



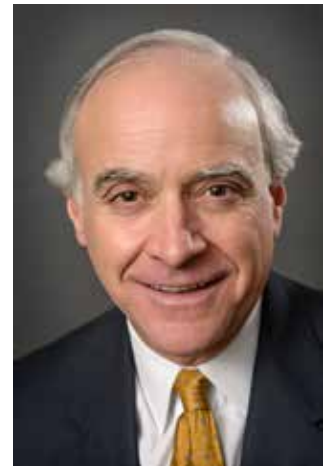
NoMa 2018 ANNUAL REPORT

THERE'S SOMETHING NEW IN NOMA. SURPRISED? YOU SHOULDN'T BE.

NoMa is a story of possibility, imagination, invention, collaboration, and transformation. From an industrial area that declined precipitously after rail freight took the proverbial backseat to highway transportation, to a flourishing neighborhood with residents and businesses interacting at the rate of 110,000 pedestrians each day, **“something new” has been in NoMa’s DNA since the beginning.** But it’s not just the continual appearance of sleek, new residential and office buildings — our “something new” has been a fresh way of looking for opportunities, an embrace of innovation, and a genuine, shared commitment to creating a great neighborhood.

What were the opportunities that were found? There were several. First, as the real estate adage goes, was “location, location, location.” Downtown-adjacent, within walking distance of the Capitol and Senate office buildings, surrounded by nice neighborhoods filled with charming, traditional D.C. row homes, NoMa benefits from a location that has improved even more as a result of the District’s amazing growth since the 2000 census. Next was connectivity. In this case, NoMa has distinct advantages in unrivaled transit and rail options, highway proximity, and a robust fiber-optic infrastructure that enables businesses using huge amounts of bandwidth, such as media companies, to flourish in NoMa. As NoMa started its growth spurt, NoMa BID branding took advantage of these factors and touted the neighborhood as “NoMa. Connected.” When NoMa evolved from an area exclusively made up of office buildings to a truly mixed-use neighborhood with thousands of residents, we recognized another amazing opportunity: NoMa’s people. The thousands of highly educated, early and mid-career residents who choose to make NoMa home have become one of our greatest assets. **This mix of location, connectivity, and people led us to celebrate NoMa’s true character: “NoMa: City. Smarter.”**

But assets and opportunity are merely foundational. Something needed to happen with them to create the vibrant NoMa we experience today. And something very special did happen: Public decision-makers, private developers, and other NoMa stakeholders thought about things in new and different ways. Innovation came in the form of Metro’s first infill station, funded by a unique public-private partnership. It came in the embrace of green-building strategies that created an incredible concentration of 28 LEED-certified buildings, 13 of them at the Gold and Platinum levels. It came in a one-of-a-kind public-private partnership that was a vehicle for the city to partner with the NoMa Parks Foundation and rely on the expertise of private property owners in acquiring land for parks in a sizzling-hot real



Doug Firstenberg

estate market and building stunning new parks for the community in real time.

One of the biggest catalysts to the swift, exciting, and thoughtful build-out of NoMa has been a **savvy, stable BID board leadership that believes strongly in taking on the tough challenges, that looks beyond the BID's boundaries, and that is committed to thinking about what it takes to create a great neighborhood** — one that lifts up residents, visitors, and workers in the whole area affected by NoMa's growth. Visionary, collaborative leadership has been the hallmark of NoMa development, whether we're talking about property owners, business owners, public officials, or the community residents who give so generously of their time to study and advocate around issues to make NoMa even better.

This year marks a big step for us, as the chairmanship of the NoMa BID board changes for only the second time in 13 years and **Doug Firstenberg**, whose day job is serving as Principal at Stonebridge, leaves his pivotal role as a committed leader of NoMa's journey. Doug's relentless commitment to building a great neighborhood — shared by his partner-in-crime Sandy Wilkes (who, thankfully, will be staying on as Chair of the NoMa Parks Foundation, even as he maintains a busy schedule as Chair of the Wilkes Company) — has been a key ingredient in creating the NoMa we see today. His vision to build Constitution Square, a 2.5-million-square-foot mixed-use project, at First and M streets NE when NoMa was essentially only empty lots was gutsy and extraordinary. All of NoMa is far better off today for the imagination, creativity, and know-how brought to bear by Doug.



Brigg Bunker

As a result, something else will be soon be new in NoMa: **Brigg Bunker**, a Managing Partner at Foulger-Pratt, will take over as chair of the NoMa BID. After more than a year of BID board service, we are certain that Brigg has what it takes to take NoMa to the next level. We look forward to working with him as NoMa continues to grow in number of residents, workers, and ever-more vibrant retail options; begins to implement solutions to some of the area's most vexing public infrastructure problems (such as the reconfiguration of the virtual traffic circle at the intersection of New York and Florida avenues); and works to knit together the social, cultural, and physical fabric of the city around NoMa, Eckington, Union Market, Mount Vernon Triangle, H Street NE, and beyond.

Brigg: We know the baton is firmly in your grip, and we look forward to supporting you in this wonderful ongoing journey.

A handwritten signature in black ink, appearing to read 'R. Jasper'. The signature is fluid and stylized, with a long, sweeping underline.

Robin-Eve Jasper, President



GROWTH



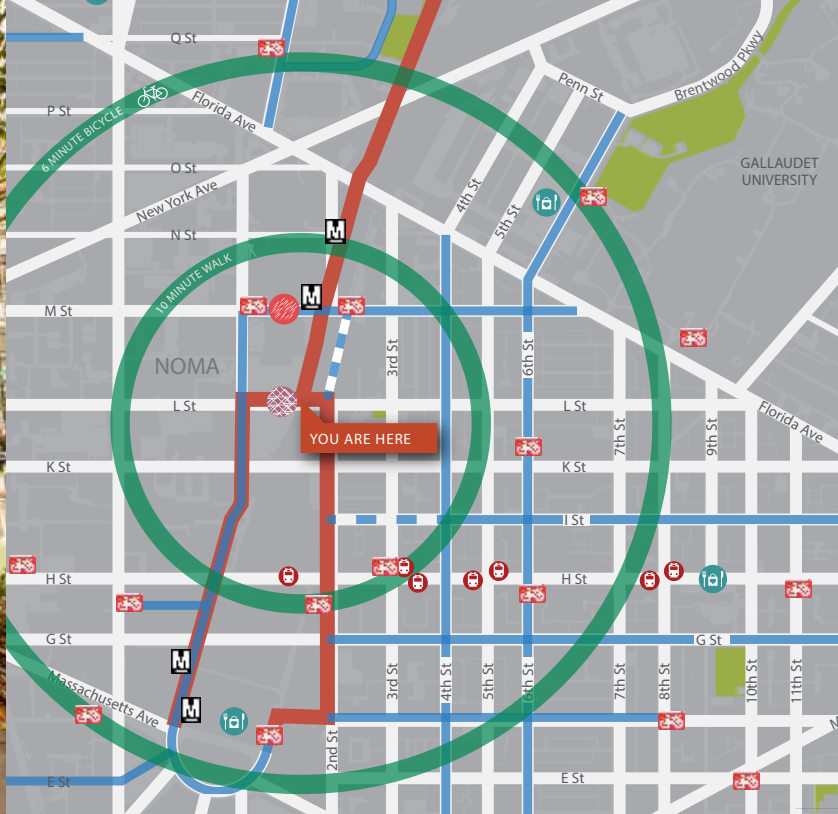
Space in NoMa filled up at a record pace — and new retail establishments followed suit.

More than 5,000 new employees and residents moved into NoMa in 2018. And, with over 1 million square feet of office space and 1,500 residential units under construction, the neighborhood is preparing to welcome many more. By the end of the year, the NoMa residential population had reached a record high of **7,900**, and the number of apartments had grown by 13%.

Office buildings in the neighborhood, built and on their way out of the ground, filled up over the course of the year, with leases by organizations including the U.S. Department of Justice, D.C. government agencies, the Federal Communications Commission, the Federal Elections Commission, and the Peace Corps. As a result,

NoMa maintained one of the **lowest office vacancy rates** in the region.

With all of this activity, the NoMa neighborhood was nearly **60% built-out** in 2018. More spaces for living and working were quickly followed by more and more spaces for dining and relaxing. The game-themed Eleanor bar and chef-driven Lily & the Cactus restaurant opened their doors midyear, while Menomale, Sweet Science Coffee, Streets Market & Café, the Carving Room, and Red Bear Brewing announced new locations in NoMa or prepared to open in early 2019.



MBT information kiosk map detail →

In 2018, we focused on making things better for cyclists and pedestrians.

If there's one thing about NoMa we're especially proud of, it's the level of transportation connectivity the neighborhood offers, including commuter rail, Metro, Amtrak, and numerous bus lines. This is a large reason why 84% of NoMa residents, and more than 73% of NoMa workers, enjoy car-free commutes. But traveling on foot and by bike matter, too. Sure, we have a 94 WalkScore and miles of bike lanes, but things could always be better.

> BIKING AMENITIES

NoMa received the city's first fully protected cycletrack in 2014, and options for safer, more enjoyable two-wheeling around the neighborhood continued to grow in

2018. To help guide cyclists on their way, the NoMa BID worked with the District Department of Transportation (DDOT) to implement a new wayfinding package on the Metropolitan Branch Trail (MBT). The new signage is larger, easier to read, and includes reference maps and large visible trail markings throughout the completed portion of the MBT.

To add to the existing bike infrastructure in NoMa, the BID also worked with DDOT to implement the east-west bike lane on K Street as proposed by the agency's NoMa/Mount Vernon Triangle Bicycle Network study. The plans for this new bike lane have been incorporated into an effort to make K Street NE safer for pedestrians

PUBLIC SPACE



80%

of NoMa residents & workers
commute without a car

North Capitol Street

and cyclists. The resulting K Street “Road Diet” will add sidewalk space and a bike lane along K Street NE to 6th Street NE. The bike lane will continue beyond North Capitol Street and stop at 6th Street NW.

> NORTH CAPITOL STREET

A long-neglected roadway in NoMa that is not as safe or as pleasant as it could be, North Capitol Street was the focus of an in-depth needs assessment led by the NoMa BID in 2018. North Capitol Street is a key corridor in the nation’s capital and was originally envisioned in the L’Enfant Plan as a grand boulevard celebrating the U.S. Capitol with a prominent view. In close partnership with DDOT, the project team evaluated the corridor from

Massachusetts Avenue to R Street and came up with a list of 60-plus recommendations to improve safety and functionality on North Capitol for pedestrians, cyclists, and drivers.

One key recommendation is a streetscape study of the corridor. Such a study would be a complete, in-depth review of the corridor’s design — driving lanes, sidewalk widths, turning movements, bus lanes, bike lanes, parking, street furniture, and landscape zones — and would provide comprehensive, detailed guidelines for improvements and future public space development.

PUBLIC SPACE



Renderings of the forthcoming Gateway installation *The Chicken and the Egg*

> GATEWAYS PROJECT

The NoMa Gateways project targets six major intersections around NoMa. At these sites, public space will be improved and art installations will invite people to recognize they are in NoMa, encourage them to feel more comfortable, and help them learn about the neighborhood's history. The first of the Gateway installations received its federal approvals in 2018.

This site — where New York Avenue, North Capitol Street, and N Street NE meet — will be home to an installation called *The Chicken and the Egg*. Recalling a

time when NoMa was full of warehouses and rail spurs, the installation refers to the longstanding Union Market Terminal, the region's main wholesale market, and is also a whimsical nod to the constant state of change throughout the neighborhood in the past and today. The sculptures will be brightly colored in cyan, magenta, yellow, and key (aka black), the four colors used in the processing and printing of color images. From the late 1800s through the mid-20th century NoMa was replete with printing establishments — only one of which, the Government Publishing (formerly Printing) Office, continues to operate today.

POPUPS



Feel Good Fridays



NoMa Summer Screen



FRESHFARM NoMa Market

A new temporary gathering space was created in the heart of NoMa.

Partnering with property owner Tishman Speyer, the NoMa BID took a hardscrabble parcel at the center of the neighborhood and transformed it — through the addition of artificial turf and targeted colorful plantings around the site — into a place of activity and fun for the whole community.

Starting in late spring, the site hosted two new popups in NoMa: a farmers market managed by local nonprofit **FRESHFARM**, and the **D.C. Public Library**'s Fabrication Lab, both of which ran through the warm-weather months with success. The farmers market provided much-needed fresh fruits, vegetables, flowers, and more to NoMa

residents looking to purchase locally and connect with their neighbors on a Sunday morning. And several days each week, the Fab Lab attracted people from across the region to learn how to use 3-D printers, sewing machines, laser cutters, and other maker equipment.

As a center for **community activities**, the site also hosted the BID's annual Summer Screen movie series, our July 4 cookout, the fall harvest festival, PumpkinPalooza, and the new Feel Good Fridays event series (see Events for more details).



With dozens of artworks on NoMa walls, it's no wonder many call us the “Mural Capital of D.C.”

> POW! WOW! DC

NoMa's third mural festival, a dazzling annual partnership with the POW! WOW! DC collective and property owners around the neighborhood, was the largest gathering yet. Participating artists arrived in May 2018 from as far away as Japan and as nearby as 52 O St. NW; 10 were from the D.C. region, while 10 were from locations across the country and around the globe. The cadre of talent produced terrific art, including a colorful “Washington” mural by local group No Kings Collective; the first 3D artwork, by Brooklyn's Michael Murphy; and a massive candy dragon on the Metropolitan Branch Trail, by Richmond-based Wing Chow.

The 10-day festival featured a public event almost every day, with multiple tours each attracting upward of 100 people. For the first time, POW! WOW! DC hosted a Secret Walls event at Union Market, where 500-plus people watched muralists battle it out on a giant white wall, with teams using only black markers to create their designs. The festival kickoff, hosted at Wunder Garten, had a record attendance, with more than 1,000 people showing up to meet artists, tour mural sites, watch live art in the making, and shop a small market of local wares.

50+

of murals created over
3 years of POW! WOW! DC



Zunzima mural on the Metropolitan Branch Trail

> LOBBY PROJECT

The BID partnered with D.C. artist/curator Heloisa Escudero to bring four unique installations by local artists to the lobby of 1200 First St. Two notable pieces were Olivia Morrow's *Stretch*, which employed brightly colored used clothing, wrapped over galvanized poultry netting, creating giant tentacles, and Eric Celarier's *Network*, which featured recycled computer boards arranged in shapes strikingly similar to continental/geographic forms.

> ART ALL NIGHT

The citywide celebration of the arts in local communities, Art All Night once again took over North Capitol Street in September from R Street to New York Avenue with music, dancing, art, and more for one night. The annual event helps attract new visitors to the area, connect neighborhoods, and celebrate the vibrant, talented community that is here today.



Wing Chow mural on the Metropolitan Branch Trail



Swampoodle Park on opening day

This year we lit up an underpass and opened a play destination for kids and canines.

After overcoming some typical construction challenges through the first half of 2018, the NoMa Parks Foundation completed two projects and started a third by year's end. Additionally, the nonprofit capped off a complex acquisition, design, and permitting process for a fourth project, setting the stage for the development of NoMa's largest park in 2019.

> RAIN ART PARK

The complex engineering feat of erecting a framework for the 4,000 LED-powered rods that comprise the *Rain* light installation, ensuring the rods were properly arranged, and then wiring everything for power and light control, all within the cramped confines of Amtrak's M Street NE underpass, proved slower going than anticipated. But the lights were turned on in October, and the *Rain* hasn't let up since

then. As was our hope, the Thurlow Small Architecture/NIO architecten—designed installation has been a source of delight to passersby — not to mention the site of numerous selfies and Instagram photos. And within weeks of the project's completion, contractor M.C. Dean received an engineering excellence award from the Metropolitan Washington chapter of the American Council of Engineering Companies.

> SWAMPOODLE PARK

In November, the Parks Foundation cut the ribbon for NoMa's Swampoodle Park and celebrated with more than 200 partners and neighbors, their children, and about 100 canine friends. The popularity of the 8,000-square-foot space designed by landscape architecture firm Lee & Associates, even on snowy days, demonstrated how right the



Rain ribbon-cutting

vision for this corner of 3rd and L streets NE was. The Parks Foundation is especially grateful to the Friends of NoMa Dogs, who clean and maintain the dog park through an agreement with D.C.'s Department of Parks and Recreation.

> **LIGHTWEAVE ART PARK**

With an approved design, fabrication of the pieces for Futureform's *Lightweave* was completed in 2018. The installation of NoMa's second art park started in the L Street NE underpass in November, with an anticipated opening in spring 2019.

> **"ALETHIA TANNER PARK"**

The community enthusiastically voted to name the Parks Foundation's largest project — the 2.5-acre park with the working name "NoMa Green" — after Alethia Tanner, a former slave who, among many incredible accomplishments, purchased her freedom and that of over

20 family members and friends through sales at a vegetable stand near the White House. A complex permitting process through 2018 has laid the groundwork to begin construction in 2019 on the multipurpose park, designed by landscape architecture firm Nelson Byrd Woltz.

> **MEANDER**

Landscape architecture firm Rhodeside & Harwell finished a flexible schematic design for the public right-of-way crossings of the forthcoming Meander, which will traverse several NoMa blocks and offer greater pedestrian connectivity. The flexible design allows for the uncertainty of future development while providing a connective framework for projects currently under way. Skanska made significant progress toward a mid-2019 opening of the first building on the Meander: RESA, a residential project that has fully embraced the Meander in its design and street-level programming.

VISIT NOMAPARKS.ORG FOR MORE INFORMATION



EVENTS

We take having fun seriously, which is why NoMa events draw the crowds.

Year after year, the NoMa BID puts serious time and hard effort into creating great reasons for people from around the neighborhood, and across the D.C. region, to come together. And in 2018 we had some of the best turnouts ever, drawing almost 31,000 to our events across all four seasons.

Things got off to a wonderful start with our winter **Nerds in NoMa** panel discussion series, where two of the four monthly conversations — one on fostering successful side hustles, the other on developing a podcast — were standing-room-only gatherings. But once the warm

weather arrived it was time to head outdoors, to the corner of First and Pierce streets NE, where the BID beautified an empty lot to serve as the home of **NoMa Summer Screen**, our longest-running free event. In its 11th season, Summer Screen's "Wonder Women" theme showcased strong female characters, with each week's offering attracting hundreds to enjoy cinema under the stars.

We celebrated September's transition from summer to fall with **Feel Good Fridays**, providing free coffee and breakfast treats to NoMa commuters in the morning, then enticing workers outside during lunch hour to enjoy complimentary



bands and five-minute massages. And in late October, **PumpkinPalooza** brought more than 800 people together to carve and decorate free pumpkins, enjoy live music, and get up close with nature in an extensive petting zoo.

Along the way, we found opportunities throughout 2018 for ad hoc fun, from a silent disco beneath the *Rain* light installation in the M Street NE underpass to a hunt for tiny soccer balls hidden among the FRESHFARM NoMa Market vendors during the World Cup competition.



CLEAN & SAFE



When it comes to ensuring NoMa is a welcoming place, we're busier than ever.

Residents, workers, visitors — the number of people in NoMa continued to rise in 2018. (Have you seen all the new buildings?) But the neighborhood was as clean and inviting as ever, thanks to the dedicated work of our public space teams.

> HOSPITALITY AMBASSADORS

The four Hospitality Ambassadors who walk every part of NoMa each business day provide a friendly presence by

answering questions, offering directions, and describing amenities within neighborhood, from places to shop and dine to upcoming BID events, which they also staff. As our eyes and ears on the street, they help keep us in the know about what's going on around NoMa. But they also assist the less fortunate as well, connecting homeless individuals to service providers and distributing information on hypothermia and shelter availability.



Trash Removal

1,300,799

POUNDS OF
WASTE



Recycling Removal

62,411

POUNDS OF
RECYCLABLES

> CLEAN TEAM

Seven days a week, the dozen-plus members of the NoMa Clean Team make the neighborhood spotless by picking up trash and recycling — almost 1.4 million pounds' worth last year. Then there's the landscaping for select public spaces (those without an adjacent owner to maintain them, including National Park Service properties), removing graffiti and pressure-washing sidewalks, and much more. They also report infrastructure problems to D.C.'s 311 service, ensure that our bike pumps and repair station operate properly, and help staff our many popular events. New for the to-do list in 2018? An agreement with the District Department of Transportation to keep the mile-long section of the

Metropolitan Branch Trail that runs through NoMa litter-free and with working lights and properly aligned mirrors.

> PUBLIC SAFETY

To keep neighborhood stakeholders informed on safety issues, the BID hosts a monthly public meeting that connects property managers, developers, business owners, construction teams, and others with local and federal agencies, including the commanders of the three Metropolitan Police Department districts (First, Third, and Fifth) that serve NoMa. This constant line of communication is an invaluable resource as the neighborhood continues to flourish.

FINANCIALS

The NoMa BID receives an assessment from commercial property (including land and parking lots), residential buildings with 10 or more units, and hotels. Summarized information from NoMa BID audited financial statements set forth below represents 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	FY 2018
Cash/Cash Equivalents	\$2,708,123
Accounts Receivable	\$645,254
Reimbursable Cost	\$80,136
Prepaid Expenses	\$29,115
Deposits	\$107,466
Other Assets	\$46,011
Property & Equipment	\$153,723
TOTAL ASSETS	\$3,769,828

LIABILITIES & NET ASSETS

LIABILITIES	FY 2018
Accounts Payable & Accrued Expenses	\$694,264
Deferred Revenue	\$645,528
Deferred Rent	\$175,540
Capital Lease Obligation	\$16,481
Other Liabilities	\$69,336
TOTAL LIABILITIES	\$1,601,149
NET ASSETS	
Reserves & Unrestricted Net Assets	\$2,168,679

TOTAL LIABILITIES & NET ASSETS: \$3,769,828

STATEMENT OF ACTIVITIES

INCOME	FY 2018
BID Assessments	\$2,645,639 43%
Grant Income	\$2,944,429 48%
Contract Revenue	\$169,652 3%
Other Income	\$80,419 1%
Contributions	\$256,175 4%
Interest & Dividends	\$18,395 1%
TOTAL REVENUE	\$6,114,709 100%

EXPENSES	FY 2018
Parks	\$2,603,866 44%
Administration	\$949,395 16%
Public Space Maintenance	\$740,809 13%
Economic Development	\$749,515 13%
Hospitality Ambassadors	\$302,804 5%
Events and Programming	\$280,080 5%
Marketing	\$249,519 4%
TOTAL EXPENSES	\$5,875,988 100%

NET INCOME: \$238,721

STAFF & BOARD

Staff	Title
<i>As of September 2018</i>	
Robin-Eve Jasper	President
Tanneka Jones	Finance Director
Otavio Thompson	Administrative Director
Galin Brooks	Vice President, Planning & Economic Development
Stacie West	Director of Park & Public Realm Development
Dave Webb	Director of Public Space Operations
Braulio Agnese	Director of Marketing & Communications
Kimberly Ford	Director of Events
Rachid Rabbaa	Business Manager
Thomas Henderson	Hospitality Ambassador
Robert Walker	Hospitality Ambassador
Pamela Jackson	Hospitality Ambassador
Ibrahim Turayson	Hospitality Ambassador

Board	Company Name
<i>As of September 2018</i>	
Douglas M. Firstenberg, Chair	Stonebridge
Brigg Bunker, Vice Chair	The Wilkes Company
Thomas Archer, Secretary	Skanska
Deborah A. Cowan, Treasurer	NPR
Charles Garner II	CIM Group
John Gordon	Polinger Shannon & Luchs
Thomas James	General Services Administration
Matt Liddle	REI
Christopher Norton	The Washington Center
Matthew Robinson	MRP Realty
Berkeley Shervin	The Wilkes Company
David Tuchmann	Akridge
Andrew VanHorn	JBG Smith
Adam Warren	Harris Teeter



Photography by Sam Kittner
Photographer and NoMa BID

NOMA

CITY. SMARTER.

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