



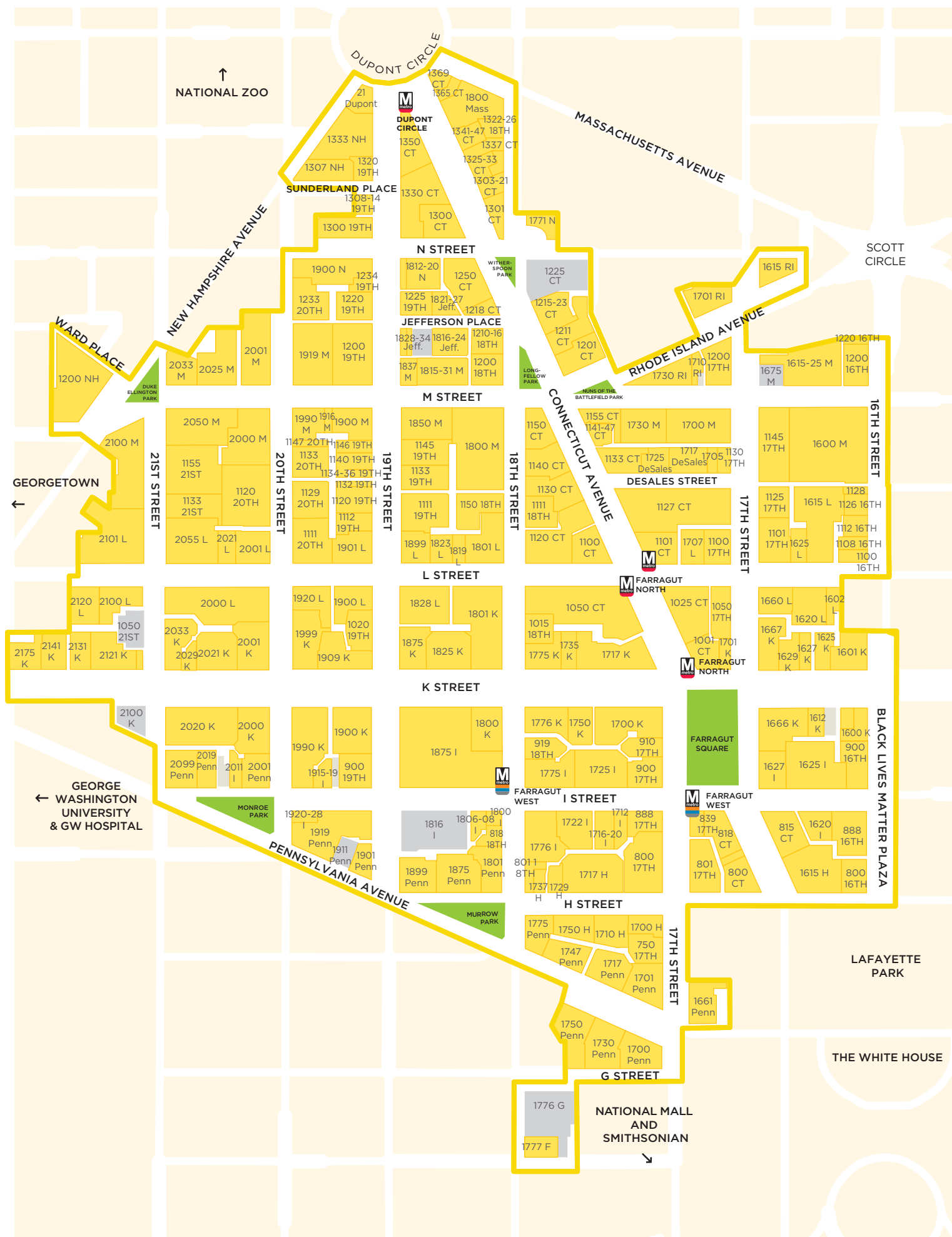
Featured art: Talisman Two by Valerie Theberge, 19th Street & Pennsylvania Avenue NW

CHANGEMAKERS

ANNUAL REPORT



GOLDEN TRIANGLE



MESSAGE TO OUR MEMBERS

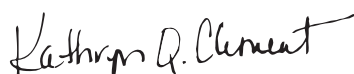
Since our modest beginnings a quarter century ago, the Golden Triangle BID has been a changemaker. In 2023, we celebrated 25 years of transformation in the Golden Triangle and renewed our charter for another five years. Throughout, we have been conceiving and leading a range of transformational projects that improve the area for our community and visitors. From transforming a dull stretch of asphalt into a beautiful urban expanse by adding a median on Connecticut Avenue, to creating the 19th Street Rain Gardens that replaced drab stretches of sidewalk with a green sanctuary to filter rainwater, our successes—alongside the constantly evolving uncertainties for business districts in today’s world—are driving our bold and ambitious plans for the future.

We remain busy keeping the neighborhood in tiptop shape with our essential services, even as we tenaciously navigate the Golden Triangle’s transformation in an uncharted post-pandemic era.

- Golden Triangle Ambassadors continue to set the gold standard for clean streets. Core services like landscaping, trash and recycling removal, leaf collection, and so much more, result in spotless curb lines and inviting public spaces. Visitors often remark that the beauty of our landscaping and the cleanliness of our streets set our area apart from other cities.
- Our close coordination with District officials and property owners is helping support a safe neighborhood. While crime has increased nationally since 2020, we have dedicated resources that work to mitigate issues and enable timely response when incidents arise. Our teams monitor activity and trends, as well as provide education and training that helps prepare the community for a range of circumstances.
- We have been keeping the neighborhood active for everyone who passes through the Golden Triangle. We brought back popular series like GLDN+ Sounds live lunchtime music and GLDN+ TriFit fitness classes, while adding amazing cultural performances like Ballet Folklórico and striking new public art such as the mosaic sculptures in the 19th Street Rain Gardens.
- More transformational projects are well underway. Among these efforts, we are working with the District government to move forward with construction of the Penn West Streetscape. Completing Penn West will achieve a bold vision that took form a decade ago to create a global corridor that features arts and culture, lush landscaping, enhanced transit spaces, and groundbreaking innovation.

As we enter 2024, we are thinking even bigger and reimagining the future of DC’s downtown. Our collaborative efforts to develop a Downtown Action Plan have been informed by extensive public feedback and expert analysis. The plan’s recommendations are crafted to align with the Mayor’s greater vision for DC as defined by the DC Comeback Plan. The action plan will support the economic vitality of the Golden Triangle for decades to come.

We have been changemakers in the past, and we will continue to be changemakers in the future. As transformation progresses, we will steadfastly deliver the gold standard in essential services and create vibrancy for our community. We thank all our members for your support as we work to create the future we have envisioned together.



Kathryn Clement
President, Board of Directors



Leona Agouridis
President and CEO

DOWNTOWN ACTION PLAN

Conversions are an important area of opportunity for the future of downtown. Last winter, Mayor Bowser joined us for a groundbreaking ceremony for the first major office to residential conversion in the Golden Triangle. Construction of the Elle apartments, developed by Willco at 1111 20th Street NW, is nearing completion and will add 163 residential units to the Golden Triangle.

Since that event, the Golden Triangle BID has been collaborating with the DowntownDC BID and the Federal City Council, with support from Mayor Bowser and her team, to comprehensively reimagine the future of DC's downtown.

Aligned with the Mayor's DC Comeback Plan, the BIDs are producing a Downtown Action Plan that recommends next steps for implementation, including high-impact investments, policies, and reuse of existing buildings to transform the area.

FISCAL IMPACT ANALYSIS

The importance of creating this action plan was substantiated through a net fiscal impact study we conducted with advisory firm RCLCO. That study concluded that the Golden Triangle has long served as a major economic contributor to the District. However, the impacts from the rise of remote and hybrid work present a threat not only to the neighborhood but also to the District's economic vitality.





KICKOFF EVENTS

More than 100 people attended Mayor Bowser's May 24th press event to launch the Downtown Action Plan at the GLDN+ Parklet on Pennsylvania Avenue NW. In June, a crowd of more than 200 gathered to kick off the action plan engagement process. This second event with Mayor Bowser included a polling exercise inviting the public to start sharing ideas about the future of downtown.

ENGAGEMENT PROCESS

The extensive engagement process has included collecting public feedback through an online comment form, open survey, and other public meetings, as well as targeted stakeholder input from steering committee meetings, focus groups, interviews, and a visioning workshop.

ALIGNING EFFORTS

Through the duration of action plan development, separate and complementary efforts are also

guiding the plan's creation. We have been working in tandem with the DC Office of Planning—providing input, leading tours, and facilitating interviews that share how public space is used by the community—to align efforts and inform DC's Public Realm Plan.

Final recommendations for the action plan are being put forward in early 2024 and will guide efforts over the coming years. We will share progress and track impacts over time.





Through the Penn West Equity and Innovation District (Penn West) we are cultivating an inclusive tech ecosystem in the Golden Triangle using a \$2 million grant from the Office of the Deputy Mayor for Planning and Economic Development (DMPED). We launched *pennwestinnovation.com* as part of a larger economic development repositioning campaign, worked with an increasing number of ecosystem partners and universities, hosted and sponsored multiple events, and awarded a sponsorship to stimulate workforce development programs.

ADDING PARTNERS

About a dozen organizations added their names as Penn West partners and are part of a growing community embracing equity and innovation across tech. DC's first Vitality Fund recipient, Virtru, became an early Penn West partner and moved its headquarters into the Golden Triangle. We nurtured the expanding partner network

PENN WEST EQUITY AND INNOVATION DISTRICT

by touring site selectors and sharing the many benefits this location offers.

MORE UNIVERSITIES

We began facilitating discussions among the growing number of universities that are creating campuses in DC's downtown. Alongside DMPED, we hosted a University Roundtable with leadership from Pepperdine University, Princeton University, Syracuse University, and the University of Southern California to identify areas for collaboration. We will continue to work with university leadership to further explore interests, such as shared resources for student housing and an incubation hub with communal amenities.

TECH EVENTS

In the spring, Penn West presented a networking event and interactive panel about *The Promises and Perils of Generative AI: Misinformation and Other Risks*. In partnership with DMPED, The George Washington University, and the Washington DC Economic Partnership, the event attracted more than 50 attendees and was held at Studio by Tishman Speyer. The event featured a panel of experts who discussed the impacts of AI and how to advance this technology successfully and responsibly.

Sponsored by Penn West, The Big Idea CONNECTpreneur Forum returned to the Golden Triangle twice more, in the spring and the



fall. The pitch competition and networking event brought together more than 200 attendees on each occasion and helped connect startups with investors.

DC Startup Week returned to the Golden Triangle for a second year. A full day of programming in Penn West focused on equity, including quick tips and general guidance to new startups and emerging organizations from GW Law Clinics, multiple panel discussions on topics like advancing social innovation and AI Tech, and a Female Founders and Funders networking happy hour.

WORKFORCE DEVELOPMENT

Through the DMPED grant, we awarded a sponsorship of up to \$200,000 to BuildWithin to expand their workforce development programs in

Penn West. Headquartered in Penn West, BuildWithin offers apprenticeships to train DC residents for new career paths and connects employers to emergent talent. The BID was honored with a Future of Work Visionary award last fall for being one of the first employers to hire a BuildWithin apprentice.





NEIGHBORHOOD ENGAGEMENT



Activating our neighborhood year-round with welcoming, fun, and inclusive public spaces and programs served as a magnet to draw more people downtown. After Labor Day, the neighborhood reached its highest amount of foot traffic since the start of the pandemic. Advancing our vision for the future of the Golden Triangle, we began integrating more arts and cultural events to broaden our programming.

INVITING PUBLIC SPACES

Bright new banners not only decorate the streets with whimsical colors but also display street names to help visitors navigate the Golden Triangle. Using funds secured through the Office of Planning's Streets for People grant, we installed four sets of GLDN+ Parklets, added outdoor furniture and art to the Connecticut Avenue Overlook, and created year-round

seating in four parks by adding 75 new tables and 150 new chairs. The enhanced spaces feature beautiful landscaping and provide more gathering space to socialize and linger.

FITNESS FUN

For fitness enthusiasts, our weekly exercise series, GLDN+ TriFit, returned with Barre classes in the spring and summer, and Pilates

classes in the fall. In May, about 200 bicyclists stopped by our pitstop in Farragut Square to pick up a t-shirt, sweets from Ninety Ten by DC Sweet Potato Cake, and flavored water from the new Gold's Gym that opened this year.

SILVER SCREEN ENTERTAINMENT

Just in time for spooky season, we held GLDN+ Cinema and screened the classic thriller, Alfred Hitchcock's *The Birds*, in the 2100 M Street Plaza. Attendees were treated to popcorn as they relaxed in our comfortable outdoor chairs and watched the film under the stars.

GOLDEN HAIKU

Our annual Golden Haiku competition, a favorite poetry writing event, was welcomed with anticipation from submitters of all ages worldwide. We received more than 3,100 original haiku, with submissions from 75 countries, all 50 states, DC, and Puerto Rico. Haiku signs on sidewalks throughout the neighborhood displayed the creativity of our global community. To help aspiring poets harness their creative talent, we partnered with the Japan-America Society of Washington, DC, to host a haiku-writing workshop in Studio by Tishman Speyer.

LIVE MUSIC

Celebrating the arts extended to the music scene. In collaboration with the DC Office of Cable Television, Film, Music, and Entertainment, live Go-Go concerts brought out enthusiastic



listeners who danced along to evening performances in June and September. In addition, GLDN+ Sounds summer and fall concert series brought an eclectic mix of live music to GLDN+ Parklets with a dozen performances during lunchtime.

DOWNTOWN THEATRE

In an important shift for the use of ground floor space downtown, we connected the Rorschach Theatre with Lerner Enterprises to take over vacant retail space with two separate productions. In July, the theatre attracted evening foot traffic with its showings of *Angel Number Nine*, followed by fall performances of *Night of the Living Dead*. During the summer, Rorschach Theatre also took the

arts outdoors, creating an element of surprise by performing skits for lunchtime passersby at the Connecticut Avenue Overlook.

CULTURAL EVENTS

The fall GLDN+ Events series launched with an outdoor show by Chilean dance group, Ballet Folklórico Lago Ranco. The dancers enlivened Murrow Park with beautiful movements and colorful costumes during their set of three short performances showcasing the rich cultural heritage of Chile. The program characterized the types of events we envision for Penn West as we move forward with the creation of a global corridor for urban sustainability, innovation, arts, and culture.



PUBLIC ART

As part of our commitment to making the Golden Triangle a fun and beautiful destination, we bring museum-quality artworks to public spaces for everyone to enjoy. Arts and culture remain a staple of our area, attracting activity and playing an increasingly important role as we look to invigorate DC's central business district in the future.

19TH STREET RAIN GARDENS SCULPTURES

We secured \$50,000 from the District Department of Transportation (DDOT) Arts in the Right-of-Way program to partially fund DC-based artist Valerie Theberge's creation of four mosaic sculptures. The permanent artworks were added along Pennsylvania Avenue, west of the White House, among the 19th Street Rain Gardens. The masterpieces capture the light, forms, colors, and beauty of the rain gardens, while symbolizing major changes coming to this area with the Penn West Streetscape.





ART IN WINDOWS

The Art in Windows initiative continues to decorate vacant ground floor retail storefronts with vibrant art. New artworks by local artists feature Kate Zaremba's *City Plan* and *The Embrace* and Kim Sandara's *Chelsea's Painting*. Additionally, we collaborated with local artist Carlos Carmonamedina to fill 300 square feet of construction walkways at the developing Elle apartments with 40 captivating illustrations depicting DC scenes.

BARRIER MURALS

Our intentional inclusion of art is one of the ways we beautify our community and embellish public space. In an example of functional design, local visual artist Juan Pineda applied his urban contemporary style to paint the protective barriers abutting the Connecticut Avenue Overlook pocket park and capping each end of the four GLDN+ Parklets.

GOLDEN SPIKE

We brought back artist team HYBYCOZO's sculpture, *Golden Spike*, which is now on display at the Connecticut Avenue Overlook. The piece first debuted in the Golden Triangle during our Burning Man collaboration with the Smithsonian in 2018 and was a fan favorite. The geometric patterns featured in the illuminated artwork cast mesmerizing shadows and invite public intrigue.



PARK YOURSELF

4 new Parklets offer welcoming spaces to gather and connect.





SUPPORTING OUR MEMBERS

Strengthening our community and serving our members is at the heart of our work. The neighborhood turns to us for up-to-date market trends and insights that inform business operations. We connect stakeholders, facilitate important discussions, and share resources to support our members.

PROPERTY MANAGER ROUNDTABLES

Property managers convened on several occasions to attend our informative and interactive roundtables covering topics such as utility work, rodent control, nightlife, and new energy performance standards. Experts from DC Health, the Metropolitan Police Department, the Department of Energy and Environment, and other

organizations shared critical information and provided tips for property managers to apply at their buildings.

UTILITY COORDINATION

With ongoing utility work downtown, we frequently coordinated with Pepco, Washington Gas, and DC Water to share regular updates about project timelines, look-ahead schedules, and potential impacts.

Walking tours with District leaders like Councilmember Zachary Parker emphasize the importance of the Golden Triangle to the District's future.



RETAIL CHAMPIONS

We connected the Mayflower Hotel with the White House Historical Association to open a pop-up holiday gift shop, offering another attraction to pull tourists into the Golden Triangle.

To support a vibrant shopping and dining scene downtown, we helped coordinate pick-up and drop-off zones and produced social media reels highlighting area businesses. We also assisted retailers with licensing and permitting issues, advocated with District agencies to expedite retail support, and shared information about local and federal retail grant opportunities.

We arranged tours of several retailers for the DC Office of Planning and the DC Department of Small and Local Business Development. Retailers shared feedback on how the District can improve the public spaces downtown, and particularly the public spaces adjacent to their businesses.

GROW GOLDEN

New Grow Golden business openings included Pop Social—a music and cocktail lounge, and Saya Salteña—a Bolivian caterer and takeout restaurant. Existing Grow Golden businesses Ninety Ten by DC Sweet Potato Cake and HOMME continued to add vibrancy to the community.

COLLABORATING ON SHARED INTERESTS

While conducting walking tours of the BID with District leaders, we pointed out specific needs in the community and our plans for the future of the Golden Triangle. The tours included newly elected Councilmembers like Matthew Frumin (Ward 3) and Zachary Parker (Ward 5), Councilmembers Brooke Pinto (Ward 2) and Christina Henderson (At-Large), and several agency directors.



Photo below by Ryan Maxwell





SUSTAINABILITY AND GREEN SPACES

We regularly enhance and add green spaces that offer sanctuary and interest downtown. As the first LEED-certified BID in the world, we continue to bolster the Golden Triangle's sustainability programs, which encompass everything from landscaping and rain gardens to bike racks and recycling.

WALKING TOURS

Showcasing rain gardens, rooftop apiaries and green spaces, we conducted many tours of the neighborhood, including walks with the Deputy Mayor for Infrastructure, the International Downtown Association Board, and local chapter members of the Daughters of the American Revolution. We also highlighted a sampling of the green initiatives in the Golden Triangle with a presentation to the Urban Land Institute.

GLDN+ STREETS

Every summer, our GLDN+ Streets competition brings inventive designs to tree box gardens on sidewalks throughout the Golden Triangle. This year, our streets were decorated with vibrant colors and creative landscaping as property managers competed to deliver 50 pollinator-friendly gardens worthy of marvel. Many displays included signs educating passersby about the plants, pollinators, and tips to use in their own home gardens.

PURPOSEFUL PLANTINGS

Our deliberate selection of plants included a mix of bulbs, shrubs, perennials, and

annuals that brought a variety of colors, textures, forms, and pollinator-friendly habitats to the neighborhood. Working with Smithsonian Gardens, we refreshed our landscaping approach for a more ecological model, swapping non-native plants such as nandina with native options like Fothergilla “Blue Shadow” and red twig dogwood. We even transplanted vegetation to alternate green spaces in the Golden Triangle and donated several plants to Anacostia Riverkeeper for planting back in the wild.

20TH STREET POLLINATOR GARDENS

In an exemplary demonstration of how our BID fosters transformation through public-private collaboration, we coordinated with the District Department of Transportation (DDOT), the public,

and our properties in making our neighborhood more welcoming and pleasant for new residents. We worked with DDOT to remove concrete and expand tree boxes on 20th Street, near the site of the first major residential conversion in the Golden Triangle. We also collected community input on design and maintenance for new pollinator gardens to fill the expanded tree boxes from L to M Streets. Initial plantings began in the fall. Spring will bring more plants and educational signage to the gardens. The surrounding properties will care for this added green space that beautifies the street for new residents, while supporting sustainability.



Over the past year,
the BID's landscaping
program planted:

5,855
Bulbs

2,174
Perennials

825
Annuals

265
Shrubs





SAFE, SECURE, PREPARED

Our award-winning safety and security programs are centered on deliberate planning, ongoing monitoring, swift response, and established networks. We continually collaborate with community members and District authorities to coordinate efforts, identify and apply precautionary measures, and remain prepared to move into action when incidents occur.

COORDINATING WITH PROPERTY MANAGERS

With safety and security a priority for downtown, we hosted two security events for our property managers. About 100 attendees took part in a presentation and engaging discussion about crime with the US Attorney's Office and Metropolitan Police Department (MPD) command staff and detectives. We also conducted a neighborhood walk with MPD officials, providing an opportunity to discuss concerns and ask questions, while offering



members insights and tips. In response to crimes around the neighborhood, we supported property managers and coordinated with MPD as needed.

TRAINING

Our teams provided onsite safety exercises and training with properties and businesses in the Golden Triangle. This year's programs included "Run, Hide, Fight" training, onsite visits to review security camera best practices, and the completion of threat assessments with individual properties.

SAFETY COUNCIL

We held three Safety Council meetings that brought together District safety officials, including MPD, Park Police, Transit Police, the Homeland Security and Emergency Management Agency (HSEMA), and others. Our Safety Council meetings enabled law enforcement

personnel from different agencies to share vital information with each other and coordinate efforts to address crime in the neighborhood.

OPERATIONS CENTER

We relocated the Ambassador program Dispatcher position, integrating this critical role into the BID's Operations Center. The new structure enables more efficient and comprehensive monitoring of the neighborhood and rapid coordination among teams, such as the safety/security, homeless outreach, and Ambassador teams. Moreover, our Operations Center is serving as a model for others. BID leadership from cities across the nation toured the Center and took best practices back to their own organizations. In addition, tours of the Operations Center with local District officials helped identify more opportunities for communication and coordination.

HOMELESSNESS SERVICES

As part of our essential services, we support people experiencing homelessness through our partnership with Pathways to Housing. As mental health issues have surged nationwide, our outreach team's work on the streets has become more important than ever. Our teams interact daily with unhoused individuals and connect them with critical health and wellness services, in addition to helping them find permanent housing.

73
new individuals
served

1,150
face-to-face
interactions

41
individuals assisted
with housing
applications

2
individuals
housed



BRILLIANT AT THE BASICS

SPARKLING STREETS

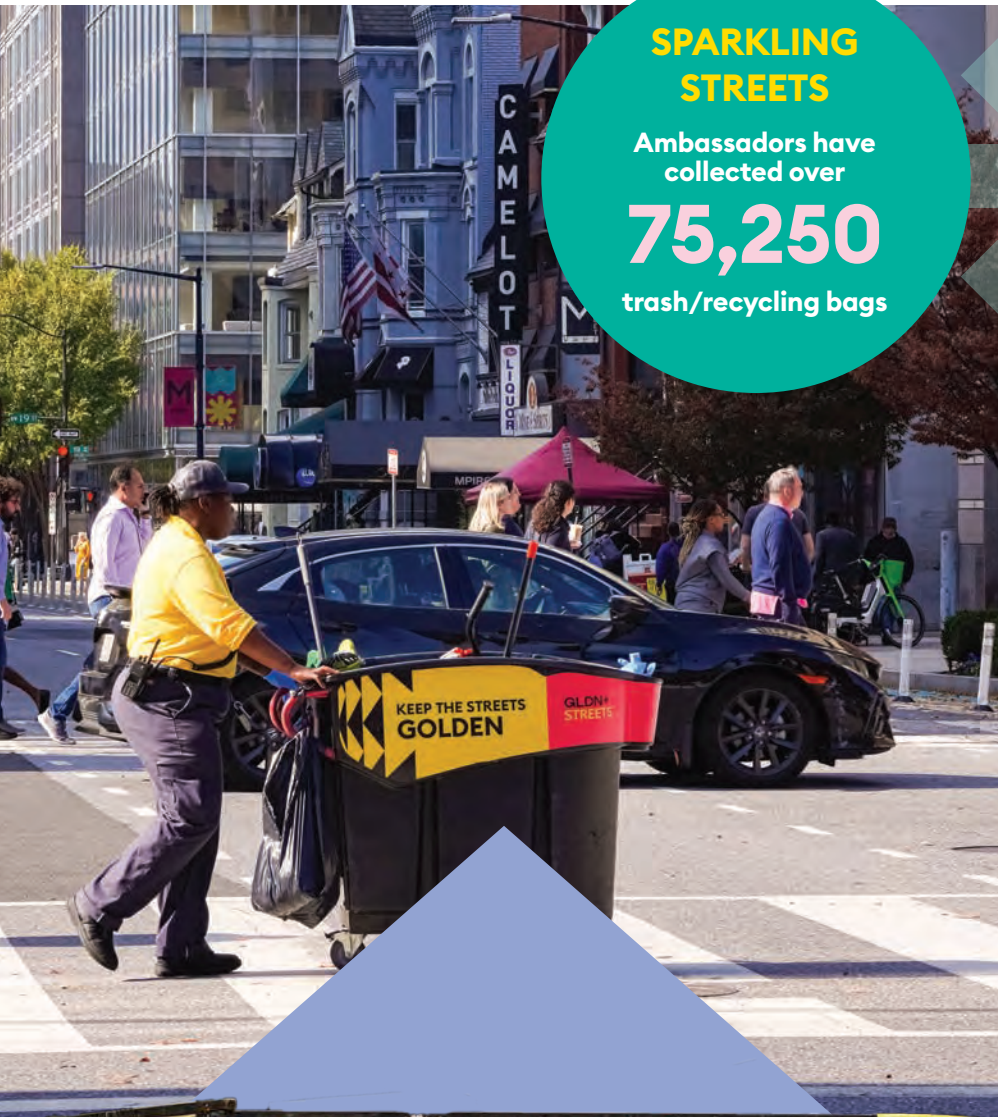
Ambassadors have
collected over

75,250

trash/recycling bags

The Golden Triangle's clean and beautiful streets are thanks to the year-round hard work of the diligent Ambassador team. Recognizable to all by their bright yellow clothing, the Ambassadors are always out-and-about creating a welcoming neighborhood and maintaining our signature gold standard for pristine public spaces.

Ambassadors provide an enormous range of services such as collecting trash, litter, and recycling; cleaning curb lines with all-terrain litter vacuums (ATLVs); removing stickers and graffiti; ensuring proper snow and leaf removal to provide safe passage; power washing sidewalks; assisting visitors with reaching their destinations; and much more.





The Golden Triangle
Ambassador team's services
in FY23 included:

1,950+
hours of ATLTV cleaning

240+
light poles/utility
boxes painted

4,570+
stickers/graffiti removed

36
flower baskets and
27 planters maintained

6,250+
interactions with
the public



LOOKING AHEAD

Transformation is an ongoing theme for the Golden Triangle. While continuing the essential services our members have come to rely on from the BID over the past 25 years, we have spent much of the past year reimagining the future of DC's downtown. Over the next year, these reimagination efforts will progress with detailed workplans and implementing change.

DOWNTOWN ACTION PLAN

We will work closely with Mayor Bowser and her team, DC Councilmembers, and other District agencies to secure funding and the necessary investments to implement the recommendations coming out of the Downtown Action Plan for the District of Columbia. The plan represents a massive effort to transform the future of the Golden Triangle and the surrounding downtown area.

PENN WEST STREETScape

Following years of intensive design and planning, the District Department of Transportation (DDOT) has announced plans to move forward with construction of the Penn West Streetscape we initially envisioned with federal and District of Columbia agencies, property owners, and Advisory Neighborhood Commissioners (ANCs) a decade ago. We will join forces with DDOT to establish



Pennsylvania Avenue west of the White House as a global corridor and model for urban sustainability, innovation, arts, and culture. Plans include more bike lanes and pedestrian space, amenities like bike racks and seating, lush landscaping, and an enhanced tree canopy.

PENN AVE POCKET PARK

Situated at the intersection of H Street and Pennsylvania Avenue, the Penn Ave pocket park will be activated with artist designed seating and shade structures. Adjacent to Murrow Park, this area is a popular spot for enjoying lunch or relaxing outdoors. The project is funded with a \$145,000 Streets for People grant we secured from the DC Office of Planning.

GROWING DEMAND FOR DC'S DOWNTOWN

Several universities announced plans to expand their presence in the Golden Triangle. The University of Southern California is creating its Capital Campus, Texas A&M



Penn West Streetscape rendering



University is expanding its footprint to more than 70,000 square feet, and Princeton University opened its School of Public and International Affairs in the same building where Syracuse University plans to occupy space on separate floors. Similarly, organizations like Virtru, Opexus, the Brown Advisory Group, Meridiam, and the Atlantic 10 Conference are selecting DC's downtown as their home.

The growing demand to be in DC's downtown signifies a national perception that this is a premier

place for education, business, connection, and innovation. Through both the BID and the Penn West Equity and Innovation District, we will foster connections among new and existing members of our community to encourage collaboration and shared resources within the Golden Triangle.

FARRAGUT SQUARE

As the quintessential town square for the Golden Triangle, Farragut Square's proximity to the White House is key to bringing more tourists into our neighborhood. Thanks to our efforts emphasizing the importance of this park, the

Mayor has allocated \$9.8 million to fund key improvements to Farragut Square between FY24 and FY26. In 2024, we will work together with the DC Department of Parks and Recreation, the National Park Service, the Mayor's team, and others to identify changes and features that will best enhance Farragut Square for use by visitors and the entire community.



Penn Ave Pocket Park rendering

CHANGEMAKERS

Following the extensive feedback process on reimagining DC's downtown this past year, we are excited to advance efforts that bring the resulting vision to life. Acknowledging we are in a pivotal moment, we look forward to working with our members, partners, and local government to usher in additional transformations and broaden recognition of the Golden Triangle as a premier mixed-use neighborhood with unmatched advantages. We are a community of changemakers, and we will continue to be changemakers in the future.



goldentriangledc.com

*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.*