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.
Mission
To imagine and implement innovative programs, partnerships and collaborations that bring people together, create a sense of community and strengthen the economic vitality of our businesses and commercial partners in Ballston.

Vision
To create a leading business district that attracts, supports and connects the most creative, compelling and ambitious minds in the region.

Objective
To focus on creating innovative and dynamic opportunities for learning, networking and collaboration that leverage the unique combination of research, education, non-profit and corporate organizations in the Ballston area, and to continue with our focused and impactful placemaking efforts that over time will transform Ballston into a unique, amenity-rich destination with a strong sense of community.

Where success lands.
If you haven’t visited Ballston in a while, you will be surprised by the amount of change that’s occurred over the past years. Glittering glass buildings now line Glebe Road. A dramatic, bold landscape has transformed the median of Fairfax Drive. A new mobile app to navigate your way through the neighborhood. We welcome all of these transformations to the Ballston community. We will continue to implement even more energizing changes to the streetscape, design and connectivity of Ballston with additional landscaping, gateway banners, wayfinding systems, more Wi-Fi hotspots and fun events and activities for you to experience.

Some exciting changes have been made in the Ballston community over the past year and we are looking forward to a number of new redevelopment projects that will set the stage for Ballston’s future. With Metro’s planned expansion to connect the Ballston/MU station by 2020, the metro station plaza will be revamped to accommodate the installation in the metro canopy. This will not only enhance our community moving forward. It’s hard to believe the Ballston BID is now three years old; especially when we consider how much has been accomplished in this short amount of time. As one of the founding members of the BID, I am very proud of the direction we’ve taken to shape Ballston into a leading business district for our region and excited about what is to come.

It’s been a pleasure to serve the Ballston BID membership and our community. I am pleased to have signed on for another year as President of the Ballston BID in order to continue leading the Board with our work to keep Ballston ahead of the curve and fulfill our neighborhood’s very bright future.

Thank you to the staff of the BID—Tina, Catherine, Ali and Samantha—who have boundless energy when it comes to living and breathing their work for Ballston. They are constantly working to create high quality programs in order to provide the best service to our members, the county and those that live, work, play and visit old and new.

It’s been a pleasure to see the Ballston BID membership and our community. I am pleased to have signed on for another year as President of the Ballston BID in order to continue leading the Board with our work to keep Ballston ahead of the curve and fulfill our neighborhood’s very bright future.

Sincerely,

Jill Goubeaux
President, Ballston BID Board of Directors

20 Goubeaux
President, Ballston BID Board of Directors
Senior Vice President, The JBG Companies

Sincerely,

Tina Leone
Chief Executive Officer, Ballston BID

20 Goubeaux
President, Ballston BID Board of Directors
Senior Vice President, The JBG Companies

Sincerely,

Tina Leone
Chief Executive Officer, Ballston BID
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, the National Science Foundation, Homeland Security Research Projects Agency, Virginia Tech, 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 — The opening of the Silver Line places Ballston in the epicenter of the Northern Virginia metro-served markets, no longer at the end of the line; the 17,000+ households in Tysons will soon have direct Metro access to Arlington employers.
STRATEGIC ADVANTAGES

- **Transit and Mobility Options** - Ballston is a key stop along the Metro Orange Line and the new Silver Line, with about 20,000 trips per day. It is also a bus terminal, with about 8,000 trips per day. Ballston also has 6 Capital Bikeshare stations and serves on 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 8 miles from Washington National Airport. Ballston has been designated the most walkable neighborhood in Arlington, earning a walk score of 94 from Walkscore.com.

- **Office Densities** - Ballston is composed of nearly 8,300,000 SF of primarily high-rise, high-density office uses with over 31,000 employees.

- **Residential Options** - The BID houses 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.
Restaurants – Ballston boasts over 80 restaurants and established chefs, including Robert Weidmaier and Top Chef Mike Isabella in a 5 block radius with a wide-variety including destination restaurants such as Willow and Grand Cru to great pubs such as the Front Page and World of Beer to fine-dining and dinner hotspots such as Mussel Bar, PF Chang’s, A-Town and Rustico, as well as a multitude of quick and tasty options for midday meals including Taylor Gourmet, Sweetgreen, Panera Bread, Earl’s Sandwiches and Zoe’s Kitchen. Ballston also hosts the annual Taste of Arlington which highlights restaurants throughout Arlington, drawing over 35,000 visitors to Ballston in one day.

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

Upper-Middle-Class Incomes and a Professional Workforce – Ballston residents are young apartment dwellers with the majority of the population living in one and two person households. 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 the greatest average age between 25-34. 80% of the residents in the RB corridor have a bachelor’s degree and more than 38% of the population hold advanced degrees. The average household income is $125,000 and each person spends about $36,000 a year in retail stores.
Where cool is constant.

**Milestones**

Find things to do on the weekend, learn about new art installations being deployed in our community, find out where to watch the Caps play and record feedback on your meal to share with other foodies with the Ballston BID’s new app, BallstonConnect. This dynamic and fun app gives you 24 hour access to what’s happening in Ballston in addition to navigation tools to show you where to park. In Fall of 2014 the app will take you on a journey through our Ballston Virtual Ambassador program. Markers will be displayed throughout Ballston for people to scan using the app to tell them more about the neighborhood. The new mobile app is your every day, all day access to all things Ballston!
Milestones

LAUNCHPAD CHALLENGE

Ballston is home 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 and a fan favorite competed in front of a prestigious panel of judges including Ted Leonsis.

Winners: Khurrum Shakir from Carsquare and Tiffany Hosey Brown from BuilDatAnalytics

Congratulations to our winners BuilDatAnalytics & Carsquare
The 2014 Ballston Restaurant Challenge presented an opportunity for established and aspiring restaurateurs to bring the “Next Signature Restaurant” to Ballston. Participants competed before a panel of Ballston property and business owners, as well as local culinary celebrities, headlined by renowned chef Mike Isabella, to win an 11-year lease at Two Ballston Plaza owned by Brookfield Office Properties with a year of free rent and below market-rate rent thereafter, a $245,000 interest-free loan, free legal and financial advisement services and more.

Challengers were judged on their business plan, their team and experience, their ability to raise the financial backing above the prize package, the restaurant concept in this specific location and of course the taste of their food.

Congratulations to the winner Christiana Campos of SER!
Milestones

TASTE OF ARLINGTON 2014

Taste of Arlington is an annual food festival attracting over 35,000 visitors and residents of Arlington and the DC Metropolitan area to Ballston. This was the 27th year showcasing fantastic cuisine, as well as a diverse selection of beer and wine, Battle of the Bands on the KidZone stage, Barkpark, live cover bands, and the VIP Champagne Pavilion.

This year we took the festival to a whole new level and doubled the attendance with:

- 116 festival booths
- Over $10,000 donated to the beneficiary charity Arlington Food Assistance Center (AFAC)
- Largest food + beer + wine + entertainment festival in Northern Virginia
- Nearly 50 of Arlington’s favorite restaurants
- KidZone with teen concert stage, Nat Mobile, carnival games, and rock climbing wall
- World Pup Tournament in the BarkPark in partnership with DC United
- Burnt Sienna cover band on the concert stage
- Expanded festival to North Quincy on Wilson Blvd.

Visit www.tasteofarlington.com for more information.
FARMERS MARKET

For the third year, the Ballston BD 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 offered fresh local produce from May to October. The first Thursday of each month was a Mega Market where we took our farmers market to the next level with chef cooking demos, live music and a beer and wine garden.
Looking Ahead

BEAUTIFICATION PROJECTS

Last year, we finalized our plans for placemaking and this year we began the very exciting and important work in the public realm— bringing the character and personality of Ballston to the street level.

We took over control of the medians on Fairfax Drive and Wilson Boulevard this year, beginning with removal of dead plant debris and replacing with fresh plantings as well as regular maintenance. We have implemented a new, bold landscape design plan for the Fairfax Drive median: signature bald cypress trees, ribbons of shrubs and geometric plantings of perennials all work together to create a striking, unique experience for both drivers and pedestrians. Each plant has been carefully selected to provide an overall sculptural effect in support of the new Ballston identity.
Looking Ahead

METRO PLAZA

The Metro Plaza is the first introduction to the Ballston neighborhood for tens of thousands of people. We are making a number of improvements to this main artery of the community.

This redesign of the Metro Plaza is timely not only because it is greatly needed, but the impact of the Silver Line will be substantial. We currently experience about 26,000 trips daily here and Arlington County expects this number will increase to approximately 38,000 trips/day by 2020.

The redesign will assist to:

- Increase traffic safety
- Improve transit/bus circulation around the station that will reorient spaces and decrease the bus traffic on Stuart Street
- Improve access and enhance amenities
- Enhance the design and increase the use and enjoyment of public space
- Maximize green space
- Create greater visibility for retail
- Provide sustainable infrastructure

We are working with artists on an interactive, light-art installation in the Metro canopy. The installation is called Intersections and is being created by our artist team in Amsterdam. Each panel will have an LED light and sensor below. The sensor will record the movement of people walking beneath the canopy and an algorithm program will interpret that data and program the overall reaction of the canopy. This installation interprets the activity below into a fluid, subtle and soothing composition.
Looking Ahead

PUBLIC DISPLAYS OF INNOVATION

The goal with these technology-inspired projects is to celebrate Ballston’s stature as a place for research and creativity, while using various modes of technology and emerging media to encourage connectivity and conversation among people who live, work and visit Ballston. They are a part of the BID’s comprehensive placemaking effort, a long-term initiative to develop and evolve Ballston’s creative streetscape.

Special thanks to:

Our membership for support of the Public Displays of Innovation Exhibition, in particular Monument Realty, Post Street Realty, Spaces, Hudson & Associates, Dweck Properties, The Nature Conservancy, James Campbell Company, and CBRE.

The Hilton Arlington and Residence Inn by Marriott Arlington Ballston, hotel sponsor of Public Displays of Innovation.

Arlington County Public Art Program for its support and for featuring Public Displays of Innovation as part of its 30th Anniversary Celebration.

Artisphere for featuring these projects in an exhibition, and Arlington County Economic Development, Arlington County Department of Environmental Services, and the Arlington County Public Art Committee for their support and assistance.

Todd W. Bressi, who organized all the Public Displays of Innovation on behalf of the Ballston BID.

Timeline:
August 2014 - Missed Connections, Beachfront Potential
September 2014 - Quantum Tours Americana
October 2014 - Cloud, Urban Oasis, The Eyes of Ballston
November 2014 - Axon Xylophone Bridge
2015 - Intersections

(All Public Displays of Innovation projects were installed in FY15.)
PUBLIC DISPLAYS OF INNOVATION

Beachfront Potential
Artist: Patrick McDonough
Active: August-December 2014

- Beachfront Potential is a public art project that filters the relationships between sustainability, aesthetics and leisure time by playfully reimagining familiar beach vernaculars as portents of sea level rise – in the heart of an urban community.
- For several months in the summer and fall, a series of custom-built lifeguard chairs will be placed in key locations in Ballston, along the line of a hypothetical beach predicted by an online visualization of projected sea level rise. Passersby are invited to sit, relax and ponder this hypothetical future through virtual engagement that can be accessed at each site.
- As digitally envisioned, this new edge of the Atlantic Ocean will create a line that runs through the heart of Ballston. Participants who visit each set of chairs are invited to interface with geo-location enabled content specific to each site – ranging from pedagogical texts to interviews and footage from scientists and research environments to a web-based game featuring a nostalgic water side pastime.
- By situating participants as the lifeguards of Beachfront Potential, albeit temporarily, this intervention uses the language of leisure and an oscillation between the physical and the digital to present questions of agency, watchfulness, responsibility and escapism.

Cloud Design Co-Directors: Aki Ishida and Ivica Ico Bukvić
Active: October 2014

- The first weekend in October, a constellation of fifty light- and sound-emitting “cloudlets” will fill the central space of Welburn Square. This networked sculpture will begin as an interactive project, built and programmed in community workshops led by the artist team. After it is installed, it will take on a life of its own as the “cloudlets” communicate with each other by exchanging messages of light and sound. Each team will decide how to program its cloudlet to accept and receive a message, so that each of the fifty cloudlets will have its unique way of interacting with each other and the surrounding activity. The animation of the Cloud will grow cumulatively as more people participate in its making and activation.
- The Ballston BID is partnering with the Virginia Tech Research Center on bringing this project to life. The work will be located in Welburn Square, a public park in Ballston, and culminate in an outdoor public event of light and sound on the evenings of October 2 and 3, and will then be displayed in the lobby of Virginia Tech National Capital Region building on Glebe Road until the end of October.

Eyes of Ballston
Artsists: Branden Hall, Lola Lombard, Adam Elig, and Bardia Saeedi
Active: October through December 2014
• LED-lit eyes, hanging from the trees in Welburn Square, came alive day and night with a flurry of colors, shapes and patterns. Signage posted around the Square explained how people can communicate with the trees through their mobile devices. Each day, the website posed new questions to entice participation (e.g., how are you feeling?). Participants chose from a list of possible answers and as they did, the lights in the tree responded with a new pattern that reflected the mood of the participant.
• When the tree listened to the participant’s direction, it reacted with animation. The eyes darted, blinked or cried, all in different colors and patterns. They appeared to be reacting to your emotions — sadness, joy, anticipation. They sensed the collective mood of what was happening in the square, and responded accordingly. Each eye had a personality; participants would puppeteer the eyes to be flirty, on edge, Zen-like, clownish or a number of other characteristics. All animations and shapes were artistic abstraction of the reality.

Missed Connections
Artists: Chongha Peter Lee and Blake Turner
Active: August 2014
• In an urban and networked landscape characterized by algorithmic precision and economic practicalities, Missed Connections was a reflection upon the romantic notions of chance encounters and unrequited desires.
• Missed Connections was a data-mining project that used text from the “Missed Connections” section of craigslist.com, which was then projected onto a roving screen and various building facades around Ballston. This website is used by the public as a last ditch effort to contact someone that they had briefly connected with, or had hoped to connect with. Posting in “Missed Connections” is akin to saying a prayer or making a wish; one has few illusions of receiving a reply, but the act of posting a message allows one to entertain hope that this time something improbable just might happen.
• The projections in Ballston traced the shifting boundaries of private life and public space – both the virtual public space of message boards, and the physical public space of streets and squares. By making public these private desires and longings, Missed Connections reflects on, and celebrates, the human impulse to connect and the ways that serendipitous encounters in urban places can change our lives.
PUBLIC DISPLAYS OF INNOVATION

Axon Xylophone Bridge
Artists: Amy Hughes Braden, Alex Braden, Zaki Ghul and Yassine El Mansouri
Active: November 2014-March 2015

- This art installation transformed the pedestrian skywalk over Ninth Street, just east of Welburn Square, into an artistic interpretation of nerve signal traveling along the axon of a neuron.
- The interior of the walkway has been illuminated with bands of LED lights. When a person walked through the skywalk it or she triggers a sensor causing a band to light up. As the person moved along the walkway the bands turned off and on in a cascading pattern, with only one band lit per person at any given time. In addition, a soft bell sound was triggered and reverberated for a few seconds each time a person passed through the walkway. The notes played changed with every additional person in the walkway thus creating a symphony of color and sound.
- This interactive art piece encourages each of us to imagine ourselves as part of a larger neural network—the network of ideas and innovation that Ballston is known for—and engage everyone who walks through the skywalk in a playful and scientific way.

Urban Oasis
Artist: Vera Fainshtein
Active: October 2014-December 2014

- Urban Oasis is an interactive, large-scale video installation that created a peaceful green oasis in the middle of a very fast-paced urban setting and engaged the general public in an ongoing conversation about the environment.
- The artwork was presented on a 60” flat screen and installed in one of the large windows of the Nature Conservancy building on Fairfax Drive, starting the first week of October. Sensors picked up interactions (people/movement) that were in the vicinity of the screen. When there was no interaction between the sensors and people, the video featured a pristine, lush forest of trees that are native to the state of Virginia. People were encouraged to approach the screen to trigger a reaction. As more people engaged and approached the screen, various life forms emerged: insects, birds, and animals gradually appeared when people became active participants and realized that their actions affected the environment in a positive way.
- The project conveyed the belief that everything is interconnected and that we are all an integral part of the ecosystem. One of the questions that the project raises is: “How can our community come together to protect the environment?”
Quantum Tours Americana
Artist: Benjamin Andrew
Active: September 2014-No End Date
• Quantum Tours Americana is a website and app that enables participants to experience eight unique audio tours that take them on a trip through time. Each tour tells a story from Ballston’s history, or its imagined future, using interviews with local experts and recordings from the Arlington Historical Society to transport listeners into another world.
• These stories bring new perspectives to Ballston, as lush sound effects and music recreate what it was like to stroll through the early days of the American settlers, and imagine what it will be like to fly through Ballston’s bustling streets of the far future.
• Guiding listeners through these disparate elements is Quantum Tour Guide’s Rick Vallance and his artificial intelligence program. The narrations are combined with contemporary and historical recordings to touch on subjects like sustainability, technology, and community.
• Connect to this tour via the BallstonConnect Mobile app or the Quantum Tours Americana app (both available for iPhone by searching the App Store) and experience this rich mix of fantasy and history.

Site: WA + FC (Ballston)
Artist: Hayes + Ryan Holladay
Active: November 2014-No End Date
• Site: WA + FC (Ballston) is an audio mapping of the Ballston area that reimagines the space through an innovative iPhone app, using GPS to sonically map the area between Wilson Blvd. and Fairfax Drive. Site: WA + FC (Ballston) is a work that can only be experienced using the iPhone app (available as a free download on the App Store) and within the designated area of Ballston. Pockets of audio are geo-tagged throughout the space so that as the listener traverses the area, the ambient score subtly changes.
• Participants are able to download the composition in the form as an iPhone app, hook up their headphones, and listen to the music as they walk around Ballston. As listeners walk, the music will change from location to location, depending on their route, blending into a seamless, original experience that is determined by the path they take. As the walking route changes, so does the experience of the music.
GLEBE ROAD

Our gateway into Ballston at Glebe Road and Fairview Drive will soon look radically different with the much-anticipated redevelopment of Marymount University. We worked with our BID members and Board to produce a recommended streetscape furniture guide including designs to beautify tree pits and purchase new trash/recycling containers. We’ve begun implementing this streetscape furniture throughout Ballston, but we’ve also placed a special emphasis on Glebe Road to incorporate more respite areas and play elements. We will have more to come with fun places and things to experience outside your office or residence on Glebe Road, including parklets.

One thing that’s not really known about Ballston is the fact that we have many little parks and places to relax and enjoy throughout our neighborhood. We are working to make these assets more known and accessible via our mobile application as well as possibly installing a visible element that connects them for you, which may also serve as a wi-fi hotspot to add to those we have already installed around the neighborhood.

We have also begun our work to gain approvals for our custom, one-of-a-kind, Light-box Banners that we have created. These are aluminum casings with a plastic disc that can be changed out just as a fabric banner. The banner is weather-proof and light weight and the plastic discs are fade resistant and reusable. These banner points may also serve as another opportunity to add Wi-Fi hotspots to even further connect our community.
Looking Ahead

WILSON BOULEVARD

Our vision for Wilson Boulevard is to create a sophisticated, urban retail environment with modern materials and lighting, as well as interactive art and technology features. An integrated design across the full street section unifies the space as one inviting pedestrian experience. Wilson will become our “Digital Mainstreet.” The renovation of the Ballston Mall aligns perfectly with this vision with their plans to bring retail activity to the street level.

An extraordinary way to state that Wilson Boulevard is truly a future-focused main street, we’ve created the world’s first round, dual-sided, LED screen digital banner. We are working with Arlington County to implement this amazing technology—patented and available only for Ballston. This digital banner acts like a traditional fabric banner, except that it holds much more capability when we need or want it. We can program the banners to change when we desire, make them into art and give Arlington County Emergency Management Services access to send messages to the public in case of an emergency.
A transformation of Wilson Boulevard is about to begin. Forest City has submitted plans to create what will become a new town center for Ballston—a destination and a gathering place to have diverse experiences. Here you will find everything you need, when you need it, without ever having to leave the neighborhood. A new, fresh mix of great restaurants, shopping, nightlife, family activities and much more.

The existing mall building will be turned inside out to embrace street life and “de-mall the mall” with:

- Creation of open-air retail concourses, as well as a multi-level main entrance plaza area as a community focal point.
- All-new street front facade design.
- Street life activation through creation of numerous exterior entrance store fronts, many with second level seating terraces.
- Remodeling/grading of interior retail concourses.
- Significant upgrading of retail mix to feature diners, entertainment, fitness, personal care & neighborhood support uses.
- Macy’s, Regal Cinemas, Sport & Health Club, Kettler Capitals Iceplex to remain.
- 365,000 SF of retail space on four levels.
Statement of Financial Position
as of June 30, 2014

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Statement of Activities
as of June 30, 2014

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* Tax rate is per $100 of assessed value

Where results live.

Fiscal Year Budget Tax Rate *

Statement of Financial Position
as of June 30, 2014

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<thead>
<tr>
<th>Unrestricted Net Assets, beginning of year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$529,565</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unrestricted Net Assets, end of year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$265,090</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Budget</th>
<th>Tax Rate *</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY12</td>
<td>$1,241,759</td>
<td>.045</td>
</tr>
<tr>
<td>FY13</td>
<td>$1,450,632</td>
<td>.045</td>
</tr>
<tr>
<td>FY14</td>
<td>$1,400,028</td>
<td>.045</td>
</tr>
<tr>
<td>FY15</td>
<td>$1,572,803</td>
<td>.045</td>
</tr>
</tbody>
</table>

* Tax rate is per $100 of assessed value
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The JBG Companies

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Where minds meet
TASTE OF ARLINGTON SPONSORS

- ADT Security Services
- American Brittany Rescue
- American Service Center
- Ametek Construction
- Animal Welfare League of Arlington
- Arlington AIRE
- Arlington Magazine
- Arlington Neighborhood Villages
- A-SPAN
- Avalon Arlington North
- Avery Row
- Ballston Animal Hospital
- Ballston Common Mall
- Ballston Urgent Care
- Barefoot Wine & Bubbly
- Bisnow
- Bowen McCauley Dance
- Brookfield Office Properties
- Car Free Diet
- Carr Workplaces
- Cassatt’s
- Clark Construction
- Corona
- DC United
- Dogma Dog Bakery & Boutique
- Doody Calls, Inc.
- DmesMoreWater
- Dewick Properties, Ltd
- Eagle Bank
- Elly’s Image Salon
- Enterprise Car Share
- Fred Schneider Company
- FreshFarm Markets
- Gates Hudson & Associates
- Girls on the Run
- Gold Key Reservations
- Harris Tweed
- Headaid - Integrative Health Therapies
- Hot 99.5/Inside Channel
- Industries
- Innova Health System
- JBG Companies
- Health Services Heating & Cooling
- Livewire Media
- Long Fiasco & Home
- Mary Kay
- Melting Pot
- Mix 107.3
- Monumental Sports & Entertainment
- Musée Bar
- Navy Federal Credit Union
- New York Times
- News Channel 8
- News Channel 9
- NewsHour Magazine
- NRECA
- No Look Home Design, Inc.
- OnTap
- Passport Mini of Alexandria
- PNC
- Premium Distributors
- RAMW
- RedCoats
- Renewal by Anderson
- Rent Dittmar
- Sandy Spring Bank
- Savvi
- Signature Theater
- SP+
- Sport & Health
- Synaptic Theatre
- The Ascend at Spring Hill Station
- The Board Hound
- The Front Page
- The View
- The Western Arlington Gateway
- The Zebra
- T-Mobile
- Uber
- United Bank
- United Social Sports
- Virginia Eagle
- Virginia Heritage Bank
- Walsh Culross, Lubey & Walsh P.C.
- Washington Capitals
- Washington Nationals
- Washington Wizards
- WMATA
- Wyndham Vacation Rentals
- YMCA Arlington
- ZRS - 19 Nineteen - The Beacon

RESTAURANT CHALLENGE PARTNERS & SPONSORS

- Brookfield
- Saul Ewing, LLP
- The JBG Companies
- Allender CPA
- Early Mountain Vineyard
- Coastal Sunbelt Produce

Partners
- Restaurant Association of Metropolitan Washington
- Industry
- Bisnow
- Restaurant Depot

Sponsors
- Brookfield
- Saul Ewing, LLP
- The JBG Companies
- Allender CPA
- Early Mountain Vineyard
- Coastal Sunbelt Produce
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 boundary.
- More than 1,000,000 SF of retail space.
- 80+ restaurants and growing.
- 5,150 hotel rooms + 44,000 SF of meeting space.
- Residential population is nearly 12,000 with an average age of 36.
- 80% 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 $38,000.
- Over 35,000 attended the Taste of Arlington in Ballston in May 2014.

Ballston Stats

- 8,000 Residential units
- 80% of the population has a college degree

35,000 Attend the Taste of Arlington

- Over 35,000 attended the Taste of Arlington in Ballston in May 2014.
- 115 commercial properties (the BID only includes commercial properties).
- Approximately 400,000 SF of development.
- Over 119 acres.

Where rewards flow.