

# THE PARKS MAIN STREET



## RIGGS & MANOR

**ANNUAL REPORT**  
OCTOBER 1, 2021 - SEPTEMBER 30, 2022

TheParksMainStreet.org | @theparksmainstreet

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





## *Impact!*

**Board Chair**  
**Eric Grauvilardell**

**THE PARKS  
MAIN STREET**



RIGGS & MANOR

Having completed our fourth year in operation, The Parks Main Street continues executing on our objective of creating vibrant communities through strong local businesses that bring us together. Our year was chock full of activities supporting local businesses, putting together events, and getting the community involved. All activities which could not be possible without the steadfast work of our Executive Director – Edwin Washington, our volunteer board of directors, the Center for Nonprofit Advancement, DC Main Streets, and volunteers in our communities. All these parties enabled The Parks Main Street to meet its objectives and quickly mature as an organization.

Local business are invested in our community and provide community spaces. Spaces which were leveraged throughout the year to bring the community together to celebrate the arts and each other in events coordinated by The Parks Main Street.

To ensure the vitality of these local businesses in our corridor, The Parks Main Street once again provided tens of thousands of dollars in grants for businesses to enhance their operations and better serve our community. We also facilitated consulting services to numerous businesses to help business owners meet their varied objectives. And we worked tirelessly to support business owners in accessing resources and advocated for them.

We continuously hear from business owners what a tremendous impact the support and advocacy provided by The Parks Main Street has on their business. We're in turn rewarded with great businesses that have business owners that know their neighbors and are eager to meet the needs of our community. The Parks Main Street has an outsized impact in creating a family-friendly, neighborly and walkable community that is full of employment and service opportunities.

This outsized impact is one which volunteers and donors of The Parks Main Street have realized and helped foster through the years. It's an impact seen by the Department of Small and Local Business Development and it's Commercial Revitalization Division, which continues to provide services and funding for an ever-growing array of DC Main Streets programs. It is one seen by the Center for Nonprofit Advancement, which directly supports the activities and advocacy provided by The Parks Main Street.

And it is one which I hope you see as well.

Small businesses are the economic engine for livable and walkable neighborhoods in Manor Park and Riggs Park. To keep our momentum, TPMS needs likeminded committed community members willing to share their talents to help our neighborhoods and small businesses thrive!

Speaking of committed volunteers, we THANK Joann Stevens, Sarah Shank, Lauren Stephens, Joseph Gibbs, and Joe Carrol for giving their time and dedication to the mission. They join other founding members that have come before them. The Parks Main Street is honored by their service.

If you are inspired to build corridors where businesses know their neighbors and neighbors know their businesses, become a Small Business Advocate with The Parks Main Street.



## Community!

**Executive Director  
Edwin D. Washington**

# THE PARKS MAIN STREET



RIGGS & MANOR

In 2022, small businesses are still the economic engine for livable and walkable neighborhoods in Manor Park and Riggs Park. You may have heard that somewhere before.

To keep the economic engine primed and running, small businesses need help even in the best of times. The convenience of online shopping, available variety at the big boxes and budget-friendly “dollar” stores will continue to have a leg up. The difference maker is “**Community**”.

**Community** is The Main Street Four-Point Approach. A unique preservation-based economic development tool that enables communities to revitalize neighborhood business districts of Riggs Park and Manor Park by leveraging local assets – from historic, cultural, and architectural resources to local enterprises and community pride.

**Community** is The Lamond Riggs Citizens Association, Food & Friends and TPMS working together to lay the groundwork to envision a community park in Riggs Park.

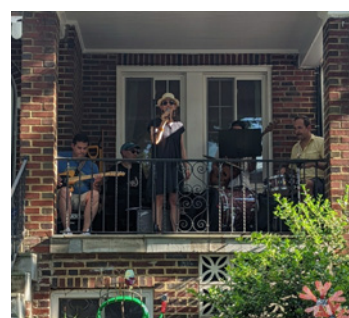
**Community** is when a local business loses its license and must shut down for two months, neighbors stepped up with a successful Go Fund Me effort. TPMS stepped up to provide funding and technical assistance with legal consultation, lease negotiation, license navigation and behind-the-scenes assistance. The owners rolled up their sleeves and were relentless in following up and following through. Neighbors, TPMS and the owners working together resulted in a new license to reopen! Neighbors learned not to take for granted a business they passionately support would always be there. TPMS relearned the importance of constantly taking the pulse of small businesses. The owners learned to be vigilant in all matters concerning their business.

**Community** is Small Business Saturday, Giving Tuesday, the Riggs Park Art Crawl, Black Friday, Holiday Lights, and the just completed successful year-end festival celebration **Mayor Muriel Bowser Presents Art All Night** hosted by The Parks Main Street. Festival goers enjoyed art in all its forms, engaged with one another and supported small businesses. These events bring people to our commercial districts.

**Community** is the connector for Art and Commerce.

**Community** is “Where neighbors know their businesses and businesses know their neighbors”.

Be a Small Business Advocate for our **Community!**



# THE PARKS MAIN STREET



RIGGS & MANOR

# TPMS @ Work!

OCTOBER 1, 2021 - SEPTEMBER 30, 2022

TheParksMainStreet.org

Instagram | Facebook | LinkedIn @theparksmainstreet | Twitter @theparksmainst

## GRANTS AWARDED



\$52,000

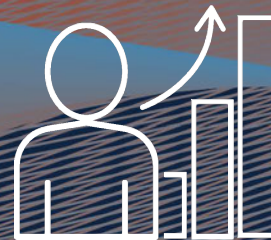
21 Small Businesses

## DONATIONS



\$4,273

Monetary  
Donations



\$8,700

In-Kind  
Donations

## SUPPORT



396 Hours

Technical Assistance



53 Volunteers

416 Volunteer Hours

## ENGAGEMENT



17,929 (lifetime)

Website Visits

2,012 (Sept. 23, 2022)

Most Visits in a Day

5,060 (Sept. 2022)

Most Visits in a Month

743 Newsletter Visits



799  
Followers



1,332  
Followers



199  
Followers



46  
Followers



# Events and Activities

## October 2021 - September 2022

### TPMS Vice Chair speaks to Catholic University masters students about small businesses: October 21st, 2021

TPMS Vice Chair Ray Crawford spoke to Catholic University Masters students about small businesses at Culture Coffee Too. In a fantastic discussion, Ray was able to connect the dots from economic development to enabling the community to actively engage in business opportunities.



On the left: Ray Crawford TPMS Vice Chair answers questions from Catholic University students.

On the right: Students from Catholic University's master's small business and entrepreneurship program.

### Small Business Saturday: November 27, 2021

On November 27th, TPMS had Welcome Tables in Riggs Park at Culture Coffee Too in Manor Park in front of The Learning Curve at the corner of 3rd St NW and Sheridan St NW, distributing materials to encourage support of our local, neighborhood businesses as the holiday season was approaching.



On the left: Small Business Saturday supporter, "The DC Hat Lady," Mrs. **Vanilla Powell Beane**, celebrated her 103rd Birthday in September. She is the iconic business owner of **Bene' Millinery & Bridal Supplies** in Manor Park. Sadly, Mrs. Beane passed away in October. TPMS honors her life and legacy.



On the top right: Manor Park Barber Shop barbers James, Don and Dwight.

On the lower right: Ben Evans & Kelly Castellanos Evans, owners of Hellbender Brewery, located in Riggs Park.



## Giving Tuesday & A Community Coat Drive: November 30th, 2021

On this day, The Parks Main Street encouraged everyone to support our local businesses by donating to the TPMS Small Business Thriving Fund. From October 9th to November 30th, Culture Coffee Too and Riggs Cleaners partnered to collect, clean and distribute new or gently used coats for those in need. Thank you to Culture Coffee Too and Riggs Cleaners for giving back to the community!



## 2021 Annual Meeting: December 12, 2021

On December 12th, The Parks Main Street held its 2021 Annual Meeting, hosted by The V.I.P. Room. We were joined by our Executive Committee (Eric Grauvilardell, Ray Crawford, Joseph Gibbs, and Glen O’Gilvie) and our Board (Genell Anderson, Shauliel Storey, Diane Ross, and Nickolas H. Barber). Ward 4 Councilmember Janeese Lewis George and Commissioner Tiffani Nichole Johnson 4B06 gave remarks.



On the top left: Some of the attendees of the 2021 Annual Meeting.

On the top right: Ward 4 Councilmember Janeese Lewis George joins the Center for Nonprofit Advancement’s CEO Glen O’Gilvie and TPMS Board Members Eric Grauvilardell, Joseph Gibbs, Diane Ross, and Genell Anderson. Attended but not pictured: Nickolas H. Barber, Ray Crawford and Shauliel Storey.

On the bottom left: Eric Grauvilardell TPMS Board Chair shares TPMS’ mission and vision statement.

**Food & Beverages** provided by:  
 Culture Coffee Too  
 Peaches Kitchen Restaurant & Catering  
 Quintessence Health & Wellness  
 Riggs Wine & Liquor  
 Senbeb Cafe

**Hosted** by: The V.I.P. Room



6201 3rd St. NW  
 Washington DC,  
 20011

## TPMS Holiday Lights: November 19, 2021 – January 6, 2022

The businesses of The Parks Main Street went all out with holiday lights this season. Thank you to all of our community members who wandered the corridor with neighbors and cast their votes for the best display.



## Other Awardees

*Best Use of Merchandise:*

**The Learning Curve**

*Most Creative Use of Lights:*

**Hellbender Brewery**

*Most Colorful Display & People's Choice:*

**The Davis Center**

Thank You to our panel of Holiday Lights judges:

**Eva Boese**, Youth Judge Manor Park Resident

**Uchenna Evans**, Next Stop...Riggs Park Blog Riggs Park Resident

**David Gaston**, Branch Manager Lamond-Riggs/Lillian J. Huff Library

**Tiffani Nichole Johnson**, Commissioner, 4B06 in Manor Park

**Shauliel Storey**, TPMS Board Member

## 5th Annual Riggs Park Art Crawl – July 8/9, 2022

The brainchild of Ms.V, owner of Culture Coffee Too, again partnered with TPMS to showcase live painting in front of Riggs Wine & Liquor, Lamond Riggs/Lillian J. Huff Neighborhood Library and Culture Coffee Too. Art Crawl attendees enjoyed local vendors, DJ music, double dutch and yoga. All of this = FUN!!



Thank you Rain Young for keeping the "Living Mural" at Culture Coffee Too dynamic! 2022 Riggs Park Art Crawl.

Local artist, Dee, admires her creation.

# Art All Night Hosted by The Parks Main Street– September 23, 2022

The Parks Main Street successfully brought to the communities of Riggs Park and Manor Park a live, in-person end of year celebration! Festival goers visited small businesses, saw local art, supported DC makers and vendors and experienced live performances by artists from Riggs Park and Manor Park. Art All Night, the perfect stimulant for Art, Community, and Commerce!

*Thank you, Mayor Bowser!*



MAYOR MURIEL BOWSER PRESENTS

**ART ALL NIGHT** 2022

Chick-fil& Riggs Park

MAIN DISTRICT OF COLUMBIA STREETS

Thank you!

DC COMMISSION ON THE ARTS & HUMANITIES

SyDar of DC, LLC

center for nonprofit advancement

RIGGS PARK PLACE An EYA neighborhood

DSLBD DEPT. OF SMALL & LOCAL BUSINESS DEVELOPMENT

UNITEES The Fusion of Fashion & Culture www.shopunitees.com



events+

**Event Coordination**





# Welcoming New Businesses



The Chick-fil-A in Riggs Park is owned & operated by Alan Thompson.

Hibiscus Medical treats each patient on an individual level. Dr. Debralee Frederick and her team are dedicated to the mental and physical health of each patient.



Chris Barrett, general manager for Onelife Fitness on South Dakota Avenue NE.



# Board of Directors

## Executive Committee

Eric Grauvilardell - Board Chair  
Ray Crawford - Board Vice Chair  
Shauliel Storey - Board Secretary  
Diane Ross - Board Treasurer  
Glen O'Gilvie - CEO Center for Nonprofit Advancement

## Directors

Genell Anderson Sarah Shank  
Nickolas H. Barber Lauren Stephens  
Joe Carrol Joann Stevens  
Joseph Gibbs

## Design Committee

Supports our community's transformation by enhancing the physical and visual assets that set our commercial districts apart.

**Joseph Gibbs - Chair**  
**Ray Crawford**  
**Genell Anderson**

## Promotions 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.

**Sarah Shank -- Co-Chair**  
**Joann Stevens - Co-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.

**Joe Carrol - Chair** **Lauren Stephens**  
**Eric Grauvilardell** **Shauliel Storey**

## Organization Committee

Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for our communities.

**Nickolas H. Barber - Chair**

## Partner Main Street

The Parks Main Street (TPMS) & Upper Georgia Avenue Main Street (UGAMS) are programs of the Center for Nonprofit Advancement. UGAMS serves Georgia Avenue between Missouri Ave. and Eastern Ave. NW in Ward 4. You may see us host some events and trainings together!



## Government Partners

Executive Office of the Mayor, Muriel Bowser  
Council of the District of Columbia  
Ward 4 Councilmember Janesse Lewis George  
Ward 5 Councilmember Kenyan McDuffie  
Office of Deputy Mayor for Planning and Economic Development  
Department of Small and Local Business Development  
DC Main Streets  
Advisory Neighborhood Commission 4B  
Advisory Neighborhood Commission 5A

# Volunteers & Donors

Jimmy Alexis  
 Nyanda Alexis  
 Genell Anderson  
 Maisha Armstrong  
 Nickolas Barber  
 Sara Bayer  
 Eva Boese  
 Jaimie Boese  
 Alison Brooks  
 Joe Carrol  
 Beverly Charles  
 Deidre Charles  
 Cecily Chambliss  
 Tischa Cockrell  
 Gwen Cofield  
 Veronica Cooper  
 Ray Crawford  
 Uchenna Evans  
 Amara Evering  
 Neah Evering

David Gaston  
 Joseph Gibbs  
 Laine Goodhue  
 LT Goodluck  
 Tracy Carnard Goodluck  
 Mercer Goodwin  
 Nathaniel Goodwin  
 Eric Grauvillardell  
 Rhonda Henderson  
 Kristen Johnson  
 Reggie Johnson  
 Oren Levine  
 Jim Lewis  
 Beth Maclin  
 Minetre Martin  
 Paulette Medley  
 Adam Morrell  
 Namdi Oakes  
 Robert Oliver

Doris Phillips  
 Humberto Phillips  
 Ari Pollack  
 Barbara Rodgers  
 Diane Ross  
 Aziza Rush  
 Bo Sampson  
 Mike Sampson  
 Yolanda Sampson  
 Raynette Sanders  
 Sarah Shank  
 Myrna Sislen  
 Ina Slaughter  
 Gregory Smith  
 Michelle Smith  
 Lauren Stephens  
 Joann Stevens  
 Shauliel Storey  
 Debora Washington  
 Evette Washington

# Community Partners

Career Path DC - Clean Team  
 Coalition for Nonprofit Housing and Economic Development  
 DC Bilingual Public Charter School  
 Food & Friends  
 Friends of Riggs-LaSalle Recreation Center  
 Kaizen Life Skills  
 Lamond-Riggs Citizens Association  
 Lamond-Riggs / Lillian J. Huff Library  
 Lamond-Riggs Library Friends  
 LaSalle-Backus Elementary School  
 Rocketship Infinity Public Charter School  
 The Social Justice School  
 University of the District of Columbia – Backus Campus  
 Washington DC Economic Partnership



# 2022 Financials

October 1, 2021 – September 30, 2022

## REVENUE

DC Government Grants	\$	173,947.00
Individual Giving	\$	1,773.64
Corporate & Small Business Giving	\$	2,500.00
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>178,220.64</b>

## EXPENSES

Administrative Expenses	\$	75,040.00
Grants to Businesses	\$	52,000.00
Programmatic Expenses	\$	51,180.64
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>178,220.64</b>

## Sponsors & Funders

Our funders 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

Riggs Park Place at EYA neighborhood

### Foundations

EYA Foundation

### Local Businesses

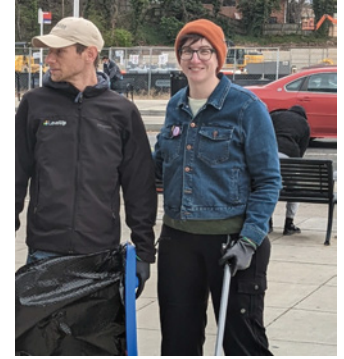
Chick-fil-A Riggs Parks  
SyDar Printing  
Unitees Screenprint & Embroidery

### In-Kind

Culture Coffee Too  
Peaches Kitchen Restaurant  
Senbeb Cafe  
Troka Insurance  
Quintessence Health & Wellness  
Riggs Wine & Liquor  
The V.I.P. Room



# TPMS in Pictures



THE PARKS  
MAIN STREET  
RIGGS & MANOR





## Honoring the Life & Legacy of Mrs. Vanilla Powell Beane

While working as an elevator operator in a building in downtown Washington, DC, Mrs. Beane was introduced to The Washington Millinery & Supply, Co., and store owner, Richard Dietrich. In 1955, she got a job as a clerk at the store where she was previously a customer. It was at this store where she bought supplies and taught herself to make hats. She would later purchase the stock of millinery supplies from Mr. Dietrich to build her own millinery business. Mrs. Beane attributed her success to hard work and being encouraged by others. Over the course of many years, she in turn encouraged countless others who learned under her.

Mrs. Beane joined the National Association of Fashion & Accessories Designers, and became the club historian. She was inducted into the NAFAD Hall of Fame in 1975. Affectionately known to many Washingtonians as "The Hat Lady," Mrs. Beane opened her hat shop, Bené Millinery & Bridal Supplies, in the Manor Park neighborhood in 1979, after retiring from career of supporting roles with the General Services Administration. She also taught millinery at adult education evening classes at the (former) Bruce Monroe School.

Mrs. Beane created hats for DC church ladies, dignitaries, politicians, journalist, charity events, weddings, and a motion picture.

One of Mrs. Beane's most notable customers was the late civil rights activist and former National Council of Negro Women President Emeritus, Dr. Dorothy Height. At Dr. Height's funeral in 2010, the iconic headpieces worn by Dr. Height were mentioned by President Barack Obama. One of these crowns is immortalized on the top of a call box in front of Dr. Height's Southwest DC home. Another hat depicted on a US Postal Service stamp featuring Height was issued on February 1, 2017 as part of the Black Heritage Series collection. Mrs. Beane made a green turban that was selected to be part of Google's 3-D interactive exhibit curated at the National Museum of African-American History and Culture (NMAAHC).

Mayor Muriel Bowser declared September 13, 2019 "Vanilla Beane Day" in the District of Columbia. This marked the second such honor, Mrs. Beane, dubbed the "Dean of Washington Hats," was given an honorary key to the city following the first annual Living Legend Luncheon on November 22, 2003. This award was inaugurated to honor those heroes and heroines who have gone unrecognized, but have made substantial contributions to the Washington community.

To mark the occasion of her 100th birthday, local artist Benjamin Ferry created a series of original paintings and drawings of Mrs. Beane and Bené Millinery. A dozen pieces were placed on display at Gallery Neptune & Brown in DC's Logan Circle. That same weekend, Mrs. Beane visited the NMAAHC to participate in an oral history project at the site of her permanent exhibit. The Parks Main Street and the Department of Small & Local Business Development (DSLBD) hosted a ribbon cutting ceremony at Bené Millinery. On October 8, 2019, the Council of the District of Columbia honored her with the Vanilla Beane 100th Birthday Ceremonial Resolution of 2019.

In February 2020, Mrs. Beane was honored as the Merit Mother of the Year for DC Metro Area State Association by the American Mother of the Year organization. Mrs. Beane was selected by journalist Chris Wallace for his segment, "Power Player of the Week" which aired March 6, 2020. On November 12, 2021, Babson College honored Mrs. Beane with the 2020 Academy of Distinguished Entrepreneurs Award. On September 13, 2022, Mrs. Beane's 103rd birthday, Mayor Muriel Bowser presented Mrs. Beane with the Mayor's Arts Award for Distinguished Honor.

Mrs. Beane was passionate about voting rights for her beloved country. She encouraged everyone to "Go Vote!"

Where businesses know their neighbors and neighbors know their businesses.



Founded in 2019, The Parks Main Street (TPMS) is a Main Street America™ Accredited program. TPMS is recognized as a leading program among the national network of more than 1200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.



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