

ROSSLYN BID

FY2022 WORKPLAN



January 2021

Overview

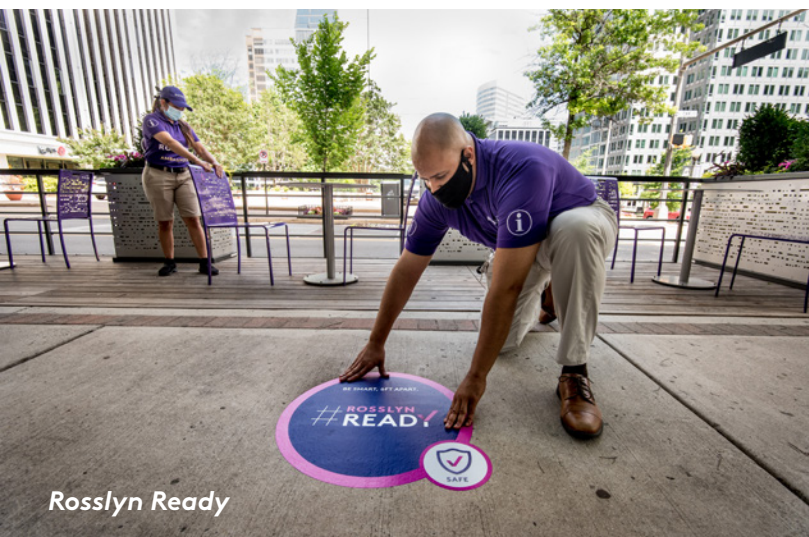
Rosslyn Business Improvement District

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. Over the 17 years since its inception, the BID's governing body, the Rosslyn Business Improvement Corporation (RBIC), has become an integral part of the dynamic 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 enhances the community through its innovative and collaborative delivery of a diverse program of services.

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

- **Marketing and Promotions** services that establish Rosslyn as an urban, active and connected community by increasing awareness and promoting Rosslyn's central and walkable location, bold cultural influences and unparalleled business opportunities.
- **Public Realm Improvements** that ensure vibrant, safe, beautiful and engaging public spaces that encourage community activity and support economic vitality. Service lines within this program area include landscaping, streetscape, urban planning and design, and placemaking activations/installations.
- **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.
- **Operational Services** that help to maintain and enhance a clean and safe public realm where access to and from Rosslyn is diverse and reliable. Services within this program area includes Ambassador services, transportation, pedestrian and wayfinding support, and general public realm maintenance and operations.
- **Community Events** that enliven the public realm and create community, connectiveness, collaboration and fun.

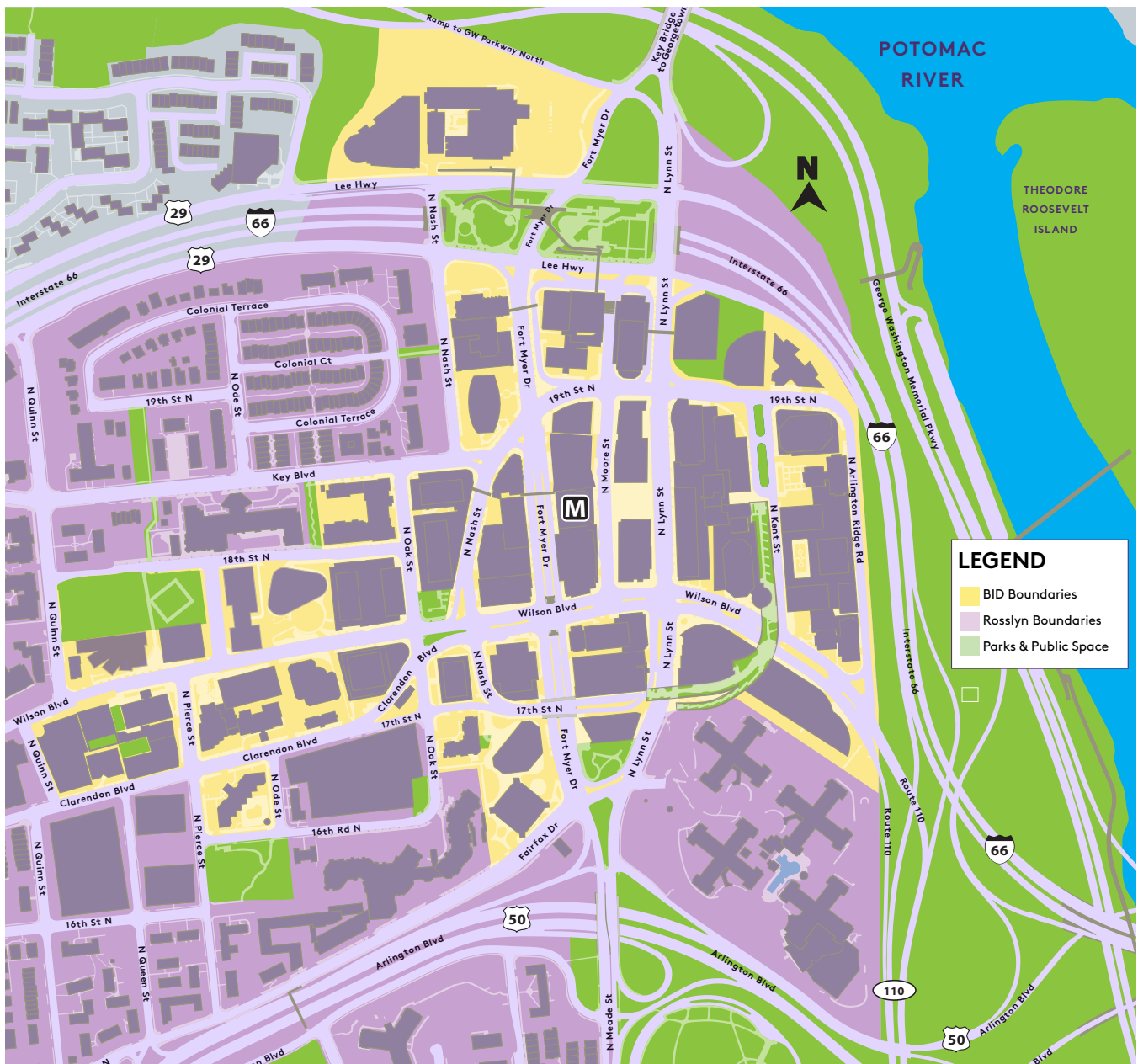
RBIC's income is primarily sourced from real estate tax revenues collected by Arlington County from properties within the BID boundaries. The RBIC funding for FY2021 was approved at \$4.05M, based on a tax rate of \$0.078 per \$100 of assessed property value. Assuming no change to the tax rate, FY2022 real estate tax revenues total \$4.2M.



Rosslyn BID

BID Boundaries

The Rosslyn BID is situated in a coveted location that is served by multiple major roadways, Northern Virginia's 2nd busiest metro stop, in close proximity to the Potomac River and within an easy walk across the Key Bridge to Georgetown. As a major economic driver within Arlington County and the DMV, Rosslyn boasts unparalleled views of the nation's capital and the Potomac River.



Rosslyn BID

Mission, Values, Guiding Principles

MISSION

As a community-based organization, our mission is to provide high-quality, stakeholder-oriented services designed to define, enhance and continually improve Rosslyn for those who work, live, visit and do business within our district.

VALUES

Our values are the foundation of our everyday efforts to meet our mission and include:

- * Leadership
- * Innovation
- * Integrity
- * Inclusion
- * Collaboration
- * Responsiveness
- * Professionalism

GUIDING PRINCIPLES

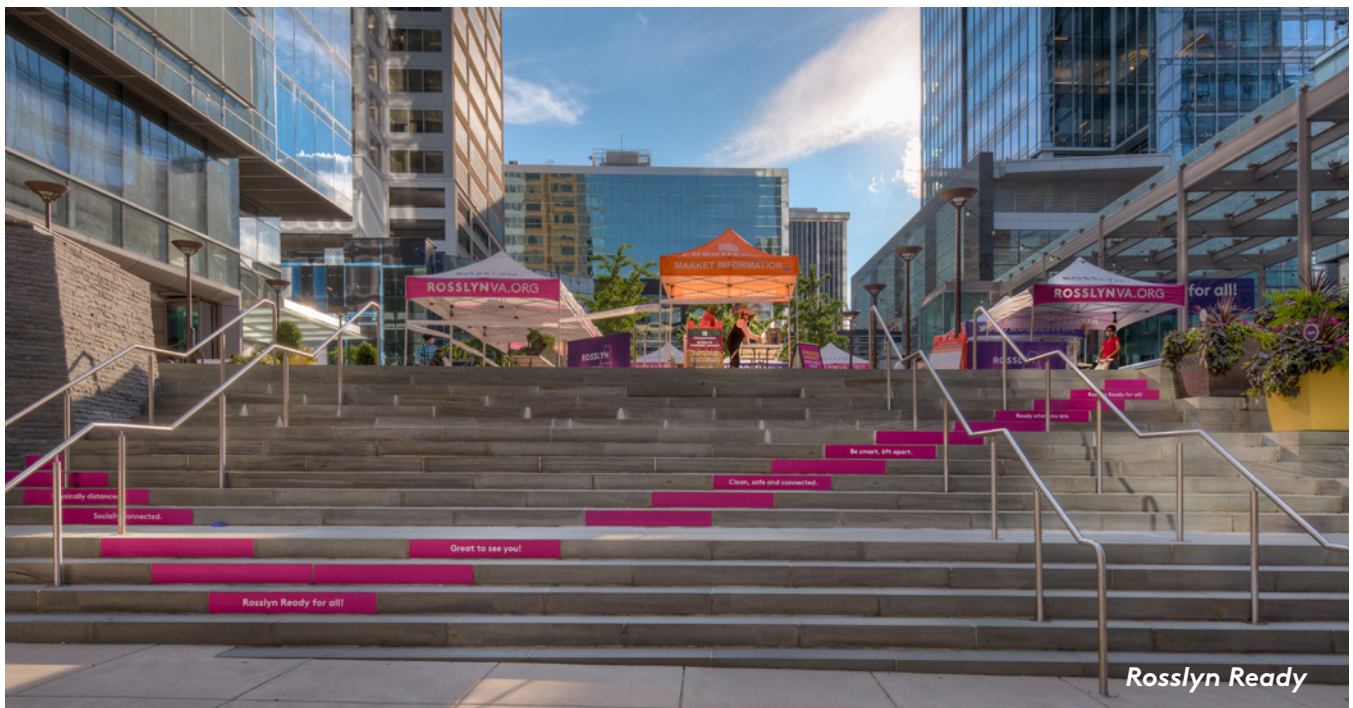
Through our work we seek to keep our neighborhood clean, safe and connected with an increased focus on public health, economic recovery and long-term sustainability for all. Our guiding principles include:

Shape Rosslyn's Urban Character - We will support the continued evolution of Rosslyn into an accessible, walkable and mixed-use community.

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

Strengthen Rosslyn's Perception - We will establish Rosslyn as an urban, active and connected community by continuing to strengthen perception and increasing awareness.

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

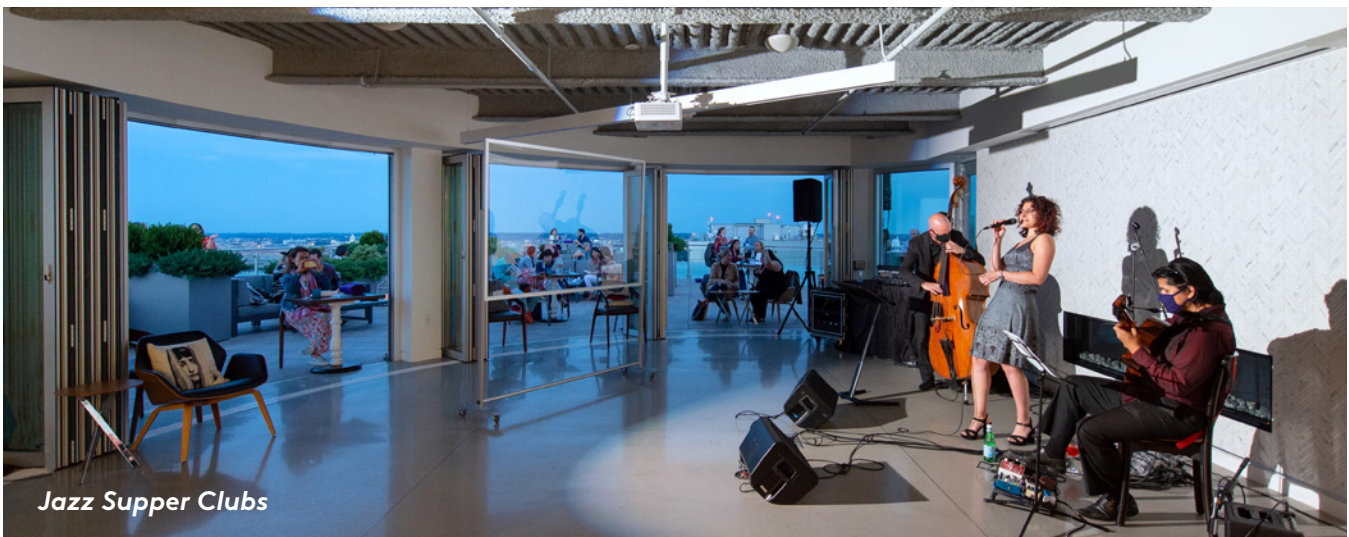


Rosslyn BID

Highlights of Achievements FY20/FY21

The events of 2020 threw the world into a state unseen in our lives. From the COVID-19 pandemic to the civil unrest, the year has forced us to re-evaluate our work and find ways to turn challenges into opportunities. The Rosslyn BID team and Board found new ways to not only help our community weather the storm but also to position us for the future. Highlights of our work include:

- * Contribution of \$100,000 to small business grant program led by Arlington Economic Development
- * Rosslyn Ready campaign that offered:
 - * Toolkit for businesses to help prepare their office for a safe return
 - * Toolkit for restaurants to help them pivot to a new model of service delivery that complied with pandemic related regulations
 - * Enhanced cleaning of public spaces, to include placement of new sanitizing stations
 - * BID-wide messaging to inform and educate the public about open businesses, enhanced cleaning and safety protocols
- * Re-formatted signature community events and layered in multiple safety elements to continue to offer opportunities for the public to maintain a sense of enjoyment and wellness. Each of the following events were re-invented to limit capacities and ensure social distancing:
 - * Jazz Fest re-imagined to Jazz Supper Clubs
 - * Rosslyn Cinema
 - * Rosslyn Reads
 - * Farmer's Market
 - * Rosslyn Cheer
- * O2 – In partnership with Arlington Parks, we created Rosslyn's outdoor office in Gateway Park to provide a free, socially distanced and amenity-rich workspace for the public. This included free high-speed WiFi and discounts to Rosslyn restaurants and showcased a use for our grand park during a time when fresh air and alternative workspace was critically important.



Services

Marketing and Promotions

We continue strengthening Rosslyn's perception by further establishing Rosslyn as an urban, active, and connected community by continuing to strengthen perception and increasing awareness.

Previous Year's Achievements

- * 404,139 page views on Rosslynva.org, representing a 40% increase over previous year
- * 95% increase in LinkedIn Followers
- * 16.4% increase across all social media platforms
- * 129 Rosslyn businesses promoted and supported through BID channels
- * 609 media placements
- * Renewed and replaced 196 light pole banners
- * Made updates and enhancements to Rosslyn website to include creating a Rosslyn Ready resource page to provide consolidated access to important and frequently evolving information under a pandemic environment



FY2022 Initiatives

Ongoing

- * Marketing and promotions support for Rosslyn businesses to include feature articles in weekly eblast and social media placements
- * Continue to utilize communications channels to increase engagement within the Rosslyn community
- * Continue to partner with other organizations, including Arlington County, to share and cross-promote initiatives
- * Continue to be a primary source of information for the community for safety, development and neighborhood news
- * Continue to garner media attention to promote Rosslyn businesses and initiatives

New

- * Promote Rosslyn's natural resources (i.e.: parks and trails) and curate suggested experiences to encourage active use
- * Refresh visible brand in the neighborhood (i.e.: banners and sidewalk decals)



Services

Public Realm Improvements

We plan to Shape Rosslyn's Urban Character by supporting the continued evolution of Rosslyn into an accessible, walkable and mixed-use community. The BID will activate the neighborhood by creating and supporting robust activity in Rosslyn through events, community engagement, visual elements and amenities.



Dog Park

Previous Year's Achievements

- * 11 new streetscape elements installed
- * Participated in and supported development projects that included 3 major redevelopments and 8 minor site plan amendments
- * 5,600 sq. ft of landscaping planted and maintained
- * Worked with Arlington Department of Parks and Recreation (DPR) to bring a temporary dog park to Gateway Park
- * Created O2—a pop-up outdoor office in Gateway Park in partnership with DPR

FY2022 Initiatives

Ongoing

- * Continue to work with DPR to bring back O2 and create additional enhancements and activations in Rosslyn parks
- * Continue progress toward Potomac River access and an Arlington boathouse
- * Continue seasonal plantings and beautification efforts
- * Continue to support the development process

New

- * Explore the potential to deploy BID-wide public WiFi and engage Arlington Department of Technology to investigate potential synergies
- * Expand improvements to increase utilization of outdoor space for arts programming, productivity, wellness and fitness (i.e.: Freedom Park, Dark Star Park and other Rosslyn locations)
- * Deploy new streetscape recycling cans
- * Review and renew BID-wide planters

Services

Economic Development

Recognizing the importance of Rosslyn to the region's economic vitality, we will focus our work to support businesses and commerce to ensure continuity and growth.

Previous Year's Achievements

- * Contributed \$100,000 to small business grant program led by Arlington Economic Development (AED)
- * Engaged with over 140 Rosslyn businesses
- * Through our Rosslyn Ready campaign:
 - * Produced a business toolkit to help businesses pivot operations to ensure a safe office environment and provide access to legal and HR experts under an evolving pandemic environment
 - * Produced a restaurant toolkit and provided access to experts to help restaurants pivot operations under a pandemic environment
 - * Helped Rosslyn restaurants obtain temporary outdoor seating (TOSA) permits
 - * Helped create new temporary pick-up/drop-off zones to support restaurant services
 - * Produced BIDGO bingo games that rewarded patronage at Rosslyn Restaurants
 - * Created Rosslyn Rewards program that rewarded patronage at Rosslyn Restaurants

and encouraged engagement via social media platforms to also bring additional awareness of restaurant offerings

FY2022 Initiatives

Ongoing

- * Continue to compile market demographics and information to support tenants touring Rosslyn
- * Continue to engage with Rosslyn tenants at all stages of lifecycle
- * Continue to track tenants as they return to the neighborhood and supporting them with resources
- * Continue to partner with AED through exchange of information, coordinated retention efforts, further recovery support
- * Relaunch Rosslyn Ready to facilitate and assist a smooth return to the office and operations. In addition to Rosslyn businesses, this may include collaborations with Department of Environmental Services (with an emphasis on transit), Arlington Economic Development (BizLaunch) and other County departments.



Services

Operational Service

Embracing our guiding principle to shape Rosslyn's urban character, we will support the continued evolution of Rosslyn into an accessible, walkable and mixed-use community.

Previous Year's Achievements

- * Ambassador program continued and heightened cleaning operations throughout COVID-19 restrictions as an essential community service
- * Working closely with Arlington County Police Department (ACPD) and ASPAN, increased homeless support during COVID-19
- * Delivered 40 A-frame signs to assist restaurants in raising awareness of their operating status during COVID-19 restrictions
- * Conducted regular patrols of BID during COVID-19 restrictions to assess restaurant status, homeless needs and other general operations
- * 5,600 sq. ft landscaped with 10,200 flowers over two seasonal rotations
- * 92 issues facilitated and forwarded to pertinent County department to resolve
- * 147,780 lbs of trash and 19,050 lbs of recycling collected
- * 96 shifts of Rosslyn police program in partnership with ACPD

FY2022 Initiatives

Ongoing

- * Continue to partner with Department of Parks and Recreation to ensure safe and pleasant experiences within Rosslyn park spaces and collaborate on repairs/improvements. Depending upon the specific initiative, collaboration may include both financial and/or in-kind support from the BID.
- * Continue to work with Department of Environmental Service to advance the Core of

- Rosslyn Transportation Study initiatives, deploy tactical safety enhancements and serve on the County's Vision Zero Stakeholder Group
- * Continue weekly patrols of the BID to assess safety and operational issues on Rosslyn streets/sidewalks
 - * Continue to assist general public with directional, general Rosslyn, and other information
 - * Continue to partner with ACPD and ASPAN on homeless needs
 - * Continue to be a resource for and work with building property management

New

- * Begin collections at newly deployed streetscape recycling cans
- * Input on and remain engaged in the DC gondola/transit study



Ambassador Services

Services

Community Events and Activities

Our guiding principle to activate the neighborhood inspires us to create and support robust activity in Rosslyn through events, community engagement, visual elements and amenities.

Previous Year's Achievements

- * Re-formatted signature community events and layered in multiple safety elements to continue to offer opportunities for the public to maintain a sense of enjoyment, connectedness and wellness. Each of the following events were re-invented to limit capacities and ensure social distancing:
 - * Jazz Fest re-imagined to Jazz Supper Club
 - * Rosslyn Reads
 - * Farmer's Market
 - * Rosslyn Cheer
- * Produced and hosted virtual events as way to engage and support the community under pandemic restrictions
 - * Online Individual Trivia with 676 participants over 29 games
 - * Company Team Trivia with 43 company teams over 6 games
 - * Company Trivia Tournament with 24 company teams over 5 games
 - * Virtual 5k, with proceeds benefitting A-SPAN
 - * Home office and decorating ideas webinar with Arlington Home Interiors
 - * Virtual Rosslyn history tour featuring a cocktail demo by Salt
- * Created a virtual Wellness Page on the Rosslyn BID's website, featuring free content from local wellness partners
- * Produced BIDGO bingo card games that rewarded patronage at Rosslyn Restaurants

FY2022 Initiatives

Ongoing

- * Continue to produce virtual activations and events that are safe and compliant with COVID-19 restrictions
- * Upon lifting of pandemic restrictions, continue to produce and execute hallmark Rosslyn community events

New

- * Produce new large-scale event programming at Freedom Park when pandemic restrictions are lifted



Rosslyn BID

Fiscal Year Budget

For fiscal year 2022, which begins July 1, 2021, the Rosslyn BID real estate tax revenues total \$4,208,809. This represents a 3.8% increase over initial FY21 revenues of \$4,053,393. The rising revenues is an indication of the resiliency within the Rosslyn district and through our work plan, we will add to this resiliency and look forward to continued stabilization and growth.

Rosslyn Business Improvement Corporation Fiscal Year 2022 Budget

	FY 2021	FY 2022
INCOME		
County Tax Assessment Funds	3,922,300	4,051,600
County Retained Funds	131,100	157,200
Interest and Other Income	13,000	8,000
Total Income	4,066,400	4,216,800
EXPENSES		
Marketing and Promotion	778,000	763,600
Operational Services	964,000	961,000
Economic Development	387,000	376,000
Public Realm Improvements	550,000	658,700
Community Activities	706,000	772,000
Management and Administration	515,000	503,000
Operating Reserve	35,300	24,800
County Requirements		
County Admin Fee	81,100	84,200
Delinquency/Appeals	50,000	73,000
Subtotal County Requirements	131,100	157,200
Total Expenses	4,066,400	4,216,800



ROSSLYN

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