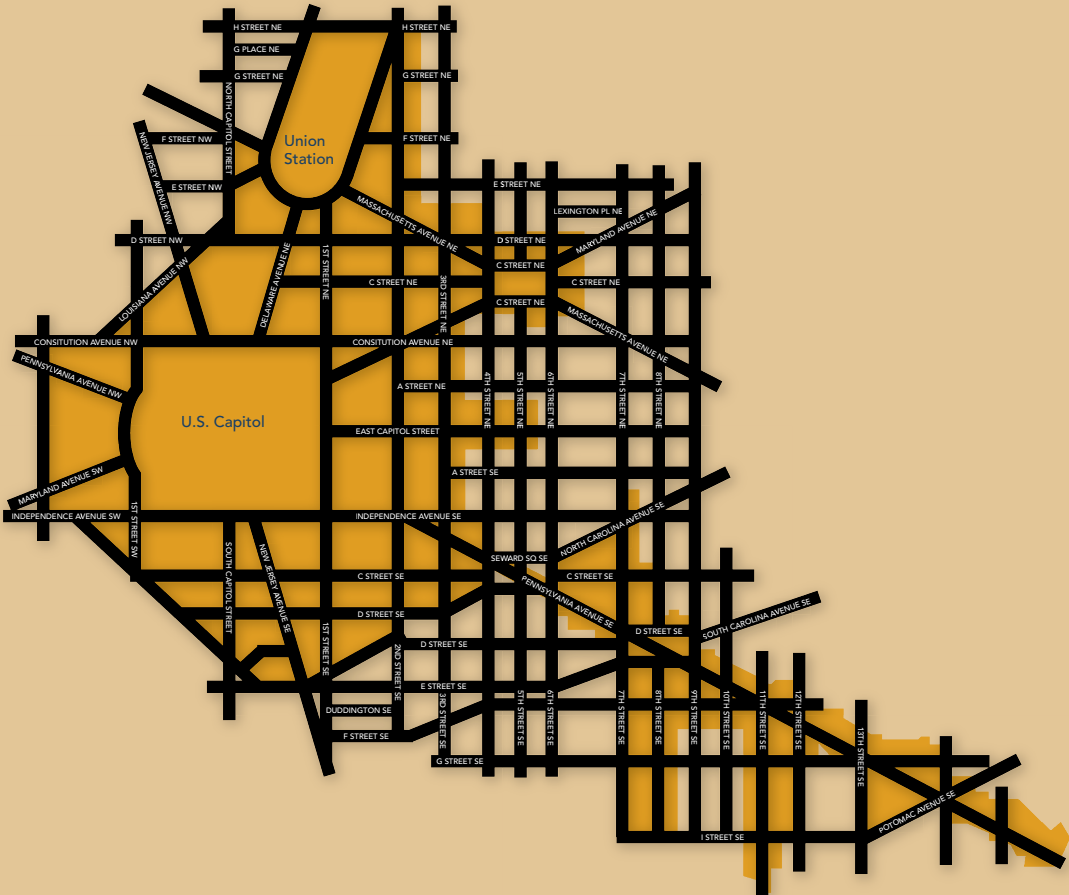




## **CAPITOL HILL BID ANNUAL REPORT 2022**

# CAPITOL HILL BID AREA





**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 40 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 Listing

### Chairman of the Board

Don Denton, Coldwell Banker Real Estate

### Vice Chairman

Michael Phillips, The UPS Store

### Treasurer

John B. Gordon, National Capital Bank

### Secretary

Eric Korsvall, The Heritage Foundation



## Board Members

Hamood Abutaa, MetroMotor

Gwendolyn Blade, Bernstein Management Corporation

John Boyle, Property Owner

Ken Golding, Stanton Development Corporation

Nathaniel Goodman-Johnson, Johnson Law Group

Jesse Heier, Jade Fitness

Risa Hirao, Pascal, Weiss & Hirao

Gary Jankowski, Coldwell Banker Real Estate

Brad Johnson, Johnson Law Group

Susan Perry, Consultant

Mary Quillian Helms, Property Owner

Phillip S. Smith, CAPTEL

Beverley Swaim-Staley, Union Station Redevelopment Corporation

Robert A. Weinstein, architrave p.c. architects

### Ex-Officio

Brian Ready, Barracks Row Main Street

Ann Blackwell, Eastern Market Main Street

Tony Tomelden, CHAMPS

Ken Jarboe, Community Representative

### Staff

Patty Brosmer, President

Andrew Lee, Vice President of Operations

Arnold Lee, Director of Field Operations

McKenna Pugh, Associate Director of Marketing





## Letter from the Chair

Dear Members and Friends of the Capitol Hill BID:

I am pleased to present the 2022 Annual Report of the Capitol Hill Business Improvement District (BID) where we take a look back at the highlights and accomplishments of our twenty years of service to Capitol Hill and a look forward to the future where we will continue to make the Hill cleaner, friendlier, and more beautiful than ever.

Twenty years is nearly a generation. We've seen Capitol Hill transform from a place where families often exited to the suburbs to raise children to a place where families seek out a place to call home. The transformation of Capitol Hill has been steady and sure with infrastructure improvements and additions in the form of new streetscapes, the rebuilding of the historic Eastern Market, the amazing redesign and construction of the Eastern Market Metro Park, and the development of 700 Penn. Capitol Hill now offers award-winning dining options, a vast array of grocery-shopping choices, exciting shopping and attractive public spaces to gather and experience.

Since 2003 the Capitol Hill Business Improvement District has played an integral part in this process with daily clean team services, ambassadors who greet visitors and assist citizens, year-round beautification programs and marketing efforts that promote all the Hill has to offer. This report will highlight some of the many BID programs that have evolved and been fine-tuned over the past two decades.

While excelling at our core services is always a priority, our board is constantly looking to the future to see what we can do to be bigger and better. As a result, we are often leaders in the industry by being innovative, creative, and technologically savvy. We were the first of the DC BIDs to provide jobs to our homeless and formerly incarcerated citizens by creating the Ready, Willing & Working (RWW) program; the first to implement public space recycling; and, the first to pilot the BigBelly solar trash receptacles.

Innovations like these have earned us local and national recognition. 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. Our placemaking video "Welcome to Capitol Hill" is highlighted on IDA's website under best practices.

As you will see in the financial section of this report, the BID is financially sound and has received its nineteenth straight "clean" audit. Being good stewards of the tax dollars we receive has always been a priority of our Board of Directors.

As Chairman of the BID for the past 6 years and a founding Board Member I would like to assure our members that we will continue to provide our services with excellence in the coming years. We look forward to our next decade of accomplishments as we focus on continuing to make Capitol Hill a world-class destination while being a wonderful place to live, shop, dine, and work.









## Highlights of 20 Years of Service

### Strong Leadership and Vision

**1** The founding board began with a clear and bold, yet realistic, vision of what Capitol Hill could be with the creation of a business improvement district—a place where businesses thrive, families grow, and visitors gather from all over the world.

George Didden, Founding President, along with Patty Brosmer believed in the concept of having formerly homeless, formerly incarcerated individuals work as clean team members while receiving supportive services to become productive members of society.

Early leadership set the tone for how our BID operates and their dedication to the mission and vision of the BID continues today.

### Capitol Hill BID Values

**2** The values of the Capitol Hill BID reflect both internal and external beliefs and operating principles. Over twenty years of consistent productivity and growth, and considering the longevity of its staff, the BID leadership feels strongly that these guiding values reflect authentic commitment to our mission, people, and the community we serve. These values are an endorsement not of why it exists but of how we work to achieve our mission.

**Respect:** We hold all our neighborhood, people, and businesses in the highest regard and deliver our services with pride and excellence.

**Compassion:** We care about the needs of all our employees and stakeholders.

**Stewardship:** We manage our resources and services responsibly and in the best interest of our members and the community we serve.

**Socially Responsible:** We strive to spend the revenues we receive for the greater good of the community.

**Relentlessly Proactive:** We approach every challenge with initiative, skill, and optimism.

**Love:** We love who we serve, and we love what we do.





### Trash Removal

**3** The past twenty years of service has contributed a lot to the evolution of Capitol Hill BID and the community. 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 2022, our Clean Team collected 2,104.6 tons of trash.

### Recycling Program

**4** In 2022, the BID collected over 242.7 tons of recyclables from the blue receptacles stationed within the BID's boundaries. 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.



### Graffiti Removal

**5** Since 2003 the Clean Team has worked hard to remove graffiti tags within the BID's boundaries, removing most tags in a matter of hours since being reported by commercial property owners or tenants. This discourages future graffiti tags as the "graffiti artist" knows that their work will be removed almost immediately.

In FY 2022, the Clean Team removed 543 graffiti tags within the BID's legislative boundaries.

### Beautiful Streetscapes

**6** A cornerstone of the BID's mission is to maintain the beautiful landscaping that makes Capitol Hill one of the most desired residential and business communities in DC. Through our supplementary service contract with Barracks Row Main Street we maintained 53 public space planters and light pole baskets along 8th Street, SE adding to the beauty of Capitol Hill.

The BID's landscaping team mulched and replaced liriopse as needed in the BID's 400 tree beds.

### Community Park Maintenance

**7** Throughout the year, the BID helps to maintain the Eastern Market Metro Park (EMMP) making sure the plaza is clean and trash-free, sanitizing and arranging public space furniture, as well as maintaining "Sonny", the Capitol Hill Christmas Tree.









### BID Ambassadors

**8** The BID Ambassadors patrol 81 blocks by foot and bicycle every day. They provide pedestrian and visitor information, merchant visits, vehicular assistance, homeless outreach and act as extra eyes and ears for the police department. In 2022, the Ambassadors assisted 39,848 visitors and community members throughout the BID.

Every weekend, the Ambassadors are stationed at an information tent in Eastern Market Metro Park to assist with the increase in visitors to Eastern Market, Barracks Row and other neighborhood attractions.

### Homeless Outreach & Assistance

**9** All of our BID 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 2022, BID safety and Ambassadors performed 262 homeless assists.

### Local Law Enforcement Partnership

**10** In 2022, the BID continued our long term relationship with local law enforcement working with Community Outreach Officer Muhammad Lewis and First District Captain Tatjana Savoy from the Metropolitan Police Department (MPD).

Officer Lewis is quick to answer general public safety inquiries, assist with the organization of extra security at BID events, and attend BID Board meetings to speak on crime trends and efforts being deployed by MPD.







CAPITOL HILL BID ANNUAL REPORT 2022

**GROOVY**  
Cards & Gifts **dc**

**FAIRY GODMOTHER**  
BOOKS + TOYS

**BULLFROG**  
Bagels

**OPEN**





## Community Building Through Partnerships

**11** Since its conception the BID has collaborated with and supported many Capitol Hill business and community groups in cleaning initiatives, events, and festivals. These strategic partnerships foster community participation and nurture local leadership.

The BID continues to collaborate with fellow business organizations like CHAMPS, Barracks Row Main Street and Eastern Market Main Street to further enhance Capitol Hill as a world-class destination.

## Bike to Work Day

**12** On Friday, May 20, 2022, the BID hosted the Capitol Hill pit stop for Bike to Work Day. The pit stop is held in the Eastern Market Metro Plaza and over 350 registered participants stopped by to pick up their official BTWD t-shirt and enjoy prizes & refreshments from local sponsors.

In 2022, the Capitol Hill pit stop had the most local sponsors since first hosting in 2010 including Peregrine Espresso, District Flow Yoga, Captain Cookie, Safeway, The DC Dentist, Bullfrog Bagels, Washington Area Bicycle Association, DC Public Service Commission, Bike Werks Mobile Bike Repair, Big League Performance + Rehab and Vegetable and Butcher.

Special attendees USDOT Deputy Secretary Polly Trottenburg and DC Councilmember Elissa Silverman also rode in to the pit stop.





### Capitol Hill Fourth of July Community Parade

**13** The BID team marched down Barracks Row on 8th St, SE for the Fourth of July Community Parade with the theme of “Be A Superhero—Help Keep Capitol Hill Beautiful.” The BID pickup trucks were decorated with streamers and colorful banners and the “Men & Women in Blue” wore a BID “superman logo” on their capes while tossing out candy, multicolor beads and handing out hand fans and frisbees.

### 16th Annual Capitol Hill Christmas Tree Lighting

**14** 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 16th Annual Capitol Hill Holiday Tree Lighting. The 50-foot tree, affectionately nicknamed “Sonny,” was planted in 2007 to honor the BID’s founding chairman George Didden III for his many contributions to the Capitol Hill community.

This year, a brand new light show coordinated to music, presented in partnership with Barracks Row Main Street, was debuted to take the tree décor to the next level. Special guest Masters of Ceremonies Kojo Nnamdi and Tom Sherwood welcomed the community to kick off the holiday season.

Throughout the evening, the BID’s “Men in Blue” served hot chocolate, coffee and doughnuts while local musical groups Joyous Voices, Capitol Hill Arts Workshop’s Suzuki Strings, Washington Youth Choir and Adalia Jimenez performed holiday favorites.













### 9th Annual Capitol Hill Menorah Lighting

**15** 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 second night of Hanukkah at the 9th 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 chocolate 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, Bruce Pascal, carried on his legacy by flipping the switch to light the menorah.

### Neighborhood Resource

**16** In addition to creating a clean and safe business district, the BID also promotes Capitol Hill as a premier destination to shop, dine, work and live. In 2022, the BID continued its efforts of producing a weekly e-newsletter along with engaging the public through social media outlets and website blog posts.

Year round, residents turn to BID social media channels as a valuable and timely resource for current events, business specials and neighborhood updates. Since the first recorded statistics in September of 2018, our social platforms have grown significantly with Instagram standing out the most with an increase of 572% in 2022.

### Ready, Willing and Working Program

**17** The BID continues its commitment to social responsibility through the management of Ready, Willing & Working (RWW); a solution to homelessness and criminal recidivism in Washington DC. Since 2008, maintenance service areas have expanded to Adams Morgan, Barracks Row, Eastern Market, Mid-City, Mount Vernon Triangle and Pennsylvania Avenue West. In FY 2022, RWW provided supportive services to over 40 formerly homeless and incarcerated individuals who work for the BID.

RWW continues to work closely with Work Works America as a founding member. The Work Works America (WWA) Affiliate Network includes established programs from NY, NJ, Atlanta, Colorado, and Washington DC with a plan to assist in the development of like programs across the country. To learn more, visit <https://doe.org/work-works/>







### GED Program

**18** 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.

Having a GED certificate will give participants access to opportunities for advancement and better pay, which will give them a chance to provide emotional and financial support for their children.

### Transportation Partnerships

**19** Public 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 a 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.

### To Another 20 Great Years

**20** The Capitol Hill BID has accomplished significant growth and effectiveness in the commercial district of Capitol Hill over the past twenty years. In order to maintain excellence in the level of service provided by the BID a Board retreat was conducted in September 2022.



### Board Retreat Strategic Plan Conclusion

The BID is enthusiastic about the next phase of growth for the commercial district of Capitol Hill. We intend to engage our members and challenge our leaders to provide our constituents with a clean, safe, vibrant, and outstanding place to do business. With the encouragement of our members and the wider community and the support of our government and agency partners, we expect this plan to propel the Capitol Hill commercial district positively toward the excellence upon which the reputation of The Hill was built and through which the close-knit community we serve has come to expect. We look forward to the bright future ahead for Capitol Hill.

### A Tribute to John Gordon

**A**s we celebrate 20 years of BID services, let's also shine a light of appreciation for John B. Gordon's many years of service on the Capitol Hill BID Board of Directors and Executive Committee.

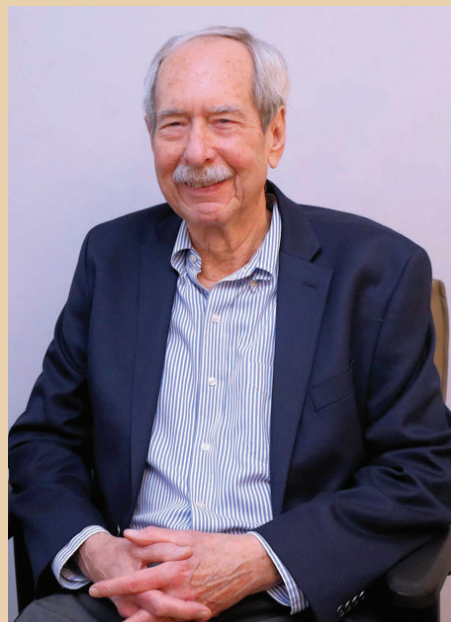
John filled the National Capital Bank's Board seat after founding board member and Chairman George Didden passed away in 2007, and has continued to serve as Treasurer until he retired from the board in 2022.

Of his time with the BID he says "I've enjoyed my time on the BID watching Capitol Hill change over the years and the great work that Patty and the Men in Blue have done and continue to do every day. My banking career gave me the opportunity to serve as the Treasurer and contribute to making the organization flourish. I was also able to join the boards of Barracks Row Main Street and the Capitol Hill Village. I very much enjoy giving back to the community where I live."

John grew up on the west coast and stayed in DC after being discharged from Army Intelligence in the late 60's. He says he enjoyed Capitol Hill so much that he made it his home. "I love the neighborhood and all its history and being able to walk to work and see my friends and neighbors along the way."

John now spends his time in retirement enjoying the company of his three grandchildren—Blake, Ryleigh and Bella and traveling with his wife Debra Keats.

We thank John for his invaluable service to the Capitol Hill BID—he will always be a member of our BID family.





## INDEPENDENT AUDITOR'S REPORT

### Board of Directors

The Capitol Hill Business Improvement District, Inc.

### Opinion

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, 2022 and 2021, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements.

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, 2022 and 2021, 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.

### Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of The Capitol Hill Business Improvement District, Inc. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### 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, 2022 and 2021. 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, 2022 and 2021 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 noncurrent assets. Our opinion is not modified with respect to this matter.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for 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.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about The Capitol Hill Business Improvement District, Inc.'s ability to continue as a going concern within one year after the date that the financial statements are available to be issued.



### **Auditor's Responsibility for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit 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 Capitol Hill Business Improvement District, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about The Capitol Hill Business Improvement District, Inc.'s ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

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

Timonium, Maryland

February 13, 2023





## Statements of Financial Position September 30, 2022 and 2021

### ASSETS

<b>CURRENT ASSETS</b>	<b>2022</b>	<b>2021</b>
Cash	\$ 620,190	\$673,522
Assessments and contracts receivable	330,418	469,022
Prepaid expenses	37,371	61,465
TOTAL CURRENT ASSETS	987,979	1,204,009
<b>FIXED ASSETS—NET</b>	95,234	142,067
<b>OTHER ASSETS</b>		
Deposits	3,500	3,500
<b>TOTAL ASSETS</b>	<u>\$ 1,086,713</u>	<u>\$1,349,576</u>

### LIABILITIES AND NET ASSETS

<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 21,561	\$25,734
Accrued expenses	84,344	93,065
Current portion of long-term debt	6,244	23,586
Unearned assessment revenue	467,195	495,863
TOTAL CURRENT LIABILITIES	579,344	638,248
<b>LONG-TERM LIABILITIES</b>		
Long-term debt	0	34,326
Paycheck Protection Program loan	0	176,146
TOTAL LIABILITIES	579,344	848,720
<b>NET ASSETS</b>		
Without donor restrictions	507,369	500,856
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u>\$ 1,086,713</u>	<u>\$1,349,576</u>

### REVENUE

Assessment revenue	\$1,677,037	\$1,726,810
Contracts income	1,360,351	2,265,330
Penalties and interest	65,983	57,476
Other income	178,350	0
TOTAL REVENUE	<u>3,281,721</u>	<u>4,049,616</u>

### EXPENSES

Functional expenses:		
Program services	2,775,589	3,484,713
Management and general	499,619	497,633
TOTAL EXPENSES	<u>3,275,208</u>	<u>3,982,346</u>
Change in Net Assets	6,513	67,270
Net Assets—Beginning of the Year	500,856	433,586
Net Assets—End of the Year	<u>\$507,369</u>	<u>500,856</u>









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