



# THE PARKS MAIN STREET

ANNUAL REPORT  
OCTOBER 1 2020 - SEPTEMBER 30 2021

[TheParksMainStreet.org](http://TheParksMainStreet.org)



THE PARKS  
MAIN STREET



RIGGS & MANOR



## ***Honoring Legacy Businesses & Welcoming New***

**Executive Director  
Edwin D. Washington**

Who would have thought the events of 2020 and 2021 would be so challenging? It is crystal clear the COVID-19 pandemic had a far-reaching, negative systemic impact on small businesses. For some it was a gut check. Others required a business model “pivot.” And for some it was the kiss of death.

COVID-19 uncovered the fragility of small business operations. While all businesses were impacted by this insidious culprit, legacy businesses took and are continuing to take the biggest hits.

Since the beginning of the pandemic, The Parks Main Street (TPMS) has stepped up even more in the Riggs Park and Manor Park communities to assist legacy businesses. Residents, community leaders, business owners, property owners, developers, employees, parents and children joined me and the TPMS Board of Directors to volunteer time, creativity, and invest funds to help small businesses survive and thrive!

I am especially grateful to Mayor Muriel Bowser and our many public leaders for serving our communities. To Kenyan McDuffie the Ward 5 Councilmember and Chair of the Committee on Business and Economic Development; former Ward 4 Councilmember Brandon Todd; current Ward 4 Councilmember Janeese Lewis George; and leaders in ANC4B and ANC5A.

TPMS thanks the Department of Small and Local Business Development, DSLBD Director Kristi Whitfield and DC Main Streets Program Director Cristina Amoruso, for their consistent support. They provided businesses with grant funding and services for technical assistance, promotions, rent, utilities, and payroll support, personal protective equipment (PPE) for employees and customers, and other pandemic relief services. Their advocacy on behalf of DC Main Streets like ours was fundamental to the survival of many DC businesses.

From March 2020 through September 30, 2021, TPMS Small Business Grants totaling \$96,000 were awarded to businesses in Wards 4 and 5. We provided businesses with over 1,300 hours of technical assistance.

The Greater Washington Community Foundation awarded TPMS \$10,000 in grant funding through the Center for Nonprofit Advancement, who under the leadership of CEO Glen O’Gilvie is the fiscal agent for TPMS programs and our advocate.

TPMS businesses also received approximately \$100,000 from other grant and loan sources. We led the distribution of PPE supplies (face masks, hand sanitizer and disinfectant) to 140 businesses located in Ward 4 with the help of Main Street leaders from Upper Georgia Avenue and Takoma Park.

The pandemic took a toll on some TPMS businesses but we fared better than most main streets. Two TPMS small businesses did not survive. However, TPMS welcomed three new businesses and the new owners of an existing business.

The Parks Main Street commercial corridors are home to women and minority owned legacy businesses providing clothing and fashion, personal grooming, great food, wine & spirits, the art of dance, childcare, and space to hold events. Our legacy businesses are friendly gathering spots, hubs of social capital and cohesion, and valuable “third spaces” (apart from home and work places) that support local culture and community stability. Our businesses are places where residents and local workers come together as neighbors and friends. Legacy businesses are a window into neighborhood history. And while the pandemic forced some TPMS legacy businesses to halt all operations and others to severely limit capacity to protect the health and safety of their employees and customers, community spirit and pride helped us overcome many hits.

As we look to the start of a new fiscal year, TPMS small businesses have shown remarkable resiliency. We’ve faced the pandemic head on and are stronger and more prepared to embrace change to ensure our sustainability and growth. The Parks Main Street and our many supporters are ready to continue this fight for small business preservation and economic equity. Come join us!



TPMS Vice Chair Ray Crawford, Ward 4 Councilmember Janeese Lewis George, and Executive Director Edwin D. Washington





## *Hopeful Transitions*

### **Board Chair Eric Grauvilardell**

The Parks Main Street (TPMS) is a young organization. Shortly after our first year we had to quickly pivot focus to ensure that our leadership team, and the many local businesses in our corridors, overcame the numerous challenges faced throughout the course of the COVID-19 pandemic. As we enter what we hope are the waning days of the pandemic, we turn our focus to new phases of leadership development and community engagement for hopeful transitions.

Our first transition comes in the form of a new Executive Committee. Board members already active in TPMS leadership are taking on greater responsibility. In this first membership and role transition in our organization's history, Joseph Gibbs moved from the role of Design Committee Chair to Secretary. Ray Crawford moved from a committee position to Vice Chair. Our Treasurer position is yet to be filled.

This effortless transition is possible thanks to the commitment of residents who are volunteer board members. In fact the great accomplishments of The Park Main Streets over the past two years would not have been possible without the dedicated leadership and building efforts of outgoing Executive Committee members: Chair - Rhonda Henderson, Vice Chair - David Kosub, and Treasurer - Alison Brooks. Countless other volunteers and community organizations have also helped create The Parks Main Street as we know it today, volunteering hundreds of hours to put on events that engage the community with our businesses. The Parks Main Street is better because of their efforts. Thank you!

Other significant transitions underway are activities The Parks Main Street is undertaking for community engagement. We have renewed our focus on helping our small businesses enhance their operations. After 18 months of focusing on keeping our businesses afloat, we are making physical improvements to their buildings for the safety and enjoyment of staff and customers.

In this period of transition, some things remain consistent like the life giving financial aid and leadership support provided by DC Main Streets office under the District's Department of Small and Local Business Development. This office ensures that The Parks Main Street is able to fulfill its mission and execute its numerous objectives.

Since 2002, DC Main Streets - a Main Street America Coordinating Program - has provided services and funding for the now 26 Main Street programs in the District. With the objective of revitalizing business corridors in the District of Columbia, DC Main Streets supports The Park Main Street's objectives of retaining and recruiting businesses, improving commercial properties and streetscapes, and attracting consumers.

With the support of DC Main Streets, numerous community members and volunteers, and supporting organizations, The Parks Main Street is successfully navigating the unprecedented challenges brought forth by the COVID-19 pandemic. We remain deeply grateful to our supporters as we continue driving towards a vision of corridors where businesses know their neighbors, and neighbors know their businesses.

# Meet the Parks Main Street



Bumsoo Kim and Jolee Kim, Owner of Riggs Cleaners



Executive Director Edwin D. Washington, Ward 4 Councilmember Janeese Lewis George, Tanetta Merritt and her partner, Dennis Green.

*Promoting, enhancing, and sustaining vibrant local businesses for thriving communities in Manor Park and Riggs Park.*





OCTOBER 1, 2020 -  
SEPTEMBER 30, 2021

[theparksmainstreet.org](http://theparksmainstreet.org)

## GRANTS AWARDED

\$48,140

To 12 Small Businesses



## DONATIONS



\$5,302

Monetary Donations



\$5,800

In-Kind Donations

## SUPPORT



677 Hours

of Technical Assistance Provided



332 Hours

Contributed by 31 Volunteers

## ENGAGEMENT



659  
Followers



1,063  
Followers



139  
Followers



40  
Followers



9,132

Unique Site Visits

# The Parks Main Street Executive Board

Eric Grauvilardell - Board Chair  
Ray Crawford - Board Vice Chair  
Joseph Gibbs - Board Secretary  
Glen O'Gilvie - CEO Center for Nonprofit Advancement

A special thanks to founding TPMS Board Chair Rhonda Henderson, founding Vice Chair David Kosub, and founding Treasurer Alison Brooks.

## Design Committee

Joseph Gibbs - Chair  
Ray Crawford

## Promotions Committee

Sarah Shank - Co-Chair  
Joann Stevens - Co-Chair

## Economic Vitality Committee

Joe Carrol - Chair  
Eric Grauvilardell  
Lauren Stephens

## Organization Committee

Nickolas H. Barber - Chair

**ECONOMIC VITALITY** Committee 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** Committee supports our community's transformation by enhancing the physical and visual assets that set our commercial districts apart.

**PROMOTION** Committee positions our commercial corridors of Riggs Park and Manor Park as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**ORGANIZATION** Committee creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for our communities.

*As a Main Street America™ Accredited program, The Parks Main Street is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.*

## Government Partners

DC Main Streets  
Department of Small and Local Business Development  
Office of Deputy Mayor for Planning and Economic Development  
DC City Council and the Office of Ward 4 Councilmember Brandon Todd, Office of Ward 4 Councilmember Janesse Lewis George, and the Office of Ward 5 Councilmember Kenyan McDuffie  
ANC 4B and ANC 5A

# Donors & Sponsors

Our funders, donors, and sponsors help us continue our work in Manor Park and Riggs Park. We could not do it without their support.

## Government

DC Commission on The Arts and Humanities  
DC Main Streets  
Department of Small and Local Business Development

## Corporations

Bozutto  
Riggs Park Place a EYA neighborhood

## Foundations

EYA Foundation  
Greater Washington Community Foundation  
Starbucks Foundation

## In-Kind

Peaches Kitchen Restaurant  
Troka Insurance  
The V.I.P. Room

## Individuals

Grace Alexander  
Maisha Armstrong  
Stephanie Aument  
Nickolas Barber  
Alison Brooks  
Joe Carrol  
Christine Clough  
Gwen Cofield  
Ray Crawford  
Eric Grauvilardell  
Rhonda Henderson  
Judith Korey  
David Kosub  
Caryn McTighe Musil  
Alexandra Ogilvie  
Glen O'Gilvie  
Robert Oliver  
Giuseppe Monaco  
Anthony Ramdass  
Aria Remondi  
Paul Ruppert  
Sarah Shank  
Lauren Stephens  
Joann Stevens  
Edwin D. Washington

# Volunteers

Genell Anderson  
Zara Banks  
Nickolas Barber  
Alison Brooks  
Joe Carrol  
Beverly Charles  
Tischa Cockrell  
Veronica Cooper  
Cam Crawford  
Ray Crawford  
Uchenna Evans  
Joseph Gibbs  
Roger Glass  
Eric Grauvilardell  
Rhonda Henderson  
Jay Hudson  
David Kosub  
Paulette Medley  
Robert Oliver  
Humberto Phillips  
Anthony Ramdass  
Levi Robinson  
Diane Ross  
Bo Sampson  
Mike Sampson  
Greg Sampson  
Raynette Sanders  
Sarah Shank  
Lauren Stephens  
Joann Stevens  
James Witherspoon

# Community Partners

Food & Friends  
Friends of Riggs-LaSalle Recreation Center (FORLR)  
Coalition for Nonprofit Housing and Economic  
Development Lamond-Riggs Citizens Association  
Lamond-Riggs Library Friends  
Rocket Ship School  
Social Justice School  
South Manor Park Citizens Association  
University of the District of Columbia – Backus Campus  
Washington DC Economic Partnership



# THE PARKS MAIN STREET



RIGGS & MANOR

## Events and Activities March 2020 - September 2021

### Art All Night: September 24, 2021

For the first time, TPMS participated in this event where public and private spaces throughout the district transform into pop-up galleries and performance stages for an evening of art in all its forms. Participants included Troka Insurance, Culture Coffee Too, Hellbender Brewery, Riggs Wine & Liquor, The V.I.P. Room, and the Learning Curve.



### 4th Annual Riggs Park Art Crawl: July 10, 2021

TPMS once again partnered with Riggs Park Art Crawl creator and Culture Coffee Too owner Veronica "Ms V" Cooper to support TPMS small businesses. Four artists created live art and donated their artwork to auction off to benefit small businesses. Muralist Jay Hudson returned to touch up the previously created "We Are Riggs Park" mural. Eight vendors sold items ranging from delectable cheesecake to hand-made jewelry, clothing, t-shirts, and candles. One vendor demonstrated a heritage board game he created to inspire students to learn more about other cultures. There was even a demonstration of the art of Double -Dutch!



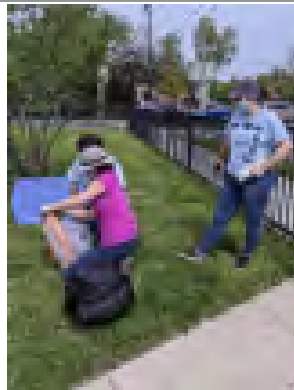
## Riggs Park Corridor Tour with DSLBD Director: May 6, 2021

DSLBD Director Kristi Whitfield and DC Main Streets Coordinator Cristina Amoruso toured Riggs Park commercial corridor businesses Riggs Cleaners, Troka Insurance, Culture Coffee Too and Ramdass Pharmacy.



## TPMS Receives Community Service Award: June 18, 2021

The Davis Center presented its annual Community Service Award to The Parks Main Street because of its dedication to the arts and small businesses in the community.



## Lamond Riggs Citizens Association Earth Day Clean Up: April 24, 2021

TPMS supported LRCA Clean Up Day by providing 48 trash pickers and trash bag holders for volunteers.



## Cherry Blossom Festival: March 20 – April 11, 2021

TPMS small businesses supported the Cherry Blossom Festival by adorning their storefronts with pink cherry blossom petals.



## #GivingTuesday: December 1, 2020

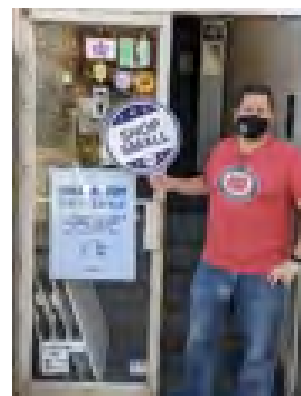
TPMS held a yearly meeting and was joined by Cristie Whitfield and Dolly Turner, assistant chief of staff from Council member Brandon Todd's office. This meeting highlighted the previous year and raised a total of \$1,269.65.





## TPMS Holiday Lights: December 1 – December 31, 2020

Fifteen TPMS small businesses in Riggs Park and Manor Park showed their “Holiday Cheer” by decorating their storefronts with Christmas Lights during a three-week period beginning in December 2020. Five local residents, including two elementary students representing Manor Park and Riggs Park (Zara Banks and Cam Crawford), were judges to determine Best Window Display, Most Colorful, Best Use of Merchandise, and Best of Show. The 105 local residents who judged each participating business chose a hotly contested “Peoples Choice” winner!



## Small Business Saturday: November 28, 2020

Small Business Saturday had businesses and customers enthusiastically showing their appreciation for community commitment to “Shop Small”!

## DC Art All Night: September 13 - September 26, 2020

TPMS participated in its first Art All Night event in 2020 during virtual edition showcase. DSLBD co-sponsored this event. TPMS submitted twelve videos that were businesses and artists from the main streets.



## **PPE Distribution: June 1 – 4, 2020**

TPMS led the distribution of 280,000 facemasks, 560 gallons of hand sanitizer and 4,480 ounces of disinfectant to businesses in Wards 4 and 5. TPMS partnered with Upper Georgia Avenue Main Street and Main Street Takoma for a week to accomplish this distribution. The V.I.P. Room provided the use of their parking lot to hand out Personal Protection Equipment and their event venue to store items.

## **Partnering to Help COVID-19 First Responders : May 21, 2020**

TPMS partnered with Peaches Kitchen Restaurant and Walker Memorial Baptist Church to deliver 100 lunches to Howard University Hospital COVID-19 first-responders, 50 dinners to the 3rd District Police Station and 15 dinners to Fire Station & Emergency Medical Services on U Street NW.

## **#GivingTuesdayNow: May 5, 2020**

Giving Tuesday is traditionally held the Tuesday following Thanksgiving each year. However, because of the pandemic, #GivingTuesdayNow was created for May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. TPMS conducted its first ever online donation appeal during #GivingTuesdayNow. Local residents and volunteers raised \$4,570.34 to support TPMS small businesses.



## **Design Charette: March 4, 2020**

The Design Committee, Chaired by Board Director Joseph Gibbs, met at Lamond Riggs Public Library to garner input and support from TPMS small businesses about the look and feel of the commercial corridors and community. Attending this session were business owners of Peaches Kitchen Restaurant, Lovely Lady Boutique, Ross Professional Services, AMAR Group, the Davis Center and Troka Insurance.



# 2021 Financials

October 1, 2020 – September 30, 2021

## REVENUE

Contributions	\$ 5,302.04
Grants	\$ 159,127.00

Total Revenue	\$ 164,429.04
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<b>Gross Revenue</b>	<b>\$ 164,429.04</b>
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## EXPENSES

Expenses	\$ 199,469.88
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<b>Total Expenses</b>	<b>\$ 199,469.88</b>
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<b>NET REVENUE</b>	<b>\$ (35,040.84)</b>
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