

# DOWNTOWNDC

## AT A GLANCE

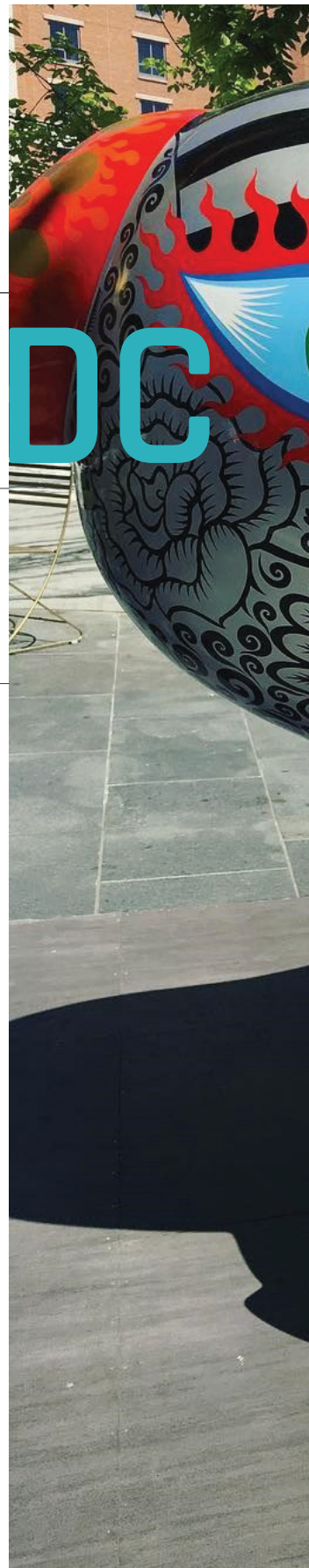
### 20 YEARS AND COUNTING

The DowntownDC Business Improvement District (BID) in 2017 celebrated its 20th year and revived its focus on public space beautification and activation, supporting individuals experiencing homelessness and developed a vision for the next decade on how to best grow DowntownDC to maintain its competitiveness.

THE DOWNTOWNDC BID  
IN 2017 CELEBRATED ITS  
20TH YEAR AND REVIVED  
ITS **FOCUS ON PUBLIC  
SPACE BEAUTIFICATION  
AND ACTIVATION**

### PARTNERSHIPS TO ACTIVATE AND BEAUTIFY THE BID

The BID's public space activation and beautification efforts in 2017 exponentially increased. The BID partnered with CityCenterDC, the District Government, the U.S. National Park Service, additional federal and city agencies and Gould Property Company and Oxford Properties to bring the Fancy Animal Carnival sculptures to DowntownDC. This six-month installation brought Taiwanese contemporary artist Hung Yi's art to the streets of DowntownDC, as well as related programming, boosting engagement and enhancing public spaces.







## DOWNTOWNDC

## Item &amp; Location

MAJOR BEAUTIFICATION  
PROJECTS

2

Freedom Plaza  
Herald Square

## HANGING BASKETS



180

Throughout  
the BID

## LANDSCAPED PLANTERS



202

Along Pennsylvania  
Avenue

## BISTRO CHAIRS



143

- 89 Franklin Park
- 20 Federal Trade  
Commission  
headquarters
- 19 Chinatown Park
- 15 Herald Square

## BISTRO TABLES



39

- 24 Franklin Park
- 6 Federal Trade  
Commission  
headquarters
- 5 Chinatown Park
- 4 Herald Square



## SO MUCH **MORE**

The BID significantly expanded its landscaping efforts in 2017 in partnership with the U.S. General Services Administration, beautifying 202 planters along Pennsylvania Avenue, and enhancing landscaping in Herald Square and Freedom Plaza. The BID continued to beautify the streets of DowntownDC in the spring and summer with 180 hanging flower baskets.

The BID presented the 13th annual DowntownDC Holiday Market, serving over 200,000 customers. The market supported local artisans and brought international crafts and goods to DowntownDC and offered live performances seven days a week as well as food and beverages, delighting shoppers during the holiday season.

In 2017, the BID reprised popular park programming, including Thursday lunchtime concerts in Franklin Park, DowntownDC Live, and added a new offering, "Can I Kick It: DowntownDC Summer Flicks" which brought martial arts movies to Freedom Plaza on Tuesday nights in June, drawing local residents, international tourists and others to experience live hip-hop set to kung-fu classics. The BID also joined with the Mount Vernon Triangle CID and the Mayor's Office on Asian and Pacific Islander Affairs to program and activate Chinatown Park and Milian Park at 6th and I streets with children's story hour, fitness classes and more.

## **FRANKLIN PARK** CLEARS MAJOR LEGISLATIVE HURDLE

In Congress, Del. Eleanor Holmes Norton introduced legislation in 2017 that enables the District of Columbia to enter into an agreement with the U.S. National Park Service to rebuild, operate and maintain Franklin Park and will give management and operation authority of the park to the BID. The legislation has been approved by the US House of Representatives and is currently making it was through the US Senate. This is an exciting and important role that the BID is eager to assume for DowntownDC's largest green space.

In early 2018, the DC Department of General Services (DGS) awarded the

# 1,500

DOWNTOWNDC LIVE!  
CONCERT ATTENDEES



# 2,500

DOWNTOWNDC  
SUMMER FLICKS  
MOVIEGOERS

# 200,000

DOWNTOWNDC HOLIDAY  
MARKET CUSTOMERS

# 847

BIKE TO  
WORK DAY  
REGISTRANTS



design and engineering contract to Studios Architecture and Land Collective.

## FARMERS MARKETS ALL OVER THE BID

The BID continued to support valuable amenities in DowntownDC, including sponsorship of three FRESHFARM Farmers Markets, located near the White House, at CityCenterDC and Penn Quarter. These seasonal markets operate in addition to a farmers market on Fridays, Capital

Harvest on the Plaza on Woodrow Wilson Plaza.

## SUPPORTING PEOPLE EXPERIENCING HOMELESSNESS IN THE BID

Supporting individuals experiencing homelessness continued to be a top priority for the DowntownDC BID and its stakeholders in 2017. The BID was home to 129 individuals experiencing street homelessness in January 2017 or 14% of the city's total 897 individuals experiencing

homelessness, according to the city's annual point in time count.

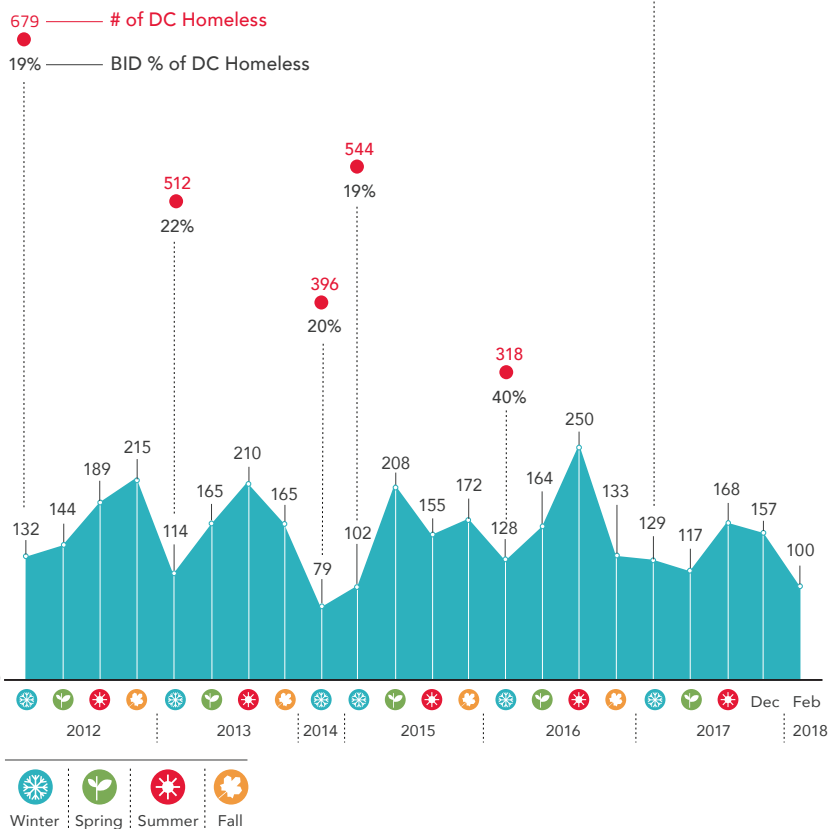
That number was consistent with additional counts conducted by the BID and volunteers during the year following that count, which had a range from 100 to 168 unsheltered individuals overnight in DowntownDC. The BID began conducting monthly counts of unsheltered individuals in addition to the annual count organized by the city government and the US Department of Housing and Urban Development, in which the BID participates.



## DOWNTOWNDC HAS FOUR SEASONAL FARMERS MARKETS



### NIGHTTIME UNSHELTERED INDIVIDUALS EXPERIENCING HOMELESSNESS IN DOWNTOWNDC



Source: DowntownDC BID and MWCOG

(1) The Metropolitan Washington Council of Government's (MWCOG) report on DC homelessness

**DOWNTOWNDC  
WAS HOME TO  
14%  
OF THE CITY'S  
INDIVIDUALS  
EXPERIENCING  
STREET  
HOMELESSNESS  
IN JANUARY  
2017**

The BID in late 2017 hired Linda Kaufman to serve as director of homeless services, marking her return to the organization after serving 20 years prior in that role. The BID set a goal of reducing homelessness in DowntownDC by 50% in her first year and regular monthly counts will help inform how the BID measures the success of its outreach efforts, provided in 2017 by partner Pathways to Housing DC.

The BID in 2017 partnered with Mayor Muriel Bowser and the Coalition for Non-Profit Housing and Economic Development (CNHED) to establish a Landlord Partnership Fund to incentivize landlords across the city to increase the availability of rental housing units. The BID also partnered with Sasha Bruce Youthwork to support a weekly services center for at-risk youth at the First Congregational United Church of Christ. The center supported a total of 400 youth since it opened in Aug. 2016.

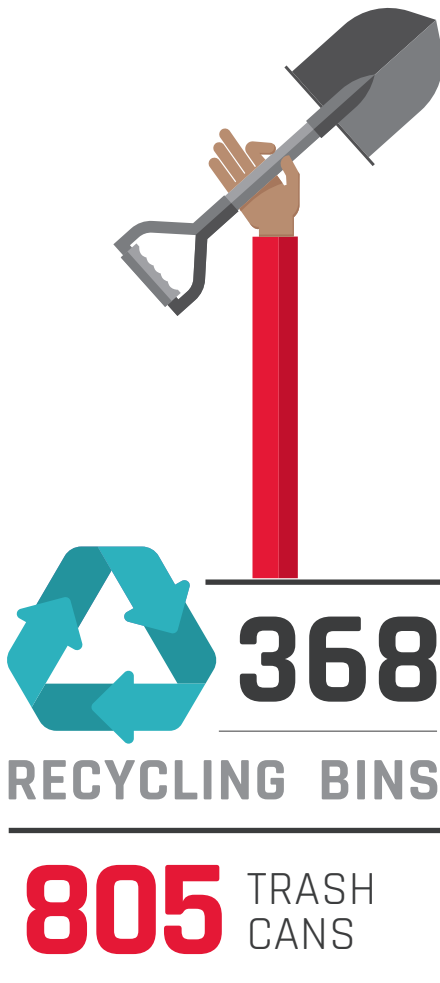


## **CLEAN AND SAFE AT THE CORE**

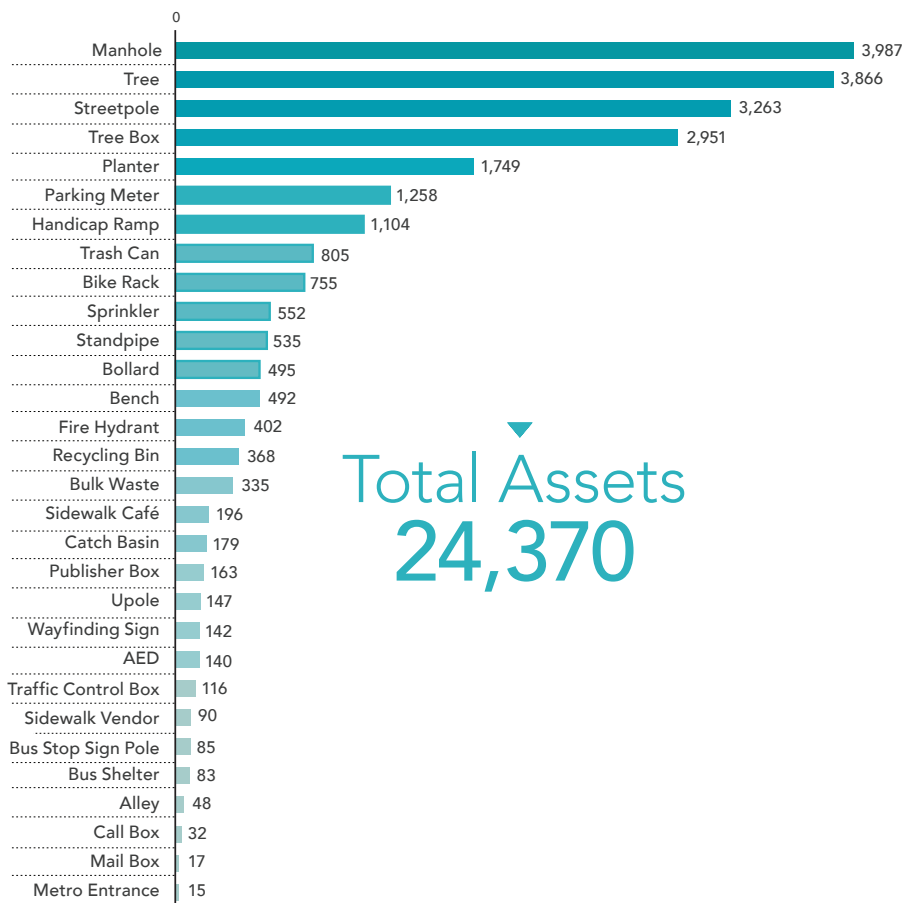
The BID continued to prioritize the clean and safe services on which DowntownDC relies. The BID's red and black-uniformed Safety/Hospitality and Maintenance Ambassadors (SAMs), who work 362 days a year, continue to collect and remove trash, perform landscaping, powerwash, remove graffiti, assist with public space repairs, provide on-the-street concierge services to over 120,000 individuals a year and more. They serviced 805 trash cans in public space and 368 recycling bins throughout the day in the BID's 138-block area.

**400 AT-RISK YOUTH  
HAVE RECEIVED SUPPORT AT THE  
DOWNTOWN WEEKLY YOUTH SERVICES CENTER**





## ASSETS IN DOWNTOWNDC







THE DOWNTOWNDC BID **CONTINUES TO WORK WITH LOCAL AND FEDERAL LAW ENFORCEMENT** AS WELL AS PRIVATE SECURITY AND PROPERTY MANAGERS **TO COORDINATE SAFETY AND SECURITY IN DOWNTOWNDC.**

## CRIME DOWN IN THE BID

DowntownDC continued to be a safe place to live, work and play, following the city's overall trend of decreased incidents of crime in 2017. Overall incidents of crime decreased by 25% in DowntownDC in 2017 and decreased by 11% in the District. In 2016, DowntownDC experienced an increase in theft, theft from auto and stolen auto, but all three of these types of incidents decreased in 2017: theft (-17%); theft from auto (-37%); and stolen auto (-31%). Reported incidents

of robbery in DowntownDC decreased by 29% (from 106 to 75 incidents), assault with a dangerous weapon decreased by 55% (from 80 to 36 incidents) and reported incidents of burglary decreased by 26% (from 39 to 29 incidents).

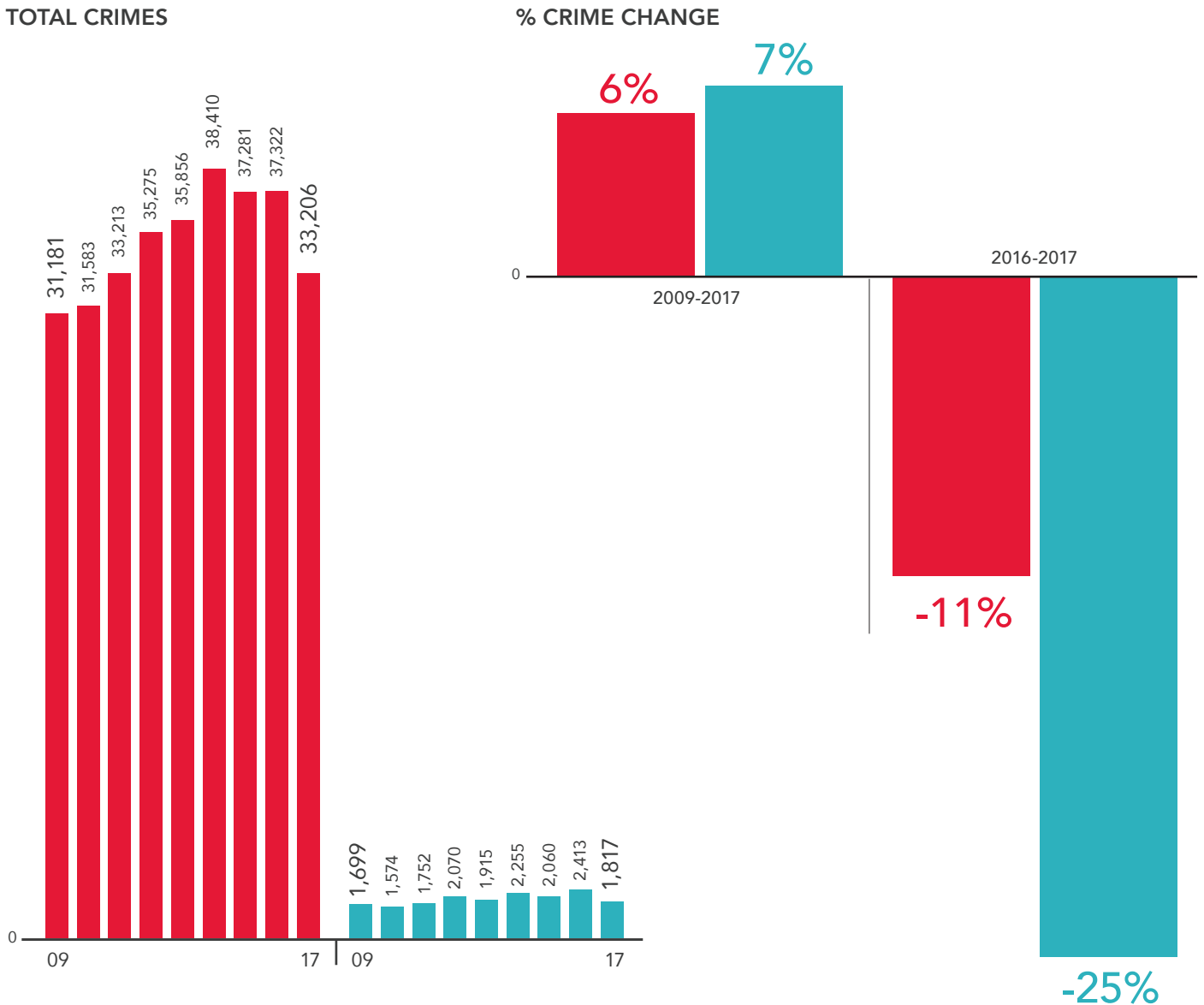
The DowntownDC BID continues to work with local and federal law enforcement as well as private security and property managers to coordinate safety and security in DowntownDC.

IN 2017  
**CRIME  
DECREASED**  
IN DOWNTOWNDC  
BY  
**▼ 25%**

# ANNUAL REPORTED CRIME INCIDENTS IN THE DOWNTOWNDC BID AND DC

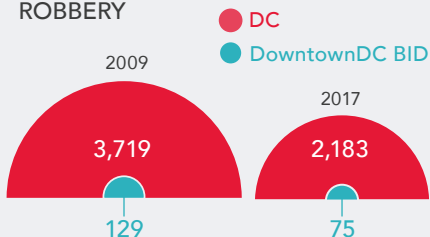
DC DowntownDC BID

## TOTAL CRIMES

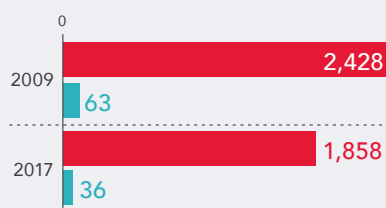


Source: Metropolitan Police Department and DowntownDC BID

## ROBBERY



## ASSAULT WITH WEAPON



## BURGLARY

