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FY 2023 Annual Report

(October 1, 2022–September 30, 2023)

March 2024





Welcome

The Pennsylvania Avenue East corridor is embarking on a transformative journey. Once primarily a conduit for commuters spanning from the Sousa Bridge to the Maryland line, it is now poised to become a bustling commercial hub. PAEMS has been instrumental in bolstering support for both local residents and commuters, with plans for further enhancements in the pipeline.

Advisory Board

- Dominique Beard, Vice President, M&T Bank, Business Banking Sr. Relationship Manager (FY 2023-present)
- Tiffany Brown, Former ANC 7B chair (FY 2020-present)
- Kendrick Curry, Pastor, Pennsylvania Avenue Baptist (FY 2020-present)
- Kathleen Franks, Retired (FY 2022-present)
- Mark Hannah, Investment Manager, Jair Lynch Real Estate Partners (FY 2022-present)
- Robert Summers, President and CEO, Pantera Management Group (FY 2023)
- Earl Williams, Hillcrest resident/ Federation of Civic Associations (FY 2020-present)

In Fiscal Year 2023, our focus was on illuminating and uplifting the talent, vigor, and potential inherent in this segment of Ward 7. PAEMS collaborated closely with advocates, enthusiasts, and experts to intentionally revitalize Pennsylvania Avenue SE, envisioning it as a robust, dynamic, and economically vibrant corridor integral to the broader Ward 7 community.

Our collective achievements serve as compelling evidence of stakeholders' desire for a thriving Pennsylvania Avenue East. Together, we are shaping a future where this corridor stands as an indispensable asset to our community.

Babatunde Oloyde

President and CEO, Marshall Heights Community Development Organization, Inc. (MHEDO)

Latisha Atkins

Director, Pennsylvania Avenue East Main Street (PAEMS)

The Pennsylvania Avenue East Main Street Program is funded by the Department of Small and Local Business Development (DSLBD) and is an officially recognized DC Main Streets Program. PAEMS is a program within the Marshall Heights Community Development Organization.

PAEMS mission

PAEMS enriches the Ward 7 community by

- Revitalizing **retail**
- Retaining and attracting a **diverse customer base**
- Empowering surrounding **communities**
- Developing and promoting **new businesses** along the corridor

Sousa Bridge



“Pennsylvania Avenue East serves as the primary commercial corridor for the southern portion of Ward 7, running through multiple residential neighborhoods.”

[Pennsylvania Avenue East Main Street Retail Market Analysis](#)



PAEMS goals

1. Develop and strengthen **partnerships** with funders, potential investors and developers who have a vested interest in the corridor in an effort to increase support to PAEMS
2. Prioritize and implement **revitalization** activities along the corridor
3. Create and implement a **marketing and promotions** strategy for the PAEMS corridor
4. Implement yearly **fundraising strategy** to increase capacity of PAEMS to carry out its mission and vision for the corridor

PAEMS history

Established in 2020, Pennsylvania Avenue East Main Street is sponsored by DSLBD and is a Main Street America™ affiliate. PAEMS is a member of DC Main Streets, which revitalizes communities by retaining and recruiting businesses, improving commercial properties and streetscapes, and attracting consumers.

PAEMS assists businesses and coordinates sustainable community-driven revitalization efforts along the Pennsylvania Avenue, SE corridor from the John P. Sousa Bridge to Southern Avenue, SE.



Key business and performance indicators

| # | Indicator |
|-------|---|
| 64 | Businesses in the corridor |
| 4 | Legacy businesses |
| 6 | New businesses -- two sit-down restaurants and four fast-casual restaurants |
| 6 | Small business support events |
| 98 | Ward 7 businesses participating in three community events |
| 3 | Businesses receiving Robust Retail Grants @ \$5,000 each |
| 3 | Businesses receiving FY 2023 Great Streets Grants worth \$239,400 total |
| 5 | Businesses receiving FY 2023 Bridge Fund Grants worth ~\$170,000, total |
| 37 | Volunteers |
| 1,022 | Volunteer hours |

During FY 2023, PAEMS provided approximately **940 hours of small business technical assistance** to businesses on a range of topics including marketing and promotional services, grant writing and fund development, business planning, and microloan assistance. We **distributed \$25,000** directly to corridor businesses through a DSLBD-sponsored sub-grant program and **leveraged \$425,000** through other District funding opportunities to support a total of 11 businesses along the corridor.

Financial investments by Mayor Bowser, to address the extensive food deserts, paid off with the establishment of new food businesses in Wards 7 and 8 in FY 2023.

Highlands Café & Grill opened at Penn Branch Center in June 2023.

Watch [Highlands Cafe & Grill - Grand Opening](#)



Impact of special events

We held three wildly successful community events in FY 2023: 2022 Holiday Market, Power of the Purse Small Business Networking Event, and 2023 Annual Art All Night.

| Holiday Fest 2022 | |
|--------------------|-----------------------------------|
| 16 | Small businesses vended |
| 100 | Attendees |
| 95 | Attendees received food giveaways |
| Art All Night 2023 | |
| 4 | Venues activated |
| 22 | Arts and performers |
| 80 | Vendors |
| 2,800 | Attendees |
| 5 | Corridor businesses participating |



Penn Ave East
AAN 2023
generated
\$18,800 in
revenue

In anticipation of the big night: [Penn Ave East Main Streets Art All Night 2023 \(feat Black Alley\)](#)



Value-added activities




MHCDO, PAEMS, and the Ward 7 Business Partnership commissioned a study on African Diaspora businesses in Wards 7 and 8

Photo from F³ Global LLC



PAEMS coordinated community walk throughs to identify crime-challenged areas

Photo by Latisha Atkins, PAEMS

 **Pennsylvania Avenue East Main Street is in Washington D.C.**
 April 19, 2023 · 🌐

UPDATE UPDATE UPDATE: [District Department of Transportation](#) is finalizing plans and securing permits for the Penn Ave/Minn Ave Intersection Improvement plan currently. If all goes well- construction could begin the end of 2023!

For more information on the improvement plan: bit.ly/ddot-plans

Background
 The Great Streets Initiative and planning activities have been Pennsylvania Avenue, SE and Ring - conceptually, including Avenue Task Force Vision Plan, Avenue - River - Crossing Study, and Pennsylvania Ave Street Framework Plan.

Project Information
 Penn Concept Design Report
 The Ring Square area is one of our most pedestrian-oriented streets in Pennsylvania Avenue that can be improved with high-quality experience and modifications to the traffic at the intersection to improve safety for vehicular traffic, and for pedestrian and bicycle.

Need Alternatives
 The design charrette for the Great Streets project, the community and have developed the following list of configuration design for the area (see Figures 1 through 6) and as a reference of the project.

Figure 2: Conventional Intersection
 Conventional intersection of Pennsylvania Avenue and Minnesota Avenue with unsynchronized movements to one intersection.

Figure 3: Ellipse
 Ellipse intersection of Pennsylvania Avenue and Minnesota Avenue with synchronized movements to one intersection.

Figure 4: Modified Traffic Sq
 Square with Pennsylvania Avenue Modified to reduce the impact to properties along Minnesota Avenue Street. Will provide increased go and improved safety for vehicle movements and is closer to 9' configuration of the square.

Figure 5: Revised Traffic Sq
 Square with Pennsylvania Avenue Modified to reduce the impact to properties along Minnesota Avenue Street. Will provide increased go and improved safety for vehicle movements and is closer to 9' configuration of the square.

Figure 6: Revised Traffic Sq
 Square with Pennsylvania Avenue Modified to reduce the impact to properties along Minnesota Avenue Street. Will provide increased go and improved safety for vehicle movements and is closer to 9' configuration of the square.

PAEMS played a vital role in transportation and development issues for the corridor and ward

There is a rich mix of businesses – located in three shopping centers, mixed-use buildings, and free-standing buildings – in the corridor. Businesses include ones which are small and locally-owned, national, and franchises such as Papa John's Pizza, Planet Fitness, and gas stations.

Budget

| | |
|--------------------|------------------|
| MHCDO | |
| Income | 2,027,610.36 |
| Expenses | 1,948,999.94 |
| Profit/Loss | 78,610.42 |
| PAEMS | |
| Income | 206,030.00 |
| Expenses | 206,030.00 |
| Profit/Loss | 0.00 |

Left photo, L-R: Kristi Whitfield, former director of the Department of Small and Local Business Development, and Latisha Atkins, PAEMS

Right photo: L-R: Brienne Dornbush, Executive Director of District Bridges; Latisha Atkins, PAEMS; Madeleine Odendahl, Deputy Director of District Bridges; and Deborah Jones, Executive Director of Ward 7 Business Partnership

Partners, supporters, major funders

- ANC 7B
- Ascender Communications, Inc.
- Broccoli City
- Muriel Bowser, Mayor
- Citibank
- Chase
- DC Office of Planning
- Department of Small and Local Business Development (DSLBD)
- District Department of Transportation
- District Bridges
- F³ Global LLC
- Vincent C. Gray, Ward 7 Councilmember
- Great Streets Program, Deputy Mayor for Planning and Economic Development (DMPED)
- Heart of the City Candles
- Highlands Café & Grill
- Jair Lynch Real Estate Partners
- Made in the DMV
- Main Street America™
- Market 7
- Minnesota Avenue Main Street
- Pennsylvania Avenue East Community Coalition
- PorchfestDC Southeast Edition
- Safeway
- SE White House/DC Dream Center
- Soufside Market
- Ward 7 Business Partnership
- Washington Gas
- WPGC



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Contact PAEMS

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