

# SWBID Annual Report 2021

SWBID  
SOUTHWEST BUSINESS  
IMPROVEMENT DISTRICT





A background image showing a city street scene. On the right, there is a modern, multi-story building with a grid of windows. In the foreground, several people are walking on a paved sidewalk. Some are under white pop-up tents, suggesting a community event or market. The sky is overcast. A large blue semi-transparent box covers the left and center portions of the image, containing white text.

## SWBID Values:

- 1.** Creating meaningful shared experiences for community cohesion /
- 2.** Re-imagining our shared commons for better parks and public space /
- 3.** Welcoming actionable fresh ideas for mobility solutions /
- 4.** Investing in people for expanded opportunity /



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# A Message

In 2021, it became more apparent than ever that strong community networks and inviting public spaces are critical to the health and economic recovery of our community.

Inspired by our neighbors, friends, and our Board, we found reasons for hope even in these unprecedented times. I am proud to say we adjusted, were innovative, and remained steadfast in meeting the needs of our members and the community.

Arena Stage led the way when they opened their doors to serve as a community vaccine clinic. Over 15,000 of our neighbors rolled up their sleeves. Our ambassadors helped out. We deep cleaned public areas, met and comforted the public, and supported MedStar and the medical teams.

As summer arrived and the ripple effect of vaccination rates rose, we brought back a covid-safe version of our Sunday Suppers program. Sunday Suppers positively impacts Southwest by connecting our neighbors and inviting them to share a meal together at the Southwest Duck Pond and Lansburgh Park. The importance of this program is crucial to our community members who know it's not just a meal. It's the camaraderie with your fellow citizens and not just sustenance, but as a way to convey a message of acceptance, respect, comfort, trust, and belonging.

Most importantly, during it all, we found new ways to help others and establish several meaningful partnerships to strengthen our values. We worked with DC Central Kitchen to continue serving our most vulnerable communities by providing daily meals and weekly produce bags to neighbors in need, totaling over 85,000 meals and 15,000 produce bags.

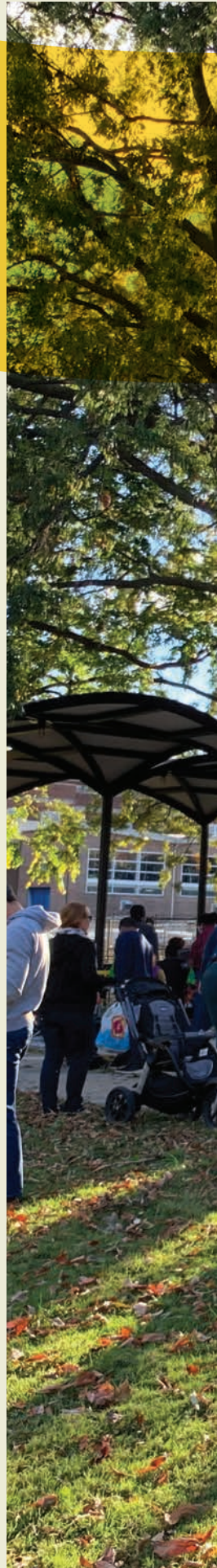
We also partnered with GOODProjects to build three new Peace Gardens throughout Southwest with the support of the Building Blocks grant program. These sorts of initiatives are invaluable as studies show beautification and well-designed green spaces reduce violence.

Today, as we begin to see normalcy in our everyday lives, we remain more united than ever. I'm inspired by the people we meet in Southwest—hearing their stories, seeing what they've overcome, and above all, their optimism. We want to emulate that. I am more confident than ever that new and exciting things are on the brink for SWBID and that we will keep the positive momentum moving forward.

We look forward to applying everything we've learned to our vision and values for enhanced quality and service in Southwest for 2022 and beyond.

**Steve Moore,**  
Executive Director

**Donna Westmoreland,**  
Chairwoman









Knowing your neighbors builds trust and strengthens one's sense of belonging within a community.





## Community Cohesion

### Sunday Suppers

Sunday Suppers lead a growing movement of food, fun, cultural exploration, and conversation about things that matter. Extensive research tells us that knowing your neighbors builds trust and strengthens one's sense of belonging within a community. Sunday Suppers invite the Southwest community to come together in a local park, enjoy a performance from local artists, and get to know one another over a shared meal. The residents may already know each other, or they may be meeting for the first time. Families come in all shapes and sizes, and all are welcome here.

### Pocket Change

Since 2018 SWBID has partnered with the Southwest Neighborhood Assembly (SWNA) to host Pocket Change—a \$1000 micro-grant competition to highlight and fund remarkable ideas to invest in the Southwest community. From starting book clubs to disrupting violence, Pocket Change is a crowdfunded micro-grant that aims to better our community with ideas *from Southwest for Southwest*.

Last year's Pocket Change winners Nate and Neko organized Southwest Sports on a Truck to bring fellow teens in the neighborhood together for fun, COVID-safe sporting events like bike rides, baseball games, and more.



## Halloween at Lansburgh Park

2021 Halloween festivities kicked off at Lansburgh Park with families, dogs, and kids who came out with the best costume ideas. Over 300 neighbors met and engaged in Halloween activities with critical Southwest organizations that provide local resources. Everyone also gathered for a costume parade, walking in a loop around the park to show off their costumes.

Lansburgh Park was a massive success for 2021's Halloween in creating a safe and family-friendly night out for the community.

## Peace Gardens

In the fall of 2021, the SWBID and GOODProjects created three new Peace Gardens in Old Southwest that transformed centrally located community spaces into flower and herb gardens with art, enhanced public amenities, and seating for the community to enjoy. With funding provided by the Building Blocks DC grant program, this project serves as a pilot for an innovative community-based approach to curbing gun violence in our neighborhood. Now completed, these gardens will serve as safe spaces for passive uses like calm contemplation, remembrance and programmed activities like youth community service and recreation, social events, and sites for service distribution to area residents.

Locations include the Southwest Family Enhancement Center at Greenleaf Gardens, the James Creek Resident Council building, and the Syphax Garden housing complex on 2nd St. SW.

## SWBID Food Distribution

In response to limited resources at the height of Covid-19 and persistent food insecurity, we are fortunate to partner with DC Central Kitchen and bring food resources to Southwest every week. Our partnership with DC Central Kitchen included as many as **150 prepared lunches daily, 450+ produce bags weekly, and 300 DCPS meals** per week to Southwest students who depended on school meals during COVID school closures. The produce bags contain the building blocks for healthy, filling meals, mainly consisting of seasonal and surplus produce.

Several community partners and volunteers have helped distribute nutritional meals to our neighbors, including GOODProjects, Resident Council Presidents, and community volunteers.

## Farmers Market SW and MarketSW

Farmers Market SW, our weekly produce and food market, and MarketSW, our bi-monthly arts and crafts market, have grown into social cornerstones of the neighborhood. They provide space to re-imagine and create social connections that welcome all backgrounds and form the building blocks of our community. Our markets also play a critical role in providing access to fresh foods, supporting local vendors, inspiring new ideas, and providing the space for local businesses to grow our neighborhood.









Parks are a perceptible reflection of the quality of life in a community.







## Parks & Public Spaces

### **Southwest Duck Pond Renovations**

The Southwest Duck Pond is a uniquely Southwest urban retreat. It is part of a more considerable effort to enhance and increase park space in the neighborhood. Over one million dollars were allocated to revitalizing the Southwest Duck Pond Park, including ADA upgrades, renovations to the pond, plumbing, fountains, pond lighting, controls, masonry repairs, a new duck habitat island, play elements, and various site and landscaping improvements. The Duck Pond is a central location for many events in the neighborhood and the first of several improvements envisioned in the SWBID's Town Center Park Vision Plan.

### **Lansburgh Park Improvements**

This year also saw the completion of a first phase of renovations to Lansburgh Park. One of Southwest's largest parks, Lansburgh Park received \$750,000 in renovations from DPR this year. The project included refurbishment of its historic pavilions, new lighting, repaving of sidewalks, and enhancements like a water fountain, new grills, and new seating. With more upgrades planned in the coming year and active programming partners, Lansburgh Park has the potential to be an important hub in Southwest's growing park network.





## L'Enfant Plaza Beautification

**Mission accomplished! SWBID partnered with the International SPY Museum and their volunteers to weed plants, remove trash, and enact general upkeep to ensure the promenade stays welcoming and open to all.**





### Pop-up Arboretum

In August 2021, DDOT Urban Forestry Division and SWBID collaborated on a pop-up arboretum in Lansburgh Park for residents to learn more about the species of trees inhabiting Southwest. The pop-up arboretum was a temporary exhibit of nineteen notable trees ranging from a young paw paw tree to mature yellow buckeye trees.

### Banneker Overlook Renovations and Park Landscaping

Benjamin Banneker was an accomplished, free colonial-era African-American whose signature accomplishment was surveying the land that became our nation's capital. His namesake park here in Southwest celebrates all of his accomplishments. This year, the National Park Service completed a roughly \$800,000 renovation to the Banneker Overlook, a project made possible thanks to a generous gift from Mr. Milton Maltz, founder of the International Spy Museum. Renovations included fountain and paver repairs, lighting and electrical upgrades, and over 50 new trees.

Throughout the year, the SWBID ambassadors maintained the rest of Banneker Park's landscaping and helped clean up the park for all to enjoy and honor Banneker.





# Art

## Traffic Control Box Wraps

In a new initiative to beautify our neighborhood by incorporating art, color, and creativity into our urban landscape, six regional artists created unique designs to decorate traffic control boxes throughout the neighborhood. The artwork celebrates Southwest's unique character and highlights DC landmarks, foliage, brutalist architecture, and a nod to the ducks that represent the Southwest Duck Pond.

## Sculptured Benches

During COVID, SWBID and Design Foundry implemented attractive modular seating for outdoor dining and recreation spaces to create pleasant open areas on streets and parks. This additional outdoor seating helped small businesses along 4th Street SW in the temporary streetery, and currently highlights the public space that is the future home of our Town Center Park. The shapes depict uniquely Southwest elements such as the mature trees, L'Enfant Promenade light posts, and waterfront lifestyle.

## MuralsDC

One of the newest MuralsDC artworks is located at L'Enfant Plaza, in partnership with JBG Smith, the Department of Public Works, and the DC Commission on the Arts and Humanities.

Artist Ally Grimm, aka A.L. Grime, mixes science and art to call attention to the rise of the technological era through the lens of the human experience with bold, emotion-driven patterns.

With NASA's headquarters here in SW, Grimm paid homage to Nicole Stott, a NASA engineer, astronaut, artist, and mother. Grimm also celebrated Joy Buolamwini, the Algorithm Justice League founder. The mural is located on the corner of D st. SW, and the 9th St. Expressway.







Traffic Box Wraps  
enhance community  
character and celebrate  
Southwest's identity.











### **Kamala Harris Yarn Bomb Honors International Women’s Day**

In partnership with The Wharf and restaurant Officina, SWBID unveiled a large-scale, outdoor crochet art installation of US Vice President Kamala Harris to celebrate International Women’s Day by London Kaye.

The work featuring Vice President Harris is titled “I’m Speaking” and is her largest installation to date, spanning 40 feet in width and 20 feet in height.

The art installation was created as a part of Love Across the USA, a community art initiative celebrating women’s voices.

### **Public Space Enhancements**

Over 80 decorative trash can bands were added to the neighborhood to add vibrant color and make them easily identifiable to reduce littering.

The bands were created by Victory Dance Creative—the same artist who produced the neighborhood banners, and followed the same theme.



18

**Number of hanging  
flower baskets installed  
in 2021**



80+

**Trash can bands were  
installed to make them  
easily identifiable to  
reduce littering**



# Mobility Innovation Solutions

The SWBID has a long history of working towards better connectivity within the city's Southwest quadrant. For the past five years, we have partnered with the Wharf and other community partners to provide the free Southwest Neighborhood Shuttle, which connects the waterfront with L'Enfant Plaza and the National Mall. We also partner with the District Department of Transportation to install additional bike racks and micro-mobility corrals each year. Through various endeavors like these, we aim to put user experience at the heart of mobility innovation as a means of improving safety and efficiency.

In 2021 we pushed further by planning for a Mobility Innovation District in Southwest DC. The goal of launching a Mobility Innovation District in Southwest is about more than simply showcasing new technology. Next-generation infrastructure and mobility services will also serve as essential transportation options for residents, visitors, employees, and people passing through.

We look forward to sharing more plans for innovative mobility solutions in the coming year.





SWBID envisions innovative mobility solutions and works to put them in motion.











## Expanded Opportunities

### South of M St. Expansion

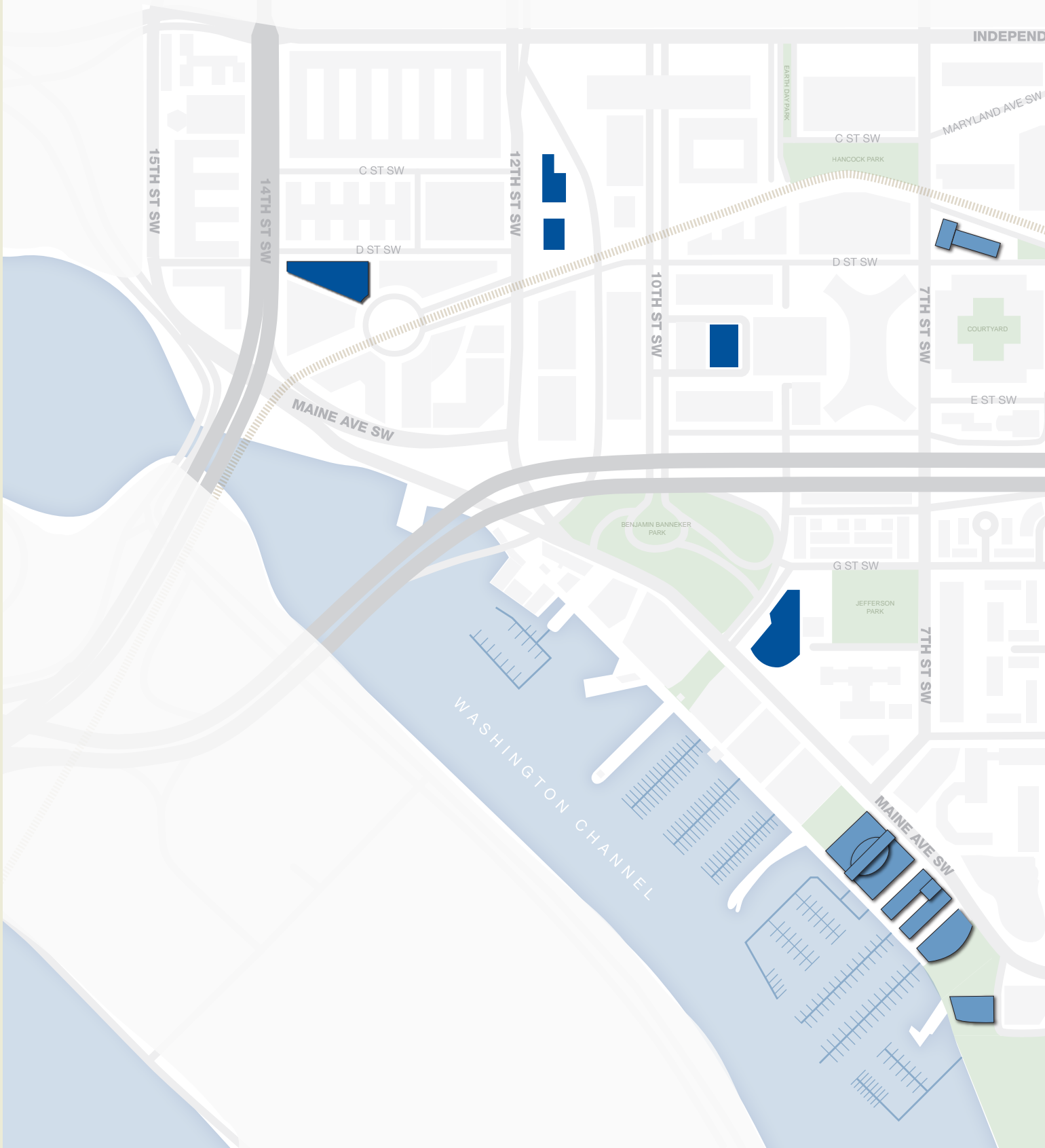
SWBID received \$125,000 in the DC Council's 2021 budget to provide services south of M Street SW. As this area suffers from a lack of resources, SWBID worked toward bridging gaps in maintenance, cleaning, beautification, and services. In 2021, we were also able to help with food insecurity, installing art, providing access to healthcare, and more. SWBID is well-positioned to support our neighbors and build momentum towards a more equitable future.

**The SWBID Ambassador team's trusted and proven skillset has provided additional services to General Services Administration (GSA) during COVID. This includes the following contracts:**

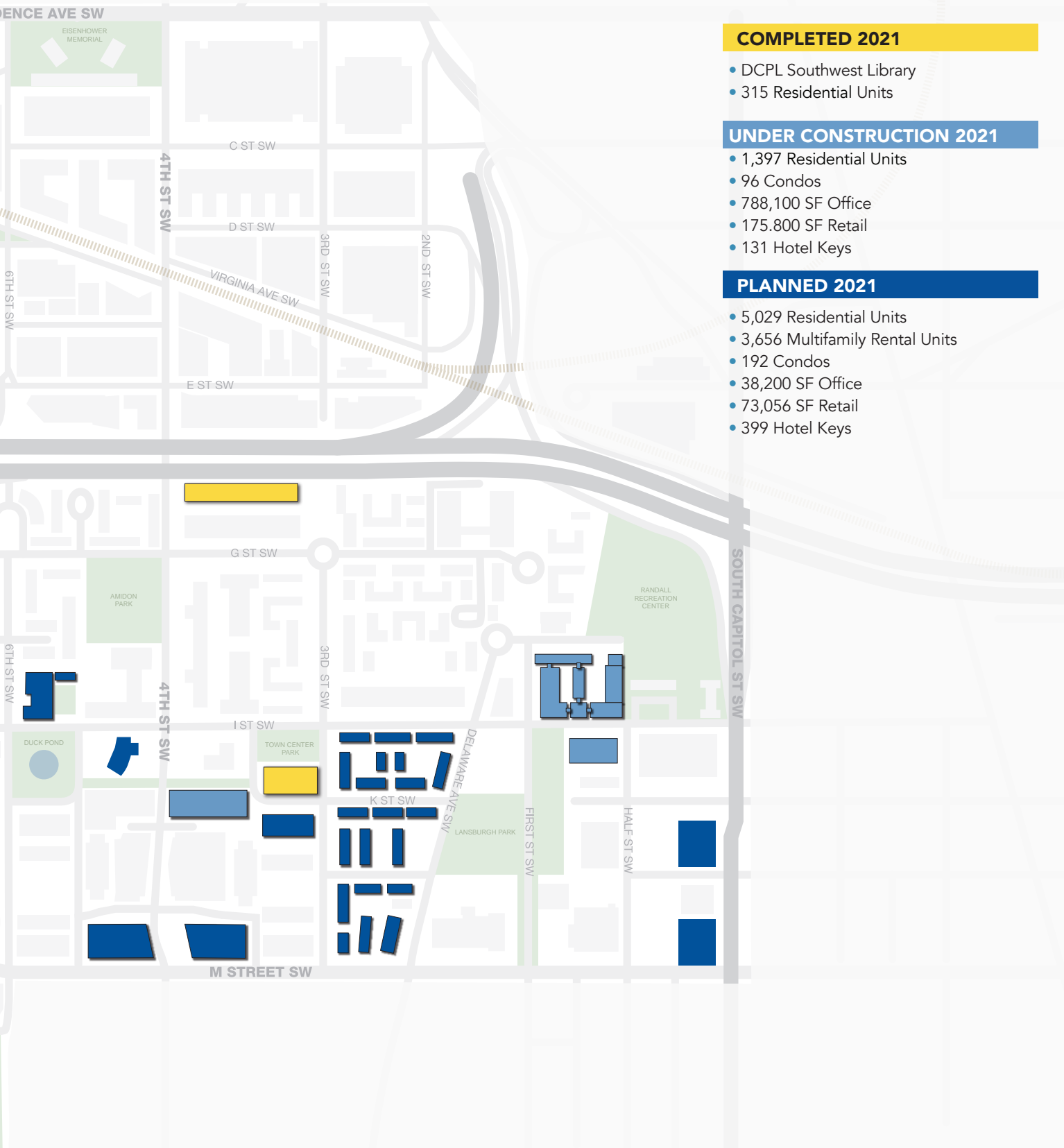
- Removed and replaced eight large planters
- Supplied over 20,000 PPE's
- Removal of 60 locks from fitness gym during shutdown
- Deep cleaned numerous locations of GSA
- Provided furniture relocation for several GSA headquarters
- Painted over 100 five-foot security barriers
- Provided packing services for various office moves
- Stencil painted several parking locations for mobility clarity



# Development Map







**COMPLETED 2021**

- DCPL Southwest Library
- 315 Residential Units

**UNDER CONSTRUCTION 2021**

- 1,397 Residential Units
- 96 Condos
- 788,100 SF Office
- 175,800 SF Retail
- 131 Hotel Keys

**PLANNED 2021**

- 5,029 Residential Units
- 3,656 Multifamily Rental Units
- 192 Condos
- 38,200 SF Office
- 73,056 SF Retail
- 399 Hotel Keys



# Thank You 2021 Southwest Neighbors and Community Members

- Amidon-Bowen Elementary School PTA
- ANC6D
- Capital Experience Lab
- Capital Fringe Festival
- Capitol Riverfront BID
- City Sing and Play
- CityFi
- Cory Bernat / Good Potato, LLC
- DC Central Kitchen
- Design Foundry
- Diverse Markets Management
- Friends of the Southwest Library
- Friends of the Titanic Memorial
- Georgine Wallace
- GOODProjects
- Greenleaf Residents Council
- James Creek Residents Council
- Jennifer Geiger & Martha Spak
- Joshua Boots
- Kadampa DC
- Kevin O'Halloran, Urban Solutions
- Kimley-Horn
- London Kaye
- Masala Art
- Momo Chicken
- Nate Green
- National Cherry Blossom Festival
- Nicolas F. Shi
- Paige Friedeman
- Rose Jaffe
- Simone Bailey Campbell
- SmithGroup
- Southwest Neighborhood Assembly (SWNA)
- Station 4
- SW DC Action
- SW Gardens
- Syphax Village Residents Council
- The Art Island + Beth Ferraro

Special thanks to members of the federal and local government agencies for their continued support of SWBID initiatives.





# Compared to National Averages, People in SW:

Watch  
**12x**  
more Baseball (Go Nats!)

Visit museums  
**17x**  
more than other cities

Listen to  
**6x**  
the amount of Jazz music

Read  
**22x**  
more books



Source: Experian Mosaic, 2021



# Financials

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## FINANCIAL POSITION

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Cash & Cash Equivalents	5,285,488
Accounts Receivable	187,572
Other Assets	334,574
<b>TOTAL ASSETS</b>	<b>\$5,807,634</b>
Liabilities	1,638,254
Net Assets	4,169,380
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$5,807,634</b>

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## STATEMENT OF ACTIVITIES

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BID Tax	2,493,819
Contract Revenue	1,308,509
Other Revenue	360,134
<b>TOTAL OPERATING INCOME</b>	<b>\$4,162,462</b>
Administration	224,596
Place Branding	552,138
Place Making	656,086
Place Management	2,074,306
<b>TOTAL CASH EXPENSES</b>	<b>\$3,507,126</b>
BDF	75,000
<b>TOTAL EXPENSES</b>	<b>\$3,582,126</b>
Operating Net Income	\$580,336



# Staff + Board

## OUR TEAM

### Steve Moore

Executive Director

### Andre Witt

Chief Operating Officer

### Lexie Albe

Managing Director

### Peron Williams

Operations Manager

### Jessie Himmelrich

Public Space Director

### Zack Baldwin

Associate Director Mobility, Data, & Research

### Pamela Wolf

Director of Marketing and Communications

### 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

### Anthony Chandler

Environmental Ambassador

### Michael Dawkins

Environmental Ambassador

### Mirna Monterroso Deleon

Environmental Ambassador

### Ana Granados

Environmental Ambassador

### Pamela Hatton

Environmental Ambassador

### Jerome Horne

Environmental Ambassador

### Jerome McCrae

Environmental Ambassador

### Haji Mtambo

Environmental Ambassador

### Charlene Porter

Environmental Ambassador

### Charleen Smith

Environmental Ambassador

### Anthony Taylor

Environmental Ambassador

## OUR BOARD

### Donna Westmoreland

Chairwoman, I.M.P.

### Michael Odum

Vice Chair, Brookfield Properties

### Jacquie Holder

Secretary, Holiday Inn Capitol

### Edgar Dobie

Treasurer, Arena Stage

### Demitra S. Alvarado

Boston Properties

### Tamara Christian

International Spy Museum

### Tom Cicotello

Boyd Watterson

### Austin Flajser

Carr Companies

### Stephen Flippin

CSX Transportation

### Geoffrey Griffis

CityPartners

### Kathy Guy

JBG Smith

### Calvert Jones

GSA National Capital Region

### Leslie Smith

MetLife Investment Management

### Sarah Vasquez

Wharf Community Association

Special thanks to Geoffrey Griffis and Tom Cicotello for their years as Chairman and Secretary, respectively, since the formation of the SWBID. We look forward to their continued service on the board.



# SWBID

@swbid | [www.swbid.org](http://www.swbid.org)

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