



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.

TABLE OF 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
PLANNING & PLACEMAKING	16
FINANCE & ADMINISTRATION	



ABOUT THE BID

7 METRORAIL STATIONS SERVING ALL SYSTEM LINES
WITH AN AVERAGE 88,712
WEEKDAY RIDERSHIP OF (PRE-PANDEMIC)

DAY SERVICES CENTER
FOR INDIVIDUALS
EXPERIENCING HOMELESSNESS





11.9K+



12

MUSEUMS WITH
4MM ANNUAL VISITORS
(PRE-PANDEMIC)

WALTER E. WASHINGTON CONVENTION CENTER

ANNUAL VISITORS (pre-pandemi

CAPITAL
ONE ARENA
2.5 MM
ANNUAL VISITORS
(PRE-PANDEMIC)

7 PERFORMANCE VENUES ATTRACTING

725K PATRONS ANNUALLY (PRE-PANDEMIC)

138

BLOCK AREA



75MM SF OF OFFICE SPACE

24 ACRES OF PARKS AND OPEN SPACE



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.

5 ANNUAL REPORT 2020
ANNUAL REPORT 2020

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 fundamentals of DowntownDC remain strong and poised for resurgence.

Though the challenges presented in 2020 were extreme and unprecedented, a few causes for celebration and glimmers of optimism shone through in DowntownDC.

Supported DowntownDC businesses in new ways

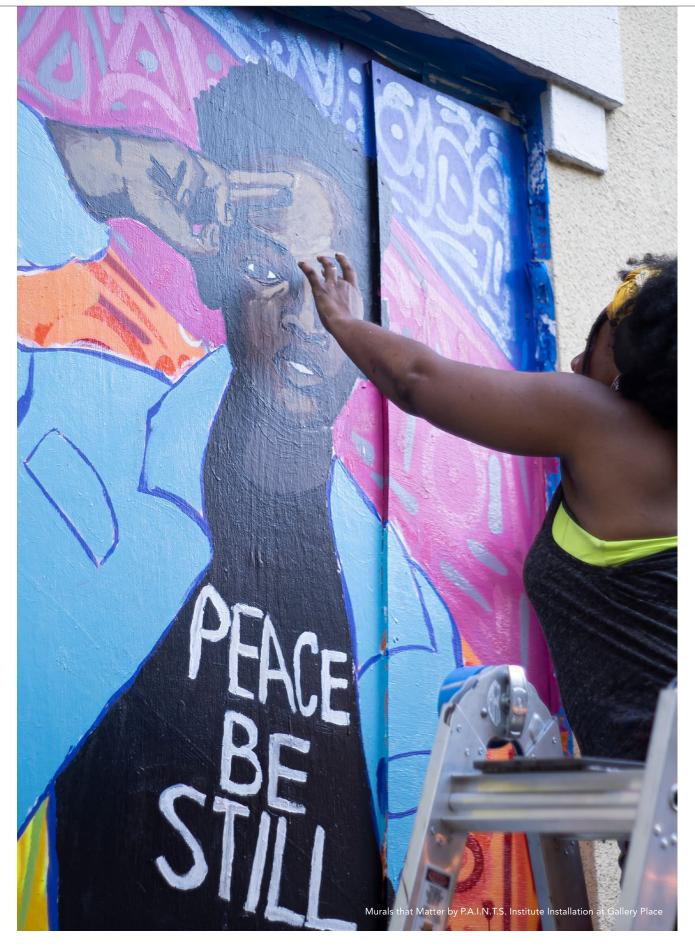
DowntownDC developed many new partnerships to help businesses survive during the COVID-19 pandemic. We partnered with the Office of Mayor Bowser to organize and lead the distribution of personal protective equipment (PPE) to 530 DowntownDC businesses and we distributed heaters to 141 DowntownDC restaurants, 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 to offer weekend meal services and hired a new Director of Homeless Services to manage and evolve our homeless services at DowntownDC.

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.



Neil Albert
President & CEO
DowntownDC BID



Greg O'DellChairman,
Board of Directors
DowntownDC BID

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8 ANNUAL REPORT 2020 ANNUAL REPORT 2020



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



RECRUIT & TRAIN

A DEDICATED TEAM

TO MAINTAIN & OPERATE

FRANKLIN PARK
AS IT REOPENS

EXPAND

THE DOWNTOWNDC BID'S LANDSCAPING PROFILE

TO FURTHER BEAUTIFY
THE PUBLIC REALM



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 ANNUAL REPORT 2020

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

SERVED OVER

49,800 **GUESTS**



AT THE
DOWNTOWN
DAY
SERVICES
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

EXPAND ESSENTIAL SERVICESAT THE CENTER

TO INCLUDE





DENTALSUPPORT

ANNUAL REPORT 2020 ANNUAL REPORT 2020

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**





HOSTED THE **BID'S FIRST VIRTUAL**

MOMENTUM AWARDS EVENT



HIGHLIGHTING THE ACCOMPLISHMENTS

> OF DOWNTOWNDC STAKEHOLDERS

AND CONTRIBUTIONS

SUCCESSFULLY REFORMATTED

THE DOWNTOWN **HOLIDAY MARKET**

AND HOSTED

ACHIEVING A



IN MEDIA COVERAGE **OVER 2019**

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

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



PARTNERED

DowntownDC Dine Out on 8th Street

WITH THE DEVELOPER ROUNDTABLE

TO ESTABLISH

THE CITY'S MIDDLE INCOME
HOUSING PROGRAM



FOR A FUTURE

RETURN TO

THE OFFICE CAMPAIGN ANNUAL REPORT 2020

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

"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



WITH THE MANAGEMENT STRUCTURE CONTRACTING AND STAFFING



THE NEW YORK AVENUE SCULPTURE PROJECT

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FINANCE & ADMINISTRATION

FY20 ACCOMPLISHMENTS

Completed a refresh of the BID's Maintenance and Hospitality Ambassador's office

Organized and hosted over 100 hours of virtual training for corporate and operations staff

Ensured financial activities of the organization were conducted in accordance with generally accepted accounting principles and practices by maintaining sound financial processes, procedures and other controls

FY21 OBJECTIVES

Reduce cost and increase benefits by identifying new service providers in health care, insurance premiums, overall employee benefits service providers

Create BID Training Video library for staff

Recruit, interview and hire needed staff for the newly renovated Franklin Park

Maintain highest possible audit rating

Begin funding the maintenance and operation services for Franklin Park

LETTER

FROM THE TREASURER OF THE BOARD

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 scenariobased 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.

Treasurer of the Board of Directors

ANNUAL REPORT 2020

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

UNRESTRICTED NET ASSETS, BEGINNING OF PERIOD

UNRESTRICTED NET ASSETS, END OF PERIOD

ASSETS	AT 9/30/2020	AT 9/30/2019
Cash and Cash Equivalents	\$ 9,236,405	\$ 5,873,169
Contract Receivable	\$ 322,594	\$ 328,594
Grant Receivable	\$ 425,572	\$ 314,488
Deposits	\$ 91,515	\$ 91,515
Property and Equipment, Net	\$ 1,369,515	\$ 1,669,826
TOTAL ASSETS	\$ 11,445,601	\$ 8,277,592
LIABILITIES AND NET ASSETS		
Accounts Payable and Other Liabilities	\$ 4,030,835	\$ 4,674,035
UNRESTRICTED NET ASSETS		
Undesignated	\$ 4,045,251	\$ 1,233,731
Capital Replacement and Park Improvements Reserves	\$ 1,000,000	\$ 700,000
COVID-19 grant reserve	\$ 1,000,000	\$ -
Property and Equipment, net	\$ 1,369,515	\$ 1,669,826
Board Designated	\$ -	\$ -
TOTAL UNRESTRICTED NET ASSETS	\$ 7,414,766	3,603,557
TOTAL LIABILITIES AND NET ASSETS	\$ 11,445,601	8,277,592

NET INCREASE IN UNRESTRICTED NET ASSETS	\$	3,811,209	\$ 1,825,435
Net Increase in Unrestricted Net Assets Before Board Designated Exp	enses and Other		
TOTAL EXPENSES	\$	11,437,498	12,433,919
Special Project - DC Circulator	\$	-	\$ -
Economic Development	\$	758,830	\$ 676,199
Infrastructure and Sustainability	\$	703,275	\$ 814,682
Homelessness	\$	2,378,113	\$ 2,146,235
Maintenance	\$	3,704,214	\$ 4,113,845
Safety	\$	1,317,729	\$ 1,980,101
Marketing	\$	1,088,043	\$ 1,437,151
Administration	\$	1,487,294	\$ 1,265,706
EXPENSES:			
SUPPORT AND REVENUES	\$	15,248,707	\$ 14,259,354
CONSOLIDATED STATEMENTS OF ACTIVITIES		AT 9/30/2020	AT 9/30/2019

CONSOLIDATED STATEMENTS OF CASH FLOWS	FISCAL YEAR 2020	FISCAL YEAR 2019
Net Cash provided by Operating Activities	\$ 3,643,163	\$ 1,899,472
Net Cash used in Investing Activities	\$ (126,544)	\$ (1,647,010)
Net Cash Provided By Financing Activities	\$ (153,383)	\$ 550,067
NET INCREASE IN CASH AND CASH EQUIVALENTS	\$ 3,363,236	\$ 802,529
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	\$ 5,873,169	\$ 5,070,640
CASH AND CASH EQUIVALENTS, END OF PERIOD	\$ 9,236,405	\$ 5,873,169

\$

\$

\$

1,778,122

3,603,557

3,603,557

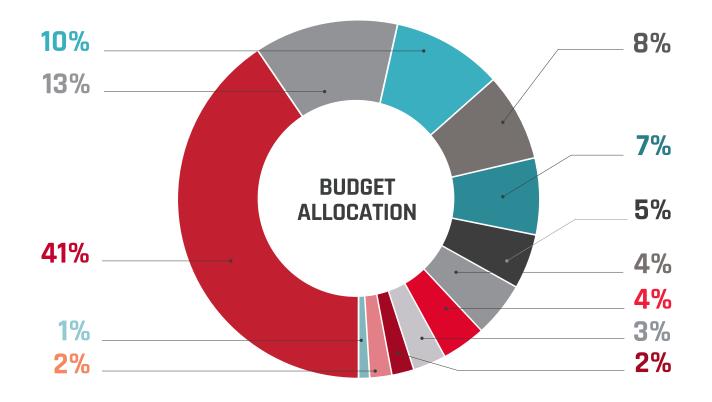
7,414,766

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.

FY2021 BUDGET

\$ 15,011,089





DAY SERVICE CENTER **13%**COMMUNICATIONS &

INTERACTIVE PROJECTS 10%

ADMINISTRATION 8%

OPERATIONS 41%

RESTAURANT AND RETAIL GRANT **7%**

INFRASTRUCTURE & SUSTAINABILITY **5%**

ECONOMIC DEVELOPMENT 4%

HOMELESS SERVICES 4%

CAPITAL IMPROVEMENT PROJECTS FUND 3%

BID FOUNDATION SUPPORT 2%

FRANKLIN PARK CAFÉ TENANT IMPROV & WINDOW INSTALL 2%

7TH STREET/GALLERY PLACE
MASTER PLAN 1%

IDAWOTAWOO

STAFF (AT 12/31/20)

EXECUTIVE

Neil Albert, President & Chief Executive Officer

ADMINISTRATION

Nabavi Oliver, Director of Administration

Delores M. Dickens,

Administrative Assistant

Christian Romero, Human

Resources Manager

Jalal Chaoui, Payroll Manager

Tyrell Thomas, IT Associate

ECONOMIC DEVELOPMENT

Gerry Widdicombe, Director of Economic Development

FINANCE

Lulu Liu, Senior Accountant

Innes Noel-Jeune, Staff Accountant

Darius Beslow, Junior Staff Accountant

HOMELESS SERVICES

Debra Kilpatrick Byrd, Director of Homeless Services

Michael Bunn, Facility Assistant

Jeremiah DeSousa, Facility Assistant

Lorenzo Sanders, Facility Assistant

Montee "Angel" Saunders,

Facility Assistant

PLANNING AND PLACEMAKING

Galin Brooks, Director of Planning And Placemaking

Maria Espinoza, Planning Associate

MARKETING & COMMUNICATIONS

Emily Mooney, Director of Marketing And Communications

Roquois Clarke, Digital Content and Design Associate

Remi Wallace, Events and Strategic Partnerships Manager

Narrean Marsden, Marketing and Communications Assistant

PUBLIC SPACE OPERATIONS

Gerren G. Price, Director of **Public Space Operations**

Ellouise Johnson, Maintenance Services Manager

Ebony Walton, Senior Operations Administrator

EXECUTIVE COMMITTEE

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

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

Michael McCarthy, Second Vice Chair Vice President/Director of Acquisitions, Quadrangle **Development Corporation**

Scott Frisch, Treasurer Chief Operating Officer, American Association of Retired Persons Federation

SAM Ambassado

Donna Cooper, Secretary Region President, PEPCO

BOARD OF DIRECTORS (FOR FY2021)

Chase Rynd, Past Chair Retired

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

Matthew Klein, Past Chair President, Akridge

Robert H. Braunohler, Member

Real Estate Development Consultant, RB Advisors LLC

Yeni Wong, Member President, Riverdale International

Everette Wilson, The Interstellar Studio

Office of the Mayor

Phelan Marc, Phelan Marc Media

Tina Staffieri, TA Photo

AND EDITORIAL DESIGN

BOARD OF DIRECTORS

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

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

David Touhey, Member, President, Venues, Monumental Sports & Entertainment

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

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

Shantelle George, Member Vice President & General Manager, Macy's

Brian Grant, Member 1st Vice President, **Equity Residential**

Kathy Guy, Member Vice President, JBG Smith

Thor C. Headley, Member Managing Director, Hines

Norman Jemal, Member Principal & Senior Vice President, Douglas **Development Corporation**

Chris Jennings, Member Managing Director, The Shakespeare Theatre Company

Carol Lascaris, Member President Emeritus & Executive Director, National Museum of Women in the Arts

Gregory Leinweber, Member Area Director of Sales and Marketing, Kimpton Hotels Mid-Atlantic & SE

Eric Martino, Member Chief Operations Officer, ThinkFoodGroup

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

Jon "J.R." Meyers, Member Senior Partner, The Meyers Group LLC

John McDonnell, Member CEO & President, Clyde's Restaurant Group

Wallace J. Mlyniec, Member Lupo-Rici Professor of Clinical Legal Justice/Director, Juvenile Justice Clinic Georgetown University Law Center

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

Todd Payne, Member Government Affairs Manager, Microsoft

Kim Sajet, Member Director, National Portrait Gallery & Smithsonian Institution

Kenneth Schwartz, Member Partner, Arnold & Porter Kaye Scholer LLP

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

Paul R. Tetreault, Member Producing Director, Ford's Theatre

Dean Violagis, Member Vice President, Research. CoStar Group, Inc.

Matthew August, GSA Liaison Director, Facilities Mgmt, PBS, NCR

AMBASSADORS (AT 12/31/20)

SUPERVISORS

Ethel Frye Alfreda Mintah

Blanca Ramirez

Crystal Saunders Dion Simmons

Michael Williams

SAFETY/ **HOSPITALITY TEAM** Barron Avent-Bey

Rayshawn Boseman Juvina Brown

Mary Brown Marquez Clifford

Alyce Easterling

Claudell Epps

David Hall

Linda Jeter

Ronald Lloyd Okumu Oyoo

Donna Riley

Robert Toney

MAINTENANCE

TEAM

Jose Tomas Avelar Rico Bailey

Timothy Bolden, Bernard Bond

Michael Brown Wayne Cain

Norma Canales

Lurie Carlton Joe Cunningham

Rodolfo Custodio Raymond Dantzler

Anthony Davenport

Keith Dorsey

Michael Franklin Marcus Gethers

Nelson Giron King Godi El

John Griffin

Tyrell Hale DeMarco Head

Charles Jackson James Jackson III

Ernest Johns Manuel Loza

Jessie Marlow

Julio Martinez Frank McCoy

Kevin McKinley Julio Mendez

Quentin Murchison

Nicole Parker

Lakia Robinson Roderick Robinson

Sarvelio Rodas Rosa Rosales

Harold Royal

Lorenzo Sanders

Hector Segura Lorine Simon

Jermaine Simpson

Charles Stroud **Gregory Timmons**

Jaylon Whack

Famela Wolf Phillip Wright

Marcus Young



Government of the District of Columbia,

Kea Taylor, Imagine Photography

CREATIVE DIRECTION

Moya Design Partners



DOWNTOWN BUSINESS IMPROVEMENT DISTRICT CORPORATION

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