

A photograph of the Ballston Quarter building, a modern structure with a glass facade and a brick base. The word 'BALLSTON' is prominently displayed in large, white, block letters on the brick section. The building is set against a clear blue sky. In the foreground, there is a street with some blurred motion of cars and a pedestrian. The overall scene is bright and clear.

BALLSTON BID ANNUAL MEETING 2022

Tuesday, June 14 | 5:30 - 7:30pm | WHINO @ Ballston Quarter

In Ballston, you can work for companies and attend universities with world-changing programs. You have access to every kind of food, drink, fitness and entertainment imaginable. You can be part of a genuine community with multi-modal connectivity to DC and beyond. Work impactfully, eat adventurously, play endlessly - all within a short walk. In Ballston, you have everything you could need and want to live life to the fullest.



BALLSTON

LIFE IS FULL.



Resilience.

Reengagement.

Reimagination.

This fiscal year we've seen our office tenants begin to return, presenting an opportunity to reengage and welcome them with new amenities, programming, and partnerships. We continue to advocate for public realm improvements like the Ballston Metro West Entrance, attract thousands to our neighborhood through events like the Quarterfest Crawl, and continue our comprehensive BID improvement efforts - from beautification to business networking and everything in between.

Bands & Brews on the Boulevard

July 2021



97.1

In July 2021, we welcomed more than 15,000 residents, employees, neighbors, and visitors to Ballston for a day of music, entertainment, and activation in support of our city center and sharing why life is always full in Ballston.



NEW SAVOIA
DSO LABS
1:00 P M
BTLER CALL
1:30 P M
ANKF OD
2:00 P M
STAR DRIVE
3:45 P M
TEC UN
3:45 P M
Y MCKEYS
LABIOS

SPONSORED BY:



BALLSTON

Bands & Brews on the Boulevard

July 2021

15,000+

Attendees

\$80,000+

In Ticket Sales

22

Musicians, businesses, and organizations
directly supported and involved



WILMINGTON

Bands & Brews on the Boulevard

July 2021

18

Unique, targeted media placements secured

470,000+

Estimated coverage views

574

Content shares on social media



2021 Ballston Farmers Market

April - November 2021

The 2021 Farmers Market season launched with new restrictions and social safety measures. Despite those necessary challenges, market sales significantly increased from 2020 and we reestablished a full season after a brief hiatus from the pandemic in 2020.



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FRESHFARM

2021 Ballston Farmers Market

April - November 2021

6,500+

Total customers

\$245,000+

Market sales

\$14,787

Food access benefits matched



Hispanic Heritage Month

September-October 2021

Ballston served as a regional leader in highlighting and promoting the Latinx people, businesses, and organizations of our community and beyond throughout September and October in honor of National Hispanic Heritage Month.





Hispanic Heritage Month

September-October 2021

In September, our BallstonConnect Podcast featured Susana Marino, Chief Executive Officer of the Northern Virginia Hispanic Chamber of Commerce, who has educated and empowered hundreds of small business owners and entrepreneurs in Northern Virginia.

NOVA Hispanic Chamber of Commerce



BALLSTON



Hispanic Heritage Month

September-October 2021

We also used BallstonConnect to highlight the work of Emma Violand-Sanchez, Arlington's first Latina teacher, Arlington County School Board's first Latina member, and a staunch advocate for support and resources for the Latinx community in Arlington and beyond.



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Hispanic Heritage Month

September-October 2021

On September 29th, in partnership with the Arlington Chamber of Commerce and the Northern Virginia Hispanic Chamber of Commerce, we held our Salsa Sip + Mingle networking event at Ballston Quarter.

175+

Total attendees



Ballston Cars & Coffee

August - October 2021

Cars & Coffee presented an opportunity to engage local businesses, activate unused public space, and attract a new demographic to visit Ballston throughout the summer and fall months.



SPONSORED BY:

SKANSKA



&pizza

SPOKES
EST. 1981 BICYCLES

Ballston Cars & Coffee

August - October 2021

2,000+

Attendees across 8 total events

183

New e-newsletter subscribers

9

Ballston businesses collaborated,
sponsored, participated, and engaged



ARMIAN EXCHANGE



Ballston Cars & Coffee

August - October 2021

“Ballston’s Cars & Coffee is the one our whole family comes to. It’s safe, easy to get to, everyone’s friendly, and we’re really close to the playground and places for brunch afterwards with the kids.”

Alex Lefebvre

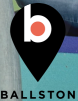
Cars & Coffee Attendee



Life is ThankFULL

November 2021

ThankFULL is not just a play on our LIFE is FULL tagline – it’s a month of appreciation and gratefulness across Ballston. We highlighted our neighborhood, its key amenities, and some of its underappreciated aspects through a comprehensive web and social marketing effort.



BALLSTON



philz
Coffee



4200

Life is ThankFUL

November 2021

180+

New social followers

71,000+

Total social reach

\$12k

Estimated ad value from earned press and paid social influencers



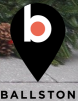
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Holiday Wreath Market

December 2021

We joined hands with our neighborhood as we sipped, sang, and celebrated the holiday season at our wreath market, which included volunteer opportunities and wreath sales benefitting schools, charities, and nonprofits of the Ballston community.

SPONSORED BY:



Holiday Wreath Market

December 2021

200

Fresh Fraser fir wreaths sold or donated

\$3,000

Donated to charitable organizations

30+

Volunteers from Mastercard and local businesses



Holiday Wreath Market

December 2021

Performances by celloist **Andrew Savoia**, the **Arlington Children's Chorus**, and the **U.S. Army Band Woodwinds**

"Holidays Around the World" art installation by **Robin Bell**

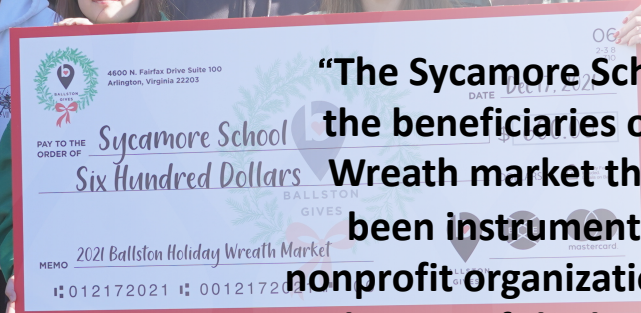
A visit from **Santa** for kids and families

Donations to **five** local charitable organizations



Holiday Wreath Market

December 2021



“The Sycamore School was honored to be one of the beneficiaries of the BID’s 1st Annual Holiday Wreath market this winter. The Ballston BID has been instrumental in supporting TSS and other nonprofit organizations in the area. We're grateful to be one of the local businesses in Arlington that benefits from such a strong business community.

Dr. Karyn Ewart

Founder & Head of School
The Sycamore School



Ballston MOVES

January 2022

BallstonMOVES is a one-stop shop social and web campaign for our neighborhood to experience the variety of styles, options, and levels of expertise our fitness industry has to offer. By partnering with clubs across the neighborhood, we offer an additional advantage to one of the most competitive times in the business.





Ballston MOVES

January 2022

9

Ballston businesses offering specials,
trials, and free classes

12

Free classes and sessions offered

20+

Gym membership and trainer
sessions yielded

Ballston's WHINO Sip & Mingle

January 2022



JANUARY

19

WEDNESDAY

5-7PM

One of Ballston's signature events, and a networking staple of our business community - we hosted our first Sip & Mingle happy hour of 2022 at WHINO in Ballston Quarter, in collaboration with the Arlington Arts Center and local art scene newcomer, Briana Hertzog.

115+

Total attendees



FREE FOR BALLSTON EMP
OTHERS \$20



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Capitals Home-Away Watch Parties

January - April 2022

One of the most highly-requested events from employees, residents, and visitors alike, our Caps Watch Party series brought hundreds of fans to Ballston Quarter on 7 weeknights between January and April.



SPONSORED BY:

**BALLSTON
QUARTER**

Capitals Home-Away Watch Parties

January - April 2022

14

Businesses collaborating or offering specials

532

Unique e-newsletter subscribers through 7 events

7

Weeknights activating Ballston Quarter
beyond its usual busiest hours





True Food

Capitals Home-Away Watch Parties

January - April 2022

“The Caps parties are one of our busiest nights. We’ve had people at the bar, coming back with tabs every game. It’s made things busier in what’s usually been a much slower time.”

Will

Bartender
Ballston Service Station



BALLSTON



2022 Ballston Mix Madness

March 2022

Mix Madness kicked off for its 2nd year in March of this year, aiming to connect the employees, residents, and visitors of Ballston with one of our areas most visible – and impacted – industries: bars and restaurants.

2022 Ballston Mix Madness

March 2022

9

Ballston bars and restaurants competing

932

Total voters, each subscribing to Ballston enews

85,000

Estimated social media reach for
restaurants and the BID



2022 Ballston Mix Madness

March 2022

“We have great bartenders in Ballston, and Mix Madness is the perfect chance to highlight them – all while bringing in new customers to try our cocktail and learn more about us.

Angel

Bartender
Ballston Local



BALLSTON



Spring in Your Step

April 2022

Ballston is the fittest neighborhood of the fittest city in the country, and for good reason: our plethora of fitness options is simply unrivaled. To welcome back our returning office tenants, our Spring in Your Step series offered lunchtime and happy hour fitness classes – free to all Ballston employees.



BALLSTON



Spring in Your Step

April 2022

9

Ballston fitness studios, boutiques, and gyms featured

13

Free classes and sessions offered

200+

Participants and leads generated
for clubs across all events

Ballston's Spring Sip & Mingle

April 2022

Our second Sip & Mingle happy hour of 2022 was held at one of our neighborhood's newest additions, El Rey in Ballston Exchange. More than 120 employees and members of the business community convened for networking, neighborhood news, and incredible food and drink.

120+

Total attendees



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2022 Ballston Farmers Market

April - November 2022

2022 ushered in the 10th Anniversary season of the FRESHFARM Ballston Farmer's Market. A decade of activation for the Ballston neighborhood in Welburn Square - the Capital region's original metro-convenient, weekday farmers market.



BALLSTON

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FRESHFARM

2022 Ballston Farmers Market

April - November 2022

20+

Vendors for produce, products, and handmade goods

33

Farmers Markets scheduled this season

7

Mega Markets scheduled, including live music and Ballston's Beer & Wine Garden

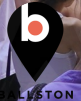


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Quarterfest Crawl 2022

May 2022

The 2022 Quarterfest Crawl – presented by Ballston Quarter and sponsored by Mastercard – is the signature event of BallstonGives, the BID’s charitable arm. This year, we welcomed more than 10,000 people to Ballston throughout the day for a full slate of music, entertainment, and restaurant specials across the neighborhood.



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Quarterfest Crawl 2022

May 2022

10,000+

Estimated attendees across Ballston

31

Participating restaurants

4

Pop-up outdoor concerts at
four Ballston restaurants



BALLSTON

Quarterfest Crawl 2022

May 2022

4

Artists painting murals live

8

Local musicians, entertainers, and performers supported

6

Local influencers attended and promoted the neighborhood



BALLSTON

Quarterfest Crawl 2022

May 2022

600+

Engagements across social media

6

Top-tier, earned placements in targeted outlets

400k+

Views and impressions across earned press and social media campaign



Quarterfest Crawl 2022

May 2022

“Working with Thomas, Nick, and Tina on Quarterfest was amazing: it drove a ton of new people to Ballston, awareness to us and the neighborhood, and made us far busier than other Saturdays. It was a fun, lucrative, high-energy event.”

Jason Johnston

Owner and Chef
Ballston Local



The background of the slide features a blurred photograph of a modern transit station with a complex, white, geometric steel roof structure. On the right side, there is a large, stylized graphic of a blue and white 'b' logo with a red circle in the center. The text is overlaid on the left side of the image.

Ballston Metro

Renovation and Improvements

Bus bays redeveloped with new bays added

Benches and bus shelters installed

Additional bike parking and scooter spaces

Extended public space along Fairfax Drive

Improved aesthetics and wayfinding

Fairfax Drive

Beautification and Maintenance

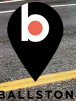
Planted perennial and annual flowers

Ongoing pedestrian barrier repairs

Managed acrylic disk banners

Maintained 27 Bald Cypress trees

Maintained Red Twig Dogwood bushes





Ballston West Metro Entrance

Advocacy

Provided letters of support to NVTA and NVTC

Distributed template letters and participation options to business stakeholders

Distributed template letters and participation options to general public during public comment period

Attended NVTA and NVTC public sessions to advocate for funding of the project



BALLSTON

Social Media Growth

May 2021 - May 2022

1.2K+

Instagram followers earned

459K+

Increase in total Facebook impressions

617K+

Increase in total Instagram impressions



BALLSTON

BallstonConnect Podcast

May 2021 - May 2022

21

Episodes recorded, produced, and shared

20

Ballston businesses, organizations,
leaders and charities featured

400k+

Listenership on WERA-FM
(Airs Fridays at 10:30am)



THE LIST Ballston's E-news

May 2021 - May 2022

2,100+

Additional newsletter subscribers

53

Editions distributed

11.5%


Increase in open-rate over 2011





Our next
strategic
plan

As we complete the execution of our previous strategic plan, we have partnered with Streetsense in collaboration with our businesses, board, and stakeholders across the community to envision an exciting path forward for the BID and its member organizations. We will announce this plan along with our new slate of office-focused initiatives as we complete the planning process this summer.



Though the pandemic provided distinct challenges and obstacles for all businesses - without regard to size, industry, location - the Ballston business community has remained a leader as one of the most resilient neighborhoods in the metro region. The following businesses celebrated achievements and milestones over the past 12 months.

Congratulations
on achievements
across Ballston

Congratulations From the BID

FY2022

NOVA Optique + Eyecare

Celebrated a year of business in Ballston





**ELECTRIC
GAMEBOX**

Congratulations
From the BID

FY2022



Electric Gamebox

Opened in Ballston Quarter



BALLSTON

Congratulations From the BID

FY2022

Quincy Hall

Opened on Fairfax Drive

PINTS & PIZZA
Quincy
HALL



Congratulations From the BID

FY2022

Good Company Doughnuts & Cafe

Celebrated three years of business in Ballston



BALLSTON



Congratulations From the BID

FY2022

SPENGA

Celebrating a year of business in Ballston

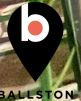


Congratulations From the BID

FY2022

El Rey

Opened in Ballston Exchange





Congratulations From the BID

FY2022

Poppy Seed & Rye

Opened on Wilson Boulevard



Congratulations From the BID

FY2022



JINYA

Opened in Ballston Quarter



BALLSTON

Congratulations From the BID

FY2022

Carpool

Returned the business to Ballston



Congratulations From the BID

FY2022

**SCISSORS
& SCOTCH**

Scissors and Scotch

Opened on Fairfax Drive



BALLSTON

Congratulations From the BID

FY2022



Heart & Paw

Opened in Ballston Quarter





Congratulations From the BID

FY2022

The Salt Line

Opened on Wilson Boulevard



Thank you for attending Ballston's 2022 Annual Meeting at WHINO in Ballston Quarter. We'd like to thank our members, board, collaborative business partners, and all who have participated in this year of resilience, reengagement, and reimagination.

Thank you for making Ballston where LIFE is FULL.



BALLSTON

LIFE IS FULL.