



**BALLSTON**

**BALLSTON BUSINESS IMPROVEMENT DISTRICT**

ANNUAL REPORT FY24

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Sources: CoStar and 2024 Data Axle, Inc. using Esri's data collection method (census block groups to allocate business summary data to custom areas). This data is collected from geographic areas that do not precisely match the boundaries of the Ballston Business Improvement District (BBID). The BBID shares its appreciation for **Troy Palma**, Regional Economist with Arlington Economic Development's Business Investment Group/Business Intelligence for providing this data.

Images in this report are provided by the **Ballston BID**, **Christopher Chern**, and **Sam Kittner**.

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# FROM THE BID

## MEMBERS AND FRIENDS OF THE BALLSTON BID,

As we reflect on the past year, we are energized by the growth and transformation of our community. Ballston is evolving as a hub of innovation and connectivity – driven by a diverse mix of retail, education, government and other thriving industries. Our focus remains simple: shaping Ballston into a dynamic, vibrant environment to attract and retain business.

While commercial vacancy rates continue to present unique challenges, we remain steadfast in our commitment to assist our businesses, workforce, and commercial assets as we navigate our shifting work environment. This includes generating opportunities for property owners, employers, and employees to engage with our amenity-rich streetscape and facilitating in-person collaboration.

We've worked closely with landlords, brokers, and Arlington County to ensure Ballston remains an attractive destination for businesses and skilled professionals. Leasing activity has been encouraging, with exciting new retail tenants like Roggenart Bakery Bistro & Café, and Immigrant Food joining our community. Sustained interest from impactful brands underscores Ballston's reputation as a place where businesses of all types can flourish.

We continued our Business Appreciation Campaign in our commitment to employee engagement: connecting our workforce with employers, property managers with tenants, and our business community with BID resources and the amenities of our vibrant neighborhood. Through curated events like morning coffee, wellness classes, and fitness programs, we've engaged more than 1,700 employees and 50+ Ballston businesses – further integrating our workforce into the fabric of our community.

The Ballston Farmers Market continued its growth as a signature activation of public space. Achieving record attendance and sales by the end of its 11th season and trending upwards through the start of its 12th, it's the second-most attended FRESHFARM market in the DMV.

Our 2023 Farmers Market attendance increased 36% over 2022, while monthly Mega Markets nearly doubled foot traffic among our workforce and residents alike.

Our annual community event, the Quarterfest Crawl, drew 8,200+ attendees to restaurants and businesses at Ballston Quarter and across the community. Attendees enjoyed 33 unique restaurant specials and 13 entertainment activations from 44 participating Ballston businesses. Mix Madness, our community-judged mixology competition, showcased creations from 13 Ballston restaurants – with Ted's Bulletin taking home the 2024 title.

Our second year of a new holiday tradition continued with the Singing Tree: a sound-responsive light installation in Welburn Square, spreading cheer through the generosity of Mastercard and Piedmont Office Realty Trust. The annual Ballston survey received more than 1,600 responses – with 99% of respondents indicating a positive experience as part of our community.

Finally, we would like to acknowledge and thank Tina Leone for her years of service with the Ballston BID as CEO. Tina led the organization from its inception and has been an invaluable asset creating many success stories we continue to enjoy today. We wish her the best in all future endeavors.

We look to the future with excitement about Ballston's trajectory – and as the commercial landscape evolves, we are encouraged by increased interest and activity in our neighborhood. Its unique mix of active retail and growing technology sector create a dynamic ecosystem which fosters creativity, innovation, and collaboration. Ballston has become a thriving hub for all who work, live, and visit. Together, we will continue to create a vibrant neighborhood where business, education, and community prosper.

**SIMON CARNEY**

President

Ballston BID Board of Directors

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# WHO WE ARE

The Ballston Business Improvement District (BID) was established by the Arlington County Board in December 2010 to provide a range of services, events and resources to elevate Ballston as the premiere choice for businesses and their employees.

The BID is governed by the Ballston Business Improvement Corporation (BIC) - a private, non-profit Virginia corporation whose Board and Members include owners and tenants of properties in the District, Arlington County representatives, and other key stakeholders. The Arlington County Board adopts the annual budget and sets the rate for an ad valorem real estate tax imposed on the real commercial and retail property in the District. Revenue from the tax funds BID resources, programs, and initiatives intended to engage and grow the Ballston business community.

Six service categories outline tactical silos to guide the BID through its work to enhance and elevate Ballston's amenity-rich streetscape as a destination for vibrant retail, innovative businesses, and top-tier talent. Priorities are established prior to each fiscal year through the annual workplan and budget, which are reviewed and approved by the Arlington County Board.

## **Administrative & Management**

The BID is tailored to effectively serves its members through the management of budgets, staffing, professional development, office operations, technology assets, board engagement and other ancillary tasks.

## **Marketing & Promotion**

The BID leverages targeted outreach, innovative campaigns, and collaborative partnerships as part of a comprehensive strategy designed to amplify Ballston, its industries, and businesses.

## **Economic Development**

The BID promotes Ballston in partnership with Arlington Economic Development to support current members and enhance its overall appeal to prospective businesses and highly skilled professionals.

## **Public Realm**

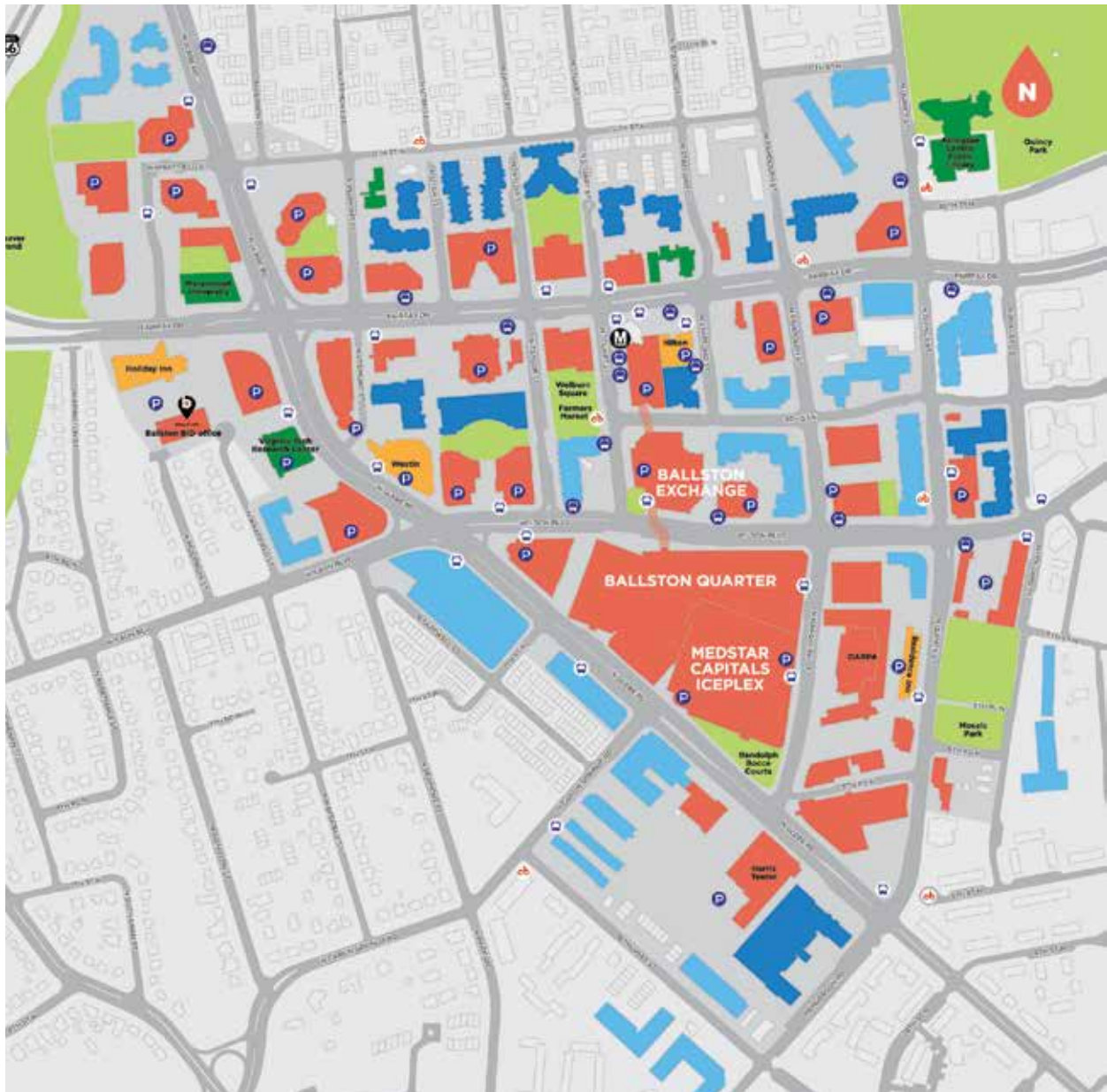
The BID fosters a vibrant community and improves the Ballston experience through beautification, wayfinding, streetscape improvements, placemaking, and public advocacy.

## **Community Events & Outreach**

The BID develops a variety of events and public outreach for stakeholders to promote local businesses, engage the workforce, and strengthen relationships between the neighborhood and business community.

## **Transportation**

The BID collaborates with Arlington County, transit agencies, transportation stakeholders, and property owners to advocate for continued improvements and multimodal options throughout the neighborhood.



## District Boundaries

- Ballston Business Improvement District
- Commercial Retail & Office Buildings
- Hotels
- Schools/Churches/Public Library
- Commercial Apartment Buildings
- Condominium Buildings
- Parks
- Ballston/MU Metrorail Station

## BID Membership

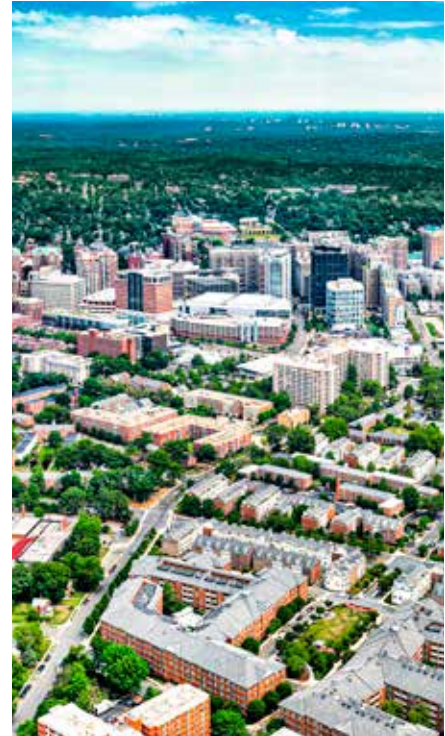
*The Ballston Business Improvement District is supported with funding from Commercial Office and Retail Buildings within the District boundaries. While the retail spaces within the Commercial Apartment Buildings and Commercial Condominium Buildings are members of the BID, the Commercial Apartments and the Commercial Condominiums themselves are not BID Members.*

# BY THE NUMBERS

Ballston is an amenity-rich hub for innovative businesses, top-tier talent, and cutting-edge research and development comprised of a diverse audience of young professionals, families, and long-term residents alike.

Forward-thinking companies, their creative brands, and team members enjoy a variety of modern fitness, retail, restaurants, and a community of tech-savvy organizations - from startups to global enterprises - all in one of the Washington Metropolitan regions' most walkable streetscapes.

With more than 100 commercial properties and 1,000 businesses within its 25-block footprint, the Ballston BID represents one of the most dense census tracts in the mid-Atlantic, pairing a vibrant and talented community with unparalleled convenience and accessibility.



**101**

**Commercial Properties**

**8.5M**

**Sq. Ft. Commercial Space**

**26K+**

**Total Employees**

**118+**

**Total Acreage**

**709K**

**Sq. Ft. Retail Space**

**19K+**

**Total Residents**

**1.1K+**

**Registered Businesses**

**1K+**

**Hotel Rooms**

**9.5K+**

**Apartment Units**

# NEIGHBORHOOD



Ballston boasts one of the region's most diverse, dynamic, and educated demographic profiles. In this energetic, and engaged neighborhood, innovation and creativity thrive. Major employers enjoy a robust talent pipeline; retail, restaurants, fitness, and hospitality thrive via an active audience; its workforce traverses a walkable streetscape, ample green space, and seamless multimodal transportation options.



The Ballston neighborhood has developed as a connected neighborhood enriched through public programming, a wide range of dining and entertainment options, and a growing late-night entertainment scene - all enhancing employee satisfaction, quality of life, and sense of community.

**83%**

**Bachelors Degree**

**\$146K**

**Med. Household Income**

**10K+**

**Households**

**40%**

**Grad./Prof. Degree**

**59%**

**Ages 25-54**

**31**

**Median Age**

# PROGRAMMING



## Ballston Farmers' Market

The Ballston Farmers market closed its 11th season and opened its 12th during FY24. As one of the BID's most well-attended initiatives, it's an established fixture in Ballston - serving both employees and residents during its weekday afternoon hours. From April to November each year in metro-adjacent Welburn Square, the market welcomes more than **30 vendors** - and has achieved record numbers of attendees the past two years.



Ballston is FRESHFARM's second-highest attended Farmers Market in the DMV region, earning a **36% increase in total customers** during its 11th season. The market is sponsored by Piedmont Office Realty Trust, and each Mega Market - which includes live music and a Beer & Wine Garden on the 1st Thursday of each month - by VIDA Fitness.



## Business Appreciation Campaign

Ballston's Business Appreciation Campaign (BAC) is an initiative designed to reengage and reinvigorate the businesses and commercial properties within the BID in the post-pandemic space. Launched in 2023, the campaign has increased awareness of the diverse array of businesses in Ballston, highlighted BID initiatives and resources, and deepened relationships between businesses, the workforce, commercial properties, and Ballston's amenity-rich streetscape. In FY24, the BAC series held **21 events** connecting **50+ companies and properties**, and engaging more than **1,700 members of our workforce**.





## Sip & Mingle Series

Ballston’s Sip & Mingle series is a collection of quarterly networking events designed to foster connections amongst local professionals, businesses, and entrepreneurs. Held at various restaurant and commercial venues across the neighborhood, Sip & Mingle convenes the Ballston business community and local leaders to connect, network, and collaborate.



In FY24, the series convened more than **750 members of the Ballston workforce** across **four events** that showcased exceptional hospitality at unique locations across the neighborhood; **Punch Bowl Social, The Westin Arlington Gateway, El Rey/The Filling Station, and Rustico.**



## Quarterfest

This community-wide celebration offers unique restaurant specials, live music performances, and a day of entertainment across Ballston. This year’s crawl featured **44 participating businesses, 13 entertainment activations, and a 50% increase in foot traffic compared to the average Saturday.** (via Placer.AI)



## Mix Madness

Ballston puts the spotlight on the mixology of its restaurant industry through Mix Madness, a community-judged cocktail competition. This year, more than **700 voters** selected a talented Final Four for the finale, where community leaders and business stakeholders judged **Ted’s Bulletin** as the 2024 champion.



## BallstonMOVES

Each January, the BID leverages its digital footprint - from social influencers to newsletters - to share unique deals and special offers from the numerous gyms, clubs, and boutiques of its fitness industry. In January 2024, **13 participating fitness options shared unique specials during BallstonMOVES.**

# MARKETING

## BallstonVA.org

The BID's website serves as a comprehensive platform for disseminating news, events, initiatives, and essential resources to the business community. In FY24, we initiated a strategic reorganization aimed at enhancing our support for businesses, employees, and commercial real estate brokers. This effort improves accessibility to vital information and resources that drive success within the district. The redevelopment allows the BID to meet evolving needs of its community by simplifying messaging, providing targeted resources, and improving the user experience to better serve members, partners, and prospective businesses.



## BallstonConnect Podcast

The BallstonConnect Podcast is a dynamic platform highlighting businesses, leaders, and community voices. In 18 episodes during FY24, the BID featured 12 businesses and 4 local leaders, and grew its listenership by **11%** across Apple Podcasts, Google Podcasts, Spotify, and other distribution/hosting platforms. FY24 highlights included **Discover Arlington's** meteoric rise, **MarginEdge's** inclusion in the Inc. 5000, and **Isa Seyran's** Ballstonian Coffee Cart.

## The List

Ballston's newsletter keeps stakeholders and community members informed on neighborhood-specific news, BID events and initiatives, and opportunities to engage in advocacy. A key element in securing participation in events like the Farmers Market, Sip & Mingle, and Quarterfest, engaging the neighborhood is essential; in FY24, The List's audience included **10,000+ subscribers**, with an open rate increasing by **4%** and click rate by **6%**.





## Social Media

Ballston produces a robust stream of news, events, initiatives, and unique content in support of the businesses and people of its business community. FY24 saw a capitalization of continued momentum and consistent growth in Ballston's social media audiences. Leveraging influencers has been a key asset in social media performance by creating collaborative content and tapping unrealized audiences for greater growth and engagement. From echoing campaigns and efforts from businesses across Ballston to relaying our own stream of news, programs and initiatives, Ballston's social audience increased across the board.

**2.9K**

**New IG  
Followers**

**171%**

**Increase in IG  
Profile Views**

**424K**

**Instagram Reach**

**206K**

**Facebook Reach**

## Press Coverage

Comprehensive communications strategies earned prominent coverage in outlets like FOX 5, ABC 7, WUSA 9, *The Washington Post*, ARLnow. and other targeted outlets. 28 unique pieces of coverage reached over 1.2 million people and carried an earned media value of more than \$65k for Ballston and its businesses.

**4.5B**

**Est. Total  
Media Reach**

**\$29K**

**Est. Advertising  
Equivalent**

# MULTIMODAL



Located adjacent to I-66, on two Metro rails, and with easy access to two airports, Ballston is a regional transportation hub with plentiful commuting options for employees. In FY24, the BID continued to promote the neighborhood’s multimodal accessibility as Ballston celebrated the completion of its Multimodal Improvements project, which enhanced bus bays, pedestrian pathways, public space, and accessibility at the Ballston Metro Station.

With more than \$80 million committed to the Ballston West Metro Entrance project, neighborhood connectivity, transportation access, and public safety will continue to improve. As one of the most accessible neighborhoods in the region, Ballston excels in walkability, cycling, and transportation options.

**92**

**Walk Score**

**85**

**Bike Score**

**75**

**Transit Score**

**15**

**Bus Lines**

## **Multi-modal Options**

- ART and Metro Buses
- Orange and Silver Line Metro
- Capital Bikeshare
- Electric Bikes and Scooters
- Car Share and Ride Share Apps

## **Ballston Trail Access**

- Bluemont Junction Trail
- W & OD Trail
- Martha Custis Trail

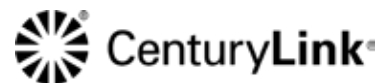
## **Ballston Parks**

- Mosaic Park
- Welburn Square
- Ballston Wetland Park
- Quincy Park
- Arlington Native Plan Garden
- Glebe & Randolph Park
- Ellen’s Trace
- The Ellipse

# TOP COMPANIES



Ballston boasts a vibrant and diverse business community that truly sets it apart as a hub of innovation and opportunity. With a flourishing landscape of tech startups and defense contractors to regional leaders and global pioneers, Ballston is ripe with creativity and entrepreneurial spirit. This rich tapestry of businesses not only drives economic growth but also creates a dynamic cultural landscape, making Ballston a truly exceptional place to live and work.



# FINANCIALS

## COMBINED STATEMENTS OF FINANCIAL POSITION | As of June 30, 2024 and June 30, 2023

ASSETS	2024	2023
<b>Current Assets</b>		
Cash and cash equivalents	\$ 644,859	\$ 619,361
Accounts receivable	4,910	6,500
Prepaid expenses	9,000	9,000
Due from County - Delinquencies & Appeals Reserve	34,910	206,255
Total current assets	693,679	841,116
<b>Security Deposit</b>	5,836	5,836
<b>Property and Equipment, net</b>	15,382	36,263
<b>Right-of-Use Asset, Operating</b>	38,512	39,539
<b>Total Assets</b>	<b>\$ 753,409</b>	<b>\$ 922,754</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued expenses	\$ 31,524	\$ 40,435
Lease liability, current portion	38,512	39,960
Total current liabilities	70,036	80,395
<b>Deferred Rent</b>	--	--
<b>Total Liabilities</b>	70,036	80,395
<b>Total Net Assets Without Donor Restrictions</b>	683,373	842,359
<b>Total Liabilities and Net Assets</b>	<b>\$ 753,409</b>	<b>\$ 922,754</b>

## COMBINED STATEMENTS OF ACTIVITIES | Years ended June 30, 2024 and June 30, 2023

OPERATING ACTIVITIES	2024	2023
<b>Support and contract revenue</b>		
Arlington County funds	\$ 1,313,954	\$ 1,487,290
Program revenue	31,451	37,562
In-kind donations	--	--
Interest income	10,164	4,062
Other income	--	--
Total support and contract revenue	1,355,569	1,528,914
<b>Expenses</b>		
Beautification	101,849	126,542
Community activities	222,674	234,201
Marketing and promotion	310,753	297,153
Transportation	15,792	15,185
Economic development	307,468	262,039
Management and general	556,019	512,277
Total expenses	1,514,555	1,447,397
<b>Change in Net Assets Without Donor Restrictions from Operations</b>	(158,986)	81,517
<b>Net Assets Without Donor Restrictions, beginning of year</b>	842,359	760,842
<b>Net Assets Without Donor Restrictions, end of year</b>	<b>\$ 683,373</b>	<b>\$ 842,359</b>

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# BOARD & STAFF

## BOARD OF DIRECTORS

### BOARD OFFICERS

President **Simon Carney** Brookfield Property Partners  
Vice President **Bob Wiberg** Piedmont Office Realty Trust  
Vice President **Kevin Shooshan** The Shooshan Company  
Vice President **Kim Stein** KLN  
Treasurer **Dustin Young** NRECA  
Secretary **Tim Friemel** Snell Properties  
Counsel **G. Evan Pritchard** Wire Gill LLP

### BOARD MEMBERS

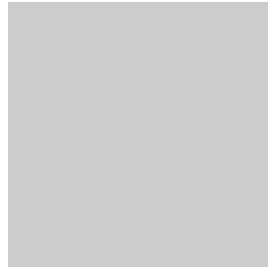
Office Broker Representative **John DiCamillo** CBRE  
Office Tenant Representative **Stacy Foster** Mastercard  
Retail Tenant Representative **Aaron Moore** VIDA Fitness  
Restaurant Tenant Representative **Shane Pomajambo** WHINO  
Research & Technology Representative **David Baker** Virginia Tech Research Center  
Culture-Recreation Representative **Amanda Tischler** Monumental Sports & Ent.  
Civic Association Representative **Allyson Ugarte** Ballston-Virginia Square Civic Assoc.  
County Appointee **Shannon Flanagan-Watson** Arlington County  
County Appointee **Larry Smith** Arlington Green Homes  
**Tiffany Haller** Lincoln Property Company  
**Mark Witschorik** Jamestown, L.P.  
**David Kinney** KINCO, LLC  
**Marcus Robinson** Colliers International  
**Mark Zetlin** Mercedes-Benz of Arlington  
**Justin Cooper** Westin Arlington Gateway  
**Brad Smith** NRECA

### LIAISONS

Arlington County Board Liaison **Matt De Ferranti** Arlington County Board  
Arlington Economic Development Liaison **Valerie Weiner** Arlington County

### STAFF

Chief Executive Officer **Tina Leone**  
Operations Director **Nicholas Billy**  
Communications Director **Thomas Philibin**  
Business Engagement Director **Pinky Advani**



**BALLSTON**



**BALLSTONVA.ORG**

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