

# BUSINESS IMPROVEMENT DISTRICTS



**SHAPING THE FUTURE OF ARLINGTON**

# ABOUT BIDS

Business Improvement Districts (BIDs) are public/private partnerships that work to evolve, grow and enhance our neighborhoods.



## COMMUNITY AS AN AMENITY

Presented by: **Mary-Claire Burick**, President - Rosslyn BID

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## DEVELOPING FOR THE FUTURE

Presented by: **Tracy Gabriel**, President & Executive Director - Crystal City BID

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## LIFESTYLE

Presented by: **Tina Leone**, Chief Executive Officer - Ballston BID

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# COMMUNITY AS AN AMENITY



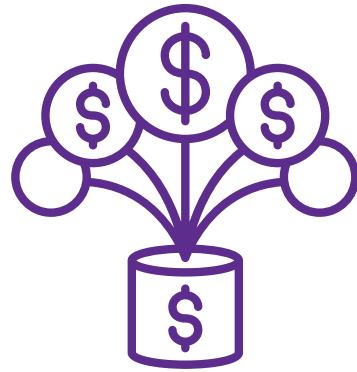
Shaping the Future of Arlington

**BALLSTON BID**

**CRYSTAL CITY DOWNTOWN DISTRICT**

**ROSSLYN BID**

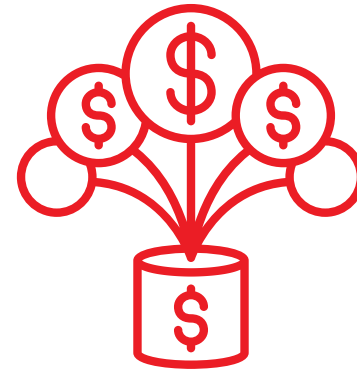
PUBLIC REALM  
**INVESTMENT**



ROSSLYN

**\$5M**

Over 7 Years



CRYSTAL CITY

**\$9.5M**

Over 13 Years



BALLSTON

**\$3M**

Over 8 Years

# PLACEMAKING

ROSSLYN

## Pop-Ups & Beer Gardens



# PLACEMAKING

CRYSTAL CITY

## Synetic Theater



# PLACEMAKING

BALLSTON

Fairfax Drive



BUSINESS  
**BY THE NUMBERS**



**ROSSLYN**

**1,090**  
Total Businesses

**21,699**  
Total Employees

**48.0% Services**

**14.1% Finance,  
Insurance, Real Estate**

**11.0% Retail**

**CRYSTAL CITY**

**1,389**  
Total Businesses

**26,594**  
Total Employees

**39.0% Services**

**10.2% Finance,  
Insurance, Real Estate**

**26.6% Retail Trade**

**BALLSTON**

**942**  
Total Businesses

**20,253**  
Total Employees

**45.3% Services**

**15.3% Finance,  
Insurance, Real Estate**

**11.5% Retail Trade**



TOP  
**BUSINESSES**



**ROSSLYN**

**Deloitte.**



**CRYSTAL CITY**

**amazon**



**BALLSTON**

**accenture**



# DEVELOPING FOR THE FUTURE



Shaping to the Future of Arlington

**BALLSTON BID**

**CRYSTAL CITY DOWNTOWN DISTRICT**

**ROSSLYN BID**

# DEVELOPMENT



## CRYSTAL CITY

**20,300,000 SF\***

Recent and Future Development

**15,074**

Total Existing Residential Units

**5,889**

Total Existing Hotel Rooms



## BALLSTON

**2,972,000 SF\***

Recent and Future Development

**7,732**

Total Existing Residential Units

**1,145**

Total Existing Hotel Rooms



## ROSSLYN

**5,214,634 SF\***

Recent and Future Development

**9,650**

Total Existing Residential Units

**5,073**

Total Existing Hotel Rooms

\*Based on last 5 years, including currently under construction, approved and proposed.



PAST DEVELOPMENT  
**HIGHLIGHT**

**CRYSTAL CITY**

Altaire

**453**

**Units in Two Towers**

**15 on-site affordable Units**



FUTURE DEVELOPMENT  
**HIGHLIGHT**

**CRYSTAL CITY**

Amazon HQ2

**4 Million+**

Square Feet of Office

**25,000+**

New Employees



PAST DEVELOPMENT  
**HIGHLIGHT**

**BALLSTON**

Ballston Quarter

**365,000 SF**

**Retail Space on Four Levels**

**22-Story**

**Residential Tower**

**51,000 SF Retail**

**406 Residential Units**



FUTURE DEVELOPMENT  
**HIGHLIGHT**

**BALLSTON**

**4040 Wilson Blvd**

**1st Vertical Mixed-Use  
Development in  
Arlington County**

**191,000 SF**

**Office Space**

**34,000 SF**

**Retail**

**244**

**Residential Units**



PAST DEVELOPMENT  
**HIGHLIGHT**

**ROSSLYN**

Central Place

**525,000 SF**

Office Space

**44,270 SF**

Retail

**16,000 SF**

Open Space

**377**

Residential Units





FUTURE DEVELOPMENT  
**HIGHLIGHT**

**ROSSLYN**

Western Rosslyn  
Area Plan

**755**  
Seat  
School

**892**  
Market  
Rate

**249**  
Residential  
Units



**New  
Fire Station  
#10**



**Rosslyn  
Highlands  
Park**

# LIFESTYLE



Shaping the Future of Arlington

BALLSTON BID

CRYSTAL CITY DOWNTOWN DISTRICT

ROSSLYN BID

# ARLINGTON DEMOGRAPHICS



## ARLINGTON

**34%**  
Arlington residents living  
in Rosslyn-Ballston and  
Route 1 Corridors

**24.6%**  
are age 24-35 living in the  
Rosslyn-Ballston Corridors  
**3X** the National Average

**5%**  
of Residents live within  
1-mile of a Metro Station

**20%**  
Live and Work in Arlington



# RESIDENT DEMOGRAPHICS



## BALLSTON

**14,983**

**Total Residential  
Population**

**135**

**Employee-Residential Ratio**  
(Per 100 Residents)



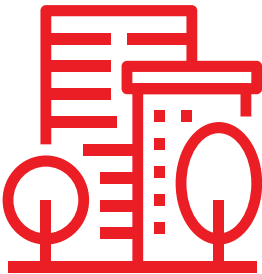
## CRYSTAL CITY

**27,019**

**Total Residential  
Population**

**98**

**Employee-Residential Ratio**  
(Per 100 Residents)



## ROSSLYN

**15,115**

**Total Residential  
Population**

**144**

**Employee-Residential Ratio**  
(Per 100 Residents)



# CHANGING DEMOGRAPHICS



## ARLINGTON



### Education

Arlington is one of the highest educated localities in the Nation, with **74%** of residents holding a bachelor's degree or higher.



### Fitness

Arlington was voted the **fittest city in America** for the second year.



### Parks

**98%** of residents live within a 10-minute walk to a park.

# RESTAURANTS AND BID RETAIL



## BALLSTON

**125**

Restaurants & Retail

**10+**

In Current Pipeline



## CRYSTAL CITY

**415+**

Storefronts

**Including**

Freddy's, NOVA's only  
"straight-friendly" gay bar.



## ROSSLYN

**114**

Restaurants & Retail

**7**

Restaurants in  
Current Pipeline



# RETAIL & LIFESTYLE

## TRENDS



### Experiential Retail

#### BALLSTON

### Cookology

A recreational cooking school offering hands-on cooking classes in commercial kitchens.

### More Entertainment Options

#### CRYSTAL CITY

### Alamo Cinema

New Movie Theater at Central District.

### New Urban Concepts

#### ROSSLYN

### Target

Second of its kind when opened in Rosslyn.



# COMMUNITY EVENTS

## AND ATTENDANCE NUMBERS



### BALLSTON

**120+**

Events in the last Year

**60,000**

Estimated Attendees

(Roughly 123 Events  
and 60,285 Attendees)



### CRYSTAL CITY

**300+**

Events Per Year

**64,000**

Estimated Attendees

(+40,000 visitors to Synetic  
Theater and Art Underground)



### ROSSLYN

**200+**

Events in the last Year

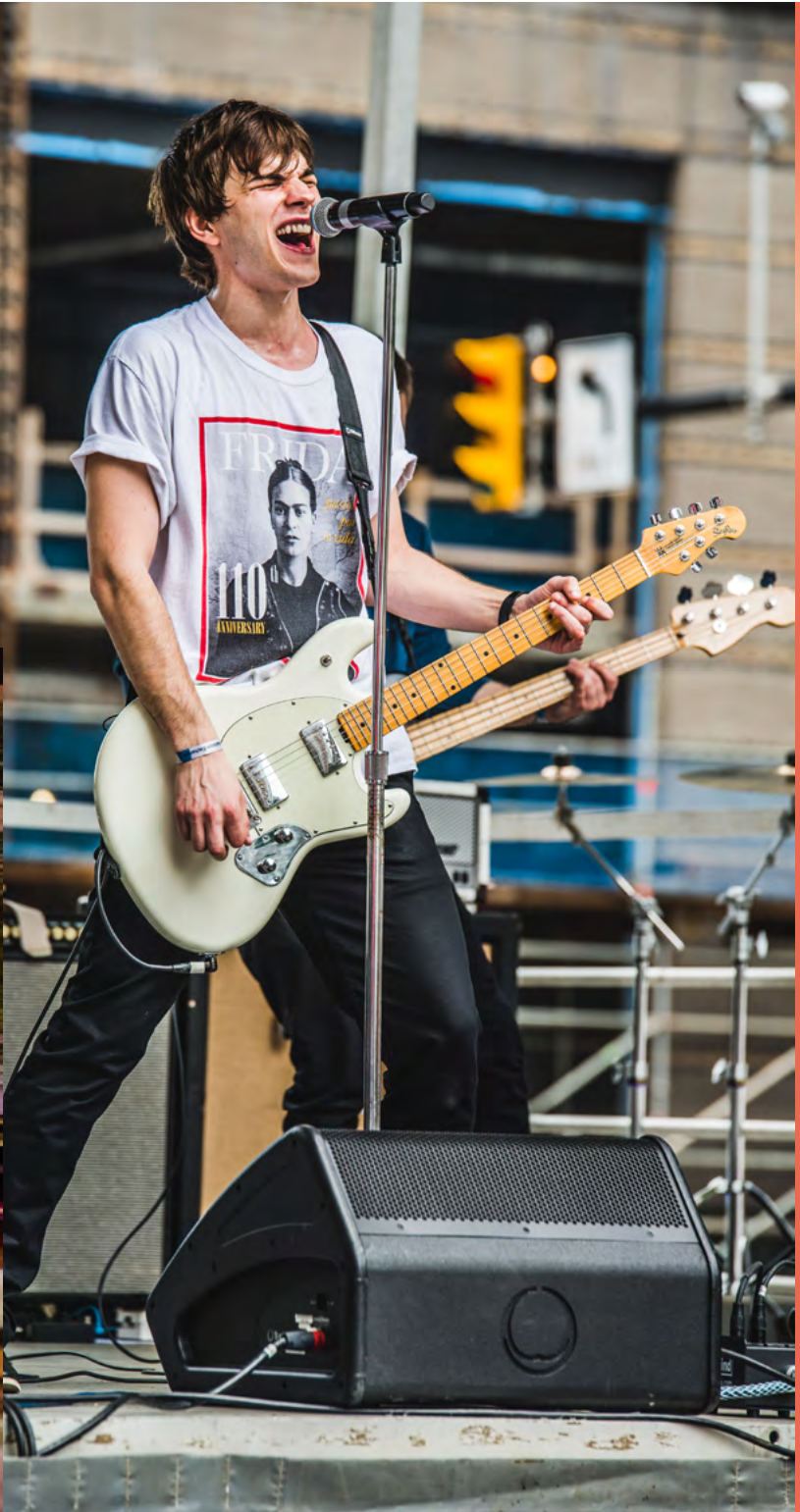
**135,000**

Estimated Attendees

(Roughly 209 Events  
and 135,860 Attendees)



# VIBRANCY & LIFESTYLE **BALLSTON**



VIBRANCY & LIFESTYLE  
**CRYSTAL CITY**

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# VIBRANCY & LIFESTYLE

# ROSSLYN



# COMMUNITY EVENTS



The BIDS produce over  
**600 combined events**  
each year, bringing almost  
**300K people**  
out into our neighborhoods.



**BALLSTON**

-  @BallstonBID
-  @BallstonBID
-  Ballston
-  Ballston BID

**CRYSTALCITY**

-  @CrystalCityVA
-  @crystalcityva
-  crystalcity\_va
-  Crystal City Business Improvement District



-  @RosslynVa
-  @RosslynVa
-  rosslynva
-  Rosslyn Business Improvement District