Historic Dupont Circle Main Streets

Annual Report FY19
Letter from the Chair and Executive Director

This past year was one of the best for Dupont Circle Main Streets. We had a big crowd for our Holiday Pop-up, thanks to our partnership with the Heurich House Museum. Our Spring Fling surpassed all expectations, thanks to the Washington Hilton and their amazing staff. Taste of Dupont, once again, highlighted the best food in the neighborhood. And the 17th Street Festival celebrated 10 years, thanks to Lee Granados who started it all those years ago!

As the world transitions to online shopping, we have retained a business consultant Cherie Lester to assist more retailers in making the leap to web sales, setting up social media accounts to market their businesses, and responding to Yelp and Google reviews. Cherie’s services have been transformational to those diving into the new way of marketing.

We would be remiss if we did not acknowledge the hardship businesses are experiencing because of the pandemic in 2020. COVID-19 is making people ill and taking the lives of our family members and friends. This is a sad time, not just for Dupont Circle, but the entire world.

As we aim to market safe places for shoppers and diners, we are in uncharted waters. Dupont Circle needs your support now more than ever. Your favorite drycleaner still has bills to pay, yet their sales are down 80 percent. The salon you love is surviving, for now, on 30 percent of its income. And your favorite eatery may look full with active streateries, but it is not nearly enough to make it with premium rents, staff costs, and overhead. Your loyalty to your favorite businesses is needed.

Please continue to support the neighborhood you love. Be safe. Tell your friends. Here is to a better 2021!

Sincerely,

Mandy Warfield
Chair

Bill McLeod
Executive Director
Main Street Approach

In 1977, the National Trust for Historic Preservation launched a downtown revitalization pilot program involving three Midwestern communities. In 1980, the National Trust created the National Main Street Center to disseminate the knowledge developed during the pilot program. Since then, the Main Street Four-Point Approach® has been extended to over 43 states and the District of Columbia.

The success of the Main Street Four-Point Approach to revitalization is based on its comprehensive nature. By carefully integrating four points into a practical downtown management strategy, the local Main Street program will produce fundamental changes in a community’s economic base, while preserving its historic commercial buildings and the community’s unique heritage. The goal is to create a sustainable organization that functions as the revitalization leader in the community, using historic preservation as an economic development tool.

**Organization** involves building a governing framework that includes a diverse representation of business and property owners, bankers, citizens, historians, public officials, chambers of commerce, and other preservation organizations. Everyone must work together in a long-term effort to renew downtown and maintain its stability into the future. The organization committee also trains and develops leaders for the community’s revitalization effort. Activities include establishing priorities through comprehensive work plans, providing the organization with sustainable sources of revenue, and volunteer development.

**Economic Vitality** involves analyzing current market forces to develop long-term solutions; recruiting new businesses and strengthening the existing competitiveness of the traditional merchants and service businesses, while diversifying the economic base; creatively converting unused space for new uses, and working closely with the Design Committee to seek appropriate solutions for historic commercial buildings that will ensure their continued occupancy, maintenance, and preservation.

**Design** enhances the visual attractiveness of downtown. This includes technical assistance and encouragement to building owners toward the restoration and rehabilitation of historic structures, street and alley cleanup, colorful banners, and landscaping. Attention must be paid to safe and efficient infrastructure, including streets, sidewalks, curbs and gutters, and the appearance of storefronts, signs, window displays, and graphic materials. Design improvements should be developed through a public-private partnership by reinvestment of public and private dollars in downtown.

**Promotion** projects a positive, unified image of downtown as a gathering place. Revitalization programs market the district and the community through a series of targeted activities such as special events and festivals, which highlight the local culture, art, music, food, and traditions that give each community its unique identity.
Our Design Committee continued to make strides and take on ever-complex projects. This year, the committee drafted storefront design guidelines to give building owners and merchants a sense of good historic preservation for commercial buildings. The guidelines are 16 pages, and can be found on the Design page of our website, www.DupontCircleMainStreets.org.

To encourage businesses and building owners to make improvements, we paired storefront grants with the rollout of the storefront design guidelines. These grants were used for new signs, new windows, and restoration of the historic commercial buildings around greater Dupont Circle.

We collaborated with the National Park Service to clean and maintain five parks around Dupont Circle, including Dupont Circle park, the two-acre park at the center of the community. Our clean team, paid for by a grant through DSLBD, works seven days a week now, thanks to our partnership with the Dupont Circle BID. The Clean Team, run through Central Union Mission, sweeps the streets, weeds the tree boxes, and assists the National Park Service to keep our parks clean.

The Connecticut Avenue median continues to be a focus for Dupont north. This year, we planted the median with wave petunias and sweet potato vines, which provided blankets of cascading color throughout the growing season to complement the perennials planted there. Summer was very dry, and some plants in the median did not make it; some shrubs in Dupont Circle did not survive, despite regular watering. Our lesson was there is no substitute for Mother Nature.
Promotion

The Promotion Committee is always busy! The Holiday Pop-up, in partnership with the Heurich House Christmas Market, was wildly popular. This year, we created a passport, and co-located popup vendors in retail spaces. If you visited five locations, you earned free admission into the Christmas Market. What a crowd we had. We sold out at 300 tickets! Our businesses loved it, and the vendors had so many customers. And the Heurich House had a wonderful turnout for its three-day Christkindlmarkt.

To highlight our successes, we held our annual meeting, the Spring Fling, thanks to the generosity of the Washington Hilton, who donated the space and food for this community party. We had a fantastic silent auction, thanks to Sue Taylor, the decorator extraordinaire. Wonderful volunteers greeted guests and helped the highest bidders check out.

Taste of Dupont was another fun walk around the neighborhood encouraging patrons to visit new and venerable restaurants and taverns. And once again, people loved it! Everyone tried all the tastes, and many stayed for a drink or dinner afterwards.

In 2019, the 17th Street Festival turned ten years old. A decade ago, resident Lee Granados organized the first festival. Three years ago, we took it over. And this year, we honored Ms. Granados at the festival by making her the Grand Marshall. The festival had more than 130 vendors, mostly artists, and the crowd responded like never before. We had flawless weather, and people came in droves, shopped, dined at our 16 cafes, and stayed the day. A festival of this magnitude would not be possible without our sponsors: DSLBD, Friends of Stead Park, Edlavitch JCC, CocaCola, Kinder Care, Dupont Circle Citizen’s Association, Colonial Parking, Attache Corporate Housing, and ANC2B. Thank you!!!

Marketing now runs the world. You may not know it, but we spend more time organizing events and marketing Dupont Circle through social media so the neighborhood can stay in the forefronts of people’s minds. We manage ten FaceBook pages and seven websites. Through events and social media, new people are coming to visit Dupont Circle.
Economic Vitality

Business was cutthroat in 2019! The world is shopping online and retail sales are down. In this new world where 15 percent of goods are sold through web sales, we are helping merchants transition into the new age of shopping by helping them set up a web store or encouraging them to use the big three: Ebay, Etsy, or Amazon. Our business consultant, Cherie Lester, met with a number of merchants, and we have retained her for another year.

In the 1960s, Dupont Circle was revitalized by art galleries seeking cheap rent. Fast forward 60 years, and art galleries are still here, although not nearly as plentiful. Each first Friday, we organize a First Friday art walk with art galleries, museums, and embassies to draw people to the area. Afterwards, people stay for dinner and discover all that Dupont has to offer.

Now in its seventh year, Art All Night brought a huge turnout to Dupont Circle. We had 23 locations, including fire jugglers in Dupont Circle (thank you National Park Service for permitting this unique event that brought 2000 people into the park). Art All Night was hands down our biggest event to date, drawing an estimated 26,000 people to all locations. We are still in awe and learning about crowd management. Thanks to all the art locations who opened their doors from 7:00-12:00 midnight to showcase fine art and the best DC has to offer. And special thanks to our sponsors, the Dupont Circle BID, DC Commission on Arts & Humanities, and the Department of Local & Small Business Development.
Organization

The Organization Team is the foundation of Dupont Circle Main Streets, which is why we are successful. The board of directors sets the work plan and budget for the year, and then monitors the income and expenses throughout the remaining 11 months. We have dedicated, hardworking board members who have transformed this organization into one of the largest and most successful Main Street programs in the country.

Our volunteers are top notch! Some people volunteer for a few hours and move on. Others come back to volunteer for every event. Then we promote the good volunteers to the board of directors. This pipeline of plugging in good people has been transformational for our organization over the last few years as we take on bigger projects and more complex issues.

Of course, we have a website that is updated regularly: www.DupontCircleMainStreets.org. And our newsletter is printed four times a year. We hope you are on the mailing list; if not, email info@dupontcircle.biz. And we have an e-newsletter that goes out twice a month to spread the latest news about what is happening all over the neighborhood.

We want to acknowledge our “statewide” Main Street program: DSLBD. Without the support of Cristina Amoruso, Lauren Adkins, and Director Whitfield, we would not be successful. The Department of Local and Small Business Development is our largest funding source and through their seed money, we were able to get sponsors, sell tickets, write grant proposals, and host fundraisers. Thank you!

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

James Gebara, Vice President
PNC Bank

Rob Halligan, Principal
Halligan Projects

Colleen Hawkinson, Exec. Director
Dupont Circle BID

Paul London, General Partner
Washington Sports Club

Robert Meins, Director
Dupont Underground

Rev. Susan Taylor, National Public Affairs
Church of Scientology

Tim Touchette, President
Attaché Corporate Housing

Mandy Warfield, Assistant Governor
Dupont Circle
Rotary

Mesha Williams
Resident
**Audited Financial Statements**

**HISTORIC DUPONT CIRCLE MAIN STREET, INC.**

Statement of Financial Position  
As of September 30, 2019

### ASSETS

**Current Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$57,350</td>
</tr>
<tr>
<td>Grants receivable</td>
<td>27,708</td>
</tr>
<tr>
<td>Other receivable</td>
<td>200</td>
</tr>
</tbody>
</table>

**TOTAL ASSETS**  $85,258

### LIABILITIES AND NET ASSETS

**TOTAL LIABILITIES**

**NET ASSETS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>54,784</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>30,474</td>
</tr>
</tbody>
</table>

**TOTAL NET ASSETS**  $85,258

**TOTAL LIABILITIES AND NET ASSETS**  $85,258
HISTORIC DUPONT CIRCLE MAIN STREET, INC.  
Statement of Activities and Change in Net Assets  
For the Year Ended September 30, 2019

### REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$328,080</td>
<td>-</td>
<td>$328,080</td>
</tr>
<tr>
<td>Contributions</td>
<td>82,394</td>
<td>-</td>
<td>82,394</td>
</tr>
<tr>
<td>Program service revenue</td>
<td>24,390</td>
<td>-</td>
<td>24,390</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>4,200</td>
<td>-</td>
<td>4,200</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>439,064</strong></td>
<td>-</td>
<td><strong>439,064</strong></td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>439,064</strong></td>
<td>-</td>
<td><strong>439,064</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>379,055</td>
<td>-</td>
<td>379,055</td>
</tr>
<tr>
<td>Management and general</td>
<td>29,761</td>
<td>-</td>
<td>29,761</td>
</tr>
<tr>
<td>Fundraising</td>
<td>15,722</td>
<td>-</td>
<td>15,722</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>424,538</strong></td>
<td>-</td>
<td><strong>424,538</strong></td>
</tr>
</tbody>
</table>

### CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of year</td>
<td>40,258</td>
<td>30,474</td>
<td><strong>70,732</strong></td>
</tr>
<tr>
<td>End of year</td>
<td><strong>54,784</strong></td>
<td><strong>30,474</strong></td>
<td><strong>85,258</strong></td>
</tr>
</tbody>
</table>
HISTORIC DUPONT CIRCLE MAIN STREET, INC.
Statement of Cash Flows
For the Year Ended September 30, 2019

CASH FLOWS FROM OPERATING ACTIVITIES

Change in net assets $ 14,526

Adjustments to reconcile change in net assets to cash used by operating activities:

Decrease in grants receivable 18,965
Decrease in other receivables 4,932
Decrease in accounts payable and accrued expenses (45,353)

Total adjustments (21,456)

Net cash used by operating activities (6,930)

NET DECREASE IN CASH (6,930)

CASH AT BEGINNING OF YEAR 64,280

CASH AT END OF YEAR $ 57,350