

# SWBID 2022

**SWBID**  
SOUTHWEST BUSINESS  
IMPROVEMENT DISTRICT

## ANNUAL REPORT





The Southwest Business Improvement District (SWBID) is always on a mission to implement services and improvements to the communities in Southwest DC. This past year, SWBID aimed to support the community to grow and thrive through events featuring art, music, education, and nutrition. We also had neighborhood events that were held to foster relationships among members of our community. This report is a recap of SWBID's memorable year.

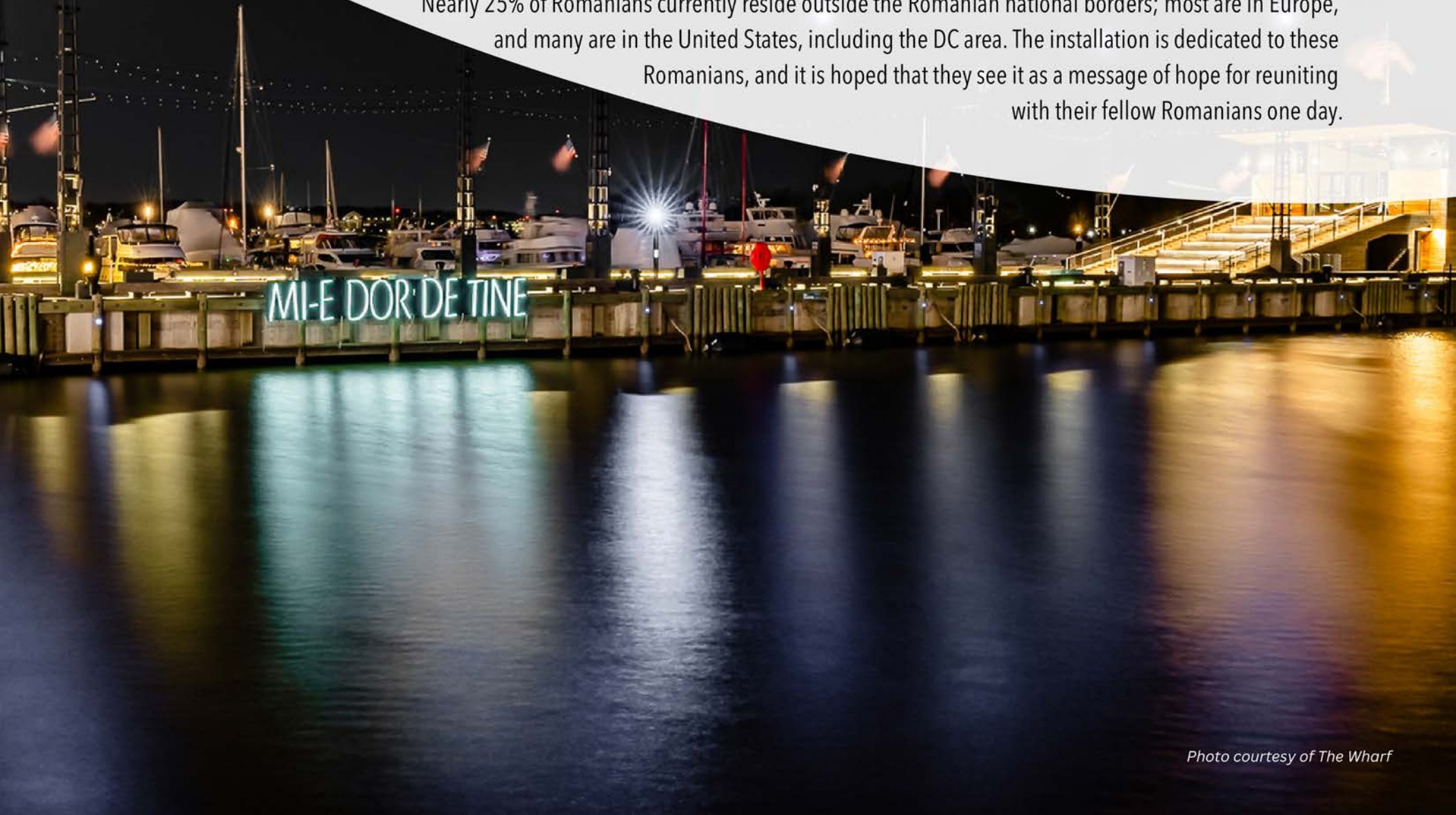


# **ART AND PUBLIC SPACES**

## "MI-E DOR DE TINE" at The Wharf

Starting off the year was a heartfelt art installation at The Wharf. Previously for viewing from February 14th through March 21st, the large-scaled piece of artwork by Andi Daiszler read "MI-E DOR DE TINE" (meaning "I MISS YOU" in Romanian) in all neon lights. The artwork is a traveling exhibition dedicated to the Romanian diaspora worldwide. It finds its answer in two sister artworks, "Și mie" (Me too) and "Te aștept" (I'm waiting for you), on display in Sibiu and Bucharest, Romania.

Nearly 25% of Romanians currently reside outside the Romanian national borders; most are in Europe, and many are in the United States, including the DC area. The installation is dedicated to these Romanians, and it is hoped that they see it as a message of hope for reuniting with their fellow Romanians one day.



## High Water Mark

Another exhibition installed at The Wharf is the public art project "High Water Mark". The project was designed by Hackreative and funded by the DC Department of Energy & Environment (DOEE) and Federal Emergency Management Agency (FEMA). The project is a jarring representation of the extent of historical and possible future flooding events within DC's floodplain. There are color-coded buoys with markings to indicate the water levels from actual flood events and other markings showing the height of potential future flooding events. It's a humbling and educational reminder of how damaging floods can be and how the entire community must be vigilant about infrastructure built with this flooding potential in mind. The project is still available to be viewed at The Wharf.



# L'Enfant Plaza | Construction barricades at the 7th Street SW & Maryland Avenue SW station entrance

In partnership with WMATA, Theo Marrow's Brute Block is a colorful interpretation of DC's most iconic work of brutalist architecture, the Washington Metro. Created with digitally manipulated photos of the L'Enfant Plaza station, this piece highlights the bold geometries and rich textures for which the brutalist style is known. Up close, Brute Block references the station's architecture, while from afar, it can be read as a natural pattern, contrasting the surrounding concrete with a lush pop of color.



**Theo Marrow**

**Brute Block (2022)**



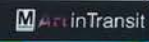
Theo Marrow is an artist and designer based in Washington, DC. Inspired by observations of the built and natural environment, Marrow's work encourages a sense of playful curiosity and mysticism within the framework of everyday life. Creating work through several mediums in dialogue with one another, his process blurs the lines between physical and digital. The result is a style distinct in its use of bold colors and imaginative expression.

*Brute Block* is a colorful interpretation of DC's most iconic work of brutalist architecture, the Washington Metro. Created with digitally manipulated photos of the L'Enfant Plaza Station, this piece highlights the bold geometries and rich textures for which the brutalist style is known. Up close, *Brute Block* offers a clear reference to the architecture of the station, while from afar it can be read as a natural pattern, contrasting the surrounding concrete with a lush pop of color.

The Southeast Business Improvement District (SWBID), in partnership with Metro's Art in Transit Program, is pleased to present to the community the artwork by Theo Marrow. His artwork adorns the construction perimeter fencing of the L'Enfant Plaza station entrance improvement project.

Community members, Metro customers, and all passing by are invited to take photographs and share them on social media. Be sure to tag [@sewbid](#) and [@ArtInTransit](#) to document your experience.

Thank you for supporting the local art community!



**ENTRANCE CLOSED**  
**ENTRADA CERRADA**

Effective May 2, this entrance will be closed for approximately seven months, while the enclosure is replaced.  
A partir del 2 de mayo, esta entrada estará cerrada por aproximadamente siete meses, hasta que se reemplacen las estructuras existentes.

Access the station using the entrances on D & 7th Streets, D & 9th Streets, or the elevator.  
Acceda a la estación usando las entradas en P y 7th Streets, D y 9th Streets, o el ascensor.



*MAGIC ALL AROUND YOU*  
JENNIFER GEIGER



*CELEBRATION*  
BY NICOLAS SHI



*IT'S A NEW DAY, MAGNOLIA BUTTERFLY*  
SIMONE BAILEY CAMPBELL



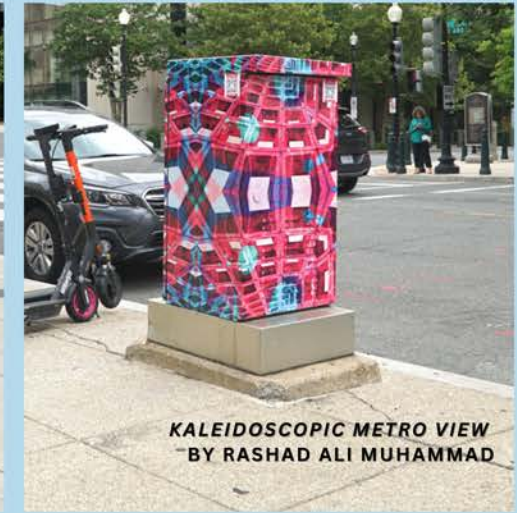
*THE DIVINE RIGHT OF GEESE*  
NEBO & JULIA



*SQUIRRELY ZEN*  
TRACIE GRIFFITH TSO



*CATHEDRAL BLOSSOMS*  
LEA CRAIGIE



*KALEIDOSCOPE METRO VIEW*  
BY RASHAD ALI MUHAMMAD

## Traffic Boxes

In continuation of bringing colorful artwork to the streets of the Southwest, seven artists created unique designs to decorate seven traffic control boxes throughout the neighborhood. This project seeks to beautify the otherwise mundane infrastructure that keeps our city running by incorporating art, color, and creativity into our urban landscape.



# **COMMUNITY COHESION**



## Peace Gardens

To set in motion Spring for our Southwest DC community, the SWBID teamed up with GOODProjects for Garden Fest, which included planting, food, music, mural painting, live music, games, and mobile health clinics. The SWBID co-organized this event with the intention of creating safe spaces. Science has proven that properly designed and maintained outdoor green spaces have the potential to reduce violent crime and gun violence while making communities safer and keeping residents healthier. We are confident these events will plant seeds of hope and peace in the Southwest community.





## Book Bazaar

This year, we held three book bazaar events in partnership with Carpe Librum. One was held at 4th and M Street SW, and, for the first time since the pandemic, we hosted one for returning office workers that included music, activities, and food while they browsed books in Hancock Park.



## Duck Pond Music

Music is a powerful tool that brings individuals together and promotes an effective means of social connection. In Southwest, we partnered with Capital Fringe for Duck Pond Music, a free concert series that celebrates local DMV musicians and musical groups in the summer. The event also had an open mic so that budding musicians and artists from the community could showcase their skills.

## Spring in Southwest

SWBID officially kicked off reopening the parks this spring with our Spring in Southwest three-day series of events. First up was celebrating the Southwest Library's First Birthday party. Birthday cake, face painting, music, and more were enjoyed by all. This celebration wouldn't have been possible without the Southwest Library and Friends of the Southwest Library, who brought this idea to life.

The second event was Disco at the Duck Pond. It was "far out," with the Ambassador team setting up real and inflatable floating disco balls to get into the groove so our community could jam out with 70s beats and enjoy refreshing drinks with disco-themed mocktails.

The last event that was part of SWBID's Spring in the Southwest was Saturday's Block Party at Lansburgh Park. It was a neighborhood hit with a misting tent to beat the heat, community partners, great music, and delicious food.



## Sunday Suppers

Sunday Suppers is a signature program that was launched in 2017. It reflects our deep need for shared bonding over food and time. It challenges the idea of communities benefiting from programs like these with innovative practices and opportunities for deeper engagement with their neighbors. Most importantly, this work looks ahead. Sunday Suppers invites the Southwest community to come together in a local park, enjoy a performance, and get to know one another. The residents may already know each other, or they may be meeting for the first time. All types of families are welcome.



## Flood Fest

This year, we collaborated with the Department of Energy & Environment (DOEE) for the SW/Buzzard Point Flood Resilience Strategy. The event allowed neighbors to provide input and help design new solutions to prevent flooding in our neighborhood. Throughout various stations, each path offered educational resources on how flooding affects our area and what we can do about it in the future, empowering the community to be proactive about major events that will affect us all.

## IMPACTS X SWBID

### Southwest Cultural Tourism: Quarterly Audience Insights and Strategy

SWBID teamed up with experts at IMPACTS Experience to host quarterly summits featuring the latest research, trends, and attitudes on audiences and visitorship. This research focuses on hyperlocal, real-time intelligence in a post-COVID world to help cultural institutions and hospitality leaders learn best practices and increase audiences. Tourism and cultural institutions were hit particularly hard by the COVID-19 pandemic, and these summits help the industry to harness insight from research to navigate this post-COVID world.





## Halloween in Southwest

Underneath the fake blood, cotton wool cobwebs, and face paint is a holiday encouraging community engagement like no other celebration or event. Even planning and creating costumes is an excellent opportunity for bonding and bringing friends and families closer together.

It also brings a real sense of community pride. Being part of a community can positively affect mental health and emotional well-being. Neighborhood events promote and instill the benefits of sharing and friendship, which maximizes health and happiness. We invited seven community groups to help participate in the fun and to get to know their neighbors. That's exactly what happened when SWBID hosted its Halloween event in 2021 and brought the community together in Lansburgh Park. Fun was had by all!



## Light Up Southwest

Southwesters and other visiting Washingtonians enjoyed a unique holiday light show with the first-ever extensive tree light installation at the Southwest Duck Pond. During the holidays, residents participated in the Light Up Southwest competition, where they could compete and vote on who had the best holiday decorations. The community did some caroling and enjoyed hot chocolate while hanging out with neighbors.





# **Our Southwest Community**



## Pocket Change

Pocket Change is our annual micro-grant program that promotes community-based development to empower residents by submitting their own ideas on projects to improve the area. The event provides funds through partnerships and crowdfunding while fostering positive change in the neighborhood. Southwest Gardens won with its community-supported agriculture program in Lansburgh Park. The program enables young farmhands to harvest fruits, vegetables, and herbs from the garden and then deliver them to seniors living in public housing.





## **Job Fair**

This year, we co-hosted the largest job fair known as "From the Wharf to The Yards" at Arena Stage. Local job seekers could explore job opportunities with businesses in Southwest and Capitol Riverfront neighborhoods. Thirty businesses participated in the event. There were also ten training organizations in attendance with programs to assist attendees who wished to gain additional skills. Approximately 450-500 attendees participated, with an average of 50% hire rate within the first two weeks.

## **Breast Cancer Awareness Seminar**

This past July, the Thelma D. Jones Breast Cancer Fund, James Creek & Syphax Gardens Resident Councils, Good Projects, and SWBID held a Breast Cancer 101 Seminar to encourage awareness. The day featured survivor stories, prevention techniques, education, the importance of mammograms, and signs to look for on a body that could be an indicator of breast cancer. On-site registration for mammography screening was available through the Capital Breast Care Center.

## Food Distribution

2022 was filled with taking food distribution a step further. Food insecurity is still a significant problem in Southwest, so the SWBID tackled the problem head-on with new initiatives:

- Every Monday, 150+ bags are made by our Ambassador team with the help of DC Central Kitchen and distributed throughout eight different Southwest sites
- DC Public Schools joined the SWBID to deliver nutritious meal kits during spring break and summer
- Councilman Charles Allen made and delivered bags of fresh food for seniors & families in Southwest who struggle with getting quality food



## Better Understanding Our Community

This year, we've kicked off a campaign prioritizing our neighbors and listening to new ideas to help shape Southwest and what our community could be. This included George Mason University collecting narratives of personal stories from residents and which gave invaluable insights and a Community Survey to improve the neighborhood. We also started working with The Clearing Inc. to work towards solving deeper community concerns like gun violence.



## Team Growth

SWBID always aims to increase our Ambassador's skill sets with their interests that are beneficial to day-to-day professional development so we could better provide for the Southwest community.

- Our team took care of multiple General Services Administration (GSA) contracts, including maintenance at the Health and Human Services daycare, mulching & tree bench installation at the Department of Housing and Urban Development, and numerous deep cleaning projects in buildings throughout the Southwest area.
- Additionally, this year, we secured funding for the Fiscal Year '23 to expand our service areas south of M Street. In doing so, we can ensure an environment where all neighbors have a space that feels clean, safe, and accessible.
- One skill set that's in high demand is food preparation and handling. Our team got the chance to show off their skills in the kitchen by fixing lunch for the local AARP chapter.



## **The MID**

In October, the SWBID celebrated the launch of DC's first Mobility Innovation District (The MID).

The launch event introduced The MID as a multi-year project funded by the District's Office of the Deputy Mayor for Planning and Economic Development (DMPED), establishing SW DC as a purpose-driven innovation hub for mobility.

The MID's ability to bridge the gap in locals' access to essential jobs, services, and healthcare through increased mobility options will ultimately enhance their quality of life and connectivity while demonstrating how these policies, programs, and tech can be scaled regionally and nationally.

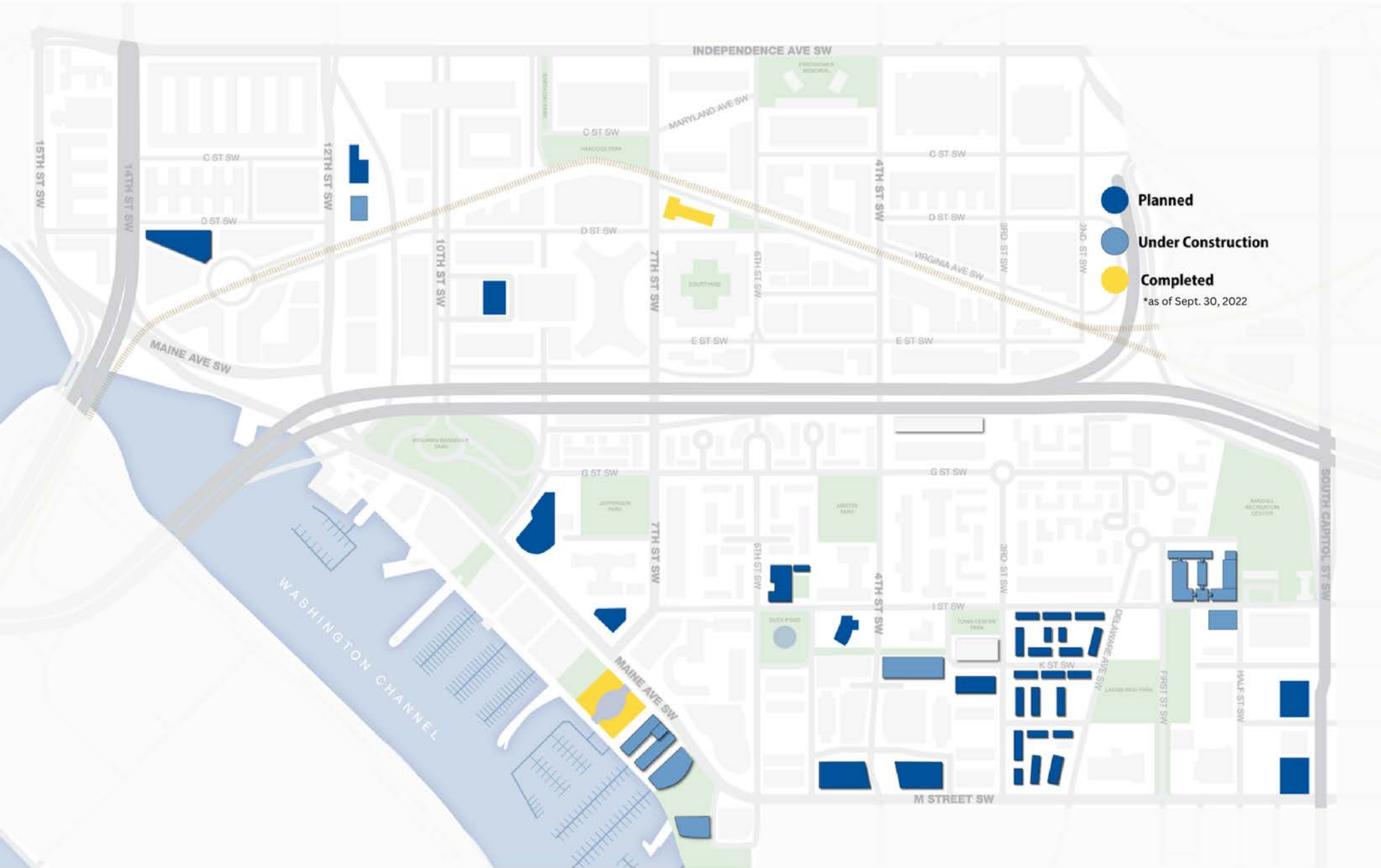


The press event held at The Wharf included speakers:

- DC Mayor, Muriel Bowser
- John Falcicchio, Deputy Mayor for Planning and Economic Development
- Everett Lott, Director, District Department of Transportation
- Steve Moore, Executive Director, Southwest Business Improvement District
- Ben Levine, Senior Advisor, Research & Technology, U.S. Department of Transportation

During the event, Circuit was announced as the winner of the MID's first call for projects for on-demand mobility solutions. Circuit is a micro-transit company that has earned a reputation for all-electric transportation services. They will operate a new, on-demand shuttle to serve residents, employees, and visitors in the Southwest community.

# SWBID DEVELOPMENT MAP





# FINANCIALS

## STATEMENT OF ACTIVITES - SEPT 30, 2022

BID Tax	2,535,527
Contract Revenue	1,314,009
Grant Revenue	228,339
Other Revenue	240,789

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TOTAL OPERATING INCOME \$ 4,318,664

Administration	227,831
Place Branding	795,969
Place Making	780,509
Place Management	2,080,791
Grant	228,339

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TOTAL CASH EXPENSES \$ 4,113,439

Operating Net Income \$ 205,225

## FINANCIAL POSITION - SEPT 30, 2022

Cash & Cash Equivalentts 8,236,548

Accounts Receivable 350,393

Other Assets 279,463

TOTAL ASSETS \$8,866,404

Liabilities 4,262,280

Net Assets 4,604,124

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TOTAL LIABILITIES & NET ASSETS \$8,866,404

# THANK YOU 2022 SOUTHWEST NEIGHBORS AND COMMUNITY MEMBERS

Amidon-Bowen Elementary School PTA

ANC6D

Andi Daiszler

Capital Fringe Festival

Capitol Riverfront BID

CityFi

DC Central Kitchen

District Wharf

District Wharf Community Association

Diverse Markets Management

Friends of the Southwest Library

Friends of the Titanic Memorial

Georgine Wallace

GOODProjects

Greenleaf Gardens Extension

Greenleaf Midrise Residents Council

Greenleaf Residents Council

Greenleaf Senior

Hack Creative

IMPACTS Research

James Creek Residents Council

Jefferson Middle School Academy

Jennifer Geiger

Jonathan Holley

Kevin O'Halloran

Kimley-Horn

Lea Craigie

Metropolitan Police Department

National Cherry Blossom Festival

Nicolas F. Shi

Rashad Ali Muhammad

Reebo & Julia

Richard Wright Public Charter School

Saint Matthew's Lutheran Church

Serve Your City/Southwest Mutual Aid

Simone Bailey Campbell

Southwest Community Foundation

Southwest DC Community Center

Southwest Neighborhood Assembly (SWNA)

SW DC Action

SW Gardens

Syphax Gardens

The Art Island + Beth Ferraro

Theo Morrow

Tracie Griffith Tso

Turning the Page

United Planning Organization

Waterfront Village

Westminster Presbyterian Church

WMATA

WOC LLC

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

# STAFF & BOARD

## OUR TEAM

Steve Moore, Executive Director  
Andre Witt, Chief Operating Officer  
Santos Aguirre, Environmental Ambassador  
Lexie Albe, Managing Director  
Irvin Archilla, Environmental Ambassador  
Idania Arteaga, Team Leader  
Zack Baldwin, Associate Director Mobility, Data, & Research  
Kevin Baten, Assistant Operations Manager  
Delante Chloe, Special Ops Lead  
Michael Dawkins, Environmental Ambassador  
Anthony Franklin, Environmental Ambassador  
Ana Granados, Environmental Ambassador  
Pamela Hatton, Environmental Ambassador  
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Randy Marcus, CSX Transportation  
Mark Rivers, Lowe Property Group  
Leslie Smith, MetLife Investment Management  
Louis Shedrick, GSA - National Capital Region  
Sarah Vasquez, District Wharf Properties

Special thanks to Michael Odem and his years of service.



## FOX 5 Zip Trip The Wharf: Celebrating the District Wharf!

SW Bid Chief Operating Officer Andre Witt talks about how they make it all happen during our FOX 5 Zip Trip to The Wharf!