



**For Immediate Release**  
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**11<sup>th</sup> Street Bridge Park Announces Mobile Small Business Kiosk Pilot Program  
With Eight Local, Black-Owned Businesses, Funded by Capital One and LISC DC**  
*In partnership with the Anacostia BID, "The Bridge Spot" is scheduled for pop-ups across the region  
with operational support from Accenture*

**Washington, D.C.** – Today, [the 11th Street Bridge Park](#) announced "[The Bridge Spot](#)," a mobile small business kiosk pilot supporting east of the Anacostia River entrepreneurs – a key strategy of the Bridge Park's [Equitable Development Plan](#). Named the "Bridge Spot" by a popular vote of local residents, the kiosk is designed to increase sales and visibility for East of the River small businesses and will be a key feature on the park when open in early 2026. The Bridge Spot will launch on May 20 at [the Anacostia River Festival](#).

"The idea is to test and pilot the kiosk before the park's opening and build a deep bench of Black entrepreneurs that can serve the expected 1 million annual park visitors," said Scott Kratz, Senior Vice President, Building Bridges Across the River & Director, 11<sup>th</sup> Street Bridge Park. "This effort is tied to the Bridge Park's intentional support of local residents by building wealth generation opportunities for East of the River residents."

Capital One provided the majority of the overall project budget of \$138,000, with additional funding donated by Local Initiatives Support Corporation (LISC) DC. Capital One's contributions helped support the design and construction of "The Bridge Spot" kiosk by [River East Design Center](#), a Black, woman-owned nonprofit whose executive collaborator, Anna McCorvey, [won the kiosk design competition in 2022](#). Both funders are supporting programming for the kiosk through December 2023 to include transportation, marketing, maintenance and the staffing to operate it, at zero cost to the participating businesses who will keep 100 percent of any sales.

"We're proud to support the Bridge Park's efforts to make deep investments in DC's community East of the River, especially nurturing small, local businesses which is a central part of Capital One's mission," said Jenn Flynn, Head of Small Business Bank at Capital One. "The research shows how critical the combination of support, funding, and educational resources are to boosting wealth generation and business longevity for Black entrepreneurs."

In partnership with the Anacostia Business Improvement District (BID), the 11<sup>th</sup> Street Bridge Park selected eight Black-owned, small businesses to feature in "The Bridge Spot" at locations across the region for the remainder of the year, such as Eastern Market, NoMa Farmers Market, Franklin Park downtown and the National Capital BBQ Battle. The full calendar will be updated [here](#). Businesses with less than \$200,000 in annual revenue whose owner's primary residence or business operations are in wards 7 or 8 and have an active business license were eligible for consideration in the pilot. Selected small businesses include:

- Angela Chester-Johnson, [PLUM GOOD](#) (*kick-off entrepreneur at Anacostia River Festival and for the month of June*)
- Akua Tay, [Connected to Culture](#)
- Sariane Leigh, [Anacostia Yogi](#)
- Rhinda Rhodes, [Mane Rhodes Soap and Wellness](#)
- Shawnette Monroe, [The Kitchen Physician](#)
- Katrina Norman, [The Beautiful Brown Rainbow](#)
- Keisha Cofield, [Blum Tea](#)
- Jacqueline Bush, [JackiCan](#)

“We’re thrilled to lift up and support our local small business owners through this partnership with the Bridge Park, which we’re confident will increase the skills, sales and capacity of the participating entrepreneurs from our community,” said Kristina Noell, Executive Director of the Anacostia BID. “By investing in the skills and support today, we can help foster strong local businesses of tomorrow who will be ready to serve local and visiting customers at the Bridge Park and beyond.”

Entrepreneurs participating in the pilot will receive one-on-one kiosk operations assistance, capacity building, and marketing support provided pro bono from 34 Accenture volunteers. Accenture will also develop a lessons learned report from the seven-month pilot to inform future kiosk programs.

“Our team is excited to lend our expertise to help nurture diverse entrepreneurship and provide the technical support these local innovators need to make their businesses successful,” said Anissa Thompson, Accenture Managing Director, Software & Platforms. “At Accenture, we believe we have a responsibility to skill – and reskill – people in our communities with the technological know-how today’s careers demand.”

“The Bridge Spot” was the winning name the community voted on from a list curated by students from the American University School of Communications, who also created the program’s logo, social media plan, documentary video in development and other foundational materials.

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### **About the 11<sup>th</sup> Street Bridge Park**

*11th Street Bridge Park, a partnership between the District Department of Transportation and the Ward 8 non-profit Building Bridges Across the River, will be Washington, D.C.'s first elevated public park. Located on the piers of the old 11th Street Bridge, this venue will be a space for healthy recreation, environmental education, and the arts and has been implementing community-driven equitable development strategies since 2016. The project works with community and local partners to invest in the residents and neighborhoods surrounding the Park with various initiatives and support programs. Pre-construction began in 2016, a groundbreaking is expected in late 2023, and the Bridge Park will open by early 2026. To learn more about 11th Street Bridge Park and receive updates on its design, please visit [here](#).*