

20 YEARS OF URBAN TRANSFORMATION: A RETROSPECTIVE OF DC BIDS



The DC BID Council brings together BID leaders and stakeholders to collaborate on issues and concerns that cut across all of our boundaries and impact the entire city.



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INTRODUCTION

Given how successful the District of Columbia is today, it's hard to imagine that as recently as 1995, DC was financially insolvent, losing population and jobs, and failing to provide many basic city services.



But 1995 was also the year when the DC Council, working with local business leaders, introduced and ultimately passed the legislation enabling Business Improvement Districts (BIDs) in DC. Over the past twenty years, BIDs and the DC government have created new and innovative partnerships, developed new policies, and made investments that have greatly contributed to the District's renewal.

By working to create safer, cleaner, and friendlier neighborhoods, BIDs have improved the quality of our daily experience of Washington, DC. By building, managing, and animating great parks and public spaces, BIDs have promoted a deeper appreciation of our civic environment. We have organized hundreds of events from movie nights and concerts to craft markets and lectures series—activities that have not only built community but helped foster a strong sense of local and neighborhood identity. And we've helped create models for community and economic enhancement and investment, leading to everything from the proliferation of sidewalk cafes and farmers markets to a broad new appreciation for urban living.

Working to create better connections for workers, visitors, and residents, the BIDs have contributed to transportation enhancements like the Circulator, wayfinding system, and Capital Bikeshare—all successful partnerships with the District—to create a more livable city.

BIDs have also partnered with private and public sector leaders to tackle some of the city's most daunting challenges—from addressing chronic homelessness to the future of the city's office economy, and from improving transportation infrastructure to fostering environmental sustainability. BIDs' intimate knowledge of the places we serve and our ability to bring diverse stakeholders to the table have enabled us to

sponsor strategic planning efforts that have produced a more livable city and prepare for the challenges ahead.

The DC BID legislation is broadly written and empowering, enabling rather than prescriptive. It has allowed DC's BIDs to be different kinds of organizations in different places. Although all of the city's BIDs share similar core values and missions, each has played a unique role in its neighborhood's development and transformation.

The DC BID Council, whose membership includes the city's ten BIDs, produced this report to celebrate the 20th anniversary of the DC BID legislation that catalyzed BIDs to be a big part of the city's transformation over the past two decades. It profiles each BID, focusing on the story of change within each specific neighborhood. It also highlights the kind, and quality, of partnerships DC BIDs have formed with city leaders to build a better city.

BIDs have been successful, in large part, because of the unique and constructive ways we organize collaboration and resources between the public and private sectors. DC's BIDs will continue to grow and evolve. Through the DC BID Council, our members will continue to work together and with our partners on issues that cut across all of our boundaries and that impact the entire city. The foundation laid over the last 20 years will support new innovative programming, partnerships, and collaborations forged by both individual BIDs and the BID Council. We look forward to the challenge of working together to build an even stronger and more sustainable District of Columbia.

Joe Sternlieb, President of the DC BID Council and CEO of the Georgetown BID



SAM KITTNER

DC BID COLLECTIVE IMPACT

DC BIDS BY THE NUMBERS

IN 2015, BIDS INVESTED OVER \$27 MILLION TO SERVE AREAS WITH OVER...



152 Million

SQ. FT. OF OFFICE SPACE



7.9 Million

SQ. FT. OF RETAIL SPACE



475k

DAYTIME EMPLOYEES



266k

RESIDENTS WHO LIVE WITHIN A 1/2 MILE OF A BID



15k

HOTEL ROOMS

EVERY DAY, DC BIDS CLEAN & MAINTAIN...



32

ACRES OF PARK



114

MILES OF SIDEWALK

IN 2015, DC BIDS EMPTIED OVER 2,300 TRASH AND RECYCLING RECEPTACLES A DAY AND REMOVED...



1,594

TONS OF RECYCLING

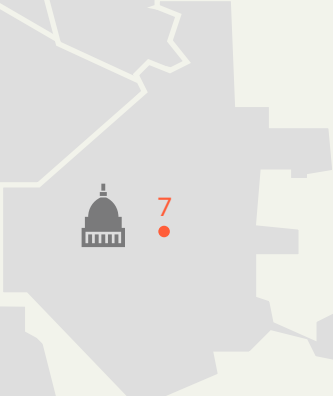
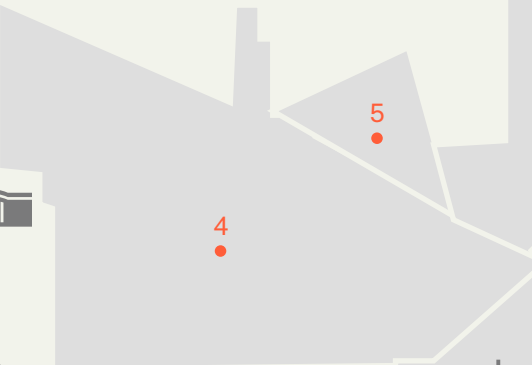
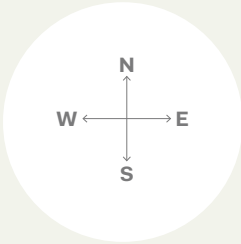
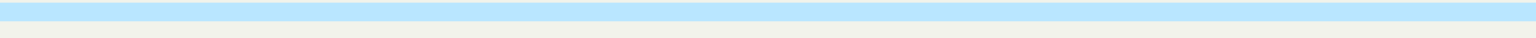


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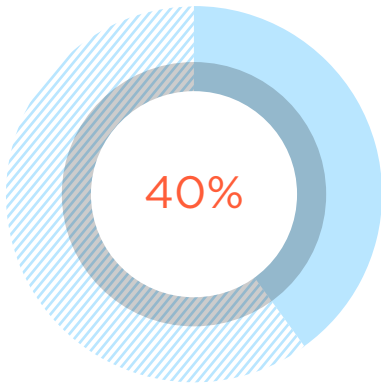
TONS OF LITTER



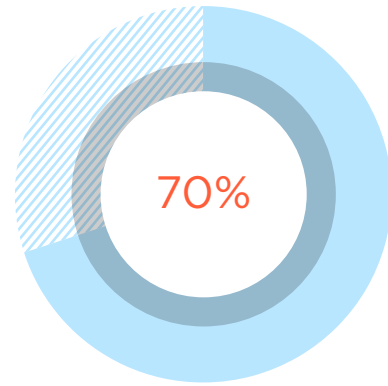
1. Georgetown BID
2. Adams Morgan Partnership BID
3. Golden Triangle BID
4. Downtown BID
5. Mount Vernon Triangle BID
6. NoMa BID
7. Capitol Hill BID
8. Southwest BID
9. Capitol Riverfront BID
10. Anacostis BID



DC BID COLLECTIVE IMPACT



% of city's tax base generated within BID areas



% of city's employment base who work in BID areas



In 2015 BIDs held **400** events that entertained and educated **more than 500,000** people.



BIDs provide **215** entry level jobs, almost **1/3** of which specifically target **previously homeless** individuals and **returning citizens**.





CAPITOL RIVERFRONT BID

DC's Downtown BID is the heart of a transformative and collaborative effort to create a more vibrant and varied downtown experience.



In the 1980s, however, the landscape was vastly different. Despite its world capital status, Washington DC's downtown was widely perceived as dull, dirty, and dangerous. There were few sidewalk cafes. Parks were uninviting. And there were too few places to enjoy outdoor spaces comfortably. In short, says founding Downtown BID Director Rich Bradley, people didn't want to come downtown.

"Trash, if picked up at all, was picked up at three in the morning" recalls Bradley. "So by midday, you had trash piled in the streets. And unlike DC's world capital counterparts, the downtown had very little nighttime activity—there were too few restaurants and street lighting was inadequate."

But following the loss of about 60,000 government jobs in the early 1990s, DC began to experience some early signs of recovery—a resurgence fostered by new political leadership and private-public partnerships. The economy added private sector jobs, many of which located downtown. And the face of downtown was about to be reshaped by the Verizon Center (formerly the MCI Center) which opened in 1997 and would bring millions more visitors to DC's epicenter.

Spurred by both a sense of decline and by hope for the future, property owners and developers created the Downtown BID. The first order of business, says Bradley, was to create a cleaner and safer environment. "We blitzed the neighborhood with more than 100 street ambassadors who not only cleaned the area, but provided a friendly, welcoming presence. It was transformative."

As safety and cleanliness improved, the Downtown BID took on projects to enhance the public realm. "All the street poles in the neighborhood were gray, a gray that really spoke to the condition of Downtown," says Bradley. "We chose to paint them black because London has black, Paris has black, New York has black, and we wanted to have that kind of look and feel."

In addition to its own beautification projects, the BID also engaged the larger city stakeholders in new investments, starting with street furniture and landscaping that would add vibrancy and color. The BID also began working with the city to create guidelines and overcome bureaucratic hurdles that paved the way for more sidewalk cafes, farmers markets, and other creative uses of the public realm.



The first order of business, says Bradley, was to create a cleaner and safer environment. “We blitzed the neighborhood with more than 100 street ambassadors who not only cleaned the area, but provided a friendly, welcoming presence. It was transformative.”

It also engaged policy makers and city planners in overall economic development strategy, seeking a wider mix of more retail, more cultural activities, more restaurants, and more residents.

“It was critical to participate in long-term planning efforts around policy and the city’s approach to the public realm. We continued to wrestle with the perception that Downtown was dull. Even as the MCI Center attracted millions of new visitors, we lacked a variety of offerings. So a lot of what we did in those early years was to walk around and imagine what was possible to make the Downtown experience more varied and interesting,” explains Bradley.

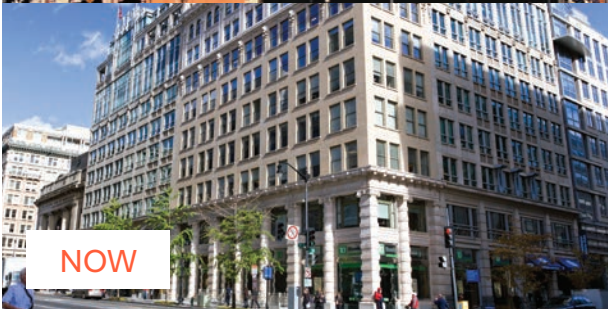
“These were all efforts that would take a very long time, but it was critical to have the conversations, invest in the research, and participate in the planning process to rethink development in the city’s core,” Bradley says. “Because of the work we did on the ground to improve the environment and our strong working relationships with city leaders, we were in a unique position to encourage private and public sector stakeholders to think differently about Downtown and plan for and invest in a brighter future.”



DOWNTOWN BID



“Enormous challenges and opportunities lie ahead,” says new Downtown BID director Neil Albert. “The BID will be at the forefront addressing concerns and building on our unique assets to sustain a dynamic public realm, keep streets clean and safe, and foster a new tier of diverse development and business growth.”



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In time, the work of the Downtown BID paved the way for signature developments, such as the conversion of Square 457, an old GSA post office, into the Hotel Monaco; the development of thousands of multi-family residential units; and the planning for CityCenterDC.

The BID has also played a leading role in addressing chronic homelessness, by engaging with homeless advocates and establishing a Downtown Services Center. Following that center’s closure, the BID continued to support investments in permanent supportive housing and provided outreach and case management services through a contract with Pathways to Housing DC.

Additionally, the Downtown BID has pioneered new approaches to transportation and partnered with District officials on programs that have changed how people move around the city. From the DC Circulator to the Capital Bikeshare, from improved bike lanes to pedestrian countdown signals and the installation of hundreds of bike racks, the BID has either piloted or been a key partner in programs for greater mobility and accessibility.

The face of Downtown continues to change, with an estimated \$7 billion dollars in projects committed to the east end of the BID and the potential Franklin Square redesign. With thousands of jobs and billions of dollars in private and public investment, the economy of Downtown DC will continue to grow along with the city’s, energized in multiple ways by the Downtown BID.

“Enormous challenges and opportunities lie ahead,” says new Downtown BID director Neil Albert. “The BID will be at the forefront addressing concerns and building on our unique assets to sustain a dynamic public realm, keep streets clean and safe, and foster a new tier of diverse development and business growth.”

BY THE NUMBERS

DOWNTOWN BID 2015 BUDGET: \$11,043,175

THE DOWNTOWN BID SERVES AN AREA WITH...



640

ACRES



66,000,000

SQ. FT. OF
OFFICE SPACE



2,735,000

SQ. FT. OF
RETAIL SPACE



182,000

DAYTIME
EMPLOYEES



55,880

RESIDENTS WHO LIVE
WITHIN A 1/2 MILE



10,680

HOTEL ROOMS

EVERY YEAR, THE DOWNTOWN BID HOLDS EVENTS
THAT ENTERTAIN & EDUCATE MORE THAN...



300,000

PEOPLE

EVERY DAY, THE DOWNTOWN BID CLEANS
& MAINTAINS...



5.2

ACRES OF PARK



50

MILES OF
SIDEWALK

IN 2015, THE DOWNTOWN BID REMOVED...



928

TONS OF RECYCLING



3,245

TONS OF LITTER

DC BID PARTNER SPOTLIGHT TACKLING CHRONIC HOMELESSNESS



“Business Improvement Districts have a tremendously important role to play around the complex issue of homelessness in Washington DC. They have partnered with the city to provide critical outreach services and have used their collective voice to advocate for more Permanent Supportive Housing and a downtown daytime services center. We look forward to building on this partnership to help connect more people with housing and services and to dramatically reduce homelessness in our city.”
—Executive Director of the Interagency Council on Homelessness, Kristy Greenwalt

The 43 blocks between Dupont Circle, Washington Circle, and the White House have long been home to some of the world's most formidable companies and powerhouse institutions.



As one of the city's premier business locations, the Golden Triangle hosts thousands of residents, workers, and visitors every day, making it one of DC's most densely used areas.

The Golden Triangle BID was born in the 1990s, in response to a recession and economic difficulties that took a toll on the city's ability to provide basic services like trash collection. Property owners came together to explore ways to improve the commercial areas where their buildings were located. These pioneers worked with city officials to create enabling legislation that would commit them to pay additional property tax assessments, as long as those assessments were directed to needs in the neighborhood.

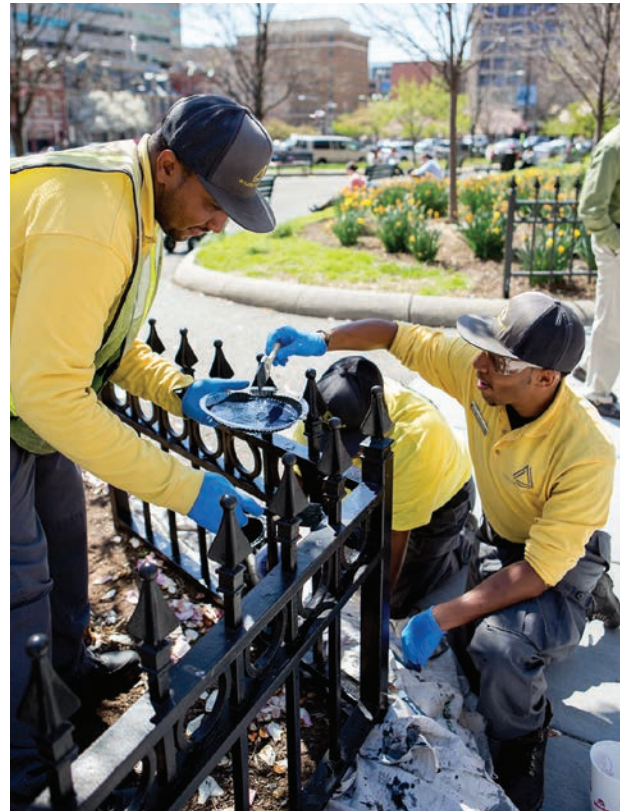
"Crime was pretty rampant and the city was poorly managed," explains Steven Gewirz, one of the BID's founding members. "We wanted to improve the environment for businesses and tenants."

Beginning in the late 1990's and even today, The Golden Triangle BID has put a strong emphasis on cleaning, safety, and public space maintenance. "We've always focused on the fundamentals," explains BID Executive Director

Leona Agouridis. "In an area as big and busy as the central business district, it requires persistent focus."

The Golden Triangle BID also pursued a multifaceted strategy to create a dynamic, people-friendly public realm and build a strong sense of neighborhood identity. The Connecticut Avenue Median stands out as one of the Golden Triangle's most transformative projects. In partnership with DC Department of Transportation, the BID turned a section of a major street into a beautifully landscaped island that pops with color. At times called DC's Magnificent Mile, the Connecticut Avenue Median features a light installation that has completely altered an iconic section of the city after dark. Beyond its visual impact, the illumination makes the area just below Dupont Circle more pedestrian-friendly and an attractive location for retailers and restaurateurs.

Similarly, the BID worked with Department of Energy and the Environment to transform underutilized stretches of concrete into five rain gardens that now pop with color and soften the streetscape with lush native plants. The rain gardens not only add visual interest and green space to a



heavily trafficked urban area but also manage storm water and prevent runoff into local rivers.

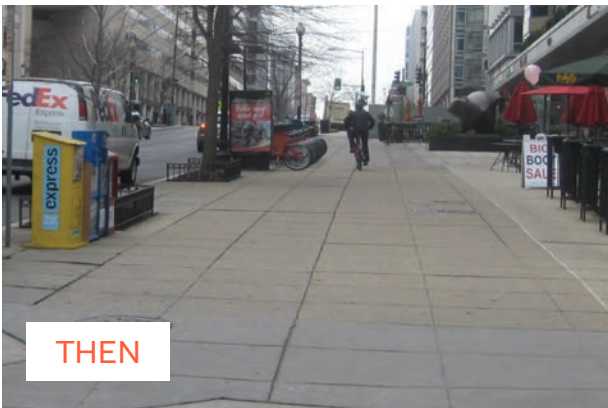
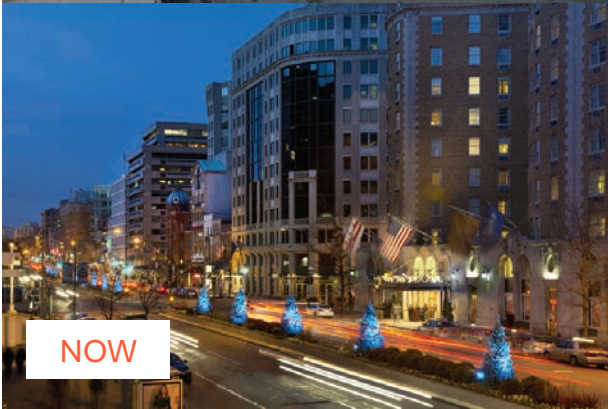
In another signature project, the Golden Triangle worked with the National Park Service and the DC Commission on the Arts and Humanities to enliven James Monroe and Edward R Murrow Parks with public art. In 2015, after years of working through strict requirements, approvals, and longstanding regulations, the BID installed a light fountain in Monroe Park and retrofitted historic lanterns in Murrow Park with color changing LEDs, breathing new life and interest into the parks, while forging a process that served as a testing ground for other park improvement partnerships.

In addition to creating and maintaining investments in the public realm, the BID animates its public spaces with more than 100 events a year such as free Pilates classes and weekly lunchtime picnics. This year, the BID launched “Farragut Fridays,” packing the last day of the workweek with events from dawn to dark, and drawing more than 41,000 attendees. During Farragut Fridays, the BID transformed Farragut Park into a collaborative workspace with tables and chairs and places to meet. Local tech

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GOLDEN TRIANGLE BID



“BIDs,” says Agouridis, “perform a role that the city can’t. By necessity, city government must have a broad view. It wouldn’t be efficient for them to focus on neighborhoods the way the BIDs can. But these smaller spaces and the ecosystems they create are amazingly relevant. The city is a tapestry of these places and spaces.”

companies made presentations and shared innovative ideas; musicians performed for the crowd; and people watched movies under the stars.

Improving the public realm and activating public spaces exemplify the most important—and often least understood—roles that BIDs play in creating a more functional city. BIDs bridge the private and public sectors, and bring to the table partners necessary to move ideas to implementation.

The Golden Triangle BID has played a leading role in creating a prepared and resilient community, just blocks from the White House. “In a post 9/11 world,” explains Agouridis, “governments are planning on a macro level. The BID has stepped in and provided leadership on a neighborhood level.” The BID has been formally recognized by FEMA for its strategic and innovative approach to community emergency planning.

While the Golden Triangle flourishes and the city and region continue to evolve, challenges and opportunities lie ahead. Of the Golden Triangle’s 297 buildings, 125 are Class B, opening up the opportunity for reinvestment. Some of that reinvestment is already beginning, especially west of 20th Street, and stakeholders see an exciting opportunity for the addition of more mixed use and residential options in the area.

As the BID continues to participate in visioning and planning for the neighborhood’s future, its team continues to perform the day to day work of caring for its public spaces. “BIDs,” says Agouridis, “perform a role that the city can’t. By necessity, city government must have a broad view. It wouldn’t be efficient for them to focus on neighborhoods the way the BIDs can. But these smaller spaces and the ecosystems they create are amazingly relevant. The city is a tapestry of these places and spaces. It has texture. It has interest. It has unique elements. You’ve got to embrace all of these facets and bring them together. BIDs are in a unique position to work with the city to make that happen.”

BY THE NUMBERS

GOLDEN TRIANGLE BID 2015 BUDGET: **\$4,910,471**

THE GOLDEN TRIANGLE BID SERVES AN AREA WITH...

	180	ACRES
	33,056,033	SQ. FT. OF OFFICE SPACE
	279,254	SQ. FT. OF RETAIL SPACE
	85,000	DAYTIME EMPLOYEES
	12,375	RESIDENTS WHO LIVE WITHIN A 1/2 MILE
	1,600	HOTEL ROOMS

EVERY YEAR, THE GOLDEN TRIANGLE BID BID HOLDS 100 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...

	45,000	PEOPLE
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EVERY DAY, THE GOLDEN TRIANGLE BID CLEANS & MAINTAINS...

	3.3	ACRES OF PARK
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	16.9	MILES OF SIDEWALK
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IN 2015, THE GOLDEN TRIANGLE BID REMOVED...

	243	TONS OF RECYCLING
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	510	TONS OF LITTER
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DC BID PARTNER SPOTLIGHT

RETHINKING THE URBAN PARK SYSTEM



“DC BIDs have partnered with the National Park Service to bring many small and large public spaces to life. They are creative, collaborative, and support NPS in achieving its goals to reach out and engage the urban community.”
 —Robin Nixon,
 Chief of Partnerships,
 National Mall and Memorial Parks,
 National Park Service

In the early 1990s, a group of Georgetown business leaders sought to chart a better future for DC's oldest neighborhood.



Facing declining economic and retail fortunes, these leaders were deeply concerned that Georgetown was heading in the wrong direction. They came together to answer one question: "How can we work together to make Georgetown stronger and better?" Their response led to the creation of the Georgetown BID and a renewed vibrancy for one of the nation's best known historic districts.

Long known as an iconic shopping, dining and tourist destination, the neighborhood's reputation had begun to slip. "The perception was that Georgetown was tired and that the quality of retail wasn't particularly good," says Joe Sternlieb, CEO of the Georgetown BID. "The infrastructure was in bad shape. Trash piled up on sidewalks and long-time landlords were having trouble attracting tenants to the neighborhood."

"The more we learned about the BID model—the way it brought private sector resources to bear on making a place cleaner and safer for the benefit of everyone—the more we wanted to try to bring the model to Georgetown," says Patty Brosmer, who helped launch the Georgetown BID and today is President of the Capitol Hill BID.

True to the BID model, Georgetown's resurgence began by laying a strong foundation of clean and safe programming. One of the biggest projects in the early years was to invest in beautifying the public realm, creating Georgetown's signature flower basket program.

"The baskets have been important both for their visual impact and their signal to the public that an entity exists whose job it is to care for the neighborhood," explains John Wiebenson, the BID's Director of Operations.

Another challenge early on for Georgetown was transportation and a lack of connection to the rest of the city. The BID forged a partnership with the District Department of Transportation to create the "Blue Bus" link to the Foggy Bottom Metro. After a successful pilot, the Blue Bus was folded into the Circulator. Not only did it improve accessibility and bring more people into the neighborhood, the program also laid the groundwork for the BID's transportation focus for years to come.

Enhancing the streetscapes and improving transportation access all buttressed the BID's main purpose: to draw more customers to and shine a spotlight on the



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neighborhood's eclectic mix of shops, restaurants, commercial offices, and hotels. Along with creating and maintaining an inviting atmosphere, the BID celebrates Georgetown's distinctive shops, restaurants and parks with a series of signature events throughout the year.

"Sixty percent of businesses in Georgetown are small and independent. We market and support them with the spring-time French Market event, the Taste of Georgetown in the fall, and a new outdoor public light art exhibition during the holidays called Georgetown GLOW," says Nancy Miyahira, the BID's Vice President and head of Marketing. In addition, the BID also manages and maintains Georgetown's most visited digital presence at georgetowndc.com and through social media channels on Facebook, Twitter, Instagram and YouTube. All promote the vibrancy and excitement of the neighborhood and its commercial enterprises, 24/7, to people anywhere in the world.

In the last few years, the Georgetown BID has expanded its focus to strategic initiatives and partnerships designed to improve access and mobility, enhance the public realm, and provide economic development services to lagging

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GEORGETOWN BID



THEN



NOW

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“We see our organization as a permanent community institution, so we must develop and maintain great working relationships with every organization that has a stake in the neighborhood, from the Citizen’s Association representing local residents to the National Park Service that represents long-term federal interests,” Sternlieb says.

parts of the neighborhood—all initiatives that evolved from the BID’s Georgetown 2028 process.

During a yearlong collaborative planning exercise, Georgetown 2028 engaged business, residential, university, and government leaders to create, an ambitious 75-item action agenda for Georgetown’s future. The process and the plan exemplify the BID’s ability to convene people who do not always see eye-to-eye, so that common goals are identified and tackled.

“We see our organization as a permanent community institution, so we must develop and maintain great working relationships with every organization that has a stake in the neighborhood, from the Citizen’s Association representing local residents to the National Park Service that represents long-term federal interests,” Sternlieb says.

Looking ahead to the next 20 years, the Georgetown BID will continue to build on the groundwork it has laid over the last two decades. The National Park Service’s Waterfront Park, C&O Canal and other assets in Georgetown will be better maintained and activated in partnership with the BID and community groups. There will be a new canal boat and interpretive program, a visitor center, expanded recreation opportunities and new events that grow out of a community planning process. Georgetown will also enjoy stronger public transportation that includes a streetcar, and possibly an aerial gondola linking the neighborhood to the Rosslyn Metro station.

“Our responsibility [as the Georgetown BID] is to both maintain a great environment and to engage in placemaking. We started by collecting trash, removing graffiti, and fixing bricks. Now we are populating parks and plazas with tables and chairs, installing public art, painting public light poles, maintaining flower baskets, and reporting damaged infrastructure. When someone walks through Georgetown, our goal is for them to be in the most pleasant public realm in the region,” says Sternlieb.

BY THE NUMBERS

GEORGETOWN BID 2015 BUDGET: \$3.3 MILLION

THE GEORGETOWN BID SERVES AN AREA WITH...

	133	ACRES
	2,900,000	SQ. FT. OF OFFICE SPACE
	2,300,000	SQ. FT. OF RETAIL SPACE
	13,000	DAYTIME EMPLOYEES
	9,603	RESIDENTS WHO LIVE WITHIN A 1/2 MILE
	731	HOTEL ROOMS

EVERY YEAR, THE GEORGETOWN BID HOLDS 9 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...

	23,000	PEOPLE
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EVERY DAY, THE GEORGETOWN BID CLEANS & MAINTAINS...

	10	ACRES OF PARK
	7.8	MILES OF SIDEWALK

IN 2015, THE GEORGETOWN BID REMOVED...

	84	TONS OF RECYCLING
	600	TONS OF LITTER

DC BID PARTNER SPOTLIGHT

CLEANING THE CITY



“The longstanding partnership between DC’s Department of Public Works and the BIDs has led to a cleaner city because of the removal of thousands of tons of waste from BID areas. This partnership also has given residents, commuters and visitors opportunities to support our overall waste management goals through the use of hundreds of public space recycling cans installed in BID areas. BIDs bring innovation and ideas to the table that will help our city meet a range of cleanliness and sustainability goals.”

—DC Department of Public Works, Acting Director, Christopher Shorter

In 2003, business leaders who would become founders of the Capitol Hill BID conducted a perception survey about neighborhood cleanliness and safety.



The results were startling. Despite the neighborhood's prime location, charming architecture, and rich history, 88 percent of respondents said it was "trashy." Inspired by the impact of BIDs in other parts of the city, Capitol Hill property owners sought to replicate that success and turn this perception around. To initiate what would become a dedicated effort, not just to spruce up streets but to inspire profound change within the neighborhood, they hired longtime BID proponent Patty Brosmer.

"The biggest challenge we had was our small tax base," explains Brosmer. "Capitol Hill's commercial landscape was far less dense compared to the three existing BIDs and would only yield \$450,000 a year to start."

Some skeptics looked at the numbers and insisted there was not enough funding to service an area with five linear miles of sidewalks to clean and maintain. But Brosmer embraced the challenge. "We needed to be creative and find ways to cut across different needs in the city—both the need for clean commercial corridors and the need for workforce development, especially for people who found it difficult to find employment."

Partnering with a program that put returning citizens and people experiencing homelessness to work, the BID built a team to clean the neighborhood's long neglected commercial district. During a time when many balked at having formerly incarcerated individuals playing such a visible role, the Capitol Hill BID embraced social responsibility and workforce development as essential to its core mission.

Within a few years of operation, the BID doubled the number of waste receptacles in public spaces, launched the city's first public recycling program, and began landscaping efforts across more than 400 flower beds. As a result of the work of the clean team, perceptions surrounding safety and cleanliness turned around.

In the BID's most recent perception surveys, 98 percent of the respondents said Capitol Hill is clean or very clean. The BID efforts not only created a more pleasant experience for those who live, work in, or visit the neighborhood; it put people to work, infused the neighborhoods of Capitol Hill with new vitality, and created a better and brighter environment for conducting business and starting new enterprises.



“We’ve seen an explosion in new restaurants and have become a dining destination. We also have great retailers and of course, Eastern Market,” notes Brosmer.

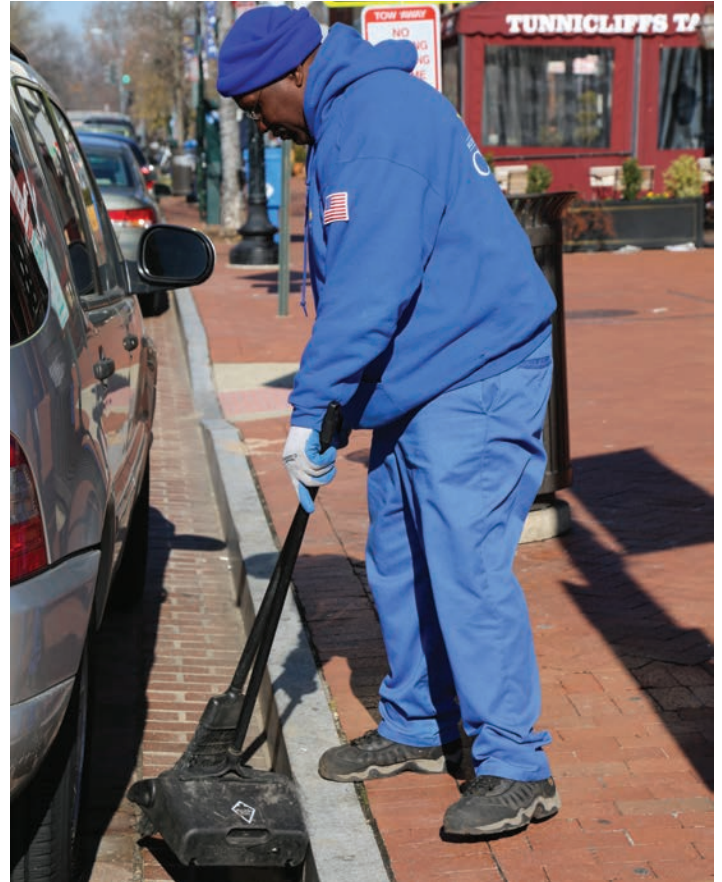
The BID supports retailers and restaurants through neighborhood marketing and events, including an annual Christmas tree and Menorah lighting ceremony and participation in numerous community activities. The bulk of its budget, however, continues to go to quality cleaning services.

And the “men and women in blue”—the workers who greet people as they come off the subway, who maintain the flower beds and clear the sidewalks of trash and debris—are the foundation of this effort and the BID’s biggest source of pride. Today, the Capitol Hill BID can also point to a banner decision to bring its cleaning services and workforce development program in-house. Ready, Willing and Working (RWW), which was modeled on New York’s successful Ready Willing and Able program, provides solid employment and case management to 50 individuals. And RWW not only serves the Capitol Hill BID, but has contracts with Barracks Row Main Street, Adams Morgan BID, Capitol Riverfront BID, and the new Southwest BID.

Within a few years of operation, the BID doubled the number of waste receptacles in public spaces, launched the city’s first public recycling program, and began landscaping efforts across more than 400 flower beds.



CAPITOL HILL BID



"We are incredibly proud of Ready, Willing and Working. I believe in addition to providing high quality services, BIDs have a social responsibility and can play a very important role in helping people in our city who have struggled to find employment become part of the fabric of our community in very visible and tangible ways. Just as they help keep our commercial districts clean, we provide our team members not only with a job, but the services they need to improve their lives," says Brosmer.

Looking ahead, the Capitol Hill BID will continue to focus on providing high quality clean services that transforms the neighborhood as it transforms lives. And it will build on the activities that foster a strong neighborhood identity.

"Capitol Hill in the late 1990s and early 2000s was really seen as a federal enclave with little attention given to the surrounding neighborhood," says Brosmer. "Today, along with a sense that someone cares about how the neighborhood looks and feels, one of the things we are most proud of is helping to create a strong sense of community where people choose to visit, work, and raise families."

"I believe in addition to providing high quality services, BIDs have a social responsibility and can play a very important role in helping people in our city who have struggled to find employment become part of the fabric of our community in very visible and tangible ways. Just as they help keep our commercial districts clean, we provide our team members not only with a job, but the services they need to improve their lives," Patty Brosmer, Capitol Hill BID.

BY THE NUMBERS

CAPITOL HILL BID 2015 BUDGET: **\$1,201,378**

THE CAPITOL HILL BID SERVES AN AREA WITH...



511

ACRES



3,085,060

SQ. FT. OF OFFICE SPACE



276,125

SQ. FT. OF RETAIL SPACE



14,148

RESIDENTS WHO LIVE WITHIN A 1/2 MILE



153

HOTEL ROOMS

EVERY YEAR, THE CAPITOL HILL BID HOLDS 3 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...



1,000

PEOPLE

EVERY DAY, THE CAPITOL HILL BID CLEANS & MAINTAINS...



3

ACRES OF PARK



5

MILES OF SIDEWALK

IN 2015, THE CAPITOL HILL BID REMOVED...



103

TONS OF RECYCLING



1,252

TONS OF LITTER

In 2002, The DC Office of Planning, the Downtown BID and ten major property owners in Mount Vernon Triangle inaugurated a pivotal collaborative effort to develop a comprehensive plan to revitalize 30 acres of underutilized land in the East end of downtown.



The result was an Action Agenda that paved the way for Mount Vernon Triangle to become one of DC's premier downtown neighborhoods and led to the creation of the City's first Community Improvement District.

"There was a lot of uncertainty about what it meant to be a downtown residential neighborhood," explains Claire Schaefer Oleksiak, the president of the Mount Vernon Triangle Community Improvement District. "This is why it was important to include 'community' in our name. We were the first BID to include residential properties as stakeholders and we wanted our name to reflect that." Formed in 2004, the Mount Vernon Triangle Community Improvement District (MVT CID) has helped to create a sense of community connectedness in the neighborhood and to foster economic development. "Through all of our work," Oleksiak adds, "we strive to implement positive changes and create meaningful ways for people to connect to the neighborhood, to each other, and to DC. We have an ideal balanced mix of residents, office tenants and retailers and a welcoming vibe that makes our neighborhood unique." The MVT CID currently has 1.7 million square feet of office space, 5,300 residents,

50+ restaurants/retails, a new \$13 million K & 4th Streets streetscape and 6 public art sculptures/murals.

The MVT CID's success in shaping the transformation of 5th and K, the neighborhood's key intersection, into a dynamic, people friendly town center exemplifies this role. "We acted as a convener and an interpreter between the Department of Transportation, residents and businesses for the \$7 million K Street Streetscape project," explains Oleksiak. "The result is a design that has completely changed the experience of living in the neighborhood's commercial center."

With its wide sidewalks, large landscaped tree boxes, public art and sidewalk cafes, 5th and K has become the heart of the neighborhood. The MVT CID continues to maintain and program the area with outdoor seating, a farmers market, concerts, seasonal events and other community activities. It also plays a similar role in advocating and planning for other neighborhood parks and public spaces.

"Early on in the planning of this neighborhood, stakeholders affirmed that having great parks is key to sustaining a great neighborhood," says Oleksiak.



For the MVT CID, this involves both a short- and a long-term strategy. The neighborhood has five National Park Service (NPS) “pocket parks,” that the MVT CID maintains and programs. But the vision for the neighborhood’s park system extends beyond existing assets. Plans are in the works for two NPS parks to be redesigned with a funding commitment from an adjacent landowner. A redesign for the District-owned Cobb Park is in planning as well. All three will create new opportunities for recreation, relaxation and amenities for those in Mount Vernon Triangle and downtown DC.

As with the K Street Streetscape project, the MVT CID plays a critical role in bringing diverse stakeholders together to create a vision, plan and design process that is both inclusive and responsive.

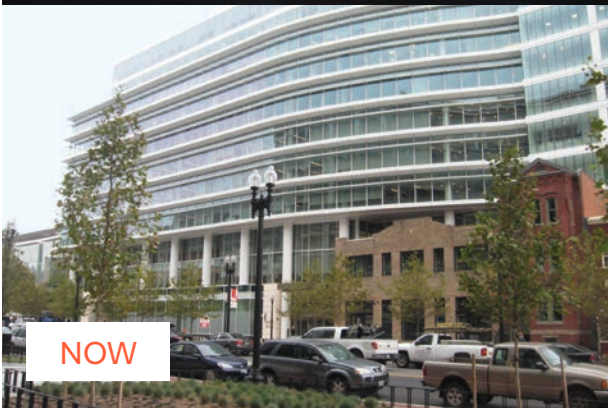
“One of the fundamental roles a BID or CID can play is to help direct large scale projects from planning and visioning to implementation,” says Oleksiak. “We can bring a range of stakeholders together to create an inclusive project. And we are stable organizations. Year after year, we can transcend administration changes and keep an eye on the ultimate goal that serves the needs of people living and working here.”

“We want to make sure that we are true to our history and the foundation established by our long time businesses and residents, churches and stakeholders, even as we move forward welcoming new projects, people and economic development.” —Claire Schaefer Oleksiak, the president of the Mount Vernon Triangle Community Improvement District



SAM KITTNER

MOUNT VERNON TRIANGLE CID



“We are one of the BIDs that works with previously homeless and/or returning citizens, through our connection with Central Union Mission. Not only do we provide a stable, steady job with wages and benefits, we have helped most of our team members achieve independent living,” Oleksiak says. “They contribute so much to making this area, not just clean, but welcoming to residents and business owners. They have incredible ownership of the neighborhood.”

Like its counterparts, providing clean and safe services is crucial to the MVT CID's success and has a huge impact on the look and feel of the neighborhood. As with other BIDs, Oleksiak says the clean and safe team provides a personal touch for members of the neighborhood—that idea of creating a more comfortable environment. The MVT CID's ambassadors are funded in part by a grant from the Department of Small and Local Business Development. The program is highly impactful on the lives of the team members who work day in and day out to keep the neighborhood clean.

“We are one of the BIDs that works with previously homeless and/or returning citizens, through our connection with Central Union Mission. Not only do we provide a stable, steady job with wages and benefits, we have helped most of our team members achieve independent living,” Oleksiak says. “They contribute so much to making this area, not just clean, but welcoming to residents and business owners. They have incredible ownership of the neighborhood.”

Other points of pride for the MVT CID are the community-minded retailers and restaurants who have located there. “Seventy-five percent of our businesses are local and they are very supportive of each other. We promote and market them, as well as help connect them with our residents, workers and other potential customers,” Oleksiak says.

Looking forward, Oleksiak and the MVT CID plan to support a economic and community development process that maintains the neighborhood's authenticity and diversity. “We want to make sure that we are true to our history and the foundation established by our long time businesses and residents, churches and stakeholders, even as we move forward welcoming new projects, people and economic development.”

BY THE NUMBERS

MOUNT VERNON TRIANGLE CID 2015 BUDGET: \$766,880

THE MOUNT VERNON TRIANGLE CID SERVES AN AREA WITH...



70

ACRES



1,692,799

SQ. FT. OF OFFICE SPACE



273,364

SQ. FT. OF RETAIL SPACE



8,000

DAYTIME EMPLOYEES



16,000

RESIDENTS WHO LIVE WITHIN A 1/2 MILE



238

HOTEL ROOMS

EVERY YEAR, THE MOUNT VERNON TRIANGLE CID HOLDS 30 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...



15,000

PEOPLE

EVERY DAY, THE MOUNT VERNON TRIANGLE CID CLEANS & MAINTAINS...



2

ACRES OF PARK



5.9

MILES OF SIDEWALK

IN 2015, THE MOUNT VERNON TRIANGLE BID REMOVED...



41

TONS OF RECYCLING



195

TONS OF LITTER

With its mix of great urban parks, stores, coffee shops, bars, restaurants, and nonprofit organizations, Adams Morgan has long been known as a unique DC place to live, work and visit.



In the 1980s, the main commercial corridor, populated mostly by converted townhouses, also became one of the city's most popular nightlife destinations. But with this growing success, also came with the reality that city services couldn't keep up with growing needs for better policing, more trash removal, and improved public maintenance. Businesses and residents clamored for solutions.

To address the needs and resolve a growing conflict between businesses and residents over whether the commercial activity, especially at night, was sustainable, the Adams Morgan Business and Professional Association (AMBPA) came together to organize owners and host quarterly clean-ups. But their efforts fell short. Led by a volunteer and kept afloat by yearly dues that only a fraction of businesses paid, the association simply could not keep up with day-to-day needs.

"Business owners saw what BIDs were doing in other parts of the city and thought the model would work in Adams Morgan," says Kristen Barden, the Adams Morgan Partnership BID's current executive director. "They saw the benefits of a dedicated stream of funding and dedicated staff to

provide clean and safe services and marketing that could really have an impact."

In 2005, business and property owners formed the Adams Morgan Partnership BID (AMPBID).

"One of the biggest challenges is that we've always had to do a lot with a little," says Barden. "We have small properties, and our BID tax base is smaller than areas with large office buildings. But we get every ounce of energy from every dollar."

A standout success has been the Adams Morgan clean and safe team from Ready, Willing and Working. With a grant directed at small BIDs from the District Department of Small and Local Business Development (DSLBD), the team keeps Adams Morgan clean, seven days a week, 365 days a year, while Ready, Willing and Working helps put struggling men and women back on their feet.

Another success came from the BID's partnership with the Metropolitan Police Department.

"MPD now has dedicated nightlife units trained to handle



situations that arise and a more refined approach to policing areas with nightlife businesses,” explains Barden. “Because we act as interpreters and conveners between the department and businesses, there’s also an understanding of needs on all sides and a place to discuss these issues regularly. I think we’ve been a good testing ground for some new thinking.”

A great unanticipated benefit is the BID’s role as a nexus for the local community of mainly small businesses. The BID has become a place for the Adams Morgan business and property owners to connect, gain useful information, do business, and invest, strengthening all businesses and forging stronger connections with the city. The BID, for example, worked with the DC City Council to include all Adams Morgan commercial corridors in DMPED’s Great Streets program, enabling small businesses to apply for grants up to \$50,000, to underwrite facade improvements, equipment purchases, and marketing.

In 2012, a \$6.5 million federally funded streetscape renovation—the largest public investment ever made in Adams Morgan—began to transform 18th Street from

“One of the biggest challenges is that we’ve always had to do a lot with a little,” says Barden. “We have small properties, and our BID tax base is smaller than areas with large office buildings. But we get every ounce of energy from every dollar.”



ADAMS MORGAN PARTNERSHIP BID



“Work is never done,” says Barden. “But we’ve made great strides. We have systems in place that raise the quality of life in Adams Morgan. And we’re focused on encouraging people to... experience a new and dynamic Adams Morgan.”



Columbia Road to Florida Avenue into a pedestrian-friendly promenade. But despite the long-term benefit from wider sidewalks, more attractive streetlights, shade trees, bike racks, and infrastructure improvements, the disruption threatened many businesses.

In response, the BID hired a construction engineer to provide ground-level communication between DDOT, their contractors, and businesses so owners and managers would know what to expect on a daily basis. A PR firm was also hired to reach patrons around the city.

“We launched a marketing campaign to make sure people knew that Adams Morgan was open for business during the construction. And once it was all done, we put a lot of effort into encouraging people to ‘Rediscover Adams Morgan,’” says Barden. With a transformed streetscape, Adams Morgan in 2014 was named one of ten “Great Neighborhoods” in America by the American Planning Association. And today, the BID is meeting the challenge of attracting more neighborhood-serving businesses and daytime retailers.

Like its other District counterparts, the Adams Morgan BID has played an important role in supporting the neighborhood’s economic development and promoting a balanced, sustainable mix of uses. In keeping with those goals, the Line Hotel from the Sydell Group—which owns New York’s Ace and Nomad Hotels among others—will open in time for inaugural events in January 2017.

“It’s the kind of development that will help bring daytime foot traffic to support retailers and also bring more business to our restaurants and nightlife businesses. The hotel developer even noted that one reason they are confident of success here is the presence of a strong business improvement district,” Barden says.

Looking forward, Barden says, the BID will continue to provide superior clean and safe services that enhance everyday life for residents and create a better environment for businesses. The BID is also promoting new family-friendly cultural programming through events such as Adams Morgan Movie Nights in the spring and music events like Adams Morgan PorchFest in the fall.

“Work is never done,” says Barden. “But we’ve made great strides. We have systems in place that raise the quality of life in Adams Morgan. And we’re focused on encouraging people to come enjoy themselves, support our local businesses, and experience a new and dynamic Adams Morgan.”


BY THE NUMBERS

ADAMS MORGAN PARTNERSHIP BID
 2015 BUDGET: **\$540,000**

THE ADAMS MORGAN PARTNERSHIP BID SERVES
 AN AREA WITH...

 62 ACRES

 30,000 SQ. FT. OF OFFICE SPACE

 1,100,000 SQ. FT. OF RETAIL SPACE

 6,000 DAYTIME EMPLOYEES

 25,000 RESIDENTS WHO LIVE WITHIN A 1/2 MILE

 25 HOTEL ROOMS

EVERY YEAR, THE ADAMS MORGAN PARTNERSHIP BID HOLDS 5 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...

 35,000 PEOPLE

EVERY DAY, THE ADAMS MORGAN PARTNERSHIP BID CLEANS & MAINTAINS...

 3.4 MILES OF SIDEWALK

IN 2015, THE ADAMS MORGAN PARTNERSHIP BID REMOVED...

 50 TONS OF RECYCLING

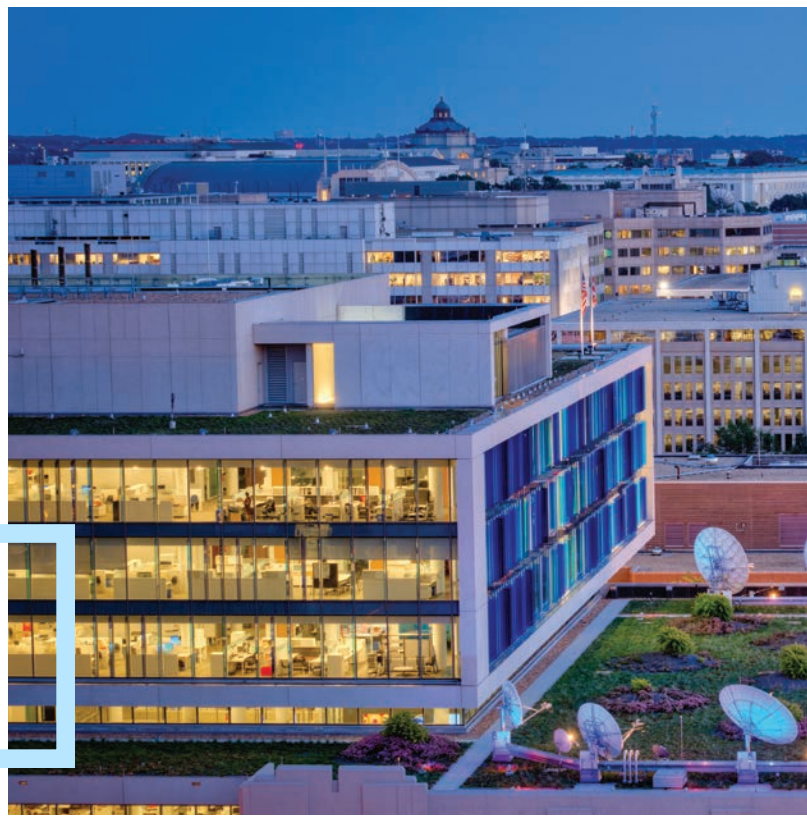
 600 TONS OF LITTER

DC BID PARTNER SPOTLIGHT SUPPORTING SMALL BUSINESSES



“Small business owners rarely have the time or ability to manage that very important environment outside of their doors—the neighborhood in which they and their fellow small business owners operate. BIDs give business owners both a say in identifying their neighborhood’s needs, and the means for addressing and managing those needs.”
 —Constantine Stavropoulos, Co-President of Adams Morgan Partnership and Owner of the Tryst Restaurant Group

In the late 1990s NoMa was an area with lots of potential, but not a lot else.



Dotted with surface parking lots and abandoned warehouses, this area just north of Union Station was widely seen as a lost opportunity. Despite an enviable location with fabulous transit assets close to downtown and adjacent to Union Station and the US Capitol, the neighborhood remained for the most part underused—a remnant of its industrial and railroad transportation past, producing only about \$5 million per year in city tax revenue.

Civic leaders and residents realized the neighborhood's location was prime for a transformational investment. A unique public/private partnership was established with critical support from Congresswoman Eleanor Holmes Norton to fund construction of Metro's first infill station and the Metropolitan Branch Trail in NoMa. The District of Columbia government, federal government and private NoMa property owners partnered and raised \$120 million for these projects. In 2004, the Metro station now known as NoMa-Gallaudet U opened the doors to a decade plus of astonishing growth. By 2014, the station had delivered a cumulative direct fiscal impact of an additional \$330 million in DC tax revenue, with more than 29,000 jobs and an economic output of more than \$4.7 billion. Researchers con-

servatively projected a cumulative impact of nearly \$1 billion from 2014 through 2019.

The NoMa stakeholders who came together to build the Metro station knew that to live up to its huge potential, NoMa needed an entity to manage and maintain its public realm and help deliver on their ambitious vision for a great urban neighborhood. And so, in 2006, the NoMa stakeholders embarked on establishing the NoMa Business Improvement District.

Along with providing the basic services BIDs are known for, the NoMa BID focused on putting the pieces in place to foster a sense of place, community and build a 21st century mixed-use neighborhood. Supported by visionary leadership among the Board and NoMa BID membership, the NoMa BID became a place for real collaborative private sector planning in a neighborhood with almost no zoning or entitlement requirements.

“Because NoMa is building out of whole cloth, people often come together at the BID level to make sure the neighborhood works as a healthy, live-work neighborhood. We have a lot of sophisticated institutional developers who are planning a neighborhood collaboratively through an



SAM KITTNER



SAM KITTNER

entity with only the informal authority of the BID. They're putting their plans on the table, they're talking to each other through the vehicle of the BID and they are saying, 'okay, how do we make this place great?'" explains Robin-Eve Jasper, President of the NoMa BID.

Today, there are nearly 4,000 residential units in the NoMa BID, more than 12.8 million square feet of office space (85 percent of it Class A and LEED certified) and more than 360,000 square feet of retail. More than 36,000 people call the NoMa neighborhood home. By 2018, there will be more than 6,500 residential units in the BID with lots more office, retail and hotels on the way. Clearly, the collaborative approach is working well for NoMa.

From the beginning, the BID organized events, like NoMa Summer Screen and worked to attract other organizers' events, such as the Artomatic open arts exhibition in 2008. Through these events, the NoMa BID not only helped people experience the neighborhood, but also connect it with DC's creative communities.

"We are knitting together the fabric of our neighborhood. The ability to do that really comes through our relationships

Along with providing the basic services BIDs are known for, the NoMa BID focused on putting the pieces in place to foster a sense of place, community and build a 21st century mixed-use neighborhood.



NoMa BID



“Because NoMa is building out of whole cloth, people often come together at the BID level to make sure the neighborhood works as a healthy, live-work neighborhood. We have a lot of sophisticated institutional developers who are planning a neighborhood collaboratively through an entity with only the informal authority of the BID. They’re putting their plans on the table, they’re talking to each other through the vehicle of the BID and they are saying, ‘okay, how do we make this place great?’”
—Robin-Eve Jasper, President, NoMa BID

with people who care about what’s in the city,” explains Jasper. “We put local artist’s work into vacant spaces and do walking tours. The Nerds in NoMa series features expert panel discussions on hot topics for DC. Through artist showcases in partnership with Washington Project for the Arts, neighborhood murals in partnership with Words, Beats and Life, public sculpture and underpass art parks, the NoMa BID is making sure that public space in NoMa is engaging and appealing.”

Along with creating events and activities that cultivate neighborhood identity, the NoMa BID focuses energy and resources into attracting office and retail tenants along with new residents. As a third-party center for sharing information and insight about its buildings, its transit connections, and its people, the BID has helped lay the groundwork for attracting businesses like REI, Harris Teeter, Unleashed by Petco, Landmark Theatres and many other amenities for residents.

People now experience NoMa as a unique and dynamic neighborhood, connected to the city and its creative community. The 2012 name change of the Metro station from New York/Florida Ave to NoMa-Gallaudet U station was the result of widespread recognition of NoMa as a thriving, established DC neighborhood.

A newer challenge is the inclusion of great parks and public spaces into one of DC’s most densely populated neighborhoods. The NoMa BID established a nonprofit 501c3, the NoMa Parks Foundation, and partnered with DC government and local property owners to implement a vision for a system of parks to address resident and public needs. In 2013, the neighborhood celebrated acceptance of the parks plan, known as the NoMa Public Realm Design Plan, by the Mayor and the City Council and the commencement of 6-year public-private partnership to deliver wonderful parks for the NoMa community.

Today, the NoMa BID and NoMa Parks Foundation continue to build on the foundation laid over the last eight years to attract high-quality retail, entertainment and cultural institutions, advance the vision for NoMa parks, and maintain the neighborhood’s now well-recognized vibrancy.

“Our success in bringing together stakeholders in the public and the private sectors continues to demonstrate the ability of BIDs to enable collaboration in a deep way and achieve surprising results,” says Jasper. “Our proudest moments are yet to come.”

BY THE NUMBERS

NoMa BID 2015 BUDGET: **\$2,825,000**

THE NoMa BID SERVES AN AREA WITH...



237

ACRES



12,795,258

SQ. FT. OF
OFFICE SPACE



360,000

SQ. FT. OF
RETAIL SPACE



54,000

DAYTIME
EMPLOYEES



36,000

RESIDENTS WHO LIVE
WITHIN A 1/2 MILE



622

HOTEL ROOMS

EVERY YEAR, THE NoMa BID HOLDS 50 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...



28,200

PEOPLE

EVERY DAY, THE NoMa BID CLEANS & MAINTAINS...



16

MILES OF
SIDEWALK

IN 2015, THE NoMa BID REMOVED...



16

TONS OF RECYCLING



291

TONS OF LITTER

DC BID PARTNER SPOTLIGHT SUPPORTING LOCAL ARTISTS



“BIDs support support and provide opportunities for local artists. The spaces and resources they make available to showcase DC’s homegrown creativity are unmatched. Public art is important but finding space and getting permits can be challenging for individual artists. BIDs have a great ability to bridge these gaps and create space for artists to contribute their voice and vision to the public landscape. Our partnership with the NoMa BID was one of the best collaborations we have had in our 14 years of serving the DC residents.”
—Mr. Mazi A.E. Mutafa, ED, Words Beats & Life

The Capitol Riverfront BID was established in 2007 as a response to a neighborhood on the precipice of explosive new development resulting from vision, planning and public investment.



“For eight years, we’ve helped guide the Capitol Riverfront’s development that has led to its rediscovery and revitalization. We’ve done it through planning and management services for a community that has been at the epicenter of sweeping change,” says Michael Stevens, the BID founder and President.

As little as 20 years ago, the neighborhood was considered a light manufacturing and industrial “backyard” of the District, with an all but forgotten Anacostia riverfront. The major anchor was the historic Navy Yard, a 120-acre home to the US Navy since 1799. It was also a foundation for much of our manufacturing and maritime history; but the neighborhood was populated with other industrial uses such as concrete and asphalt manufacturing plants, an incinerator site, oil storage tanks, a recycling center, an electrical generation plant and substation, and auto repair shops that created much of that landscape. Since then, the physical changes have been dramatic and point to one of the largest riverfront redevelopment projects in the country.

“We had to establish and communicate a new identity for our neighborhood. While it was evolving so quickly, our BID

was also courting new investment, which fueled the growth of new businesses and attracted new interest in ‘the Capitol Riverfront’,” says Stevens.

Over the past 15+ years, the 500-acre Capitol Riverfront neighborhood has moved rapidly toward an ultimate build-out of approximately 37 million square feet (SF), to date achieving 35% of its mixed-use build-out scenario. More than 60 percent of the neighborhood is being demolished and rebuilt as a high density, mixed-use community with transit access and two miles of riverfront frontage. Older historic structures that lend authenticity and celebrate our maritime and manufacturing history are being repurposed and populated with new uses, from retail to residential to office. New parks provide access to the riverfront and create a sense of place, identity and community where none had previously existed.

For the past eight years, the BID has planned for and accommodated that change through its management services: Clean & Safe Teams, economic development, office and retail attraction, marketing/PR & branding, research and information collection, transportation and



CANDICE BURCH



“Visit any of our parks year-round, and you’ll see people enjoying, not just activities—such as movies, ice skating, biking, concerts, and picnics—but you’ll see people who know they are part of a special community. We’re proud of that, too,” says Stevens.

infrastructure analysis, community building, parks and public realm management, and advocacy on behalf of the entire neighborhood.

“Visit any of our parks year-round, and you’ll see people enjoying, not just activities—such as movies, ice skating, biking, concerts, and picnics—but you’ll see people who know they are part of a special community. We’re proud of that, too,” says Stevens.

In the midst of another robust growth cycle, the Capitol Riverfront is currently home to more than 34,000 employees and over 5,000 residents. Approximately 3,000 residential units, three hotels with 533 rooms, and a new 35,000 square-foot Whole Foods grocery are under construction. More than 30 restaurants are open, joined by a 50,000 square-foot Harris Teeter grocery, a 28,000 square-foot VIDA Heath Club, Bang Salon and Aura Spa.

This redevelopment has not happened by chance, and is the result of numerous public/private partnerships that when combined have invested over \$4 billion in the neighborhood. The Capitol Riverfront has been master planned as a part of the Anacostia Waterfront Initiative (AWI) Frame-



THEN



NOW

CAPITOL RIVERFRONT BID



THEN



NOW



THEN



NOW

work Plan, which put forth the vision of a clean and usable Anacostia, new communities adjacent to the river, rebuilt infrastructure, and a riverwalk trail and parks connecting people to the river and a string of destinations.

The significant economic development forces include:

- The 1995 BRAC process brought NAVSEA and 8,000 employees from Northern Virginia to the Navy Yard campus, sparking a new wave of office construction to house defense contractor maritime divisions.
- In 2003, the federal Department of Transportation (DOT) decided to relocate from L'Enfant Plaza to the Capitol Riverfront and a two million square-foot office building housing 7,000 DOT employees opened in 2007, further defining our role as an office submarket.
- Forest City Washington was selected in 2003 to develop the 42-acre Southeast Federal Center site, and their presence and commitment raised the profile of the neighborhood and the river.
- A HUD HOPE VI grant in 2003 to the DC Housing Authority funded the demolition of the Arthur Capper Carrollsburg public housing complex, and its reconstruction as a blended income neighborhood with one-to-one replacement of the former public housing units and 1,100 new market rate units.
- With the 2003 AWI Framework Plan, the DC Council enacted public policy to clean up, celebrate, embrace, and engage the Anacostia River.
- In 2005, Major League Baseball returned to DC and the Capitol Riverfront was chosen for the new Nationals Ballpark. The stadium opened in 2008 and has “mentally mapped” and branded the neighborhood, while attracting millions of baseball fans.

The Capitol Riverfront will continue to grow and evolve over the next 20 years. Through new public and private investment, new construction will refine the cityscape with office, residential, retail and restaurants, entertainment uses, public spaces, and access to and enjoyment of the river.

“The BID’s mission of today and tomorrow is to help guide and manage this new growth towards a vibrant new mixed-use community on the river,” says Stevens, “all while managing the public realm and providing place-making of the highest quality possible.”

BY THE NUMBERS

CAPITOL RIVERFRONT BID 2015 BUDGET: **\$1,843,000**

THE CAPITOL RIVERFRONT BID SERVES AN AREA WITH...



500

ACRES



7,300,855

SQ. FT. OF OFFICE SPACE



289,432

SQ. FT. OF RETAIL SPACE



34,000

DAYTIME EMPLOYEES



9,000

RESIDENTS WHO LIVE WITHIN A 1/2 MILE



372

HOTEL ROOMS

EVERY YEAR, THE CAPITOL RIVERFRONT BID HOLDS 200 EVENTS THAT ENTERTAIN & EDUCATE MORE THAN...



122,000

PEOPLE

EVERY DAY, THE CAPITOL RIVERFRONT BID CLEANS & MAINTAINS...



8.5

ACRES OF PARK



18.4

MILES OF SIDEWALK

IN 2015, THE CAPITOL RIVERFRONT BID REMOVED...



117

TONS OF RECYCLING



782

TONS OF LITTER

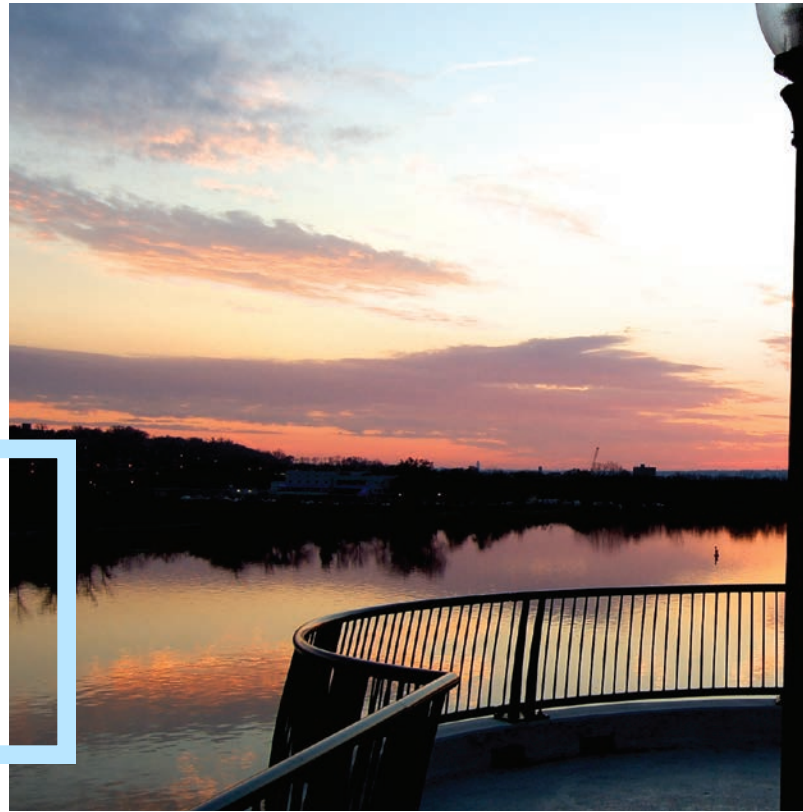
DC BID PARTNER SPOTLIGHT

STRENGTHENING THE DISTRICT'S ECONOMY



“DC Business Improvement Districts contribute to the city’s economic development goals in critical ways. Beyond ensuring that DC’s high employment areas are clean and well managed, BIDs have deep local knowledge of the dynamics at play within their neighborhoods. They have been great partners with DMPED, providing important knowledge and insight, as we chart a course to meet the challenges and opportunities ahead to bring prosperity to all eight wards.” —Deputy Mayor for Planning and Economic Development, Brian Kenner

The Anacostia BID formed in 2012, after several years of organizing by a group of property and business owners.



The BID in the city with the smallest tax base, the Anacostia BID has focused heavily on building an organization, engaging community groups and partnering with DC agencies and business leaders.

The initial program is to provide a strong and sustainable clean team to care for the neighborhood's main commercial areas. The goal is to build on the neighborhood's historic fabric and enhance the public space with landscaping.

The BID serves as a convener, bringing together community and business groups to plan for the future and to support events and programming that strengthens the neighborhood.

"Anacostia is a vibrant neighborhood, on the move. It's filled with creative energy and the BID both taps into and supports this energy," explains Nikki Peele, one of Anacostia BID's volunteers. "The BID creates a mechanism for more people to get involved in helping it reach its potential."

Anacostia is a great neighborhood to live, work and enjoy the adjacent parkland on the river. The BID has invested in training and employing local residents to provide key landscaping and street and sidewalk cleaning services. It also

has a robust community engagement program to involve residents and local business owners in planning for the kind of programming they'd like to see. Working with the ANC, the BID has recruited dedicated volunteers who have joined the clean-up and landscaping improvement efforts.

The BID also provides business advice and support to the property and business owners. "Anacostia is seeing a lot of new and creative economic activity with art galleries and incubators like the HIVE. New construction as well as refurbishing the historic buildings will bring in new businesses that the neighborhood wants," explains Anacostia BID's board chairman, Stan Voudrie. "The BID can serve as a mechanism to unify the long range planning for the business district."

"The BID provides a sustainable funding source, a base, on which to grow programming and to seek more diverse funding sources," says Edward Grandis, the BID's executive director. "It signals to the community, to foundations and to the government, that Anacostia business and property owners are willing to make a long term sustainable investment in improving the neighborhood while making sure residents and businesses are part of the planning."



In its third year of programming, the Anacostia BID has helped create a much cleaner business environment and created the framework to build even more programming and plan for a brighter future for the neighborhood that values neighborhood history and engages residents and businesses to participate in planning and benefit from the improvements.



BY THE NUMBERS

ANACOSTIA BID 2015 BUDGET: **\$419,000.00**

THE ANACOSTIA BID SERVES AN AREA WITH...



169

ACRES



624,104

SQ. FT. OF OFFICE SPACE



305,221

SQ. FT. OF RETAIL SPACE



2,700

DAYTIME EMPLOYEES



10,614

RESIDENTS WHO LIVE WITHIN A 1/2 MILE

EVERY DAY, THE ANACOSTIA BID CLEANS & MAINTAINS...



1.2

MILES OF SIDEWALK

IN 2015, THE ANACOSTIA BID REMOVED...



30

TONS OF LITTER



Authorized by the District of Columbia in December of 2014, the Southwest Business Improvement District (SWBID) is the District's 10th BID and, with 850 acres, the largest in land area.



Within the new SWBID borders are three distinct submarkets: Federal Triangle South, the Southwest Waterfront and the Waterfront Metro.

Anchored by a mission to design and manage comprehensive programs that improve the area's image, connectivity, business climate and sustainability, the SWBID serves this unique neighborhood, which features an established mixed-income community, the national headquarters of more than 25 federal agencies, and the largest redevelopment of a mile-long section of the Washington Channel in more than a century.

The SWBID was founded by a team of four senior executives from companies with holdings in the near southwest. In 2012, the four firms, CityPartners, PN Hoffman, Clark Enterprises, and Forest City Washington, established a task force and began a due diligence process, studying best practices of other DC BIDs and determining the feasibility of organizing major southwest property owners and businesses to work cooperatively to improve neighborhood image and access.

"In our first days of discovery and exploration, major stakeholders sought to answer a single question: 'What are those things that, if we worked together, would make the biggest

difference to our tenants and the neighborhood we share?'" says SWBID director, Steve Moore.

The neighborhood's development pipeline today includes 36 projects, most to be delivered by the first quarter of 2018. Residential developments and hotels dominate the list. In all, thirteen residential projects with a mix of apartments and condominiums are finalizing approvals, breaking ground, or topping out before the first quarter of 2016, adding more than 3,365 new residences to the near southwest. Five hotels also are under construction, bringing the total of rooms to 1,750 and more than doubling existing hotel room inventory by January 2018.

The SWBID development pipeline also includes a varied collection of venues, uses, and structures not typically found in a BID or an urban area in transformation—two museums, three churches, a 6000-person entertainment venue, a public library, yacht club, historic fish market, public waterside parks and piers, and a 550-slip marina.

For fiscal year 2016, the SWBID has established a series of goals centered around plans to solidify the neighborhood as a top-of-mind choice for new businesses and residents;



launch a widespread program to clean, maintain and program the 850-acre public realm; partner with District and federal agencies to promote walkability and accessibility; convene hospitality partners and attractions to package the southwest as a visitor destination; and define the short-term actionable initiatives of the SW Ecodistrict.

Significant to the future of the SWBID neighborhood, this proposed Ecodistrict is envisioned as a “comprehensive and forward-looking approach to urban sustainability and livability.” In keeping with the 2009 Monumental Core Framework Plan, National Capital Planning Commission (NCPC) recommendations for the Ecodistrict seek to extend the civic qualities of the National Mall to the waterfront, while identifying the Southwest Rectangle—the collection of federal headquarters buildings south of Independence Avenue SW—as candidates for demonstrating social equity, economic competitiveness, and environmental quality.

In future, the new SWBID will work to establish a higher level of baseline services including street cleaning, the repair and maintenance of highway underpasses, supplemental security measures, hospitality services, and coordination with transportation hubs.

“A BID is a platform,” says Moore “It is a tool for our members to work collaboratively to clean, brand and activate this quadrant of DC,” says Steve Moore. “Together, we will make our SWBID area a cleaner, safer and better-connected place.”

BY THE NUMBERS

SW BID 2016 BUDGET ESTIMATE: **\$2,400,000**

THE SW BID SERVES AN AREA WITH...



850

ACRES



24,253,624

SQ. FT. OF OFFICE SPACE



77,000

DAYTIME EMPLOYEES



19,000

RESIDENTS WHO LIVE WITHIN A 1/2 MILE



965

HOTEL ROOMS

“In our first days of discovery and exploration, major stakeholders sought to answer a single question: ‘What are those things that, if we worked together, would make the biggest difference to our tenants and the neighborhood we share?’” —Steve Moore, SW BID Executive Director.



ABOUT THE DC BID COUNCIL

The DC BID Council is an association of Washington DC's ten business improvement districts. Founded in 2009, the DC BID Council brings together BID leaders and stakeholders to collaborate on issues and concerns that cut across all BID boundaries and impact the entire city.

BID COUNCIL EXECUTIVE COMMITTEE

President Joe Sternlieb, Georgetown BID
Vice-President Patty Brosmer, Capitol Hill BID
Treasurer Leona Agouridis, Golden Triangle BID
Secretary Robin-Eve Jasper, NoMa BID

DC BID COUNCIL BOARD

Kristen Barden, Adams Morgan BID
Ed Grandis, Anacostia BID
Michael Stevens, Capitol Riverfront BID
Neil Albert, Downtown DC BID
Rich Bradley, Downtown DC BID
Claire Schaefer Oleksiak, MVT CID
Steve Moore, The SW BID

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Note on the data for this report: All Data for this report was provided by the individual BIDs and Washington DC Economic Partnership.

DC BID FAST FACTS

BID NAME	YEAR FOUNDED	DIRECTOR	SQUARE MILES
The Adams Morgan Partnership	2005	Kristen Barden	0.10
The Anacostia BID	2012	Ed S. Grandis, Esq.	0.26
Capitol Hill BID	2002	Patty Brosmer	0.80
Capitol Riverfront BID	2007	Michael Stevens	0.71
The Downtown BID	1997	Neil Albert	1.00
The Georgetown BID	1999	Joe Sternlieb	0.21
The Golden Triangle BID	1997	Leona Agouridis	0.28
Mount Vernon Triangle CID	2004	Claire Schaefer Oleksiak	0.11
NoMa BID	2007	Robin-Eve Jasper	0.37
Southwest Waterfront BID	2015	Steve Moore	1.3

	2015 BUDGET	TAX ASSESSMENT FORMULA	PHONE NUMBER
	\$540,000	Commercial: \$0.21 per \$100 of assessed value	202-997-0783
	\$419,000	\$0.16 per \$100 of assessed value	202-449-9871
	\$1,201,378	Commercial: \$0.15 per \$100 of assessed value	202-842-3333
	\$1,843,000	Commercial over 8,000 SF: \$0.16 per SF, Commercial under 8,000 SF: \$0.09 per \$100 assessed value, Vacant: between \$0.13 and \$0.36 per, SF depending on size, Active industrial: \$0.16 per land SF, Frederick Douglass Bridge realignment right of way: \$0.08 per land SF, Hotel: \$95.00 per room, Residential: \$120.00 per unit	202-494-3482
	\$11,043,175	Commercial: \$0.16 per SF Hotel: \$82 per room	202-638-3232
	\$3,300,000	Commercial: \$0.1545 per \$100 of assessed value	202-298-9222
	\$4,910,471.00	Commercial \$0.145 per SF Hotel: \$0.115 per SF	202- 463-3400
	\$766,880	Commercial: \$0.15 per SF Vacant: \$.35 per SF Hotel: \$90 per room Residential: \$120 per unit	202-216-0511
	\$2,825,000	Commercial: \$0.15 per SF Land and Buildings under 50,000 SF: \$0.05 per \$100 of assessed value Hotel: \$90 per room Residential: \$120 per unit	202-289-0111
	N/A (2016 Budget estimate \$2,400,000)	Commercial: \$0.15 per SF, Hotels at \$100 per room, Residential \$120 per unit, Vacant land at \$0.35	202-688-3576



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