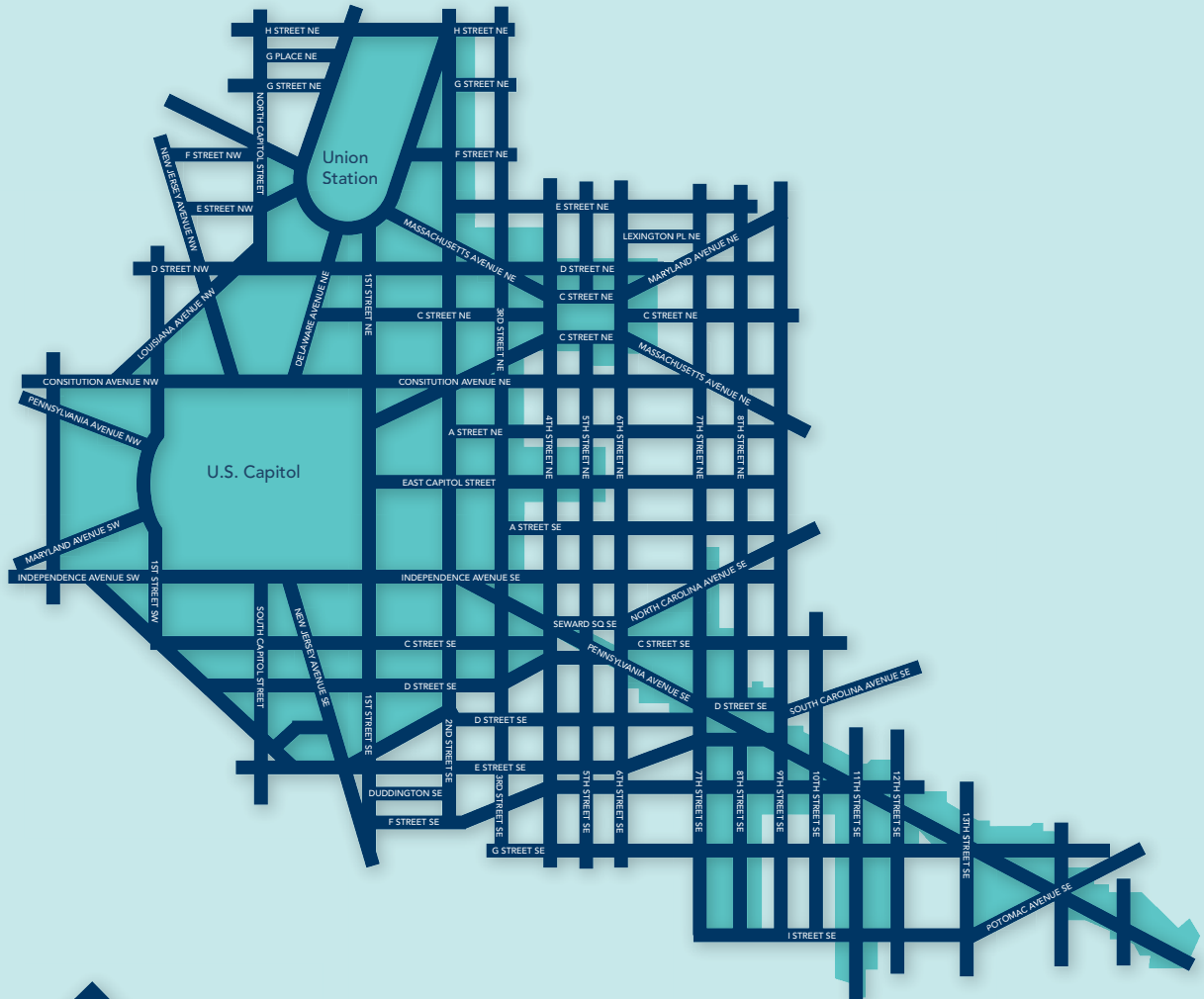
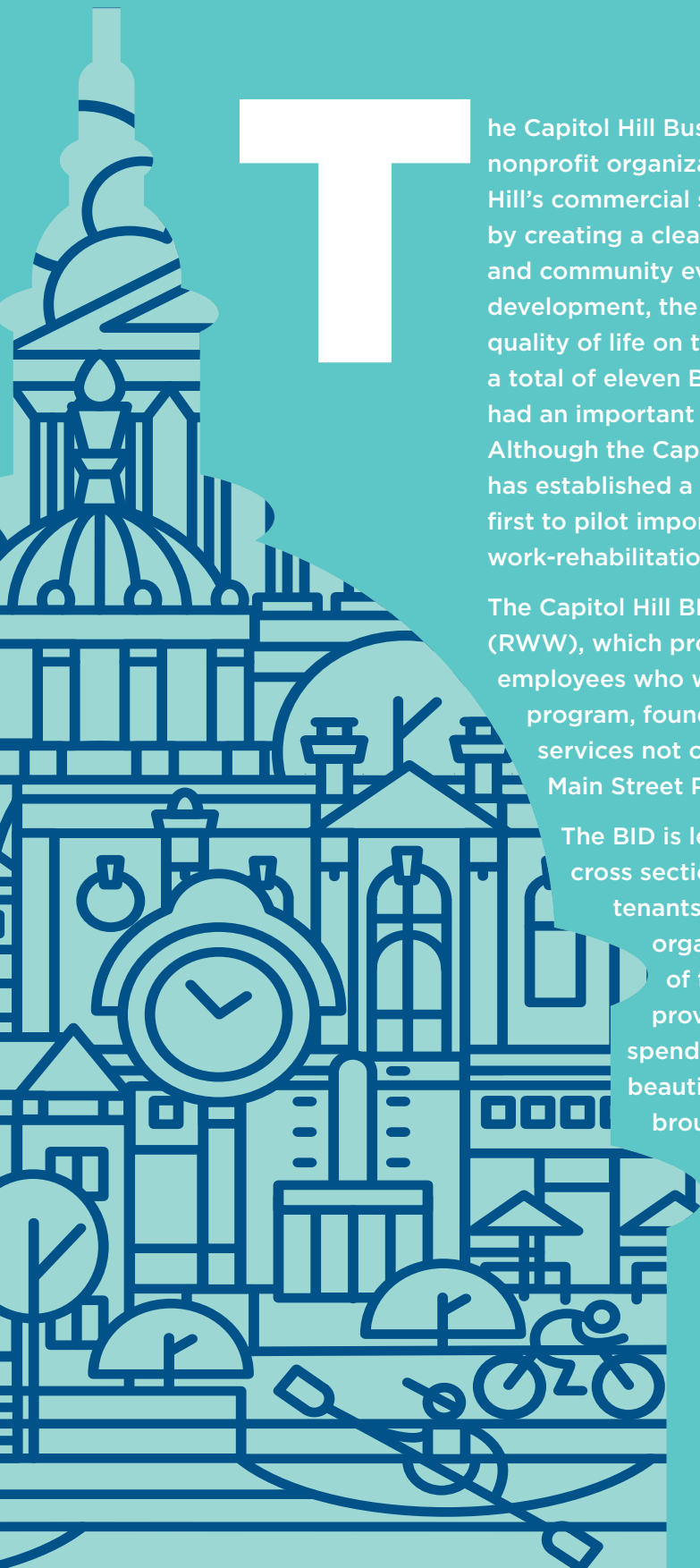




## Capitol Hill BID Street Map



# Overview of the BID



**T**he Capitol Hill Business Improvement District (BID) is a 501(c)(6) nonprofit organization focused on maintaining and beautifying Capitol Hill's commercial streets and sidewalks and supporting local businesses by creating a clean and vibrant public environment. From marketing and community events, to streetscape improvements and economic development, the Capitol Hill BID has contributed to the vitality and quality of life on the Hill since its inception in 2003. There are currently a total of eleven BIDs throughout the District of Columbia that have had an important impact on the renaissance of our Nation's Capital. Although the Capitol Hill BID is not the largest BID by the numbers, it has established a leadership position in the community and was the first to pilot important initiatives such as public space recycling and work-rehabilitation programs.

The Capitol Hill BID's signature program is Ready, Willing and Working (RWW), which provides supportive services to more than 55 BID employees who were once homeless or formerly incarcerated. The program, founded in 2008, provides top-quality street cleaning services not only in Capitol Hill but, through contracts, a range of Main Street Programs and BIDs throughout the city.

The BID is led by a dynamic board of directors representing a cross section of Capitol Hill stakeholders including merchants, tenants, property owners, cultural and nonprofit organizations and ex-officio representatives. The purpose of this report is to summarize the operations of the BID, provide transparency regarding the programs and spending priorities of the BID and highlight specific safety, beautification, and marketing contributions the BID has brought to Capitol Hill.

# Board and Staff

## Chairman of the Board

Don Denton, Coldwell Banker Real Estate

## Vice Chairman

Carol Quillian, Property Owner

## Treasurer

John B. Gordon, National Capital Bank

## Secretary

Michael Phillips, The UPS Store

## Board Members

Hamood Abutaa, MetroMotor

Gwendolyn Blade, Bernstein Management Corporation

John Boyle, Property Owner

Ken Golding, Stanton Development Corporation

Jesse Heier, Jade Fitness

Risa Hirao, Pascal, Weiss & Hirao

Mark Holler, Ginkgo Gardens

Gary Jankowski, Coldwell Banker Real Estate

Brad Johnson, Johnson Law Group

Eric Korsvall, The Heritage Foundation

Susan Perry, Consultant

Phillip S. Smith, CAPTEL

Beverly Swaim-Staley, Union Station Redevelopment Corporation

Robert A. Weinstein, architrave p.c. architects

## Ex-Officio

Julie Aaronson, CHAMPS

Ken Jarboe, Community Representative

Martin Smith, Barracks Row Main Street

Charles McCaffrey, Eastern Market Main Street

Judy Wood, CPA

## Staff



**Patty Brosmer,**  
President



**Andrew Lee,**  
Vice President of Operations



**Arnold Lee,** Director of  
Field Operations



**McKenna Pugh,** Marketing  
and Program Manager



Top Row: Andrew Lee, Ken Jarboe, Eric Korsvall, Beverly Swaim-Staley, Robert A. Weinstein, Ken Golding, Gary Jankowski, Susan Perry, Patty Brosmer, Risa Hirao; Bottom Row: Michael Phillips, Don Denton, Carol Quillian, John B. Gordon.

*Not Pictured:* Hamood Abutaa, Gwendolyn Blade, John Boyle, Jesse Heier, Mark Holler, Brad Johnson, and Phillip S. Smith

# Letter from the Chairman

Dear Members and Friends of the Capitol Hill BID:

I am pleased to present to you the Capitol Hill BID's Annual Report for Fiscal Year 2019 with the theme of "Smart Growth." As a founding board member I've seen us grow from an organization that many said was too small to succeed, to becoming a recognized leader in socially responsible BID services.

In this report, you will find us looking towards what the future holds in 2020 and beyond, and carefully reflecting on the major factors that have seen the Capitol Hill BID grow from an organization with \$450,000 in annual budget to more than \$3.7 million today.

Our growth did not happen all at once, but gradually over the 17 years we've been in service.

- First, Capitol Hill real estate values have benefitted from the economic resurgence of Washington, DC as a whole. The addition of our BID services in 2003 to our Capitol Hill neighborhood has made our primary market particularly strong and stable.
- Secondly, the creation of our Ready, Willing & Working Clean Team program and the proliferation of outside contracts with other BIDs, Main Streets, and the city (via the Department of Small and Local Business Development) has yielded our organization the ability to realize purchasing power with a larger economy of scale as well as management fees that go directly toward providing enhanced programming like the Community Tree and Menorah Lighting events.

The current Board's mission remains much like the founding Board's mission because it has worked! Being socially, environmentally, and fiscally responsible has allowed us to grow, while never sacrificing our principles or our financial strength. All the while providing our workforce with a great quality of life.

Over the years the Capitol Hill BID has been recognized with honors from the International Downtown Association (IDA) for excellence in Leadership & Management, Social Programs, and Marketing initiatives. This year IDA awarded us with a Presidential Proclamation for Best Practices for our placemaking video "Welcome to Capitol Hill." The entire BID Board and I are proud of our staff for accomplishing worldwide recognition for our work.

As you will see in the financial section of this report, the BID is financially sound and has received its sixteenth straight "clean" audit. By careful planning, utilizing creative ways to provide clean and safe services and with a talented staff, we have increased our retained earnings and reduced our administrative costs to below 12%. Just another way Smart Growth has benefitted our members and stakeholders.

Today, with the momentum created by the BID's services, Capitol Hill has truly distinguished itself as a world-class destination while being a wonderful place to live, shop, dine, and work. The start of a new decade offers a unique opportunity to take stock of our goals and aspirations. Our work is always evolving — never done — but through continued Smart Growth, our future is bright!



A handwritten signature in black ink that reads "Don Denton". The signature is stylized with a large, sweeping "D" and a long horizontal line extending from the end.

Don Denton, Chairman



# Clean, Safe and Beautiful

**T**he past seventeen years of service has brought a lot of growth to the Capitol Hill BID. Throughout this time, the BID has continued to be dedicated to our core mission of creating and sustaining a beautiful, clean and safe place to live, work and conduct business. In 2019, our Clean Team collected 1749.6 tons of trash, over 197.8 tons of recyclables and removed 601 graffiti tags from public space areas on the Hill.

## 2019 Highlights

- The BID worked alongside Barracks Row Main Street and a collection of Barracks Row property owners to carry out a pilot program on the 400 block of 8th Street to enhance Clean and Safe services, and beautification efforts in this high-traffic and challenging block.



- Our Safety Ambassadors assisted 44,937 people at our weekend information tent at the Eastern Market Metro Plaza and throughout the BID in FY 19.
- The BID's landscaping team planted and replaced liriopse as needed in the BID's 400 tree beds.
- Throughout the year, the BID helps to maintain the Eastern Market Metro Plaza by mowing the grass as needed and making sure the plaza is clean and trash-free, as well as maintaining our community tree "Little George" who has taken on the role of the Capitol Hill Holiday Tree.





# Clean, Safe and Beautiful



- Through our partnership with the Barracks Row Main Street, we maintained 53 public space planters and light pole baskets along 8th Street, SE.
- Partnered with the District Department of Transportation (DDOT), the BID handled supplementary brick work and the repair and installation of bike racks.

## Recycling Initiatives

In 2019, the BID collected over 197.8 tons of recyclables from the blue receptacles stationed within the BID's boundaries. The BID has increased our collection of recyclables by almost 300% over the past decade and by continuing to

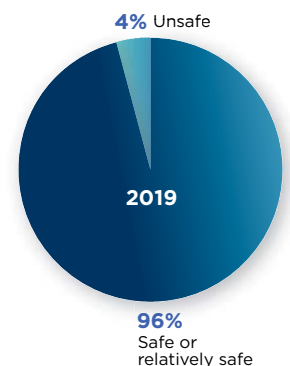
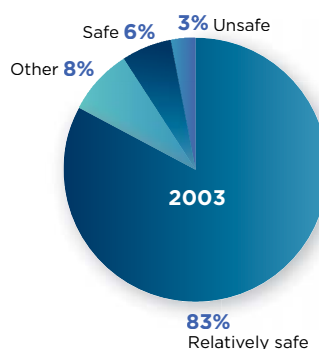
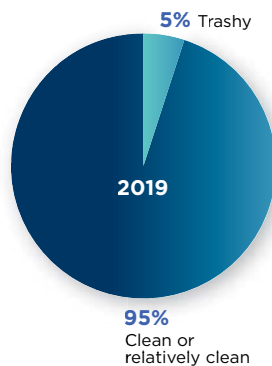
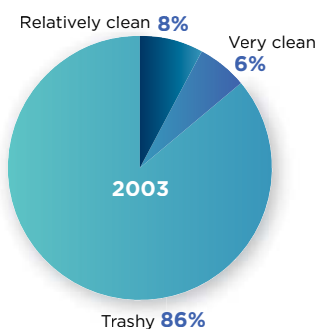


increase the presence of recycling on Capitol Hill, the BID expects to see an increase in recycling and a steady decline in the amount of rubbish collected by our teams.

## Homeless Outreach and Assistance

All of our safety and hospitality ambassadors are trained to assist the homeless and direct them to services where they can find food, shelter or employment in DC. In the cold winter months our ambassadors keep their eyes open for cases of possible hypothermia among the homeless population and during the hot summer months they provide bottled water and directions to nearby cooling centers. In FY 2019, BID safety and hospitality ambassadors performed 201 homeless assists.

**94.7% view the Hill as clean or relatively clean. 95.4% view the Hill as safe or relatively safe.**



# Marketing Capitol Hill

In addition to creating a clean and safe business district, the BID also promotes Capitol Hill as a premier shopping and dining destination. In 2019, the BID continued its efforts of producing a weekly e-newsletter along with building a strong presence on social media to connect with residents and visitors. The BID continues to collaborate with fellow business organizations like CHAMPS, Barracks Row Main Street and Eastern Market Main Street to further market Capitol Hill as a world-class destination.

## 2019 Highlights

**Capitol Hill Rebranding** — With a new decade comes a new look! The BID is premiering brand-new look for Capitol Hill with the help from Trajectory Co. With new visuals and messaging, Capitol Hill Neighborhood can continue to grow as a great place to live, work and conduct business.

**Placemaking Video Recognition** — The BID was honored with a Presidential Proclamation from the International Downtown Association recognizing our Welcome to Capitol Hill Placemaking Video which promotes Capitol Hill and markets the area as a destination.

**Bike to Work Day** — The Capitol Hill BID hosted a Pit Stop at the Eastern Market Metro Plaza on Friday, May 17. Almost 400 registered participants stopped by to pick up their official BTWD t-shirt and enjoy prizes and refreshments from local sponsors including Trader Joe's, Harris Teeter, Peregrine Espresso, Bullfrog Bagels, goDCgo, DC Dentist, and District Orthodontics.



**Fourth of July Community Parade** — In honor of America's birthday, sunshine was brought to Capitol Hill with bright yellow sunflowers and streamers decorating the BID pickup trucks traveling down Barracks Row on 8th St, SE. Our "Men in Blue" passed out candy, gold beads, sunglasses and sunshine stress balls.

**IDA Conference Tour** — Capitol Hill was chosen as a tour site for the International Downtown Association Annual Conference in October to share our success and love of Ready, Willing & Working while highlighting the important role BID's play with regard to social responsibility. 50 BID leaders from around the world were inspired by our presentation.





# The Hill is Alive for the Holidays

In 2019, the Capitol Hill Business Improvement District continued to provide an even more memorable holiday program experience with enhanced sound, stage and lighting for our holiday tree and menorah lighting events. A record number of attendees participated in what has come to be a true holiday tradition on the Hill.

coffee and doughnuts while local musical groups Joyous Voices, Washington Youth Choir and Capitol Hill Arts Workshop's Suzuki Strings, and Adalia Jimenez performed holiday favorites.

**6th Annual Capitol Hill Menorah Lighting** — Members of the Capitol Hill community and Hill Havurah congregation gathered around the front steps of the Church of Reformation on East Capitol Street to celebrate the first night of Hanukkah at the 6th Annual Capitol Hill Menorah Lighting. The BID's "Men in Blue" served traditional Hanukkah treats including jelly doughnuts and potato latkes prepared by Ted's Bulletin, as well as hot chocolate, coffee and gelt. The 9-foot public space menorah was purchased in 2013 and is dedicated to BID Past Chairman Paul Pascal. Mr. Pascal passed away in April 2018, and his son, Richard Pascal, carried on his legacy by flipping the switch to light the menorah.

**13th Annual Capitol Hill Holiday Tree Lighting** — Hundreds of Hill residents and visitors gathered at the Southwest Quadrant of Eastern Market Metro Plaza to celebrate the start of the holiday season at the 13th Annual Capitol Hill Holiday Tree Lighting. Festivities were relocated to the original tree, known as "Little George", that was planted to honor the BID's founding chairman George Didden III for his many contributions to the Capitol Hill community. Throughout the evening, the BID's "Men in Blue" served hot chocolate,





# Transportation

**P**ublic transportation improvements are an important part of Capitol Hill's economic prosperity and sustainability. The BID continues to support and promote District transportation amenities, including Capital Bikeshare and the DC Circulator bus service. The BID also holds a seat on the DC Sustainable Transit (DCST) board.

Capital Bikeshare began its presence with just a few small stations on the Hill in 2010 and since has seen a significant impact in the way people travel around Washington. Today, Capital Bikeshare offers sixteen stations within the BID's boundaries, which at maximum capacity can dock over 300 bikes, providing an innovative and environmentally-friendly way to get around and explore Capitol Hill.





# Ready, Willing and Working

**T**he BID continues its commitment to be socially responsible through the management of Ready, Willing & Working (RWW); a solution to homelessness and criminal recidivism in Washington. Since 2008, maintenance service areas have expanded beyond Capitol Hill to Adams Morgan, Barracks Row, Capitol Riverfront, Mid-City and Pennsylvania Avenue West. RWW currently provides supportive services to over 55 formerly homeless and incarcerated individuals who work for the BID.

## 2019 Highlights

- Renewed contracts with Capitol Riverfront BID, Adams Morgan BID, Barracks Row Main Street, and DC Department of Small & Local Business Development (DSLBD).
- Released three short videos highlighting RWW's history, impact, growth and supportive services.



- Our in-house General Education Diploma (GED) program that launched in 2018 continued to provide a safe, comfortable and supportive learning environment for participants to earn their GED certificate.
- The 11th Annual Magic & Miracles gala was held on the rooftop terrace of The Kennedy Center on Monday, June 3, and featured the captivating former Redskin's cornerback Fred Smoot as the Master of Ceremonies. Guests enjoyed live music by the Herb Scott Jazz Quartet, breathtaking views of the city, a dazzling silent auction and a special video presentation showcasing our hard-working GED participants. To view the video, visit: <http://bit.ly/2UJ1S4h>





# With Us from the Start

In the beginning, Capitol Hill BID provided its services with a team of just 12 people. As the BID has grown over to over 55 employees the past 17 years, we are grateful to the three employees who have been here from the start.

Patty Brosmer, India Person, and Michael Baxter all began their employment at the BID within the first year of service. 17 years later, all three have remained here and dedicated all those years to making Capitol Hill the best it can be. The Capitol Hill BID wouldn't be the same without the boundless time and effort put in by these incredible individuals and we want to recognize their unique value to the organization.

## **Patty Brosmer, President**

"As the original President of the BID I've had the opportunity to help realize the long-term vision of our founding board members: To create a vibrant urban experience while being fiscally and socially responsible. Our Smart Growth over the years has meant we can provide enhanced services beyond our basic clean & safe mission, and we can provide our ever-increasing staff with excellent wages and benefits. It's why our retention rate is so high and our employees happy and productive."

## **India Person, Hospitality Ambassador**

"After being unemployed for over a year with a two-year-old son, I was looking for an opportunity to not rely on unemployment checks and food stamps. When I saw the job opening at the Capitol Hill BID, I was hopeful to work in the great



neighborhood I grew up in and take care of my family. The BID provided me with benefits to support myself and my son and even look out for my future with options like a matching 401k. Now I have my own doctor, I am able to get new glasses every year, and beyond myself I know my job makes a difference in Capitol Hill."

## **Michael Baxter, Hospitality Ambassador and Homeless Outreach**

"I came across this job opening 17 years ago through a local organization that helps chronically unemployed people transform their lives through employment. The environment and people at the BID were so welcoming and enjoyable to work with from the beginning. The BID greatly impacted my life in a positive way and it is the longest job I've ever held."



## **RECOGNIZING CAROL QUILLIAN**

As we celebrate the growth and accomplishments of the past 17 years, we would like to honor someone who has been a part of the development of the organization from the beginning. Carol Quillian, one of the founding board members of the Capitol Hill BID, served her final term in 2019 and stepped down from her position as Vice Chairperson to spend more time with her family and grandchildren.

Her guidance as a Capitol Hill resident and multi-property owner has been invaluable in shaping the mission of the BID and we are grateful for her years of service.

# Audited Financials

## Board of Directors

### The Capitol Hill Business Improvement District, Inc.

We have audited the accompanying financial statements of The Capitol Hill Business Improvement District, Inc., which comprise the statements of financial position as of September 30, 2019 and 2018, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

## Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

## Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The Capitol Hill Business Improvement District, Inc. as of September 30, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

## Emphasis of Matter

As discussed in Note 1 to the financial statements, the accompanying financial statements have been prepared assuming that the Organization will be able, through management efforts, available legal options, property sales, and the passage of time, to collect all assessments receivable recorded as of September 30, 2019 and 2018. The Organization believes that all assessments receivable will either be received as due or will be collected via future property sales, tax sales, and liens. As such, it is likely that not all assessments receivable recorded as of September 30, 2019 and 2018 will be received in the near future, but it is unknown as to the length of time each assessment receivable may require before it is paid by the property owner. The accompanying financial statements do not include any adjustments to record an allowance for uncollectible assessments receivable or to allocate any portion of the assessments receivable to long-term assets. Our opinion is not modified with respect to this matter.

*Katz, Abosch, Windesheim, Gershman & Freedman, P.A.*

Timonium, Maryland  
February 13, 2020

# Audited Financials

<b>ASSETS</b>	<b>2019</b>	<b>2018</b>
<b>CURRENT ASSETS</b>		
Cash	\$ 277,596	\$362,333
Assessments and contracts receivable	537,609	425,610
Prepaid expenses and other current assets	24,274	35,031
<b>TOTAL CURRENT ASSETS</b>	<b>839,479</b>	<b>822,974</b>
<b>FIXED ASSETS — NET</b>	<b>174,564</b>	<b>118,515</b>
<b>OTHER ASSETS</b>		
Deposits	3,500	3,500
<b>TOTAL ASSETS</b>	<b>\$ 1,017,543</b>	<b>\$ 944,989</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 20,629	\$26,203
Accrued expenses	39,121	36,564
Unearned assessment revenue	490,928	400,716
Current portion of long-term debt	27,292	26,040
<b>TOTAL CURRENT LIABILITIES</b>	<b>577,970</b>	<b>489,523</b>
<b>LONG-TERM LIABILITIES</b>		
Debt	43,612	71,016
<b>TOTAL LIABILITIES</b>	<b>621,582</b>	<b>560,539</b>
<b>NET ASSETS</b>		
Without donor restrictions	395,961	384,450
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 1,017,543</b>	<b>\$ 944,989</b>
<b>REVENUES, GAINS AND OTHER SUPPORT</b>	<b>2019</b>	<b>2018</b>
Assessment revenue	\$1,555,222	\$1,557,296
Contracts income	1,942,827	1,705,203
Contributions and grants	41,146	39,814
Penalties and interest	63,052	48,729
Gain on disposal of fixed assets	0	10,000
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>3,602,247</b>	<b>3,361,042</b>
<b>EXPENSES</b>		
Functional expenses:		
Program services	3,214,247	2,854,891
Management and general	376,489	368,522
<b>TOTAL EXPENSES</b>	<b>3,590,736</b>	<b>3,223,413</b>
Change in Net Assets	11,511	137,629
Net Assets — Beginning of the Year	384,450	246,821
Net Assets — End of the Year	<b>\$ 395,961</b>	<b>\$384,450</b>





## Looking Ahead: 2020 and Beyond

Showcasing Capitol Hill as a world-class destination is an important role for the BID. The past 17 years of the BID's existence, Capitol Hill as a premier shopping and dining destination has grown immensely. We are excited to announce our Smart Growth rebranding to promote our distinctive neighborhood and everything it has to offer.

As part of the rebranding, Capitol Hill BID will be launching a new website and "look" for the Capitol Hill Neighborhood in 2020 with updated mapping and demographics information to make it easier to highlight who we are, what there is to do, and how to get there.

We are looking forward to continuing to create and sustain a beautiful, clean and safe place to live, work and conduct business in 2020 and beyond.



BUSINESS IMPROVEMENT DISTRICT

# Capitol Hill

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