

# DC BID Profiles

# 2010

Adams Morgan BID  
Capitol Hill BID  
Capitol Riverfront BID  
Downtown BID  
Georgetown BID  
Golden Triangle BID  
Mount Vernon Triangle CID  
NoMa BID



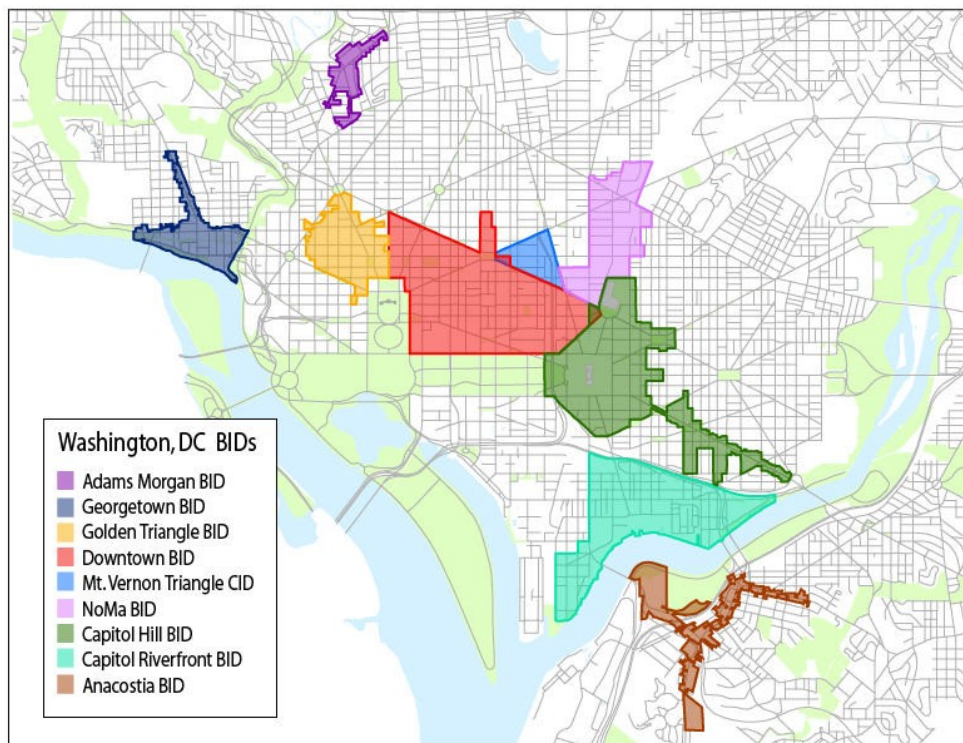


# DC BID Profiles 2010

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*DC BID Profiles 2010* is a publication of the DC BID Council, an association of the business improvement districts (BIDs) in Washington, DC. These profiles contain a snapshot of each of the eight BIDs in the District of Columbia. While each BID is different in the neighborhoods they serve and the services that they offer, all BIDs contribute to the strength of the city. Annually, the eight BIDs spend over \$22 million improving the city, keeping the streets clean and safe, organizing events, and promoting the commercial neighborhoods. The BIDs also help spur growth in the city's commercial areas. This growth provides revenue to the city in the form of jobs, real estate taxes, sales taxes and other business taxes. For more information about the DC BID Council and about the Washington, DC BIDs, visit [www.dcbidcouncil.org](http://www.dcbidcouncil.org).





# Adams Morgan BID

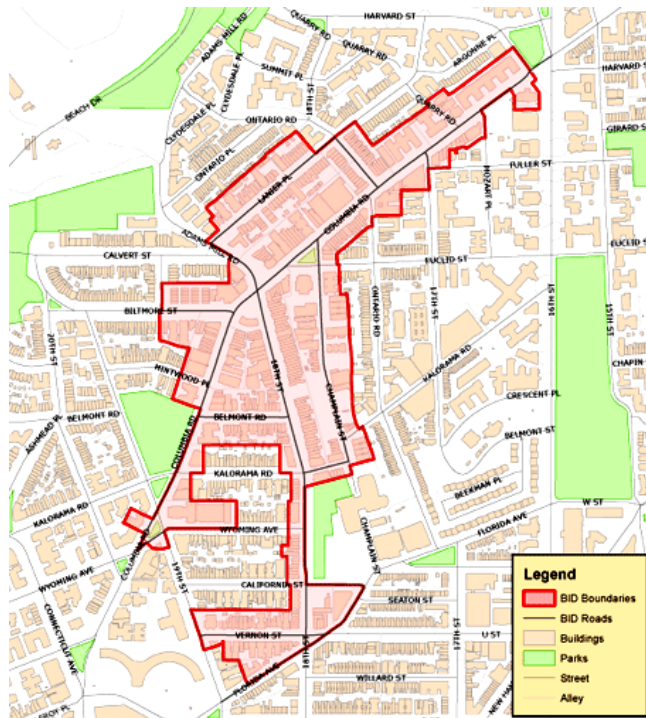
[www.adamsmorganonline.org](http://www.adamsmorganonline.org)



## Description

- Area:** Commercial corridor along 18<sup>th</sup> Street NW from Lanier Street to Florida Avenue, and along Columbia Road from Quarry Road to 19<sup>th</sup> Street
- Blockfaces:** 34
- Year Formed:** 2005
- Annual Budget (2010):** \$500,000
- Assessment Formula:** Commercial: \$0.21 per \$100 of assessed value
- Executive Director:** Kristen Barden
- Board Chairs:** Stephen Greenleigh and Constantine Stavropoulos, Tryst and the Diner

Adams Morgan is where the world meets to eat, shop and play.



2009 Accomplishments

- Organized a summer concert series in the newly refurbished plaza at 18th and Columbia
- Held Festivus Celebration in December 2009
- Launched invigorated daytime parking validation program with Colonial Parking

The Neighborhood

- Attractions:** Adams Morgan Heritage Trail, close proximity to the National Zoo, Sitar Center for the Arts, DC Arts Center
- Parks:** Kalorama Park, Marie Reed Recreation Center, Walter Pierce Park
- Restaurants:** 91
- Metro Stations:** Walking Distance to Woodley Park/Zoo—Adams Morgan
- Circulator:** Woodley Park-McPherson Square Route

BID Activities

- Maintenance Staff:** 5
- Hospitality Staff:** 3
- Management, Planning and Marketing Staff:** 1
- Visitor Assists (2009):** 1,820
- Events:** Festivus, Adams Morgan Day , Summer Concert Series, Bow Wow Pow Wow, Cherry Blast (in conjunction with National Cherry Blossom Festival)



Economic Development

- Retail Space:** 119 stores
- Hotel Rooms:** 26
- Employment:** 6,000





# Capitol Hill BID

[www.capitolhillbid.org](http://www.capitolhillbid.org)



## Description

**Area:** Area around the US Capitol Building and along Pennsylvania Avenue SE to 15<sup>th</sup> Street, includes Union Station, Barracks Row and Eastern Market

**Blockfaces:** 81

**Year Formed:** 2002

**Annual Budget (2009):** \$1,216,000

**Assessment Formula:** Commercial: \$0.15 per \$100 of assessed value

**President:** Patty Brosmer

**Board Chair:** Paul Pascal, Pascal & Weiss

Capitol Hill is one of the nation's most historic and intriguing neighborhoods



2009 Accomplishments

- Established Ready Willing and Working job readiness program
- Planted over 7,000 lirioppe plants and 10,000 daffodil bulbs in treeboxes around the BID
- Awarded 3 grants to reduce cigarette butt litter

The Neighborhood

<b>Attractions:</b>	US Capitol, Supreme Court, Union Station, Eastern Market, US Botanic Gardens, Barracks Row, Library of Congress, Congressional Cemetery, Folger Shakespeare Library, Frederick Douglas Museum RFK Stadium, Sewell-Belmont House, US Navy Museum
<b>Parks:</b>	Stanton Park
<b>Restaurants:</b>	80
<b>Metro Stations:</b>	Union Station, Capitol South, Potomac Avenue, Eastern Market
<b>Circulator:</b>	Union Station—Navy Yard Route

BID Activities

<b>Maintenance Staff:</b>	20
<b>Hospitality Staff:</b>	4
<b>Management, Planning and Marketing Staff:</b>	3
<b>Visitor Assists (2009):</b>	48,000
<b>Events:</b>	Holiday tree lighting ceremony, Hill-O-Ween, Barracks Row Octoberfest

Economic Development

<b>Hotel Rooms:</b>	152
<b>Residents</b>	13,000 within a half-mile





# Capitol Riverfront BID

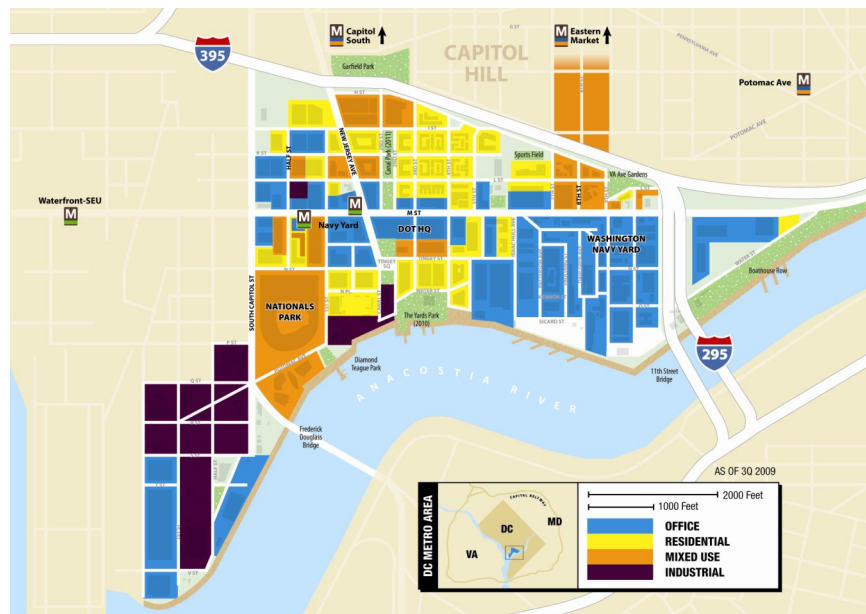
[www.capitolriverfront.org](http://www.capitolriverfront.org)



## Description

- Area:** South of I-295/I-395 (Southeast Freeway) to the Anacostia River, from South Capitol Street to 15<sup>th</sup> St SE, includes the National Ballpark and the Washington Navy Yard
- Blocks:** 100
- Year Formed:** 2007
- Annual Budget (2010):** \$1,570,000
- Assessment Formula:** Commercial over 50,000 SF: \$0.12 per square foot  
 Vacant and under 50,000 SF: \$0.09 per \$100 assessed value  
 Active industrial use: \$0.04 per \$100 assessed value  
 Frederick Douglass Bridge realignment right of way: \$0.02 per \$100 of assessed value  
 Hotel: \$72.00 per room  
 Residential: \$96.00 per unit
- Executive Director:** Michael Stevens
- Board Chair:** Eric Siegel, Cohen Companies

The “Front” is leading the way in green innovation and the best of city living, with the extraordinary advantages of riverfront living; distinct industrial heritage; and access to what matters including unique parks and trails, sports and entertainment and proximity to Capitol Hill





2009 Accomplishments

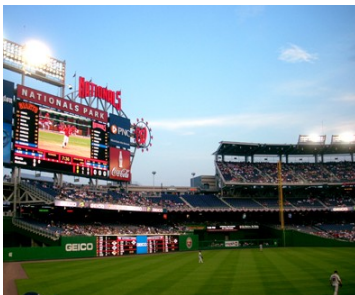
- Residential population more than doubled in last year
- Increased Clean Team and Hospitality Ambassador Hours
- Installed new banners and plantings
- Helped launch new Circulator route
- Launched Holiday Market

The Neighborhood

- Attractions:** Nationals Ballpark, Washington Navy Yard, Navy Museum
- Parks:** Lincoln Playground, Diamond Teague Park and Piers, The Yards Park summer 2010, Canal Park 2011, Riverwalk Trail, Virginia Avenue Park and Community Gardens
- Restaurants:** 12, in addition to the nearby 60+ shopping and dining options on Barracks Row
- Metro Stations:** Navy Yard, walking distance to Capitol South
- Circulator:** Union Station—Navy Yard (via Capitol Hill) route

BID Activities

- Maintenance Staff:** 7
- Hospitality Staff:** 2
- Management, Planning and Marketing Staff:** 5
- Visitor Assists (2009):** 9,400
- Events:** Outdoor movies, Lunchtime Concerts, Holiday Market, Farmers Market, Fitness in the Front, Fall Home Tour and Picnic, Monday Night Football, Cherry Blossom Boat Cruise, Rock the Rooftops FY09, Artomatic FY09



Economic Development

- Office Space:** 6.5 million square feet (additional 9 million SF projected)
- Retail Space:** 150,280 square feet (additional 838,000 SF projected)
- Hotel Rooms:** 204 (additional 1000 rooms projected)
- Employment:** 35,000 (additional 65,000 jobs projected)
- Residents** 3,100 (additional 16,000 residents projected)



Business Improvement District

# Downtown DC BID

[www.downtowndc.org](http://www.downtowndc.org)



## Description

**Area:** The Downtown DC BID is roughly bounded by 16<sup>th</sup> Street, Massachusetts Ave, Louisiana Ave, Constitution Ave, and 15<sup>th</sup> Street. It includes Chinatown, Penn Quarter and Federal Triangle.

**Blockfaces:** 540

**Year Formed:** 1997

**Annual Budget (2010):** \$10,300,000

**Assessment Formula:** Commercial: \$0.149835 per square foot  
Hotel: \$74.215 per room

**Executive Director:** Richard Bradley

**Board Chair:** Bradley Edwards, Renaissance Hotel

Downtown DC strives to provide a “remarkable urban experience” that is welcoming to all city workers, residents and visitors



**2009 Accomplishments**

- On Inauguration Day, the Downtown SAMs helped greet and guide nearly 2 million visitors, then returned the area to normalcy afterwards.
- Helped develop a comprehensive \$5.5 million streetscape plan.
- Hosted the fourth annual Downtown Holiday Market, bringing over 100,000 shoppers to downtown.
- Received a green business award from the Sustainable Business Network.



**The Neighborhood**

- Attractions:** Verizon Center Arena, Walter E. Washington Convention Center, National Portrait Gallery, National Museum of American Art, National Building Museum, Newseum, International Spy Museum, National Museum of Women in the Arts, National Health Museum, Shakespeare Theatre, Goethe Institut, Madame Tussaud’s Wax Museum, National Theatre, Warner Theatre, National Museum of Crime and Punishment, US Navy Memorial, Koshland Science Center, National Archives, National Aquarium, Harmon Center for the Performing arts, Ford’s Theatre, Harmon Center for the Performing Arts, Woolly Mammoth Theatre
- Parks:** McPherson Square, Mt. Vernon Square, Franklin Square, Pershing Park, Freedom Plaza, Chinatown Park, John C. Marshall Park
- Restaurants:** 136
- Metro Stations:** Metro Center, Gallery Place, McPherson Square, Judiciary Square, Federal Triangle, Archives, Mt. Vernon Square
- Circulator:** Two Circulator routes: Georgetown-Union Station and Convention Center– SW Waterfront

**BID Activities**

- Maintenance Staff:** 47
- Hospitality Staff:** 58
- Management, Planning and Marketing Staff:** 25
- Visitor Assists (2009):** 345,000
- Events:** National Cherry Blossom Festival, Downtown Holiday Market, Arts on Foot, Downtown Momentum Awards, State of Downtown Forum

**Economic Development**

- Office Space:** 62 million square feet (additional 3 million SF projected)
- Retail Space:** 2.1 million square feet (additional 400,000 SF projected)
- Hotel Rooms:** 9,750 in 27 hotels (additional 1,900 rooms projected)
- Employment:** 180,000
- Residents:** 8,700 (additional 1,000 projected)



# Georgetown BID

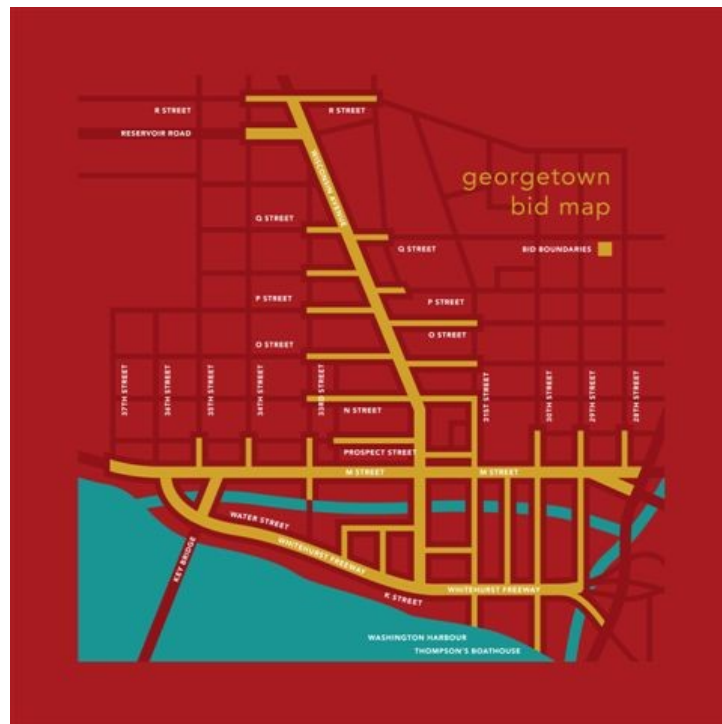
[www.georgetowndc.org](http://www.georgetowndc.org)



## Description

- Area:** Commercial areas of the historic Georgetown neighborhood, along Wisconsin Avenue, M Street and the Georgetown waterfront
- Blockfaces:** 142
- Year Formed:** 1999
- Annual Budget (2010):** \$3,200,000
- Assessment Formula:** Commercial: \$0.1545 per \$100 of assessed value
- Executive Director:** James Bracco
- Board Chair:** Crystal Sullivan, Georgetown Suites

Georgetown's charming and historical physical environs provide an engaging backdrop for visitors, residents and workers.



2009 Accomplishments

- Placed 290 hanging petunia baskets on street lamp posts
- Expanded alley abatement program to cover 10 alleys
- Installed new bike racks and street furniture
- Installed LED Christmas trees in Francis Scott Key and Meigs Park and 300 wreaths on light poles

The Neighborhood

- Attractions:** C&O Canal, Old Stone House, Washington Harbor, House of Sweden,, Dumbarton House, Tudor Place, Letelier Theater, Bookhill Library, African American Heritage Trail, Exorcist Stairs
- Parks:** Francis Scott Key Park, Meigs Park, Waterfront Park, Montrose Park
- Restaurants:** 76
- Circulator:** Georgetown-Union Station route, plus Georgetown Connection (“the Blue Bus”) to Rosslyn

BID Activities

- Maintenance Staff:** 12
- Management, Planning and Marketing Staff:** 5
- Visitor Assists:** Maintains [www.georgetowndc.org](http://www.georgetowndc.org) web site which receives 55,000 hits per month
- Events:** Taste of Georgetown, French Market, Merriment in Georgetown , Fashion Night Out



Economic Development

- Office Space:** 3.8 million square feet
- Retail Space:** 1.5 million square feet
- Hotel Rooms:** 1,009
- Employment:** 18,000





GOLDEN TRIANGLE

# Golden Triangle BID

[www.goldentriangledc.com](http://www.goldentriangledc.com)



## Description

**Area:** Stretching from just north of the White House to just south of Dupont Circle, roughly the area created by New Hampshire Ave, Pennsylvania Ave, Massachusetts Ave, and 16<sup>th</sup> Street.

**Blocks:** 43

**Year Formed:** 1997

**Annual Budget (2010):** \$3,780,000

**Assessment Formula:** Commercial \$0.11 per square foot

**Executive Director:** Leona Agouridis

**Board Chair:** Carlton Diehl, Cafritz Company

In the front yard of the White House and home to Washington, DC’s central business district, the Golden Triangle is home to some of the most powerful and connected organizations in the world, as well as top restaurants, world-class shopping, and vibrant nightlife.



2009 Accomplishments

- Launched a mobile-friendly interactive website and equipped hospitality Ambassadors with iPhones
- Created new public art with a creative bike rack installation and vibrant alley art
- Made numerous street improvements: from installing 41 bike racks to adding more than 900 plants to area landscaping

The Neighborhood

<b>Attractions:</b>	National Geographic Society
<b>Parks:</b>	Farragut Square, Longfellow Park, James Monroe Park, Murrow Park , Duke Ellington Park, Witherspoon Park, Nuns of the Battlefield Park
<b>Restaurants:</b>	222
<b>Metro Stations:</b>	Dupont Circle, Farragut North, Farragut West
<b>Circulator:</b>	Georgetown-Union Station Route

BID Activities

<b>Maintenance and Hospitality Staff:</b>	31
<b>Management, Planning and Marketing Staff:</b>	5
<b>Visitor Assists (2009):</b>	392,018
<b>Events:</b>	Golden Triangle Summer Concerts, Flowers for cell phones recycling project, Emergency Preparedness Fair



Economic Development

<b>Office Space:</b>	32,200,000 square feet
<b>Hotel Rooms:</b>	2016
<b>Employment:</b>	84,000



# Mount Vernon Triangle CID

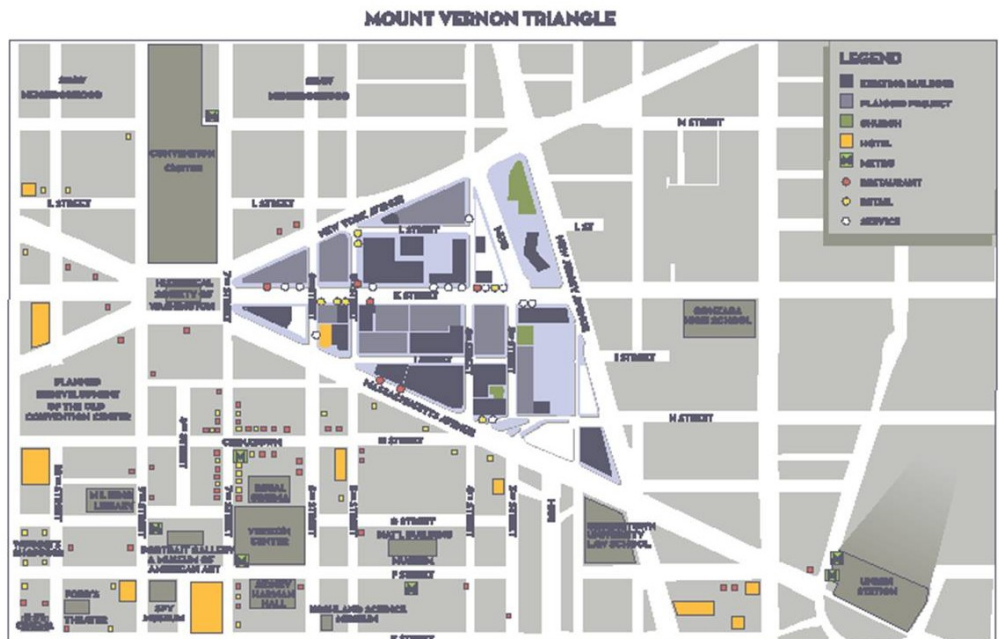
[www.mountvernontriangle.org](http://www.mountvernontriangle.org)



## Description

- Area:** The triangle formed by New York, New Jersey and Massachusetts Avenue NW
- Blocks:** 19
- Year Formed:** 2004
- Annual Budget (2009):** \$700,000
- Assessment Formula:** Commercial \$0.15 per square foot  
Vacant \$.35 per square foot  
Hotel: \$90 per room  
Residential: \$120 per unit
- Executive Director:** William McLeod
- Board Chair:** Jeff Miller, Prospect Diversified

“If you look back over the last four years, Mount Vernon Triangle is truly the city’s emerging, mixed-use neighborhood,” David Mayhood, President, The Mayhood Company



### 2010 Accomplishments

- Two public art installations
- Planted 52 trees in partnership with Casey Trees
- Organized Mt. Vernon Triangle House Tour
- Helped start Liberty Market (farmers market)

### The Neighborhood

- Attractions:** Walking distance to downtown, Verizon Center and Washington Convention Center
- Parks:** 5 NPS pocket parks and 1 Department of Parks & Recreation park
- Restaurants:** 10, including the new Buddha Bar
- Metro Stations:** Walking distance to Mt. Vernon Square, Gallery Place-Chinatown, Judiciary Square, and Union Station
- Circulator:** Georgetown-Union Station Route

### BID Activities

- Maintenance Staff:** 5
- Management, Planning and Marketing Staff:** 2
- Events:** Mount Vernon Triangle House Tour, Mount Vernon Triangle Walking Tour, neighborhood picnic



### Economic Development

- Office Space:** 1.2 million square feet (additional 1.5 SF projected)
- Retail Space:** 150,000 square feet (additional 200,000 projected)
- Hotel Rooms:** 228
- Residential Units:** 2,380 (additional 917 projected)



# NoMa BID

[www.nomabid.org](http://www.nomabid.org)



## Description

**Area:** 240-acre area north of Union Station and Massachusetts Avenue extending to the New York/Florida Avenue Intersection, including the ATF Headquarters, and the New York Avenue Metro Station

**Blocks:** 35

**Year Formed:** 2007

**Annual Budget (2009):** \$1,600,000

**Assessment Formula:** Commercial: \$0.15 per square foot  
Land and Buildings under 50,000 SF: \$0.05 per \$100 of assessed value

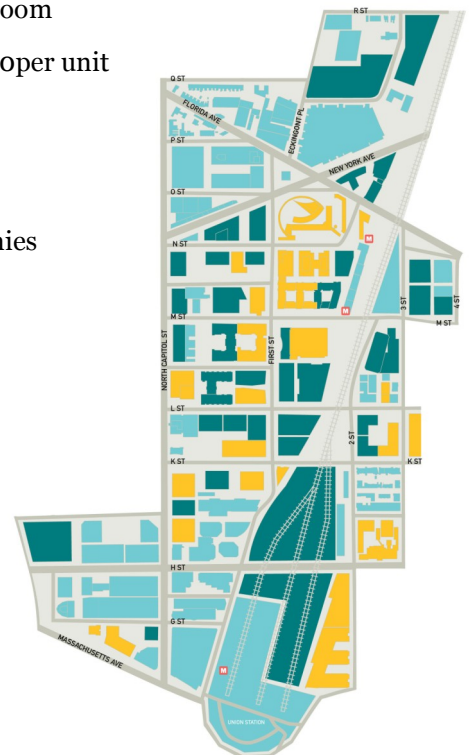
Hotel: \$90 per room

Residential: \$120 per unit

**President:** Elizabeth Price

**Board Chair:** Bruce Baschuk,  
J Street Companies

Adjacent to Capitol Hill and Union Station, the NoMa neighborhood enjoys the best transportation access in Washington, D.C. Major companies have leased more than 2 million square feet here in the last two years. The daytime population is 38,000 and growing. This former industrial area is transforming into a vibrant, 24-7 neighborhood of gleaming office towers, apartments, hotels, shops, and restaurants.





2009 Accomplishments

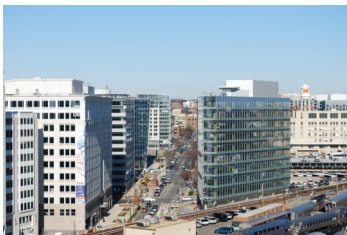
- Planted 92 trees and 4,800 daffodils
- Released “Go NoMa!” video
- Received \$250,000 in Streetscape Improvement Grants
- Placed 13 homeless people placed in permanent housing
- 2 million+ SF of leases (2008-2009)
- Replaced 1,312 SF of concrete with trees

The Neighborhood

- Attractions:** Union Station, National Postal Museum, Bikestation
- Parks:** Metropolitan Branch Trail
- Restaurants:** 12, in addition to 120 shops and restaurants at Union Station
- Metro Stations:** New York Avenue, Union Station (Amtrak, VRE and MARC)
- Circulator:** Georgetown-Union Station route

BID Activities

- Maintenance Staff:** 13
- Hospitality Staff:** 4
- Management, Planning and Marketing Staff:** 5
- Visitor Assists (2009):** 16,486
- Events:** NoMa Summer Screen, Rhythm in NoMa Lunch Time concert series, *Construct: Space Transformed* temporary art exhibit, Artomatic (2008)



Economic Development

- Office Space:** 9.3 million square feet (additional 8.2million SF projected)
- Retail Space:** 180,000 square feet (additional 750,000 SF projected)
- Hotel Rooms:** 422 in 2 hotels (additional 900 rooms projected)
- Employment:** 35,000
- Residents:** 9,300 within a half-mile



The BID Council is a recently established nonprofit organization that works to strengthen the business improvement districts in the District of Columbia by sharing information, conducting research, identifying common issues of concern, comparing best practices, and communicating about the work and impact of BIDs. The BID Council operates with a collective spirit to find common purpose, while recognizing the differences in structure, geography and priorities between the different BIDs. The BID Council works on many areas of interest to BIDs, focusing on public safety, public space and planning and development. The work of the BID Council is funded by contributions from member BIDs.



1250 H Street NW, Suite 1000, Washington, DC 20005

202-441-9576, [www.dcbidcouncil.org](http://www.dcbidcouncil.org)