Traditionally the economic hub of the Washington region, the DowntownDC economy was deeply impacted by the COVID-19 pandemic. Our restaurants, retailers, hotels and office buildings continue to operate at limited capacity, and most cultural destinations remain closed. Despite these challenges, DowntownDC remains resilient.
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 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

Dear DowntownDC Stakeholder,

Fiscal year 2020 was by far the most devastatingly impactful year in the history of the Downtown Business Improvement District (DowntownDC). The coronavirus pandemic (COVID-19) ushered in unimaginable challenges for DowntownDC businesses, employers, employees, property owners and visitors. The DowntownDC economy, like that of the world, has suffered devastating hits to most sectors that will likely make recovery long and hard.

The arrival of the COVID-19 pandemic in March 2020 necessitated a Public Health Emergency in the District of Columbia, effectively closing all businesses except those few deemed essential. Since that time, restaurants have learned to survive by relying on takeout, delivery and outdoor dining, retailers have enhanced their online shopping experience and offer curbside pickup, museums and entertainment venues offer virtual programming and office workers continue to work from home. These unforeseen circumstances could be enough to bring any organization or economy to a halt, and yet, DowntownDC rose to the occasion in 2020, pivoting priorities and providing the downtown community with an unprecedented level of service.

At the time of this writing, the COVID-19 vaccine distribution has just begun and our country is under new leadership. The DowntownDC economy, like that of the world, has suffered devastating hits to most sectors that will likely make recovery long and hard.

Supported DowntownDC businesses in new ways

DowntownDC developed many new partnerships to help businesses survive during the COVID-19 pandemic. We partnered with the Office of Mayor Bowser to organize and lead the distribution of personal protective equipment (PPE) to 530 DowntownDC businesses and we distributed heaters to 141 DowntownDC restaurants, supporting their efforts to extend outdoor dining into the fall and winter.

Adapted and expanded Downtown Day Services Center operations

COVID-19 forced us to stop indoor service at the Downtown Day Services Center (The Center), a trusted resource for people experiencing homelessness downtown. Our team moved daily meal service outdoors to the park adjacent to The Center and pivoted to appointment-only indoor services, following the guidance of health experts. Thanks to the fundraising efforts and support of the DowntownDC Foundation, we also expanded our fundraising efforts and support of the DowntownDC Foundation.

Embraced diversity and inclusion

DowntownDC was severely impacted by the civil unrest that followed the killing of George Floyd by the police in Minneapolis. Our maintenance ambassadors helped ground floor businesses clean up damage from the unrest, helped building owners board up then remove boards from storefronts, sponsored a mural project (Murals that Matter) that covered plywood on boarded-up storefronts with inspiring works of arts from a diverse crew of muralists and designed and installed street light banners on Black Lives Matter Plaza in support of the struggle for racial justice and equality.

Board Chair O’Dell and I led two different committees within Mayor Bowser’s ReOpen DC advisory group aimed at providing guidance to businesses for a safe reopening. This summer we established the first-of-its-kind multi-restaurant destination outdoor dining experience, Dine Out on 8th Street and in December, we produced our 16th annual Downtown Holiday Market featuring a visit from the Vice President of the United States, Kamala Harris.

Our economic development department pivoted to provide timelier economic data and economy tracking throughout the pandemic. We delivered quarterly economy reports and hosted a series of virtual discussions featuring experts from various sectors affected by COVID-19.

This information demonstrated and supported the need for the city’s impactful $100 million Bridge Fund to assist DC businesses severely impacted by the pandemic.

Initiated Franklin Park reconstruction

The long-awaited renovations to Franklin Park started in July 2020. We have begun planning for August 2021 opening. FY2020 was unlike any other, but as is often the case, adversity has allowed us to strengthen existing bonds, forge new partnerships and create the opportunity to build back stronger.

With your ongoing support, the future remains bright for DowntownDC.
PUBLIC SPACE OPERATIONS

**FY20 ACCOMPLISHMENTS**

- Led distribution of free personal protective equipment (PPE) to 530 DowntownDC and DC businesses.
- Partnered with the P.A.I.N.T.S. Institute to cover plywood on boarded-up storefronts and at the St. John’s Episcopal Church with inspiring works of art, which led to the launch of the “Murals That Matter” exhibit at the National Building Museum.
- Facilitated the relocation of Downtown Day Services Center weekend meal services from Franklin Park to Vermont Avenue, resulting in more than 450 meals served each weekend.
- Worked with the Department of Human Services to set up, staff, and operate citywide quarantine centers, creating safe spaces for individuals experiencing homelessness who were recovering from or most susceptible to COVID-19.
- Led distribution of free outdoor heaters to 141 DowntownDC and DC restaurants, providing them with a valuable resource to keep outdoor patios open beyond the summer months.

**FY21 OBJECTIVES**

- Implement new case management and reporting application to improve efficiency and capture real-time data for trash, recycling and other public space defects.
- Recruit and train a dedicated team of staff to maintain and operate Franklin Park as it reopens.
- Expand the DowntownDC BID’s landscaping profile to further beautify the public realm; this will include increasing the number of hanging baskets by 50% and adding lush and vibrant plantings in several highly visible and well-trafficked areas.
- Expand the reach of the BID’s Safety Alliance group and develop an improved communication protocol for use during public safety emergencies.

**EXPAND THE DOWNTOWNDC BID’S LANDSCAPING PROFILE TO FURTHER BEAUTIFY THE PUBLIC REALM**

**RECRUIT & TRAIN A DEDICATED TEAM TO MAINTAIN & OPERATE FRANKLIN PARK AS IT REOPENS**
HOMELESS SERVICES

FY20 ACCOMPLISHMENTS

Established weekend meal services for people experiencing homelessness in DowntownDC

Served over 49,800 guests at The Downtown Day Services Center (The Center), providing over 7,000 showers, 3,800 loads of laundry, 38,000 meals and over 24,000 items of clothing

Adapted operations at The Center to provide continued service throughout the pandemic including outdoor meal service, appointment-based indoor services and the addition of a socially-distanced indoor Warming Center

FY21 OBJECTIVES

Expand essential services at The Center to include mental health and dental support

Establish new and strengthen existing collaborative community partnerships to increase services at The Center

Expand and organize volunteer support for The Center

Increase the number of homeless individuals in temporary or permanent housing

SERVED OVER 49,800 GUESTS

AT THE DOWNTOWN DAY SERVICES CENTER

EXPAND ESSENTIAL SERVICES AT THE CENTER TO INCLUDE

MENTAL HEALTH SUPPORT

DENTAL SUPPORT
MARKETING & COMMUNICATIONS

FY20 ACCOMPLISHMENTS

- Launched digital marketing strategies to directly support DowntownDC businesses during the COVID-19 related shutdowns, leveraging email, social media and the web.
- Hosted the BID’s first virtual Momentum Awards event, highlighting the accomplishments and contributions of DowntownDC stakeholders in a new and meaningful format.
- Successfully reformatted and hosted the Downtown Holiday Market, achieving a 221% increase in media coverage over 2019, generating foot traffic in DowntownDC and supporting local businesses.
- Hosted DowntownDC Virtual Discussions, a panel discussion series focused on sharing industry-specific tools and trends in a pandemic environment.

FY21 OBJECTIVES

- Implement programs and activities with the objective of driving foot traffic and sales for DowntownDC businesses, in a safe and socially distanced way.
- Create and implement a strategic content strategy including social media, digital advertising, email marketing and a new website.
- Lead implementation of Return to Office campaign in partnership with Golden Triangle BID.

DRIVING FOOT TRAFFIC AND SALES FOR DOWNTOWNDC BUSINESSES, IN A SAFE AND SOCIALLY DISTANCED WAY

SUCCESSFULLY REFORMATTED AND HOSTED THE DOWNTOWN HOLIDAY MARKET

HIGHLIGHTING THE ACCOMPLISHMENTS AND CONTRIBUTIONS OF DOWNTOWNDC STAKEHOLDERS

HOSTED THE BID’S FIRST VIRTUAL MOMENTUM AWARDS EVENT

ACHIEVING A 221% INCREASE IN MEDIA COVERAGE OVER 2019
ECONOMIC DEVELOPMENT

FY20 ACCOMPLISHMENTS

- Supported Mayor Bowser’s ReOpen DC Retail Advisory group
- Published quarterly reports on the DowntownDC economy (using surveys and proprietary data collection) to report the pandemic’s impact on the DowntownDC economy
- Began planning for a future Return to Office campaign to be deployed when the health data allows for a safe return of office workers
- Partnered with the Developer Roundtable to establish the City’s Middle Income Housing Program
- Hired Retail Strategy Manager and established retail attraction infrastructure

FY21 OBJECTIVES

- Implement a $1 Million Pandemic Assistance Grant program for BID businesses (completed Feb. 2021)
- Select a restaurant operator for the Franklin Park Restaurant
- Produce the 20th annual State of Downtown report
- Launch an initiative to revitalize the 7th Street Corridor, focusing on Chinatown/Gallery Place
- Launch an initiative for new “Downtown Action Agenda,” following the process for the 2000 Downtown Action Agenda

SELECT A RESTAURANT OPERATOR FOR THE FRANKLIN PARK RESTAURANT

PARTNERED WITH THE DEVELOPER ROUNDTABLE TO ESTABLISH THE CITY’S MIDDLE INCOME HOUSING PROGRAM

BEGAN PLANNING FOR A FUTURE RETURN TO THE OFFICE CAMPAIGN
PLANNING & PLACEMAKING

FY20

ACCOMPLISHMENTS

- Finalized agreements with National Park Service for the maintenance of park spaces in DowntownDC
- Finalized critical design elements for Franklin Park
- Installed the “Plants of Indiana” at Indiana Plaza in partnership with the Indiana Society. This installation showcases native plant species from the 5 eco-regions of Indiana
- Partnered with the District Department of Transportation to advance the design of the streetscape for the K Street Transitway
- Placed eight new micromobility corrals (on-street parking zones for dockless bikes and scooters) throughout DowntownDC

INSTALLED THE “PLANTS OF INDIANA” at Indiana Plaza in partnership with the Indiana Society

FY21

OBJECTIVES

- Open a fully refurbished Franklin Park with the management structure, contracting and staffing necessary to be a destination public space for the entire region
- Complete the planning, fundraising and design required to extend the New York Avenue Sculpture Project three more blocks to stretch from 13th Street to 9th Street NW
- Complete a Master Plan for DowntownDC Parks that expands and enhances the public space offering in DowntownDC
- Define a signature element for plantings in the public realm throughout DowntownDC

OPEN A FULLY REFURBISHED FRANKLIN PARK WITH THE MANAGEMENT STRUCTURE, CONTRACTING AND STAFFING

COMPLETE THE PLANNING, FUNDRAISING AND DESIGN REQUIRED TO EXTEND THE NEW YORK AVENUE SCULPTURE PROJECT
Downtown BID Corporation (the BID) ended its 23rd year of operation on solid financial footing, despite the challenges presented by operating during a pandemic. The pages that follow provide the BID’s audited Consolidated Financial Statement for fiscal year 2020 (FY20), which covers the period from October 1, 2019 through September 30, 2020. Throughout this period, the BID maintained a strong financial position, collecting 100 percent of projected revenue and spending well below the expense budget.

During FY20, the BID implemented use of Blackbaud Financial Edge software and provided scenario-based analyses for the duration and potential revenue impacts of COVID-19.

In FY20 the BID maintained the commercial tax rate at $0.1697 cents per square foot, the hotel tax rate at $95.48 per room and residential apartment properties for $120 per unit. Throughout the year, the BID maintained regular 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 manner.

The prudent financial management of the BID in FY2020 allowed for implementation of the $1 Million Pandemic Assistance Grant Program in FY2021.

The auditors, Baker Tilly Virchow Krause, LLP, issued an unqualified opinion on the FY20 financial statements. The DowntownDC BID earned the highest possible audit rating for FY2020. Following a year of strong fiscal performance despite challenging circumstances, 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 contact the BID directly.

Scott Frisch
Treasurer of the Board of Directors
### Consolidated Statements of Financial Position

#### Assets at 9/30/2020 and 9/30/2019

<table>
<thead>
<tr>
<th>Category</th>
<th>9/30/2020</th>
<th>9/30/2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$9,236,405</td>
<td>$5,873,169</td>
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<tr>
<td>Contract Receivable</td>
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<tr>
<td>Grant Receivable</td>
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<td>Deposits</td>
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<td>$91,515</td>
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<tr>
<td>Property and Equipment, Net</td>
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<td>$1,649,826</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$11,445,601</strong></td>
<td><strong>$8,277,592</strong></td>
</tr>
</tbody>
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#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>9/30/2020</th>
<th>9/30/2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Other Liabilities</td>
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<td>$4,674,035</td>
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<tr>
<td><strong>Unrestricted Net Assets</strong></td>
<td><strong>$11,445,601</strong></td>
<td><strong>$8,277,592</strong></td>
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<tr>
<td>Undesignated</td>
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<tr>
<td>Capital Replacement and Park Improvements Reserves</td>
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<tr>
<td>COVID-19 grant reserve</td>
<td>$1,000,000</td>
<td>$1,649,826</td>
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<tr>
<td>Property and Equipment, net</td>
<td>$-</td>
<td>$-</td>
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<tr>
<td>Board Designated</td>
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<td>$-</td>
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<tr>
<td><strong>Total Unrestricted Net Assets</strong></td>
<td><strong>$7,414,766</strong></td>
<td><strong>$3,603,557</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$11,445,601</strong></td>
<td><strong>$8,277,592</strong></td>
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</tbody>
</table>

### Consolidated Statements of Activities

#### Fiscal Year 2020 vs Fiscal Year 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support and Revenues</td>
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<tr>
<td><strong>Expenses</strong></td>
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<td><strong>$12,433,919</strong></td>
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<tr>
<td>Administration</td>
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<td>Marketing</td>
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<td>Safety</td>
<td>$1,317,729</td>
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<td>Maintenance</td>
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<td>Homelessness</td>
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<tr>
<td>Infrastructure and Sustainability</td>
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<tr>
<td>Economic Development</td>
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<td>$1,058,799</td>
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<tr>
<td>Special Project - DC Circulator</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$11,437,498</strong></td>
<td><strong>$12,433,919</strong></td>
</tr>
<tr>
<td>Net Increase in Unrestricted Net Assets</td>
<td>$3,811,209</td>
<td>$1,825,435</td>
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<tr>
<td><strong>Unrestricted Net Assets, Beginning of Period</strong></td>
<td><strong>$3,603,557</strong></td>
<td><strong>$1,778,122</strong></td>
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<tr>
<td><strong>Unrestricted Net Assets, End of Period</strong></td>
<td><strong>$7,414,766</strong></td>
<td><strong>$3,603,557</strong></td>
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</tbody>
</table>

### Consolidated Statements of Cash Flows

<table>
<thead>
<tr>
<th>Category</th>
<th>Fiscal Year 2020</th>
<th>Fiscal Year 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Cash Provided by Operating Activities</td>
<td>$3,443,163</td>
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<tr>
<td>Net Cash used in Investing Activities</td>
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<tr>
<td>Net Cash Provided By Financing Activities</td>
<td>$(153,383)</td>
<td>$550,067</td>
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<tr>
<td><strong>Net Increase in Cash and Cash Equivalents</strong></td>
<td><strong>$3,563,236</strong></td>
<td><strong>$802,529</strong></td>
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<tr>
<td><strong>Cash and Cash Equivalents, Beginning of Period</strong></td>
<td><strong>$5,873,169</strong></td>
<td><strong>$5,070,640</strong></td>
</tr>
<tr>
<td><strong>Cash and Cash Equivalents, End of Period</strong></td>
<td><strong>$9,236,405</strong></td>
<td><strong>$5,873,169</strong></td>
</tr>
</tbody>
</table>

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 Lulu Liu of the Downtown Business Improvement District Corporation.
DOWNTOWN BUSINESS IMPROVEMENT DISTRICT CORPORATION
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