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.

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The Downtown DC 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.
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.

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.
**FY17 ACCOMPLISHMENTS**

**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 146,663 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.

**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.
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

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

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

28 INDIVIDUALS MOVED TO PERMANENT SUPPORTIVE HOUSING

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

HOMELESS SERVICES

Provided outreach services to 482 people

FINANCIALLY SUPPORTED A WEEKLY SERVICES CENTER FOR AT-RISK YOUTH

FIND, FUND & OPEN A DAYTIME SERVICES CENTER
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

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

7,900 NEWSLETTER SUBSCRIBERS

2,500 DOWNTOWNDC SUMMER FLICKS MOVIE ATTENDEES

8,800 TWITTER FOLLOWERS

1,500 DOWNTOWNDC LIVE! CONCERT ATTENDEES

847 BIKE TO WORK DAY REGISTRANTS

200,000 DOWNTOWNDC HOLIDAY MARKET CUSTOMERS
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
- Successfully included apartment buildings and their residents into the membership of the BID
- Chose a consultant team to create a DowntownDC retail strategy to strengthen DowntownDC retail
- 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
FY18 Objectives

- Activate Indiana Plaza with tables and chairs
- Repairs 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

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
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.

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**EXPENSE BUDGET FY2018**

- **$11,493,361**

**BUDGET ALLOCATION FY2018**

- **51.5%**: MAINTENANCE, SAFETY & HOSPITALITY OPERATIONS
- **11.3%**: MARKETING & COMMUNICATIONS
- **6.5%**: INFRASTRUCTURE & SUSTAINABILITY
- **6.2%**: PUBLIC SPACE MANAGEMENT
- **4.5%**: HOMELESS SERVICES
- **7.1%**: ECONOMIC DEVELOPMENT
- **10.1%**: ADMINISTRATION
- **1.1%**: SPECIAL PROJECTS
- **1.7%**: CAPITAL REPLACEMENT & PARKS IMPROVEMENT

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- **10.1%**: ADMINISTRATION
- **1.1%**: SPECIAL PROJECTS
- **1.7%**: CAPITAL REPLACEMENT & PARKS IMPROVEMENT
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

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$3,415,143</td>
<td>$1,559,537</td>
</tr>
<tr>
<td>Accounts Receivable, net</td>
<td>454,071</td>
<td>374,342</td>
</tr>
<tr>
<td>Deposits</td>
<td>77,794</td>
<td>26,801</td>
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<tr>
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<td>0</td>
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<td>300,261</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$4,465,528</strong></td>
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<th>LIABILITIES AND NET ASSETS</th>
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<tr>
<td>Accounts Payable and Other Liabilities</td>
<td>$2,904,805</td>
<td>$759,521</td>
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UNRESTRICTED NET ASSETS:

| Undesignated                               | 1,133,800 | 987,325 |
| Property and Equipment, net                | 300,261   | 195,928 |
| Board Designated                           | 126,662   | 213,834 |
| **TOTAL UNRESTRICTED NET ASSETS**          | **1,560,723** | **1,397,087** |

**TOTAL LIABILITIES AND NET ASSETS**

|                                                | **$4,465,528** | **$2,156,608** |

Consolidated Statements of Activities

| SUPPORT AND REVENUES                        | $11,106,407 | $11,281,397 |

EXPENSES:

| 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   |
| **TOTAL EXPENSES**                          | **10,729,744** | **11,003,493** |

Net increase in unrestricted net assets before board designated expenses and other

| Board directed expenses and other          | 376,663     | 277,904   |
|                                          | 213,027     | 240,210   |
| **NET INCREASE IN UNRESTRICTED NET ASSETS** | **$163,636** | **$37,694** |
| UNRESTRICTED NET ASSETS, BEGINNING OF PERIOD | **$1,397,087** | **$1,359,393** |
| UNRESTRICTED NET ASSETS, END OF PERIOD     | **$1,560,723** | **$1,397,087** |

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    | --       |

INCREASE IN CASH AND CASH EQUIVALENTS

| CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD | 1,559,537 | 1,397,087 |
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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 Chauvi, Payroll Manager
Requios Clarke, Digital Content and Design Assistant
Jeremiah DeSousa, Administrative Assistant
DeLores Dickens, Executive Assistant
Bartha A. Gaymon, Chief Financial Officer
Brian Gober, IT and GIS Manager
Rachael 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
Jose Avelar
Calvin Ballard
Kareem Bell
Barron Avent-Bay
Timothy Bolden
Bernard Bond
Rayshaw Boone
Juvena Brown
Mary Brown
Michael Burin
Wayne Cain
Norma Canales
Lurie Carlton
Marquez Clifford
Brittney Colston-Johnson
Michael Creed
Joe Cunningham
Raymond Dantzler
Varvie Daughtry
Anthony Deavenport
Rana Diaz Morales
Keith Dorsey
Allysa Easterling
Claudell Epps
Ethel Frye
Marcus Gathers
Dominic Gibson
Nelson Giron
Chantygra Graham
John Griffin
Terrence Kelley
Ronald Lloyd
Manuel Loza
Jessie Marlow
Julio Martinez
Frank McCoy
Julio Mendez
Feda Mintah
John Morton
Andrew Moton
Okumu Oyoo
Blanca Ramirez
Vernon Richardson
Donna Riley
Jorge Rochac
Servello Rodas
Rosa Rosales
Voydevasco Rouse
Harold Royal
Lorenzo Sanders
Crystal Saunders
Montae Saunders
Hector Segura
Dion Simmons
Lorine Simon
Jermaine Simpson
Charlie Stevenson
Darrell Stone
Charles Stroud
Marquise Taylor
Erica Teachey
Tyrell Thomas
Jahiim Thompson
Robert Toney
Michael Williams
Michael Winder
Maurice Yancey
Marcus Young

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 Guild 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, Riverside International

MEMBERS

Jeffrey Bank, Chief Executive Officer, The Alcánt Restaurant Group (Carmina’s)

William Borzotta, President & CEO, Institute for Sustainable Infrastructure

Steve Bonacc, Executive Vice President, JBG Companies

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

Donna Cooper, President, PEPCO

Valerie Dillison, Vice President and Store Manager, Macy’s

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

Thomas E. Finan, Managing Director, Transrail Crow Company

Scott Frisch, Chief Operating Officer, AARP

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

Kathy Gug, 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 Jump, 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 Monako

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

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

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

Stev 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. Tetraeut, Director, Ford’s Theatre

LIAISONS

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

Gerardo Martinez Freysinsier, Communications Senior Specialist, Inter-American Development Bank

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

CREDITS

Kevin Koski, Photography

Rich Kessler, Photography

GREGORY L. HORTON, President and CEO, DowntownDC