FY2021 WORKPLAN & BUDGET
**ABOUT THE BID**

Founded in 2011, the Ballston BID is a 501(c)(6) organization that is governed by a 23-member Board of Directors who are elected or County-appointed to represent commercial property owners; tenants; cultural and recreational interests; educational, community and science/technology interests.

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<tr>
<th>Property</th>
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<td><strong>120 PROPERTIES</strong>*</td>
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<td><strong>118 ACRES</strong></td>
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<td><strong>7.4M SF OFFICE SPACE</strong></td>
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<td><strong>1.1M SF RETAIL SPACE</strong></td>
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<td><strong>20,253 EMPLOYEES</strong></td>
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<td><strong>14,800 RESIDENTS</strong></td>
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<td><strong>2,400 APARTMENTS ON THE WAY</strong></td>
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*Data for properties, acreage, office & retail space, employees, and residents provided by Arlington County and Arlington Economic Development.

**Data for number of existing and incoming apartments determined by development plans provided by Arlington County Department of Community Planning Housing and Development and Arlington County Department of Management and Finance.
COMMITTEES OF THE BOARD

Marketing Committee
The purpose of the Marketing Committee is to steward the BID brand and image; and ensure that our marketing and communications programs are consistent with our strategic plan with clearly defined objectives to enhance the reputation and recognition of Ballston.

Placemaking Committee
The Placemaking Committee determines placemaking projects and priorities that support the BID’s strategic plan objectives using art, design, culture, beautification and creativity to build character and quality of place in Ballston.

Community Engagement Committee
This committee will guide the revision of existing and the development of new, engaging, and sustainable event programs that leverage Ballston’s key assets (technology, education and sports) via BallstonGives and the BallstonConnect Club. The committee will seek and encourage non-board member, Ballston stakeholders to participate in this work.

Finance & Governance Committee
This committee is established to support the BID’s Board of Directors in fulfilling its responsibility to oversee the BID’s financial and governance strategy and performance.
VISION
Our vision for Ballston is to create a world-class urban neighborhood that fosters a strong sense of community.

MISSION
To create a Ballston that people love through vibrant and dynamic branding and placemaking, elevated experiences, and relationship-building programs.

GOALS
To expand our community and continue programs that highlight Ballston’s technology, education and sports that will create a deeper sense of community, inclusion and love.

Create awareness and foster curiosity and excitement for Ballston to build belief that Ballston is an amazing live/work/play/learn opportunity.

Leverage Ballston’s key assets around technology, education and sports to create unique programs where all community members can participate, grow and connect.

Reassess and align BID resources to support new vision and mission.
STRATEGIC APPROACH

We will accelerate the transformation of Ballston into a vibrant and diverse live/work/play/learn neighborhood for urban-minded and socially conscious business professionals and residents through market-influencing branding and placemaking, elevated experiences and by engaging our community with compelling programs that leverage our key assets of technology, education and sports.
STRATEGIC APPROACH

MARKET INFLUENCER
Great neighborhoods begin by being great spaces: places where everyone can feel at home and inspired at the same time. Continuing the dynamic evolution of Ballston, we are excited to expand our community and continue programs that highlight Ballston’s technology, education and sports that will create a deeper sense of community, inclusion and love.

ELEVATED EXPERIENCES
Creating awareness and fostering curiosity and excitement for Ballston is critical as the competition increases between various neighborhoods and communities in the Greater Washington Area. To reinforce the belief that Ballston is an amazing live/work/play/learn opportunity is central.

ENGAGED COMMUNITY
At the heart of any community is the people and the interactions by those people. Our focus is to leverage Ballston’s key assets around technology, education and sports to create unique programs where all community members can participate, grow, and connect.

SUSTAINABLE ORGANIZATION
We believe that building a great community for tomorrow requires stronger integration between commercial and residential interests. Given budget constraints, success moving forward will require a renewed focus on our priorities, Board involvement and staff.
KEY PRIORITIES FY21
FY20 new brand was a priority and now is being brought into the public realm.

Phased implementation of physical improvements as budget permits—banners, wayfinding, beautification, streetscape furniture, holiday and special event ornamentation.

Plan for high impact beautification projects such as the Route 66 Gateway.

Public art project “Intersections” at the Ballston metro station to be installed in partnership with Arlington Public Art.

Pop-ups crafted in unused office and retail space celebrating Ballston (and Arlington), GMU as a center of innovation, creativity and discovery.
Explore the Expansion of BID Boundaries to include Commercial Apartments

Ballston is a 50/50 mix of residential (commercial apartment and private condominiums) and commercial office/retail buildings. A 2018 survey of 1,200 Ballston employees showed that nearly 20% also live in Ballston.

The Ballston Quarter Redevelopment catalyzed another evolution of Ballston with 10 other development projects (nearly all new apartments/commercial conversions) now either completed, in the approval pipeline and/or under construction.

Ballston now has nearly 6,000 apartment units in a small geographic area (25 blocks) and we will soon have an additional 1,500 apartment units within the next 4 years.

It is now commonplace to include apartments in BID membership- Capitol Riverfront, NoMa, Crystal City and more recently Downtown DC BID, which has a much bigger BID boundary with about the same number of apartments as Ballston, all have apartments included in their districts.

Imperative to include apartment owners in the BID for competitiveness and sustainability.
The BallstonConnect Podcast received 3 Communicator Awards for excellence in communication in the categories of:

- Features Series
- Features Host
- General Non-Profit

Earned a record number of media placements for the BID’s new signature event, Quarterfest. **198 earned media placements**

Developed and launched a new Ballston BID website focused on emphasizing our “Life is Full” mantra with information for residents and visitors, and an online resource and help center to support new businesses and residents in Ballston.

Launched the BallstonConnect Podcast focused on hyperlocal news, events, history, business and of course, the people of Ballston. In April of 2019 the BCP was picked up by Arlington’s local radio station, WERA 96.7 FM and now airs weekly to a diverse listenership in Arlington and Washington D.C.

Nearly **5,000 unique downloads through October 2019**

Playing weekly to **700,000 throughout the Washington D.C area**

Continued to expand our social media following and engagement

**10K Facebook Followers**
- @BallstonBID
- @QuarterfestBallston

**6.5K Twitter Followers**
- @BallstonBID
- @Quarterfest

**2.6K Instagram Followers**
- ballstonbid
- quarterfest

Ballston launched a new brand highlighting the vibrant energy of the neighborhood. Here, you can work for companies and go to universities doing amazing things. You can be part of a genuine community and a connection point to DC and beyond. You can eat adventurously and love fiercely. You have everything you need and want to feel fulfilled.
Continue brand implementation strategies to promote Ballston.

Expand and enhance features on our new website to provide better resources for our stakeholders.

Develop and implement a multi-year campaign to build curiosity, excitement, and interest around Ballston.

Build a network of brand ambassadors for the neighborhood who can speak authentically to Ballston’s unique value.
COMMUNITY EVENTS & OUTREACH
Connected with 60,285 Ballston employees via our programs, events, tenant presentations and direct mailings.

Launched the BallstonConnect Club to attract residential communities to the BID. Dittmar Company is the club’s founding member with 3000 memberships.

Created 7 new events within a 6-month period for the BallstonConnect Club.

Continued improving the Ballston Farmers Market, attracting 18,700 visits and 20 vendors, and gleaned 2,070 pounds of market food in support of the Arlington Food Assistance Network.

Launched Quarterfest as our signature event and attracting over 22,000 attendees.

FY19-20 ACCOMPLISHMENTS

PARTNERED AND SPONSORED EVENTS WITH 47 GOVERNMENT, INDUSTRY, AND COMMUNITY ORGANIZATIONS INCLUDING:

- Amazon
- Animal Welfare League of Arlington
- Arlington Central Library
- Arlington County Dept of Environmental Services
- Ballston Exchange
- Ballston Quarter
- Ballston Urgent Care
- BASH Boxing
- Belle Isle Moonshine
- Bobby McKey’s Dueling Pianos
- Bozzuto
- FreshFarm Markets
- Gold’s Gym
- Grooming Store
- Hilton Arlington
- Holiday Inn Arlington
- Homeward Trails
- Hot Lola’s
- Ice Cream Jubilee
- International Downtown Association
- Jimmy Johns
- Land Design
- Leadership Greater Washington
- Local Oyster
- More Bar
- OneLife Fitness
- NAIOP
- Piedmont Realty Rust
- Potomac River Running Store
- Punchbowl Social
- Refresh Therapeutic Massage
- Residence Inn Ballston
- Rice Crook
- Roll’d
- Rustico
- Scout & Molly’s
- SER
- Sidekick Bakery
- Sloppy Mama’s BBQ
- Ted’s Bulletin
- The Melting Pot
- The View
- True Food Kitchen
- Turu’s
- Urban Land Institute
- VIDA Fitness

LAUNCHED A NEW SIGNATURE EVENT WITH 33 SPONSORS FEATURING A FOOD CRAWL OFFERING 27,600 TASTES

- Amazon
- Animal Welfare League of Arlington
- Arlington Central Library
- Arlington County Dept of Environmental Services
- Ballston Exchange
- Ballston Quarter
- Ballston Urgent Care
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BALLSTON BID: COMMUNITY EVENTS & OUTREACH
→ Continue to expand and enhance membership for the **BallstonConnect Club**.

→ **Survey** Ballston employees and residents to shape future events and programming of the BID.

→ Continue to refine and enhance **Quarterfest** event using attendance and vendor feedback.

→ Coordinate and execute an **arts market** which activates the commercial and residential communities. (AED, CAD)

→ Explore and possibly launch a pilot program for pedestrian-only days on Wilson Boulevard at Ballston Quarter. (CMO, AED, DES)
PUBLIC REALM & BEAUTIFICATION
FY19-20 ACCOMPLISHMENTS

→ Continued to provide free wifi throughout the Ballston neighborhood and acquired 6,009 new users.

→ Replaced Ballston mobile app with a more accessible mobile-friendly website.

→ Implemented new brand in the public realm with refaced gateway signage, banners, and freshly painted "dots" on our medians.

→ Signed contract to create “Intersections”, an interactive light art project, in partnership with Arlington County Public Art, to be installed in the Ballston Metro canopy.

→ Revised and launched a new placemaking plan for the BID.
→ Obtain County support and approval for a comprehensive placemaking, art and cultural plan, including streetscape furniture, parklets, potential sites for art projects, and other public realm activities, to greater leverage Ballston’s key assets (education, technology and sports) and Ballston Quarter. W (CMO, AED, CPHD, DES, DPR, CAD)

→ Work with County to create a landscaping and signage proposal for the Route 66 gateway on Fairfax Drive. P (CMO, AED, DCPHD, DES, DPR)

→ Install and paint Ballston branding “dots” on the remaining Fairfax Drive medians at the junction of Route 66 and on Glebe Road medians. W

→ Continue installation of fabric banners throughout the BID. W (AED)

→ Expand and enhance public WiFi for the entire BID. W

→ Create final plans for “Intersections,” an interactive light art display, and prepare for installation in the Ballston Metro canopy in FY21. C (APA)

→ Work with County staff and Rosslyn and Crystal City BIDs to consider how a new wayfinding system could be designed and implemented that has both uniform system-wide comprehension and unique place defining features. P (CMO, AED, DES, DPR, DCPHD)
FY19-20 Accomplishments

- Arlington County created plan to replace non-standard pedestrian streetlight poles throughout Ballston.

- Arlington County prioritized the Ballston Metro Second Entrance and plans to begin construction in Q3 FY20.

- Supported Arlington County’s pilot project focusing on the Shared Mobility Devices Pilot Program Initiative.
Continue to work with County staff to craft a plan to gain a consistent look for pedestrians streetlight poles by replacing poles that are not in the current County standard. (DES)

Continue to explore, with Arlington County staff and BID partners opportunities to publicize and/or subsidize existing convenient transportation options that connect neighborhoods along the RB Corridor. (CMO, AED, DES)

Continue to support Arlington County's pilot project focusing on the Shared Mobility Devices Pilot Program Initiative.
ECONOMIC DEVELOPMENT
Integrated our tenant-employee events with BallstonConnect Club and strengthened connections among those who live and work here.

Added a series of personalized activities to more fully engage brokers and deepen their ties to the Ballston neighborhood

Strengthened our broker relationships with additional touchpoints.

Made 35 presentations to Ballston office tenants, neighborhood civic associations, and professional associations in addition to hosting breakfast, lunch, and happy hour events.

Reached over 60,000 employees, residents, and visitors through events and programming highlighting new business including Ted’s Bulletin, Sidekick Bakery, DIRT, Quarter Market, True Food Kitchen and Punchbowl Social.
Continue to expand our tenant outreach to include more frequent engagement opportunities.

Continue to strengthen our broker relationships with additional touchpoints.

Explore the possibility of expanding the BID footprint through both the Ballston Connect Club and the addition of commercial residential buildings. (CMO, AED)

Continue to increase national exposure as a cutting-edge neighborhood.
On track to meeting goals and objectives of FY19-21 **Strategic Plan**.

- Formalized an ongoing professional development program for the BID staff based upon strategic objectives and individual professional goals.
Develop and implement **enhanced metrics tracking** for measuring performance against strategic goals.
Ballston BID’s 501(c)(3) charitable subsidiary is a separate entity and works to partner with and support our Ballston/Arlington-based charities that are working to help and improve our community such as Arlington Food Assistance Center, Arlington Street Peoples Assistance Center, Doorways for Women and Families, Arlington Arts Center and Volunteer Arlington.

Quarterfest is a major event of BallstonGives and net proceeds are distributed to our partners. Revenue and expenses from Quarterfest are not included in the tax assessment budget.
BALLSTONCONNECT CLUB

➔ A membership-based, sponsorship program we created to encourage our apartment building owners, condominium associations, educational institutions and individuals to join the BID and participate in shaping the programs we offer and the future of Ballston.

➔ Membership includes free access to the BID’s programs, events and activities as well as special benefits exclusive to members.

➔ Membership is similar to a Chamber of Commerce model (at-will/not guaranteed), and therefore BCC revenue is not included in overall BID revenue.
BALLSTON BID FY21 BUDGET

REVENUE

Arlington County Assessments
- Current FY Assessments $1,499,289
- County Assessment Retained Funds 70,647

Arlington County Assessments 1,569,936

Total BID Operating Revenue $1,569,936

EXPENSE

Marketing & Promotion 319,518
Public Realm & Beautification 535,762
Community Events & Outreach 271,979
Transportation 17,622
Economic Development 56,622
Administration & Management 297,786

Total Expense $1,499,289

COUNTY RETAINED FUNDS

Arlington County Admin Fee 2% 31,399
Delinquency / Appeals Contribution 39,248

Total Expenses $1,569,936