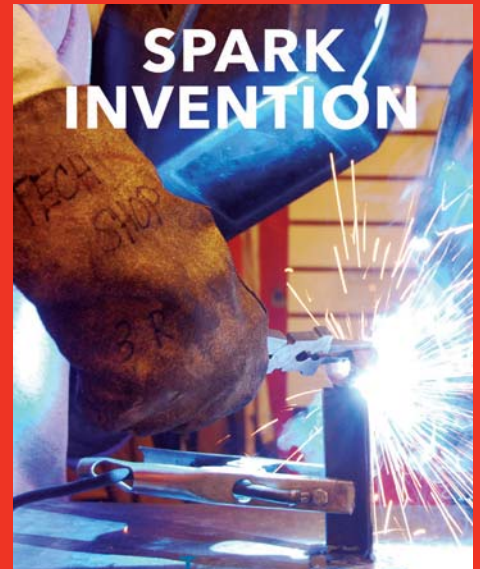
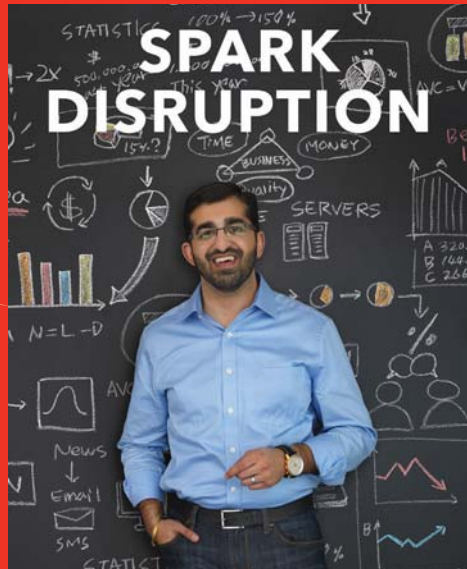


WHAT SPARKS YOU?



CRYSTAL CITY

BUSINESS IMPROVEMENT DISTRICT 2014 ANNUAL REPORT



photograph by Kate Triano

A Note from the President/CEO What a year in Crystal City! Here at the BID, our job is to change the way people see, perceive, and experience Crystal City, and the Crystal City experience has never been better. We have more events than ever, and our programs are even more comprehensive and impactful. We have new restaurants on the street, and exciting new tenants in the buildings. In addition to being an ACTIVE, ARTFUL, ACCESSIBLE, and GREEN place, Crystal City has gotten INNOVATIVE. If you haven't been to Crystal City lately, you are missing out on world-class theater, luxurious living, delicious cuisine, healthy farmers markets, fast fit 5Ks, exhilarating bike rides, and so much more!

Angela Fox
President/CEO



CREATIVE



The Crystal City BID works tirelessly to promote Crystal City locally and nationally. This comes in the form of numerous articles and stories about the area that regularly appear in newspapers, magazines, blogs, and television. Members of the Crystal City BID also travel to conferences, as well as attend local forums, seminars, meetings, and networking events, to promote and advocate for the neighborhood. In addition to these, and other, normal marketing activities, the Crystal City BID launched a national business-to-business marketing campaign. Titled "What Sparks You," Crystal City showed off its innovative, **CREATIVE** community by highlighting all of the exciting developments in the area, covering everything from the Crystal Tech Fund to creative celebrity chefs, AKA the "kitchen sink!"



INNOVATIVE



Crystal City is electric with new business, new spaces, and new ideas. Just in the last few months, Crystal City has welcomed DesignLAB, TechShop, and the Crystal Tech Fund. That means that you can now design and create a new product, launch and potentially get it funded while working in cutting edge office space, which can grow and flex with your company. These new tech-driven businesses join existing companies such as CEA, PBS, Lockheed Martin, and Boeing and make Crystal City the most **INNOVATIVE** area in Washington. Soon WeWork Residential will open, creating a new and exciting residential and co-working option for the area.



ACTIVE



More than 37,000 runners sped through the streets of Crystal City this year at the annual Crystal City Twiligher 5K, the Marine Corps Marathon, and 5K Fridays. Over 2,000 cyclists explored the area at the Air Force Association Cycling Classic, Phoenix Derby, and Arlington Fun Ride. All of that and we still made the time to host 21 Monday Morning Yoga classes, 22 Outdoor Zumba classes, a street hockey league, and the Women's Professional Racquetball Classic. Combined with the existing infrastructure of health clubs, volleyball and basketball courts, and easy access to the bike trails, Crystal City is a very **ACTIVE** place.



ARTFUL



Crystal City gets more and more **ARTFUL**. The ArtWalls collection keeps growing and now includes a 215-foot long Wynwood style graffiti wall. Art Underground was expanded with more exhibits and events. There were 110 Synetic Theater performances, rehearsals and classes. FotoDC exhibits continued to spark the concourse. Vintage Crystal included a year's worth of sipping and tasting at Sip and Salsa, Wine in the Water Park, Blues and Brews, Pups and Pilsners, and 1K Beer and Wine Walks. Visitors flexed their creativity at ArtJamz and Gallery Underground classes. Crystal Couture Show and Sale returned and played to huge fashion-forward crowds. We still found time for outdoor movies at Crystal Screen, interesting crafts at Sparket, and yummy Food Truck Thursdays.



ACCESSIBLE



Crystal City is the most **ACCESSIBLE** area in the region. Capital Bikeshare connects riders to a network of more than 300 stations. Crystal Wi-Fi connected over 43,000 users in Crystal City's many green spaces. Two-way traffic on Crystal Drive was extended, and a new HAWK signal was installed to increase pedestrian safety. The record turnout at this year's Bike to Work Week underscored that Crystal City is a leader in promoting bike culture, a culture that was enhanced with the additions of Everything Esmonde bike repairs, and bike light and helmet giveaways. Finally, the Crystal Car Show brought over 1000 visitors to see more than 100 unique cars, along with blues bands, pinewood derby cars, and more.



GREEN



Crystal City is **GREEN**. The FRESHFarm Farmers Market continued to bring high quality produce and other goods to Crystal Drive every Tuesday from the Spring through the Fall. In addition, the Crystal City BID hosted two community supported agriculture (CSA) drop off locations and free composting services. Gardeners loved picking up free flowers and plants at the yearly tropical storm, and bulb blitz. This year alone, the Power Purge and Shred recycled more than 18 tons of electronics, paper, and paint.



ACCOUNTABLE

The Crystal City BID serves as the responsible steward for the area, and all of the resources with which it is entrusted. Through quarterly board and committee meetings, good governance is maintained for the organization's activities. Staff members regularly attend Arlington County Board meetings, commission meetings, as well as community meetings, development meetings, and larger area consortiums in order to both be aware of trends and issues in Arlington County and the Greater Washington Region, and to ensure that Crystal City's interests and issues are represented and addressed at these meetings. The organization always meets its deliverables on time, including budgets and work plans, disbursement requests, audits, and annual reports. The Crystal City BID is diligent in conforming to all permit and license requirements for their events and programs, including ABC licenses, temporary food licenses, and Special Event Permits. The organization has been widely recognized for its efforts, winning more than 10 awards, including four from the International Downtown Association.

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chair Harmar Thompson, LCOR
 Vice Chair Brian Fitzgerald, Equus Capital Partners
 Secretary Glenda MacMullin, Consumer Electronics Association
 Treasurer Steven Wilder, The Boeing Company
 Alan Haskell, PBS
 Mara Olguin, Vornado/Charles E. Smith

BOARD MEMBERS

Doug Abbott, Gould Property Company
 Joan Berman, Vornado/Charles E. Smith
 Jim Creedon, Vornado/Charles E. Smith

Larry Duncan, Lockheed Martin Corporation
 Dori Familant, Doubletree Hotel/Embassy Suites
 Karen Gentry, Beacon Capital Partners
 Kingdon Gould III, Gould Property Company
 Barbara Krieger, Dweck Properties
 Freddie Lutz, Freddie's Beach Bar
 Toby Millman, Vornado/Charles E. Smith
 Derrick Morrow, Hyatt Regency Crystal City
 Jerry Norris, Battlespace/EDC
 Peter Priesner, Radisson Hotel/Hampton Inn
 Mark Rivers, Lowe Enterprises
 Julie Yeung, Sheraton

ARLINGTON COUNTY REPRESENTATIVES

Christer Ahl, Crystal City Condos/CCRC
 Michelle Cowan, Management and Finance
 Marc McCauley, Arlington Economic Development
 Cheryl Mendonsa, Aurora Highlands Resident

COUNSEL

Kedrick Whitmore, Venable LLP

STAFF

Angela Fox, President/CEO
 Robert Mandle, Chief Operating Officer
 Charles Gray, Administration/Finance Vice President
 Joseph Petty, Program/Artistic Director

FINANCIAL POSITION

CURRENT ASSETS

Cash and cash equivalents	\$1,021,031.00
Property and equipment	\$2,656.00
Total Assets	\$1,023,687.00

LIABILITIES & NET ASSETS

Total current liabilities	\$468,539.00
Unrestricted net assets	\$555,148.00
Total Liabilities & Net Assets	\$1,023,687.00

STATEMENT OF ACTIVITIES

SUPPORT & REVENUES

County disbursements	\$2,526,317.00
Sponsorship and events	\$65,575.00
Interest income	\$288.00
Total Support and Revenues	\$2,592,180.00

Operations	\$1,356,690.00
Marketing	\$805,430.00
Admin	\$349,686.00

