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SWBID.ORG



@SWBID

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## WHO WE ARE AND WHAT WE DO

At the Southwest Business Improvement District, we are committed to inspiring, empowering, and connecting people to create meaningful change in our community. We believe that the transformation we seek begins right here at home. Whether it's nurturing economic growth, enhancing public spaces, or creating opportunities for local businesses and residents, we know that empowering our community is the most impactful and sustainable way to make a difference.

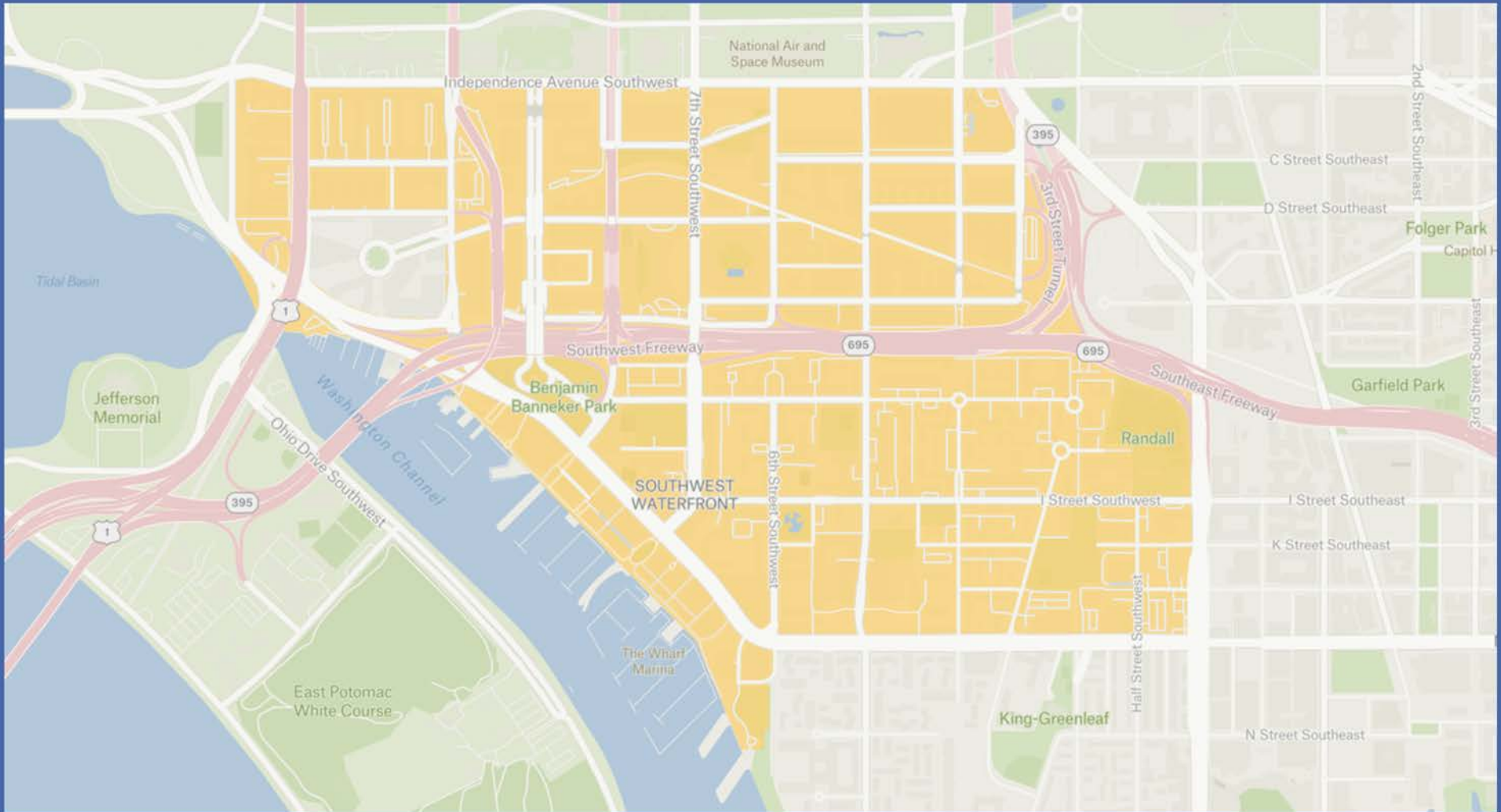
We work to equip individuals and businesses with the tools, resources, and networks they need to thrive and extend their impact. By prioritizing people, places, purpose-driven innovation and economic prosperity, we're forging pathways to opportunity for all. When we strengthen our community, we all move closer to a future filled with greater participation, opportunity, and collaboration.

Together, we are building a stronger, more connected community that welcomes everyone to take part. Your continued support fuels our mission to be a different BID with a larger purpose.





# SWBID BORDERS



EXPLORE THE MAP ON [FELT](#)





# COMMUNITY COHESION



## VALENTINES DAY

On February 14, we brought love to life in Southwest with a heartwarming event at Waterfront Station. The occasion featured a delightful combination of coffee, delicious treats, and charming Valentines for attendees to proudly display or share with others. This celebration added a touch of joy and connection to our community.

## CULTURAL DC MOBILE ART GALLERY

We were thrilled to support and celebrate with Culture DC the spaces where our identities take shape with February James' first solo exhibition, "Homecoming (I'm Coming Home)". This thought-provoking showcase by DC native February James explored the essence of coming home and the journey from adolescence to adulthood through the lens of personal identity, space, and time. The exhibition reflected on the friendships, environments, and habits that shape us into who we are, leaving a lasting impression on all who attended.

## DUCK POND MUSIC: SPRING AND FALL

Music serves as a powerful medium for building unity and strengthening social connections. In partnership with Capital Fringe, we hosted Duck Pond Music, a concert series showcasing talented DMV musicians. This free event celebrated local artistry and featured an open mic platform, inviting community members to share their musical talents.





# DUCK POND PARTY

Every Spring, we celebrate the reopening of the parks, including the beloved Southwest Duck Pond. This year, we showcased a myriad of activities ranging from fun to food to festivities. We hosted a free BBQ accompanied by live music and provided an array of engaging activities for all ages, including games tailored for both kids and adults. Participants had the opportunity to unleash their creativity with coloring pages to craft their own vibrant masterpieces on the 2024 illustrated duck by artist Trap Bob.



[▶ Watch how this event was brought to life >>](#)







## SPRING SOCIAL AT THE SW LIBRARY

This spring, we celebrated the Southwest Library's 3rd birthday with a lively day of family-friendly activities. Attendees enjoyed face painting, book-themed activities, sun catcher crafts, color prints, magnatiles play, snow cones, popcorn, and donut decorating. Guests also explored the library's STEAM lab, which features microscopes, a 3D printer in action, puzzles, and more. The celebration brought the community together for a fun-filled event that highlighted the Library's role as a hub for creativity and learning.



## OUT TO LUNCH

Kicking off in May, attendees packed their lunches and headed to Hancock Park for fun activities and live entertainment. The first event featured a live performance by DC Flamenco with Miguelito, lawn games, and free Maracas Pops for the first 50 people. Visitors also had the chance to browse books, music, and movies from Carpe Librum, priced under \$7. Emma G took the stage in June, followed by Julie Mack in July. In August, the "Out to Lunch" series continued with a performance by the Washington Conservatory of Music, and Max Rosado rounded out the season in September.





# POCKET CHANGE

Pocket Change is a community-focused microgrant that encourages neighbors to submit ideas to enhance the neighborhood, which is then voted on by the community. Outstanding applications were received for this year, with the ultimate winner being Vyllora Evans. Inspired by Opal Lee's advocacy for Juneteenth as a federal holiday, the group embarked on a "Juneteenth Rolling Workshop". Activities included touring African American portraits at the National Portrait Gallery, enjoying a soul food luncheon, and visiting historic Juneteenth-related sites in DC. The day concluded with the Annual Southwest Juneteenth Festival, celebrating heritage and community, and attendees received educational Juneteenth packets to inspire reflection.

 [Read the blog](#)





# COMMUNITY TABLES

FORMERLY SUNDAY SUPPERS

This year's Community Tables program brought Southwest neighbors together at the Duck Pond and Culture House in August with themes of connection, adventure, and growth. The event featured a variety of engaging activities, including a classic Sunday Supper with Playback Theater, breakfast bites paired with poetry, and mix-and-match tables, offering fun ways to meet and connect with fellow residents. These gatherings fostered meaningful relationships and strengthened the sense of community in Southwest.

[Experience and watch Community Tables](#)



# LANSBURGH 90S BLOCK PARTY



In September, we hosted a 90s Block Party at Lansburgh Park, which was all that and a bag of chips. The event featured a lineup of activities, including music by DJ Adrian Loving, free food, roller skating, a video game truck, a community mural, slime-making, tie-dye, lawn games, and more.

The 90s Block Party offered an excellent opportunity for community members to connect, have fun, and enjoy a lively afternoon together at Lansburgh Park.





## HALLOWEEN AT LANSBURGH PARK

Halloween at Lansburgh Park brought the community together for an afternoon of spooky fun, nurturing connection, and unity among neighbors. Trick-or-treating, games, face painting, DIY crafts, and music created a lively and inclusive celebration for all ages. Events like this are essential for strengthening community bonds, promoting a sense of belonging, and providing families with a safe, joyful space to gather.



## 2024 WINTER WONDERLAND

On December 21, GOODProjects, James Creek Resident Council, and Syphax Gardens hosted a merry community celebration at Greenleaf Recreation Center. Residents enjoyed free photos with SWBID Mr. and Mrs. Claus, cookie and cupcake decorating, and hot chocolate provided by DC Central Kitchen. This holiday event brought neighbors together to share in the joy and spirit of the season.



Before Thanksgiving, the Ambassadors delivered turkeys around SW thanks to DC Central Kitchen's generosity.





**PUBLIC ART**



# FOURTH



# STREET



# UNDERPASS







The SWBID received a DC Commission on the Arts and Humanities grant to transform the 4th Street underpass into a gallery-style mural installation. [Featuring 12 murals by 11 artists](#), this project celebrates Southwest's past, present, and future through depictions of community, historical heroes, and the built and natural landscapes. These murals are more than just art; they are a testament to our community's spirit, diversity, and boundless imagination.



[Check us out on the news](#)



[Experience the Ribbon Cutting Ceremony](#)





Artists of the Underpass:

- Rodrigo Pradel, Michael Pacheco, Monica Tucker-Harley, Sarah Berry aka RoMiMoSa
- Kaliq Crosby, aka KaliQ
- Jarrett Ferrier

- Luther Wright
- Rose Jaffe
- Jesse Kirsch
- David Carmack Lewis
- Juan Pineda aka CRI

- Sasha Reisin, aka Primo ([watch him work](#))
- Chelsea Ritter-Soronen
- Chelsea Henery and Sami Seezox, aka Ham and Cheese Studio



## DELAWARE AVE SCULPTURE

SWBID proudly unveiled its first sculpture at the circle on Delaware Ave SW, adjacent to Culture House. Crafted by Martha Spak and partner Jennifer Geiger, titled "Home Spun", this abstract, vibrant fiberglass sculpture symbolizes Southwest DC's rich heritage and promising future.

The sculpture frames the surrounding architecture through its curving forms, providing ever-changing viewpoints. Anchored on a stable base adorned with community-inspired words, "Home Spun" stands as a testament to the collaboration made possible by the neighborhood. Members of the Southwest community contributed the words adorning the base. We sincerely thank Lowe for their support in bringing this sculpture to life.

## TRAFFIC BOXES

To enhance the neighborhood's visual appeal, we installed 11 newly designed traffic control boxes in 2024, bringing the total to 30. These unique artworks celebrate Southwest's identity, showcasing themes like DC landmarks, architecture, the Capitol, and local icons such as Marvin Gaye. These vibrant designs add cultural richness and reflect the community's pride in its heritage.



[See all our boxes and locations](#)







# MOBILITY INNOVATION DISTRICT

DMPED IN GOVERNMENT OF THE DISTRICT OF COLUMBIA  
MUSIEL BOWSER, MAYOR





## E-BIKE LIBRARY

This pioneering initiative, generously funded by the DC Department of Energy & Environment (DOEE), addresses transportation challenges for low-income residents while promoting eco-friendly solutions. Supported by EFO Ventures (Ride Today), the program provides e-bikes and e-cargo bikes for DC Central Kitchen (DCCK), Good Projects, and Living Classrooms employees, students, and families. E-cargo bikes were also open to the general public.

Through partnerships with EFO Ventures, Bunch Bikes, and the District Department of Transportation's (DDOT) Capital Bikeshare, the program extends memberships and operating support to participants, ensuring accessibility and sustainability.

## BIKE TO WORK

In 2024, Our Bike to Work station featured bike-related activities, provided snacks and coffee for fuel, hosted a cargo e-bike demonstration, had fun activities, and offered even better giveaways, like a duck horn and light.



## MID + SPIN UNIVERSAL MOBILITY WALLET

The DC Mobility Innovation District (DC MID), in partnership with Spin and Zipcar, has launched a Universal Basic Mobility (UBM) Micro-Pilot in Washington, DC. This innovative program, sponsored by Spin, provides fully subsidized transportation options to explore cost barriers and travel behaviors among DC residents. From September 25 to December 31, 2024, the pilot includes 15-20 participants from the Spin Access program and the DC MID network. Participants received subsidized access to MetroRail, MetroBus, Spin bikes and scooters, Zipcar carsharing, and e-cargo bikes through the DC MID E-bike Library.

The program began with onboarding sessions in late September, with participants receiving three months of transportation benefits. Surveys and interviews will gather data on travel patterns, financial impacts, and accessibility challenges, aiming to inform future mobility initiatives.

Leaders from Spin, DC MID, and Zipcar emphasized the program's goal to improve access to affordable, convenient transportation for underserved residents, ultimately enhancing quality of life and promoting equity. This pilot represents a step toward creating inclusive, barrier-free mobility solutions for all.

 [Read the press release](#)





## HOSTED NATIONAL SCIENCE FOUNDATION CIVIC INNOVATION CHALLENGE GRANT AWARDEES

In 2024, DC MID hosted National Science Foundation CIVIC Innovation Challenge Grant awardees. The CIVIC Grant participants explored public-private partnerships that drive innovation at the intersection of mobility, placemaking, and public space management in our growing neighborhoods.

Mitch LaRosa (Director of the DC MID), Lexie Albe (Managing Director of SWBID), Yi Berinato (Planning Manager at CRBID), and Rick Birt (Director of DC's Highway Safety Office) also led a panel discussion on scaling up pilot projects to align with community needs.



Through Circuit's RideWell program, Circuit has provided over 5,000 free rides to the community.



The MID partnered with Waterfront Village to showcase our cargo e-bikes to senior citizens in Southwest.





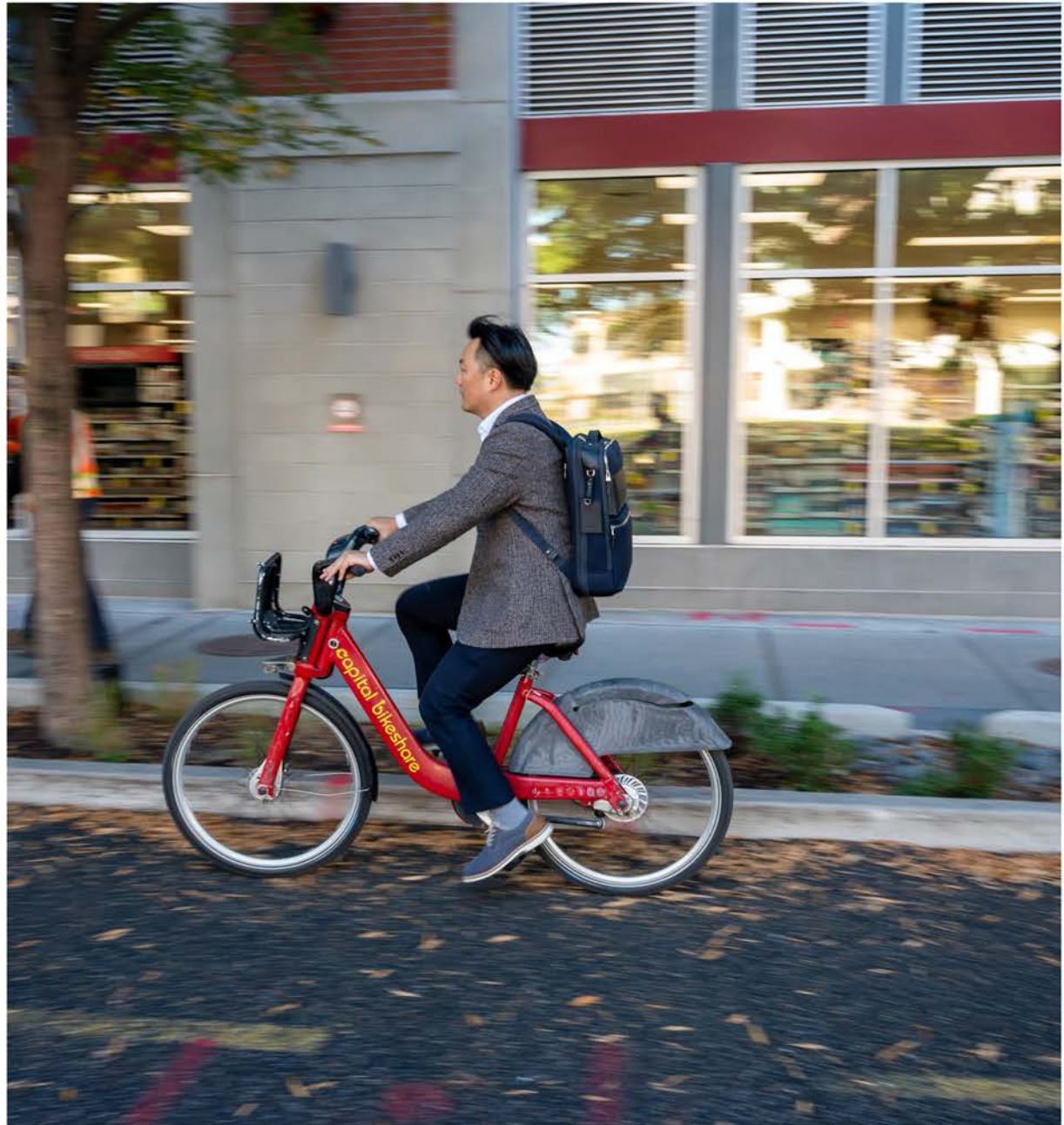


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## DC MID ENTERTAINMENT AND HOSPITALITY TRANSPORTATION NEEDS ASSESSMENT

Southwest DC is rapidly growing with the completion of District Wharf's final phase, WMATA's new headquarters, and expanded housing. However, workers in entertainment and hospitality face challenges like earning 30% below the area median income and dealing with unreliable transportation for early or late shifts. A Transportation Needs Assessment by DC MID and Cityfi found issues with public transportation services, parking, and safety for night workers. Despite programs like WMATA's After-Hours, awareness is low, and last-mile gaps remain, presenting opportunities for mobility solutions to support a more inclusive economy.

To read the complete report, visit [dcmid.io/resources](https://dcmid.io/resources)







# OPERATIONS





## FIVE YEAR RENEWAL

In 2024, the SWBID marked a pivotal milestone with its renewal by the city, reflecting five years of remarkable growth and community impact. During this period, Southwest DC experienced transformative development, welcoming a new public library, the completion of The Wharf, a world-class art museum, a regional transit agency headquarters, dozens of new businesses, and over 3,000 new residents.

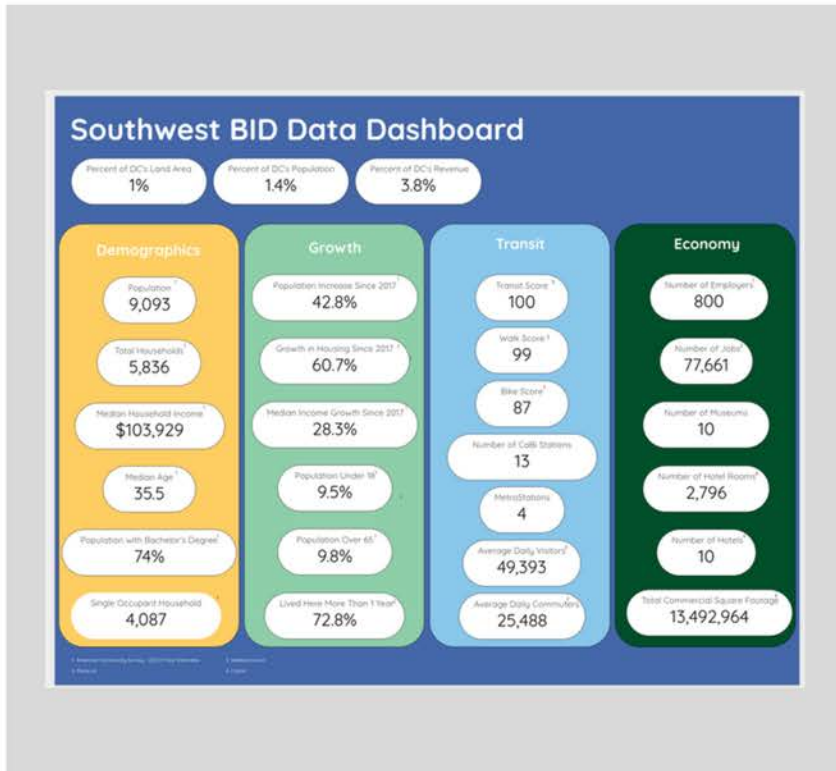
Amid the COVID-19 pandemic, SWBID stood as a vital resource, providing essential support to neighbors and businesses through meal distribution, health education, and innovative events. These efforts strengthened community bonds and reinforced SWBID's role as a trusted partner and steward of Southwest's resilience.

Guided by our core belief that "people make places, and places make people," SWBID embraces adaptability, collaboration, and purpose-driven innovation. Our strategic focus on empowering individuals, cultivating vibrant public spaces, and fostering economic prosperity continues to drive our mission of being a different BID with a larger purpose and emphasizing our vision to innovate and catalyze action in Southwest by unlocking the potential of people and places.

The SWBID logo is displayed in large blue letters. Below it, a yellow diagram features the words 'PEOPLE' and 'PLACES' in a central box. Arrows point from 'PEOPLE' to 'PLACES' and from 'PLACES' to 'PEOPLE'. On the left side of the diagram, the word 'MAKE' is written vertically with an upward-pointing arrow. On the right side, 'MAKE' is written vertically with a downward-pointing arrow. At the bottom, 'MAKE' is written horizontally with a rightward-pointing arrow. To the right of the diagram, the text 'Southwest Business Improvement District' and the website 'swbid.org' are visible.

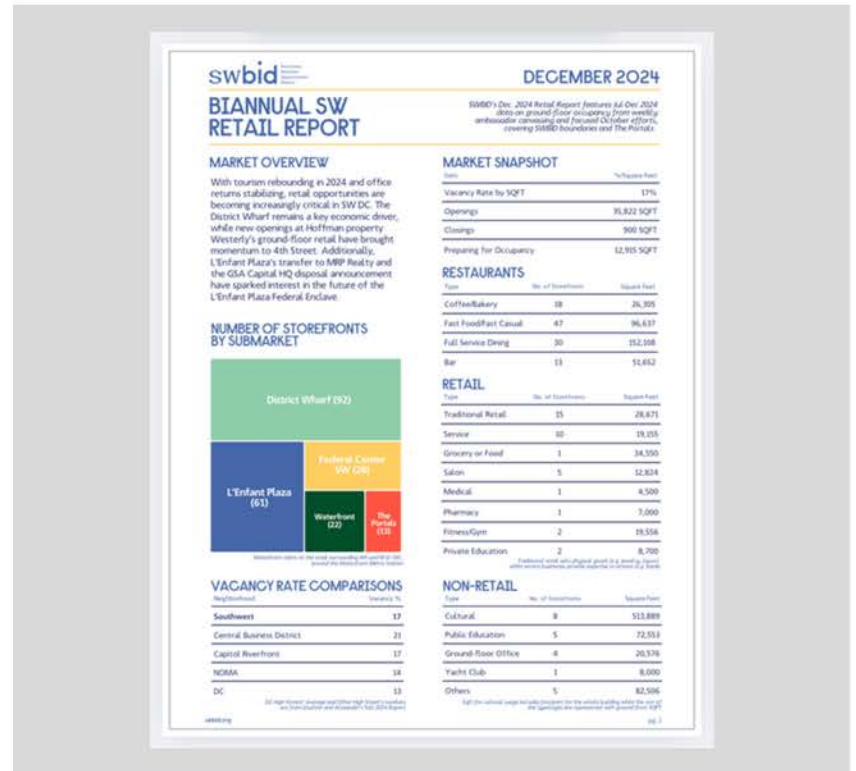
[See the Report \(we promise its good\)](#)





## LAUNCH OF SWBID'S DATA DASHBOARD

This year, SWBID unveiled its new Data Dashboard, a dynamic resource offering key insights into Southwest DC's demographics, growth trends, transportation patterns, economic well-being, and tourism data. Designed to inform stakeholders and empower decision-making, the dashboard highlights Southwest's evolution as a thriving community and destination. By providing transparent, accessible data, SWBID continues to encourage collaboration and drive positive impact across the neighborhood.



## RETAIL REPORT

Our latest retail data report analyzes key metrics such as consumer behavior, sales trends, foot traffic, and market demographics. It helps businesses and stakeholders understand the local retail landscape, make informed decisions, and identify growth opportunities. In 2024, SWBID launched its first interactive retail data report, offering an engaging and accessible way for the community and businesses to explore valuable insights and trends in Southwest DC, further supporting the area's economic development.



## STRENGTHENING FEDERAL PARTNERSHIPS

SWBID has participated in several conversations with federal partners. Among those conversations included the Federal Real Property Association (FRPA) and the National Capital Planning Commission's "Southwest Ecodistrict Plan: A Vision for a More Sustainable Future," which envisions transforming a 110-acre federal precinct into a vibrant, mixed-use neighborhood linking the National Mall to the Southwest Waterfront. Renewed interest in this long-term concept stems from its potential to address critical challenges, including climate goals, DC's development needs, and underutilized federal buildings.

## CONNECTED CAMPUS

Through walking tours and meetings, we have collaborated with Destination DC to showcase the unique destinations in Southwest, culminating in Destination DC's newly launched "Connected Campus" campaign. The campaign encourages event and convention organizers to think beyond traditional venues and consider hosting events across neighborhoods. In Southwest, The National Mall and The Wharf are featured campuses, offering a high density of hotels, entertainment, museums, galleries, and other spaces that can be transformed into dynamic meeting venues. The collaboration with Destination DC enables us to position Southwest as a welcoming and versatile destination for significant events.







## SWBID PARTICIPATED IN CONVERSATIONS ABOUT CLIMATE RESILIENCY

SWBID Executive Director Steve Moore recently joined Uwe S. Brandes, Faculty Director of Georgetown University's Master's in Urban and Regional Planning Program and Georgetown Global Cities Initiative, in an insightful discussion hosted by Jim Landau. Landau is the Head of Environmental, Social & Governance for MetLife Investment Management, as part of the NAIOP (Commercial Real Estate Development Association) DC/MD Chapter's 'Seat at the Table' event.

As critical members of the DC Commission on Climate and Resiliency, they investigated sustainability initiatives across the District, from the DC Mobility Innovation District to other public-private partnerships in real estate.



## TROVE: A SENTIMENT ANALYSIS

SWBID commissioned a sentiment analysis study to monitor social media conversations about Southwest and its major destinations from June to September 2024. According to nearly 10,000 data points captured by Trove Tourism Development Advisors, The Wharf continues generating significant drive and traffic as Southwest solidifies its reputation as a must-visit destination for large events and food enthusiasts. Southwest's transit accessibility and family-friendliness also stood out as major tourist draws.





## TOWN CENTER PARKS AND RANDALL RECREATION MODERNIZATION

The DC Department of General Services (DGS) and Department of Parks and Recreation (DPR) are spearheading transformative updates to Southwest's parks:

- **Randall Recreation Center:** A \$18.5 million renovation includes upgraded interiors, a new pool house, playground improvements, enhanced seating areas, and a sculpture garden connecting to the Rubell Museum. Construction begins in Fall 2025, with completion expected by Winter 2027.
- **Southwest Town Center Parks:** Developed from SWBID's Town Center Park Vision plan in partnership with the Southwest Community Foundation, DPR's \$3.5 million redevelopment plan envisions multi-purpose market spaces, event stages, and terraced seating to host the Farmers and Art Markets. Initial development focuses on Parcel B near Christ United Methodist Church, with further work contingent on additional funding.

Each project included walk-throughs, community meetings, and surveys. These projects reflect Southwest's ongoing commitment to creating vibrant, inclusive spaces for the community.





**AMBASSADORS**



# LANDSCAPING



# EXCELLENCE



Our talented ambassadors take pride in their role as dedicated landscapers, turning everyday spaces in Southwest into vibrant, inviting havens of beauty. This year, the team honed their skills through specialized training and collaborative design, culminating in a transformative overhaul of the landscaping on upper 10th Street SW, Arena Stage, and more. The venue's architectural design inspired Arena Stage's landscape as the team worked together to craft a cohesive vision and bring it to life. The result is a stunning landscape that not only enhances the space but also mirrors the artistry of Arena Stage itself.



Arena Stage



Upper 10th Street



The Portals





## ACTIVATING WEAVER BUILDING

Recently, our Ambassador team overhauled and activated the Robert C. Weaver Federal Building's plaza, where the Department of Housing & Urban Development is housed. This included new seating and tables, planters, landscaping, and minor handy upgrades. We're delighted to see people enjoying the outdoor space around the building, using it as a spot to work on their laptops or have conversations with coworkers while enjoying the nice weather.



## BID ACADEMY

SWBID hosts monthly BID Academy sessions for our Ambassadors to sustain continuous growth. Led by experts from various fields, these sessions offer valuable skills such as MPD training, mental health outreach, cleaning certification, Spanish lessons, Narcan application, FEMA response, and museum tours. Engaging with diverse perspectives keeps our Ambassadors ahead in community service, equipped to make a lasting impact.





## GROUND TRUTH + INSPIRE SUCCESS DAY

Our team conducted a unique perception survey using a hands-on approach. We engaged nearly 500 Southwest community members to identify pressing needs, emphasizing safety, more services, and activities. After Ground Truth conversations, we swiftly organized the second annual Inspire Success Day in October 2024, uniting nearly 30 partners to offer career guidance, educational support, financial advice, and health and wellness resources to hundreds of visitors.







## 15 OAG SESSION TRAININGS

SWBID partnered with the Office of the Attorney General (OAG) to deliver ambassador training sessions to enhance public space stewardship in Southwest DC. We focused on subjects such as Elder Justice, Consumer Protection, Family and Child Support Services, Gun Safety, and more. SWBID strengthened its commitment to serving and uplifting the Southwest community by equipping ambassadors with more profound knowledge and skills.



## AARP LUNCHEONS

Our food team convenes monthly to craft lunch menus for the Southwest AARP chapter. This not only allows our team to refine their culinary skills but also allows us to give back to the senior community in Southwest.

## MEAL AND PRODUCE DELIVERY

Addressing ongoing food insecurity in Southwest, we've sustained our meal and produce delivery effort with DC Central Kitchen, providing over 1,000 meals and 450 produce bags weekly. This year, we were even featured on NBC 4 for our meal delivery program.

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1\_img.jpg\) Watch our food team on the news!](#)



# WE HAVE FUN AS A TEAM



We tie-dye together!



We're obsessed with skeletons at Halloween.



We paint the town red in Seattle at IDA.



We do pull-up competitions at Inspire Success Day (ISD).



We have a crush on ABC7's Michelle Marsh when promoting ISD.



We create friendship bracelets for Duck Pond Party.



We bring our dogs to work to model for the MID's cargo e-bike.



# SWBID BOARD AND STAFF

## Board

Donna Westmoreland – Chairwoman, I.M.P.  
Andrew Son, Vice Chair, District Wharf Properties  
Jacquie Holder – Secretary, Holiday Inn Capitol  
Edgar Dobie – Treasurer, Arena Stage  
Claudia Eggspuhler, Hilton  
Tim Incheck, Boston Properties  
Tamara Christian, International SPY Museum  
Tom Cicotello, Boyd Watterson  
Austin Flajser, Carr Companies  
Geoffrey Griffis, CityPartners  
Daniel Jones, Smile Beautiful Dental  
Randy Marcus, CSX Transportation  
Mark Rivers, Lowe Property Group  
Luis Shedrick, GSA-National Capital Region  
Leslie Smith, MetLife Investment Management

## Staff

Steve Moore, Executive Director  
Andre Witt, Chief Operating Officer  
Lexie Albe, Managing Director  
Zack Baldwin, Associate Director Mobility, Data, & Research  
Soojin Choi, Manager of Special Projects  
Jessie Himmelrich, Public Space Director  
Pamela Wolf, Director of Marketing and Communications  
Daniel Jones, Operations Manager  
Kevin Baten, Assistant Operations Manager  
Idania Arteaga, Operations Administrator  
Kevin Baten, Assistant Operations Manager  
Delante Chloe, Special Ops Lead  
Gregory Williams, Team Leader

## Environmental Ambassadors

Santos Aguirre	Shondra Henly
Irvin Archilla	Ferman Horn
Latarsha Booker	Jerome Horne
Michael Dawkins	Jerome Mcrae
Zyair De Gale	Victoria Owens,
Anthony Franklin	Charlene Porter
Ana Granados	Charlene Smith
Sedrick Henly	Anthony Taylor



Jessie was on the news for the Underpass Murals.



Soojin cut her own bangs and looked like a rock star for a couple weeks.



How many Ambassadors does it take to fix a dishwasher?



During the only snow of the season we were gifted with duck snowmen.



# FINANCIALS

## Budget FY 25

### ASSETS\*

Cash - BID	3,748,741
Cash - MID Grant	1,656,468
Accounts Receivable	598,591
Other Receivables	771,843
Prepaid Expenses	195,396
Fixed Assets, Net	2,515,039
	<hr/>
	9,486,078

### LIABILITIES & EQUITY\*

Accounts Payable & Accrued Expenses	638,395
Deferred Revenue	934,324
Deferred Revenue - Grants	1,181,589
Lease Liability	2,638,998
Other Liabilities	0
	<hr/>
	5,393,306

### NET ASSETS\*

Beginning Unrestricted	4,450,350
YTD Net Income	-357,578
	<hr/>
Total Net Assets	4,092,722
	<hr/>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>9,486,078</b>

### Revenue

Assessment Revenue	2,753,256
Contract (GSA) Revenue	1,393,679
Environmental Revenue	150,000
Grant Revenue (Includes MID)	990,000
Interest Income	
Miscellaneous Revenue	130,000
	<hr/>
Total Operating Income	5,416,935

### Expense

Administration	237,026
Place Branding	941,543
Place Making	1,027,779
Place Management	2,484,520
Mobility Innovation District	655,045
	<hr/>
Total Operating Expenses	5,345,913

Operating Net Income	71,023
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Other Income/Expense	
Non Operating Expense (Depc)	112,320
Board Designated Fund	
	<hr/>
Change in Net Assets	(41,297)



# THANK YOU

None of this work would be possible without our partners, neighbors, stakeholders, community members, social media followers, city government, and more, who fuel our work in making us a different BID with a larger purpose.

