



FY18 Workplan and Budget

Presented to
Arlington County Board
March 16, 2017

ROSSLYN 

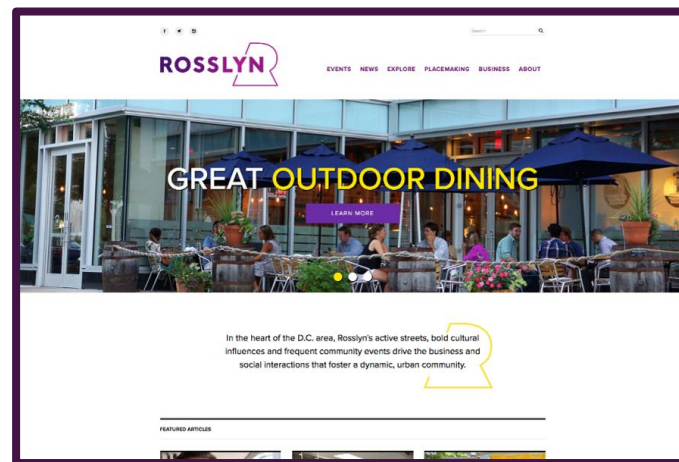
FY 2016 REVIEW

CONNECTED

222,000+
PAGE VIEWS ON
ROSSLYNVA.ORG

113,000+
UNIQUE SESSIONS ON
WEBSITE IN FY16

5,000+
FOLLOWERS ON
SOCIAL MEDIA



BOLD

48,000+

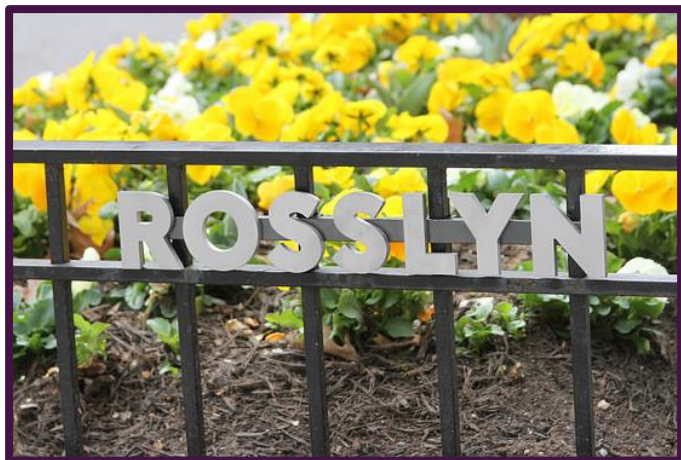
SQ FT OF PLANTINGS
AND MAINTAINENCE

115

PLANTERS
PLANTED

200+

TREE PITS
PLANTED



URBAN

99.3%

POSITIVE RESPONSE
TO STREETSCAPE
ELEMENTS

19

STREETSCAPE
ELEMENTS
PROTOTYPED

27

ELEMENTS INSTALLED
AT CENTRAL PLACE



ACTIVE

26,000+
TOTAL
ATTENDANCE FOR
ROSSLYN EVENTS

1,098
AMBASSADOR
HOURS SPENT AT
EVENTS

120+
COMMUNITY
EVENTS



RESPONSIVE

70,000+
POUNDS OF WASTE
COLLECTED

375+
HOURS ASSESING
NEEDS IN ROSSLYN

150+
HOURS OF RAPID
RESPONSE TO
STAKEHOLDERS



FY2017

YEAR TO DATE

STRATEGIC GOALS

- ▶ Shape Rosslyn's Urban Character
- ▶ Activate the Neighborhood
- ▶ Enhance the Perception of Rosslyn
- ▶ Maintain a Strong BID Organization

SHAPE ROSSLYN'S URBAN CHARACTER

- ▶ Began Rosslyn Transportation Project
- ▶ Developing Streetscape master plan and Parklet prototype (will need board approval)
- ▶ Continue to work with County staff to improve commercial/retail signage



ACTIVATE THE NEIGHBORHOOD

- ▶ Created *Pub in the Park*, a mobile bar experience to enhance sense of place
- ▶ Increasingly partnered with local restaurants and retailers during events
- ▶ Increased activation of public spaces in Rosslyn outside of Gateway Park



ENHANCE THE PERCEPTION OF ROSSLYN

- ▶ Secured Fox5 Zip Trip leading to an estimated viewership of 1.4 million and 1.6 million impressions on twitter
- ▶ Secured multiple speaking engagements to showcase Rosslyn
- ▶ Initiated a survey to baseline perceptions about Rosslyn



MAINTAIN A STRONG BID ORG

- ▶ Established Board of Directors best practices task force
- ▶ Completed knowledge management evaluation

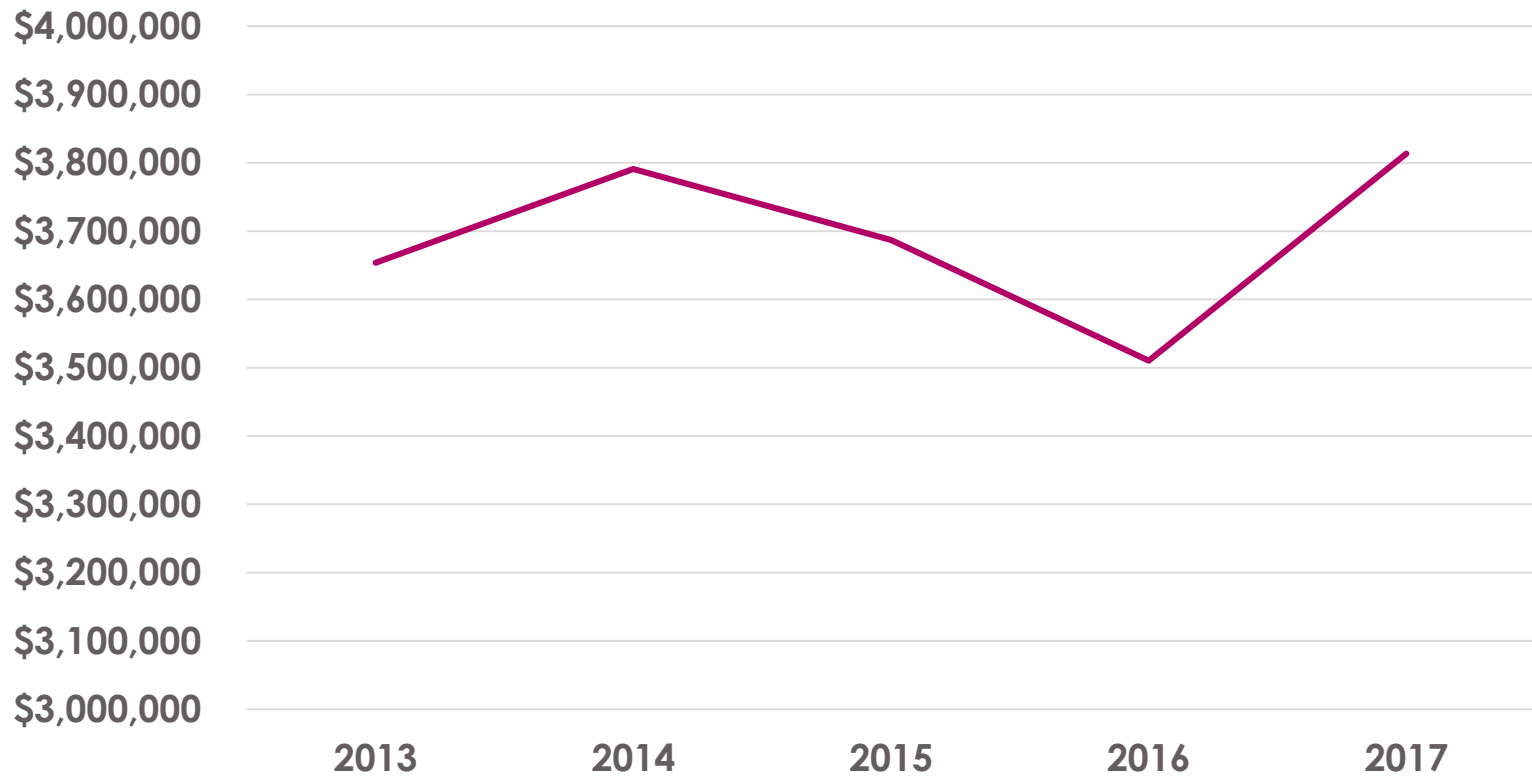


FY2018 PLAN

A LOOK FORWARD: MOMENTUM!

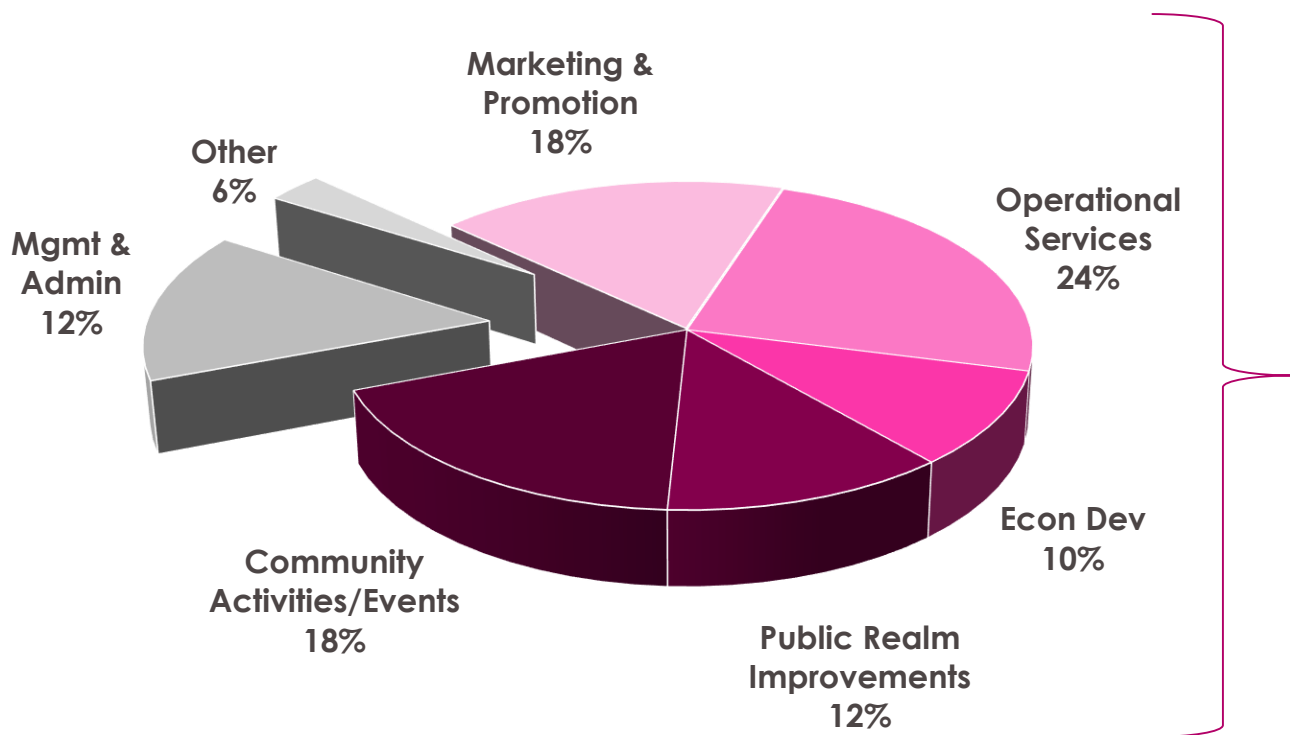
- ▶ Central place comes online
- ▶ WRAPs construction project will begin
- ▶ Numerous new site plans to be submitted
- ▶ Nestlé, GMA and Grant Thornton will move into Rosslyn
- ▶ Residential growth as more buildings develop

RBID ASSESSMENT REVENUE CY2013-2017*



*Source: County RBID fund statement

FY2018 BUDGET



82% Dedicated to Programs

FY18 KEY INITIATIVES

- ▶ Rosslyn Transportation Study
 - ❑ Short-term tactical urbanism implementations
 - ❑ Long-term improvements to the street grid
- ▶ Wayfinding
- ▶ Roll-out of parklet and streetscape elements
- ▶ Tenant outreach, engagement and retention
- ▶ Boat House

ROSSLYNVA.ORG



   /ROSSLYNVA



ROSSLYN BUSINESS IMPROVEMENT DISTRICT

1911 NORTH FORT DRIVE, LL-10

ARLINGTON, VA 22209

703-522-6628

ROSSLYNVA.ORG

   /ROSSLYNVA



BALLSTON BID

OVERVIEW

115 Commercial Properties

118 Acres

5 block radius

7,400,000 SF of Commercial Space

1,000,000 SF of Retail Space

900,000 SF of redevelopment
(office + retail)



Vision: To create a leading business district that attracts, supports and connects the most creative, compelling and ambitious minds in the region.

Mission: To imagine and implement innovative programs, partnerships and collaborations that bring people together, create a sense of community and strengthen the economic vitality of our businesses and commercial partners.

Strategic Plan Objectives:

- Increase focus on collecting, managing and sharing data about what makes Ballston unique and how the BID is driving results.
- Place greater emphasis on the various touch-points for each of our customer categories- commercial tenants, retailers, employees, brokers, visitors, and residents.
- Develop programming geared toward tenant retention and targeting Ballston employees to help them learn, connect and grow.
- Revise the operational structure of the BID to maximize staff's talent, time and attention on the right, high impact, strategic projects.

BALLSTON BID STAFF



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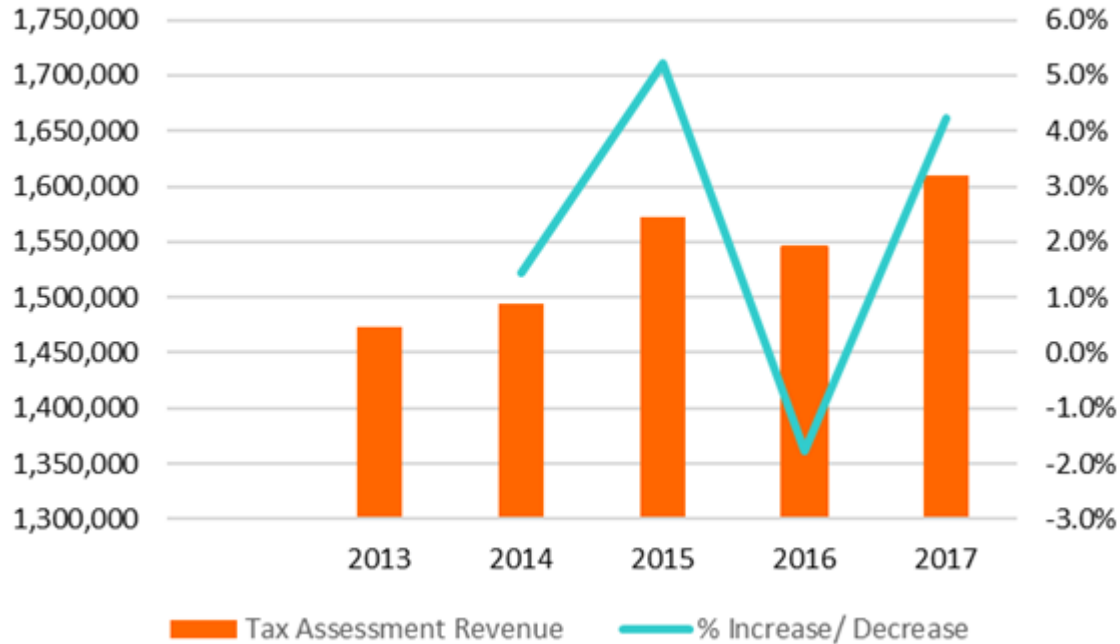
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BALLSTON BID

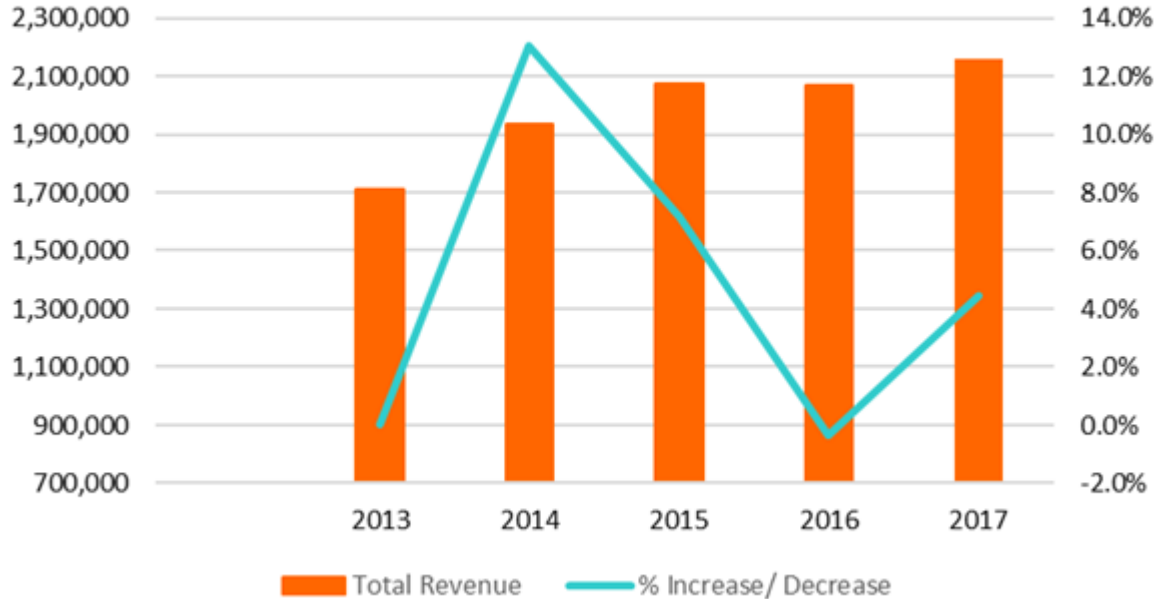
BUDGET

BID Tax Assessments



FY	Tax Revenue	% Inc/(Dec)	Tax Rate*
2012	\$1,241,759		.045
2013	1,473,351	18.6%	.045
2014	1,494,734	1.4%	.045
2015	1,572,603	5.2%	.045
2016	1,544,770	-1.8%	.045
2017	1,610,085	4.2%	.045
2018	1,540,119	-4.3%	.045

Total BID Revenue



FY	BID Fundraising Revenue	Total Revenue	% Increase/Decrease
2013	\$ 240,000	\$ 1,713,351	0%
2014	442,000	1,936,734	13.0%
2015	503,000	2,075,603	7.2%
2016	523,460	2,068,230	-0.4%
2017	550,000	2,160,085	4.4%

Changes to Workplan Driven by Assessment #s:

- No funds for additional needed staff members
- Cuts to planned programs in workplan i.e. banner program, wayfinding initiatives, etc.
- Staff having to raise additional funds to supplement budget cuts (approx. \$500k/year)
- Created BallstonGives as an alternative means to grow organization

BALLSTON BID

**PAST FIVE
YEARS**

EVENT METRICS FY12-FY16



12,000

ATTENDEES IN 2012

50,000

ATTENDEES IN 2016

400+

VOLUNTEERS

\$25,000

DONATED TO AFAC IN 2016

250

EVENTS HOSTED
OR SPONSORED
FROM FY12-FY16

450

PRESENTATIONS
FROM FY12-FY16



5,000

ATTENDEES IN 2012

20,000

ATTENDEES IN 2016

20+

VENDORS

2,500 lbs

OF FOOD GLEANED FOR
AFAC IN 2016

16,000

BALLSTON TENANTS TOUCHED
THROUGH EVENTS AND
PROGRAMS

SOCIAL METRICS FY12-FY16

450+

EARNED MEDIA
PLACEMENTS FROM
FY12-FY16

149

EARNED MEDIA
PLACEMENTS IN
FY16 ALONE

7,500

FOLLOWERS ON SOCIAL MEDIA

14,000

SUBSCRIBERS TO BI-MONTHLY
NEWSLETTER

60k

WEBPAGE VIEWS
PER MONTH

Ballston
Connect

10,000+

MOBILE APP
DOWNLOADS

BALLSTON BID

MARKETING +

PROGRAMS

FY17/18

Marketing & Programs for FY17/18:

- Ballston Tenant/Employee Events
- Customer Focused Programs & Events
- Success Criteria & Data Project
- Organizational Capability & Connections Project
- Digital Content Strategy
- Ballston360 Expansion
- Taste of Arlington
- Media Relations
- Real Estate Challenge with Virginia Tech
- Retail Challenge with Ballston Quarter

Ballston



BALLSTON BID

PLACEMAKING

FY17/18

Placemaking Projects for FY17/18:

- BLinked – BID Wide Wi-Fi Program
- Arlington County Parking Wayfinding Signs
- BallstonConnect Mobile Application
- Farmers Market
- Median Landscaping & Maintenance
- Ballston Metro Canopy Light-Art Installation
- Banner Program
- Smart Wayfinding





INTERSECTIONS

Ballston Center
Walk

Ballston-MU Station



Welcome
to the Neighborhood

Ballston



BALLSTON BID

**MGMT, FINANCE +
ADMINISTRATION
FY17/18**

Management, Finance + Admin Projects for FY17/18:

- Commercial Apartment Property Integration Project
- Office Relocation
- BallstonGives Strategic Plan



Ballston

#wheremindsmeet



Ballston



BallstonBID



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www.ballstonbid.com



CRYSTAL CITY





2006 - 2016





CRYSTALCITY

TEAM CRYSTAL



2017





CRYSTALride

WEDNESDAY NIGHT SPINS

VORNADO
CHARLES E SMITH

CROSSHAIRS
CYCLING

Crystal City
Wine Shop



CRYSTALart

ARTOMATIC

VORNADO
CHARLES E SMITH





CRYSTALCITY

SOFAR SOUNDS



CRYSTAL CITY 5K FRIDAYS



CRYSTALrun

5K FRIDAYS



PACERS RUNNING



CRYSTALride

BIKE TO WORK WEEK



sport&health



WASHINGTON
AREA
BICYCLIST
ASSOCIATION



FRIDAYS AT THE FOUNTAIN



ARMED FORCES CYCLING CLASSIC

CRYSTALride

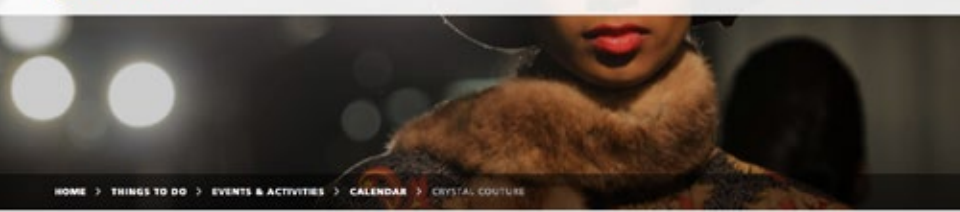
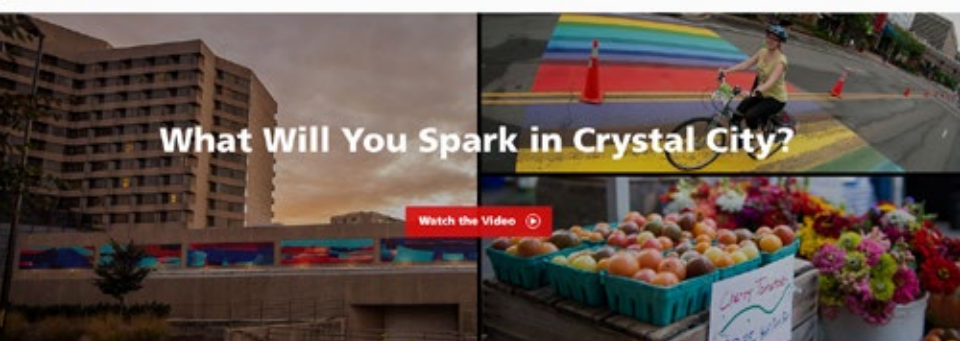
1916 | 2016 *100*
BOEING





HILTON ART WALL





CHECK OUT OUR UPCOMING EVENTS

26 OCT
Wines of Sonoma County

04 NOV
FRESHFARM Market

02 FEB
Crystal Couture

HOME > THINGS TO DO > EVENTS & ACTIVITIES > CALENDAR > CRYSTAL COUTURE

Crystal Couture

CATEGORIES: ARTS | SHOPPING

UPCOMING DATES AND TIMES

- Feb 2, 2017 - Thu 5:00PM TO 10:00PM
- Feb 3, 2017 - Fri 5:00PM TO 10:00PM
- Feb 4, 2017 - Sat 2:00PM TO 10:00PM

LOCATION
Multiple locations in Crystal City

ADDITIONAL DETAILS

- RETAILER/RUNWAY APPLICATION
- MODEL APPLICATION
- BEAUTY TEAM APPLICATION
- SEAT INFORMATION
- VIP TICKET

The DC area's hottest high-end bargain retail pop-up sale and fashion show returned to Crystal City on February 4th, 5th, and 6th, 2016! Crystal Couture – Show & Sale brings about 50 of the metropolitan area's most stylish boutiques, designers, and fashion retailers all under one roof. This one-stop shopping experience lets guests browse discounted offerings on the rack AND! on the runway as models showcase select offerings while enjoying sips from the bar, free 5-minute make-up and hair makeovers, chats with fashion consultants, and music from DJ Neekola.

2012 Crystal Couture

Stay up to date and sign up for our newsletter

SUBSCRIBE >

SELECT A CUISINE

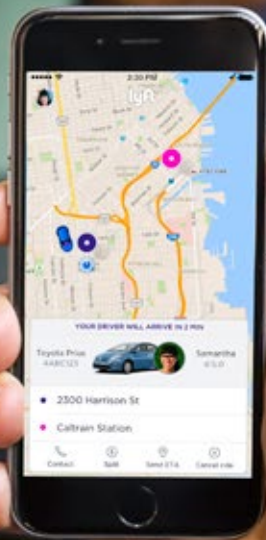
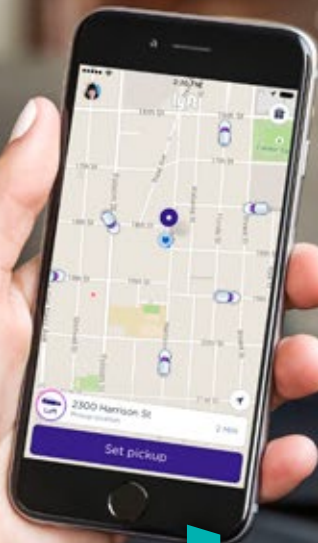
Harar Mesob Ethiopian Restaurant

CRYSTALCITY
NEW WEBSITE

FY 2018



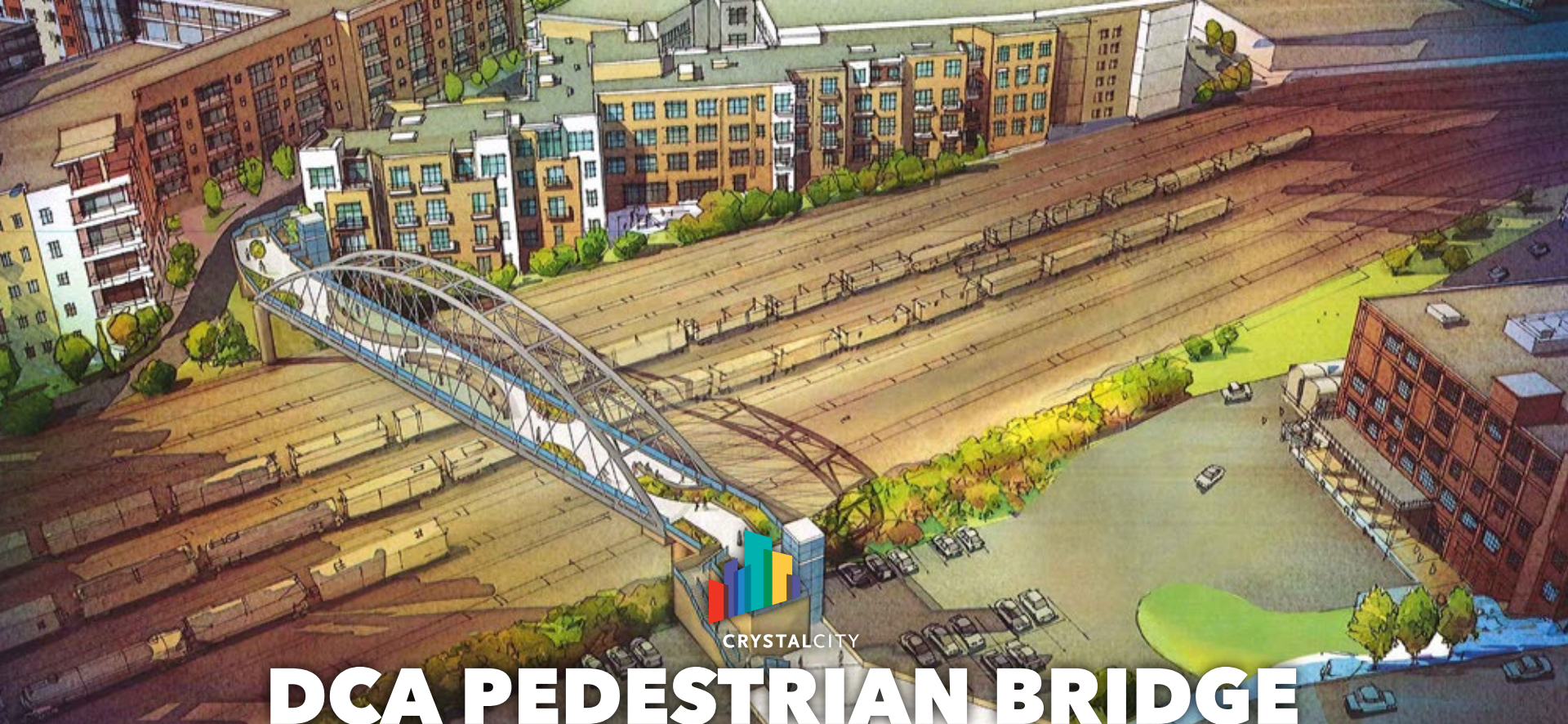
CRYSTALCITY



CRYSTALCITY

LYFT

lyft



CRYSTALCITY

DCA PEDESTRIAN BRIDGE



CRYSTAL CITY

JBG-SMITH INTEGRATION

FUTURE



CRYSTALCITY



CRYSTALCITY

BID EXPANSION



CRYSTALCITY

LONG BRIDGE PARK PHASE 2



ARLINGTON
VIRGINIA