

An aerial photograph of Franklin Park in Washington, D.C. The park features a central circular fountain with a single water jet. Surrounding the fountain are several curved wooden benches and young trees. Two green banners with "FRANKLIN PARK" written vertically are positioned near the fountain. People are seen walking and sitting on the benches. In the background, a street with cars and more trees is visible.

FISCAL YEAR 2021 ANNUAL REPORT



DOWNTOWNDC

DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT CORPORATION



DOWNTOWNDC

RECOVERY WAS THE MAIN FOCUS IN 2021 AS VACCINES BECAME MORE READILY AVAILABLE AND PEOPLE RETURNED TO SOME SENSE OF NORMALCY, UNTIL THEY DIDN'T DUE TO THE EMERGENCE OF VACCINE VARIANTS. THE YEAR HAD ITS UPS AND DOWNS AND CHALLENGES BUT, THE RESILIENCE OF DOWNTOWNDC SURGED STRONG WITH GROUND-BREAKING NEW EVENTS, THE GRAND OPENING OF THE DOWNTOWN'S LARGEST PARK, AND FISCAL SUPPORT FROM CITY AND FEDERAL LEADERS.

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Cover page photo:
Newly renovated Franklin Park



ABOUT THE BID



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

1

DAY SERVICES CENTER
FOR INDIVIDUALS
EXPERIENCING HOMELESSNESS



11.9K+
HOTEL ROOMS



12 **MUSEUMS** WITH
4MM ANNUAL VISITORS
(PRE-PANDEMIC)

**WALTER E. WASHINGTON
CONVENTION CENTER**

1MM ANNUAL
VISITORS
(pre-pandemic)

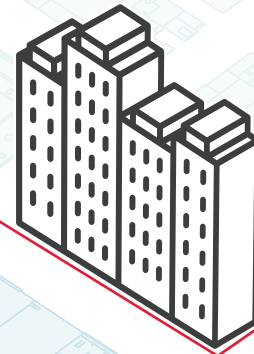
**CAPITAL
ONE ARENA**
2.5 MM
ANNUAL VISITORS
(PRE-PANDEMIC)

7 PERFORMANCE
VENUES ATTRACTING
725K PATRONS
ANNUALLY
(PRE-PANDEMIC)

138

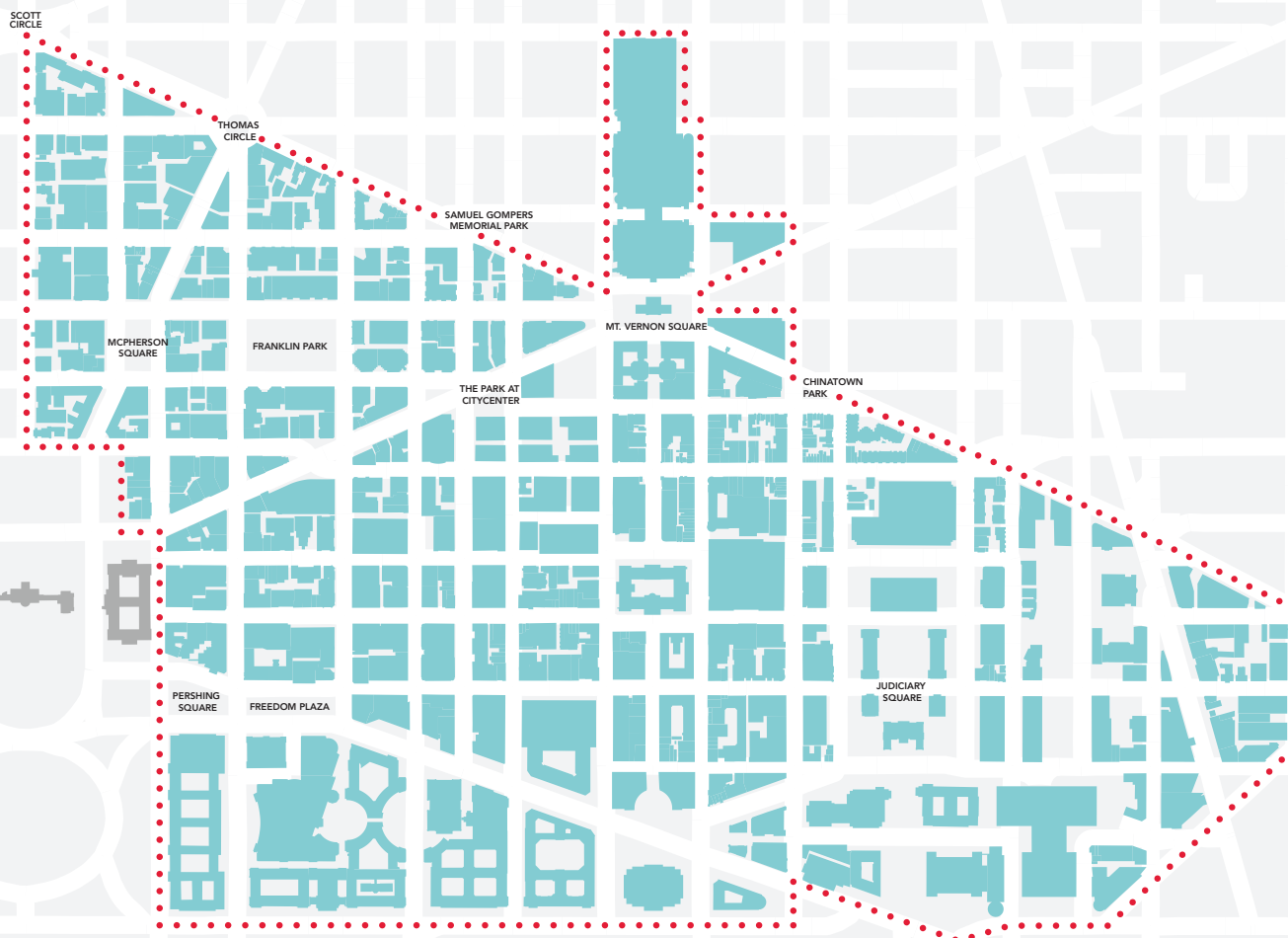
BLOCK AREA

526
PROPERTIES
TOTALING
98MM SF



75MM SF
OF OFFICE SPACE

24 **ACRES OF PARKS
AND OPEN SPACE**



The Downtown 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, including the Walter E. Washington Convention Center at Mount Vernon Square, to Constitution Avenue on the south, and from Louisiana Avenue on the east to 16th Street on the west.

LETTER

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

Dear DowntownDC BID Member,

Expectations of a return to normalcy following the significant economic impacts as a result of the COVID-19 pandemic in 2020 proved to be challenging and at times elusive as virus variants continued to plague the country. Similar to other metropolitan cities, DowntownDC struggled with consistent growth and an impeded return to pre-pandemic downtown activity. While challenges were present, however, DowntownDC eventually saw economic numbers increase up to nearly 50% by year's end and a continued upward trajectory into 2022.

Much of that growth was the result of efforts from city and federal government grants and pandemic-related funding and the DowntownDC BID's reimagining of downtown focused on placemaking and activation for businesses, residents, and visitors. Streateries became the go-to spot to enjoy DC's ever-growing restaurant scene, design work began on the New York Avenue Sculpture Project, and roller skating came to F Street, complete with an outdoor skating rink.

Franklin Park

The highlight of the year was the grand reopening of Franklin Park. The park closed in April 2021 as construction began on the nearly five-acre green space. The park sits within walking distance of 10,000 residents

of the DowntownDC BID, and the Logan Circle, Shaw, and Mount Vernon Triangle neighborhoods. Its grand reopening in late September drew federal and city dignitaries, including Congresswoman Eleanor Holmes Norton, National Park Service Superintendent Jeff Reinbold, and Mayor Muriel Bowser, along with over a hundred stakeholders and VIPs, all of whom played a role in the reimagining and restoration of this central downtown jewel. Support also came from the Ann B. and Thomas L. Friedman Family Foundation, which helped build the Franklin Park Children's Garden, and Amazon, which signed on to be the park's Greenery and Beautification Sponsor.

The DowntownDC BID will be forever grateful for the decade of work and partnership that resulted in the successful revitalization of Franklin Park. Immediate activation of the Park drew daily crowds of residents and visitors participating in events and activities that have people dancing, meditating, stretching, practicing yoga, partying, picnicking and so much more.

DowntownDC Foundation

2021 was a transformative year for the DowntownDC Foundation, which was launched in 2019 to support four main philanthropic initiatives: Franklin Park; homeless services, including those offered at the Downtown Day Services Center; public space enhancements, including parks and





The Arlo Hotel is under construction on the 300 block of G ST NW

public art; and community events and programming. An important partner in providing much needed services, the Foundation, through a grant provided by CareFirst BlueCross BlueShield, launched a pilot program to provide dental and mental health services to individuals experiencing homelessness in addition to services that provided holiday meals, emergency supplies, shoes, and clothing.

2021 proved to be the year of partnerships as the BID worked in tandem with private sector businesses, residents, District government partners, and federal government partners on a number of new initiatives including the completion of the aforementioned renovation of Franklin Park, and the kick-off of the DowntownDC Parks Master Plan, and the Gallery Place-Chinatown Corridor Study Plan.

In 2022 we are bringing more programming to Franklin Park with a new National Cherry Blossom signature event, Pop of Spring, making its debut along with events in other areas including F Street, 7th Street, Chinatown Park, and elsewhere. In 2022, the BID will develop a new Downtown Action Agenda as we look forward to the future and continued growth of our downtown and the city's center. We will look forward to working closely with our longstanding members and stakeholders as we reimagine a better, resilient DowntownDC.



Greg O'Dell

Chairman,
Board of Directors
DowntownDC BID



Gerren Price

Acting President & CEO
DowntownDC BID



PUBLIC SPACE OPERATIONS



FY21 ACCOMPLISHMENTS

Hired and trained **16 new SAM ambassadors**. All were DC residents, and all were employed through a \$193,000 workforce development grant from DOES.

Facilitated pop-up COVID test site on Black Lives Matter Plaza in partnership with the Department of Health Services (DOH).

Provided virtual and in-person work experiences for 9 participants of the Marion Barry Summer Youth Employment Program.

Facilitated inauguration-focused Safety Alliance meetings as well as operational support and preparation for the 59th Presidential Inauguration.

Hosted panel discussion on upward mobility and development opportunities for front line team members for an international conference.

**RECRUITED, HIRED, AND TRAINED
A DEDICATED TEAM OF 12
FRANKLIN PARK AMBASSADORS TO
PROVIDE DAILY OPERATIONAL AND
MAINTENANCE SUPPORT FOR THE
NEWLY RENOVATED PARK.**



For three days in mid-September, turned F Street NW between 8th and 9th streets into an outdoor skating rink with DowntownDC on Wheels, which also included a jumbotron that showed movies, and bistro tables for dining and relaxing. All 1,200 pre-registration tickets sold out before the event start.



FY22 OBJECTIVES

Launch a mobile field services application to improve efficiency and capture real-time data for outreach requests, maintenance, infrastructure, and other public space defects.

Employ smart systems to monitor SAM Ambassador deployment, manage fleet and supply and equipment inventory.

Expand BID landscaping program to include additional hanging baskets, more sustainable planting materials, and alignment to the BID's signature landscaping element plan.



Expand dispatch services to cover stakeholder needs **on a 24/7 basis.**

HOMELESS SERVICES



FY21
ACCOMPLISHMENTS



**RELAUNCHED WEEKEND
SERVICES PROGRAM.**

Food Rescue Donation Site.

No closure of services
during COVID.



Launched legal counseling
for clients.

Launched dental/mental
health treatment.

Launch of Saturday
services at the Center.





FY22 OBJECTIVES

Launch of a Homeless Services Hotel Network for BID transitional housing.



Launch a homeless client registration and tracking system.

Launch a collaborative veterans housing program.

BID COLLABORATIVE HOMELESS SERVICES OUTREACH TEAM.

Explore plans for satellite homeless refuge center.

Launch collaborative detox treatment program for homeless clients.





MARKETING & COMMUNITY



FY21 ACCOMPLISHMENTS

In partnership with the National Building Museum, hosted the DowntownDC Summer Flicks – Can I Kick It? outdoor movie series on the museum’s west lawn. The BID also partnered with several nearby restaurants to offer meal discounts and deliveries to the event site.

As DowntownDC stakeholders and tenants planned for people to return to work in summer 2021, produced a three-part webinar series with District- and DowntownDC-specific information on how to make informed decisions about managing the transition from pandemic operating procedures to post-pandemic activities.

For three days in mid-September, turned F Street NW between 8th and

9th streets into an outdoor skating rink with DowntownDC on Wheels, which also included a jumbotron that showed movies and bistro tables for dining and relaxing. All 1,200 pre-registration tickets sold out before the event start.

Over the first two months after Franklin Park’s reopening in late September, produced **more than 60 on-site events**, drawing thousands of residents, workers, and visitors to the revitalized historic public space. Gatherings included the Rock the Park DJ series, wellness sessions, and winter holiday-related events.





COMMUNICATIONS

DowntownDC on Wheels



FY22 OBJECTIVES

Refresh the DowntownDC brand – logo(s), tagline(s), etc. – to better represent the current energy, vitality, and importance of the BID and, by extension, the 138-block area it represents as both emerge from the economically calamitous pandemic into a new future.



In tandem with the brand refresh, overhaul the BID website for a better overall user experience; to reveal the organization's purpose and programs, especially its oversight of Franklin Park, in a more compelling way; and to showcase the breadth of retail, dining, cultural, and other destinations, events, and amenities that the neighborhood has to offer.

As the BID's management of Franklin Park has significantly increased the number of events and activations the organization produces, break out the events portion of the Marketing & Communications team into a new events department. This will enable better strategic thinking about, planning for, and execution of all BID events.



ECONOMIC DEVELOPMENT



FY21 ACCOMPLISHMENTS

Awarded \$1.15 million in Pandemic Assistance Grants to 115 DowntownDC businesses to complement the District and Federal relief programs.

Worked with the Bowser administration, Council Chair Mendelson, Councilmember Pinto, and other councilmembers on office-to-residential conversions and other downtown business support.

Assisted in planning for a new Downtown Action Agenda in **FY 2022**.

Supported additional District government relief for DowntownDC and DC businesses in the FY 2023 budget.



**SUPPORTED THE GALLERY
PLACE-CHINATOWN
CORRIDOR STUDY AND
THE SELECTION OF AECOM
TO LEAD THE STUDY.**



FY22 OBJECTIVES

Begin and complete the 2022 Downtown Action Agenda.

Partner with the District government to create and fund a Downtown Office Conversion Support Program that will convert up to 10 million SF of DowntownDC and DC vacant office space to housing (including workforce housing) over the next 10 years.

Continue to provide timely and primary research on the DowntownDC economy.

Support the need for additional relief if the pandemic continues to significantly impact DowntownDC hotels, restaurants, stores, and arts and culture institutions.

Led the selection process of the highly regarded Pirate Ventures to operate the Franklin Park restaurant.



Continued to provide
timely and primary
research on the
Downtown DC Economy

COMPLETE...



**THE GALLERY
PLACE CORRIDOR
STUDY**

**A DOWNTOWN
EMPLOYMENT
STUDY**

**A DOWNTOWN
NET FISCAL IMPACT
STUDY**

PLANNING & PLACE PLACEMAKING



FY21

ACCOMPLISHMENTS

Opened a **newly refurbished Franklin Park** after a decade-plus of leading a multijurisdictional effort to redesign and revitalize the largest park in DowntownDC.

Commissioned large-scale public artwork to encourage people back downtown in a way that felt safe, compelling, and joyous. The Equilateral Network was installed in late May 2021 on the National Building Museum west lawn and featured a series of equilateral triangles that were brightly colored and spaced so users could easily be 6 feet from one another.

Established the DowntownDC Data Project to track public realm and transit related data for DowntownDC on a recurring basis.

Launched a **Parks Master Plan** to create a vision for new and enhanced parks and open spaces that meet the needs of the DowntownDC community.



**WORKED WITH DISTRICT PARTNERS TO
ADVANCE ACTIVE TRANSPORTATION OPTIONS
IN DOWNTOWNDC, INCLUDING NEW AND
PLANNED BIKE AND BUS PRIORITY LANES.**





Created project executive committee and began design work to carry out phase two of the New York Avenue Sculpture Project.

Partnered with the Marketing and Communications Department to institute the Pandemic Assistance Grant Program, giving **\$1.15 million** to 115 DowntownDC businesses.



FY22 OBJECTIVES

Complete an actionable, needs-based DowntownDC Parks Master Plan and begin implementation of near-term recommended demonstration projects and interventions.

Obtain funding for and conduct analysis to identify roadway retrofits demonstration projects and opportunities to improve pedestrian safety and experience in DowntownDC.

Promote and install signature landscaping elements to stimulate a stronger visual identity for DowntownDC, providing shade and a place for respite, and softening the edges of the urban environment by bringing nature into the city.

Collaborate with partners and the District Department of Transportation to ensure a strong visual identity and appealing user experience for the K Street Transitway.



Implementation of infrastructure to support **rotating art installations** that draw people into DowntownDC and keep them coming back.



FINANCE & ADMINISTRATION

**FY21**

ACCOMPLISHMENTS

Managing the distribution of \$1.15 Million Pandemic Assistance Grant Program in FY2021.

**MAINTAIN HIGHEST POSSIBLE
AUDIT RATING.**

**FY22**

OBJECTIVES

5-year financial plan for the BID license renewal.

BUILDING AUDIT FOR BID.





LETTER

FROM THE TREASURER OF THE BOARD

Downtown BID Corporation (BID) ended its 24th year of operation on solid financial footing, despite the ongoing challenges related to the continuing pandemic uncertainty. The pages that follow provide the BID's audited Consolidated Financial Statement for fiscal year 2021 (FY21), which covers the period from October 1, 2020, through September 30, 2021. Throughout this period, the BID maintained a strong financial position, collecting 100 percent of projected revenue and spending well below the expense budget.

During FY21, the BID hired staff for the newly renovated Franklin Park, began funding the maintenance and operation services for Franklin Park, maintained the highest possible audit rating, reduced costs and increased benefits by identifying new service providers in health care, insurance premiums, and overall employee benefit service providers.

In FY21, 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 toward receiving disbursements and delinquent assessment payments in a timely manner.

The auditors, Baker Tilly Virchow Krause, LLP, issued an unqualified opinion on the FY21 financial statements. The DowntownDC BID earned the highest possible audit rating for FY21. Following a year of strong fiscal performance despite the challenges presented by the pandemic, 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 contact the BID directly.



Scott Frisch
Treasurer of the
Board of Directors

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

ASSETS	AT 9/30/2021		AT 9/30/2020	
Cash and Cash Equivalents	\$	10,596,126	\$	9,236,405
Contract Receivable	\$	564,711	\$	322,594
Grant Receivable	\$	612,442	\$	425,572
Accounts Receivable, Net	\$	1,177,153	\$	748,166
Deposits	\$	107,265	\$	91,515
Prepaid Expenses	\$	211,250	\$	-
Construction in Progress	\$	-	\$	-
Property and Equipment, Net	\$	1,487,124	\$	1,369,515
TOTAL ASSETS	\$	13,578,918	\$	11,445,601
LIABILITIES AND NET ASSETS				
Accounts Payable and Other Liabilities	\$	4,689,724	\$	4,030,835
UNRESTRICTED NET ASSETS				
Undesignated	\$	6,402,070	\$	4,045,251
Capital Replacement and Park Improvements Reserves	\$	1,000,000	\$	1,000,000
COVID-19 grant reserve	\$	-	\$	1,000,000
Property and Equipment, net	\$	1,487,124	\$	1,369,515
Board Designated	\$	-	\$	-
TOTAL UNRESTRICTED NET ASSETS	\$	8,889,194		7,414,766
TOTAL LIABILITIES AND NET ASSETS	\$	11,445,601		11,445,601

CONSOLIDATED STATEMENTS OF ACTIVITIES

	AT 9/30/2021		AT 9/30/2020	
SUPPORT AND REVENUES	\$	15,645,117	\$	15,248,707
EXPENSES:				
Administration	\$	1,982,086	\$	1,487,294
Marketing	\$	1,566,392	\$	1,088,043
Safety	\$	1,453,735	\$	1,317,729
Maintenance	\$	4,123,700	\$	3,704,214
Homelessness	\$	2,369,564	\$	2,378,113
Infrastructure and Sustainability	\$	780,923	\$	703,275
Economic Development	\$	788,788	\$	758,830
Special Project - DC Circulator	\$	-	\$	-
TOTAL EXPENSES	\$	13,065,178		11,437,498
Pandemic Assistance Grant	\$	1,105,511	\$	-
NET INCREASE IN UNRESTRICTED NET ASSETS	\$	1,474,428	\$	3,811,209
UNRESTRICTED NET ASSETS, BEGINNING OF PERIOD	\$	7,414,766	\$	3,603,557
UNRESTRICTED NET ASSETS, END OF PERIOD	\$	8,889,194	\$	7,414,766

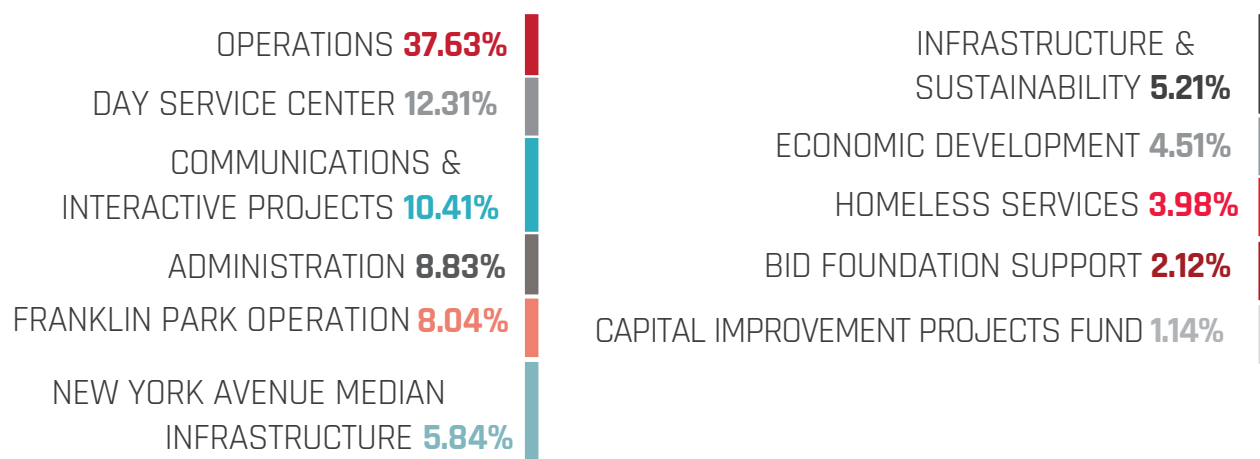
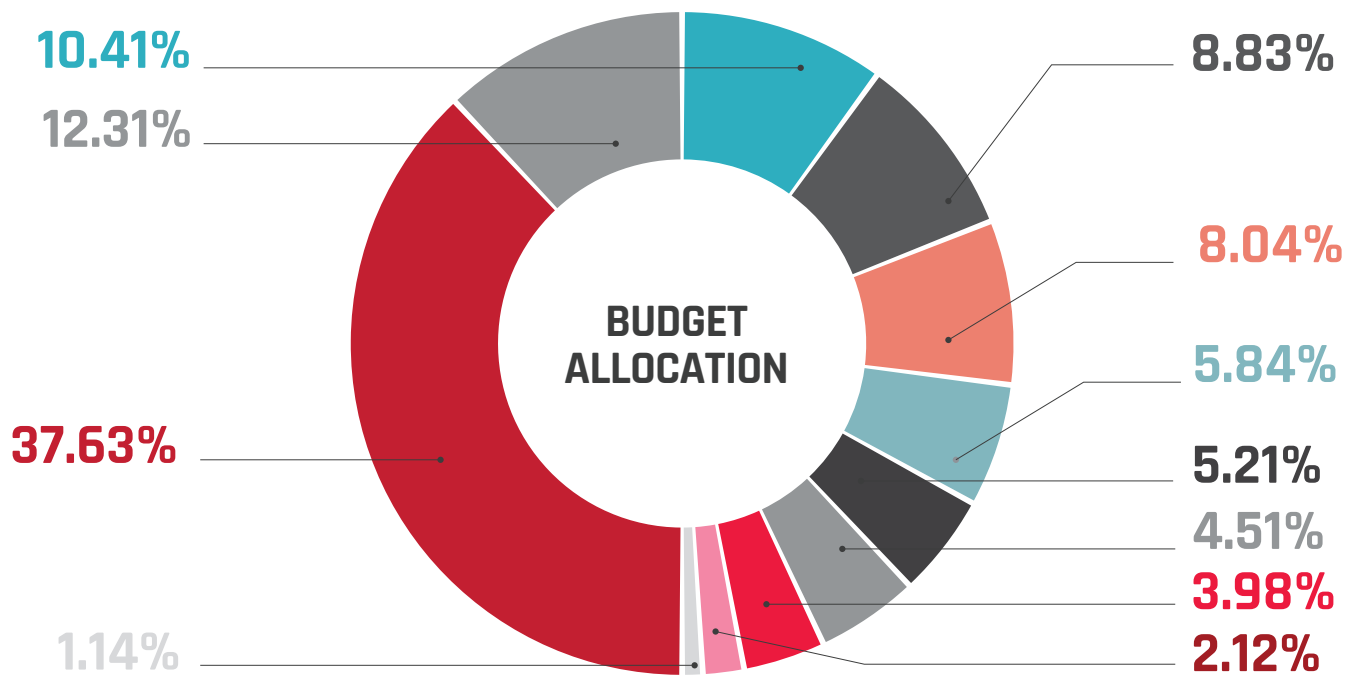
CONSOLIDATED STATEMENTS OF CASH FLOWS

	FISCAL YEAR 2021		FISCAL YEAR 2020	
Net Cash provided by Operating Activities	\$	2,448,261	\$	3,643,163
Net Cash used in Investing Activities	\$	(576,098)	\$	(126,544)
Net Cash Provided By Financing Activities	\$	(512,442)	\$	(153,383)
NET INCREASE IN CASH AND CASH EQUIVALENTS	\$	1,359,721	\$	3,363,236
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	\$	9,236,405	\$	5,873,169
CASH AND CASH EQUIVALENTS, END OF PERIOD	\$	10,596,126	\$	9,236,405

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.

**FY2022
BUDGET**

\$ 15,401,254



THE DOWNTOWNDC BID STAFF

(as of January 2022)

Gerren Price

Acting President and CEO

Braulio Agnese

Director of Marketing and Communications

Galin Brooks

Director of Planning and Placemaking

Jalal Chaoui

Payroll Manager

Alexander Cline

Economic Development Analyst

DeLores Dickens

Administrative Assistant

Maria Espinoza

Planning Associate

Natalia Gomez

Special Projects Associate

Ellouise Johnson

Maintenance Services Manager

Lulu Liu

Senior Accountant

Valencia Long

Creative Strategist, District of Fashion

Cecily Mendie

Franklin Park Manager

Innes Noel-Jeune

Senior Accountant

Nabavi Oliver

Director of Administration

Christian Romero

Human Resources Manager

Harriti Shah

Project Management Associate

Tasha Stiger

Partnership & Events Associate

Tyrell Thomas

IT Associate

Muhammed Vohra

Junior Accountant

Remi Wallace

Events/Strategic Partnerships Senior Manager

Ebony P. Walton

Senior Operations Administrator

Gerry Widdicombe

Director of Economic Development

DOWNTOWN DAY SERVICES CENTER

Debra Kilpatrick-Byrd

Director of Homeless Services

Michael Bunn

Lead Facility Assistant

Jeremiah DeSousa

Facility Assistant

Montee Saunders

Facility Assistant

Mark Smith

Facility Assistant

Famela Wolf

Facility Assistant

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Jana Krien

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Anthony Davenport

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Alyce Easterling

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Andrew E. Gavins

Zachary D. Gebhardt

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Nelson A. Giron-Mendoza

Warner Isiah Glover

Tyrell A. Hale

Ravon Harris

Tyrek A. Haskins

LaShawn M. Hawkins

De'Marco O. Head

Cedric Johnson

Michael A. Johnson

Joseph Johnson Jr.

Darwin Jones

Alesha A. Knott

Manuel Loza

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Julio Martinez

Frank L. McCoy

Kevin Maurice McKinley

John Lee McNeill

Malik J. McSwain

Julio C. Mendez Arevalo

Freda Mintah

Phillip H. Mitchell

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Blanca Ramirez

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Dion Simmons

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Gallery/Smithsonian
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General Manager – Hyatt Regency
Washington on Capitol Hill

Mr. Paul R. Tetreault
Producing Director –
Ford's Theatre

Mr. Dean Viologis
Senior Vice President,
Portfolio Research –
CoStar Group, Inc.



DOWNTOWNDC

**DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT CORPORATION**

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