



FY2025

ANNUAL REPORT

Ballston Business Improvement District



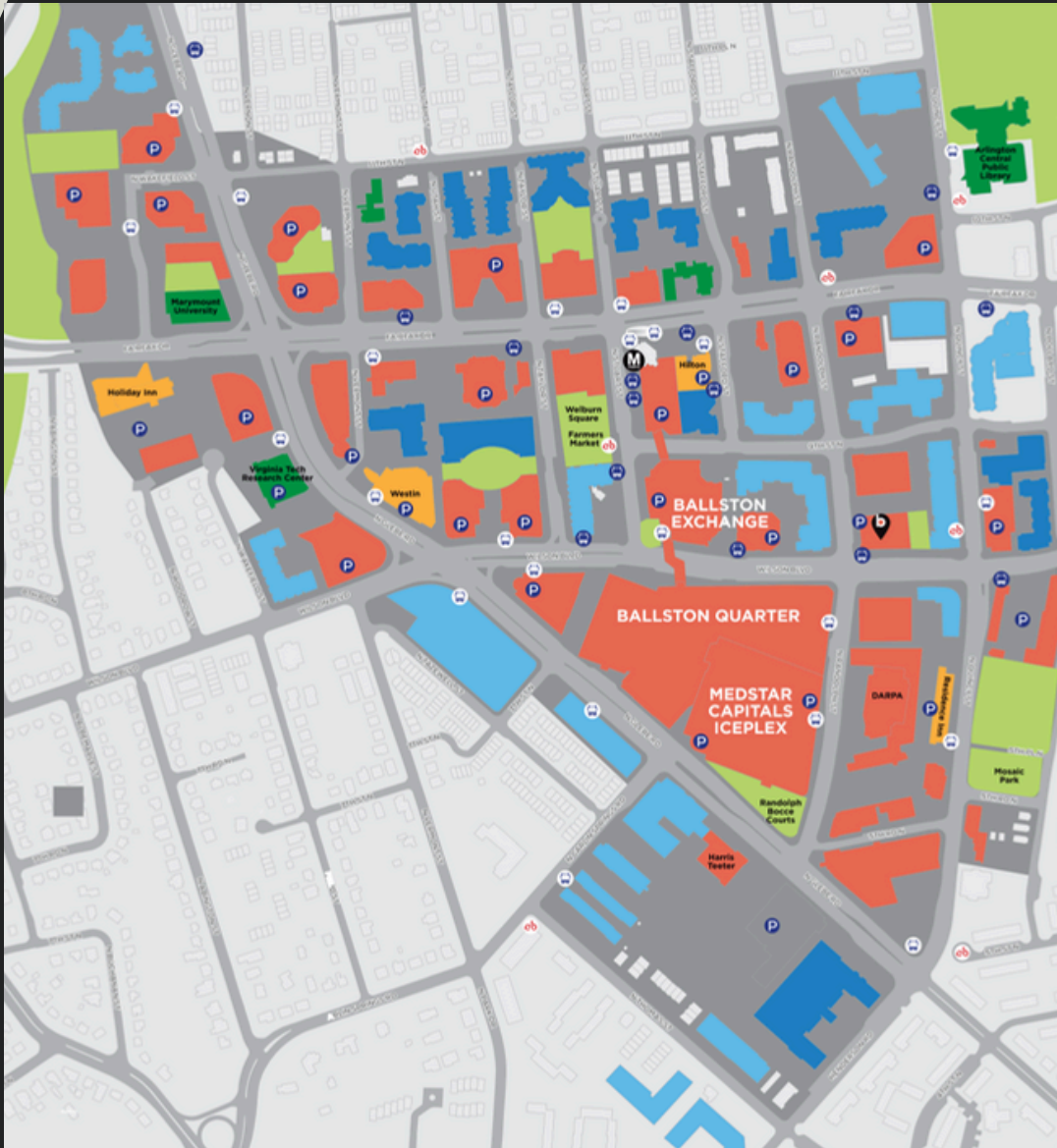
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Sources: CoStar and 2025 Data Axle, Inc. using Esri's data collection method (census block groups to allocate business summary data to custom areas). This data is collected from geographic areas that do not precisely match the boundaries of the Ballston 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***

BID BOUNDARY



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.

LETTER FROM THE BOARD PRESIDENT & CEO

IT'S BETTER IN BALLSTON

The 2025 fiscal year marked a true turning point for the Ballston Business Improvement District (BID). This has been a year of transition, growth, and renewed momentum. With new leadership in place, we are building a strong foundation to expand programs, strengthen partnerships, and amplify impact. On behalf of the Board of Directors and staff, we are proud to share this Annual Report and highlight the progress that proves why *It's Better in Ballston*.

Ballston continues to navigate shifting office markets, including vacancies and office-to-residential conversions. Yet with this change comes opportunity. Major investments signal confidence in our future: Safran leased 12,000 square feet at 4510 N. Fairfax Drive, Argan, Inc. relocated its headquarters to Two Liberty Center, and Gilbane opened a 27,000 square foot office at Ballston Exchange. On the lifestyle front, Performance 360 opened its flagship East Coast gym, while Grazie Grazie launched its newest restaurant at Ballston Exchange. Together, these moves underscore Ballston's enduring appeal as a hub for business and community.

This year, we also delivered bold new programs. The Business Appreciation Campaign evolved into the Business Impact Series (BIS), a forum where leaders connect technology, wellness, and cultural trends. We launched Wind Down Wednesdays, bringing free outdoor fitness and wellness to the community, and hosted our first Employee Appreciation Day, drawing nearly 200 people to Ballston Quarter to celebrate the workforce that powers our district.

Our signature events reinforced Ballston's reputation as a vibrant and connected community. The Farmers Market & Mega Market saw record-breaking sales, surpassing pre-pandemic levels for the first time. Sip & Mingle drew more than 750 professionals across four events, strengthening ties within the business community. Mix Madness engaged 700+ community votes, spotlighting restaurants and crowning Commentary as champion. And BallstonMOVES reaffirmed our place as Arlington's fittest neighborhood with 9 fitness and wellness partners leading the charge.

These successes were driven by strong partnerships, including with Arlington County's Tech Launchpad, where we provided the founders of various domestic and international companies with a guided tour that showcased Ballston's innovation ecosystem. We also worked with Arlington County to launch Open Rewards, a loyalty program supporting local businesses and driving repeat visits from employees and residents alike.

Looking ahead, the BID is developing a multi-year strategic plan focused on economic resilience, placemaking, and partnerships. This roadmap will reinforce Ballston as a premier destination for business, innovation, culture, and community, strengthened by our partnerships with leading universities, and as the proud home of the Washington Capitals.

We are grateful to our Board of Directors, BID staff, partners, and stakeholders whose vision and collaboration make this work possible. This year proved the strength of Ballston's community and the power of shared leadership. The future is bright — and together, we will continue to show why *It's Better in Ballston*.



Simon Carney
Ballston BID Board of Directors
President



Danette Nguyễn
Ballston BID
Chief Executive Officer

WHO WE ARE

BALLSTON BID

The Ballston Business Improvement District (BID) was established by the Arlington County Board in 2010 to position Ballston as a premier destination for business, employment, and community life. Since then, the BID has delivered programs, events, and resources that strengthen the economy, enhance public spaces, and create connections among businesses, employees, and visitors.



OUR 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.



OUR VISION

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

ABOUT US

The BID is governed by the Ballston Business Improvement Corporation (BIC), a private, non-profit Virginia corporation whose Board and Members include property owners, tenants, Arlington County representatives, and other key stakeholders. Each year, the Arlington County Board adopts the BID's budget and sets the rate for an ad valorem real estate tax on commercial office and retail properties, which provides the resources to fund BID programs and initiatives.

Building on this structure, membership is made up of commercial office and retail properties within the district boundaries, along with retail spaces inside commercial apartment and condominium buildings. With their support, the BID delivers services that create measurable value for members while also building a stronger Ballston—one that fuels business success, connects employees, and enriches the broader community. This strong foundation positions the BID to take on the challenges and opportunities ahead.



LOOKING AHEAD

As Ballston continues to evolve, so too does the role of the BID. The next chapter for Ballston is about setting a clear course for the future. Over the coming year, the BID will engage stakeholders in shaping a new multi-year strategic plan – a roadmap designed to respond to market shifts, highlight Ballston’s strengths, and identify new opportunities for growth.

This process will look closely at how to strengthen Ballston’s economic resilience, expand placemaking initiatives, and deepen partnerships across businesses, government, and education. It will also capture the unique character of the district—from its reputation as a hub for innovation and talent to its role as the proud home of the Washington Capitals.

By working together, the BID will ensure the plan reflects the vision of its members and stakeholders, with clear goals that enhance Ballston’s competitiveness and position the district as one of Arlington’s most vibrant and thriving neighborhoods.



SERVICE CATEGORIES

ADMINISTRATIVE & MANAGEMENT

Budgets, staffing, professional development, operations, assets, and governance are managed with accountability and efficiency. This foundation ensures resources are used effectively and programs deliver lasting value for members and the community.

COMMUNITY EVENTS & OUTREACH

Events and outreach bring together stakeholders, employees, and visitors. These efforts celebrate Ballston’s culture, build neighborhood pride, and create opportunities for businesses and the community to engage.

ECONOMIC DEVELOPMENT

In collaboration with Arlington Economic Development and partners, efforts focus on attracting and retaining businesses, supporting entrepreneurs, and showcasing Ballston’s strengths. Highlighting the district’s highly skilled workforce reinforces Ballston’s role as a hub for innovation, talent, and investment.

MARKETING & PROMOTION

Targeted campaigns, outreach, and partnerships amplify Ballston’s brand and position the district as a leading destination to live, work, and visit. These efforts increase visibility and strengthen Ballston’s identity across the region.

PUBLIC REALM

Investments in beautification, wayfinding, infrastructure improvements, placemaking, and advocacy ensure Ballston’s public spaces remain clean, safe, accessible, and welcoming. These enhancements make the district more attractive to tenants, customers, and visitors.

TRANSPORTATION

Collaboration with Arlington County, transit agencies, and property owners improves mobility and expands multimodal options. Supporting commuter access and connectivity strengthens Ballston’s sustainability and competitiveness.

MARKET PULSE



20,608
Total Employees



1,085
Hotel Rooms



9,861
Apartment Units



118
Total Acreage



1,116
Registered
Businesses



101
Commercial
Properties

The BID leverages CoStar and ESRI data to provide a dynamic, real-time view of the district's economic landscape. These nationally recognized platforms offer detailed insights into commercial property trends, the employment and workforce profile, and community demographics - allowing the BID to deliver credible, industry-standard metrics to property owners, businesses, and potential investors.



Within the BID's 25-block footprint, Ballston stands among the densest census tracts in the mid-Atlantic, combining a vibrant community, top talent, and unmatched accessibility. This strong foundation was further reinforced over the past year by notable business announcements, openings and expansions. These investments broaden the district's offerings and demonstrate Ballston's continued momentum as a hub for innovation, business growth, and community life.



26,262

Square Feet of
Meeting Space

8,296,903

Square Feet of
Commercial Space

592K

Square Feet of
Retail Space

Together, the data and on-the-ground activity highlight Ballston's scale, strength, and capacity for future growth - providing stakeholders with a clear and compelling picture of the Ballston's trajectory.

TOP COMPANIES

DARPA
ONR
NRECA
Accenture Federal Services
Virginia Tech
Marymount University

The Nature Conservancy
Avalon Bay Communities
Mastercard
Two Six Technologies
Gilbane
Argan, Inc

NEW RETAIL OPENED IN FY25

Compass Coffee 4300 Wilson Blvd
Grazie Grazie
Harris Teeter (relocated)
Himalayan WildYak
Immigrant Food
Midnight Treats
Nurse Megan Aesthetics|Wellness
Performance 360
Simply Banh Mi
Tous les Jours

NEW RETAIL ANNOUNCED IN FY25

Life Alive Organic Cafe
Scolapasta



10,312

NUMBER OF HOUSEHOLDS

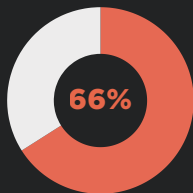
\$157,786

MEDIAN HOUSEHOLD INCOME

33

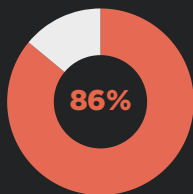
MEDIAN AGE

AGE RANGE 25-54 YEARS OF AGE



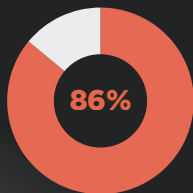
FY25

BACHELOR DEGREE



FY25

GRADUATE/
PROFESSIONAL DEGREE

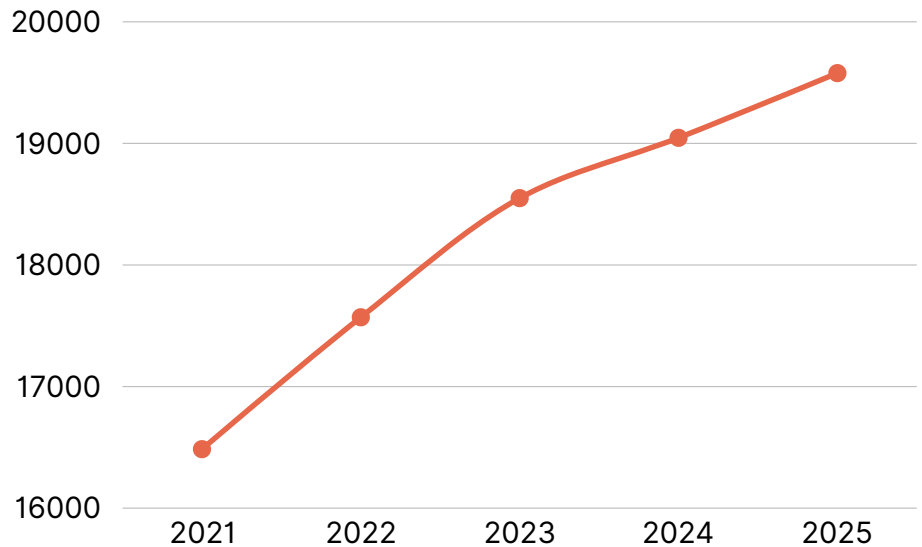


FY25

PEOPLE AND PLACE

Ballston's strength lies in its people. The neighborhood continues to attract a growing mix of residents, students, and professionals whose energy and expertise define the district's character. A highly educated population, strong household base, and access to leading universities together create a community that is both vibrant and resilient.

TOTAL RESIDENTS



POPULATION SNAPSHOT
Ballston's population has grown steadily over the past five years, underscoring its appeal as a place to live, learn, and work.





Academic Anchors

▶ **MARYMOUNT UNIVERSITY**

The Ballston Center hosts programs from the College of Business, Innovation, Leadership, and Technology (BILT), along with graduate studies in health sciences, counseling, and education. It also enriches Ballston's cultural landscape through the Cody Gallery, a contemporary art space showcasing regional and national artists.

▶ **CARNEGIE MELLON UNIVERSITY SOFTWARE ENGINEERING INSTITUTE**

CMU's Software Engineering Institute (SEI) brings world-class expertise in software systems, engineering practices, and national defense applications. SEI's work strengthens Ballston's reputation in defense innovation and contributes to the region's highly skilled talent pipeline.

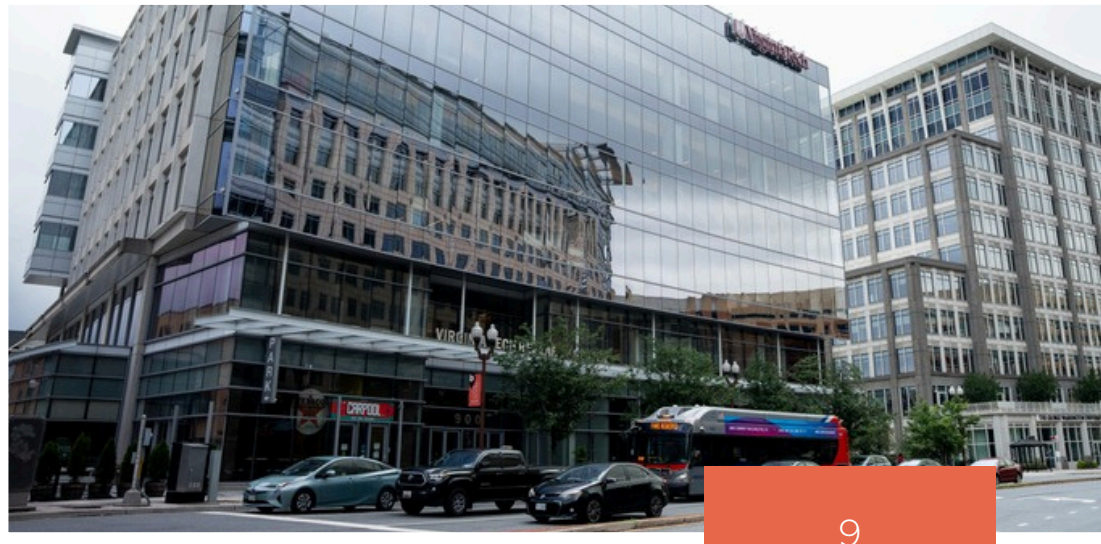
▶ **GEORGE WASHINGTON UNIVERSITY EDUCATION CENTER**

GW's Education Center in Ballston offers graduate programs, continuing education, and executive training tailored to working professionals. Programs in business, government, and public service expand access to higher education while supporting Arlington's workforce development.

▶ **VIRGINIA TECH RESEARCH CENTER**

The Ballston facility serves as a hub for research and innovation it houses specialized labs, research centers, computational facilities, and offices, along with an Executive Briefing Center (EBC) that connects government, corporate, and academic partners. The building's next-generation internet infrastructure and secure high-performance data center, position Ballston at the forefront of applied research and technology.

Ballston's role as a hub for talent is reinforced by the presence of major universities and research institutes that draw students, faculty, and professionals from across the nation.



MARKETING

Strategic marketing and communications efforts play a critical role in shaping Ballston's identity and strengthening its visibility across the region. This year, the BID advanced that work through creative campaigns, targeted promotions, and storytelling that highlighted Ballston as a place to live, work, and explore. From media coverage and digital engagement to events and partnerships, these initiatives expanded Ballston's reach and reinforced its reputation as a vibrant, connected community.

WEBSITE

This year, the BID advanced its digital presence through a series of strategic website updates, including a refreshed menu layout, streamlined navigation, and enhanced content across key sections such as Transportation, About, Staff, and Why Ballston (with broker and resident resources). The website also introduced new functionality, including a proxy voting portal for Board elections, offering members a secure and convenient way to participate in governance while reinforcing transparency and accessibility. The website remains a vital platform for promoting Ballston's vibrancy and connectivity and will continue to see regular updates.

WEBSITE & SOCIALS

-  BallstonVA.org
-  [@Ballston BID](https://www.instagram.com/Ballston_BID)
-  [BallstonVA](https://www.facebook.com/BallstonVA)
-  [Ballston](https://www.linkedin.com/company/Ballston)

NEWSLETTER

The BID's newsletter remains a strong channel for audience engagement, consistently surpassing industry benchmarks for open rates and subscriber reach. Beyond performance metrics, the newsletter serves as a key platform for sharing programs, events, and initiatives, helping to connect the community with all that Ballston has to offer.

NEWSLETTER



Scan to register for the Ballston BID Newsletter

10,073 SUBSCRIBERS **32%** OPEN RATE **2%** CLICK RATE

14,818
Followers

472,015
Impressions

379,875
Reach

COMMUNITY CENTERED PROGRAMMING

For more than a decade, stewardship and collaboration have been at the heart of the BID's growth and success. By working alongside civic leaders, government partners, property owners, businesses, and community organizations, the BID has helped shape a district that is welcoming, innovative, and connected.

SIP & MINGLE

The BID hosted two networking events in FY25—at Quincy Hall and The Commentary—drawing over 300 attendees. As the series shifts to a semiannual format, the BID will explore fresh ways to connect Ballston's business and professional communities.



Scan to see a photo recap from Sip & Mingle

BALLSTONMOVES

Launched in January, BallstonMOVES promotes wellness and local fitness providers through discounts and a social media campaign. Nine gyms participated, reinforcing Ballston's position as Arlington's fittest neighborhood in America's fittest city.



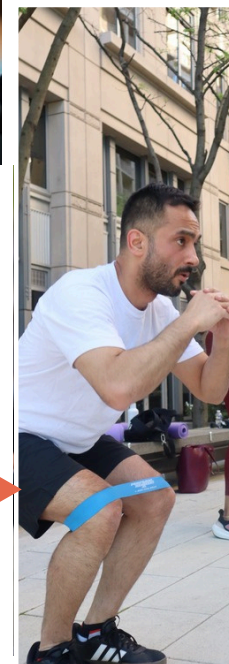
Scan to see a recap from BallstonMOVES

ANNUAL MEETING

On June 11, the BID welcomed over 100 attendees to its 2025 Annual Meeting at the Regent House. The event celebrated past achievements, shared future goals, and introduced the BID's new CEO and team—reinforcing strong leadership and commitment to Ballston's growth through placemaking, economic development, and community engagement.



Scan to see a recap from the Annual Meeting





FARMERS MARKET

Running April–November in Welburn Square, the Ballston Farmers Market—produced with FRESHFARM—drew 16,872 shoppers in FY2024, a 45% increase year-over-year. With 22 vendors and over \$451K in sales, the market surpassed pre-pandemic levels, reaffirming its role as a hub for fresh food and community connection.



Scan to learn more about the Farmers Market



MEGA MARKET

As part of the Ballston Farmers Market, the Mega Market is held on the first Thursday of each month during the market season, transforming Welburn Square with live music and a beer and wine garden. The activation generated the highest foot traffic and sales for market vendors, while expanded signage and targeted social media promotion attracted first-time visitors and strengthened community awareness.



Scan to learn more about the Mega Market



MIX MADNESS

In its fifth year, Mix Madness showcased Ballston’s dining scene and the creativity of local mixologists. Fifteen establishments competed in the tournament-style event, with the community casting just under 1,000 votes, up from 700 last year. This year’s winner was The Commentary’s “Galaxy Far Far Away”, a crowd favorite that highlighted the talent and innovation of Ballston’s bar and restaurant community. The competition provided valuable exposure for local businesses and reinforced Ballston’s reputation as a food and beverage destination.



Scan to see a recap from Mix Madness



NEW INITIATIVES LAUNCHED IN 2025

Building on the foundation of our signature programs, the past year marked a period of growth and innovation as the BID piloted new initiatives designed to test fresh approaches and strengthen Ballston's role as a hub for innovation, mobility, culture, and community life.



BUSINESS IMPACT SERIES

The BID revitalized the Business Appreciation Campaign (BAC), transforming it into the Business Impact Series (BIS) to better reflect its evolving programming and priorities. The BIS is built around three pillars: community engagement, wellness, and professional development. Over the course of ten events, the series engaged more than 715 employees and participants. Programming ranged from networking events such as ice cream socials and coffee meetups, to wellness activities like mobility stretch classes, and professional development sessions including discussions on the practical applications of AI. The BIS strengthens Ballston as a business community by fostering connections and providing tools for growth.

BUSINESS IMPACT SERIES



Scan to see a recap
from the Business
Impact Series



EMPLOYEE APPRECIATION DAY

the BID introduced Employee Appreciation Day on June 17, 2025, at Ballston Quarter to celebrate the professionals and businesses that power the neighborhood. The event featured live music, a tote design station in partnership with the Museum of Contemporary Art (MoCA), and special offers from 10 local restaurants, many of which extended deals throughout the week. The event supported 200+ employees and community members and reinforced Ballston's reputation as a connected, vibrant district. Based on strong response, the BID will continue Employee Appreciation Day as an annual tradition.

EMPLOYEE APPRECIATION DAY



Scan to see a photo
recap from
Employee
Appreciation Day



WIND DOWN WEDNESDAY

An outdoor fitness series created to promote wellness, build connections among Ballston employees, and activate public spaces across the district. From April to June 2025, six sessions were scheduled at rotating locations including the Parklet (outside Poppyseed & Rye), Vida Fitness, and Ballston Quarter. Despite two weather-related cancellations, four events were successfully hosted, attracting a total of 45 participants. Each session was led by a local fitness studio and offered employees a midweek opportunity to recharge and engage with the community.

WIND DOWN WEDNESDAY



Scan to see a recap
from Wind Down
Wednesday

A CONNECTED

BALLSTON

Ballston is defined by its connectivity—both in how people move and how the community comes together. With high walk, bike, and transit scores Ballston offers unmatched accessibility supported by a wide range of multimodal transportation options. Ballston's parks and public spaces further enhance this connectivity, providing welcoming places to gather, recharge, and engage. Together, these features reinforce Ballston's value as a place where people want to live, work, and belong.

This commitment to connection is reflected not only in mobility but also in the wayfinding system that guides residents, employees, and visitors throughout the district.

92
WALK
SCORE

73
TRANSIT
SCORE

85
BIKE
SCORE

Ballston's wayfinding network ensures it is easy to navigate and welcoming at every point.

4
ENTRANCE
SIGNS

15
PIN
SIGNS

51
BANNERS

4
DIRECTORY
MAPS



STRATEGIC PARTNERSHIPS

The BID's success is strengthened by collaboration. Strategic partnerships with local government, universities, property managers, and business organizations amplify Ballston's reach and impact. Together, these relationships drive investment, innovation, mobility, education, and community engagement—ensuring Ballston remains one of the region's most connected and vibrant neighborhoods.





ARLINGTON ECONOMIC DEVELOPMENT

The BID works closely with Arlington Economic Development (AED) to support entrepreneurship, innovation, and business growth.

Open Rewards Implementation (BizLaunch Division) – driving local spending through a community rewards platform, with 187 business participating, to strengthen customer loyalty and reinforce the importance of keeping dollars in the local economy. Total rewards distributed has surpassed over \$900.

Tech LaunchPad Event (Business Investment Group Division) –including a tour of the district as part of Explore Arlington that introduced companies to Ballston’s unique strengths and opportunities. Over 10 international companies from Singapore, the UK, Spain, Columbia, and Armenia participated, representing industries such as cybersecurity, data storage, and drone services.

DEPARTMENT OF ENVIRONMENTAL SERVICES

Partnerships with Arlington’s Department of Environmental Services reinforce the BID’s commitment to sustainability and mobility.

National Walking Day Event – celebrating Ballston’s walkability by bringing together over 25 employees for a guided walk through the neighborhood and reinforcing the BID’s reputation as a connected, pedestrian-friendly district.

Bike to Work Day Pit Stop – supporting commuters and promoting sustainable transportation by highlighting Ballston’s bike accessibility and demonstrating the BID’s support for active, eco-friendly commuting options. The Ballston Pit Stop at Trek Bicycle Arlington drew 493 registered riders, representing 26% of all Arlington participants and 4% of the region’s 12,777 riders across 108 pit stops, with the BID distributing 300 pairs of sunglasses to riders.

PROPERTY MANAGERS

The BID convenes a quarterly luncheon with property managers, serving as a platform to exchange best practices, address emerging challenges, and develop solutions that strengthen the commercial real estate environment. On average, 12-14 property managers, attend each gathering, creating valuable opportunities for open dialogue with key county leaders and subject matter experts.

Discussions covered a wide range of topics—from safety and policing, parking and curb management, and building code enforcement to elevator inspections, homelessness outreach, and community engagement. By fostering these conversations, the BID bridges policy, market insights, and day-to-day operations—reinforcing Ballston’s position as a collaborative, solutions-focused district.

BUSINESS RESOURCE FAIR

In partnership with Marymount University’s Center for Career Development, Arlington BizLaunch, the U.S. Small Business Administration (SBA), and the Virginia Department of Small Business & Supplier Diversity, the BID hosted the inaugural Ballston Business Resource Fair. The pilot drew 30 attendees, bringing together entrepreneurs and small business owners with leading support organizations.

Participants gained direct access to business consulting, career development resources, and networking opportunities—equipping them with practical tools to strengthen and grow their businesses. Building on the strong engagement and positive feedback from the pilot, the BID will establish the Business Resource Fair as an annual event—creating a lasting platform to connect and empower Ballston’s business community.

FINANCIALS

Ballston Business Improvement Corporation & Affiliate

COMBINED STATEMENTS OF FINANCIAL POSITION | JUNE 30, 2025 AND 2024

ASSETS

Current Assets	2025	2024
Cash and cash equivalents	817,468	644,859
Accounts receivable	--	4,910
Prepaid expenses	18,470	9,000
Due from county	22,343	34,910
Employee Retention Credit Receivable	46,111	--
Total Current Assets	904,392	693,679
Security Deposit	6,210	5,836
Property and Equipment, NET	9,818	15,382
Right-of-use-asset, Operating	--	38,512
Total Assets	920,420	753,409
LIABILITIES AND NET ASSETS		
Current Liabilities	28,314	31,524
Accounts payable and accrued expenses	--	38,512
Lease liability, current portion	--	--
Total Liabilities	28,314	70,036
Net Assets Without Donor Restrictions	892,106	683,373
Total liabilities and Net Assets	920,420	753,409

COMBINED STATEMENTS OF ACTIVITIES | FOR THE YEARS ENDED JUNE 30, 2025 AND 2024

SUPPORT AND CONTRACT REVENUE

Arlington County funds (net of \$25,723 and \$25,682 administration fee)	1,277,094	1,288,272
Program Revenue	3,099	31,451
Interest Income	46,384	10,164
Employee Retention Credit Income	122,967	--
(Loss) on disposals	(183)	--
Total support and contract revenue	1,449,361	1,329,887
EXPENSES		
Economic Development	256,840	307,468
Community Events and Programs	188,267	222,674
Marketing and Promotion	228,235	310,753
Public Realm and Beautification	86,137	101,849
Transportation	10,244	15,792
Management and General	470,905	530,337
Total Expenses	1,240,628	1,488,873
Change in net assets without donor restrictions	208,733	(158,986)
NET ASSETS WITHOUT DONOR RESTRICTIONS		
Beginning of year	683,373	842,359
End of year	892,106	683,373

BOARD & STAFF

BOARD OFFICERS

SIMON CARNEY

Brookfield Property Partners
President

KEVIN SHOOSHAN

The Shooshan Company
Vice President

KIM STEIN

KLNB
Vice President

BOB WIBERG

Piedmont Realty Trust
Vice President

DUSTIN YOUNG

NRECA
Treasurer

TIM FRIEMEL

Snell Properties
Secretary

G. EVAN PRITCHARD

Wire Gill LLP
Counsel

LIAISONS

MATT DE FERRANTI

Arlington County Board
Arlington County Board Liaison

KATHERINE ANGE

Arlington Economic Development(AED)
AED Liaison

REPRESENTATIVES

DAVE TRAN

Jamestown, L.P.

BOARD MEMEBERS

DAVID BAKER

Virginia Tech Research Center

JUSTIN COOPER

Westin Arlington Gateway

JOHN DICAMILLO

CBRE

SHANNON FLANAGAN-WATSON

Arlington County

STACY FOSTER

Mastercard

TIFFANY HALLER

Lincoln Property Group

DAVID KINNEY

KINCO, LLC

AARON MOORE

VIDA Fitness

SHANE POMAJAMBO

WHINO

MARCUS ROBINSON

Colliers International

BRAD SMITH

NRECA

LARRY SMITH

Arlington Green Homes

AMANDA TISCHLER

Monumental Sports & Entertainment

MARK WITSCHORIK

Jamestown, L.P.

MARK ZETLIN

Mercedes-Benz of Arlington

BID STAFF

DANETTE NGUYEN

CEO

PINKY ADVANI

*Business & Community
Engagement Director*

JACKIE NNAJI

*Marketing & Communications
Manager*

FRANCISCO CARTAGENA

Operations Manager





**BETTER IN
BALLSTON**