



**NOMA**  
CONNECTED



**CONNECTED**

**LIVING**

ANNUAL REPORT 2010

**NOMA**  
CONNECTED

**Letter from Bruce Baschuk and Liz Price:**

People now fill the streets of NoMa, DC's fastest growing neighborhood. For the first time in nearly a century, three residential buildings opened, bringing 1,400 residents and 750 units. Retailers followed suit, with eight new shops and restaurants opening in 2010, including DC's largest Harris Teeter. Two local well known chefs, Todd Gray and Gillian Clark, will open full-service restaurants in NoMa in early 2011. New residents find connections to dining, services and downtown.

More than 6,000 new employees moved into the neighborhood in 2010. The Community College of DC opened in September, bringing 2,500 students, faculty and staff to the neighborhood each day. The steady growth in daytime population will continue, with brokers inking one million square feet of leases in NoMa for the third year in a row. Private sector leasing also increased, as new companies cited connections to Capitol Hill, public transit and new green buildings as key factors in their relocation.

In a city where connections matter, NoMa connects you like no other neighborhood in Washington. NoMa connects you to the Capitol, to opportunity and 15 modes of transportation, including DC's fastest New York connection. NoMa connects you to luxury living, to fun events and to the future.

Focusing on this bright future, the NoMa Business Improvement District fosters the neighborhood's rapid transformation through economic development initiatives, marketing and unique programming. The BID's Ambassadors and Clean Team provide elbow grease to make the neighborhood truly shine. Safety continues to be a top priority for the BID and proactive efforts in 2010 have resulted in increased police patrols and continued reductions in crime. Now four years old, the BID has established itself as an innovative, results-oriented community organization.

2010 was a banner year, and we would like to thank our many partners and supporters who have contributed to our success. We look forward to another exciting year ahead.

**Bruce Baschuk, Chairman of the Board**

**Liz Price, President**



## 2010 HIGHLIGHTS

Three residential buildings opened in NoMa in 2010, bringing 1,400 residents to the neighborhood and a total of 750 units.



More than 6,000 employees moved into NoMa.



**NoMa is Washington's fastest growing neighborhood. In just five years, NoMa has developed eight million SF of office, residential, hotel and retail space totaling \$3 billion in private investment.**

> NoMa inked 1 million SF of commercial leases for the third straight year. More than 38,000 people now work in NoMa each day.

> DC's largest (50,000 SF) Harris Teeter opened in December, marking First and M Streets, NE, as the new heart of the neighborhood.

> Seven other new retailers opened in 2010.

> The Community College of DC moved its campus and 2,500 students and faculty to 801 N. Capitol Street, NE.

> StonebridgeCarras and Walton Street Capital sold Two Constitution Square to Northwestern Mutual in June for \$305 million.

> NPR began construction on its new headquarters on North Capitol Street.

> Archstone broke ground at First and M Streets, NE, on 469 units – Washington's largest residential groundbreaking in 2010.

## OFFICE LEASING: WORK CONNECTED

Brokers inked 3 million SF of deals in NoMa in the last three years. NoMa's office net absorption for 2010 totaled 1.4 million SF, up from 495,000 SF in 2009.

### LEASING/SALES ACTIVITY SINCE 2008

2008: 1,311,000 SF

2009: 1,051,000 SF

2010: 980,000 SF

### LEASING ACTIVITY OVER 50,000 SF

Square Footage	Tenant	Address
201,998	Securities and Exchange Commission	700 Second Street, NE
150,000	District Department of Health	899 North Capitol Street, NE
122,756	Veterans Affairs	1100 First Street, NE
88,000	Community College of the District of Columbia	801 North Capitol Street, NE
85,000	DHS: Customs and Border Protection	90 K Street, NE
71,500	Congressional Quarterly–Roll Call	77 K Street, NE
55,000	Federal Retirement Thrift Investment Board	77 K Street, NE
52,886	Veterans Affairs	90 K Street, NE



“As the grocery store, restaurants, and other retail come on line, it only makes things better. This is the kind of investment we’ve needed within walking and biking distance for years!”

— NoMa resident

2010 RETAIL GROWTH: NEW CONNECTIONS

**HARRIS TEETER**

TD BANK

POTBELLY SANDWICH WORKS

**CONSTITUTION CAFÉ**

**CVS**

**SEVEN-ELEVEN**

**GEORGETOWN VALET**

**TYNAN COFFEE & TEA**

**CAFÉ PHILLIPS**

**KITCHEN ON K STREET**

**TODD GRAY’S WATERSHED**

**ROTI**

EVENTS: CONNECT WITH NEIGHBORS

NoMa Summer Screen



17,000

pageviews on NoMaSummerScreen.com during event

Events organized by NoMa BID activate the streets and foster a sense of community. The BID tripled its signature events in 2010, offering more than 100 free events for residents and employees, including its popular movie festival, a new lunch-time concert series and ZestFest.

NoMa Summer Screen

In its third year, this popular 12-week movie series attracted more than 300 people each week for The Future is Now. The low-key atmosphere, grassy field, music, and local BBQ fostered picnics, Frisbee and a place for neighbors to connect. The series was featured by the Washington Post as the top free event each Wednesday.

Residents were asked: 'What's your favorite thing about NoMa Summer Screen?'

"Sense of community"  
"Cheap, neighborhood fun! Thanks!"  
"Love what you are doing!"



Rhythm in NoMa

The inaugural season of this lunch-time concert series attracted hundreds of employees each week to dance, sway and sing at the New York Avenue Metro Station plaza. Ten weeks of Thursday concerts featured a variety of local music flavors, including salsa, top 40s, blues, Motown and more.

Rhythm in NoMa

# ZestFest!



## PROMOTING THE NEIGHBORHOOD

### ZestFest: Fun Unleashed for Three Weeks

The goal of ZestFest was simple: fill the sidewalks with art, music, culture and unexpected activities, while beautifying NoMa. Events during the three-week October festival included live painting, salsa classes, yoga on the lawns, badminton, free chair massages, a vintage bike rally and many more.

NoMa BID created two permanent pocket parks in the neighborhood, filling an office plaza with planters and benches from national sponsors, and transforming a gravel pit near the Metro into a green oasis. Three beautiful crepe myrtle trees were relocated from NPR's headquarters construction site.

The response was spectacular. "You just made my day," squealed one woman, who happened upon salsa dancing on the street corner; she kicked up her heels for 10 minutes, then finished her lunch break with a brightened countenance.

### Partners included:

- > ReadyssetDC
- > Albus Cavus
- > The Fridge DC
- > BicycleSPACE
- > Lunar Massage
- > Bike-and-Roll
- > Dandies and Quaintrelles
- > Loree Grand at Union Place
- > Dozens more!

"What I really appreciated about ZestFesting was that several aspects of the city were represented and together in one space," wrote one resident. "Families, young people, folks from other countries, and people who literally heard the music just popped in and stayed to play badminton... Folks were creating and sharing an experience."

NoMa BID staff tell the NoMa story with media outreach and more than 300 presentations and walking tours each year. Additional event highlights:

- > Irish arts organization Solas Nua brought NoMa its first artist-in-residence; debuted the cabaret Improbable Frequency at 111 K Street; and gave away thousands of books on St. Patrick's Day at the NY Avenue Metro station.

- > Hundreds of real estate professionals visited NoMa for RealTour, the Urban Land Institute fall conference, a GSA bus tour, and a February Bisnow event 'The New NoMa,' which attracted more than 430 business professionals alone.

- > NoMa's fall WalkingTown DC tour was featured in the Washington Post, and attracted more than 40 people interested in DC's fastest growing neighborhood.

**33 PRESS RELEASES**

**220+ PRESS MENTIONS**

**1,600 E-NEWSLETTER SUBSCRIBERS**

**10,000 MONTHLY WEB SITE HITS**

## BRANDING: CONNECT WITH US

# NOMA CONNECTED

### The New Brand

As the first wave of office and residential development was completed in NoMa, the BID embarked on a strategic branding campaign with The Roan Group. During the nine-month process, the Board, staff and consultant team interviewed dozens of stakeholders to identify NoMa's strengths and weaknesses; and explored strategies to promote and position NoMa as a unique, vibrant and rapidly changing place.

The result? NoMa is DC's most connected neighborhood.

- > At four blocks from the Capitol, NoMa is connected to the seat of power.
- > Fifteen modes of transit – more than any other Washington neighborhood – provide connections to downtown, the region, and the entire East Coast.

### New Brand Visual Language



- > Panoramic vistas, rooftop pools, and smart, new residences connect you to pleasure.
- > Over 100 free events create community connections.
- > Seventeen retailers have opened in the last three years, connecting NoMa's 40,000+ employees and residents to active and vibrant streets.
- > Because NoMa is brand-new, there is an opportunity to connect with others while shaping a smarter, greener, more welcoming urban community.

The new logo, brand visual language and color palette were designed by DOXA.



## TRANSPORTATION: CONNECT EVERYWHERE



2010 brought a surge in cycling amenities, making the area DC's most bike-friendly neighborhood. NoMa is served by the only Bikestation on the East Coast, six Capital Bikeshare stations and the newly opened Metropolitan Branch Trail (MBT).

### Met Branch Trail (MBT)

The 8-mile MBT is a recreational trail connecting Silver Spring, Maryland, to Union Station, providing a critical commuter pathway for cyclists straight into the heart of NoMa. The BID is working closely with DDOT and the Rails to Trails Conservancy to promote the trail through commuter convoys, bike rides and other events.



▲  
30%

growth in New York Ave Metro ridership since January 2010

COMMUNITY IMPACT & SAFETY: CONNECT WITH EACH OTHER

994

WORK ORDERS  
REPORTED TO CITY  
DEPARTMENTS

5

friendly staff  
ambassadors

25

individuals  
moved from  
homelessness  
to housing

Ambassadors provided **9,287**  
“assists” which include providing  
directions, answering questions,  
or escorting individuals to  
their destination



**Public Safety**

- > The BID holds monthly meetings open to all BID members with property owners, the Metropolitan Police Department, Metro Transit Police, and other agencies to coordinate neighborhood safety initiatives.
- > The BID expanded the ambassador program in 2010, adding a new position, weekend coverage and extending hours until 11 p.m.
- > NoMa has a new daily police patrol on bike and Segway between 11 a.m. and 7 p.m.

44%

Crime Reduction over  
the past three years



## BEAUTIFICATION

15,200 daffodils & tulips  
147 trees planted since 2007  
813,595 pounds of trash removed  
229 graffiti marks scrubbed  
678 posters removed

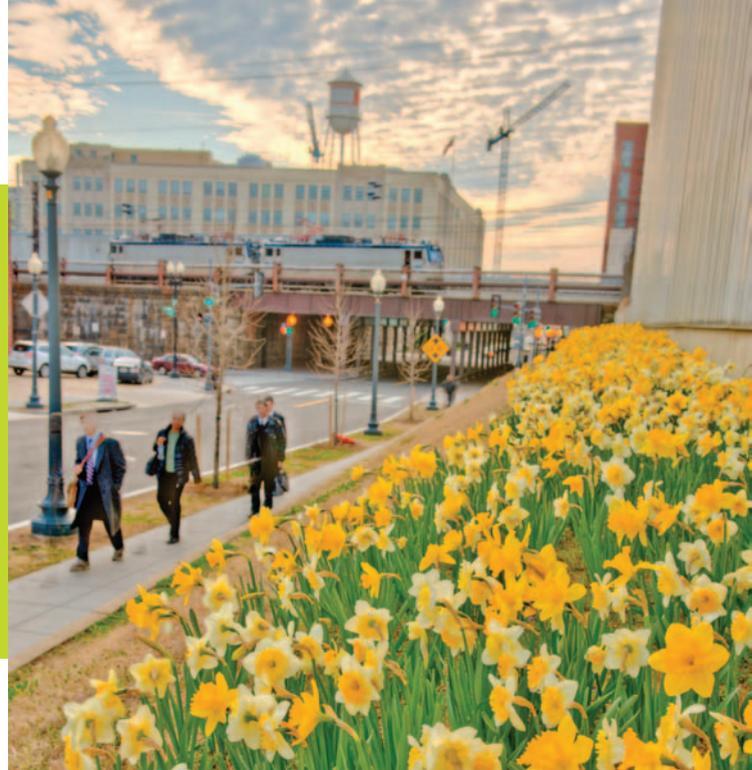
“Every day I look out my office window and see the street cleaning team practically sweeping the streets. It was never so clean before your organization took over in the last three years. Hats off!”  
– A NoMa Employee

The BID's popular Clean Team continues to take 'clean' to the 'beautiful' level, by improving the neighborhood's public realm. The BID's partnership with Gospel Rescue Ministries' Ready to Work program is a win-win initiative that helps formerly homeless men and women transition to independent lives in the community, while providing a critical service for the neighborhood.

### Snow Successes

During Snowmageddon 2010, the BID Clean Team worked 10-hour days to keep NoMa's 250 acres as clean and safe as possible.

“I've heard nothing but praise for how the NoMa area had clear sidewalks during all this snow,” wrote ANC 6C04 Commissioner Anne Phelp. “Thank you so much for all you do to keep our community safe.”



## ECONOMIC DEVELOPMENT: CONNECT TO OPPORTUNITY



As DC's fastest growing neighborhood, NoMa has generated significant new revenues and jobs for the District of Columbia. NoMa has:

- > Spurred a 10x increase in real estate taxes surrounding the New York Ave Metro in the past 10 years, including more than \$206 million in cumulative new revenue.
- > Created nearly 10,000 construction jobs and 25,000 permanent jobs in the past 5 years.
- > Added transit-oriented living options for 1,400 residents in the past year.

According to a study by RCLCO, the area will create 41,000 permanent new jobs and 28,000 construction jobs over the next 20 years.

### Tax Abatements

The BID has worked with the city to bring two new incentives to the area. A Nonprofit Tax Abatement program encourages nonprofits and associations to remain in the District of Columbia by reducing their tax burden for 10 years. The pilot program will support up to 37,500 SF of eligible leases in NoMa.

The DC Council passed a Residential Tax Abatement in 2009 for the first 3,000 new housing units in NoMa. Over 1,700 units have delivered or are currently under construction as a result.



## PLACEMAKING: CONNECT WITH COMMUNITY



The BID work closely with District agencies and private property owners to coordinate public and private investment. Priority projects in 2010 included:

### **NoMa Parks**

Recognizing the importance of parks in developing vibrant and livable communities, the BID developed legislation to acquire and build public park spaces. The funding would come from incremental tax revenue generated within NoMa. In support of the act, NoMa BID assembled resident testimony and professional analysis from the Trust for Public Land, RCLCO and Jones Lang LaSalle. The legislation will be considered by the DC Council in 2011.

### **NoMa Gateway**

In fall 2009, DDOT began a \$5 million reconstruction of New York and Florida Avenues to improve safety, replace sidewalks, install street lights and beautify the intersection. With design consultation from Rhodeside & Harwell, the BID deployed \$200,000 in grant monies to fund brick sidewalks, 45 street trees and colorful landscaping.

### **Underpass Rehabilitation**

The BID is working with AMTRAK, DDOT and WMATA to transform NoMa's four underpasses into safe and enjoyable neighborhood connections. AMTRAK is nearing completion of a \$5 million project to remove lead-based paint, clean, repair and repaint the underpasses at K, L, and M Streets, and Florida Avenue, NE.

## FINANCIALS

The BID's operations are funded by an assessment that applies to commercial property (including land and parking lots), residences of 10 or more units, and hotels.

### ASSETS

#### Assets

Cash/Cash Equivalents Total	1,139,129.11
Accounts Receivable	84,408.84
Prepaid Expense	13,532.57
Property and Equipment	11,183.99
Other Assets	6,260.13

**TOTAL ASSETS: \$1,254,514.64**

### LIABILITIES & EQUITY

#### Liabilities

Accounts Payable	40,602.02
Accrued Expenses	51,782.38
Other Current Liabilities	65,432.88
<b>TOTAL LIABILITIES</b>	<b>154,817.28</b>

#### Equity

Net Assets	1,096,697.39
<b>TOTAL EQUITY</b>	<b>1,096,697.39</b>

**TOTAL LIABILITIES & EQUITY: \$1,254,514.64**

### ORDINARY INCOME/EXPENSE

#### Income

Assessment Revenue	1,610,872.29
Additional Revenue	233,363.27
<b>TOTAL INCOME</b>	<b>1,844,235.56</b>

#### Expenses

Administration	191,032.74	13%
Cleaning & Beautification	426,093.20	28%
Community Building	47,114.82	3%
Infrastructure & Placemaking	281,644.08	18%
Marketing & Events	326,061.07	21%
Public Safety	220,371.67	14%
Non-Operating (one-time)	41,576.88	3%
<b>TOTAL LIABILITIES</b>	<b>1,540,464.44</b>	<b>100%</b>

**NET ORDINARY INCOME: \$303,771.12**

**NET INCOME: \$303,771.12**

## STAFF & BOARD

### BID Staff

BID Staff	Title
Liz Price	President
Merrit Drucker	Director of Operations
Jamie Brätt	Planning & Economic Development Manager
Rachel Davis	Marketing & Events Manager
Tyler Miller	Marketing & Administrative Assistant
Thomas Henderson	Ambassador
Bertrom Tate	Ambassador
Ibrahim Turayson	Ambassador
Robert Walker	Ambassador
Albert Williams	Ambassador

### Board Member

Board Member	Company Name
Bruce Baschuk, *Chairman	J Street Development
Charles (Sandy) Wilkes, *Vice Chairman	The Wilkes Company
Doug Firstenberg, *Treasurer	StonebridgeCarras
Michael Smith, *Secretary	The Washington Center
John Gordon*	Polinger Shannon & Luchs
Matt Adams	Harris Teeter
Jennifer Baldwin	Kaiser Permanente
Bart Bush	General Services Administration
Charles E. Garner II	CIM Group
Stuart Goldberg	Sirius XM Radio
Gary Goodweather	OTO Development
Dennis Paul	Paul's Wholesale Florist
Fred Rothmeijer	MRP Realty
Maury Schlesinger	NPR
Rob Seldin	Archstone

\*Executive Committee



Photography by Sam Kittner

Design by DOXA



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