

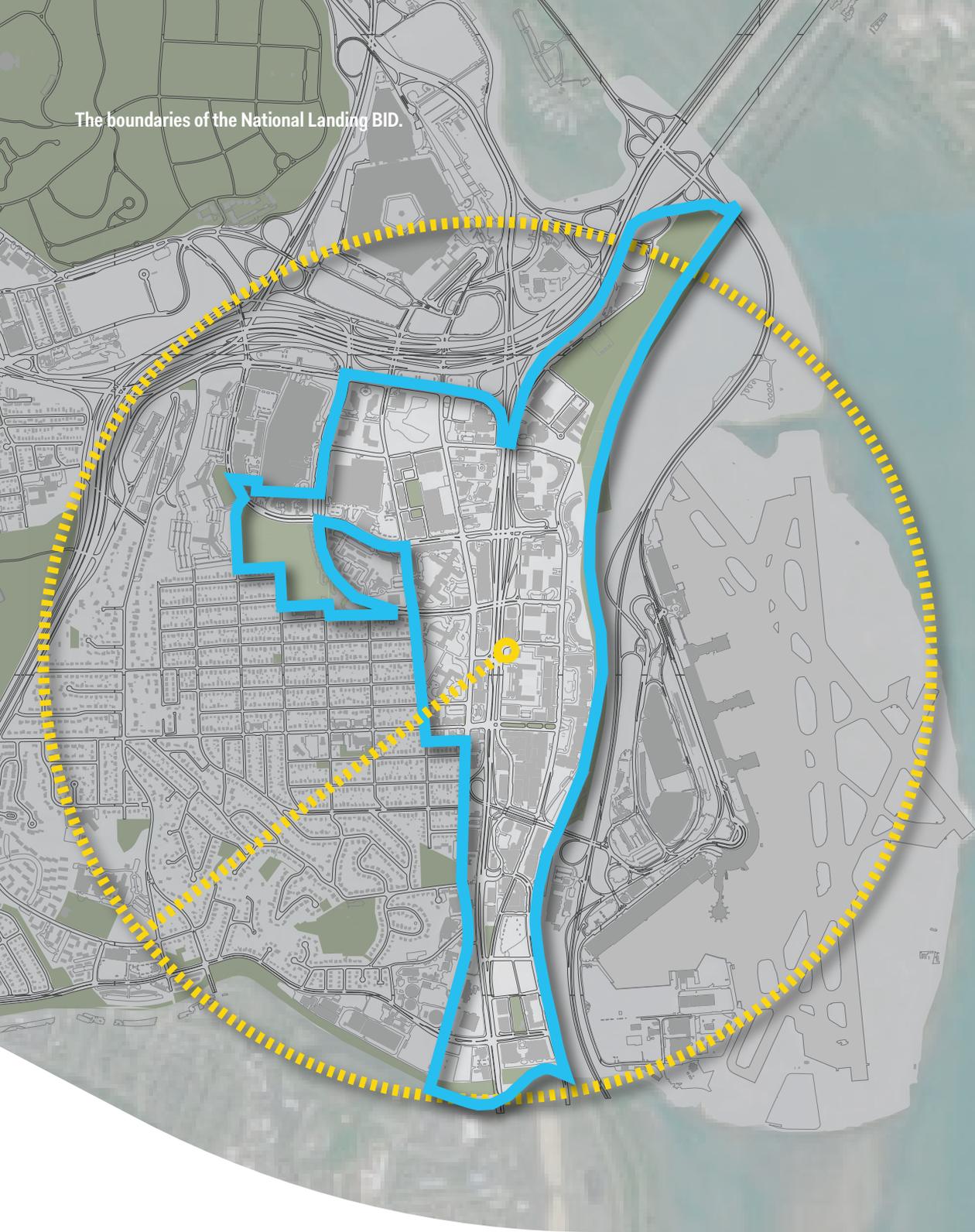
FY2022 WORK PLAN



**NATIONAL
LANDING**
PENTAGON CITY
CRYSTAL CITY
POTOMAC YARD



The boundaries of the National Landing BID.



KEY

- National Landing BID Service Area Boundary as of FY2021
- - - 1-mile radius from 20th Street and S Eads

INTRODUCTION

The National Landing Business Improvement District (BID) serves as a champion for Virginia's largest walkable downtown, which encompasses the Arlington neighborhoods of Crystal City, Pentagon City and Potomac Yard. The BID is a public-private partnership with Arlington County established to promote and activate the area's business, retail, restaurant and residential community. The organization provides supplemental services aimed at strengthening the experience and identity of National Landing as an urban center through placemaking, public art, transportation, economic development, events, and marketing/promotion.

The National Landing BID strategically highlights the strengths of this walkable, urban center:

- **Community:** With 26,000 residents and many more to come, National Landing is a friendly, welcoming and inclusive community that offers easy urban living.
- **Greenspace:** City life is balanced with vibrant parks, peaceful greens, and a vast network of trails that link to the scenic Potomac shoreline and the nation's capital.
- **Access:** Anywhere in National Landing is just minutes away from Washington, DC, by Metro, bus, or rideshare, and Ronald Reagan Washington National Airport is within walking distance.
- **Change underway:** In the coming years, billions in public and private investments will revitalize the transportation infrastructure, increase residential density, transform the street-level experience with improved walkability, expand green spaces, and activate retail, dining, and entertainment choices.

This member-driven nonprofit supports the area's exciting transformation and attractiveness as an urban center through six core service areas: administration and management; community events and outreach; economic development; marketing and promotion; public realm and beautification; and transportation.

This FY2022 Work Plan provides a blueprint for implementation and lays out the budget, programs, and strategic objectives for each of the core service areas consistent with the National Landing BID's Business Plan and Strategic Plan.

The COVID-19 crisis necessitated a shift in programming and focus in FY2021, and the BID remains ready to adjust to meet new realities and needs in FY2022. In FY2022, the organization's focus will shift from pandemic-related support to a concerted recovery effort to help the business community rebuild, grow, and thrive.

The organization will continue to play a collaborative role — with both property owners and the County — as high-profile projects move forward. New transit stations and access points, improved transportation options, more residential units, and Amazon offices under construction benefit from the BID's coordination with property owners, businesses, and the residential community.

STRATEGIC PLAN: VALUES, VISION, AND THEMES

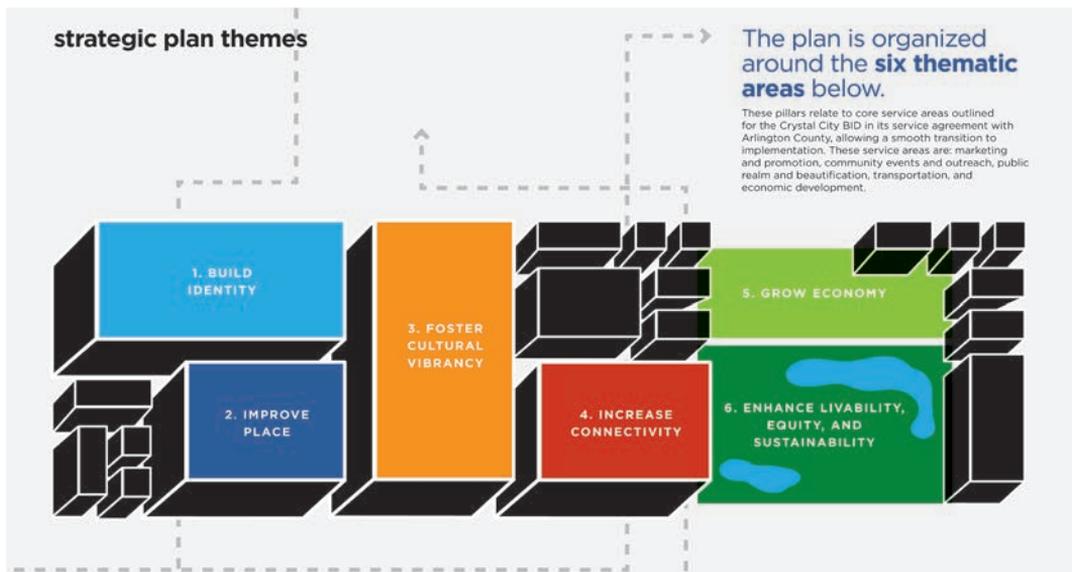
Published in May 2019, the BID's Area-Wide Strategic Plan outlines the vision and values for the organization; establishes a set of guiding themes or principles that serve as the foundation for the BID's work; and guides annual work plan development. The plan also provides a historical baseline from which to measure progress and impact, and serves as a foundation for continued engagement with the community and area stakeholders.

VALUES



VISION

National Landing is a leading, mixed-use urban center with new street-level activity and amenities, enhanced community assets, next-generation mobility, and human-scaled design, implementing plans for sustainable growth and building a diverse economy and an inclusive community.



The Strategic Plan — along with all existing County plans, policies, principles, and guidelines — serves as the foundation for this FY2022 Work Plan. Organized around each of the six core service areas defined in the County Board-approved Service Agreement with the BID, this Work Plan outlines core FY2022 objectives while also providing an update on current FY2021 objectives and accomplishments.

SIX CORE BID SERVICE AREAS

Administration & Management	Community Events & Outreach	Economic Development
Marketing & Promotion	Public Realm & Beautification	Transportation

Though the BID aims to be as clear and specific as possible in the Work Plan list of objectives, many projects and opportunities may emerge throughout the year that were not anticipated. Particularly given the uncertainty around the impact of the COVID-19 pandemic on organizational budgets, stakeholder needs, and the timeline of recovery, the BID asks for a greater range of flexibility around achieving shared goals and objectives for a thriving and activated downtown environment. Further, the Strategic Plan should continue to be viewed as a supplement to the annual work plan, serving as the BID’s reference point for any specific objectives, strategies, or tactics not articulated in this Work Plan document.



PREVIOUS YEAR HIGHLIGHTS

Last fiscal year marked the attainment of the top two priorities outlined in the BID's Area-Wide Strategic Plan: the creation of an Area-Wide BID and the building of a new brand for the area.

Other key priorities outlined in the FY2021 Work Plan are already well underway, including staffing up the organization, implementing the new National Landing name, extending core services to the expansion areas, and launching a branded marketing campaign that highlights the full area and its transformation story.

Though the Strategic Plan continues to guide this Work Plan's development, the ongoing COVID-19 crisis necessitates a focus on being prepared to support economic recovery in FY2022; and the BID remains ready to pivot and continue to support the community. The BID's focus is on laying the groundwork for recovery, particularly for small businesses and retailers, and providing safe spaces to gather within the public realm. The organization will continue to work with businesses, residents, and property owners to build civic partnerships, remain a trusted communications channel for information and resources, and elevate neighborhood spirit.

FY2021 STATUS

DONE

Creating an Area-Wide BID that encompasses Crystal City, Pentagon City, and Potomac Yard

Building a new brand for the whole area and the BID organization

Implementing a new name for the larger BID organization while maintaining individual neighborhood brand identities

Launching a branded marketing campaign to support the entire BID Service Area

UNDERWAY

Staffing up the organization to support the extension of the BID's core services to the whole area

Extending core BID services and programming to Pentagon City and Potomac Yard



ON-GOING

Supporting County and area property owners in delivering signature urban design to priority capital projects — roads, streets, buildings, etc.

Highlighting the area's transformation story in the context of the collective downtown and managing growth and change

Working with the County to align initiatives, projects, and funding priorities through a high level of coordination



FY2022 WORK PLAN PRIORITIES

1

CENTERING ON RECOVERY AND RESILIENCE

- Explore evolving markets in a post-COVID era and new sector niches and opportunities in tech, hospitality, retail, restaurants, entertainment, and culture
- Support economic recovery through the development of a comprehensive but flexible approach to small business support, including grants, marketing, and assistance
- Continue to tell the positive story of transformation through the lens of National Landing's inherent resilience
- Elevate National Landing as the most connected downtown in the U.S. and promote as an innovation district
- Embrace new approaches and technologies to support recovery/return-to-work commuting and safe alternatives to driving

2

CULTIVATING A CONNECTED AND ACTIVATED DOWNTOWN

- Explore new and unique opportunities to use existing open space and create parklets and interim “meanwhile” spaces
- Implement a cohesive, modern National Landing-wide wayfinding system that unifies the downtown, recognizes the neighborhoods, and focuses on a multimodal approach
- Maintain a focus on new transportation thinking and exploration of concepts for long-term next-generation mobility — like a reimagined Route 1, cross-river commuter rail, and Crystal City to National Airport Intermodal Connector (CC2DCA)
- Continue a dynamic calendar of both virtual and in-person events (compliant with health guidelines) that focus on community building, neighborhood morale, and optimism, while elevating the area's regional visibility





3

BUILDING A STRONG, WELCOMING ORGANIZATION AND BUSINESS COMMUNITY

- Ensure comprehensive, safe, return-to-work office policies, plans, and equipment for BID office and staff
- Elevate equity, diversity, and inclusion efforts in all aspects of the organization, including personnel and associated policies, the Board of Directors and committees, leadership roles, contracting guidelines, and programs and engagement with the community
- Establish a system to build stronger business-to-business connections and relationships with National Landing enterprises, especially those that are minority-owned

ADMINISTRATION & MANAGEMENT

Objective: Focus on building a strong, efficient organization, expanding operations to best serve the broader area, and protecting the investments of area stakeholders.

FY2021 ACCOMPLISHMENTS & OBJECTIVES

- Invested in vehicles and equipment needed to adequately service the expanded BID area (Q1)
- Delivered FY2020 Audit, FY2020 Annual Report, and FY2022 Work Plan to the County (Q2)
- Kicked off area geography committees, transportation committee, and equity committee (Q2)
- Grow in-house capacity in finance, human resources, and operations (Q1, Q2, Q3)
- Complete full staff-up to approximately 10-12 full-time employees (FTEs) covering the range of programmatic service areas (Q2, Q3)
- Focus on staff onboarding, development, and organizational structure (Q2, Q3)
- Continue to enhance transparency, accountability, and governance policies (Q2, Q3)
- Elevate equity, diversity, and inclusion efforts in all aspects of the organization, including personnel and associated policies, the Board of Directors and committees, leadership roles, contracting guidelines, and programs and engagement with the community (Q3, Q4)
- Build stronger partnerships with Arlington County and other stakeholders through timely, consistent, and regularly scheduled meetings – all agencies
- *Pursue Managing Agent role for Potomac Yard Property Owners Association*
- *Conduct a review of the Area-Wide Strategic Plan with a focus on extending the implementation horizon through FY2023 (Q2, Q3)*
- *Establish remote work and return-to-work protocol for all BID staff (Q3, Q4)*
- Establish a fully functional Area-Wide BID
- Enhance and extend programs and core services to benefit the entire business improvement district

FY2022 OBJECTIVES

- Explore creation of a 501(c) (3) to enable the BID to better leverage support for charitable initiatives in National Landing aligned with mission (CMO, AED) (★)
- Implement virtual meeting technology and adaptations to prepare office for a flexible post-COVID-19 environment (★)
- Deliver FY2021 Audit, FY2021 Annual Report, and FY2023 Work Plan to the County (AED, CMO) (★)

KEY

Italics New Work Plan Item

- Planning
- ▲ Working/Underway
- ★ Completion within FY2022



COUNTY & STATE DEPARTMENT ABBREVIATIONS KEY

ACVS	Arlington Convention & Visitors Service	DES	Department of Environmental Services
AED	Arlington Economic Development	DHS	Department of Human Services
APS	Arlington Public Schools	DPR	Department of Parks and Recreation
ATP	Arlington Transportation Partners	PA	Public Art
CAD	Cultural Affairs Department	VDOT	Virginia Department of Transportation
CBO	County Board Office		
CMO	County Manager's Office		
CMO-E	County Manager's Office of Engagement		
CPHD	Department of Community, Planning, Housing, and Development		

MARKETING & PROMOTION

Objective: Build a new identity for the area and its neighborhoods that emphasizes its assets, value, and potential, and elevates the area's regional and national profile.

FY2021 ACCOMPLISHMENTS & OBJECTIVES

- Conducted outreach to property owners and stakeholders to ensure consistency in branding, messaging, signage, and placemaking efforts as construction and development continues (Q1)
- Redesigned, rebranded and disseminated all print materials, branded items, digital assets, and event collateral (Q1)
- *Augmented a sleek new website with interactive maps, up-to-date neighborhood information, small business promotions, virtual events and programming, and COVID-19 resources (Q1)*
- Coordinated a strategic advertising campaign in regional and national publications to highlight the BID's new name and visual identity (Q1, Q2)
- Build a strong marketing team (Q2, Q3)
- *Audit and overhaul communications, marketing, and outreach infrastructure (Q3, Q4)*
- Increase mentions of the BID in local media outlets over the previous year with strategic media outreach, social media, press releases and advertising
- Track the growing local and national media adoption of the National Landing name
- *Continue outreach and speaking engagements to elevate National Landing on a national scale*
- *Promote in-person events and a new slate of virtual programming through social media, website, email newsletters, and advertising*
- *Continue to keep the community informed with updates relating to the COVID-19 pandemic through our dedicated resources webpage, newsletter and social media*

KEY

Italics New Work Plan Item

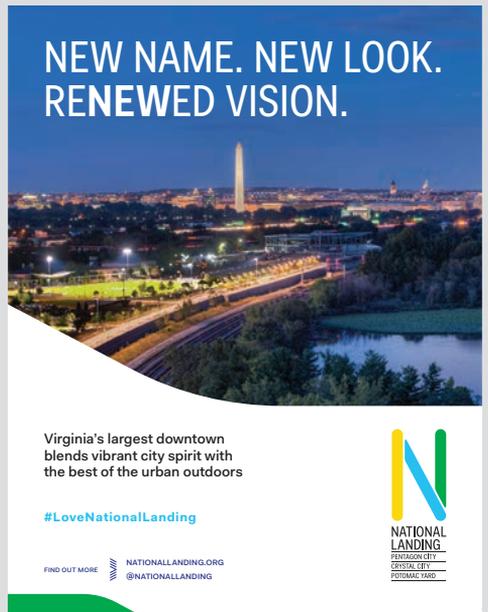
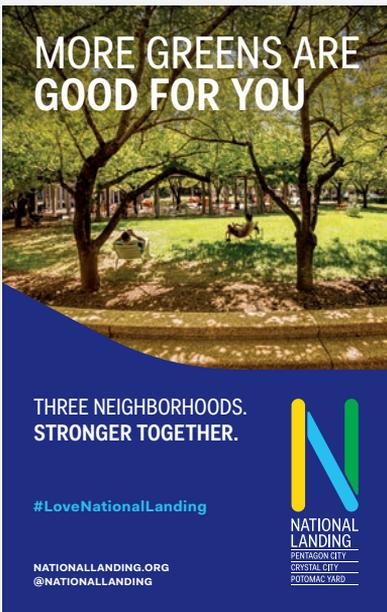
□ Planning

▲ Working/Underway

★ Completion within FY2022

FY2022 OBJECTIVES

- Extend the brand into new, cohesive, marketing materials: maps, directories, and outreach presentations (▲)
- Integrate brand in the public realm and place branding (□) (AED, CMO, CPHD, DPR)
- Elevate the National Landing visual identity and name on an increasingly national scale through speaking engagements and media relations (★)
- Create innovative campaigns around recovery, rebuilding, resilience, and small business support in the wake of the COVID-19 pandemic (□)
- Promote the area across all industry sectors (▲)
- Implement a coordinated social media strategy across all platforms (□)
- Build upon FY2021's advertising campaign to continue highlighting the area in regional and national publications (□)



PUBLIC REALM & BEAUTIFICATION

Objective: Improve sense of place by creating a more dynamic, attractive, and activated public realm.

FY2021 ACCOMPLISHMENTS & OBJECTIVES

- *Sponsored community-led public space needs including Project HUG demonstration garden pilot and social distancing markings for events in area parks (Q1, Q2)*
- *Implemented COVID-19 curb wayfinding pilot (Q1, Q2)*
- Pursued opportunities for temporary creative placemaking, including parklets and “meanwhile” spaces (Q1, Q2, Q3)
- *Initiated implementation of Phase 1 of 23rd Street streetscape recommendations (Q2)*
- *Developed an Open Space Framework (Q2)*
- Implement temporary public art installations in expansion areas (Q2, Q3)
- *Complete initial design and feasibility analysis of Crystal City Metro Station enhancement (Q2)*
- Develop long-range plan for and incorporate sustainable and quality landscaping into the public realm in expansion areas (Q3, Q4)
- Complete comprehensive public realm analysis and inventory (Q4)
- Initiate development of streetscape guidelines for the area (Q4)
- Craft Public Art Action Plan for the area that identifies placemaking opportunities and helps define distinct districts (Q4) (CAD, PA)
- Support the planning, design, and implementation of public spaces (DPR)

KEY

Italics New Work Plan Item



Planning



Working/Underway



Completion within FY2022



FY2022 OBJECTIVES

- Implement sponsorship program for community-led public space initiatives (★)
- Implement Public Art Action Plan recommendations (★) (CAD, PA)
- Implement 23rd Street beautification recommendations (★) (DES, CMO, DPR)
- Explore locations for outdoor entertainment for safe public events and activities (□)
- Identify public space interventions to expand opportunities for outdoor working environments (★)
- Explore signature artistic public space improvements in expansion areas (★)
- Implement sustainable, modern landscaping in area medians (★)
- Continue to pursue opportunities for temporary creative placemaking (▲)

COMMUNITY EVENTS & OUTREACH

Objective: Foster opportunities for arts, culture and entertainment that create a more lively and attractive experience.

FY2021 ACCOMPLISHMENTS & OBJECTIVES

- Identified and implemented events programming at new venues and locations to serve broader district and area-wide audiences such as the in-person, socially distanced drive-in movie night, *Ride in Reels* (Q1)
- *Partnered with community organizations and stakeholders to provide produce to local families in need during the pandemic* (Q1, Q2)
- *Developed greater capacity and defined approach for direct outreach to businesses, residents, and employees* (Q1, Q2)
- *Maintained COVID-era shift to virtual programming* (Q1, Q2, Q3)
- Increased events production and scale through new staff hires (Q2)
- Identify community partners to execute additional live music experiences (Q4) (CAD)
- *Launch new weekly international crafts market* (Q4)
- Expand repertoire of inclusive, sustainable, community-building events
- Incorporate sustainability best practices and enhance resilience throughout BID programming, including events
- Raise profile and reach of existing events and programming
- Utilize events and programming to activate vacant and underutilized spaces and increase the community's use of the public realm
- Support arts and culture programming connection to events and outreach (CAD)

KEY

Italics New Work Plan Item

□ Planning

▲ Working/Underway

★ Completion within FY2022

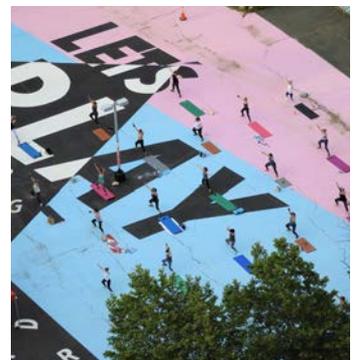
FY22 OBJECTIVES

- Reopen in-person events in line with state and local guidance, including creation of new health and safety protocols for all events (☐) (AED, DHS, DPR, CMO)
- Focus on inclusivity and equitable access across events and programming (▲)
- Identify new vacant and underutilized spaces to program — especially in the intersections between neighborhoods and at the edges of the district (▲)
- Continue to develop avenues for greater partnership opportunities for businesses and stakeholders (✓)
- Create mechanism and process to support two civic-focused initiatives each year, funded through partnerships and sponsorships with property owners, businesses and stakeholders
- Continue to keep residents and other stakeholders up-to-date on all development projects (▲) (ATP, CPHD, VDOT)
- Work with ACVS to help attract and retain large and unique conferences to the area (▲) (ACVS, AED)
- Enhance partnerships with all three area civic associations to support existing neighborhood programs and create new offerings (▲)
- Work with County Department of Parks and Recreation to program Long Bridge Park (☐) (DPR, CAD)
- Strive for events with zero or reduced environmental impact (▲) (DES, DPR)

\$30,000
WORTH OF
PRODUCE
provided to
FAMILIES IN NEED

200
EVENTS
with
13,500+
ATTENDEES

90+
VIRTUAL EVENTS
with
9,400+
ATTENDEES



ECONOMIC DEVELOPMENT

Objective: Grow the economy by building on market strengths and seizing opportunities through a cohesive area-wide approach to planning and development.

FY2021 ACCOMPLISHMENTS & OBJECTIVES

- Worked with County and area committee to support the unique needs of 23rd Street business owners, including parking management and streetscape enhancements (Q1)
- Hired staff for economic development research and engagement functions (Q2)
- Identify the economic development needs and high priority efforts for entire district and specific geographies via committee conversations (Q2, Q3)
- *Invest in staff education and personal development to increase staff capacity for economic development skills (Q3, Q4)*
- *Complete survey and assessment of existing commercial tenant base (Q3, Q4)*
- *Monitor impacts of COVID-19 pandemic on all market sectors*
- Coordinate with Virginia Tech Innovation Campus and other educational institutions to enhance linkages
- *Support local businesses with COVID-19 navigation through projects and grants that meet business needs (pending County Manager review and approval)*
- Continue active engagement in the site plan/development review processes and tracking of private redevelopment efforts

AREA PROJECTS

- 1 **RiverHouse** (Residential + Retail)
- 2 **Fashion Centre Expansion** (Retail)
- 3 **Brookfield Site Plan** (Office + Residential + Retail)
- 4 **Pen Place** (Mixed-Use / Amazon)
- 5 **Teardrop Parcel** (County Park)
- 6 **Altaire** (Residential)
- 7 **12th Street Apartments** (Residential + Retail)
- 8 **Boeing Phase 2** (Office)
- 9 **Long Bridge Park Phase II/ Aquatic Center** (County Park)
- 10 **101 12th S** (Office + Retail)
- 11 **The Witmer** (Residential + Retail)
- 12 **Pentagon Centre Phase 1B** (Residential + Retail)
- 13 **Pentagon Centre Phase 2 and 3** (Office + Retail + Hotel)
- 14 **Acadia** (Residential)
- 15 **The Bartlett** (Residential + Retail)
- 16 **Metropolitan Park 6, 7, 8** (Mixed-Use / Amazon)
- 17 **Route 1 Boulevard** (Transportation)
- 18 **Central District Phase 1 & 2** (Retail)
- 19 **1770 Crystal Drive** (Office Renovation / Amazon)
- 20 **2nd Crystal City Metro Entrance** (Transit)
- 21 **1900 Crystal Dr** (Residential)
- 22 **Crystal Houses III, IV, V, VI, VII** (Residential)
- 23 **Crystal Houses VIII** (Residential)
- 24 **2000 S Bell St** (Residential + Retail)
- 25 **2001 S Bell St** (Office)
- 26 **VRE Platform expansion** (Transportation)
- 27 **Dining in the Park** (Retail)
- 28 **CC2DCA Intermodal Connector** (Transportation)
- 29 **223 23rd Street** (Residential + Retail)

DEVELOPMENT OUTLOOK

WASHINGTON, DC

LONG BRIDGE PARK

DOWNTOWN DISTRICT

ARLINGTON

CRYSTAL CITY

RONALD REAGAN WASHINGTON NATIONAL AIRPORT

AREA PROJECTS (CONT'D)

- 30 2300/2250 Crystal Dr (Office + Retail)
- 31 Century Center Tower (Residential + Retail)
- 32 2525 Crystal Dr (Residential + Retail)
- 33 Airport Plaza III (Residential)
- 34 Potomac Yard Landbay C, West (Office + Retail)
- 35 Potomac Yard Landbay C, East (Office + Retail)
- 36 The Clark (Residential + Retail)
- 37 The Sur (Residential + Retail)
- 38 Short Bridge Park (County Park)

KEY

- NL BID Area
- Recently Completed
- Planned
- Under Construction
- Downtown District

Note - Illustrated segment for CC2DCA Intermodal Connector represents the potential alignment that will ultimately be determined through the formal environmental review and engineering phases

VIRGINIA TECH INNOVATION CAMPUS

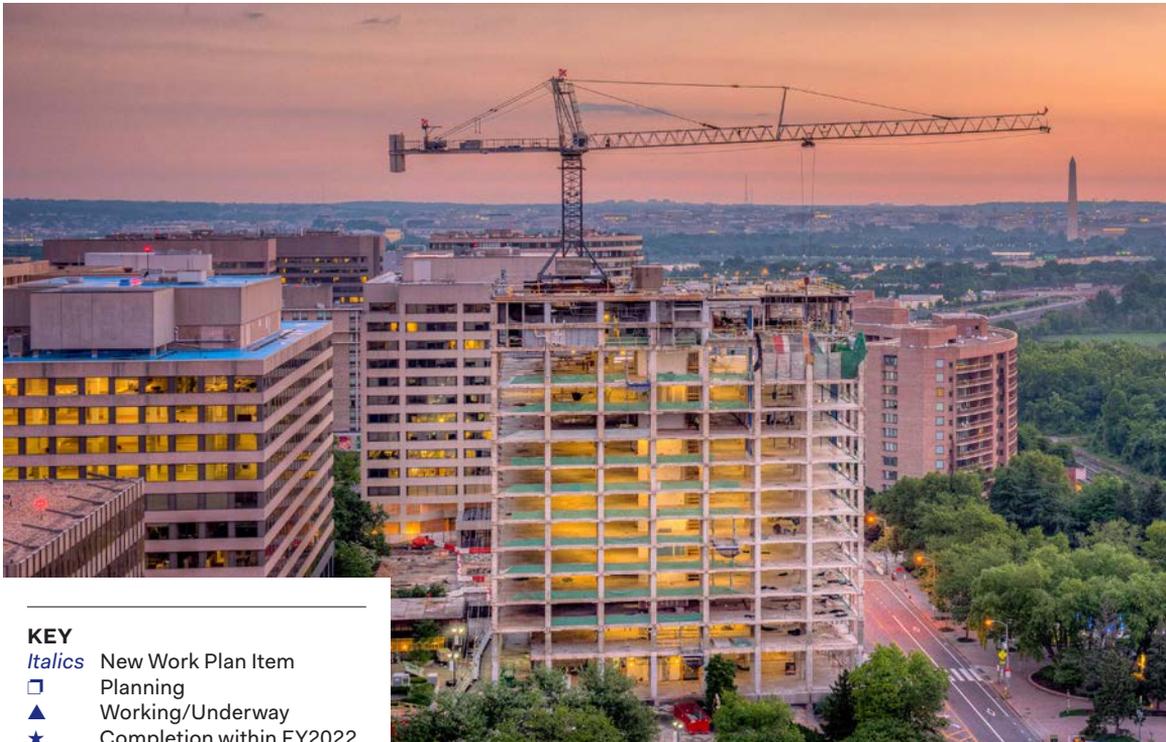
ALEXANDRIA

POTOMAC RIVER



ECONOMIC DEVELOPMENT FY2022 OBJECTIVES

- Prepare small businesses, especially retailers and restaurants, to pivot to COVID-19 recovery effort (★)
- Advocate for, lead ideation, and serve as a convener for the formation of a Live Arts Theater and cultural facility (★) (AED)
- Convene opportunities for business networking and tenant attraction, with a special focus on small, minority-owned businesses (★) (AED)
- Collect, synthesize, and disseminate market data with a focus on business and tenant attraction (★) (AED)
- Continue to track and support private redevelopment efforts (★) (AED, CPHD)
- Implement prioritized recommendations from area committees (★)
- Increase access to employment and business opportunity, including attracting small businesses to new retail space (□) (AED)
- Support investments and pilots that build smart city infrastructure and market the area as an innovation district (□) (AED)
- Enhance business-to-business connections that better support a tech hub and cultivate an ecosystem for mission-driven nonprofits and government (□) (AED)
- Continue to support a safe return to office spaces and tenant retention, and also promote the attractiveness of the National Landing submarket (★) (AED)
- Provide adaptive responses to meet the needs of the hospitality sector to build back occupancy levels (▲) (AED)
- Support County-led planning initiatives such as the Pentagon City Planning Study and Crystal City (▲) (CPHD, AED)



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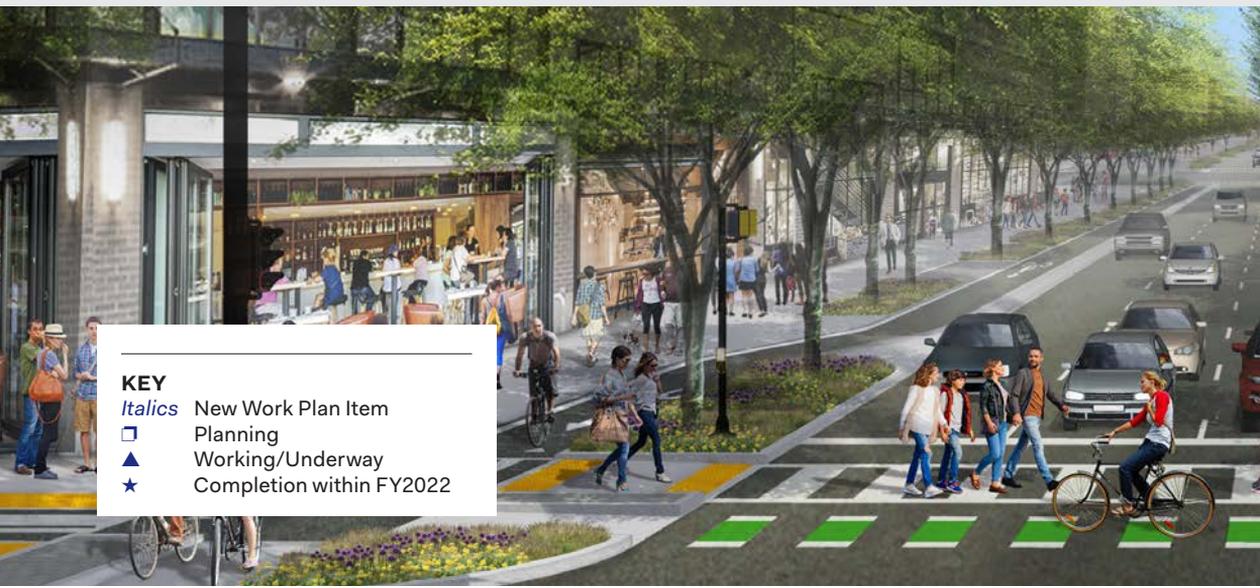
TRANSPORTATION

Objective: Champion next-generation urban mobility for all modes and enhance connectivity within the area and to adjacent economic activity centers.

FY2021 ACCOMPLISHMENTS & OBJECTIVES

- Published *Reimagine Route 1* Report (Q2)
- Created *National Landing: Mobility Next* blueprint to highlight area's transportation connectivity and priority capital projects – Route 1, CC2DCA, Crystal City Metro, VRE Station, Long Bridge, etc. (Q2) (DES, CMO)
- Research COVID-19 responsive transportation opportunities (Q2, Q3) (DES)
- Evaluate effectiveness of temporary pick-up/drop-off zones and work with Arlington County DES to make select locations permanent (Q3) (DES)
- Collaborate with Potomac Yard TMPA to explore enhanced connectivity (Q3, Q4) (DES, CPHD, ATP)
- Evaluate impact during pandemic on transportation and mobility throughout the area (Q3, Q4) (DES)
- Advocate for open streets pilot to expand opportunities to recreate and support area businesses (Q3, Q4) (DES)
- Support County Vision Zero initiative through participation on the External Stakeholder Group (DES)

The Reimagine Route 1 report is a product by the National Landing BID, funded solely by the BID, envisioning/reimagining Route 1 as it traverses through the National Landing BID boundaries and is not a work product of either Arlington County or the Virginia Department of Transportation (VDOT).



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FY2022 OBJECTIVES

- Strengthen partnership with Arlington Transportation Partners (ATP) on transportation demand management initiatives (▲) (ATP)
- Leverage and support increased popularity of alternative transportation modes such as bicycles, e-bikes, and dockless transport solutions (▲) (DES)
- Prepare campaign for “return to transit” to support return to work and recovery (★) (DES, CMO, WMATA)
- Support application of complete streets and ‘vision zero’ principles on priority corridors (▲) (DES)
- Pursue partnerships that reinforce the area as a testing ground for innovative transportation technologies and approaches (□) (DES)
- Continue to support priority capital improvement projects including the VRE station, the CC2DCA Intermodal Connector, the second Crystal City Metro entrance, Long Bridge, and Route 1 (▲)
- Work with the County and Regional partners to advocate for through-running MARC service and regional commuter rail interoperability (▲)



FY2022 PROPOSED NATIONAL LANDING BID BUDGET

INCOME

	FY2021	FY2022
County Tax Assessment Funds	\$ 4,527,000	\$ 4,364,700
Less: County Retained Funds	\$ 214,000	\$ 205,700
Interest & Other Income	\$ 50,000	\$ -
Total Income	\$ 4,791,000	\$ 4,570,400

EXPENSES

	FY2021	FY2022
Administration & Management	\$ 426,000	\$ 454,100
Marketing & Promotions	\$ 889,000	\$ 772,500
Public Realm & Beautification	\$ 983,000	\$ 960,300
Community Events & Outreach	\$ 848,000	\$ 747,300
Economic Development	\$ 653,000	\$ 729,300
Transportation	\$ 658,000	\$ 701,200
County Admin Fee ¹	\$ 95,000	\$ 91,400
Delinquency/Appeals Contribution	\$ 119,000	\$ 114,300
Operating Contingency Contribution	\$ 120,000	\$ 0
Total Expenses	\$ 4,791,000	\$ 4,570,400

NOTE: FY2022 budget has been revised to reflect updated 2021 County assessment data received on January 25th, 2021.

1 2% of County Tax Real Estate Tax Revenue

BID BUDGET HISTORY

FISCAL YEAR ¹	BUDGET ²	TAX RATE ³
2007	\$1,701,000	.045
2008	\$2,090,055	.045
2009	\$2,173,657	.043
2010	\$2,219,885	.043
2011	\$2,034,115	.043
2012	\$2,354,450	.043
2013	\$2,540,428	.043
2014	\$2,591,803	.043
2015	\$2,626,899	.043
2016	\$2,579,181	.043
2017	\$2,588,141	.043
2018	\$2,681,991	.043
2019	\$2,585,894	.043
2020	\$2,813,656	.043
Expanded National Landing BID⁴		
2021	\$4,791,000	.043
2022 ⁵	\$4,570,400	.043

1 Fiscal Year is from July 1 through June 30

2 Budget includes property real estate tax revenue plus estimates for event income and sponsorships

3 Tax rate is per \$100 of assessed property value of all designated commercial property including commercial, rental apartments but excluding residential condominium ownership

4 Annual budgets for the expanded BID are rounded to the nearest thousand

5 FY2022 budget has been revised to reflect updated 2021 County real estate tax revenue data received on January 25th, 2021.



National Landing Business Improvement District
2011 Crystal Drive, Suite 205 | Arlington, VA 22202
703-412-9430 | NationalLanding.org | @NationalLanding



CRYSTAL CITY

NATIONAL LANDING



Synetic Theater

