




# CRYSTALCITY

BUSINESS IMPROVEMENT DISTRICT 2013 ANNUAL REPORT





**A Note from the President/CEO** Fiscal Year 2013 was another huge event-filled year in Crystal City. We hosted the fifth annual Crystal City Twilighter 5K, Vintage Crystal: A Taste of Wine and Jazz, Wine in the Water Park, the Second Annual Diamond Derby, the Marine Corps Marathon, 1K Beer and Wine Walks, 5K Fridays, Bike to Work Week, and the Air Force Association Cycling Classic. Crystal Couture moved to the top floor of 251 18th Street and featured amazing views, a 400-foot, 360° runway, and played to huge fashion-forward crowds. We added Pups and Pilsners, a frolic for beer lovers and their dogs, to the already impressive Vintage Crystal lineup. On Father's Day, we debuted the Crystal Car Show and brought classic, muscle, antique, and electric cars to the area. On top of that, we still found the time to host Monday Morning Yoga, Crystal Screen Movie Nights, Outdoor Zumba, Food Truck Thursdays, FRESHFARM Farmers Market, Great Country Farm's CSA, the Women's Professional Racquetball Christmas Classic, an outdoor street hockey league, and an outdoor volleyball league.

We also reactivated the Crystal City Interior Retail concourse by launching Art Underground. In partnership with Vornado/Charles E. Smith and the Arlington Artists Alliance (AAA), Art Underground created a brand and experience architecture geared to transform five blocks of Crystal City's interior retail network into a vibrant arts and cultural destination with galleries, studios, interactive exhibits and activities, and performance and classroom spaces, creating the framework for a powerful new incubator for the arts.

This year also saw the Crystal City metro plaza receive a major upgrade with an expanded pedestrian zone, pleasant seating areas, and fresh landscaping. 1400 Crystal Drive was rebuilt as a LEED Gold Certified office building with Class A office space. Finally, a section of Crystal Drive between 23rd and 26th Street was converted to two-way, with more transportation improvements to come. The Crystal City experience is bursting with activity. 5K runs, bike races, fashion shows, outdoor movies, Zumba, yoga, wine, food, pups, street hockey... the list keeps growing.

When these exciting programs are combined with new office buildings, modern streetscapes, innovative green spaces, and enhanced road connections the result is a complete community. The question isn't "what is there to do in Crystal City?" but "What can't you do in Crystal City?"

**NOT JUST SMART  
BRILLIANT**

# PROGRAMS



Creating a highly activated environment with regularly programmed spaces and hosting increasingly popular special events are key components of the Crystal City BID's work. However, this is only part of the story. The Crystal City BID also works diligently to transform the daily experience for all of the area workers, residents, and visitors. Through innovative programs and projects, the Crystal City BID brings fast-paced and consistent upgrades to the realm that reinforce the perception of a neighborhood on the move...in thoughtful fashion. Environmentally friendly event and landscape policies, infusion of visual art into the substrate, re-imagining of the underground into a burgeoning Arts Incubator, and expanded transportation and bike infrastructure bring a new level of engagement. Participation in various public planning and community engagement processes including area civic association, County Planning and Transportation Commission, Site Plan Review Committee, Public Art Committee, and streetcar planning meetings ensures that the importance of continued investment is communicated to the County's decisions makers. All of these efforts along with great events keep Crystal City a dynamic and attractive destination for business *every day of the week* . . .

# MONDAYS

In Crystal City, people can stretch into their week with Monday morning yoga in the water park, play in a volleyball league after work, then wrap up the evening with a picnic and an outdoor movie at Crystal Screen.



# TUESDAYS

Shoppers flock to Crystal City's FRESHFARM Market on Tuesdays for the best in local produce, meats, and other local artisanal products. Tuesday also kicks off five days of unique pop-up shopping and fashion entertainment in February with Crystal Couture.



# EVENTS

# WEDNESDAYS

The courtyard at 2121 Crystal Drive comes alive on Wednesday with Outdoor Zumba at lunchtime. One can also get over the final hump with the new Blues and Brews on the last Wednesday of the month, offering live music, craft beers, and tastes of local barbeque.



# THURSDAYS

Thursdays solved the retail versus street-tail issues with food trucks, by setting up a weekly Food Truckeroo then get competitive with street hockey in the parking lot at 2001 Jefferson Davis Hwy and volleyball matches on the courts on Crystal Drive.



# FRIDAYS

Area employees can wrap up the week in style because Friday in Crystal City can feature everything from Bike to Work Day, a Floral Frenzy, an art opening, Wine in the Water Park, a 5K race, or a show at Synetic Theater.



# SATURDAYS

Saturday is a good day for a stroll through the Crystal City Shops while taking part in the 1K Wine and Beer Walks. Those looking for something more active can find it in the Diamond Derby, a bicycle race held in a parking garage, or the Crystal City Twilighter.



# SUNDAYS

Crystal City is the place to be on Sunday! Visitors can brunch then participate in a fun event, or do the event then stay for dinner in one of the area's yummy restaurants. Whether Sip and Salsa, Pups and Pilsners, the Air Force Association Cycling Classic, the Father's Day Crystal Car Show, and the Marine Corps Marathon – Sunday is a day for big events in 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 work plans, 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.

## BOARD OF DIRECTORS

### BOARD MEMBERS

Chair Harmar Thompson, LCOR  
 Vice Chair Mitch Bonanno, Vornado/Charles E. Smith  
 Secretary Glenda MacMullin, Consumer Electronics Association  
 Treasurer Steve Wilder, The Boeing Company  
 Doug Abbott, Gould Property Company  
 Marty Almquist, Avison Young  
 Joan Berman, Vornado/Charles E. Smith  
 Jim Creedon, Vornado/Charles E. Smith  
 Larry Duncan, Lockheed Martin Corporation

### BOARD MEMBERS

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 Mara Olguin, Vornado/Charles E. Smith  
 Peter Priesner, Radisson Hotel  
 Julie Yeung, Sheraton Crystal City

### ARLINGTON COUNTY REPRESENTATIVES

Christher Ahl, Crystal City Condos/CCCRC  
 Michelle Cowan, Management and Finance  
 Marc McCauley, Arlington Economic Development  
 Cheryl Mendonsa, Aurora Highlands Resident  
 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 Vice President  
 Joseph Petty, Program/Artistic Director

### FINANCIAL POSITION

#### CURRENT ASSETS

Cash and Cash equivalents	\$1,117,039.00
Prepaid expenses	\$0.00
Property and equipment	\$7,506.00
<b>Total assets</b>	<b>\$1,124,545.00</b>

#### LIABILITIES & NET ASSETS

Total current liabilities	\$649,771.00
Unrestricted net assets	\$474,774.00
<b>Total liabilities and net assets</b>	<b>\$1,124,545.00</b>

### STATEMENT OF ACTIVITIES

#### SUPPORT & REVENUES

County disbursements	\$2,540,428.00
Sponsorship and events	\$65,225.00
Interest income	\$590.00
<b>Total support and revenues</b>	<b>\$2,606,243.00</b>

<b>Operations</b>	<b>\$1,659,319</b>
<b>Marketing</b>	<b>\$821,824</b>
<b>Admin</b>	<b>\$364,402</b>

