



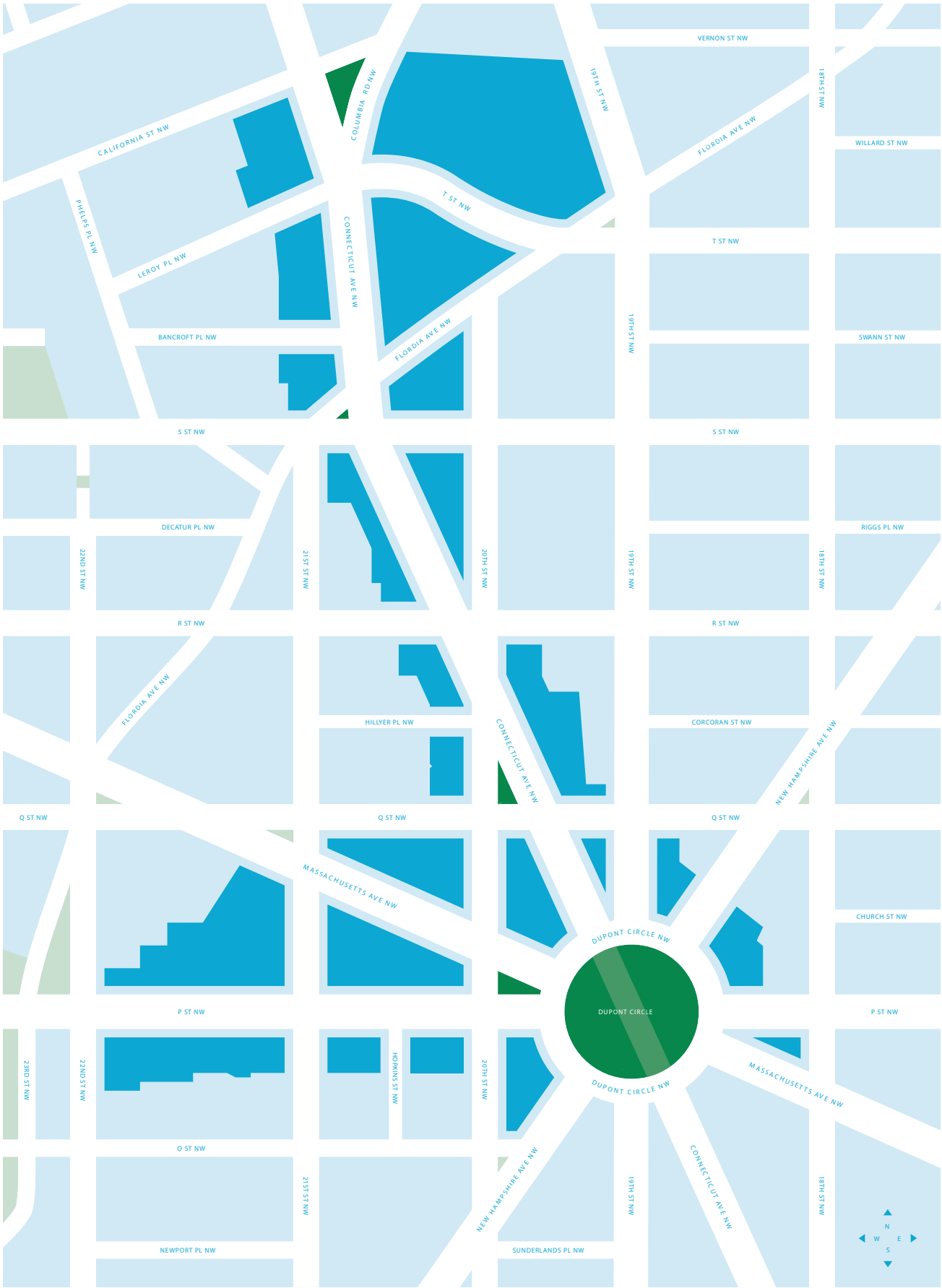
BUSINESS
IMPROVEMENT
DISTRICT

FISCAL YEAR 2022 ANNUAL REPORT

OCTOBER 2021 - SEPTEMBER 2022

State of Dupont Circle





A Message To Our Members

Dear Members and Friends of the Dupont Circle BID,

Dupont Circle businesses have faced remarkable obstacles over the past three years. While many pandemic-related burdens remain, what I see when I go into buildings, what I hear when I speak with people, and what I feel when I observe people going about their daily lives is resilience. According to Merriam-Webster Dictionary, RESILIENCE is an ability to recover from or adjust to misfortune or change. We have come to a juncture where we can take a step back and, as stakeholders, neighbors, and friends, recognize so many obstacles that have been overcome since 2020. Together, through the hard work of our Board, BID members, and BID staff, we have overcome and accomplished so much. It's time to take a moment to reflect on these achievements and celebrate.

Over the past year, there has been much to celebrate. We celebrate the expansion of the Sunday Farmers Market and the addition of a SECOND Farmers Market in the neighborhood, this one on Thursday afternoons. We celebrate the increased activation of public space: monthly concerts and a rebranded ArtWalk, both of which have pulled additional people into the neighborhood. We celebrate placemaking in the neighborhood: new BID banners, planters on the Connecticut Ave overpass, and more public art murals. We celebrate successes on safety and security: a homeless outreach contract that helps individuals obtain housing vouchers, and the BID Safety Ambassador and Clean Team who keep the neighborhood safe and clean. We celebrate ten new businesses opening in the past nine months. We celebrate a quarter-million-dollar grant that helped expand the BID's slate of events. Finally, let's celebrate what are perhaps our most transformational projects—the progress made on infrastructure in the neighborhood, including the completion of the canopy over the Dupont Circle metro station.

The BID staff are energized for a big year ahead. We're committed to doing the hard work and we will be ready to celebrate throughout the year with some big new wins on the horizon.



BOARD CHAIR
Patrick Kain



EXECUTIVE DIRECTOR
Colleen Hawkinson



Current Board and Team

BOARD OF DIRECTORS

Executive Committee

Chair
Patrick Kain
Kain & Associates

Second Vice-Chair
Reed Landry
Mission Group

Secretary
Louis Courembis
Courembis Companies

Treasurer
Michael McCarthy
Quadrangle Development Corporation

Board Members

Pierre Abushacra
Firehook Bakery

Ruth Gresser
Pizzeria Paradiso

Joshua Guelbart
Post Brothers

Kathy Guy*
JBG Smith

Caroline Puglisi**
Residence Inn by Marriott

William Verno
RB Properties

William Stevens
The RMR Group

Joe Stoshak
Public Citizen

*Through May 11, 2022

**Through September 6, 2022

TEAM

Executive Director
Colleen Hawkinson

Director of Administration
Sharon Christiansen

Sharon Christiansen joined the Dupont Circle Business Improvement District (BID) as its first Director of Administration in May 2022. She has over 20 years of experience working in the nonprofit sector for organizations that have creativity, community building, and social impact as the focus of their activities. She was the owner of a commercial art gallery in San Diego, California, and understands the challenges business owners face and recognizes the positive impact BIDS have on communities.

In her first year at the Dupont Circle BID, Sharon's work will focus on strategic planning and the BID's 5-year renewal.



Events and Activations

In January, the BID was awarded a \$250,000 Streets for People grant from the DC Office of Planning. These grants support creative and innovative public space activations. This allowed us to expand our events lineup and enhance the production value of our See You at

the Circle Concert Series with a more robust stage and lighting, and add live performances to ArtWalk Dupont. Dupont Circle BID was one of five BIDs to receive funding.



2022 SEE YOU AT THE CIRCLE CONCERT SERIES

Live music is an important part of Dupont Circle's history. After returning to Dupont Circle BID with last year's successful Summer Jazz Music Series, the tradition continued with this year's See You at the Circle Concert Series. The series expands on last year's live music success and runs from June–December 2022. These free concerts feature diverse genres and talent, including go-go, jazz, salsa, indie soul, and more from local, D.C., and DMV musicians. Thanks in part to the Streets for People grant, the concerts have been larger-scale productions with a stage and enhanced sound and lighting.



ARTWALK DUPONT

ArtWalk Dupont includes a gallery walk, live performances, and public art activations throughout the Dupont Circle community on the third Thursday of each month. The event expands on the former First Friday art walk, a program that was started by Historic Dupont Circle Main Streets (HDCMS). The BID took over the monthly event in April 2022. ArtWalk Dupont successfully added new galleries and BID businesses to the event, plus a diverse set of local performing artists including musicians, painters, and performers. New organizations and spaces added to the ArtWalk since June include the Middle East Institute, Ìpàdé (co-working space featuring local artists), and the Embassy of Argentina. From April to August, we've seen a fourfold increase in participants reported by the Hillyer and a twelvefold increase in

participants reported by The Phillips Collection. The live performances were made possible through the Streets for People grant.



FRESHFARM DUPONT CIRCLE FARMERS MARKET

On May 5th, 2022, Mayor Muriel Bowser, Ward 2 Councilmember Brooke Pinto, and DDOT Deputy Director Sharon Kershbaum joined the BID and FRESHFARM for a ribbon cutting to kick off the first weekday market in the neighborhood. The market is open Thursdays, May through October from 3–7 p.m. The Thursday market joins the popular Sunday market held from 8:30 a.m.–1:30 p.m. year-round. The Sunday market has been going strong since its inception in 1997, and this past spring expanded onto a block on Massachusetts Avenue, NW. Thanks to these two markets, it's easy to purchase local fruits, vegetables, artisan bread and cheese, and other goods in the neighborhood.

FRIDAY FLOW YOGA

After receiving requests to bring Fitness in the Circle back this year, the Dupont Circle BID partnered with beloved Dupont studio Yoga District to bring yoga to Q Street Park. This weekly program occurs every Friday from June through September from 7–7:50 a.m. Yogis of all experience levels are welcome to participate. In lieu of a class fee, participants are asked to donate to Yoga District's nonprofit Yoga Activist, allowing the classes to remain free.

Clean & Safe

Both the Dupont Circle BID Clean Team program and the Safety & Security Committee work to ensure that the area is an inclusive, welcoming, and friendly space for all who live, work, do business, and entertain in our neighborhood.

CLEAN & SAFE TEAM

James Cattrell, Anthony Boone, Kiante Logan, Carl Diks, Juan Lilly, James Ownes, Ed Hilton (Lead), and James Jones

Our Clean Team program is essential to the Dupont Circle BID community in maintaining a clean and safe public space for our businesses, workers, visitors, and residents.

The Dupont Circle BID and Historic Dupont Circle Main Streets partner in ensuring the cleanliness of the neighborhood. Through a contract with Central Union Mission, the District's oldest private social service organization, eight Clean Team members, led by Team Lead Ed Hilton, service Dupont Circle seven days a week, 365 days a year from 7 a.m. to 3 p.m. The Team provides a variety of duties that focus on trash collection, graffiti removal, and general landscaping services.

This past Spring, the Clean Team placed and planted planters on the Q Street overpass; an initiative that further beautifies the neighborhood. Our Ambassadors also take pride in greeting people and assisting with events.




SAFETY AMBASSADOR: **ERIC BROCKSMITH**

An important component of the BID's Clean and Safe program is the BID's Safety Ambassador. Safety Ambassador Eric Brocksmith is the neighborhood's eyes on the street five days a week from 3 p.m. to 11 p.m. Brocksmith's main responsibility is to develop relationships with businesses and the community. Through these relationships, he reports incidents, follows up with businesses, collaborates with MPD, and provides general information-sharing. Brocksmith has a passion for helping people. When asked what he likes most about the job, he says, "If I can assist and help people, that makes my day." When he's not working, Eric enjoys cooking and singing.



The H3 Project

The Dupont Circle BID contracted with homeless outreach and service provider **h3 Project** in October 2021. Founded by Ami M. Angell, PhD, LLM, h3 creatively addresses the issue of homelessness and human trafficking in Washington, D.C. The partnership provides holistic support to unhoused persons in Dupont Circle, assisting people in obtaining government documents and guiding them through the process to obtain housing. The h3 Project team is trained in administering Narcan, and through developing relationships with the unhoused, they provide warm hats, socks, and gloves in the winter, and offer employment preparation services including resume assistance, interview prep, and appropriate clothing for job interviews.





5

Housing Matches since October

1

Response to Overdose






5

Family Reunifications

37

People Moved Into a Shelter



Removal of 3

Abandoned Tents



Public Realm

DUPONT PLAZA AND STREETScape

We are moving forward on the Dupont Plaza and Streetscape Construction. This DDOT-led, \$30 million project should go out to BID this fall, groundbreaking in early 2023. This transformative project will create a gathering and programming space on a paved parklet over the Connecticut Avenue underpass. This brand new streetscape plus safety enhancements throughout the Connecticut Avenue corridor will refresh and renew the look and feel of the Dupont Circle neighborhood.



DUPONT CIRCLE FOUNTAIN

The Dupont Circle Fountain is being cleaned and a new motor and filter installed. Within months, this centerpiece of Dupont Circle will be a working fountain once again.



WMATA/ DUPONT CIRCLE METRO

The construction of the canopy over the Dupont Circle Metro entrance is complete. The ribbon cutting was held on September 19 at 11 a.m.



Placemaking and Public Art

Placemaking activates a neighborhood’s unique character through creative projects, events, and collaboration. Spaces that were once underused and neglected are transformed into canvases to tell a story, creating experiences and promoting a strong identity. Placemaking is vital to a thriving neighborhood as it fosters a sense of belonging and pride in one’s community.

The Dupont Circle BID is committed to placemaking in Dupont Circle in ways big and small. Banners and holiday decorations on light posts, public art by way of murals, and live performances and flower planters on the overpass are different ways that placemaking brings life to our neighborhood.



BANNER REFRESH

Our street light banners require continuous care and maintenance. In summer 2022, the BID replaced them with new ones.



PLANTERS ON Q STREET BRIDGE

The addition of planters on the Q Street overpass this Spring was an important component of the BID’s beautification efforts, made possible by our Clean Team Ambassadors.



THIRD ANNUAL METRO MURALS

The BID partnered with Washington Metropolitan Area Transit Authority (WMATA) Art in Transit Program (AIT) to hire DC-based artists to paint summertime-inspired murals on the temporary construction barricades around the North entrance of the Dupont Circle Metrorail Station.



This year’s selected muralists were Chris Pyrate and Tenbeete Solomon AKA Trap Bob. Chris Pyrate’s mural, *Bloom Dupont*, immerses viewers into an ethereal fantasy filled with cherry blossom motifs to engage the senses and provide viewers with a taste of his whimsical imagination. Trap Bob’s mural, *Another Day in Dupont*, is colorful, fun, and a little unconventional—reflecting the energy of the Dupont Circle neighborhood.

2021 HOLIDAY DÉCOR

To enliven the pedestrian experience and overall atmosphere during the holiday season, the Dupont Circle BID installed garlands and bows throughout the BID. New lights along the Connecticut Avenue median added a warm, welcoming glow to the corridor. The annual holiday decorations encourage visitors and residents to think of Dupont Circle as a go-to destination for holiday shopping.

Communications

The main goal of Dupont Circle BID marketing is to highlight local attractions, businesses, public spaces, events, initiatives, and the neighborhood as a whole to keep the area a popular place to live and visit. Through our communications work over the past year, we increased foot traffic to the neighborhood and promoted Dupont Circle as an international destination.

SOCIAL MEDIA

The Dupont Circle BID engages with audiences online through four active social media accounts:



@DupontCircleBID
1,150 followers
(+167 since January)

@DupontCircleBID
4,403 followers
(+1,200 since February)

@DupontCircleBID
436 page likes,
and a 78.4% increase in pages
reached in the past year

@DupontCircleBID
New in 2022!

Business 411 goes out monthly to members and focuses on information to help businesses thrive, including conventions coming to the neighborhood and at which hotels, timely information from District agencies that would be relevant to businesses, a heads up on events, and special BID initiatives.

Inside Dupont is a monthly, general newsletter with a wide reach that promotes goings-on in the neighborhood:

- 1,088 subscribers
- 44.3% open rate
- Annual 2.79% increase in subscribers

The Dupont Circle BID website is leveraged to not only provide information, but also to collect it, creating a two-way communication channel between the BID and the community. Users can submit local events to our community calendar and artists can submit to our rolling Call for Artists for ArtWalk.

MEDIA MENTIONS

- May 17, 2022: *K Street Magazine*
Dupont First Fridays Rebrands to ‘ArtWalk’
- May 19, 2022: *The Washington Post*
The best things to do in the D.C. area the week of May 19-25 (ArtWalk)
- May 19, 2022: *Washingtonian*
Last-Minute DC-Area Ideas 5/19-5/22: Bourbon and Bluegrass Festival, Catacombs, and Birthday Parties (ArtWalk)
- June 7, 2022: *Fox 5 DC*
Highlighting ArtWalk Dupont
- June 7, 2022: *WTOP*
Dupont’s ‘See You at the Circle’ concert series starts this month
- June 10, 2022: *The Washington Post*
The best things to do in the D.C. area the week of June 10-15 (See You at the Circle Concert Series)
- September 2022: *Washingtonian Magazine*
Dupont Circle BID was featured in *Washingtonian*’s print magazine in September. Businesses and initiatives included in the article include: MADabolic Gym, Boogy & Peel, Compliments Only, and Friday Flow in Q Street Park.

Economic Development

Our placemaking efforts and our clean and safe initiatives improve Dupont Circle's economic outlook. Activated spaces and beautification make our neighborhood more appealing to visitors, residents, and businesses who wish to invest in a thriving, safe community. Placemaking fosters a sense of community pride and active collaboration between residents, businesses, and organizations, helping retain existing businesses and attract new ones.

This year, we welcomed new businesses:

- MADabolic (Gym)
- Boogy & Peel (Pizza)
- Compliments Only (Subs)
- Glosslab (Nail salon)
- Underground Foodcourt (Ghost Kitchen)
- Sura (Thai)
- BookClub (Bookstore, barber studio)
- Greek Collective (Handmade apparel and shoes from Greece)

Research and Data

In an effort to enhance services and streamline reporting to members, the BID contracted with **District 360**, a Salesforce-based platform that brings property, business, and stakeholder information into one system. Staff will be able to streamline content and produce informative, real-time reports, inventory, and manage all public realm assets, providing a more robust contact management system for members.

Through the Streets for People grant, the BID was able to procure a subscription to **Placerai**, a software system that provides insight into who is visiting the BID and where they are coming from. Modules collect and compile data for reporting through foot traffic and dwell time, allowing us to learn more about the customers of BID businesses.

Economic Development Highlights

Awarded a \$250,000 Streets for People Grant from the DC Office of Planning to expand our events lineup and enhance some with sound stages and lighting, and add live performances to ArtWalk Dupont.




Partnered with neighborhood restaurants for picnic dinners to enjoy at the See You at the Circle Concert Series. Restaurants saw an increase in orders on concert evenings.



The BID is working with DDOT to make our **popular streateries permanent beginning in early 2023**, with the goal of eventually adding additional streateries.



Accomplishments

CLEAN & SAFE	EVENTS
<ul style="list-style-type: none">• Collected 8,215 bags (287,525 lbs.) of litter and recyclables.• Completed 143 graffiti removal requests.• Completed 667 poster/sticker removal requests.• Safety Ambassador Eric Brocksmith has developed working relationships with MPD, distributed information on the BID's upcoming events, and works collaboratively with private security hired by BID businesses.• Partnered with the h3 Project to provide holistic support to unhoused persons in Dupont Circle.	<ul style="list-style-type: none">• Hosted over 28 events including ArtWalk Dupont, See You at the Circle Concert Series, and Friday Flow Yoga.• From June through September, our See You at the Circle Concert Series has attracted over 5,000 people to Dupont Circle. In addition, since the Dupont Circle BID took the helm in April, ArtWalk Dupont attendance has increased exponentially from 150 participants to well over 600 people participating each month.• Launched the first weekday farmers market in the neighborhood.
PUBLIC REALM	
<ul style="list-style-type: none">• Completed 2 Metro murals by DC-based artists Trap Bob and Chris Pyrate.	
ECONOMIC DEVELOPMENT	
<ul style="list-style-type: none">• Welcomed 8 New Businesses	



Dupont Circle Business Improvement District

Statement of Financial Position

For the Year Ended September 30, 2021

ASSETS

Current Assets

Cash and cash equivalents	\$ 2,026,005
BID tax assessments receivable	243,237
Prepaid expenses	5,952
Total Current Assets	<u>\$ 2,275,194</u>

Other Assets

Property and equipment, net	\$ 2,286
Total Other Assets	<u>\$ 2,286</u>

Total Assets	<u>\$ 2,277,480</u>
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable and accrued expenses	\$ 61,203
Deferred BID tax assessments	562,803
Total Current liabilities	<u>\$ 624,006</u>
Total Liabilities	<u>\$ 624,006</u>

New Assets

Without donor restrictions	
Undesignated	\$ 653,474
Board-designated	1,000,000
Total net assets without donor restrictions	<u>\$ 1,653,474</u>
Total Net Assets	<u>\$ 1,653,474</u>

Total Liabilities and Net Assets	<u>\$ 2,277,480</u>
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Statement Activities and Changes in Net Assets

For the Year Ended September 30, 2021

Revenue

BID assessments	\$ 1,168,422
Other revenue	9,976
Total Revenue	<u>\$ 1,178,398</u>

Expenses

Functional expenses:	
Program services	
Cleaning, maintenance and safety programs	\$ 225,668
Marketing, and economic development programs	203,397
Management in general	214,524
Total Expenses	<u>\$ 643,589</u>

Changes in Net Assets	\$ 534,809
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Net Assets - Beginning of the Year	<u>1,118,665</u>
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Net Assets - End of the Year	<u>\$ 1,653,474</u>
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This information has been derived from the financial statements audited by Matthews, Carter & Boyce. The complete set of audited financial statements are available upon request of the Dupont Circle Business Improvement District or can be found online in our digital Resource Library:
<https://dupontcirclebid.org/about/resource-library>.

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Dupont Circle Business Improvement District

Statement of Cash Flow Assets

For the Year Ended September 30, 2021

Cash Flows - Operating Activities		
Change in net assets	\$	534,809
Adjustments to reconcile change in net assets to net cash - operating activities:		
Depreciation		956
Decrease (increase) in:		
BID tax assessment receivable		168,417
Prepaid expenses		(5,952)
Increase (decrease) in:		
Accounts payable and accrued expenses		(902)
Deferred BID tax assessments		(26,171)
		<hr/>
Net Cash - Operating Activities	\$	671,157
		<hr/>
Net Change in Cash and Cash Equivalents	\$	671,157
Cash and Cash Equivalents, Beginning of the Year		1,354,848
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Cash and Cash Equivalents, End of the Year	\$	2,026,005
		<hr/> <hr/>

There was a non-cash investing or financing activity for the year ended September 30, 2021



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Dupont Circle

BUSINESS
IMPROVEMENT
DISTRICT

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