

Accomplishments

ADVISORY COMMITTEES

In 2018, the Dupont Circle BID made the commitment to launch advisory committees. The purpose of the committees would be to hear from members of the Board and other key stakeholders in the Dupont Circle neighborhood about their particular areas of expertise. These committees have enabled the BID to develop partnerships with members of our community, as well as examine ways to increase the BID's effectiveness in these areas. It has also provided committee members with a platform to share their ideas and insights.

Public Space Advisory Committee

Through the Public Space Committee, the BID and partners will collaborate with government agencies, stakeholders and other community members on strategic planning for design, maintenance and programming of public space in the neighborhood. The Committee will take a holistic view of the neighborhood's gathering places with a focus on Dupont Plaza, Dupont Underground, and Dupont Circle. Specifically, over the past year, the Committee worked with the District Department of Transportation (DDOT) to provide recommendations regarding the Connecticut Avenue Streetscape and Deck-Over Project.

Marketing & Branding Advisory Committee

Provides recommendations to the Executive Committee on marketing initiatives and event programming. Over the past year, this committee helped inform an updated BID Marketing Strategy.

Safety & Security Advisory Committee

Provides a space for members to receive updates on crime statistics, safety protocol and homelessness resources. This group also offers a space to discuss new approaches to these issues.

MARKETING

One of the BID's strategic goals is to re-establish Dupont Circle as the neighborhood with international flair, that feels like home for everyone. In 2019 we focused first on building a solid digital presence and establishing partnerships with a variety of Dupont organizations who currently organize strong events in the neighborhood.



#Dupontstrong Blog Series

In 2019, we launched two new blog series. The Discovering Dupont blog series highlights newsworthy stories about BID businesses, both new and old. The #DupontStrong blog was launched at the beginning of the pandemic to provide a space for businesses to share stories of their experiences during COVID-19. You can view both blogs here: www.dupontcirclebid.org/blog

Promoting The Neighborhood

During COVID-19, we began providing updates to the public on the operating status of BID businesses. We continue to provide information regarding which businesses remain open and what services they provide. You can visit the links below to view consistent updates regarding our businesses: www.dupontcirclebid.org/dining-update & www.dupontcirclebid.org/shopping-update

PLACE BRANDING

Streatory Decals

In the Summer of 2020, outdoor decals were proposed by the Marketing & Branding Advisory Committee to establish placemaking and bring the BID branding literally to the streets. In August, 10 decals were placed in areas of high foot traffic, bringing some color and fun into the streets.



Metro Murals: Arts At Our Core

In the Summer of 2019, and again in the Fall of 2020, the BID hired local artists, Ravi Raman and Tim Murphy, to create murals along the temporary construction walls around the North entrance of the Dupont Circle Metro Station.



ECONOMIC DEVELOPMENT

7 New Businesses from 2019 to 2020

3 Expanded Businesses from 2019 to 2020

Space Available page on the website for those businesses to find for-lease properties within the BID boundaries

4 Industry-Specific Roundtables, where we hosted facilitated discussions for the Restaurant, Retail, and Hospitality industries

10 permits for outdoor seating areas launched during Phase Two of ReOpen DC by working with governmental agencies to expand the outdoor capacity of restaurants in the BID; includes streateries, parklets, expanded sidewalk cafes, as well as curbside pick-up



PROMOTING THE DUPONT CIRCLE NEIGHBORHOOD

Continuously promoting the re-opening of Dupont Circle restaurants

Continuously communicating the operating status of BID businesses: The BID continues to provide information regarding which businesses remain open and what services they provide. You can visit www.dupontcirclebid.org/dining-update and www.dupontcirclebid.org/shopping-update to view real-time updates regarding our businesses.

New #DupontStrong blog series: #DupontStrong provides a space for local businesses to share stories about their experiences during COVID-19. Head to www.dupontcirclebid.org/blog to read the articles and learn more.

#DupontStrong Instagram Giveaway: In order to boost engagement and encourage residents to order from local businesses, the BID organized an Instagram Giftcard Giveaway contest. One lucky winner received a \$50 giftcard to support local business, Kramerbooks and Afterwords Cafe.

Welcome bags for new businesses: Even with the circumstances of COVID-19, the BID welcomed a number of new businesses into the BID. Each business was promoted on our social media platforms and were

personally welcomed by a BID staff member with a BID-branded bag that contained some goodies.

REVITALIZING THE STREETScape & PUBLIC REALM

Enhanced Clean Team services: At the height of the Coronavirus Pandemic, the Dupont Circle Clean Team provided advanced cleaning services, and continued to increase the level of cleaning and sanitization in the neighborhood throughout each Phase of the District's ReOpening.

Volunteer Clean-Up: The Dupont Circle BID partnered with Historic Dupont Circle Main Streets (HDCMS) and ANC 2B Commissioner Randy Dale Downs, for a clean-up of The Circle. Volunteers met at the fountain with gloves, water, and garbage bags to help ensure the area around the fountain remains a welcoming environment for all.

COVID-19 IMPACT: FAST FACTS

During COVID-19 the Dupont Circle Clean Team,

- Removed **3,601** bags (**51,835** lbs) of trash and recyclables
- Removed **over 100** instances of graffiti
- Removed **512** posters/stickers
- Reported **14** public space defects to 311

Testimonials

“The Dupont Circle BID's response to the COVID 19 crisis has been critical for Firehook. Colleen & Kayla are helping us feel supported as our business navigates through the many decisions we are having to make. Their responsiveness, creativity and community outreach are helping our entire team operate safely and feel more positive about the business' future in Dupont Circle.”

—Pierre Abushacra, President & Co-Founder of Firehook Bakery

“This opportunity with the Streatery is the difference between being open and closed, employing 40 people versus employing zero people, and Dupont Circle feeling vibrant versus being very quiet.”

—Reed Landry, Co-Founder and Managing Partner of Mission Group