



GOLDEN TRIANGLE
ANNUAL
REPORT

2015

Message to Our Members,

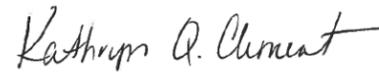
The Golden Triangle is a vibrant business district, home to more than 550 shopping, dining, and service businesses, as well as seven parks and three bustling Metro stations. We work to keep the streets clean and safe, to provide events that entertain and engage, and to enhance the beauty of our parks and streets with public art and landscape architecture. Our 80,000 square feet of parks make it easy for the 85,000 people working in the neighborhood to “Escape the Indoors.”

This year, among many other accomplishments, we enhanced the natural beauty of Monroe and Murrow National Parks with light art, created the first seasonal parklet in DC, and hosted more than 120 events that attracted tens of thousands of attendees. Notably, the BID won the National Park Service’s 2015 Director’s Partnership Award for the substantial work we completed in our six national parks.

Significant progress was made to enhance Pennsylvania Avenue. We brought together local and federal stakeholders to create a concept plan, which would transform the underutilized corridor into a functionally balanced business, retail, and cultural destination, worthy of being the White House’s neighbor.

The initiatives featured in this annual report highlight how we continuously implement programs to strengthen the neighborhood’s vitality and provide members with the “Gold Standard” of service to support their investment and development goals. We look forward to another year of making the Golden Triangle even brighter.

Sincerely,



Kathryn Clement
Board President



Leona Agouridis
Executive Director

BRILLIANT

KEEPS
GETTING
BRIGHTER



Core Programs

Cleanliness, safety, and security have always been core goals for the Golden Triangle BID. As the BID nears its twentieth year of operations, these goals will continue to evolve to meet the needs of a changing neighborhood, city, and world.

CLEAN STREETS

The resurgence of sidewalk cafes, city parks, and urban environments has brought more and more visitors to the neighborhood. In order to keep up with the changing demands, the Ambassador program has become more efficient, adding shifts in the early morning and overnight. These “off-peak” shifts allow the Ambassadors to accomplish work more efficiently as streets and sidewalks are less crowded. To increase capacity, the Ambassadors also began using more heavy equipment, such as All Terrain Litter Vacuums, power washers, leaf removal equipment, and additional trucks.

This year, the Ambassadors...

- » Removed more than **59,000** trash and recycling bags
- » Spread **35,580** pounds of ice melt
- » Removed **thousands** of stickers and instances of graffiti
- » Power washed sidewalks for **240** buildings

SAFETY & SECURITY

The BID brings together key officials for a monthly “safety council” meeting to share information and work together to improve the neighborhood. This group is comprised of officials from the Metropolitan Police Department, Metro Transit Police, U.S. Park Police, Department of Public Works, DC Office of the Attorney General, and our homeless outreach team. This year, through the safety council, we worked closely with the U.S. Secret Service on preparations for the Papal visit in September. We also worked with our partners in the Fire and EMS Department to hold a day-long community CPR event, where more than **200** people were trained in hands-only CPR.

The safety and security program has naturally evolved to embrace emergency preparedness. The BID works directly with businesses and buildings to provide training, outside expertise, and timely information. A leader in emergency preparedness, the BID pioneered highly successful “Neighborhood Emergency Preparedness Exercises,” with innovative programs held quarterly.



78

tree boxes landscaped for the Golden Streets competition.

Beautification

While clean and safe streets are fundamental, landscaping and attention to detail define a visitor's experience in the neighborhood. The Golden Triangle holds itself to the Gold Standard, assuring that no detail, big or small, gets overlooked. All street assets—including light poles, traffic control boxes, and bike racks—are inspected regularly and painted when necessary. The BID also tracks broken sidewalk pavers, out-of-service light poles, potholes, and more, and reports them to the city so that they can be corrected.

Landscaping is a key focus, and the BID ensures that the neighborhood pops with color, especially during the warmer months. The Connecticut Avenue Median, landscaped by the BID, defines the neighborhood. Each season, the BID rotates annuals through the median, with the goal of providing bright, vibrant color throughout the year.

The BID installs flower baskets, overflowing with bright pink wave petunias, in Farragut Park and assists in the landscaping of each of the seven neighborhood parks. Every year, the BID holds the Golden Streets landscaping competition, inviting property owners to compete for the distinction of best tree box in the neighborhood. This year, **22** properties entered, increasing the beauty of the entire neighborhood.

Adding visual diversity and interest to the public realm, the BID maintains four rain gardens at 19th and L Streets and another on Rhode Island Avenue. The rain gardens are environmentally friendly, serving to filter thousands of gallons of runoff annually by capturing rainfall and controlling the storm water overflow.

- » **28,000** plants added to the Connecticut Avenue Median
- » **1,500+** light poles, hydrants, and bike racks painted
- » **259** requests to the District's 311 service



39,000

people attended Farragut Fridays this year.



Events

This summer, we hosted more than **120** events, a substantial increase from years past. We made it easy for the residents, employees, and visitors living in, working in, and visiting the Golden Triangle to "Escape the Indoors."

Tens of thousands of people came to Farragut Park to experience a multitude of special programs, including an innovative co-working space, outdoor movies, Picnic in the Park, and Pilates classes. Pilates in the Park expanded with classes held twice a week for five months, drawing more than **1,300** participants throughout the summer.

Farragut Fridays offered innovative leisure activities weekly from May through September. This was the first program of its kind to feature a full day of events, starting with an outdoor co-working space, which attracted a total of **15,300** people looking to network, hold a meeting, or escape the office. The day continued with Picnic in the Park with Pop Up events at lunchtime, and Golden Cinema movies at night.

Partners for Pop Up programs included:

- » International Spy Museum
- » Japan Information & Culture Center
- » Rock the Vote
- » Washington Animal Rescue League
- » Washington Performing Arts
- » Wolf Trap



3,460

people watched movies at Golden Cinema.

GOLDEN HAIKU
Bringing a bit of spring's warmth to the winter landscape, the Golden Triangle BID adorned **100** flower beds with winning poetry from the Golden Haiku contest—the first temporary community literary art project of its kind. Four hundred winter-themed poems were submitted to the contest, and an expert panel of judges selected the haiku to be featured along the streets.

The grand prize was awarded to Susan Burch for her haiku:

*snow storm—
my garden Buddha
becomes Santa*

400
winter-themed poems were submitted to the Golden Haiku contest.

GOLDEN HAIKU
street lamp—
each snowflake falls
into its own shadow



8 members of the DC Council participated in our First Annual Councilmember Table Tennis Tournament.



1st seasonal parklet in DC.

TRANSFORMING NATIONAL PARKS

Two U.S. National Parks on Pennsylvania Avenue have a new look because of dynamic light art pieces dedicated this summer. The BID spearheaded the project and partnered with the DC Commission on the Arts and Humanities and the National Park Service to enhance the natural beauty of Monroe and Murrow Parks. The art pieces, designed by DC-based artist Duilio Passariello, increased the number of visitors to the parks. To better connect with these individuals, we expanded Picnic in the Park to both parks in July, which attracted **1,600** picnickers over the summer.

“Tricorne,” pictured above, incorporates water, color, and optical effects to create a dynamic visual experience at Monroe Park on Pennsylvania Avenue between 20th and 21st Streets. The triangular prism structure created from hand-woven stainless steel mesh trickles with water during the warm months and changes into a luminous screen at night through colorful LED lighting year-round.

“Murrow’s Mics,” pictured on the right, at Murrow Park on Pennsylvania Avenue between 18th and 19th Streets, transforms eight existing lanterns with color-changing LED lighting to create an impactful and elegant effect. Subtle shifts in the color are timed to World War II radio broadcast recordings of Edward R. Murrow, a legendary CBS News journalist.

AWARD-WINNING PARTNERSHIPS

The BID has a long-standing commitment to partnering with the National Park Service and was honored to receive the 2015 Director’s Partnership Award. The award was given in recognition of our investment in park maintenance, landscaping, public art, and lighting projects. Similar to our relationship with the National Park Service, many of the valuable programs we offer are made possible through partnerships with the Federal and District governments.

SEASONAL PARKLET

In July, as a result of a partnership with the District government, the BID and District officials cut the ribbon to open parKIT, DC’s first seasonal, interactive parklet. Located at 2020 K Street, parKIT was a pilot project for Sustainable DC’s temporary urbanism initiative, and was also sponsored by the District Department of Transportation.

The BID funded the construction and installation of parKIT, and was proud to help the city develop new guidelines and protocols for parklets. Two designers from Gensler won an in-house competition to create the design and then oversaw the creation of this playful public place on busy K Street. parKIT was active through November.



Preparing for the Future...

PENNSYLVANIA AVENUE CONCEPT PLAN

This year, the BID set the stage for a complete re-imagining of Pennsylvania Avenue west of the White House. The BID hired local architecture firm KGP Design Studio to complete a concept plan for a new Pennsylvania Avenue between the White House and Washington Circle. The design process included a large and diverse group of private and public stakeholders.

The design, pictured above, features extensive green spaces and opportunities on the sidewalk for public art. The new layout also provides additional transit and bicycle infrastructure, as well as comfortable and attractive spaces for everyone. Building on the momentum of the completed concept design, the BID worked with the city to ensure that the District Department of Transportation is able to continue the planning phase of the project in 2016, with the goal of beginning construction drawings the following year.

RETAIL STRATEGY

HR&A Consultants completed an updated retail strategy for the Golden Triangle. The strategy evaluates the existing conditions of the neighborhood's retail environment and identifies the strongest opportunities and tactics for future restaurants and shops. The new strategy has set the stage for our economic development program's focus on building an even stronger retail presence in the city.

REINVESTMENT & REDEVELOPMENT

A recent wave of redevelopment plans emerged in 2015. Specifically, a number of Class B properties throughout the BID, representing 4.1 million square feet of space, are repositioning to Trophy Class office buildings over the next seven years. The BID has begun bringing together developers to discuss how elements of these new projects can be coordinated in ways that have the biggest impact on the neighborhood's public spaces, retail and restaurant opportunities, and events and programming.

FINANCIAL INFORMATION

CONSOLIDATED STATEMENT OF FINANCIAL POSITION 2015

Assets	
Cash and cash equivalents	\$ 1,588,849
Investments in certificate of deposit	4,482,008
Accounts receivable, net	14,119
Prepaid expenses and other	90,744
Property and equipment, net	159,909

Total Assets **\$ 6,335,629**

Liabilities and Unrestricted Net Assets

Accounts payable and accrued expenses	\$ 156,309
Deferred rent	63,730
Deferred tax assessments	27,218
Unrestricted net assets	3,659,889
Property and equipment, net	159,909
Board designated	2,268,574

Total Liabilities and Unrestricted Net Assets **\$ 6,335,629**

CONSOLIDATED STATEMENT OF ACTIVITIES

Support and Revenue

BID assessments	\$ 4,648,665
Grants and others	57,953
Interest income	30,292

Total Support and Revenue **\$ 4,736,910**

Expenses

Program Services	
Ambassador	\$ 1,425,131
Homeless Outreach	215,374
Community Activities	355,604
Marketing & Communications	581,352
Public Space Improvements	980,124
Management and other administrative	1,132,034

Total Expenses **\$ 4,689,619**

Increase in Unrestricted Net Assets **\$ 47,291**

CONSOLIDATED STATEMENT OF CASH FLOW

Net cash provided by operating activities	\$ 98,178
Net cash used in investing activities	(47,238)
Net increase in cash and cash equivalents	50,940
Cash and cash equivalents, beginning of year	1,537,909

Cash and Cash Equivalents, End of Year **\$ 1,588,849**

This information has been derived from the financial statements audited by Toole Katz & Roemersma, LLP. The complete set of audited financial statements are available upon request of the Golden Triangle Business Improvement District Corporation.

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**as of October 2015*



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