must be innovative about the changing face of business.

**In 2023, 15 new businesses opened and 3 relocated within Dupont. Many of our business owners have multiple locations within Dupont. HDCMS is grateful to have businesses like Emissary coffeehouses and Mimosa salons.**





## HDCMS PROGRAM: THE CLEAN TEAM

Our **Clean Team** comprises three men and women from the **Ready to Work** program run by **Central Union Mission**. This job-training program teaches discipline, hard work, and comradery.

The Clean Team continues to weed our 200+ tree boxes, sweep the sidewalks, and clean the gutters seven days a week from 7:30 a.m. until 2:30 p.m. Through their efforts, we are able to raise the level of maintenance in five commercial corridors: **P Street, Massachusetts Avenue, Connecticut Avenue, 18th Street, and 17th Street, NW.**

Through partnering with the **Dupont Circle BID**, the clean team has expanded to six members, seven days a week. Parks continue to be a focus in Dupont Circle. The Connecticut Avenue median in the 1700 block of Connecticut Avenue has also become a priority. With all the rain last summer, and after improving the soil, the median has never flowered better.







# BOARD OF DIRECTORS

**Officers**

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

**Board of Directors**

- Randy Downs, ***Resident, formerly ANC2B07***
- James Gebara, ***Vice President, PNC Bank***
- Rob Halligan, ***Principal, Halligan Projects***
- Michael Kain, ***Owner, Kain & Associates***
- Paul London, ***General Partner, Washington Sports Clubs***
- Mark Payne, ***General Manager, The Dupont Circle Hotel***
- Rev. Susan Taylor, ***National Public Affairs Director, Church of Scientology***
- Tim Touchette, ***President, Attaché Corporate Housing***
- Mandy Warfield Granger, ***Vice President, Dupont Circle Rotary***
- Mesha Williams, ***Resident***

**Executive Director**

**Ann Blackwell**





**Historic Dupont Circle Main Streets' Statement of Assets, Liabilities and Equity-Modified Cash Basis. September 30, 2023**

**ASSETS**

Cash - TD Bank Operating Account	\$42,052
Cash PNC Bank Festival Account	\$28,395
Cash TD Bank Park Fund Account	\$63,458
Cash PNC Bank Clean Team Account	<u>\$8,275</u>
	<b><u>\$142,180</u></b>

Prepaid Expense	\$3,000
Grants receivable	\$96,693
Other receivables	<u>\$505</u>
	<b><u>\$242,378</u></b>

LIABILITIES AND EQUITY	\$28,667
Liabilities	
Accounts Payable	
Equity	<u>\$213,711</u>
Fund Balance	<b><u>\$242,378</u></b>