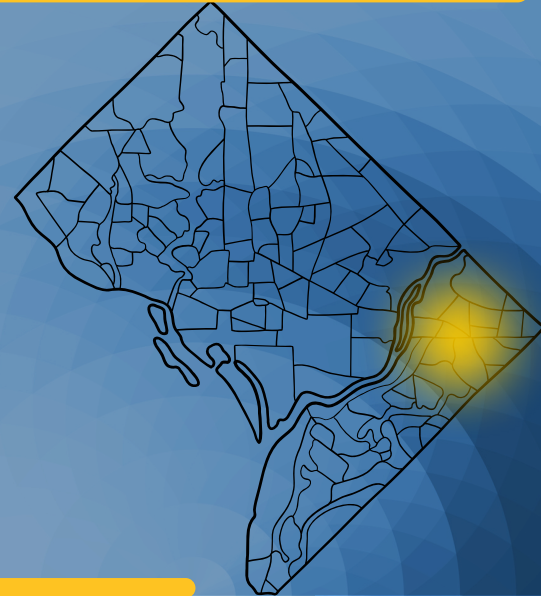




ANNUAL REPORT

FY 2024



PENNSYLVANIA AVENUE MAIN STREET



BUSINESS DIRECTORY

Business Name
A to Z Tobacco Outlet
Addison Auto Parts
Alpha Custom Tailor/Penn Cleaners
Amber Elle Salon
Best Nails
Bluerock Care
Crispy Chicken Wings & Subs
DaVita GWU/SE
Dollar Plus
Earl Howard Studio's
Exxon Auto Repair
Family Dental Center
Granny's Kitchen
Happy Kids Learning Center
Highland Entertainment Hall
Jimmy Howell, DDS
Kahak Health Care Services
Kangaroo Car Care
Karis Wigs & Beauty
Lee's Liquor
Lee's Mini Mart
McLaughlin Funeral Home
Miss Toya's Southern Kitchen
Nailbed & Bar
National Orthodontic & Pediatric Dentistry
Natu Market
Patron Convenience Store
Penn Ave Liquor/Turnt Liquor
Penn Smoke Shop
Penn Way Market
Planet Fitness
Scott's Beauty
Shark's Fish & Chicken
Stellar Smiles
Sweet Sweet Kitchen
T & N Nails
Thai Orchid's Kitchen
Wah Sing

PENNSYLVANIA AVENUE CORRIDOR



OUR TEAM



Racquell Perry
**Executive
Director**



Ariana Vasquez
**Associate Director
of Economic
Development &
Sustainability**

NOTE FROM THE DIRECTOR

Dear Pennsylvania Avenue East Community,

It is an honor to introduce myself as the new Director of Pennsylvania Avenue East Main Street. As I step into this role, I do so with deep respect for the work that has already been done over the past five years. The foundation laid by my predecessor, past board members, dedicated government partners, and—most importantly—you, the community, has been instrumental in shaping the vision for this corridor. Your commitment to preserving and uplifting historic Ward 7 is both inspiring and a responsibility that I take seriously.

Pennsylvania Avenue East is more than a thoroughfare; it is the heart of a community rich with history, culture, and undeniable pride. My goal is to build on the incredible groundwork that has already been established, ensuring that this corridor continues to thrive and evolve into the place to be in D.C. This means working with all of you—residents, business owners, stakeholders, and partners—to revitalize, activate, and transform Pennsylvania Avenue East in ways that reflect the energy and potential of this community.

I want you to know that I am here to listen, collaborate, and take action. Whether it's strengthening local businesses, creating dynamic public spaces, or bringing new opportunities for economic growth, I am committed to working on your behalf. Together, we will continue to shape a corridor that not only honors its past but is built for the future.

I look forward to meeting many of you, hearing your ideas, and working side by side to make Pennsylvania Avenue East a shining example of what's possible when community and vision align.

Here's to the next chapter of growth, transformation, and celebration!

With gratitude and excitement,

Racquell Perry, Esq
Director, Pennsylvania Avenue East Main Street

ABOUT PENNSYLVANIA AVENUE MAIN STREET

MISSION STATEMENT

PAEMS aims to enrich the Ward 7 community by revitalizing retail, retaining, and attracting a diverse customer base, empowering surrounding communities, and developing and promoting new businesses along the corridor.

DC MAIN STREETS

DC Main Streets is a comprehensive program that promotes the revitalization of business corridors in the District of Columbia. Created in 2002, DC Main Streets provides services and funding for 28 Main Streets across the District of Columbia.

Through 28 independent, nonprofit neighborhood Main Street programs, DC Main Street's revitalize communities by retaining and recruiting businesses, improving commercial properties and streetscapes, and attracting consumers. In addition, leaders in these neighborhood organizations assist businesses and coordinate sustainable community-driven revitalization efforts in their neighborhoods.

FINANCIALS

PENNSYLVANIA AVENUE EAST MAIN STREET FY24 PROGRAM BUDGET

	REVENUE	
	DSLBD Grant Award	\$197,800.00
	TOTAL REVENUE	\$197,800.00
Personnel	Annual Salary	
	PAEMS Program Manager	\$68,000.00
	PAEMS Program Assistant Manager	\$20,000.00
	TOTAL PAEMS Salaries	\$88,000.00
	PAEMS Staff Fringe and Benefits @20%	\$13,600.00
	Staff Total Compensation	\$101,600.00
	Non-Personnel Expenses	
	DSLBD Subgrants	
	PAEMS Subgrants	\$ 50,000.00
	Space/Admin Costs/Maintenance	\$ 12,700.00
	Supplies	\$ 10,000.00
	Training, Travel, and Conferences	\$ 6,000.00
	Marketing	\$ 10,000.00
	Accounting Bookkeeping	\$ 3,500.00
	Business Development	\$4,000
	TOTAL Non-personnel Expenses	\$ 96,200.00
	TOTAL EXPENSES	\$ 197,800.00

FOUR POINT APPROACH

THE MAIN STREET APPROACH

The Main Street Approach™ is Main Street America's framework for community revitalization. Centered around Four Points (see below), the Approach offers community-based revitalization initiatives with a strategic, adaptable framework for downtown transformation that is easily tailored to local conditions.



ECONOMIC VITALITY

WHAT IS ECONOMIC VITALITY?

Economic Vitality strengthens the community's 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 business owners, stimulating property investment and attracting new businesses that the market can support.

FY24 ACCOMPLISHMENTS

Main Street America visited and met with our advisory board to develop and adopt a Community Vision for Pennsylvania Avenue SE.

COMMUNITY VISION FOR DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS

Econ/Vitality

- + **Economic Development Toolkit:** marketing and branding, grant opportunities, building/property resources, new business recruitment
- + **Business variety:** grocery, coffee shop, casual restaurant, hardware store, fitness/wellness
- + **Business hours:** Saturday AND 11 AM – 1 PM
- + **Business retention:** Vacancy, attracting new customers, competition
- + **Infrastructure:** traffic
- + **Development:** information
- + **Housing:** Additional opportunities
- + **Financing:** cost of maintenance

DESIGN

- + **Accessibility:** traffic
- + **Outdoor spaces:** beautification, green space, trees and shade, parks, nature, bus shelters
- + **Building maintenance:** Cost, building conditions
- + **Building Inventory:** vacancy
- + **Safety:** Infrastructure, vandalism, loitering, lighting

Promotion

- + **Branding:** District-wide marketing, new customers
- + **Engagement:** Livelier, more activity, variety
- + **EV Plan:** networking, attracting new customers, vacancy
- + **Elder friendly:** accessibility, noise

ORGANIZATION

- + **Business and property owner engagement:** networking, advocacy, public policy, grants
- + **Partnership cultivation:** Engage more partners, city services

\$50,000 IN SUBGRANTS AWARDED

3 NEW BUSINESSES OPENED

PROMOTIONS

WHAT IS PROMOTIONS?

Promotions take many forms, but the goal is to promote the corridor as the center of commerce, culture, and community life for residents and visitors. Promotion seeks to improve retail sales events and festivals and to create a positive public image of the corridor to attract investors, developers, and new businesses. Marketing the corridor's assets to residents, visitors, and others through special events, retail promotions, and activities improves the way the corridor is perceived.

FY24 ACCOMPLISHMENTS

PAEMS Holiday Market 2024



20
Vendors

Over 3,000
social media
impressions

PAEMS hosted a successful annual holiday market featuring small and local businesses in Ward 7 to celebrate the holiday season with residents

ART ALL NIGHT



PAEMS hosted the annual Art All Night 2024 in partnership with the **Department of Small and Local Business Development (DSLBD)**, **D.C. Commission on the Arts and Humanities Department**, **D.C. Public Library**, and the **D.C. Main Street programs** which promoted revitalization along the corridor by highlighting small and local businesses through music, art, literary and performing art by activating public spaces to increase business sales.



"The response has since been overwhelmingly positive. 100% of the attendees who completed and returned our evaluation forms at the event responded that they would attend more film screenings and discussions, if hosted in our area."

- Paul Grant

Filmmaker + Chief Creative Officer
Ascender Communications, Inc.

20+ vendors

Four activation sites including Dine All Night at Miss Toya's

Two bands and four individual stage performances.

One live painter and one nail salon artist





DESIGN

WHAT IS DESIGN?

Design directs attention to all the physical elements of the corridor. It aims to stress the importance of design quality in all these areas; renovating buildings, constructing comparable new buildings, improving signs and merchandise displays, creating attractive and usable public spaces, and ensuring that planning and zoning regulations support Main Street revitalization.

By improving the physical environment and educating the community about design quality, Design shapes the physical image of Main Street as a place attractive to shoppers, investors, business owners, and visitors.

FY24 ACCOMPLISHMENTS

Based on community input, local best practices and the Pennsylvania Avenue SE Small Area Plan, the Design Committee drafted a set of design guidelines for the corridor.

These guidelines offer direction for physical improvements to buildings, businesses, and public space, which can be adopted by business owners, property owners, and civic leaders. These design guidelines will be finalized and distributed in FY25.

**Holiday
Wreaths
Installation**

**LOCAL
AGENCIES
ENGAGED
WMATA
MPD
NPS**



ADVISORY BOARD

Dominique Beard

Member
Vice President, M&T Bank

Rev. Kendrick Curry

Design Committee Chair
Pastor, Pennsylvania Avenue Baptist Church

Bruce Finland

Member
Managing Director, MED Developers

Kathleen Franks

Economic Vitality Committee Chair
retired

Harrison Shoffner

Member
Investment Associate, Jair Lynch Real Estate Partners

Paul Spires

Member
Vice-Chair, ANC 6A

Robert Summers

Member
President and CEO, Pantera Management Group

Earl Williams

Promotions Committee Chair Hillcrest
Resident | Federation of Civic Associations

Partners and Supporters

Ascender Communications, Inc. Black Alley
Blink Blueroock Care
Mayor Muriel Bowser
Mayor Chase
DC Main Streets
DC Office of Planning
Department of Small and Local Business Development (DSLBD)
District Department of Transportation
Wendell Felder, Ward 7 Council Member
Great Streets Program
Deputy Mayor for Planning and Economic Development
JairLynch Real Estate Partners

Made in the DMV Main Street America™

Market 7
Minnesota Avenue Main Street Pennsylvania Avenue East Community Coalition
Playful City Lab
American University PorchfestDC Southeast Edition Safeway
SE White House/DC Dream Center Soufside Market
SPIN
Ward 7 Business Partnership Washington Gas

THANK YOU

**Marshall Heights Community Development
Organization (MHCDO)**



CONTACT US :



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