

Van Ness Main Streets Application (Forest Hills Connection edition)

October 2, 2015

1. History (250)

It all started with a neighborhood walk in October 2012. Too much concrete, empty retail space, and an over-abundance of dry cleaners are obvious. But while the Van Ness commercial corridor is underperforming, we now see its enormous potential, and we know neighbors will invest and work tirelessly to make it better.

In February 2013, the Van Ness Vision Committee formed by unanimous resolution at the ANC 3F meeting. The diverse membership of the VNVC met over 20 times, often including representatives of UDC, Fannie Mae, WAMU, commercial property owners and merchants, city agencies and the city council. Two design charettes were held to encourage community input for a town hub at Windom. The ANC hired neighbor and architect Travis Price to design the hub. Two meet and greets invited stakeholders and communicated goals. We've planted 3,000 daffodils, held a jazz concert, a holiday singalong, and co-hosted a second jazz concert.

Participating in the Vibrant Retail Streets Workshop highlighted our need to create an organization to manage the street, which led us to the Main Streets model. Van Ness Main Streets incorporated in March 2015. VNMS builds on the work of VNVC, continuing our momentum to include a broad range of stakeholders who are committed to economic, aesthetic and quality of life revitalization, and communicating that Van Ness is open for business.

2. Core Mission (50)

To make Van Ness a beautiful, sustainable and economically vibrant cultural hub by supporting the growth of, and attracting new, small and local businesses, and by coordinating and activating our local cultural institutions, that expand our tax base and create jobs.

3. Goals for 2016-2017 (125)

Organization: Establish Main Street presence at Van Ness

- Hire executive director
- Set up office
- Recruit 40 members
- Fundraising strategy, raise at least \$30,000

Promotion/Events: Establish Van Ness as Cultural District

- Host conference with local art stakeholders; craft vision/culture plan
- Develop/promote brand: Van Ness=neighborhood cultural destination
- 3 community concerts, music at farmer's market, embassy events
- Use cultural events as draw to attract/expand small/local business and customers

Design: Beautify via sustainable design; enhance pedestrian experience

- Establish Windom as Van Ness Hub
 - New planters; Upgrade WAMU minipark; Improve intersection for pedestrians
- Improve frontage of 5 contiguous businesses

Economic Development: Increase retail options and customers

- Inventory VN commercial property owners/businesses; update parking inventory
- Fill empty retail space with businesses/popups to attract customers
- Promote small/local businesses through Forest Hills Connection, Current, and social media

4. Key Accomplishments (500)

For the past two and a half years, the Van Ness Vision Committee has brought hundreds of stakeholders together to revitalize our neighborhood commercial district, create and promote a business climate friendly to small and local business, enhance cultural opportunities to build bridges among diverse stakeholders, increase sustainable development to protect our Rock Creek Park watershed, and build a sense of community and cooperation among races, cultures and income groups, schools, universities, non-profits, small businesses and national chains. Our Main Street application is the culmination of those efforts, and our specific accomplishments include:

- Commissioned a Design for Van Ness town hub at Windom with input from community stakeholders. Conducted two community charettes engaging community residents, businesses, UDC and WAMU with the ANC awarding Travis Price, architect/neighbor, a \$10,000 grant to develop a concept design which he presented at a community meeting at UDC; food and wine provided by local merchants and residents. Meetings continue with OP, DDOT, DDOE, UDC, Fannie Mae, WMATA, ANC, businesses, residents and others to fine tune the design and coordinate next steps.
- Launched and incorporated Van Ness Main Streets, Inc. with diverse 12- member board of community stake holders including residents, small businesses and property owners. Our four committees reflect Main Street objectives—organization, economic development, design and streetscape, events and promotion. Membership includes a broad range of perspectives, representing businesses, non-profits, schools, professionals in real estate and design, lawyers, apartment dwellers, and home owners.
- Partnering with Office of Planning New Streetscape and Retail Action Plan to assist them to shape and get community input in crafting plan due in September. Plan includes a retail-conducive streetscape to bring pedestrians closer to storefronts and utilize the wide sidewalk on the west side for outdoor café space and events. OP's Ryan Hand has been a frequent speaker and guest at VNVC and VNMS meetings/events.
- Helping local businesses get Great Streets Grants. Economic Development Committee worked closely with Bread Furst to draft a successful application, winning \$85,000 for streetscape improvements, etc. Ongoing assistance to 3 other businesses in new round.
- Organized and promoted musical events at Van Ness. In Partnership with UDC Jazz Alive, held a Jazz evening at Acacia Bistro and a concert at UDC Performing Arts Theater. Recruited holiday carolers who sang at Metro, Giant, Calvert Woodley, Bread Furst and Acacia. All events promoted by community e-magazine, the Forest Hills Connection.

- Coordinated water for the Clean Team. Brokered a meeting between UDC, which has excess water from its cistern, and the Clean Team, which has a truck for water but no source of water for new plantings at Van Ness.
- Reached out to a dizzying array of experts to brainstorm, build momentum and fine tune plans, including City Council members and staff, Mayor's Office, Main Street and BID directors, developers, merchants, academics, architects, artists, urban planning professionals and representatives of the DC government.

5. Build on assets, mitigate liabilities (250)

Assets: Van Ness is a dense, educated, professional residential area with apartments, single-family homes, five office buildings, UDC, WAMU and embassies that draw a lunch time crowd and shopping. The Metro at Van Ness is a pedestrian magnet. We're surrounded by cultural institutions, UDC Performing Arts Theater, Hillwood Museum, Levine School of Music, and embassy concerts that could bring more life to this underperforming commercial area. We will act as a catalyst to bring these disparate assets together and promote Van Ness as a cultural district, with restaurants and shopping to create a lively area with performing arts events. New Park Van Ness luxury apartments will bring affluent residents and exciting retail space, including outdoor café. New UDC student center will afford beautiful space for events and art shows.

Liabilities: Empty retail space, need to 'bridge' east-west sides of Avenue, concrete jungle, traffic. To improve the retail environment, we've partnered with OP which will publish a Van Ness Commercial Strategy Action Plan in September. This will provide a roadmap for improving the streetscape to mitigate our concrete jungle, which alienates pedestrians. The Travis Price town hub design at Windom can bridge Connecticut Avenue from UDC Performing Arts Center to Soapstone Valley Trail. Shorter term plans include pop-up options for art and business to occupy vacant retail space and minipark improvements including corner planters to echo the longer-term design and enhance the pedestrian experience. OP is also designing tree box plan to create a more attractive pedestrian experience.

6. Liabilities, Role in improving, priority 250

Our greatest liability now is empty retail space, and the lack of a management structure with strong connections to fill that space. Other liabilities are a reputation as a concrete jungle, boring streetscape, traffic, and dearth of activities. Short-term, we will reach out to the art and business community to encourage pop-ups in vacant space to show vibrancy and promote our presence. Planters and musical performances on the street will help bridge the two sides of Connecticut and show something is happening in our neighborhood. While traffic is a negative and creates a hazardous pedestrian experience, traffic can also be an asset bringing potential customers. With the right retail mix, and streetscape improvements, we can improve pedestrian safety and aesthetic, and still populate stores and restaurants. Added vibrancy on the street will have a calming effect on traffic. Our highest priority short-term will be hiring the right executive director to lead the group. We have built an organization, creating life on the street with events, supporting local businesses, and soliciting community input for a new look for this area, and we should continue to move on all fronts. But with a professional in place to lead, a fundraising consultant, and a roadmap from OP, we should be better positioned to launch streetscape design improvements, musical and cultural events, marketing and advertising to support

merchants and attract customers, and ultimately make Van Ness the cultural, shopping, and dining destination we all crave.

7. How achieved broad-based community support/involvement 300

Under the auspices of ANC 3F, the Van Ness Vision Committee launched February 2013 with 12 committed members representing a broad range of stakeholders. That committee's successor is our Board of Directors, representing residents, merchants, commercial property owners, real estate and design professionals, UDC, and WAMU. Our four committees broaden our reach further, emphasizing diversity of backgrounds, races, and incomes. The FH Connection provides an effective tool to announce membership positions, request volunteers, and communicate events such as the design charettes, concerts, and surveys to solicit ideas for new retail.

At OP's Vibrant Streets Retail workshop, we learned the need for a management structure and outreach. Committee members regularly walk the street to connect with merchants to hear their needs, communicate activities and advise on Great Streets grants opportunities. Meanwhile, architect/neighbor Travis Price became an active advisor to the Committee and hosted two meet and greets. Representatives from UDC, Fannie Mae, Days Inn, BF Saul, Calvert Woodley, and Arnie Polinger, as well as members of the Van Ness Vision Committee attended.

Travis Price and Commissioner Sally Gresham teamed up to focus on the intersection of Windom and Connecticut as a town hub. Travis Price led two community charrettes --one at WAMU and the other at UDC. There were about 100 attendees at each, including merchants, residents, UDC professors and students, representatives of the ANC, Office of Planning, DDOT, commercial property owners, architects, landscape architects, and developers.

Four community events brought in hundreds of volunteers and participants: daffodil planting, a jazz night at Acacia Bistro, UDC Jazz Alive Concert in Performing Arts Center, and caroling along the Avenue in December. Strong outreach efforts to board members, merchants and commercial property owners has brought in pledges exceeding \$13,650 to date.

8. Capacity to be operational in 30 days of grant award, strategy to engage BoD, hire ED 250

Two and a half years of teamwork, monthly meetings, events, grassroots networking, research, planning, and conferring with executive directors of other Main Streets have made the transition to a corporate board of directors almost seamless. Our 12-member Board of Directors meets monthly and our committee structure parallels the Main Street model. Our Board includes residents, businesses and property owners who have a constructive and friendly relationship. We have \$13,650 committed already, and we plan to have dues, insurance, an accountant, and be ready to hire an Executive Director. We have been approached by an outstanding ED candidate with Main Street experience. We are conferring with other Main Streets to explore joint training sessions on fundraising, budgets, membership, and promotions.

The Design committee is interviewing graphic designers and brainstorming a logo that communicates who we are and want to be. WAMU's formidable membership director will lead a workshop to help us refine our brand and craft our membership campaign and marketing strategy. We plan a "friend-raising" event in October to promote awareness about our application, a fundraising event in November, and a community concert in December. We have already started working on a website with pro bono

consultation from Commissioner Pat Jakopchek. We are seeking in kind office space from UDC, Fannie Mae and others. We plan to make a presentation in October for a \$10,000 grant from the ANC for startup costs—computer equipment, furniture, and a business and property owner census/inventory. We are ready!

9. Board of Directors 250

VNMS is an effective team of diverse stakeholders, expertise and enthusiasm who have worked together successfully for 2 ½ years. Berlin conceived the Van Ness Vision Committee, founded and edits the Forest Hills Connection; she's worked on community projects with city agencies, officials and neighbors for over 30 years. Ray's real estate law background provides a strong foundation for leadership and teambuilding skills, developed over 30 years of serving on boards, chairing the Van Ness Vision Committee, chairing Flower Mart (Washington National Cathedral), recruiting and managing hundreds of volunteers, fundraising and organizing events. Together, Berlin and Ray have reached out to key stakeholders and sought expert and community input on how best to revitalize Van Ness. The Board reflects racial and economic diversity, and a broad range of stakeholders who work well together. UDC's Thompson specializes in real estate. He helps us establish VN as a cultural district by making available UDC's spectacular facilities, including the performing arts theatre and amphitheater, the new student center lobby and the green roof/teaching kitchen. Mosby (WAMU) brings fantastic communications, outreach and social media skills to the table. Gresham and Terzian have already built a design team (including internationally recognized architect Travis Price) that understands and values sustainable and pedestrian friendly design. Mehta and Rausch have practical legal and economic backgrounds that help us connect with and support local merchants. Schilke connects us with developers, brokers and commercial property owners. Friedlis knows leasing; Turker and Yim are small business owners. (see attached list)

10. Project Description- how MS would make things different 250

Main Street designation gives us the management structure we need to retain, expand and attract small and local business, and to unify and strengthen our commercial corridor. Main Street will bring stronger leadership and training from the executive director, the board, committee members, and national and other Main Streets.

We'll incorporate OP's Van Ness Commercial District Action Strategy and develop Van Ness as a neighborhood cultural center by building on existing arts infrastructure—UDC performance space and programming, Levine School of Music, Hillwood Museum and embassy concerts.

Our membership recruitment campaign will focus on apartments, residents, businesses, institutions with an already established dues structure to build awareness and raise funds including applying for arts grants in coordination with local institutions.

VNMS will build on street improvements from UDC and Park Van Ness construction projects, October 2015 and March 2016 respectively. We will work with government agencies for further improvement in both streetscape and pedestrian safety.

We will continue to support our small business by advertising Great Streets grants and technical assistance and provide small grants to improve signage and frontage. We will work with retail brokers and explore popup concepts to fill empty space at Walgreens, Fannie Mae, and Intelsat.

The events and promotion committee will connect with cultural institutions to market ongoing and new events to Van Ness residents and workers. The Forest Hills Connection, the Current, and VNMS website will be utilized to advertise these and new events, in UDC performance space or on the street.

11. List 4 Outcomes 250

- Small and local businesses will thrive, with more appropriate retail coming to Van Ness. Empty retail space will be filled first with popups, then with longer-term vibrant tenants. Residents will shop Van Ness as their first choice, rather than driving to suburbs. Advertising, marketing, social media and banners will help attract customers from neighborhood and beyond. Tax base and jobs will both increase, benefitting our DC community as well.
- Van Ness will become a cultural destination, increasing the use of UDC Performing Arts Center and amphitheater by local arts stakeholders, and groups around the city. Proliferation of public art and music in popups, in UDC Student Center lobby, and outdoors will draw neighbors and visitors, renewing vibrancy and activity that will benefit local businesses. Together with UDC we will expand the farmers' market to include quality music, and we'll capitalize on green roof/organic veggie garden and test kitchen to showcase our local chefs for cooking and 'taste of' events.
- Our local restaurants will see an increase in business, weekdays and particularly during the weekends and the evenings. As Van Ness becomes a known cultural destination, people will want to come here for dinner and a show!
- The Windom minipark and UDC Amphitheater will become beautiful outdoor spaces that draw people to Van Ness. Landscape, streetscape and pedestrian improvements will draw daytime crowds into our restaurants to pick up lunch and eat outside. All of this will bring life to Van Ness which will build on itself.

12. Workplan 1000

Organization Committee:

- Build strong community support for VNMS by proactively developing a diverse Board that represents our diverse stakeholders; craft and implement effective fundraising strategies
- Year one: set up office, support committees and Board, recruit new members, solicit technical assistance. Organize training with national Main Street and other local Main Streets. Market VNMS (website, FHC) to recruit members and volunteers
- November: advertise, interview and recommend to Board ED and accountant to start in December with bank credit line. Research and purchase insurance, bond
- February: community outreach to educate residents about the Main Street model and goals; assist ED in organizing fundraising events
- Nov.-Jan.: hold meet and greets in different neighborhoods to introduce the community and recruit volunteers for fundraising and promotional events. Goal to recruit at least 5 volunteers from each event for a total of 20 volunteers
- Spring: conduct membership campaign utilizing the Forest Hills Connection, the Current, flyers, website, and social media to raise \$5000

- Jan.-Oct.: Support Executive Director in organizing four cocktail parties to raise \$10,000 from January through October
- Recruit 2 additional members for the organization Committee, and the events and promotional committee, by January
- Assist ED in organizing annual meeting for corporation in October; help draft annual report

Design Committee:

- Grow vibrant commercial and cultural street life through leveraging community assets and showcasing the unique qualities and spirit of our place
- Create value through attractive, appropriately-scaled streetscape improvements including unified hardscape, landscaping, water management and discrete pedestrian zones leading to a more successful retail and human environment. Specific actions include:
 - Survey and document existing streetscape elements
 - Explore designs for streetscape elements to reinforce brand
 - Create design reference guide to reinforce branding, including elements such as planters, bike racks, newspaper boxes, recycling/trash containers
 - Facilitate improvements in public spaces, key focus on Windom Hub; 6 more planters in 1 year; 5-year milestones for phased implementation of design; retail strip on east side of Conn. Ave. south of Albemarle
 - Develop graphic with logo, with short list of 3 CBEs; install banners with graphic; develop website
 - Provide design education and technical assistance to 10 businesses, leading to better storefronts, signage, and frontage
 - Assist 3 institution property owners in beautification/streetscape unification around unified design language developed for area
 - Outreach to businesses and property owners to communicate improvement opportunities and create incentives
 - Engage DC agencies, DDOE, DDOT, OP, to leverage prior work/studies and facilitate MS improvements

Promotions and Events Committee:

- Generate buzz and activity by establishing Van Ness as a cultural district, building on our wealth of existing cultural institutions, including UDC Performing Arts spaces, UDC Jazz Alive, Hillwood Museum, Levine School of Music, over 20 embassies, and our wealth of local artists. This cultural district will help retain and attract small and local businesses, residents and visitors. Residents will be more inclined to stay in the neighborhood for entertainment, and local restaurants and businesses will realize increased profits.
- October: identify new committee chair and establish regular meetings, create and communicate calendar of events
- November: coordinate with UDC CAUSES farmers' market team to provide regular music at Sat. morning farmers' market, and other draws such as a bike clinic
- December: coordinate with UDC CAUSES team and area chefs to coordinate nutrition and cooking demonstrations highlighting local chefs in UDC's new test kitchen

- December: coordinate second annual holiday caroling at Van Ness Metro and area merchants
- January: host Cultural Conference, gathering all local art stakeholders and artists to learn how we can support them, and coordinate efforts to establish Van Ness as a Cultural District. Sample of guest list includes: UDC Real Estate Erik Thompson, UDC Jazz Alive Judith Korey, Hillwood Museum, Levine School of Music, schools art and music departments, including Wilson, Murch, Hearst, Deal, Sheridan, Burke and Franklin Montessori; artists June Shadoan, Joan Danziger, Annette Pollan, Robin Rose, Setsuko Ono; Filmmakers Aviva Kempner, Neil Barrett;
- February: negotiate with UDC to host monthly or quarterly rotating arts exhibits in their new student center to feature local artists
- March: identify two embassies that are willing to co-sponsor a musical or cultural event either on the plaza at Van Ness, or open to the public
- May: approach 5 embassies willing to co-host an open house cultural day featuring their countries
- June: co-promote UDC Jazz concert; co-promote tech UDC Maker Faire
- August: coordinate with UDC and area schools to kick off school year with Van Ness Flash Mob!

Economic Committee

- Increase retail options and customers at Van Ness, making our neighborhood the first place neighbors go to shop, eat and experience culture
- Grow Economic Committee and develop strong relationships with business and property owners so they look to us for support; serve as facilitator, liaison and advocate for issues and policy matters relating to DC government rules and agencies, including assisting small/local businesses with Great Streets grant applications and zoning
- Team with Events/Promotions to market/advertise area restaurants when we host music and cultural events; for example, draft and distribute promotional materials advertising area merchants to hand out at Farmers' Market, Jazz Alive and embassy events
- Participate in training/technical assistance workshops; develop minigrant program with streetscape survey for technical assistance
- January: update VN parking survey so customers, merchants and prospective merchants know we have a wealth of parking, and where it is
- February: interview/hire consultant to conduct inventory resulting in comprehensive list of VN businesses and property owners, along with relevant property details such as square footage, property use, etc.; data can be shared with merchants and property owners, prospective merchants, and developers
- February: host a one-hour broker breakfast and tour of VNMS; reach out to Washington Economic Partnership to ensure our vacant properties are included in their tour
- March: fill empty retail space with businesses/popups to demonstrate vibrancy and attract customers
- April: host happy hour with brokers, offering tour of VNMS; Promote small/local businesses through marketing/advertising in Forest Hills Connection, Current, and social media; Use VNMS website to provide links to VN merchants
- September: invite DSLBD to give presentation to merchants and prospective merchants about programs and benefits

Attachments:

1. **Van Ness Main Streets Board of Directors**

Mary Beth Ray, President; ANC 3F Commissioner, retired lawyer, VNVC Chair. Leadership, fundraising, project management; chaired large events, worked with embassies, public/private sectors.

Zach Friedlis, Vice Chair; VP, leasing BF Saul, VNVC.

Chuck Schilke, Treasurer; Director, Real Estate Program, Johns Hopkins; former RE Senior Counsel, Red Cross; real estate finance, development, law; VNVC member.

Lawrence Rausch, Secretary; retired economist, VNVC member, project management public/private sectors.

Marlene Berlin, Chair, Organization Committee, Forest Hills Connection Editor, pedestrian advocate, community activist/ fundraiser/event planner. VNVC Member.

Benaë Mosby, Co-Chair Events/Promotions Committee; Communications and Community Relations Manager, WAMU. Strategic communications, outreach, media relations, social media, marketing, events, strategic planning nonprofits/corporations.

Dipa Mehta, Co-Chair Economic Development Committee; retired lawyer, VNVC advisor. Wrote winning Great Streets grant, second pending. Fundraising, organizing, leading large projects/events.

Eun Yim, Manager, Bread Furst.

Uzay Turker, Owner Acacia Bistro, VNVC member.

Ken Terzian, Co-Chair Design Committee; Architect, LEED AP, VNVC member.

Sally W. Gresham, Co-Chair Design Committee; ANC Commissioner, designer, IFDA, Gresham & Associates, VNVC member.

Erik Thompson, VP Real Estate UDC, VNVC member.

Van Ness Main Streets, Inc. Committees

Organization:

*Marlene Berlin, Co-chair

Adam Tope, Co-chair, pro bono legal advisor, Akin Gump, ANC 3F Chair, VNVC, resident

*Zach Friedlis

*Uzay Turker

Susan Linsky, advisor, resident

Design:

*Ken Terzian, *Sally Gresham, Co-chairs

Travis Price, Architect, FAIA, VNVC advisor, resident

Matt Dreyer, Architect, resident

*Erik L. Thompson, VP Real Estate, UDC

Pat Jakopchek, ANC Commissioner, web designer and political communications consultant

Events/Promotions:

Pat Davies, Co-chair, retired event planner, VNVC, resident

Francis Wu, Co-chair, retired lawyer, small/local business owner, VNVC, resident

*Benaë Mosby, Co-chair

Judith Korey, UDC Music Program Coordinator, Curator Jazz Archives

Susan Davidson, former Arts Editor, Washingtonian Magazine, VNVC, resident

Stan Marcuss, a capella musician, attorney

Donne Malloy, Farmers' Market organizer, resident

Rita Powell Moomau, art teacher, resident

Barbara Lardy, arts patron, resident

Economic Development:

*Dipa Mehta, *Larry Rausch, Co-chairs

*Charles Schilke

Marjorie Share, consultant, VNVC member, resident

Gary Malasky, real estate, VNVC advisor

Jane Solomon, former ANC Commissioner, VNVC member, resident

*Eun Yim

Dr. Shirley Adelstein, ANC Commissioner, resident

* **Board of Directors, background above**

Funding Strategy

Van Ness Main Streets is fortunate to have a supportive business community and residents who acknowledge the value that a management structure will bring to our community. They understand the importance of matching the DSLBD grant, and investing both time and money, because that investment will yield economic revitalization that ‘lifts all boats’, increasing revenue and jobs that ultimately benefit all city residents.

Our **Executive Director** will have a proven track record of fundraising and connections in the corporate world. A competitive process will allow us to find the right combination of skills, fundraising, event organizing, consensus building and diplomacy, which ultimately help shape how well we raise money and how effective we are in the community. While the ED will spearhead fundraising, the Board and Committee members will actively participate in soliciting donations, memberships and sponsorships. The ED will work with the Board to develop a friendly script to make ‘asks’ easier. The ED and Board will participate in fundraising training to hone skills and get creative new ideas.

To date we have **financial pledges** of over \$13,650 from a combination of contributors: board members, merchants, commercial property owners and residents. We have 100 percent financial participation by our 12 board members. Once an ED is on board, a detailed list of donor targets and a calendar of events will be drafted.

A **membership campaign** will be an essential component of our fundraising strategy. Few organizations do that better than WAMU, and so on November 7, WAMU’s Director of Membership and Director of Communications will lead a workshop for our board and committee members to teach us the art of a membership drive, and cover related issues like what members get for their investment, social media and branding. We will launch a membership drive among residents and apartment building owners to demonstrate what we can offer, and set up tables at the farmers markets and community concerts for outreach.

Sponsorships for our events will generate larger corporate underwriting. Event sponsorship opportunities will include 3 community concerts (March, June and September) and the Cultural Conference in January (see below). Polinger Co. which owns the Giant/CVS building, Donnie Hinton who owns the Flagship Carwash and Bread Furst, and BF Saul, which owns the new Park Van Ness, have already contributed, and we have other large corporate constituents that are high-potential donors, including Douglas Development (Doug Jemal lives in the neighborhood), Giant, Clark Construction (President Larry Nussdorf lives in the neighborhood), and Nick Kotz who owns the Franklin Montessori School building. With over 31 apartment buildings in the area, we will develop a strategy to engage those companies, who benefit directly from the new ‘vibe’ at Van Ness, attracting new tenants. To reward our sponsors, we will offer advertising, marketing, and other publicity on our new website, the Forest Hills Connection, and the Northwest Current.

Friend raising will mean a series of in-home cocktail parties. Calvert Woodley has offered to donate wine, Acacia and others have offered food, so expenses are minimal. Board and Committee members will be asked to offer their homes, or request someone else's home, and invite at least five friends or neighbors. Educating potential donors in a friendly setting often generates donations, and develops longer-term relationships. **Matching gifts** by Board members or others will be encouraged. Each board member will be encouraged to draft a fundraising plan, identifying how he/she can give and get donations.

We'll solicit underwriting sponsors and host a **Cultural Conference** in January, gathering together art stakeholders including representatives from UDC's music and art school, Levine School of Music, Hillwood, embassy cultural attaches, Howard, Burke, Sheridan, and other schools, and local artists, musicians and film-makers to get their ideas on how to establish Van Ness as a cultural district. The output from this conference will include a list of specific events which will lend themselves to sponsorships: art shows, music and dance performances, tastings, and film debuts.

Cooking classes with a local celebrity chef in UDC's fabulous new test kitchen will combine the organic vegetables grown on its green roof with the local craze in natural food culture. We will become known as a center for urban farming techniques and host classes for the community on how to grow fruits and vegetables in the city. These classes will have small fees to cover costs, but will offer sponsorship opportunities to raise larger funds. We'll promote at the Saturday Farmers' Markets.

In-kind donations will include not just food and wine, but also space, expertise (pro bono legal work from ANC Chair Adam Tope, a lawyer at Akin Gump), performance space (UDC performing arts center and amphitheater), and embassies (we have over 20, plus residences, who will host events such as concerts and tastings). ANC Commissioner Pat Jakopchek donates his social media consulting services, including establishing the Van Ness Main Streets website. American University, which owns the WAMU building, is donating new benches for the minipark (cost exceeds \$3,000), and neighborhood architects such as Ken Terzian and Travis Price regularly donate their services.

The Executive Director together with board members will actively seek **grants** from foundations and others (ie city arts and humanities council). UDC's Van Ness library terminal links to the **Foundation Center's** incredible data base of funding resources. When the ED identifies a possible foundation, he/she will circulate a list of that foundation's board members to our VNMS board.

For **outreach**, we will draft a **one-page fact sheet** (hard and soft copies) which outlines our mission, accomplishments and a success story which can be used to solicit prospective donations. Board members will be asked to identify **speaking opportunities** to raise awareness of Van Ness Main Streets. Speaking opportunities could include a community minute on WAMU, ANC announcements, corporate events such as the International Shopping Center

conference, UDC board meetings, or meetings of tenant associations or the Forest Hills Citizens Association.