



**FISCAL YEAR 2021 : WORK PLAN**

**ROSSLYN**





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## OVERVIEW: FISCAL YEAR 2021 WORK PLAN

Since our inception in 2003, the Rosslyn BID has seen its community evolve in dramatic ways. With its premier Arlington location, Rosslyn is set to solidify its place as a regional economic force.

Recent milestones that have set the framework for growth and development in Rosslyn began to show impact in the last 2 years. The economic development activity driven by Arlington County Economic Development, in conjunction with investments by Rosslyn property owners and the BID, has helped drive this evolution. Rosslyn has changed from a successful commercial district into a diverse, mixed-use neighborhood that is home to major business brands such as Nestle, Gerber, Deloitte and Gartner.

We are seeing increased momentum in redevelopment of aging buildings as the Rosslyn Sector Plan comes to life with recent site plan approvals and submissions. Also adding momentum to the sector vision was the completion of the Core of Rosslyn Transportation Study. This major initiative and its related projects will continue to improve upon an already accessible Rosslyn.

As we contemplate our work for the coming year, we have identified several longer-term transformative initiatives that will further add to the positive impact of our existing core services.





*Fiscal Year 2021:*  
**MONUMENTAL MOVES**





## **RIVER ACCESS/ BOATHOUSE**

This past year, the County Board approved the Rosslyn location as the site for an Arlington-based boathouse after the National Park Service issued their finding of “no significant impact”. The site is approximately half a mile from the Rosslyn metro and would be the first Arlington access point to the Potomac River. This possibility has tremendous positive life-style and economic implications for Rosslyn and Arlington as well as the DC metro region.

Collaborating with Arlington Department of Parks and Recreation, the BID will explore short-term, more immediate steps toward river access as well as continue to pursue the longer-term vision of a Rosslyn Boathouse.



# GATEWAY PARK RENEWAL

The largest park and open space in Rosslyn, Gateway Park, is under-utilized and suffers from physical elements that make it uninviting and difficult to access. With recently approved commercial development, funding for a major redesign of the park will be available. The BID will work with the Department of Parks and Recreation to create a master vision for Gateway Park that will include short-term interim improvements to bring more use and awareness to this important community asset.



## CORE OF ROSSLYN TRANSPORTATION

With the work of the initial study now complete, we are eager to move forward toward implementing major changes to the Rosslyn transportation network. We will continue to work with DES Transportation as elements of the study's implementation plan moves forward on an incremental path toward funding, full design and construction. In the interim, we will continue to work with DES Transportation to support short-term tactical improvements to improve safety and ease access.

ORANGE LINE  
BLUE LINE  
SILVER LINE  
ROSSLYN  
STATION

**Fiscal Year 2021: MONUMENTAL MOVES**

[metroopensdoors.com](http://metroopensdoors.com)



*Fiscal Year 2021:*  
**CONTINUOUS  
SERVICES**







## MARKETING & COMMUNICATIONS

The services provided by our Marketing and Communications team have been critical to the positive perception change of Rosslyn over the last few years. The efficiency and successful delivery of information to the broader public has brought awareness of Rosslyn's growing amenities and robust lifestyle. Our marketing and communications team also serves as valuable support for our retailers and businesses, bringing them increased awareness and highlighting our diverse mix of businesses.

Here's what we are focusing on in the coming year:

- Updating our website to improve and enhance the navigation and access to information.
- Working with our new public relations firm to integrate storytelling into our marketing efforts.
- Building on our successful social media platforms by a more systematic use of analytics.



## COMMUNITY EVENTS

At the Rosslyn BID, careful thought and planning goes into curating events that help further our strategic goals. Our events are tools to build community, support retail, test concepts and bring awareness of Rosslyn to the greater region. At our core, we prioritize events that will bring the community together in fun and innovative ways.

Here's our focus for the coming year:

- Producing our signature events such as Rosslyn Jazz Fest and Rosslyn Cinema.
- Developing new partnerships that bring diverse experiences to Rosslyn.
- Working with our retailers to showcase and leverage their brand and expertise.
- Continuing to activate diverse spaces within Rosslyn.
- Better integrating and coordinating events and activations into our placemaking efforts.



## PUBLIC REALM & BEAUTIFICATION

The Rosslyn public realm will continue to evolve as the vision of the sector plan comes to life over the next several years. While we know that there is a long horizon to implement sector plan elements, we are firm believers in using innovative, lower cost strategies to bring necessary changes to the public realm in the near term. Our placemaking efforts take a holistic approach that integrates both the physical and visual aspects of the neighborhood. We keep the community at the center of these efforts.

Here's what we are focusing on in the coming year:

- Partnering with DES Office of Sustainability and Environmental Management to explore opportunities to bring better lighting to key areas of Rosslyn to include solar and other sustainable options.
- Re-engineering the waste receptacle element of streetscape and continuing roll out of other elements.
- Implementing creative non-traditional wayfinding that is based on findings from a study to be completed Spring 2020.
- Partnering with NPS, Arlington Parks and other key stakeholders to create connections between parks, privately-owned open space and other natural areas to eventually produce an easy to navigate network natural amenities.





## ECONOMIC DEVELOPMENT & BUSINESS ENGAGEMENT

Rosslyn experienced significant growth over the last 12 months with 1,500+ new employees moving in. Over the last year, vacancy rates decreased from 23.2% to 16.5% today. Our efforts to enhance and support Arlington Economic Development and our property owners are an important piece of the puzzle to attracting and retaining businesses.

Here's what we are focusing on in the coming year:

- Continuing to grow commercial real estate network by increasing outreach to CRE marketing and research teams.
- Hosting curated real estate events to showcase Rosslyn to influencers.
- Continuing to partner with and support Arlington Economic Development in areas of recruitment and retention.
- Exploring opportunities to leverage corporate partners for activation opportunities.
- Creating opportunities for businesses to advance their goals, especially within workforce efforts.
- Exploring corporate citizenship opportunities.



## MANAGEMENT & ADMINISTRATION

At the foundation of all our work, strength in our management and administration program means solid grounding for all programs. As we evolve as an organization and a community, we practice continuous improvement to ensure solid fiscal responsibility, transparent and professional interactions and support and training for staff.

Here's what we are focusing on in the coming year:

- Continuing to strengthen our regional influencer position through involvement in regional initiatives that tie into Rosslyn priorities such as transportation, river access and workforce.
- Continuing to build the capacity and expertise of the organization and board by bringing in regional and national experts to educate and inform us on trends and best practices.
- Establishing an advisory committee to the Board of Directors to involve additional experts who may not qualify for board service.
- Building upon the evolution of the Urban Design Committee last year, we will provide opportunities to engage topic experts on trends and best practices to enable the committee to best inform the County development process.



# FISCAL YEAR 2021 BUDGET

July 1, 2020 - June 30, 2021

## INCOME

County Assessment Funds	3,886,800
County Retained Funds	
County Admin Fee	80,300
Delinquency/Appeals	50,000
Subtotal County Retained Funds	130,300
Total County Funds	4,017,100
Interest Income	3,000
Other Income	10,000
<b>Total Income</b>	<b>4,030,100</b>

## EXPENSES

Marketing & Promotion	720,000
Operational Services	964,800
Economic Development	406,000
Public Realm Improvements	540,000
Community Activities	699,000
Management & Administration	570,000
County Requirements	
County Admin Fee	80,300
Delinquency/Appeals	50,000
Subtotal County Requirements	130,300
<b>Total Expenses</b>	<b>4,030,100</b>