

CRYSTAL CITY



CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT • 2017 ANNUAL REPORT

CHANGE

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new." SOCRATES

How can we encapsulate what the last twelve months have meant to Crystal City? We can talk about change, because that is certainly the theme. But, everyone talks about change, and this is so much more. Whether it's the shift in key ownership of more than 26 buildings from Vornado to the new JBG Smith, the strengthening of our beloved Arlington County Board and Staff to pave the way for phenomenal new growth and better business process, the departure of an almost decade-long key team member, Charles Anderson-Gray, the step-down of our stalwart champion and founding board member, Mara Olguin, or our extensive list of new and or refreshed programming, this year most certainly brought "change." What is most exciting about all of this is that 2017 offers only a prelude of what is to come. On deck, are several major redevelopment proposals and County public infrastructure projects - transportation and parks - new tenants, enhanced entertainment, even more events that all work together to further enhance Crystal City's experience. So, put your helmets on and fasten your seatbelts. It's going to be a wild and awesome ride!

In the words of my favorite philosopher, the LORAX (Dr. Seuss), "UNLESS someone like you cares a whole awful lot, nothing is going to get better. It's not."

WORK

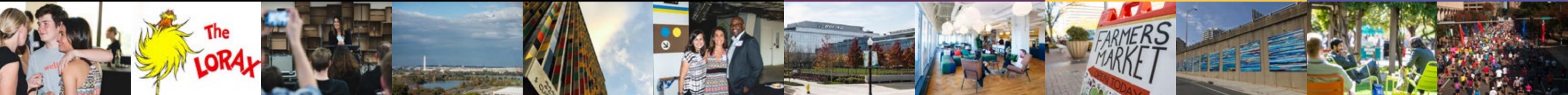
- Arlington's largest downtown
- 20+ mil sq ft of office space (inclusive of Pentagon City, Potomac Yard, Pentagon)
- Region's Innovation Hub
- Most association HQ's in DC area
- Regional Headquarters to numerous Fortune 500 corporations

LIVE

- 7,400+ Residential Units
- 150+ eateries and retailers
- Three national grocers within walking distance
- 40+ acres of green and open space
- Direct connection to hundreds of miles of recreational trails

STAY

- Largest hotel district in the region
- 5,900+ hotel rooms
- Most convention and meeting spaces in Arlington
- Closest downtown to an airport in the country



PLAY

To attract business, residents and guests, a sense of place coupled with authentic and intimate neighborhood experiences is key to success. No one wants a generic box in which to produce or live. Expectations have changed along with a desire for an integrated lifestyle and well-rounded quality of life package.

Businesses that locate in communities where their employees would voluntarily choose to spend their time are better positioned to attract top talent and have happier and more productive employees. Likewise, apartment buildings in communities with a strong sense of place and high-quality experiences have lower turnover and command rent premiums. Tourists also have high expectations for where they stay with the quality of the hotel's neighborhood just as, if not more, important than that of the room itself.

The Crystal City BID has long recognized this shift and has built a series of programs and activities to energize, inspire, and recharge. Combining the BID's more than 300 annual community programs and events with Crystal City's over 150 eateries and retail establishments as well as compelling destinations including Earth Treks, Long Bridge Park, Synetic Theater, TechShop and the Art Underground has transformed Crystal City into a neighborhood that authentically delivers this sense of place.



HIGHLIGHTS

This year saw many notable additions to the Crystal City's programming calendar and outreach efforts. Several new weekly programs were added including Trek Tuesdays, a lunchtime climbing session at the new Earth Treks gym, mobile bicycle repair with Velofix, Mid-Day Monday meditation, weekly Sunday Brunch Yoga, and a revamped pop-up beer and wine garden renamed "Fridays at the Fountain," replete with a splendid, new LED light display.

Crystal City welcomed the return of Artomatic for a third iteration converting 100,000 square feet of office space into vibrant, creative arts and gallery space and attracting over 40,000 visitors. The offerings of the Crystal City Art Underground were repackaged into a monthly First Friday experience that includes exhibition openings at the Gallery Underground, discounted sessions at ArtJamz, crafting experiences at the Pop-Up Library, and more. A strategic partnership with SoFar Sounds has brought a new live music destination to Crystal City attracting about 100 people to its private concert series.

To help communicate these and all the Crystal City offerings, a new website was developed focusing principally on Crystal City experiences and the BID's social media efforts were enhanced to further amplify the awareness.

ARTOMATIC	WEBSITE REDESIGN	FRIDAYS AT THE FOUNTAIN	TREK TUESDAYS	CONNECTIONS	MIDDAY MEDITATION	SOFAR SOUNDS	YOGA BRUNCH	FIRST FRIDAYS	VELOFIX
									
									



NEXT

The merger between Vornado/Charles E. Smith and the JBG Company has created the largest development company in the DC region, JBG SMITH. New capital from a REIT structure, local leadership, and a history of focusing on transformational, place-making efforts molded by their private infrastructure investments is sure to change the landscape of Crystal City for the better in the coming years.

At the end of the 2017 Fiscal Year, the Crystal City BID prepared to launch a feasibility study investigating possible opportunities to further link Arlington's downtown with the 24 million annual passengers at Washington National Airport with a new pedestrian connection. The connection will create a truly unique differentiator and set Crystal City apart as the downtown commercial district most connected to its airport in the Country, perhaps the world.

Arlington County also continues its committed investment of over \$117 million in approved transportation and park infrastructure projects to transform Crystal City and stimulate private investment. Projects close to breaking ground include the Clark Street demolition, Crystal Drive 2-way, 12th Street enhancements, Transit connections to Columbia Pike, improved bike and pedestrian infrastructure, and the long-anticipated Aquatic Center as part of Long Bridge Park, Phase 2.



FINANCE

FINANCIAL POSITION

CURRENT ASSETS

Cash and cash equivalents	\$680,458
Prepaid Expenses	\$61,000
Other	\$8,051
Property and equipment	\$4,622
Total Assets	\$754,131

LIABILITIES AND NET ASSETS

Total current liabilities	\$535,308
Unrestricted Net Assets	\$218,823
Total Liabilities and Net Assets	\$754,131

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES

County disbursements	\$2,522,936
Sponsorship and events	\$88,249
Contributions	\$4,700
Interest income	\$232
Total Support and Revenues	\$2,616,117

Operations	\$961,869 (35%)
Marketing	\$1,363,842 (50%)
Administration	\$410,638 (15%)
Total Expenses	\$2,736,349

TEAM

EXECUTIVE COMMITTEE

Chair	Mara Olguin - Vornado/Charles E. Smith
Vice Chair	Glenda MacMullin - CTA
Secretary	Doug Abbott - Gould Property Company
Treasurer	Derrick Morrow - Hyatt Regency Crystal City

BOARD MEMBERS

Evan Burfield - 1776
 Jim Creedon - Vornado/Charles E. Smith
 Nora Dweck-McMullen - Dweck Properties
 Dori Familiant - DoubleTree Hotel/Embassy Suites
 Karen Gentry - Beacon Capital Partners
 Kingdon Gould III - Gould Property Company
 David Greenberg - Good Stuff Eatery
 Alan Haskel - PBS
 Regan Linke - Crystal Gateway Marriott
 Freddie Lutz - Freddie's Beach Bar
 Shawn Kyle - Vornado/Charles E. Smith

Toby Millman - Vornado/Charles E. Smith
 Jerry Norris - Battlespace, Inc.
 Mark Rivers - Lowe Enterprises
 Harmar Thompson - LCOR

ARLINGTON COUNTY REPRESENTATIVES

Christer Ahl - Crystal City Civic Association
 Shannon Flannagon-Watson - Arlington County
 Cheryl Mendonsa - Aurora Highlands Civic Association
 Karen Vasquez - Arlington Economic Development

COUNSEL

Kedrick Whitmore - Venable LLP

STAFF

Angela Fox - President/CEO
 Robert Mandle - Chief Operating Officer
 Charles Anderson-Gray - Admin./Finance Vice President
 Joseph Petty - Vice President of Programs





CRYSTALCITY

