Greetings Ballston BID Members,

This past year has been filled with a lot of positive change and growth for our neighborhood. We have welcomed the openings of many exciting redevelopment projects including Ballston Quarter and Ballston Exchange; embarked on the journey to build a new brand that better reflects everything Ballston has to offer; and launched a new signature event that highlights the amazing amenities in our neighborhood with Quarterfest!

The new brand debuted officially in October with our Ballston Street Bash and was crafted from a set of values identified in the strategic plan which include: Collaboration; Love & Connection; Generosity, Honesty, Excellence; and Innovation & Exhilaration. We apply these values directly to our goals and objectives, programs and events, as well as in our efforts to beautify the public realm.

Reflecting back on this past fiscal year, we have fostered a number of great partnerships to bring about new programs and events that highlight Ballston such as the new BallstonConnect Club lifestyle program, and have expanded on existing programs such as our award-winning BallstonConnect Podcast which is now featured every Friday morning on our local radio station – WERA 96.7FM.

The BallstonConnect Club was introduced to unify our neighborhood and include residential partners in the Ballston BID through a unique membership program. As a result of this club, we have brought together residential and office tenants at new events on weekends and evenings including outdoor movie nights, a field day highlighting local gyms and health-focused retailers, and food truck nights at Dittmar residential buildings. We would like to thank all our program partners for their enthusiasm and collaboration, with a special thank you to the founding BallstonConnect Club member – The Dittmar Company!

Quarterfest was launched in FY19 to supersede Taste of Arlington with a signature event that placed the Ballston neighborhood in the spotlight. It was a weekend-long free concert, neighborhood-wide food crawl, large expo pavilion, and top-notch street pub with beer+wine+spirits. The excitement around our new signature event produced even more media exposure as compared to Taste of Arlington and will serve as a strong foundation for future events. We hope you will join us for next year’s Quarterfest on Saturday, May 16th.

As I mentioned last year, Ballston faces several challenges that we are addressing head on in partnership with our BID members and Board of Directors. The new developments that have come online, the exciting projects currently in construction and planning phases, as well as the new programs and initiatives we have introduced combine to elevate the status and desirability of our neighborhood. We are thrilled over this year’s achievements and even more excited about the future as we continue to move forward together!

Sincerely,
Tina Leone
CEO, Ballston BID
SOCIALY SPEAKING

6.5K
Twitter Followers
BID+Quarterfest

2.6K
Instagram Followers

10K
Facebook Followers
BID+Quarterfest

BALLSTONCONNECT

BallstonConnect Podcast received
3 Communicator Awards
• Best Features Host
• Best Features Series
• Best General Nonprofit Program

700,000
Audience for BallstonConnect on WERA 96.7 FM

4,700
Unique downloads of BallstonConnect Podcast

43
BALLSTON BID PROGRAM PARTNERS

5 Wits
Arlington Central Library
AT&T Ballston Quarter
Ballston Exchange
Ballston Quarter
Ballston Service Station
Cookology
COPA
Crafthouse
Curbside Kitchen
DC Improv
DIRT
DJ Touch Basis
Freshfarm Markets
Gold’s Gym
Grooming Store
Hot Lola’s
Ice Cream Jubilee
Jimmy Johns
Land Design
Local Oyster
Mussel Bar
Onelife Fitness
Piedmont Realty Trust
Pinzimini
Potomac River Running Store
Punchbowl Social
Refresh Therapeutic Massage
Rice Crook
Roll’d
Rustico
Scout & Molly’s
SER
Sidekick Bakery
Sloppy Mama’s Barbeque
Ted’s Bulletin
The Dittmar Company
Hilton Arlington
Holiday Inn Arlington at Ballston
Residence Inn Arlington Ballston
The Melting Pot
The View
True Food Kitchen
Turu’s
VIDA Fitness

“In making real estate decisions, there’s an art and a science. The science is checking the boxes and then the art is the feeling. Checkbox wise, (Ballston) has a highly captive audience. I’d say this is a suburb of urban behaviors because what you have is a lot of drivers of traffic that are consistent with an urban environment. You have mass transit both by way of Metro and by way of bus. You have a tremendous amount of pedestrian foot traffic, and that’s only increasing. You have high captivity by day. You have a lot of commercial density here. You have high captivity by night. There is a lot of residential density here. When you look at those factors, it checked all the boxes for us.”

— STEVE SALIS, President of Salis Holdings
BallstonConnect Podcast, 2019
COLLABORATION + GENEROSITY

EVENT FULL

BALLSTON QUARTER
Stats as of January 2019

1 Million+ Visitors

44 Free community events including:
  • Music
  • Outdoor Movies
  • Workouts
  • Kids Entertainment and more

42 New retail tenants including 21 new eateries

BALLSTONCONNECT CLUB

3,000 RentDittmar Company Memberships in the BallstonConnect Club

7 New BallstonConnect Club Events

New programming was created for the BallstonConnect Club focused on food, fitness, entertainment, and giving back to the community. These programs took place during nights and weekends to encourage greater resident interaction.

QUARTERFEST SPONSORS

33

• Amazon
• Animal Welfare League of Arlington
• Arlington County Department of Environmental Services
• Ballston Exchange
• Ballston Quarter
• Ballston Urgent Care
• Bash Boxing
• Belle Isle Moonshine
• Bobby McKey’s Dueling Piano Bar
• Bozzuto
• Curbside Kitchen
• Custom Ink
• Dittmar Company
• Fred Schnider
• Fret Zealot
• Industrious
• Jamestown L.P.
• Marymount University
• Mix 107.3
• Mr. Wash Car Wash
• MyEyeDr
• Navy Federal Credit Union
• Nift
• Old Town Pet Resort
• Power Home Remodeling
• Prince William Home Improvement
• Radley Acura
• Sit Means Sit Dog Training
• StayArlington
• VIDA Fitness
• Virginia Eagle Distributing
• WMAL
• Wyndham Destinations

60,285 REACHED THROUGH EVENTS
Love + Connection

Bliss Full

BALLSTON PARKS REVITALIZATION

Mosaic Park:
• Eco-friendly LED lighting
• 144 newly-planted trees
• Addition of pollinator plants

Beaver Pond:
• New Boardwalk
• Interpretive signage
• Turtle basking stations
• Trash control devices
• Storm water recycling and management

11 ACRES PUBLIC PARK SPACE
3 ACRES PRIVATE PARK SPACE

QUARTERFEST
22,532 Total Attendees
198 Press and Media hits on Quarterfest
27,600 Tastes provided by Ballston restaurants during the Quarterfest Crawl

FARMERS MARKET
18,684 Total visitors
2,070 Pounds of food gleaned/donated
747 Average visitors per day
20 Farmers and Producers

FOOD TRUCK DAY
592 Attendees

SIP & MINGLE EVENTS
847 Attendees

WIFI
6,009 New users

Ballston Parks Revitalization:
• Mosaic Park: Eco-friendly LED lighting, 144 newly-planted trees, addition of pollinator plants
• Beaver Pond: New Boardwalk, interpretive signage, turtle basking stations, trash control devices, storm water recycling and management

11 acres of public park space
3 acres of private park space
"I’ve lived in Ballston since 1994 when I became a wheelchair user. Since the BID was formed, the area has been transformed! Ballston now boasts not only unique shopping experiences, exciting restaurants and community events, but most importantly the neighborhood now has invaluable and highly accessible transportation options. Visitors to the area enjoy easy access to public transportation, including ART buses, Metrobuses, and the Ballston-MU Metro. As a wheelchair user, the wider sidewalks and pedestrian-friendly crosswalks enable greater ease of movement throughout the neighborhood. The Ballston BID continues to implement best practices to maintain Ballston’s reputation as an inclusive community, and I’m so pleased to call the neighborhood home!"

— ROSEMARY CIOTTI, Ballston Resident, Nurse Practitioner & Disability Consultant

UPCOMING IMPROVEMENTS

Ballston West Metro Entrance
Location:
4420 Fairfax Drive
Estimated Completion: 2025
Cost: $130 Million
- Second mezzanine added to the western end of the station
- Elevators and escalators or stairs added to the south end of the street

DAILY TRAFFIC COUNT BY INTERSECTION

90,000
Route 66 near Gateway to Ballston
28,000
N. Glebe and N. Fairfax Drive
28,000
N. Glebe and N. Quincy
12,000
Wilson Blvd and N. Glebe
17,000
N. Fairfax and N. Quincy
8,400
N. Randolph Street at DARPA

METRO RIDERS

9,029
Ballston MU Metro Station Average Weekday Boardings

PARKING NUMBERS

23 Public Garages
3 Valet Parking Garages
13,235 Parking Spaces
INNOVATION + EXHILARATION

FULL

126 SCIENCE & TECH COMPANIES
76 NEIGHBORHOOD RESTAURANTS

COMMERCIAL PROPERTIES

120
Commercial Properties

51
Commercial Property Owners

$155.7 Million
Increase in assessed value of Ballston BID commercial properties

1 Million
Square Feet of development over 118 acres

$362 Million
Commercial Real Estate sales in 2019

LARGEST EMPLOYERS

1000+
Accenture
DARPA

500 - 999
Department of Homeland Security
Evolent Health
NRECA

250 - 499
APT
AvalonBay
CACI
The Nature Conservancy
Willis Towers Watson

NEW DEVELOPMENT

FY 2019
Ballston Quarter
Origin Ballston

FY 2020
4040 Wilson Blvd
Liberty Center
4000 Fairfax Dr
Carpool Redevelopment
750 N Glebe Rd
The Waycroft
Mosaic Park

FY 2021
Beaver Pond Park

NOTABLE RETAIL OPENINGS

• 5 Wits
• Chick-Fil-A
• Copa Kitchen & Bar
• Cookology
• DIRT
• Philz Coffee
• Punchbowl Social
• Shake Shack
• Ted's Bulletin
• True Food Kitchen

UNIVERSITIES

• George Washington University
• Marymount University, Ballston Center
• Software Engineering Institute, Carnegie Mellon University
• University of Phoenix
• Virginia Tech Research Center
• William & Mary University

RESIDENTIAL NUMBERS

14,794
Residents

Demographics

69.1% Single
2,058 Families
$113,509 Median Income
$148,018 Average Household Income
82.6% Bachelor Degree or Higher
33.4 Median age

Expenditures

$33,964 Average Yearly Mortgage/Rent
$8,653 Food at home
$8,497 Healthcare
$6,658 Food out
$5,224 Entertainment/Recreation
$3,885 Apparel
$3,778 Giving
$3,669 Travel
$3,410 Furnishings
$2,833 Education

SCIENCE & TECH COMPANIES

NEIGHBORHOOD RESTAURANTS

126
76
Statement of Financial Position as of June 30, 2019

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$703,900</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>9,935</td>
</tr>
<tr>
<td>Other assets</td>
<td>36,341</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>19,867</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$770,043</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$149,317</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>40,254</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>189,571</strong></td>
</tr>
</tbody>
</table>

| Unrestricted net assets | 580,472 |
| **Total Liabilities and Unrestricted Net Assets** | **$770,043** |

Statement of Activities as of June 30, 2019

<table>
<thead>
<tr>
<th>Changes in Unrestricted Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington County funds</td>
<td>$1,646,247</td>
</tr>
<tr>
<td>Program revenue</td>
<td>382,407</td>
</tr>
<tr>
<td>Interest &amp; other income</td>
<td>1,251</td>
</tr>
<tr>
<td><strong>Total Unrestricted Support and Contract Revenue</strong></td>
<td><strong>$2,029,905</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing and promotion</td>
<td>$599,543</td>
</tr>
<tr>
<td>Community Activities</td>
<td>369,438</td>
</tr>
<tr>
<td>Beautification and maintenance</td>
<td>355,464</td>
</tr>
<tr>
<td>Economic Development</td>
<td>77,607</td>
</tr>
<tr>
<td>Transportation</td>
<td>15,252</td>
</tr>
<tr>
<td>Management and administration</td>
<td>309,516</td>
</tr>
<tr>
<td>County administrative fee</td>
<td>33,146</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,759,966</strong></td>
</tr>
</tbody>
</table>

| Increase in Unrestricted Net Assets | 269,939 |
| Disposal of property and equipment | — |
| Unrestricted Net Assets, Beginning of Year | 310,533 |
| Unrestricted Net Assets, End of Year | 580,472 |

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Budget</th>
<th>Tax Rate *</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17</td>
<td>$1,610,085</td>
<td>0.045</td>
</tr>
<tr>
<td>FY18</td>
<td>$1,539,333</td>
<td>0.045</td>
</tr>
<tr>
<td>FY19</td>
<td>$1,657,267</td>
<td>0.053</td>
</tr>
</tbody>
</table>

**Board of Directors**

Dustin Young, NRECA  
Bob Wiberg, Piedmont Office Realty Trust  
John Moore, QIC Global Real Estate  
Simon Carney, Brookfield Property Partners  
Karen Jennings, Newmark Grubb Knight Frank

**Staff**

Tina Leone, Chief Executive Officer  
tina@ballstonbid.com  
(703) 664-1192  
Catherine Roper, Chief Marketing Officer  
catherine@ballstonbid.com  
(703) 664-1193  
Samantha Baker, Director of Operations  
samantha@ballstonbid.com  
(703) 664-1196  
Savannah Miller, Communications Coordinator  
savannah@ballstonbid.com  
(703) 664-1195  
Tyler Roper, Events Coordinator  
tyler@ballstonbid.com  
(703) 664-1197