







DowntownDC Business Improvement District FY23 Annual Report

October 1, 2022 - September 30, 2023







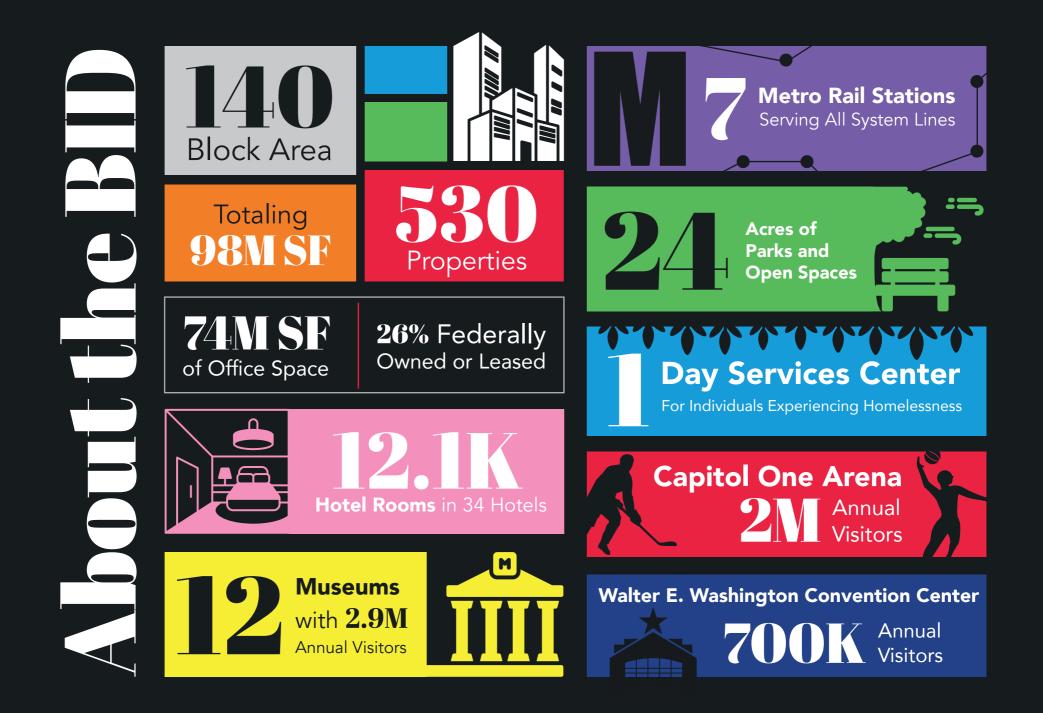


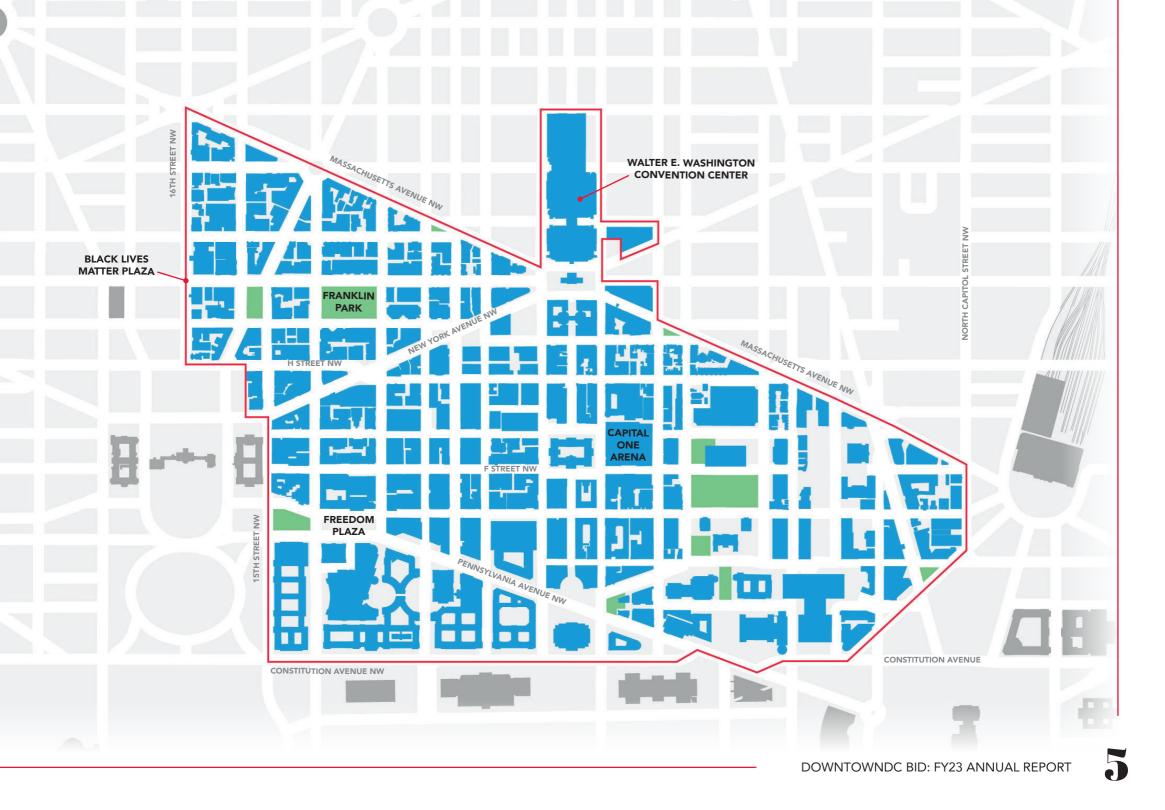
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Letter from the Chairman of the Board and the President and CEO

Dear DowntownDC BID Stakeholder,

As we reflect on the achievements and challenges of the past fiscal year, we are pleased to share the progress made toward our collective vision for Downtown D.C.'s future. The BID continues taking a people-centered approach to its work, convening the partnerships needed to build a resilient, vibrant, and inclusive economy that benefits the entire city. The journey this past year has been marked by resilience, collaboration, and notable accomplishments that underscore our commitment to elevate Downtown D.C.

At the forefront of our efforts was the announcement of the Downtown Action Plan, a collaborative initiative led by the DowntownDC BID, Golden Triangle BID, and Federal City Council. This visionary plan provides recommended interventions towards Downtown D.C.'s road to recovery, ensuring a reimagination of Downtown D.C. into a vibrant, economically sustainable, diverse, and equitable area.

Securing Downtown's Heart: Preserving Our Sports Teams

Amidst significant developments this past year, one announcement weighed heavily upon our community: Monumental Sports and Entertainment, owner of Capital One Arena, disclosed plans to relocate the Washington Capitals and Wizards to Northern Virginia.

This revelation left the District in a state of uncertainty, considering the pivotal role Capital One Arena plays as the economic engine of downtown. However, in the face of adversity, the BID promptly rallied behind Mayor Muriel Bowser and all 12 council members in their swift and determined efforts. Together, we supported the introduction of legislation proposing a substantial investment of \$515 million towards the modernization and expansion of the Capital One Arena, ensuring the continued presence of our beloved sports teams within the heart of D.C. Moving forward, we remain steadfast in our commitment to collaborate with city leaders and the wider community, ensuring that Downtown D.C. retains its vibrancy as a dynamic and thriving destination.

Transformative Progress: Fiscal Success, Community Activation, and Brand Resurgence

In the realm of finance, we have taken strategic measures to enhance our fiscal position. The implementation of a new short-term investment program in U.S. Treasury Securities has proven instrumental in increasing investment earnings. We take pride in 26 consecutive clean audit opinions on financial statements, a testament to our unwavering commitment to transparency and sound financial management.

Our dedication to activating public spaces and parks reached new heights with the inaugural "Kids' World" event at Franklin Park. For three days, the park was transformed into a vibrant hub of activities and activations, attracting thousands of people to Downtown D.C. This event exemplifies our ongoing efforts to create inclusive and dynamic spaces that resonate with the diverse needs and interests of our community.

The "Spotlight" campaign was a digital marketing initiative aimed at promoting the diverse offerings in downtown. We highlighted community connections across our digital platforms through narratives of the people, places, and businesses in Downtown D.C. by weaving narratives of the people, places, and businesses in Downtown D.C. This effort aligned with our efforts to amplify the culture and creativity of the area and promote Downtown D.C. as a leading destination with undeniable energy.

Looking Ahead

As we celebrate the achievements of the past year, our

gaze is firmly set on the future. The groundwork laid in FY23 positions us for even greater success in FY24. We remain steadfast in our commitment to building a downtown that is not only economically robust but also culturally vibrant and socially equitable.

We extend our gratitude for your continued support and collaboration. Together, we will build on the momentum of the past year and shape a Downtown D.C. that stands as a testament to resilience, innovation, and community spirit.



Michael McCarthy Chairman DowntownDC BID Board of Directors



Gerren G. Price President & CEO DowntownDC BID

Keeping DowntownDC Clean and Safe

The Public Space Operations Department stands as the cornerstone of the DowntownDC BID's commitment to maintain a clean, safe, friendly, and welcoming environment. At its helm is the Safety/Hospitality and Maintenance (SAM) Ambassador team, whose tireless efforts ensure the vitality of the public realm 362 days a year. As the most visible face of the BID, SAM ambassadors embody the essence of hospitality, proactively engaging with visitors and providing essential and information and services.





Downtown Action Plan

In Spring 2023, D.C. Mayor Muriel Bowser announced the Downtown Action Plan, a collaborative initiative aimed to develop recommendations that align with the goals and initiatives of Mayor Bowser's Comeback Plan. The plan was lead by the DowntownDC and Golden Triangle Business Improvement Districts and the Federal City Council with the strong support of the office of the Deputy Mayor for Planning and Economic Development.

The Downtown Action Plan's goal is to ensure the recovery and reimagination of Downtown D.C. into a vibrant, economically sustainable, diverse, and equitable area that's welcoming to all at the heart of the city.

In February 2024, the Downtown Action Plan Highlights Report was released. This report outlined the engagement, research and analysis of the Action Plan, and outlined the investments and policy changes needed to assure downtown's recovery and reimagination and suggested action to reverse the decline in downtown tax revenues. For more information about the the Downtown Action Plan, visit **www.reimaginedowntowndc.com**.



Downtown Action Plan Key Metrics





Action Plan Kick-Off (June 15) 200+ Attendees

Workshop organized by the Federal City Council and facilitated by renowned design firm IDEO (mid-July) **100+ Participants**

Public Survey (August-September) 4,000+ Submissions

DowntownDC Pedestrian Safety and Experience Study

The DowntownDC Pedestrian Safety and Experience Study aimed to create a dynamic, inviting, and comfortable human-scaled public realm for workers and visitors in the DowntownDC BID area by assessing pedestrians' safety and overall experience. The study resulted in the implementation of two pilot locations in high pedestrian, high visibility areas that became the canvas for aesthetic changes - **Chinatown Park** and **7th Street** between F and G streets.

Through grant funding from the DC Office of Planning, the Planning and Placemaking Department fostered community engagement and activations with the launch of the Lotus Festival of Food and Culture and PARK(ing) Day events.



DowntownDC Pedestrian Safety and Experience Study Key Netrees



Two pilot locations: - Chinatown Park 7th Street between F and G streets -



Added **9,000 sq feet** of surface **mural art** between both locations

Added **223 sq feet** of mural art on the jersey barriers at **Lotus Plaza**

K+Attendees **8** Performers

Passive Programing: 2 work out days and a movie night



Homeless Services

For more than 25 years, the DowntownDC BID has been committed to serving our unhoused neighbors. Direct homeless outreach throughout Downtown D.C. by experienced BID staff ensures unhoused individuals receive critical support and assistance. Since 2019, the Downtown Day Services Center works toward measurably reducing the number of homeless adults on the street, as a single point of access, providing daytime support and services to promote self-sufficiency, wellness, recovery, and employment, with the end goal being permanent housing and stability.





Homeless Services Key Netrics



 Downtown Day Service Center Impact by the Numbers
 Medical - 1,595 Visits - 1944
 Dental Appointments - 1944
 Showers - 8,830
 Laundry - 2,8844
 Meals - 25,7944





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Kids World

The inaugural launch of Kids World brought young children, teenagers and their families to Franklin Park for three fun-filled days of multiple activations, hands-on projects, oversized installations, main stage performances featuring young artists, story time with The Cat in the Hat, kid entrepreneurs, workouts with super heroes, and more. This kid-centric, immersive experience, featuring health & fitness and science & nature activities, was free to the public. For an entire weekend, Kids World attracted thousands of people to Downtown D.C. from all eight wards of the city and beyond.





Kids World **Event Netrics**







Performers

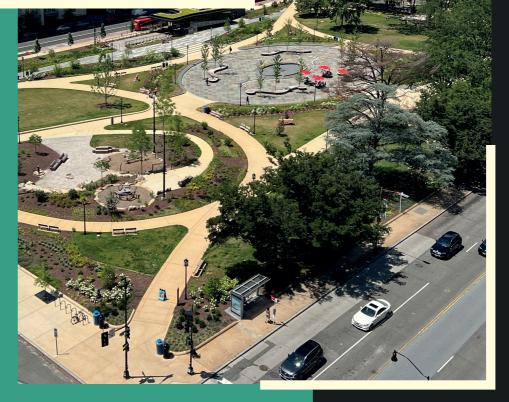
16.6 Website Page Views





ShowcasingDowntown D.C.'s Offerings

The Marketing and Communications Department stands as the resonant voice of the organization, crafting narratives that define the essence of Downtown D.C. This fiscal year the department launched "Spotlight: Downtown DC Up Close," a campaign designed to unveil the untold stories of the people, places, and programs that contribute to the heartbeat of Downtown D.C. Twenty-seven compelling Spotlight stories and visually engaging content showcased the diversity of offerings in the Downtown D.C. area, enhancing the connection between stakeholders, residents, and the community.



Marketing and Communications Digital Metrics





A New Focus Area Emerges

Born from a commitment to enhance stakeholder experiences and bolster economic development efforts as marked in the Renewal Plan of FY2022, the Stakeholder Engagement focus area was established to serve as a beacon of connectivity and collaboration. With a strategic focus on building and nurturing stakeholder relationships, fostering strategic partnerships, and serving as a dedicated liaison for stakeholder needs, this new focus area plays a pivotal role in realizing the BID's vision for a thriving and inclusive Downtown D.C. community.



Projects and Initiatives:

- Annual Meeting and Networking Event: Inaugural launch of a more forward facing event in an effort to provide more transparency to DowntownDC stakeholders.
- **Summer Youth Internship Program:** Forged a new partnership with DC Public Schools Career-Ready Internship program to host 10 high school interns in collaboration with the Marion Barry Summer Youth Employment Program.
- **Board Member Relations:** Collaborated with executive leadership to enhance board communications and diversity. Recruited and integrated 10 new board members from various industries and backgrounds.
- International Downtown Association (IDA): Advanced work towards establishing Washington D.C. as the host-city for IDA's 2025 Annual Conference.



Stakeholder Engagement Projects and Initiatives



Annual Meeting and Networking Event

Summer Youth Internship Program

Board Member Relations

International Downtown Association



Roadmap for the Future

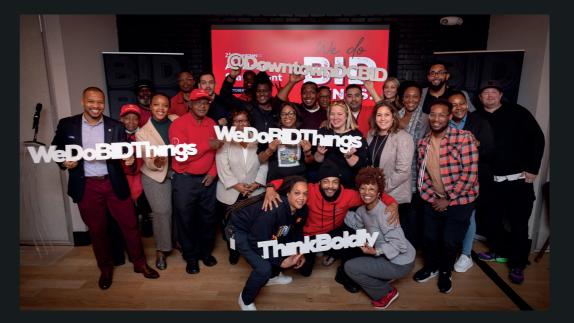
During Fiscal Year 2023, the Administration Department continued its pivotal role in managing daily operations and strategic planning. Collaborating with firms like the Northridge Group and Uncommon Bridges, formerly BDS Planning, the department spearheaded initiatives aimed at refining organizational structure, procurement policies, and compliance procedures. Notably, their efforts culminated with the launch of the Internal Organizational Strategic Plan for 2023-2027, setting a robust roadmap for future endeavors. Moreover, the department oversaw 44 new hires and five promotions, demonstrating their commitment to talent development.

Intended Impact

DowntownDC is a leading destination with undeniable energy. It is a dynamic and diverse district that is green, livable, and walkable, where everyone belongs, and memories are made. It reflects and amplifies the culture, creativity, and excitement of the city, the region, the nation, and the world.

Administration Department

Key Metrics



 $\angle \Box \Box$ New Hires Staff Promotions DOWNTOWNDC The Downtow Business Improv 63% 13% District is an **insp**i Workforce THINGS place to work, w **Demographics** we think boldly, Black or African Hispanic or empowered, an American employees Latino employees BID things



Responsibility and Fiscal Innovation

The Finance Department's work in Fiscal Year 2023 underscores the DowntownDC BID's commitment to fiscal responsibility and strategic investment decisions that minimize risk while maximizing financial returns. Fiscal responsibility continues with a 26th consecutive clean audit opinion and implementation of a new accounts payable system. Strategic investment decisionmaking led to the implementation of a new short-term investment program in U.S. Treasury Securities with maturities of less than one year. As a result, investment earnings increased from \$5,000 in FY2022 to \$326,000 in the final nine months of FY2023, and is projected to be \$400,000 in FY2024. This achievement showcases the BID's ability to diversify income streams without imposing additional tax assessments on BID members.



Finance FY2023 Accomplishments



Received 26th consecutive clean audit opinion

Implemented new accounts payable system



Letter from the Treasurer of the Board

The DowntownDC Business Improvement District (BID) ended its 26th year of operation on solid financial footing.

Baker Tilly, the BID's auditors, issued an unqualified opinion on the BID's financial statements for Fiscal Year 2023, which covers the period of October 1, 2022 through September 30, 2023, earning the highest possible audit rating.

The pages that follow present a summary of the BID's audited Consolidated Financial Statements for FY23. Throughout this period, the BID maintained a strong financial position, and its operating revenue and expenses were on budget.

In FY23, there was no change in BID tax rates and no change is budgeted for FY24. The last BID tax increase was in FY2019. The FY23 and FY24 BID tax rates are: 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 FY2023, the BID's grant revenue was the result of several DC Government grants:

- Downtown Day Services Center
- NY Avenue Sculpture Project
- Dupont Underground Project
- Downtown Action Plan
- Lotus Festival

Following a year of strong 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, Board of Directors DowntownDC BID

Financial Statement

Consolidated Statements of Financial Position

	9/30/2023	9/30/2022
ASSETS		
Cash and Cash Equivalents	\$ 5,575,679	\$ 12,631,403
Short-Term Investments	\$ 6,507,103	\$ -
Contract Receivable	\$ 1,025,015	\$ 545,727
Grant Receivable	\$ 371,004	\$ 364,519
Deposits	\$ 107,265	\$ 107,265
Prepaid Expenses	\$ 150,679	\$ 70,204
Property and Equipment, Net	\$ 651,573	\$ 1,032,783
Right-Of-Use Assets	\$ 7,218,663	\$ -
TOTAL ASSETS	\$ 21,606,981	\$ 14,751,901
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$ 721,372	\$ 737,953
Deferred Rent	\$ 	\$ 603,359
Deferred BID Taxes	\$ 4,084,506	\$ 4,516,741

\$

\$

\$

\$

\$

\$

\$

\$

7,874,992

13,374,927

6,580,481

1,000,000

651,573

8,232,054

21,606,981

694,057

Operating Lease Liabilities

UNRESTRICTED NET ASSETS Without Donor Restrictions: Undesignated

Capital Replacement and Park

Improvements Reserve Property and Equipment, Net

TOTAL UNRESTRICTED NET ASSETS

TOTAL LIABILITIES AND NET ASSETS

Other Liabilities

TOTAL LIABILITES

\$

\$

\$

\$

\$

\$

\$

\$

\$ \$	1,029,313 1,012,182	\$ \$	937,921 791,075
	1,029,313	\$	
\$	1,698,258	\$	1,469,540
\$	2,880,622	\$	2,644,787
\$	4,247,306	\$	4,193,224
\$	1,428,263	\$	1,605,685
\$	2,683,311	\$	1,877,073
\$	3,128,909	\$	2,661,668
	\$ \$ \$ \$	 \$ 2,683,311 \$ 1,428,263 \$ 4,247,306 \$ 2,880,622 	\$ 2,683,311 \$ \$ 1,428,263 \$ \$ 1,428,263 \$ \$ 4,247,306 \$ \$ 2,880,622 \$

9/30/2023

9/30/2022

Consolidated Statements of Cash Flows

	9/30/2023	9/30/2022
NET CASH PROVIDED BY OPERATING ACTIVITIES	\$ -495,631	\$ 2,116,101
NET CASH USED IN INVESTING ACTIVITIES	\$ -6,560,093	\$ -80,824
NET INCREASE IN CASH AND CASH EQUIVALENTS	\$ -7,055,724	\$ 2,035,277
CASH AND CASH EQUIVALENTS, BEGINNING	\$ 12,631,403	\$ 10,596,126
CASH AND CASH EQUIVALENTS, ENDING	\$ 5,575,679	\$ 12,631,403
SUPPLEMENTAL NONCASH FLOW DISCLOSURE	\$ 8,697,677	\$ -

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

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632,332

6,490,385

6,228,733

1,000,000

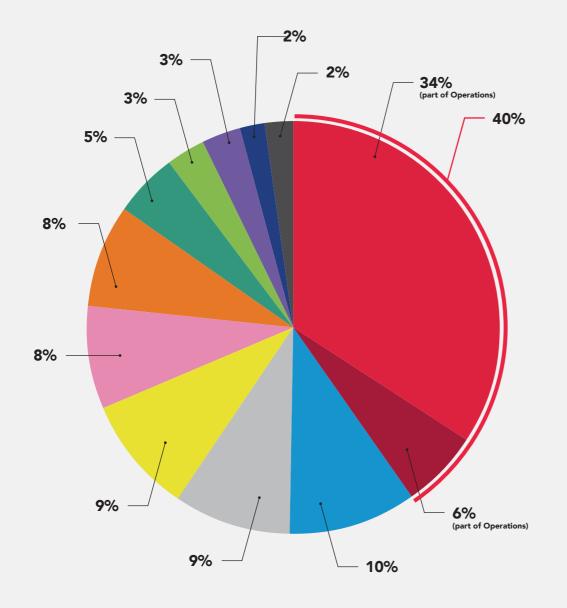
1,032,783

8,261,516

14,751,901



FY2O24 DowntownDC BID Budgeted Expense Allocation



Operations	40 %
Public Space Operations	34%
• Franklin Park Operations	6 %
Downtown Day Services Center	10%
Administration & Finance	9 %
Planning & Economic Development	9 %
New York Avenue Sculpture Project	8%
Events	8%
Marketing and Communications	5%
Homeless Services	3%
Capital Improvements	3%
DowntownDC Foundation Support	2%
Special Projects	2%
Catal \$10 155 A	

Total \$18,155,000

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Women's Wellness Day at Macy's

Macy's at Metro Center reaffirmed its partnership with the DowntownDC Foundation by generously supporting the Foundation's Women's Wellness Day event on May 24, 2023. Macy's demonstrated exceptional generosity by providing grant funding, enabling 20 women experiencing homelessness to enjoy an uplifting experience at their Metro Center location, complete with nourishing lunch meals, personalized styling assistance, and essential items. This initiative supported women in need in obtaining essential items, experiencing a positive outing, all while fostering trust and dignity.

In recognition of the Foundation's unwavering commitment to community welfare, it received the 2023 Good Neighbor award from the DC Department of Human Services. This honor underscores the Foundation's impactful support of homeless services efforts, notably at the Downtown Day Services Center (DDSC), showcasing its dedication to vulnerable populations through strategic partnerships and philanthropic initiatives.



DowntownDC Foundation Key Netrics



8 grants received totaling \$76,920

750 overnight backpacks provided

DDSC Open House Event Tours

600 Holiday Lunches

4,5000 attendees to Foundation sponsored events

Thank you to the Foundation's top FY2023 donors*







*Donations of \$25,000 and above

DowntownDC BID Staff

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DeLores Dickens Administrative Assistant

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Yue Han Events & Strategic Partnerships Associate

D'Mario Headen-Vance Information Technology Operations Manager

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Valencia Long Creative Strategist of Events & Partnerships Narrean Marsden Social Media Associate

Cecily Mendie Franklin Park Manager

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Gerry Widdicombe Chief Financial Officer

Famela Wolf Facilities Assistant

DowntownDC Foundation

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Jana Krien Development Operations Manager

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Frank McCoy **Kevin McKinley Terrence McNeal** John Lee McNeill Malik McSwain Julio Mendez Arevalo Alfreda Mintah **Phillip Mitchell** Tremaine Moore **Justin Monroe** Fred Peele **Donna Riley Blanca Ramirez** Leonard Redmond Henry Ridout **Kevin Robinson** Rosa Rosales De Velado **Harold Royal** Lorenzo Sanders Sr. **Crystal Saunders Dion Simmons Lorine Simon Jermaine Simpson Derrick Streeter** Charles Stroud Jr. **Edward Taylor**

Isaiah Taylor Justin Thomas Robert Toney Delano Turner Lawrence Twisdale George Vincent II Lasheia Walker Eric White Shanae Wilkins Alonzo Williams Michael Williams Philip Wright





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Matthew Klein, 1st Vice Chair President, Akridge

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

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Kingdon Gould III, Member Vice President, Gould Property Company

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Members

Matthew August Director, Facilities Management & Services Program Div. PBS/NCR, US General Services Administration

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

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Brian Grant First Vice President, Equity Residential **Thor C. Headley** Managing Director, Hines, Columbia Square

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

John McDonnell President, Clyde's Restaurant Group

Marshall McNair Vice President, Asset Manager - US Office Division, Brookfields Properties

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Todd Payne Government Affairs Manager, Microsoft

Chase Rynd (Past Chair)

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Kenneth Schwartz, Partner Arnold & Porter Kaye Scholer

Paul R. Tetreault Producing Director, Ford's Theatre

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



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