



BUSINESS IMPROVEMENT DISTRICT

Capitol Hill

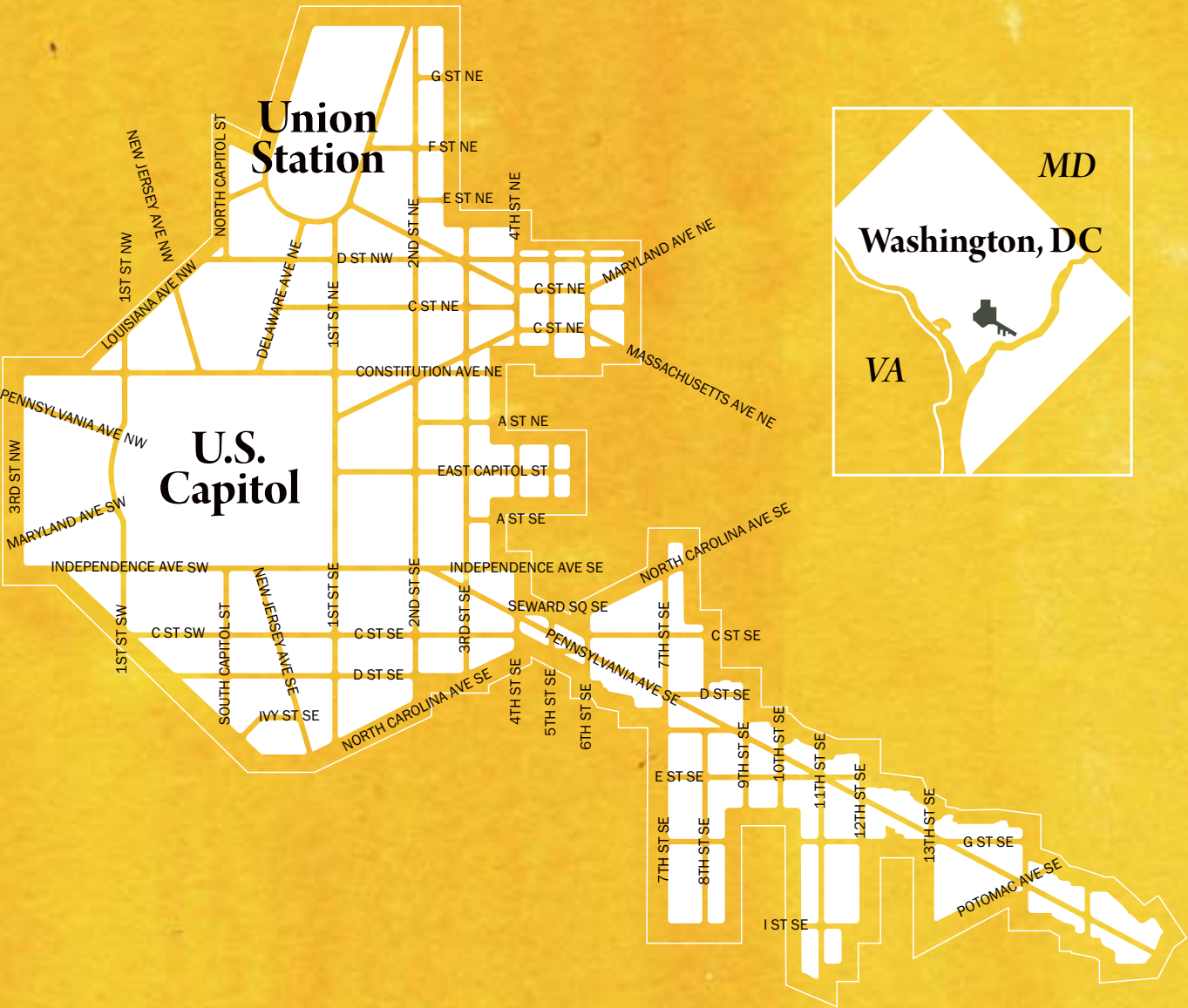


# 2010

Annual Report

*THE BEAUTY OF YOUR BID*

**STREET MAP OF THE CAPITOL HILL BID**





# Overview

## **CAPITOL HILL BUSINESS IMPROVEMENT DISTRICT**

The Capitol Hill Business Improvement District (BID) is a 501(c)(6) nonprofit organization funded through a tax assessment on commercial property owners who are dedicated to making Capitol Hill clean and safe. The BID provides enhanced services designed to augment, not replace, those provided by the DC government, including security, street cleaning, maintenance and graffiti removal, streetscape improvements, community outreach, and marketing and promotional services.

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, ex-officio representatives and elected officials.

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 beautification and marketing contributions the BID has brought to Capitol Hill.



# Board & Staff

## **CHAIRMAN OF THE BOARD & TREASURER**

Paul Pascal, Esq., Pascal & Weiss

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Don Denton, Coldwell Banker Real Estate

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Edwin Copenhaver, Frager's Hardware  
Ken Golding, Stanton Development  
John Gordon, National Capital Bank  
Debra Hardy Havens, Capitol Associates, Inc.  
Mark Holler, Ginkgo Gardens  
William Isaac, Bernstein Management Corp.  
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## **EX OFFICIO**

Julia Christian, CHAMPS – Capitol Hill Chamber of Commerce  
Marge Francese, Office of Councilmember Tommy Wells  
Ken Jarboe, ANC 6B  
Commander Kevin Keegan, First District Metropolitan Police Department  
Martin Smith, Barracks Row Main Street  
Judy Wood, CPA

## **FOUNDING PRESIDENT**

George Didden, III, National Capital Bank

## **STAFF**

Patty Brosmer, President  
Andrew Lee, Director of Operations  
Nina Liggett, Director of Marketing and Programs

# Letter from the President & Chairman of the Board



## **Dear Members and Friends of the Capitol Hill BID:**

We are pleased to present the 2010 Annual Report of the Capitol Hill Business Improvement District (BID). As you take this look back on the highlights and accomplishments of our eighth full year of service, we hope you will appreciate the role you and others have had in making the Hill cleaner, safer, and more beautiful than ever.

Your BID taxes are hard at work seven days a week, 365 days a year employing nearly 30 people – many of whom were at one time homeless – and covering nearly five linear miles, all for around \$3,000 a day. We accomplish this by keeping overhead low and morale high. The success of our BID services is a source of pride for all of our workers who truly feel they are serving the public in an important way.

Our management staff continues to play an integral role on several joint committees with community organizations. Partnering with CHAMPS – Capitol Hill's Chamber of Commerce, Barracks Row Main Street, Market Row Association, and the ANC (just to name a few) enables us to address challenges facing our community in the most effective manner.

By working closely with elected officials and city agencies we're laying the groundwork for infrastructure improvements and better amenities for our area. In 2010 we were the first in DC to procure *Big Belly* solar trash compactors through DDOT with Performance Parking funds and are working on tree box surrounds that will protect planted greenery and flowers.

Our social media presence on Facebook and Twitter is stronger than ever and adds real-time results to our marketing efforts. It was instrumental in making the first ever bicycle scavenger hunt "Hill and Go Seek" a huge success with over 150 participants.

As you will see in the financial section of the report, the BID is financially sound and has received its eighth straight "clean" audit. By careful planning, utilizing creative ways to provide clean and safe services, and with a talented staff, we have been able to keep our administrative costs below 15%, enabling your dollars to have the maximum impact.

Clearly the key to our success is our partnership with many stakeholders. When property owners, business leaders, elected officials, and community organizations all work together for a common good, it's truly a beautiful thing!

Patty Brosmer, President

Paul L. Pascal, Chairman of the Board



# A Clean, Safe & Beautiful Capitol Hill

The BID is dedicated to fortifying Capitol Hill by sustaining a beautiful, clean and safe place to live, work and conduct the business of our nation's capital. In 2010 the Ready, Willing & Working (RWW) clean team collected over 900 tons of trash and 60 tons of recyclables, and removed over 800 graffiti taggings from the Hill.

## 2010 HIGHLIGHTS

- Partnered with DDOT to install five BigBelly solar-powered compacting trash cans along Pennsylvania Ave. SE and Barracks Row Main Street, part of the Pilot Parking Zone Funding program. BigBelly Solar Compactors collect five times the waste of a city bin, furthering the BID's effort to remain environmentally and financially responsible by lowering operating costs, fuel consumption, and greenhouse gas emissions associated with the waste collection process.
- In the fall of 2009 Ready, Willing & Working landscapers planted 10,000 daffodils which came up this spring in full bloom!
- For the second year in a row the Capitol Hill BID was awarded Cigarette Litter Prevention Program (CLPP)

grants from Keep America Beautiful, providing the clean teams with the necessary tools to help combat one of the most overlooked litter problems in the District—cigarette waste. The BID won an International Downtown Association Merit Award for the successful implementation of the CLPP program in 2009, in which we recorded a 70% reduction of cigarette waste in targeted areas within the BID boundaries.

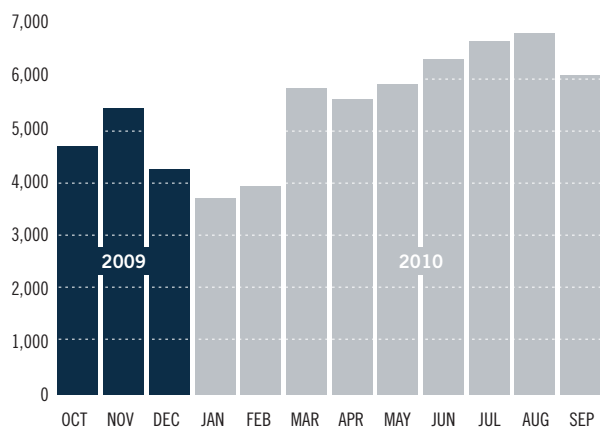
**The Men in Blue are truly one of a kind.  
Thank you Men in Blue—and the rest of the neighborhood so clean.**

## RECYCLING INITIATIVES

- In cooperation with the office of Councilmember Tommy Wells and the Capitol Hill BID, Frager's Hardware now collects expired, unbroken compact fluorescent light bulbs (CFL) for recycling.
- Recycling bin presence increased by 30 percent, in 2010, bringing the total to 12 throughout the BID.
- Managed and operated by Ready, Willing & Working, the pilot initiative Ready, Willing & Recycling provides free, efficient pickup of laser and ink-jet printer cartridges from area businesses.

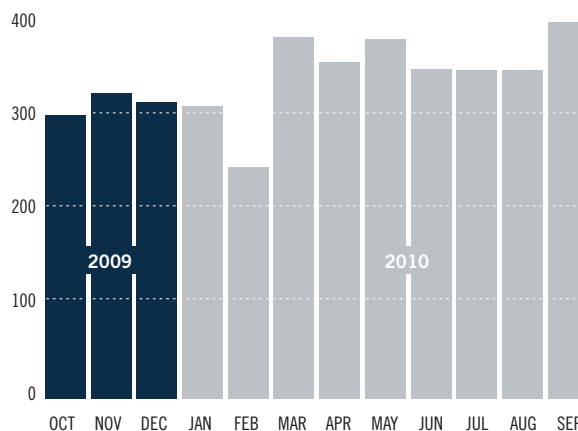
### RUBBISH COLLECTED IN FY 2010

Total: 65,542 lbs (983 tons)



### RECYCLING COLLECTED IN FY 2010

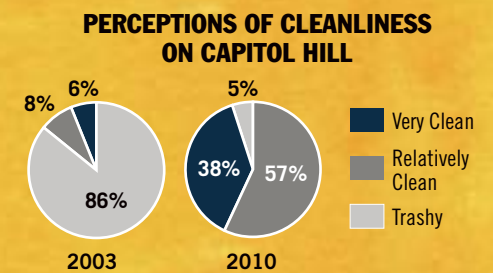
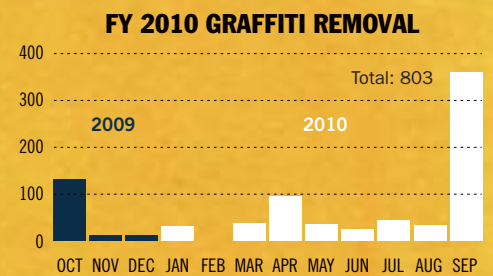
Total: 4,032 lbs (60.5 tons)





of the most cherished neighborhood resources.  
 e merchants who fund them—for keeping our

– Comment on “The Hill is Home” article about the Capitol Hill BID





Pennsylvania Avenue dining



"My Tale of Two Cities" panel discussion

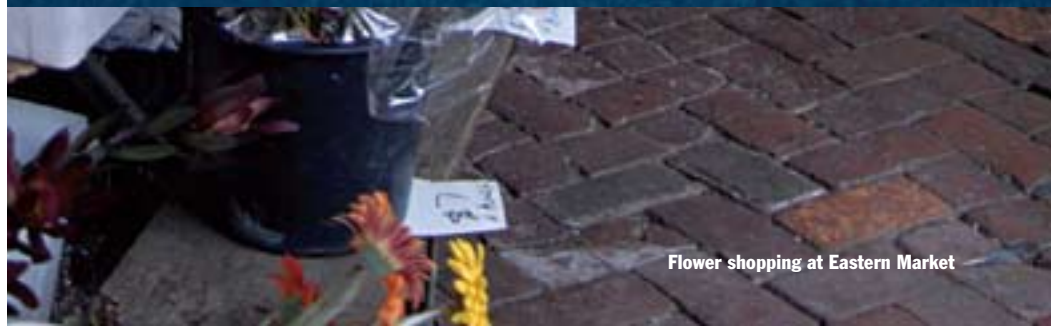


The first ever "Hill and Go Seek" scavenger hunt



**The BID is invaluable to the Capitol Hill business community to create, implement and sustain important initiatives of ensuring that Capitol Hill is a vibrant and unique**

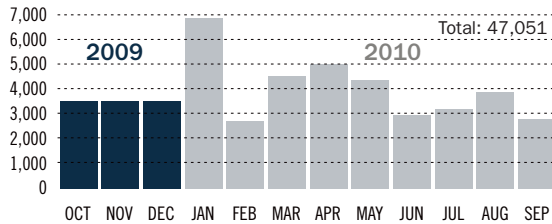
– Julia E. Christensen



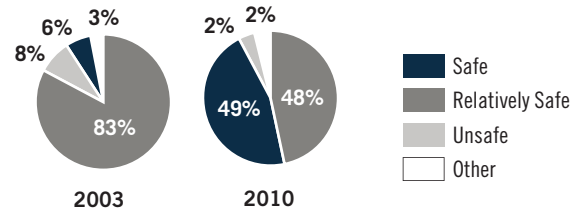
Flower shopping at Eastern Market



### FY 2010 AMBASSADOR CONTACTS



### PERCEPTIONS OF SAFETY ON CAPITOL HILL



Throughout the year the Capitol Hill BID Safety Ambassadors roam the 81 blocks of the business corridor, personally visiting each business owner, helping pedestrians and motorists with anything from directions to hotels and restaurants to information about tourist attractions and events. They're also trained in CPR, first-aid, and homeless outreach, and are able to be in quick contact with the MPD if a situation arises.

In order to best serve Capitol Hill during the busy weekend hours, the Ambassadors, with the support of the wayfinding task force the "Sign Tigers," set up an information booth each Saturday and Sunday (weather permitting) from 10 AM to 3 PM providing additional information and hospitality services at Eastern Market Metro Plaza. In the 2009/2010 fiscal year the information booth served over 7,000 Capitol Hill residents, employees and visitors.

## Marketing Capitol Hill as a Destination

Because the BID's core mission to make Capitol Hill clean and safe, it is able to market the area as a destination of choice not only for tourists but for those who live and work in DC.

community. Pooling our resources  
ives is integral in our collective goal  
e neighborhood.

istian, Executive Director, CHAMPS – Capitol Hill Chamber of Commerce

In 2010 the Capitol Hill BID focused on online social media, newsletters and community events as well as investing in tourism attracting initiatives such as information kiosks and large public events that drew regional and national tourists.

Collaboration with fellow business organizations like CHAMPS and Barracks Row Main Street maximized promotional efforts and fostered new public space initiatives, furthering the economic and cultural development of Capitol Hill.

### 2010 HIGHLIGHTS

- **JANUARY 19, 2010** – Co-hosted the American Bus Association Tour Bus Operators on Capitol Hill, opening up valuable contacts with tourism and destination marketing organizations.
- **MARCH 23, 2010** – The BID hosted a special screening and panel discussion of the movie, *My Tale of Two Cities*, a funny and heartfelt tale of one city's inspiring comeback as told through a personal journey about coming home again and coming to terms with our pasts in order to redefine who we are. This first-of-its-kind event at the U.S. Capitol Visitor Center attracted hundreds to the Congressional Auditorium, including Members of Congress, Pittsburgh expats, Capitol Hill enthusiasts, and urban planning aficionados to share their love of community, and what it takes to be a great city, and a great neighbor.
- **MAY 2010** – Together with CHAMPS, the BID successfully appealed to Councilmember Wells to renew designation of May as "Capitol Hill Appreciation Month" in DC – recognizing "the historic significance and vitality of Capitol Hill."
- **AUGUST 28, 2010** – "Hill and Go Seek" brought over 150 riders to the Hill for a first-of-its-kind scavenger hunt-style bicycle race. The teams started from Eastern Market Metro Plaza and raced throughout Capitol Hill stopping at businesses such as Wisdom to paint on the mural, Tunnickliff's to sing a bicycle-inspired song, or at Capitol Hill Bikes to test their bike maintenance skills.
- **DECEMBER 4, 2010** – The Hill was alive for the Holidays with the Third Annual Capitol Hill Holiday Tree Lighting. Hundreds of community leaders, business owners and neighbors gathered to sing carols, enjoy a hot beverage and watch as Kathy Didden and Councilmember Tommy Wells flipped the switch on the beautiful evergreen planted in honor of the Capitol Hill BID's founding president, George A. Didden III.

# Activating Public Space

## JOHN PHILIP SOUSA WELCOMES YOU TO CAPITOL HILL

In the Summer of 2010 Erik Holzherr, owner of Wisdom Cocktail Parlour at 1432 Pennsylvania Ave. SE, noticed the east facing wall of his bar was a problem area for graffiti and vandalism. So he reached out to a few friends, neighbors and community organizations. Soon he was in touch with the Capitol Hill BID and MuralsDC.

MuralsDC, a graffiti-deterring mural program of Ward 1 Councilmember Jim Graham and the Department of Public Works, selected the wall at Wisdom after commitment from the BID to restore and prepare the wall for painting.

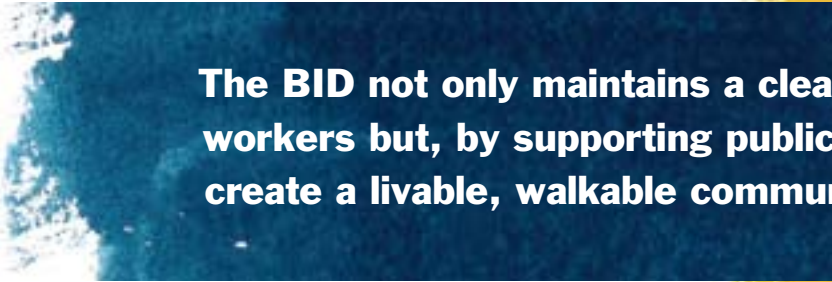
Alicia “DECOY” Cosnahan of Albus Cavus was selected as the artist for the Pennsylvania Avenue site, creating a welcoming design reflecting the community and history of Capitol Hill. The chosen design incorporates John Phillip Sousa and his marching band lineup in front of a vibrant pink background with an iconic wrought-iron fence pattern. Scaffolding, generously donated by Pointing Plus Historic Restoration, was up in just a few days. Ready, Willing & Working staff helped paint the wall pink and community members were invited to chip in over the next month of production.

In 2011, the BID will install lighting at the site not only to showcase the beautiful artwork by Cosnahan, but to serve as a deterrent against vandalism and crime.

## Transportation

Public transportation improvements to Capitol Hill are an integral part of the business corridors economic prosperity and sustainability, therefore the Capitol Hill BID continues to support and promote district amenities such as Capital Bikeshare and the DC Circulator. Established by a partnership between DC BIDs, DDOT and WMATA, the DC Circulator continues to grow in popularity throughout the District and on Capitol Hill. As an efficient, low-cost, neighborhood bus route, the Circulator is the quickest way for Hill residents, workers and visitors to travel between Union Station and the Capitol Riverfront. Service and route improvements continued throughout 2010, including the

addition of two new stops on Pennsylvania Avenue and Independence Avenue SE. In 2011 the BID's transportation committee's efforts, led by Susan Perry, will focus on additional route improvements, extended hours and weekend service agreements for the Union Station/Navy Yard route that are currently under consideration with the DC Surface Transit Board.



**The BID not only maintains a clean environment for workers but, by supporting public space, can help create a livable, walkable community.**

## THE EASTERN MARKET METRO PLAZA INFORMATION HUB PROJECT

The District Department of Transportation (DDOT) along with the BID, CHAMPS – Capitol Hill's Chamber of Commerce, The Office of Tommy Wells, Barracks Row Main Street, and the Capitol Hill Restoration Society have been working together to enhance the hospitality experience at Eastern Market Metro Plaza. With the support of Performance Parking Zone Funds—which are designed to be reinvested back into the neighborhood to make “non-automotive” improvements to both the pedestrian and transit experience—the group began researching information kiosks for the Plaza.

While redevelopment of the Plaza is being explored, the intent of the group is to produce and operate an interim Information Hub that will meet the more immediate needs for information and hospitality assistance, as well as serve as a gathering place for community activity and a tool for promotion of the historic district and businesses on Capitol Hill.

Several concepts were presented at a December 14, 2010 community meeting at the North Hall and were available online for public comment. The three variations included customizable manufactured structures, mobile information booths, and two structures designed by students at Catholic University's School of Architecture.

The Performance Parking Zone Advisory Committee, which consists of delegates from several Ward 6 organizations, will compile and evaluate the community feedback to form a recommendation to the District Department of Transportation for their final design choice in early 2011.





Wall mural at 1432 Pennsylvania Ave, painted in the summer by Alicia Cosnahan.

...n and safe environment for residents, visitors and  
...space development projects, continues to help  
...nity on Capitol Hill.

– Tommy Wells, Ward 6 Councilmember



Before painting



The Circulator is a popular transportation option in the BID



“The impact of the Capitol Hill BID on our neighborhood cannot be underestimated. Their constant hard work and positive energy insures quality in our daily lives, inspiring us to appreciate what a great place this is to live. They are the total package when it comes to community service!”

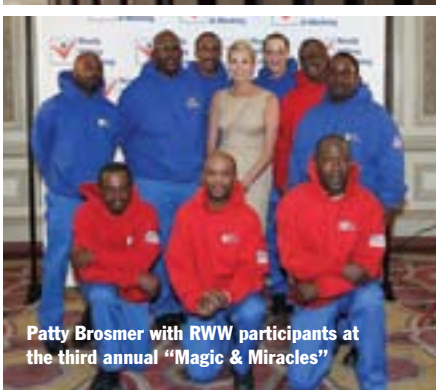
– Chuck Burger, Coldwell Real Estate and Capitol Hill Community Leader







**Ready, Willing & Working has been a key component in keeping the Row beautiful, whether in the blazing sun or the deepest snow, keeping the Row beautiful for the restaurants and service providers invest in building the team. Without them, the street would never have**



**Patty Brosmer with RWW participants at the third annual "Magic & Miracles"**



ent in Barracks Row's success. The team is out every day, in the  
v clean, safe and inviting. As exciting as it is to have retailers,  
gs and businesses, the core investment on the Row is the RWW  
become what it is today.

– Martin Smith, Executive Director, Barracks Row Main Street

## Ready, Willing & Working

The BID continues to remain socially responsible through the management of Ready, Willing & Working (RWW), a nonprofit organization focused on ending the cycles of homelessness, welfare dependency and criminal recidivism.

### 2010 HIGHLIGHTS:

- 80% retention rate on RWW participants and renewed DSLBD supplementary contracts with Barracks Row and North Capitol Main Streets.
- Clarence Carter, Director of the DC Department of Human Services, restated the District's commitment to RWW and announced further advancements in a procuring a facility to enable the program to grow and serve more of our city's homeless and formerly incarcerated individuals.
- Supporters and friends of RWW attended the Third Annual Magic & Miracles at The Ritz-Carlton on Thursday, December 2, where they honored George and Harriet McDonald, founders of The Doe Fund (Ready, Willing & Able) and announced the launch of Ready, Willing & Recycling. The event was hosted by Channel 7 anchor Paul Berry and included an introduction video by writer/producer Carl Kurlander (*St. Elmo's Fire*, *Saved by the Bell*, etc.) and Matthew McClain of OkTake5 Productions.



In Washington, DC, an estimated 14,000 people are homeless on any given day. These individuals need programs that will keep them off the streets and engaged in positive activities in order to break the cycle of poverty. Ready, Willing & Recycling, a new venture of Ready, Willing & Working, is that kind of program.

Through Ready, Willing & Recycling, a business's used toner and ink cartridges will be picked up by a trained worker on site. Ready, Willing & Recycling helps create jobs, reduce homelessness, and reduce waste. Going green has never been easier.

### INFORMATION

[www.readywillingrecycling.com](http://www.readywillingrecycling.com)

# Financials



## TO THE BOARD OF DIRECTORS,

We have audited the accompanying statements of financial position of The Capitol Hill Business Improvement District, Inc. (BID) as of September 30, 2010 and 2009, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of the BID's management. 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 of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the BID's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes

assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our 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, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Our audits were conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. Such information has been subjected to the auditing procedures applied in the audits of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Katz, Abosch, Windesheim, Gershman & Freedman, P.A.  
Certified Public Accountants and Consultants  
January 4, 2011 Timonium, Maryland

## The Capitol Hill Business Improvement District, Inc. Statements of Financial Position – September 30, 2010 and 2009

ASSETS	2010	2009
<b>CURRENT ASSETS</b>		
Cash	\$24,208	\$7,101
Assessments receivable	149,767	128,601
Prepaid expenses and other current assets	14,160	2,000
Total Current Assets	188,135	137,702
<b>FIXED ASSETS – NET</b>	<b>9,655</b>	<b>21,605</b>
<b>TOTAL ASSETS</b>	<b>\$197,790</b>	<b>\$159,307</b>

LIABILITIES & NET ASSETS	2010	2009
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$16,795	\$23,295
Accrued expenses	21,518	19,141
Unearned assessment revenue	18,936	23,874
Line of credit	100,000	50,000
Total Current Liabilities	157,249	116,310
<b>NET ASSETS</b>		
Unrestricted	35,369	37,825
Temporarily restricted	5,172	5,172
Total Net Assets	40,541	42,997
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$197,790</b>	<b>\$159,307</b>



**The Capitol Hill Business Improvement District, Inc.**  
**Statements of Activities for the Years Ended September 30, 2010 and 2009**

<b>2010</b>	<b>Unrestricted</b>	<b>Temp. Restricted</b>	<b>Total</b>
<b>REVENUE AND SUPPORT</b>			
Assessment revenue	\$1,052,743	\$0	\$1,052,743
Contributions	36,388	0	36,388
Grant and contract income	194,056	0	194,056
Penalties and interest	26,472	0	26,472
Total Revenue And Support	1,309,659	0	1,309,659
<b>EXPENSES</b>			
Functional expenses:			
Program services	1,121,761	0	1,121,761
Management and general	190,354	0	190,354
Total Expenses	1,312,115	0	1,312,115
<b>Change in Net Assets</b>	<b>(2,456)</b>	<b>0</b>	<b>(2,456)</b>
<b>Net Assets – Beginning of the Year</b>	<b>37,825</b>	<b>5,172</b>	<b>42,997</b>
<b>Net Assets – End of the Year</b>	<b>\$35,369</b>	<b>\$5,172</b>	<b>\$40,541</b>

<b>2009</b>	<b>Unrestricted</b>	<b>Temp. Restricted</b>	<b>Total</b>
<b>REVENUE AND SUPPORT</b>			
Assessment revenue	\$1,089,443	\$0	\$1,089,443
Contributions	38,762	0	38,762
Grant and contract income	60,972	0	60,972
Penalties and interest	27,639	0	27,639
Total Revenue And Support	1,216,816	0	1,216,816
<b>EXPENSES</b>			
Functional expenses:			
Program services	1,001,403	0	1,001,403
Management and general	177,495	0	177,495
Total Expenses	1,178,898	0	1,178,898
<b>Change in Net Assets</b>	<b>37,918</b>	<b>0</b>	<b>37,918</b>
<b>Net Assets – Beginning of the Year</b>	<b>(93)</b>	<b>5,172</b>	<b>5,079</b>
<b>Net Assets – End of the Year</b>	<b>\$37,825</b>	<b>\$5,172</b>	<b>\$42,997</b>



**Capitol Hill Business Improvement District**

30 Massachusetts Avenue, NE Washington, DC 20002  
202-842-3333 [www.capitolhillbid.org](http://www.capitolhillbid.org)