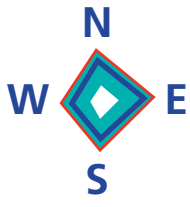


TRANSFORMATION CRYSTALCITY

BUSINESS IMPROVEMENT DISTRICT 2012 ANNUAL REPORT



A Note from the President/CEO

Almost a decade ago, Crystal City stakeholders began a systematic process to reinvent the area. Those seemingly simple yet deliberate steps forward began a movement that no one could have expected – and, to this day, the results continue in amazing and delightful ways. Crystal City is in a state of dynamic transformation, which you can see in the new art walls that have turned the area into a living gallery of color. You can taste it in the yummy new restaurants that line the retail corridors, hear it when the sounds of jazz emanate from events in the area, and you can feel it at 5K Fridays in the energy and spirit of the runners, walkers, and spectators. Parking lots have been turned into festivals and street hockey fields, a food court into a fashion night club, and a courtyard into an outdoor movie theater for more than five years running. There is no disputing that Crystal City's transformation is well underway with more exciting changes to come!



North of 15th Dramatic things are happening north of 15th Street. The first phase of Long Bridge Park, with world-class athletic fields, an esplanade, and rain garden opened with great fanfare. Ground was broken on the new regional corporate headquarters for Boeing. Lowe began redevelopment of 1400 Crystal Drive, which will bring 308,000 square feet of Class A office space with superb views of the Potomac and District of Columbia skyline. Construction has begun on the much-anticipated two-way conversion of Crystal Drive and S. Clark Street enhancing the streetscape for all users including pedestrians and cyclists.



20th & Bell In Crystal City, parking lots are more than just for cars – they offer opportunities for grand transformations into places of activity and energy. The parking lot at 20th and S. Bell Street has acted as “center ice” for a spring, summer, and fall street hockey league, an event space welcoming thousands to the annual Taste of Wine & Jazz, and a recycling center for the Power Purge and Shred, diverting hazardous electronics from area landfills and keeping identities secure. Taking the concept below ground, the Diamond Derby brought hundreds of cyclists to a parking garage for courier-inspired races, urban art, and a pop-up art show.



Interiors The interior walkways of Crystal City are more than just a way to get from one building to another. They are year round galleries for FotoDC exhibitions including the newly added Cherry Blossom Contest. Creative “race routes” also meander their way through the concourse during the annual 1K Wine/Beer Walk. Open atriums have been transformed into ArtJamz painting parties and the former food court saw another stunning conversion into a fashion nightclub filled with designers, models, runway shows, henna, and more with Crystal Couture.



23rd St West Crystal City's popular 23rd Street's Restaurant Row received a colorful addition with the Crystal City BID stripes “dripping” down the side of Café Pizziolo. The stripes welcome guests and act as a reminder of Crystal City's original source of soul.

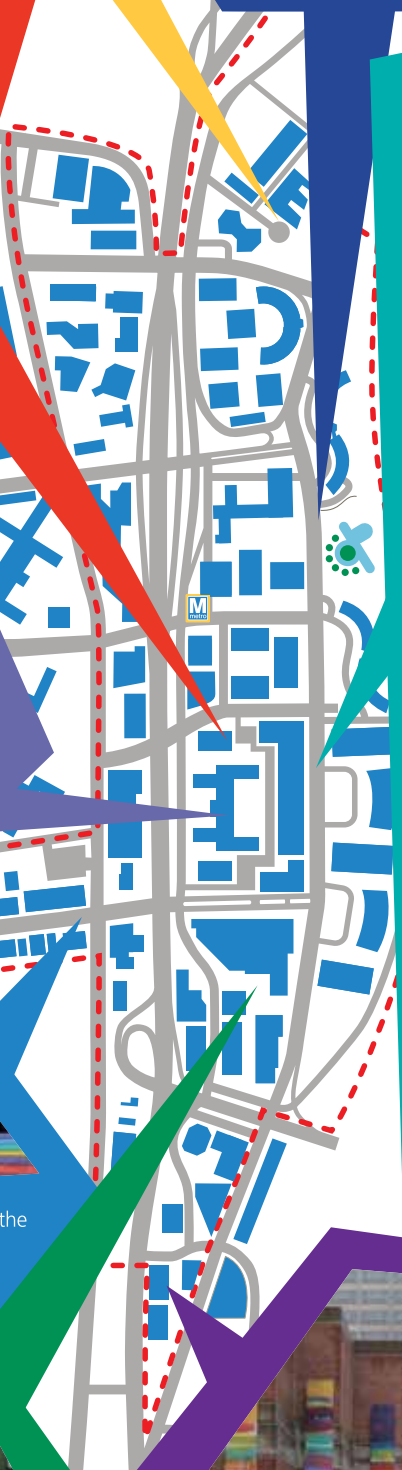


26th to 23rd This portion of Crystal Drive is bursting with new development including new restaurants and plans to complete two-way operation next fiscal year. Artistic additions of Sunburst and the painted columns link the heart of Crystal City to points south.



20th to 15th Centered on the Metro station, this section of Crystal City has exhibited strong cultural offerings over the past year. Synthetic Theater continues to wow audiences with its unique style of theater and movement in a conference space turned full-scale performance venue. Crystal Screen brought thousands of movie-goers to the courtyard along S. Bell Street with the By the Numbers and Rom Com series. Artomatic returned to Crystal City bringing over 1,000 artists, hundreds of performers, and over 75,000 spectators to 1851 in celebration of its impending demolition and transformation into 1900 Crystal Drive.

Outdoor activity also abounds with the weekly FRESHFARMS Market along Crystal Drive, Monday morning Yoga in the Water Park, and a pit stop each day during Bike to Work Week at the trail head to the Mount Vernon Trail. Happy hour heads outdoors with Wine in the Water Park every Friday in June inviting area residents, guests, and employees for a relaxing sip by the water.



Crystal Dr from 23rd to 20th Crystal Drive continues to mature as the area's “Main Street,” adding new restaurant sensations Chick-fil-A and Good Stuff Eatery to the established dining destination that already includes Jaleo, Kora Restaurant, McCormick & Schmick's, Neramitra, and many more. The three block stretch also regularly transforms to host area events such as the Air Force Cycling Classic, the Crystal City Twilighter, 5k Fridays, and the Marine Corps Marathon. The renovation of 220 Twentieth Street began the transformation of the Crystal City skyline that will soon be continued with the construction of the proposed 23-story 1900 Crystal Drive.



33rd to 26th A beautiful, landscaped gateway with an attractive geometric pattern of sidewalks and artistic LED lights continuing up the southern façade of the adjoining building welcomes drivers heading north along Route 1. Continuing onto Crystal Drive, drivers pass the latest Art Wall, Rhythm & Balance, and the Concord, one of the area's newest residential buildings. These colorful enhancements communicate to all a new, vibrant, and colorful Crystal City.



ACCOUNTABLE

The Crystal City BID acts as the responsible steward for the area, and all of the resources with which it is entrusted. Through quarterly board and committee meetings, good governance is maintained for the organization's activities. Staff members regularly attend Arlington County Board meetings, commission meetings, as well as community meetings, development meetings, and larger area consortiums in order to both be aware of trends and issues in Arlington County and the Greater Washington Region, and to ensure that Crystal City's interests and issues are represented and addressed at these meetings. The organization always meets its deliverables on time, including budgets and workplans, disbursement requests, audits, and annual reports. The Crystal City BID is diligent in conforming to all permit and license requirements for their events and programs, including ABC licenses, temporary food licenses, and Special Event Permits. The organization has been widely recognized for its efforts, winning more than 10 awards, including four from the International Downtown Association.

FINANCIAL POSITION

CURRENT ASSETS

Cash and Cash equivalents	\$869,635.00
Prepaid expenses	\$123.00
Property and equipment	\$10,360.00
Total assets	\$880,118.00

LIABILITIES & NET ASSETS

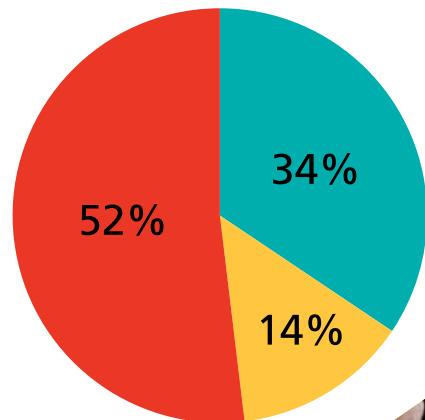
Total current liabilities	\$141,055.00
Unrestricted net assets	\$739,063.00
Total liabilities and net assets	\$880,118.00

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES

County disbursements	\$2,294,732.00
Sponsorship and events	\$57,898.00
Interest income	\$1,487.00
Total support and revenues	\$2,354,117.00

Admin	\$765,106.70	Operations
Marketing	\$304,505.52	Marketing
Operations	\$1,154,257.41	Admin



BOARD OF DIRECTORS

BOARD MEMBERS

Chair Marty Almquist, Avison Young/EDC
 Vice Chair Mitch Bonanno, Vornado/Charles E. Smith
 Secretary Christine Ponzi, Cafe Pizzaiolo
 Treasurer Jean-Marc Dizard, Hyatt
 Doug Abbott, Gould Property Company
 Joan Berman, Vornado/Charles E. Smith
 Jim Creedon, Vornado/Charles E. Smith
 Larry Duncan, Lockheed Martin
 Dori Familant, Doubletree Hotel
 Brian Fitzgerald, BPG Properties
 Kingdon Gould III, Gould Property Company
 Alan Haskel, PBS
 Freddie Lutz, Freddie's Beach Bar
 Glenda MacMullin, Consumer Electronics Association
 Katya Naman, Lowe Enterprises
 Mara Olguin, Vornado/Charles E. Smith
 Peter Priesner, Radisson Hotel/Hampton Inn
 Maribeth Spitz, Transwestern
 Harmar Thompson, Lowe Enterprises
 Steven Wilder, The Boeing Company

ARLINGTON COUNTY REPRESENTATIVES

Alex Iams, Arlington Economic Development
 Cheryl Mendonsa, Aurora Highlands Resident
 Michelle Cowan, Management and Finance
 Jim Whittaker, Crystal City Resident

COUNSEL

La Fonte Nesbitt, Holland & Knight LLP

STAFF

Angela Fox, President/CEO
 Robert Mandle, Chief Operating Officer
 Charles Gray, Administration/Finance Director
 Joseph Petty, Program/Artistic Director

