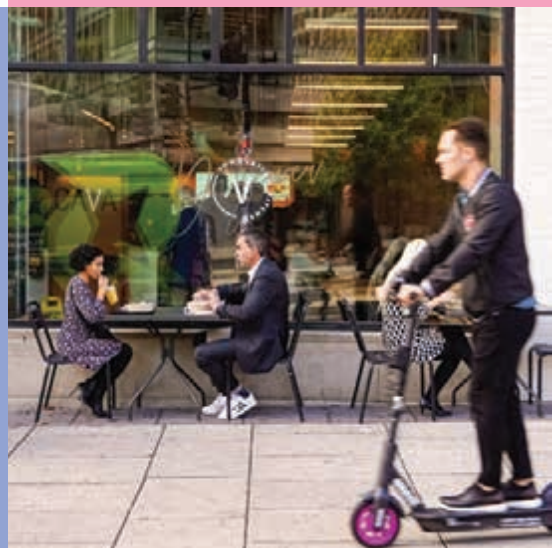


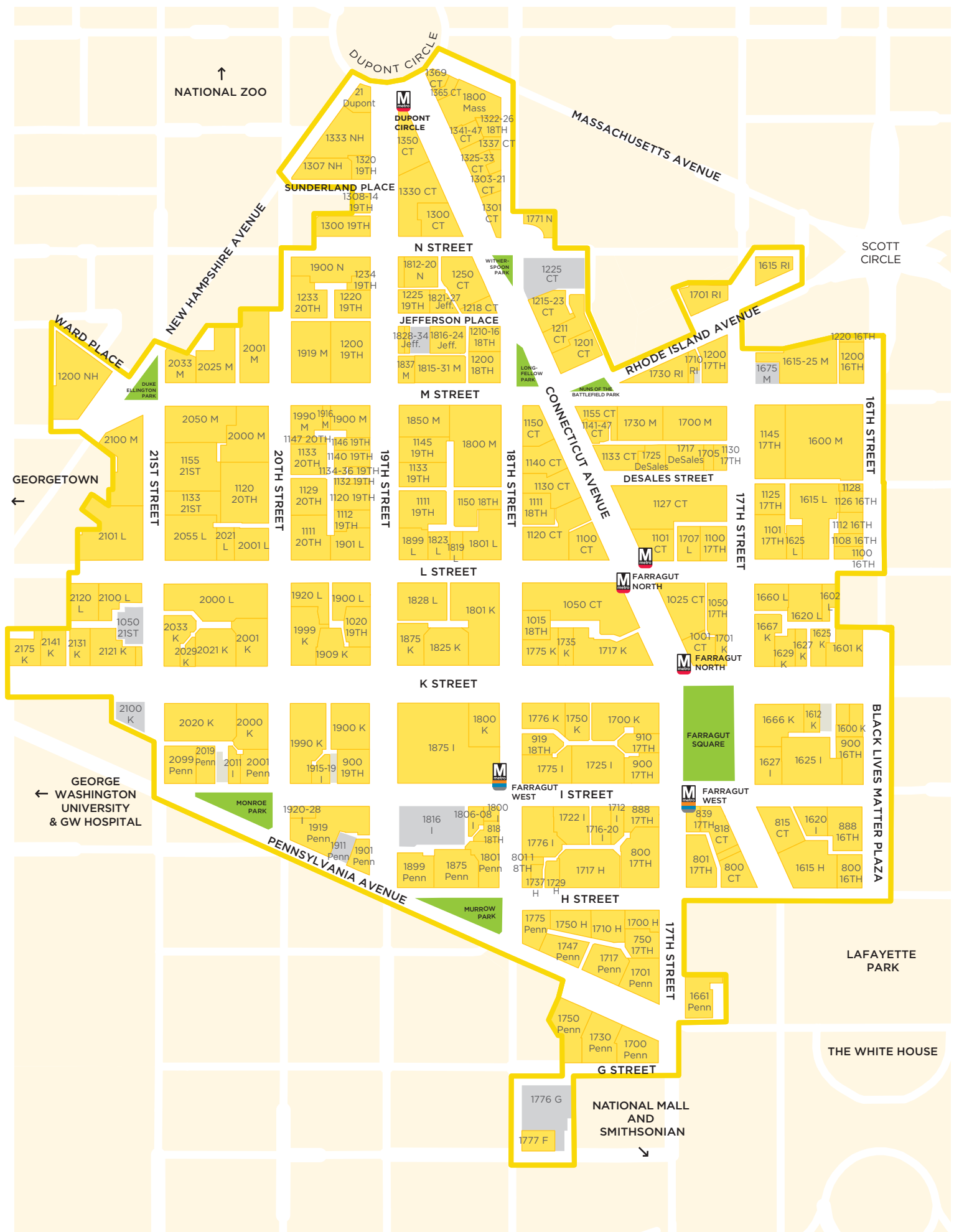
ANNUAL REPORT

2022

Reimagining
Our Commercial Core



GOLDEN TRIANGLE™



MESSAGE TO OUR MEMBERS

Throughout the last year, the BID laid critical groundwork to meet the new realities of a hybrid work environment and recultivate a thriving commercial core in our nation's capital. Early on, we engaged with a diverse range of stakeholders to create and launch a bold and ambitious strategic plan—one that supports a shared vision of a world-class, mixed-use neighborhood. While we focused on spearheading transformational efforts in 2022, we also brought back popular events that helped enliven the Golden Triangle, and we sustained essential services that kept our streets shining.

PLANNING FOR THE FUTURE

At the forefront of our work was making progress toward the Golden Triangle of tomorrow, which includes more people living here, accessible spaces for everyone to gather, and a tech community that fosters innovation and job growth.

- Building on our forward-thinking strategic plan, we began preparing for charter renewal by developing a new business plan and exploring ways to tie to the new DC five-year economic development strategy.
- To advance office to residential conversions, we advocated for abatements and initiated changes to make the streets more resident-friendly.
- Working with industry leaders and local officials, we promoted the Penn West Equity and Innovation District as a prime destination for a tech ecosystem.

WELCOMING BACK THE COMMUNITY

For nearby residents and office workers returning to the Golden Triangle, the BID hosted outdoor events from May through October, created gathering spaces that encouraged lingering, and featured welcome back messages throughout the neighborhood.

- Popular BID events like movies, yoga, and Pilates in Farragut Square returned in the evenings; and a new live concert series featuring local musicians brought energy to the park during lunchtime.
- We repurposed asphalt into a new pocket park at the Connecticut Avenue Overlook; added 70 tables and 160 chairs in the BID's seven parks; and continued to maintain art and green spaces throughout the community for everyone to enjoy.
- Our campaign aimed at returning office workers and nearby residents peppered the streets with warm welcome back messages and leveraged digital media to highlight unique Golden Triangle businesses and experiences.

MAINTAINING THE GOLD STANDARD

Core services remained a BID priority as we began the transition to a post-COVID era.

- Keeping the streets clean and safe, dedicating resources to support persons experiencing homelessness, and maintaining beautiful spaces provide a firm foundation for the BID's future.
- Supporting our members guided our work, and we helped navigate both complex and routine challenges, from construction and utility work to permitting and rodent control.
- Our award-winning emergency response and sustainability programs, as well as favorite competitions like Golden Haiku and GLDN+ Streets, engaged and strengthened our community.

Our work is more critical than ever as a post-COVID district takes shape. We remain steadfast in our resolve to work with the community and government partners as we address the challenges ahead. The BID is committed to providing fundamental services, creating vibrant activities and places, and leading a transformational reimagining of the central business district that includes advancing mixed-use and fostering a diverse community. We look forward to supporting our members as the Golden Triangle evolves.

Sincerely,



Kathryn Clement
President, Board of Directors



Leona Agouridis
Executive Director



BRILLIANT AT THE BASICS

The Golden Triangle Ambassadors, known for their signature yellow clothing, have been hard at work keeping the neighborhood clean, safe, and vibrant throughout the year. From cleaning the streets and picking up trash, to painting, clearing snow, power washing, and caring for fixtures and trash cans, our Ambassadors keep the Golden Triangle sparkling.





70,717

Number of trash
and recycling
bags collected

5,115

Number of
stickers/
graffiti
removed

1,147

Hours of
All Terrain
Litter Vacuum
cleaning

7,681

Number of
ambassador
interactions
with the public

SETTING THE GOLD STANDARD

We have consistently created beautiful landscapes that bring life and color to the Golden Triangle. Annuals and other native flora planted around Connecticut Avenue, the rain gardens, Farragut Square and other parks brighten the streets. Our team planted over 20,000 plants and maintained 36 baskets and more than 40 planters.

As more people returned to the neighborhood, we maintained pristine streets and sidewalks to ensure the Golden Triangle remained welcoming. We also set up 70 tables and 160 chairs throughout neighborhood to provide more ways for people to enjoy outdoor space.





SAFE, SECURE,
PREPARED

The Golden Triangle BID is known for its award-winning safe, secure, and prepared program. Our staff works with public safety officials and property managers, conducts preparedness exercises, and provides member training to help ensure the neighborhood is ready to respond to situations impacting safety.

KEEPING THE NEIGHBORHOOD SAFE

This year our staff kept the neighborhood and other stakeholders informed during emergencies and critical special events through our “E-Alert” emergency messaging system. We took an active role assisting property managers, utility companies, and District government in responding to significant incidents, including a large water main break, power outage, and several police related incidents. We continue to work with District and Federal law enforcement agencies to identify crime trends and to coordinate with properties to keep the neighborhood safe.

INTRODUCING MAPS

We introduced Maps and Access Packets (MAPS), a set of standard templates that rapidly provide building layouts and other critical information, which enable first responders to deploy resources more efficiently during an emergency. Our staff met with more than a dozen property management companies to support them in completing their templates and better prepare them for emergency response.

RESILIENCE EXCHANGE

Executive Director Leona Agouridis participated in the Resilient Nation Partnership Network’s Resilience Exchange – a series of events where leaders share their knowledge and advance conversations around a particular area of natural hazard resilience. In the “Arts and Adaptation” session, Leona joined a panel of experts to discuss the positive impact of public art in response to a catastrophe.

PREPARING OUR MEMBERS FOR EMERGENCIES

The BID partnered with the Metropolitan Police Department of the District of Columbia and the DC Fusion Center to bring together 30 property managers for a security response briefing and exercise on how to safely address an intruder situation in their buildings. This exercise provided property managers with the knowledge and skills to respond successfully to this scenario and similar emergencies.





HOMELESSNESS SERVICES



Homelessness is a priority issue that grew during the COVID pandemic for DC and downtowns nationwide. For more than a decade, the Golden Triangle has supported a housing first model and partnered with Pathways to Housing to provide ongoing support and critical resources to people experiencing homelessness.

A FOCUS ON MENTAL HEALTH

Facing the current homelessness crisis, our team continued to make mental health a priority and regularly interacted with individuals with complex challenges to address vital needs. We bolstered our homeless outreach team by

including a dedicated, licensed social worker who helps guide support on the streets. In addition, the BID shared best practices with property managers for how they can connect individuals experiencing homelessness with the support they need.

Ongoing Face-To-Face Support Interactions

395

Individuals
Served

85

New Individuals
Served

6

Individuals
Housed

1,191

Number Of
Face-To-Face
Engagements



NEIGHBORHOOD ENGAGEMENT

While a hybrid work environment has significantly reduced the number of people in the Golden Triangle, foot traffic increased in 2022 to its highest levels since the start of COVID. The BID was ready to welcome everyone back with exciting activities that provided reasons to venture into the neighborhood and connect with others.

STREETS FOR PEOPLE

The Golden Triangle BID secured more than \$1 million in funding from the District Office of Planning to enliven streets, sidewalks, and parks. Through the Streets for People Grant, we began creating new community spaces and expanded outdoor events to encourage more people to linger and enjoy the neighborhood.

INTRODUCING GLDN+

As a nod to our vision for the Golden Triangle of the future, we rebranded our outdoor programming with a visual identity that promotes the BID as an inviting and innovative neighborhood. The new GLDN+

colors and designs are displayed on colorful banners adorning the streets, bright pink event tents, and more.

OUTDOOR EVENTS

With more workers returning to the office and neighborhood, we hosted varied events to engage the community.

The season kicked off with GLDN+ Outdoor Office - from May through October - with seating in the Golden Triangle parks for people to gather or work outside. Yoga and Pilates aficionados joined twice-weekly GLDN+ TriFit, participating in free fitness



classes with certified instructors. To the delight of movie buffs, GLDN+ Cinema returned after a two-year hiatus. Our outdoor movie series hosted in Farragut Square in June and September brought in popular films like *Encanto* and *Ghostbusters Afterlife*.

Using Streets for People funds, we premiered a six-week lunchtime music series called GLDN+ Sounds, featuring local musicians whose performances ranged from jazz to Celtic fiddle. The live music invited nearby workers to enjoy lunch or a mid-day stroll in Farragut Square.

GOLDEN HAIKU

The internationally recognized contest, Golden Haiku, continued to bring creative poetry to the Golden Triangle streets. Participation in the 2022 competition increased by 50% over the prior year. This was a record year with 2,900+ submissions from 71 countries and 49 states and DC—and nearly 300 youth entries. Winning entries were printed on signs and displayed in tree box gardens throughout the BID. Media coverage of Golden Haiku included a news segment by NBC4-TV.



BRINGING ART OUTDOORS



The BID is home to

museum-quality art in parks, ground floor windows, and along sidewalks. In the last year, we premiered several inspiring pieces that attracted visitors and created beautiful gathering spaces for our community.

LOVE/HATE

More than 200 people gathered in Farragut Square to celebrate the ribbon-cutting for *LOVE HATE*, a large-scale artwork by German artist Mia Florentine Weiss, that made its U.S. debut in the Golden Triangle. The *LOVE HATE* project was a collaboration between the BID, the German Embassy, and the European Union. The impressive steel structure attracted thousands of people downtown to pose with the art.

CONNECTICUT AVENUE OVERLOOK POCKET PARK

We installed a pocket park on the Connecticut Avenue Overlook that features landscaping, bright paint, and seating. The park will be home to a light-based sculpture by California-based art collective HYBYCOZO, which was a fan-favorite during the Golden Triangle BID's landmark collaboration with the Renwick Gallery for their Burning Man exhibition in 2018.



SOCIAL SPACES

This public art initiative was designed to create shared outdoor spaces for people to connect. Community artwork pieces *MERIDIAN* by Cheryl Wing-Zi Wong, *Common Ground* by Risa Puno, and *Circula* by Tomek Rygalik continued to be popular gathering areas in the Golden Triangle. The art pieces arranged around Murrow Park served as an outdoor retreat for people to enjoy a lunch meet-up with friends, an afternoon break, or a place to simply admire the artistic beauty of Social Spaces.



Common Ground by Risa Puno.

SUPPORTING OUR MEMBERS



Top: Golden Triangle BID team with Deputy Mayor for Operations and Infrastructure, Lucinda Babers.

Our team focused on helping property owners and managers, businesses, and partners navigate the impacts of COVID and a gradual return to the neighborhood. Our staff implemented programs that welcomed workers back to the Golden Triangle, continued to support businesses around shifting COVID guidance, and provided regular communication around large-scale construction projects that affect Golden Triangle properties.

WELCOMING EVERYONE BACK

The Golden Triangle's Welcome Back campaign encouraged visitors and workers to return to the Golden Triangle. We launched a multi-month digital campaign highlighting things to do in the neighborhood, anecdotes from local business owners, and tips on how to get around the area. A gift card giveaway series showcased local shops and restaurants, encouraging everyone to support businesses in the Golden Triangle.

SUPPORTING OUR MEMBERS COVID Protocol

We continued to serve as a resource for property owners and managers, employers, and retailers on topics surrounding the pandemic. We supported members with up-to-date COVID guidance from Mayor Bowser's office, and information on grants and other funding opportunities available to restaurants and retailers.

Construction Information

Our staff coordinated with property managers to support the properties impacted by Washington Gas and Pepco and other building construction projects. Our support included open communication channels with our team and facilitating interactions with the project leaders.

THE OPENING OF
NINETY-TEN BY DC
SWEET POTATO CAKE
BROUGHT MORE THAN
100 PEOPLE
TO CELEBRATE THE
NEW POP-UP JUST
STEPS FROM
FARRAGUT SQUARE

Nightlife

We coordinated a site visit with several public officials to discuss nightlife impacts on the neighborhood and advocated for bar crawl licensing that will consider safety and cleanliness impacts before approval. As a result, the DC Department of Public Works made a commitment to support our team in nightlife cleanup on high use holidays.

Rodent Control

Our team met with the DC Health Rodent and Vector Control Division and Solid Waste Education and Enforcement Program to educate and enforce coordination around rodent problems. We also engaged with property and business owners about steps they could take to minimize common urban-area rodent problems.

Walking Tours

To show firsthand the impacts of the pandemic on the neighborhood and highlight BID priorities, BID leadership hosted more than a dozen walking tours with Councilmembers, local government agencies, and economic development leaders. These walking tours helped illustrate how the Golden Triangle has changed



since COVID began and spurred important discussions about what will be necessary for the Golden Triangle to thrive in the future.

BISNOW AND THE FUTURE OF DOWNTOWN

Executive Director Leona Agouridis participated in a Bisnow panel titled “Future of Downtown DC and the Golden Triangle” to share insights into the current and future state of the central business district, including mixed-use conversions, the new realities of hybrid work, and enlivening the streets.

BUY GOLDEN DC

We launched Buy Golden DC, a strategic communications initiative aimed at showcasing restaurants and retail businesses in the Golden Triangle and attracting new customers. Buy Golden DC utilized the BID’s social media channels to share monthly video reels and connect online audiences to businesses. The campaign also expanded to in-person events with the inclusion of Grow Golden



business owners in the popular Heurich House holiday market.

GROW GOLDEN

Our Grow Golden pop-up retail program continued to activate ground floor and vacant spaces with small business owners. We welcomed the fifth and sixth Grow Golden businesses in the neighborhood – Ninety Ten by DC Sweet Potato Cake and Nazca Mochica/Chifa DC. Grow Golden pop-up, HOMME Art Gallery, continued to delight the neighborhood with its ground floor gallery featuring unique art exhibits.



SUSTAINABILITY

As the first LEED certified BID in the world, the Golden Triangle is widely recognized for its commitment to sustainability. Our team led impactful initiatives that brought in more green spaces, encouraged properties to adopt ecofriendly solutions, and educated the community on the importance of being part of a sustainable neighborhood.





SUSTAINABLE BUILDINGS

We brought together 27 property managers and engineers to tour a few of the 29 green rooftops in the neighborhood. These spaces feature herb gardens, beehives, rainwater collection systems, and solar panels. While seeing these green rooftops first-hand, property managers were able to share best practices on how to maintain green rooftops, strengthen their sustainability efforts, and meet new energy standards.

CREATING POLLINATOR HABITATS

We continued our partnership with Smithsonian Gardens for the popular tree box competition GLDN+ Streets. More than 20 properties throughout the neighborhood installed 50+ pollinator-friendly gardens to create green spaces and educate the community about the importance of pollinators.

RAIN GARDENS

Rain gardens on M Street, Duke Ellington Park, and along 19th Street continue to bring nature into city corridors and provide cooling shade to the Golden Triangle sidewalks. These award-winning gardens have become a popular neighborhood feature among visitors, who linger among the native pollinator-friendly plantings and comfortable seating. We continued to maintain the rain gardens and plant more perennials throughout the year to enhance the beautiful landscaping.

AMENITIES FOR THE BIKING COMMUNITY

Our team continued to provide parking options for bicyclists commuting to and from our neighborhood. This year we installed 24 bike racks – adding to the more than 500 racks in the Golden Triangle.



PENN WEST EQUITY AND INNOVATION DISTRICT



The past year brought steady progress for the Penn West Equity and Innovation District (Penn West). The BID secured vital funding; established partnerships with industry leaders and engaged the tech community; supported programs designed to make mentorship opportunities accessible to talented entrepreneurs; and continued to work with The George Washington University and the District's Deputy Mayor's Office of Planning and Economic Development (DMPED) to build a tech ecosystem in the District.



Opposite page, lower left: Left to right: Mark Wrighton, President at The George Washington University; Leona Agouridis, Executive Director at Golden Triangle BID; John Falcicchio, Deputy Mayor for Planning and Economic Development; Tien Wong, Founder at The Big Idea CONNECTpreneur Forum; Jim Chung, Associate Vice President for Research Innovation and Entrepreneurship at The George Washington University.



NEW GRANT BOOSTS DISTRICT'S GROWTH

The BID secured a \$2 million DMPED grant in May to help catalyze Penn West. The grant includes funding intended to harness tech talent by sponsoring incubators and accelerators in the Golden Triangle.

THE BIG IDEA CONNECTPRENEUR FORUM

In May and October, the BID brought in and sponsored The Big Idea CONNECTpreneur Forum.

The popular tech networking and pitch event attracted hundreds of entrepreneurs and investors into the Golden Triangle on both occasions.

DC START UP WEEK

The BID sponsored DC Start-Up Week and kicked off the tech-centric event in the Golden Triangle. BID leadership and Penn West partners spoke to hundreds of attendees about the future of technology in DC and how Penn West can support entrepreneurs working to grow their businesses.

WELCOMING TECHSTARS

TechstarsDC, an accelerator program designed to provide equitable access to funding and support for BIPOC entrepreneurs, was drawn to the Golden Triangle for its commitment to equity and innovation. In September, the BID formally welcomed Techstars' inaugural DC class of 12 start-ups to the Golden Triangle. Seventy-five percent of these founders are BIPOC and over half are women.

LOOKING AHEAD



We look forward to bringing more lasting change to the Golden Triangle. Our vision for the future includes a premier mixed-use neighborhood with more people living here and enjoying the vibrant gathering spaces, shopping, dining, and cultural experiences.





A NEW ECONOMIC DEVELOPMENT STRATEGY

This year we completed extensive market research and started messaging development that will be used to drive a marketing

campaign that promotes economic development and the Penn West Equity and Innovation District. Positioning the Golden Triangle as a premier destination, promoting a tech ecosystem, and attracting and retaining businesses to fill the BID's 34 million square feet of office space will be areas of focus over the next year.

RESIDENTIAL CONVERSIONS

We have long advocated for policies and incentives that will support office to residential conversions. The first large-scale office to residential conversion in the Golden Triangle is now underway at the Elle Apartments (former Peace Corps HQ). Several additional office buildings have announced their intent to convert to residences. These conversions will help grow and diversify our community.

REINVENTING AREAS

Penn West Streetscape

The BID continued to work with the DC Department of Transportation, Councilmembers, utility companies, and other stakeholders to finalize the design and funding for the Penn West Streetscape Project. The project will provide six-foot-wide protected bike lanes; an enhanced tree canopy; and amenities like bike racks, benches, and other gathering areas for pedestrians. The project is fully funded and shovel-ready for 2024.

K Street Transitway

K Street is a prime corridor in the Golden Triangle. It is an area that sees thousands of commuters a day and is home to some of the top organizations and firms in the country. Our team will continue

to work with DDOT on the K Street Transitway project to ensure impacts on the office market recovery and the inclusion of green spaces stay top of mind.

Farragut Square

In late 2022, we brought together experts in urban planning, neighborhood visioning, transportation, and economic strategies to envisage the future of Farragut Square. Moving forward, our team will determine how to enhance this well-known community space to offer more creative features for everyone to enjoy.

Duke Ellington Park

The BID has been a champion for park enhancements and supporting updates that improve pedestrian and bicyclist safety. The Department of General Services will be renovating Duke Ellington Park to include an extended and more accessible sidewalk along M Street and a protected bike lane adjacent to the park.

With many exciting and transformative projects ahead, we look forward to continuing to work with partners, local government, and members to provide fundamental services, vibrant activities and places, and lead the way for an ambitious reimagining of the central business district in the post-COVID era. The future of the Golden Triangle is bright – it includes welcoming the workforce of the future, creating an inviting neighborhood for future residents, and attracting more businesses.



GOLDEN TRIANGLE

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*The Golden Triangle BID is a non-profit 501(c)(6)
that works to enhance DC's Central Business District
from the White House to Dupont Circle and
Black Lives Matter Plaza to New Hampshire Avenue NW.*

