



DISTRICT BRIDGES

INVESTING IN COMMUNITY + SUPPORTING LOCAL BUSINESS

Chevy Chase Main Street

ANC Presentation

Tuesday, October 13th 2020

LET'S GO CAPS

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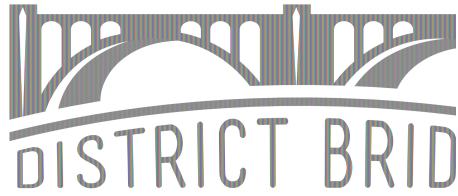
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Our Mission

To enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together.

Our Story

District Bridges was born out of a collaborative grassroots effort, known as the Columbia Heights Initiative (CHI). CHI started as a group of neighbors who shared a vision of building a vibrant, inclusive community all while having fun! In 2005, these founding members organized the first Columbia Heights Day Festival. After ten years, the CHI board built the foundation for an organization that would serve the community year-round. With this broader vision, we changed our name to District Bridges, and expanded to serve the neighborhoods of Columbia Heights, Mount Pleasant, Petworth, Park View and Pleasant Plains.

Our Main Streets

Currently, we manage the Columbia Heights|Mount Pleasant, Lower Georgia Avenue, Cleveland Park, Logan Circle, and U Street Main Street programs funded in part by the DC Department of Small and Local Business Development (DSLBD). Through these programs, we support community-based economic development across ten neighborhoods in Wards 1, 2, 3 & 4.



Tell Me More About Main Street

DC Main Streets is a program funded by the Government of the District of Columbia, which operates under the guidelines of the National Main Street Center to manage the locally designated non-profit DC Main Streets organizations.

Currently, there are 24 active Main Street organizations that comprise the DC Main Streets authorized local programs and grant recipients. The DC Main Streets program uses the National Main Street Center commercial district revitalization model - The Main Street Four Point Approach ®.



The Main Street Four Point Approach



Economic Vitality

Strengthening business operations to capitalize on market opportunities and improve competitive advantage through strategies with technical assistance and training in areas such as product diversification and inventory control. Recruiting businesses for vacant and underutilized commercial properties to achieve a balanced mix of neighborhood businesses.



Organization

Creating public and private partnerships to build the resources (e.g. volunteers and funding) needed for sustainable Main Streets program, as well as public relations efforts that emphasize communication with stakeholders about the value of neighborhood commercial revitalization initiatives using tools such as website, newsletters, and annual reports.



Events & Promotions

Developing retail sales events and targeted marketing to increase the purchase of goods and services from neighborhood businesses, as well as special events and activities that increase foot traffic to the commercial corridor, as a whole, and create a positive image that attracts new businesses, investors, and visitors.



Design

Revitalizing streetscape, signs, and public spaces to improve the physical condition of the neighborhood and create a clean, safe, and appealing image for residents, customers, and new businesses, as well as upgrading commercial buildings to preserve the character of storefronts, and strengthen attributes such as signage to reinforce the business brand and attract customers.





Our Model

Typically, when a new Main Street program is designated, a new nonprofit organization is born. This new nonprofit then, in under a year must set up all the systems necessary to effectively function, hire an executive director, develop programming and community support, participate in a variety of training, and of course, fundraise.

Unlike other Main Street organizations, District Bridges is one entity that manages multiple Main Street programs. District Bridges pioneered in developing a model that makes launching a new Main Street programs a turnkey operation streamlining the operational setup, creating economies of scale, increasing staff capacity, and most importantly developing a strategic approach to community development that looks at the holistic needs of each neighborhood to create collaborative solutions that leverage the unique skills and assets throughout our city to address our most pressing and critical needs.

District Bridges Team



BRIANNE DORNBUSH
Executive Director



MADELEINE ODENDAHL
Director of Operations



CAROLINA BUITRAGO
Columbia Heights | Mount Pleasant
Main Street Director



JENNIFER KUIPER
Woodley Park
Main Street Director



SHEIKA REID
U Street
Main Street Director



ZACH RYBARCZYK
Cleveland Park
Main Street Director



MICHELE MOLOTSKY
Logan Circle
Main Street Director



Teresa Edmondson
Lower Georgia Avenue
Main Street Manager

Our Approach

Our Main Street programs use a holistic and relational approach to small business technical assistance. We develop trusted relationships with each of our business owners, spending time listening and understanding their unique challenges and goals, critical to the equitable and inclusive development of DC neighborhoods.

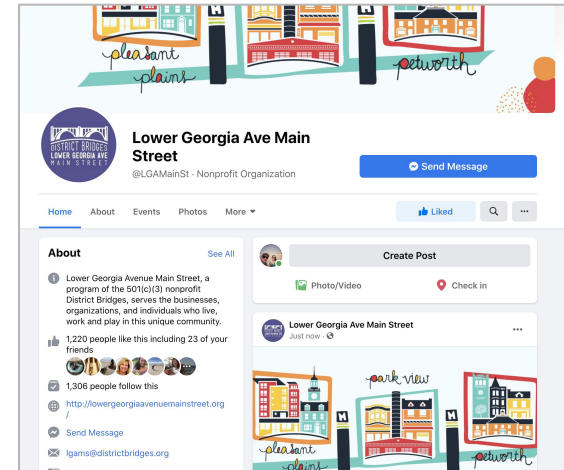
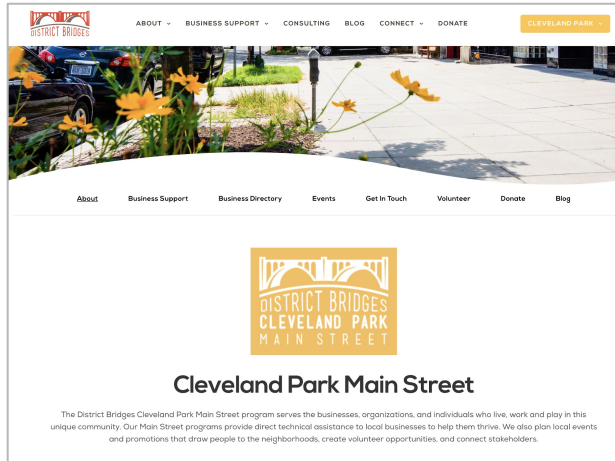
- Business Health Check and Development Plan
- Business Newsletter
- Workshops and Sessions
- Small Business Grants
- Capital Access Program
- Business Preservation Assistance Program
- Great Streets Ready Program

Additionally, because the Main Street model is community based and community driven these programs create an opportunity for residents to have a voice and be engaged in the development of their neighborhood.



Community Focused. Community Built.

- Full-time Program Director
- Program Support Staff
- Neighborhood Strategy Councils
- Community & Business Surveys
- Annual program assessments - continuous improvement
- Unique URLs, Social Media Accounts, Newsletters



Why District Bridges?



We leverage the collective expertise, practical tools, and on the ground experience of our community development professionals to help leaders define, achieve, and measure success to the benefit of all.



We create efficiencies and capacity in Main Street programs by centralizing administrative functions such as accounting, payroll, insurance, systems, and data management.



We build sustainability and capacity through a scaled staffing model that ensures Main Street program success even if staff leave or change.



We designed and developed a custom Salesforce platform for urban Main Streets' that:

- Integrates with our website, maintaining our customer-facing online business directory,
- Stores comprehensive business data and case notes, accessible from a phone,
- Ensures that institutional knowledge is preserved,
- Supports a robust fundraising strategy, and
- Generates custom reports that meet DSLBD and other DC agency reporting requirements.



We standardize data collection, creating more accurate reporting and analysis.



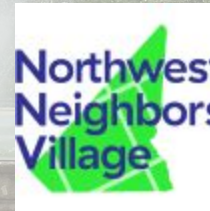
We foster opportunities for cross-promotion and strategic advertising across the city.



We garner broader community engagement through volunteers, action teams, neighborhood strategy councils, and the executive board of directors.

Engaging Community Organizations

- Established Community Engagement
- Engaged Community Stakeholders
- Engaged Business Community
- Existing & Active List Serv, newsletters, and social media presence
- Small Area Plan
- Proposed DC Gateway
- Community Center & Library Redevelopment
- ANC 3/4G Racism Task Force



Chevy Chase Main Street Year One Application Priorities

1. Business retention & support
2. Execute comprehensive marketing strategy
3. Library/Community Center
Redevelopment Engagement
Strategy
4. Resident engagement

