



NOT JUST SMART BRILLIANT



A Note from the President/CEO

It has been another illuminating year in Crystal City! We created a new theme and location for Vintage Crystal, and hosted a month of curated street art at G40: The Summit. New Art Walls are popping up all over the area, and Bucky Art Statues celebrated Arena Stage's last performance in Crystal City. Crystal Couture was bigger and better than ever, and the festival for the Marine Corps Marathon was completely "kid-tastic." We sponsored six 5K races, the Air Force Cycling Classic, two Bike DCs, and over 60 outdoor fitness classes.

With all that we make happen here in Crystal City, I am often asked, "How many people work at the Crystal City BID?" When I answer that we have four full time employees, people are dumbfounded. The secret is that we work with great partners. These partnerships allow our small team to accomplish mammoth tasks, maintaining Crystal City's momentum and transformation toward being the best urban village in the area.

Crystal City is a brilliant place to be and is only getting better. With exciting events and programs throughout the year, new restaurants opening to complement an already impressive set of offerings, and the new home of the nation's premier physical performance company, Syntec Theater, come see why Crystal City is a bright place to be!

Angela Fox
President/CEO

About the Crystal City Business Improvement District

The Crystal City BID is a public-private partnership established in April 2006 to promote the vibrant Crystal City business, retail, restaurant and residential community. The Crystal City BID is committed to showcasing the area as a world-class destination for visitors, employees and residents. Crystal City is **ACTIVE, ARTFUL, ACCESSIBLE,** and **GREEN.** For more information, visit www.crystalcity.org.



BE ACTIVE WITH US

Whatever age or ability, Crystal City offers everyone a chance to get active. There are weekly outdoor Zumba and yoga classes, competitive racquetball tournaments, pickup volleyball, and basketball games. From Bike to Work Day to the Air Force Cycling Classic, enthusiasts of all abilities can easily enjoy a great bike ride. The area also hosts numerous running events throughout the year including the Marine Corps Marathon, 5K Fridays, and the Crystal City Twilighter.



The Crystal City Twilighter is one of the area's premier evening races with a flat course, great runner premiums and perks, and a fabulous after-party. With over 2,500 participants, and hundreds of spectators, the race fills the streets of Crystal City, and its restaurants and bars.

34th Annual Marine Corps Marathon October 25, 2009

Crystal City was the place to be for the 15,000 spectators who watched the runners as they passed miles 22 and 23 of the Marine Corps Marathon. More than 1,000 children came with their parents and enjoyed live music, moon bounces, face paintings, balloon art, arts and crafts with the National Children's Museum, and circus activities. Festival goers snacked on cotton candy courtesy of Freddie's Beach Bar and popcorn from the Marriott. In between music sets, race watchers made their own music with red Crystal City cowbells. Runners got a great boost from the bright and colorful flags lining Crystal Drive.

5K Fridays April 2010

On Friday, April 2, 2010 at 6:30PM, the first in a series of 5K races began. For the next five weeks, runners from across the DC region came to Crystal City to get fit, healthy, and ready for spring. The course was always the same; which allowed racers to challenge themselves to better their time over the five weeks and evaluate their progress. Over 5,000 people ran in 5K Fridays, with hundreds more spectators cheering them along. With great restaurant deals, free post-race showers, and fun after-parties, the races provided a fun fit evening for runners of all abilities.



The weather was perfect as nearly 350 cyclists arrived in Crystal City's scenic Water Park for the Washington Area Bike Association's annual Bike to Work Day. As a gold sponsor for the event, the Crystal City BID hosted a pit stop for commuting cyclists. Riders were able to enjoy a light healthy breakfast, learn about commuter shower membership options at Sport & Health Club, and get their bike safety checks and repairs by Revolution Cycles.

U.S. Air Force Cycling Classic June 13, 2010

Over 1,200 community riders came out to challenge themselves on a 12.5km circuit course during the 4th Annual U.S. Air Force Cycling Classic. After the community ride, hundreds of people watched as professional teams from around the world rode in the Air Force Cycling Classic circuit race. This year's race was a criterium where riders raced around a fast-paced 1km circuit in the heart of Crystal City. The new format increased the excitement keeping spectators at the edge of their seats with numerous lead changes, attacks, and nonstop action. In addition to the men's race, the day also featured a women's pro-am, and a men's amateur race. For many proud parents the children's race was the highlight, with more than 100 children participating. Between the professional and amateur riders, and spectators, around 2,500 people filled the streets and restaurants of Crystal City.

Bike DC October 17, 2009 & May 23, 2010

Bike DC 2009 was a 25 mile Capital Ride, and a 12 mile Family Ride. Despite the cold and rainy weather, approximately 2,500 cyclists came out for the car-free streets. Participants were able to see the Capitol, the Supreme Court, the White House, Embassy Row, the Pentagon, and the Marine Corps and Air Force memorials. Early the following spring, over 3,000 cyclists participated in Bike DC 2010 and took to the streets for another great spin around the District of Columbia and Arlington.

Once in Crystal City, a finish line festival featuring children's activities, great music supplied by DJ Neekola, refueling snacks, and a bike museum, greeted participants. Bike Arlington gave away free bags, pins, and t-shirts, and Revolution Cycles provided tune-ups. Thanks to WABA, cyclists could check their bikes in the complementary bike valet and enjoy brunch in one of the local restaurants.



BE ARTFUL WITH US



Home to nationally recognized theater, stunning street art, designer cuisine, unique shopping, a fashion extravaganza, and an international wine festival, Crystal City provides a cultural destination that is uniquely accessible and entertaining for all ages. The Crystal City BID has transformed the area's appeal by turning an underpass into a gallery, launching an outdoor statue project, making creative use of available retail space, and decorating and deepening the area's artful side.



CRYSTALart Art Walls May, 2010

In May, the Crystal City BID's Art Walls collection grew to a total of ten galleries. With work from local artists printed on large aluminum panels and mounted throughout the area, these additions bring color and energy to drab underpasses and blank building walls - creating vibrant views throughout the area.

Bucky Art Statues April 1 - Summer, 2010

Nearly three years ago, the Crystal City BID and key stakeholders built a 460-seat temporary home for Arena Stage in Crystal City. As a salute to the theater's final performance in Crystal City, R. Buckminster Fuller: THE HISTORY (and Mystery) OF THE UNIVERSE, the Crystal City BID debuted a series of street art pieces that paid homage to the scientific mind of the main character of the show. The eleven pieces in the "Bucky Art" series were placed along a walking path that brought patrons from some of Crystal City's most prominent restaurants to the theater.



G-40: The Summit March 3 - 27, 2010

An office building got a radical makeover into a progressive, contemporary exhibition space when G-40: The Summit rolled into Crystal City during March 2010. Curated by Art Whino, "G-40: The Summit" brought the leaders of the New Brow genre of contemporary underground art together in an effort to explore, discuss and grow the movement. Different hubs of the New Brow movement were showcased at G-40 including DC, New York, California, and various other international cities. Throughout the month of the exhibit, G-40 hosted musical and visual performances, lectures, and more. Over 15,000 people visited the 75,000 square feet of exhibit space.

Theater

In June, 2010, Arena Stage finished a successful three year run in Crystal City. Over the course of those three years, Arena brought more than three hundred thousand visitors to Crystal City and enhanced the area's reputation as an arts and dining destination. While the Crystal City BID is sad to see Arena leave, we are looking forward to welcoming Synetic Theater to the area. As the nation's premier physical theater company and annual favorite at the Helen Hayes Awards, Synetic will continue Arena's tradition of excellent theater in Crystal City.

FOTOWEEK DC March 3 - 27, 2010

Starting in November of 2009, Crystal City enticed FOTOWEEK DC to cross the river. The 150 picture exhibition combined the FOTOBAMA exhibition, a popular exhibition created for the Newseum that captured President Obama's historic campaign and election, with the finalists for FOTOWEEK's annual competition. By lining the interior walkways of Crystal City with these images, the Crystal City BID brought the Art Walls program indoors.



CRYSTALSCREEN Star Trek June 7 - August 16, 2010

The courtyard at 18th and S. Bell Street serves as a movie theater on Monday evenings in the summer. There is no better place to meet friends, bring a picnic, and enjoy an evening under the stars. This year saw the close of the Super Heroes theme and the launch of the most popular theme yet - Star Trek. The festival included a costume competition, a scavenger hunt, and a trivia night. Thanks to the Washington Shakespeare Company, Marc Okrand the inventor of the Klingon language stopped by the festival to talk with guests. The popularity of the outdoor event has also attracted the likes of some of the metropolitan area's hottest food trucks with Sweet Green's Sweet Flow and District Taco providing tasty treats.





vintageCRYSTAL

September 20, 2009

Held annually in September, Vintage Crystal is the only "inside the beltway" outdoor wine festival in the entire metropolitan area. For the 3rd Annual Vintage, the Crystal City BID moved the location to the courtyard near 220 20th Street, and gave the festival a "Latin Twist." With wine supplied by Jaleo Wine Shop, Vintage served up the best in Latin wine, jazz from DC Jazz, and salsa dancing from Columbia Pike's Salsa Room; showcasing Crystal City's tasty restaurants and beautiful open spaces.



CRYSTAL Couture

February 1 - 6, 2010

Every February, Crystal City becomes the region's fashion capital with Crystal Couture. The area is transformed into a fashion hot spot filled with boutiques, free makeovers, body painting, runway shows, and more. Couture was even bigger and better than last year, with more boutiques, runway shows, body painting, and shopping. Crystal Couture is a fashion lover's dream.

CRYSTAL Couture
 Six Nights, One Theme – Wild, Sexy, Fashionable Fun!
www.crystalcity.org

Jungle, Jeans, Tats, and Tees
 February 1st – February 6th
 Monday to Saturday from 6:00pm to 10:00pm
 23rd & Crystal Drive

Logos for Crystal City BID, DC, and Lowe's are visible at the bottom.



BE ACCESSIBLE WITH US



Crystal City is one of the most accessible areas in the region. Whether flying into Washington National Airport, traveling via train on the Virginia Railway Express (VRE), hopping on the vast Metro Rail/Bus system, driving in your car, or pedaling on the trails, all “roads” lead to Crystal City. The Crystal City BID works to maximize these assets while expanding their use and efficiency throughout the area.



CRYSTAL WI-FI Summer 2009 - Ongoing

Crystal City added another layer of accessibility by offering free internet Wi-Fi Access in its most beautiful courtyards, plazas, and parks. With internet service donated by Atlantech Online, the Crystal City BID installed a wireless network to provide Crystal City residents, tourists, and employees itching to get outside with an opportunity to get online. Enhancements and expansions are in the works for the fall of 2010 through a partnership with Wi-Fi Relativity that will improve reliability and value of the program.

Bike Culture

Already known as a great area for bicycle commuting and recreational riding, Crystal City is a leader in bike culture for the Washington, DC Metropolitan area. With direct access to the Mount Vernon and Four Mile Run Trails, cyclists of all abilities and ages can enjoy a great ride free from traffic. Commuters will find their trip comparable to driving or taking Metro. The bicycle lanes and simplified traffic in Crystal City help transport riders safely to their destinations where plentiful and convenient bicycle racks make parking easy and safe.

This year, in partnership with Revolution Cycles, the Revolution Cycles City Hub debuted in Crystal City. The City Hub offers bicycle accessories, repairs and an innovative bicycle lease program, making bicycles available to area residents, employees, and visitors looking for a quick ride.



Metro Rail/Bus

Crystal City is centrally located on the yellow and blue lines of the Metro system. The Crystal City metro station is centrally located within Crystal City. In addition, six Metro bus routes, and three commuter buses also service the area. The Crystal City BID continues to promote the Metro for events, commuting, and touring.

Car/Parking

With connections to every major highway and interstate in the area, getting to Crystal City is easy and parking is even easier. Crystal City contains a number of parking facilities that make finding a space close to your destination simple and convenient. Many of the facilities offer FREE parking after 4PM on weekdays and all day on weekends and holidays.

Virginia Railway Express

The Virginia Railway Express (VRE) represents one of the most popular non-Metro systems for Crystal City employees. Located next to the Water Park, the VRE station provides convenient access to suburban Virginia communities, and Washington, D.C. Serviced by both the Manassas and Fredericksburg lines, the Crystal City station boasts the second highest ridership in the system.



Crystal City is a transit-oriented, eco-conscious area. The Crystal City BID enhances the area's green assets with environmentally responsible and sustainable landscaping programs, waste-free events, composting, street recycling, and more.



The Crystal City BID manages the central medians that represent the "front door" to the area's businesses, residences, and restaurants. By tending to the medians on Route 1 and identifying spot improvements with large, visual impacts, the Crystal City BID has made the area greener, cleaner, and more attractive. This year, the Crystal City BID implemented landscape enhancements along the southern portion of Route 1 and, through a partnership with the Doubletree Hotel, a large stretch of neglected property along Army Navy Drive. These improvements added new trees, provided needed maintenance to existing trees, and replaced turf with drought tolerant grasses that do not require mowing making Crystal City a cleaner and greener place.

Street Recycling

In August, 2009 the Crystal City BID placed 50 street recycling bins on the streets of Crystal City. Managed by the property owners, these bins bring a much needed service to the area and make recycling much easier for area residents, workers, and guests.

Low-To-No-Waste Event Policy

To ensure that Crystal City's festivals and events are not contributing to landfills and environmental over-use, the Crystal City BID established a low-to-no-waste policy in the fall of 2008. On-site recycling and compost bins along with recycled and/or biodegradable products are used for all food and drink samples at Crystal City BID sponsored events. Through a partnership with EnviRelation, all compostable and biodegradable materials collected at Crystal City BID-sponsored events are commercially composted at a local facility.



The Crystal City BID gives offices, workers, and residents a free opportunity to recycle their electronics and sensitive documents safely and securely at the annual Power Purge & Shred. This year, more than 30 tons of electronics and 9 tons of paper were processed at the event.



The Crystal City BID introduced the Floral Frenzy as a way to bring the community together and help reuse elements of the area's landscape rotations. The program kicked off at the weekly Farmers' Market in October with the "Tropical Storm" where the rotation of warm-weather container plants from Vornado/CES's summer rotation were given away to eager residents and employees. The program expanded into the spring with the "Bulb Blitz" which allowed participants to grab a shovel and bring home a beautiful spring tulip. This model of reuse creates a win-win while keeping Crystal City beautiful and green!

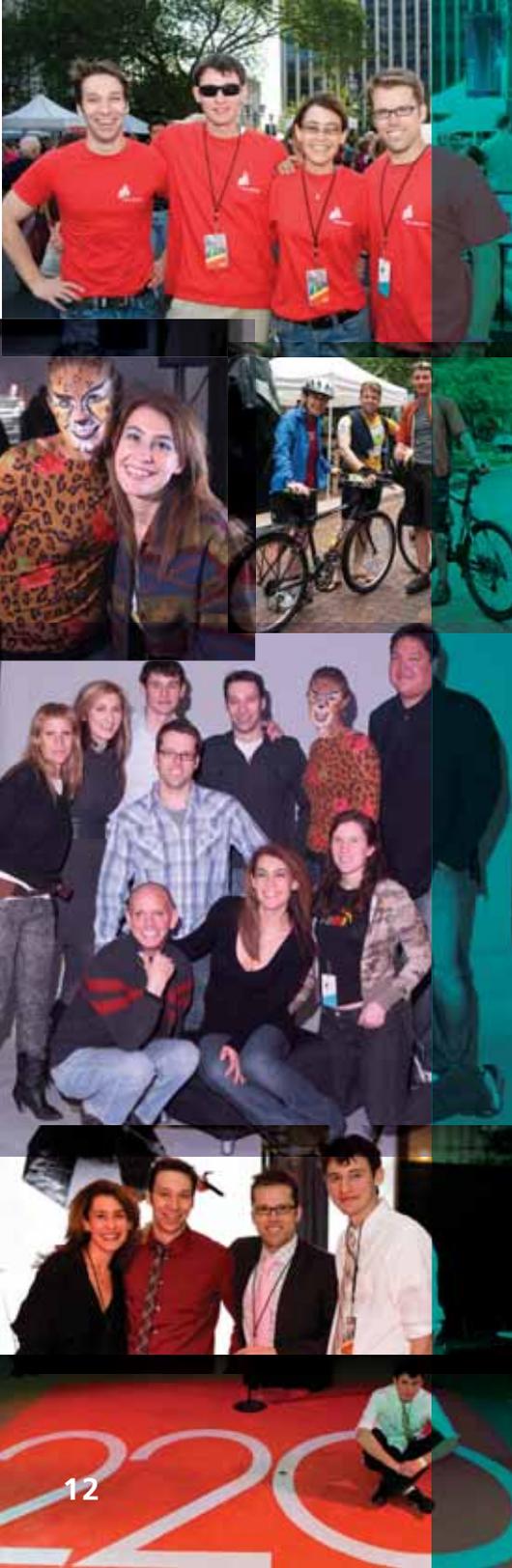


Located on the sidewalk along Crystal Drive between 18th and 20th Streets, Crystal Farms farmers' market takes place every Tuesday from 3PM to 7PM from the spring through the fall. Now managed by the award-winning FRESHFARM Markets, over 20 local farmers and producers bring together seasonal fruits and vegetables, fresh-cut flowers, container plants and herbs, farm-raised eggs, all-natural meats, artisan baked goods, coffees and teas, specialty foods and much more. This year's market added a composting drop site courtesy of EnviRelation. Urban residents and office workers are able to bring their kitchen scraps to the market to the EnviRelation composting station for composting at a local facility.

The Crystal City BID is also proud to offer a Community Supported Agriculture (CSA). Available through a partnership with Great Country Farms, the CSA provides high-quality locally-grown fruits and vegetables to registered CSA members.



BE ACCOUNTABLE WITH US



STATEMENT OF FINANCIAL POSITION

CURRENT ASSETS

Cash and equivalents	\$ 619,776.00
Accounts receivable, net	—
Prepaid expenses	\$ 5,613.00
Property and equipment	\$ 27,838.00
Total assets	\$ 653,227.00

LIABILITIES AND NET ASSETS

Total current liabilities	\$ 65,214.00
Unrestricted net assets	\$ 588,013.00
Total liabilities and net assets	\$ 653,227.00

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES

County disbursements	\$ 2,242,195.00
Sponsorships and events	\$ 110,000.00
Interest income	\$ 5,647.00
Total support and revenues	\$ 2,357,842.00

EXPENSES

Administration	\$ 771,834.00
Marketing and events	\$ 419,378.00
Operations	\$ 1,166,706.00
Total expenses	\$ 2,357,918.00

Increase (decrease) in unrestricted net assets (76)

AWARDS

- The 2010 International Downtown Association Pinnacle Award
- The 2010 International Downtown Association Merit Award
- Named A Silver Level Bicycle Friendly Business by the League of American Bicyclists
- The 2010 Car Free Diet Pioneer of the Year
- The 2009 International Downtown Association Award of Distinction



BOARD OF DIRECTORS

OFFICERS

Chair *Marty Almquist*, Cassidy Turley **Vice Chair** *Mitch Bonanno*, Vornado/Charles E. Smith
Treasurer *Jean-Marc Dizard*, Hyatt **Secretary** *Christine Ponzi*, Cafe Pizzaiolo **Immediate Past Chair** *Jerry Norris*, Battlespace

BOARD MEMBERS

Doug Abbott, Gould Property Company *Andy Aument*, Archstone-Smith *Joan Berman*, Vornado/Charles E. Smith
Pradeep Bobba, Sheraton *Jim Creedon*, Vornado/Charles E. Smith *Larry Duncan*, Lockheed Martin
Dori Familant, Doubletree Hotel/Embassy Suites *Kingdon Gould III*, Gould Property Company *Jim Gray*, NCB Capital Impact
Alan Haskel, PBS *Katya Naman*, Lowe Enterprises *Mara Olguin*, Vornado/Charles E. Smith *Freddie Lutz*, Freddie's Beach Bar
Glenda MacMullin, Consumer Electronics Association *Peter Priesner*, Radisson Hotel/Hampton Inn *Maribeth Spitz*, Transwestern
Harmar Thompson, Lowe Enterprises *Steven Wilder*, The Boeing Company

COUNTY REPRESENTATIVES

Alex Iams, Arlington Economic Development *Cheryl Mendonsa*, AHCA
Mark Schwartz, Management and Finance *Jim Whittaker*, Crystal Condos

STAFF

Angela Fox, President/CEO *Robert Mandle*, Operations Vice President *Charles Gray*, Administration/Finance Director
Joseph Petty, Operations Associate *Deanna Ratnikova*, Research Associate *Kye Presley-Dowd*, Marketing Consultant
Sara Abramson, Market Manager

COUNSEL

La Fonte Nesbitt, Holland & Knight LLP