

BUSINESS IMPROVEMENT DISTRICT
07 ANNUAL REPORT

Letter from Executive Director and Board Chair

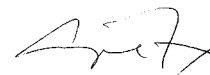
It has been quite a year in Crystal City. From the formation of the Crystal City Business Improvement District to the kickoff of the Crystal City Planning Task Force, the area has been in the spotlight and it is clear that things are changing. The Crystal City BID is proud to be at the forefront of those changes. Crystal City has always had some incredible assets – transportation, access, proximity, and location, location, location – but there is a huge opportunity to elevate Crystal City’s image, focus, texture and nightlife.

We are working very hard to take Crystal City to the next level – and create a sense of spirit and soul. From the unveiling of our new branding platform and expanded event listings to landscaping and micro-level physical changes, there is a renewed sense of energy and buzz sweeping through the area. Word is getting around, and we’re attracting a new mix of businesses, residents and visitors.

The approach is strategic, creative and fun. We kicked off Artomatic, which brought more than 32,000 people into Crystal City. They dined, hung out and enjoyed Crystal City. While they experienced the area for themselves, Crystal City was bustling. Our restaurants enjoyed record-breaking crowds and they hungered for more.

That is what we’re about: More! We held a well-attended rock concert headlined by the Gin Blossoms, launched a world-class Pro-Am cycling race, kicked off a 13-week Clint Eastwood Film Series, all while building a partnership with our neighbor at the Metropolitan Washington Airports Authority and working to shrink the Route 1 gap that has divided our neighborhood.

Crystal City is an incredible opportunity. We want people to learn more about it and to love it as much as we do. We’re well on our way to making that happen. Here’s to another great year – transform and crystallize!



Angie Fox
Executive Director



Mara Olguin
Chairman

INTRODUCTION

About Crystal City

Crystal City, Arlington's largest downtown, is transforming. Bright and vibrant, Crystal City now features an abundance of fine restaurants, cafés, specialty stores, outdoor movie nights, bike trails and more. The area is attracting many well-known businesses, non-profits, artists, tourists and residents – all who are excited to call Crystal City home.

About the Crystal City Business Improvement District

Established in April 2006, the Crystal City Business Improvement District is creating a soul for Crystal City. A public-private partnership, the BID is providing a higher level of service to visitors, workers and residents in Crystal City while driving to help Crystal City become a world-class destination in both Arlington and the greater D.C. region. Our programs focus on marketing, branding, events, promotions, physical enhancements, transportation planning, cleaning and security.



Crystal City Bid Boundary Map

BRANDING



CRYSTALCITY

A Bright Place to Be

**NOT JUST SMART
BRILLIANT**

The mission of the Crystal City BID is to transform the way people perceive and experience Crystal City. Target audiences include visitors, residents, office workers, retailers and media. We're using a variety of resources and tools to project the reality of the transformation:

Branding

In May, the BID finalized a new branding and positioning platform that actively supports the crystallization and long-term economic development goals of Crystal City. This compelling program incorporated new messaging, whimsical and event-driven logos, two taglines – consumer and business-focused, and a listing of marketing attributes.

www.crystalcity.org

In June, the Crystal City BID launched a new online look. The vibrant new website provides interactive tools that allow users to sign up for e-news and information, gives Crystal City merchants the ability to add information about upcoming events at their establishments, and features dynamic content such as an events calendar, area map, community resources and business directory.



PUBLIC RELATIONS

The BID works closely with local media to promote events and initiatives, as well as place positive stories about Crystal City. The BID has built solid relationships with various regional publications and electronic media outlets. Crystal City has been featured in *The Washington Post*, *The Washington Post Express*, *Washington Business Journal*, *City Paper*, *Arlington Connection*, *Alexandria Gazette*, *Alexandria Times*, and *DC Examiner* and on *WTOP*, *Channel 4*, *Channel 5* and *Channel 9*.

Advertising

The first campaign installment promoting the new identity of the area featuring the business-driven tagline, "Not Just Smart. Brilliant," hit in June. Ads were featured in local publications including *The Washington Post Express*, *Washington Business Journal*, *Washington City Paper*, *Arlington Connection*, *Alexandria Times*, *Alexandria Gazette* and the *Washington Blade*. A broader identity campaign is planned for fall of FY2008.



Video

Since a picture is worth 1,000 words, the new Crystal City deserves a digital visual that is over the top. This fun new tool, viewable at www.crystalcity.org, highlights the amenities, lifestyle, transportation options, restaurants, events, and fantastic urban appeal of Crystal City.

Crystal FIT Campaign

In May, the Crystal City BID officially kickoff Crystal FIT – a new campaign designed to highlight Crystal City's fitness assets and opportunities. Crystal City has long stretches of road for running/cycling/rollerblading, direct access to pedestrian trails, dedicated bike lanes, reduced weekend traffic and free parking. Being active is key to our physical health, and Crystal City offers space to get outside and get fit. Feature events, such as Bike to Work Day, Crystal Rides, Crystal Rolls, and Crystal Run are part of the Crystal FIT initiative.





EVENTS

AN ACTIVE PLACE



Marine Corps Marathon

In October of 2006, Crystal City participated in the 31st Annual Marine Corps Marathon. The event brought more than 12,000 visitors into Crystal City, not including the more than 30,000 race participants, resulting in happy families and a momentum boost for the athletes who need support at the tough mile-23 mark. The family-friendly fall festival featured a variety of activities, including the Powerade Rock Wall, Coca-Cola Polar Bear Belly Bounce, arts and crafts with the National Children's Museum. Marathoners passed through the popular "Target" Tunnel, while everyone enjoyed music from local radio stations and bands, and yummy food samples from Crystal City's incredible restaurants.



CRYSTALfit

CRYSTALCITY



Crystal Ride

Professional cyclists from around the world landed in Crystal City on June 16, 2007, for the debut of Crystal Ride, a cycling celebration featuring the Crystal City Classic. This race was presented by The United States Air Force, in partnership with Arlington Sports Inc. The fun-filled day included amateur races, kid's races, a first ever celebrity trike race, women's race, and the Pro/Am event. Cyclists raced through the streets of downtown Crystal City on a 2-kilometer course that swept by many Crystal City attractions. Race watchers caught the action from the sidelines or while enjoying some of the City's most noteworthy restaurants and cafes.

Bike to Work Day

Committed to the promotion of alternative transportation options, Crystal City participated in Bike to Work Day on May 18, 2007. Organized annually by the Washington Area Bicyclist Association, thousands of area commuters joined in the celebration of bicycling as a clean, fun and healthy way to get to their jobs. Cyclists took a break from their trip to work at the Crystal City pit stop for water, protein bars, giveaways and a complimentary massage.



EVENTS

AN ARTFUL PLACE



Artomatic

In April 2007, the BID rocketed into action when we opened the doors to a business and arts collaboration that brought more than 650 artists into Crystal City. Held four times since 1999, Artomatic transformed a found space (2121 Crystal Drive) into a living, exciting arts community that was free and open to the public. The five-week event was a collective synergy of hundreds of artists and the energy of the more than 32,000 people who came to Crystal City for the Northern Virginia debut of Artomatic. The event triggered record-breaking nights at restaurants throughout Crystal City and created significant media coverage in the Metro area.



Crystal Rocks

Crystal City jammed with the Gin Blossoms on Cinco de Mayo (May 5) for Crystal Rocks — a free annual outdoor rock concert. Local favorite Laura Lea and Tripp Fabulous kicked off the evening event, which attracted more than 3,000 fans. The BID promoted the concert in partnership with Metro, MIX 107.3, Arlington Cultural Affairs, Crowne Plaza at National Airport, Holiday Inn National Airport at Crystal City, BIN 1700, Crystal City Sports Pub, and Stars and Stripes Restaurant.

Crystal Screen/Hang'em High Summer Film Festival

In June 2007, Crystal City BID partnered with the Georgetown Film Festival to stage a series of 13 classic Clint Eastwood movies in the heart of Crystal City. Every Monday night for 13 weeks, movie fans grabbed a blanket and a picnic and enjoyed the classic spaghetti westerns under the stars. The initiative promoted one of the many wonderful greenspaces in Crystal City. The BID partnered with area restaurants to provide food samples and coupons to their restaurants — giving them an additional outlet to generate exposure for their eateries.

A CLINT EASTWOOD SUMMER FILM FESTIVAL

HANG'EM HIGH™

It's High Noon at Sundown
Every Monday June 4 through August 20

18th and Bell Street, Crystal City (across from Crystal City Metro Station)
Rain or shine. Bring your family and a blanket!

Film Festival Schedule

- June 4 – High Noon
- June 11 – Hang'em High
- June 18 – Bronco Billy
- June 25 – Two Mules for Sister Sara
- July 2 – The Outlaw Jesse James
- July 9 – Pale Rider
- July 16 – High Plains Drifter
- July 23 – Joe Kidd
- July 30 – A Fistful of Dollars
- August 6 – For a Few Dollars More
- August 13 – The Good, The Bad, The Ugly
- August 20 – Unforgiven

CRYSTAL SCREEN
CRYSTAL CITY

WWW.CRYSTALCITY.ORG

JOIN US FOR CRYSTAL SCREEN—FREE OUTDOOR SUMMER FILM FESTIVAL



The Gin Blossoms performed at Crystal Rocks.

PHYSICAL ENHANCEMENTS



To establish the starting point for measurement of BID activities, the BID hired Gensler to complete a comprehensive physical conditions survey. This analysis resulted in the development of urban design recommendations – broken out according to short-term (1 year), mid-term (1 year - 5 years), and longer-term (5 years and more) opportunities. By providing a set of prioritized recommendations and a benchmark to assess results, these analyses form the basis from which future physical enhancement projects will be planned, executed, and measured.

During the completion of this analysis, the BID identified a number of small-scale projects that could be completed quickly and have a recognizable impact. These “quick hits” included:

- Addition of Alberta Spruce planter pots with bright, red wave petunias on 23rd Street along Restaurant Row;
- Addition and replacement of trash cans on 23rd Street along Restaurant Row;
- Landscaping of the Airport Motors and Café Pizzaiolo planters; and
- Cleaning and upgrade of tree pits along 23rd Street between Eads Street and Route 1.

The BID also initiated a long-term partnership with the Metropolitan Washington Airports Authority by brokering an agreement with area property owners to jointly finance aesthetic improvements to the area beneath the Route 233 Airport Flyover. Once completed, the project will aid in bridging the psychological barrier created by the overpass.

The BID took ownership for managing landscaping contracts on Crystal City’s nearly 30 public medians. Shifting from a largely flowered “office park” model to a “clean and green” goal, the BID implemented a sustainable landscaping approach by replacing annual flower rotations with more drought-resistant perennials such as daylilies.

Keep your eyes peeled during the next year as the BID further underscores our branding position by adding light and color throughout the area. Several lighting projects and an overhaul and expansion of the banner program are scheduled for completion in the 2008 fiscal year.

TRANSPORTATION

Crystal City boasts a unique collection of transportation assets that includes Ronald Reagan Washington National Airport, a Virginia Railway Express Station, direct access to the Yellow and Blue Lines of the Metropolitan Washington Metro Rail system, numerous regional bus connections, easy access to area highways, and a direct connection to the region’s premier bicycle commuting route, the Mount Vernon Trail. Crystal City literally has planes, trains, automobiles and more!

To ensure that the transportation infrastructure is optimized and user-friendly, the BID serves as a transportation liaison to Arlington County by proposing consulting services, communicating problems and accelerating fixes relating to enhancing area mobility. In addition to addressing downed road signage, repairing potholes and investigating the optimization of traffic signalization, the BID has been actively engaged with the Crystal City Planning Task Force. Specifically, the BID has advised area transportation partners regarding implementation of planned improvements related to the Transit-Way, as well as addressing the physical barrier created by Jefferson Davis Highway/Route 1 and the 48,000 vehicles traveling to and through Crystal City every day.

As with Physical Enhancements, in order to more fully understand the transportation characteristics of Crystal City, the BID initiated an existing conditions analysis of the area’s transportation assets. In addition to the baseline

study, the BID looked at the opportunity for a local airport shuttle service. Given the extensive business community and the proximity of Ronald Reagan Washington National Airport, Crystal City naturally represents a convenient and profitable location for hotels. Crystal City’s 14 area hotels leverage this valuable access by providing guests with direct, complimentary shuttle bus connections between their accommodations, the airport and other popular local destinations. The BID embarked on an extensive study of these services to determine whether opportunities exist to consolidate and combine operations and reduce local traffic and environmental impacts. The study formed the basis for detailed conversations and planning.



Statistics:

- Nearly 4,000 daily VRE riders
- Almost 26,000 weekday metro boardings and exits
- Route 1 carries more than 48,000 vehicles per day
- New 95 Metro Bus averages more than 800 riders per day

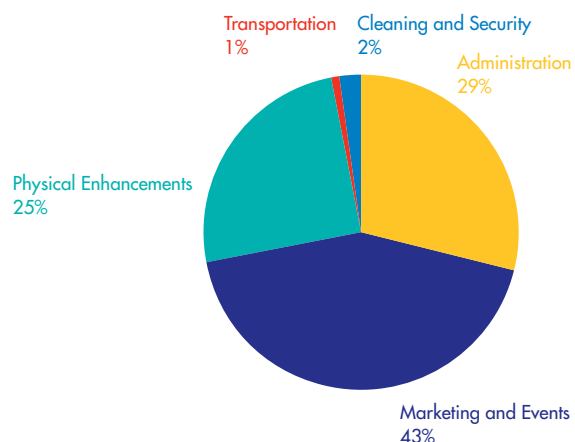
FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash and Equivalents	352,981
Accounts Receivable	633
Prepaid Expenses	67,965
Property and Equipment	23,319
Total Assets	444,898
LIABILITIES AND NET ASSETS	
Accounts Payable and Other Liabilities	88,700
Unrestricted Net Assets	356,198
Total Liabilities and Net Assets	444,898

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES	
Assessment Revenue Less County Fees	1,641,575
Sponsorship and Event Support	41,652
Interest Income	22,452
Total Support and Revenues	1,705,679
EXPENSES	
Administration	391,226
Marketing and Events	573,317
Physical Enhancements	342,610
Transportation	13,662
Cleaning and Security	28,666
Total Expenses	1,349,481
Increase in Unrestricted Net Assets	356,198



EXECUTIVE COMMITTEE

CHAIRMAN
Mara Olguin
Vornado/Charles E. Smith

VICE CHAIRMAN
Scott Nadeau
Crystal Gateway Marriott

TREASURER
Steve Wilder
The Boeing Company

SECRETARY
Dana Lenehan
Stars & Stripes Restaurant

ARLINGTON COUNTY REPRESENTATIVES

ENVIRONMENTAL SERVICES
(Transportation Liaison Only)
Richard Best

ARLINGTON ECONOMIC DEVELOPMENT
Alex Iams
Tom Newman

MANAGEMENT AND FINANCE
Mark Schwartz

COUNSEL

La Fonte Nesbitt
Holland & Knight LLP

BOARD MEMBERS

Doug Abbott
Gould Property Company

Marty Almquist
Cassidy Pinkard

Andy Aument
Archstone-Smith

Brenda Davis
Vornado/Charles E. Smith

Steve Cowan
Double Tree Hotel

Jean-Marc Dizard
Hyatt Regency Crystal City

Craig Gerardi
Vornado/Charles E. Smith

Alan Haskel
Public Broadcasting Service

Freddie Lutz
Freddie's Beach Bar

Laurie McMahon
Cassidy Pinkard

Jerry Norris
Battlespace, EDC

Thomas Otto
GSA

Corrine Rabung
Archstone-Smith

Richard Smith
Vornado/Charles E. Smith

Tod Talley
Vornado/Charles E. Smith

Harmar Thompson
Lowe Enterprises

Jim Weadbrock
Crowne Plaza/Holiday Inn

Toni Yelamos
ThinkFoodGroup

CCBID STAFF



EXECUTIVE DIRECTOR
Angela Fox



MARKETING DIRECTOR
Maurisa Turner Potts



**PHYSICAL ENHANCEMENTS/
TRANSPORTATION DIRECTOR**
Robert Mandle

Photography: Pixels & Ink, Phil Nesbit, Jennifer Foley
Design: Bremmer & Goris Communications
Printing: Digilink

CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT

2001 JEFFERSON DAVIS HWY, SUITE 505, ARLINGTON, VA 22202
TEL 703.412.9430 • FAX 703.412.9437 • WWW.CRYSTALCITY.ORG