

GROWING

ANNUAL REPORT 2011

NOMA
CONNECTED

GREENING

NOMA
CONNECTED

Greetings from Bruce Baschuk and Robin-Eve Jasper

It's been another fabulous year for NoMa. The fastest growing area of Washington, DC, NoMa is now a lively and livable neighborhood, with tens of thousands of workers and neighborhood residents. A second wave of residential development is underway, with nearly 2,300 residential units under construction now. Meanwhile, the commercial core of NoMa is rapidly transforming into a closely-knit area with good shopping, great food and fantastic transit options. The streets are filled with people walking, riding bicycles and enjoying outdoor cafés. Sleek and smart new buildings with great amenities are drawing residents to both live and work.

This year, the NoMa neighborhood's presence and importance in the District gained widespread notice and official recognition when WMATA decided to rename the New York Ave/Florida Ave/Gallaudet U Metro station the NoMa/Gallaudet U station. The change literally puts NoMa on the map!

As always, the NoMa Business Improvement District is focused on making the area beautiful and vibrant. Our Hospitality Ambassador program is expanding, and this year we added three new people to welcome and assist people in NoMa. Our Clean Team Ambassadors are providing the elbow grease to make NoMa more attractive by maintaining the public space with sweeping, pressure-washing, landscaping and more.

For the second year running, the NoMa BID doubled our signature events – and received a Merit Award from the International Downtown Association for our programming, which includes more than 100 free community events each year. We started our first farmers market in 2011, bringing farmers and fresh food directly to the sidewalks of NoMa.

This year the NoMa BID said goodbye to Liz Price, Merrit Drucker and Jamie Brätt, as they have all moved on from very successful tenures here to other opportunities. We appreciate the excellent groundwork they laid and look forward to continuing the relationships and initiatives they built in NoMa. We anticipate another busy year ahead, with critical work on parks and public spaces, and continued emphasis on branding and programming, as thousands of new residents move into DC's most connected neighborhood.



Bruce Baschuk, Chairman of the Board



Robin-Eve Jasper, President



2011 DEVELOPMENT HIGHLIGHTS

Average household income within 1/2 mile of First and K increased by 17% in one year.



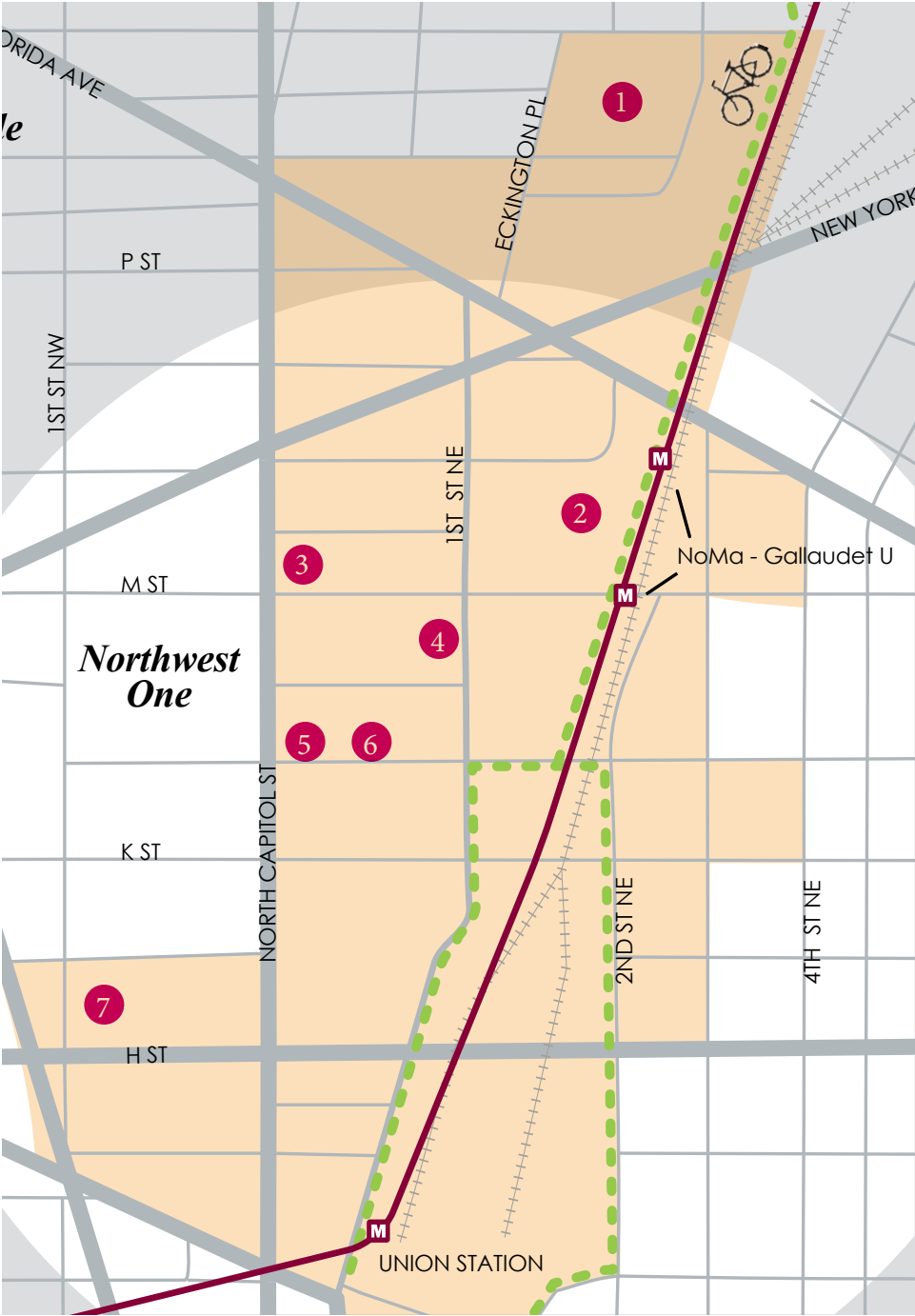
Nearly 1,500 apartment units broke ground in NoMa in 2011.

NoMa is Washington's fastest growing neighborhood. In just six years, NoMa has developed 11 million SF of office, residential, hotel and retail space totaling over \$6 billion in private investment.

- > NoMa inked approximately 1 million SF of commercial leases for the fourth straight year. More than 45,000 people now work in NoMa each day.
- > Six development projects broke ground in 2011, totaling nearly 1,500 apartments, 13,000 SF of retail and 375,000 SF of office.

- > Six new neighborhood amenities opened their doors, from Hilton Garden Inn Hotel to Roti Mediterranean Grill.
- > Skanska purchased three building pads near First and M Street, NE. Plans are underway to break ground on 88 M Street, NE in 2012.
- > First Potomac Realty Trust made two acquisitions in NoMa: an income-generating asset at 840 First Street, NE and the Greyhound Site, with Perseus Realty Trust as development partner.
- > Archstone purchased 100 K Street, NE from J Street Companies.

PROJECTS CURRENTLY UNDER CONSTRUCTION



- 1 MILL CREEK RESIDENTIAL TRUST**
(A) 250 Q ST, NE
Residential: 255 units
Retail: 1,250 SF
(B) 200 Q ST, NE
Residential: 130 units
(C) 300 Q ST, NE
Residential: 218 units
- 2 CONSTITUTION SQUARE**
StonebridgeCarras
Walton Street Capital
(A) 140 M ST, NE
Apartments: 203 units
Retail: 3,000 SF
LEED Silver
(B) 199 N ST, NE
Office: 375,000 SF
Retail: 5,000 SF
LEED Platinum
- 3 NORTHWEST ONE**
William C. Smith
Warrenton Group
2 M ST, NE
Residential: 314 units
Retail: 4,100 SF
- 4 ARCHSTONE FIRST & M**
1160 FIRST ST, NE
Apartments: 469 Units
Retail: 2,800 SF
- 5 NPR HEADQUARTERS**
1111 North Capitol Street, NE
Office: 330,000 SF
LEED Gold
- 6 CAMDEN NoMa**
60 L ST, NE
Apartments: 340 units
- 7 JBG**
77 H ST, NW
Walmart: 80,000 SF
In-Line Retail: 10,000 SF
Residential: 300 units

CONNECTING WITH THE PRIVATE SECTOR





PRIVATE SECTOR TENANTS

- > Accenture
- > American Bus Association
- > American Chemistry Council
- > American Iron and Steel
- > American Medical Association
- > American Psychological Association
- > Ally Bank
- > Amtrak
- > CareFirst BlueCross BlueShield
- > Case Western University
- > CNN
- > Computer Sciences Corporation
- > CQ-Roll Call
- > DEKA
- > Eagle Publishing
- > General Motors
- > Greenberg Quinlan Rosner Research, Inc.
- > Growth Energy
- > International City/County Management Administration
- > Interstate Natural Gas Association of America
- > Kaiser Permanente
- > Mathematica Policy Research
- > National Association of Social Workers
- > National Cable & Telecommunications Association
- > NPR
- > North American Securities, Inc.
- > Qwest Communications International, Inc.
- > Results Education Fund
- > Sirius XM Satellite Radio
- > Society for American Archaeology
- > Society for Public Health Education, Inc.
- > The Center for Clean Air Policy
- > Thomson Reuters
- > Total Quality Inc.
- > Union Privilege
- > University of Phoenix
- > VITAS Innovative Hospice Care
- > World Resources Institute

A preferred choice for the private sector.

- > In the past year alone, 380,000 SF of private-sector tenants have chosen to sign leases in NoMa.
- > NoMa has captured over 4 million SF of overall lease activity in the past 4 years – more than any other submarket in DC.

MATHEMATICA

Mathematica Policy Research signed the largest private-sector lease of the year, with 125,000 SF at 1100 First Street, NE. More than 300 employees from the prestigious Princeton-based think-tank now work in NoMa each day.

NEW AMENITIES

CVS

Georgetown Valet

Harris Teeter

Hilton Garden Inn

The Perfect Pita

Potbelly
Sandwich Works

Roti Mediterranean
Grill

Seven-Eleven

TD Bank

Todd Gray's Water-
shed Restaurant

Tynan Coffee & Tea

Zuppa Fresca

OFFICE LEASING: WORK CONNECTED

91%

Brokers inked 4 million SF of deals in NoMa in the last four years. As of year-end 2011, office occupancy in NoMa was 91%, according to Delta Associates.

**Office Occupancy at
Year-End 2011**

LEASING/SALES ACTIVITY SINCE 2008

2008: 1,311,000 SF

2009: 1,051,000 SF

2010: 980,000 SF

2011: 946,000 SF



EVENTS: CONNECT WITH NEIGHBORS

100

events each year build community

NoMa Summer Screen

Travel & Leisure Magazine voted NoMa Summer Screen one of [America's Top 10 Outdoor Movie Theatres](#) in summer 2011.

The International Downtown Association (IDA) recognized NoMa BID with a [Merit Award](#) for our programming and events in fall 2011.

350

people each week at NoMa Summer Screen

Farmers Market



NoMa FARMERS MARKET

NoMa's first Farmers Market ran from June to October in 2011, and was well-received by the neighborhood. Local vendors provided a variety of fresh and organic produce, orchard fruits, meats, cheeses, prepared foods and baked goods.

EVENTS: CONNECT WITH NEIGHBORS



RHYTHM IN NOMA

Rhythm in NoMa is a free, 20-week lunchtime concert series that provides relaxing, low-key outdoor programming for NoMa employees. In FY11, we doubled the concert offerings and expanded to two locations, holding concerts at the NoMa Metro Station and at Union Center Plaza.

ZESTFEST

In 2011, NoMa BID continued our fun, two-week fall festival that activates NoMa's public spaces. Events included opera singing on the plazas, zumba classes outdoors, chair massage on the sidewalk, and more.



BIKETASTIC

In 2011, NoMa BID unveiled a slew of bike-centric programming to emphasize the neighborhood's connectivity to the Bikestation, the Met Branch Trail, and other cycling amenities. The NoMa Bike to Work Day pit stop attracted 200 cyclists in its first year. Bike Spa allows commuters drop off their bikes for a 'day at the spa' and receive repairs in time for their commute home.

APRIL SHOWERS

NoMa BID Hospitality Ambassadors gave away branded umbrellas on the streets of NoMa on rainy April days, bringing cheer to residents and further promoting the NoMa brand and personality.

PROMOTING THE NEIGHBORHOOD



CULTURAL STRATEGY

The NoMa BID worked with the Cultural Development Corporation to develop a strategy for attracting arts and cultural uses to the area. The report included an overview of the state of the arts in DC, framed NoMa's competitive position among several nearby creative clusters, then recommended an action plan for the NoMa neighborhood that will guide investment and policy decisions in the future.

NONPROFIT TAX ABATEMENT

NoMa BID worked with the Deputy Mayor for Planning and Economic Development to establish a small tax abatement program to attract nonprofits and associations to new neighborhoods in DC. Nonprofits who leased or bought space in NoMa could apply for the \$8/SF 10-year tax abatement. The program resulted in several private-sector leases in NoMa.

75⁺ walking tours and presentations each year

BRANDING & MARKETING

BRANDING

In April 2011, after 12 months of strategy, research and design work, the NoMa BID unveiled a striking new logo and messaging emphasizing CONNECTED. NoMa's branding now focuses on building NoMa's positive image and recognizable name as the city's fastest growing neighborhood.

The campaign included:

- > Bright place branding initiatives such as fence banners, Metrorail advertising, and large-scale building banners
- > Updated website
- > Redesigned marketing materials
- > Colorful Hospitality Ambassador and Clean Team uniforms

50 press releases in 2011

400 press mentions

75 press mentions solely from NoMa Summer Screen

900 Facebook followers

1,300 Twitter followers
(from 0 at beginning of FY11!)

2,600 NoMa newsletter subscribers

NOMABID.ORG



WEBSITE & SOCIAL MEDIA

The NoMa BID website has become a respected source of information on the NoMa neighborhood, with more than 35,000 unique visitors each year and 10,000 per month during event season.



STREET POLE BANNERS

Launching a street banner program is one of the BID's largest investments in our long-term branding campaign. More than 300 banners installed in spring 2012 bring a unique, colorful and artistic aesthetic to the neighborhood's primary corridors.



NOMA/GALLAUDET U

METRO NAME CHANGE SUCCESS

In response to a BID-led proposal that received resounding community support, the WMATA board voted to change the local Metro station name to NOMA/GALLAUDET U. The secondary heading 'New York Avenue' will remain during a temporary transition period. The change, which takes effect in June 2012, reflects the region's heightened awareness of NoMa as DC's fastest growing neighborhood.

PLANNING AWARD: The New York Avenue Metro Station catalyzed NoMa's transit-oriented renaissance in 2004, and the local chapter of the American Planning Association (APA) recognized this transformation with a prestigious award to the public/private partnership that financed the station.

CAPITAL BIKESHARE: NoMa continues to work closely with the rapidly expanding Capital Bikeshare system and local developers to ensure that more stations are added to the NoMa network. Currently, eight stations serve the greater NoMa neighborhood.

STREETCAR: In December 2011, the District selected an interim western terminus for the H Street, NE streetcar route on the 'Hopscotch' or H Street bridge; it will include a direct passageway into Union Station.



50%

growth in NoMa
Metro ridership
since January 2010

**NoMa's station boasts Metro's
fastest growing ridership**
15 modes of transportation
**94 Walk Score: Walker's
Paradise**



PARKS & PUBLIC REALM



NoMa PARKS

Legislation is currently pending in the DC Council Finance Committee that would authorize and identify funds to acquire and develop a network of public parks and green spaces in NoMa. The BID has developed a contemporary vision for this network of parks that would create gathering spaces, recreation areas, and relaxation areas.

> In fall 2011, the American Planning Association held a one-day charrette with neighborhood stakeholders focused on public parks and placemaking needs in NoMa, attended by both Councilmember Tommy Wells and APA Chairman Paul Farmer. The group produced a shared vision statement for NoMa parks and a design and use prioritization list.

> Building upon that work, NoMa BID's consultant AECOM conducted extensive stakeholder outreach and research to determine neighborhood needs before creating an exciting concept plan for parks in the neighborhood.

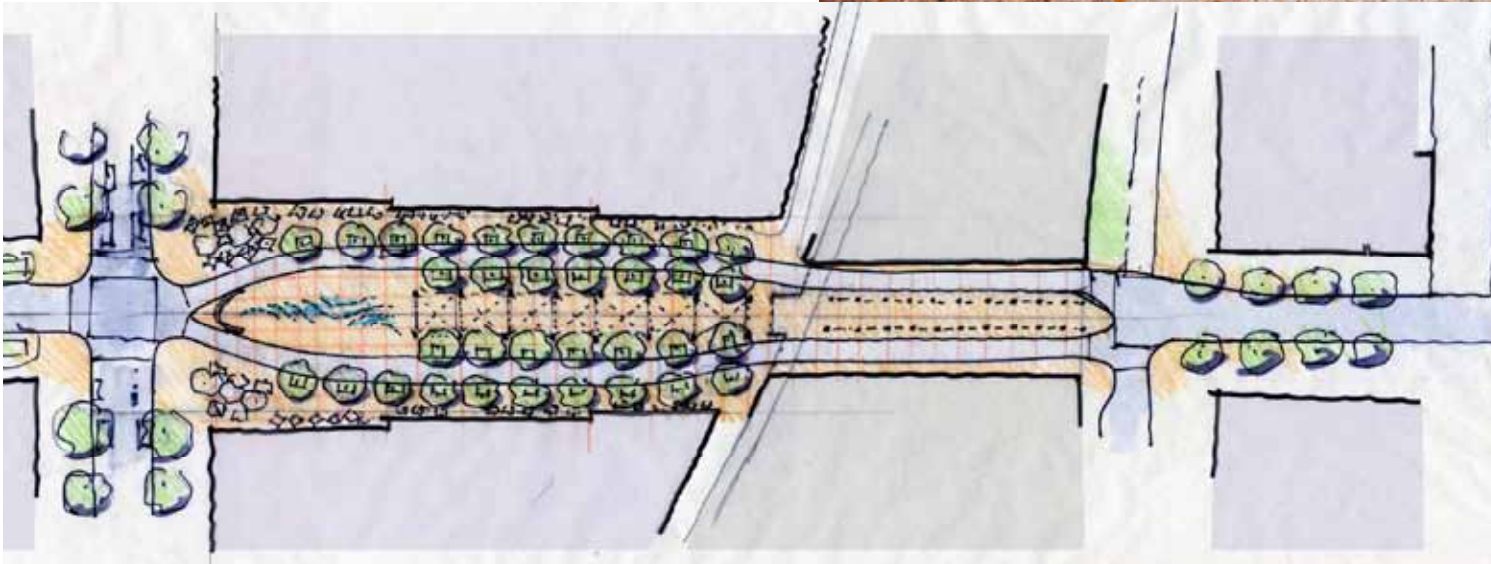


PARKS & PUBLIC REALM

FIRST STREET RECONSTRUCTION

First Street, NE will receive a streetscape makeover from K Street, NE to New York Avenue starting in 2012. NoMa BID has collaborated closely with DDOT on design recommendations for the project to ensure a beautiful and walkable “main street” for greater NoMa.

Planting zones and sidewalks vary depending on location; however, where possible, DDOT has accommodated the NoMa BID's request to create large planting zones and sidewalk/cafe zones. The BID will work with DDOT to alert residents, employees and visitors and mitigate the impacts of the construction.



PUBLIC SAFETY

414

WORK ORDERS
REPORTED TO CITY
DEPARTMENTS

8

friendly staff
ambassadors

homeless
individuals
connected to
city services

50

PUBLIC SAFETY

The NoMa BID acts as a focal point and coordinator for a multitude of law enforcement agencies, security officers, BID members, employees, and residents. For several years, crime has been on the downturn in NoMa, dropping 44% from 2007 to 2010. However, through 2011 and 2012, like the remainder of the city, we have seen an increase in property crimes and theft from auto.

To continue to enhance NoMa's reputation as a safe and welcoming area, the NoMa BID created a focused, short-term working group intended to achieve rapid and sustained reductions in crime, particularly robberies and assaults. The initiative resulted in additional support from law enforcement agencies, particularly MPD. In February 2012, the BID hired Thomas Taylor, a former federal prosecutor, to coordinate the BID's Public Safety Program.



COMMUNITY OUTREACH & BEAUTIFICATION

15,200 daffodils & tulips
185 trees planted since 2007
856,588 pounds of trash removed
178 graffiti marks scrubbed
30 colorful planters installed at key intersections

CLEAN TEAM

The NoMa Clean Team continues to make the streets of NoMa shine, and has started a new contract with Block by Block, which provides clean teams to more than three dozen BID organizations nationwide.

HOSPITALITY AMBASSADORS & COMMUNITY OUTREACH

The NoMa BID Hospitality Ambassador team ensures that the BID is a safe, friendly and inviting place for visitors, workers and residents. The team conducted 11,273 assists, reporting suspicious activities to public safety agencies, reporting infrastructure issues to the city, providing late evening escorts, and serving as the “eyes and ears” of the BID.

- > Extended hours and weekend shifts to welcome new residents
- > Organized the BID's well-attended Public Safety Meeting each month
- > Created two resource guides related to homeless issues
- > Provided job skills training and mentoring for local youth through Summer Ambassador Program
- > Held summer film series for youth at Sursum Corda



FINANCIALS

The NoMa BID's operations are funded by an assessment that applies to commercial property (including land and parking lots), residences of 10 or more units, and hotels.

STATEMENT OF FINANCIAL POSITION

Assets	2011
Cash/Cash Equivalents	1,121,460
Accounts Receivable	185,310
Prepaid Expenses	16,584
Deposits	6,260
Equipment	53,379
TOTAL ASSETS	1,382,993

LIABILITIES & NET ASSETS

Liabilities	
Accounts Payable & Accrued Expenses	77,219
Deferred Revenue	82,207
TOTAL LIABILITIES	159,426

Net Assets

Unrestricted Net Assets	1,223,567
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TOTAL LIABILITIES & NET ASSETS: \$1,382,993

INCOME STATEMENT

Income	2011	
BID Assessments	1,735,134	88%
Contributions	196,644	10%
Interest & Other Income	30,891	2%
TOTAL INCOME	1,962,669	100%

Expenses

Administration	304,415	17%
Branding & Marketing	389,075	21%
Cleaning & Safety	742,256	40%
Events & Programming	150,622	8%
Streetscape & Infrastructure	249,431	14%
TOTAL EXPENSES	1,835,799	100%

NET INCOME: \$126,870

STAFF & BOARD



Staff	Title
<i>As of May 2012</i>	
Robin-Eve Jasper	President
Thomas Taylor	Director of Operations
<i>Vacant</i>	Director of Planning & Economic Development
Rachel Davis	Director of Marketing & Events
Otavio Thompson	Hospitality & Outreach Manager
Dolly Ramlogan	Business Manager
Ari Ellis	Hospitality Ambassador
George Gail	Hospitality Ambassador
Thomas Henderson	Hospitality Ambassador
Sheila Johnson	Hospitality Ambassador
Sam Rosales	Hospitality Ambassador
John Simmons	Hospitality Ambassador
Ibrahim Turayson	Hospitality Ambassador
Robert Walker	Hospitality Ambassador Supervisor

Board	Company Name
<i>As of May 2012</i>	
Class of 2012	
Jennifer Baldwin	Kaiser Permanente
Maury Schlesinger	NPR
Michael Smith, Secretary	The Washington Center
Stuart Goldberg	Sirius XM Radio
Dawud Abdur-Rahman	GSA
Class of 2013	
Bruce Baschuk, Chairman	J Street Companies
Doug Firstenberg, Treasurer	StonebridgeCarras
Charles Garner II	CIM Group
Charles (Sandy) Wilkes, Vice Chairman	The Wilkes Company
Duane Inskeep	Harris Teeter
Class of 2014	
Fred Rothmeijer	MRP Realty
Rob Ward	Skanska
Dennis Paul	Paul's Wholesale Florist
Graham Tyrrell	Archstone
John Gordon	Polinger Shannon & Luchs



1200 First Street NE, Suite 310
Washington, DC 20002