BALLSTON BID

FY26 ANNUAL REPORT









BALLSTON IS
BOUNDLESS

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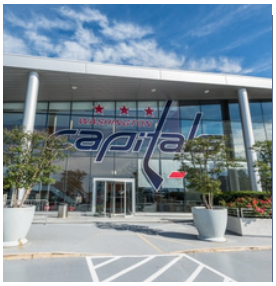


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BALLSTON
BUSINESS IMPROVEMENT DISTRICT

A public-private partnership dedicated to strengthening Ballston as a vibrant, innovative, and connected urban center. Working alongside property owners, businesses, Arlington County, and community partners, the BID enhances the district through placemaking, economic development, transportation, marketing, and community engagement.



OUR FOOTPRINT

Approximately 25 blocks, anchored by the Ballston-Marymount University Metro Station and generally bounded by Fairfax Drive to the north, Wilson Boulevard to the south, North Quincy Street to the east, and North Glebe Road to the west.

WHO WE SERVE

The BID serves commercial office and retail properties within the district. Retail spaces within mixed-use residential buildings are included in the assessment, while the residential portions of those properties are not.

HOW WE'RE FUNDED

Arlington County collects a special assessment of $0.045 per $100 of assessed commercial property value, which is reinvested into programs and services that enhance Ballston's economic vitality, public spaces, and overall district experience.

LETTER FROM OUR BOARD PRESIDENT



"A stronger Ballston is built through partnership, stewardship, and a shared vision for what's next."

It is an honor to serve as President of the Ballston Business Improvement District Board of Directors. On behalf of the Board, thank you to our property owners, Arlington County, community partners, and BID staff for your continued commitment to Ballston.

The Board's role is to provide strategic direction and responsible stewardship on behalf of the district. This year, that responsibility culminated in the adoption of the 2026-2029 Strategic Plan, establishing clear priorities that will guide the BID's work over the next three years.

This milestone would not have been possible without the leadership of my predecessor, Simon Carney. On behalf of the Board, I thank Simon for his dedication and service as Board President. His leadership helped position the BID for its next chapter and established a strong foundation for the work ahead.

As we move forward, the Board remains committed to sound governance, fiscal responsibility, and ensuring the BID continues to provide meaningful value for those who invest in Ballston. We look forward to supporting the organization as it implements the strategic plan and continues strengthening our community.

Thank you for your continued confidence in the Ballston Business Improvement District.

Kim Stein

Kim Stein
Board President
Ballston Business Improvement District

LETTER FROM OUR CEO



"Together we're building a more vibrant, innovative, and connected Ballston. A community with boundless possibilities."

Fiscal Year 2026 was a pivotal year for the Ballston Business Improvement District (BID) as we continued investing in Ballston and set a direction for its future.

Throughout the year, we focused on strengthening Ballston as a place to do business, work, live, learn, and visit. We connected businesses with resources, brought people together through markets, music, fitness, community events, and introduced placemaking initiatives that activated the public realm.

We also adopted our 2026–2029 Strategic Plan, establishing priorities for the next three years and a framework for supporting economic vitality, improving the Ballston experience, and building connections across the community.

Our progress was made possible through partnerships with Arlington County, property owners, local businesses, higher education institutions, and community organizations, along with the work of our BID team.

As we move forward, our focus is on putting the plan into action and continuing to deliver value for Ballston and those who invest in its future.

Thank you for being part of what makes Ballston boundless.

Danette Nguyen

Danette Nguyen
CEO
Ballston Business Improvement District









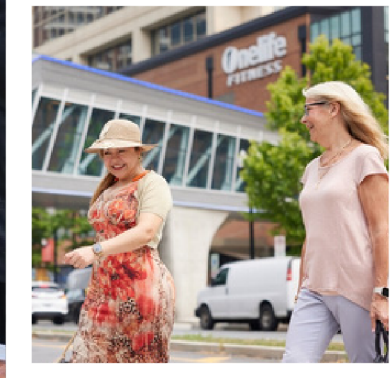
YEAR IN REVIEW

Fiscal Year 2026 was a year of progress and a defining one for the BID's future. Guided by *Ballston is Boundless*, the BID adopted its 2026–2029 Strategic Plan, establishing a clear direction for the next three years. The milestones that follow showcase the partnerships, programs, and investments that moved Ballston forward throughout the year.



> We chose Ballston because it brings together everything our SWTHZ community values: a thriving workforce, vibrant residential living, and a neighborhood that genuinely prioritizes health and wellness.
>
> Having people live, work, and connect all within a few blocks makes it the perfect home for SWTHZ, and our members feel that every time they walk through our doors.

SWTHZ



FY26 TIMELINE

Q1 — JULY- SEPT

BUZZ IN BALLSTON LAUNCHES
Introduced a new video series showcasing the businesses, people, and stories that define Ballston.

BEATS INTRODUCED
Launched a lunchtime music series bringing live performances to Ballston's public spaces.



Q2 — OCT- DEC

SIP & JINGLE
Partnered with MedStar Capitals Iceplex and Monumental Sports & Entertainment for a networking event featuring a Washington Capitals practice.



SINGING TREE MARKET DEBUTS
Launched a new holiday market and community celebration featuring local vendors, seasonal activities, and the lighting of Ballston's holiday tree.

FARMERS MARKET BECOMES YEAR-ROUND
Expanded the Ballston Farmers Market to year-round operation at Welburn Square.



Q3 — JAN- MAR

2026-2029 STRATEGIC PLAN ADOPTED
The Board adopted the Strategic Plan, establishing a shared vision and priorities to guide the BID's work over the next three years.



HEALTHCARE + AI
Convened Ballston businesses and innovators for a discussion on healthcare and artificial intelligence, building on connections established through Arlington Tech Launchpad.



Q4 — APR- JUNE

BLOOM HUNT
Partnered with ARTECHOUSE to bring an interactive public art experience to Ballston.

WIND DOWN WEDNESDAY BEGINS
Introduced an outdoor wellness series featuring fitness and wellness businesses from across Ballston.



MARYMOUNT UNIVERSITY (MU) X BALLSTON QUARTER
Partnered with MU to transform vacant storefront windows with student-designed installations, adding creativity and vibrancy to Ballston Quarter.



THE ROAD TO BALLSTON IS BOUNDLESS



MISSION

The Ballston BID works to position the district as the premier business destination where top companies and talent choose to locate and grow.



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.

LONG-TERM GOALS

ECONOMIC VITALITY

Strengthen Ballston's ability to attract and retain businesses, investment, and talent.

DISTRICT IDENTITY & REGIONAL POSITIONING

Build a distinctive Ballston identity and strengthen the district's visibility and recognition across the region.

A VIBRANT MIXED-USE COMMUNITY

Create a more active and connected district that supports businesses, workers, residents, and visitors throughout the day, evening, and weekends.

LONG-TERM STABILITY

Broaden stakeholder participation, strengthen partnerships, and build a more resilient funding model that supports Ballston's continued growth.

EXPLORE THE 2026-2029 STRATEGIC PLAN

Ballston's next chapter is focused on strengthening the district as a place where businesses, talent, residents, and visitors can thrive. The 2026–2029 Strategic Plan charts that path forward, with a focus on economic vitality, a stronger district identity, a vibrant mixed-use community, and long-term stability.

Guided by the belief that **Ballston is Boundless**, the BID will build on the district's strengths while creating new opportunities for connection, investment, and growth.





> Ballston's mix of residents, professionals, and businesses makes it a natural fit for Life Alive's mission to help people feel their best. We're excited to be part of a community where people can connect, recharge, and leave feeling more alive.
>
> LIFE ALIVE CAFE



BALLSTON DATASCAPE

Ballston's strength is reflected in the people, businesses, institutions, and investment that continue to shape the district. Its residential community, highly educated workforce, leading employers, and continued development reinforce Ballston's position as a place to live, work, invest, and do business.

19K+
RESIDENTS

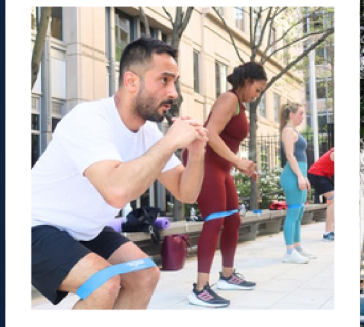
67%
AGES 25-54

33
MEDIAN AGE

$152K+
MEDIAN HOUSEHOLD INCOME

85%
WITH A BACHELOR'S DEGREE OR HIGHER

Sources: Esri Business Analyst; CoStar; Data Axle, Inc.; U.S. Census Bureau; Arlington Economic Development (AED).









BALLSTON'S **ECONOMIC LANDSCAPE**

DISTRICT SNAPSHOT

Ballston's mix of businesses, workplaces, housing, hospitality, retail, and gathering spaces supports an active and resilient economy.

18,912
EMPLOYEES

1,085
HOTEL ROOMS

5K+
APARTMENT UNITS

8.1M+
SF OF COMMERCIAL SPACE

555K+
SF OF RETAIL SPACE







INVESTMENT & DEVELOPMENT

New residential and mixed-use projects approved or under construction will add housing, retail, and amenities, further strengthening Ballston's position as a mixed-use destination.

6
PROJECTS IN DEVELOPMENT PIPELINE

2K+
RESIDENTIAL UNITS

67K+
SF COMMERICAL RETAIL

HIGHER EDUCATION & TALENT

University Row brings higher education, research, and industry together, strengthening Ballston's talent pipeline and creating opportunities for collaboration, innovation, and connection.

MARYMOUNT UNIVERSITY

GW

CARNEGIE MELLON UNIVERSITY SOFTWARE ENGINEERING INSTITUTE

VIRGINIA TECH

ELEVATING BALLSTON'S BRAND

Great places need great stories. Through original content, digital campaigns, media outreach, and partnerships, the BID expanded the district's reach, promoted local businesses and organizations, and gave audiences more ways to discover Ballston.



TELLING BALLSTON'S STORY

The BID introduced **Buzz in Ballston**, a video series highlighting the businesses and organizations that help define the district. Ten features spanned restaurants, wellness, technology, property owners, higher education, nonprofits, and major institutions.

Featured partners included Grazie Grazie, VIDA Fitness & Aura Spa, the Washington Capitals and MedStar Capitals Iceplex, Two Six Technologies, FRESHFARMS, Vivmark, Marymount University, Aveda, Doorways, and Immigrant Food.

ELEVATING BALLSTON'S REACH

Social media and partnerships extended Ballston's reach beyond the district. Across **Instagram**, **Facebook**, and **LinkedIn**, the BID built a combined audience of more than 16,600 followers, providing a platform to promote businesses, events, resources, and district news.

Collaborations extended that reach. Thirty social media posts, shared without paid adverstisng generated 662,000+ views, while five additional posts supported with paid advertising generated 29,000 views, increasing visibility for Ballston businesses, partners, and experiences.

9,800+
FOLLOWERS

4,100+
FOLLOWERS

2,700+
FOLLOWERS

MARKETING PROMOS AT A GLANCE

691K+
SOCIAL MEDIA VIEWS

10
BUZZ IN BALLSTON FEATURES

16,600+
COMBINED SOCIAL MEDIA FOLLOWERS

9,455+
THE LIST SUBSCRIBERS



COMMUNITY EVENTS & OUTREACH AT A GLANCE

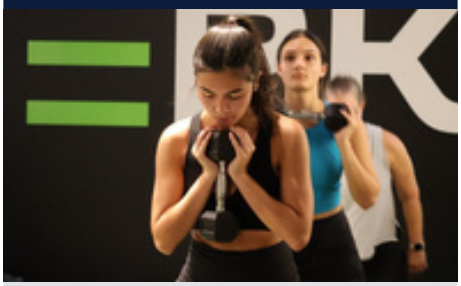
BROWSE THE BUZZ IN BALLSTON SERIES



DRIVING DISCOVERY THROUGH CAMPAIGNS

Targeted campaigns used social content, influencer partnerships, advertising, and earned media to connect audiences with Ballston businesses and experiences.

BALLSTON *MOVES*



18 BUSINESSES

80,700+

VIEWS

Showcased Ballston's local fitness and wellness businesses and the people who make Ballston move through original content, influencer partnerships, and paid promotion.

MIX MADNESS



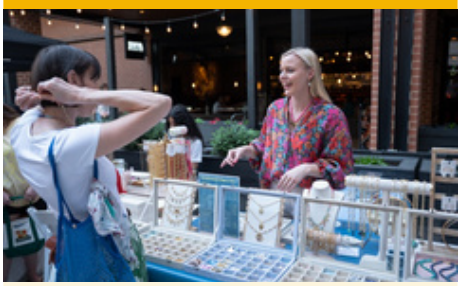
11 RESTAURANTS

25,000+

VIEWS

Spotlighted Ballston's dining scene through a bracket-style competition, original content, influencer partnerships, and paid promotion that encouraged the community to eat and drink local.

BLOOM HUNT & BLOSSOM MARKET



11 RESTAURANTS

17,700+

VIEWS

Combined original content, influencer partnerships, paid promotion, and earned media, including coverage from ARLNOW and FOX5, to extend the campaign's reach.

STAYING CONNECTED

The List, the BID's newsletter, reached 9,455 subscribers, providing a direct channel for sharing news, business promotions, events, and opportunities to explore Ballston.

Together with social media, video storytelling, media outreach, and partnerships, these channels helped keep audiences connected to Ballston while providing businesses and organizations with additional opportunities for exposure. Looking ahead, the BID will launch a new website in FY27 with dedicated information and resources for businesses and employees, residents, and visitors, making it easier to access BID services, discover what's happening, and connect with Ballston.



BRINGING BALLSTON TOGETHER

A connected neighborhood is built through opportunities to gather, participate, and build relationships. Through events, markets, business partnerships, and outreach, the BID brought employees, residents, businesses, and community partners together while creating more ways to experience Ballston.



GROWING SIGNATURE EXPERIENCES

Programs first introduced as pilots returned as signature Ballston experiences, creating recurring opportunities for the community to come together.

Wind Down Wednesday, brought 120 participants together across 9 outdoor fitness and wellness events with 5 partners, while **BEATS** welcomed over 500 attendees across 6 lunchtime live music performances.

Employee programming also grew from a single day to **Employee Appreciation Week**, with five days of experiences celebrating the people who work in Ballston. The week welcomed almost 600 attendees and engaged 16 partners, connecting employees with local businesses, amenities, and one another.

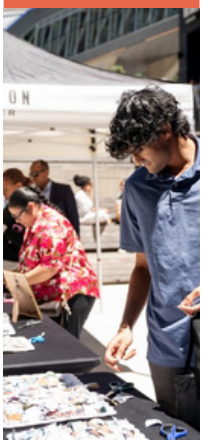
WIND DOWN WEDNESDAY



BEATS



EMPLOYEE APPRECIATION



MARKETS THAT BRING BALLSTON TOGETHER

Ballston's markets served as both gathering places and platforms for local businesses and makers. The **Ballston Farmers Market** expanded to year-round operation at Welburn Square, bringing together 20+ vendors and generating over $479,000 in vendor sales. **Mega Markets** added a pop-up beer and wine garden and live entertainment to select market days.

Two concepts piloted in FY25 also returned as signature experiences. *Pop-Up Markets* attracted 500+ attendees and engaged 25 business across two markets. During the holidays, the **Singing Tree Market** welcomed over 270 attendees with local vendors, seasonal activities, a community choir, and Ballston's annual tree lighting.

BALLSTON FARMERS MARKET



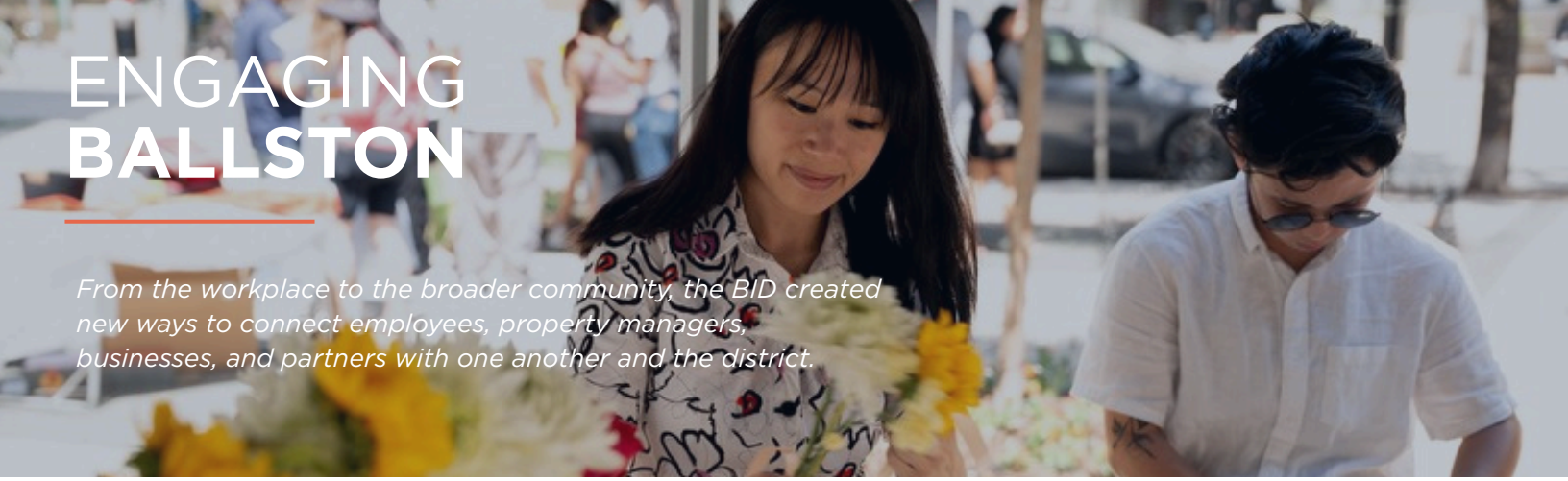
MEGA MARKET



SINGING TREE MARKET



ENGAGING BALLSTON



From the workplace to the broader community, the BID created new ways to connect employees, property managers, businesses, and partners with one another and the district.

CONNECTING BALLSTON'S WORKFORCE

The **Business Impact Series (BIS)** delivered programming across Ballston's commercial buildings, engaging 367 employees and 17 partners across seven events.

The BID also created networking experiences that showcased Ballston's unique desitnations. **Sip & Jingle** at MedStar Capitals Iceplex brought the community together while watching the Washington Capitals practice, while **Sip & Mingle**, in partnership with ARTECHOUSE, featured an interactive augmented reality art experience.

BUSINESS IMPACT SERIES



SIP & JINGLE



SIP & MINGLE



STRENGTHENING OUTREACH

The BID launched the **Ballston Bulletin**, a biweekly communication for property managers with timely information on events, resources, opportunities, construction, and district activity.

By giving property managers information to share with their tenant and communities, the Bulletin expanded the BID's reach and helped keep Ballston informed and connected.

COMMUNITY EVENTS & OUTREACH AT A GLANCE

35+
EVENTS & EXPERIENCES HELD

2,400+
ATTENDEES ENGAGED

60+
PARTNER ENGAGEMENTS

18,800+
FARMERS MARKET CUSTOMERS

PUBLIC REALM & BEAUTIFICATION

CREATING WELCOMING PLACES

Creating welcoming places means finding new ways for people to experience Ballston. Through partnerships with property owners, artists, businesses, and Arlington County, the BID activated underutilized spaces, enhanced the pedestrian experience, and introduced creative placemaking throughout the district.



ACTIVATING UNDERUTILIZED SPACES

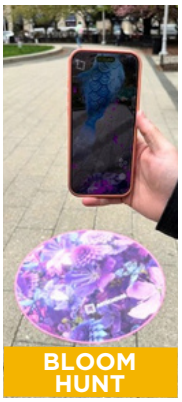
Vacant storefronts became opportunities for creativity and collaboration. In partnership with Marymount University and Ballston Quarter, the BID transformed the former Union Kitchen storefront into a public gallery showcasing student work from Marymount University's School of Design and Art, including fashion design, graphic and media design, and interior architecture. The installation activated a vacant retail space, brought new energy to the streetscape, and highlighted the creativity and talent found within Ballston's higher education community.

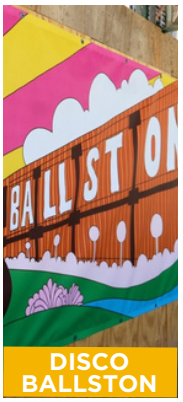


TECHNOLOGY-DRIVEN PLACEMAKING

Innovation created new ways to experience Ballston through interactive placemaking. Inspired by the National Cherry Blossom Festival, **Bloom Hunt**, brought ARTECHOUSE's augmented reality experience to Ballston. Participants scanned interactive markers to unlock digital artwork, discover local businesses, and compete for prizes.

Disco Ballston transformed a construction area into an unexpected destination. Created with Insight Property Group and musician Saeed Younan, the installation combined a vibrant mural with a QR-enabled curated soundtrack, blending art, music, and technology. The instillation resulted in 482 music player downloads.


BLOOM HUNT



DISCO BALLSTON

ENHANCING THE EVERYDAY EXPERIENCE

Throughout FY26, the BID invested in the everyday appearance and upkeep of Ballston's public realm, supporting ongoing landscaping and beautification across five blocks of Fairfax Drive.

The BID also maintained key elements of Ballston's visual identity, including 4 district entrance signs, 20 circular signs along Fairfax Drive, and 50 banners throughout the district. Looking ahead, the BID is redesigning its district banners to reinforce Ballston's identity and strengthen its sense of place.



BLOOM HUNT AT A GLANCE

200+ PARTICIPANTS

2,300+ OPT-INS

185K+ DIGITAL IMPRESSIONS









ECONOMIC DEVELOPMENT

SUPPORTING BUSINESS SUCCESS

Throughout the year, the BID supported business success by creating opportunities for businesses to learn, connect with new partners, reach customers, and access resources. Through strategic partnerships, business-focused programming, and connections to Ballston's innovation ecosystem, the BID strengthened the business community and opened new pathways for growth and investment.

> "Through the Arlington Tech Launchpad program, we found in Ballston the ideal place to establish Darwoft's U.S. presence, connect with the local business community, and expand our work in AI-driven software engineering and healthcare innovation.
>
> Ballston's thriving technology ecosystem, proximity to leading healthcare organizations, access to talent, and vibrant, walkable community make it an exceptional place to grow a business and build meaningful partnerships."
>
> DARWORF





BUILDING CONNECTIONS FOR BUSINESS GROWTH

The BID created opportunities for local businesses and industry professionals to share their expertise and connect with the Ballston community. Through six **Learning Labs**, 123 participants engaged in sessions covering topics ranging from artificial intelligence and workplace style to skincare and home design. The series highlighted the knowledge and expertise within Ballston while creating opportunities for community engagement.



The **Business Resource Fair** brought key support organizations together in one place, connecting participants with six partners across education and talent, economic development, transportation, business advocacy, taxation, and state resources: Marymount University, the Arlington Chamber of Commerce, Arlington Economic Development's (AED) BizLaunch, Arlington Transportation Partners, the Arlington County Commissioner of Revenue, and the Virginia Department of Small Business and Supplier Diversity.



The BID also introduced a **Business Welcome Kit**, providing new and existing businesses with an overview of BID services, events, marketing opportunities, and ways to get involved.

CONNECTING INNOVATION & OPPORTUNITY

Participation in AED's Tech Launchpad connected the BID with Argentina-based technology company Darwoft during a tour of Ballston. The relationship led Darwoft to establish a presence in Ballston and hire a local employee.



Building on that connection, the BID partnered with Darwoft, AED, VHC Health, and Marymount University to host the **Healthcare + AI Forum**, bringing together 65 healthcare and technology leaders, innovators, and entrepreneurs to explore AI in healthcare and opportunities for collaboration.

CONNECTING EDUCATION & PLACE

The BID partnered with **Marymount University's Interior Architecture program** and **Ballston Quarter** to turn a real Ballston space into a **hands-on learning opportunity**. Students developed design concepts for the former Union Kitchen space focused on creating an engaging environment for middle school-aged users, receiving feedback from BID and Ballston Quarter representatives throughout the process.



The collaboration gave students real-world experience while generating fresh ideas for placemaking and community engagement in Ballston. Building on the success of the summer program, the partnership will continue in FY27.

GROWING BALLSTON'S BUSINESS COMMUNITY

Ballston continued to attract new businesses and investment across a diverse mix of industries. During FY26, new businesses opened or announced plans to locate in Ballston include restaurants, fitness and wellness studios, specialty retailers, and professional services. The businesses highlighted below represent a sampling of the broader business activity taking place across Ballston. Existing employers, including Innovative Defense Technologies, also expanded their presence, adding more than 200 employees.



NEW RETAIL OPENED IN FY26

- Barre 3
- BHC Chicken
- Dov & Co
- Eat More Tacos
- FS8
- Inspira Dance
- Life Alive Organic Café
- Maman
- OneLife Fitness
- Scolapasta
- Skin Pharm
- The Jackson Clinics
- Van Leeuwen

NEW RETAIL ANNOUNCEMENTS IN FY26

- Call Your Mother Deli
- Bagel Uprising
- Evexia MedSpa
- Grazie Nonna
- Java Loco
- Pop-Up Bagels
- The Golf Yards



DRIVING LOCAL SPENDING

The BID continued to invest directly in Ballston businesses through **Open Rewards**, a loyalty program for shopping and dining locally. In FY26, the program connected **649 registered users** with **192 participating businesses**, generating more than **$5,000 in earned rewards** and helping drive spending back into the local business community.



BUSINESS SUCCESS AT A GLANCE

123
LEARNING LAB PARTICIPANTS

645+
OPEN REWARD USERS

$5,000+
OPEN REWARDS EARNED

ORGANIZATIONAL STRENGTH

A strong organization provides the foundation for effective service. In FY26, the BID strengthened its governance, adopted a new strategic direction, and developed tools to better organize information, track progress, and support decision-making.



SETTING A STRATEGIC DIRECTION

The BID adopted the **2026-2029 Strategic Plan**, establishing a shared vision and priorities to guide the BID's work over the next three years. Shaped by the Board in collaboration with stakeholders and community partners, the plan provides a framework for aligning programs, resources, and future investment with Ballston's evolving needs.

STRENGTHENING GOVERNANCE

The BID **updated** its **bylaws** and **Board structure** to strengthen governance and better align with the organization's future direction. The amendments clarified Board composition and representation while creating a more streamlined framework for organizational leadership.

BUILDING SMARTER SYSTEMS

New tools developed in FY26 created a stronger foundation for understanding Ballston's businesses, properties, public investments, and strategic progress. Together, they provide greater visibility into changes across the district and support more informed planning and decision-making.

CRM DASHBOARD & PROPERTY CONTACTS

Developed a CRM dashboard and property contact list to strengthen stakeholder relationships and outreach.

STRATEGIC PLAN TRACKER

Created a Strategic Plan Tracker to monitor progress and maintain accountability.

PUBLIC INFRASTRUCTURE PROJECTS

Compiled County street and infrastructure project information to support stakeholder communications.

INVESTING IN OUR TEAM

Professional development strengthened the team's leadership skills while bringing new perspectives and connections back to the organization.

IDA INSPIRED LEADERS SHAPING CITIES

Pinky Advani completed the International Downtown Association's Emerging Leader Fellowship for rising leaders in place management.

Danette Nguyen completed the Leadership Center of Arlington's LEAD program, connecting with a network of regional leaders.

FINANCIALS

BALLSTON BUSINESS IMPROVEMENT CORPORATION & AFFILIATE



COMBINED STATEMENTS OF FINANCIAL POSITION | JUNE 30, 2026 AND 2025

ASSETS

Current Assets	**2026**	**2025**
Cash and cash equivalents	926,347	817,468
Accounts receivable	--	--
Prepaid expenses	9,666	18,470
Due from County	1,745	22,343
Employee Retention Credit Receivable	--	46,111
Total Current Assets	**937,758**	**904,392**
Security Deposit	5,355	6,210
Property and Equipment, NET	3,908	9,818
Right-of-Use Asset, Operating	62,508	--
Total Assets	**1,009,529**	**920,420**

LIABILITIES AND NET ASSETS

Current Liabilities		
Accounts payable and accrued expenses	60,082	28,314
Lease liability, current portion	41,262	--
Total Current Liabilities	**101,344**	**28,314**
Non-Current Liabilities		
Lease liability, net of current	21,246	--
Total Liabilities	122,590	28,314
Net Assets Without Donor Restrictions	886,939	892,106
Total Liabilities and Net Assets	**1,009,529**	**920,420**

COMBINED STATEMENTS OF ACTIVITIES | FOR THE YEARS ENDED JUNE 30, 2026 AND 2025

SUPPORT AND CONTRACT REVENUE

Arlington County funds (net of $23,212 and $25,723 administration fee)	1,147,881	1,277,094
Program Revenue	3,175	3,099
Interest Income	28,446	46,384
Employee Retention Credit Income	--	122,967
Other Income	500	--
(Loss) on disposals	--	(183)
Total support and contract revenue	**1,180,002**	**1,449,361**

EXPENSES

Community Events and Programs	197,706	188,267
Economic Development	329,131	256,840
Marketing and Promotion	139,217	228,235
Public Realm and Beautification	118,907	86,137
Transportation	9,500	10,244
Management and General	390,708	470,905
Total Expenses	**1,185,169**	**1,240,628**
Change in net assets without donor restrictions	(5,167)	208,733

NET ASSETS WITHOUT DONOR RESTRICTIONS

Beginning of year	**892,106**	**683,373**
End of year	**886,939**	**892,106**

BALLSTON BID

BOARD & STAFF



BOARD OFFICERS

KIM STEIN
KLNB
Vice President | FY26
Incoming President | FY27

KEVIN SHOOSHAN
The Shooshan Company
Vice President

CRAIG GERARDI
Piedmont Office Realty Trust
Vice President

JOHN DICAMILLO
CBRE
Incoming Vice President | FY27

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

KATHARINE ANGE
Arlington Economic Development(AED)
AED Liaison

REPRESENTATIVES

DAVE TRAN
Jamestown, L.P.

> “Ballston has a unique energy that gives Vivmark a real competitative advantage in attracting and retaining talent. Its vibrant business community, walkability, and diverse amenities make it an attractive place to work and live.”
>
> VIVMARK

BOARD MEMEBERS

DAVID BAKER
Virginia Tech Research Center

GLENN DAVIDSON
Marymount University

SHANNON FLANAGAN-WATSON
Arlington County

LORI GODBY
BF Saul Company

MARTA LOPEZ
Insight Property Group

DAVID KINNEY
KINCO, LC

RANDY PAINTER
Ballston-Virginia Square Civic Association

BRAD SMITH
NRECA

MARK ZETLIN
Mercedes-Benz of Arlington

NEWLY ELECTED BOARD MEMBERS IN FY27

KATRINA CROMPTON
GGP

SCOTT PARKER
Bearded Goat & Bronson Bierhall

LIDO RAMADAN
Aminad Consulting

PATRICK REILLY
Jamestown, L.P.

ANDY UNDERWOOD
VIDA Fitness

CONCLUDED SERVICE IN FY26

SIMON CARNEY
Brookfield Property Partners
President

JUSTIN COOPER
Westin Arlington Gateway

STACY FOSTER
Mastercard

MORGAN HANNELL
Monumental Sports & Entertainment

AARON MOORE
VIDA Fitness

SHANE POMAJAMBO
WHINO

MARCUS ROBINSON
Colliers International

LARRY SMITH
Arlington Green Homes

MARK WITSCHORIK
Jamestown, L.P.

BID STAFF

DANETTE NGUYEN
CEO

PINKY ADVANI
Business & Community Engagement Director

JACKIE NNAJI
Marketing & Communications Manager

IVY MONTAGUE
Operations & Programs Coordinator
Incoming Team Member | FY27



A VIBRANT DISTRICT IN MOTION.
WHERE POSSIBILITY HAS NO LIMIT.

BALLSTON IS BOUNDLESS

BALLSTON



