An aerial photograph of Dupont Circle in Washington, D.C., taken at dusk. The circle is a large green park with many trees, surrounded by a multi-lane road with light trails from cars. In the background, a dense urban landscape with various buildings is visible under a twilight sky.

**Dupont
Circle**

BUSINESS
IMPROVEMENT
DISTRICT

Meet Us at The Circle

Dupont Circle Business Improvement District Annual Report

Fiscal Year 2021 | October 2020-September 2021

A Message to Our Members

Dear Members and Friends of the Dupont Circle BID,

With this report, we shine a light on our members, who have—and are still—withstanding all odds to serve our community and push forward throughout the past year. Although we have faced challenges, our community has remained positive and supportive, serving as steadfast partners in our efforts to advocate and collaborate with District agencies and property owners.

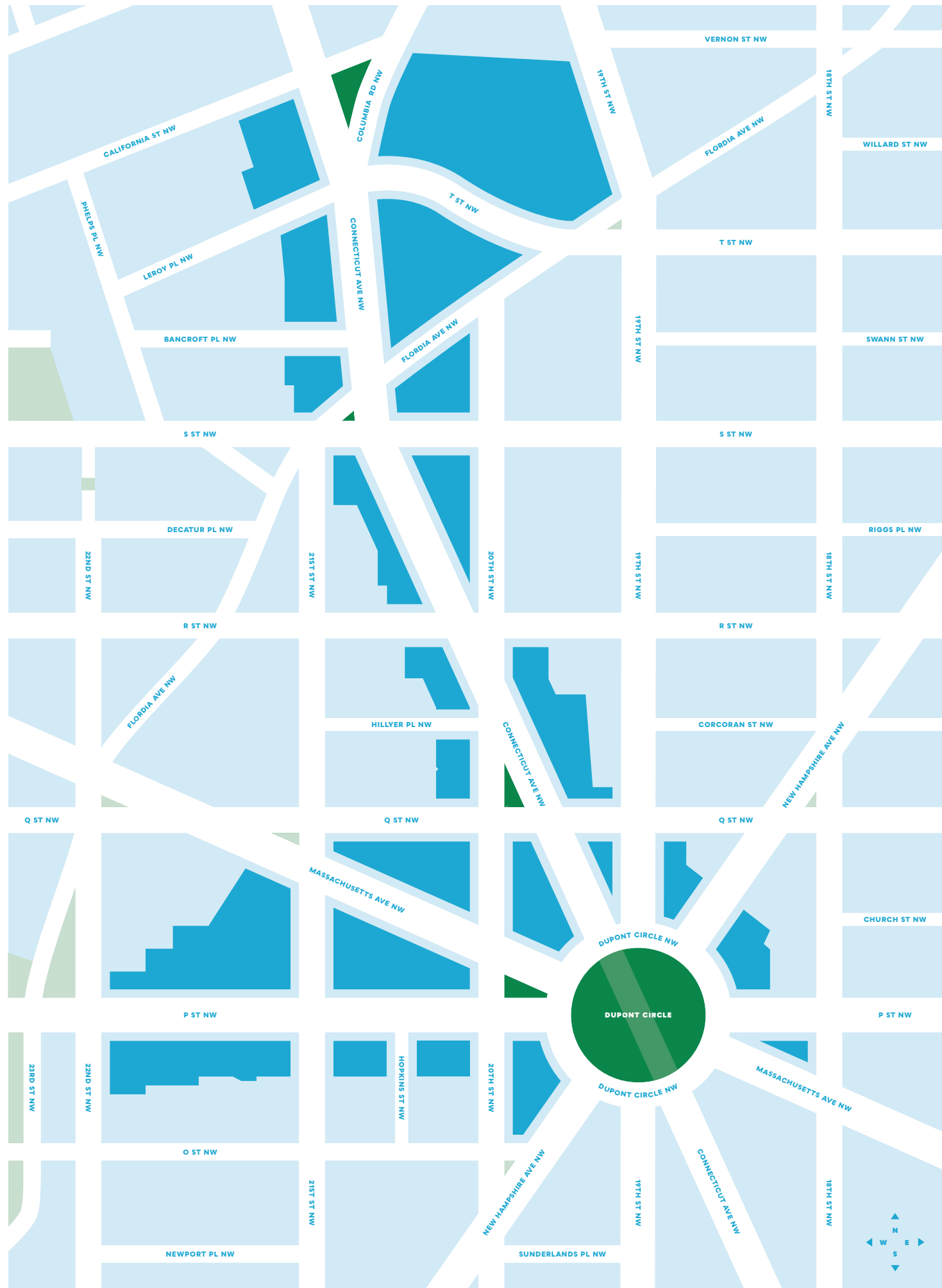
We are proud to highlight our FY2020 initiatives, committees, and programming in this year's annual report. The Board of Directors, staff, and Clean Team of the Dupont Circle BID sincerely thank you for taking this journey with us. We look forward to continuing our work together.

Louis Courembis

Board Chair,
Louis Courembis

Colleen Hawkinson

Executive Director,
Colleen Hawkinson



Current Board & 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
Tracy Marks
Washington Hilton

BOARD MEMBERS

Ruth Gresser
Pizzeria Paradiso

Caroline Puglisi
Residence Inn by Marriott

Bill Verno
RB Properties

William Stevens
The RMR Group

TEAM



Executive Director
Colleen Hawkinson



Marketing Associate
Kayla Brown

Public Space

The Dupont Circle BID has expanded our efforts to enhance our public spaces, taking a holistic view of the neighborhood’s gathering places with a focus on Dupont Plaza and Dupont Circle. By collaborating with the National Park Service, the District of Columbia Department of Transportation, the Metropolitan Police Department, and other agencies and members of the community, we are working to strategically design, maintain, and provide opportunities in the public spaces in our neighborhood.

DUPONT PLAZA AND STREETScape PROJECT

The Dupont Circle BID, along with the entire Dupont community received word that funding for the Dupont Plaza and Streetscape project was included in the upcoming budget thanks to the support of Mayor Muriel Bowser and Councilmembers Brooke Pinto and Phil Mendelson. This funding will enable the City to invest almost \$30 million into this new, transformative project. The project includes a full upgrade of the streetscape, multi modal transportation infrastructure and green infrastructure that will improve stormwater management. The project boundary is north of Dupont Circle to California Street NW.



A draft rendering of what Dupont Plaza could possibly look like, provided by District Department of Transportation (DDOT)

The new street design will include:

- A protected bike lane that will connect existing bike infrastructure
- Wider sidewalks and safer pedestrian crossings at intersections
- Green infrastructure
- A plaza to cover or “deck over” the Connecticut Ave underpass

The Dupont Circle BID will manage and maintain the plaza through our Clean and Safe program, and develop an activity and event program so the public can enjoy the new open space .

THE CIRCLE

Through a combination of events, improved maintenance, and a continued partnership with the National Park Service (NPS), the Dupont Circle BID is working to catalyze action needed to refresh and update the iconic destination and center of the neighborhood, Dupont Circle. The BID works with NPS and Historic Dupont Circle Main Streets to improve the oversight of landscaping, maintenance, and rodent control services in the Circle.

The BID has also developed a summer events series for the Circle that consistently draws visitors, residents, and local employees to the park, while still encouraging people to use the space for informal gatherings, such as eating lunch or meeting friends.

PUBLIC SPACE ADVISORY COMMITTEE

The Dupont Circle BID Public Space Advisory Committee meets quarterly to engage in strategic planning for the design, maintenance, and programing of public space in the neighborhood. The committee explores ways to revitalize the current landscape and streetscape, discuss public art and potential funding opportunities, and has provided feedback on the Dupont Plaza and Streetscape project.

The Committee takes a holistic view of the neighborhood’s public gathering places with a focus on the upcoming Dupont Plaza and Streetscape project, Dupont Circle, and our landscaped areas. If you are interested in joining the public space committee, email us at info@dupontcirclebid.org.

Clean & Safe

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

CLEAN & SAFE TEAM



Clean Team Ambassadors listed from left to right as they appear: Parnell Hawkin, Clean Team Lead | James Kittrell, Clean Team Ambassador | Ed Hilton, Site Supervisor | Robert Garrett, Clean Team Ambassador | James Owens, Clean Team Ambassador

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

The BID's six Clean Team Ambassadors play a variety of vital roles in the neighborhood. Our ambassadors also greet people, provide directions to visitors, and occasionally help set up and break down events. Our Ambassadors continuously inspect the BID area and follow up on infrastructure maintenance, repair, and sanitation needs.

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.

SAFETY AMBASSADOR MACARTHUR SETTLES

In 2021, the Dupont Circle BID hired our first Safety Ambassador, MacArthur Settles. The goal of this role is to improve the safety and security issues in the neighborhood by cultivating and sustaining relationships with businesses, property owners, the Metropolitan Police Department, the DC Department of Health, and other local agencies and neighborhood organizations. Mr. Settles also visits those experiencing homelessness and refers them to agencies that provide support services. Our Safety Ambassador distributes BID event fliers and outreach service cards to residential and office buildings. The outreach service card includes a list of emergency services, medical programs, and crisis hotlines that encourage individuals to contact a service provider in non-life-threatening situations instead of immediately calling 911.



Top: MacArthur Settles visiting Dupont Circle BID business, Mission Dupont. Bottom: Ed Hilton, Dupont Circle Clean Team Ambassador who has been working in Dupont for over eight years.

CLEAN TEAM SPOTLIGHT ED HILTON

Clean Team Site Supervisor Ed Hilton recently earned his CPR certification through Life First Training CPR, Inc. This training helped Mr. Hilton increase his knowledge of what steps to take during a medical emergency. Mr. Hilton also took part in a District-sponsored active shooter training, offered through the US Department of Homeland Security, to keep up to date on crisis management techniques.

SAFETY & SECURITY ADVISORY COMMITTEE

In our continued effort to help BID property owners and tenants be more aware and prepared, the Dupont Circle BID hosts quarterly Safety & Security Committee meetings. Areas of focus include situational awareness, emergency preparedness, as well as disseminating information and resources to help foster a safe and secure neighborhood environment.

During the April 2021 committee meeting, JBG SMITH's Vice President and Director of Security Matthew Smith gave a presentation on safety and security within the Dupont Circle BID. Mr. Smith shared emergency preparedness best practices and MPD 2nd District Officer Jeremy Brady discussed local crime trends and answered questions from businesses and stakeholders.

Other committee meeting participants and guests have included MPD Homeland Security Bureau Assistant Chief Jeffrey Carroll, DC Homeland Security & Emergency Management (HSEMA) Chief of Operations Clint Osborn, and Deputy Mayor for Health and Human Services Monica Merk.

The Safety and Security Committee is led by Kathy Guy, First Vice-Chair of the Dupont Circle BID Board of Directors. If you are interested in joining the safety and security committee, email us at info@dupontcirclebid.org.

Events

The Dupont Circle BID develops events that boost the neighborhood’s reputation of being a welcoming and cosmopolitan gathering place. Once the District lifted its outdoor gathering restrictions for outdoor events earlier this year, we prioritized outdoor events to keep people safe, while attracting more foot traffic throughout the Dupont Circle BID area.

To expand events management capacity we hired Certified Business Enterprise (CBE)-certified strategic communications firm Pipkin Creative during Summer 2021 to organize our summer events , enlivening both Dupont Circle Park and Q Street Park.

THIRD ANNUAL VOLUNTEER CLEAN UP

The Dupont Circle BID and Historic Dupont Circle Main Streets were proud to celebrate Earth Day on April 22, 2021 by hosting our third annual Volunteer Clean-Up event. This year, staff and volunteers from Councilmember Brooke Pinto’s office, BID-based organization EdOps, and new business Pride Smoke Shop, engaged in a socially distant clean-up of Dupont Circle Park.

CAPITAL PRIDE ALLIANCE’S PRIDE WALK & RALLY

When the BID heard there would be no Pride Parade during Summer 2021, we took things into our own hands. On Saturday June 12, 2021, the Dupont Circle BID hired local disc jockey DJ Optickle to spin tunes at the Dupont Circle Fountain. The Capital Pride Alliance was able to bring together our intersectional LGBTQ+ community to walk, celebrate, and march from Dupont Circle to Freedom Plaza. Since the Pride Walk & Rally was scheduled in Dupont Circle during the same day and time, the Dupont Circle BID was able to support by providing audio services and music during the send-off in the Circle.

FITNESS IN THE CIRCLE

We partnered with Washington Sports Club’s Dupont Circle location to provide free outdoor exercise classes for all levels and abilities in Dupont Circle Park from June through August 2021.

Every Sunday from 10am to 11 am, residents and visitors joined the BID for a variety of fitness classes, including—but not limited to—yoga, ZUMBA, boot camp, circuit training, and Tai Chi. After class, attendees were encouraged to stay in the neighborhood to enjoy the many shops and restaurants Dupont Circle has to offer.

Our most popular event series to date, Fitness in the Circle, has attracted upwards of 250 people to the Circle. The BID plans to extend the series into Fall 2021.



Fitness in the Circle attendees during a yoga session taught by Washington Sports Club instructor, Andres

SUMMER JAZZ CONCERT SERIES

After the pandemic, the BID wanted to provide more opportunities for local musicians to perform, while also enhancing the atmosphere near the north entrance of the Metro station and 20th Street Sreatery. Thus, our Summer Jazz Concert Series was born.

Every Friday from 6:30pm - 8:30pm, the Dupont Circle BID hosts jazz musicians and vocalists to perform in Q Street Park (20 and Q Streets NW). Whether guests are enjoying dinner at Mission Dupont and Zorba’s Cafe or setting up a picnic in the park to watch the show, the summer jazz performances have become an intimate and beloved celebration of music for those in the DC metro area.

MEET AND GREETs WITH ARTIST RACHAEL BOHLANDER

The BID hosted two meet and greet events for Rachael Bohlander, the artist behind the Cherry Blossom Picnic design, which was featured on a giant cherry blossom sculpture located in Q Street Park from March 20 through May 31, 2021.

The sculpture was one of 26 oversized cherry blossom statues that were hand painted by a variety of local artists as a part of the National Cherry Blossom Festival’s Art in Bloom exhibition. The sculpture was extremely popular in the area, and was one of the first to be auctioned off at the end of its time in the neighborhood.



3rd Annual Volunteer Clean Up



Capital Pride Alliance’s Pride Walk & Rally



Summer Jazz



Artist Rachael Bohlander posing with “Cherry Blossom Picnic” sculpture.



Fitness in the Circle



Children posing with “Cherry Blossom Picnic” sculpture.

Placemaking and Public Art

Public art adds enormous value to the aesthetic and economic vitality of a community. The Dupont Circle BID is committed to beautifying the public realm by providing opportunities for local artists to display their work in order to foster community pride and a sense of belonging for our residents and visitors.

SPRING 2021 BANNER & LITTER CAN SIGNAGE REFRESH



The Dupont Circle BID street light pole banners and litter can signs are essential to the beautification of our neighborhood, and integral in bringing the culture and essence of the Dupont Circle community to the streets. This year we installed new banners, replacing any damaged or discolored banners within the BID boundary. We also continuously inspect our litter cans and work to quickly replace any damaged litter can signs throughout the year.

ART IN BLOOM CHERRY BLOSSOM SCULPTURE

When the National Cherry Blossom Festival realized that it would have to alter its seasonal festivities due to the pandemic, the organization launched Art in Bloom, a community-wide visual arts exhibition, that featured 26 oversized cherry blossom statues that were painted by local artists and placed in all eight wards of the District.

The Dupont Circle BID secured a location for one of the sculptures in Q Street Park, conveniently placed at 20th Street and Q Street NW, in direct proximity to the north entrance of the Dupont Circle Metrorail Station. The sculpture titled, Cherry Blossom Picnic, was painted by DC-based artist Rachael Bohlander.

Residents and visitors were encouraged to go on a Blossom Hunt – find the sculptures, post a photo to social media; tag the Festival and the BID, and use #ArtInBloom and #DupontInBloom in the caption.



SECOND ANNUAL METRO MURALS

To usher in the summer season, we 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.

Timoteo Murphy's *Jump 4 Da Life* – Summer 2020

Interdisciplinary artist Timoteo Murphy's *Jump 4 Da Life* installed a photo series that was taken during March 2019. Murphy was inspired by the fact that during this time, approximately 245 lives had been lost due to violence in the United States. The photo installation depicts performance artist Maps Glover thrusting himself into the air as a powerful representation of each life lost.



Ravi Raman's *'Love in Six Lines'* – Summer 2020

Ravi Raman's murals were based on his *Love in Six Lines* project, a series of whimsical paintings. "A picture in six lines is simple, yet complex like love." Limiting each illustration to just six lines, Raman celebrates love with his simple yet deceptively complicated drawings which mirror the experience of affection and relationships.

2020 HOLIDAY DECOR

To enliven the pedestrian experience and overall atmosphere during the holiday season, the Dupont Circle BID installed garland and bows throughout the 120 street poles in the Dupont Circle BID area. The annual holiday decorations encourage visitors and residents to associate Dupont Circle with the holidays as a go-to destination to shop for holiday gifts.



Marketing & Communications

The main goal of Dupont Circle BID marketing is to highlight local attractions, businesses, public space, and the neighborhood as a whole to keep the area a popular place to live and visit. Our communications work to promote and attract people near and far to visit the place or to invest their money in business at that place.



MARKETING & BRANDING ADVISORY COMMITTEE

In 2021, the Marketing & Branding committee's main goal was to steward the Dupont Circle BID brand and image to ensure that the BID's Placemaking, Place Branding, and Place Management programs enhance the reputation and broaden the reach of the BID.

Outcomes of 2020 and 2021 Marketing & Branding Committee meetings include BID-branded sidewalk and streaterie decals, business spotlights on social media to promote a variety of business specials at one time, and a new form on our website and newsletters that allows BID-based businesses and organizations to submit events. If you are interested in joining the marketing committee, email us at info@dupontcirclebid.org.

INSIDE DUPONT NEWSLETTER

Our e-newsletter, **INSIDE DUPONT**, has continued to see tremendous readership growth over the past year. The community newsletter keeps residents, visitors, partners, and friends informed around three distinct areas: BID updates and programming, community events, and holiday specials and news from BID members.

BUSINESS 411 NEWSLETTER (NEW!)

What was originally a section of the **INSIDE DUPONT** e-newsletter, is now its own separate e-newsletter specifically tailored to Dupont Circle BID businesses. With the Business 411 newsletter, we are able to provide BID businesses with a direct email communication that provides business resources, loans and grant opportunities, and updates that may impact our business community and their employees.



SOCIAL MEDIA

The Dupont Circle BID continues to remain actively engaged with our audiences on Twitter (**@DupontCircleBID**), Instagram (**@DupontCircleDC**), and Facebook (**@DupontCircleBID**). Each platform has seen major growth in the past year, with our followers increasing by 124 percent. During the District's reopening, we used our social media channels as a way to quickly get out pertinent information regarding new business openings and BID programming in real time.

AND MORE!

The Dupont Circle BID is constantly working to expand our marketing capacity and further communicate and promote Dupont's special qualities to attract more visitors and residents to our businesses and attractions. Below are a few more marketing and communications highlights from the past year.

- Constant direct contact with business via in-person meetings, as well as phone and email communications
- 'Welcome Gift Bags' for new businesses and organizations
- One-off email blasts for pertinent information (grants, street closures, emergency information, COVID-19 updates, etc.)
- Industry specific roundtables (Hospitality Roundtable in Fall of 2020 and Restaurant Roundtable in Spring of 2021, which featured guest speaker Eden Raskin Jenkins, Director of Member Services & Policy of Restaurant Association Metropolitan Washington (RAMW))
- Expanded social media capacity by hiring an intern through Urban Alliance's High School Internship Program during Summer 2021. The Urban Alliance is a BID-based organization that provides skills training, mentoring, and paid internships to underserved high school seniors who are at risk of disconnecting from school or the workforce

Recovery & Economic Development



During COVID-19 and beyond we have provided continuous updates to the public on the operating status of BID businesses. We regularly use social media and our INSIDE DUPONT e-newsletter to highlight local businesses and promote new openings in the neighborhood. The Dupont Circle BID also continues to assist businesses obtain permits for expanded outdoor dining, streateries, and parklets.

RESEARCH & DATA

One of our key strategic objectives is to gather economic intelligence on the Dupont Circle area to better understand current office, retail, and hospitality market conditions and potential opportunities to support recovery and shape a vision for economic vibrancy. The Dupont Circle BID hired research firm Delta Associates to gather data that will provide information on the neighborhood's post-COVID-19 recovery.

SPACE AVAILABLE WEBPAGE

The 'Space Available' page on the Dupont Circle BID website is a place for members to share for lease retail and office space within the Dupont Circle BID boundaries, providing the business community with an additional touchpoint for finding available space in the Dupont Circle BID area.

HIGHLIGHTS

- Welcomed **9** new businesses
- **5** expanded outdoor dining permits
- **2** streateries
- Secured **\$27 million in funding for Dupont Plaza and Streetscape project**
- Distribution of **PPE** in summer 2020
- Purchase and Distribution of **heaters to parklets & streateries** in winter 2020

Testimonials



TEAISM DUPONT CIRCLE

"Colleen reached out early and encouraged me to apply for a Streatery permit. If not for Colleen and Kimberly Vacca's team at DDOT, our Dupont location may not even be open today. It has been so reassuring to know that we are supported and seen. Don't forget the landlords finance the BIDS. Landlords deserve some thanks too!"

Michelle Brown, Manager of Teatism, Dupont Circle



RAKUYA JAPANESE KITCHEN & BAR

"The Dupont Circle BID has been an invaluable partner during the pandemic, helping us and other restaurants set up a successful Streatery. We had to navigate so many issues and the BID was there for us. One thing I think is distinctive about the BID model is that businesses really have skin in the game. Different stakeholders are really invested in working together to solve problems and to strengthen the neighborhood."

Marcel, Owner of Rakuya Restaurants



ACROSS THE POND RESTAURANT & PUB

"Our BID pushes out our specials and comes up with fun and creative campaigns that help all the businesses. It feels like they are looking out for us. As a busy small business owner, it's like having an extra set of hands and a strategic partner. I've found being part of a BID invaluable."

Michael Waters, Owner of Across the Pond

Dupont Circle Business Improvement District

Statement of Financial Position

For the Year Ended September 30, 2019

Assets	
Current Assets	
Cash and cash equivalents	\$ 912,972
BID Tax assessments receivable	251,724
Total current assets	\$ 1,164,696
Other Assets	
Property and equipment, net	\$ 4,198
Total other assets	\$ 4,198
Total Assets	\$ 1,168,894
Liabilities and Net Assets	
Current Liabilities	
Accounts payable and accrued expenses	\$ 51,591
Deferred BID tax assessments	577,385
Total current liabilities	\$ 628,976
Total Liabilities	\$ 628,976
Net Assets	
Without donor restrictions	\$ 539,918
Total net assets	\$ 539,918
Total Liabilities and Net Assets	\$ 1,168,894

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>.

Statement of Activities and Changes in Net Assets

For the Year Ended September 30, 2019

Revenue	
BID assessments	\$ 1,137,368
Other revenue	31,372
Total Revenue	\$ 1,168,740
Expenses	
Functional Expenses	
Program services	
Cleaning, maintenance and safety programs	\$ 166,375
Marketing and economic development programs	208,792
Management and general	199,345
Total Expenses	\$ 574,512
Changes in Net Assets	\$ 594,228
Net Assets – Beginning of the Year	(54,310)
Net Assets – End of the Year	\$ 539,918

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>.

Dupont Circle Business Improvement District

Statement of Cash Flows Assets

For the Year Ended September 30, 2019

Cash Flows Operating Activities		
Change in net assets	\$	594,228
Adjustments to change in net assets to net cash operating activities:		
Depreciation		582
Decrease (increase) in:		
BID Tax assessment receivable		230,745
Increase (decrease) in:		
Accounts payable and accrued expenses		47,479
Deferred BID tax assessments		1,516
Net Cash Operating Activities	\$	874,550
Cash Flows Investing Activities		
	\$	(4,780)
Net Cash Investing Activities	\$	(4,780)
Cash Flows Financing Activities		
	\$	(80,000)
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
Supplemental Disclosures		
Interest expense paid during the year	\$	831

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>.

Dupont Circle BID Accomplishments

CLEAN & SAFE

- **Collected 7,433 bags** (260,155 lbs.) of litter and recyclables
- **Completed 231** graffiti removal requests
- **Completed 208** poster/sticker removal requests
- Added a **Safety Ambassador to improve the safety and security of the neighborhood by cultivating and sustaining relationships with businesses, property owners, the Metropolitan Police Department, the DC Department of Health, and other local organizations.**

EVENTS

- **Held 20+** outdoor events, including Pride, Circle Clean-Up, Fitness in the Circle, and Summer Jazz Concert Series
- **Celebrated with 250+** attendees

PUBLIC ART

- **Installed public artwork—Cherry Blossom Picnic—**designed by DC-based artist Rachael Bohlander. Cherry Blossom Picnic is one of 26 cherry blossom sculptures installed for the National Cherry Blossom Festival's *Art in Bloom* District-wide exhibition at Q St, Park in April and May 2021.
- **Completed 2** Metro murals designed by DC-based artists, including works by Tim Murphy and Ravi Raman, installed during Summer 2020.

RECOVERY & ECONOMIC DEVELOPMENT

- **Welcomed 9** new businesses
- **Added 5** expanded outdoor dining permits and 2 streateries
- **Secured \$27 million** in funding for DDOT's Dupont Plaza and Streetscape Project. See page 3 for details."

ADVISORY COMMITTEES

- Established three committees in the areas of Safety & Security, Public Space, and Marketing with increased membership and stakeholder engagement throughout the year. To learn more about our advisory committees, visit www.dupontcirclebid.org/advisory-committees.

Dupont Circle

BUSINESS IMPROVEMENT DISTRICT

1601 Connecticut Avenue, NW
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Washington, DC 20009
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