



# BALLSTON BID

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WORKPLAN & BUDGET  
FY2026

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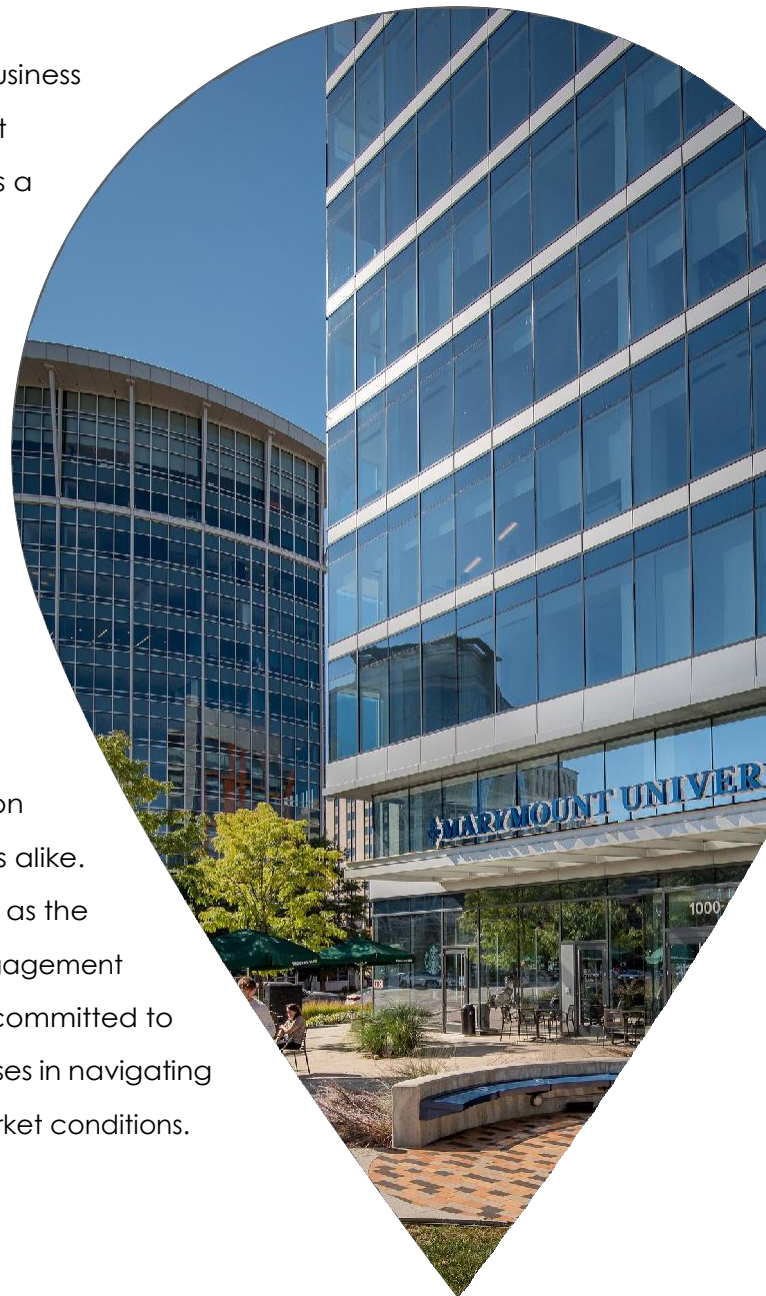
**BALLSTON**

# OVERVIEW

The Ballston Business Improvement District (BBID) was established in December, 2010 to elevate Ballston as the premiere choice for businesses to locate their operations. Encompassing a vibrant 25-block area, the Ballston BID includes a diverse mix of commercial and retail properties, including over 8.5 million square feet of office space and 700,000 square feet of retail space. This bustling urban center hosts an amenity-rich streetscape that attracts innovative businesses and top-tier talent.

The BID's operations are governed by the Ballston Business Improvement Corporation (BIC), a private, nonprofit Virginia corporation. Its Board of Directors comprises a varied group of stakeholders, including commercial property owners, tenants, Arlington County representatives, and other key community members. This governance structure ensures that the BID's initiatives align closely with the needs and aspirations of the Ballston commercial business community.

The BID's work focuses on several key areas. These include placemaking and public realm improvements that create inviting public spaces, as well as marketing efforts designed to promote Ballston as a premier destination for businesses and residents alike. The organization also hosts community events, such as the popular Ballston Mega Market, which fosters local engagement and supports local vendors. Additionally, the BID is committed to economic development initiatives that assist businesses in navigating workplace challenges and adapting to changing market conditions.



# MISSION & VISION



## MISSION

The BID's mission is to ensure Ballston's status as a premier business location where top companies and talent choose to locate and grow.

## VISION

The Ballston BID envisions a dynamic, interconnected urban hub where defense, technology, education, and hospitality converge, creating a vibrant and accessible community that champions innovation and sustainable growth.



# BOARD & STAFF



## BOARD OF DIRECTORS

### OFFICERS

#### President

Simon Carney  
Brookfield Property Partners

#### Treasurer

Dustin Young  
NRECA

#### Vice President

Bob Wiberg  
Piedmont Office Realty Trust

#### Secretary

Tim Friemel  
Snell Properties

#### Vice President

Kevin Shooshan  
The Shooshan Company

#### Counsel

G. Evan Pritchard  
Wire Gill LLP

#### Vice President

Kim Stein  
KLNБ

## STAFF

#### Chief Executive Officer

Danette Nguyen

#### Operations Director

Nicholas Billy

#### Business Engagement Director

Pinky Advani

### 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 & Entertainment

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, Val Weiner, Arlington County

# BALLSTONGIVES

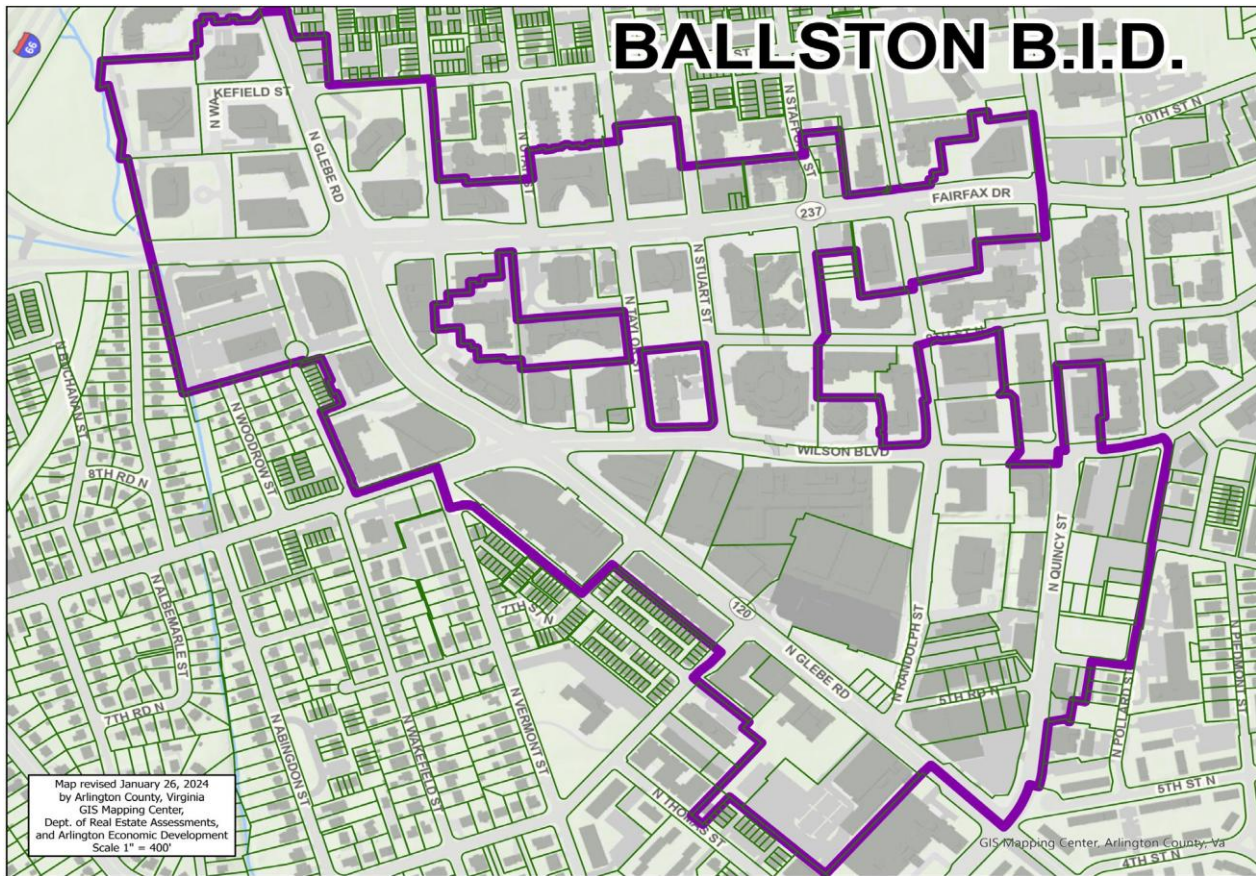


In January 2016, the Ballston BID launched BallstonGives, a 501(c)(3) charitable subsidiary dedicated to supporting and collaborating with local nonprofit organizations. This initiative was designed to enhance our positive impact on the community and improve the lives of those who live and work in the area. By fostering strong connections among residents and businesses, particularly through volunteer opportunities, BallstonGives aims to create a vibrant sense of community. The BID believes that supporting our nonprofit partners not only benefits the community but also makes good business sense, contributing to a thriving and engaged neighborhood.



# BOUNDARY MAP

The Ballston BID is a vibrant 25-block area that offers an ideal blend of urban amenities and strategic location. Ballston's position at the Western end of the Rosslyn-Ballston corridor provides direct access to major thoroughfares like I-66 and Glebe Road, while also being served by the Ballston Metro Station and the Orange and Silver lines. The BID encompasses a diverse mix of commercial office and retail properties, creating a dynamic urban environment that fosters a strong sense of community, while providing easy regional access.



# GOALS/PRIORITIES

## **DIFFERENTIATING BALLSTON**

The Ballston BID aims to showcase the neighborhood's unique attributes, including its vibrant mix of businesses, proximity to major institutions and its position as a nexus for defense and cybersecurity innovation. By emphasizing these distinctive features, the BID seeks to position the area as a premier destination for forward-thinking businesses, innovators and employees alike.

## **PROMOTING BALLSTON**

A key focus of the BID is to enhance Ballston's visibility through comprehensive marketing strategies that showcase its amenities and business opportunities. By effectively promoting the area, the BID aims to increase community engagement and raise awareness of Ballston and its businesses.

## **COLLABORATING WITH AED AND OTHER PUBLIC AND PRIVATE PARTNERS**

The BID recognizes the importance of collaboration with Arlington Economic Development (AED) and other stakeholders to leverage resources and expertise. These partnerships will enhance economic growth initiatives and foster a supportive environment for local businesses.

## **CONVENING STAKEHOLDERS**

The Ballston BID serves as a central hub for convening diverse stakeholders, including property owners, business leaders, and residents. By facilitating regular meetings and events, the BID fosters collaboration and dialogue to address community needs and priorities.

## **ADVOCATING ON BEHALF OF OUR STAKEHOLDERS**

As a representative voice for the Ballston community, the BID serves as a crucial intermediary between tenants, property managers, owners, and Arlington County. This role involves facilitating communication and resolving issues related to permitting, zoning, and other administrative processes. By leveraging its relationships and knowledge of local government procedures, the BID helps streamline interactions with County offices, ensuring that stakeholders' operational needs and concerns are effectively addressed and resolved in a timely manner.

## **MEASURING ORGANIZATIONAL SUCCESS AND VALUE**

To demonstrate its impact, the Ballston BID will implement metrics to track performance related to community engagement. Regular evaluation of its programs will help refine strategies and showcase the value it brings to the neighborhood.



# BALLSTON BID IN FY26



As the Ballston Business Improvement District (BID) welcomes a new CEO and moves into new office space, we stand at the cusp of an exciting transformation. This pivotal moment offers us a unique opportunity to craft a visionary roadmap that propels us towards a vibrant and sustainable future.

The softness in the commercial real estate market, coupled with the impacts of our long-term funding model, presents us with both challenges and opportunities which we view as catalysts for innovation and growth. Our goal for the coming year is to develop comprehensive plans that highlight Ballston's numerous advantages while charting a course for long-term sustainability.

Central to our vision is the formation and strengthening of partnerships. We are dedicated to working closely with Arlington County, our board, and Ballston businesses to drive long-term growth and sustainability for our community. This collaborative approach will enable us to leverage our collective strengths and resources, ensuring that Ballston remains a thriving hub for business and innovation.

We will continue to work closely with AED to support their work attracting cutting-edge businesses while strengthening partnerships with universities and research institutions. This approach aims to create a robust ecosystem that supports innovation and entrepreneurship, differentiating Ballston from surrounding neighborhoods and making it a top destination for businesses and skilled professionals.

Community events and activations remain at the heart of our work. Building on the success of signature events like the Ballston Farmers Market, we will enhance our programming to continue bringing together residents, workers, and visitors. These events foster a strong sense of community while showcasing Ballston's diverse range of businesses. We will also pursue innovative partnerships and sponsorships to drive new revenue opportunities for these programs.

Ballston is poised to begin the important work of building towards a new long-term future. By addressing our challenges head-on, fostering strong partnerships, showcasing our unique advantages, and implementing targeted initiatives, we are confident in our ability to create a thriving Ballston that will continue to grow and prosper for years to come.

# PILLARS OF SERVICE



The Ballston BID utilizes six service categories to guide its works to enhance and elevate Ballston's amenity-rich streetscape as a destination for vibrant retail, innovative businesses and top-tier talent.

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## **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.

## **COMMUNITY EVENTS & OUTREACH**

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

## **PUBLIC REALM**

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

## **ECONOMIC DEVELOPMENT**

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

## **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.

## **MANAGEMENT & ADMINISTRATION**

The BID is designed to effectively serve its members and community. This includes managing the following: budgets, staffing, professional development, office operations, technology assets, board engagement and other related tasks.

# MARKETING & PROMOTION

Objective: To increase local and regional awareness of Ballston, to attract and retain businesses, and to promote member businesses in the public eye.

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## FY 25 INITIATIVES

- Reorganized and updated our website assets to enhance our support for businesses, employees and commercial real estate brokers.

## ONGOING INITIATIVES

- Execute marketing campaigns for all BID events including Sip & Mingles, BallstonMoves, Mix Madness, and the Farmers' Market.
- Continue to grow our presence and engagement on social media for the benefit of the businesses in our district.
- Produce and promote the BID's e-newsletter.
- Maintain, update and add content to the Ballston BID website in support of BID stakeholders.
- Feature Ballston businesses, board members, and employees in BID public relations efforts to highlight their contributions to Ballston and the business community.

## NEW INITIATIVES

- Increase our marketing and promotional work on differentiating Ballston from surrounding neighborhoods as a top location for businesses and employees.
- Intensify our LinkedIn content strategy to engage and attract a professional, business-focused audience.
- Amplify available resources and opportunities and provide a comprehensive hub for insights about Ballston.



# COMMUNITY EVENTS & OUTREACH



Objective: Foster a vibrant business ecosystem in Ballston through strategic initiatives that promote networking and support local enterprises. By orchestrating business-focused events and targeted programming, we aim to drive economic growth and create a dynamic environment that strengthens professional connections and propels the community forward.

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## FY 25 INITIATIVES

- Expanded Property Managers lunches in response to stakeholder feedback and focused on issues that address operational concerns where the BID can serve as a trusted intermediary with the County to help facilitate solutions. [CPHD](#), [DES](#), [ACPD](#)
- Promoted Arlington County Art Walk through our social media channels to highlight Ballston's galleries and public art installations. [BZL](#)
- Pumped up the Mega Market on Thursday's including adding an extra Thursday at the end of November in response to growing demand.

## ONGOING INITIATIVES

- Host Mix Madness to support Ballston restaurants and engage Ballston employees. Over 700 voters selected Ted's Bulletin the 2024 Champion.
- Host the 2nd largest Farmers' Market in the DMV from April through November with more than 30 vendors.
- Install the Singing Tree during December at Welburn Square to drive activation.
- Gather feedback from employers and employees through our annual survey to further refine resources spent on activation and events, and share these results with stakeholders, including Arlington County.
- Support Arlington County events and initiatives that support or benefit the business community in Ballston.

## NEW INITIATIVES

- Build impactful relationships with Arlington County agencies, property owners, property managers, and tenants.
- Deepen collaborations with cultural institutions and partners, including local nonprofit agencies, Arlington County Cultural Affairs Department (CAD), and museums through placemaking and creative activations to elevate their presence and foster vibrant community connections.
- Pursue innovative partnerships and strategic sponsorships for community events and programs to drive new revenue opportunities.



Objective: To promote neighborhood hospitality and enhance the experience of working in the BID. Physical improvements may include banners, wayfinding, streetscape improvements, public art, and placemaking.

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## **FY 25 INITIATIVES**

- Coordinated with Arlington Convention and Visitors Services (ACVS) to promote WorldPride 2025 throughout Ballston, including installing street banners and facilitating the lighting of the Ballston Pedestrian Bridge to honor the event. [ACVS](#), [CPHD](#)
- Facilitated discussions for potential public art and mural opportunities between property owners and Arlington County. [CAD](#), [CPHD](#)

## **ONGOING INITIATIVES**

- Maintain five blocks of medians along Fairfax Drive under the BID's landscaping care, including over 2,750 annual plantings and seasonal holiday lighting.
- Maintain BID-installed wayfinding signs throughout Ballston.

## **NEW INITIATIVES**

- Facilitate conversations between property owners, tenants, and County representatives to champion community-driven murals. [CAD](#), [CPHD](#)
- Collaborate closely with the Arlington County CAD to strategically determine public art locations and artist selections. [CAD](#)
- Proactively engage with County staff and developers to integrate and reflect stakeholder feedback in upcoming Site Plans. [CPHD](#), [DES](#), [CAD](#)

# ECONOMIC DEVELOPMENT



Objective: To promote business location and business and employee retention. Efforts include developing business intelligence, data collection and targeted marketing in support of and in coordination with AED.

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## FY 25 INITIATIVES

- Implemented Open Rewards program to showcase local restaurants and retail businesses. [BZL](#)
- Partnered with AED on convening opportunities such as the Citrine Angels series. [AED](#)
- Supported owners, tenants, retail businesses and property managers when requiring assistance with Arlington County to ensure success for business continuity and began tracking successful outcomes. [CPHD](#)
- Rebranded and repurposed our Business Appreciation Campaign events for more networking, impact and data collection purposes.

## ONGOING INITIATIVES

- Support Arlington County's efforts to address the commercial office vacancy rate and educate stakeholders on the Commercial Market Resiliency Initiative (CMRI 2.0) and other related tools. [AED](#)
- Continue to increase participation in annual stakeholder survey to enhance current and develop new programming focused on employee engagement.
- Continue monthly business engagement meetings with AED to opportunities support AED recruitment and development efforts. [AED](#)
- Update our online resource hub on labor force and other market data, including updated district demographics, employment data, traffic and pedestrian counts, and market trends.
- Maintain touchpoints with brokers.
- Update multi-media tools that market the Ballston market.

## NEW INITIATIVES

- Actively support AED in efforts to attract and retain businesses within Ballston. [AED](#)
- Fund and actively promote the Open Rewards program to drive traffic to local retail businesses. [BZL](#)
- Conduct study to lay out vision for future of Ballston and BID. [AED](#)
- Strengthen partnerships with universities to support a robust talent pipeline and explore additional collaborative opportunities.
- Gather business leaders and subject matter experts for engaging discussions on critical topics.



# TRANSPORTATION



Objective: To advocate for the increased mobility of community members and coordinate with Arlington County.

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## **FY 25 INITIATIVES**

- Engage with WMATA and Arlington County on the realization of the Ballston-MU Metrorail Station West Entrance project. **DES**
- Support Arlington County's Transportation Future planning by publicizing outreach to our businesses, property managers and employees and encouraging participation, and supporting other engagement opportunities as they arise. **DES**

## **ONGOING INITIATIVES**

- Continue working with Arlington County staff to encourage public transportation usage. **DES**
- Connect businesses with Arlington Transportation Partners, as part of our ongoing outreach and service opportunities. **ATP**

## **NEW INITIATIVES**

- Strengthen engagement with WMATA and Arlington County to explore ways to enhance collaboration on the realization of the Ballston MU-Metrorail Station West Entrance project and provide effective communication to the district. **DES**

# MANAGEMENT & ADMINISTRATION



Objective: The Ballston BID aims for efficient operations and strong leadership. This objective encompasses ongoing professional development and optimal office and technology management. Additionally, it focuses on maintaining a well-run board of directors, implementing sound governance practices, and fostering strategic oversight. By excelling in these areas, the BID aims to maximize its positive impact on the Ballston community while operating with transparency, accountability, and a commitment to continuous improvement.

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## FY 25 INITIATIVES

- Organization managed transition from founding CEO, which included the engagement of a search firm to identify the best candidate to lead the BID through the next phase of its evolution.
- Reframed the mission and vision for the short-term to focus specifically on Ballston's strengths and unique advantages.
- Adopted new Financial Policies and Procedures and a new financial dashboard for board review to strengthen internal financial reporting, increase clarity, and transparency.
- Conducted board skills and knowledge assessment and created Board Member Job Description to strategically fill board vacancies as they arise.
- Updated Board Orientation and onboarding materials to ensure greater understanding of the BID and the expectations and role of Board members.
- Updated staff job descriptions to accurately reflect evolving job duties.
- Moved office space for efficiencies, cost savings and locate ourselves more centrally within the community we serve.

## ONGOING INITIATIVES

- Update professional goals annually with each staff member and determine opportunities for development that align.
- Continue to recruit board members working towards greater gender, racial and ethnic diversity, including major office tenants, retail tenants and restaurant tenants; and aligning skills and abilities of potential candidates with strategic goals and objectives of the BID.
- Continue to develop and refine decision-making processes that are grounded in data.
- Maintain robust fiscal policies, controls, and transparency.

## NEW INITIATIVES

- Initiate study to create new long-term vision for Ballston and the BID. [AED](#)
- Measure, track, and celebrate accomplishments to recognize progress and inspire continued success throughout the organization.
- Continue to recruit and cultivate an engaged Board of Directors and strengthen best practices to drive greater engagement and organizational effectiveness.
- Continuously refine our policies and practices to boost efficiency, support a strong organizational foundation, and nurture a positive, collaborative team culture.

# INDEX OF DEPARTMENT PARTNERS



## INDEX OF DEPARTMENT PARTNERS

### **ARLINGTON ECONOMIC DEVELOPMENT (AED)**

- Economic Development
- Management & Administration

### **COMMUNITY PLANNING, HOUSING, AND PUBLIC REALM DEVELOPMENT (CPHD)**

- Public Realm
- Community Events and Outreach
- Economic Development

### **CULTURAL AFFAIRS DEPARTMENT (CAD)**

- Public Realm

### **DEPARTMENT OF ENVIRONMENTAL SERVICES (DES)**

- Public Realm
- Community Events and Outreach
- Transportation

### **ARLINGTON CONVENTION AND VISITORS SERVICES (ACVS)**

- Public Realm

### **BIZLAUNCH (BZL)**

- Community Events and Outreach
- Economic Development

### **ARLINGTON COUNTY POLICE DEPARTMENT (ACPD)**

- Community Events and Outreach

### **ARLINGTON TRANSPORTATION PARTNERS (ATP)**

- Transportation

# HISTORY OF BID FUNDING



## ADOPTED TAX REVENUE

FISCAL YEAR	PROPERTY TAX REVENUE
2012	\$ 1,241,759
2013	\$ 1,482,732
2014	\$ 1,524,736
2015	\$ 1,572,603
2016	\$ 1,544,770
2017	\$ 1,610,085
2018	\$ 1,539,333
2019**	\$ 1,681,199
2020	\$ 1,497,516
2021	\$ 1,569,935
2022	\$ 1,471,612
2023	\$ 1,431,745
2024	\$ 1,476,793
2025	\$ 1,331,772
2026***	\$ 1,217,155

*BID tax rate is \$0.045 per \$100 of assessed commercial property value.*

*\*\*In FY 2019 BBIC Board of Directors implemented a one-time BBIC tax rate increase to \$0.053 per assessed commercial property value.*

*\*\*\*FY 2026 is estimated based on the tax rate remaining the same but valuations dropping 9 percent.*

## REVENUE

The Ballston Business Improvement Corporation's income is derived primarily from real estate tax revenues collected by Arlington County from commercial office and retail properties within Ballston BID boundaries. Total BBIC funding for FY 2025 was approved at \$1.33M based on a tax rate of \$0.45 per \$100 of assessed commercial property value. For FY2026, real estate tax revenue projections assume no change to the tax rate and a 9% decline in revenues due to forecasted lower property assessments, resulting in an estimated \$1.217M. Including additional sources, total projected revenues are expected to reach \$1.25M.

# BALLSTON BID FY26 BUDGET



	FY 2025 ADOPTED	FY 2026 ESTIMATE
<b>INCOME</b>		
County Tax Assessments	\$ 1,305,137	\$ 1,192,812
County Retained Fees	\$ 26,635	\$ 24,343
Other BID Revenue	\$ 40,000	\$ 35,000
<b>Total Income</b>	<b>\$ 1,371,772</b>	<b>\$ 1,252,155</b>
<b>EXPENSES</b>		
Marketing & Promotion	\$ 310,125	\$ 126,250
Community Events & Outreach	\$ 214,350	\$ 198,012
Public Realm & Beautification	\$ 100,775	\$ 90,800
Economic Development	\$ 331,325	\$ 351,250
Transportation	\$ 16,425	\$ 9,500
Management & Administration	\$ 332,137	\$ 417,000
Arlington County 2% Admin Fee	\$ 26,635	\$ 24,343
<b>Total Expenses</b>	<b>\$ 1,331,772</b>	<b>\$ 1,217,155</b>
<b>Delinquency/Appeals Reserve</b>	<b>\$ 65,257</b>	<b>\$ 59,641</b>

*For FY 2026, real estate tax revenues are anticipated to decrease by 9% due to lower projected property assessments, assuming the tax rate remains unchanged. This is expected to result in \$1.217 million in tax revenue, with total revenues, including other sources, projected to reach \$1.25 million.*

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SAM KITTNER PHOTOGRAPHY



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