

# MUTTS



ANNUAL REPORT 2013

NOMA  
CONNECTED

# MEDIA



NOMA  
CONNECTED

## Greetings from Doug Firstenberg and Robin-Eve Jasper

2013 — Another amazing year in NoMa. The neighborhood:

- > Welcomed NPR and NeighborWorks America to their new headquarters, bringing more than 1,000 new employees here;
- > Opened 1,303 new apartments and has 714 additional units under construction;
- > Celebrated the District's commitment of \$50 million for the creation of parks and public space;
- > Constructed the first free neighborhood WiFi system in the region; and
- > Welcomed five new retail businesses.

Transit resources, proximity to the Capitol, and the growth in developing neighborhoods from Shaw to H Street, NE have reinforced the centrality and connectedness of the commercial core of NoMa. The neighborhood is comfortably settling into its identity as a vibrant, walkable, and bikeable community. There are now more than 18,000 people living within a mile of First and M Streets, NE, and they show great interest in their community. They helped swell attendance at NoMa BID-sponsored events to more than 17,000 in 2013. Residential projects in NoMa are competing to have the best cyber cafes, rooftop pools, dog spas and bike amenities to attract this group of engaged, tech-savvy urban dwellers.

The NoMa BID continued to focus on ways to make NoMa great and on taking care of the day-to-day details. With the 2013 announcement of the District of Columbia's \$50 million commitment for NoMa parks and public realm beautification, the NoMa BID spent considerable time planning for public parks that will serve as civic plazas and recreational spaces, improvements to streets, and an art competition in the rail underpasses at K Street, L Street, M Street and Florida Avenue, NE. The cooperation and support of NoMa developers and other community stakeholders in this process has been nothing short of spectacular.

We also relied on our members for assistance as we built out NoMa's free outdoor WiFi system. That system, which was launched in April 2014, took months of planning and infrastructure development and is the first free neighborhood WiFi in DC.

Of course, the NoMa BID remains deeply engaged in addressing the current "street level" needs of the community. We worked closely with residents, businesses, property managers, the Metropolitan Police Department and a variety of other District agencies to address challenges associated with the reconstruction of First Street, NE and many other matters. We continued our outreach beyond the BID borders to welcome neighbors at our Family Film Nights at Sursum Corda and our July 4th Party, and to connect residents with employment in NoMa.

With 2014 off to a running start, we expect to announce great progress on many exciting new initiatives, and to make significant steps on major public realm initiatives throughout the year. Stay tuned!



**Doug Firstenberg, Chairman of the Board**



**Robin-Eve Jasper, President**

## LEASING: OFFICE & RESIDENTIAL

92 Walk Score



446,500+ SF  
Class A office net  
absorption in 2013

*L: Camden NoMa's ribbon-cutting in November. R: NeighborWorks America's new headquarters on North Capitol Street, NE. Photo courtesy STUDIOS Architecture and Bilyana Dimitrova Photography.*

Private sector leasing remained strong in NoMa in 2013, with a particular focus on media entities.

- > **NPR** moved 800 employees into their new headquarters on North Capitol Street, and opened their Studio 1 to neighborhood events and panels.
- > **Google** signed a 58,100 SF lease and will move into snazzy new space at 25 Massachusetts Avenue, NW in April 2014.
- > **Congresswoman Eleanor Holmes Norton** relocated from downtown to NoMa in April, and the BID and NoMa neighbors welcomed her team with balloons.
- > **NeighborWorks America**, the **Consumer Financial Protection Bureau**, **U.S. Interagency Council on Homelessness** also leased a total of 386,251 SF in NoMa.

**All told, 1,303 apartments delivered in calendar year 2013, with luxurious amenities, rooftop pools, and great views of the Capitol.**

- > **Trilogy NoMa** opened three buildings comprising 603 apartments.
- > **Flats 130** added a second phase of 203 apartments.
- > **Camden NoMa** opened its first phase of 321 apartments.
- > **77H** opened in December 2013, with 303 apartments atop one of the city's first **Walmart** stores.

Additionally, two Class A multifamily buildings, **Elevation** and **2M**, were under construction in FY 2013, and will collectively deliver 714 units in FY 2014.

## PARKS

**\$50 million**  
for NoMa parks & public  
spaces from DC government



*Above: Children playing at Two Rivers Public Charter School playground. R: Preliminary drawings of a public plaza at L Street, NE.*



**6** design contracts in  
process for NoMa park,  
underpass, and public  
space projects

> At the urging of Mayor Vincent Gray, the District of Columbia Council voted in May to dedicate **\$50 million** in the budget to parks, playgrounds and greenspace in the rapidly growing NoMa neighborhood. The funds will be deployed over six years to the 501(c)3 **NoMa Parks Foundation**, which was created in 2012.

> Multiple potential park sites are being evaluated. Concurrently, the NoMa Parks team is establishing objectives and prioritizing parks projects outlined in the 2012 Public Realm Design Plan around **six distinct experiences**: gateways, activity centers, places

for respite, recreational areas, places to gather, and ensuring that passing through NoMa is always a lovely walk.

The combination of these experiences will create a **welcoming and energizing** environment for the NoMa neighborhood.

The development of critical partnerships, preliminary project scoping and design activities have commenced and activity will intensify in the coming months.

## FIRST STREET/PUBLIC REALM



*Above: DC Bocce behind 1200 First Street, NE.  
R: First Street, NE before construction started.*



> **First Street, NE** is nearing the end of a complete makeover. For much of 2013, DDOT has been hard at work on a \$5.5 million streetscape overhaul from K Street, NE to New York Avenue, NE. New tree boxes, curbs, street lights and NoMa's first protected bike lane will all be completed in spring 2014.

> The BID started an **on-street recycling program** with a grant from Coca-Cola and the sponsorship of nearly a dozen properties. With 14 new, attractive recycling cans, the BID picked up 7,665 lbs of recycling in the program's first five months of operations.

> On the eastern edge of NoMa, arching tree-like arms now reach above the New York Avenue bridge toward the sky. The **52-foot-tall work, "Gateway Wings"** by New Haven, Connecticut artist Kent Bloomer, welcomes visitors into the District at one of the city's most important gateways. The \$500,000 public art project was organized by DDOT and the Commission on the Arts and Humanities and was completed in August.

## EVENTS

2013 was NoMa BID's biggest year for events yet, with 17,000 attending NoMa BID-sponsored events. Highlights include:

- > The inaugural **NoMa Beer Fest** attracted over 5,000 people with local beer, delicious food and fun activities in August.
- > **NoMa Summer Screen's** Outlaw Heroes theme brought 500-1,200 people each week to a grassy lot on L Street.
- > Concerts at the **Union Kitchen Lot** featured local bands and DJs.
- > NoMa's **Family Film Nights at Sursum Corda** continued to be a great success, and the second annual NoMa **July 4th Party** was attended by more than 250 people.



**17,000** people  
at **50+** free NoMa events

**1,200** twisting fans at  
**Ferris Bueller's Day Off**

**1,500** welcome bags given  
to new tenants

*cyclists at NoMa's Bike to Work  
Day pit stop: 280*

**200** popsicles at **PARK(ing) Day**

**82** food trucks/vendors at NoMa events

## MARKETING & ECONOMIC DEVELOPMENT



*L: NoMa Beer Fest featured local beer and was held on two parking lots owned by The JBG Companies. R: NoMa BID collaborated with members to sponsor the WDCEP development showcase.*

The NoMa **marketing team** expanded their reach in 2013.

- > Announced **NPR's** move to the neighborhood with hundreds of welcome packets and on-air ads.
- > Using new survey information, BID staff created a new **'NoMa in Numbers' flier** compiling key neighborhood and demographic statistics. The flier is regularly updated and available to BID members.
- > Hundreds of new photos were added to the **professional image library** and made available to BID members.
- > Social media continued to grow rapidly, to **1,620 Facebook** friends, **3,941 Twitter** followers and **4,554 e-newsletter** subscribers.
- > The team partnered with BID members to create the **Live in NoMa** campaign, highlighting the neighborhood's new apartment buildings. **48 ads were installed in Circulator buses.**

> **31% increase** in annual visitors to **NOMABID.ORG** (202,000 unique visitors in 2013)

Created several **new videos**, which are available at **www.youtube.com/nomabid**:

- > BID staff filmed and produced a video about Ibrahim Turayson, a Sierra Leone refugee and the organization's **first ambassador** who became a U.S. citizen.
- > Collaborating with members, the BID highlighted NoMa projects at the Annual Meeting and Development Showcase of the Washington DC Economic Partnership, and **debuted a new video** about the neighborhood.
- > BID staff filmed and produced a **video short** highlighting the fun at NoMa Summer Screen and NoMa Beer Fest.

## PLANNING & ECONOMIC DEVELOPMENT



> In **economic development**, NoMa BID staff executed a detailed survey of NoMa BID workers and residents that garnered well over 1,000 responses and provided critical info about everything from retail preferences to educational attainment and transportation preferences for those living and working in the BID.

An ad hoc **Retail Strategy Group** comprised of BID members and retail brokers met quarterly to oversee a comprehensive retail strategy for the neighborhood.

> The group commissioned and received the **NoMa BID Demographic Study & Report**, prepared by Mosaic Urban Partners, that defined the NoMa Primary Market Area and provided demographic and economic information about the broader NoMa neighborhood.

> The Retail Strategy Group also encouraged additional **pop-up events** and renewed focus on **retail activation** efforts. As a

result, the NoMa BID, with support through a grant from DC Office of Planning, created the **Lobby Project**, which brought comfortable furniture, artwork and events to 1200 First Street, NE.

The **Infrastructure Committee** oversaw a variety of planning studies and initiatives and met several times to discuss the following:

> The BID contracted consultants to study the possibility of converting M, L and Pierce Streets, NE to two-way streets from North Capitol to First Street, NE.

> DDOT is underway on the **Florida Avenue Multimodal Transportation Study** and the Office of Planning is finishing up the **Mid-City East Small Area Plan**, which could involve improvements at NoMa intersections at North Capitol Street, N Street, and Florida Avenue, NE.



## ABOUT THE BID



**798,000 lbs of trash removed**  
**200 rosebushes planted**  
**10,421: # people ambassadors helped**  
**40% drop in robberies**



*Above: Ambassador Thomas Henderson chatting with a cyclist.  
Below, L-R: Sheryl Augustine, Galin Brooks, Curtis Clay.*

### NEW HIRES

> **Sheryl Augustine** joined the NoMa BID as Business Manager. Formerly Operations and Finance Director at 501cTECH, a nonprofit IT organization, Sheryl has more than fifteen years of nonprofit administrative and operations experience.

> Planning Manager **Galin Brooks** formerly worked on urban planning and BID formation projects in Brooklyn and Manhattan. Galin is an avid open space advocate with a background in community and economic development.

> **Curtis F. Clay**, AIA, joined the NoMa Parks Foundation as Director of Park and Public Realm Development. Formerly at Perkins & Will, Curtis will oversee the many initiatives underway for parks and public spaces in the neighborhood.

### NOMA CRIME DECREASES

The NoMa BID continues to be one of the safest mixed-use neighborhoods in D.C., with crime dropping nearly across the board.



## FINANCIALS

The NoMa BID's operations are funded by an assessment that applies to commercial property (including land and parking lots), residences of 10 or more units, and hotels.

### STATEMENT OF FINANCIAL POSITION

Assets	2013
Cash/Cash Equivalents	1,474,119
Certificates of Deposit	250,055
Accounts Receivable	94,977
Prepaid Expenses	17,729
Deposits	19,574
Property & Equipment	402,455
<b>TOTAL ASSETS</b>	<b>2,258,909</b>

### LIABILITIES & NET ASSETS

Liabilities	
Accounts Payable & Accrued Expenses	365,741
Deferred Revenue	439,058
Deferred Rent	138,481
<b>TOTAL LIABILITIES</b>	<b>943,280</b>

Net Assets	
Unrestricted Net Assets	1,315,629

**TOTAL LIABILITIES & NET ASSETS: \$2,258,909**

### INCOME STATEMENT

Income	2013	
BID Assessments	1,897,786	82%
Contributions	2,019	1%
Grant Income	99,692	4%
Contract Revenue	214,849	9%
Interest & Dividends	1,483	1%
Other Income	74,660	3%
<b>TOTAL REVENUE</b>	<b>2,290,489</b>	<b>100%</b>

Expenses		
Administration	525,395	23%
Branding & Marketing	226,654	10%
Cleaning & Ambassador	915,978	41%
Events & Programming	192,356	9%
Streetscape & Infrastructure	254,459	11%
Parks	144,773	6%
<b>TOTAL EXPENSES</b>	<b>2,259,615</b>	<b>100%</b>

**NET INCOME: \$30,874**

## STAFF & BOARD



*BID staff went to the Marriott Ranch for a picnic and an afternoon of horseback riding in August.*

### Staff

### Title

*As of March 2014*

Robin-Eve Jasper	President
Curtis Clay	Director of Park & Public Realm Development
Rachel Davis	Director of Marketing & Events
Thomas Taylor	Director of Operations
Sheryl Augustine	Business Manager
Galin Brooks	Planning Manager
Otavio Thompson	Hospitality Program Manager
Ali Newman	Marketing & Events Associate
Benjamin Rickelman	Economic Research Associate
Anthony Green, Jr.	Hospitality Ambassador Supervisor
Robert Walker	Hospitality Ambassador Supervisor
Tavonne Harrington	Hospitality Ambassador
Thomas Henderson	Hospitality Ambassador
Pamela Jackson	Hospitality Ambassador
Delonte Jones	Hospitality Ambassador
Sam Rosales Mendez	Hospitality Ambassador
Donisha Moore	Hospitality Ambassador
Nazir Nura	Hospitality Ambassador
Cory Luster	Block By Block Clean Team Supervisor

### Board

### Company Name

*As of March 2014*

Doug Firstenberg, Chairman	StonebridgeCarras
Charles (Sandy) Wilkes, Vice Chairman	The Wilkes Company
John Gordon, Treasurer	Polinger Development
Mike Smith, Secretary	The Washington Center
Machelle Behzadi	Kaiser Permanente
W. David Bevirt	Brookfield Office Properties
Darren Blue	GSA
Charlies Garner II	CIM Group
Duane Inskeep	Harris Teeter
Ernest Jarvis	First Potomac Realty
Joyce MacDonald	NPR
Dennis Paul	Paul Investment Co. LLLP
Fred Rothmeijer	MRP Realty
David Tuchmann	Akridge
Rob Ward	Skanska

Photography by Sam Kittner,  
NoMa BID, & BID members



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