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

DEVELOPING FOR THE FUTURE
Presented by: Tracy Gabriel, President & Executive Director - Crystal City BID

LIFESTYLE
Presented by: Tina Leone, Chief Executive Officer - Ballston BID
COMMUNITY AS AN AMENITY

Shaping the Future of Arlington

BALLSTON BID | CRYSTAL CITY DOWNTOWN DISTRICT | ROSSLYN BID
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.

Grant Thornton

Nestlé  Good Food, Good Life

CRYSTAL CITY

amazon

BOEING

LOCHHEED MARTIN

BALLSTON

accenture

evolent HEALTH

INDUSTRIOUS
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.
Altaire

453 Units in Two Towers

15 on-site affordable Units
Amazon HQ2

4 Million+ Square Feet of Office

25,000+ New Employees
Ballston Quarter

365,000 SF
Retail Space on Four Levels

22-Story
Residential Tower

51,000 SF Retail

406 Residential Units
4040 Wilson Blvd
1st Vertical Mixed-Use Development in Arlington County

191,000 SF
Office Space

34,000 SF
Retail

244
Residential Units
Central Place

525,000 SF
Office Space

44,270 SF
Retail

16,000 SF
Open Space

377
Residential Units
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

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**
- Total Residential Population: 14,983
- Employee-Residential Ratio (Per 100 Residents): 135

**CRYSTAL CITY**
- Total Residential Population: 27,019
- Employee-Residential Ratio (Per 100 Residents): 98

**ROSSLYN**
- Total Residential Population: 15,115
- Employee-Residential Ratio (Per 100 Residents): 144
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

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<tr>
<th>Experiential Retail</th>
<th>More Entertainment Options</th>
<th>New Urban Concepts</th>
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<tr>
<td>BALLSTON</td>
<td>CRYSTAL CITY</td>
<td>ROSSLYN</td>
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<tr>
<td>Cookology</td>
<td>Alamo Cinema</td>
<td>Target</td>
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<td>A recreational cooking school offering hands-on cooking classes in commercial kitchens.</td>
<td>New Movie Theater at Central District.</td>
<td>Second of its kind when opened in Rosslyn.</td>
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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
VIBRANCY & LIFESTYLE
ROSSLYN
COMMUNITY EVENTS

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