# BALLSTON

## MEET THE TEAM



### DANETTE NGUYEN
Chief Executive Officer

With 10+ years in government and business, Danette drives innovation and builds inclusive communities. She's a proven collaborator and fearless problem-solver.

**FUN FACT: Swam with sharks in the ocean off Belize.**



### PINKY ADVANI
Business and Community Engagement Director

Over 10 years in transportation demand management and business outreach; Pinky serves as the BID's primary liason for business engagement.

**FUN FACT: Nicknamed the "Queen of Ballston," Pinky has lived here 20+ years and knows all its hidden gems.**



### JACKIE NNAJI
Marketing and Communications Manager

Experienced in franchising, nonprofit, and hospitality, Jackie excels in storytelling and destination marketing through strategic photos and video content.

**FUN FACT: Aspires to visit 50 countries by age 50.**



### FRANCISCO CARTAGENA
Operations Manager

Manages logistics for BID events and public realm projects, blending public sector experience with a tech-savvy, multilingual approach.

**FUN FACT: Passionate cyclist sharing rides on BreakRoomBethesda.**



### AIDAN PRITCHARD
Intern

Rising Junior at Georgetown University studying Government and East Asian Languages & Cultures. Serves as Zeta Psi President and Trustee for Georgetown's largest student fundraiser.

**FUN FACT: Speaks English, French, Chinese, and Japanese**

# BALLSTON

## BUSINESS IMPROVEMENT DISTRICT

IT’S BETTER IN BALLSTON



# BALLSTON
## NEW BOARD MEMBERS



**LORI GODBY**
B.F. Saul Company



**DR. PAMELA SLAVEN-LEE**
Marymount University



**RANDY PAINTER**
Ballston Virginia-Square Civic Association



**CRAIG GERARDI**
Piedmont Realty Trust

IT'S BETTER IN

# BALLSTON

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## MEET THE TEAM



**DANETTE NGUYEN**
Chief Executive Officer



**PINKY ADVANI**
Business and Community Engagement Director



**JACKIE NNAJI**
Marketing and Communications Manager



**FRANCISCO CARTAGENA**
Operations Manager



**AIDAN PRITCHARD**
Intern



# BALLSTON

## WHO WE ARE

**10K+**
Households

**$146K**
Median
Household Income

**83%**
Bachlors Degree

**59%**
Ages 25-54

**9.5K+**
Apartment Units

**19K**
Residents



# BALLSTON

## WHO WE ARE

**100+**
Commercial Properties

**1.1K+**
Registered Businesses

**26K**
Total Employees

**700K+**
Sq. Ft. Retail Space

**8.5M**
Sq. Ft. Commercial Space

**1K+**
Hotel Rooms

# BALLSTON

## 2024 REFLECTION

# BALLSTON

## YEAR IN REVIEW



**BALLSTON FARMERS MARKET**




**BUSINESS APPRECIATION CAMPAIGN**



**SIP & MINGLE SERIES**

# BALLSTON

## YEAR IN REVIEW



**QUARTERFEST**




**MIX MADNESS**




**BallstonMOVES**

# BALLSTON

## WORK UNDERWAY



# BALLSTON
## COLLECTIVE IMPACT

### AED PARTNERSHIPS

Business Investment Group: Tech Launchpad

BizLaunch: Open Rewards

### WALK ARLINGTON

National Walking Day

### BIKE ARLINGTON

Bike-To-Work Day

### MARYMOUNT UNIVERSITY

Visual Merchandising




# BALLSTON

## WHAT'S IN MOTION

### BALLSTON FARMERS MARKET

Year-Round Activation

### SIP & MINGLE

Transition to Biannually

### BUSINESS IMPACT SERIES

Relaunch of Business Appreciation Campaign

### WIND DOWN WEDNESDAY

Outdoor Workout Series

where impact meets

# BALLSTON

## OUR NEXT CHAPTER



# BALLSTON
## ON THE HORIZON

### WORKFORCE ENGAGEMENT & BUSINESS SUPPORT

Employee Appreciation Day

Business Resource Fair

### COMMUNITY ACTIVATION & PLACEMAKING

Ballston Beats & Bites

Seasonal Programming

Pop-Up Art Initiatives

### STRATEGIC COMMUNICATIONS & VISIBILITY ARLINGTON

Ballston Lecture Series

Buzz in Ballston

### ORGANIZATIONAL PLANNING & VISIONING

2026 - 2029
Strategic Plan

IT’S BETTER IN BALLSTON



# BALLSTON

## BUSINESS IMPROVEMENT DISTRICT

BallstonVA.org @BallstonBID @BallstonVA