A MESSAGE FROM DAVID PERRY
CHAIRMAN, BARRACKS ROW MAIN STREET

Dear Friends:

For those of you who did not know, 2018 marked our twentieth year of full operations as a Main Street program serving the Capitol Hill community. It’s certainly hard to believe that much time has passed since our founding in 1999!

Throughout the year, we have been spending time as a Board and staff reflecting on where we started, what we have accomplished so far, and where we want to focus as we look forward to our next five, ten and even twenty years. Throughout that analysis, we have come across some very interesting numbers which you will see on the opposite page. We share those numbers with you with a great deal of pride, seeing our hard work quantified in such a way.

When we launched this program twenty years ago, everyone referred to our district as “9th Street”. Our branding of the corridor as “Barracks Row” has taken root to the point that few people refer to us as “8th Street” anymore.

Every day, our staff is here on the street, hard at work helping business owners with their challenges, planning events to bring customers to our neighborhood, helping to recruit new businesses to Barracks Row, and providing small business technical assistance to retain the ones we have.

You may not know that we’ve negotiated many of the deals to retain small businesses by helping them move to new spaces on the street, or providing them with grant funding to help offset those costs. In fact, over the past 75 months, we’ve averaged over $10,000 per month in grants that we have given out to Barracks Row businesses, thanks to generous support from the DSLBD and DHCD.

On behalf of the BRMS Board of Directors, I’d like to thank all of you for your continued support of our program and our community. Please join me in celebrating our past twenty years, and the twenty yet to come.

David Perry

BARRACKS ROW
BY THE NUMBERS

| Number of Businesses that Call Barracks Row Home | 168 |
| Number of Bags of Trash and Recycling the BRMS Clean Team Removes Every Year | 8,500+ |
| Combined Total We Have Invested in Facade Grants, Sign and Awning Grants, Security Grants, and Small Business Technical Assistance Grants Given to Barracks Row Business Owners in Just the Past 75 Months | $784,918 |
| Amount Invested by Barracks Row Main Street in Marketing Barracks Row and Hosting Events to Bring “Feet to the Street” Over the Past Ten Years | $1,006,415 |
due to the events our Main Street produces every year. Read on in the following pages about our popular annual Fall Festival, the Taste of 8th, Santa Arrives on 8th Street, and the Fourth of July Parade, among others.

**SMALL BUSINESS RETENTION AND RECRUITMENT**

Using the “Economic Vitality” point of the “Main Street Four Point Approach,” the retention and expansion of our small businesses and recruiting new businesses to the street continue to be core priorities. We work with interested tenants to find spaces, with landlords to find tenants, and we provide small business technical assistance to many Barracks Row businesses each year.

**CLEAN TEAM SERVICES**

Using generous Clean Team grant funding from the city, Barracks Row Main Street invests over $100,000 per year to help keep the street looking its best. We contract with the Capitol Hill BID and Ready, Willing and Working to provide clean and safe services and graffiti removal to Barracks Row on weekends. Beautification, such as the seasonal plantings in our hanging baskets, are part of this contract as well.

**WHAT DOES BARRACKS ROW MAIN STREET DO?**

**BARRACKS ROW EVENTS**

Events are a key element under “Promotions” in the “Main Street Four Point Approach.” The Promotions Committee is responsible for the many Barracks Row events that bring “feet to the street,” season after season. Businesses consistently report higher sales numbers

**PUBLIC SPACE ENHANCEMENT PROJECTS**

The “Design” point in the Four Point Approach addresses the public realm. BRMS has spent many years working on the Eastern Market Metro Park Project, which we are thrilled to announce has finally begun the final planning and permitting phase and is now funded with an initial investment of $5.9 million to begin construction. We provide seasonal light pole banners to greet our visitors, overflowing summer hanging baskets filled with bright petunias, and our colorful street planters in bloom with fresh flowers every season. We also lobby the District of Columbia government to prioritize repairs to our sidewalks and streetscape so our public space can stand up to our heavy foot traffic!

**BARRACKS ROW FACADE IMPROVEMENT PROGRAM**

Historic preservation is the cornerstone of the “Design” point in the Main Street model. Our popular facade improvement program continued in 2018, as did our separate grant program for signage which we launched in 2013. Restoring historic elements of the facades on our buildings, structural repairs, improved lighting, new signage, and new awnings are just a few of the enhancements made possible by these programs. These improvements are available to 8th Street businesses through generous grants from the DC Department of Housing and Community Development, the DC Department of Small and Local Business Development, and other government partners.

**LONG RANGE PLANNING**

The fourth point, “Organization,” includes fundraising and long range planning. Our work on Lower 8th Street now that the CSX tunnel project is finally completed, the Eastern Market Metro Park project, and our advocacy and assistance with lease negotiations are just a few of the ways BRMS is charting the course ahead, every day.

**75+ FACADE AND SIGNAGE GRANTS GIVEN OUT BY BRMS IN THE LAST TEN YEARS**
NEW BUSINESSES IN 2018: AMARA • BRICK LANE • CAPITOL LEARNING ACADEMY • ELEMENO • EUROPEAN WAX • NAVY NAILS • ORANGE WELLNESS • ORCHID • REFORMATION FITNESS • TACO CITY • VALOR

RELOCATED ON 8TH STREET: THE NAILS SPA • DIVINE CHOCOLATE

Barracks Row is a proven small business incubator, serving as the home of the original locations for District Doughnut, Chiko, Ambar, and Ted’s Bulletin, and the first outpost of both Hill Restaurant Group and Rose’s Restaurant Group, which have both expanded to several locations locally on the Hill. Belga has expanded to Betsy upstairs and BToo in Logan Circle, Ugly Mug has grown to include Valor, and Sweet Lobby expanded to add Souk.

Like most years in Barracks Row’s nearly 220 year history, 2016 was a year of change on 8th Street, SE.

We welcomed new businesses, saw the rebranding of some old favorites, and helped some seasoned businesses like Natural Kinks as they relocated from one space on the street to another. The famous Michelin Guide recognized Barracks Row as a place to visit for fine dining. Our events brought more new visitors to the street, and our facade program helped another dozen businesses with lighting, signage, or complete overhauls.

These pages are filled with examples of the type of small business retention, expansion, and recruitment efforts that Barracks Row Main Street supports. The Row is filled with small business expansions and relocations we were able to directly facilitate with funds, phone calls, and other technical assistance.

Small business technical assistance isn’t the only thing we do at BRMS. Sharon Bosworth, our incredible Marketing Director, deserves more than thanks and praise for her tireless efforts to put together all of the events that fill our calendar - sometimes I really don’t know how she does it. I’d also like to thank Matt Maresca, our Administrative and Marketing Assistant and the newest member of our team, for all of his hard work.

I’d also like to take a moment to thank the Board of Directors of Barracks Row Main Street. All of our Board members are unpaid volunteers, and they all contribute not only their time, but their financial support, to keep the work of this program going strong into our eighteenth year.

And I can’t forget the Capitol Hill BID, and our clean team, the Ready, Willing and Working “Men in Blue,” with whom we contract for supplemental weekend services on Barracks Row to help keep 8th Street looking its best. They are on the ground doing the hardest work of all, and deserve our thanks and support. Say hello (and thank you!) when you see them on the street!

And lastly, thank you, all of you, the members...
EGG HUNT ON 8TH

The Egg Hunt on 8th, now in its fifth year, is an urban twist on the classic Easter egg hunt. In partnership with the Hill Center, Capitol Hill’s younger set prowls 8th Street and the Hill Center gardens collecting eggs hidden by our volunteers, always on the lookout for the elusive “golden egg”, which is the ticket to the grand prize - a model train to take home. The Egg Hunt on 8th is free for children two to eight years of age.

TASTE OF 8TH

The original of the now ubiquitous “tasting events”, few compare to Barracks Row’s Taste of 8th. Begin light with something like sushi or a crab wonton appetizer, try low-country shrimp and grits, then on to lollipop lamb chops. Next, savory waffles with a beer sampler, followed by tiramisu. Since nearly twenty of our restaurants participate, ticket buyers can easily plan a customized, five course progressive lunch for the price of one affordable “five-pack” of tasting tickets. The Taste is always a great way to sample our newest restaurants!

THE JUNE GARDEN PARTY

Enjoy an evening of live music, drinks, food, and fun at our biggest fundraising event of the season. The Garden Party is hosted each year in the beautiful garden of a Capitol Hill home. In 2018, we were thrilled to continue the event at the home of Connie Tipton - the famed “Deer House” on East Capitol Street.

BARRACKS ROW FALL FESTIVAL ON CAPITOL HILL

Our longest running event, the Barracks Row Fall Festival blends the curiosities of small town fairs with urban diversity. Stroll down the midway and capture the feeling of the greatest free show on earth, or, at least in the DC metro area. Among the sponsors, event partners, and participants were the United States Marine Corps, the Trapeze School DC, the National Community Church, the National Capital Bank, Hill Center, CSX, the Capitol Hill BID, and the Capitol Riverfront BID.

THE FOURTH OF JULY PARADE

They step off at 10:00am sharp: floats, marching groups, and little red wagons all celebrating our nation’s birthday right on Barracks Row. 2018 brought sunny skies and a crowd of nearly 5,000 people to the street on this favorite American holiday.

SANTA ARRIVES ON 8TH

Do you remember telling Santa what you wanted for Christmas? This is the same event from your childhood, with a few surprises. Neighborhood kids watch Santa arrive by fire truck to celebrate the legendary Barracks Row Fire Department. Dogs and cats can visit Santa, too. The only charge is a toy for the United States Marine Corps Toys for Tots program. 2018 continued with our host, Taoti Creative, turn their offices into a magical Santa’s Workshop.
2018 Financials
Barracks Row Main Street Financial Statement

Assets
Current Assets $1,828,584
Pledges and
Grants Receivable $983,029
Accrued Interest Receivable $550
Total Current Assets $2,814,163

Fixed Assets
Total Fixed Assets - Nat $0
Other Assets - Security Deposits $2,250
Total Assets $2,814,213

Liabilities
Accounts Payable $29,034
Total Liabilities $29,034

Net Assets
Unrestricted $2,535,963
Temporarily Restricted $2,251,216
Total Net Assets $2,785,179

Total Liabilities and Net Assets $2,814,213

2018 DONORS
$10,000 and above
CSX Transportation
DC Department of Housing and Community Development
DC Department of Small & Local Business Development
National Capital Bank Foundation
Capitol Hill Business Improvement District

$3,000 to $9,999
Chat’s Liquors
Barbara Charles & Chuck Burger
Belga Cafe

$500 to $999
Properties
Scallan Community Foundation
Community Doherty
Doherty of Housing and Community Development

$100 to $499
Properties
DC Preservation Business Investors
DC Capitol Hill Bank Foundation
National Capital Development Business of Small & Local Government

2018 VOLUNTEER TEAM

Elijah Abram
Tracy Adams
Mark Batterson
Lisa Baumann
Lisa Benton-Short
Rich Bonannino
Sonya Boone
Sharon Bosworth
Zach Brooks
Donna Brooks
Helen Brooks
Patty Bronner
Chuck Burger
Sergeant
Calderon
Rachel Carroll
Barbara Charles
Anna Cohen
Natalie Colvin
Stephen Daniels
Priya Datta
Gina Davis
Daria Dawson
Don Denton
Liz Dobrenz
Kristen Dominguez

Applying your support matters.
While Barracks Row Main Street is fortunate to receive numerous grants that help us carry out our mission, our day-to-day operations depend upon generous contributions and support from the Capitol Hill community. We'd like to extend a special thank you to all of our 2016 cash contributors and support from the Capitol Hill community. We'd like to extend a special thank you to all of our 2016 cash donors, and especially to our volunteers. We could not do this each year without you!
2018 BOARD OF DIRECTORS

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Barracks Row Main Street

Winfield Sealander
Vice Chairman,
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Partner, Webster Chamberlain & Bean
General Counsel,
Barracks Row Main Street

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Lead Pastor,
National Community Church

Patty Brosmer
President,
Capitol Hill BID (ex-officio)

Chuck Burger
Coldwell Banker Residential Brokerage

Barbara Charles
Property Owner, Business Owner, and Community Resident,
Barracks Row

Stephen Daniels
Property Owner, Barracks Row

Don Denton
Branch Vice President,
Coldwell Banker Residential Brokerage

Jon Genderson
Proprietor,
Schneider’s Liquors

Mary Quillian Helms
Property Owner, Barracks Row

Adam Howard
Community Resident

Gary Jankowski
Coldwell Banker Residential Brokerage

Debra Keats
Executive Vice President and Chief Retail Administration Officer,
The National Capital Bank

Maurice Kreindler
Capitol Hill Investors, LLC

Terry McDonald
Scallan Properties

Michael Stevens
Executive Director, Capitol Riverfront BID

James S. Wright,
Attorney at Law Chair, Economic Development Committee

Staff
Martin Smith
Executive Director

Sharon Bosworth
Marketing Manager

Benjamin McEvoy
Events & Development Assistant

PARTNERS

Our partners are vital to our success in building this vibrant community.
We thank our partners in government:

The DC Department of Small and Local Business Development
Office of the Deputy Mayor for Planning and Economic Development
The DC Council; the offices of Charles Allen and Kenyan McDuffie
The DC Department of Housing and Community Development

The DC Department of Transportation

The Commissioners of ANC6B

For providing clean and safe services we thank:

Capitol Hill Business Improvement District (BID) north of I-695
Capitol Riverfront Business Improvement District (BID) south of I-695

For their ongoing support of our revitalization efforts we thank:

Washington DC Economic Partnership

The National Main Street Center of the National Trust for Historic Preservation

The Capitol Hill Restoration Society

Hill Center

Marine Barracks Washington

Washington Navy Yard

Metropolitan Police Department and the DC Fire Department

Oehme van Sweden

Weinstein Architects