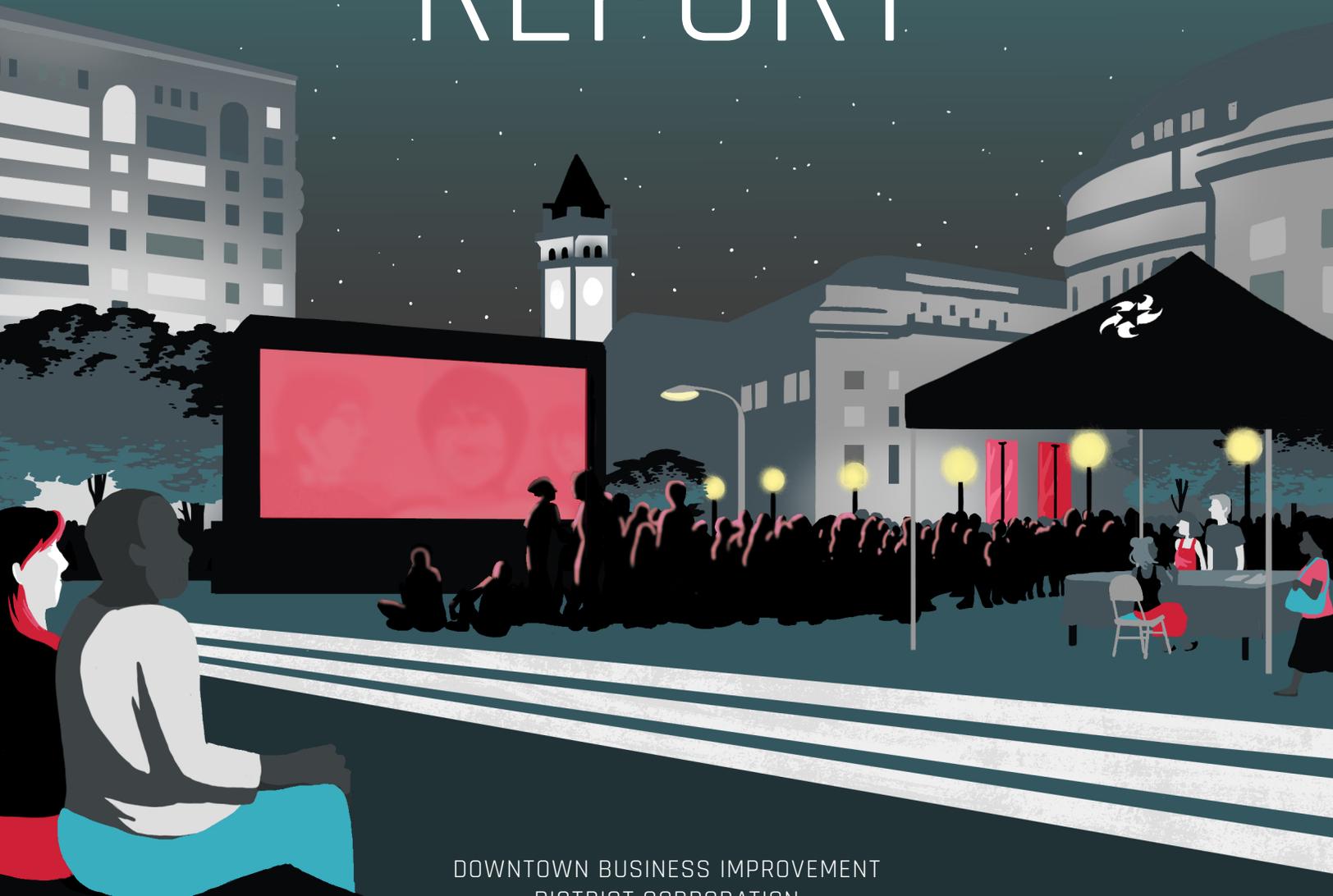




DOWNTOWNDC

# FISCAL YEAR 2017 ANNUAL REPORT



DOWNTOWN BUSINESS IMPROVEMENT  
DISTRICT CORPORATION



DOWNTOWNDC IS SO MUCH MORE: MORE NIGHTLIFE, MORE RESTAURANTS, MORE CULTURAL DESTINATIONS, MORE SHOPPING, MORE FUN!

LEARN HOW THE DOWNTOWNDC BID SUPPORTS OUR SHARED COMMUNITY AND **DISCOVER OUR VISION FOR THE FUTURE OF DOWNTOWNDC.**

Cover, Creative Direction and Editorial Design by Moya Design Partners

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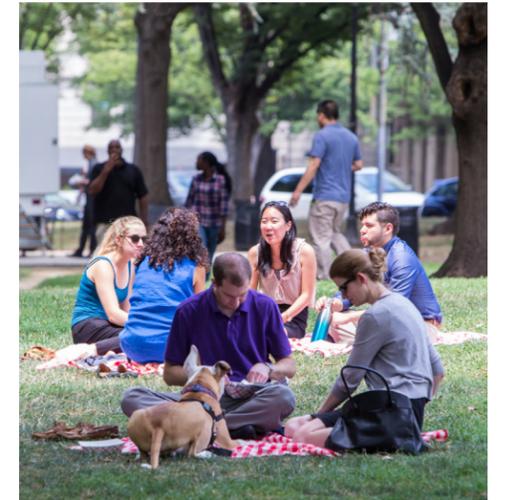
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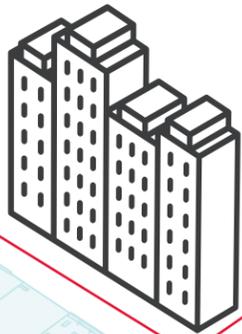
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# ABOUT THE BID

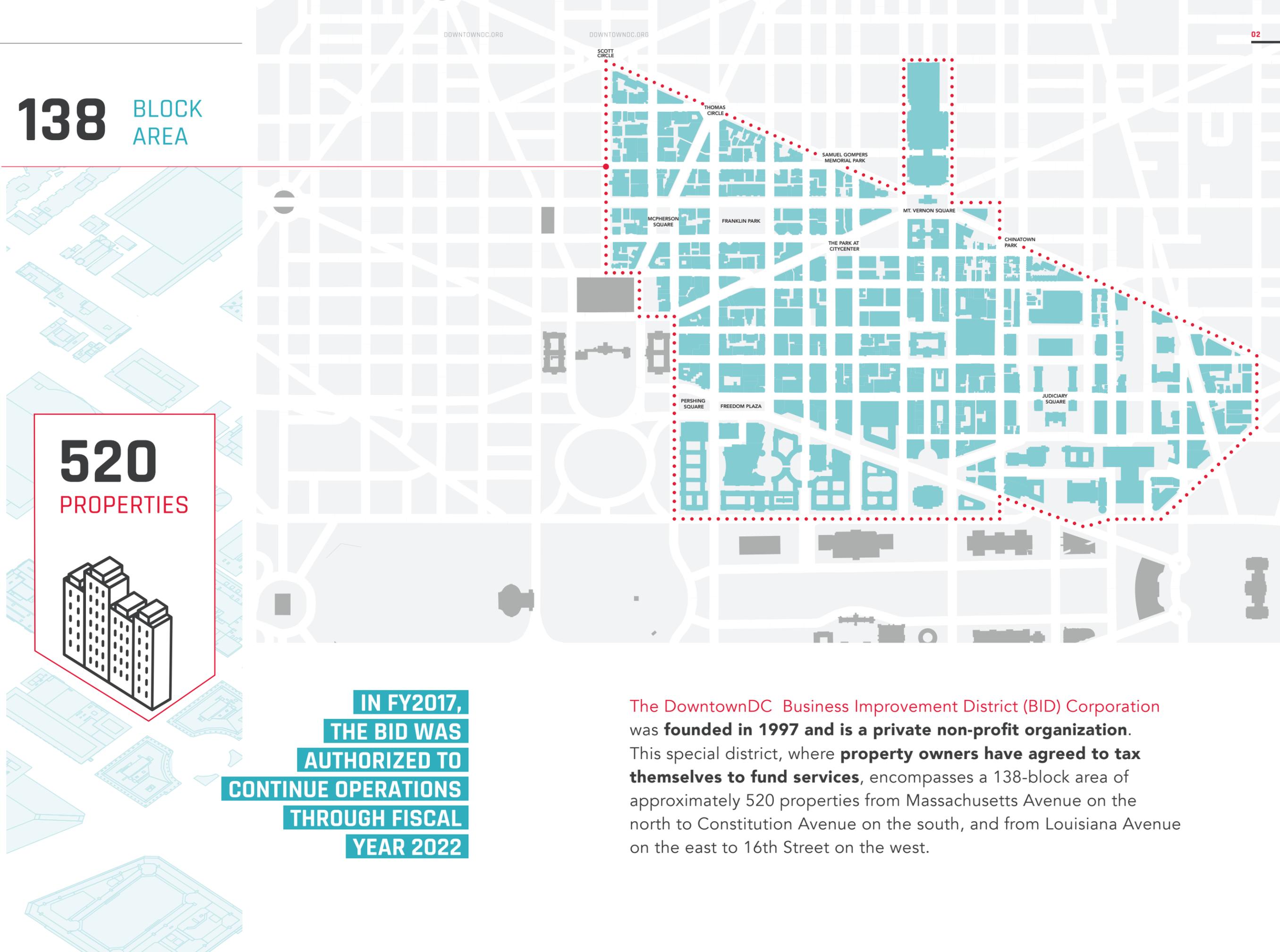
**138** BLOCK AREA

**520**  
PROPERTIES



**IN FY2017,  
THE BID WAS  
AUTHORIZED TO  
CONTINUE OPERATIONS  
THROUGH FISCAL  
YEAR 2022**

The **DowntownDC Business Improvement District (BID) Corporation** was **founded in 1997** and is a **private non-profit organization**. This special district, where **property owners have agreed to tax themselves to fund services**, encompasses a 138-block area of approximately 520 properties from Massachusetts Avenue on the north to Constitution Avenue on the south, and from Louisiana Avenue on the east to 16th Street on the west.



# LETTER

## FROM THE PRESIDENT & CEO AND THE CHAIRMAN OF THE BOARD

Neil Albert  
President & CEO  
DowntownDC BID



Randall Boe  
Chairman  
Board of Directors  
DowntownDC BID



### Dear DowntownDC Stakeholder,

In fiscal year 2017, the DowntownDC Business Improvement District (BID) celebrated its 20th anniversary and completed a busy and highly successful year. We convened five diverse focus groups to help us create a five-year business plan which became the basis for our successful reauthorization. The BID was successfully authorized by the Mayor of the District of Columbia to continue operations through fiscal year 2022. In fiscal year 2017, we also used the body of work produced by our focus groups to develop and release our 10-year strategic vision for downtown, *Downtown 2027: Vision for the Future*.

We continued our own focus on the future in 2017, working to streamline our organization, expanding our services to individuals experiencing homelessness, providing exceptional clean and safe services on the streets of DowntownDC and improving the public realm. In 2017, we hired a new Director of Homeless Services to provide direct support for individuals experiencing homelessness. We invested more of your BID assessment revenue in public realm beautification and activation. We also worked on a plan to incentivize the conversion of excess office inventory to residential units.

**IN FISCAL YEAR 2017,  
WE DEVELOPED AND  
RELEASED OUR 10-YEAR  
STRATEGIC VISION,  
DOWNTOWN 2027:  
VISION FOR THE FUTURE.**



After ten years of planning, the BID also officially welcomed apartments as BID members in FY17. Residents are now able to benefit from the services commercial properties have enjoyed for two decades. We are curating new services to enhance their downtown living experience.

Our public space activation and beautification efforts in fiscal year 2017 exponentially improved. We partnered with the Mayor's office, the National Park Service, additional federal and city agencies and our private sector partners to bring the Fancy Animal Carnival sculptures to DowntownDC. We reprised popular park programming and added new offerings. The BID significantly expanded its landscaping efforts in partnership with the U.S. General Services Administration.

We also turned our attention to our own organization, securing a smaller, more efficient and less costly space for the BID's corporate office at 1275 K Street NW. The BID also developed a partnership with the University of the District of Columbia to facilitate higher education opportunities for D.C. residents and continued working on educational and job training opportunities for ambassadors.

Many transformational developments are underway in DowntownDC, including successful legislation that will allow the District of Columbia to invest city funds in Franklin Park. This legislation will enable the renovation of Franklin Park to begin and give management and operation authority of the park to the BID, an exciting and important role that the BID is eager to assume for DowntownDC's largest green space.

We invite you to delve deeper into our accomplishments and objectives in this year's annual report and join us as we focus on the future of DowntownDC and our shared community.

# MAINTENANCE



## Plow Training

Trained maintenance ambassadors to use heavy snow plowing equipment to improve the BID's response to heavy snowfall



## Landscaping

Significantly expanded landscaping throughout the BID by hanging 180 flower baskets, planting 202 planters on Pennsylvania Avenue and improved landscaping at Freedom Plaza and Herald Square



## Trash Removal

Removed 166,663 bags of trash from the BID



## Deployment System

Develop a dynamic deployment system for SAMs to best address the patterns of foot traffic within the BID and to optimize impact



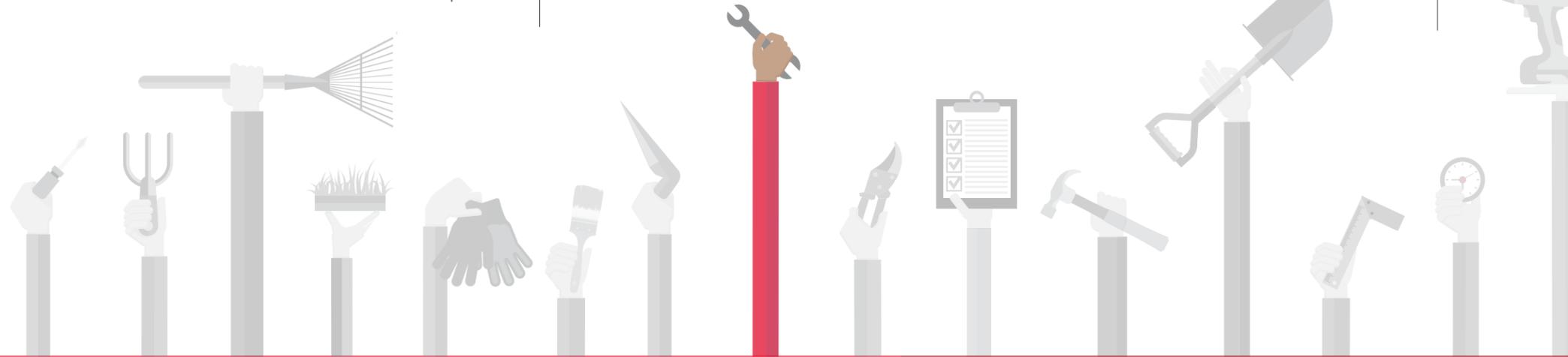
## Procedures

Standardize procedures to ensure consistent levels of cleanliness across all clean teams



## Seasonal Priorities

Create and maintain a calendar of seasonal priorities



### FY17 ACCOMPLISHMENTS

### FY18 OBJECTIVES



## Hospitality Ambassadors

120,850 citizens helped by 22 safety and hospitality ambassadors



## Community Volunteers

7,752 hours of service given to DowntownDC by community volunteers



## Youth Engagement Center

22 safety and hospitality ambassadors trained to identify at-risk youth and provide services for them at the BID-sponsored youth engagement center



## New Staff Tasks

Dedicate staff to seek input from property managers, respond to requests, develop and disseminate information



## Deployment Strategy

Develop and build a dynamic deployment system for SAMs that reflects the dynamic use of downtown



## Street Outreach

Reinstate the SAM Homeless Outreach Street Team (HOST) team to conduct homeless outreach

# SAFETY & HOSPITALITY

# HOMELESS SERVICES

## FY17 ACCOMPLISHMENTS

Hired a Director of Homeless Services

Moved 28 individuals experiencing homelessness on the streets of DowntownDC into housing

Provided outreach services to 482 individuals experiencing homelessness in the BID

PROVIDED  
**OUTREACH SERVICES TO**  
**482**  
PEOPLE

HIRED A  
**DIRECTOR**  
OF HOMELESS  
SERVICES

**FINANCIALLY SUPPORTED**  
A WEEKLY  
**SERVICES CENTER**  
FOR AT-RISK YOUTH

## FY18 OBJECTIVES

Reduce by 50% the number of people living on the streets of DowntownDC

Collaborate with the city and partners to find, fund and open a daytime services center for individuals experiencing homelessness

Establish a Downtown Assertive Community Treatment team; connect with the city's coordinated access and housing placement process and support stranded individuals returning home

Provide mental health treatment services to individuals experiencing homelessness in the BID

Address all homeless encampments in DowntownDC in a timely manner

**50%** FEWER PEOPLE WILL LIVE ON THE STREETS OF DOWNTOWNDC IN 2018

**FIND, FUND & OPEN A DAYTIME SERVICES CENTER**

# 28

INDIVIDUALS MOVED TO PERMANENT SUPPORTIVE HOUSING

BID partner, Pathways to Housing DC, conducts daily outreach to individuals experiencing homelessness



### FY17 ACCOMPLISHMENTS

Installed the Fancy Animal Carnival art installation in partnership with CityCenterDC, the District Government, National Park Service, Gould Property Company and Oxford Properties, in locations throughout DowntownDC

Provided new programming in Chinatown Park through the daily "Discover Chinatown Parks" series from April-August with support from Mount Vernon Triangle CID and the Mayor's Office on Asian and Pacific Islander Affairs

Activated Freedom Plaza with a free movie series, "Can I Kick It?: DowntownDC Summer Flicks" creating a new, DowntownDC community summertime tradition

Redesigned the BID website to better promote DowntownDC's retail, culture and entertainment

# MARKETING & COMMUNICATIONS



DOWNTOWNDC HOLIDAY MARKET CUSTOMERS



**7.9 K**  
NEWSLETTER  
SUBSCRIBERS



**2,500**  
DOWNTOWNDC  
SUMMER FLICKS  
MOVIE ATTENDEES

### FY18 OBJECTIVES

Establish and implement a residential communications plan to support new BID members

Produce a fashion runway show that helps define the District as a fashion capital

Create and begin implementation of a comprehensive retail marketing plan based on the retail study recommendations

Refine email marketing to reduce bounce rates, increase open rates and better inform stakeholders and the public with targeted messaging



**8,800** TWITTER  
FOLLOWERS

**1,500** DOWNTOWNDC LIVE!  
CONCERT ATTENDEES

**847** BIKE TO  
WORK DAY  
REGISTRANTS



200,000



# ECONOMIC DEVELOPMENT

## FY17 ACCOMPLISHMENTS

Introduced legislation for a pilot program to provide incentives for the conversion of up to 400,000 square feet of office space to residential use in the DowntownDC and Golden Triangle BIDs

Chose a consultant team to create a DowntownDC retail strategy to strengthen DowntownDC retail

Successfully included apartment buildings and their residents into the membership of the BID

Produced the 16th annual State of Downtown report and 9th forum, reporting on Downtown's economic performance and its importance to the city

## FY18 OBJECTIVES

Actively recruit office tenants to the DowntownDC BID area

Complete the DowntownDC retail strategy and begin implementation

Create a plan for the potential major redevelopment projects in downtown

Create support for DowntownDC culture and entertainment, including keeping the Capital One Arena downtown and increasing city support for DowntownDC cultural institutions

# INFRASTRUCTURE



## FY17 ACCOMPLISHMENTS

Led an on-site briefing for the U.S. Secretary of the Interior at Franklin Park regarding the transfer of jurisdiction of the park to the city, briefed congressional staff on the subject and supported federal legislation to transfer jurisdiction, introduced in June by Del. Eleanor Holmes Norton

Updated existing wayfinding signage and enhanced pedestrian information

Expanded the availability of bicycle parking and infrastructure

Worked with the District government to deploy and evaluate smart waste bins

EXPANDED THE AVAILABILITY OF **BICYCLE PARKING**



AND INFRASTRUCTURE

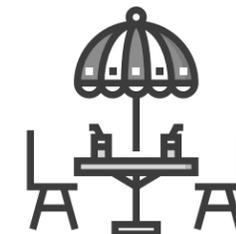
## FY18 OBJECTIVES

Complete the design and engineering for transforming Franklin Park in partnership with the District government, National Park Service and Downtown stakeholders

Activate Indiana Plaza with tables and chairs

Repair brick sidewalk defects in Chinatown/ Gallery Place in partnership with DDOT

Work with the District Department of Transportation (DDOT) to pilot additional pedestrian and green space in the 7th Street corridor in Chinatown



**ACTIVATE INDIANA PLAZA WITH TABLES & CHAIRS**

**EXPENSE  
BUDGET FY2018**

**\$11,493,361**



# FINANCE, HR & ADMINISTRATION

## FY17 ACCOMPLISHMENTS

Successfully achieved reauthorization from the Mayor to operate through fiscal year 2022

Secured a new BID corporate office location which reduced the size and cost of the office

Established committees within the BID's board of directors to strengthen BID programs and activities

Produced the "Downtown 2027: Vision for the Future" 10-year vision plan report

## FY18 OBJECTIVES

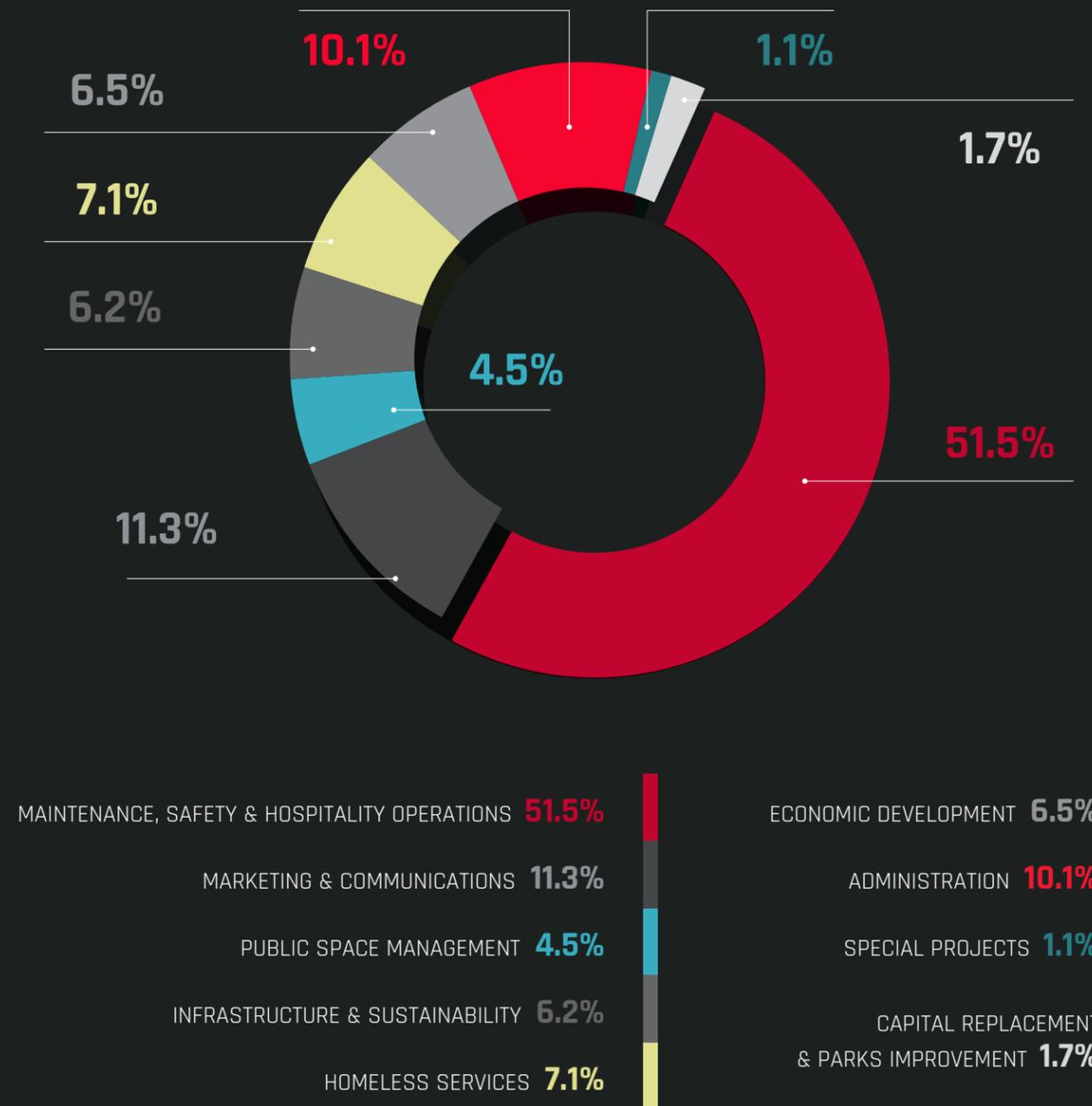
Implement a new payroll system to increase payroll efficiency and transparency

Reassess and explore a redesign of the SAM ambassadors' office at 1229 New York Avenue while pursuing alternative locations in DowntownDC

Complete compensation benchmarking study

Offer enhanced skills training courses for all BID staff

Expand existing partnership with the University of the District of Columbia and establish new programs to increase academic and vocational opportunities for SAM ambassadors



**BUDGET ALLOCATION FY2018**

# LETTER

## FROM THE TREASURER OF THE BOARD



It is my pleasure to present the Downtown Business Improvement District Corporation's (DowntownDC BID) audited, consolidated financial statements for fiscal year 2017 (Oct. 1, 2016 through Sept. 30, 2017).

The BID continued to demonstrate strong financial health in FY 2017 and the organization successfully operated within the budget approved by the board of directors in order to support its mission and purpose. The BID met its financial obligations in a timely manner and remained committed to implementing a strict system of checks and balances to ensure all financial matters were handled with the utmost propriety and care.

I am pleased to report that the firm of Baker Tilly, who were engaged to conduct the annual audit, have issued an unqualified opinion on the BID's FY 2017 financial statements, the highest possible audit rating.

In FY 2017, the DowntownDC BID continued to assess commercial buildings at the rate \$0.16 cents per square foot and hotel at the rate of \$90 per room per year. We are pleased to welcome residents as members in FY 2018.

I would like to extend my appreciation to the DowntownDC BID board of directors, the executive committee and the staff of the BID for their stewardship of the organization's finances over the past fiscal year.

I am honored to have served as treasurer for the past three years. The BID continues to demonstrate financial solvency and health and maintains a strong position to continue to support the DowntownDC community in the years ahead.



**Chase Rynd**  
Treasurer of the Board of Directors

### Consolidated Statements of Financial Position

	2017	2016
<b>ASSETS</b>		
Cash and Cash Equivalents	\$ 3,415,143	\$ 1,559,537
Accounts Receivable, net	454,071	374,342
Deposits	77,794	26,801
Construction in progress	218,259	0
Property and equipment, net	300,261	195,928
<b>TOTAL ASSETS</b>	<b>\$ 4,465,528</b>	<b>\$ 2,156,608</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable and Other Liabilities	\$ 2,904,805	\$ 759,521
<b>UNRESTRICTED NET ASSETS:</b>		
Undesignated	1,133,800	987,325
Property and Equipment, net	300,261	195,928
Board Designated	126,662	213,834
<b>TOTAL UNRESTRICTED NET ASSETS</b>	<b>1,560,723</b>	<b>1,397,087</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 4,465,528</b>	<b>\$ 2,156,608</b>

### Consolidated Statements of Activities

<b>SUPPORT AND REVENUES</b>	<b>\$ 11,106,407</b>	<b>\$11,281,397</b>
<b>EXPENSES:</b>		
Administration	1,087,027	1,054,777
Marketing and Communications	1,285,715	1,267,148
Public Space Management	562,789	931,138
Safety	2,632,646	2,993,913
Maintenance	3,428,146	2,930,405
Homelessness	493,349	467,562
Infrastructure and Sustainability	610,176	632,929
Economic Development	629,896	725,621
<b>TOTAL EXPENSES</b>	<b>10,729,744</b>	<b>11,003,493</b>
Net increase in unrestricted net assets before board designated expenses and other	376,663	277,904
Board designated expenses and other	213,027	240,210
<b>NET INCREASE IN UNRESTRICTED NET ASSETS</b>	<b>\$ 163,636</b>	<b>\$ 37,694</b>
<b>UNRESTRICTED NET ASSETS, BEGINNING OF PERIOD</b>	<b>\$ 1,397,087</b>	<b>\$ 1,359,393</b>
<b>UNRESTRICTED NET ASSETS, END OF PERIOD</b>	<b>\$ 1,560,723</b>	<b>\$ 1,397,087</b>

### Consolidated Statements of Cash Flows

Net cash provided by Operating Activities	\$ 2,149,728	\$ 432,459
Net cash used in Investing Activities	(402,557)	(20,461)
Net cash provided by Financing Activities	108,435	--
<b>INCREASE IN CASH AND CASH EQUIVALENTS</b>	<b>1,855,606</b>	<b>411,998</b>
<b>CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD</b>	<b>1,559,537</b>	<b>1,147,539</b>
<b>CASH AND CASH EQUIVALENTS, END OF PERIOD</b>	<b>\$ 3,415,143</b>	<b>\$ 1,559,537</b>

# STAFF AS OF SEPTEMBER 30, 2017

**Neil Albert**, President and CEO

**Eileen Andary**, Senior Advisor

**Andrew Axthelm**, Executive Program Associate

**Alex Block**, Transportation Program Manager

**Jalal Chaoui**, Payroll Manager

**Roquois Clarke**, Digital Content and Design Assistant

**Jeremiah DeSousa**, Administrative Assistant

**DeLores Dickens**, Executive Assistant

**Bertha A. Gaymon**, Chief Financial Officer

**Brian Gober**, IT and GIS Manager

**Rachel Rose Hartman**, Director of Interactive Marketing and Communications

**Angela Jones**, Administrative Assistant

**Ellen Jones**, Director of Infrastructure

**Ronald Jones**, Maintenance Services Manager

**Lulu Liu**, Senior Staff Accountant

**Charles McFadden**, Finance Assistant

**Nabavi Oliver**, Director of Administration

**David Pollard**, Deputy Director of Operations

**Parker Roach**, Human Resources Manager

**Adrian Saunders**, Digital Communications and Design Manager

**Sandra Tapscott**, Operations Assistant

**Remi Wallace**, Events and Strategic Partnerships Manager

**Ebony P. Walton**, Marketing and Communications Manager

**Kristi Whitfield**, Director of Public Space Operations

# AMBASSADORS AS OF SEPTEMBER 30, 2017

Lawrence Alston	Varvie Daughtry	Terrence Kelley	Crystal Saunders
Jose Avelar	Anthony Davenport	Ronald Lloyd	Montee Saunders
Calvin Ballard	Rene Diaz Morales	Manuel Loza	Hector Segura
Kareem Bell	Keith Dorsey	Jessie Marlow	Dion Simmons
Barron Avent-Bey	Alyce Easterling	Julio Martinez	Lorine Simon
Timothy Bolden	Claudell Epps	Frank McCoy	Jermaine Simpson
Bernard Bond	Ethel Frye	Julio Mendez	Charlie Stevenson
Rayshawn Boseman	Marcus Gethers	Freda Mintah	Darrell Stone
Jovina Brown	Dominic Gibson	John Morton	Charles Stroud
Mary Brown	Nelson Giron	Andrew Moton	Marquise Taylor
Michael Bunn	Chantyyra Graham	Okumu Oyoo	Erica Teachey
Wayne Cain	John Griffin	Blanca Ramirez	Tyrell Thomas
Norma Canales	Tyrell Hale	Vernon Richardson	Jahmil Thompson
Lurie Carlton	David Hall	Donna Riley	Robert Toney
Marquez Clifford	DeMarco Head	Jorge Rochac	Michael Williams
Brittney	James Jackson	Sarvelio Rodas	Michael Winder
Colston-Johnson	Linda Jeter	Rosa Rosales	Maurice Yancey
Michael Creed	Ernest Johns	Voydevasco Rouse	Marcus Young
Joe Cunningham	Roy Johnson	Harold Royal	
Raymond Dantzler	Derrick Jones	Lorenzo Sanders	



# FY2017 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

**Neil Albert, President**  
President and CEO, DowntownDC Business Improvement District

**Randall Boe, Chairman**  
Executive Vice President & General Counsel, Monumental Sports and Entertainment

**Robert H. Braunohler, Second Vice Chair**  
Regional Vice President, Property Group Partners

**Kingdon Gould III, Past Chair**  
Vice President, Gould Property Company

**Peter D. Johnston, First Vice Chair**  
Senior Vice President, Regional Manager, Boston Properties

**Matt Klein, Past Chair**  
President, Akridge

**Ginger Laytham, Secretary**  
Senior Executive Officer to the President, CEO and Chairman, Clyde's Restaurant Group

**Michael McCarthy, Past Chair**  
Corporate Vice President, Quadrangle Development Corporation

**Chase Rynd, Treasurer**  
President and Executive Director, National Building Museum

**Rob Wilder, Member**  
Co-Founder/Partner, ThinkFoodGroup

**Yeni Wong, Member**  
President, Riverdale International

## MEMBERS

**Jeffrey Bank**, Chief Executive Officer, The Alicart Restaurant Group (Carmine's)

**William Bertera**, President & CEO, Institute for Sustainable Infrastructure

**Steve Bonacci**, Executive Vice President, JBG Companies

**Ann Chisholm**, District of Columbia Government Relations Officer, Washington Metropolitan Area Transit Authority

**Donna Cooper**, President, PEPCO

**Valarie Dollison**, Vice President and Store Manager, Macy's

**Jackie S. Duke**, Regional Vice President of Operations, Brookfield Properties

**Thomas E. Finan**, Managing Director, Trammell Crow Company

**Scott Frisch**, Chief Operating Officer, AARP

**Mary Gibert**, Regional Commissioner, U. S. General Services Administration

**Kathy Guy**, Vice President, Management Services, Vornado/Charles E Smith

**Thor C. Headley**, Vice President, Hines

**Douglas Jemal**, CEO & President, Douglas Development Corporation

**Norman Jemal**, Principal and Senior Vice President, Douglas Development

**Chris Jennings**, Executive Director, The Shakespeare Theatre Company

**Steven Jumper**, Director of Corporate Public Policy, Washington Gas Light Holdings Inc

**Boo Kim**, Director of Operations, District Commons

**Tom Knoll**, Pastor, First Trinity Lutheran Church

**Carol Lascaris**, President Emeritus, National Museum of Women in the Arts

**Gregory Leinweber**, General Manager, Hotel Monaco

**Robin McClain**, Vice President, Marketing and Communications, Destination DC

**Wallace Mlyniec**, Lupo-Rici Professor of Clinical Legal Justice; Director, Juvenile Justice Clinic, Georgetown Law

**Christopher P. Mundy**, Senior Vice President, Oxford Properties Group

**Stew Newbold**, Director of Restaurant Operations, ThinkFoodGroup

**Gregory A. O'Dell**, President and Chief Executive Officer, Events DC

**Todd Payne**, Government Affairs Manager, Microsoft

**Thomas Penny**, General Manager, Courtyard by Marriott Washington Convention Center

**Lisa Ruggles**, Senior Vice President, Portfolio Research, CoStar Group, Inc.

**Kim Sajet**, Director, National Portrait Gallery

**Kenneth Schwartz**, Partner, Arnold & Porter LLP

**Paul R. Tetreault**, Director, Ford's Theatre

## LIAISONS

**Dawud Abdur-Rahman**, Director, Planning & Management, U.S. General Services Administration

**Gerardo Martinez Freyssonier**, Communications Senior Specialist, Inter-American Development Bank

**Rodney Moulden**, Community Planner, U.S. General Services Administration

## CREDITS

**Kevin Koski** Photography  
**Rich Kessler** Photography



**DOWNTOWNDC**

**DOWNTOWN BUSINESS IMPROVEMENT  
DISTRICT CORPORATION**

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