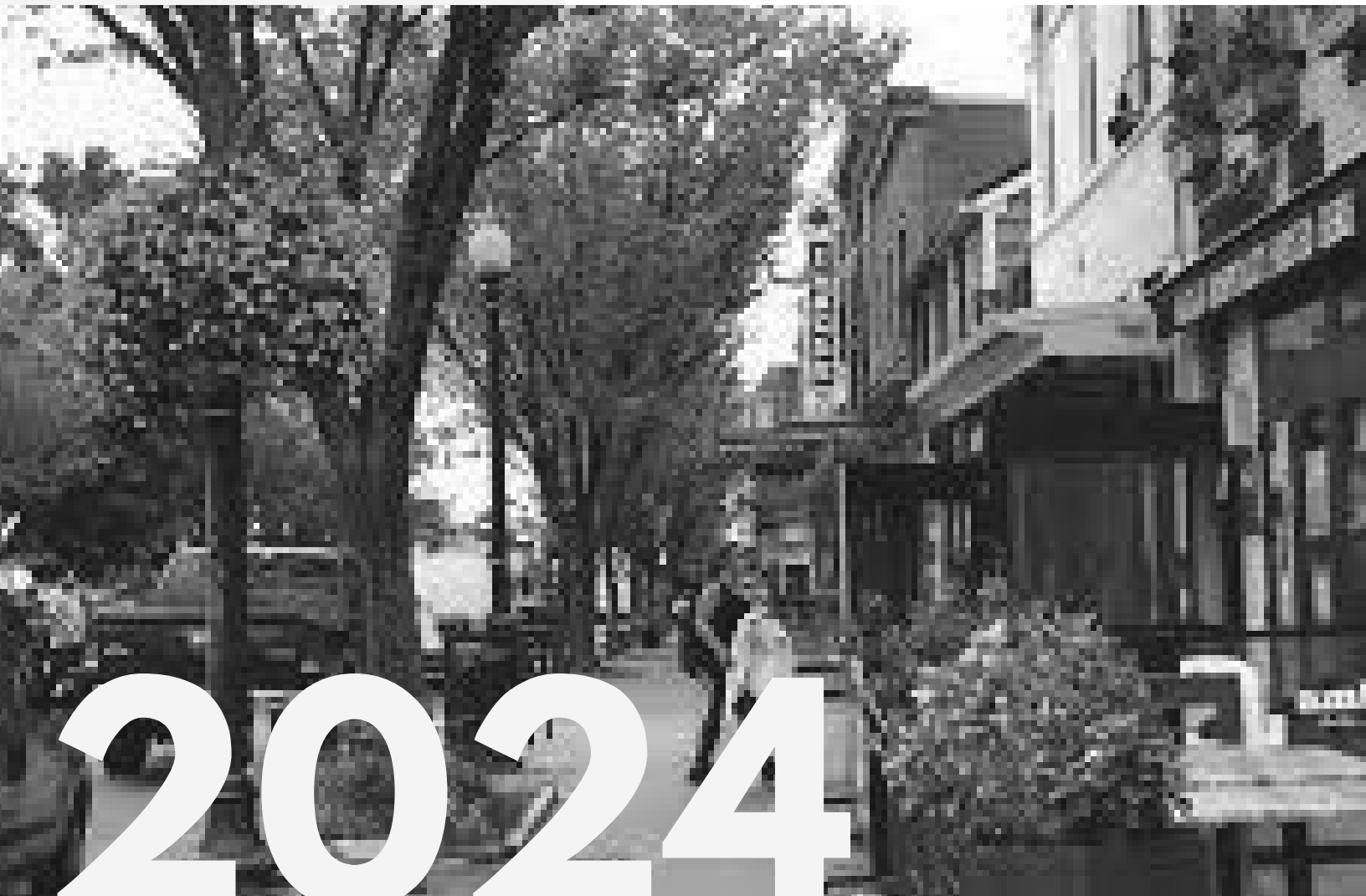




**BARRACKS  
ROW** ★ ★ ★  
**MAIN STREET  
CAPITOL HILL**

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# **ANNUAL REPORT**



# WHAT DOES BARRACKS ROW MAIN STREET DO?

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## **Barracks Row Façade Improvement Program:**

Historic preservation remains a cornerstone of the “Design” pillar within the Main Street model, and Barracks Row Main Street continues to champion this effort through our Façade Improvement Program.

In 2024, this program provided vital resources to businesses along 8th Street to restore and enhance the historic elements of their buildings. Since its inception, our separate signage grant program, launched in 2013, has complemented these efforts by enabling businesses to update or install impactful signage.

## **Key Program Highlights:**

- Restoration of Historic Facades:
- Preserving architectural integrity while modernizing functionality.
- Structural Repairs & Enhancements:
- Improvements included lighting upgrades, structural repairs, and updated awnings to boost the visual appeal and safety of storefronts.
- Signage Grants:
- Assistance for creating or updating business signage to align with the street’s historic charm and branding.

## **Impact on 8th Street Businesses:**

**These improvements were made possible through the support of generous grants from:**

- DC Department of Housing and Community Development (DHCD)
- DC Department of Small and Local Business Development (DSLBD)
- Other government partners

By investing in these enhancements, we continue to strengthen the aesthetic appeal and historic character of Barracks Row, ensuring it remains a vibrant destination for locals and visitors alike.

We look forward to expanding these efforts and welcoming more businesses into the program in 2025!



# THE MAIN STREET FOUR-POINTS 2024

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# WHAT DOES BARRACKS ROW MAIN STREET DO?

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## **Small Business Retention and Recruitment:**

As part of the “Economic Vitality” pillar of the Main Street Four Point Approach, Barracks Row Main Street has prioritized efforts to retain, expand, and recruit businesses to ensure the continued vibrancy of 8th Street SE.

## **Key Efforts in 2024**

- **Supporting Existing Businesses:**
  - Provided small business technical assistance to help local entrepreneurs navigate challenges, grow their operations, and thrive in a competitive environment.
  - Facilitated connections to grant opportunities, training programs, and infrastructure improvement resources.
- **Business Recruitment:**
  - Collaborated with landlords to identify the right tenants for their spaces, aligning with the street’s unique character and community needs.
  - Partnered with prospective tenants to locate ideal spaces for their ventures, ensuring a good fit for both the business and the broader community.

## **Program Impact**

Through these efforts, we have strengthened relationships with our business community and landlords, contributing to the economic sustainability of Barracks Row. Our work not only fosters business success but also ensures the street continues to be a destination for dining, shopping, and entertainment.

As we look ahead to 2025, we remain committed to supporting small businesses, enhancing the tenant mix, and keeping 8th Street vibrant and dynamic for all.



# THE MAIN STREET FOUR-POINTS 2024

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# WHAT DOES BARRACKS ROW MAIN STREET DO?

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## **Clean Team Services:**

Through the generous Clean Team grant funding provided by the District of Columbia, Barracks Row Main Street has continued to invest heavily in maintaining the cleanliness and beauty of 8th Street SE. In 2024, we allocated over \$100,000 to ensure the street remains an inviting and enjoyable destination for residents, visitors, and businesses alike.

## **Key Highlights of the Clean Team Program**

- **Partnerships for Excellence:**
  - Partnered with the Capitol Hill BID and Ready, Willing and Working to deliver high-quality clean and safe services to the corridor.
  - Provided comprehensive graffiti removal services, ensuring a polished appearance throughout the year.
- **Weekend Maintenance:**
  - Extended services to cover weekends, when foot traffic on Barracks Row is at its highest, ensuring visitors always experience a clean environment.
- **Beautification Efforts:**
  - Maintained seasonal plantings in the hanging baskets along 8th Street, contributing to the vibrant and welcoming aesthetic of the corridor.

## **Impact of Clean Team Services**

The Clean Team services directly support the mission of Barracks Row Main Street by fostering a safe, clean, and attractive environment that encourages increased foot traffic, boosts business activity, and strengthens community pride. In 2025, we plan to build on these successes, exploring additional ways to enhance cleanliness, safety, and beautification efforts to further enrich the 8th Street experience.



# THE MAIN STREET FOUR-POINTS 2024

# WHAT DOES BARRACKS ROW MAIN STREET DO?

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## Barracks Row Events:

Barracks Row Main Street continues to embrace the “Promotions” point of the Main Street Four Point Approach by producing vibrant, engaging events that bring “feet to the street” and benefit our business community. Our Promotions Committee diligently plans and executes these events, which consistently lead to increased sales for local establishments and greater visibility for our corridor.

## 2024 Event Highlights

### **Star Wars Weekend**

- A fan-favorite event featuring themed activities, costumed characters, and engaging experiences for all ages.

### **Mardi Gras Celebration**

- A lively weekend celebrating the spirit of New Orleans with parades, beads, music, and special menus from local businesses.

### **Fourth of July Parade**

- A patriotic procession featuring local groups, officials, and community organizations, culminating in festive celebrations for the nation’s birthday.

### **Art All Night - The Art of Magic**

- In collaboration with Eastern Market Main Street, this annual festival transformed Capitol Hill into a vibrant hub of art, music, and culture, drawing thousands of attendees.

### **Holiday Lights on 8th Street**

- A dazzling display of holiday spirit with our Holiday Lights & Decorations Competition, bringing cheer and increased foot traffic to the corridor during the festive season.

### **GUINNESS WORLD RECORDS® Attempt**

- In a bold new initiative, Barracks Row hosted a Guinness World Records® attempt for the Largest Human Image of an Ice Cream Cone on July 4th. This event drew significant attention and participation, adding an exciting new tradition to our roster.

## Impact of Events

Barracks Row Main Street’s events play a vital role in creating a sense of community and driving economic vitality. They provide direct support to businesses, increase foot traffic, and strengthen the cultural fabric of Capitol Hill. With each passing year, we aim to expand our offerings and explore new opportunities to engage the community and enhance the Barracks Row experience. Stay tuned for what’s to come in 2025!



# THE MAIN STREET FOUR-POINTS 2024

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# WHAT DOES BARRACKS ROW MAIN STREET DO?

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## **Eastern Market Metro Park:**

Barracks Row Main Street, in partnership with the Department of Parks and Recreation, proudly serves as the caretaker of Eastern Market Metro Park. This partnership reflects our commitment to creating a vibrant and dynamic community space that enriches Capitol Hill life.

## **Activating the Park**

Our events have truly brought Eastern Market Metro Park to life, transforming it into a hub of activity and engagement. In 2024, we hosted over 200 events, representing an increase from the previous year's total. These events spanned a wide variety of activities designed to appeal to the diverse interests of our community.

## **Event Highlights**

- **Fitness Classes:** Encouraging health and wellness with outdoor yoga, Pilates, and Zumba sessions.
- **Live Music Performances:** Showcasing local talent and providing free entertainment to park-goers.
- **Chess Meetups:** Fostering strategic thinking and camaraderie among players of all ages and skill levels.
- **Cultural Events:** Partnering with groups like the Washington Metropolitan Gamer Symphony Orchestra (WMGSO) and The South Asian Performing Arts Network and Institute (SAPAN) to introduce unique experiences to the park.

## **Community Impact**

These events have proven immensely popular, drawing an ever-growing number of attendees and reinforcing the park's reputation as a destination, not just a thoroughfare. As Councilmember Charles Allen aptly described, Eastern Market Metro Park has evolved into "a place that you come to, not just a place to walk through."

We are excited about the momentum gained in 2024 and remain committed to further expanding and diversifying park programming. Through continuous collaboration with our partners and the Capitol Hill community, we are confident that Eastern Market Metro Park will continue to thrive as a beloved community space.



# THE MAIN STREET FOUR-POINTS 2024

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## **Barracks Row Main Street Annual Report: By the Numbers**

Barracks Row Main Street is pleased to present a snapshot of our accomplishments and impact over the past year. Through our diverse programming, community initiatives, and strategic investments, we continue to strengthen the Barracks Row neighborhood and support the success of local businesses.

### **Business Community:**

**184 Businesses:** A total of 184 businesses call Barracks Row home, contributing to the vibrancy and diversity of our commercial district. From boutique shops and restaurants to professional services and entertainment venues, our business community plays a vital role in shaping the character of our neighborhood.

### **Community Cleanliness:**

**8500+ Bags of Trash and Recycling:** The Barracks Row Main Street Clean Team works tirelessly to maintain the cleanliness and attractiveness of our streets. Each year, they remove over 8500 bags of trash and recycling, ensuring that Barracks Row remains a clean and welcoming environment for residents, visitors, and businesses.

### **Investment in Business Support:**

**\$800,000+ Invested in Grants:** Over the past 75 months, Barracks Row Main Street has invested over \$800,000 in various grant programs to support Barracks Row business owners. These grants include facade grants, sign and awning grants, security grants, and small business technical assistance grants, providing crucial financial assistance to businesses in need. Also, over 100 restaurant team members trained in Barracks Row Main Street's new training program. In addition to grants, Barracks Row Main Street has partnered with The Restaurant Association Metropolitan Washington (RAMW) to provide group training to establishments on 8th Street SE Barracks Row Main.

### **Events & Promotions:**

**200+ Events:** Barracks Row Main Street hosted over 200 events throughout the year, ranging from cultural festivals and art exhibitions to live music performances and community gatherings. These events brought residents and visitors together to celebrate the unique culture and spirit of Barracks Row.

### **Conclusion:**

As evidenced by these numbers, Barracks Row Main Street continues to make significant strides in supporting our community and fostering economic growth. We are proud of the impact we have made and remain committed to building on our successes in the years to come.



# **BARRACKS ROW BY THE NUMBERS 2024**

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## Barracks Row Main Street Annual Report: Business Training Classes Highlights

Barracks Row Main Street is pleased to highlight the continuation of our business training classes in partnership with the Restaurant Association Metropolitan Washington (RAMW). These classes represent our commitment to supporting the growth and success of local businesses in the Barracks Row neighborhood and beyond. Over 300 team members were trained this year with RAMW.

### **Overview of Partnership:**

Barracks Row Main Street has partnered with the RAMW, a leading industry organization dedicated to promoting excellence in the restaurant and hospitality sector, to offer a series of business training classes tailored to the needs of entrepreneurs and small business owners in our community.

### **Program Details:**

The business training classes cover a wide range of topics essential for running a successful restaurant or hospitality business, including:

- **Food Safety and Compliance:** The classes cover food safety standards, health regulations, and compliance requirements to ensure the health and safety of customers and employees. SERVSAFE® FOOD SAFETY, SERVSAFE ALCOHOL® and PREVENTING SEXUAL HARASSMENT & DISCRIMINATION.

### **Community Impact:**

The launch of the business training classes has had a positive impact on the Barracks Row community in several key ways:

- **Supporting Local Businesses:** By offering practical resources and support, the classes help local businesses thrive, contributing to the economic vitality of the neighborhood.
- **Fostering Collaboration:** The partnership between Barracks Row Main Street and the RAMW fosters collaboration and resource-sharing, creating opportunities for mutual support and growth within the community.

### **Future Plans:**

Barracks Row Main Street is committed to continuing and expanding our business training classes in partnership with the RAMW. We plan to explore additional topics, offer advanced courses, and provide ongoing support and resources to help businesses succeed in an ever-changing marketplace.



# BARRACKS ROW BUSINESS 2024

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## Barracks Row Main Street Annual Report: Grants to Business Highlights

Barracks Row Main Street is proud to highlight our grants program, which provides financial support to local businesses in the Barracks Row neighborhood. This year we gave out over \$34,000 in grants to our local businesses. This was an increase over 2023. These grants were instrumental in helping businesses address critical needs, improve their storefronts, and enhance the overall aesthetic and appeal of the area.

### **Overview of Grants Program:**

In the past year, Barracks Row Main Street received applications from 12 local businesses seeking financial assistance to address various needs, ranging from minor repairs to major renovations. Recognizing the importance of supporting our business community, Barracks Row Main Street awarded grants ranging from \$500 to \$5000 to these deserving businesses.

### **Community Impact:**

The grants program has had a positive impact on the Barracks Row community in several key ways:

- **Supporting Small Businesses:** The financial assistance provided by Barracks Row Main Street has helped local businesses address critical needs and make improvements that contribute to their long-term success and sustainability.
- **Enhancing Aesthetics:** By fixing broken windows and updating signage, businesses have enhanced the overall aesthetic and appeal of the Barracks Row neighborhood, creating a more inviting and attractive environment for residents and visitors alike.
- **Promoting Economic Development:** The grants program stimulates economic development by encouraging investment in storefront improvements and supporting the growth and vitality of local businesses.

### **Conclusion:**

The grants awarded by Barracks Row Main Street have made a meaningful difference in the lives of local businesses and the overall quality of the Barracks Row neighborhood. We are grateful for the support of our donors, sponsors, and partners who make programs like this possible, and we look forward to continuing to invest in the success of our business community in the years to come.



# BARRACKS ROW BUSINESS 2024

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## **Barracks Row Main Street Annual Report: Events Highlights**

Barracks Row Main Street is pleased to present an overview of our events programming for the past year. As part of our commitment to fostering a vibrant and engaging community, we organized over 200 events that brought together residents, visitors, and businesses to celebrate the unique culture and heritage of the Barracks Row neighborhood.

- **GUINNESS WORLD RECORDS® Attempt:** In a bold new initiative, Barracks Row hosted a Guinness World Records® attempt for the Largest Human Image of an Ice Cream Cone on July 4th. This event drew significant attention and participation, adding an exciting new tradition to our roster.
- **Star Wars Weekend:** Our Star Wars Weekend event captured the imaginations of fans young and old as we transformed Barracks Row into a galaxy far, far away. From lightsaber duels to cosplay contests, attendees immersed themselves in the iconic universe of Star Wars, making it a weekend to remember.
- **Mardi Gras Celebration:** Barracks Row Main Street brought the spirit of New Orleans to Washington, D.C. with our Mardi Gras celebration. Revelers enjoyed live music, colorful parades, and delicious Cajun cuisine, embracing the festive atmosphere and celebrating the traditions of Fat Tuesday in style.
- **Art All Night:** Art All Night showcased the creative talents of local artists and performers, transforming Barracks Row into a vibrant hub of artistic expression. From live music to interactive installations, attendees were treated to a night of culture and creativity that illuminated the streets and captivated the senses.

### **Other Events:**

In addition to our signature events, Barracks Row Main Street hosted a diverse array of community gatherings, cultural festivals, and educational workshops throughout the year. From outdoor concerts to fitness in the park, we provided opportunities for residents to come together, connect, and celebrate the unique spirit of our neighborhood.

### **Community Impact:**

Our events programming has had a positive impact on the Barracks Row community in several key ways:

- **Community Engagement:** Events brought residents, visitors, and businesses together, fostering a sense of belonging and connection within the neighborhood.
- **Economic Stimulus:** By attracting foot traffic and promoting local businesses, events contributed to the economic vitality of Barracks Row, supporting our merchants and entrepreneurs.
- **Cultural Enrichment:** Through art, music, and entertainment, events celebrated the diverse cultural heritage of our community, promoting inclusivity and appreciation for our shared traditions.

### **Future Plans:**

Looking ahead, Barracks Row Main Street remains committed to organizing dynamic and engaging events that continue to enrich the lives of residents and visitors alike. We will explore new opportunities for collaboration, innovation, and community building as we strive to make Barracks Row a vibrant and welcoming destination for all.



# **BARRACKS ROW EVENTS 2024**

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## Barracks Row Main Street Annual Report: Partnership with The Southeastern Library

In our ongoing efforts to cultivate a vibrant and engaged community, Barracks Row Main Street is pleased to showcase our partnership with the Southeastern Library to host a series of enriching events during the library's construction. Through this collaboration, we aim to provide residents with continued access to educational resources, cultural programming, and opportunities for community engagement.

### **Overview of Partnership:**

Barracks Row Main Street has established a collaborative partnership with the Southeastern Library, a branch of the DC Public Library system, to host a variety of events throughout the year. These events are designed to promote literacy, lifelong learning, and community connection, aligning with both organizations' missions to serve the needs of residents in the Barracks Row neighborhood and beyond.

### **Program Details:**

The partnership between Barracks Row Main Street and the Southeastern Library encompasses a diverse range of events and activities, including:

- **Cultural Events:** We celebrate the rich diversity of our community through cultural events such as poetry readings, film screenings, and art exhibitions that highlight the talents and contributions of local artists and performers.
- **Community Meetings and Discussions:** We provide a forum for residents to come together, voice their concerns, and participate in important conversations about community issues and initiatives.

### **Community Impact:**

The partnership between Barracks Row Main Street and the Southeastern Library has had a positive impact on the community in several key ways:

- **Cultural Enrichment:** Events hosted by Barracks Row Main Street and the Southeastern Library contribute to the cultural vitality of the neighborhood, fostering a sense of pride and belonging among residents.
- **Community Engagement:** By providing opportunities for residents to come together and participate in meaningful activities, the partnership promotes community engagement and strengthens social connections.

### **Future Plans:**

Barracks Row Main Street is committed to continuing our partnership with the Southeastern Library and expanding our collaborative efforts to better serve the needs and interests of our community. We plan to explore new event ideas, enhance outreach efforts, and deepen our impact through innovative programming.



# BARRACKS ROW COMMUNITY 2024

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## Barracks Row Main Street Annual Report: Partnership with The Department of Parks & Recreation

Barracks Row Main Street is pleased to highlight our ongoing partnership with the D.C. Department of Parks and Recreation (DPR) in enriching the Barracks Row community through a diverse array of events and activities. Through this collaboration, we have brought residents together to enjoy fitness, celebrate cultural heritage, and experience the vibrant arts scene in our neighborhood.

### **Overview of Partnership:**

Barracks Row Main Street has partnered with DPR to organize and host a wide range of events throughout the year, offering opportunities for residents of all ages to engage in recreational, cultural, and artistic activities. This partnership reflects our shared commitment to promoting community engagement and enhancing the quality of life for Barracks Row residents.

### **Event Highlights:**

Throughout the year, our partnership with DPR has brought forth a variety of events, including:

- **Fitness in the Park:** Residents have enjoyed outdoor fitness classes and activities in the park, promoting health and wellness while fostering a sense of community.
- **Asian American Heritage Month:** We celebrated the rich cultural heritage of the Asian American community through a series of events, including performances, workshops, and cultural demonstrations.
- **Jazz in the Park:** Residents and visitors alike have been treated to live jazz performances in the park, showcasing talented local musicians and providing a relaxing and enjoyable experience for all.

### **Community Impact:**

The partnership between Barracks Row Main Street and DPR has had a positive impact on the Barracks Row community in several key ways:

- **Promoting Health and Wellness:** Fitness in the Park events encourage residents to stay active and maintain a healthy lifestyle, contributing to overall well-being.
- **Celebrating Diversity:** Asian American Heritage Month events highlight the cultural richness and diversity of our community, fostering understanding and appreciation among residents.
- **Cultural Enrichment:** Jazz and R&B in the Park events provide opportunities for residents to enjoy live music and experience the arts in an outdoor setting, enhancing the cultural vibrancy of Barracks Row.

### **Future Plans:**

Barracks Row Main Street remains committed to strengthening our partnership with DPR and expanding our collaborative efforts to offer even more engaging and inclusive events for the community. We will continue to explore new ideas and initiatives to meet the diverse interests and needs of Barracks Row residents.

### **Conclusion:**

The partnership between Barracks Row Main Street and DPR has been instrumental in enhancing the quality of life for residents and fostering a strong sense of community on Barracks Row. We are grateful for the support of DPR and look forward to continuing our collaboration to create meaningful experiences and opportunities for all.



# BARRACKS ROW COMMUNITY 2024

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## Barracks Row Main Street Annual Report: Partnership with The US Chess Center

In our commitment to fostering a vibrant and inclusive community, Barracks Row Main Street is proud to highlight our partnership with the US Chess Center to host a weekly chess club. This initiative reflects our dedication to providing enriching opportunities for residents of all ages to engage in recreational and educational activities while strengthening community bonds.

### **Program Details:**

The weekly chess club will meet every Wednesday at the 700 Pennsylvania Ave Building, providing a convenient and accessible venue for participants. Led by experienced instructors from the US Chess Center, the club offers structured lessons, friendly matches, and opportunities for players to improve their skills and strategy.

### **Community Impact:**

The partnership between Barracks Row Main Street and the US Chess Center has had a positive impact on the community in several ways:

- **Skill Development:** Participants of all ages can enhance their critical thinking, problem-solving, and concentration skills through regular chess play and instruction.
- **Community Building:** The weekly chess club serves as a gathering place for residents to connect, socialize, and build relationships with fellow chess enthusiasts in the neighborhood.
- **Inclusivity:** The club welcomes individuals of diverse backgrounds and abilities, fostering a sense of belonging and camaraderie among participants.
- **Youth Engagement:** By offering chess programming for children and teenagers, the partnership encourages youth development and provides a constructive and enriching after-school activity.

### **Future Plans:**

Looking ahead, Barracks Row Main Street and the US Chess Center are committed to expanding and enhancing the weekly chess club to serve even more members of the community. This includes exploring opportunities for outreach, promoting diversity and inclusion, and incorporating new educational initiatives.



# BARRACKS ROW COMMUNITY 2024

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# FINANCIAL STATEMENT

## 2024 Financials Barracks Row Main Street Financial Statement

### Assets

#### Current Assets

Cash	\$1,086,293
Certificates of Deposit	\$306,264
<b>Total Cash &amp; Equivalents</b>	<b>\$1,392,557</b>
Accounts Receivable	\$34,792
Grants Receivable	\$63,541
Retainages	\$44,493
Prepaid Expenses	\$0.00
<b>Total Current Assets</b>	<b>\$1,535,382</b>

#### Other Assets

Security Deposits	\$1,225
<b>Total Other Assets</b>	<b>\$1,225</b>

**Total Assets** **\$1,536,607**

### Liabilities & Net Assets

#### Current Liabilities

Accounts Payable	\$1,169
Credit Card Payable	\$1,484
Accrued Expenses	\$7,800
<b>Total Currency Liabilities</b>	<b>\$10,453</b>
<b>Total Liabilities</b>	<b>\$10,453</b>

#### Net Assets

Unrestricted Net Assets	\$186,319
Restricted Net Assets	\$1,339,835
<b>Total Net Assets</b>	<b>\$1,526,154</b>

**Total Liabilities  
and Net Assets** **\$1,536,607**

