Where minds meet.
Ballston is the place
to find your genius,
to explore your imagination,
and to make your dreams reality.

Join a community that brings ideas to the next level
by bringing inspiration to the street level.

Feel the energy of businesses and people
connected block by block
by focus and ingenuity.

Plug into a place that’s full of ideas
but open for creation.

Where it’s comfortable and easy to thrive
no matter who you are.

Discover why Ballston could be
the perfect place for you.
As you can see from the distinctive way we’ve created this annual report, this fiscal year we focused sharply on the branding for Ballston and the notable marketing programs we invented to launch and live the brand culture. We involved people from all stakeholder groups in our community including our board, BID members, tenants, brokers, potential tenants, residents and visitors, to reveal the original and authentic Ballston identity – a center for research, discovery and growth with a culture of creativity and connectedness. And as a place where it’s comfortable and fun to be. We genuinely thank all of you who were part of creating this remarkable brand.

As part of our work to spread the word about Ballston, the amazing companies here, as well as attract more like-minded organizations, we created the Ballston Launchpad Program and Challenge - a search for the next great idea in our region. The Challenge was inspired by one of Ballston’s most prominent businessmen, Mr. Ted Leonsis, the Founder, Chairman, Majority Owner and CEO of Monumental Sports & Entertainment. The Challenge has been more successful than we could have hoped for, bringing together our business community in Ballston and beyond, with over 100 people from all types of industries coming together to support and mentor 14 Challenge teams in their entrepreneurial pursuits. And those dreams are coming true right here in Ballston.

Now that we’ve established that this is a place where you can startup, grow and bring your business to the next level, we will continue strengthening the relationships in our community by fostering a culture of collaboration and inclusivity. And we will embrace that culture and personality at the street level.

While we were heavily engaged in our work to promote Ballston this year, we also worked on a detailed placemaking plan - block by block we analyzed and evaluated our neighborhood to develop plans for the future of Ballston’s streetscape. Our plans are now well underway to incorporate Ballston’s individuality into the public realm. In the short term, our work will include art, beautification efforts, and integrating technology on the street to facilitate bringing our community closer together. And everything we do we will bring to the next level.

We are well aware of the challenges on the horizon for the commercial real estate market and those specific to Ballston. We believe we are well positioned to meet these challenges - and succeed. We are very fortunate to have what many neighborhoods are trying to create. We’re not just getting ready to be the home for your business - we’ve been ready.

Read on to discover why Ballston is the perfect place for you and your business. It’s our honor to serve the Ballston community and we are excited to unveil our plans for this outstanding neighborhood this coming fiscal year!

Sincerely,

Tina Leone
Chief Executive Officer, Ballston BID
As the Ballston BID closes out year “2,” I will be turning over the Presidency to my able and talented successor, Jill Goubeaux, one of the founders of the BID. I already miss the vibrant & stimulating environment, the creative initiatives and the wonderful camaraderie of staff and fellow members. This has been an extraordinary beginning for the organization and the successes keep coming.

As Ballston, Arlington, and the entire Washington region, face some difficult times in the commercial real estate market, the BID has become an effective advocate. I will leave the story of the many activities it has sponsored, to our CEO, but I would like to take this opportunity to acknowledge some special efforts.

First and foremost, the staff of the BID; Tina, Catherine, Allie and Samantha are quite awesome. Their commitment, long hours, “cheerleading” and the long list of diverse programs and outreach efforts they have devised, have insured the success of this new organization. In addition, the strategic partnerships they have built, including with Arlington Economic Development, the Arlington Chamber, Virginia Tech, George Mason and many others, are a strong foundation for future accomplishments.

The members of the Board of the BID have continued to step forward to both initiate and support the successful programs and events, along with so many members of the community. It has been an honor to work with this phenomenal group of people. I look forward to being a part of the future of Ballston.

Sincerely,

Brenda Krieger
President, Ballston BID Board of Directors
VP, Dweck Properties
Mission
The Ballston BID will preserve and enhance Ballston as a vibrant, innovative, and attractive urban place to ensure the competitive success of its existing and future commercial properties.

Vision
Ballston will be widely recognized as the destination of choice for business, entertainment, education and living.

Goals
1. Establish a unique urban place and attractive sense of arrival.
2. Create a recognized identity and brand that maintains and enhances Ballston’s competitive advantages.
3. Create an environment to attract and retain highly sought after commercial tenants, residents, and hotel brands.
4. Be a thriving community with a diversity of shops, restaurants and entertainment venues.

*BID Boundary includes- 118 acres with 119 commercial properties
Strategic Advantages

• **Most Scientists/Technologists per square mile in the US.** Ballston has a high concentration of science and technology organizations. It is home to the Defense Advanced Research Projects Agency (DARPA), Office of Naval Research, the Air Force Office of Scientific Research, Homeland Security Research Projects Agency, Virginia Tech/IBM’s Center for Community Security & Resilience, Accenture, Applied Predictive Technologies and CACI. These organizations continue to attract many nonprofit organizations, think tanks, and private sector companies that are also making innovations in science and technology.

• **Strong Presence of Higher Education Organizations** – Ballston has a convergence of higher education institutions including the Virginia Tech Advanced Research Institute, Marymount University, George Washington University and nearby George Mason University.

• **Convenience and Access** – Ballston is strategically located, just minutes from major regional destinations including easy access to both Tysons (10 miles) and downtown DC (4 miles). With the addition of the Silver line to Tysons Corner, Ballston will further develop into a regional transportation hub.
Strategic Advantages

- **Transit and Mobility Options** – Ballston is a key stop along the Metro Orange Line with about 25,000 trips per day. It is also a bus transit hub, with about 9,000 trips per day. Ballston also has 6 Capital Bikeshare stations and serves as the commercial intersection of many of Northern Virginia’s major arterials and highways – Route 66, Glebe Road, Fairfax Drive and Wilson Boulevard. It is located only 8 miles from Washington National Airport. Ballston has been designated the most walkable neighborhood in Arlington, earning a walk score of 90 from Walkscore.com.

- **Office Densities** – Ballston is composed of nearly 8,300,000 SF of primarily high-rise, high density office uses with over 32,500 employees.

- **Residential Options** – The BID boasts over 8,000 residential units, both rental and owner occupied, representing a range of market-rate options necessary for a vibrant live-work community. These include rental apartments, mid-price and luxury condominiums, retirement living and nearby single-family homes.

- **Access to Culture and Recreation** - Recreation opportunities in the Ballston area include Quincy Park, Arlington Arts Center and Kettler Capitals Iceplex. Other entertainment venues are The Comedy Spot and a 12-screen Regal Cinema, both located at the Ballston Common Mall. Ballston includes about 1,000,000 SF of retail space.
Strategic Advantages

- **Restaurants** – Ballston boasts 58 restaurants in a 5 block radius with a wide-variety including destination restaurants such as Willow, Pinzimini and Grand Cru to great pubs such as Mussel Bar and World of Beer to lunchtime and dinner hotspots such as PF Chang’s, A-Town Bar & Grill and Rustico, as well as multitude of quick and tasty options for midday meals including Protein Bar, Sweetgreen, Panera Bread, Bruegger’s and Zoe’s Kitchen. Ballston also hosts the annual Taste of Arlington which highlights restaurants throughout Arlington, drawing over 20,000 visitors to Ballston in one afternoon.

- **Hotels** – Ballston has over 1,100 hotel rooms with the Westin Arlington Gateway, Hilton, Holiday Inn and the newly constructed Residence Inn by Marriott at Liberty Center.

- **Upper-Middle-Class Incomes and a Professional Workforce** – Ballston delivers the quality of lifestyle and work environment to attract top corporations and is the preferred location by many of their employees to live and work. The residential population is nearly 13,000 people with an average age of 36. 85% of the population has a college degree and more than 38% of the population hold advanced degrees. The average household income is about $125,000 and each person spends about $36,000 a year in retail stores.
Branding + Marketing

Our branding research connected us to people from all parts of our community—our Board, BID members, prospective and current tenants, government, brokers, and residents of all ages. We listened and developed a Ballston brand that communicates Ballston is a place of growth, connectivity, endless possibilities and upward progression. Elements of our brand emerged in the community including the Ballston Metro, Ballston Common Mall and in restaurants.
LaunchPad Challenge

Ballston is hometown to the Washington Capitals and their practice facility at Kettler Capitals Iceplex. Monumental Sports & Entertainment, Founder and CEO and Ballston community leader, Ted Leonsis, challenged the BID to demonstrate our entrepreneurial and community spirit. We answered with a program aimed at engaging and attracting idea-makers to Ballston – the Ballston LaunchPad Challenge. This program recharged unused commercial space, drove new connections and inspired mentorship among thought leaders in our community. Nearly 200 applications were received which were narrowed down to the best 14. The top three will compete in December 2013 in front of a prestigious panel of judges including Ted Leonsis.
Placemaking
Median Beautification for Wilson Blvd and Fairfax Drive
- Phase 1 - Clean up and general maintenance
- Phase 2 – Implement and maintain dramatic, colorful design plan

Streetscape
- Implement our standard for contemporary style and cohesive appearance for street furniture and planters
- BID provides purchase and installation of standard garbage and recycling receptacles

Banners
- Implementing pilot program for fabricating, installing and maintaining digital banners for Ballston

Wayfinding
- Begin implementation of County’s wayfinding plan with improved kiosk features to include replacing the static map with an electronic/touchscreen, interactive map that is updated continuously; Parking signs will also be the priority
Public Art

Ballston combines the best of art, imagination and technology to be animated throughout the day and night. Technologically artistic elements will foster a dynamic engagement with people who live, work, play and learn here.

- Tech-inspired art project series beginning in the Spring 2014
- A major, semi-permanent interactive light art installation in the Ballston Metro canopy
- Digital Statue – mobile version unveiled at 2013 Taste of Arlington will now feature the innovators who work in Ballston
#wheremindsmeet
Public Relations

The Ballston BID has deployed a public relations strategy that has maximized the visibility for the BID by capitalizing on events, business success stories and market trends to secure optimal media placements and market exposure. The BID’s campaign focused on thought leadership and media relations which resulted in many earned media placements that positioned and highlighted the organization’s continued successes. Through a well-executed media plan, a newly launched website (made public in January 2013) and a growing social media presence the Ballston BID has been able to increase awareness and highlight its initiatives as having a direct influence on Ballston being an environment where people can live, work, play and learn. All three of these components have helped expand our reach to the press and general public in order to better position Ballston within the DC Metropolitan region and beyond.

- 20 Press releases/pitches written on Ballston BID milestones*
- 41 Interviews with local reporters from over 20 news outlets*
- 63 Earned media placements in local news outlets*
  - Television, Web, Print & Radio
- Increased website traffic by 546%
- Earned on average 2,700 unique visitors each month and just fewer than 100,000 page views since the new website was launched in January of 2013
- Earned 1,394 followers on Twitter with 1,152 mentions and RTs*
- Earned 546 likes on Facebook*

* As of October 2013
Taste of Arlington is an annual food festival attracting over 20,000 visitors and residents of Arlington and the DC Metropolitan area to Ballston. This was the 26th year showcasing fantastic cuisine, as well as a diverse selection of beer and wine, unique arts and crafts booths, Barkpark, live cover bands, and the Washington Capitals & Wizards KidZone.

What to expect for the 27th Year:

- Proceeds benefit Arlington Food Assistance Center (AFAC)
- Largest food + beer + wine + art festival in Northern Virginia
- 40+ of Arlington’s favorite restaurants
- Expanded KidZone with bands, games and food tents
- Expanded BarkPark & World Pup Tournament in partnership with DC United
- Arlington Cover Bands on the concert stage by the Beer & Wine Garden
- Expanded layout on Wilson Boulevard to N. Quincy

2013 Taste of Arlington Winners

- Best Appetizer- Rustico
- Best Entree- Willow
- Best Dessert- Mac’s Donuts

Visit www.tasteofarlington.com for more information
Markets

The Ballston BID in partnership with FreshFarm Markets produces a high-quality farmers market every Thursday located adjacent to the Ballston Metro at Welburn Square. Over a dozen food vendors offer fresh, local produce from May to October. The first Thursday of each month is a Mega Market with additional art vendors, a live band, chef demonstrations and a beer and wine garden.
Wilson Boulevard

Wilson Boulevard will become a sophisticated urban retail environment, with modern materials, lighting, interactive art and technology enhances featured. Integrated design across the full street section unifies the space as one inviting pedestrian experience.

- New dynamic median landscape
- Digital banners
- New interactive art installations
- Capture space to activate and become the heart of pedestrian experience
- Sophisticated urban retail environment
- Modern materials and lighting with technologically enhanced features
Connecting the Community

Mobile application – Phase 1
- Programs, events, calendar, mapping, business directory, ability to record comments about experiences in Ballston. This will act as a dynamic tool for wayfinding, event announcements, interactive trivia games, etc.

Mobile application – Phase 2 – Virtual Ambassadors
- Using exclusive technology we created for the digital statue, we will create our “virtual ambassador” program to convey the history, the programs and events, and possibly highlight the available commercial space around Ballston.

Wifi Hotspots
- Installation of at least 20, 4G wireless routers throughout the Ballston BID to create a series of 10-15 Wifi hotspots. Our goal is to create the most WiFi coverage possible while in Ballston.

Banners & Wayfinding
- What will become a signature placemaking component for Ballston, the BID intends to install digital banners and smart wayfinding kiosks. A pilot program for the digital banners is planned for deployment along Wilson Boulevard in fiscal year 2015. Immediate benefits may be the use of green energy, Arlington County access for Emergency Management purposes, and public art capabilities.
Financial Statements

Statement of Financial Position
as of June 30, 2013

<table>
<thead>
<tr>
<th>Assets</th>
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<tbody>
<tr>
<td>Cash and cash equivalents</td>
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<tr>
<td>Accounts receivable</td>
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<td>Other assets</td>
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<td>Property and Equipment, net</td>
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<tr>
<td>Total Assets</td>
<td>$647,007</td>
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<table>
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<tr>
<th>Liabilities</th>
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<tr>
<td>Accounts payable and accrued</td>
<td>124,942</td>
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<tr>
<td>Unrestricted Net Assets</td>
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<tr>
<td>Total Liabilities and Unrest</td>
<td>$647,007</td>
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Fiscal Year       Budget     Tax Rate *
-----------------------------------
FY12              $1,241,759  .045  
FY13              $1,482,632  .045  
FY14              $1,497,458  .045  

*Tax rate is per $100 of assessed value

Statement of Activities
as of June 30, 2013

<table>
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<tr>
<th>Changes in Unrestricted Net Assets</th>
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<tbody>
<tr>
<td>Arlington County funds</td>
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<td>Program revenue</td>
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<td>Interest income</td>
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<td>Total unrestricted support and</td>
<td>1,687,024</td>
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<td>contract revenue</td>
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<table>
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<th>Expenses</th>
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<td>Personnel Cost</td>
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<td>Marketing and promotion</td>
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<td>Beautification and maintenance</td>
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<tr>
<td>Community activities</td>
<td>259,010</td>
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<tr>
<td>Management and administration</td>
<td>292,620</td>
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<tr>
<td>County administrative fee</td>
<td>14,729</td>
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<tr>
<td>Total expenses</td>
<td>1,904,311</td>
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</table>

Decrease in Unrestricted Net Assets (217,287)
Unrestricted Net Assets, beginning of year 739,352
Unrestricted Net Assets, end of year $522,065
Board of Directors

President
Jill Goubeaux
The JBG Companies

Vice President
Joe Schechtel
Gates, Hudson & Associates, Inc. (Representing Dweck Properties)

Treasurer
Martin Schnider
Fred Schnider Company

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Advance Car Rental

Joseph F. Burt
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Simon Carney
Brookfield Office Properties

Joe Dupriest
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David Gelfond
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James McMullin
RESI Management Corporation

John Moore
Forest City Commercial Management – Ballston Common Mall

Cassidy Mullen
National Rural Electric Cooperative Association

Larry Nixon
Nixon & Vanderhye P.C

Kelly Shooshan
The Shooshan Company, LLC

Allyson Ugarte
Appointed by Arlington County Board

Bob Wiberg
Piedmont Office Realty Trust

Dr. Talmadge Williams
Appointed by Arlington County Board
square feet of office space

3,000
Ballston Stats

- Ballston is home to over 8,300,000 SF of primarily high-rise, high density office uses with about 32,500 employees
- Nearly 8,000 residential units within the BID boundaries
- More than 1,000,000 SF of retail space
- 58 Restaurants and growing
- 1,100 hotel rooms + 22,300 SF of Meeting Space
- Residential population is nearly 12,500 with an average age of 36
- 85% of the population has a college degree and more than 38% hold advanced degrees
- Average household income is approximately $125,000 with an average yearly retail expenditure of $36,000
- Over 20,000 attended the Taste of Arlington in Ballston in May 2013
- 119 Commercial Properties (the BID only includes commercial properties)
- Over 118 acres
Staff

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Samantha Baker
Administrative Assistant
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(703) 664-1196
Taste Sponsors

- ABC 7 / News Channel 8 (Media Sponsor)
- Advance Car Rental, Inc. (Restaurant Booth Sponsor)
- Arlington Initiative to Rethink Energy (AIRE) (Restaurant Booth Sponsor)
- Arlington Magazine (Face Painting Sponsor)
- Bailey’s Sports Grille (Restaurant Booth Sponsor)
- Barefoot Wine & Bubbly (Wine and Champagne Sponsor)
- Brookfield Office Properties (Restaurant Booth Sponsor)
- Buffalo Wild Wings (Restaurant Booth Sponsor)
- The Business Bank (Restaurant Booth Sponsor)
- Cardagin
- Arlington’s Car-Free Diet (Volunteer T-Shirt Sponsor)
- Carr Workplaces (Restaurant Booth Sponsor)
- Central Parking (Restaurant Booth Sponsor)
- Cintas (Chef Coat Sponsor)
- Clark Construction (Concert Stage Sponsor)
- Click and Park (Restaurant Booth Sponsor)
- Club Wyndham (Directional Sign Sponsor)
- DC United
- Drink More Water (Water Station Sponsor)
- Dweck Properties, Ltd. (Restaurant Booth Sponsor)
- EagleBank (Ticket Sales Sponsor)
- Fred Schneider Investment Group (VIP Pavilion Sponsor)
- FreshFarm Markets (Restaurant Booth Sponsor)
- Gates Hudson & Associates (Restaurant Booth Sponsor)
- Harris Teeter (Awards Sponsor)
- Knobbe Martens (Restaurant Booth Sponsor)
- Krafft Service Corporation (Face Painting Sponsor)
- Mix 107.3 (Media Sponsor)
- Monumental Sports & Entertainment (Washington Capitals and Wizards KidZone Sponsor)
- New York Times (Water Station Sponsor)
- NOVA Dog Magazine (Media Sponsor)
- OnTap Magazine (Restaurant Booth Sponsor)
- Pappas Group (VIP & Champagne Pavilion Sponsor)
- Passport Mini (Entrance Sponsor)
- Pete’s New Haven Style Pizza (Restaurant Booth Sponsor)
- Piedmont Office Realty Trust (Restaurant Booth Sponsor)
- Pinzimini (VIP Pavilion Sponsor)
- Port City Brewing Company (Beer Garden Sponsor)
- Premium Distributors (Beer Garden Sponsor)
- Red Coats, Inc. (Chef Coat Sponsor)
- Residence Inn Marriott Ballston (Entrance Sponsor)
- Sandy Spring Bank (Water Station Sponsor)
- Sedona Slate (Restaurant Booth Sponsor)
- Shooshan Company (Entrance Sponsor)
- ShopArlington (Water Station Sponsor)
- Sport & Health (Water Station Sponsor)
- Sun Gazette (Media Sponsor)
- The Board Hound (Ballston Bark Park Sponsor)
- The Front Page (Restaurant Booth Sponsor)
- JBG 800 North Glebe (Restaurant Booth Sponsor)
- The Melting Pot of Arlington (Restaurant Booth Sponsor)
- Susan G Komen (Restaurant Booth Sponsor)
- Taste DC (Restaurant Booth Sponsor)
- Type E Design (KidZone Balloon Sponsor)
- Verizon Wireless (Water Station Sponsor)
- Walsh Colucci Lubeley Emrich & Walsh PC (First Aid/Lost & Found Sponsor)
- The Westin Arlington Gateway (Restaurant Booth Sponsor)
- World of Beer (Beer Garden Sponsor)
- The Zebra (Restaurant Booth Sponsor)
- Zoes Kitchen (Restaurant Booth Sponsor)
LaunchPad Community

**Challengers**
- Changecause
- BuildDataAnalytics
- M2 Labs
- EcoMow
- FundUcation
- History Spoken
- Impact Hub
- MeshWork
- Rethink Legal Services
- Tomorrow’s Lemonade Stand
- MyPysch
- TransitScreen
- TidWit
- iGrabberAutos

**Sponsors**
- Mr. Ted Leonsis
- Hon
- PriceModern
- HITT Contracting
- Dweck Properties, Ltd.
- The JBG Companies - 800 North Glebe
- Saul Ewing, LLP
- Washington Workplace
- Ballston Common Mall
- Knobbe Martens
- LiveWire Media Relations, LLC
- Monumental Sports & Entertainment
- Washington Capitals
- Brookfield Properties
- Carr Workplaces
- Fandango Productions
- Insperity
- LandDesign
- Larry Kanter & Associates
- Little
- Pappas Group
- PSAV
- The Business Bank

**Partners**
- The Arlington Chamber of Commerce
- Arlington Economic Development
- CleanTech Open Southeast
- CoFoundersLab
- Foster.ly
- George Mason University
- INC.spire Education Foundation/Greater Reston Chamber of Commerce
- Marymount University
- Virginia Tech National Capital Region
- CIT Gap Funds
- Arlington Jaycees
- NCM Media Networks
- Diligent Rocket
- Decision Lens
- ManTech International Corporation
- Veris Consulting, Inc.
- National Rural Electric Cooperative Association
- AXEO
- CNF Investments
- ExoVenture
- Nature Serve
- Nixon & Vanderhye P.C.

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- Jonathan Bachand
- Ginny Bianco-Mathis
- Lawrence Black
- Michael Burke
- Aneesh Chopra
- Jonathan Cohen
- Congressman Gerry Connolly
- Scott Cotter
- Lincoln Essig
- Sam Frentzel-Beyme
- John Gillespie
- Jill Goubeaux
- Bruno Grinwis
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- Mick Sutter
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- Jonathan Weiss
- Tom Wimer
- Chryssa Zizos
- Adam Zuckerman

Special thanks to our Program Managers Tina Leone & Bruce Mancinelli