A Message To Our Members

Dear Members and Friends of the Dupont Circle BID,

January 2020 ushered in what seemed to be a strong environment for businesses. Things quickly changed in mid-March when the Country was hit with COVID-19. On March 11, 2020 a public health emergency was declared by the Mayor. Restaurants, retail and service businesses were forced to close, people were encouraged to stay at home and everything changed.

Since that day in March, the BID has been working tirelessly to provide information and assistance, connect businesses to available resources, and guide each and every member through a phased reopening. COVID-19 brought incredible challenges, many of which the community still faces today. We will continue to work with our members to force a path to the new normal.

In spite of (despite) these challenges, the BID accomplished what we set out to do and more. COVID-19 has required a review of our priorities to ensure that we were equipped to efficiently support our members in whatever way was needed. As we move forward, we aim to continuously advocate on behalf of our businesses to further solidify Dupont Circle’s place as a pivotal and valuable fixture in the District of Columbia.

As you review this report, the team at the Dupont Circle BID wants you to know how grateful we are for the role you have played in our success. Dupont Circle is widely known for its unwavering sense of community. You will always feel at home in Dupont Circle. Together, we will continue to uphold this standard; our goal is to amplify our safe, beautiful, inclusive, and welcoming neighborhood.

On behalf of the Dupont Circle BID and Board of Directors, we thank you for your participation and look forward to continuing the momentum in the coming year.

Louis Courembis
BOARD CHAIR
Louis Courembis

Colleen Hawkinson
EXECUTIVE DIRECTOR
Colleen Hawkinson
Board and Team

BOARD OF DIRECTORS

Executive Committee

Chair
Louis Courembis
Courembis Companies

First Vice-Chair
Kathy Guy
JBG SMITH

Secretary
Patrick Kain
Kain & Associates

Treasurer
Pierre Abushacra
Firehook Bakery

Executive Committee Member:
William Verno
RB Properties

Board Members

Ruth Gresser
Pizzeria Paradiso

Caroline Puglisi
Residence Inn by Marriott

Tracy Marks
Washington Hilton

William Stevens
RMR Group

Team

Colleen Hawkinson
Executive Director

Kayla Brown
Marketing & Events Associate

Colleen Hawkinson

Kayla Brown
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

Streatery 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
Our Response: COVID-19

BUSINESS ASSISTANCE

Direct outreach to individual BID businesses and property owners

Technical assistance to over 12 BID businesses

Working with DC Government agencies including but not limited to: Office of the Deputy Mayor for Planning and Economic Development (DMPED), Department of Public Works (DPW), District Department of Transportation (DDOT), Department of Small and Local Business Development (DSLBD), and Washington DC Economic Partnership (WDCEP).

Pick Up Drop-Off (PUDO) Zones: The BID helped to set up 5 different PUDO zones throughout the BID, which allowed residents and commercial drivers easy access to restaurants and eateries that were still offering delivery or carry out service during Mayor Bowser’s declared public health emergency.

Personal Protective Equipment (PPE) Distribution: Dupont Circle BID worked in partnership with the Mayor’s Office and other BIDS to get protective equipment directly into the hands of businesses so that each business would be able to safely re-open during Phase One of ReOpen DC.

Industry-specific roundtables to provide information and gather feedback: In late March, immediately after the onset of closures, the BID hosted an online meeting for representatives of the BID’s hospitality industry. This roundtable helped the BID to hear directly from the hotel industry their early experience and needs.

EXPANDED OUTDOOR DINING

To help BID restaurants reopen during Phase Two of ReOpen DC, the Dupont Circle BID assisted numerous businesses in obtaining permits for expanded outdoor dining. The BID prioritized a variety of initiatives to both promote BID businesses, and minimize the spread of coronavirus in the Dupont Circle area.

Streateries: The Dupont Circle BID worked with the District Department of Transportation (DDOT) and businesses along the 1500 Block of 19th Street, NW and the 1600 Block of 20th Street, NW to secure two of the first “Streatery” locations in Washington, D.C.

Parklets: The BID worked with close to a dozen businesses and DDOT to obtain “Parklet” permits for businesses. Parklets are an extension of the sidewalk into the street, exchanging curbside road space for additional public gathering space. Parklets allow businesses to repurpose, activate, and expand public space in an innovative and socially distant way.

Expanded Patios (Sidewalk Cafés): To achieve the crucial balance of reopening restaurants and minimizing the spread of the coronavirus (COVID-19), the District developed guidelines so that businesses could safely expand outdoor dining. The BID assisted a handful of businesses in obtaining permits for expanded sidewalk cafes.
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 a 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 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
The Circle and Public Realm

DUPONT CIRCLE CLEAN TEAM

The Dupont Circle Clean Team has continued to be a welcomed presence throughout the neighborhood. The goal is to maintain a clean and safe environment in the public space for our businesses, workers, visitors and residents.

The Dupont Circle Clean Team tackles a variety of streetscape projects including:
- Installation of New Banners and Replacing any Damaged Banners
- Trash Collection
- Rat Abatement
- Flower Maintenance
- Treebox Maintenance

In 2019 the Dupont Circle Clean Team,
- Removed 6872 bags (255,084 lbs) of trash and recyclables
- Removed graffiti for 541 properties and surfaces
- Removed 1,073 posters/stickers
- Reported 95 public space defects to 311

MEET YOUR CLEAN TEAM

Each year Historic Dupont Circle Main Streets (HDCMS) receives a grant from DSLBD that supplements our cleaning program costs. Without this partnership between the BID and HDCMS, it wouldn’t be possible for our team to maintain our beautiful neighborhood 365 days a year.
Dupont Circle BID Clean Team Member Spotlight

Ed Hilton

Ed Hilton is the site supervisor for the Clean Team in Dupont Circle. Operated by Central Union Mission, Ed has been working in Dupont Circle for more than seven years. First sweeping the streets, and now as supervisor. He oversees six men and women who clean the streets and sidewalks, weed and mulch the tree boxes, and water the Connecticut Avenue median.

The goal is to maintain a clean and safe environment in the public space for our businesses, workers, visitors and residents.
The Connecticut Avenue Streetscape and Plaza Project recently reached the 65% design phase.

The streetscape project will upgrade and reimagine the public space along Connecticut Avenue from Dupont Circle north to California Street. The Dupont Plaza will create brand new open space that will be activated through programming and also serve as a meeting/gathering place for residents, workers and visitors. Enhancements to the streetscape and plaza will enhance mobility and safety while creating new public space and economic development opportunities. As we move into our “new normal” post COVID-19, the Connecticut Avenue and Streetscape Deckover Project remains even more relevant, as outdoor space will play an integral role in our communities ability to activate both residents and visitors.

The Dupont Circle BID, the BID’s Public Space Committee and the District Department of Transportation (DDOT) will continue to collaborate on this transformative project.

The Dupont Circle BID, the BID’s Public Space Committee and the District Department of Transportation (DDOT) will continue to collaborate and ensure this new, multi-modal streetscape will help enhance mobility, safety and repurpose unused existing spaces through innovative design solutions.

Stay tuned for additional information and a presentation by DDOT on the 65% design!
2019 Holiday Season

HOLIDAY DECOR

2019 was the first year that the Dupont Circle BID installed decorative outdoor garland and bows for each Washington Globe light pole within the BID boundaries. The decor was installed the weekend after the Thanksgiving holiday, and remained up for all to enjoy until after the New Year.

PROGRAMMING & EVENTS

On Saturday, December 7th, 2019, the Dupont Circle BID partnered with Historic Dupont Circle Main Streets (HDCMS) for the 2019 Holiday Hop-Around. This holiday celebration included:

HDCMS’s Annual Retail Holiday Pop-Up

The Dupont Circle BID co-sponsored the event, in which HDCMS matched local artisans and craft makers with local businesses. The businesses allowed each vendor to sell festive holiday goods and gifts within their locations. This effort brought a diverse base of new customers into over 30 Dupont Circle restaurants and businesses.

The Heurich House’s Annual Christkindlmarkt

This festive German-style market is one of the most popular holiday markets in the District, and brings people from all over the region into Dupont Circle for holiday shopping.
Cinema in the Circle

The Dupont Circle BID partnered with Dupont Festival, a 501c3 nonprofit that provides year-round arts and cultural programming, for Cinema in the Circle. We worked with Dupont Festival to organize a viewing of animated holiday classics on the big screen at Dupont Circle Fountain.

Kramerbooks & Afterwords had a table near moviegoers for their Holiday Book Drive, where shoppers could purchase one of a selection of books to be donated to An Open Book Foundation. Hot tea was provided by Valley Brook Tea, a new Chinese tea company that opened in February of 2020. Dupont Circle coffeehouse, Emissary, provided hot cider. Once the screening was over, guests were encouraged to enjoy dinner and drinks at one of the many popular restaurants North of Dupont Circle.

Circulator’s Winter Wonder Bus

The Winter Wonder Bus also made an appearance, allowing attendees to warm up during the screening and get a free professional holiday picture taken.
Marketing, Events and Placemaking

EVENTS

German Open Air Band in Dupont Circle
On September 24, 2019, the Dupont Circle BID co-sponsored the performance of Heidelbachtal-Musikanten, a 17-member traditional German brass band from Saxony, with the German Embassy Washington and Heurich House Museum. The free concert kicked-off #Oktoberfest season, and attracted a large crowd of people to The Circle that afternoon. During the performance, the German Embassy provided spectators with warm pretzels!

Art All Night
The Dupont Circle BID was a sponsor of Historic Dupont Circle Main Streets (HDCMS)’s Art All Night in Dupont Circle in August of 2019. The BID provided free BID-branded tote bags and official programs to guests in front of the north entrance to the Dupont Circle metro.

DC Dog Days (Virtual) Sidewalk Sale
The Dupont Circle BID was a co-sponsor of DC Dog Days, a collaboration between District Bridges and DC Shop Small to transform DC’s long-running MidCity Dog Days event into a city-wide, online program on August 8 and August 9, 2020.

PLACEMAKING

Streatery Decals
Outdoor decals were proposed by the new Dupont Circle BID Marketing & Branding Advisory Committee in the Summer of 2020. 10 decals were applied in the Streateries on both the 1600 Block of 20th Street and the 1500 Block of 19th Street, bringing some curb appeal to the streets and gaining attention, as many customers shared on social media while dining.
Metro Murals
When the Washington Metropolitan Area Transit Authority (WMATA) placed temporary construction walls around the North entrance of the Dupont Circle Metro Station in preparation for an upcoming canopy, the Dupont Circle BID saw an opportunity for artistic activation. In the Summer of both 2019 and 2020, we coordinated with WMATA and hired two Dupont-based artists, Ravi Raman and Tim Murphy. The two painted a series of murals along the surfaces, breathing life into the area and beautifying the streetscape.

MARKETING

#DupontStrong Blog
The #DupontStrong blog series acts as a digital home for businesses to share their COVID-19 experiences with the Dupont Circle community. Whether they’re highlighting exceptional employees, sharing meaningful exchanges with a customers, or simply expressing what it’s been like navigating new difficulties during the pandemic, we wanted to provide a space for the business community to stand together, #DupontStrong.

Monthly INSIDE DUPONT e-Newsletter
Our e-newsletter, INSIDE DUPONT, has seen tremendous readership growth over the past year. The newsletter keeps members, partners and friends informed around three distinct areas: BID Updates, Community Updates, and important information for businesses. Highlights include updates on BID members, community leaders, upcoming events, and more.

Increased Social Media Presence
The Dupont Circle BID is actively engaged with our audience on Instagram, Twitter, and Facebook. Each platform has seen major growth in the past year, with our followers increasing by 147 percent. During COVID-19, we used our social media channels as a way to quickly get out pertinent information to our property owners and businesses in real-time.

Tote Bag Giveaway at the Dupont Circle Farmers Market
To celebrate the BID’s one year anniversary in August of 2019, the BID gave away BID-branded tote bags at the FRESHFARM Dupont Circle’s Farmers Market. The BID encouraged visitors to take the 2019 Dupont Circle BID Perception Survey, in which we received 70+ survey responses. The feedback we received from the survey was vital to the development of our Strategic Plan. The team was also able to meet community members, while bringing awareness to upcoming BID initiatives.

AWARDS

Voted Best Gay Neighborhood of 2019 by the Washington Blade
Dupont Circle was voted “Best Gay Neighborhood” in the Washington Blade’s Best of Gay DC 2019 Reader’s Choice Poll.
## Dupont Circle Business Improvement District

### Statement of Financial Position

For the Year Ended September 30, 2019

### Assets

#### Current Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$912,972</td>
</tr>
<tr>
<td>BID Tax assessments receivable</td>
<td>251,724</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>$1,164,696</strong></td>
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</table>

#### Other Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property and equipment, net</td>
<td>$4,198</td>
</tr>
<tr>
<td><strong>Total other assets</strong></td>
<td><strong>$4,198</strong></td>
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**Total Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$1,168,894</strong></td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

#### Current Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$51,591</td>
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<tr>
<td>Deferred BID tax assessments</td>
<td>577,385</td>
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<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>$628,976</strong></td>
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**Total Liabilities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$628,976</strong></td>
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</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restrictions</td>
<td>$539,918</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$539,918</strong></td>
</tr>
</tbody>
</table>

**Total Liabilities and Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$1,168,894</strong></td>
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</table>
Statement of Activities and Changes in Net Assets
For the Year Ended September 30, 2019

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>BID assessments</td>
<td>$1,137,368</td>
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<tr>
<td>Other revenue</td>
<td>$31,372</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,168,740</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Functional Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td></td>
</tr>
<tr>
<td>Cleaning, maintenance and safety programs</td>
<td>$166,375</td>
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<tr>
<td>Marketing and economic development programs</td>
<td>$208,792</td>
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<tr>
<td>Management and general</td>
<td>$199,345</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$574,512</strong></td>
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<table>
<thead>
<tr>
<th>Changes in Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$594,228</strong></td>
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</table>

Net Assets — Beginning of the Year

<table>
<thead>
<tr>
<th>Amount</th>
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<tbody>
<tr>
<td>(54,310)</td>
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Net Assets — End of the Year

<table>
<thead>
<tr>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>539,918</td>
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</tbody>
</table>
## Dupont Circle Business Improvement District

### Statement of Cash Flows Assets

For the Year Ended September 30, 2019

<table>
<thead>
<tr>
<th>Cash Flows Operating Activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>$594,228</td>
<td></td>
</tr>
<tr>
<td>Adjustments to change in net assets to net cash operating activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>582</td>
<td></td>
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<tr>
<td>Decrease (increase) in:</td>
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<tr>
<td>BID Tax assessment receivable</td>
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<tr>
<td>Increase (decrease) in:</td>
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<td>Accounts payable and accrued expenses</td>
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<tr>
<td>Deferred BID tax assessments</td>
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<tr>
<td>Net Cash Operating Activities</td>
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</table>

<table>
<thead>
<tr>
<th>Cash Flows Investing Activities</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ (4,780)</td>
<td></td>
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</table>

| Net Cash Investing Activities    | $ (4,780) |

<table>
<thead>
<tr>
<th>Cash Flows Financing Activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ (80,000)</td>
<td></td>
</tr>
</tbody>
</table>

| Net Cash Financing Activities    | $ (80,000) |

| Net Change in Cash and Cash Equivalents | $789,770 |

| Cash and Cash Equivalents, Beginning of Year | 123,202 |

| Cash and Cash Equivalents, End of Year | $912,972 |

<table>
<thead>
<tr>
<th>Supplemental Disclosures</th>
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</thead>
<tbody>
<tr>
<td>Interest expense paid during the year</td>
<td>$831</td>
<td></td>
</tr>
</tbody>
</table>

There was no non-cash investing or financing activity for the year ended September 30, 2019.

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.