

GRANT APPLICATION Grants are available only to non-profit organizations; individuals may not apply. Applicant organizations must provide services to residents of ANC 3E. Within 60 days of the issuance of any grant, the grantee must provide to the Commission a statement as to the use of the funds consistent with the grant application, complete with receipts that support the expenditures. Grants may be submitted by e-mail to sherryacohen@gmail.com or mailed to ANC 3E c/o: The Lisner-Louise-Dickson-Hurt Home at the address above.

Please complete all items. Incomplete applications will be returned and not considered. Attach additional pages if needed.

1. Applicant Organization

Name: Tenleytown Main Street (TMS)

Address: 4000 Albemarle Street, NW Suite 304 Washington, DC 20016

Contact Person: Leigh Catherine Miles, Executive Director Telephone: 202-362-1815

e-mail: lcmiles@tenleytownmainstreet.org

2. Project Information

Name of Project:

Tenleytown Main Street New Business Promotion – Ribbon Cuttings

Description of Project:

ORGANIZATIONAL BACKGROUND

Founded in late 2015, Tenleytown Main Street is a community-based non-profit organization that seeks to revitalize the Tenleytown business corridor by leveraging its history to attract new businesses, create a stronger retail presence and make Tenleytown a more desirable place to work and play. Consistent with that mission, TMS works to promote and advocate on behalf of local businesses, raise awareness of business opportunities, and increase customer traffic through public relations, marketing and special events. Projects in direct support of local businesses since the start of 2016 have included:

- establishment of an Economic Strengthening Committee dedicated to serving the needs of local businesses through technical and small grant assistance.
- assistance during the January blizzard, including working with the Wisconsin Avenue Clean Team to remove snow; publicizing businesses that remained open during and immediately after the storm; and helping keep Tenleytown open for business during a particularly challenging period.
- partnership with the Tenley Tiger Run to showcase local businesses, while also supporting a community event that attracts hundreds of visitors to the Tenleytown commercial area.
- an Earth Day celebration and community clean-up that resulted not only in a cleaner Wisconsin Avenue business district, but also an increase in customer traffic and/or sales for businesses, such as Best Buy, Middle C Music, DC Soccer Supplies, PetMAC DC, Pete's New Haven Style Apizza, and Angelico Pizzeria, that participated in the event.

- advocacy on behalf of businesses impacted by Pepco utility work on Wisconsin Avenue that resulted in modified work schedules, improved communication, and identification of financial assistance programs, and mitigated the impact of the infrastructure project on business owners.
- creation of a monthly business roundtable to build networks among local business owners and managers and connect businesses with resources and information on issues of greatest importance to them.
- regular promotion of businesses through robust social media marketing.

In the coming months, TMS will also host Make Music Day (June 21) with free, live music at local businesses designed to bring energy to the commercial district and showcase businesses; participate in Art All Night (September 24), which is projected to bring at least 5,000 visitors to Tenleytown's businesses; and complete a market analysis and business census to better understand the needs and opportunities for businesses in Tenleytown.

PROPOSED PROJECT

To augment Tenleytown Main Street's business promotion efforts, TMS proposes to establish a program to welcome new businesses to the commercial area. The ribbon cutting program is modeled off of other successful DC Main Streets' programs, and is intended not only to highlight and encourage customers to visit new businesses, but also demonstrate the positive economic change taking place in Tenleytown. A grant from Advisory Neighborhood Commission 3E would enable TMS to launch the program and create a sustainable foundation from which to continue and expand the ribbon cuttings independently in FY2017.

Ribbon cuttings would be held in July and September and would be offered both to businesses that have opened between January 1 and June 30, as well as to businesses that open between July 1 and September 15, the anticipated end date of the proposed grant. Businesses that have opened or are projected to open include: Beefsteak, Chick-fil-A, City Bikes, Classic Motors, District Taco, and Puptagon. TMS also anticipates at least two other businesses to open in this period.

Local government leaders would be invited to attend, speak, and cut the ribbon at each event and may include Mayor Muriel Bowser; Councilmember Mary Cheh; Councilmember Vincent Orange, as chairman of the Committee on Business Consumer and Regulatory Affairs; DSLBD Director Ana Harvey; Deputy Mayor for Planning and Economic Development Brian Kenner; and ANC 3E commissioners. Area print, online, and TV reporters would also be invited to cover the event, which would be publicized additionally through press releases, social media marketing, and engagement with local bloggers. New Tenleytown businesses would receive a welcome certificate. Photographs of the event would be distributed to local media.

BENEFITS TO RESIDENTS OF ANC 3E

Tenleytown Main Street is dedicated to promoting, improving, and strengthening the Tenleytown business district. The ribbon cutting program, in conjunction with other TMS initiatives, is intended to highlight new businesses coming to Tenleytown and encourage residents and visitors to patronize those establishments. In addition, the program establishes a strong relationship between TMS and new businesses from the outset, and paves the way for ongoing technical assistance to ensure new

businesses become permanent, thriving businesses. The ribbon cuttings, and associated public and government outreach around them, also demonstrate to local government officials and businesses that may be looking for opportunities in the District that Tenleytown is a welcoming and growing place to open a business. All residents of Tenleytown, and neighboring AU Park and Friendship Heights, benefit from an active, successful, and sustainable business community – not only in terms of accessibility to retail, dining, and services, but through the concomitant benefits of reinvestment in the local economy, public safety, and property values.

Location of Project:

Wisconsin Avenue, between Tenley Circle and Fessenden Street

Total Project Cost: \$2,460 Grant Request: \$2,460

TMS is requesting \$2,460 from ANC 3E to:

- procure supplies and materials for the ribbon cuttings, the majority of which would be reusable for ribbon cuttings during and beyond the grant period;
- place ads in the Northwest Current welcoming Tenleytown’s new businesses; and
- run ads on Facebook promoting the ribbon cutting events and highlighting the new businesses.

Where will additional funds needed to complete the project come from?

Tenleytown Main Street is an officially designated DC Main Streets program and is funded in part by the DC Department of Small and Local Business Development. Funding for administrative and project management expenses are provided for under the DSLBD grant. Funding from ANC 3E would complement, but not duplicate, assistance from the DC government.

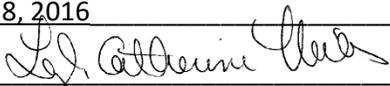
Attach a complete budget for the proposed project.

Item	Quantity	Unit Price	Amount	Notes
Retractable Banner with Stand	2	\$ 300	\$ 600	Banners would include Tenleytown branding and serve as a portable, reusable backdrop/frame for ribbon cutting events
Giant Scissors	1	\$ 50	\$ 50	Ceremonial, reusable scissors to cut ribbons
Red Ribbon	2	\$ 30	\$ 60	25 yard roll, 4 inches wide
Portable microphone with speaker	1	\$ 150	\$ 150	
Welcome certificate with frame	10	\$ 50	\$ 500	Certificate suitable for hanging in business commemorating the date business was established in Tenleytown

Item	Quantity	Unit Price	Amount	Notes
Advertisement in Northwest Current	2	\$ 350	\$ 700	4 inches wide x 2 inches tall full color ad highlighting and welcoming new businesses; would run 1 in July and 1 in September
Facebook promoted posts	10	\$ 30	\$ 300	1 promoted post per new business that runs for 3 days each; each post anticipated to reach up to 1,300 users in the target geographic area
Additional ribbon cutting supplies	2	\$ 50	\$ 100	per event
TOTAL proposed budget			\$ 2,460	

The expenses must be incurred within 60 days of receipt of funds or a signed contract must be submitted to the Commission. Once the contracted services are complete, which should be done within 6 months from receipt of funds, the grantee must forward a copy of a paid receipt to the Commission. The funds may not be used for routine expenses. As a duly authorized representative of the Applicant, I submit this grant request.

Date: June 8, 2016

Signature: 

Print Name: Leigh Catherine Miles