



2018

ANNUAL  
REPORT



SWBID

SOUTHWEST BUSINESS  
IMPROVEMENT DISTRICT

# REIMAGINING URBAN COMMUNITIES STARTING IN SOUTHWEST D.C.



## A message from the Southwest BID

2018 will be remembered as an historic year in Southwest D.C.

It was during this year that the Southwest Waterfront emerged as a new place to be for visitors, families and friends. In this year, too, the Museum of the Bible saw over one million visitors, dozens of new restaurants welcomed diners and our team of Southwest Ambassadors became a source of pride for us and the community.

For the first time, we have begun to track our financial contribution to the District. In 2018, the Southwest BID area contributed \$400 million in tax revenue to the District's general fund. Over the next two decades the Southwest BID will generate a cumulative total of \$12.7 billion in revenues. This is an unprecedented economic contribution for this area of the city.

In this year's annual report, you will see how we have been working to go beyond the baseline responsibilities of a BID. We are working with partners and stakeholders to be a catalyst for positive change. Our work is ambitious. From our initiative to pilot autonomous vehicles, to the beautification of our parks and public spaces, to our signature community events, we're working to build a stronger and a better Southwest.

We are motivated by a belief that BIDs can do more. We believe that an organization with our capacity can make an important and lasting difference in our community. The work we accomplished this year was over and above even our own expectations. It was radical.

This year we had fun, we got creative and we saw results. Since the SWBID was established, we have benefited greatly from the wisdom and guidance of our Board of Directors. They have been committed to our work and generous with their time. Their encouragement and support has allowed our organization to take on challenges and to innovate. All of us who have the privilege of working, living or visiting here, owe them our gratitude.

Steve Moore

Geoffrey Griffis

## The Southwest Business Improvement District

The Southwest Business Improvement District (SWBID) is situated at the heart of Washington, D.C. It weaves together three distinct areas in the 500 acres south of the National Mall: Federal Center South, housing 26 federal headquarters; the Southwest neighborhood, centered around the Waterfront Metrorail Station; and the transformational District Wharf development, located on the waterfront.

Now in its fourth year of operation, the SWBID is working to redefine the status quo for cleanliness, state of public infrastructure, beautification, and placemaking throughout Southwest D.C. We spearhead initiatives, energize community groups, and convene stakeholders on a range of topics including transportation, hospitality, building management, and the arts.

**158**  
SHOPS &  
RESTAURANTS  
IN SW D.C.

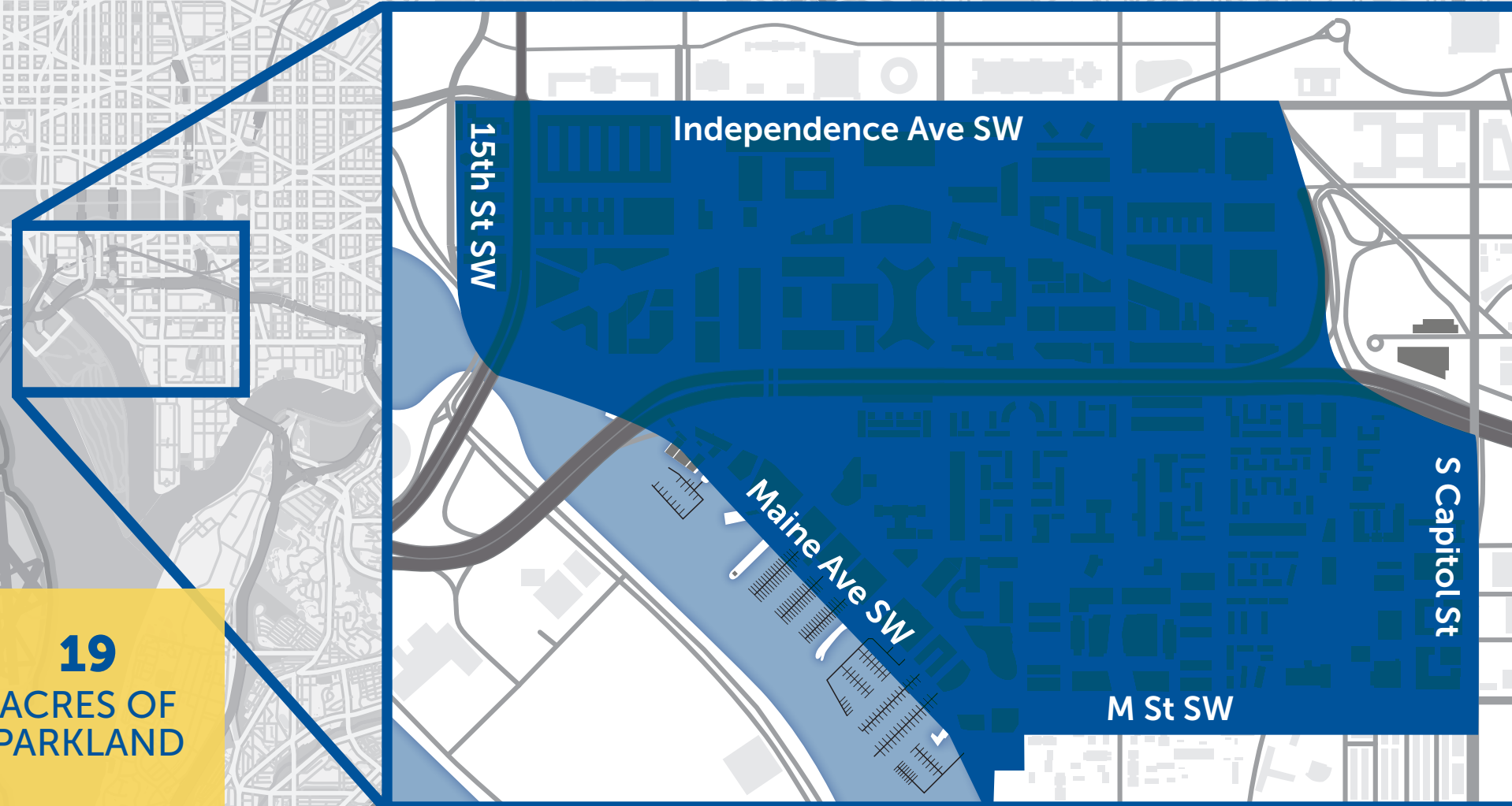
**16** MILLION  
ANNUAL  
VISITORS

**365**  
DAYS OF  
LIVE MUSIC

**9,100**  
RESIDENTS

**60,000**  
EMPLOYEES

**19**  
ACRES OF  
PARKLAND





# STRENGTHENING COMMUNITY



# IMPROVING TRANSPORTATION

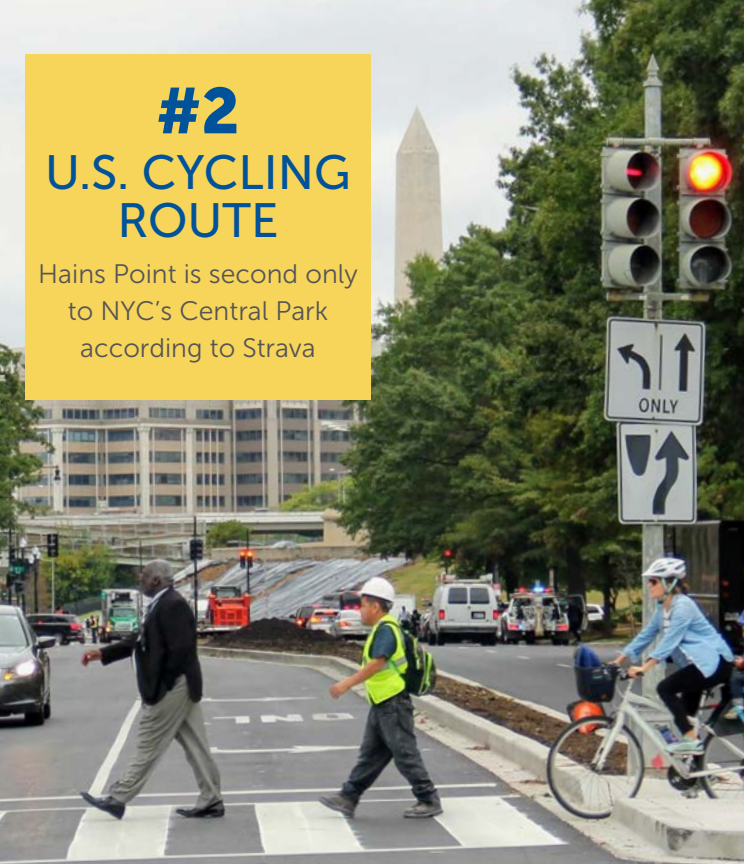
**37,419**  
**MONTHLY RIDERS**  
use the free Southwest  
Neighborhood Shuttle

The SWBID hosted events in the neighborhood focused on building connections and catalyzing action.

- Pocket Change awarded community members with \$1,000 microgrants to implement their neighborhood improvement projects.
- Sunday Suppers brought diverse neighbors together to share a meal and conversation.
- MarketSW and the SW Farmers Market fostered new community connections and provided business opportunities for local vendors.



**#2**  
**U.S. CYCLING ROUTE**  
Hains Point is second only to NYC's Central Park according to Strava



The SWBID continued to focus on innovative transportation ideas in Southwest D.C. to stay ahead of the curve in anticipating challenges and implementing solutions.

- Partnered with the city to issue an RFI around piloting autonomous vehicles (AVs) on the 10th street corridor.
- Operated a free, low-emission shuttle bus service connecting the National Mall and the Waterfront.
- Convened key decision makers to proactively solve for emerging mobility challenges in the neighborhood through the SW Transportation Strikeforce.



# INFORMING DECISION-MAKING

The SWBID collected meaningful data in 2018 to better understand the neighborhood and plan for more impactful initiatives.

- > Gathered pedestrian counts through partnerships with Kerb Technologies and Eco Counter, and analyzed the data to understand the impacts of seasons, events and developments.
- > Published a Fiscal Impact study demonstrating the \$400 million annual tax revenue and economic impact generated by the Southwest neighborhood.



# BUILDING TEAM CAPABILITIES

The SWBID focused inward on building an exceptional professional team to serve the neighborhood.

- > Hosted bi-monthly BID Academy sessions to advance the growth and development of our Ambassador team. Presenters included representatives from the MPD SWAT, the local mental health and homeless outreach NGO Community Connections, FEMA emergency and disaster response and several neighboring museums.
- > Trained Southwest BID Ambassadors to gather quantitative and qualitative data to analyze crowd management at the new D.C. United soccer stadium.
- > Nominated COO Andre Witt to attend Disney's Business Excellence course to bring a new level of professionalism and expertise to the team.

"Disney's Business Excellence training has transformed the way that our Ambassadors interact with property managers, visitors and the community in SWDC"  
—COO Andre Witt



**27**  
**NEW PLANTERS**  
added across the neighborhood



# BEAUTIFYING PUBLIC SPACE

The SWBID is always focused on ways to make the neighborhood more beautiful and inviting. Our Ambassador team's strong commitment to making our spaces cleaner and more vibrant shows.

- > Invited the community into the public space by adding comfortable furniture to Hancock Park, the Federal Aviation Administration's public plaza, the Lot at 4th & M and the SW Duck Pond.
- > Partnered with the Hirshhorn Museum for their Hirshhorn in the City program to bring public art to the neighborhood.

**31**  
**NEW TREES**  
planted by our ambassadors, who also maintain existing trees with tree trimming



# CONVENING KEY STAKEHOLDERS

With a focus on targeted events and interventions, the SWBID incited creative thinking and developed important skills among key stakeholders in the community.



- > The Radical Change event brought together business and cultural leaders to think critically about how we've been approaching challenges and how we can reimagine those approaches for better results.
- > Property manager summits gathered property managers in the SWBID to elevate their knowledge around public safety with a SWAT team active shooter training and an emergency public safety and awareness training.

# DEVELOPMENT PIPELINE

## Completed in 2018:

- 5 projects totaling 654,848 square feet
- 364 residential units

## Under Construction:

- 8 projects totaling 1,922,663 square feet
- 1,097 residential units
- 619 hotel rooms

## Planned:

- 21 projects totaling over 3.5 million square feet
- 2,359 residential units
- 117 hotel rooms

## Map Legend

- Completed in 2018
- Under construction during 2018
- Planned as of 2018
- Completed/existing prior to 2018



## Financial Position

For the year ended September 30, 2018 (unaudited)

Cash and Cash Equivalents	\$2,843,842
Accounts Receivable	\$669,343
Other Assets	\$520,264
<b>Total Assets</b>	<b>\$4,033,449</b>
Liabilities	\$1,337,568
Net Assets	\$2,695,881
<b>Total Liabilities and Net Assets</b>	<b>\$4,033,449</b>

## Statement of Activities

For the year ended September 30, 2018 (unaudited)

<b>Revenues</b>	
BID Tax	\$2,338,907
Contract Revenue	\$1,407,498
<b>Total Operating Income</b>	<b>\$3,746,404</b>
<b>Expenses</b>	
Administration	\$173,509
Place Branding	\$744,558
Place Making	\$708,691
Place Management	\$1,252,391
<b>Total Cash Expenses</b>	<b>\$2,879,149</b>
<b>Non-Cash Expenses</b>	<b>\$114,102</b>
<b>Total Expenses</b>	<b>\$2,993,251</b>
Operating Net Income	\$753,154

## SWBID Staff

As of September 2018

<b>Steve Moore</b>	Executive Director
<b>Andre Witt</b>	Chief Operating Officer
<b>Lexie Albe</b>	Director of Planning
<b>Patrick Revord</b>	Director of Research
<b>Peron Williams</b>	Manager, Operations
<b>Delante Chloe</b>	Supervisor, Special Operations
<b>Gregory Williams</b>	Supervisor
<b>Dwayne Pierce</b>	Supervisor
<b>Kevin Baton</b>	Ambassador
<b>Jerome Mcrae</b>	Ambassador
<b>Idania Arteaga</b>	Ambassador
<b>Roland Bunch</b>	Ambassador
<b>Morico Diggs</b>	Ambassador
<b>Jose Flores</b>	Ambassador
<b>Jerome Horne</b>	Ambassador
<b>Willie Johnson</b>	Ambassador
<b>Terence Matthews</b>	Ambassador
<b>Vicke Owens</b>	Ambassador
<b>Charlene Porter</b>	Ambassador
<b>Ronald Rivers</b>	Ambassador
<b>Charleen Smith</b>	Ambassador

## SWBID Board of Directors

As of September 2018

<b>Tom Cicotello</b>	Boyd Watterson
<b>Tina Goad</b>	Boston Properties
<b>Edgar Dobie</b>	Arena Stage
<b>Austin Flajser</b>	Carr Hospitality
<b>Stephen Flippin</b>	CSX
<b>Geoffrey Griffis</b>	CityPartners
<b>Monty Hoffman</b>	PN Hoffman
<b>Jacquie Holder</b>	Donohoe Companies/ Holiday Inn
<b>Thomas James</b>	GSA National Capital Region
<b>Jim Landau</b>	MetLife
<b>Andrea Murray</b>	JBG
<b>David Smith</b>	Forest City



SWBID Ambassadors



# SWBID

SOUTHWEST BUSINESS IMPROVEMENT DISTRICT  
420 4th St SW, Washington, DC 20024  
[swbid.org](http://swbid.org)

