

# 2015 Annual Report



**CRYSTALCITY**  
BUSINESS IMPROVEMENT DISTRICT

# CREATIVE

## A NOTE FROM THE PRESIDENT



### SPARK TRANSFORMATION

Take a stroll through Crystal City, and you will feel the energy. The tables and Adirondack chairs in the 2121 Crystal Drive courtyard and the Water Park are filled with people enjoying lunch, having meetings, connecting with friends and colleagues, or taking a quick break to enjoy the outdoors and recharge. Restaurants along Crystal Drive and 23rd Street are bustling with diners throughout the day. Makers, tinkerers, and entrepreneurs are hard at work in TechShop, while artists perfect their styles in the Art Underground. Dog walkers, strollers, and joggers, fill the sidewalks, open spaces, and trails. Bikes and CaBis coast along the streets and new protected bikeways. New investments in transportation and infrastructure are underway with the Transitway, Long Bridge Park, and new streetscapes. This scene is repeated throughout Crystal City as new businesses and residents call Arlington's largest downtown home.

It's been ten years since BRAC, and when you experience today's Crystal City it is clear how far we have come. New businesses, restaurants, and services have joined the existing organizations and infrastructure to create something really special. With even more projects and buildings coming online soon, Crystal City's future remains bright.

 Angela Fox  
President/CEO



161% INCREASE  
IN INSTAGRAM  
FOLLOWERS

3.8 MILLION  
IMPRESSIONS  
ON TWITTER



2.3 MILLION  
IMPRESSIONS  
ON FACEBOOK



PBS DOWNTON  
ABBAY WRAP  
130K VIEWS  
ON VIRAL VIDEO



## MARKETING, MEDIA & MOTIVATE

The Crystal City BID works tirelessly to promote Crystal City locally and nationally. This comes in the form of over 120 articles about the area that regularly appear in top media outlets, including an ABC news television segment on the Wednesday Night Spins, and a neighborhood profile in The Washington Post. PBS headquarters was adorned with Downton Abbey's Lady Mary as part of the BID's new Creative Expressive Marketing program. The Crystal City BID understands the importance of social media, garnering over 6 million annual impressions. Crystal City BID staff regularly travel to conferences, as well as attend local forums, seminars, and networking events, to promote and advocate for the neighborhood. In addition, the Crystal City BID continued the "What Sparks You?" national business-to-business marketing campaign.

# INNOVATIVE



## MAKE, CREATE & COLLABORATE

This year, Crystal City welcomed 1776 to its growing innovative ecosystem. Within this ecosystem you can now design and create a new product at TechShop, launch and build a platform for funding and investment, while working in cutting edge office space, which can grow and flex with your company. Eastern Foundry, a government contracting accelerator and incubator, established its headquarters in Crystal City, empowering federal innovators and Veteran-owned businesses, while giving them a place to grow and succeed. WeWork Residential, now under construction, will bring new and exciting residential and co-working options to the area in 2016. These new tech-driven businesses join existing companies such as CEA, PBS, Northrup Grumman, Lockheed Martin, Boeing, and many more to make Crystal City the most INNOVATIVE neighborhood in the region.

# ACTIVE



**SPARK  
COMPETITION**



**SPARK  
CYCLING**



**SPARK  
SPEED**



**SPARK  
ZEN**

## **RUN, RIDE & ROLL**

More than 37,000 runners sped through the streets of Crystal City this year at the annual Crystal City Twilighter 5K, the Marine Corps Marathon, and 5K Fridays. Over 2,000 cyclists explored the area at the Air Force Association Cycling Classic, Phoenix Derby, Wednesday Night Spins and Arlington Fun Ride. All of that and we still made the time to host weekly morning yoga and lunchtime Zumba classes, a street hockey league, and the Women's Professional Racquetball Classic. Combined with the existing infrastructure of health clubs, volleyball and basketball courts, and easy access to the bike trails, Crystal City is a very ACTIVE place.

# ARTFUL



**Taste the Commonwealth:**



**25** craft beers from local Virginia Breweries at the 1K Wine | Beer Walk



**23** Helen Hayes nominations  
**3** wins



**SPARKET** a creative market featuring top vendors and artisans in the DMV area launched in 2014.



**SPARK ESPIONAGE**

**The marriage of Art + Tech:** Ethan Kerber's "To AVA with Love" sculpture was built in TechShop.



**SPARK MOVEMENT**



#CrystalCouture  
4,932 Instagram Posts 



**SPARK STYLE**

## SIP, SHOP & SOCIALIZE

Each year, Crystal City gets more and more ARTFUL. The Art Walls collection keeps growing and the Art Underground hosted more art exhibits, events, classes, and photos to activate the Crystal City Shops concourse. Over 40,000 people attended Synetic Theater's 110 performances, rehearsals and classes, eating and shopping at Crystal City restaurants and stores during their visit. Vintage Crystal included a year's worth of sipping and tasting at Sip and Salsa, Wine in the Water Park, Blues and Brews, Pups and Pilsners, and 1K Wine and Beer Walks. Crystal Couture Show and Sale returned to a new location, but with the same large and fashionable crowds. Movies buffs enjoyed Crystal Screen, shoppers browsed interesting crafts at Sparket, and foodies tasted deliciously creative lunches at Food Truck Thursdays.

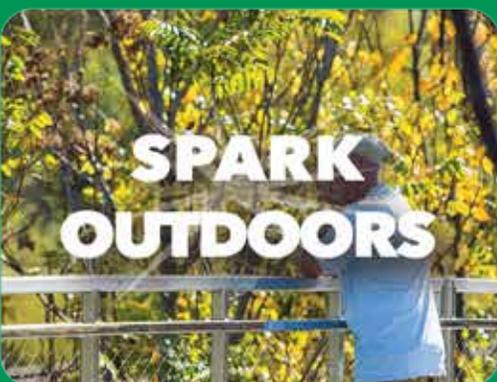
# ACCESSIBLE



## PLANES, TRAINS & AUTOMOBILES

Crystal City is the most ACCESSIBLE area in the region. Capital Bikeshare connect riders to a network of more than 300 stations. Commuters chose between the area's public transportation assets, including MetroBus and Rail, Metroway, Arlington Transit, the VRE, bike trails, other bus lines, and ample parking options. With Crystal City being the only neighborhood in the nation with an airport in walking distance, the DCA Walk Challenge showcased how close the airport really is. Everything Esmonde bike repairs, free bike light and helmet giveaways, and a record turnout at Bike to Work Week illustrates that Crystal City is a leader in supporting bicycle culture. Crystal Wi-Fi provided free internet access to over 43,000 residents, workers, and guests in Crystal City's many green spaces. Finally, on Father's Day, the Crystal Car Show brought over 1,000 visitors to see more than 100 classic, muscle, antique, and electric cars, along with blues bands, painted derby cars, and more.





## REDUCE, REUSE & RECYCLE

The FRESHFARM Market continued to bring high-quality produce and other goods to Crystal Drive every Tuesday from the Spring through the Fall. The Crystal City BID continued to host a community-supported agriculture (CSA) pickup location and the region's first community compost drop off location for kitchen scraps. Gardeners loved picking up free flowers and plants at the annual Tropical Storm and Bulb Blitz. This year alone, the Power Purge and Shred recycled more than 18 tons of electronics, paper, and paint.

# ACCOUNTABLE

## SPARK BUSINESS



# STRATEGIZE, PLAN & EXECUTE

The Crystal City BID serves as the responsible steward for the area, and all of the resources with which it is entrusted. Through quarterly board and committee meetings, good governance is maintained for the organization's activities. Staff members regularly attend Arlington County Board meetings, commission meetings, as well as community meetings, development meetings, and larger area consortiums in order to both be aware of trends and issues in Arlington County and the Greater Washington Region, ensuring that Crystal City's interests and issues are represented and addressed. The organization always meets its deliverables on time, including budgets and work plans, disbursement requests, audits, and annual reports. The Crystal City BID is diligent in conforming to all permit and license requirements for their events and programs, including ABC licenses, temporary food licenses, and Special Event Permits. The organization has been widely recognized for its efforts, winning more than 10 awards, including four from the International Downtown Association.

## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

Chair: Harmar Thompson, LCOB  
Vice Chair: Mara Olguin, Vornado/Charles E. Smith  
Secretary: Glenda MacMullin, Consumer Electronics Association  
Treasurer: Steve Wilder, The Boeing Company  
Alan Haskel, PBS

### BOARD MEMBERS

Doug Abbott, Gould Property Company  
Christer Ahl, Crystal City Civic Association  
Jim Creedon, Vornado/Charles E. Smith

Nora Dweck-McMullen, Dweck Properties  
Dori Familiant, Doubletree Hotel/Embassy Suites  
Brian Fitzgerald, Equus Capital Partners  
Karen Gentry, Beacon Capital Partners  
Kingdon Gould III, Gould Property Company  
Freddie Lutz, Freddie's Beach Bar  
Toby Millman, Vornado/Charles E. Smith  
Derrick Morrow, Hyatt Regency Crystal City  
Jerry Norris, Battlespace/EDC  
Peter Priesner, Radisson Hotel  
Mark Rivers, Lowe Enterprises  
Paul Singh, Disruption Corporation  
Reid Weppler, Vornado/Charles E. Smith

### ARLINGTON COUNTY REPRESENTATIVES

Karen Vasquez, Arlington Economic Development  
Cheryl Mendonsa, AHCA  
Michelle Cowan, Management and Finance

### COUNSEL

Kedrick Whitmore, Venable LLP

### STAFF

Angela Fox, President/CEO  
Robert Mandle, Chief Operating Officer  
Charles Gray, Administration/Finance VP  
Joseph Petty, VP of Programs  
Therese Quiao, Social Media Associate

## FINANCIAL POSITION

### CURRENT ASSETS

Cash and Cash Equivalents \$1,151,428.00  
Property and equipment \$353.00

Total Assets \$1,151,781.00

### LIABILITIES AND NET ASSETS

Total Current Liabilities \$697,712.00  
Unrestricted net liabilities \$454,069.00

Total Liabilities and Net Assets \$151,781.00

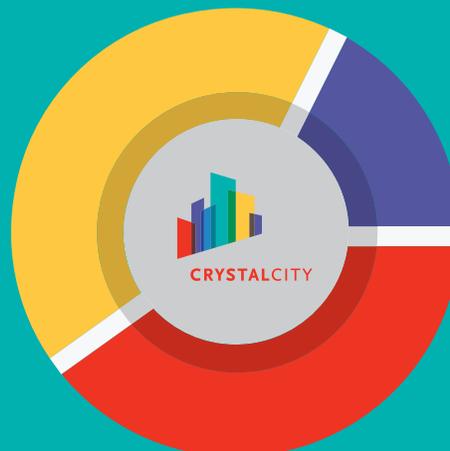
## STATEMENT OF ACTIVITIES

### SUPPORT AND REVENUES

County Disbursements \$2,560,459.00  
Sponsorship and events \$53,077.00  
Interest income \$284.00

Total Support and Revenues \$2,613,820.00

## EXPENSES



35% Marketing  
\$948,389.00

52% Operations  
\$1,410,531.00

13% Admin  
\$355,629.00