

THE WORK.

2020 ANNUAL REPORT



SWBID



THE WORK.

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LEND A HAND | INCLUDE OTHERS |
BUILD ALLIANCES | MAKE A DIFFERENCE

A MESSAGE



None of us were prepared for the events of 2020. The arrival of COVID-19, the collapse of the local economy, and a summer of social unrest changed our BID in ways we could never have imagined. The Southwest community endured losses and hardship. Business leaders, local officials, and essential workers made sacrifices and endured great difficulty.

Although 2020 was hard, the Southwest BID navigated the last 12 months better than expected. We finished FY2020 under budget, acquired new lines of business, and benefited from new growth. Our Board supported us as we discovered new areas of work and found new ways to help our neighbors. We supplied cleaning services and

materials to businesses, entered into landscaping agreements with local townhome associations, and expanded our services south of M Street SW. We were able to forego layoffs, avoid program cuts, and maintain our presence in the community.

We also partnered DC Public Schools, World Central Kitchen, and Resident Councils to deliver meals to Southwest families. This revealed an unsettling need for regular meals in our community. We heard and responded to their needs and, with the help of volunteers, designed a system that fed as many as 1,000 people each day.

This year we founded the Southwest Partnership, a 501(c)(3) that enables

us to expand our partners, programs, and funding. Our role in Southwest has grown, and the programs we intend to launch will require funding from sources beyond BID taxes.

As a result of 2020, we are in a different place as an organization. We haven't simply adapted—we have become comfortable and enthusiastic with the new responsibilities we have undertaken in our neighborhood. We know that as an organization, we can lend a hand, include others, build alliances, and make a difference. That, simply put, is our mission.

Steve Moore,
Executive Director

2020 HIGHLIGHTS

7

NEW BUSINESSES
OPENED

\$2.25M

LEVERAGED FOR PARKS

52

HOURS OF TRAINING
THROUGH BID
ACADEMY

120,000+

MEALS DELIVERED

\$365K

NEW SERVICE
CONTRACTS

451

BAGS OF PPE DELIVERED
TO NEIGHBORS

35,000

IMPRESSIONS ON
TOP TWEET

200

FEET OF
PARKLETS
OPENED

22

ARTISTS
COMMISSIONED

COMMUNITY COHESION



A Good Sign

To bring life and color into the neighborhood during COVID-19, we worked with DC artists to add original art to the neighborhood. A Good Sign began by installing over 20 colorful yard signs designed by local artists to public spaces throughout the neighborhood. Through this program, we also partnered with Arena Stage and Busboys and Poets' "Paint the Storefronts" initiative to bring 13 eye-catching murals with messages of hope, awareness, and acceptance to the windows of Arena Stage.

An Ode to Sunday Suppers

With COVID-19 safety guidelines restricting social gatherings, our weekly Sunday Suppers experience was reimagined as a month-long art installation. The program invited the community to engage directly with the interactive community table art installation, enjoy poetry from local writers, submit poems of their own, and explore digital resources that help connect residents to Southwest's history and each other, even when socially distanced.

Hello, Neighbor Snail Mail

Many neighbors felt isolated at the beginning of COVID-19 quarantine, so we created a program to allow neighbors to connect with each other as pen pals. Through this program, we connected new neighbors and created new friendships.



Partnered with Diverse Markets Management to safely open the the SW Farmers Market as an essential food provider during the pandemic and pilot year-round market programming.

PARKS AND PUBLIC SPACE



Revitalizing Our Parks

At the end of 2020, three Southwest parks got a facelift with the help of the Department of Parks and Recreation and Department of General Services. The Duck Pond, 3rd and I Street Park, and Lansburgh Park all received infrastructure improvements, updated lighting, and other upgrades to make them more enjoyable for the neighborhood. This was the first in a series of steps to bring our Town Center Parks Plan to life.

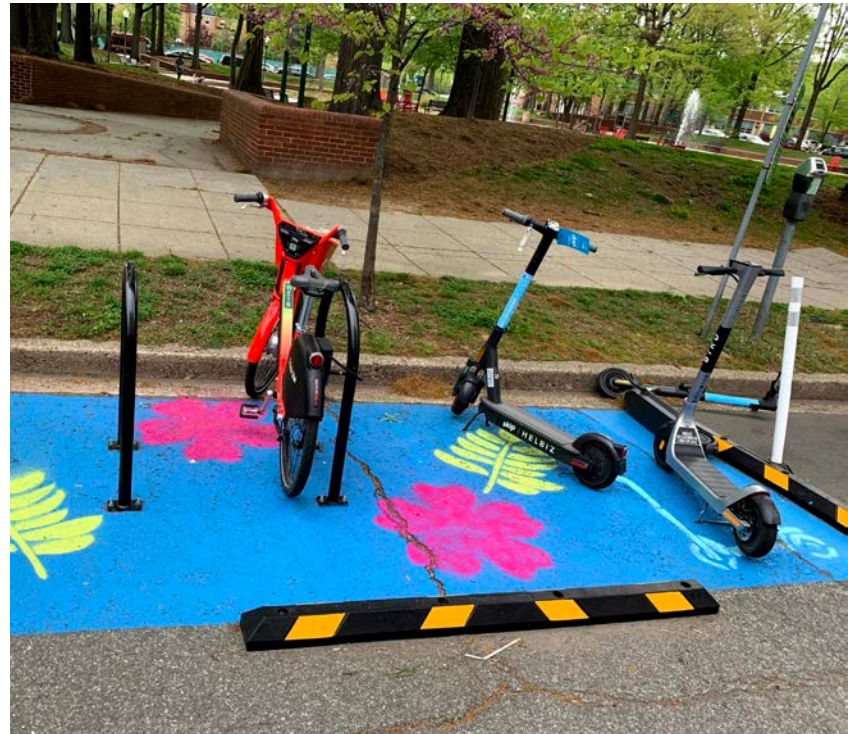
Repurposing the Street

Many small businesses struggled to keep their businesses alive without indoor dining during COVID-19. In partnership with District government, we worked with the restaurants along 4th street to create a shared parklet or “streatery” to allow for outdoor dining services. This provided the restaurants with the space to have in-person dining in addition to takeout.



\$2.25M INVESTED IN SOUTHWEST PARKS IN 2020.

MOBILITY SOLUTIONS



Using Public Art for Safety

We received a grant from the District Department of Transportation (DDOT) to implement three mobility and pedestrian safety measures as part of DC's larger Vision Zero goals:

Micro Mobility Corrals: we installed 5 bright and playful micro mobility corrals throughout the neighborhood to create more space for dockless bike and scooter parking without competing for limited sidewalk space.

Bulb-out Murals: we worked with artist Chalk Riot to add a new mural in the curb extensions at the intersection at 4th and I Streets SW to draw more attention to new pedestrian safety measures.

'Zebra' Pilot: we designed this project to test a new way of better protecting cyclists in the 1100 block of 4th Street SW. This pilot added low-profile separators to provide a physical cue to alert drivers that they were entering the bike lane.

Expanding Access and Safe Infrastructure

We worked closely with DDOT on plans to bring a new bikeshare station to the neighborhood at 4th and G Streets SW and install the first phase of protected bike lanes along 4th Street SW.



3.8

miles of bike lanes
in the SWBID.

13

bikeshare stations
in the SWBID.

5

new micro
mobility corrals.



EXPANDED OPPORTUNITY



Investing in Our Team

We continued providing growth and learning opportunities to our team during the pandemic through our BID Academy. This unique program brings experts and advisors in to provide technical training, enrichment opportunities, and life skills support. Some certifications and acquired skills include: Certified Food Handlers, Deep Cleaning and Sanitization, and Spanish 101.

Expanding Our Reach

Thanks to city funding secured with the support of Councilmember Charles Allen, we were able to expand our service footprint to include the portion of the Southwest neighborhood south of M Street SW. Our services kicked off with a two-week cleaning blitz from our full team and will continue through 2021 with services provided 3 days per week.

Responding to Urgent Community Needs

Meal distribution

We partnered with DC Public Schools (DCPS), World Central Kitchen, and a dedicated network of local volunteers to distribute as many as 1,000 meals per day to neighbors in need. The SWBID delivered over 120,000 meals to Southwest residents during 2020.



SERVICE CONTRACTS TOTALING \$365,000.



Deep Cleaning

With the arrival of COVID-19, our team quickly recognized the growing need for 'deep cleaning' services among our stakeholders. Our team was trained on the best cleaning practices and technologies to combat COVID-19 and now provide that service to BID members to bring returning employees and guests peace of mind.

PPE

When the pandemic hit, GSA and others turned to the SWBID to procure trustworthy Personal Protective Equipment (PPE) supplies. During 2020, the SWBID procured and distributed over 250,000 items to our members, including CDC-approved masks, gloves, hand sanitizer stations, and other necessary safety equipment.



OVER 120,000 MEALS DELIVERED TO SW NEIGHBORS

DEVELOPMENT MAP





COMPLETED 2020

4 Projects

- 617 Residential Units
- 10,800 SF Retail
- 253 Hotel Keys
- 1 New Memorial

UNDER CONSTRUCTION 2020

5 Projects

- 1,025 Residential Units
- 798,000 SF Office
- 153,300 SF Retail
- 131 Hotel Keys

PLANNED 2020

13 Projects

- 5,755 Residential Units
- 388,200 SF Office
- 97,530 SF Retail
- 399 Hotel Keys

FINANCIALS

FINANCIAL POSITION

Cash & Cash Equivalents	\$4,263,440
Accounts Receivable	\$498,870
Other Assets	\$334,203
TOTAL ASSETS	\$5,096,513
Liabilities	\$1,491,709
Net Assets	\$3,604,804
TOTAL LIABILITIES & NET ASSETS	\$5,096,513

STATEMENT OF ACTIVITIES

BID Tax	\$2,498,318
Contract Revenue	\$1,432,727
Other Revenue	\$338,886
TOTAL OPERATING INCOME	\$4,269,931
Administration	\$276,250
Place Branding	\$570,005
Place Making	\$661,739
Place Management	\$2,141,569
TOTAL CASH EXPENSES	\$3,649,563
BDF	\$58,821
TOTAL EXPENSES	\$3,708,384
Operating Net Income	\$561,547

*for year ended September 30, 2020 (unaudited)

STAFF + BOARD

Our Board

Geoffrey Griffis, Chairman, CityPartners

Michael Odum, Co-Vice Chair, Brookfield Properties

Donna Westmoreland, Co-Vice Chair, I.M.P.

Edgar Dobie, Treasurer, Arena Stage

Tom Cicotello, Secretary, Boyd Watterson

Demitra S. Alvarado, Boston Properties

Scott Anderson, GSA National Capital Region

Tamara Christian, International Spy Museum

Jennifer Currie, Wharf Community Association

Austin Flajser, Carr Companies

Stephen Flippin, CSX Transportation

Kathy Guy, JBG Smith

Jacquie Holder, Holiday Inn Capitol

Calvert Jones, GSA National Capital Region

Leslie Smith, MetLife Investment Management

Our Team

Steve Moore, Executive Director

Andre Witt, Chief Operating Officer

Lexie Albe, Deputy Executive Director

Jessie Himmelrich, Public Space Associate Director

Peron Williams, Operations Manager

Kevin Baten, Assistant Operations Manager

Delante Chloe, Special Ops Lead

Idania Arteaga, Team Leader

Danny Jones, Team Leader

Gregory Williams, Team Leader

Adrian Owens, Landscaping Coordinator

Vicke Owens, Community Engagement Ambassador

Santos Aguirre, Environmental Ambassador

Daniel Baylor, Environmental Ambassador

Anthony Chandler, Environmental Ambassador

Michael Dawkins, Environmental Ambassador

Ana Granados, Environmental Ambassador

Pamela Hatton, Environmental Ambassador

Jerome Horne, Environmental Ambassador

Jerome McCrae, Environmental Ambassador

Mirna Monterroso Deleon, Environmental Ambassador

Haji Mtambo, Environmental Ambassador

Charlene Porter, Environmental Ambassador

Charleen Smith, Environmental Ambassador

Anthony Taylor, Environmental Ambassador



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