



BUSINESS IMPROVEMENT DISTRICT 2009 ANNUAL REPORT





A Note from the President/CEO

It has been another amazing year in Crystal City! Though many markets have been hit really hard by the economy, the vibrancy and the value of Crystal City have shone like a beacon of light. Crystal City is, quite naturally, a brilliant choice – whether visiting the nation's capital for temporary business or leisure travel, looking for the best option to locate a business, making a decision about where to live, or all three. Crystal City has tremendous assets, and it's only getting better.

It's easy to get here. It's easy to park. There is free WI-FI in the courtyards. Recycling bins and bike lanes line the streets. There is engaging, Tony-award winning theater. The restaurants can please every palette. Outdoor movies play on Monday nights, a farmers' market offers the freshest in local produce on Tuesdays, and Wednesdays get physical with outdoor lunchtime fitness classes. In addition, there are art walks, fun festivals and plenty of ways to stay fit, healthy and to have a lifestyle that is convenient – with more time for living and less time on the roads.

Crystal City is ACTIVE, ARTFUL, ACCESSIBLE, and GREEN. Join us!

Angela Fox
President/CEO

About the Crystal City Business Improvement District

The Crystal City Business Improvement District (BID) is a public-private partnership established in April 2006 to promote the vibrant Crystal City business, retail, restaurant and residential community. The Crystal City BID is committed to showcasing the area as a world-class destination for visitors, employees and residents. Crystal City is ACTIVE, ARTFUL, ACCESSIBLE, and GREEN. For more information, visit www.crystalcity.org.





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WE ARE ACTIVE

On a beautiful day in Crystal City, runners, speed walkers, and cyclists fill the streets. Some are enjoying the wide sidewalks and bicycle lanes lining the roads, while others are making their way to and from the beautiful Mount Vernon and Four Mile Run Trails nearby. When the weather outside is less conducive to outdoor fun, the gyms and the many interior walkways are brimming with people wanting to get some exercise. In short, Crystal City offers workers, residents, and visitors easy access to a broad and season-less array of healthy options. Through fun and challenging fitness events, gym partnerships, and both awareness and experiential programs, the Crystal City BID highlighted these assets while providing even more options to be **ACTIVE** in Crystal City.



CRYSTALrun
Twilighter
July 26, 2008

To spotlight the night-time beauty of Crystal City, the Crystal City BID partnered with Pacers Running Stores to launch a new race that attracted more than 1,800 runners and hundreds of spectators to cheer them on. With perfect weather and a fast flat course, the Crystal City Twilighter 5K provided spectacular nighttime views of Crystal City, the Pentagon, and the U.S. Air Force Memorial. In keeping with the Crystal Green mission to ensure healthy and environmentally responsible programs, the event collected 450 pairs of gently used sneakers and athletic shoes for the Perpetual Prosperity Pump Foundation. The shoes were sent to Ghana where they were sold to raise money for farming supplies, livestock, and educational programs, ensuring an effective reuse rather than a quick trip to a landfill.



CRYSTALrun
9-11 Memorial 5K Race
September 6, 2008

On the heels of the Twilighter, the Crystal City BID honored the victims of the terrorist attacks of September 11 through a healthy and healing tribute to the first responding public safety personnel. Partnering with the Doubletree Hotel, Crystal City hosted the 7th Annual Arlington Police, Fire and Sheriff 9-11 Memorial 5K Race. The race attracted 2,100 runners of all abilities and ages. Funds raised by the race supported U.S. Military



personnel through programs such as Operation Purple, the Fisher House Foundation, and the Wounded Warriors Project. This event also introduced the new Pentagon Memorial, located on the grounds of the Pentagon, which offers a powerful way to reflect and remember those that were lost.



CRYSTALrun
Marine Corps Marathon
October 26, 2008

Though Twilighters sparkle when the sun sets, marathoners go the distance! For the 4th year in a row, thousands of spectators flooded Crystal City to cheer over 33,000 runners along miles 22 and 23 and to enjoy the Crystal Run celebration. The all-day, family-friendly street festival featured live music performances by Step Afrika!, moon bounces, a kid's area organized by the National Children's Museum, Crystal Market – an open air market offering unique items hand-crafted by local artisans - and other fun and festive activities. Colorful banners, the sound of clanging cowbells and a set of freshly painted racing stripes along the race route welcomed and energized the marathoners, who also enjoyed mile markers creatively designed by Kevin Irvin, a well-known, local graffiti artist. While the runners made their way through the area, Crystal City's renowned restaurants showcased tasty food samples for the cheering masses. Several local bands played throughout the fun-filled day, and the event culminated with an inspiring performance by the soulful Southern-roots rock band, the BoDeans.



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CRYSTALrun
5K Fridays
April 3 – May 1, 2009

Running is not only fit – it's GREEN! To get fit and ready for spring, the Crystal City BID created Green Scene, which opened with a series of 5K Fridays. These weekly runs brought a professionally timed and certified 5K evening race to the streets of Crystal City. Scheduled every Friday shortly after working hours, the race offered an opportunity for area runners to get an active start to the weekend while SPRING-ing into action. The races attracted over 2,000 runners to the streets of Crystal City with many running multiple races. The series included several unique and effective partnerships with area businesses. Crystal City's glittering new apartment building, 220 Twentieth Street sponsored the start and provided water to runners as they crossed the finish line. Racers and spectators also took advantage of Noodle's & Company's "carbo-loading" two-for-one pasta special. Sport & Health invited runners to freshen up with a shower before heading to Tortoise & Hare Bar and Grille for the live music after parties. Selected as a "Weekend's Best" by the Washington Post, runners are already asking for the next round.



sport&health



CRYSTALride
Bike to Work Day
May 15, 2009

From running to riding, Crystal City BID continued its efforts to support and grow bike culture. With the easy-trail access, Crystal City has all of the ingredients to foster a car-free commute. Hosting a Pit Stop as part of the Washington Area Bicyclists' Association Annual Bike to Work Day (BTWD), several hundred area commuters bicycled to work as a fun, healthy and clean alternative to driving solo. Local artist Robert Lindsay made a featured appearance at the event, riding his pedal-powered "rhino-bike" artwork, titled Charger, through Crystal City on his way to the 2009 Artomatic exhibition. In addition to morning treats and refreshments, quick bicycle tune-ups were offered by volunteers from Phoenix Bikes and Crystal City's Sport & Health locations offered free showers for riders wishing to freshen up after starting the day on an active, emission-free foot.



CRYSTALride
U.S. Airforce Cycling Classic
May 31, 2009

Continuing to spin, the Crystal City BID hosted the 3rd Annual U.S. Air Force Cycling Classic. The signature U.S. Air Force Cycling Classic, presented in partnership with Northrop Grumman, attracted 20 professional teams from around the world and showcased the stunning U.S. Air Force Memorial. By combining this race with the classic Clarendon Cup, this super cycling weekend became the 2nd largest cycling event in the United States – second only to Tour de California! Crystal City held the start and finish line for the Sunday 12.5-kilometer circuit where more than 200 professional cyclists competed over the 14 laps (109.2 miles) for bragging rights and a cash prize. Hundreds of cycling enthusiasts, area residents, and sidewalk diners cheered the teams on to the finish.

In the spirit of getting fit while having fun, cyclists of all ages and abilities had the chance to experience the official course before the start of the race. Although considered a non-competitive ride, the event challenged nearly 1,000 riders to complete as many laps as possible around the closed professional course in three and a half hours. Riders earned medals based on various milestone accomplishments: a bronze medal for at least one lap, at least four laps won silver, and eight laps earned the coveted and elusive gold.



sport&health



ACTIVE

Home to two award winning theaters, stunning street art, designer cuisine, unique shopping, a fashion extravaganza, an international wine festival, and an outdoor arts market, Crystal City provides a cultural destination that is uniquely accessible and entertaining for all ages. Whether turning an underpass into a gallery, launching an outdoor statue project, or making creative use of available retail space, the Crystal City BID continued to expand Crystal City's destination appeal, decorating and deepening the area's **ARTFUL** side.



CRYSTAL art
Art Walls
October 2008 - Ongoing

As Crystal City's curator, the Crystal City BID launched the Art Walls collection in October 2008. Employing light, art, and design to transform the way people see, perceive and experience the area, Art Walls infuses color and character into the textures and surfaces of Crystal City to brighten and energize gateways and gathering spaces. The Art Walls collection includes six projects: Radiance, Prism, Ellipsis, Fire, Emerge and Supernature. Area stakeholders, businesses, employees, residents and visitors have responded to the Art Walls program with overwhelming enthusiasm.



CRYSTAL FLIGHT
A Celebration of Art & Air
Summer - Fall 2008; Auction, January 2009

Due to the overwhelmingly positive response to the creatively adorned airplanes, Crystal Flight experienced a major "flight delay" when the statues remained on area streets for an additional three months. The 50 whimsical planes endeared themselves to people of all ages, adding color, interest and people to the streets of Crystal City while showcasing the successful collaboration that can be achieved between businesses and the arts. A final salute and send-off was held for art lovers, plane enthusiasts and Crystal City fans alike who wanted to celebrate the success of Crystal Flight and possibly take home one of the planes through the charity auction. All airplane statues up for auction were sold with more than \$15,000 raised for local charities.



CRYSTAL art
Eco-Art Statues
Summer 2009

As seen with Crystal Flight, sculptural elements can add a sprinkle of color, interest, and fun to any street or public space! Part of the Green Scene program, the Crystal City BID invited area artists to submit designs for eco-inspired statues to be erected in the Crystal City Water Park. In keeping with Crystal City's green characteristics, designs were required to be 100 percent biodegradable and made from natural materials. The winning proposal featured a series of fittingly water-inspired bamboo sculptures by local artist, Sergio Martinez. Martinez installed the pieces onto the six grassy knolls within the park complete with biodegradable descriptive signage. The installation encouraged area residents, employees and visitors to take another look at Crystal City's unique and beautiful outdoor spaces.



CRYSTAL SCREEN
James Bond - From Crystal City with Love
Summer - Fall 2008

As the Crystal City BID's fiscal year began in 2008, Crystal Screen was halfway through, but James Bond fans were delightfully "shaken and stirred" to learn that the outdoor film festival would be extended four-weeks. In addition to the 21 official James Bond films, four Bond "spoof" movies were added, including the 1967 version of Casino Royale and the three Austin Powers movies.



CRYSTAL SCREEN
Superheroes
Spring - Summer 2009

With large crowds and rave reviews, Crystal Screen: SUPERHEROES was a hit! Showcasing 21-weeks of heroes, villains and super powers, the 2009 season began with the Spider-Man trilogy followed by movies featuring the Hulk, Superman, the X-Men, the Fantastic Four, and culminating with all of the Batman movies including last summer's blockbuster hit, Dark Knight. Many Crystal City restaurants offered special promotions and carry out options so patrons could easily enjoy a picnic on the lawn. Shown every Monday night, rain or shine at sundown in the heart of Crystal City, the free Crystal Screen film festival has become a perennial favorite among movie lovers. In May, June, and July, the festival offered a "Crystal Kid" Bonus by re-broadcasting the week's scheduled SUPERHERO movie on Wednesday at the Crystal City Sports Pub. The broadcast bonus provided a fun and affordable activity for busy parents to escape the summer heat.



vintage CRYSTAL

September 21, 2008

A bigger and better Vintage Crystal ushered in the fall and welcomed more than 2,500 attendees to Crystal City. In only its second year, the event expanded onto Crystal Drive with tasty samplings of over 30 wines from around the world and more than 20 signature area restaurants and eateries. Several other attractions invited the wine connoisseurs to take a break from the sipping including Crystal Market, an open-air market offering unique items hand-crafted by local artisans, along with equally flavorful sounds of the Duke Ellington Jazz Festival and renowned jazz harmonicist, Frederic Yonnet.



CRYSTAL market

September - October 2008

The eclectic and colorful shopping experience of DC's Eastern Market came to Crystal City with the introduction of Crystal Market. Showcasing hand-made, artistic works by local artisans, Crystal Market offered an array of items, including paintings, ceramics, glasswork, jewelry, hand-made soaps, candles, clothing, and live musical performances by local artists. Located in the courtyard at 2200 Crystal Drive, Crystal Market was open every Thursday, Friday, and Saturday for six weeks between September 18th and October 25th with bonus markets integrated into Vintage Crystal and Crystal Run: Marine Corps Marathon events.



CRYSTAL Couture

February 13 - 28, 2009

In its inaugural year, Crystal City's premier two-week fashion extravaganza, Crystal Couture, highlighted the latest trends in women and men's designer fashions. Each night featured a specific fashion theme, ranging from work wear, fitness, bridal, maternity and children's fashion to Metro men, t-shirts and body art, while also creating a fun and friendly environment for all ages. Local designers, salons and retail shops had the opportunity to showcase their clothes and accessories on the runway with the help of live models. Onsite professional hair and make-up artists invited the audience to become part of the show with free hair styling and themed makeovers. Held in the newly developed retail space at the corner of 23rd Street and Crystal Drive, the venue was an ideal location to showcase how fashionable Crystal City can be.



Arena Stage

Arena Stage, Washington's largest not-for-profit producing theater, continued its temporary stay in Crystal City with huge success. With Crystal City's accessible transportation options, the 460-seat theater has proven to be a big draw for theater lovers in the area, resulting in a significant economic boost for Crystal City. With restaurants boasting increased revenues in the range of 10-14%, the impact of Arena Stage and the arts on the economic viability of a neighborhood became clear. The International Downtown Association presented their Economic Development Award of Merit to the Crystal City BID for their work in creating and launching this project.



Washington Shakespeare Company

Founded in 1990 and headquartered in Crystal City for 14 years, Washington Shakespeare Company (WSC) is a performing arts organization dedicated to producing primarily classic works, both time-tested and contemporary classics. The company emphasizes a provocative, bold approach in an intimate and industrial setting in the Clark Street Playhouse on the northern edge of Crystal City. Known for nurturing and training some of the best emerging talent in the Washington region, WSC has become Washington area theater staple.

Theater Impact Study

On behalf of the Arlington Commission for the Arts, the Crystal City BID conducted research and produced a detailed assessment on the economic impact of theaters in Arlington County during the winter of 2009. Two theaters, Arena Stage in Crystal City and Signature Theatre in Shirlington, were evaluated for their impact on the local economy. The results from examining audience expenditures at surrounding restaurant establishments prior to and after performances at these locations were as follows:

- More than 50 percent of theater patrons visit a restaurant prior to attending the show
- On performance nights, area restaurants experience between a 7 to 20 percent increase in receipts over non-performance nights
- Each performance generates an average of \$8,000 in restaurant receipts
- Approximately \$4 million annually is generated in Arlington restaurant and retail sales, showing that support for the arts is an investment in the area's economic well-being

ARTFUL



Crystal City is one of the most **ACCESSIBLE** areas in the region. Whether flying into Reagan Washington National Airport, traveling via train on the Virginia Railway Express, hopping on the vast METRO system, jumping in your car, or pedaling on the trails, all “roads” lead to Crystal City. The Crystal City BID worked to maximize these assets while expanding their use and meaning throughout the area.



CRYSTAL WI-FI Summer 2009

Transportation is more than a vehicle. In today's world, hopping on the Information Superhighway is as important in terms of connecting out into the world as walking out the front door. To ensure that this capability was available throughout the area's green spaces, this Spring the Crystal City BID added another layer of accessibility by offering free Internet Wi-Fi access in some of its most comfortable and beautiful courtyards, plazas, and parks. With broadband access donated by Atlantech Online and rooftop access for antennae installation granted by Vornado/Charles E. Smith, the Crystal City BID installed a wireless Internet network to provide Crystal City residents, tourists, and employees itching to get outside with an opportunity to get connected!

Metro Rail/Bus

Crystal City is centralized on the yellow and blue lines of the Metro rail System, with the Crystal City Metro station conveniently located in the heart of Crystal City. There are also six Metro bus routes that service the area, as well as three commuter buses. Most importantly, the Metro Bus 9S provides frequent circulation throughout Crystal City and into Potomac Yards. The Crystal City BID continued to actively promote the use of Metro for events, commuting, and touring. The ease of the system is a critical and GREEN aspect of the area's infrastructure.

Car/Parking

Though Mass-Transit is a key part of Crystal City, the area is also easily accessible by car. With connections to every major highway and interstate in the area, getting to Crystal City is easy, and parking is even easier. Crystal City contains several parking facilities that offer free parking on weekdays after 4:00 PM and all day on weekends and holidays. In addition, Arlington County created a parking area for motorcycles, to ensure that two-wheelers are also welcome in the area. Proximity and direct

access to the High Occupancy Vehicle lanes of Interstate 395 provide Crystal City employees with a unique and valuable opportunity to carpool or vanpool.

Bicycling

Crystal City represents a great area for bicycle commuting. With direct access to the Mount Vernon Trail at the Crystal City Water Park, many bike commuters can ride the majority of their trip on scenic trails. Once in Crystal City, bicycle lanes and slow traffic help safely transport riders to their office destinations. Area property owners have also been proactively making it easier for bikers in Crystal City by adding additional bike racks in strategic locations as well as constructing dedicated enclosed storage areas in several locations throughout the area.

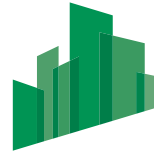
Virginia Railway Express

The Virginia Railway Express (VRE) represents one of the most popular non-Metro systems for Crystal City employees. Located adjacent to the Crystal City Water Park, the Crystal City VRE station provides convenient transit access to suburban Virginia commuters seeking a reprieve from the area's congested roadways. Served by both the Manassas and Fredericksburg VRE lines, the station boasts the second highest ridership, second only to L'Enfant Plaza in downtown Washington, DC. A fair number of savvy Crystal City residents also take advantage of VRE as an express train directly to downtown without any stops.





Creating a **GREEN** place to live, work, and play ensures the creation of a great place to live, work, and play. Crystal City is a transit-oriented, and therefore, inherently green area. The Crystal City BID furthered that aspect by rolling out environmentally responsible and sustainable landscaping programs, waste-free events, composting, street recycling, and more.



CRYSTALgreen
Landscaping

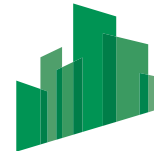
The Crystal City BID manages many of the central medians that represent the “front door” to the area’s businesses, residences, and restaurants. To ensure these areas are clean, green and sustainable, we contracted Chapel Valley Landscape Company to provide regular maintenance of the properties, utilizing best “environmental” practices. These include the use of Integrated Pest Management techniques to minimize spraying of pesticides and herbicides, as well as making strategic enhancements, including new plantings that require minimal maintenance, no mowing, and no irrigation or watering. Whether on the medians on Route 1, new landscaping under the Airport overpass, hanging baskets and the upgrade of an existing pocket park at 23rd Street South and South Eads Street, Crystal City’s environment is greener, cleaner, and more user-friendly.



POWER PURGE

August 2008 and April 15, 2009

Over the course of the 2009 fiscal year, the Crystal City BID hosted two electronics recycling days dubbed, the Power Purge. For four days in August of 2008, area residents, employees, and business received an open invitation to bring obsolete electronics equipment for a safe and secure recycling process developed by JK Moving & Storage. The second Power Purge was held on April 15th giving people the opportunity to purge their homes and offices on “Tax” day. For both events, people brought all sorts of electronic items ranging from computer monitors and processing units to electric toothbrushes. Cumulatively, the Power Purges have diverted an amazing 48 tons of electronics wastes from area landfills while bringing the Crystal City community together around environmental responsibility.



CRYSTALgreen
Northern Gateway Clean-Up
April 25, 2009

The 2009 Northern Gateway Clean-Up followed last year’s cleanup along the Old Jefferson Davis Highway corridor. This clean-up included a partnership with one of the area’s largest landscape companies, Chapel Valley Landscaping. Chapel Valley provided staff, tools, and hauling service for collected materials as well as key expertise and guidance in targeting overgrown shrubs, weeds, and invasive plant species along the Old Jefferson Davis Highway right-of-way.



GREEN



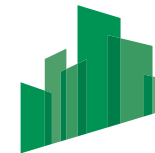
CRYSTAL Farms Community Supported Agriculture

The farm came to Crystal City for the second year through the Community Supported Agriculture (CSA) provided by Great Country Farms of Bluemont, Virginia. By partnering with several Crystal City corporations, the Crystal City BID offered local employees and residents the ability to purchase "shares" of crops from the farm with weekly deliveries of fruits and vegetables directly to drop-off locations in Crystal City. The small-business farm has a vested interest in ensuring the employment of sustainable growing practices of its fields. Plus, locally grown produce has a much shorter travel distance, making it fresher while reducing fossil fuel consumption.



CRYSTAL Farms Crystal Farms CSA May - October 2009

Located on the sidewalk along Crystal Drive between 18th and 20th Streets, the Crystal City Farmers Market takes place every Tuesday from 3 to 7 PM, May 12th through October 27th, 2009. Over 20 local farmers and producers offer seasonal fruits and vegetables, fresh-cut flowers, container plants and herbs, farm-raised eggs, all-organic meats, artisan baked goods, coffees and teas, specialty foods and much more. The success of the market has attracted a wide variety of coverage on the Web and in the media and has seen broad support throughout the community through frequent shoppers and thankful comments!



CRYSTALgreen Low-To-No-Waste Event Policy

To ensure that Crystal City's festivals and events were not contributing to landfills and environmental over-use, the Crystal City BID established a low-to-no-waste policy in the fall of 2008. On-site recycling and compost bins along with recycled, recyclable and/or biodegradable products are used for all food and drink samples at Crystal City BID sponsored events. This effort has been expanded through a partnership with commercial composter, EnviRelation. The Crystal City BID received the JK Environmental Sustainability Award for the BID's accomplishment in making a difference in the community's environment now and for the future. The Crystal City BID has an intense commitment to these green programs and actively scouts for relevant and high-impact ideas and effective examples to constantly improve and positively impact Crystal City's environment.



STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and equivalents	\$ 577,933.00
Accounts receivable, net of allowance	\$ 420.00
Prepaid expenses	\$ 10,295.00
Property and equipment	\$ 55,471.00
Total assets	\$ 644,119.00

LIABILITIES AND NET ASSETS

Accounts payable and other liabilities	\$ 56,030.00
Unrestricted net assets	\$ 588,089.00
Total liabilities and net assets	\$ 644,119.00

METRICS To ensure the impact is measured, the Crystal City Business Improvement District (BID) conducted surveys at 12 events during the past year covering our events and programs. A total of 1,842 surveys were collected from these events, with 47 percent of event attendees being visitors to Crystal City and the other 53 percent either residents or workers in Crystal City. Additionally, an online perception study was conducted in November 2008, which collected feedback regarding the perceived changes in Crystal City over the last two years. A total of 222 surveys were collected with 70 percent of the responses from Crystal City residents and/or workers and 30 percent of the responses from visitors to Crystal City

From both the event surveys and online perception study, 50 percent of the survey respondents say that Crystal City has been improving over the past two years. Survey participants also note the convenient location of Crystal City (54 percent) and its accessibility (56 percent). Lastly, a majority of survey respondents (53 percent) use "green" transportation, Metro rail/bus, bicycle or walk, and this group resonates with the Crystal City Green Program.

Overall, the research clearly shows the BID's impact on Crystal City has been significant in terms of changing perceptions, creating energetic and vibrant programs and events which translate into tangible positive experiences for Crystal City's restaurants and retail establishments and patrons alike.

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES

Assessment revenue less county fees	\$ 2,137,976.00
Sponsorship and event support	\$ 93,830.00
Interest income	\$ 23,186.87
Total support and revenues	\$ 2,254,992.87

EXPENSES

Administration	\$ 682,907.81
Marketing and events	\$ 445,762.89
Operations	\$ 1,203,733.65
Total expenses	\$ 2,332,404.35
Increase (decrease) in unrestricted net assets	-\$ 77,411.48



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