

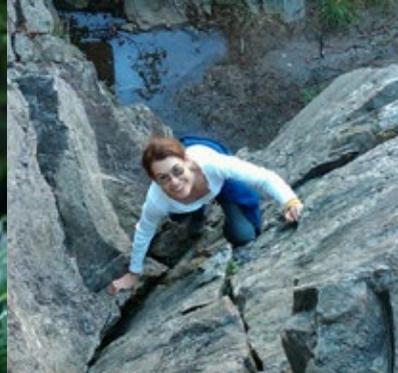
A NOTE FROM THE PRESIDENT/CEO

Ten years ago, Crystal City was like a latent flowerbed. It was in the ideal location, had the right nutrients, plenty of sunlight, and all it needed was a few seeds, a little water, and some love. Looking around today, it is amazing to see how all of those seeds have blossomed. Art Walls cover the area like petals infusing texture and color. New ideas are being germinated at WeWork, 1776, and TechShop. Buildings have sprouted, changing the skyline, with more ready to burst forth from the ground. Workers and residents buzz around pollinating the area with energy and preparing for even more growth. We have delicious new restaurants, farmers markets, recycling bins, and composting guaranteed to keep the neighborhood healthy and green. Each year, the plants get pruned and cultivated through our partnerships, events, and programming, making Crystal City truly a lush, vibrant and sustainable garden.

Though our annual report officially marks another great year in Crystal City, we wanted to celebrate all that has happened since the BID was formed ten years ago. This amazing TRANSFORMATION is the work of so many people, from visionary property owners and invested stakeholders willing to work together, to dreamers willing to take a chance on a new business, and Arlington County staff who underpin our work. Through this fun, though formal document, we express extreme appreciation to all who have helped make Crystal City the place it is today.



Angela Fox





2006

Just a decade ago, in reaction to the Base Realignment and Closure (BRAC) legislation, a group of key stakeholders formed the Crystal City Business Improvement District (BID) to change people's perception of the neighborhood and give it a new energy, and, in effect, a soul. To lead this transformational effort, the BID Board of Directors tapped Angela Fox, a recovering electrical engineer, arts lover, and marketing magician. Tasked to showcase the changes in the area, the BID's first huge success was to change the route of the Marine Corps Marathon and alter the course of history. More than 50,000 people ran through or visited the new heart and Main Street of Crystal City along Crystal Drive, enjoying an all-day family festival and experiencing first hand the dynamic new sense of place in the making.





2007

After less than a calendar year, the BID gained momentum and recognition in the area. As Arlington's largest downtown and one of the most ACCESSIBLE locations in the Washington Metropolitan Area, the neighborhood increasingly became more known as an ARTFUL place. In 2007, the Crystal City BID created the Art Walls program, built a temporary home for Arena Stage, hosted Artomatic's first exhibition in Virginia, held the first Crystal Screen film series, and inaugurated one of our signature events - Vintage Crystal: Sip & Salsa. The streets filled with thousands of cyclists for the inaugural Crystal City Cycling Classic all while riding past the new colorful pole banner program. It was also the time that BID COO Rob Mandle, a tireless and endlessly effective expert in community planning and transportation, joined the team.





2008

To highlight the area's most unique and accessible assets, Regan National Airport, and recognize the presence of aviation powerhouses Boeing, Northrup Grumman, and Lockheed Martin, the BID lined the streets with 50 colorful and creative Crystal Flight statues. Crystal City's workers, residents, and visitors were able to shop for local arts and crafts at Crystal Market while grabbing lunch from some of the new restaurants moving into the neighborhood. The BID's passion for ACTIVE events led to the area's hottest and fastest nighttime 5K, the Twilighter. The race annually brings thousands of runners to the streets of Crystal City in July to race before they spill into the neighborhood restaurants. With more businesses and people in Crystal City, the BID wanted to make sure they were making eco-friendly choices when disposing of electronics. Beginning in 2008 and spanning eight years, the BID responsibly disposed of over 175 tons of electronics, paper, and paint at the Power Purge and Shred. Growing each year, the BID hired CFO Charles Gray, rules, laws and numbers extraordinaire, as the third member of the team.





2009

The neighborhood was starting to get outside, get healthy, and get GREEN in the BID's fourth year in operation, which saw the beginning of some of its most popular ongoing programs like Crystal Couture, 5K Fridays, Crystal Wi-Fi, Outdoor Yoga & Zumba, Banner Bags, the FotoWalk, and the FRESHFARM Market. While these programs were taking root in the neighborhood, the skyline of Crystal City also changed as Vornado/Charles E. Smith converted an office building into a luxury apartment building and also added six new floors with dazzling views. To continue to curate incredible art and grow even better programs, Joseph Petty, an artist and professional fixer, was brought on board. This brought the team to a solid four, which is still the core group seven years later.





2010

With the full team in place, the programs and activities of the BID began to increase at an amazing pace. Award-winning Synetic Theater brought their physical creativity to Crystal City. Synetic later imported their children's camps and a rehearsal studio. Getting around by two wheels became more exciting and much more convenient with the addition of Bike to Work Week and Arlington's first Capital Bikeshare stations. Artists from across the globe came to Crystal City to exhibit "New Brow" graffiti and street art at the G40 Art Summit, and novice artists created masterpieces at pop-up ArtJamz sessions.





2011

A mix of indoor and outdoor events took place in 2011, giving people in Crystal City new opportunities to exercise, sip wine, or even do both at the same time. Participants at the 1K Wine|Beer Walk donned their best workout gear for a "challenging" 1K course through the Crystal City Shops, all while stopping by various wine and beer hydration stations along the way. Sports enthusiasts were able to enjoy a weekly Street Hockey league, and the new Long Bridge Park provided another venue for outdoor activities. Wine in the Water Park transformed the area's signature open space into a beer and wine garden bringing hundreds of people each week to enjoy live music, sips, and a relaxing environment.





2012

Artomatic returned to Crystal City, filling an entire office building with hundreds of artists and more than 75,000 guests. Crystal City's energy and excitement also literally went underground. The Diamond Derby, brought an adrenaline-filled bike race to a parking garage creating a spectacle unique in the region and perhaps the nation. A strategic partnership with the Arlington Artists Alliance brought a gallery and over a dozen artist studios to the Crystal City Shops. Together with the FotoWalk and Synetic Theater, a new arts destination was born, the Crystal City Art Underground. Crystal Cuisine grew with the addition of new restaurants and Food Truck Thursdays.





2013

The transformation of Crystal City continued with the completion of several road construction projects, the delivery of new office space, and shifting demographics. The conversion of Crystal Drive, once a one-way racetrack, into a two-way main street made new progress with two major construction projects delivering a cohesive roadway for 14 blocks. Lowe Enterprises renovated a prominent office building over-looking this new street activity and providing new spectacular views of the Potomac River and Washington, DC skyline. The BID added a Fixtation to the entrance to the Mount Vernon Trail, giving cyclists the ability to make quick repairs and get supplies. Families and friends gathered at both the inaugural Brews & Blues and Father's Day Auto Festival.

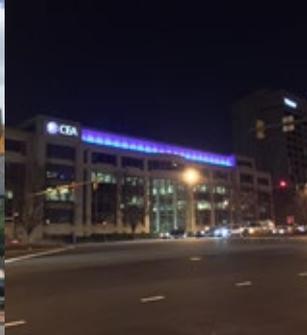




2014

This year saw Crystal City's new INNOVATIVE spirit begin to take shape. In a partnership with PBS, their office building was wrapped with a ten-story celebration of Downton Abbey's success that was visible to guests flying in and out of DCA. Local makers were able to make their dreams a reality at the new TechShop. District Wrench provided a pop-up bicycle repair option for cyclists. Crystal Wynwood, one of the areas largest murals created by local artists provided a stunning backdrop for the farmers market, Sparket, food trucks and street hockey.





2015

In its ninth year, the BID has taken on many different programs and events that have continued to grow and expand beyond expectations. The indoor garage bike races evolved into the Wednesday Night Spins, a weekly bike race series in March. Groups like 1776 and Highline located in Crystal City and attracted new people and new ideas. The Art Walls program expanded to 29 projects, and now includes lighting to showcase the artwork after dark and provide a new sense of energy.





2016

Crystal City has seen rapid transformation over the course of the past decade and only shows signs of continuing that trend. WeWork and WeLive joined the community creating an exciting new environment of co-working and co-living spaces. Climbing enthusiasts, both professional and amateur, can now work out in the East Coast's largest indoor climbing gym, Earth Treks Crystal City. Connecting all these great amenities is the new Metroway, Arlington's first dedicated transitway system. Here's to all the fruits of these labors and to the energy and vision that will continue to spawn more and more success in Crystal City over the next decade!



CREATIVE

The Crystal City BID continues to promote Crystal City both locally and nationally. This comes in the form of over numerous articles about the area that regularly appear in top media outlets. The BID's creative ways of marketing the area can be found through hundreds of social media posts, on posters inside of metro cars, lights on bikes, or headbands on thousands of 5K runners. The staff at the BID regularly travel to conferences, as well as attend local forums, seminars, and networking events, to promote and advocate for the neighborhood.

1.64 mil.

**FACEBOOK
IMPRESSIONS**

990,000

**TWITTER
IMPRESSIONS**

200+

**ANNUAL
EVENTS**

1,100

**INSTAGRAM
FOLLOWERS**

3,000+

**EMAIL
SUBSCRIBERS**



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chair Mara Olguin - Vornado/Charles E. Smith
Vice Chair Glenda MacMullin - CTA
Secretary Doug Abbott - Gould Property Company
Treasurer Steven Wilder - The Boeing Company

BOARD MEMBERS

Michael Breitenbach - Westin Crystal City
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
Alan Haskel - PBS
Freddie Lutz - Freddie's Beach Bar
Toby Millman - Vornado/Charles E. Smith
Derrick Morrow - Hyatt Regency Crystal City

Jerry Norris - Battlespace
Mark Rivers - Lowe Enterprises
Harmar Thompson - LCOR

ARLINGTON COUNTY REPRESENTATIVES

Christer Ahl - Crystal City Civic Association
Cheryl Mendonsa - Aurora Highlands Resident
Karen Vasquez - Arlington County

COUNSEL

Kedrick Whitmore - Venable LLP

STAFF

Angela Fox - President/CEO
Robert Mandle - Chief Operating Officer
Charles Gray - Administration/Finance Vice President
Joseph Petty - Vice President of Programs

FINANCIAL POSITION

CURRENT ASSETS

Cash and cash equivalents	\$930,584
Property and equipment	\$0
<u>Total Assets</u>	<u>\$930,584</u>

LIABILITIES AND NET ASSETS

Total current liabilities	\$591,529
<u>Unrestricted Net Assets</u>	<u>\$339,055</u>
Total Liabilities and Net Assets	\$930,584

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES

County disbursements	\$2,514,190
Sponsorship and events	\$39,382
Interest income	\$285
<u>Total Support and Revenues</u>	<u>\$2,553,857</u>

Operations	\$1,190,666 (45%)
Marketing	\$1,136,820 (43%)
Administration	\$341,384 (13%)
<u>Total Expenses</u>	<u>\$2,668,870</u>





CRYSTALCITY

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703.412.9430

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