



FY2020 PLAN & BUDGET

OVERVIEW

The Rosslyn Business Improvement District (BID) was established in 2003 as the first BID in Arlington County. It is comprised of a 17-block downtown area of commercial and residential buildings. The BID's governing body, the Rosslyn Business Improvement Corporation (RBIC), has become an integral part of the diversified and growing Rosslyn community. Governed by a Board of Directors that is made up of commercial and residential property owners, Rosslyn tenants and County representatives, **RBIC's mission is to provide high-quality customer-oriented services designed to define, enhance and continually improve Rosslyn for those who work, live, visit and do business here.**

RBIC engages its stakeholders and the community at large through the following major program areas:

- ▶ **Marketing Rosslyn** as a central location with active streets, bold cultural influences and unparalleled business opportunities
- ▶ **Beautification and hospitality programs** for public areas, which includes the BID's Ambassadors who help ensure a welcoming, clean and safe public realm
- ▶ **Economic development** to nurture and maintain a strong economic climate that supports business retention and recruitment as well as maintain and build strong relationships with key stakeholders that enables connections and promotes economic vitality
- ▶ **Parking, transportation, wayfinding, pedestrian and safety programs** that ensure a positive experience when navigating to, from and within Rosslyn and that support robust commerce
- ▶ **Urban planning and design** to bring a unified sense of place that promotes connections, community and activity through thoughtful input and stakeholder engagement.
- ▶ **Community activities and events** that enliven the public realm and create community, connectiveness, collaboration and fun

RBIC's income is sourced from property tax assessment revenues collected by Arlington County from property owners within the BID boundaries. Over the ten year period from 2009 to 2018, property assessments within the BID increased from \$3.9B to \$4.7B, representing a 20% increase.

The RBIC current year funding for FY19 was approved at \$3.7M, based on a tax rate of \$0.078 per \$100 of assessed property value. For FY20, tax revenues saw a modest increase to \$3.9 M based on no change to the BID tax rate.

FY2018 YEAR-IN-REVIEW

CONNECTED

MARKETING/ECONOMIC DEVELOPMENT

453,987

PAGE VIEWS ON
ROSSLYNVA.ORG

243,511

UNIQUE SESSIONS ON
WEBSITE IN FY16

22%

INCREASE IN WEBSITE
TRAFFIC OVER LAST YEAR

1,554

INSTAGRAM
FOLLOWERS

12,494+

FOLLOWERS ON
SOCIAL MEDIA



1.2 MILLION

SQUARE FEET SIGNED/
MOVED IN

350,509+

SQUARE FEET NET
ABSORPTION

BOLD
BEAUTIFICATION

SUMMER FLARE



18

CRASH-PROOF
PLANTERS DEPLOYED

15,400+

FLOWERS PLANTED

SPRING COLOR



40,000+

SQUARE FEET OF LANDSCAPING
PLANTED & MAINTAINED

FALL FESTIVE



URBAN
DESIGN OVERVIEW



1ST
PARKLET IN
THE DMV
DEPLOYED

11
NEW
WAYFINDING
SIGNS

79.2%
POSITIVE
FEEDBACK FOR
THE PARKLET



ACTIVE
EVENTS & ACTIVITIES



165+
COMMUNITY EVENTS

50,000+
EVENT ATTENDEES

100
PURPLE BOWS

24'
HOLIDAY TREE

SEASONAL ACTIVATION



RESPONSIVE
HOSPITALITY

90+

HOURS ASSESSING NEEDS &
ISSUES IN ROSSLYN

229

BAGS OF CLOTHING
DONATED TO A-SPAN

38,790+

PIECES OF COLLATERAL
DISTRIBUTED

4,060+

HOSPITALITY
ENGAGEMENTS

230,000+

POUNDS OF WASTE
COLLECTED



FY2019 YEAR-TO-DATE

As we began FY19, we maintained our focus on four goals that continue to guide our work:

- 1. Shape Rosslyn's Urban Character**
- 2. Activate the Neighborhood**
- 3. Enhance the Perception of Rosslyn**
- 4. Maintain a Strong BID Organization**

Each goal is articulated to achieve outcomes that shape our community and organization. Whether we are working independently or in cross-functional teams, our focus on these goals help direct actions to achieve an active, urban, accessible Rosslyn for all who work, live and visit.



Goal: Shape Rosslyn's Urban Character Urban Design/Transportation

We will support the continued evolution of Rosslyn into an accessible, walkable and mixed-use community.

Major Accomplishments YTD:

- ▶ The BID partnered with numerous County organizations including AED, CPHD, DES, Cultural Affairs, Stay Arlington and Zoning to update 11 pedestrian wayfinding signs across the BID. The signs were updated to include new points of interest and feature consistent maps, better color-coding and organized map points, and clear street identifiers so pedestrians can quickly get their bearings. The updated design, that includes the vibrant Rosslyn colors and integrates seamlessly with the new Rosslyn streetscape furniture, not only improves visibility but also enhances the streetscape.
- ▶ In partnership with Arlington Transportation, Engineering and Operations (TE&O), we hosted 2 public meetings to review and discuss the baseline findings and a first concept design of the transportation network within the Rosslyn core. With the BID's assistance, TE&O garnered over 500 responses to an online survey related to the study.
- ▶ We continued tactical urbanism improvements in partnership with TE&O by deploying several crash grade planters at various crossings, including the crossing at the Metro high-speed elevators. These planters not only improve safety for pedestrians but also beautifies the urban landscape.
- ▶ We implemented a homeless support capability within the Ambassador team by creating a part-time specialist position. This specialist, who has experience and training working with the homeless community, will work with ASPAN to help support the homeless individuals in Rosslyn. Since starting the capability at the beginning of July, one person the specialist referred to ASPAN is now placed in housing and is receiving assistance to obtain employment.



500+ RESPONSES TO THE
TRANSPORTATION FEEDBACK FORM



80+ ATTENDEES AT DARK
STAR PARK DAY

Goal:

Activate the Neighborhood

Events & Activities

We will create and support robust activity in Rosslyn through events, community engagement, visual elements and amenities.

Major Accomplishments YTD:

- ▶ In partnership with Arlington Public Libraries (APL), Gensler, Davis Construction, JBG SMITH, Turning the Page, AED, and various other County departments, the BID launched the Alcove – an experiential retail pop-up store. Open from August into the beginning of October, this temporary community asset brought a unique level of life and activation to the corner space at N. Moore and 19th Street. With over 60 events programmed through the 2+ month period, the Alcove brought a diverse array of retail from used books to Etsy crafts to German pastries. Over 12,000 people from the community, ranging from residents to workers and senior citizens to children, enjoyed the Alcove. The buzz that was created was tremendous with earned media placements in Washingtonian, WTOP, WBJ, DC Refined and more.
- ▶ Again in partnership with Arlington Public Libraries and Turning the Page, we launched Rosslyn Reads Book Festival on Central Place Plaza. Filled with over 15,000 books, the plaza was buzzing all day with author talks, coffee tasting, children's reading times and patrons browsing for used books. Turning the Page earned a record \$20,000+ for its educational charity.
- ▶ Capitalizing on the recent alcoholic cider trends, we held the first Rosslyn Cider Fest in October. Over 2,000 attendees sampled 24 different ciders from 8 different Virginia producers while enjoying bluegrass music and warm donuts. Advance purchase tickets were sold out within a couple of days.



ACTIVATED 3 CONCURRENT
VENUES DURING HARVEST FEST



1,200+ BOOKS SOLD DURING
ROSSLYN READS

Goal:

Enhance the Perception of Rosslyn Marketing & Economic Development

We will establish Rosslyn as an active, urban and accessible community by shifting external perception and by increasing awareness.

Major Accomplishments YTD:

- ▶ We worked closely with Deloitte and their regional leader to increase awareness around their newly formed initiative, "Business of Kindness". This consisted of an interview pre-event to highlight their initiative in our eBlast to over 10,000 subscribers, and a Gateway Park "takeover" with Deloitte posters, signs, and lawn blankets to educate the public. In addition, over 200 Deloitte employees attended the Rosslyn Cinema movie night and experienced one of our most popular free events.
- ▶ We launched the third in a series of perception surveys designed to gauge the broad community's views on Rosslyn. The results from this multi-year study help us measure the success of our efforts to change perception. With over 2,000 respondents, last year's survey showed positive shifts in perception as compared to the baseline year. There was an overall increase in satisfaction and "fun" became an adjective most frequently used by respondents to describe Rosslyn. We expect another large respondent rate for the third survey.
- ▶ We hosted several meetings with brokerage firms and real estate market analysts to share compelling Rosslyn market information and increase awareness of the BID resources available to them. These meetings included presentations as well as Rosslyn neighborhood tours and responses to custom information requests. The BID seeks to increase awareness of the benefits of a Rosslyn location and thereby positively impact the leasing activity.
- ▶ To better engage visitors to our website, we developed a photo-centric capability that also taps into our robust photo library. The addition of photos to articles and narratives gives the viewer a virtual presence in our events, spaces and places.

WWW



26.7% INCREASE IN AVERAGE
WEBSITE TRAFFIC



700+ INCREASE IN EBLAST
SUBSCRIBERS

Goal:

Maintain a Strong BID Organization Management

We will support and enhance foundational elements to ensure a highly functioning organization, which is paramount to the successful execution of all BID objectives.

Major Accomplishments YTD:

- ▶ Through engagement with multiple stakeholder groups, we undertook a process to enhance the Urban Design Committee and its charter. We conducted a series of listening sessions and convened a representative Task Force. The group evaluated a range of issues including the charter, membership, meeting time/frequency and how the UDC fits into the development process. The Task Force developed a report with recommendations and suggested implementation actions. The UDC had its first meeting since the Task Force in September, and we look forward to continuing to see this group evolve.
- ▶ In order to better support our staff, we revised various elements of our benefits package to include more robust health insurance coverage. In addition to improved benefits for staff, the organization was also able to save 20% in costs.
- ▶ As a part of corporate accountability, all board members and staff complete Conflict of Interest (COI) statements each year. This year, we converted this historically paper-based system to digital and streamlined the process that significantly eased completion. The digital system also links to our Salesforce database and completed COI forms auto-populate within the member's record.



COMPLETED CLEAN AUDIT



DEPLOYED ELECTRONIC SYSTEM FOR
CONFLICT OF INTEREST PROCESS

Going into FY2020, which begins July 1, 2019, we anticipate continued significant challenges within the commercial real estate market. As such, we expect modest growth in RBIC’s assessment revenues for FY20. Our work plan, therefore, represents a continuation of the high-quality programs we deliver while leveraging opportunities for innovation and refinement.

Our priorities include:

- **Commercial leasing and development support**
- **Community activation through events and placemaking**
- **Partnerships to bring new amenities to the community**
- **Improvements to transportation and wayfinding**
- **Continued strength in core programs**

Commercial Leasing and Development Support

While we celebrate the addition of Amazon’s HQ2 to the Arlington community and recognize its significance to the region’s economic vitality, we believe the full economic impacts will be realized over a long horizon. Most immediately, however, we believe we can help capture any early momentum through maintenance of our robust and local-focused market information that communicates the value proposition for any prospect. In addition, through our refined marketing and engagement efforts, we can showcase the unique aspects of Rosslyn that help potential tenants understand the attractiveness of a Rosslyn address. A solid foundation for both these capabilities has been laid over the last two years and the work ahead in FY20 will include continual updates of market information and growth in channels of distribution.

Since the completion of the new sector plan, only one redevelopment project has broken ground in the Rosslyn BID boundaries. While we support the County’s work to ensure a smooth landing for Amazon in **Arlington**, we believe it’s critical that the County also continue to support momentum in all our commercial corridors. Much of the sector plan cannot be realized without a catalyst to effectuate major change and long-term success requires the County to provide guidance to the development community in a way that motivates renewal. The BID is committed to working with the County to support the additional redevelopment needed to realize the sector plan vision. Together we can ensure that Rosslyn maintains its ability to attract and retain companies in an increasingly competitive environment.

Community Activation Through Events and Placemaking

Our work in activating the public realm through our hallmark events such as the Rosslyn Jazz Festival and Rosslyn Cinema as well as through temporary activations such as the Alcove or more passive spaces such as the Rosslyn parklet all create opportunities for the community to gather and enjoy their environment, connecting people and place. In FY20, we continue our main-stay events and explore new concepts, weaving in possibilities of leveraging corporate partners for activation and community building. Engaging Rosslyn companies helps to maintain their commitment to Rosslyn and allows us an opportunity to help our companies with their workforce retention efforts.

Partnerships to Bring New Amenities

Additionally, we plan to continue work with County partners such as Arlington Public Libraries (APL) and Arlington Parks to explore and potentially implement new community amenities. This includes exploring innovative ways to bring a more regular APL presence into Rosslyn, one of the few Arlington neighborhoods without a public library.

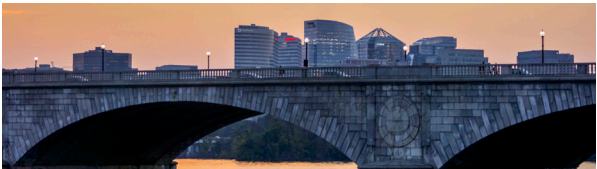
The conclusion of the NPS environmental impact study opens tremendous opportunity for access to the Arlington side of the Potomac River. While an eventual permanent boathouse may be a longer-term reality, we have begun discussions with Parks to consider shorter-term improvements that are aligned with the longer-term boathouse vision.

Improvements to Transportation and Wayfinding

With the conclusion of the Core of Rosslyn Transportation study in the Spring of 2019, we plan to continue our partnership with the County to ensure movement toward implementation of needed changes in the transportation network. This will include additional short-term improvements, such as deployment of additional crash-grade planters to help delineate safer pedestrian crossings, and collaboration on phasing of long-term changes, such as enabling two-way traffic on various Rosslyn streets. The changes to the network remains a critical element in realizing a robust multi-modal system that supports a mixed-use urban environment.

Hand-in-hand with an improved street network is improved wayfinding. In FY19, we improved existing pedestrian signs and began exploring innovative wayfinding techniques. We plan to extend this work into FY20 and will continue the collaboration with the County to coordinate a larger wayfinding effort that will eventually encompass not only pedestrian signs, but also traffic signage. The long-term aspects of the larger effort will need to be closely coordinated with the transportation initiatives and will extend well beyond FY20.

We believe there is significant opportunity to capitalize on the growth and momentum in our community. The FY20 workplan relies heavily on the strong foundation that the BID has built over recent years as well as the strong partnerships we have developed. While the last year saw significant leasing momentum that helped to diversify Rosslyn commercial tenancy away from its historical government-sector roots, we recognize the complex and long-term nature of this evolution. Our work - which supports new development, unifies and activates the Rosslyn public realm, engages the commercial and residential population, and helps to evolve the transportation network - all coalesces to change Rosslyn into the mixed-use urban community envisioned in the 2015 sector plan.



ROSSLYN BUSINESS IMPROVEMENT CORPORATION

Fiscal Year 2020 Budget July 1, 2019 - June 30, 2020

INCOME

| | |
|--------------------------------|-----------|
| County Assessment Funds | 3,779,500 |
| County Retained Funds | |
| County Admin Fee | 78,800 |
| Delinquency/Appeals | 80,000 |
| Subtotal County Retained Funds | 158,800 |
| Total County Funds | 3,938,300 |
| Interest Income | 3,000 |
| Other Income | 5,000 |
| Total Income | 3,946,300 |

EXPENSES

| | |
|------------------------------|-----------|
| Marketing & Promotion | 707,000 |
| Operational Services | 970,000 |
| Economic Development | 401,000 |
| Public Realm Improvements | 495,000 |
| Community Activities | 649,000 |
| Management & Administration | 565,500 |
| County Requirements | |
| County Admin Fee | 78,800 |
| Delinquency/Appeals | 80,000 |
| Subtotal County Requirements | 158,800 |
| Total Expenses | 3,946,300 |





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