



Impact Report

2021- 2022

Glover Park
Main Street

Table of Contents

3

Who We Are

4

What We Do

5

Who We Serve

7

2022 Impact

13

Acknowledgements



Who We Are

Glover Park Main Street was founded by the community. In May 2018, ANC3B held a discussion concerning the declining vitality of Glover Park's commercial area. Nearly 200 people attended, prompted in part by the closing of Whole Foods, which hurt local businesses that depended on the foot traffic the store brought to the neighborhood.

A committee formed after the meeting to research ways to bring new life to the business area, and neighbors became aware of DC's Main Street program approach. Formed as the Glover Park Alliance, the group moved forward to engage stakeholders in the idea of becoming a Main Street. The Alliance won key support from Ward 3 Councilmember Mary Cheh, and from business owners, building owners, community leaders and residents for its application to become Glover Park Main Street (GPMS).

The Department of Small and Local Business Development (DSLBD) awarded a renewable Main Street grant to Glover Park Alliance beginning in FY 2020, and the group started working. Kate Dean joined as the group's first Executive Director in December of 2019, and a full Board was voted in by February. The organization set plans in place for business grants and had received eleven applications for streetscape improvements when COVID hit. In March, DC Mayor Muriel Bowser ordered businesses to shut down in response to the global coronavirus crisis, so GPMS quickly refocused its mission into providing capital and technical assistance. Working remotely for more than a year, GPMS successfully provided aid, funding, and assistance to any local business in need.

GPMS is cared for by neighbors who have lived in the community for generations. It is led by business owners, deeply connected to the people they serve. By staff who come to work and want to see the neighborhood survive the trouble of the past decade. GPMS is made up of 72 companies, nine Board members, and one staff member who work tirelessly to see Glover Park thrive.

What We Do

OUR WORK

GPMS began, like all Main Streets, focused on implementing the four-point approach to community-based revitalization: Organization, Design, Economic Vitality, and Promotion. Each year we expand on work in all four areas.

Since inception, GPMS has:

- Improved nine facades
- Designed & installed three new business signs
- Helped businesses access more than a million dollars in grants
- Designed & installed streetlight banners, helping to create a sense of place
- Launched a three-month multimedia city-wide campaign to put Glover Park on the map
- Welcomed 10 new businesses
- Hosted two street festivals in partnership with the city
- And has given out more than \$155,000 in sub-grants and direct assistance.

With continued support from DSLBD and the community, GPMS plans to continue and grow in its assistance for years to come.

OUR PURPOSE

GPMS works to strengthen the Glover Park business economy. Our mission is to support & promote local, small business by increasing vitality on the corridor, improving the streetscape, and creating a distinct sense of place in the city.

“We’re here to support the businesses, whatever they may need.”

Who We Serve

Glover Park's business corridor is made up of nearly 80 legacy, women-owned, immigrant-owned, start-up, and institutional businesses. The needs in the community vary greatly. Please read the mini-case studies on this page to learn more about how GPMS worked with local business owners in 2022.

Wide World of Wines

Wide World of Wines has been in the Glover Park community for more than two decades. They have an established and loyal clientele across the DMV, but were relatively unknown by neighbors. We worked with them to change that.

In 2022, we partnered with Schwa Designs, a Glover Park owned art and design firm, to construct a huge in-window sign, taking their existing branding and modernizing it. We built a 5' x 5' light box that is illuminated 24 hours a day, ensuring that passersby knew – without a doubt – that a wine store was located there in ground floor space. Since installation, the business has benefitted from high foot traffic. We are thrilled to reintroduce them to the neighborhood!

Guven Salon

Guven Salon is an immigrant-owned business on Wisconsin Ave. The owner has been in that location for nearly 10 years, and in 2022, began sharing his space with stylists from down the street who lost their lease during the pandemic. While trying to operate after years of upheaval, the structure of the building was putting his business in jeopardy. The ceiling was crumbling due to water damage, the floor needed to be replaced. From the exterior façade to the back of the salon, the building was in disrepair. The owner was struggling to work with his landlord, so we provided assistance and some funding to make improvements while negotiations went forward. The owner paid out-of-pocket for many of the repairs, so help from GPMS was very welcome and very necessary.

Sushi Keiko

Sushi Keiko in Glover Park has a famous fan – President Biden! With its copper façade, Sushi Keiko is known for its authentic Japanese cuisine and has called Glover Park home for over 15 years. The side of the building was home to a recognizable mural, and during the pandemic, the owner volunteered the wall to Murals DC for a 51st State campaign. The additional art attracted graffiti, however, and by 2022 the wall was covered in tags, slogans, and street art that detracted from the beauty of the mural. GPMS and the owner decided to make a big change - we painted the entire façade in Benjamin Moore Simply White, leaving the business looking fresh and clean. The wall remains without graffiti to this day.

2022 Impact

Every year, GPMS tries to implement new and innovative methods of supporting the local businesses and attracting attention to the corridor. In 2022, we launched our “Rediscover Glover Park” campaign partnering with WMATA and WAMU. Over-the-air radio ads launched in synch with physical advertisements on bike shares and Metrobuses throughout DC. It was a thrill to see our ads cruising around city streets, and we loved receiving sightings from fan via social media. We follow-up the physical campaign with a month of mobile ads, geolocated to visitors to Metro stops within a mile radius. Ultimately, we printed a 40 x 8.5 foot vinyl triptych that we installed on new construction on the commercial strip. Outfitted with a QR that redirected through the campaign website, we encouraged people to visit restaurants and businesses on the corridor. We intend to continue to use the art and lessons learned of the campaign in future marketing of the corridor.

2022 was a tough year for Glover Park businesses. We saw some closings, though an equal number of openings. Businesses and their staff were fatigued from the effects of the pandemic, and additional funding sources they were relying on started to run dry. We expect the coming few years to be extremely difficult on small and local business owners, so we continue to aid in technical assistance (helping navigate confusing government regulations and agencies, accessing funding and certifications), direct assistance (grants, improvements, repairs), and promotion

2022 Impact



PROJECT	DETAILS	OUTCOME
Rediscover Glover Park campaign	Use radio, bus, & bike share ads to reintroduce Glover Park as a destination in DC	<ul style="list-style-type: none">• Ads ran from January - March• Followed by a mobile campaign• Installed window triptych in GP as anchor
Facade Improvements	Improve the streetscape, its buildings and business signage	<ul style="list-style-type: none">• Repaired & painted four buildings• Designed & installed three new signs
Direct & technical assistance	Support business owners with technical assistance and grant funding	<ul style="list-style-type: none">• +200 hours of assistance aiding local business owners• Gave out +\$40,000 in grants

10

Local, small businesses
received direct
assistance from GPMS
in 2022

\$40,569.19

In sub-grants to local businesses in FY2022



Acknowledgements

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ANC 3B

The Glover Park Citizen's Association (GPCA)

And all of the business and building owners in Glover Park for their partnership and support over the past years.

We thank our Board for their service:

Jackie Blumenthal, Chairperson
John Snedden, Vice Chair
Matthew Martorana, Treasurer
Melissa Lane, Secretary

Justine Bernard
Eli Borek
Isabel McCann
Andrew O'Neill
Marshall Scallan



Thank you for your continued support in helping the neighborhood thrive.

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