ROSSLYN
REACHNEWHEIGHTS®



FY26 Rosslyn Business Improvement District

ANNUAL REPORT

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Who We Are

The Rosslyn Business Improvement District (BID) was established in 2003 as the first BID in Arlington County. It comprises a 17-block downtown area of commercial and residential buildings.

Over the two-plus decades since its inception, the BID's governing body, the Rosslyn Business Corporation (RBIC), has become an integral part of the dynamic and growing Rosslyn community. Governed by a Board of Directors made up of commercial and residential property owners, Rosslyn tenants, and Arlington County representatives, RBIC enhances the community through its innovative and collaborative delivery of a diverse program of services. The Rosslyn BID takes an active leadership role – serving as convener, community builder, and agent of positive change – to exceed expectations and connect the **25K+ employees, 16K+ residents, and 4.5 million visitors** who spend time in Rosslyn each year.



Mission

To provide high-quality, stakeholder-oriented services designed to define, enhance, and continually improve Rosslyn for those who work, live, and visit in our district.



Guiding Principles

Keep our neighborhood clean, safe, and connected with an increased focus on the public realm, economic growth, and effective marketing.





Vision

Rosslyn is Arlington's vibrant downtown and serves as an innovative economic and social hub for the region and beyond.



Values

Our values are the foundation of our everyday efforts to meet our mission.

Letter from the President



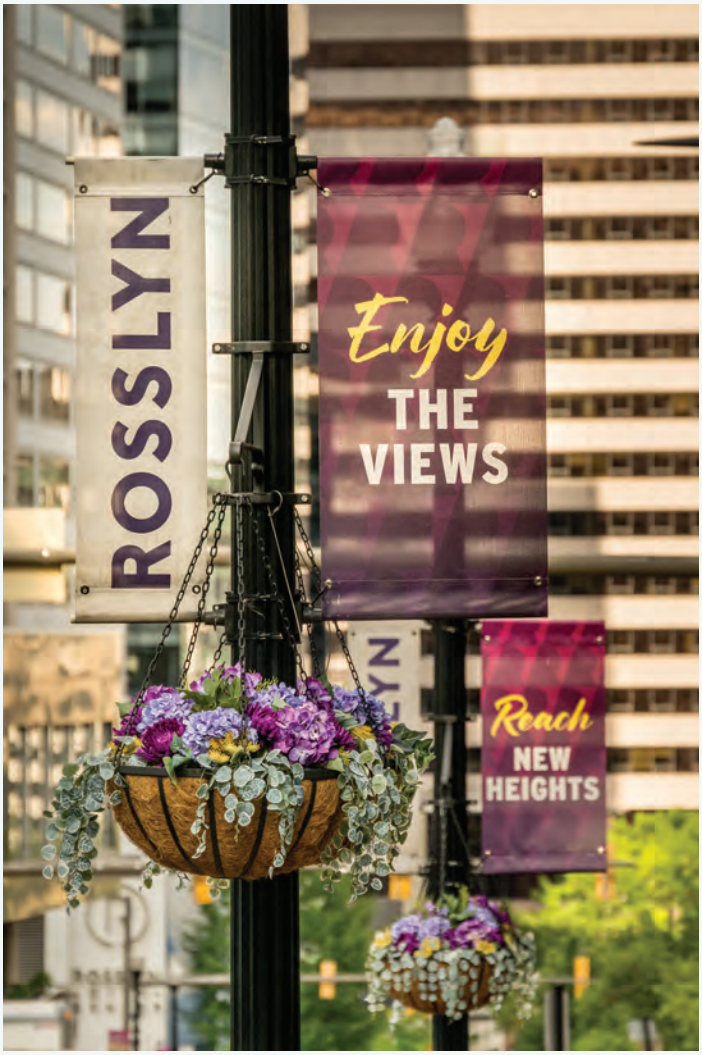
MARY-CLAIRE BURICK
PRESIDENT, ROSSLYN BID

As I reflect on FY26, I'm proud of what we accomplished together and excited about what's ahead for Rosslyn. This was a year of strengthening the fundamentals that make our neighborhood a great place to live, work, and visit, while investing thoughtfully in its future.

We continued to keep Rosslyn clean, safe, and welcoming; worked with Arlington County and our partners to advance mobility, redevelopment, and public-space priorities; and created more opportunities for people to connect with Rosslyn and one another. From the award-winning NOW Pop-Up Park to our events, Farmers Market, and neighborhood programming, we brought people together while continuing to tell Rosslyn's story as a vibrant, connected, mixed-use community.

We also strengthened the organization behind this work, modernizing our governance, technology, data systems, and operations to ensure the BID is ready for what comes next.

Rosslyn has tremendous momentum, with new residents, businesses, public spaces, and transformative projects on the horizon. I'm grateful to our Board, staff, property owners, businesses, residents, community partners, and Arlington County for helping us build on a strong foundation and shape an even more welcoming, connected, and vibrant Rosslyn.









FY26 Priority Goal Areas

Shape Rosslyn's Urban Character

Actively support the transformation of the area into a vibrant mixed-use neighborhood, creating a clean, safe, welcoming, and inclusive environment for all.

Activate the Neighborhood

Create and promote a thriving atmosphere by hosting community-centric events, encouraging engagement, enhancing curb appeal, and providing top-notch services that build a sense of belonging and draw people into the neighborhood.

Strengthen Rosslyn's Perception

Establish Rosslyn as a vibrant, dynamic, and connected urban community by consistently enhancing its image and raising awareness through a diverse range of marketing strategies across key channels.

Maintain a Strong BID Organization

Encourage an innovative and value-driven culture that upholds exceptional standards and ensures a high-functioning organization that successfully executes all BID objectives.

Engage and Support Stakeholders

Strengthen relationships and trust across all stakeholder groups by delivering proactive and personalized services, convening community partners, and fostering meaningful engagement that enhances collaboration and quality of life in Rosslyn.

Operational Services

Operational services keep Rosslyn's public realm clean, safe, welcoming, and accessible through services like our ambassador program, transportation, and pedestrian safety assessments, wayfinding, and public space maintenance.



Services

- Maintained a cleaner, safer, and more welcoming neighborhood through expanded Ambassador, Safety Ranger, and off-duty police coverage.
- Completed **more than 90 off-duty police shifts**, increasing visible safety and traffic-management support throughout Rosslyn.
- Reduced double-parking and improved circulation through proactive curbside management.
- Strengthened coordination among property teams, public safety partners, and Arlington County on neighborhood safety priorities.
- Connected vulnerable individuals with supportive services through ongoing outreach and partnership coordination.
- Expanded operational capacity through new equipment and resources, including a new BID truck to support cleaning, safety, and curbside management services.

By the Numbers

CLEANING

184,545
lbs. trash collected

24,400
lbs. recycling collected

625
grafitti tags removed

201
biohazard removals

HOSPITALITY

7,051
pedestrian interactions

484
outreach touchpoints with unhoused individuals

LANDSCAPING

7,400
annuals planted

1,000+
bags of mulch installed

2,200
maintenance hours completed

180
bulbs planted

525
hours of watering



Spotlight

Improving Mobility and Managing Curb Space

Rosslyn's curbside management program combined data, field operations, and stakeholder coordination to address safety, congestion, and improve traffic flow along one of Arlington's busiest corridors.

- **1,550** vehicles moved along
- Reduced double-parking and congestion impacts
- Data-informed approach refined coverage and operations
- Improved curbside behavior and safer circulation

Public Realm Improvements

Public realm improvements create safe, welcoming spaces that encourage connection, enhance quality of life, and support economic vitality while advancing Rosslyn's evolution into a mixed-use neighborhood.

Services

- Advanced pedestrian and traffic safety with Arlington County Department of Transportation (DOT) and Vision Zero through pilots at Langston Boulevard & Fort Myer Drive and an LTI pilot at Wilson Boulevard & N. Lynn Street.
- Conducted lighting, streetscape, and crosswalk audits and shared findings with Arlington County to inform safety improvements, **resulting in 99% operational streetlights and crosswalk enhancements** at N. Lynn Street and Langston Boulevard.
- Represented stakeholder interests in planning for 1401 Wilson, 1401 Langston, and other major redevelopment projects and site plan amendments.
- Partnered with Arlington County DOT to advance the Core of Rosslyn Transportation Projects, including the launch of the Fort Myer Drive & Wilson Boulevard Improvements Project.
- Helped advance planning for Gateway Park and the Arlington Boathouse through coordination with Arlington County Department of Parks and Recreation (DPR), the National Park Service (NPS), and other County stakeholders.
- Building on a successful pilot, expanded the hanging-basket program with an additional **80 installations**, bringing more sustainable greenery to Rosslyn's streetscape.
- Implemented a year-round placemaking strategy to enhance Rosslyn's public realm and neighborhood vibrancy through enhanced landscaping, lighting, beautification, and pop-up experiences.







NOW
NASH.OAK.WILSON.

Spotlight

Turning an Underutilized Space into a Community Place

The NOW Pop-Up Park transformed an underused site, awaiting redevelopment, into a welcoming public space for gathering, programming, and community connection. New landscaping, furnishings, and activations helped encourage people to spend more time in the space and engage with Rosslyn in new ways.

- **129%** increase in spring foot traffic
- **18.6-minute** average dwell time
- **60%** of visitors stayed more than 20 minutes
- **16** events and activations
- **78%** rated their experience good or excellent
- 2025 DesignArlington Awards Program Honorable Mention

Economic Development

Economic development strengthens Rosslyn's competitiveness and supports its continued evolution as a vibrant, mixed-use neighborhood. The Rosslyn BID brings together government, property owners, businesses, and community partners to attract and retain investment, support local retailers, and position Rosslyn for long-term economic vitality.

Services

- Supported Arlington County's commercial market resiliency efforts through strategic stakeholder engagement and coordination with County to ensure Rosslyn's priorities and perspectives were represented.
- Partnered with Arlington Economic Development (AED), property owners, and brokers to support business attraction, retention and Rosslyn's market positioning.
- Drove visibility and customer traffic to Rosslyn businesses through Arlington Restaurant Week, the Marine Corps Marathon, and targeted neighborhood campaigns.
- Explored sponsorship opportunities to support future investments in Gateway Park, the Arlington Boathouse, and community programming.
- Represented Rosslyn through regional business and economic-development organizations, including Arlington Chamber of Commerce, CREDA, and Washington Board of Trade to strengthen partnerships and visibility.
- Welcomed and engaged new employers including Kimley-Horn, supporting their integration into the Rosslyn community and fostering long-term engagement through project partnerships and board leadership.
- Re-launched the Open Rewards dining incentive program, driving increased spending at participating Rosslyn restaurants.
- Used business, retailer, and vendor feedback to measure program impact and inform future activations and investment decisions.
- Expanded the BID's market intelligence capabilities through real-time market data, financial analysis, and forecasting tools to support economic development strategy and long-term decision-making.





By the Numbers

103

Retail businesses engaged and supported

23x

ROI on Open Rewards program for Rosslyn Businesses

113

New Businesses





Marketing + Promotions

Marketing and promotions position Rosslyn as a vibrant, connected, and convenient urban community. Through captivating content and campaigns, these efforts drive awareness, engage the community, and highlight Rosslyn's diverse amenities, location, and business opportunities, supporting economic growth and promoting local retailers and businesses.

Services

- Expanded Rosslyn's digital audience, generating **1.8 million social impressions** and reaching **40,000 website users**.
- Delivered integrated campaigns and website landing pages for Jazz Fest, Fall Fest, Rosslyn Cheer, Spring programming, and the Farmers Market, driving more views and registrations.
- Generated more than **1.7 million campaign impressions** through digital advertising, media partnerships, and neighborhood marketing.
- Promoted more than **100 Rosslyn businesses** and featured local partners into campaigns, guides, events, and digital content.
- Expanded earned media, influencer partnerships, and external recognition, with Rosslyn Jazz Fest named a Best of Arlington Top Vote-Getter and the NOW Pop-Up Park receiving a DESIGNArlington Award honorable mention.
- Strengthened Rosslyn's brand with new photography, video assets, and consistent creative across digital and physical channels to support year-round marketing and positioning.
- Used attendee insights, campaign performance, and perception research to refine messaging, outreach, and future marketing investments.
- Released the 2025 Perception Survey findings and launched the second annual survey, using community feedback to inform public-space improvements, placemaking, communications, and future neighborhood investments.

By the Numbers

31.7K
social media followers

297K
website views

37%
average email open rate

+2.1K
new followers

40K
website users (+52% YoY)

5M+
earned-media reach

1.8M+
social media impressions

16.3K
newsletter subscribers

50K+
influencer views





Community Activities

Community activities foster connection, collaboration, and fun while enlivening Rosslyn's public spaces. These vibrant and inclusive events build a sense of belonging, support local retailers, and activate the neighborhood through unique experiences designed for visitors, employees, and residents.

Services

- Delivered **60 events and activations**, generating more than **12,300 registrations** across signature events, recurring programs, weekend activities, and community partnerships.
- Expanded Jazz Fest with more than **6,500 registrations** and deepened engagement with community and business partners.
- Created new opportunities to connect through Fall Fest, Rosslyn LIVE, Rosslyn Cinema, wellness programming, Takeaway Tuesdays, and activations at the NOW Pop-Up Park.
- Partnered with Rosslyn hotels and restaurants on social events that drove customers into local businesses while building community connection.
- Used attendee feedback and foot traffic data to refine event formats, programming, locations, and future investment decisions.
- Repositioned the Farmers Market as a convenient midweek destination, **increasing average sales per market day by 66% over its 2025 launch period** while enhancing the experience with live music, Rosslyn Reads, and community activations.
- Enhanced the Holiday Market experience through family-friendly activities and community partnerships, using foot traffic data to inform future planning.
- Built on successful partnerships like with City Girls DC to bring proven event experiences like a custom walk to Rosslyn, helping reach new audiences, and strengthen community connection.

Spotlight

Building a Stronger Midweek Market

Community feedback showed strong interest in a market, while early participation and purchasing patterns pointed to an opportunity to make it more useful in people's weekly routines. The BID repositioned the Farmers Market around curated, fresh produce and staples, commuter-friendly shopping, and recurring music and pop-ups.

- **66%** increase in average sales per market day
- **17K+** foot traffic from May-June
- Third-most-visited website page in May (first month of the campaign)
- Increased demand for Market Share bags following WJLA coverage







Management + Administration



Management and administration provide the foundation for a strong, high-performing organization, supporting the successful execution of BID priorities through sound governance, financial stewardship, effective systems, and investment in our people.

Services

- Modernized board governance through a comprehensive bylaws update, board orientation, and leadership transitions.
- Completed the organization's data migration to SharePoint, improving file management, collaboration, and long-term information access.
- Relocated the BID's professional and Ambassador operations into new spaces that provide greater capacity and operational efficiency.
- Maintained strong financial oversight through a clean audit and an expanded Finance and Audit Committee.
- Invested in staff and Ambassador development through professional conferences, leadership programs, and public-safety training.
- Improved internal planning and reporting systems to support clearer decision-making and more consistent performance tracking.
- Aligned staffing, workflows, and responsibilities to better support cross-functional planning, communications, and event delivery.



Spotlight

Investing in the Future

FY26 reinforced the foundation behind the BID's visible work. Investments in governance, technology, facilities, and people strengthened the organization's capacity to serve stakeholders, manage change, and deliver consistent value for Rosslyn.

- **Governance and leadership**: Updated bylaws and supported board and committee transitions
- **Systems and infrastructure**: Migrated enterprise data and opened new BID and Ambassador facilities
- **People and capacity**: Expanded training, onboarding, succession planning, and team development



Financials

Rosslyn Business Improvement Corporation

AUDITED STATEMENT OF ACTIVITIES

Year ended June 30, 2026

OPERATING ACTIVITIES	
Support and contract revenue	
Arlington County funds	$ 4,156,832
Arlington County administrative fee	84,456
Interest income	104,687
Other income	15,976
Total support and contract revenue	**$ 4,361,951**
EXPENSES	
Marketing and promotion	$ 590,151
Operational services	1,527,731
Economic development	359,431
Public realm improvements	676,383
Community activities	615,942
Management and general	788,618
Total expenses	**4,558,256**
Non-operating Activities	
(net loss on disposal of property and equipment)	**(2,588)**
Change in Net Assets Without Donor Restrictions	**(198,893)**
Net Assets Without Donor Restrictions, beginning of year	**2,373,845**
Net Assets Without Donor Restrictions, end of year	**$ 2,174,952**

Board Of Directors

Adam Nowak*
Microsoft

Ashleigh Simpson
Turnberry Tower Residences

Chris Hanessian
Snell Properties Inc.

Curt Large[+]
Pioneer Ventures LLC

Cy Kouhestani[+]
Brookfield Office Properties

Gordon Fraley
Altus Realty

Greg Van Wie
Jefferson Apartment Group, LLC

Heena Feeney
Beacon Capital Partners

James Derr
Cortland Rosslyn

Jamie Jones Miller
Northeastern University

Jennifer Burns
Monday Properties

Jim Mathews[+]
Waterview Condominiums

Joseph McKenna
Divco West

Matt Carlin[+]
Metropolitan Hospitality Group

Michael Desmarais*
CoStar Group

Michele Massey*
Grant Thornton

Molly Fogarty[+]*
Nestlé

Patricia Darneille
Radnor/Ft. Myer Heights Civic Association

Paul Schulman*
American Real Estate Partners

Peter N. Greenwald[+]
Penzance Companies

Robert M. Bushkoff
Dittmar Company

Robert Moss
Pierce Condominiums

Sara Carioscia*
1800 Oak Apartments

Shannon Flanagan-Watson[+]
Arlington County

Sherri Watson
UVA Darden Metro Campus

Tim Helmig[+]
Monday Properties

Tricia Moore
Morgan Stanley Real Estate Investing

**Departed during FY26*
[+]Executive Committee & Officers

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