DOWNTOWNDC BUSINESS IMPROVEMENT DISTRICT

FY25

ANNUAL REPORT

DOWNTOWN DC

events DC
NATIONAL BUILDING MUSEUM
Holiday Skate
CAPITAL BRUTALISM

Table of Contents

4	Letter from the Chairman of the Board & the President and CEO
8	About the BID
12	Art + Energy: Anthem Row
14	20 Years of Downtown Holiday Magic
16	A Bold New Chapter for DowntownDC
18	A New Take on the Downtown Conversation
20	Interwoven: DC Takes the Stage
22	Laying a Foundation for Home
24	DowntownDC BID by the Numbers
32	Letter from the Treasurer
33	Financial Statement
36	DowntownDC BID Staff
38	DowntownDC BID Board of Directors

Letter from the Chairman of the Board & the President and CEO

Dear DowntownDC BID Member,

Fiscal Year 2025 marked a pivotal chapter for Downtown DC—a year defined by implementation, elevated execution, and measurable impact. Against the backdrop of a new presidential administration, evolving federal policies, and shifting workplace dynamics, Downtown faced both pressure and possibility. This year, the DowntownDC Business Improvement District (BID) met that moment head-on—grounded in our purpose, confident in our leadership, and focused on delivering results that reenergized Downtown's streets, spaces, and story.

From Stability to Momentum

Coming off the successful effort to keep Monumental Sports & Entertainment and the Capital One Arena anchored in Downtown through 2050, FY2025 became a year of strengthening the core. Clean and safe remained the foundation of our work, with enhanced coordination, expanded safety partnerships, and continued support for the city's most vulnerable residents. For the first time since 2019, the BID increased its tax rates—a decision made to align us with peer organizations and maintain services at the level Downtown now demands. That investment allows us to deepen operations, explore new ideas, and raise the standard across everything we do.

Placemaking at a New Scale

FY2025 redefined what placemaking looks like Downtown. Our placemaking and events programming reached a different level—both in scale and sophistication—setting the tone for the year with high-energy experiences that changed perceptions and conversations. At Anthem Row, on 8th and K Streets NW, the BID delivered large-scale aerial art installations and immersive event activations that transformed the corridor

into a destination—earning headlines and social buzz. Across Downtown, we produced and supported dozens of events and experiences that brought people back to our streets day and night. From the DowntownDC Holiday Market—one of the region's most visited seasonal attractions—to the Holiday Skate Spectacular (synthetic ice skating) inside the National Building Museum, our programming helped set the tone for the year: high-energy, elevated, and unmistakably Downtown.

A Global Spotlight on Downtown DC

Downtown took center stage during WorldPride 2025, welcoming millions of visitors over the course of the celebration and reinforcing Downtown's role as the cultural and civic heart of the District. The BID worked closely with city agencies, public safety partners, businesses, and community organizations to support logistics, cleanliness, safety, and hospitality at an unprecedented scale. The result was a Downtown that was vibrant, inclusive, and fully activated—showcasing our capacity to deliver during moments of global visibility.

A New Look and a Clearer Voice

FY2025 also marked the culmination of a year-long organizational rebrand—one rooted in redefining not just how Downtown DC looks, but how it shows up. The launch of our new brand and redesigned website clarified our purpose, sharpened our storytelling, and elevated how we communicate impact to members, partners, and the public. In June 2025, the rebrand was unveiled at our Annual Meeting as The RED Event, an immersive experience that reflected the energy, creativity, and confidence of a Downtown on the rise. It was more than a reveal—it was a statement about who we are and where we're going.

Leadership, Data, and Influence

This was a year when the BID's leadership and influence were clearly felt. Through expanded data tools, research, partnerships, and storytelling we provided timely insights that informed decision-making across sectors. Our State of Downtown publication, data-driven insights, and earned media attention reinforced the BID as both a trusted voice and a go-to resource.

FY2025 was not just about doing more, it was about working to do everything better, with intention and impact.

Looking Ahead

Downtown is in a blooming moment—one defined by resilience, creativity, and possibility. While challenges remain, the energy is undeniable. The BID helped shift the narrative from uncertainty to opportunity, proving that with the right partnerships, investment, and imagination, Downtown DC can continue to be a place of connection, culture, and commerce. Our work this year showed that when clean and safe conditions form the foundation, art, experiences, and collaboration can truly thrive.

As we move forward, we do so with confidence and momentum. FY2025 reaffirmed who we are and why we matter: a steady, innovative force committed to making Downtown DC a leading destination with undeniable energy. Guided by our values we will continue to convene business, community and government to compassionately lead a clean, safe, and vibrant district.

Thank you for your continued partnership and belief in Downtown DC. Together, we are shaping a place that is not only resilient but elevated, connected, and full of momentum.

With Gratitude,

Michael McCarthy

Chairman
DowntownDC BID
Board of Directors

Gerren Price

President & CEO
DowntownDC BID

About the BID

Downtown DC is the most diverse and exciting neighborhood in one of the most important cities in the world. Here, locals and visitors find the most thrilling experiences of DC in 140 walkable and transit-rich blocks: parks, art, music, sports, theater, history; shopping and dining; business, education and government — adding up to a bright future. Founded in 1997, the DowntownDC BID's area includes 530 properties and is defined by 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.

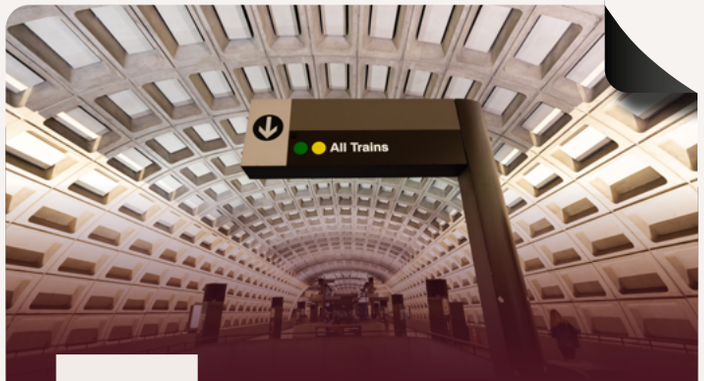
140 BLOCK AREA

530 PROPERTIES

TOTALING **98M SF**

74M SF OF OFFICE SPACE

26% FEDERALLY OWNED OR LEASED



7 METRORAIL STATIONS
SERVING ALL SYSTEM LINES

24 ACRES OF **PARKS** AND **OPEN SPACES**

1 DAY SERVICES CENTER
FOR INDIVIDUALS EXPERIENCING HOMELESSNESS

WALTER E. WASHINGTON CONVENTION CENTER
700K ANNUAL VISITORS

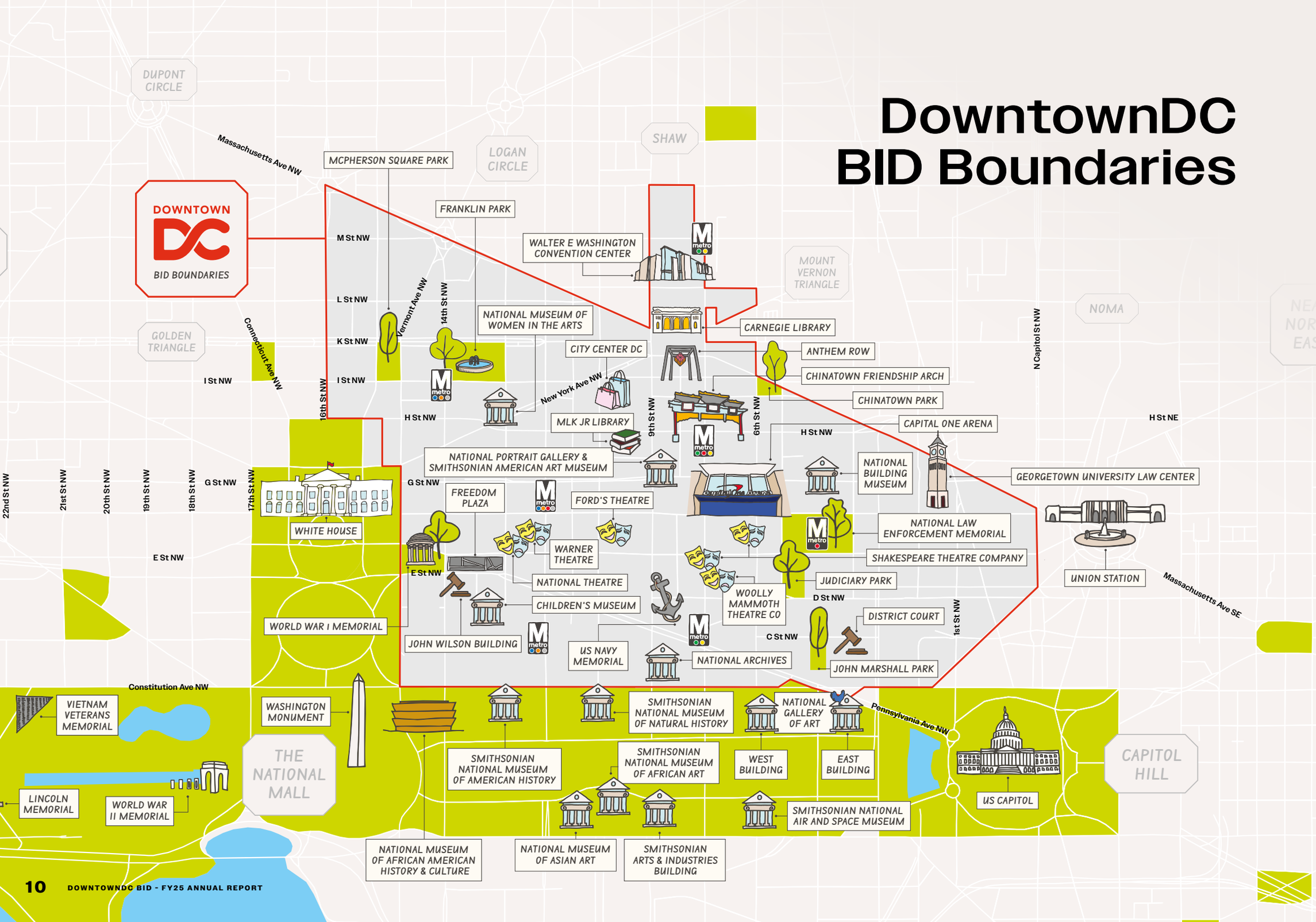
CAPITAL ONE ARENA
2.2M ANNUAL VISITORS

13 **MUSEUMS** WITH OVER **3.1M** ANNUAL VISITORS

11.6K **HOTEL ROOMS** IN 37 HOTELS

100+ **DESTINATION RESTAURANTS**

DowntownDC BID Boundaries



Downtown DC, 2025

Art + Energy: **Anthem Row**

In FY2025, **the BID took an overlooked pedestrian corridor and turned it into one of Downtown DC's most dynamic cultural destinations**. Formerly known as TechWorld Plaza, the walkthrough across from the Apple Carnegie Library was reintroduced to the city as Anthem Row—a bold, art-forward hub that proved what's possible when creativity, community, and placemaking come together. Supported by the DC Office of Planning's Streets for People Grant Program, the transformation was about more than aesthetics—it was about reenergizing Downtown and giving people a reason to stop, stay, and come back.

Art set the tone and made Anthem Row impossible to ignore. The corridor became home to a rotation of large-scale aerial installations—each an impressive 10 feet wide and 30 feet

high—that instantly reshaped the open air plaza and established it as a visual landmark. From the festive charm of the National Mistletoe to the glow of the Lunar Lantern, the springtime optimism of Cherry Blossom Daruma, and the bold geometry of The Prism, each installation brought seasonality, color, and a sense of wonder to Downtown. Together, they transformed Anthem Row into a recognizable destination and a backdrop for shared experiences, photos, and repeat visits.

That energy carried directly into programming, **with 20+ event activations filling Anthem Row with music, movement, and community throughout the year**. From Gogo & Cumbia, Blues Alley Night, Ringside, and Art All Night activations to recurring Tuesday Happy Hours, Wellness Wednesdays, and the popular Thursday Night Out series, the corridor stayed active across seasons and audiences. In particular, Thursday Night Out emerged as a meaningful economic driver for Gallery Place–Chinatown, intentionally drawing evening crowds into the neighborhood and encouraging them to dine and linger at nearby restaurants and bars. Together, the art and programming at Anthem Row turned an underused space into a vibrant hub for culture and entertainment—boosting foot traffic, supporting local businesses, and reinforcing Downtown DC as a place to gather, celebrate, and connect.

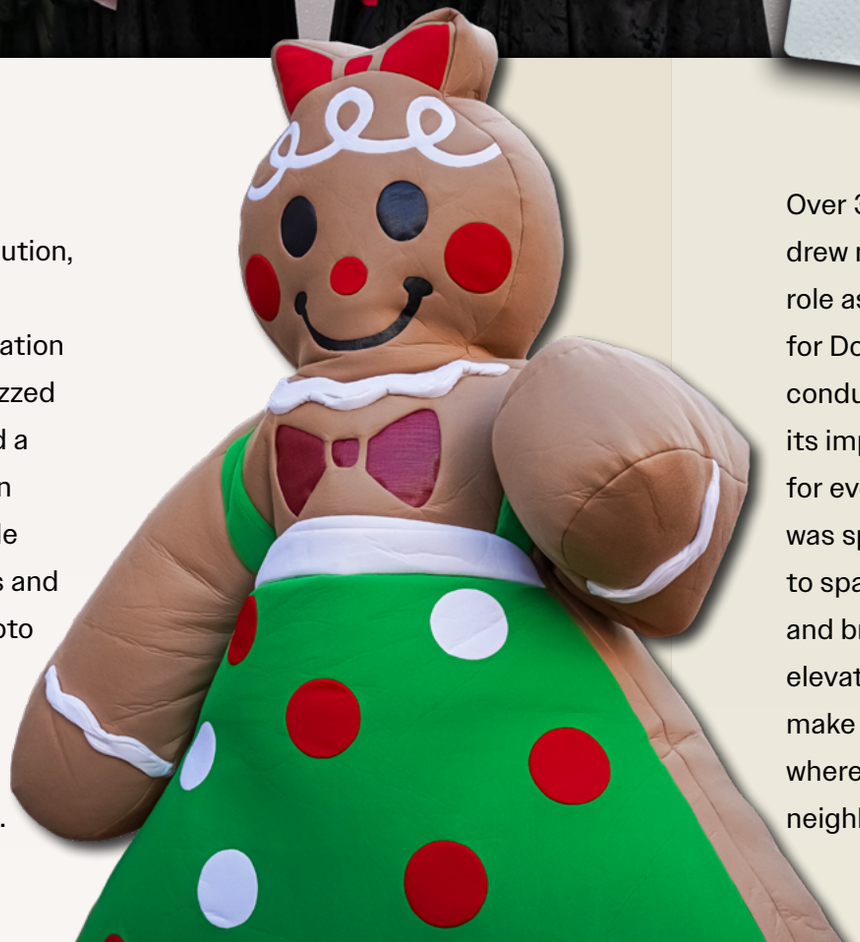
20 Years of Downtown **Holiday Magic**

In FY2025, the DowntownDC BID marked a **major milestone with the 20th anniversary of the DowntownDC Holiday Market**—celebrating two decades of turning F Street NW, between 7th and 9th Streets NW, into a festive winter destination set against the backdrop of the National Portrait Gallery. The 2024 run ushered in a bold new era for the market with the introduction of The Makers Show, one of the nation's leading market operators. Their arrival helped elevate the look and feel of the beloved tradition, pairing a refreshed experience with the nostalgic charm that has made the market a must-visit each holiday season.

The anniversary refresh was felt at every turn. The market debuted new branding and a new website, expanded its footprint to two full rows of vendors, and welcomed **more**

DowntownDC Holiday Market, December 2024

than 100 makers, artisans, and small businesses. Supporting local entrepreneurs remained at the forefront of the market's evolution, with reduced booth rental rates and vendor scholarships helping lower barriers to participation during the busy holiday season. Weekends buzzed with energy as the market's mainstage hosted a rotating lineup of local performers—from Latin and go-go bands to solo acts and choirs—while signature visual moments like giant light stars and decorated garland arches became instant photo backdrops. Enhanced food and beverage options, especially the hot chocolate topped with blow torched marshmallows, quickly emerged as a fan favorite across social media.



Over 32 days, the DowntownDC Holiday Market drew more than 340,000 visitors, reinforcing its role as a seasonal anchor and economic driver for Downtown. According to a perception survey conducted by our Economic Development team, its impact extended well beyond the market itself: for every $1 spent at the market, an additional $1.10 was spent nearby, underscoring the market's ability to spark activity, support surrounding businesses, and bring Downtown to life during the holidays. By elevating this cherished tradition, the BID helped make Downtown DC a true holiday destination where visitors shopped, dined, and explored the neighborhood throughout the season.

A **Bold New Chapter** for DowntownDC

FY2025 marked a defining moment for the DowntownDC BID with the completion and launch of our organizational rebrand—**a bold evolution that reflects who we are today and where we're headed next**. At the heart of this transformation is a striking new logo anchored in a confident red hue, signaling energy, passion, and boldness. Alongside it came a fully redesigned website with a refreshed interface and improved functionality, making it easier than ever to explore Downtown DC and discover what's happening. Beyond visuals, the rebrand clarified our purpose, promise, and position, ensuring every touchpoint—from digital to on-the-street—clearly communicates our mission, vision, values, and intended impact.

This rebrand was shaped through collaboration and listening. Working with global design firm Gensler, we engaged stakeholders through interviews and focus group sessions to ensure the brand truly reflects the people and experiences that define Downtown DC. The result is a clear and compelling brand person: the Active Afficionado—someone socially engaged, curious, elevated, and driven by discovery and connection. The brand calls for everyone to “Find What Thrills You”— an invitation to experience Downtown DC with intention and excitement.

The rebrand came to life in full color at **The RED Event, our official launch that encouraged attendees to immerse themselves in the brand** by showing up in bold red attire. The celebration marked more than a reveal—it was a moment of collective pride and momentum. Today, the new brand is visible well beyond our screens, with newly branded trucks, trash cans, and street pole banners activating Downtown DC’s public realm. Together, these elements signal a confident new chapter—one that’s dynamic, welcoming, and ready to thrill.

A **New Take** on the Downtown Conversation

The State of Downtown Forum was anything but a typical panel discussion. From the moment attendees walked into Georgetown University's Capitol Campus, it was clear this wasn't going to be a sit-back-and-listen kind of morning. Designed to feel like you'd landed in the audience of your favorite late-night talk show, the forum traded stiff podiums for personality, pacing, and production.

A jazzy opening video introduced host Gerren Price, setting the tone for a lively, high-energy experience that signaled the DowntownDC BID was ready to rethink what a civic forum can be.

The stage brought the concept fully to life. A cozy coffee table and couch setup anchored fireside conversations with Mayor Muriel Bowser; Crispus Gordon, Monumental Sports & Entertainment; Tracy Hadden Loh, Brookings Metro; and Anoop Rustgi, Quadrum Global (Arlo Hotel), encouraging candid dialogue and easy rapport. Behind them, an image of the Chinatown Friendship Archway glowing in the nighttime grounded the conversation in place—visually reinforcing Downtown DC as both the subject and the star of the show. Seamless audio, visuals, and storytelling kept the program moving, while custom-produced video "commercial breaks" gave attendees a moment to recharge—just like at home watching a real talk show. The entire event was also livestreamed on YouTube, expanding its reach well beyond the room and inviting a broader digital audience into the conversation.

At its core, the forum was about more than great production—it was about equipping stakeholders with insight and confidence in Downtown DC's future. The event marked the release of the 2024 State of Downtown Report, highlighting positive trends from the year alongside the realities of an evolving urban core. Our goal is to deliver timely, transparent data on market trends and neighborhood demographics—exactly what investors, employers, and partners need to make informed decisions. By pairing meaningful content with an elevated, engaging format, the State of Downtown Forum reinforced the DowntownDC BID's commitment to sharing knowledge in ways that are accessible, compelling, and unmistakably forward-looking.

Interwoven: DC Takes the Stage

In September 2025, **Downtown DC took center stage as the International Downtown Association's 71st Annual Conference & Marketplace came to Washington, DC** with the DowntownDC BID proudly serving as co-host. More than 1,200 place-management and placemaking professionals from across the nation descended on the nation's capital, and we welcomed them the only way DC knows how: with culture, creativity, and open arms. The conference theme—Interwoven: The Power of Passion, Place & Purpose—felt tailor-made for Downtown DC, where history and innovation, people and place, are deeply connected and constantly evolving.

Throughout the week, the BID brought the theme to life through immersive, on-the-ground experiences that

Friday Evening Celebration

Franklin Park, 2025

showcased how Downtown really works. Attendees explored reimagined parks and plazas, got a behind-the-scenes look at clean and safe operations, walked through the evolving story of Chinatown, and learned firsthand how the Downtown Day Services Center addresses the complexities of homelessness with compassion and impact. These mobile tours highlighted not just physical transformations—from Franklin Park to Anthem Row—but the people, partnerships, and purpose driving Downtown's resilience and reinvention.

The conference also celebrated connection and hospitality, with unforgettable moments rooted in Downtown DC's iconic spaces. The Opening Reception at the National Building Museum set an inspiring tone, while the Friday Evening Celebration at Franklin Park offered a joyful close—bringing attendees together in a space that perfectly represents Downtown's transformation. Over the course of the week, visitors experienced Downtown DC's restaurants, theaters, arts, parks, and public spaces, leaving with new ideas and a clear message: DC is open, welcoming, and leading the conversation on the future of place management. As co-hosts, the DowntownDC BID didn't just host a conference, we showed how passion, place, and purpose are truly interwoven in the heart of the city.

Laying a **Foundation** for Home

In FY2025, **the DowntownDC Foundation leaned fully into what it does best: helping people move forward**. This year marked the Foundation's strongest housing impact to date, with 33 individuals supported through the Welcome Home Kit Program—the largest number since the program launched in 2021. Each kit, valued at up to $750, helped turn an empty apartment into a real home, stocked with everyday essentials like kitchenware, linens, and cleaning supplies. Through close collaboration with Pathways to Housing DC and The H3 Project (H3), these moments became more than move-ins—they became fresh starts.

That momentum carried into a deeper partnership with H3 through the Inspiring Change Housing Initiative, where the Foundation joined forces with the DowntownDC BID

Downtown Day Services Center, 2024

and NAIOP to help 17 individuals exit homelessness between July and September 2025. Behind the scenes—and on the ground—the Foundation continued to support life-changing work at the Downtown Day Services Center, welcoming volunteer teams throughout the year, including Arlo Hotel Washington DC and the Viceroy Group, to help individuals access critical, no-barrier services in the heart of Downtown DC.

The Foundation's impact extended well beyond housing, fueling a year defined by connection, creativity, and community pride. In FY2025, it secured a Sustainable Communities Grant from Pepco, administered by Sustainable Maryland, to support a new solar kiosk project, set to be unveiled in 2026. The Foundation also helped power DowntownDC's biggest moments through $355,000 in philanthropic support, including the revitalized DowntownDC Holiday Market, which welcomed more than 340,000 visitors, Downtown's first-ever Holiday Skate Spectacular, and seven holiday celebrations for individuals experiencing homelessness. Together, these efforts reflect a Foundation that's not just supporting DowntownDC—but actively shaping a more welcoming, vibrant, and inclusive future.

DowntownDC *by the* Numbers

ADMINISTRATION

- **8** New Hires
- **2** Promotions

EVENTS

34 Events Produced & Programmed

- **340,880** DowntownDC Holiday Market Visitors in 32 Days
- **100+** Vendors featured at the DowntownDC Holiday Market
- **5,400** People engaged at Kids World
- **4,618** Attendees at Jazz & Blossoms
- **25** Sustainable Makers featured at Anthem Row
- **2-Day** Wizards 3v3 Street Basketball Tournament with Youth Clinics

FINANCE

- **28th consecutive** year receiving an unqualified/clean audit opinion
- Led a successful **5% BID tax rate increase**—the first since 2019
- Administered **$5.2 million** in District government grants

DOWNTOWNDC FOUNDATION

33 Welcome Home Kits

Largest Welcome Home Kit year since program launch (2021)

- **17** Individuals Supported by the Inspiring Change Housing Initiative
- **$355,000** in Event Sponsorships
- **7** Holiday Celebrations for the unhoused
- **2** Housing Partners supporting successful placements
  - Pathways to Housing DC
  - The H3 Project
- **1** Solar Kiosk Project funded for a National Park Service park in Downtown DC (unveiling in FY26)
- **Multiple year-round** volunteer partners engaged, including Arlo Hotel Washington DC and the Viceroy Group

HOMELESS SERVICES AND THE DOWNTOWN DAY SERVICES CENTER

- **4K+ Unique Clients**
  Accessing services throughout the fiscal year
- **12K+ Housing Touch Points**
  Onsite peer-support and housing navigation services
- **26K+ Meals Served**
- **50K+ Total Intakes***
  - **9,770** Showers Taken
  - **7,088** Mail Retrievals
  - **1,793** Loads of Laundry
  - **1,054** Vital Documents Issued or Supported
  - **960** Instances of Clothing Provided
  - **924** Medical Visits
  - **696** Harm Reduction Support

*Total service engagements

MARKETING & COMMUNICATIONS

Website

- **437,486** Website Visitors (↑82%*)
- **832,690** Webpage Views (↑84%*)

Social Media

- **9** Channels
- **1,318** Posts
- **45K+** Followers (↑66%*)
- **36,925** Engagements
- **1,044,682** Impressions

Digital Campaigns

- **70** Email Campaigns
  - **191,622** Opens
  - **158,671** Clicks
- **12** SMS Messages
  - **528** Clicks

*Year-over-year comparisons

PLANNING & ECONOMIC DEVELOPMENT

New Developments

- **Arlo Washington DC** opened November 2024: 445 hotel rooms
- **The Mint House** opened June 2025: 85 short-term and extended stay units
- **The Accolade** opened September 2025: 186 apartment homes
- **The Root** opened September 2025: 33 hotel rooms

FY26 Approved District Budget Investments from Gallery Place-Chinatown Taskforce Recommendations

- **$18M:** 7th Street South
- **$11.5M:** Gallery Square
- **$3.2M:** 8th Street Walk
- **$250K:** Chinatown Renewal Initiative

DowntownDC Holiday Market Spending Survey

- Demonstrated over **$8M+** in spending by market shoppers at businesses around the neighborhood;
- Showed that for every dollar spent in the market, **$1.10** was spent outside the market at the neighboring businesses.

Secured $2M Summer Activations Grant from DMPED

- Supported summer activations during the temporary closure of the Capital One Arena for renovations

PUBLIC SPACE OPERATIONS

General Operations

- **1,063,344** Pounds Trash Collected
- **177,224** Trash Bags collected
- **6,607** Posters, Stickers, and Graffiti Removed

Safe Commercial Corridors Grant Execution

- Full completion of **$168K** grant
- **8,720** Safety Team Hours

Streets for People Grant Impact at Anthem Row

- **20,000+** event attendees across concerts, festivals, and seasonal activations at Anthem Row
- **159,000+** visitors to Anthem Row in 10 months
  - A **22% increase** year-over-year
- **$497,000+** in economic impact generated for Anthem Row partners and DC Certified Business Enterprises (CBEs)

Thursday Night Out Series Programming Impact

- **41** Chinatown restaurants participated
- **$68,500** in total stakeholder impact
- **648,000** organic views on social media with 28,386 engagements

Public Art

- **North Atlantic Treaty Organization (NATO) 75th Anniversary Summit Mural**
  600 Block of I Street NW
- **Washington Wizards Mural**
  by Juan Pineda
  600 F Street NW (Engine Company 2)
- **'WE DEMAND CHANGE' Mural**
  by Shepard Fairey
  622 H Street NW
- **The Westin DC Downtown Abstract Mural by Brandon Hill**
  800 K Street NW
- **Cherry Blossom Walkway**
  by Chris Pyrate
  800 K Street NW

Art Installations

- **The Felix Gonzalez-Torres "Light String Work"**
  500 Block of 8th Street NW (National Portrait Gallery)
- **Light Portals Sculptures**
  by Anthony James
  800 K Street NW
- **National Mistletoe**
  by My Ly Design
  800 K Street NW
- **Lunar New Year Lantern**
  by My Ly Design
  800 K Street NW
- **Cherry Blossom Daruma**
  by My Ly Design
  800 K Street NW
- **The Prism**
  by My Ly Design
  800 K Street NW

Cherry Blossom Daruma, 2025

Letter from the Treasurer

The DowntownDC Business Improvement District (BID) ended its 28th year of operation on solid financial footing.

Baker Tilly, the BID's auditors, issued an unqualified/clean opinion on the BID's financial statements for FY2025, which covers the period of October 1, 2024 through September 30, 2025, earning the highest possible audit rating.

The pages that follow present a summary of the BID's audited Consolidated Financial Statements for FY2025. In FY2025, the BID's tax rates were approved to increase for the 2026 fiscal year.

In FY2025, there was no change in BID tax rates but this increase is budgeted for FY2026. The last BID tax increase was in FY2019.

The FY2026 BID annual tax rates are:

- Commercial properties at $0.178184 cents per square foot
- Hotels at $100.254 per hotel room
- Apartment properties at $126 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 BID tax payments in a timely manner.

In FY2025, the BID administered a record $5.2 million in District government grants for events, homeless services, and enhanced safety patrols.

Following a year of solid fiscal performance, I am pleased to present a summary of the BID's audited financial statements for public review. If you have questions or want copies of the complete financial statements, contact the BID directly.

Sincerely,

Chris Mundy

Treasurer
DowntownDC BID
Board of Directors

Financial Statement

Consolidated Statements of Financial Position

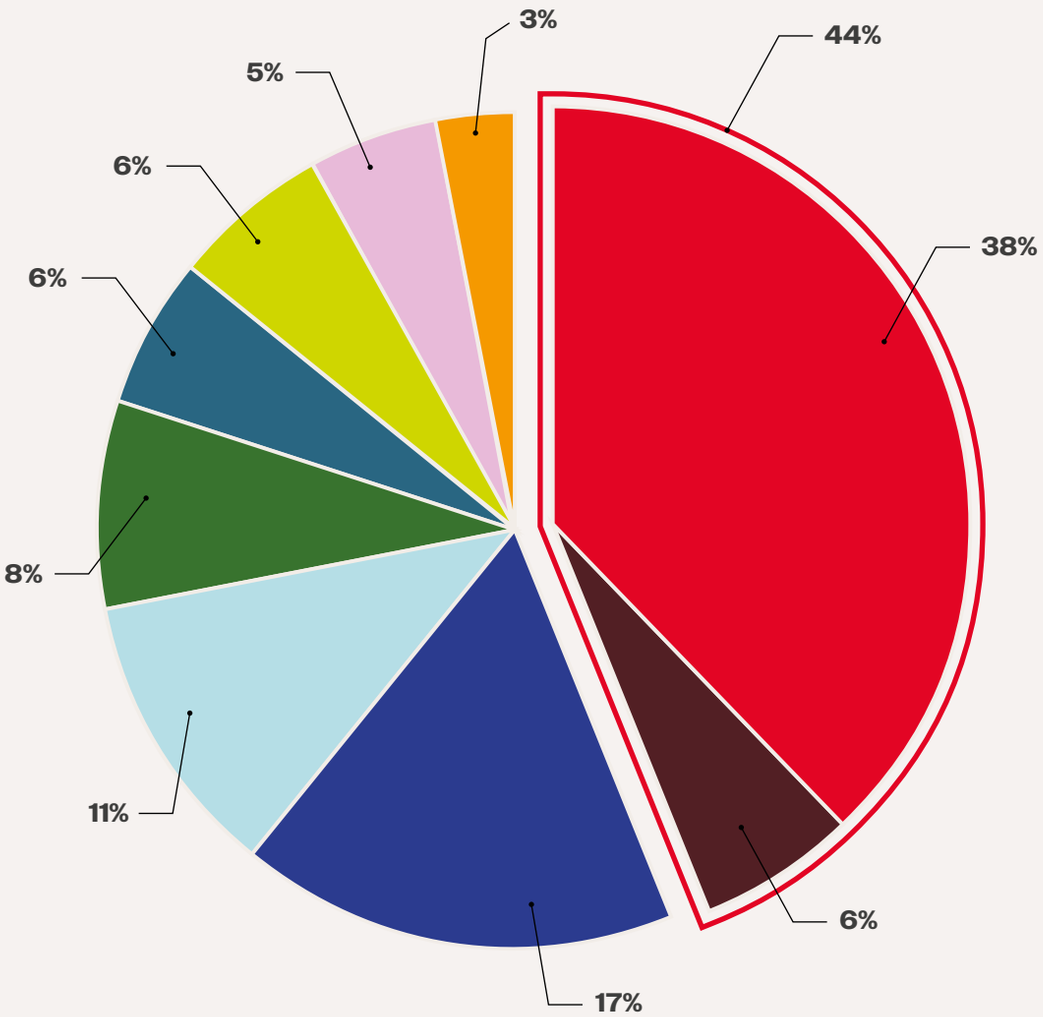
		9/30/2025		9/30/2024
ASSETS				
Cash and Cash Equivalents	$	10,653,043	$	7,669,706
Short-Term Investments		2,054,826		2,664,311
Contract Receivable		518,392		917,543
Sponsorships Receivable		100,065		90,000
Grants Receivable		823,948		118,067
Deposits		89,067		91,515
Prepaid Expenses		211,757		234,261
Property and Equipment, Net		466,579		369,424
Right-of-Use Assets, Operating Leases		5,604,529		6,317,005
TOTAL ASSETS	**$**	**20,522,206**	**$**	**18,471,832**
LIABILITIES AND NET ASSETS				
Accounts Payable and Accrued Expenses	$	837,552	$	602,583
Deferred BID Taxes		3,612,417		3,414,809
Deferred Sponsorship Revenue		20,000		10,000
Deferred Grant Revenue		337,698		--
Operating Lease Liabilities		6,302,691		7,007,223
Other Liabilities		2,658,506		324,781
TOTAL LIABILITES	**$**	**13,768,864**	**$**	**11,359,396**
NET ASSETS				
Without Donor Restrictions:				
Undesignated	$	3,190,701	$	3,637,803
New York Avenue Sculpture Project		1,694,301		1,729,399
DowntownDC Foundation		401,761		375,810
Capital Replacement and Park Improvements Reserve		1,000,000		1,000,000
Property and Equipment, Net		466,579		369,424
TOTAL NET ASSETS	**$**	**6,753,342**	**$**	**7,112,436**
TOTAL LIABILITIES AND NET ASSETS	**$**	**20,522,206**	**$**	**18,471,832**

Consolidated Statements of Activities

		YEAR ENDED 9/30/2025		YEAR ENDED 9/30/2024
SUPPORT AND REVENUES				
BID Taxes	$	10,716,727	$	10,654,312
Contracts for Service		2,181,251		2,200,851
Grant Program Revenue		4,760,527		2,034,667
Grant Administration Revenue		437,442		181,819
Voluntary BID Revenue		434,724		428,724
Event Sponsorships		444,942		301,972
Contributions		90,844		328,016
Contributed Services and Facilities		50,000		50,000
Investment Return, Net		301,007		398,098
Other Revenue		492,342	$	321,316
TOTAL SUPPORT AND REVENUES	**$**	**19,909,806**	**$**	**16,899,775**
EXPENSES				
Administration	$	2,311,315	$	2,287,861
Marketing & Communications		1,695,829		1,011,254
Events and Strategic Partnerships		4,760,897		1,837,748
Public Space Operations		6,976,538		7,093,284
Homeless Services		2,565,491		2,769,231
Planning and Economic Development		1,001,698		1,976,700
Franklin Park		957,132		1,043,315
TOTAL EXPENSES	**$**	**20,268,900**	**$**	**18,019,393**
CHANGE IN NET ASSETS	**$**	**(359,094)**	**$**	**(1,119,618)**
NET ASSETS, BEGINNING	**$**	**7,112,436**	**$**	**8,232,054**
NET ASSETS, ENDING	**$**	**6,753,342**	**$**	**7,112,436**

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

FY2026 DowntownDC BID Budgeted Expense Allocation



Operations	44%
Public Space Operations	38%
Franklin Park Operations	6%
Events	17%
Downtown Day Services Center	11%
Administration & Finance	8%
Marketing & Communications	6%
Planning and Economic Development	6%
Homeless Services	5%
DowntownDC Foundation Support	3%

Total $17,850,000

DOWNTOWN
DC
downtowndc.org
@downtowndcbid
KIDS WORLD
PRESENTED BY
eventsDC
true north

DowntownDC BID Staff (AS OF SEPTEMBER 30, 2025)

CORPORATE STAFF

Gerren Price, President & Chief Executive Officer
Michael Bunn, Interim Operations Manager, Downtown Day Services Center
Kenneth Dews, Information Technology Helpdesk Technician
Dolores Dickens, Administrative Assistant
Yue Han, Events & Strategic Partnerships Associate
Rachel Rose Hartman, Chief Strategy Officer
D'Mario Headen-Vance, Information Technology Operations Manager
Ellouise Johnson, Deputy Director, Public Space Operations
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Lulu Liu, Controller
Valencia Long, Events & Strategic Partnerships Manager
Cecily A. Mendie, Franklin Park Manager
Tania Miller, Human Resources Generalist
Innes Noel-Jeune, Senior Accountant
Melanie Nwosu, Director of Events & Partnerships
Avery Prescott, Communications Content Coordinator
Christian Romero, Senior Human Resources Manager
Samala Satterwhite, Director of Administration
Montee Saunders, Facilities Assistant
Montishe'a Saunders, Facilities Assistant
Qianna Simon, Facilities Assistant
Mark Simpson, Director of Planning & Economic Development
Mark Smith, Facilities Assistant
Rondell Tennassee, Facilities Assistant
Martina Tinong, Marketing & Communications Associate
Lukas Umana, Director of Public Space Operations
Ebony Walton, Director of Marketing & Communications
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Reed Brewer, Senior Development Manager

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Alvin Barnes
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Timothy Bolden
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Michael Borum
Wayne Cain
Norma Canales
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Frank McCoy
Kevin McKinley
Jermaine McKnight
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Leonard Redmond
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Justin Thomas
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Gregory Trent
Lasheia Walker
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Shanae Wilkins
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Vice President, Research, CoStar Group, Inc.

DowntownDC BID Board Meeting, 2025

PUBLICATION STAFF

Ebony P. Walton
Director of Marketing and Communications

Martina Tinong
Marketing and Communications Associate

Braulio Diaz
Multimedia Designer

Avery Prescott
Communications Content Coordinator

Mai Nguyen
Marketing and Communications Coordinator

PHOTO CREDITS

Jason Dixson Photography,
Storybox Photography, LNJ Designs,
Albert Ting, Juan Pineda, and
Monumental Sports & Entertainment

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DOWNTOWN DC

DOWNTOWNDC BUSINESS IMPROVEMENT DISTRICT

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

DOWNTOWNDC.ORG