

FISCAL YEAR

2022 ANNUAL REPORT



25



DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT CORPORATION



DOWNTOWNDC

THE YEAR OPENED WITH ANTICIPATION FOR THE START OF A POST-PANDEMIC RECOVERY, BUT THE UNEXPECTED IMPACT OF COVID'S OMICRON VARIANT DELAYED THE RETURN TO OFFICE AND BROADER ECONOMIC GROWTH FOR NEARLY SIX MONTHS. NONETHELESS, THE BID CONTINUED TO FOCUS ON THE FUTURE, INCLUDING SUCCESSFULLY RENEWING ITS FIVE-YEAR CHARTER WITH THE CITY AND HIRING NEW STAFF ACROSS MULTIPLE DEPARTMENTS. THE NAMING OF GERREN PRICE AS PRESIDENT AND CEO BOLSTERED DOWNTOWNDC AS THE YEAR CAME TO A CLOSE.

TABLE OF CONTENTS

ABOUT THE BID	04
LETTER FROM THE CHAIRMAN OF THE BOARD AND THE PRESIDENT AND CEO	06
PUBLIC SPACE OPERATIONS	08
HOMELESS SERVICES	10
PLANNING & PLACEMAKING	12
ECONOMIC DEVELOPMENT	14
EVENTS & PARTNERSHIPS	16
MARKETING & COMMUNICATIONS	18
FINANCE & ADMINISTRATION	20
DOWNTOWNDC FOUNDATION	24



ABOUT THE BID



7 METRORAIL STATIONS SERVING ALL SYSTEM LINES
WITH AN AVERAGE **89,000**
WEEKDAY RIDERSHIP OF (PRE-PANDEMIC)

1 DAY SERVICES CENTER
FOR INDIVIDUALS
EXPERIENCING HOMELESSNESS



12.1K+
HOTEL ROOMS
IN 34 HOTELS



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

**WALTER E. WASHINGTON
CONVENTION CENTER**

1.1M ANNUAL
VISITORS
(pre-pandemic)

**CAPITAL
ONE ARENA**

2.3M ANNUAL
VISITORS
(PRE-PANDEMIC)

7 PERFORMANCE
VENUES ATTRACTING

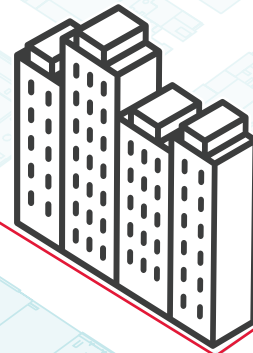
730K PATRONS
ANNUALLY
(PRE-PANDEMIC)

138

BLOCK AREA

528

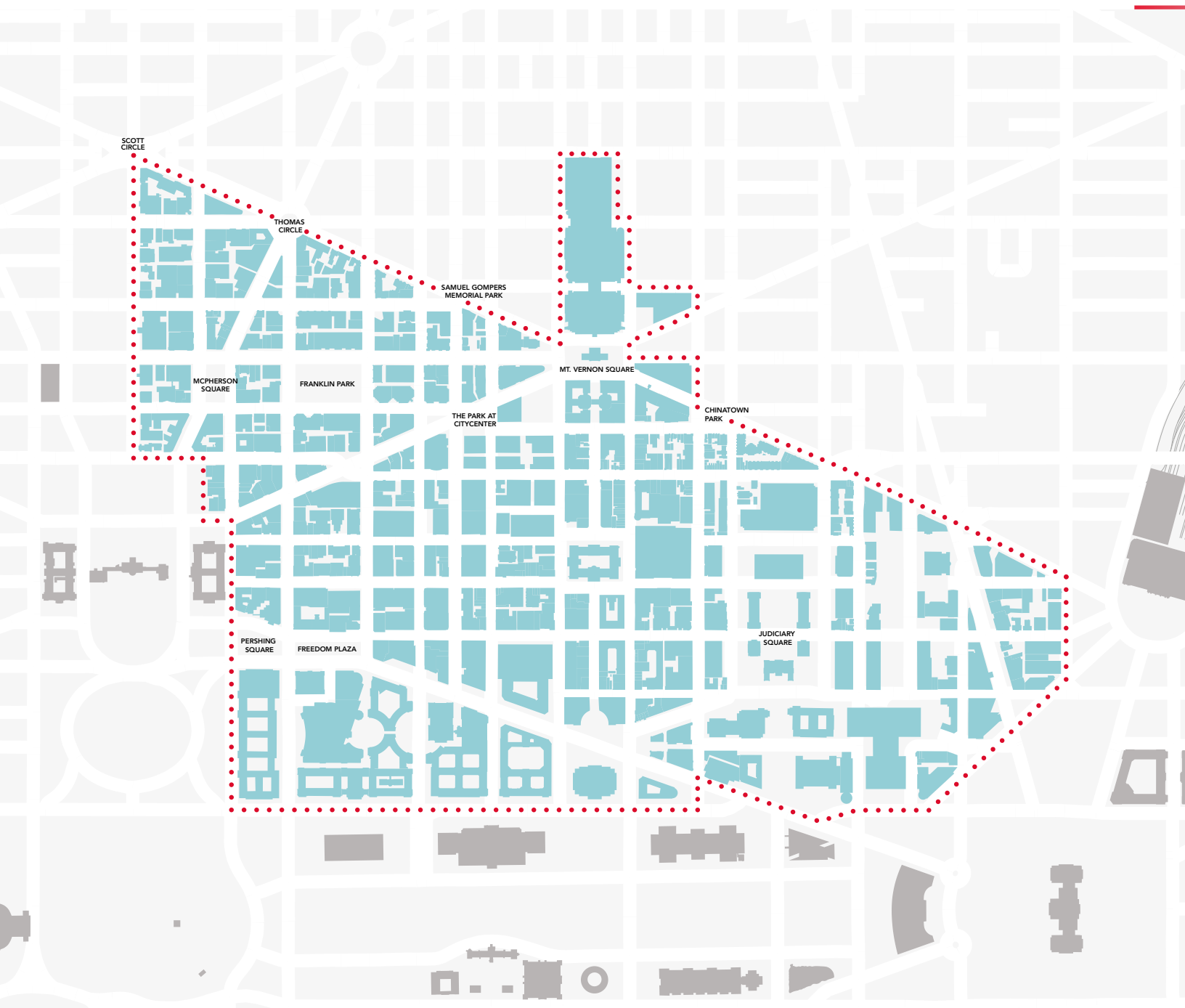
PROPERTIES
TOTALING
103M SF



79M SF

OF OFFICE SPACE
25% FEDERALLY OWNED OR LEASED

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 CHAIRMAN OF THE BOARD AND THE PRESIDENT AND CEO

Dear DowntownDC BID Member,

In 2022, DowntownDC's road to recovery included challenges both expected, such as a necessary renewal of our charter to operate, and unexpected, including a BID leadership transition and a pandemic virus variant that stalled the city's reopening. We also navigated shifts in the economy and in how we all work and live. In short, it was a year of re-evaluating how downtown, and how the BID, functions.

Office vacancies, transit woes, and public safety were all key factors affecting our area. We took heed to the call for action through the beginning frameworks of key planning studies and placemaking projects that engaged diverse stakeholder groups, and assessed their desires for a post-pandemic downtown. We also continued finding new ways to counter COVID's impact and draw people back to the heart of the District.

Through events and activations, our staff found ways to ignite public spaces with culture and creativity. The Downtown Day Services Center celebrated its third year of serving our unhoused neighbors. And, as ever, our dynamic team of Safety/Hospitality & Maintenance Ambassadors led the charge in keeping the public realm clean and welcoming for everyone. All of these things, and much more — including the incredible work of the DowntownDC Foundation — are showcased in this annual report.

Here, we'd like to highlight some of the year's successes that weren't necessarily as visible as a festival in the gorgeously refreshed Franklin Park.

A Crucial Renewal

Every five years, BIDs must renew their charter with the District, and 2022 was the year for DowntownDC. Our Board of Directors and staff worked diligently to craft a comprehensive renewal plan that named these goals for the organization over the next five years:

- Develop a refreshed brand and new, compelling narrative for DowntownDC.
- Lead the development of a bold plan for key investments and initiatives downtown.
- Elevate Gallery Place as the region's cultural and entertainment center.
- Catalyze new investments in urban parks and the public realm
- Play a more direct leadership role in moving unsheltered individuals into housing.

We are pleased to say the renewal was approved without issue, and that we are already hard at work on every goal, as you will see in this report.

New Leadership

Faced with the need to guide the BID through a period of transition and, most important, secure the renewal, the Board





and Gerren Price, who stepped up from being head of public operations to serve as acting President and CEO, worked together closely to keep the organization focused and on track. The partnership proved to be an effective one and demonstrated his leadership abilities in ways no series of interviews could. The Board conducted a search for a new chief executive and, in the end, with full confidence and without hesitation, selected Gerren as the BID's third leader in its 25 years of operation.

A Quarter-Century of Service

As the fiscal year drew to a close, the BID staff and board gathered with our members, partners, business owners, civic and government leaders, and the broader community to celebrate that silver anniversary. It was a moment to reflect on just how much had changed, in so many ways, for the positive since 1997, and to publicly proclaim ourselves as not just the stewards of DowntownDC, but the champions of its recovery.

Our commitment to the betterment of DowntownDC remains unwavering. If anything, it is stronger than ever, and we look forward to working with all of you to achieve greater success in 2023 and beyond. Thanks for everything you have done, and continue to do, to support us in this endeavor. Together, we will build a better downtown, for the benefit of all.



Michael McCarthy

Chairman,
Board of Directors
DowntownDC BID



Gerren Price

President & CEO
DowntownDC BID



PUBLIC SPACE OPERATIONS

Public Space Operations oversees the Safety/Hospitality and Maintenance (SAM) Ambassador team and works 365 days a year to ensure that the public realm is clean, safe and welcoming.



FY22

ACCOMPLISHMENTS

Removed **109K+ bags of trash** and **39K+ bags of recycling**

Expanded landscaping program that included **300 hanging baskets** and **100+ planters** and incorporated more sustainable planting material



Coordinated the installation of **14 new signature planters**

Added dedicated areas for scooters and bikes where there was an increased need and sufficient space

Helped manage the District Department of Transportation's **1.5 mile long Open Streets** event on 7th Street NW between Pennsylvania and Florida avenues



FY23

OBJECTIVES

Expand **SAM Ambassador team** and management personnel

Improve **graffiti removal** service delivery

Pilot and reevaluate **mobile field services application** needed to track real-time data, maintenance stats, stakeholder requests and other defects in the public realm

HOMELESS SERVICES

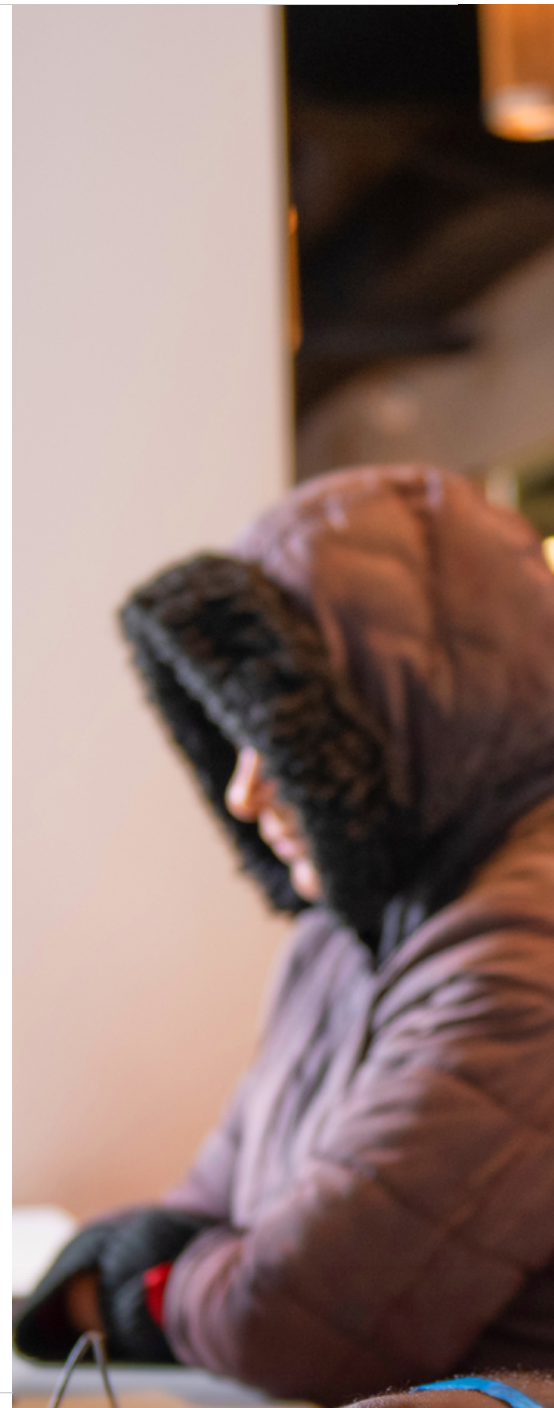


FY22 ACCOMPLISHMENTS

Launched the inaugural Community Convening on Homelessness event, bringing together stakeholders, service providers, community members, and civic and industry leaders to discuss issues facing individuals experiencing homelessness

Hosted weekend services at various locations to provide food and services and reestablished Saturday hours at the DDSC

Expanded outreach services to provide increased direct support through the addition of one staff person





The BID invests in support and resources for individuals experiencing homelessness through a housing first approach. A core component of homeless services is the operation and management of the Downtown Day Services Center, funded in part by the D.C. Department of Human Services.



FY23 OBJECTIVES

**Secure new 5-year
District government
grant to support the
Center's continued
operations**

**Upgrade registration
and queuing system, and
streamline service delivery
for guests of the Downtown
Day Services Center**

**Create and staff a new
facility operations
manager position for
the Center**



PLANNING & PLACEMAKING

The Planning and Placemaking department focuses on public space, including infrastructural changes, increased mobility and safety, analyses of use, and recommendations for activations.

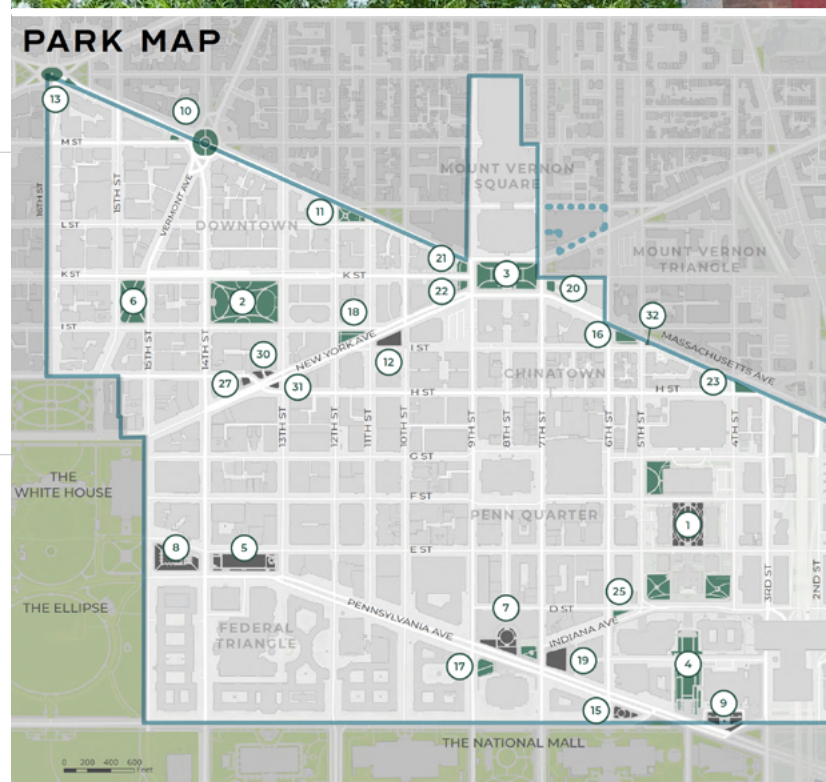
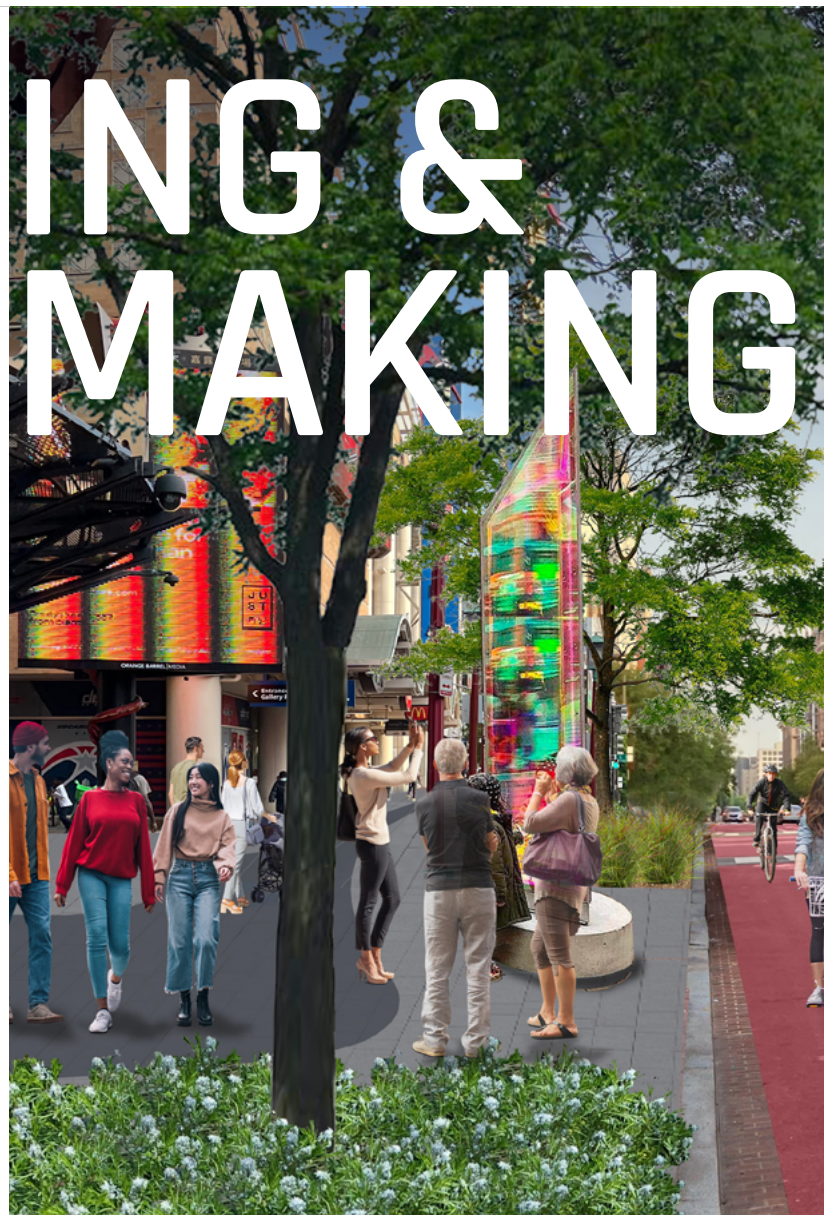


FY22 ACCOMPLISHMENTS

Developed a DowntownDC Parks Master Plan

Obtained funding to conduct a **pedestrian safety and experience study** in an effort to create safe and accessible streets with dynamic walking spaces

Developed the **Gallery Place - Chinatown Corridor Study** through community engagement to understand and rethink the needs of the area





FY23 OBJECTIVES

Publish the Parks Master Plan

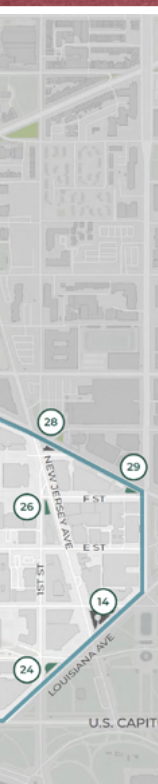
Create a visionary art plan and solicit recommendations for art specific placemaking

Create landscape and design guidelines

Secure funding to activate additional park spaces

Create an art walk activation incorporating the BID's signature planters

Establish clear planning and placemaking zones and corridors





ECONOMIC DEVELOPMENT

The Economic Development department conducts comprehensive data gathering and analysis for all sectors of the DowntownDC economy.



FY22 ACCOMPLISHMENTS

Assisted in the development of **Mayor Muriel Bowser's 5-year economic strategy**

Redeveloped retail strategy in anticipation of post-pandemic recovery

Developed the Sreatery Assistance Grant Program, and awarded more than \$30,000 in grants to restaurants for assistance with streatory creation or improvement



FY23 OBJECTIVES

Help facilitate the launch and completion of the Downtown Action Plan

Create a retail attraction and retention plan and a retail committee

Assess internal economic development efforts and develop strategic approach to report ideation, development creation, and delivery



EVENTS & PARTNERSHIPS

Events and Partnerships was established as an independently functioning department to strategically increase programming occurrences, expand event types, and increase the scale and scope of events.



FY22

ACCOMPLISHMENTS

Activated F Street for a **10-day Pop of Spring event**, which was included as one of the official events of the **National Cherry Blossom Festival**

Successfully hosted the **17th season of Downtown Holiday Market** on F Street between 7th and 9th streets

Creatively activated Franklin Park with signature events, including Rock the Park, Petals in the Park, the DowntownDC Live Music Series, Can I Kick It Movie Series, Los Trompos, the annual Block Party, and more



FY23 OBJECTIVES

Develop a comprehensive event strategy to expand geographical footprint, increase community buy-in and elevate signature events

Expand event programming into various green spaces and engage a broader demographic of stakeholders, residents, workers, and visitors

Amplify fresh and innovative programming efforts through new and noteworthy partnerships





MARKETING & CC

Marketing and Communications creates and amplifies the voice of the organization and the Downtown D.C. area through digital communications, branding, reports and publications, marketing materials, public relations and social media.



FY22

ACCOMPLISHMENTS

Increased overall media coverage of the organization and new president and CEO

Began efforts to **refresh the organization's brand** and repositioning for a post-pandemic future

Redefined communication priorities to better align with department initiatives and organizational direction

COMMUNICATIONS



FY23 OBJECTIVES

Finalize and launch a refreshed brand for the organization

Redesign and restructure the organization's website

Broaden the organization and leadership's presence in the media and generate positive press about the area

FINANCE & ADMINISTRATION

Finance and administration provide oversight of daily operations, financial management, strategic planning and human resource needs.



FY22

ACCOMPLISHMENTS

Completed the five-year financial plan for the BID's application renewal

Completed a building audit to update BID tax billing data

Maintained the **highest possible audit rating**



FY23

OBJECTIVES

Complete organizational strategic plan with **5-year outlook**

Implement a **new automated accounts payable system**

Complete **Downtown Day Services Center's five-year financial plan** for renewal

Update internal finance and governance policies



LETTER

FROM THE TREASURER OF THE BOARD

The DowntownDC Business

Improvement District (BID) ended its 25th year of operation on solid financial footing, despite the challenges presented by operating during a pandemic.

Baker Tilly, the BID's auditors, issued an unqualified opinion on the BID's financial statements for fiscal year 2022, which covers the period of October 1, 2022 through September 30, 2022, earning the highest possible audit rating.

The pages that follow present a summary of the BID's audited Consolidated Financial Statements for FY22. Throughout this period, the BID maintained a strong financial position, and its operating revenue and expenses were on budget. However, overall spending was slightly over budget mainly due to \$1,053,454 of funds reserved for BID Board Designated Expenses. These expenses were to cover unexpected, one-time special legal and consulting services. There are no pending, ongoing or threatened legal matters related to these expenses and none of these funds were paid to any current or former Downtown Business Improvement District Corporation employee(s).

In FY22, there was no change in BID taxes and no change is budgeted for FY23. The last BID tax increase was in FY2019. The FY22 BID tax rates were: commercial property at \$0.1697 cents per square

foot, hotels at \$95.48 per hotel room, and apartment properties at \$120 per apartment. 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.

In FY2022, the BID's grant revenue was the result of several DC Government grants:

- Downtown Day Services Center
- Streets for People
- Pedestrian Safety Study
- Open Streets
- Community Restroom Pilot Study

Following a year of strong fiscal performance despite challenging circumstances, I am pleased to present a summary of the BID's audited financial statements for public review. If you have any questions or would like to obtain copies of the complete financial statements, please contact the BID directly.

Sincerely,



Chris Mundy

Treasurer,
Board of Directors
DowntownDC BID

DOWNTOWN DC BID CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

ASSETS		9/30/2022		9/30/2021
Cash and Cash Equivalents	\$	12,631,403	\$	10,596,126
Contract Receivable	\$	545,727	\$	564,711
Grant Receivable	\$	364,519	\$	612,442
Deposits	\$	107,265	\$	107,265
Prepaid Expenses	\$	70,204	\$	211,250
Property and Equipment, Net	\$	1,032,783	\$	1,487,124
TOTAL ASSETS	\$	14,751,901	\$	13,578,918

LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Expenses	\$	737,953	\$	519,031
Deferred BID Assessments	\$	4,516,741	\$	3,214,389
Other Liabilities	\$	1,235,691	\$	956,304
TOTAL LIABILITIES	\$	6,490,385	\$	4,689,724

UNRESTRICTED NET ASSETS

Undesignated	\$	6,228,733	\$	6,402,070
Capital Replacement and Park Improvements Reserve	\$	1,000,000	\$	1,000,000
Property and Equipment, Net	\$	1,032,783	\$	1,487,124
TOTAL UNRESTRICTED NET ASSETS	\$	8,261,516	\$	8,889,194
TOTAL LIABILITIES AND NET ASSETS	\$	14,751,901	\$	13,578,918

CONSOLIDATED STATEMENT OF ACTIVITIES

		10/1/21--9/30/22		10/1/20--9/30/21
TOTAL SUPPORT AND REVENUES		16,606,749		15,645,117
EXPENSES				
Administration	\$	2,661,668	\$	1,982,086
Marketing, Communications & Events	\$	1,877,073	\$	1,566,392
Public Space Operations: Safety/Hospitality Services	\$	1,605,685	\$	1,453,735
Public Space Operations: Maintenance Services	\$	4,191,671	\$	4,123,700
Homeless Services	\$	2,646,340	\$	2,369,564
Planning & Placemaking	\$	1,469,540	\$	780,923
Economic Development	\$	937,921	\$	788,778
Franklin Park Operations	\$	791,075	\$	--
TOTAL EXPENSES	\$	16,180,973	\$	13,065,178

BOARD DESIGNATED EXPENSES	\$	1,053,454	\$	1,105,511
CHANGE IN NET ASSETS	\$	(627,678)	\$	1,474,428
NET ASSETS, BEGINNING	\$	8,889,194	\$	7,414,766
NET ASSETS, ENDING	\$	8,261,516	\$	8,889,194

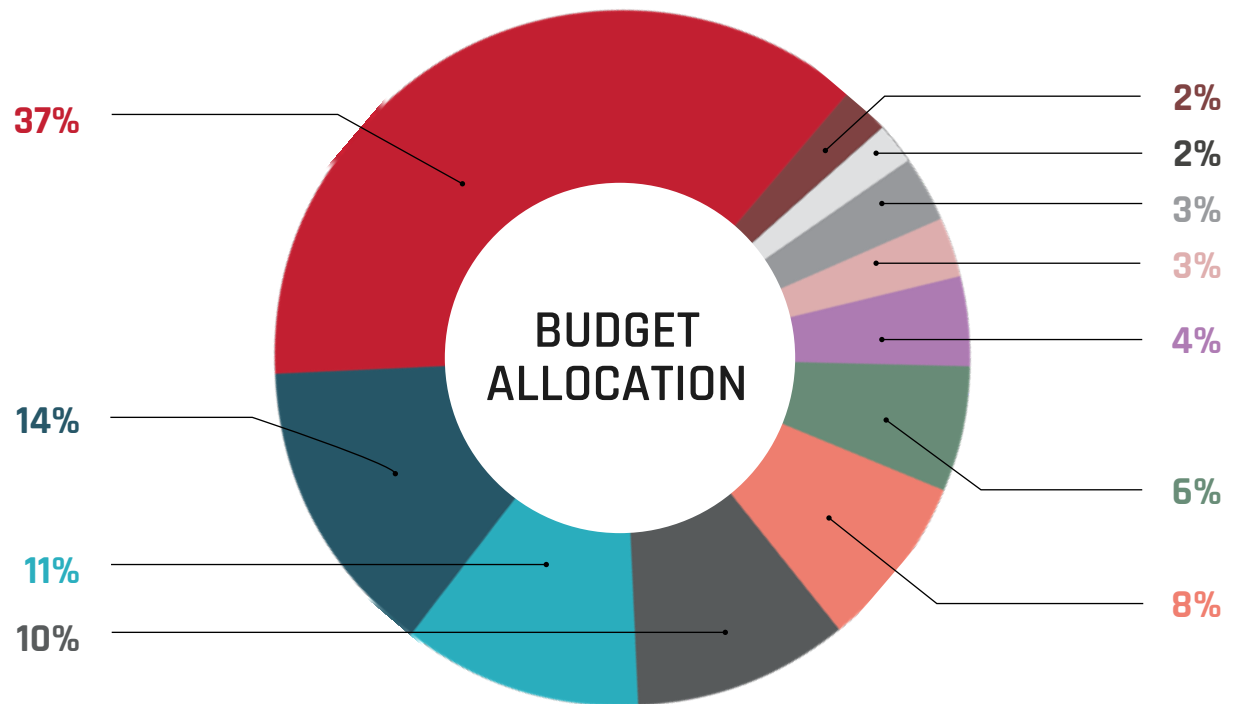
CONSOLIDATED STATEMENT OF CASH FLOWS

Net Cash Provided by Operating Activities	\$	2,116,101	\$	2,448,261
Net Cash Used in Investing Activities	\$	(80,824)	\$	(576,098)
Net Cash Provided By Financing Activities	\$	-	\$	(512,442)
NET INCREASE IN CASH AND CASH EQUIVALENTS	\$	2,035,277	\$	1,359,721
CASH AND CASH EQUIVALENTS, BEGINNING	\$	10,596,126	\$	9,236,405
CASH AND CASH EQUIVALENTS, ENDING	\$	12,631,403	\$	10,596,126

This information has been derived from the financial statements audited by Baker Tilly.
The complete set of audited financials are available upon request.

FY2023 BUDGET

\$ 16,076,559



OPERATIONS	37%	
MARKETING, COMMUNICATIONS & EVENTS	14%	
DOWNTOWN DAY SERVICE CENTER	11%	
ADMINISTRATION	10%	
FRANKLIN PARK OPERATIONS	8%	
PLANNING & PLACEMAKING	6%	
ECONOMIC DEVELOPMENT	4%	
HOMELESS SERVICES	3%	
DUPONT UNDERGROUND	3%	
CAPITAL IMPROVEMENTS	2%	
DOWNTOWNDC FOUNDATION	2%	

DOWNTOWNDC FOUNDATION

The DowntownDC Foundation is a 501c3 charitable organization launched by the BID in 2019. Its mission is to serve and celebrate the vibrant and diverse DowntownDC community by providing homeless services, revitalizing parks, and enhancing public spaces and experiences.



FY22 IMPACT

Established dental services at the **Downtown Day Services Center** through a pilot program made possible by **CareFirst BlueCross BlueShield**. Dental services through the **Terrell A. Waters Impact Clinic** are now a weekly offering.

Funded and served over 500 hot, restaurant-quality holiday meals for Thanksgiving and Christmas and distributed 804 overnight kits with hygiene items, winter gear, blankets, and nutritious snacks and water.

Through grant funding from **Coca-Cola Consolidated**, distributed "Welcome Home Kits" (valued at \$500) to individuals transitioning from homelessness to housing. Foundation

staff receive wish lists from individuals and send kitchenware, bedding, linens, cleaning products, small appliances, grocery cards, and other items. The packages are customized for each individual and delivered to their doorstep.

Funded a crucial homelessness survey in downtown that identified urgent needs and challenges for individuals experiencing homelessness. These findings were presented during the first annual **Community Convening on Homelessness** in September.





12,750

individuals served
at DDSC



58,000

LUNCHES PROVIDED

500+

CATERED HOLIDAY
MEALS SERVED



804 OVERNIGHT KITS
DISTRIBUTED

204

DENTAL TREATMENTS
PERFORMED



12,000+ monthly
Franklin Park visitors

TOP FY22 CORPORATE AND FOUNDATION FUNDERS*

Amazon

Ann B. and Thomas
L. Friedman Family
Foundation

AARP

Coca-Cola
Consolidated

Comcast

Gensler

Gilbane

Lime

Metro K Shipping
LLC

Metropolitan AME
Church

UnitedHealthcare

Whole Foods
Market

*Over \$5,000

STAFF

(as of September 30, 2022)

Gerren Price
President & CEO

Braulio Agnese
Director of Interactive Marketing
& Communications

Michael Bunn
Lead Facilities Assistant

Britney Chang
Operations Assistant

Jalal Chaoui
Payroll & Benefits Manager

DeLores Dickens
Administration Assistant

Maria Espinoza
Planning Manager

Susan Hampton
Deputy Director of Public
Space Operations

Ellouise Johnson
Maintenance Manager

Debra Kilpatrick Byrd
Director of Homeless Services

Lulu Liu
Senior Accountant

Valencia Long
Digital Communications
& Design Assistant

Narrean Marsden
Social Media Associate

Cecily Mendie
Franklin Park Manager

Innes Noel-Jeune
Senior Finance Assistant

Melanie Nwosu
Director of Events & Partnerships

Nabavi Oliver
Director of Administration

Christian Romero
Human Resource Manager

Montee Saunders
Facilities Assistant

Mark Smith
Facilities Assistant

Latasha Stiger
Partnership & Events Associate

Tyrell Thomas
IT Associate

Muhammed Vohra
Finance Assistant

Remi Wallace
Events & Strategic
Partnership Manager

Ebony Walton
Associate Director of
Stakeholder Engagement

Gerard Widdicombe
Director of Economic Development

Famela Wolf
Facilities Assistant Engagement

DOWNTOWNDC FOUNDATION

Rachel Rose Hartman
Executive Director

Jana Krien
Development Operations Manager

SAFETY/HOSPITALITY AND MAINTENANCE AMBASSADORS

(as of September 30, 2022)

Jose Avelar
Timothy Bolden
Bernard Bond
Martin Brown
Michael Brown
Wayne Cain
Norma Canales
James Edward Caviness Bey
Phillip Crooms
Rodolfo Custodio
Raymond Dantzler
Anthony Davenport
John Davis
Rene Diaz-Morales
Phillip Dukes
Alyce Easterling
Ethel Frye
Marcus Gethers
Nelson Giron-Mendoza

Tyrell Hale
LaShawn Hawkins
Darryl Haywood
Joseph Johnson
Cedric Johnson
Michael Johnson
Darwin Jones
Manuel Loza
Julio Martinez
Frank McCoy
Kevin McKinley
Terrence McNeal
Malik McSwain
Julio Mendez Arevalo
Alfreda Mintah
Phillip Mitchell
Justin Monroe
Tremaine Moore
Fred Peele

Blanca Ramirez
Donna Riley
Kevin Robinson
Rosa Rosales De Velado
Harold Royal
Lorenzo Sanders, Sr.
Crystal Saunders
Dion Simmons
Lorine Simon
Jermaine Simpson
Derrick Streeter
Charles Stroud
Edward Pernell Taylor
Robert Toney
Alonzo Williams
Michael Williams
Philip Boyd Wright

BOARD OF DIRECTORS

(as of September 30, 2022)

EXECUTIVE COMMITTEE

Gerren Price (President)
President & CEO,
DowntownDC BID

Michael McCarthy (Chairman)
Vice President/Director of
Acquisitions, Quadrangle
Development Corporation

Scott Frisch (Treasurer)
COO, American Association of
Retired Persons Foundation

Donna Cooper (Secretary)
Region President, PEPCO

Chase Rynd (Past Chair)

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

Matthew Klein (Vice Chair)
President, Akridge

Robert H. Braunohler
Real Estate Development
Consultant, RB Advisors LLC

Yeni Wong
President, Riverdale International

MEMBERS

Jeffrey Bank
Chief Executive Officer, The
Alicart Restaurant Group

Ann Chisholm
D.C. Government Relations
Officer, Washington Metropolitan
Area Transit Authority

Monica Dixon
Chief Administrative
Officer/President External
Affairs, Monumental Sports
& Entertainment

Thomas E. Finan
Managing Director, Trammell
Crow Company

Shantelle George
Vice President/Store
Manager, Macy's, Metro
Center Downtown DC

Brian Grant
First Vice President,
Equity Residential

Kathy Guy
Vice President, JBG Smith

Thor C. Headley
Managing Director, Hines,
Columbia Square

Norman Jemal
Principal/Senior Vice President,
Douglas Development

Chris Jennings
Managing Director, Shakespeare
Theatre Company

Robin A. McClain
Senior Vice President, Marketing/
Communications, Destination DC

John McDonnell
President, Clyde's
Restaurant Group

J.R. Meyers
Senior Partner, The
Meyers Group LLC

Rev. Dr. Ianther M. Mills
Senior Pastor, Asbury United
Methodist Church

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

Christopher P. Mundy
US Head of Life, Science and
Office, Oxford Properties

Marshall McNair
Vice President, Asset
Management – US Office Division,
Brookfield Properties

Pete Otteni
Senior Vice President,
Development, Boston Properties

Todd Payne
Government Affairs Manager,
Microsoft

Kim Sajet
Director, National Portrait Gallery/
Smithsonian Institution

Kenneth Schwartz
Partner, Arnold & Porter Kaye
Scholer

Paul R. Tetreault
Producing Director, Ford's Theatre

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

Matthew August (GSA liaison)
Director, Facilities Management &
Services Programs Div.
PBS/NCR, US General Services
Administration



DOWNTOWNDC

**DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT CORPORATION**

1275 K STREET NW
SUITE 1000
WASHINGTON, DC 20005

WWW.DOWNTOWNDC.ORG