



## ANNUAL REPORT 2024-2025

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### THE PALISADES MAIN STREET

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# A SUBSTANTIVE FOURTH YEAR

The Palisades Main Street was founded in December 2021. It is one of 29 Main Street programs in the District of Columbia. The core mission of The Palisades Main Street is to stimulate the commercial corridor in the Palisades neighborhood through encouraging cooperation and building leadership in the business community. Our programs foster a positive image for the commercial corridor by promoting it as an exciting, visually appealing, walkable place to live, shop, and invest.



The Palisades Main Street's designated boundaries are as follows:

- Foxhall Road, NW from the intersection with Reservoir Road, NW to 44th Street, NW
- Commercial properties along MacArthur Boulevard, NW from the intersection of Loughboro Road, NW to the east and Norton Street, NW to the west to the intersection with Foxhall Road, NW

The Palisades Main Street works to build trusted relationships in the community and understand the needs of small businesses. The Palisades Main Street aims to reach 100% of small businesses on the corridor to offer its programs. The Palisades Main Street maintains online tools such as a website and social media, as well as physical collateral, in order to inform small businesses about its programs and support their needs. We also support events on the business corridor throughout the year. The Palisades Main Street is currently a program of the Palisades Community Association. We are governed by a Main Street Advisory Board composed of business owners and residents who support the program.

DC Main Streets is a comprehensive program that promotes the revitalization of business corridors in the District of Columbia. Created in 2002 through the National Trust for Historic Preservation, Main Streets serves as the citywide coordinating program that provides services and funding for the Main Streets found across the District of Columbia. DC Main Streets' mission is to support traditional retail corridors in the District. DC Main Streets is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, DC Main Streets is part of a powerful, grassroots network consisting of over 40

Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to building stronger communities.

## Strategic Highlights

The Palisades Main Street was designated by DSLBD in December of 2021 and began its operations to serve the Palisades Commercial Corridor in early 2022. In the 2024-2025 operating and fiscal year, the Palisades Main Street continued to deepen its presence on the corridor and contribute to small business' successes, in addition to undertaking expanded streetscape improvement projects. The Palisades Main Street also supported a key commercial property, the Palisades Plaza, through its transition into foreclosure and receivership, after the abandonment by its owner in the prior fiscal year. Finally, we welcomed and began to collaborate with The Fitzgerald, a brand-new senior living community.

## Financial Highlights

During the fiscal year, The Palisades Main Street administered small business subgrants to Palisades businesses totaling \$100,166.75. This year's subgrants budget included a one-time grant called the Growth Fund, a portion of which was awarded to The Palisades Main Street midyear after a competitive process.

## Operating Highlights

During the fiscal year, The Palisades Main Street strengthened its Advisory Board and its relationships with businesses, including the continuance of technical assistance projects that now span several years of cumulative, operational impact. As a derivative of a reorganization process undertaken by the parent organization the Palisades Community Association, we welcomed new members to our Board, developed organizing documents for a new 501(c)(3) called The Palisades Main Street, and filed for 501(c)(3) status.

*"We are a new business, and we got a grant to add an exterior sign to our building. The building is old, and [the façade] did not have the supports needed. This made the project much more expensive. The grant was essential! We are on the second floor, and before the grant, we had no sign. The sign made our business noticeable to the public, and has helped a lot with visibility."*

*-Daniele Fulvi, Fred Astaire*

# LOOKING AHEAD

In the 2025-2026 fiscal year, the Palisades Main Street will continue to stimulate the commercial corridor in the Palisades by building leadership in the business community and encouraging cooperation among all community stakeholders. We will foster a positive image for the commercial corridor by promoting it as an exciting, visually appealing, walkable place to live, shop, and invest.

Our primary focus will remain the Main Street Transformation Strategy identified in the Palisades Main Street's kickoff market study in 2022: **Family-Friendly/Family-Serving**. We will also advance two secondary strategies this year: **Dining + Food** and **Elder-Friendly/Aging in Place**. Our new Dining + Food focus will highlight the corridor's food and dining options, featuring the thriving weekly farmers' market and new locally-owned restaurants that are opening or expanding soon. Last year, we welcomed The Fitzgerald, a senior living community. This year, we will continue strengthening our Elder-Friendly/Aging in Place strategy by helping these new residents engage with local dining and food offerings. Over the course of the year, we plan to invest at least \$55,000 in small business subgrants; enhance corridor appeal and cohesion; and provide ongoing support to small, locally-owned businesses so they can thrive within their neighborhood settings and micro-markets.

The Palisades Main Street is now actively building toward a larger presence and impact beyond the funding provided by DSLBD. A key part of this process is registering for our own 501(c)(3) designation, which occurred this fiscal year. Once the 501(c)(3) is awarded by the IRS, The Palisades Main Street will build upon our existing and strong community presence to raise more funds for targeted projects and enter into new collaborations with other neighborhood groups.



# FINANCIAL SUMMARY

Below, please find a summary of expenditures in the 2024-2025 fiscal year by category. The Palisades Main Street reports its expenditures using the DES platform provided by DSLBD and also retains an independent bookkeeping service.

Category	Oct '24 - Sept '25
Administrative	65,572.18
Administrative: Nonprofit Indirect Rate	20,808.00
Operational: Accounting	4,159.88
Operational: Professional Development	1,025.00
Programmatic: Events	5,249.34
Programmatic: Programmatic Activities	11,124.25
Subawards: Subgrants	100,166.75
Total Expenses	<b>\$ 208,105.40</b>

The following Palisades Main Street small businesses participated in this year's grants program:

- ✓ Bambu
- ✓ Bangbop
- ✓ Capital Antiques
- ✓ Celia's Salon
- ✓ Chen's Gourmet
- ✓ Candace Sheppard Dance Academy
- ✓ Et Voila
- ✓ Fred Astaire
- ✓ Kung Fu Tea
- ✓ Little Beast
- ✓ Mac Market
- ✓ Mimi Convenience
- ✓ Momo's Café
- ✓ Palisades Market
- ✓ Palisades Nail and Spa
- ✓ Strength Training DC
- ✓ The Fox at the Palisades
- ✓ The Little Showroom
- ✓ Candace Sheppard Dance Academy

# CORRIDOR STORIES

2024-2025 was a standout year for The Palisades Main Street. This fiscal year brought some of our most meaningful accomplishments yet, with Board-approved initiatives that directly strengthened the small business community, improved shared spaces, and supported the development of a welcoming, family-centered neighborhood.

This year began in September 2024 with work on a Board-approved placemaking project to refresh the neglected strip adjacent to the Palisades Plaza. What was once an overlooked corner is now a more welcoming pedestrian space, with repaired brickwork, safer sightlines for walkers and drivers, and the addition of a Little Free Library and bench for families to enjoy. The project aligned with The Palisades Main Street's "Family-Friendly Neighborhood" strategy, creating a more engaging, welcoming experience up and down the corridor.

This year, The Palisades Main Street committed the largest amount yet to small business support through its popular subgrants program. Examples of business subgrants this year included funding for storefront signage, new awnings, new equipment, small renovations, marketing projects, and streetscape installments that help our locally-owned businesses remain competitive and inviting.



One of the most significant and community-centered efforts of the year was the continued support provided to the small businesses in the Palisades Plaza during a period of transition. During the prior fiscal year, the building's ownership had abandoned the building and tenants. From last year into this year, The Palisades Main Street provided steady, hands-on support to the tenants, establishing a Tenants Association and continuing to support legal representation. The results have been good for the community, with nearly all tenants retained and the building continuing to thrive - even through a failed foreclosure sale and new management by a receivership company that began midyear

In addition to providing direct business support, the Board of The Palisades Main Street laid important groundwork for the future. This included advancing the longstanding goal of establishing a separate 501(c)(3) Palisades Main Street nonprofit organization to strengthen fundraising capacity and long-term sustainability. In addition, we established a partnership with DCPS high school School Without Walls to annually host interns, and welcomed our first intern, Zoe Schwager.

Looking ahead, The Palisades Main Street is excited to welcome a new restaurant, Little Beast, at 5108 Macarthur Blvd. NW. This family-friendly concept will bring salads, pizza, and other light bites to Palisades diners - along with breakfast foods on the weekends. We are also thrilled to have supported The Little Showroom, a new vintage couture and art concept, when it opened earlier this year. We



We are proud of small business owners who tackled important upkeep projects, including a bathroom renovation at Bambu. We are thrilled that Chen's Gourmet finally has a brand-new refrigeration unit!

We are thankful to all the business owners, volunteers, Board members, and neighbors who helped make this year a success for The Palisades Main Street. Together, we will continue building a vibrant, connected Palisades business corridor and community.

# CONTACT INFORMATION

## Advisory Board, The Palisades Main Street

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