IN MORE WAYS THAN EVER, BALLSTON HAS BECOME THE EPICENTER OF THE NATIONAL CAPITAL REGION. OUR LOCATION ATTRACTS VISIONARY INDIVIDUALS, TRANSFORMATIVE NEW IDEAS AND DYNAMIC ORGANIZATIONS LOOKING TO SET PATHWAYS FOR TOMORROW. WE INVITE YOU TO LEARN MORE ABOUT THE INFRASTRUCTURE, PEOPLE, TECHNOLOGY & SOCIAL AMENITIES THAT MAKE BALLSTON THE DESTINATION OF CHOICE.
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.

Strategy
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.

Vision
To create a leading business district that attracts, supports and connects the most creative, compelling and ambitious minds in the region.
Although our BID is merely 4 years old, last year we as a Board believed that—even with our short window of success—it was time to reassess the BID’s direction. The market continues to change—both literally and figuratively—and we wanted to make sure that our objectives and initiatives were dedicated to the most important goals. We refocused our efforts in order to remain competitive and keep Ballston on the short list of neighborhoods where companies want to be.

I’m pleased to report that we’ve already made substantial progress on an updated three-year strategic plan with a vision of creating connections with our existing tenants here in Ballston. As a result of the BID’s work, Arlington County’s support and the stellar place that Ballston remains, we are weathering the commercial market storm better than most, with our vacancy rate dropping from a high of 19.6% to 18.2% over the last 18 months.

We continue to design and host high quality, engaging programs and craft great places here in Ballston. These include the continued rise of Taste of Arlington as the largest food, music & beer festival in our region, as well as enabling the creation of an epicurean Spanish restaurant, SER—winner of the Ballston BID Restaurant Challenge. One of our most exciting programs of last year was the temporary public art series, “Public Displays of Innovation,” which won a 2015 Merit Award for Public Spaces from the International Downtown Association.

Thank you to the Board of Directors and all the BID members for your involvement and support of the BID’s work. And thank you to the BID staff for not letting up on the original ideas you generate and formulate into the wonderful programs and events that make Ballston an exceptional neighborhood to live, work, play and learn.

Sincerely,

JILL GOUBEAUX
President I Ballston BID Board of Directors
Senior Vice President | The JBG Companies

TINA LEONE
CEO | Ballston BID
INFRASCTURE

THE OPENING OF THE SILVER LINE PLACES BALLSTON IN THE EPICENTER OF THE METRO-SERVED MARKETS IN NORTHERN VIRGINIA, WITH ABOUT 26,000 TRIPS PER DAY. IN ADDITION, BALLSTON HAS BEEN RECOGNIZED AS THE MOST WALKABLE NEIGHBORHOOD IN ARLINGTON.

“National Rural Electric Cooperative Association (NRECA) is proud to have been in Ballston since 1996—almost 20 years! We were attracted to Ballston because we knew that its location and proximity to major highways and multiple public transportation options would be attractive to our talented workforce, which comes to us from all over the DC Metro area.”

SHAARA ROMAN
Senior Vice President, Human Resources, NRECA

PLACEMAKING

• Medians
  The Ballston BID is continuing the transformation of Fairfax Drive into a grand boulevard with dramatic landscaping. As we continue to preserve last year’s vibrant landscaping, the BID is now moving forward in implementing a bold, orange-dotted hardscape on the noses of the medians along Fairfax Drive.

• Gateway Signage
  With sleek new gateway signs designed and fabricated, the Ballston BID has identified four gateway locations within the Ballston boundary where they will be installed. These signs will create a sense of arrival when coming to the neighborhood, in addition to enhancing overall wayfinding.

BALLSTON QUARTER

• Ballston Quarter will be a completely reimagined experience. From the ground to the sky, Ballston Quarter will be unique, authentic and a breath of fresh air. This new destination will have places where you can feast, celebrate, express your style and gather. The Ballston BID supported developer Forest City as well as Arlington County throughout the past year planning stages of the redevelopment. We will continue to partner with them during construction, which is planned to begin in mid-2016. A number of retailers will stay open during the three-year redevelopment, including Regal Cinema, Kettler Capitals Iceplex and CVS. Ballston Quarter will offer an open-air urban retail environment coupled with a remodeled, interior concourse. This new and engaging place will host a unique and vibrant mix of curated stores, restaurants and entertainment venues—365,000 SF in addition to Macy’s. The new mall design will also include an open-air public plaza gathering space and an intimate mews entrance along Wilson Boulevard for the community to enjoy.

7.8 MILLION SQUARE FEET OF COMMERCIAL SPACE
The Metro Plaza is the first introduction to the Ballston neighborhood for tens of thousands of people each day. Plans are moving forward with a number of improvements to this main artery of the community. The new look will have an open layout, easier access for pedestrians, more bike storage and a contemporary look to the plaza. In addition, increased numbers of bus bays which will lead to better bus circulation. The renovation is on track for construction to begin in 2016. Along with the construction of the new plaza, the BID will be installing “Intersections,” an interactive light-art installation in the metro canopy.
PEOPLE

BALLSTON IS FULL OF ENERGY THAT MAKES THE AREA A COMPELLING, DYNAMIC NEIGHBORHOOD. IT IS POWERED BY NEW IDEAS AND FRESH THINKING FROM PEOPLE WHO ARE PROUD TO CALL BALLSTON HOME. FROM THE WAY WE WORK AND CREATE, TO HOW WE LIVE, THIS IS TRULY WHERE MINDS MEET.

"As a member of the Ballston BID Board and Chief Marketing Officer of Monumental Sports & Entertainment working in Ballston, I enjoy the opportunity to make Ballston a great place for sports enthusiasts—especially Caps fans."

JOE DUPRIEST
Senior Vice President, Chief Marketing Officer Monumental Sports & Entertainment

WASHINGTON CAPITALS

Ballston is the official home of the Washington Capitals and a large community of Capitals fans, who can be found cheering on the players during their daily free-to-the-public practices at their state-of-the-art practice facility, Kettler Capitals Iceplex. There is no doubt that the Capitals and the Iceplex have played a key role in shaping the future for Ballston since they arrived here almost 10 years ago. When looking for a place to locate a world-class practice facility to attract the talented players and build a winning team, Ballston fit the bill!

FARMERS MARKET

For the fourth year, The Ballston BID, in partnership with FRESHFARM Markets, brings 16 amazing farmers to Ballston, who produce high-quality, fresh food and products through the Spring, Summer and Fall. New this season is prepared food and products, where Ballstonians can pick up ready-to-eat meal options. The first Thursday of each month is a Mega Market with a beer and wine garden, a live band, additional vendors and chef demos.

31,000 EMPLOYEES

36 AVERAGE AGE
The Ballston BID has launched an initiative this year to grow tenant outreach and engage with Ballston-based businesses to become a better resource for the organizations and their employees, as well as to receive feedback on what will make Ballston an even better place to work. Through one-on-one meetings, staff presentations and lobby events (breakfasts, lunches and happy hours), the BID has reached approximately 100 companies through these tenant events and meetings and will continue to spread the news about Ballston to the business community throughout the next year.

**TENANT PRESENTATIONS**

- The Ballston BID hosts quarterly Property Managers meetings that are open to all commercial property managers and their teams. These events are a time to share information and updates on BID projects and Ballston news, as well as an opportunity for feedback from large Ballston stakeholders. This is also an opportunity for property managers to network and learn from other managers in Ballston.

**PROPERTY MANAGERS GROUP**

- The Retail Committee of the Ballston BID was established to review the current inventory of retail in Ballston and make recommendations for the future, based on our local market and a review of the RB corridor. The data is being collected and analyzed to benefit our BID members as well as to help students participating in the Real Estate Academic Challenge. The Retail Committee will look at restaurant and retail issues in Ballston, including the impact of food trucks, parking and public safety.

**RETAIL COMMITTEE**

19% LIVE AND WORK IN BALLSTON

13,000 RESIDENTS
TECHNOLOGY

BALLSTON COMPANIES RECEIVE MORE FUNDING FOR SCIENTIFIC RESEARCH AND TECHNOLOGY PER SQUARE MILE THAN ANYWHERE ELSE IN THE COUNTRY. IT’S WHERE INNOVATIONS LIKE THE FIRST SATELLITE, BARCODE, AND MRI TECHNOLOGIES WERE BORN—AND HOME TO MORE DISCOVERIES AND ADVANCES EVERY DAY.

SCIENCE/TECH COMPANIES

HIGHER EDUCATION
• Ballston has eight higher education institutions, including Virginia Tech Advanced Research Institute, Marymount University, George Washington University and nearby George Mason University.

BALLSTON INTERACTIVE DIRECTORY
• The Ballston BID, in partnership with PIVOT4D, is launching a new Ballston Directory Map in the first quarter of 2016. This new interactive mapping tool will be available to the public to access and experience the Ballston neighborhood like never before. The Ballston Directory Map will highlight all aspects of Ballston, from our iconic real estate and endless transportation options to all the different amenities Ballston has to offer. This interactive directory will become a powerful tool to attract new companies and support the current tenants that occupy our commercial real estate.

35%
OF EMPLOYEES HAVE MASTER’S DEGREES

PHILIP GREENE III,
Consultant, Accenture

"As a consultant, it can be difficult to gain a sense of community with your coworkers. I keep coming back to Ballston because it has a unique ability to bring people together. With each year this community grows in new and exciting ways. I cannot wait to continue building lasting relationships here in Ballston."

8
HIGHER EDUCATION INSTITUTIONS

FREE WiFi

Ballston Directory Map
REAL ESTATE ACADEMIC CHALLENGE

- Over the last six months of 2015, the Ballston BID and Virginia Tech’s National Capital Region have explored mutually beneficial partnership opportunities. The result of this effort has been the development of an Academic Challenge that asks student teams to conceptually engage on cases based in the real world and a scoping exercise where Virginia Tech Real Estate students have an opportunity to work with the Ballston BID on pressing current challenges in the real estate realm.

- Academic Real Estate Challenge
  The Academic Real Estate Challenge will be led by Virginia Tech’s Real Estate Program with support from the National Capital Region Operation’s office. The Ballston BID, as a lead partner of the Academic Challenge, will help market and publicize the Challenge.

- Academic Challenge Summary and Structure
  The Real Estate Challenge will focus on conceptually exploring challenges within the host community. The Academic Challenge will be marketed nationally and internationally to university real estate programs.
SOCIAL

BALLSTON OFFERS 25 BLOCKS OF SOCIA LLY VIBRANT DESTINATIONS. FROM GREAT LUNCH SPOTS TO TOP CHEF-OWNED RESTAURANTS, IT’S A FOODIE’S DREAM. AND WITH PLENTY OF VENUES, MUST-ATTEND EVENTS—AND A MOBILE APP TO ACCESS EVERYTHING—THERE’S NEVER A REASON TO STAY AT HOME FOR LONG.

“Ballston provided the perfect setting for Sweet Leaf. The on-the-go lifestyles paired with the demand for a quality product were a perfect fit. Ballston’s blend of urban and local charm made choosing locations quite simple. We appreciate how much the community has embraced the Sweet Leaf family and we look forward to our extended reach.”

ARITA MATINI
Owner, Sweet Leaf

BALLSTONCONNECT

• Find things to do on the weekend, learn about new art installations in the community, find out where to watch the Caps play and search through the best happy hours in Ballston! This dynamic and fun app gives you 24/7 access to what’s happening in Ballston in addition to navigation tools to show you where to park. A new look and navigation of BallstonConnect was launched this past year which also included a food truck tracker and a ticketing function to purchase Taste of Arlington tickets in seconds. This mobile app is your all-access pass to all things Ballston!

1 million SQUARE FEET OF RETAIL SPACE

TASTE OF ARLINGTON

• Taste of Arlington is an annual food festival attracting 40,000 visitors, including residents of Arlington and the DC Metropolitan area, to Ballston. Now in its 29th year, it showcases fantastic cuisine as well as a diverse selection of beer and wine, multiple concert stages, a BarkPark, KidZone and VIP Pavilion. This past year, there were 137 festival booths, nearly 50 restaurants and 100 sponsors that enabled the BID to donate $16,000 to the beneficiary charity, Arlington Food Assistance Center.

75 RESTAURANTS
PLAY

- The Ballston BID, in partnership with Arlington Arts Center, brought fun to the streets of Ballston with the art series PLAY: Tinker, Tech & Toy. PLAY was an exhibition that examined games and play through the lens of contemporary art. PLAY was demonstrated from a variety of vantage points. These included play as a vital tool for experimentation and innovation in art-making play as a fruitful source of subject matter and content; and play as a strategy to interact with and engage audiences in contemporary art. The exhibition was unveiled with the Ballston Mega Market from July–October and featured 13 contemporary artists around the mid-Atlantic region whose work reflects an interest in play and gaming. PLAY reflected the importance of play and how it factors into the lives and development of both children and adults.

COURAGE WALL

- What do you wish you had the courage to do? The Courage Wall, a giant chalkboard with the words “I wish I had the courage to…” was installed at Welburn Square for two months during the summer in Ballston. Employees, residents and visitors were invited to take a piece of chalk from one of the buckets hanging on the Courage Wall to express their wishes, joys and fears on the blank lines. The BID teamed up with Leadership coach Nancy Belmont, who created the Courage Wall in May 2015, to start a conversation about fear and allow those passing by to reflect on what was holding them back from achieving their dreams.
Statement of Financial Position
as of June 30, 2014

<table>
<thead>
<tr>
<th>Assets</th>
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<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$325,286</td>
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<tr>
<td>Accounts receivable</td>
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<td>Other assets</td>
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<tr>
<td>Property and equipment, net</td>
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<tr>
<td>Total assets</td>
<td>$434,328</td>
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</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$107,419</td>
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<tr>
<td>Unrestricted net assets</td>
<td>326,909</td>
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<tr>
<td>Total Liabilities and Unrestricted Net Assets</td>
<td>$434,328</td>
</tr>
</tbody>
</table>

Fiscal Year | Budget (in thousands) | Tax Rate |
-------------|-----------------------|----------|
FY12         | $1,241,759            | .045     |
FY13         | $1,482,632            | .045     |
FY14         | $1,497,458            | .045     |
FY15         | $1,572,603            | .045     |
FY16         | $1,544,770            | .045     |

*Tax rate is per $100 of assessed value

Statement of Activities
as of June 30, 2013

Changes in Unrestricted Net Assets

<table>
<thead>
<tr>
<th>Net Assets</th>
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</thead>
<tbody>
<tr>
<td>Arlington County funds</td>
<td>$1,572,283</td>
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<tr>
<td>Program revenue</td>
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<td>Interest &amp; other income</td>
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<tr>
<td>Total Unrestricted Support and Contract Revenue</td>
<td>$2,157,620</td>
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Expenses

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Marketing and promotion</td>
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<tr>
<td>Beautification and maintenance</td>
<td>555,943</td>
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<tr>
<td>Management and administration</td>
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<tr>
<td>County administrative fee</td>
<td>15,406</td>
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<tr>
<td>Total expenses</td>
<td>2,095,801</td>
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</table>

Increase in Unrestricted Net Assets

<table>
<thead>
<tr>
<th>Net Assets</th>
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<tbody>
<tr>
<td>Unrestricted Net Assets, Beginning of Year</td>
<td>265,090</td>
</tr>
<tr>
<td>Unrestricted Net Assets, End of Year</td>
<td>$326,909</td>
</tr>
</tbody>
</table>

Ballston BID in the News:

- 2015 SmartCEO Brava Award Winner, honoring top female CEOs
- 2015 Downtown Achievement Awards: Public Space category winner
- 2014 Marcom Award: Strategic Media Relations & PR Outreach Gold Award winners
- 2014 Arlington Chamber of Commerce: Chairman’s Award-Ballston Business Improvement District
- BishNow
- Bmore
- DC101.1
- DC’s 107.3
- DC Dining Guide
- DC Modern Luxury
- Falls Church News Press
- HOT 99.5
- Live the Orange Line
- Mobility Lab
- Sun Gazette
- Washington Business Journal
- Washington City Paper
- Washington Post
- WJLA
- WJLA/News Channel 8
- WMZQ 98.7
- WPGC 95.5
- WNEW
- WTOP

Ballston Stats

- Ballston is home to over 7,800,000 SF of primarily high-rise, high-density office uses with about 31,000 employees
- Nearly 8,000 residential units within the BID boundaries
- More than 1,000,000 SF of retail space
- 75+ restaurants and growing
- 1,100 hotel rooms + 22,300 SF of meeting space
- 19 LEED-certified buildings
- ½ of the top ten private employers in Arlington have offices in Ballston
- Strategically located in the region: 10 miles from Tysons, 4 miles from DC and 8 miles from Ronald Regan National Airport.
- Metro Lines (Orange & Silver) with 26,000 trips a day; 15 bus routes with 9,000 bus trips a day; 7 Capital Bikeshare locations and 7 Zipcar locations
- Highest Walkscore in Arlington of 94. Bikescore of 81
- Residential population of nearly 13,000 with an average age of 36
- 87% of employees have a college degree and more than 35% hold advanced degrees
- Average household income is approximately $125,000 with an average yearly retail expenditure of $36,000
- Nearly 40,000 attended Taste of Arlington in Ballston in May 2015
- 115 commercial properties (BID only includes commercial properties)
- Approximately 1,000,000 SF of development
- Over 118 acres

Publications:

- 94.7 Fresh FM
- Arlington Connection
- ArtsDesk
- Arlington Magazine
- ARLnow
- Arlington Patch
- Arlington Transportation Partners Insider
- BishNow
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- WPGC 95.5
- WNEW
- WTOP

PR Placements:

- Interviews: 28
- Placements: 60

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Schneider Company

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Forest City

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(AED liaison)
Arlington Economic Development

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