



DOWNTOWNDC

FISCAL YEAR

2018 ANNUAL REPORT

Downtown
Day Services Center

DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT CORPORATION



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

DowntownDC is a major employment center and a cultural and entertainment hub with a growing residential population. It is the site of innovation, home to the future Apple Flagship store, as well as Facebook, Microsoft's Innovation & Policy Center, Yelp, WeWork, Eaton Workshop and more.

CONTENTS



ABOUT THE BID

04

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

06

PUBLIC SPACE OPERATIONS

08

HOMELESS SERVICES

10

MARKETING & COMMUNICATIONS

12

ECONOMIC DEVELOPMENT

14

INFRASTRUCTURE

16

FINANCE & ADMINISTRATION

18

FINANCIALS

20

STAFF & BOARD OF DIRECTORS

22



ABOUT THE BID

7 METRORAIL STATIONS



SERVING ALL SYSTEM LINES

31 CAPITAL BIKESHARE STATIONS



8 THEATRE & PERFORMANCE VENUES



HOME TO THE CAPITAL ONE ARENA & THE WALTER E. WASHINGTON CONVENTION CENTER

164 DESTINATION RESTAURANTS



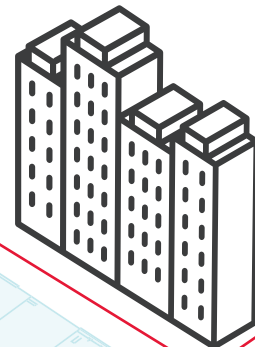
82 DESTINATION SHOPPING STORES



9+ MILLION ANNUAL VISITORS

138 BLOCK AREA

523 PROPERTIES





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 523 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

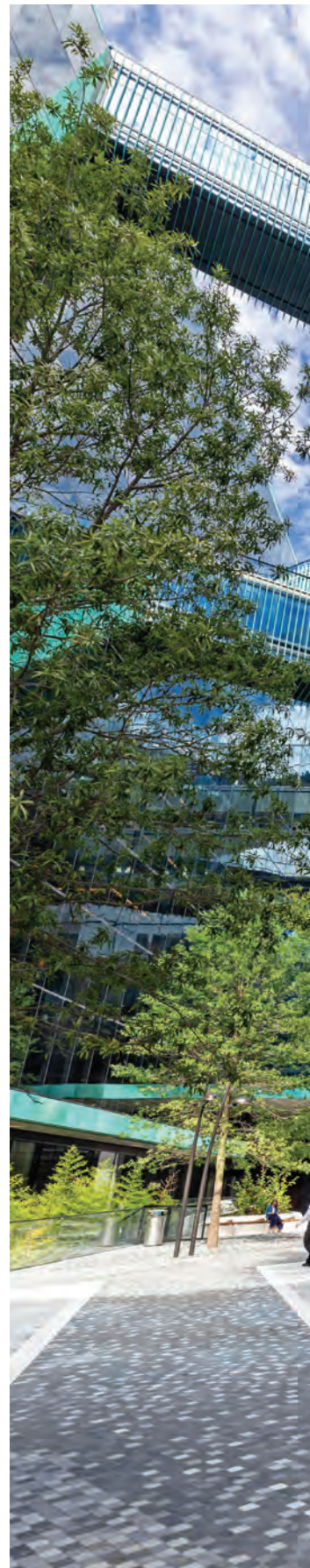
***Dear DowntownDC Stakeholder,***

We are pleased to report that the DowntownDC Business Improvement District (BID) in fiscal year 2018 achieved several major milestones that established the groundwork for significant future growth benefiting the DowntownDC community. This included advancements related to homeless services, the redevelopment of Franklin Park, improvements to public spaces and establishing new, fruitful partnerships to better support our stakeholders and our shared community.

But first, the foundation of our organization—our Safety/Hospitality and Maintenance (SAM) ambassadors and clean and safe services—remained our major focus in FY18, as we hired Gerren Price as Director of Public Space Operations, unveiled new professional development programs for our ambassadors, completed brick repairs, held Gallery Place stakeholder meetings, emergency preparedness trainings, safety alliance meetings and renewed focus on property managers.

Most significantly in FY18, the DC Department of Human Services (DHS) awarded the BID a \$1.7 million grant to open a Downtown Day Services Center (“The Center”), to fill a gap in homeless services during the day when shelters are closed and provide clients with a single

**IN FISCAL YEAR 2018,
THE BID ACHIEVED
SEVERAL MILESTONES
THAT *ESTABLISHED*
THE *GROUNDWORK FOR*
SIGNIFICANT FUTURE
GROWTH**





access point for services and support. The Center opened in February of this year, offering food, showers and laundry facilities, employment services, on-site healthcare, mental health support, caseworkers, access to vital records and identification applications and more through the help of a dozen city agencies and other organizations as well as our longtime partner, Pathways to Housing DC. The grant is renewable annually for up to \$2 million per year for up to 5 years.

In the same vein, the BID helped fully capitalize the District's \$500,000 Landlord Partnership Fund thanks to many generous contributions from our stakeholders as well as a significant grant from JPMorgan Chase.

Renovation plans for DowntownDC's largest park, the National Park Service's Franklin Park, moved ahead in 2018 with the DC Department of General Services awarding the design and engineering contract for the renovation to Studios Architecture and Land Collective. A groundbreaking is expected in the fall of 2019. Upon reopening in 2020, the BID will manage and program the renovated park.

The BID in 2018 also secured an \$88,000 grant from the DC Commission on the Arts and Humanities to add art to historic call boxes and established a partnership with the Indiana Society for \$100,000 to support improvements to Indiana Plaza.

The BID continued to work to enliven public spaces through the continuation of its successful summer events series (DowntownDC Live, Co-Working with Comcast, Can I Kick It? DowntownDC Summer Flicks, Chinatown Block Party, Children's Story Hour), plus the DowntownDC Holiday Market, two pop-up World Cup Viewings last summer through the support of major partners and the inaugural District of Fashion runway show Sept. 5, which drew city partnerships and other sponsorships for its companion show Feb. 7 of this year.

The following report details how the BID expended funds in the past fiscal year, how we met and in some cases exceeded our expectations and what we hope to accomplish in the coming year through your continued support.

Thank you for your interest and your partnership as we continue to strive to move DowntownDC closer to our goal of becoming a world-class destination.

PUBLIC SPACE OP

FY18

ACCOMPLISHMENTS

Reinstated the SAM Homeless Outreach Services Team (HOST) team to conduct homeless outreach

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

Safety/Hospitality ambassadors (18) helped 104,768 citizens

Participants (604) performed 4,826 community service hours

Removed 166,658 bags of trash and 57,429 bags of recycling

Repaired 223 brick sidewalk defects in Chinatown/Gallery Place in partnership with District Department of Transportation

Reorganized property manager and safety alliance stakeholder groups to provide more comprehensive support

Modified deployment schedule to increase evening coverage for late night events

REMOVED



166,658

..... BAGS OF

TRASH



57,429

..... BAGS OF

RECYCLING



A man wearing a red jacket, a red baseball cap with 'DOWNTOWNDC' on it, and white gloves is working on a brick planter box. He is using a blue shovel to dig into the soil. An orange traffic cone is visible in the background. The word 'ERATIONS' is overlaid in large white letters on a teal background.

ERATIONS

FY19 OBJECTIVES

Develop an electronic database and mobile platform to improve SAM scheduling, deployment and quality control and to better engage external partners in reporting public space issues and other information

Expand the efforts of the SAM HOST team to provide first response services to individuals experiencing homelessness during off-peak hours and to connect individuals to the Downtown Day Services Center

Expand landscaping efforts to beautify Freedom Plaza, Indiana Plaza and Herald Square and refresh tree boxes and planters throughout the BID

Establish quarterly property manager roundtables to improve communication and coordination between property managers, related stakeholders and the BID

Provide free emergency management trainings that will result in at least 100 additional BID stakeholders trained in CPR/first aid and/or certified in community emergency response

Develop partnerships to train ex-offenders for jobs in the maintenance and hospitality industries

HOMELESS SERVICES

FY18

ACCOMPLISHMENTS

Collaborated with the city and partners to fund and build out a daytime services center for individuals experiencing homelessness

Established a Downtown Assertive Community Treatment team; connected with the city's coordinated access and housing placement process and supported stranded individuals returning home



REESTABLISHED
**MONTHLY
HOMELESS
COUNTS**
IN DOWNTOWNDC

ESTABLISHED A
**DOWNTOWN
ASSERTIVE COMMUNITY
TREATMENT TEAM**



COLLABORATED
WITH THE CITY AND PARTNERS
TO FUND AND BUILD OUT A
DAYTIME SERVICES CENTER
FOR INDIVIDUALS EXPERIENCING
HOMELESSNESS





THE BID IN 2019 WILL BEGIN
OPERATING THE DOWNTOWN
DAY SERVICES CENTER TO
SUPPORT INDIVIDUALS
EXPERIENCING HOMELESSNESS

FY19 OBJECTIVES

Begin operation of the Downtown Day Services Center with the goal of serving more than 100 guests per day

Expand outreach services by providing intensive training for SAMs, including from professional outreach workers

Assist an increasing number of individuals with securing permanent supportive housing



ASSIST
AN INCREASING
NUMBER OF
INDIVIDUALS

WITH SECURING PERMANENT
SUPPORTIVE HOUSING

FY18 ACCOMPLISHMENTS

Established and implemented Phase One of a residential communications plan to support new BID members and held residential events for stakeholders

Refined email marketing to increase open rates and better inform stakeholders and the public with targeted messaging, developed a SOP for email alerts, created a segmented event and fashion list, boosted engagement for the Pulse Newsletter through data quality control and list segmentation and management

Streamlined and refined summer events programming, adding Co-Working with Comcast and focusing Chinatown Park programming to better utilize resources for a Friday night block party and created new fruitful partnerships with major corporations and non-profit partners

Produced the District of Fashion Runway Show on Sept. 5 which helped define the District as a fashion capital and supported the local creative and retail communities

MARKETING & COMMUNICATIONS

FY19 OBJECTIVES

Conduct an overall assessment of marketing and branding at the BID via an external consultant and develop a marketing and branding strategy and staffing plan for the next three years including a BID branding refresh and a DowntownDC Holiday Market rebrand

Issue an RFP for the DowntownDC Holiday Market operations to expand the market footprint and refresh the market activities and offerings

Develop and issue communications surrounding the Downtown Day Services Center and its activities and the BID Foundation

Expand partnerships for the production of spring and fall 2019 District of Fashion runway shows and increase visibility and support for the local fashion and retail industries





ESTABLISHED
& IMPLEMENTED
PHASE ONE OF A
RESIDENTIAL
COMMUNICATIONS PLAN **1**



PRODUCED
A HIGH-END
RUNWAY SHOW

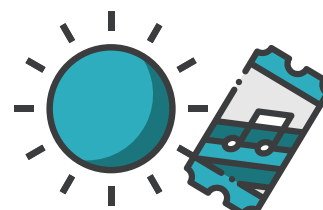
TO DEFINE THE DISTRICT
AS A FASHION CAPITAL



REFINED
EMAIL
MARKETING

TO REDUCE BOUNCE RATES,
INCREASE OPEN RATES AND
BETTER INFORM
STAKEHOLDERS
AND THE PUBLIC

STREAMLINED
SUMMER
EVENTS PROGRAMMING



FY18

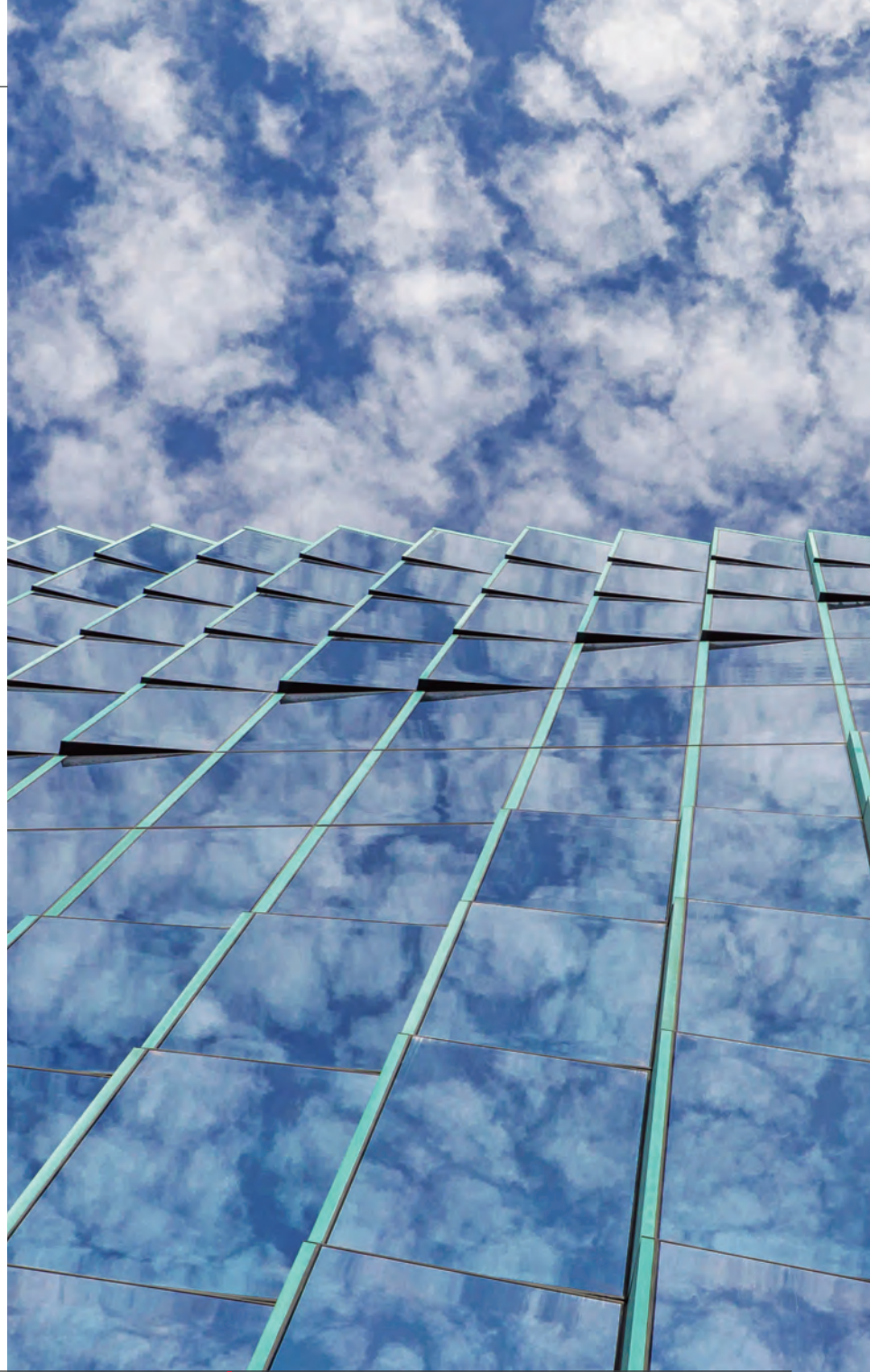
ACCOMPLISHMENTS

Produced the BID's first quarterly DowntownDC Economic Development Report

Promoted legislation to create a pilot incentive program for converting downtown office space to residential use

Produced the annual State of Downtown report on downtown's economic performance and highlighted its importance to the District

Funded a study of the fiscal impact of the Washington Capitals' 2018 Stanley Cup playoff run as part of the BID's mission to support DowntownDC's culture and entertainment venues



PRODUCED
THE BID'S FIRST QUARTERLY
DOWNTOWNDC ECONOMIC
DEVELOPMENT REPORT
& THE ANNUAL STATE
OF DOWNTOWN REPORT



FY19 OBJECTIVES

Assist in the creation of a pilot incentive program for converting downtown office space to residential by ensuring the passage of related legislation

Implement the Downtown Retail Strategy over three years



ECONOMIC DEVELOPMENT

Provide the economic analysis to encourage more active use of Pennsylvania Avenue's sidewalks

Continue to monitor the DowntownDC economy with quarterly DowntownDC Economic Update Reports

Finalize a new research tool with a major office research firm to monitor the DowntownDC office market

INFRASTRUCTURE

FY18 ACCOMPLISHMENTS

Initiated the design and engineering for transforming Franklin Park in partnership with the District government, US National Park Service and DowntownDC stakeholders

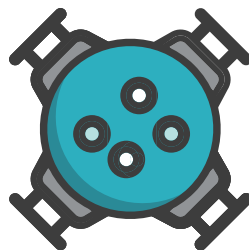
Worked with the District Department of Transportation (DDOT) to pilot additional pedestrian and green space in the 7th Street corridor in Chinatown

Activated Indiana Plaza with tables and chairs

Facilitated a partnership with DDOT to repair brick sidewalk defects in Chinatown/Gallery Place

ACTIVATED INDIANA PLAZA

WITH TABLES
& CHAIRS



UTURE



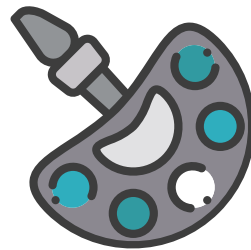
FY19 OBJECTIVES

Complete the Women in History Call Box Project to bring art and interpretation to nine call boxes in eight DowntownDC locations

Complete a mural installation honoring veterans in the Vermont Avenue entrance of the McPherson Metrorail station

Support the groundbreaking for Franklin Park and the completion of park management agreements

Install in-street bike racks in five DowntownDC locations



**BRING ART AND
INTERPRETATION
TO 9 CALL BOXES
IN 8 DOWNTOWNDC
LOCATIONS**

FINANCE & ADMINISTRATION

FY18 ACCOMPLISHMENTS

Implemented a new payroll system to increase payroll efficiency and transparency

Standardized staff onboarding procedures, complete with timeline and check-ins

Increased offerings for enhanced skills training courses for corporate staff

Launched English as a Second Language (ESL) and Intro to Computer classes for SAM ambassadors

Established new programs to increase academic and vocational opportunities for SAM ambassadors

Identified a new system to more effectively support the accounting functions of the BID

Established a Capital Replacement Fund for the first time in the BID's history

Corporate staff and SAM ambassadors completed 26,751 hours of training

FY19 OBJECTIVES

Implement new accounting software

Identify, recruit and train staff for the new Downtown Day Services Center

Execute all contracts and agreements for the operation of the Downtown Day Services Center in a timely manner

Identify and secure new office and operations space for SAM ambassadors or begin plans to renovate in place

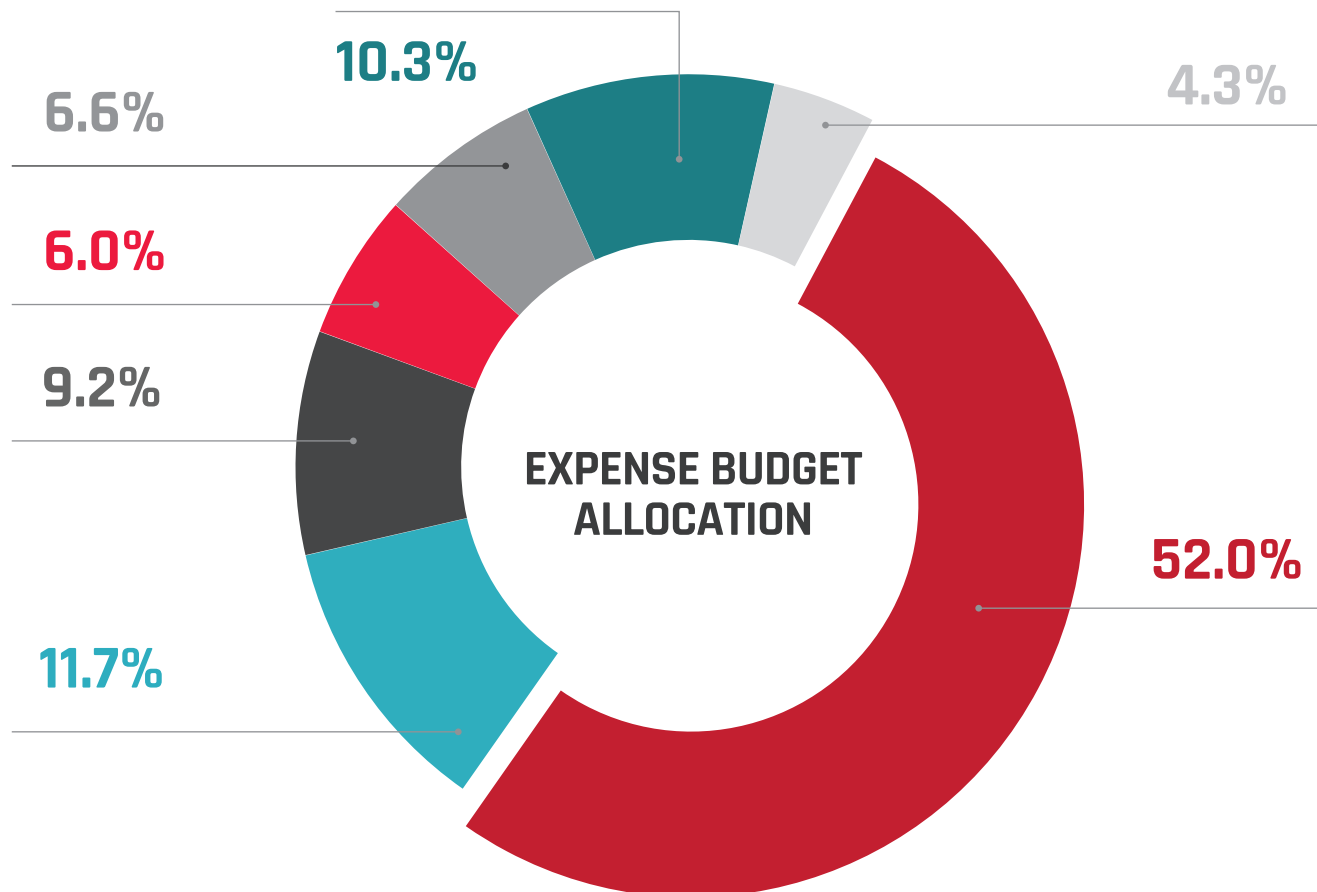
Expand training opportunities for SAM ambassadors

**CORPORATE STAFF &
SAM AMBASSADORS**

**COMPLETED
26,751 HOURS
OF TRAINING**

EXPENSE BUDGET FY2019

\$ 12,079,417



PUBLIC SPACE OPERATIONS **52.0%**

MARKETING & COMMUNICATIONS **11.7%**

INFRASTRUCTURE **9.2%**

HOMELESS SERVICES **6.0%**

ECONOMIC DEVELOPMENT +
SPECIAL PROJECTS **6.6%**

ADMINISTRATION & FINANCE **10.3%**

CAPITAL REPLACEMENT FUND **4.3%**

BUDGET ALLOCATION FY2019

LETTER

FROM THE TREASURER OF THE BOARD



We are pleased to present the Downtown Business Improvement District (BID) Corporation audited Consolidated Financial Statement for fiscal year 2018, which covers the period from October 1, 2017 through September 30, 2018.

As treasurer for a third term, during FY18, I worked with staff to oversee the organization's financial affairs. Over the past year, the BID had a stable budget in place and the organization funded all current operations with current revenues. We rowed with the oars we had, and in the final analysis, our strategic decisions and sound financial management practices led to successful results. We attribute this success in large part to the leadership of the board of directors, the unrelenting efforts of our President and CEO Neil Albert, and the BID staff. It is noteworthy to mention that we added another layer of financial reviewers in FY18—a board of directors Finance Committee—and jointly we assumed some responsibility for monitoring and communicating to the board about the organization's overall financial health.

The BID maintained the commercial tax rate at .1648 cents per square foot and the hotel tax rate at \$92.70 per room in FY18. Residential apartment properties were added for the first time at a rate of \$120 per unit. The BID maintained consistent contact with the DC Office of Tax and Revenue, which resulted in greater cooperation and communication towards receiving disbursements and delinquent assessment payments in a timely and efficient manner.

Our audit firm, Baker Tilly Virchow Krause, LLP, oversees financial reporting for the Downtown BID and it is reassuring that they issued an unqualified opinion on the FY18 financial statements.

Following another year of strong fiscal performance, I am pleased to present these statements for public review. If you have any questions or would like to obtain copies of this statement, please feel free to directly contact the BID.

Chase Rynd
Treasurer of the Board of Directors



Consolidated Statements of Financial Position

ASSETS	2018	2017
Cash and Cash Equivalents	\$ 5,070,640	\$ 3,415,143
Accounts Receivable, net	375,522	454,071
Deposits	91,515	77,794
Construction in progress	-	218,259
Property and equipment, net	326,702	300,261
TOTAL ASSETS	\$ 5,864,379	\$ 4,465,528
LIABILITIES AND NET ASSETS		
Accounts Payable and Other Liabilities	\$ 4,086,257	\$ 2,904,805
UNRESTRICTED NET ASSETS:		
Undesignated	1,176,888	1,133,800
Property and Equipment, net	326,702	300,261
Board Designated	272,532	126,662
TOTAL UNRESTRICTED NET ASSETS	1,778,122	1,560,723
TOTAL LIABILITIES AND NET ASSETS	\$ 5,864,379	\$ 4,465,528

Consolidated Statements of Activities

SUPPORT AND REVENUES EXPENSES:	\$ 11,758,550	\$ 11,106,407
Administration	1,140,706	1,087,027
Marketing and Communications	1,323,050	1,285,715
Public Space Management	505,473	562,789
Safety	2,056,577	2,632,646
Maintenance	3,859,725	3,428,146
Homelessness	823,729	493,349
Infrastructure and Sustainability	678,154	610,176
Economic Development	706,903	629,896
TOTAL EXPENSES	11,094,317	10,729,744
Net increase in unrestricted net assets before board designated expenses and other	664,233	376,663
Board designated expenses and other	446,834	213,027
NET INCREASE IN UNRESTRICTED NET ASSETS	\$ 217,399	\$ 163,636
UNRESTRICTED NET ASSETS, BEGINNING OF PERIOD	\$ 1,560,723	\$ 1,397,087
UNRESTRICTED NET ASSETS, END OF PERIOD	\$ 1,778,122	\$ 1,560,723

Consolidated Statements of Cash Flows

Net cash provided by Operating Activities	\$ 1,710,363	\$ 2,149,728
Net cash used in Investing Activities	(62,189)	(20,461)
Net cash provided by Financing Activities	7,323	--
INCREASE IN CASH AND CASH EQUIVALENTS	1,655,497	1,855,606
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	3,415,143	1,559,537
CASH AND CASH EQUIVALENTS, END OF PERIOD	\$ 5,070,640	\$ 3,415,143

This information has been derived from the financial statements audited by Baker Tilly Virchow Krause, LLP. The complete set of audited financial statements are available upon request from Bertha Gaymon of the Downtown Business Improvement District Corporation.

STAFF AS OF SEPTEMBER 30TH, 2018

Neil Albert, President & CEO

Alex Block, Infrastructure & Planning Manager

Daniel Bramley, Infrastructure Program Assistant

Jalal Chaoui, Payroll Manager

Roquois Clarke, Digital Content & Design Assistant

Jeremiah DeSousa, Administrative Assistant/Receptionist

Delores Dickens, Executive Assistant

Bertha Gaymon, Chief Financial Officer

Rachel Rose Hartman, Director of Interactive Marketing & Communications

Ellen Jones, Deputy Executive Director

Linda Kaufman, Director of Homeless Services

Lulu Liu, Senior Accountant

Alexis Neely, Marketing & Communications Assistant

Nabavi Oliver, Director of Administration

David Pollard, Deputy Director of Operations

Gerren Price, Director of Public Space Operations

Parker Roach, Human Resources Manager

Essence Smith, Economic Development Assistant

Sandra Tapscott, Operations Assistant

Tyrell Thomas, IT Associate

Remi Wallace, Events & Strategic Partnerships Manager

Ebony Walton, Marketing & Communications Manager

Gerry Widdicombe, Director of Economic Development

AMBASSADORS AS OF SEPTEMBER 30TH, 2018

Marquise Adams

Lawrence Alston

Jose Avelar

Barron Avent-Bey

Trevor Blocker

Timothy Bolden

Bernard Bond

Rayshawn Boseman

Jovina Brown

Mary Brown

Michael Bunn

Wayne Cain

Norma Canales

Lurie Carlton

Marquez Clifford

Brittney Colston-Johnson

Elmer Coreas

Joe Cunningham

Raymond Dantzler

Anthony Davenport

Walter Davis

Rene Diaz-Morales

Brandon Dixon

Keith Dorsey

Alyce Easterling

Claudell Epps

Jhonte Eskridge

Ethel Frye

Marcus Gethers

Nelson Giron-

Mendoza

Chantyyra Graham

Glenn Green

John Griffin

Tyrell Hale

David Hall

De'Marco Head

Kevin Hill

Charles Jackson

James Jackson

Linda Jeter

Ernest Johns

Roy Johnson

Derrick Jones

Terrence Kelley

Ronald Lloyd

Manuel Loza

Jessie Marlow

Julio Martinez

Frank McCoy

Julio Mendez

Antoine Miller

Alfreda Mintah

Andrew Moton

Oyoo Okumu

Blanca Ramirez

Donna Riley

Roderick Robinson

Sarvelio Rodas-Oajaca

Rosa Rosales De Velado

Harold Royal

Lorenzo Sanders

Crystal Saunders

Montee Saunders

Hector Segura

Dion Simmons

Lorine Simon

Jermaine Simpson

Roderick Starks

Charlie Stevenson

Charles C. Stroud

Jahmil Thompson

Robert Toney

Michael Williams

Michael Winder

Famela Wolf

Philip Wright

Marcus Young



FY2018 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

Gregory A. O'Dell, Member

President and Chief Executive Officer,
Events DC

Stewart Newbold, Member

Director of Operations, ThinkFoodGroup

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)

Anthony Balestrieri, Director of Acquisitions,
MetLife

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

Donna Cooper, President, PEPCO

John Smith, 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

Brian Grant, First Vice President, Equity
Residential

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

Thor C. Headley, Vice President, Hines

Gail Smith-Howard, General Manager, Hyatt
Regency Washington on Capitol Hill

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

Todd Payne, Government Affairs Manager,
Microsoft

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 Freyssinier,
Communications Senior Specialist, Inter-
American Development Bank

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

CREDITS

Kristen Franklin, Photography

Bob Rives, Photography



DOWNTOWNDC

**DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT CORPORATION**

1275 K STREET NW
SUITE 1000
WASHINGTON, D.C. 20005

WWW.DOWNTOWNDC.ORG