

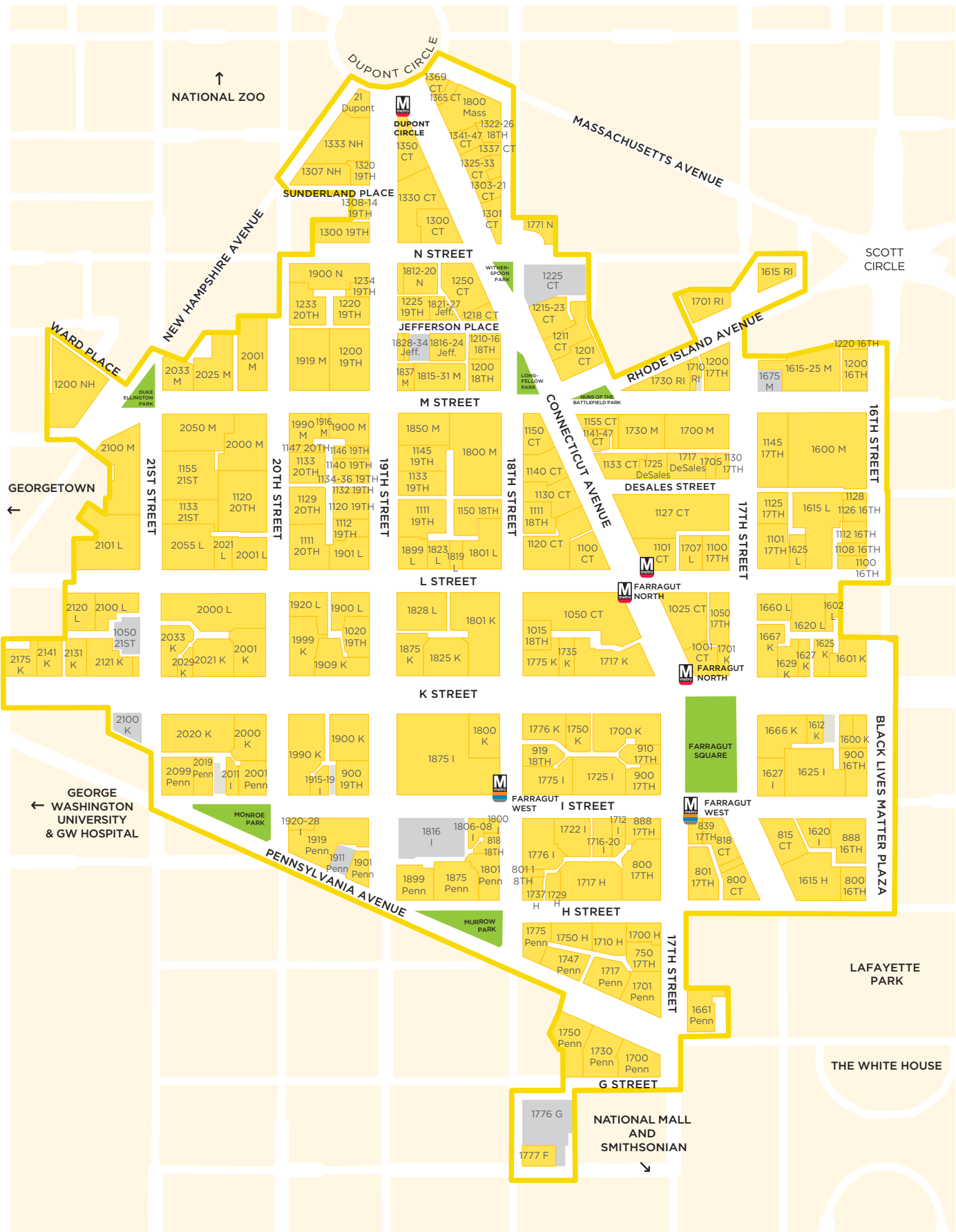


GOLDEN TRIANGLE

2024 ANNUAL REPORT

CHANGE IN MOTION





MESSAGE TO OUR MEMBERS

Momentum in the Golden Triangle's transformation became more visible this past year. Among our achievements, we welcomed the first residents to the neighborhood with the first major office-to-residential conversion downtown, brought in massive arts and theatre productions, developed a program for global business attraction, and helped promote a new museum opening.

Much of our work offered a foundation for advancing change:

- In February, we shared highlights from the Downtown Action Plan that the BID collaboratively developed with support from the Mayor and her team. The recommendations put forth in that plan identify new sources of demand for the Golden Triangle that will help spur our future transformation. The Downtown Action Plan charts our path for the next decade with specific actions and investments that can create a more dynamic, accessible, and diverse neighborhood.
- Foot traffic climbed to new heights since the pandemic, with about 75,000 people passing through the Golden Triangle every day. With more people in the neighborhood on Tuesdays, Wednesdays, and Thursdays, we invited office workers and visitors to gather outdoors with mid-week lunchtime events that featured lawn games, live music, and culturally rich programming.
- At the same time, we continued delivering essential services on the street. Our recognizable gold standard consistently defines the boundaries of the Golden Triangle with clean, inviting spaces and beautiful landscaping.
- Aligning with important conversations about safety, we prioritized the wellbeing of our community. We refined our approach to provide a regular safety-focused presence on our streets by adding a team of Safety Specialists.

Arts, culture, and activations infused our neighborhood last year as we took steps to reposition the central business district into more of a creative business district. The past year's achievements and steady progress have positive implications for the Golden Triangle's future.

Change is in motion and we look forward to building on this momentum. Thank you to our members for your support and sharing our vision to make the Golden Triangle a welcoming neighborhood that is attractive to everyone.



Owen Billman
Board Chair



Leona Agouridis
President & CEO

TRANSFORMATION

We are chronicling change before our eyes in the Golden Triangle. Signs of progress are all around us, visually affirming the neighborhood's transformation from an office-driven landscape to an inclusive mixed-use downtown.

Downtown Action Plan

In 2024, we completed the Downtown Action Plan in collaboration with the DowntownDC BID and the Mayor's Office, first revealing highlights during a press conference with the Mayor in February. The plan builds on Mayor Bowser's DC Comeback Plan by recommending actions and investments that redefine the District's central core to be a resilient and adaptable mixed-use downtown. The plan is based on a widespread five-month engagement process, as well as thousands of hours of robust research and extensive expert analysis.

In the plan, we identified different areas of substantial opportunities for growing demand in the Golden Triangle, including residential conversion, universities and public buildings, the public realm, arts and culture, and technology and innovation.

A set of five foundational elements underly the plan and are necessary for success. Those elements include strengthening public safety, creating a place of choice for businesses, building a residential base, leveraging transportation as an asset, and laying groundwork for the plan's implementation.





View the Downtown Action Plan

ReimagineDowntownDC.com

Conversion Immersion

With the completion of the District's first major office to residential conversion of Elle apartments at 1111 20th Street NW, we welcomed our first residents to the Golden Triangle. We planted pollinator gardens in front of the building to greet new residents and make the corridor homelike with flowers and other greenery. Our teams coordinated with the Mayor's office to celebrate construction progress and the final delivery of Elle's 163 apartments, resulting in coverage by The Washington Post, Bisnow, NBC4, WUSA9, WTOP, Popville, DC News Now, and Greater Greater Washington.

In early fall, Maison Dupont completed its conversion from a class C office building to a boutique hotel with French aesthetics. In the meantime, 1776 K Street NW began its conversion from office to a 278 key hotel. Others have announced plans to pursue multi-family and hotel conversions, indicating the office conversion trend will continue.

Following the release of the Highlights, our CEO presented at numerous events and held meetings with DC Councilmembers to build awareness of the plan's recommendations and encourage funding based on the revenue implications. Presentations with Bisnow, StreetSense, K&L Gates, the Washington DC Economic Partnership, the Committee of 100, and JLL helped broaden recognition of the Downtown Action Plan's potential to contribute to an even stronger Golden Triangle.



TRANSFORMATION



Awe-Inspiring Experiences

The opening of *The People's House: A White House Experience* has the Golden Triangle brimming with energy along Pennsylvania Avenue. We worked with the White House Historical Association as they prepared to open this major attraction across the street from the White House. This new immersive experience makes an encounter with the Executive Mansion available to everyone through cutting-edge technology. These unique exhibits not only attract local visitors, but also tourists from around the world, who are then choosing to shop and dine in the Golden Triangle.



Global Soft Landing Program

This new program is designed to create fresh demand for office space by attracting businesses from around the world. We developed the Washington DC Global Soft Landing program in partnership with the Washington DC Economic Partnership, the Office of the Deputy Mayor for Planning and Economic Development, The George Washington University, and Open Avenues Foundation.

Through the program, international entrepreneurs and businesses can access the resources and support they need to successfully enter the U.S. market. A comprehensive suite of services, including market intelligence, immigration solutions, networking opportunities, and more, paves the way for international ventures to thrive in the District's downtown. Studio by Tishman Speyer provides the soft landing space for program participants within the Penn West Equity and Innovation District here in the Golden Triangle.



Tech Trajectory

The Penn West Equity and Innovation District is continuing to grow and nurture a thriving tech ecosystem here in DC. Raising awareness of Penn West, we once again hosted DC Startup and Tech Week in the fall, as well as The Big Ideas CONNECTpreneur Forum in the spring and fall. We began partnering with DC Tech and Ventures Coalition, which brings together the tech community regularly to host events in Penn West that increase networking opportunities, offer more educational programming, and forge new connections for entrepreneurs and businesses.

Recognized by WalletHub, Forbes, and CBRE in the last year, DC is becoming more widely known for its leadership in innovation and tech talent.



NEIGHBORHOOD ENGAGEMENT AND PUBLIC ART



District Mayor
Muriel Bowser joined
us for Artomatic's
kickoff celebration
in March.

Aligned with the Downtown Action Plan vision

to bring more arts and culture downtown, our neighborhood engagement and the arts intersected like never before in the Golden Triangle. We hosted our own series of activations and updated public art, while also matching businesses and arts-based organizations with properties to bring creative energy to the neighborhood in a dramatic way.

Artomatic

In the spring, we brought Artomatic back to DC after 15 years. Matching the massive arts powerhouse with Post Brothers CRE's office building at 2100 M Street NW, Artomatic filled eight-floors of former office space with artworks, exhibits, performances, and events by more than a thousand artists. Over the course of seven weeks, approximately 70,000 people attended the show according to Artomatic estimates.



Torrents

We matched CulturalDC with Brookfield Properties to fill the former Ann Taylor space at 1140 Connecticut Avenue NW with projections in their storefront windows. During Black History Month and through March, the artistic video captivated passersby with its exploration of the development of Black futures across the African diaspora.

Rorschach Theatre

Following the prior year's success with two well-received productions in former retail space provided by Lerner Enterprises, Rorschach Theatre staged two more productions here in 2024: *Human Museum* and *SLEEPING GIANT*. With compelling demand for its performances in the Golden Triangle, Rorschach plans to continue staging other productions here next year.

Capital Fringe Festival

In July, we brought the Capital Fringe Festival to the Golden Triangle for the first time. Blake Real Estate provided four vacant retail spaces on the 1100 block of Connecticut Avenue NW that the Fringe Fest transformed into three theaters and a box office. With the Festival theme of HAPPY, the 80+ performances enlivened the corridor with cheerful energy from more than 7,000 ticket-buyers.



NEIGHBORHOOD ENGAGEMENT AND PUBLIC ART

Golden Haiku

More participants than ever before submitted haiku to our beloved worldwide poetry competition. The 2024 theme of “transforming paths” prompted about 4,000 haiku from more than 2,150 entrants representing 88 countries around the world. More than 200 colorful haiku signs decorated the streets from winter into spring in a poetic celebration of the arts in the Golden Triangle.



400+
HAIKU BY
YOUTH
POETS



Lunchtime Activations

We added another element of fun to the lunch hour to draw nearby office workers and tourists into Farragut Square and Murrow Park. The BID’s Farragut Field Days and Lunch Culture series brought culturally rich dance and theatrical performances, lawn games, and live music that entertained crowds. Many attendees picked up a bite to eat from nearby Golden Triangle restaurants and sat at our park furniture to enjoy the activities.

New Sculptures

We installed new artworks by Foon Sham in the 19th Street Rain Gardens using funding from the DC Commission on the Arts and Humanities. The three new sculptures were permanently added to replace temporary works installed in 2019.

In the fall, the BID hosted a “Coffee and Culture” public event to celebrate the new art and featured a walking tour with artist Foon Sham discussing his work.



Penn Ave Pocket Park

We reopened the Penn Avenue pocket park with colorful plantings, fresh paint, additional seating, and new shade structures by My Ly Design that were funded through the OP Streets for People grant. A lively performance by DC Flamenco, and Spanish bites from Taberna del Alabardero drew a crowd as Mayor Bowser and At-Large Councilmember Kenyan McDuffie visited the park.



Bike to Work Day

Once again, we hosted a pit stop for participants in the annual Bike to Work Day. Close to 200 bicyclists visited us in Farragut Square to pick up a t-shirt and enjoy treats and swag from Teaism and Rumble Boxing, which partnered with us for the event.



Making Art Out of History

Historic call boxes that once served as a crucial lifeline to contact police and fire services now serve as landmarks for creativity while honoring the past. We repurposed six historic call boxes around the Golden Triangle with fresh paint and vibrant art by local artist Jennifer Brewer Stone. *The Art on Call* initiative adds another element of interest and beauty for passersby in the neighborhood.



SUSTAINABILITY AND GREEN SPACES



The Golden Triangle remains the first

and only BID in the world named a LEED certified community. Our sustainability efforts serve as a model for downtown BIDs across the globe. From green spaces to quality of life and resiliency, the BID's sustainability practices are a differentiator that make the Golden Triangle a standout community.

The 20th Street Pollinator Gardens include **1,200+ native shrubs and perennials**, and **2,000+ bulbs**



LEED Platinum Certification

After originally becoming LEED certified in 2019, this year our BID completed a much more extensive evaluation process under LEED v4.1 and was awarded LEED for Communities Platinum certification by the U.S. Green Building Council. The certification recognizes the Golden Triangle as a community that is resilient, green, and has a high quality of life. Notably, the BID area scored in the 93rd percentile of peer communities on Quality of Life metrics for its access to recreation and parks, public transportation, education, and prosperity.



20th Street Pollinator Gardens

We collaborated with the District Department of Transportation (DDOT) Urban Forestry Division to expand 28 tree boxes along 20th Street NW, morphing 3,000 square feet of concrete into a new pollinator habitat. More than 3,200 pollinator plants now deck the corridor and provide an urban haven for pollinators.

Our inclusion of educational signage showcases how urban areas can foster vibrant and sustainable ecosystems. Tips for replicating a pollinator habitat in home gardens help amplify the pollinator network, contributing to the preservation of healthy ecosystems on a broader scale.

Golden Streets

Our annual tree box garden landscaping competition among Golden Triangle properties inspired unique plantings with this year's theme of "urban oasis." Gardens flourished from summer into the fall, encouraging visitors and workers in the BID to walk around and enjoy the beauty of big, leafy plants and colorful, blossoming flowers. A new "People's Choice" category built awareness of the competition and brought in more than 200 community votes from people viewing the gardens.

(pictured above and left)



BRILLIANT AT THE BASICS





BY THE NUMBERS



78,670+

trash/recycling
bags collected



300+

light poles/utility
boxes painted



6,900+

stickers/graffiti
removed

Walking through the Golden Triangle, you are likely to see an Ambassador or two diligently working to keep our neighborhood clean, safe, and beautiful. Recognizable by their bright yellow uniforms, Ambassadors uphold the Golden Triangle's "gold standard" by picking up trash and recycling, keeping spotless curb lines, power washing sidewalks, caring for landscaping, removing graffiti and stickers, and much more.

This year, we debuted two 100% electric SmartWind vehicles in the Golden Triangle and became one of the first BIDs in the nation to deploy electric sweepers. The smaller and sustainable vehicles not only sweep and vacuum but are equipped with power washers too. The SmartWinds are smaller than the diesel-powered ATLVs used in the past and enable Ambassadors to service additional areas, including sidewalks, bike lanes, and more park space.

Next time you stroll among the Golden Triangle's tidy streets, take a moment to appreciate the Ambassadors' service to our neighborhood.



SUPPORTING OUR COMMUNITY

The Golden Triangle community is growing and changing in exciting ways. More people have returned to downtown offices and visitors to the neighborhood are exceeding pre-pandemic counts. Over the past year, we connected with our community regularly to support member needs and share resources, while also welcoming several new neighbors.

Member Services

New retail opened, new tenants moved in, and new owners purchased buildings in the neighborhood—with several announcing big plans for conversions that complement

our vision for a mixed-use neighborhood. We have been meeting with our new neighbors to help integrate them into our community. Learning more about their needs, we are helping them make valuable connections



through introductions to other members and District partners who can support their goals. In addition, we're welcoming their fresh perspectives as we include our new members in strategic discussions related to achieving our vision for the Golden Triangle's future.

Furthermore, we continued to provide valuable programming that helped everyone stay informed and ready to operate. Our teams assisted members with a wide spectrum of services that ranged from utility coordination and rodent control to permitting and security. We also continued to serve as a conduit for connection with others in the neighborhood, District officials and programs, and service providers.

Property Manager Roundtables

Bringing together property managers quarterly, we hosted a series of roundtables to share important information, exchange ideas, and network with other members. We covered topics that included general neighborhood updates, the Downtown Action Plan, crime mitigation, and election season preparations.





BY THE NUMBERS



356

individuals served



1,000+

face-to-face interactions



35

individuals assisted with housing applications



2

individuals housed

Homeless Services

For more than a decade we have been successfully helping individuals find permanent housing. We continued to operate with a housing first model and implemented new strategies to support the dynamic needs of our community.

We revamped our outreach program with our partner Pathways to Housing DC to further prioritize housing and mental health—ongoing issues affecting downtowns everywhere. We added more professional resources trained to work with people experiencing mental health issues and began working with a housing specialist to aid in securing housing subsidies. The team built relationships through regular engagements and connected hundreds of individuals with vital resources.

Pop-ups Closeup

During Artomatic and the Fringe Festival, we developed an in-depth understanding of the permitting complexities that organizations experience repurposing vacant spaces for temporary pop-ups. Through our hands-on involvement with these events, we helped bridge interactions with the Department of Buildings (DOB) to resolve permitting issues. DOB relied on our critical input from these experiences to create its new pop-up permitting program for temporary uses of vacant space. The new DOB program has been designed to improve policies and processes for temporary occupancy arrangements, which are on the rise in the Golden Triangle and other downtown areas.

At 1050 Connecticut Avenue NW, we connected Morton Fine Art with Lerner Enterprises to open a pop-up art exhibition in former retail space. Abstract, nature-based artworks by nine global contemporary artists created an eye-catching gallery.

We matched building owners from Rockefeller Group and The Meridian Group with DC education nonprofit Turning the Page's Carpe Librum to bring books into the Golden Triangle. Book lovers rejoiced with the opening of this pop-up used bookstore in vacant retail space at 1901 L Street NW.

SAFE, SECURE, PREPARED

The BID's longstanding and award-winning safe, secure, prepared program recognizes and serves the criticality of public safety. Preparedness exercises, established networks among members and District officials, and regular monitoring keep our neighborhood aware and ready to move into action.

Safety Specialists

We added Public Safety Specialists to our dedicated team to support the wellbeing of our community with funding from the District's Safe Commercial Corridors grant. Regularly walking or biking around the Golden Triangle, the Safety Specialists provide a visible presence on our streets and work closely with businesses, workers, and visitors. Their role includes sharing vital safety information with properties and retailers, assisting with incident follow up, providing safety escorts, and more.





Preparedness is Key

Preparing a ready and resilient community has been a longstanding focus of the Golden Triangle. Our series of preparedness exercises encourage stakeholders to consider roles, resources, decision-points, and impacts outside the pressures of a true emergency. During the summer, we kicked off election season preparations with a roundtable attended by 55 property managers. An expert panel with law enforcement officials from Metropolitan Police Department (MPD), US Secret Service (USSS) Washington Field Office, and US Park Police (USPP) discussed agency preparations, tips for buildings in the Golden Triangle, and resources to aid property managers.

Tabletop Exercise

In September, the BID's Safety and Security team and industry experts guided a scenario-based exercise to help fine-tune preparations for the upcoming election season and Inauguration. About 175 property managers, security directors, and government partners attended our Tabletop Exercise to hone their rapid decision-making skills during a simulated crisis.

The program included experts from the DC Department of Public Works, DC Homeland Security and Emergency Management Agency, Deputy Mayor's Office for Public Safety and Justice, FBI, MPD, USPP and the USSS. Our exercise compelled attendees to consider all elements of their decision-making processes as participants exchanged ideas, experiences, and best practices.

SAFETY SPECIALIST STATS



13,950+
contacts with retail



2,160+
property visits



100+
Emergency
assistance



LOOKING AHEAD



Existing momentum in the Golden Triangle's transformation to a premier mixed-use neighborhood aptly aligns with recommendations from the Downtown Action Plan. Announced conversion projects, new attractions and enthusiasm to draw in tourists, public realm enhancements, and a budding tech and innovation sector luring more national and international businesses all show great promise for our future.

Hotel and Multifamily Conversions

More conversions have been announced and some projects are already moving forward to bring in new residents and visitors. At 1776 K Street NW, an office-to-hotel project is underway, adding 278 guest rooms. Post Brothers CRE will be converting 2100 M Street NW from an office building into 400 apartments. Plus, plans were announced to begin construction in 2025 on 161 apartments in the 12-story office building at 1201 Connecticut Avenue NW.

Pennsylvania Avenue, a Global Corridor

Pennsylvania Avenue, west of the White House, epitomizes exciting change in the Golden Triangle. Already, the fall 2024 opening of *The People's House: A White House Experience* is drawing steady streams of visitors who are spending time and money in Golden Triangle businesses. The Washington DC Global Soft Landing, a new initiative designed to attract foreign business to the Penn West Equity and Innovation District, is another potential



We have already begun exploring how to create a unique walkable experience that links the National Geographic Museum of Exploration with the White House, which is about a 3-minute walk away. Ideas include displaying captivating public art, improving green spaces like Farragut Square to make more inviting public areas, adding popular retail offerings, and assembling a network of major attractions. Creating this connection along 17th Street would draw visitors north and south within the Golden Triangle and establish this area as a multi-day destination.

Leveraging Momentum

Each year brings a new phase in the Golden Triangle's transformation to a premier mixed-use downtown neighborhood. The progress we can point to today is only the beginning. We will continue building on this momentum and urge support to implement recommendations that we outlined in the Downtown Action Plan. We are excited to continue working with our members and this community of changemakers to achieve our bold vision for the future.

gamechanger for the area. The program welcomed its first participant to the nearby soft landing site at Studio by Tishman Speyer and is gaining traction with interest from innovative entrepreneurs, startups, and businesses from around the globe.

Now, the District Department of Transportation (DDOT) has confirmed plans to start construction on streetscape improvements to Pennsylvania Avenue west of the White House in early 2025. The overhaul has multi-pronged benefits for our community and will create a landmark that amplifies the corridor's important role as a destination and connector. The improvements will bring new public plazas and green spaces that create inviting, people-centered places, as well as safer intersections with shorter pedestrian crossings and protected bicycle lanes.

With its direct connection to the White House and global institutions, Pennsylvania Avenue

will attract substantial numbers of people to the museums, restaurants, retail, businesses, and parks around this corridor and into the Golden Triangle—signaling more opportunities for investment and growth.

Exploring the Future

National Geographic's new immersive experience at 1145 17th Street NW is scheduled to open in 2026 and expects to boost activity and spending in the Golden Triangle. The cutting-edge public attraction will include curated exhibitions, a state-of-the-art theater, and dining options, all designed to further the Society's mission of illuminating and protecting the wonders of our world.





GOLDEN TRIANGLE®

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.*