

HIP



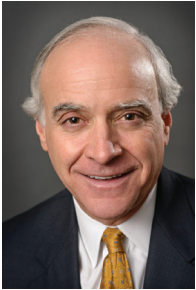
NOMA BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT 2014

NOMA
CONNECTED



HOME

Greetings from Doug Firstenberg and Robin-Eve Jasper



With more than 5,000 residents in the NoMa BID now – and more than 20,000 in the broader NoMa neighborhood – 2014 was the year that solidified NoMa as a unique, genuinely mixed-use neighborhood in the nation’s capital. In the commercial heart of NoMa there are now more than 13 million square feet of office space. Additionally, NoMa now includes a vibrant residential core with nearly 4,000 apartments, three hotels, and the near-term development pipeline is filled with more apartments, condos and retail, retail, retail. Think movie theaters, restaurants, bars, and a 50,000 square foot flagship REI. With all of this continued new development, in two years, this neighborhood will once again be dramatically improved and even more vibrant and exciting.

At the NoMa BID, the staff, with the support and direction of the Board, have been working assiduously to assure that this great and growing neighborhood is positioned to be the best possible place to live, work and play by staying at the forefront of urbanist thinking and practice. Through initiatives like our free neighborhood WiFi, Lobby Project, and the multi-faceted public-private partnership to provide parks in NoMa, we are solidifying NoMa as a preferred place to live, locate a business and to simply enjoy. Nearly 40% of NoMa offices are now filled with private sector tenants clustered in businesses related to media, health care, technology, associations, and think tanks – a far cry from NoMa’s beginnings as an area dominated by federal offices with no residents in its core.

Not satisfied to celebrate only recent successes and immediate opportunities, the NoMa BID in 2014 kicked off a planning effort that takes a long look, 25 years out, at what a fully mature NoMa neighborhood could look like. Our planning takes into account good times and bad times, as well as a variety of possible demographic and city changes. Working this coming year with a variety of community stakeholders, we will develop a five-year strategic plan that will once again prioritize areas for focus and investment. We are excited about a new round of big, ambitious goals that NoMa’s special strength in the area of public and private collaboration can help to achieve.

Early 2015 has been busier than ever at the NoMa BID, and we look forward to reporting again next year on another year filled with activity and accomplishments.

A stylized blue ink signature of Doug Firstenberg.

Doug Firstenberg, Chairman of the Board

A stylized blue ink signature of Robin-Eve Jasper.

Robin-Eve Jasper, President

LEASING: RETAIL, OFFICE & RESIDENTIAL

4



new residential buildings
opened and 1,468
apartments



7.7+ MILLION SF

occupied office space in 2014, over 38%
private and nonprofit sector tenants

*Left: Emmy, 2M Street's resident
English Bulldog in her model
doghouse. Right: First Street, NE
at lunch.*

Deliveries: Four new residential buildings, **2M**, **77 H**, **Camden NoMa**, and **Elevation at Washington Gateway**, opened in NoMa in 2014, with fantastic amenities including private bike parking, pet spas, and spectacular rooftop pools with exceptional views of the city. These 1,468 new residential units have leased quickly, with a net absorption of 223 in August 2014 alone and a monthly average of 92.

NoMa's **Hyatt Place** hotel opened in June 2014, bringing 200 new keys to the neighborhood. The Hyatt Place is the first phase in JBG's extensive 'N Street NoMa' development, a mixed-use project that will also include restaurants, a Landmark Theatre, apartments and office space.

Office/Leasing: Almost 130,000 SF net of Class A office space was leased in NoMa. New leases included great tenants like **Google**, Consumer Financial Protection Bureau (CFPB),

and NoMa Workspaces. The World Resources Institute renewed and expanded their lease in NoMa at 10 G Street, NE.

> More than **38%** of office space in the neighborhood is occupied by private and nonprofit sector tenants.

> 3 Constitution Square (LEED Platinum) and 1050 First Street (LEED Silver) delivered over **650,000 SF** at the end of 2013. This brought the total number of LEED buildings in NoMa to 22.

> Republic Properties **broke ground** on Republic Square II (660 North Capitol Street, NW), a new 200,000 SF Class A office project.

Retail: NoMa had over **358,000+ SF** of occupied retail space. New leases included Walmart, Capital One Bank, and Mint Indian Food Bar.

FREE PUBLIC WIFI



92,400

AVG WEEKDAY
PEDESTRIANS
JANUARY 2015

66,400

AVG WEEKDAY
PEDESTRIANS
APRIL 2014



The NoMa BID launched the **first neighborhood-wide outdoor public WiFi in DC** on April 2. This cutting-edge initiative enables residents, workers, and visitors to enjoy the neighborhood's public spaces while they work and play on our free WiFi. It also puts NoMa at the forefront of ensuring that everyone has access to the Internet, regardless of ability to pay.

> The first phase of NoMa's WiFi system covers **18 blocks**, mostly along First and North Capitol Streets, NE. Expansion is planned for areas around Union Station, Massachusetts Avenue, H Street, and Second and Third Streets, NE.

> NoMa's WiFi network has 17 access points, which are mounted on commercial buildings and streetlight poles through a **collaboration with DDOT**. The BID chose Cisco's cloud-managed

Meraki platform for its network due to product versatility and the ability to use access points interchangeably as repeaters or gateways.

The launch of NoMa's free public WiFi garnered significant attention. Highlights:

> In the first day, NoMa's WiFi attracted 18 news stories, plus an additional 11 stories in the following week. Coverage included a feature in the Washington Post Style section, **front-page billing in the Washington Post Express**, and a feature in StateTech Magazine.

> WiFi launch generated 108 tweets, retweets and mentions.

Visit nomabid.org/wifi for more information about the NoMa WiFi system, including a map of coverage areas.

PUBLIC REALM: FIRST STREET

1st

PROTECTED
CYCLETRACK
IN DC



31

FOOT-TALL 'TORQUED
TENSILITY' SCULPTURE

*Left: 'Torqued Tensility' sculpture.
Right: Cyclist on D.C.'s first protected
cycletrack.*

First Street, NE reopened to two-way traffic in May 2014 after a year-long reconstruction project led by the District Department of Transportation. The reconstruction created a protected cycletrack, upgraded underground infrastructure, added stormwater catch basins, installed bio-retention stormwater swales, realigned sidewalks, enlarged tree boxes, added new crosswalks, installed new traffic lights and street lamps, and landscaped the public space adjacent to unfinished parcels.

NoMa cut the ribbon on '**Torqued Tensility**,' a 31-foot-tall sculpture at First and M Streets, NE, designed by the award-winning firm NADAAA. The sculpture was funded and installed through a collaboration among the DC Commission on the Arts

and Humanities (DCCA), the NoMa BID and Principal Real Estate Investors, owners of 1200 First Street, NE. The designer was selected through a public design competition in 2009.

The BID celebrated the unveiling of First Street, NE and 'Torqued Tensility' with a street party attended by Mayor Vincent C. Gray, Lionell Thomas of the DCCA, ANC 6C Commissioner Tony Goodman, and Shane Farthing of the Washington Area Bicyclist Association (WABA).

PARKS



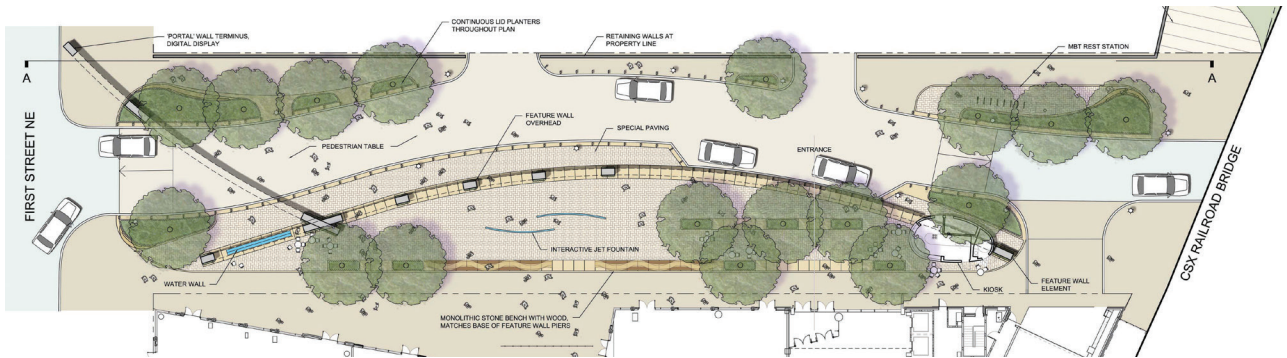
MISSION:

Establish welcoming, sustainable, beautiful spaces where people can play, refresh and connect in NoMa, now and in the future.



PLANS FOR L STREET PLAZA

Below: proposed site plan of plaza between First and Second Streets, NE. The project is still in design and community input phases. Designs were adjusted to maximize gathering space and minimize pedestrian-vehicle conflicts.



2014 saw the kick-off of efforts funded through the public-private partnership between the NoMa Parks Foundation (NPF) and the District government to create new, world-class parks in NoMa. In FY 14, the NoMa BID advanced funds to cover parks expenditures, enabling projects to move forward immediately, as public funds were not yet available.

During FY14, the NPF evaluated sites to be acquired, entered into negotiations with owners, engaged landscape architects, conducted site surveys, completed several conceptual designs, conducted an underpass design competition, and sought and obtained the partnership of property owners to provide publicly-accessible private property essential to NoMa Parks projects.

Drafting and negotiating the **District's \$50 million capital grant to the NoMa Parks Foundation** involved the Mayor's Capital Budget Office, the Office of the Chief Financial Officer, the Department of General Services as grant administrator, and the Department of Parks and Recreation. **The final terms were approved by the DC Council on October 15, 2014.**

NoMa parks projects covered in the DC grant include:

- > a substantial civic plaza on L Street, NE
- > a large space for active recreation on Harry Thomas Way, NE
- > a small neighborhood park at Third and N Streets, NE
- > the NoMa Meander, a multi-block pedestrian corridor between North Capitol and First Streets, NE
- > a series of pocket parks, and
- > linear parks and pedestrian connections in NoMa **including 4 underpass art parks.**

PARKS



248

submissions from 14
countries for the Underpass
Design Competition

NOMAPARKS.ORG



Left: Rendering of the NoMa Meander as it runs through JBG's N Street NoMa project. Right: Rendering from one of the Underpass Art Park submissions.

The NoMa BID appointed directors for the **NoMa Parks Foundation Board**. Parks Foundation directors were selected for their expertise in urban planning, landscape design, real estate law and accounting. NPF Directors include: Charles "Sandy" Wilkes (The Wilkes Company), Steven Chad (Deloitte), Uwe Brandes (Executive Director of the Urban and Regional Planning Graduate Program at Georgetown University), Sunny Alsup (Landscape Architect), Stephen Marcus (The Marcus Firm, PLLC), and Michael Smith (The Washington Center for Internships and Academic Seminars).

> To assure transparency and encourage broad community participation, the NPF established a website, www.nomaparks.org, that includes project information, detailed plans for ongoing public engagement, and governance and grant documentation.

> **Underpass Design Competition:** 248 submissions from 14 countries were received in response to the NPF's Underpass Design Competition. A highly qualified jury selected 10 finalist teams in fall 2014. A community outreach process gathered feedback, and more than 370 survey responses were collected in community meetings and an online survey. The underpass competition garnered significant press and 13,212 unique page views at nomaunderpasses.org in the first year.

> Multiple developers (JBG, Skanska, AvalonBay) have come together and agreed to incorporate the **NoMa Meander**, a multi-block pedestrian corridor with retail, water features, and pocket park amenities, into their developments. The Meander will provide opportunities for a unique urban experience for NoMa residents, office workers, and visitors.

EVENTS

28,200+

NoMa event
attendees in FY14



Left: Jack-o-lantern carving at the Pumpkin Carving Happy Hour. Right: Crowd at NoMa Summer Screen.

The NoMa BID organized and sponsored nearly 50 events last year, including:

> The 2014 **NoMa Summer Screen** outdoor movie series was our most successful yet, featuring 13 nights of films about 'Unlikely Friendships.' Our largest audience at NoMa Summer Screen ever was on July 30 when so many people flocked to watch *Pitch Perfect* that, sadly, we had to turn moviegoers away. Travel Pulse magazine highlighted NoMa Summer Screen as one of the top five outdoor movie series in the country.

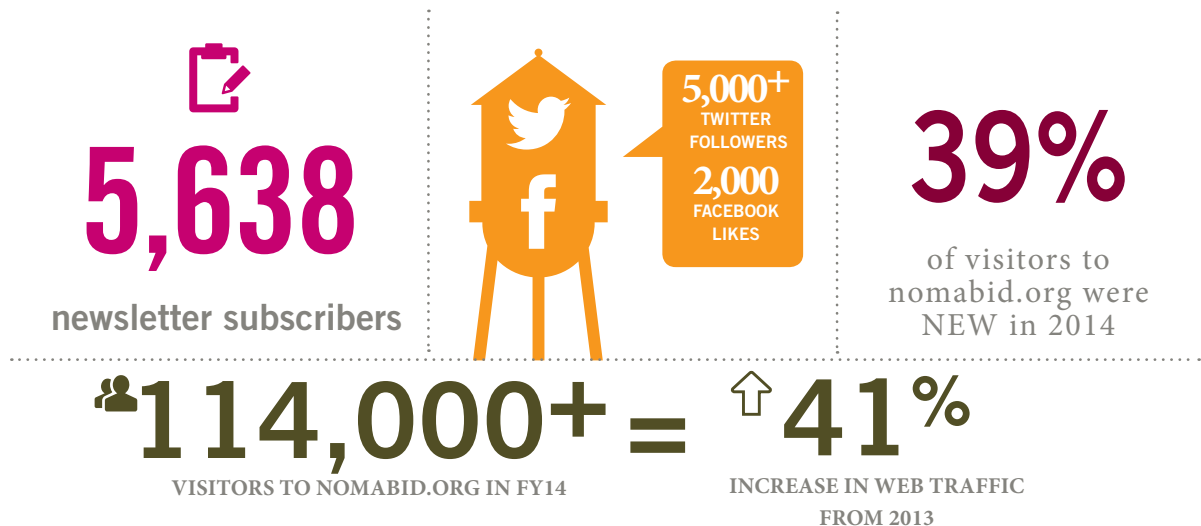
> The fourth annual **Family Film Night** at Sursum Corda gained momentum this year with four outdoor kid-friendly films, and partnerships with Harris Teeter and Walker-Jones Elementary School. Crowds averaged 150 and were attended by family moviegoers from NoMa and beyond.

> NoMa's second annual **July 4th Bash** attracted 300 neighbors, friends, and families. Entertainment included a live bluegrass band, moon bounces, cornhole, face painting, water balloons, and more.

> On February 11, 2014, Uline Arena hosted the **50th anniversary celebration of the Beatles'** first North American concert, with a Beatles cover band and the original setlist from that historic day in 1964.

> The second annual **Pumpkin Carving Happy Hour** featured a petting zoo (complete with chicks, goats, and bunnies), live music, and free pumpkins. Children enjoyed a candy scavenger hunt, and adults enjoyed beer and hot apple cider at this festive fall event.

MARKETING



> NoMa staff engaged in **branding for the NoMa Parks Foundation** that resulted in design materials and a new website. Check it out at **www.nomaparks.org**.

> In a partnership with NoMa's new apartment buildings, the BID placed **48 large-scale banner ads inside Circulator buses** citywide. The BID used the marketing campaign 'Live in NoMa' to augment the 'Living' page on **www.NoMaBID.org**, which is consistently in the top five most visited web pages.

> BID staff installed new street pole banners along First Street, NE, and created **new marketing collateral**, including the popular Development Map, Neighborhood Guide retail map, event fliers, parks postcards and more.

> NoMa was mentioned in the local and national press **342 times**.

> The NoMa BID's website and electronic newsletter were optimized for **mobile viewing**.



PLANNING & ECONOMIC DEVELOPMENT



*Left: Art lovers at Lobby Project art opening
Right: Crowd at Nerds in NoMa*

38

Lobby Project
visitors per hour
each weekday



The **Lobby Project**, one of the BID's temporary retail activations, was created through a partnership with the DC Office of Planning's Temporary Urbanism program. The activation created a vibrant destination where people socialize and work in the lobby of 1200 First Street, NE. With movable, comfortable furniture and free WiFi, the Lobby Project has become a busy community space where the NoMa BID hosts art openings (through a partnership with Washington Project for the Arts), and the popular Nerds in NoMa lecture series.

The NoMa BID participated in several neighborhood transportation and planning studies, including:

> The WMATA study of a **pedestrian tunnel on the east side of NoMa/Gallaudet U** Metro Station. The BID worked with neighborhood stakeholders and DDOT and successfully advocated for the proposed tunnel, which would enhance connectivity to the




eastern section of NoMa and Union Market for transit users and pedestrians. The study kicked off in December 2014.

> The BID worked with the DC Office of Planning and DDOT on the drafting of the **Mid City East Small Area Plan and Livability Study**, which will improve neighborhood character and the street environment in Mid City East.

> The DDOT-led **Florida Avenue Multimodal Transportation Study** looked at ways to improve safety for all users on Florida Avenue. BID staff sat on the community advisory group and helped come up with recommendations for the study, including widening sidewalks and new concepts for reconfiguring the 'virtual circle' at New York and Florida Avenues.

The BID hired a consultant to study the impact of converting

SNAPSHOT OF NOMA

	RESIDENTS	EMPLOYEES
 AVERAGE AGE	30.7	39.4
 GET TO WORK BY WALKING, BIKING, OR USING PUBLIC TRANSIT	83%	82%
 ACHIEVED A BACHELORS DEGREE OR HIGHER	92%	91%

the one-way L, M and Pierce Streets, NE, into **two-way streets** between First and North Capitol Streets, NE. This conversion would improve circulation throughout the neighborhood and bring better access to offices, apartments, and retail.

Working with Project for Public Spaces, the BID engaged NoMa residents and created a plan for **temporary activation of the large grass beds along First Street, NE**. Now being called the ‘Front Porch’ project, this initiative includes three activation areas: a dog run; a gathering space with bistro seating, a bar and vending area; and a play area with porch swings, games and play equipment. This project is expected to be implemented in spring and summer of 2015.

This year, the BID collected more than 1,300 responses for the **neighborhood-wide resident and employee survey**. Findings from

the survey continue to provide a useful profile of the young, educated, and transit-oriented NoMa resident and employee.

To get the word out about all the exciting things happening in NoMa, the BID embarked on a **Broker Roadshow**. BID staff brought NoMa’s story of growth and vibrancy to office brokers throughout the city with updated materials and highlights from the 2014 survey.

As part of a new **strategic planning initiative**, the BID kicked off a long-range scenario planning process with Gensler and facilitator Bill Potapchuck to envision how the neighborhood might evolve over the next 25 years. The Board and staff will use this information to develop a strategic plan that will prepare the NoMa BID for the future.

CLEAN & SAFE



Crime

Comparison to FY13
per 1,000 persons



10%

Decrease in total
crime



38%

Decrease in total
violent crime

Trash & Recycling Removal



13.5

MILES OF SIDEWALKS AND
PUBLIC SPACE CLEANED BY THE
NOMA CLEAN TEAM EACH DAY

The NoMa BID continues to be **one of the safest mixed-use neighborhoods in DC**. The only significant change in crime year-to-date over last year is an increase in theft, which is almost entirely due to the increased retail opportunities in the NoMa BID, particularly at the new Walmart, Harris Teeter, and 7-Eleven. The Metropolitan Police Department (MPD) is cooperating with local retailers on a concentrated effort to identify, arrest, and bar repeat shoplifting offenders.

> The monthly NoMa BID Public Safety Meeting is attended by representatives from the MPD, other neighborhood security entities, and property managers. Attendance typically exceeds 30 people. It is the neighborhood's primary **forum to foster**

coordination with the police, to improve communications between property managers, and to enhance crime-solving efforts throughout NoMa.

The BID installed new signage on its **16 on-street recycling bins**, as well as a bike FIXIT station at the Metropolitan Branch Trail ramp onto M Street.

The BID Clean Team maintains **five popular bicycle air pumps** throughout the neighborhood, which receive constant use.

CLEAN & SAFE

16,299

ambassador assists in FY14

↑ 36%

increase over FY13

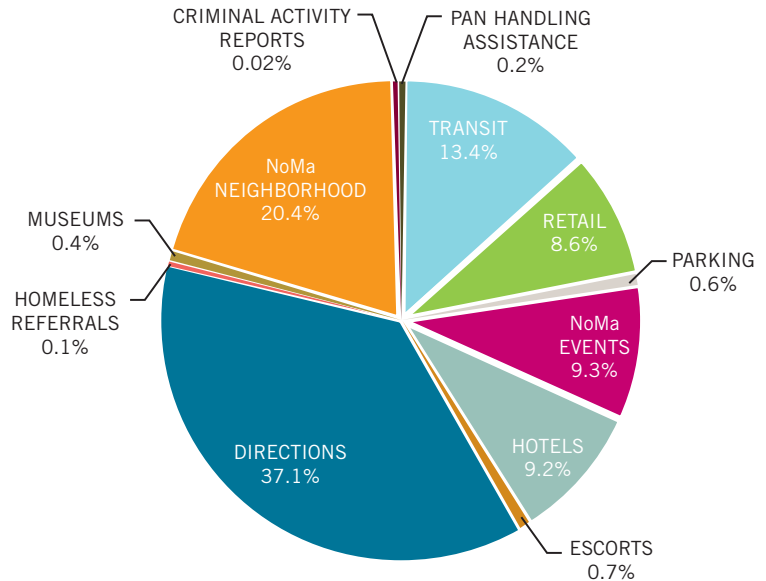


Left: Michele Hydier, formerly homeless, now NoMa Hospitality Ambassador and NoMa BID Hospitality Program Manager Otavio Thompson

The NoMa BID Hospitality Ambassador program continues to provide a consistent, friendly presence in NoMa. Our longest serving Ambassador, Ibrahim Turayson, started working in the BID in 2008. The program experiences very little turnover.

> **Michele Hydier** first met the NoMa BID team in January 2014, when she was living on the streets of NoMa. Pathways to Housing DC and NoMa BID Hospitality and Technology Program Manager Otavio Thompson worked together to employ Michele as a NoMa Ambassador and connect her with housing. Michele has proven herself a dedicated and reliable member of the team. She received the Quarterly Ambassador Award for the fourth quarter of 2014 for her stellar work ethic and for unflinching going above and beyond in all aspects of her work.

Assists by Hospitality Ambassador Team June-August 2014



> **Assist Categories:** NoMa's Hospitality Ambassadors are now tracking assists in great detail to show what type of information NoMa residents, employees and visitors need most. This information will help guide the BID in distributing marketing materials, staffing events, and creating better routes and stations for the Hospitality Ambassadors.

FINANCIALS

The NoMa BID receives an assessment from commercial property (including land and parking lots), residences of 10 or more units, and hotels. The NoMa BID audited financial statements set forth below represent the consolidated finances of the NoMa BID and the NoMa Parks Foundation in accordance with accounting principles generally accepted in the United States.

STATEMENT OF FINANCIAL POSITION

ASSETS	2014
Cash/Cash Equivalents	\$1,251,352
Certificates of Deposit	\$251,181
Accounts Receivable	\$380,181
Prepaid Expenses	\$9,663
Deposits	\$13,314
Property & Equipment	\$338,224
TOTAL ASSETS	\$2,243,915

LIABILITIES & NET ASSETS

LIABILITIES	
Accounts Payable & Accrued Expenses	\$353,707
Deferred Revenue	\$131,466
Deferred Rent	\$141,761
Other Liabilities	\$43,000
TOTAL LIABILITIES	\$669,934

NET ASSETS	
Reserves & Unrestricted Net Assets	\$1,573,981

TOTAL LIABILITIES & NET ASSETS: \$2,243,915

INCOME STATEMENT

INCOME	2014	
BID Assessments	\$2,127,064	62%
Contributions	\$3,590	0%
Grant Income	\$1,064,831	31%
Contract Revenue	\$231,352	7%
Interest & Dividends	\$3,474	0%
Other Income	\$14,926	0%
TOTAL REVENUE	\$3,445,237	100%

EXPENSES		
Administration	\$558,228	17%
Branding & Marketing	\$218,821	7%
Cleaning & Ambassador	\$1,010,852	32%
Events & Programming	\$213,354	7%
Streetscape & Infrastructure	\$369,139	11%
Parks	\$816,491	26%
TOTAL EXPENSES	\$3,186,885	100%

NET INCOME: \$258,352

STAFF & BOARD



BID staff decked out in NoMa orange to welcome REI to NoMa.

Staff

Title

As of December 2014

Robin-Eve Jasper	President
Curtis Clay	Director of Park & Public Realm Development
Rachel Davis	Director of Marketing & Events
Thomas Taylor	Director of Public Space Operations
Sheryl Augustine	Business Manager
Galin Brooks	Planning Manager
Otavio Thompson	Hospitality & Technology Program Manager
Alissa Perine	Events Manager
Ali Newman	Marketing & Events Coordinator
Benjamin Rickelman	Economic Research Associate
Anthony Green, Jr.	Hospitality Ambassador Supervisor
Robert Walker	Hospitality Ambassador Supervisor
Tavonne Harrington	Hospitality Ambassador
Thomas Henderson	Hospitality Ambassador
Michele Hydier	Hospitality Ambassador
Pamela Jackson	Hospitality Ambassador
Delonte Jones	Hospitality Ambassador
Sam Rosales Mendez	Hospitality Ambassador
Donisha Moore	Hospitality Ambassador
Nazir Nura	Hospitality Ambassador
Ibrahim Turayson	Hospitality Ambassador
Michael Woodruff	Hospitality Ambassador
Cory Luster	Block by Block Clean Team Supervisor

Board

Company Name

As of December 2014

Doug Firstenberg, Chairman	StonebridgeCarras
Charles (Sandy) Wilkes, Vice Chairman	The Wilkes Company
John Gordon, Treasurer	Polinger Development
Mike Smith, Secretary	The Washington Center
Ernest Jarvis	First Potomac Realty
Machelle Behzadi	Kaiser Permanente
W. David Bevirt	Brookfield Office Properties
Darren Blue	GSA
Charles Garner II	CIM Group
Joyce MacDonald	NPR
Dennis Paul	Paul Investment Co. LLLP
Chris Pyne	Harris Teeter
Fred Rothmeijer	MRP Realty
David Tuchmann	Akridge
Rob Ward	Skanska

Photography by Sam Kittner,
NoMa BID, & BID members



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