

DC BIDS AND COVID-19: HERE TO HELP

DCBID
★ ★ ★ COUNCIL





WHAT ARE BUSINESS IMPROVEMENT DISTRICTS (BIDS)

BIDs are nonprofit organizations dedicated to maintaining, enhancing and promoting urban places. Funded by a special assessment paid by property owners within a defined geography, BIDs provide enhanced services and the coordination needed to create more connected, vibrant and thriving places.

The 11 BIDs in the District are most well known for the work they do every day to clean and maintain parks and public spaces, removing approximately 11,000 tons of litter per year from their service areas. BIDs also promote local businesses, build community, and elevate local arts and culture through events and promotions.

BIDs cultivate public private partnerships to grow the economy, upgrade the urban park

system, tackle chronic homelessness, improve transportation networks and enhance the overall quality of the public realm. All of these activities have helped to foster a stronger and more resilient city.

Amid the COVID-19 crisis, BIDs, like all organizations, have had to quickly pivot to confront unprecedented new realities. Essential BID workers have been on the front lines in helping to keep the city safe during this crisis.

JUNE 2020

Overview of DC BID activities and initiatives during the early months of the Covid-19 Emergency



KEEPING SIDEWALKS AND PUBLIC SPACES CLEAR OF DEBRIS, SAFE AND WELL-MAINTAINED, AND READY FOR RECOVERY

182 BID workers are on the street every day keeping **134 miles of sidewalks** and **61 acres of parks** and public spaces safe, clean and free of debris. Since the start of the crisis, BIDs have added cleaning and sanitizing of high-touch surfaces along with providing extra eyes on the street during evening hours. BIDs have removed **over 6,800 bags of trash and recycling per week** from BID areas.



HOW BID CLEAN TEAMS ARE SERVING THEIR NEIGHBORHOODS

SPOTLIGHT



THE ANACOSTIA BID'S CLEAN TEAM REMAINS FULLY OPERATIONAL

Historic Anacostia is in many ways like a village, and its stakeholders and residents take pride in preserving the presentation of the community. The Anacostia BID's Clean Team powered by Career Path DC has engaged in several new beautification projects that include mulching 132 trees and tree boxes, mowing, and edging of public walkways and a new project to improve the presentation of the streetscape.



SPOTLIGHT



NOMA BID CLEAN TEAM

The NoMa BID Hospitality Ambassadors have been working around the clock to keep the neighborhood safe and clean during this health crisis, and to lend a helping hand to neighbors in need. When NoMa Ambassador Delonte Kitt saw one local resident struggling with carrying his groceries back to his apartment building, Delonte stepped in to help, prompting this thank you:

"I purchased groceries today at Harris Teeter for the weekend, and admittedly bought too much for one person to carry. Due to neck issues, I was having trouble carrying the groceries and this kind Ambassador helped me carry them down the block to my building. I hope you can please thank him again. Kindness and generosity towards one another, as this person exhibited, will, I hope, be one of the defining aspects of these difficult times."



HOW BID CLEAN TEAMS ARE SERVING THEIR NEIGHBORHOODS

“For 17 years I’ve loved connecting with the public and helping them find their way or just welcoming them with a smile and a handshake. However, during this time of social distancing I know helping to sanitize our public space is where I’m most needed as an Ambassador on The Hill.”

—India Person, CHBID Hospitality Ambassador

SPOTLIGHT



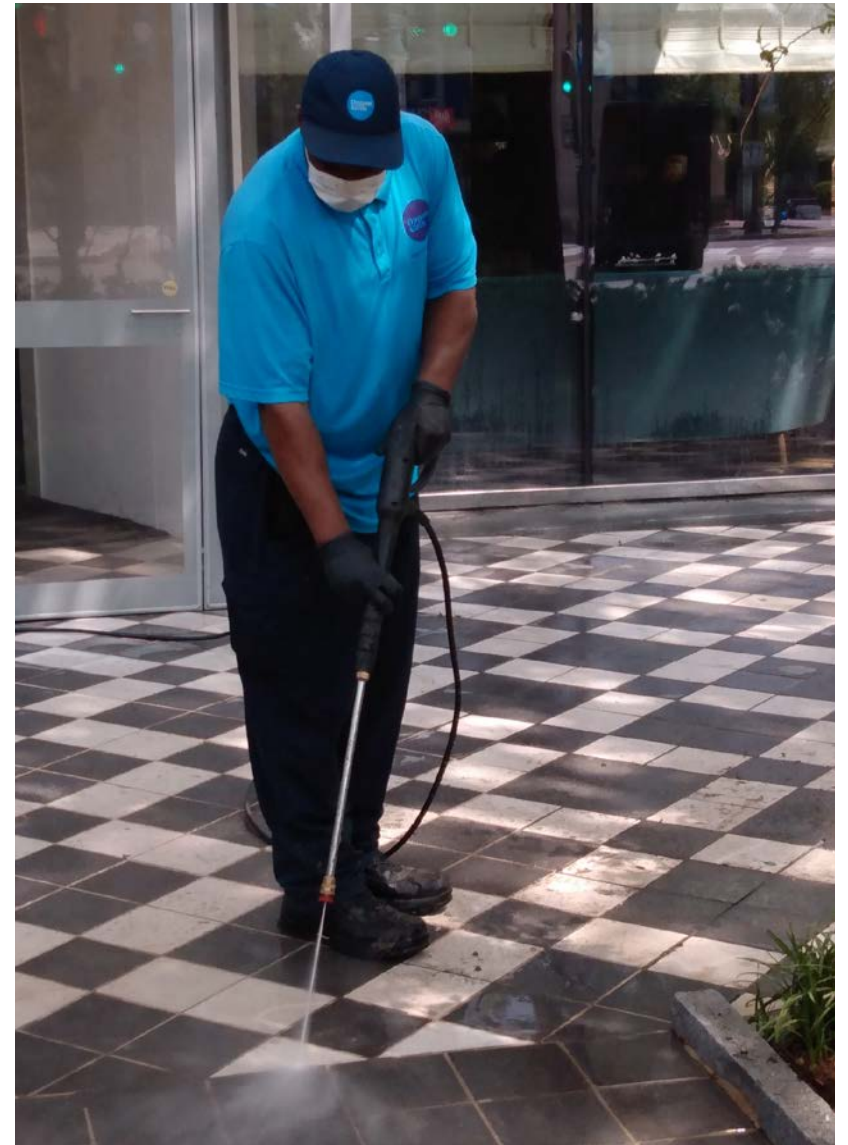
NEW MEANING OF CLEAN AND SAFE IN CAPITOL HILL

The Capitol Hill BID Hospitality Ambassadors have pivoted from their typical roles of providing visitor information and merchant visits to focus on the health and physical well-being of the area. The Ambassadors have been wiping down trash receptacles, bus shelters, and newspaper boxes with disinfectant on a daily basis to ensure public spaces are safe for all other essential workers in the neighborhood.



TAKING CARE OF CITY PLACES

In addition to cleaning, BID workers continue to send a message of hope through **spring landscaping** and **treebox maintenance** so when the city reopens, it will sparkle.



SUPPORTING PEOPLE EXPERIENCING HOMELESSNESS

BIDs continue to provide homeless outreach, connecting extremely **vulnerable people to much-needed services and support.**



SPOTLIGHT



DOWNTOWNDC BID MEAL PROGRAM

The Downtown Day Services Center (The Center), operated by the DowntownDC BID, offers restrooms, showers, phone charging, emergency clothing and laundry services by appointment to people experiencing homelessness. The BID also provides lunch and an evening snack to over 100 people daily in the park adjacent to The Center.





BIDS SERVE 2,300 MEALS DAILY TO PEOPLE FACING FOOD INSECURITY

DC BIDs have stepped up to help the city's most vulnerable residents access nutritious meals. **BIDs are serving 2,300 meals daily** to food-insecure children and seniors and people experiencing homelessness.



STEPPING INTO THE GAP TO PROVIDE MEALS TO PEOPLE IN NEED

The Anacostia BID, The Capitol Riverfront BID and the SWBID are working with World Central Kitchen and other community partners to **deliver meals to people in need** within their neighborhoods.



Capitol Riverfront Parks Director delivering food to a building in the neighborhood.



Anacostia BID team member preparing for a food delivery.



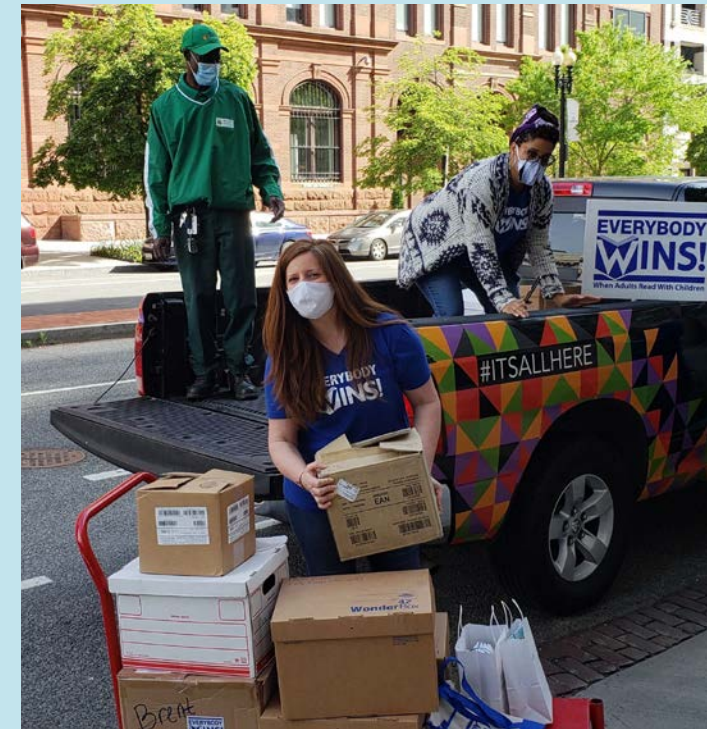
SWBID workers with Chef Jose Andres.

SPOTLIGHT



MVT CID PROVIDES ESSENTIAL & SUPPORTIVE SERVICES DURING COVID-19

MVT CID delivers 50 meals a day to Plaza West— an intergenerational residential community for grandparents raising their grandchildren. Additionally, the CID partnered with Everybody Wins DC to deliver more than 600 books to MVT-area children.



CHAMPIONING LOCAL BUSINESSES

BIDs are using their online and social media channels to promote local small businesses in the midst of the crisis. BIDs are also **supporting employee fund drives** and **gift card purchases** to help businesses.

A dark blue rectangular graphic with white and orange text. At the top, the word "SUPPORT" is in a white box, followed by a white star and the word "GEORGETOWN" in a white box. Below this is a list of actions starting with "S", "U", "P", "P", "O", "R", "T". At the bottom are two hashtags.

Support
Use georgetowndc.com for updates
Purchase gift cards
Pactice social distancing
Orders carry-out and delivery
Remember the small businesses
Thank those serving others

#SupportGeorgetown
#DCTogether



CHAMPIONING LOCAL BUSINESSES

“The Dupont Circle BID’s response to the COVID-19 crisis has been critical for Firehook. Colleen & Kayla are helping us feel supported as our business navigates through the many decisions we are having to make. Their responsiveness, creativity and community outreach are helping our entire team operate safely and feel more positive about the business’ future in Dupont Circle.”

—Pierre Abushacra,
President & Co-Founder of Firehook Bakery

SPOTLIGHT



#DUPONTSTRONG CAMPAIGN

The Dupont Circle BID ensures that businesses (both currently open and temporarily closed) are aware of grant and relief opportunities and launched the #DupontStrong campaign which will feature a series of guest blog posts written by Dupont businesses, allowing them to share their experiences during COVID-19.



The screenshot shows the website for the #DUPONTSTRONG campaign. At the top left is the Dupont Circle logo. To the right are navigation links for 'EXPLORE', 'VISIT', and 'NEWS'. The main heading is '#DUPONTSTRONG'. Below this is a sub-heading: 'During COVID-19, the Dupont Circle BID is turning over our blog to our local businesses so they can share their stories. Together we stand, #DupontStrong!'. There are three featured stories, each with a photo and a 'READ MORE' link:

- PIZZERIA PARADISO: #DUPONTSTRONG**
Pizzeria Paradiso donates pizzas to families & frontline workers, while offering new pizza kits to customers. [READ MORE >](#)
- AL TIRAMISU: #DUPONTSTRONG**
Owner of Al Tiramisu donates 35 meals every Friday to essential workers in the DMV. [READ MORE >](#)
- BEEFSTEAK: #DUPONTSTRONG**
Chef José Andrés converts Dupont Circle Beefsteak location into a Bodega. [READ MORE >](#)

CHAMPIONING LOCAL BUSINESSES

The Golden Triangle has been **communicating regularly with members** and city officials throughout the crisis. The BID held webinars on the topics of “Business Continuity and HR Best Practices” and “Planning to Return to the Workplace” and is **providing members regularly with important information** on changes to the law and grant and loan programs.

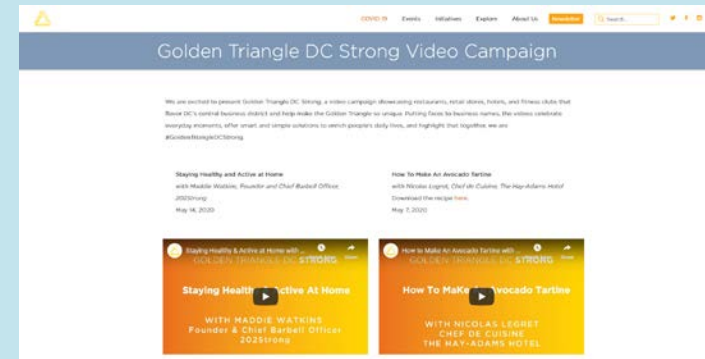


SPOTLIGHT



GOLDEN TRIANGLE DC STRONG

The BID is highlighting Golden Triangle businesses across its marketing channels, and has launched the Golden Triangle DC Strong video campaign to showcase small businesses that flavor DC's central business district, making it so unique. Currently, the BID is preparing to launch a new program, “Small Business Online,” to help local businesses enhance their online presence.



GEORGETOWN— EMPLOYEE EMERGENCY RELIEF

The Georgetown BID created a fund for commercial district employees who lost their jobs and need help paying for emergency costs, initially **distributing \$150,000 in grants**. They partnered with Halcyon, a nonprofit in Georgetown, to launch a fundraising campaign and further fund the grant program.

“I’m using [Georgetown BID’s] grant money towards a very unexpected high healthcare payment. Keeping my health benefits during this pandemic and having help to make the payment means a lot to me.”

—Marty Souliere,
13-year employee of Hu’s Shoes

**DONATE
NOW:
GEORGETOWN
BID EMPLOYEE
EMERGENCY
RELIEF FUND!**



HELPING SMALL BUSINESSES NAVIGATE LOAN AND GRANT OPPORTUNITIES

BID staff are providing **guidance and support to businesses** applying for loans and grants.

SPOTLIGHT



GOLDEN TRIANGLE DC STRONG

The Golden Triangle BID produced and distributed custom “Open for Business” signs for retail stores and restaurants to hang in their windows to show they are open for sales online or delivery.



SPOTLIGHT



GEORGETOWN BID TECHNICAL ASSISTANCE GRANT PROGRAM

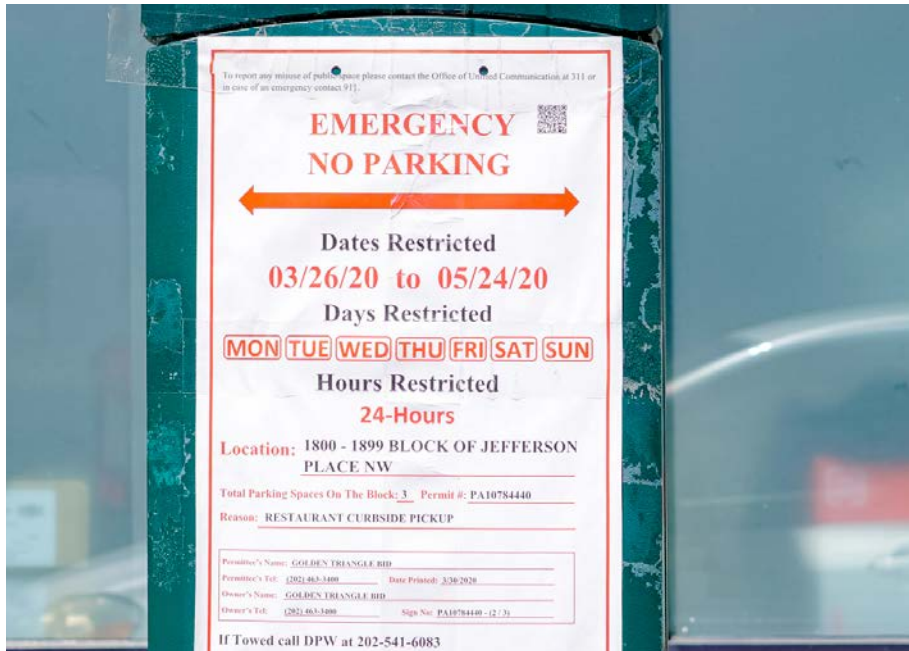
The BID hired CPA and law firms to provide BID members with business advice and assistance applying for federal and local funding. Businesses can apply for up to \$1,200 worth of free services with TA providers.





SUPPORTING RESTAURANTS AND RETAILERS AS THEY IMPLEMENT NEW DELIVERY AND PICK UP OPTIONS

Set up 55 pick up zones for restaurants doing delivery.



MAINTAINING COMMUNITY CONNECTIVITY & SUPPORTING LOCAL ARTISTS

SPOTLIGHT



HELLO, NEIGHBOR! SNAIL MAIL CAMPAIGN

SWBID launched a project to keep neighbors connected in a fun way by signing up for a fun snail mail campaign to spread positivity and hope. Once neighbors sign up, the BID pairs them with another neighbor to send each other positive notes in the mail to stay connected during social distancing.



SPOTLIGHT



"A GOOD SIGN" INITIATIVE

The SWBID commissioned nine local artists to produce three yard signs each, spreading messages of joy and positivity around the neighborhood. The BID is distributing blank placards at the local farmers market to allow residents to participate. The BID has also worked with businesses to bring 'good signs' to their windowfronts, connecting Busboys & Poets with Arena Stage and Station 4 restaurant to expand their #PaintTheStorefronts campaign into Southwest, D.C.



MAINTAINING COMMUNITY CONNECTIVITY & SUPPORTING LOCAL BUSINESSES

SPOTLIGHT



CAPITOL HILL

In anticipation of Phase 1 of the Mayor's reopening of DC, the Capitol Hill BID premiered the "You are Loved Here" sidewalk mural created on Tuesday, May 26, 2020 on the ground near the Eastern Market Metro entrance.

The BID teams are working hard to make sure the public is safe and feels welcomed when business starts to get back to some type of normalcy, and this mural is a fun way to set the tone for our community. Artist Rajan Sedalia brought the masterpiece to life welcoming back Capitol Hill including the messages 'You are Loved Here', 'Remember Social Distancing', and 'Stay Safe, Wear a Mask'. An interactive 'stand and snap' selfie feature at the bottom allows for residents to enjoy as Capitol Hill safely reopens.



MAINTAINING COMMUNITY CONNECTIVITY & SUPPORTING LOCAL MUSICIANS

SPOTLIGHT



CAPITOL RIVERFRONT BID BRINGS LOCAL MUSIC HOME

Despite the challenges of COVID-19 throughout the District, the Capitol Riverfront BID creatively offered vibrant summer programming and entertainment with a virtual twist to bring together its residential community and support local businesses. The BID took its popular Friday Night Concert Series to the virtual stage, bringing musical entertainment and dining specials to a DMV audience every Friday night throughout June 2020. The “Friday Nights from Home” Concert Series, produced by DC Fray, featured performances by local musicians who have played on the Yards Park boardwalk stage throughout the years to celebrate the concert series’ 10th Anniversary. The one-hour concerts, streamed on Facebook, were paired with a 10% discount at a variety of local restaurants.



MAINTAINING COMMUNITY CONNECTIVITY & SUPPORTING LOCAL SCHOOLS

SPOTLIGHT



CAPITOL RIVERFRONT BID RAISES FUNDS FOR NEIGHBORHOOD SCHOOL

The Capitol Riverfront BID successfully raised over \$10,000 for its neighborhood school, Van Ness Elementary. In partnership with the Van Ness Elementary Parent Teacher Organization, the funds will go towards purchasing grocery gift cards, laptops and internet hotspots for Van Ness Elementary families in need. The BID is also partnering with local restaurants to help with meal distribution to students and families.



CONNECTING COMMUNITY AND SUPPORTING LOCAL BUSINESSES



“Thank you @NoMaBID @ RedBearBrewing #LaosinTown for bringing fun, food, friends back into our lives in these trying times!!”

—via Twitter

SPOTLIGHT



NETFLIX, SOFA, ACTION!

With stay-at-home orders in place, NoMa BID launched #NoMaMovieTrivia nights to bring the community together virtually to enjoy things we love—movies, food and beverages—and drive support to local restaurants. These virtual events build on the success of the long-running, now postponed NoMa Summer Screen program and drive business to local restaurants which create take-home menu specials for contestants to eat, sip and enjoy while playing movie trivia. Winners receive restaurant gift cards, purchased by the BID to provide another revenue boost to support local businesses.



CONNECTING COMMUNITY AND SUPPORTING LOCAL BUSINESSES

SPOTLIGHT



ANACOSTIA BUSINESS BRIEFINGS

The Anacostia BID runs weekly conference calls with businesses and has been able to successfully support several businesses and nonprofits in securing small business grants and loans in partnership with Anacostia Economic Development Corporation (AEDC) and TSC Enterprises.



SPOTLIGHT



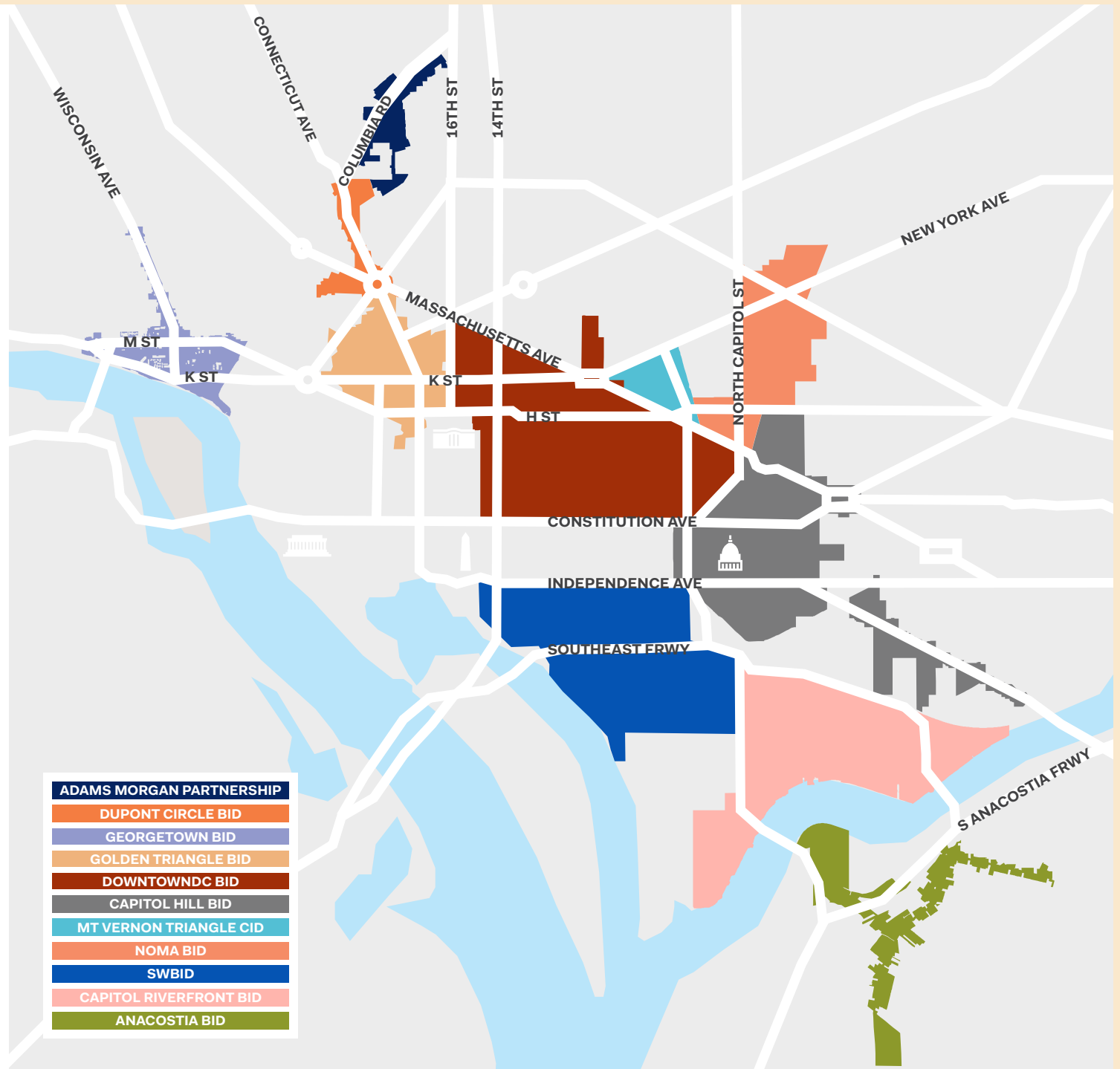
ADAMS MORGAN GIVES BACK TO NEIGHBORHOOD FIRST RESPONDERS & LOCAL BUSINESSES

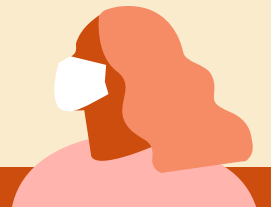
In an effort to give back to the community, the Adams Morgan Partnership purchased \$545 in digital gift cards from 43 Adams Morgan restaurants, which were then donated to DC Fire Department Engine Company 21. These gift cards are a small gesture of gratitude for their tireless work during this continued crisis. By purchasing these gift cards from businesses throughout Adams Morgan, the Adams Morgan Partnership was also able to support each with much-needed revenue. As a result, this action accomplishes two goals in supporting their neighborhood's frontline workers and their small businesses.



MAP OF DC BIDS AND THEIR BOUNDARIES

BIDs are here to help. If you live or own a business or property within a BID, don't hesitate to reach out for assistance and information about BID services.





CONTACT INFORMATION

BID NAME	DIRECTOR	CONTACT
	Kristen Barden	Kristen Barden 202-997-0783 kbarden@adamsmorganonline.org admodc.org
	Kristina Noell	Nikki Peele 202-352-6585 nikki@respindc.com anacostiabid.org
	Patty Brosmer	Patty Brosmer 202-498-8647 pbrosmer@capitolhillbid.org capitolhillbid.org
	Michael Stevens	Bonnie Trein 202-465-7079 bonnie@capitolriverfront.org capitolriverfront.org
	Neil Albert	Pam Nieto 202-873-0327 pamela@downtowndc.org downtowndc.org
	Colleen Hawkinson	Kayla Brown 202-525-4687 kbrown@dupontcirclebid.org dupontcirclebid.org

BID NAME	DIRECTOR	CONTACT
	Joe Sternlieb	Lauren Boston 202-298-9222 x215 lboston@georgetowndc.com georgetowndc.com
	Leona Agouridis	Mareike Finck 202-463-6986 mfinck@goldentriangledc.com goldentriangledc.com
	Kenyattah A. Robinson	Kenyattah Robinson 202-216-0511 kr@mvtcid.org mountvernontriangle.org
	Robin-Eve Jasper	Sherri Cunningham 202-440-0954 cell scunningham@nomabid.org nomabid.org
	Steve Moore	Anne McNulty 202-381-7706 amcnulty@swbid.org swbid.org





**TO LEARN MORE ABOUT WHAT INDIVIDUAL BIDS
TO SERVE THEIR AREAS DURING THE PANDEMIC,
[CLICK ON THE LINKS BELOW.](#)**

[Adams Morgan Partnership](#)

[Anacostia BID](#)

[Capitol Hill BID](#)

[Capitol Riverfront BID](#)

[DowntownDC BID](#)

[The Dupont Circle BID](#)

[Georgetown BID](#)

[Golden Triangle BID](#)

[Mount Vernon Triangle CID](#)

[NoMa BID](#)

[Southwest BID](#)

ABOUT THE DC BID COUNCIL

The DC BID Council is an association of Washington DC's eleven business improvement districts. Collectively, 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.

For more information about the DC BID Council, visit [DCBIDCouncil.org](https://dcbidcouncil.org)

Contact: Natalie Avery, Executive Director
DC BID Council
1275 K Street, Suite 1000
Washington, DC 20005
natalieavery@dcbidcouncil.org

