



THE PEN OF PENNSYLVANIA AVE

FROM THE DESK OF THE DIRECTOR

Kwanzaa, a Swahili word that means “first” and signifies the first fruits of the harvest, is a celebration recognized within the African American community adopted to honor the basic principles of harvest. These principles are vital to building and maintaining strong and wholesome communities. Kwanzaa, generally celebrated from December 26th-January 1st, is a time when communities reflect on the use of these basic principles, share and enjoy the fruits of labor, and recommit ourselves to the collective achievement of a better life for our family, our community, and our people. Kujichagulia, celebrated on the 2nd day of Kwanzaa represents Self-Determination: The power to define ourselves, name ourselves, create for ourselves, and speak for ourselves.

When I consider the work of the Pennsylvania Avenue East Main Street, this principle is a resounding reminder of the opportunity which lies before us as a community and is closely aligned with the work that lies ahead. We, the Ward 7 community, are the masters of our fate. Together, we have the power to define what our community becomes, create opportunities for all, and determine our destiny.

The Pennsylvania Avenue East Main Street is one such opportunity to coordinate sustainable community-driven revitalization efforts along the corridor. With the support of the District of Columbia, residents, stakeholders and the small businesses community collectively, this work seeks to empower the Ward 7 community and will create a stronger more connected Pennsylvania Avenue East corridor.

The possibilities are endless. Much work lies ahead—but the future holds something wonderful! I hope that you will take this journey with us.

Latisha R. Atkins, J.D.

Welcome to the inaugural edition of the Pen of Pennsylvania Ave, a quarterly newsletter bringing you highlights from the Pennsylvania Avenue East Main Street and resources for small businesses!

DID YOU KNOW?



The Pennsylvania Avenue East Main Street is one of 26 main streets located within the District of Columbia. On July 23, 2020, the D.C. Council held the Second Vote of the Fiscal Year 2021 Local Budget Act of 2020 (Bill 23-761). The Bill passed 13-0. Included in that Bill were two initiatives championed by Ward 7 Councilmember Vincent Gray, \$200,000 for a Pennsylvania Avenue East Main Street Program and \$250,000 to update the Small Area Plan for Pennsylvania Avenue East.

“Pennsylvania Avenue is one of the most famous streets in America. The Pennsylvania Avenue East Main Street will provide us with the opportunity to turn Pennsylvania Avenue East into an equally famous corridor, providing business opportunities to the many deserving Ward 7 residents.”

- Vincent C. Gray, Ward 7 Councilmember

ABOUT THE PENNSYLVANIA AVENUE EAST CORRIDOR

Located in Ward 7, PAEMS delivers commercial revitalization services for businesses located along the Pennsylvania Avenue, S.E. corridor from the John P. Sousa Bridge to Southern Avenue, S.E. Businesses offer a mix of services including retail, personal services, health and wellness and automotive/gas. Focusing on this area of Ward 7 is essential as it is one of the last large corridors of Ward 7 in need of economic attention.

The mission of the Pennsylvania Avenue East Main Street (PAEMS) program is to revitalize retail, retain and attract a diverse customer base, empower surrounding communities, and develop businesses along the Pennsylvania Avenue East corridor. In its first six (6) months of operations (October 2020-March 2021), PAEMS has provided approximately 101 hours of small business technical assistance to 24 businesses on a range of topics including marketing and promotional services, microloan assistance, grant writing and fund development, and business planning.

In its first year of operations, PAEMS strategy focused on:

1. Identifying and engaging with partner organizations which are involved in the Main Streets efforts
2. Establishing presence in the Pennsylvania Ave corridor while building relationships with businesses on the corridor
3. Establishing an Advisory Board that is directly involved in leading and implementing the DC Main Street program

The rest of this year and next, PAEMS will maintain a focus on recovery efforts for the commercial corridor. During the pandemic, many small businesses have either swiftly pivoted to survive or struggled to stay afloat. Programs like PAEMS are on the front lines supporting our small businesses and commercial corridors that are the heartbeat of many communities. Collectively, DC Main Street programs are working daily to keep small businesses open and helping them to survive the devastating impact of COVID-19.

SUPPORT OUR EFFORTS

We cannot do this work without the support and efforts of our volunteers, supporters, and partners. Each provide assistance in many capacities and are the lifeline of the Main Streets work. Together, we remain committed to helping small businesses recover and build strong place-based ecosystems that will support the Ward 7 community thrive holistically. PAEMS needs you!

To become a volunteer visit:
mhcd.org/paems

MEET THE PAEMS ADVISORY BOARD MEMBERS



Tiffany L. Brown

Tiffany L. Brown is a 4th generation Washingtonian and a Hillcrest resident for nearly 24 years. After a successful career in the federal government, Mrs. Brown switched careers to fulfill one of her dreams of becoming a teacher. She has been teaching in the DC Public Schools for the last 22 years as a special education teacher. Education and advocacy have always been the hallmark of her work. Now serving in her 4th term as the Advisory Neighborhood Commissioner for 7B02, which encompasses the neighborhoods of Hillcrest, Park Naylor, and Randle Highlands. In this work, Commissioner Brown works day in and day out to improve the quality of life for her constituents. She currently serves as the Chairperson of ANC 7B. Mrs. Brown also serves on the following Boards, Skyland Taskforce – Co-Chair, Pennsylvania Avenue East Main Street Advisory Board, and the William O. Lockridge Community Foundation.



Dr. Marc Berg

Dr. Marc Berg was born and raised in the Netherlands, Europe, and received his MD Degree as well as a MA in Health Sciences. He was a full time Professor of Health Policy and Management at the Erasmus University in Rotterdam, the Netherlands, before embarking on a consulting career with KPMG and McKinsey. He has more than 25 years worldwide experience helping healthcare organizations and governments to improve the value of care: higher quality with lower costs. He is a passionate, innovative leader in value-based contracting, outcomes measurement, healthcare analytics and payment reform.

In 2020, he co-founded Bluerock Care to bring this experience to practice. Bluerock is delivering re-imagined, technology-supported primary care to mid- and lower-income adults on Medicare, combining office-based with virtual and home care. Our aim is to create a highly connective, proactive VIP experience for Medicare beneficiaries, with better outcomes for both community and individuals, and lower costs for beneficiaries and payers. In 2021, Bluerock Care opened its first facility East of the River, in the Shops of Penn Branch Office Building.



Reverend Dr. Kendrick E. Curry

Reverend Dr. Kendrick E. Curry has been the pastor of The Pennsylvania Avenue Baptist Church (PABC) for 17 years, and he has sought to be a visible example of the Christian faith in Ward 7 and the District of Columbia.

Rev. Curry has a passion for the elderly, especially those aging in place, and as such, he serves as State President of AARP DC, is on the board of directors of Stoddard Baptist Nursing Home and is part of the interfaith working group of the Coalition to Transform Advanced Care (C-TAC). Because of Rev. Curry's passion for community health, he has also worked with the George Washington University (GWU) via the Rodham Institute and the Ron and Joy Paul Kidney Institute to create informative and interactive webinars around COVID-19 and Community Health. Additionally, Rev. Curry has been a partner with GWU Medical Faculty Associates to develop an innovative e-health community-focused platform and to conduct a telehealth pilot at PABC. He has worked with Howard University to operate the first COVID-19 testing center at a church in the District of Columbia, and he serves on Howard University's Community Advisory Board for Opioid Addiction. Rev. Curry has also served on a number of other boards and commissions aimed at helping people to live transformed and productive lives.



Oscar Macció

Born, raised and educated in Argentina, Oscar moved to the DC area as a young man in 1996. He immediately launched a career characterized by hard work, consistently high performance and a steady rise from roofer to project manager to senior executive two decades later. Oscar quickly progressed from the field to project manager with a real estate development consulting firm. There, he was involved in a wide range of projects, expanding the company's footprint across the Mid-Atlantic region. In addition to three golf courses, Oscar led the execution of 723 units funded through the LIHTC affordable housing program. Recruited to Hamel in 2007, Oscar was promoted within a year to Project Manager. Within four years, he led the completion of 1,427 units worth nearly \$100 million. In 2012 he was again promoted, to Director of Business Development. Before rising to his current executive role, Oscar served as Director of Preconstruction Services for several years.

Oscar's passion for empowering communities through delivering affordable, sustainable housing is demonstrated by his civic engagement and leadership roles. He is a member of the board for the Coalition for Non-Profit Housing and Economic Development (CNHED). Additionally, Oscar serves as the Board Vice Chair for Vida Senior Centers, the oldest Latino/Hispanic nonprofit in the District. Oscar is also a member of the Program Committee for the Housing Association of Nonprofit Developers (HAND).



Rameez Munawar

Rameez Munawar is a Vice President of Asset Management at Jamestown. In his role he oversees the Washington D.C. portfolio including mixed-use commercial, retail, and multifamily assets. Prior to Jamestown, Rameez worked for

Jair Lynch Real Estate Partners overseeing sponsored investments including the Shops at Penn Branch at 3200 Pennsylvania Ave SE. Prior to Jair Lynch, he worked for Columbia Property Trust supporting the asset management team in Washington D.C., Boston, and Pittsburgh.

Mr. Munawar graduated from the University of Maryland, College Park, with a Bachelors in Architecture and Master of Real Estate Development.



Earl Williams

Earl Williams is a native Washingtonian. He graduated from Calvin Coolidge High School. After attending Fayetteville State University, Earl spent 26 years at Blue Cross Blue and 10 years at Kaiser Permanente in Sales and

Marketing. He is married and the father of 4. Earl has lived in the Hillcrest neighborhood in Southeast DC for the last 24 years.

He is active in the Hillcrest Community Civic Association. His community activism lead him to serve the entire city as the President of the Federation of Citizens Associations of the District of Columbia an office he has maintained for the last 8 years until this past January. Earl also serves on the Board of Training Grounds, the Advisory Board of the Skyland Workforce Center, the Fletcher Johnson Taskforce, the Pennsylvania Avenue East Community Coalition, The Pennsylvania Avenue East Main Street Board and on the Board of Project Create. In addition, he serves as the Chair of the Skyland Town Center Taskforce.



PARTNERSHIPS

“As the preeminent longstanding Ward 7 community-based organization focused on economic development, MHCDO is excited about the Pennsylvania Avenue East Main Street designation and partnership with Ward 7 Business Partnership (W7BP). Managing the PAEMS provides MHCDO and W7BP another tool in the toolbox to positively impact businesses along the corridor.”

- Babatunde Oloyede, CEO and President of Marshall Heights Community Development Organization.

PENNSYLVANIA AVENUE EAST **MAIN STREET**

The PAEMS aims to be a robust commercial corridor that contributes to the economic vitality of the Ward 7 community by offering an array of goods and services for neighbors, commuters, and visitors.

LOVING OUR CORRIDOR

"Finally, an opportunity to give some real attention to a DC business corridor that has struggled through hardship and attempted to reinvent itself many times over the years. We look forward to providing business retention assistance and neighborhood revitalization programming to businesses located in what should be one of the showcase corridors on our side of the river."

- Deborah Jones, Director of Ward 7 Business Partnership

SEEKING VOLUNTEERS FOR ART ALL NIGHT 2021!

Art All Night is an annual festival presented by Mayor Muriel Bowser and brought to you by the DC Department of Small and Local Business Development (DSLBD) in partnership with the DC Commission on the Arts & Humanities (DCCA) representing over 20 Main Street Programs ("MSP") and Business Improvement Districts ("BID"). DC Art All Night is a free arts festival that brings together local artists and businesses to celebrate the robust offerings of Washington, DC.

This year, PAEMS will host its first ever Art All Night on Friday, September 24, 2021. The event [#ArtonPennAve](#) will feature themed events, promotions and fun activities for the whole family.



Volunteers are needed for roles such as equipment set up and monitoring, welcome table, and more.

Please consider serving as a volunteer in Ward 7 along the Pennsylvania Avenue East corridor! We promise to create a volunteer experience like no other.


To volunteer, please email latkins@mhcdo.org or contact us at : 202-650-5621.

STAY CONNECTED WITH YOUR MAIN STREET:

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Washington, DC 20019

 mhcdo.org/paems

   @paems

 (202) 396-1200



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