

the work.



SWBID

a message

This year, we celebrated five years of work in Southwest and the passage of our official renewal for the next five years. It was a time to reflect on the work we've done, the challenges we've encountered, and the ways we can best advance our vision in the years to come. While we have seen a great deal of change over these last five years, we've also seen a deepening sense of connection to what makes Southwest Southwest: the water, the culture, and the people.

It has been a year of continued growth. We saw the groundbreaking of The Wharf Phase II, an expansive project that will continue to reinvigorate the waterfront. We also welcomed the International Spy Museum to its new location on L'Enfant Promenade, where it saw over 400,000 visitors in the first six months of operation. The Spy Museum is a significant addition to our substantial list of major cultural attractions; a list that has recently seen the likes of ARTECHHOUSE, the Anthem, and the Museum of the Bible added to a deep bench of neighborhood anchors, including the long-standing Jazz and Blues series from Westminster Church, and over 50 years of performances from the Tony-award winning Arena Stage theater.

The work is here for us. Over these past five years, we have seen the addition of more than 2,000 new residential units, a renaissance of waterfront activity, and the collection of a critical mass of arts and cultural offerings. Through it all, we have learned a great deal from this community and our partners. In the next five years, we will look to address old problems with new solutions, be agile in our operations, and be responsive to our community's needs.

We could not do the work that we do without our creative community, our supportive board, our diligent elected officials, and our excellent staff. With these invaluable relationships in tow, we are poised to reimagine the possibilities of urban life and the role a BID can have in realizing those possibilities.

Sincerely,

Steve Moore
Executive Director



Geoffrey Griffis
Chairman of the Board



the community
we cultivate

the places
we connect

the ways
we get around

the potential
we realize

make the work
that we do

**work
worth
doing.**



the work.



Creating meaningful shared experiences for **community cohesion**



Reimagining our shared commons for **better parks and public space**



Welcoming actionable fresh ideas for **mobility solutions**



Investing in people for **expanded opportunity**



community cohesion



Over 155,500+ attendees
at our events throughout the year

HELLO, NEIGHBOR!

A leisurely stroll that ends with an awe-inspiring waterfront sunset, a wrong turn that leads to a home purchase, and a tree-lined walk that brings a sense of peace are some of the reflections on life in Southwest that you will hear from locals in our *Hello, Neighbor!* video series. This year, we profiled over thirty people who call Southwest home. In the series, neighbors with all kinds of different backgrounds share little glimpses of what Southwest means to them. After premiering the videos in a months-long campaign, we held a neighborhood watch party at a local church for all of the interviewees and viewers to meet one another.

beyond BID basics

- 3 complimentary clean-ups south of our border
- 1 back-to-school day clean-up
- 1 fresh coat of paint for Amidon-Bowen Elementary School stage
- Support for the long-running Lansburgh CommUnity Day Celebration

SUNDAY SUPPERS

Sundays in August we bring residents from all corners of the neighborhood together for supper and thought-provoking programming in the park. The evenings create space for neighbors who may never otherwise cross paths to get to know one another. Sunday Suppers are a chance for old and new residents alike to slow down, be seen, and connect.



200+
neighbors
shared a meal
in the park

better parks and public space



28 trees planted

51 bike racks installed

77 planters installed

400 outdoor seats added

MAKING GREENER GATEWAYS

7th and Independence Avenue SW

Rather than outsource a beautification effort, we partnered with Patuxent Nursery to plan and install entirely new landscaping along 7th Street and Independence Avenue SW. The major undertaking built both a greener, more welcoming portal into the neighborhood and deepened our team's skills in selecting species, designing a vision, and completing a complex installation.

L'Enfant Promenade

Over the years, I.M. Pei's original visionary plan for L'Enfant Promenade as a grand entryway to the city became more of a barren concrete expanse separating the Southwest Waterfront from the National Mall. With the arrival of the International Spy Museum and increased activity along the waterfront, we focused on softening this critical corridor. In partnership with the museum and JBG Smith, we implemented a significant beautification project within the median of the promenade that replanted 34 beds, and added 40 planters, 40 trees, 350 chairs, 60 tables and 6 umbrellas.





Southwest is home to
9 parks, with over
22 acres of parkland

REVITALIZING OUR PARKS

With a grant from the Southwest Community Foundation, we worked with residents and stakeholders to co-create a new vision for a reimagined Town Center Park at the heart of the neighborhood. The vision plan will transform what is currently a disjointed and underutilized series of parks into a unified and vibrant community gathering space.



2
weeks of a
public art
awareness
Installation

28
advisory
group
community
members

3
advisory
group
meetings

4
outreach
events

7,000
informational
mailers sent to
residents

CONNECTING TO SERVICES

Our ambassador team is in contact with all of the homeless men and women in the BID. We work with our long-time partner, Community Connections, to offer services and support. This year, we provided 48 SmartTrip cards, and obtained 16 IDs, 14 birth certificates, and 12 social security cards. We also successfully assisted in connecting 13 homeless individuals to housing.





26 million annual visitors
to the Smithsonian museums on
our northern border

550,000+ monthly visitors
to The Wharf

Home to L'Enfant Plaza, the
5th most trafficked metro
station

819 average daily water
taxi riders during WMATA
summer shutdown

ADVANCING NEW IDEAS

The arrival of rideshares, bikeshares, ebikes, and scooters, paired with the potential behind autonomous vehicles mean more options than ever before in urban mobility. With a diversity of modes, quiet neighborhood streets, bustling daytime office corridors, and national and international tourists throughout, Southwest, D.C. is a perfect microcosm of the emerging urban mobility landscape. Early this year, we worked with CityFi to establish Southwest D.C. as a Mobility Innovation District (MID). With the MID in place, we are seeking out partners with fresh ideas around how to solve both long-standing and evolving mobility challenges.

EXPANDING TRANSIT OPTIONS

Major new neighborhood destinations in turn create new demands around transit options. In partnership with JBG Smith, the International Spy Museum and The Wharf, we operate a free neighborhood shuttle connecting the activity hubs along the waterfront, L'Enfant Plaza and the South Campus of the National Mall. Our in-demand shuttle operates daily on 10-minute headways.



average monthly ridership
grew by over 4,000 from
last year to just over
32,500 this year



expanded opportunity



Partnered with Broad Futures to employ a summer intern for the second year running, supporting their mission of **transforming the way young adults with learning disabilities enter the workforce.**

INVESTING IN OUR TEAM

Our biweekly BID Academy brings in experts and advisors on a wide range of topics to provide our ambassador team with enrichment opportunities, technical training, and life skills support. This year included several trips to museums in our BID, a home buyers information session, and landscaping workshops. The programming is tailored to meet the needs of our team members as people, not just as employees.



GROWING OUR PORTFOLIO

Our operations team continues to grow in their level of expertise and quality of service, resulting in greater demand for our work. This year, we entered into additional work agreements going beyond the scope of our regular BID work with The Wharf and the General Services Administration (GSA). With these agreements, we added five additional staff members, expanded our responsibilities, and grew in our capabilities.



supplemental
contracts nearing
\$500,000

by the numbers

155,500+
event
attendees



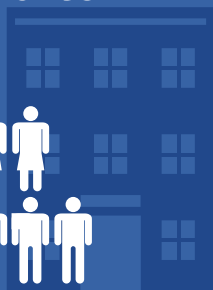
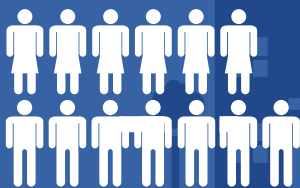
44 local artists
commissioned

**9 ARTS &
CULTURE
venues**



**222 welcome back
donuts shared with**
government employees
after the government
shutdown

**13 homeless
individuals**
connected to
housing



\$30,000+ in
fresh produce
vouchers
distributed to local
residents





**28 trees
planted**

**77 planters
installed**



**1 DUCKLING
RESCUE**



51 BIKE RACKS installed

**161,197 bikeshare rides
ended in SW**

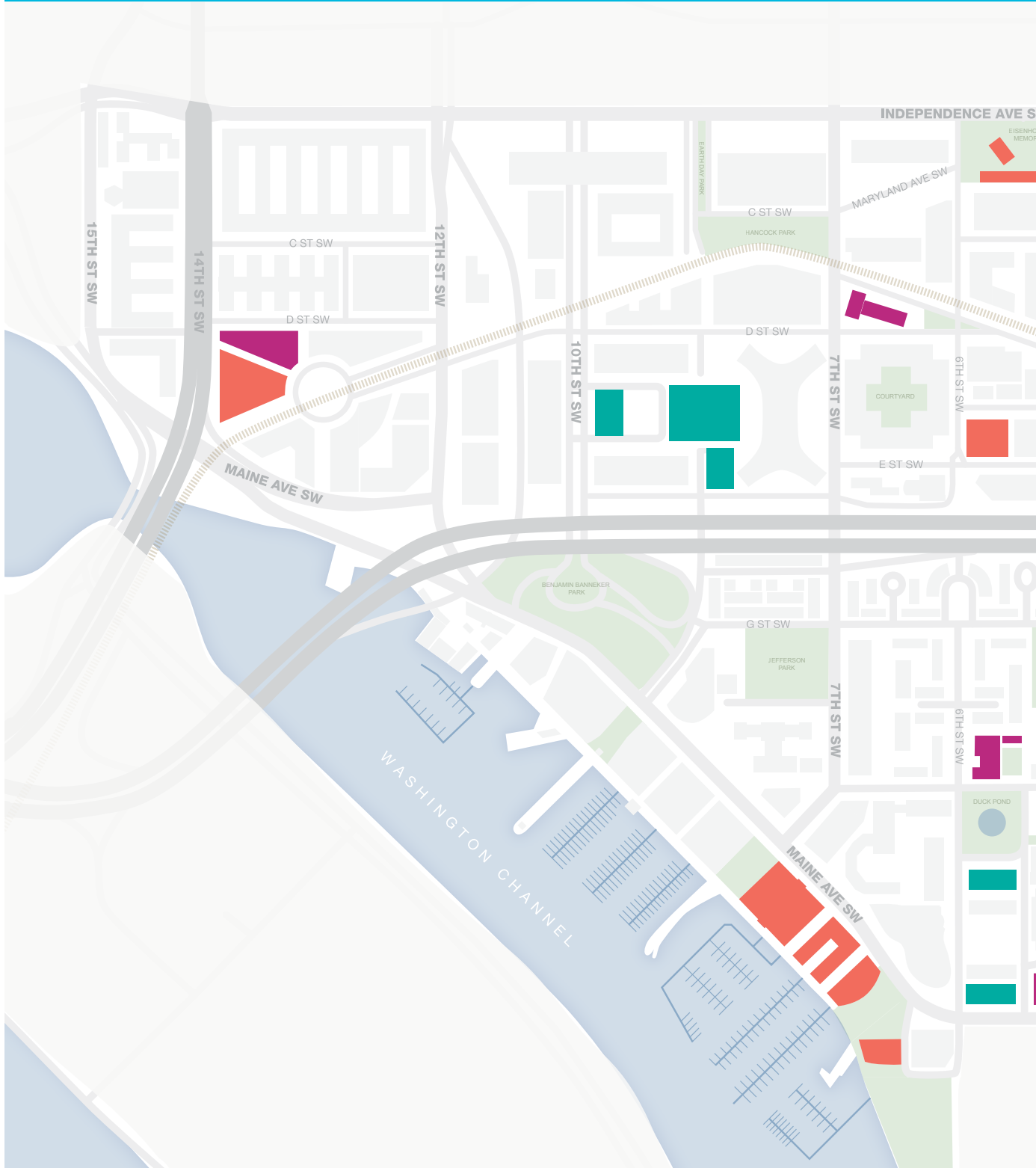


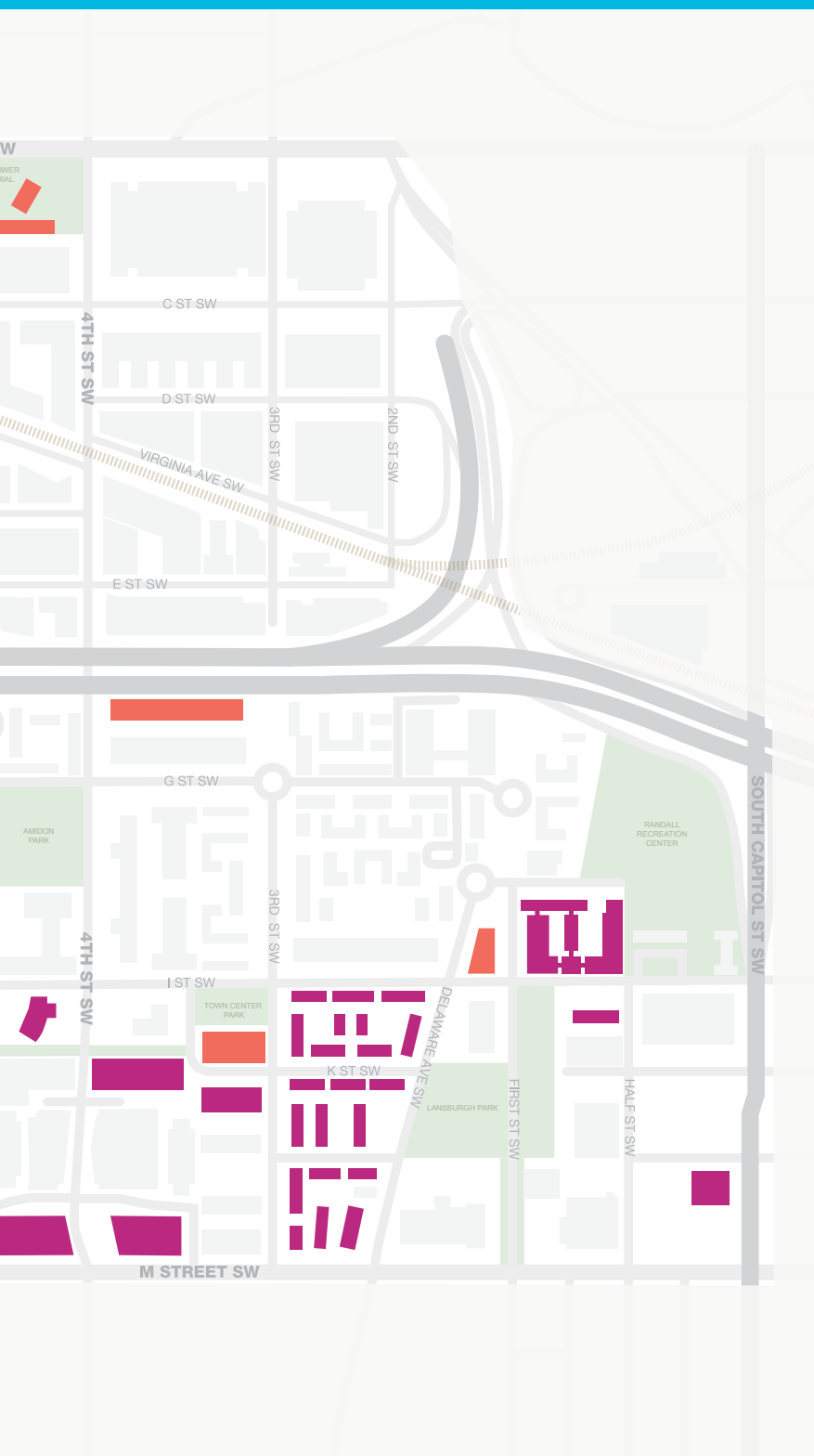
**40,000+
s'mores
sold at
The Wharf**

**52,000
Jitney rides
across the
channel**

**7,000+
Kayaks and
SUPs launched
from the
Recreation
Pier**

development map





COMPLETED 2019

4 Projects

266 Residential Units
367 Hotel Rooms
220,000 SF Office
80,000 SF Retail

UNDER CONSTRUCTION 2019

11 Projects

651 Residential Units
384 Hotel Rooms
548,000 SF Office
130,800 SF Retail

PLANNED 2019

12 Projects

1,922 Residential Units
1,303,200 SF Office
105,530 SF Retail

financials

FINANCIAL POSITION

For the year ended September 30, 2019 (unaudited)

Cash and Cash Equivalents	3,505,184
Accounts Receivable	313,861
Other Assets	447,976

TOTAL ASSETS	4,267,021
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Liabilities	1,212,199
Net Assets	3,054,822

TOTAL LIABILITIES AND NET ASSETS	4,267,021
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STATEMENT OF ACTIVITIES

For the year ended September 30, 2019 (unaudited)

REVENUES

BID Tax	2,403,905
Contract Revenue	1,393,679
Other Revenue	422,755

TOTAL OPERATING INCOME	4,220,339
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EXPENSES

Administration	57,714
Place Branding	788,034
Place Making	705,810
Place Management	1,894,643

TOTAL CASH EXPENSES	3,446,201
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NON-CASH EXPENSES

TOTAL EXPENSES	116,486
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BDF	209,044
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Operating Net Income	448,608
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BOARD OF DIRECTORS

TOM CICOTELLO Boyd Watterson
EDGAR DOBIE Arena Stage
AUSTIN FLAJSER Carr Companies
GARRICK FRANCIS CSX Transportation
TINA GOAD Boston Properties
GEOFFREY GRIFFIS CityPartners
KATHY GUY JBG Smith
MONTY HOFFMAN Hoffman & Associates
JACQUIE HOLDER Holiday Inn Capitol
THOMAS JAMES GSA National Capital Region
JIM LANDAU MetLife Investment Management
MICHAEL ODUM Brookfield Properties
DONNA WESTMORELAND I.M.P.
TAMARA CHRISTIAN International Spy Museum

SWBID STAFF

STEVE MOORE Executive Director
ANDRE WITT Chief Operating Officer
LEXIE ALBE Deputy Executive Director
ANNE MCNULTY Director of Communications
JESSIE HIMMELRICH Associate Director of Public Space
PERON WILLIAMS Manager, Operations
DELANTE CHLOE Supervisor, Special Operations
KEVIN BATON Supervisor
DANIEL JONES Supervisor
GREGORY WILLIAMS Supervisor
IDANIA ARTEAGA Assistant Supervisor
MICHAEL SADELSON Assistant Supervisor
SANTOS AGUIRRE Ambassador
ROLAND BUNCH Ambassador
MORICO DIGGS Ambassador
MICHAEL DAWKINS Ambassador
AVERY GRAHAM Ambassador
ANA GRANADOS Ambassador
CHARNETTE HERNDON Ambassador
JEROME HORNE Ambassador
WILLIE JOHNSON Ambassador
VERNA LYLES Ambassador
TERENCE MATTHEWS Ambassador
JEROME MCRAE Ambassador
ADRIAN OWENS Ambassador
VICKE OWENS Ambassador
SERGIO PINEDA Ambassador
CHARLENE PORTER Ambassador
CHARLEEN SMITH Ambassador
ANTHONY TAYLOR Ambassador

SWBID

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IMPROVEMENT DISTRICT

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