

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: 4545 42nd St., NW Suite 214 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:

Tenley WinterFest 2018

Description of Project:

ORGANIZATIONAL BACKGROUND

Founded in 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.

PROPOSED PROJECT

The annual Tenley WinterFest is a week-long neighborhood festival that seeks to celebrate Tenleytown, foster local business, and build community. In 2018, the event will run from November 23 through December 1.

Tenley WinterFest will include the popular Yeti-scamper hunt at local businesses, dining specials at local restaurants, a historic walking tour, live music, festive window displays along Wisconsin Avenue, winter-themed events at the Tenley-Friendship Library, and other family-friendly festivities. Janney Elementary School will also continue to host the annual winter market, which last year attracted more than 90 vendors.

What began as a small craft market has grown into a neighborhood-wide event that in the last six years has increasingly attracted residents and visitors from across the District. In 2017, more than 2,500

people took part in WinterFest events. To continue to promote broad participation in WinterFest, as well as draw new patrons and customers for local businesses, Tenleytown Main Street is seeking funding to support advertising and promotion efforts for the festival.

BENEFITS TO RESIDENTS OF ANC 3E

Tenleytown Main Street is dedicated to promoting, improving, and strengthening the Tenleytown business district. Tenley WinterFest is an opportunity both to celebrate the neighborhood and to promote the local businesses and amenities Tenleytown offers. Promotion of the event will help attract participation by residents within and outside Tenleytown, and bring new and returning customers to local merchants and restaurants. Following Tenley WinterFest 2017, TMS conducted a brief online survey of participating businesses to evaluate the impact of the event. The majority of survey respondents saw an increase in sales during the week of WinterFest; 71% said the event had a positive impact on customers' attitudes toward or awareness of their business, as well as the overall business district; and 100% of respondents said they would participate in Tenley WinterFest again.

In addition to the positive impact on local businesses, the festival creates a sense of pride in the neighborhood, builds community, and provides family-friendly activities for residents to enjoy.

Location of Project:

Wisconsin Avenue, between Van Ness and Fessenden streets.

Total WinterFest Project Cost: \$5,566 Grant Request: \$1,560

TMS is requesting \$1,560 from ANC 3E to:

- print WinterFest posters that will hang in local merchants' and restaurants' windows to advertise the event, as well as locations for the scavenger hunt and restaurant specials to encourage people to patronize local businesses. For the seventh year, the poster will be designed by a local student as part of an annual design competition.
- print event postcards that will provide information on the WinterFest schedule and will be distributed in the surrounding neighborhood and through local businesses, schools, and community groups;
- run ads on Facebook promoting WinterFest events and participating businesses;
- run a print or online ad with a neighborhood media outlet, e.g. Northwest Current, Forest Hills Connection, etc.; and
- print the maps for the Yeti Scavenger Hunt in which area youth take part each year, visiting local community groups and businesses to find the Tenley Yeti, the event mascot.

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. Additional funding for WinterFest would be raised through private and business donations.

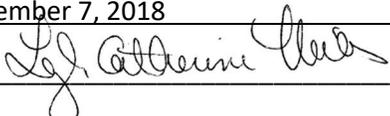
Other promotional efforts for WinterFest, which will be funded through other contributions, will include a Tenley WinterFest website, additional print and online advertising, and hanging Tenley WinterFest light pole banners.

Budget for the proposed ANC 3E grant:

| Item | Quantity | Unit Price | Amount |
|--|----------|------------|----------------|
| Event posters | 100 | \$1.50 | \$150 |
| Event postcards | 3000 | \$0.15 | \$450 |
| Postage for postcard mailing (portion of the mailing) | | | \$400 |
| Facebook promoted ads/posts | 7 days | | \$150 |
| Yeti Scavenger Hunt maps | 2000 | \$0.08 | \$160 |
| Print or online advertising | | | \$250 |
| TOTAL proposed budget | | | \$1,560 |

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: September 7, 2018

Signature: 

Print Name: Leigh Catherine Miles