

NEST

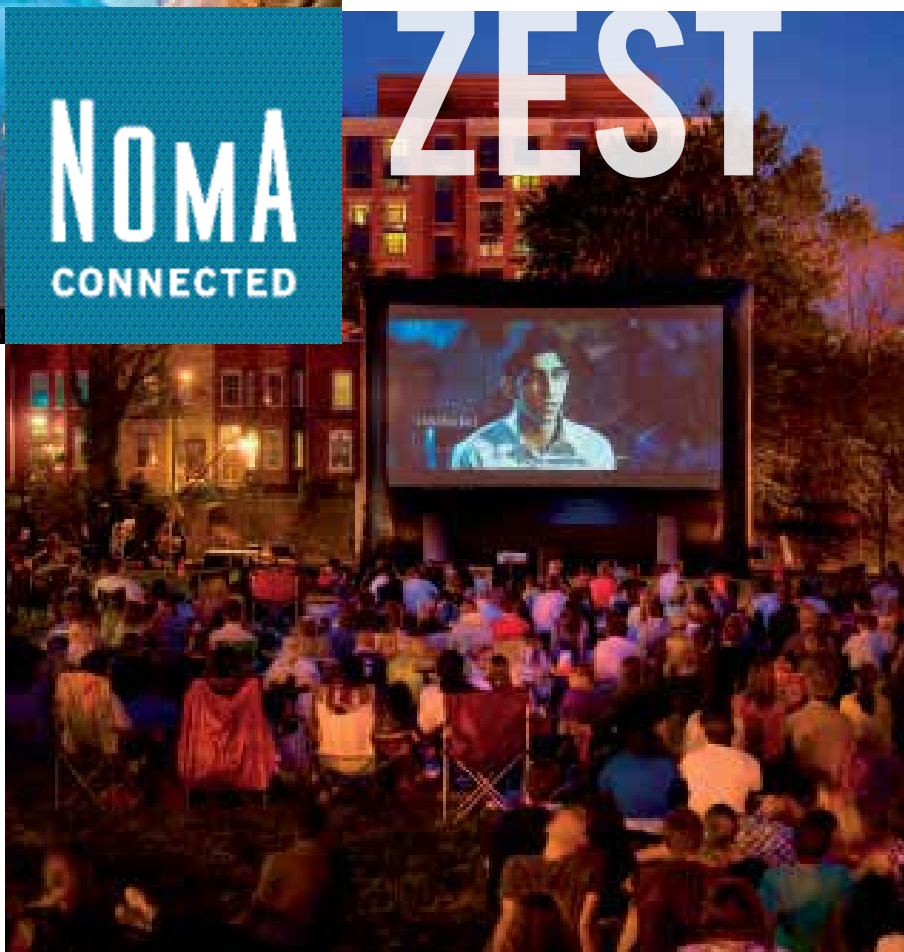


ANNUAL REPORT 2012

NOMA
CONNECTED

ZEST

NOMA
CONNECTED



Greetings from Doug Firstenberg and Robin-Eve Jasper

Whew! Honestly, the pace of change in NoMa is striking, even to us. This year, more residents arrived. They moved into some of the hippest, nicest apartments in the District. They brought kids and dogs. They are young, well-educated and gainfully employed. They want to live in a great neighborhood and they want to be part of the growth of the NoMa community.

Last year at NoMa Summer Screen we had more than 700 attendees on several occasions. The “green” adjacent to the Loree Grand was standing-room-only for “Shaun of the Dead.” The NoMa Business Improvement District continued to sponsor movies, concerts, and events. On July 4, 2012, we held our first-ever neighborhood July 4th party, with rides and food and the movie Independence Day. We also involved families throughout NoMa in Family Fun Nights at Sursum Corda. It was great to see this event grow as people came from all over the neighborhood for dinner, face-painting, activities and family-friendly films.

As the year progressed, we began to realize a fundamental shift had taken place. Plans for new buildings were being finalized and they all seemed to have substantial residential and retail components. Today, well over 300,000 square feet of retail is planned in near-term developments in the NoMa BID. We already have nearly 4,000 residential units complete or under construction — of a total 10,000 that are planned.

Realizing that a great neighborhood needs great parks and public meeting spaces, the NoMa BID re-doubled efforts to assure that in the future NoMa will be known as much for its terrific public places as it is for the ground-breaking partnership that built the NoMa-Gallaudet University Metro Station. In 2012, the District government, under the leadership of Mayor Vincent Gray, provided a \$490,000 grant for the NoMa BID to continue parks planning; and the NoMa BID established the NoMa Parks Foundation to focus and attract additional resources for NoMa parks.

Stable and collaborative leadership has been a hallmark of the NoMa BID. At the end of 2012, Bruce Baschuk, founding Chairman of the NoMa BID, stepped down after more than seven years of exemplary service. Every property owner, resident and worker in NoMa owes him a debt of gratitude for the vision and commitment he displayed for the NoMa neighborhood.

2013 is off to a great and exciting start. We look forward to supporting the continued growth of the neighborhood.



Doug Firstenberg, Chairman of the Board



Robin-Eve Jasper, President



RESIDENTIAL GROWTH

3,900+ apartments
available or under construction



2,500 residents
(+ dogs!)
live within NoMa BID

RESIDENTIAL OPENINGS

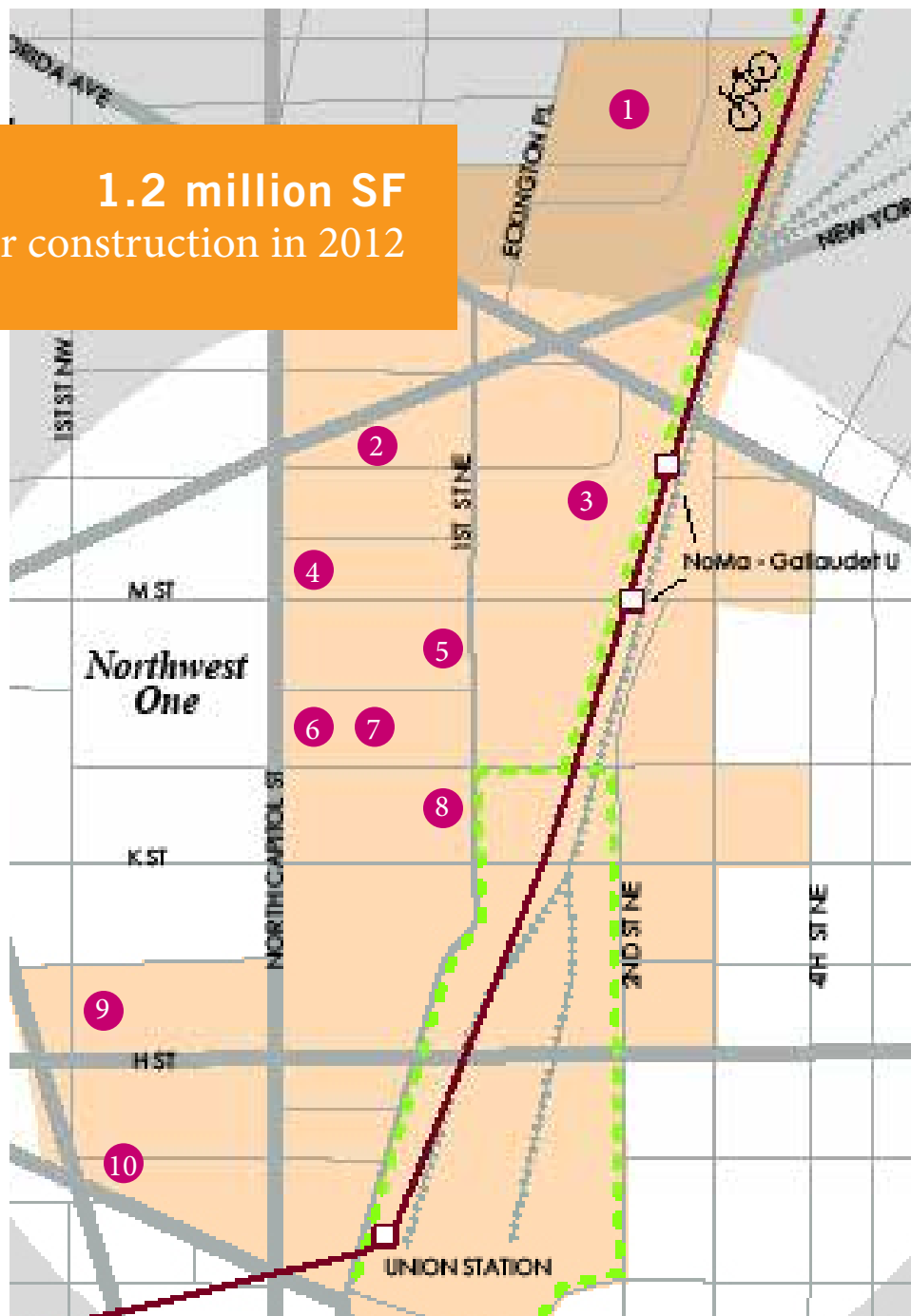
Developers added 1,072 apartments to the 1,223 already in NoMa:

- > **First + M** delivered 469 apartments in June 2012.
- > **Trilogy NoMa** opened in September with 603 apartments in the northern area of the NoMa BID.

More than 1,600 units are under construction for delivery in 2013 and beyond.

NEW COMMERCIAL DEVELOPMENT

1.2 million SF
under construction in 2012



1 MILL CREEK RESIDENTIAL TRUST

(A) 151 Q ST, NE (CIRQ)

Apartments: 255 units
Retail: 1,250 SF

(B) 100 Q ST, NE (LINQ)

Apartments: 168 units
(C) 200 Q ST, NE (ESQUE)
Apartments: 289 units

2 CAPITOL POINT

The JBG Companies
(A) 33 NEW YORK AVE, NE
Hyatt Place: 200 rooms

3 CONSTITUTION SQUARE

StonebridgeCarras
Walton Street Capital
(A) 140 M ST, NE
Apartments: 203 units
Retail: 3,000 SF
(B) 199 N ST, NE
Office: 375,000 SF
Retail: 5,000 SF

4 NORTHWEST ONE

William C. Smith/Warrenton Group
2 M ST, NE
Apartments: 314 units
Retail: 4,100 SF

5 FIRST & M

AvalonBay
1160 FIRST ST, NE
Apartments: 469 Units
Retail: 2,800 SF

6 NPR HEADQUARTERS

1111 NORTH CAPITOL STREET, NE
Office: 330,000 SF

7 CAMDEN NoMa

Camden Property Trust
60 L ST, NE
Apartments: 340 units

8 SENTINEL SQUARE

Trammell Crow
1050 FIRST ST, NE
Office: 278,000 SF
Retail: 10,000 SF

9 JBG

77 H ST, NW
Walmart: 80,000 SF
Retail: 10,000 SF
Apartments: 300 units

10 CENTRAL UNION MISSION

65 MASSACHUSETTS AVE. NW
Homeless Shelter & Services:
33,400 SF

RETAIL

NEXT IN NOMA



310,000+ SF
retail in the pipeline!

What's next in NoMa? RETAIL! **Five new retailers opened in 2012:** A Deli Italian, Starbucks, Thaaja Indian Food Bar, Unleashed by Petco and West Wing Café. The coming years promise more than 300,000 SF of retail, centered in six primary developments:

- > Skanska USA's 88 M Street, NE, with 314,000 SF of office and 6,000 SF of retail around a **public plaza**
- > Douglas Development's **Uline Arena**, now called the Coliseum, with 54,000 SF of entertainment retail
- > StonebridgeCarras' Constitution Square III, a 368,500 SF office building **atop the NoMa metro** with 11,500 SF retail
- > Storey Park, a 700,000 SF mixed-use project along the L Street plaza, including up to 80,000 SF **destination retail**
- > JBG's **Walmart** project at 77 H Street, NE (90,000 SF retail with 303 apartments) and also JBG's **Capitol Point** project along New York Avenue, with a 200-unit Hyatt Place in the first phase

TRANSPORTATION

NoMa Metro Station named fastest growing in system:
18% growth in one year



METRO NAME CHANGE

In June 2013, **NoMa/Gallaudet U** became the official name of the NoMa metro station on maps throughout the WMATA system. The neighborhood celebrated with a ribbon-cutting attended by Congresswoman Eleanor Holmes Norton, Mayor Vincent Gray, WMATA General Manager Richard Sarles, WMATA Board member Catherine Hudgins, Gallaudet Provost Stephen Weiner and many more.

> **STREETCAR:** The western terminus for the H Street, NE streetcar route on the 'Hopscotch' or H Street bridge will lie on the H Street, NE, bridge, and include a **direct passageway into Union Station**.

> **METRO ENTRANCE:** WMATA announced plans for an expanded, **upgraded entrance** to the Union Station Metro station.



NOMA: KEY NODE IN THE NORTHEAST CORRIDOR



Image courtesy Akridge

UNION STATION & BURNHAM PLACE

In July, developer **Akridge** announced plans for Burnham Place, a transformative 3 million SF mixed-use project built atop the rail yards north of Union Station. With several new entrances planned in NoMa, the project knits together downtown, Capitol Hill, NoMa and H Street neighborhoods and will accommodate expanded commuter rail and true high-speed rail in the northeast corridor.

> In conjunction with the Burnham Place project, Amtrak and the Union Station Redevelopment Corporation (USRC) released an ambitious plan to transform Union Station into a vibrant, multi-modal **transportation hub** with a monumental glass train shed and significant additional retail development. The Washington Union

Station Master Plan creates a framework for capital investment that will provide local, regional, and national benefits. The plan is practical, with phased construction that can be accomplished incrementally. (www.usrcdc.com/amtrak.php)

> Beverley Swaim-Staley, Maryland's former Secretary of Transportation, became **chief of USRC** after David Ball announced he would retire after 28 years as president of the organization.

> **Greyhound** closed its doors on First Street, NE and moved operations to a brand new terminal in Union Station. Intercity and commuter buses also moved to a bus deck in Union Station.

GREATER NOMA DEVELOPMENTS



UNION MARKET

Union Market, the revitalization of a portion of DC's historic wholesale market, opened in September with a finely curated group of lifestyle and **food artisans** and vendors. Union Market has attracted thousands of people to the neighborhood, and been featured in the New York Times, Food & Wine, and the Wall Street Journal.



GALLAUDET UNIVERSITY

After considerable community outreach and study, Gallaudet University released its **Campus Vision for 2022**. Of special note to the NoMa community is Gallaudet's focus on integrating the campus into the surrounding neighborhood, creating a new pedestrian entrance at Florida Avenue and Sixth Street, NE, and promoting mixed-use development.

(www.gallaudet.edu/Campus_Design/2022_Campus_Plan.html)

PARKS & PUBLIC REALM



Storey Park with L Street plaza

NOMA PARKS

The **NoMa Public Realm Design Plan** was completed in early 2012. Ideas for a large public plaza on L Street between First and Second Streets, NE were embraced by adjacent property owner Perseus and First Potomac, the DC government and the community. Mayor Vincent Gray committed \$490,000 to the NoMa BID for the design and planning of parks in NoMa, including a park at Third and N Streets, NE and the public plaza at L Street, NE.

> NoMa BID formed a separate 501(c)(3) **NoMa Parks Foundation** to continue seeking funding to build a network of parks, recreation spaces, playgrounds and public art throughout the neighborhood.

> First Potomac and Perseus continue to design **Storey Park**, their project at the former Greyhound site, with the planned plaza on L Street in mind.



INFRASTRUCTURE & PUBLIC REALM



**8 Bikeshare stations &
3 public bike pumps**
delight cyclists citywide

INFRASTRUCTURE GROWTH

NoMa BID continues to act as the liaison between the public and private sectors in infrastructure and construction-related projects throughout the neighborhood. NoMa has:

- > Collaborated with DDOT to ensure that elements of the NoMa Public Realm Design Plan are incorporated in the **reconstruction of First Street, NE**; the project is scheduled to begin in April 2013.

- > Engaged Toole Design Group and AECOM to update a 2010 **traffic study** addressing traffic flow and considering the conversion of L and M Streets to two-way streets in NoMa.

- > Oversaw the completion of a colorful planting of native grasses and **bright pink roses** around the intersection of New York and Florida Avenues.

- > Worked with DDOT to monitor progress on **New York Avenue bridge construction**, focusing on issues relating to the Met Branch Trail and sufficient lighting. The project should be completed in September 2013.

EVENTS: CONNECT WITH NEIGHBORS



- > **NoMa Summer Screen's** "*Is 2012 the End of the World?*" outdoor movie series attracted an average of 450 people, with attendance peaking at 800 for "Shaun of the Dead." 14 food trucks from around DC sold various tasty food options, from Indian fare to homemade ice cream.
- > More than 200 neighbors came to NoMa's first **Fourth of July Party**, which featured face painting, a moonbounce, cotton candy and the blockbuster film "Independence Day."
- > For the third year, NoMa employees danced in the sidewalks for the **Rhythm in NoMa** lunchtime concert series in two locations; neighbors were attracted to the first evening concerts.

- > In its second year, the **NoMa Farmers Market** ended the season with a bang and a fall festival, complete with mushroom planting seminars, local milk tastings, pumpkin carvings and more.
- > Hundreds of neighborhood children attended three **Family Movie Nights** at Sursum Corda, complete with free food, face painting, healthy living tips by Live Well DC, and craft activities from SCRAP DC.

EVENTS: CONNECT WITH NEIGHBORS



800+ neighbors at NoMa Summer Screen for 'Shaun of the Dead'



50+ free community events each year



BRANDING & MARKETING

1 International Downtown Association Pinnacle Award for *NoMa: Connected* Branding Campaign

1,100 Facebook followers

2,300 Twitter followers (*up 1,000 in a year!*)

2,900 NoMa newsletter subscribers

150+ Banners, including larger street pole banners on North Capitol/New York Avenue/Florida Avenue



OUTREACH



PROPERTY MANAGER SUPPORT

NoMa BID created a quarterly **Property Manager Working Group** to provide tailored assistance and support to the commercial, residential, and government property managers in the neighborhood. In addition, BID staff created an online web portal designed to host property manager resources, including guides and resources for homeless outreach, emergency planning, construction updates, and tenant outreach materials.

> **AWARDS:** NoMa BID started a quarterly Public Space Beautification Award for property managers and owners who provide **outstanding care** for their property. Jones Lang LaSalle and One NoMa Station won the Summer 2012 award; and the property managers and owners surrounding Union Center Plaza received the Winter 2103 award: Transwestern, Harbor Group Management, CIM Group, First Potomac Realty Trust, and Union Center Plaza Management Corp.

80⁺ walking tours and presentations each year

HOSPITALITY/CLEAN TEAM



558,000
pounds of trash
collected

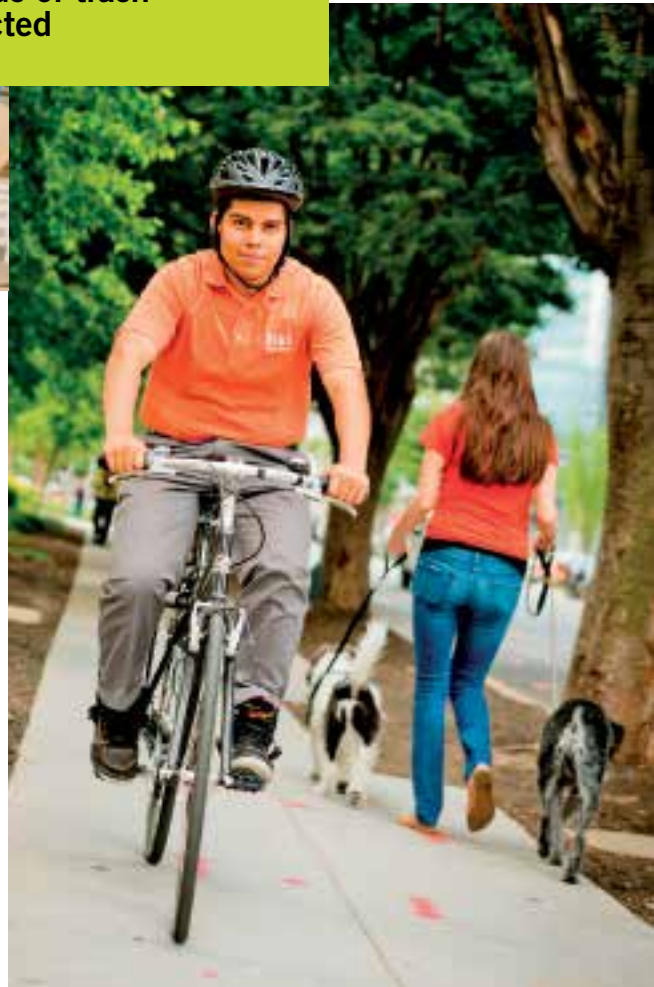
HOSPITALITY AMBASSADORS

The NoMa BID now employs an eight-person Hospitality Ambassador team that walks and bikes the neighborhood each day, carrying bags and providing a **friendly smile for visitors, workers and residents**. The team conducted 9,391 assists, reporting suspicious activities and infrastructure issues, providing late evening escorts, and serving as the “eyes and ears” of the BID.

CLEAN TEAM

The Clean Team, which is contracted through **Block by Block**, polishes the streets and sidewalks seven days a week, through inaugurations, snow storms, derechos and hurricanes. This year, the team:

- > Certified **three citizen foresters** with Casey Trees
- > Created a system to incorporate community feedback during major storms
- > Oversaw a summer employment and clean-up program in Sursum Corda



PUBLIC SAFETY



PUBLIC SAFETY

NoMa continues to be one of the **safest employment areas** in the city. The NoMa BID serves as a focal point for coordinating Federal and local law enforcement agencies, security officers, property managers, office workers, and residents in NoMa.

> The monthly safety meeting hosted by the BID continues to grow and provides the only combined forum for all law enforcement agencies in the area to meet directly with property managers. Representatives from more than **30 agencies and organizations** attend the monthly meeting.

> NoMa BID supports DC's Point-In-Time Homeless Census each January. This year's count revealed that the homeless population in the NoMa BID **shrank 50 percent** from the January 2012 census count.



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	2012
Cash/Cash Equivalents	1,481,729
Accounts Receivable	40,014
Prepaid Expenses	2,248
Deposits	6,260
Equipment	75,726
TOTAL ASSETS	1,605,977

LIABILITIES & NET ASSETS

Liabilities	
Accounts Payable & Accrued Expenses	193,850
Deferred Revenue	127,372
TOTAL LIABILITIES	321,222

Net Assets	
Unrestricted Net Assets	1,284,755

TOTAL LIABILITIES & NET ASSETS: \$1,605,977

INCOME STATEMENT

Income	2012	
BID Assessments	1,910,410	91%
Contributions	24,488	1%
Contract Revenue	169,644	8%
Interest & Other Income	1,734	0%
TOTAL INCOME	2,106,276	100%

Expenses		
Administration	333,427	16%
Branding & Marketing	271,968	13%
Cleaning & Safety	913,615	45%
Events & Programming	152,289	7%
Streetscape & Infrastructure	348,487	17%
Community	25,302	1%
TOTAL EXPENSES	2,045,088	100%

NET INCOME: \$61,188

STAFF & BOARD



BID staff celebrate the retirement of Ibrahim Turayson, the organization's first ambassador hired in 2007

Staff	Title
As of March 2013	
Robin-Eve Jasper	President
Thomas Taylor	Director of Operations
Rachel Davis	Director of Marketing & Events
Ali Newman	Marketing & Events Associate
Otavio Thompson	Hospitality Program Manager
Benjamin Bush	Hospitality Ambassador
Anthony Green	Hospitality Ambassador
Thomas Henderson	Hospitality Ambassador
Delonte Jones	Hospitality Ambassador
Sam Rosales Mendez	Hospitality Ambassador
John Simmons	Hospitality Ambassador
Robert Walker	Hospitality Ambassador Supervisor
David Wright	Hospitality Ambassador
Alisa Zacarias	Hospitality Ambassador
Cory Luster	Block By Block Clean Team Supervisor

Board	Company Name
As of March 2013	
Machelle Behzadi	Kaiser Permanente
William Dowd	GSA
Doug Firstenberg, Chairman	StonebridgeCarras
Charles Garner II	CIM Group
John Gordon, Treasurer	Polinger Development
Duane Inskeep	Harris Teeter
Ernest Jarvis	First Potomac Realty
Dennis Paul	Paul's Wholesale Florist
Fred Rothmeijer	MRP Realty
Maury Schlesinger	NPR
Mike Smith, Secretary	The Washington Center
David Tuchmann	Akridge
Graham Tyrrell	Kettler
Rob Ward	Skanska
Charles (Sandy) Wilkes, Vice Chairman	The Wilkes Company



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