2022 marks the 15th Anniversary of the establishment of the NoMa BID, and we are delighted to dedicate this year’s Annual Report to both the key accomplishments of 2021 and to the amazing achievements and milestones the neighborhood has seen over the past decade and a half.

We commend the passionate group of public officials, private sector visionaries, and civic leaders who recognized the potential of NoMa and worked together to transform a 35-block park-deficient, industrial area into a vibrant, mixed-use, walkable urban neighborhood. They proved that when vision meets opportunity, remarkable outcomes happen. The outcomes of this vision and investment include the 13,000 people who now call NoMa home; the 52,000 people who work for employers that chose to operate from NoMa; and the nearly 21 million square feet of built space that has been delivered, bringing with it a steady wave of new retail, restaurant, and entertainment options.

Ready to build upon the first 15 years’ worth of progress, we look forward to what’s next. We are committed to being thoughtful stewards and to continuing to shape NoMa’s bright future.
The NoMa Business Improvement District Celebrates 15 Years of Neighborhood Placemaking

The story of DC's NoMa neighborhood is one of thoughtful, remarkable growth—it details the transformation of a park-deficient, industrial neighborhood of parking lots and abandoned warehouses into a lively, sustainable, and inclusive mixed-use community.

Since its founding in 2007, the NoMa Business Improvement District (BID) has helped NoMa become and remain a dynamic, vibrant, and uplifting neighborhood that showcases the very best of D.C.

With the release of a new five-year strategic plan in the fall of 2021, the NoMa BID is recommitted to delivering exceptional services to the NoMa neighborhood and NoMa BID members, with one overarching goal: making NoMa magnetic.

The NoMa Business Improvement District Celebrates 15 Years of Neighborhood Placemaking

KEY MILESTONES IN NOMA’S 15-YEAR HISTORY

- 2004: DC Council approves legislation creating the NoMa BID
- 2007: First hotel projects in NoMa break ground
- 2007: The U.S. Department of Justice’s Bureau of Alcohol, Tobacco, and Firearms moves into new NoMa headquarters
- 2007: NoMa Gallaudet U, Metro’s first-ever infill station opens (then named New York Ave-Florida Ave-Gallaudet U)
- 2007: US Equal Employment Opportunity Commission (EEOC) moves its HQ to NoMa
- 2008: NoMa’s second hotel, Hilton Garden Inn, opens
- 2009: Mathematica Policy Research Inc. relocates DC HQ to NoMa
- 2009: National Public Radio (NPR) relocates from Downtown DC to NoMa and NeighborWorks America opens new HQ together bringing 1,000 more employees to the neighborhood
- 2010: DC Government awards $50 million grant to NoMa BID’s sister organization, the NoMa Parks Foundation (NPF), to deliver parks and green spaces to neighborhood
- 2011: DC’s first hotel neighborhood-wide, free outdoor WiFi network opens
- 2011: Hyatt Place opens; NoMa now has 3 hotels and 622 hotel rooms
- 2011: First leg of the Metropolitan Branch Trail (MBT), an 8-mile multi-use trail that traverses NoMa connecting the Capitol to Silver Spring, opens
- 2011: Harris Teeter, NoMa’s first supermarket, opens
- 2012: “NoMa” is officially on the map when WMATA changes name of Metro stop to “NoMa-Gallaudet U”
- 2013: Union Market opens just outside of NoMa, anchoring the northeast corner of the neighborhood
- 2014: NoMa BID launches DC’s first neighborhood-wide WiFi network
- 2014: Alethia Tanner Park and Swampoodle Park open
- 2015: Internationally acclaimed live mural festival, POW! WOW!, comes to the east coast and launches in NoMa (now as DC Walls), paving the way for NoMa to become the “mural capital” of DC
- 2015: A “pop-up” Wunder Garten opens as a pop-up
- 2015: RAIN underpass art park opens on M St
- 2016: First segment of the NoMa Meander, a series of linked linear plazas, parklets, and streetscapes, opens
- 2016: NoMa BID relocates the Clean Team in-house as staff, now NoMa Ambassadors
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- 2018: Alethia Tanner Park opens
- 2018: NoMa Parks Foundation purchases lot at 3rd & L Streets NE to bring another new park to NoMa, the fifth of eight planned green spaces
- 2019: LightWAVE underpass art park opens on L Street
- 2019: NoMa BID brings the Clean Team in-house as staff, now NoMa Ambassadors
- 2019: First segment of the NoMa Meander, a series of linked linear plazas, parklets, and streetscapes, opens
- 2020: NoMa-Gallaudet U, Metro’s first-ever infill station opens (then named New York Ave-Florida Ave-Gallaudet U)
- 2020: US Census data confirms NoMa among DC’s fastest-growing neighborhoods
- 2020: Quincy Lane, NoMa’s first pedestrian-only street, opens in Eckington
- 2020: National Public Radio (NPR) relocates from Downtown DC to NoMa and NeighborWorks America opens new HQ together bringing 1,000 more employees to the neighborhood
- 2020: DC Board of Elections creates first new voting precinct (Number 144) in 12 years in NoMa, reflecting the neighborhood’s explosive growth
- 2020: Red Bear Brewing Co. and CR NoMa open
- 2020: LIGHTWAVE underpass art park opens on L Street
- 2021: NoMa BID brings the Clean Team in-house as staff, now NoMa Ambassadors
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What’s New in NoMa in 2021

New Five-Year Strategic Plan for Making NoMa Magnetic

New Residents
1,300+

New Retailers
12

New Apartments
1,300+ New Housing Units
- Press House
- One501
- Eckington Yards/Quincy Lane

New Condominiums
224 Units

New Hotels
120 Rooms
- WhyHotel by Placemakr

New Pop-Up & Permanent Art Installations
- NoMa in Bloom giant pop-up light projection
- “The Gift” cherry blossom sculpture
- 21 fresh murals

New BID Leadership & Staff

Maura Brophy
President

Brian Smith
Director of Planning & Economic Development

Jenée Padmore
Director of Public Realm

Mary Godier
Senior Manager of Events

Leah Ben
Marketing Senior Associate

Michelle Orellana
Office Manager

NEW AMBASSADORS:
- Michael Smith
- Mauri Williams

WhyHotel by Placemakr
Census Data Confirms NoMa as One of the Fastest Growing DC Neighborhoods

NoMa continues to be among the District’s fastest growing neighborhoods, confirmed by the release of U.S. 2020 Census data. In 2021, more than 1,000 new residents moved to NoMa, and by year’s end, NoMa’s residential population reached a record high exceeding 11,000.

In 2021, development in the NoMa BID continued at a rapid pace, with approximately one dozen projects under construction. Upon completion, these projects will bring nearly 3,400 new units of housing, 728 new hotel rooms, and more than 150,000 square feet of new retail to the neighborhood, increasing built square footage by 18%.

Three major new residential projects delivered in 2021 – Press House, ONE501, and Eckington Yards – adding more than 1,300 new rental housing units to the neighborhood and increasing NoMa’s multifamily housing supply by 23%. NoMa’s supply of for-sale condominiums more than doubled in 2021, with the opening of 1625 Eckington and City Homes.

NoMa scored one of the largest office deals in DC history when the U.S. Securities and Exchange Commission (SEC) announced its decision in late 2021 to relocate to a new site at North Capitol and O Streets NE. Groundbreaking on the 1.2 million square foot headquarters is expected in 2022, and upon completion in 2026 will bring an additional 4,500 workers to the neighborhood.

2021 Brought a Flurry of Retail Openings to NoMa

NoMa is in the midst of another retail boom. Twelve new establishments opened in 2021, bringing unique new concepts and experiential retail to the neighborhood, including the food business accelerator Union Kitchen; DC’s first indoor climbing gym, the Bouldering Project DC; and Scissors & Scotch, where traditional barbering and modern spa services meld with the comforts of your favorite watering hole.

More than 155,000 square feet of retail space is now under construction, representing a 28% increase in supply upon delivery. To maximize the benefit to the neighborhood, the BID is building a new retail strategy to identify NoMa’s retail needs and provide insight and data to retail brokers working with property owners.
PARKS
Delivering, Maintaining, and Activating Parks

Public investment in NoMa has been foundational to the neighborhood’s success. The BID’s sister organization, the NoMa Parks Foundation (NPF), continued to make progress towards completion of the final projects it will deliver using the District’s $50 million investment in NoMa for the creation of public park spaces, including:

Swampoodle Park II
Design concepts were shared with the community and approved by the U.S. Commission of Fine Arts, with permitting and approvals secured by year-end.

Burnham Benches
16 stone benches named for architect Daniel Burnham who designed Union Station were installed for residents and workers to enjoy at three sites in NoMa: 1050 First Street NE, Uline Arena on 3rd Street NE, and in the plaza near the N Street entrance to the Metro.

Virtual Circle
The District exercised its right of eminent domain and took possession of the Wendy’s, a first step towards the reconfiguration of the dangerous and perplexing intersection at New York and Florida Avenues NE. Nearly all elements of NPF’s plans for the three new public green spaces to be created from this redesign were included in the City’s final plans.

PLANNING
Improving Connectivity & Mobility

NoMa sits at the center of growing and exciting neighborhoods, and the BID is committed to improving connectivity to and from NoMa to other parts of DC. In 2021, the NoMa BID continued to champion many local infrastructure improvement projects, including a new Metro entrance on 3rd Street NE; the replacement of the H Street Bridge and new bus priority lanes on H Street NW; the addition of bike lanes on Florida Avenue NE and K Street NE; and the extension of existing Protected Bike Lanes on First Street (from Massachusetts Avenue to M Street NE) northward to the Virtual Circle. The BID is also supporting the reimagining of North Capital Street as a community boulevard, revisiting strategies it identified in the 2019 North Capital Street Needs Assessment Report it co-authored.

THE PUBLIC REALM
Dedicated to Creating Inviting, Safe, & Clean Spaces for All

In 2021, the BID refocused on how we approach and manage our work in the public realm. With the addition of numerous new parks and public spaces in recent years, public space maintenance and vendor relations responsibilities were shifted to the Ambassador operations. This realignment increased our capacity and improved our outreach to better connect us with NoMa property managers and other stakeholders, whom we bring together monthly in the BID’s public safety meetings for information sharing and increased awareness and coordination.

The BID also expanded the size of its Ambassador team to 10 persons to better serve our growing community. NoMa’s Ambassadors continued to deliver exceptional work to create inviting, safe, and clean spaces for all. Their near-constant presence of the streets provides residents and workers with familiar faces and top-notch, enhanced city services, including daily trash removal, park and public space maintenance, and leaf, debris, snow and ice removal from neighborhood streets, sidewalks, and along the Metropolitan Branch Trail.

To provide our Ambassador team with more opportunities for learning and growth, the NoMa BID began offering a unique and substantial benefit, unrivaled by most small non-profit organizations like ours – 100% tuition reimbursement to pay the full cost of coursework towards the completion of an associate degree or an equivalent vocational certificate.

920,000 POUNDS OF TRASH REMOVED
60,000 POUNDS OF RECYCLING
COMMUNITY IMPACT

Helping to Reduce Homelessness through Individual, Intensive Outreach

2021 marked the BID’s second full year of partnering with the h3 Project, led by Dr. Ami Angell and her five-person team of trained and compassionate outreach workers, to provide holistic and daily support to unhoused persons in NoMa.

During 2021, the h3 Project’s impact on the lives of individuals experiencing homelessness was profound, with a significant portion of its work focusing on coordinating with the Deputy Mayor’s Office of Health and Human Services (DMHHS) as it launched the City’s C.A.R.E. (Coordinated Assistance and Resources for Encampments) pilot program. Under the C.A.R.E. pilot, individuals living in NoMa’s L and M Street underpasses were offered housing, and the underpasses were declared tent-free zones. As of year-end, 82% of the formerly encamped residents in the NoMa underpasses had been housed through the District’s C.A.R.E. program.

The h3 Project continued to provide frequent, routine visits to these newly housed individuals to help ensure continuity of care while continuing to provide daily outreach and assistance to unhoused persons elsewhere in NoMa. The BID is committed to continuing its successful partnership with the h3 Project which provides life-saving and life-changing services.

In 2021, the Giving Tree Project DC raised more than $40,000 to support the work of the h3 Project, which provides intensive, individualized outreach to help people toward housing stability.
Events

Celebrating A Return to In-Person Events

Following all public health guidelines, the BID successfully launched a robust lineup of in-person, outdoor, large-scale events, injecting fun and community back into everyone’s calendar. These free gatherings, together with BID-sponsored virtual events, attracted more than 6,000 participants, and provided significant patronage to NoMa restaurants and local food truck vendors.

NoMa in Bloom

A giant pop-up light projection celebrating the arrival of cherry blossom season.

CiNoMatic

NoMa’s free outdoor movies series under the stars launched at its permanent new home, Alethia Tanner Park, attracting hundreds of people Wednesday nights from late August through November.

D.C. Walls

The beloved, highly anticipated live mural festival, D.C. Walls!, returned to NoMa for the sixth year. More than 21 fresh murals were delivered to the neighborhood, ensuring NoMa maintains the moniker of “mural capital of DC.” With these new works, more than 41 murals currently adorn the walls, facades and streetscapes of NoMa.

PumpkinPalooza

More than 2,000 people joined us at Alethia Tanner Park for live music, a scavenger hunt, and a kids’ costume-contest. The BID gave away 1,400 free pumpkins for the community to take home and decorate.

NoMa’s Winter Cheer Cart

Our pop-up mobile cart provided a bit of holiday surprise and delight to residents and workers, along with free cookies and pup cups of whipped cream for our four-legged friends.

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MARKETING & PR
Promoting the NoMa Brand & Businesses

NoMa and the NoMa BID continued to make headlines in 2021, with media reporting positively on new leasing activity, new restaurant openings, and BID-sponsored events, activations, and initiatives.

NoMa BID Instagram crossed the 5,000 follower threshold

In 2021, the NoMa BID and BID businesses earned many awards and accolades. The NoMa BID won the Washington City Paper’s “Best Of” award, along with Wunder Garten and Red Bear Brewing Co. being voted “Best Bars.”

NoMa BID President & CEO Maura Brophy was selected by the Washington Business Journal to its annual “40 Under 40” list of the District’s top emerging for-profit and non-profit leaders.

NoMa’s dining scene continued to shine in 2021. Laos in Town received yet another top accolade, the Metro Cooking DC “Grand Tasting Best Bite Champion” award, and SEOULSPICE earned a coveted RAMMY Award for the “Most Impressive Pandemic Pivot to Provisions or Market.”
Supporting Our Members & The Community

The NoMa BID is dedicated to supporting BID businesses and members through research, technical assistance, information sharing, marketing and promotions, and networking. We track key indicators such as pedestrian counts, Metro ridership, and retail openings, along with grant and funding opportunities. In 2021, the BID launched bimonthly NoMa Business Socials to better connect businesses with opportunities and support. One outcome of these gatherings was the selection of several BID and greater NoMa businesses — including Red Bear Brewing Co., Uncle Chip’s Cookies, and Blueboy Document Imaging — for the Destination DC Diversity Fellowship, which granted them access to complimentary marketing, mentorship, education, networking, and business development opportunities.

Partner of the Year Awards

Each year, the NoMa BID recognizes individuals, businesses, and organizations for notable contributions which improve the NoMa neighborhood and strengthen our community. The 2021 NoMa BID Partner of the Year award winners are:

**DISTRICT CHAMPION AWARD**
Councilmember Kenyan McDuffie — For supporting the work of the NoMa BID and being a true champion of inclusive, economic development in DC.

**COMMUNITY CHANGE MAKER AWARD**
Drew Courtney, ANC 6C06 — For unwavering commitment to the betterment of NoMa by supporting the Virtual Circle redesign, the 3rd St. Metro entrance, and participating in the BID’s strategic planning community committee.

Dr. Denise Wright, ANC 5E03 — for her long tenure of public service representing Eastern Eckington, and bringing strong programming ideas to the BID for engaging the community in free events and activations.

**MAGNETIC NOMA BUSINESS**
Wunder Garten — For its enduring status as a neighborhood landmark since opening in 2015 and for continuing to draw people to the neighborhood through unique activations, events, and deep-rooted community engagement, including The Giving Tree Project DC, which raised more than $40,000 for the i3 Project, a local homeless outreach provider.

**CITY CATALYST AWARD**
Sam Kittner — For work as a photo journalist helping to document and tell the story of NoMa’s impressive and inclusive growth over the past decade, and for creating iconic images that help NoMa show off its best self.
Financials

Statement of Financial Position

**ASSETS** FY 2021
- Cash/Cash Equivalents: $4,376,033
- Accounts Receivable: $1,496,948
- Reimbursable Costs: $32,791
- Prepaid Expenses: $320,320
- Property & Equipment: $121,489
- Total Assets: $6,317,644

**LIABILITIES**
- Accounts Payable & Accrued Expenses: $857,715
- Deferred Revenue: $1,774,226
- Deferred Rent: $100,037
- Capital Lease Obligation: $4,483
- Total Liabilities: $2,736,461

**NET ASSETS**
- Reserves & Unrestricted Assets: $3,581,183
- Total Liabilities & Net Assets: $6,317,644

Statement of Activities

**INCOME** FY 2021
- BID Assessments: $3,192,854
- Contract Revenue: $1,761,673
- Other Income: $66,000
- Total Revenue: $5,309,034

**EXPENSES**
- Parks: $1,465,853
- Public Space Maintenance: $1,219,392
- Economic Development: $279,278
- Events and Programming: $315,645
- Marketing: $252,476
- Total Expenses: $5,204,583

Net Income: $104,451

The NoMa BID receives an assessment from commercial property (including land and parking lots), residential buildings with 10 or more units, and hotels. Summarized information from NoMa BID audited financial statements set forth above represents the consolidated finances of the NoMa BID and the NoMa Parks Foundation in accordance with accounting principles generally accepted in the US.

2021 Staff & Board

**STAFF**
- Maura Brophy, President & CEO
- Leah Ben, Marketing, Senior Associate
- Romario Bramwell, Ambassador
- Terri Brooks, Director of Ambassador Operation
- Sherri Cunningham, Senior Director, Marketing & Events
- Mary Godier, Events, Senior Manager
- Gregory Haygood, Chief Financial Officer
- Michael Hil, Ambassador
- Daniel Hoagland, Chief of Staff
- Mark Holbrook, Ambassador Supervisor
- Mekhi Johnson, Ambassador
- Delonté Kitt, Ambassador Events Supervisor
- Jesse London, Planning & Economic Development, Senior Manager
- John McMllian, Ambassador
- Jenée Padmore, Director of Public Realm
- DeMarco Savage-el, Ambassador
- Andre Smith, Ambassador
- Brian Smith, Director of Planning & Economic Development
- Michael Smith, Ambassador
- Otavio Thompson, Director of Administration
- Mauri Williams, Ambassador

**BOARD**
- Brigg Bunker, Chair, Foulger-Pratt
- Matthew Robinson, Vice Chair, MRP Realty
- Thomas Archer, Secretary, Skanska
- Deborah A. Cowan, Treasurer, National Public Radio
- Catti Anderson, REI
- Matthew August, U.S. General Service Administration
- Tom Cicatello, Boyd Watterson
- Joshua Dix, Trammel Crow Company
- Anthony Greenberg, JBG Smith
- Christopher Lynch, Wunder Garten
- Christopher Norton, The Washington Center
- Michael Ponticelli, Bisnow
- Michael Skena, Toll Brothers
- Pamela Tapscott, Mathematica
- David Tuchmann, Akridge

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