In 2009 the Golden Triangle BID set a goal not to just do business as usual. We undertook projects and initiatives that created a vibrant atmosphere, kept the neighborhood golden and engaged those who work and play in the neighborhood. By not just doing business as usual, our ambassador program has become more innovative. Our streets are more artistic. Our events more exciting. And our neighborhood is safer and cleaner. Everything we do supports this unique destination that is the Golden Triangle, and we are happy to share the accomplishments of the year with you here.
In the front yard of the White House and home to Washington, DC’s central business district, the Golden Triangle neighborhood is home to some of the most powerful and connected organizations in the world, as well as top restaurants, world-class shopping, and vibrant nightlife.

Fiscal year 2009 was a watershed time for the country, the city, and our neighborhood. The inauguration of the first African-American president brought new energy and excitement to the streets of the Golden Triangle. This energy continued in full force throughout the year despite the massive global recession of 2009. While the Washington, DC market has been relatively resilient during this period of economic turbulence, the economic storm has still brought challenges to this community. With adversity, however, comes opportunity and Golden Triangle businesses and staff have responded with vision and innovation.

In the context of an ever-changing global economy, revolutionary improvements in technology, and real-time communication capabilities, “business as usual” is no longer “business as usual,” especially in the central business district. This year, the Golden Triangle has begun to transform itself from a business district to a true community, one where neighbors work together on common issues like safety and economic development while creating a vision for key corridors like a revitalized Connecticut Avenue and a greater K Street. During the past year, the Golden Triangle has begun to use public art to bring texture and character to the city streets. And the BID staff has identified new and innovative ways to continue to fulfill its mission to promote and support this exciting area.

This annual report celebrates a year of “not business as usual” and chronicles some of the innovation that has occurred in the neighborhood in 2009. We look forward to continuing to work with the Golden Triangle members to make this great neighborhood greater still, and to serve the Golden Triangle community in 2010 and beyond.

Sincerely,

Carlton Diehl
Board President

Leona Agouridis
Executive Director
In 2009, the BID launched a new interactive website and also leveraged the tech-savviness and connectivity of the neighborhood to offer a mobile-friendly version of the site accessible via smartphones—an action that garnered national media coverage for the Golden Triangle. Taking customer interaction to a cutting-edge level and pioneering a new service, the Golden Triangle BID became the first BID to equip its hospitality Ambassadors with iPhones to allow them to quickly access 600 business listings and other useful information.

The BID not only implemented new technologies this year but also found smart and unusual ways to recycle old ones: during its first annual Spring Cleanup Week, the Golden Triangle BID gave out potted yellow flowers to anyone who recycled a used cell phone, and received more than 200 phones as a result. To further environmental goals and spruce up the streets, the BID applied for and was selected to receive grants to build a bio-retention cell and to build a tree-lined median on Connecticut Avenue, with both projects having the dual purposes of beautifying the street and mitigating negative impact to the environment.

The BID also spearheaded coordination with government agencies, members, and stakeholder organizations on several key topics such as retail attraction and community-centric risk readiness to create holistic and wide-reaching strategies that can be applied both to the Golden Triangle and other areas of the city.
3,965

THE BID HELD PUBLIC/PRIVATE PARTNERSHIP MEETINGS TO HELP SHAPE A RETAIL ATTRACTION STRATEGY FOR THE NEIGHBORHOOD

$441,672

THE GOLDEN TRIANGLE BID WAS SELECTED TO RECEIVE $441,672 FROM THE DISTRICT DEPARTMENT OF TRANSPORTATION TO JUMPSTART THE CONNECTICUT AVENUE STREETSCAPE PROJECT, WHICH WILL TRANSFORM CONNECTICUT AVENUE INTO A WORLD-CLASS BOULEVARD

85,000

THE DISTRICT DEPARTMENT OF THE ENVIRONMENT AWARDED THE BID $85,000 TO TURN A TRAFFIC ISLAND INTO AN ENVIRONMENTALLY-FRIENDLY RAIN GARDEN TO REDUCE STORM WATER RUNOFF AND POLLUTION AT THE INTERSECTION OF M STREET AND RHODE ISLAND AVENUE NW

36 HOMELESS PEOPLE GET THEIR OWN PLACES TO LIVE IN 2009

GOLDEN TRIANGLE OUTREACH WORKERS HELPPED 36 HOMELESS PEOPLE GET THEIR OWN PLACES TO LIVE IN 2009

41 BIKE RACKS INSTALLED 41 BIKE RACKS ON BID SIDEWALKS TO SUPPORT ALTERNATIVE MODES OF TRANSPORTATION

NUMBER OF DIRECTIONS AND GREETINGS GIVEN BY GOLDEN TRIANGLE AMBASSADORS ON JANUARY 21, INAUGURATION DAY FOR PRESIDENT BARACK OBAMA

EDUCATION THE BID IMPARTED KNOWLEDGE ON ISSUES INCLUDING EMERGENCY PREPAREDNESS, SAFETY & SECURITY, HOMELESSNESS CONCERNS, OFFICE RECYCLING, AND CITY SERVICES TO BETTER EMPOWER THIS AREA'S AMAZING WORKFORCE

HOMELESS OUTREACH
OPEN-AIR CONCIERGE
STREET CLEANING
HOSPITALITY
POWER WASHING
OFFERING ESCORTS
ROLLING CLEANUPS
SWEEPING CURBS
ASSISTING OTHERS
FRIENDLY AMBASSADORS
BEING HELPFUL
PAINTING LIGHTPOLES
GIVING DIRECTIONS
EMPTYING TRASH CANS
FIRST RESPONDERS
PROMOTING THE BID
HELPING PEOPLE
GUM BUSTING
REMOVING SNOW
ROAMING HELPERS
With a staff of more than 30, the Ambassadors are the Golden Triangle’s roaming concierge and cleaning team, bringing a high-level of hospitality and cleanliness to the neighborhood. In January 2009, the BID undertook a major community coordination effort in preparation for President Barack Obama’s inauguration, and in typical above-and-beyond behavior, many Ambassadors spent the night in the BID to be ready to help the hundreds of thousands of visitors on the morning of January 21. Throughout the year, Ambassadors emptied trash cans 36,430 times, swept curb faces in the BID daily, and power washed sidewalks on weekends. They provided 1,664 escorts to people in need, and offered countless smiles and greetings to those they saw every day, helping to build relationships and a sense of community in DC’s central business district. The Ambassadors also began using iPhones in the summer of 2009 as another tool to achieve exemplary customer service, and Ambassadors were regularly mystery shopped by anonymous customers to ensure and improve the quality of their interactions with the public.

Keeping the Golden Triangle clean is a team effort not exclusive to the Ambassadors—business and property owners, managers, and tenants collaborated with Ambassadors while the Golden Triangle implemented intensive “rolling cleanups” to take a fine-tooth comb to cleaning every street in the BID. Ambassadors also help the city keep the streets golden as well, by filing service requests with the government on a daily basis, which resulted in more than 600 cases in 2009 where the city fixed items in the Golden Triangle such as malfunctioning streetlights, sinkholes, dead trees, and broken sidewalk pavers.
GOLDEN TRIANGLE NEWS
THE NEW QUARTERLY STREET PAPER, HELPS BUILD COMMUNITY AWARENESS OF THE GOLDEN TRIANGLE AND ALL IT HAS TO OFFER

PUBLIC ART
THE BID BROUGHT ALLEY AND BIKE RACK ART TO THE STREETS AND DEVELOPED PLANS FOR MORE PUBLIC ART

INAUGURATION
AMBASSADORS HELPED THOUSANDS OF VISITORS AND REMOVED HUNDREDS OF TRASH BAGS DURING THE PRESIDENTIAL INAUGURATION WEEKEND TO KEEP THE BID FRIENDLY AND CLEAN

GOLDEN BEST
FOUR AWARDS WERE GIVEN OUT THIS YEAR TO INDUSTRY PARTNERS FOR THEIR SUPPORT TOWARDS ACHIEVING COMMON GOALS

SAFETY & SECURITY
THE BID WORKED CLOSELY WITH LAW ENFORCEMENT AGENCIES TO ENSURE A SAFE AND WELCOMING NEIGHBORHOOD

MEMBER SERVICES
FROM PROPERTY MANAGER ROUNDTABLES TO NETWORKING HAPPY HOURS, THE BID HELD EDUCATIONAL AND SOCIAL EVENTS FOR ITS MEMBERS

78,000
PEOPLE WORK IN THE GOLDEN TRIANGLE
In 2009, the BID furthered its plan to bring public art to the Golden Triangle with two eye-catching and unusual projects. Collaborating with the owners of Famous Luigi’s Italian restaurant, the BID transformed an alley wall with graphic art along a block of 19th Street full of outdoor dining and nightlife and made it an even more vibrant area of the Golden Triangle. The BID also issued a call to artists for designs of bike racks and installed a truly creative rack that spells out “bike here” at the Dupont Circle south metro entrance.

Throughout the year the BID held special events to encourage workers and visitors to visit the neighborhood during “off peak hours”. These events increased evening patronage of area businesses and included a Thursday evening summer concert series attended by hundreds of people and horse-drawn carriage rides down the BID’s festively-lit streets during the holidays. The BID also brought news, novelty, and fun to people out in the streets through activities such as giving away carnations for Valentine’s Day, publishing a new quarterly street newspaper to let people know about what’s buzzing in the neighborhood, and handing out a cheeky holiday shopping guide to promote Golden Triangle businesses to the workday population.

ART, MUSIC, AND INTERACTION: JUST SOME OF THE WAYS THE GOLDEN TRIANGLE BID HAS WORKED TO BOLSTER THE VIBRANCY OF THIS EXCEPTIONAL NEIGHBORHOOD AND LEND A UNIQUE ATMOSPHERE TO DC’S CENTRAL BUSINESS DISTRICT.
201
NUMBER OF USED CELL PHONES RECYCLED DURING SPRING CLEANUP WEEK’S FLOWERS FOR PHONES INITIATIVE

MARRIAGE PROPOSAL
2009 MARKED THE FIRST MARRIAGE PROPOSAL AT THE SOUNDS IN THE SQUARE CONCERT SERIES

MORE THAN 30 SHOPS, RESTAURANTS AND CLUBS OPENED IN THE BID INCLUDING:
ELEPHANT & CASTLE, MIDTOWN LOFT, PUBLIC BAR, CVS, DRZ JEWELERS, BLACKFINN AMERICAN SALOON, METROPOLITAN OPTICAL, VERIZON WIRELESS, PRET A MANGER, AND MANY MORE

SOUNDS IN THE SQUARE
900
PLANTINGS MADE IN THE PARK ADOPTED BY THE GOLDEN TRIANGLE BID AT THE INTERSECTION OF M STREET AND NEW HAMPSHIRE AVENUE

EIGHT CONCERTS COVERING SALSA, REGGAE, BLUES, EIGHTIES, ROCK, COUNTRY, AND MORE BROUGHT FARRAGUT SQUARE TO LIFE ON THURSDAY EVENINGS IN JUNE AND JULY
The Golden Triangle BID constantly seeks to be smart, golden, and vibrant in its projects and programming. But these attributes are also a reflection of the BID’s outstanding members, what they achieve, and what they stand for. The Golden Triangle neighborhood this year was full of firsts, like Bourbon Coffee, the first U.S. shop bringing sustainable coffee from Rwandan farmers and Pret a Manger, the first DC location for this world-popular restaurant chain serving fresh organic meals. Popular restaurant Teatro Goldoni was the first in the Golden Triangle to be chosen by the public to win a RAMMY from the Restaurant Association Metropolitan Washington for favorite restaurant of the year. This year, many Golden Triangle buildings updated the face of the neighborhood through innovative renovations like 1801 K Street, which installed unique and unusual light art in its lobby and 1225 Connecticut Avenue, the first redeveloped office building in the eastern United States to achieve LEED Platinum certification. The new 1999 K Street designed by renowned architect Helmut Lang sold for $207.8 million, the second highest price for an office building in the District’s history. And the buildings at 1875 Pennsylvania Avenue and 1899 L Street won TOBY awards from the Apartment and Office Building Association for excellence in building management, operational efficiency, and community impact. All in all, the Golden Triangle BID represents unusually remarkable members, and is proud of all that they have achieved in 2009.
**STATEMENT OF FINANCIAL POSITION**

**ASSETS**
- Cash and Cash Equivalents: $1,058,541
- Investments in Certificates of Deposit: $2,559,447
- Accounts Receivable, Net: $28,739
- Interest Receivable: $18,331
- Prepaid Expenses and Other: $21,040
- Property and Equipment, Net: $188,519

**TOTAL ASSETS**: $3,874,617

**LIABILITIES AND UNRESTRICTED NET ASSETS**
- Accounts Payable and Other Liabilities: $88,540
- Unrestricted Net Assets: $2,033,463
- Property and Equipment, Net: $188,519
- Board Designated: $1,564,095

**TOTAL LIABILITIES AND UNRESTRICTED NET ASSETS**: $3,874,617

---

**STATEMENT OF ACTIVITIES**

**SUPPORT AND REVENUE**
- BID Assessments: $3,353,984
- Contracts for Service: $50,000
- Interest Income: $72,445

**TOTAL SUPPORT AND REVENUE**: $3,476,429

**EXPENSES**
- Ambassador Operations: $1,755,367
- Homeless Outreach: $121,730
- Program Services: $17,363
- Marketing & Communications: $348,117
- Administrative: $968,008
- Capital Improvements: $69,028

**TOTAL EXPENSES**: $3,279,613

**Increase in Unrestricted Net Assets**: $196,816

---

**STATEMENT OF CASH FLOW**

**Net Cash Provided by Operating Activities**: $157,009

**Net Cash Used in Investing Activities**: ($956,490)

**Net Decrease in Cash and Cash Equivalents**: ($799,481)

- Cash and Cash Equivalents, Beginning of Period: $1,858,022
- Cash and Cash Equivalents, End of Period: $1,058,541

---

*This information has been derived from the financial statements audited by Beers & Cutler PLLC. The complete set of audited financial statements are available upon request from Leona Agouridis of the Golden Triangle Business Improvement District Corporation.*