



# 2009

# BID Overview

The Capitol Hill Business Improvement District (BID) is a 501(c)(6) nonprofit organization funded through a tax assessment on commercial property owners who are dedicated to making Capitol Hill clean and safe.

The BID provides enhanced services designed to augment, not replace, those provided by the DC government, including security, street cleaning, maintenance and graffiti removal, streetscape improvements, community outreach, marketing and promotional services.

We are led by a 26-member board representing a cross section of Capitol Hill stakeholders, including merchants, tenants, property owners, cultural and nonprofit organizations, ex-officio representatives, and elected officials.



## Board & Staff List

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### SECRETARY

Joan Malkowski, Jones Lang LaSalle

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Edwin Copenhaver, Frager's Hardware

Ken Golding, Stanton Development

Debra Hardy Havens, Capitol Associates, Inc.

Mark Holler, Ginkgo Gardens

Gary Jankowski, Hugh Kelly Real Estate

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Julia Christian, Capitol Hill Chamber of Commerce

Ken Jarboe, ANC

Commander Kevin Keegan, First District Metropolitan Police Department

Judy Wood, CPA

### FOUNDING PRESIDENT

George Didden, III, National Capital Bank

### STAFF

Patty Brosmer, President

Andrew Lee, Operations Director

Nina Liggett, Program Manager



## We're in Business...

### DEAR MEMBERS AND FRIENDS OF THE CAPITOL HILL BID ►

I am pleased to present the 2009 Annual Report of the Capitol Hill Business Improvement District (BID) which summarizes our seventh successful year of being in business:

- To Make Capitol Hill Clean, Safe and Welcoming
- To Promote the Capitol Hill Experience
- To Provide Opportunity
- To Maximize Your Tax Dollars

The BID has had a very solid year of accomplishments and our commitment to our core fundamentals of public safety and hospitality, cleanliness and beautification, and promoting The Hill as a destination is stronger than ever.

Your clean and safe teams patrol the district seven days a week to provide our citizens with public safety, homeless outreach and maintenance services. Many of our team members were once homeless themselves and are exceptional workers as a result of the opportunity they've received through our Ready, Willing & Working program.

Our staff is engaged in several joint committees with the Capitol Hill Chamber of Commerce, Barracks Row Main Street, Market Row Association, and the ANC 6B (to name just a few). Formed to address challenges facing our community, these joint committees have provided enhanced wayfinding, better coordination of marketing efforts, and are working on defining/creating the Capitol Hill "experience." We've also launched a social media presence on Facebook and Twitter to communicate with our patrons and connect with our stakeholders in real time.

While the Nation's Capitol has not been hit as hard by the recent economic downturn as other areas of the country, the economy has nonetheless taken a toll on some of our valuable BID members and we are keenly aware that we must plan for a possible impact on our budget in the future.

As you will see in the financial section of the report, the BID remains financially sound, fiscally responsible, and has received its seventh straight "clean" audit. By careful planning, utilizing creative ways to provide clean and safe services, and with a talented staff, we have been able to keep our administrative costs below 18%, enabling your dollars to have the maximum impact.

Finally, I would like to take this opportunity to thank our wonderful Chairman and Board of Directors, our staff, our 1000+ members (businesses and property owners), and the numerous city and community partners who are committed to making Capitol Hill shine.

We're in business for you!

Patty Brosmer  
President, Capitol Hill Business Improvement District

WE'RE IN BUSINESS TO  
**MAKE CAPITOL HILL  
 CLEAN, SAFE  
 & WELCOMING**

than 500 merchants and tenants, distribute information to update and assist BID members as well as respond efficiently and professionally to special requests from businesses on the Hill.

**BEAUTIFICATION COMMITTEE**

A cornerstone of the BID's mission is to maintain the beautiful landscaping that makes Capitol Hill one of the most desired residential and business communities in DC. In 2009, BID Board Member Mark Holler of Ginkgo Gardens completed a comprehensive tree box report cataloging the nearly 400 tree boxes in the BID area along with their general condition and initial recommendations for future plantings. He stressed the importance of general maintenance and cited excess soil, foot traffic, and tree roots as major challenges that were addressed in creating a Master Plan.

The final recommendation of the BID Beautification Committee was a liriopie border as the uniform design for the boxes. Liriopie is hardy and attractive and makes best use of the BID's beautification dollars. The Ready, Willing & Working landscaping team planted 7,300 gallon-sized liriopie and three varieties of daffodil bulbs in tree boxes throughout the BID. Not only is the arrangement eye-catching, the Beautification Committee contends it will ensure an extended spring blooming season.

**KEEP CAPITOL HILL BEAUTIFUL**

In the summer of 2009, the Capitol Hill BID was awarded three grants from Keep America Beautiful® to participate in their nationwide Cigarette Litter Prevention Program (CLPP) focused on reducing the environmental impact of cigarette butt litter. Targeting three high-traffic areas on Capitol Hill, with a concentrated and sustained effort, the BID is able to significantly reduce the amount cigarette butt litter and waste found at the southeast corner of 8th Street and Pennsylvania Avenue SE; on 1st Street SE in front of Bullfeathers and Tortilla Coast; and on the south side of Pennsylvania Avenue between 3rd and 4th Streets SE. By making sure

**CLEAN TEAM** The dedicated workers of Ready, Willing & Working (RWW) are on the streets of Capitol Hill seven days a week, rain or shine – keeping our sidewalks and curbs clean, reporting and removing graffiti, and collecting over 200 bags of rubbish and recycling daily. The 'Men in Blue' have fostered a meaningful connection with the Capitol Hill business community and residents alike. Their blue uniforms are instantly recognizable and have become synonymous with hard work and friendly personalities.

With the growing popularity of Barracks Row comes the challenge of keeping the area clean later and longer. By renewing their DSLBD supplemental cleaning contract the RWW Clean Team is able to provide the 8th Street Corridor with extra cleaning and landscaping services during the busiest hours of the day.

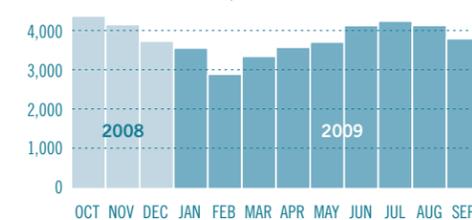
**SAFETY AMBASSADORS** The Capitol Hill BID Safety Ambassadors are truly the caretakers of the Hill. By helping maintain a secure and friendly environment where people are comfortable working, shopping, and dining they are supporting the economic health and vibrancy of Capitol Hill.

Available seven days a week, the Ambassadors are there to answer questions, recommend Capitol Hill hot spots, and help in case of minor emergencies. They sustain a close working relationship with the Metropolitan Police Department and stay up to date on crime prevention tips, homeless outreach services, and public safety training.

As the walking concierges of Capitol Hill, the Safety Ambassadors personally visit each of the BID's more

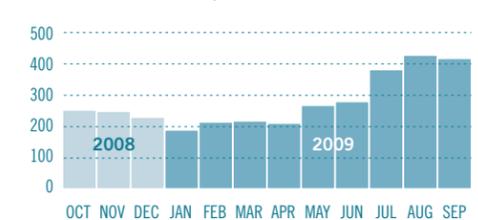
**RUBBISH COLLECTED IN FY 2009**

Total: 46,081 lbs (691 tons)

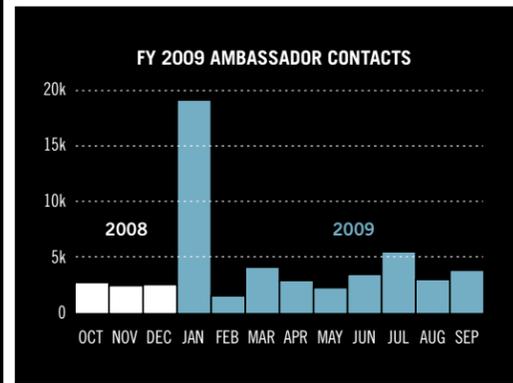
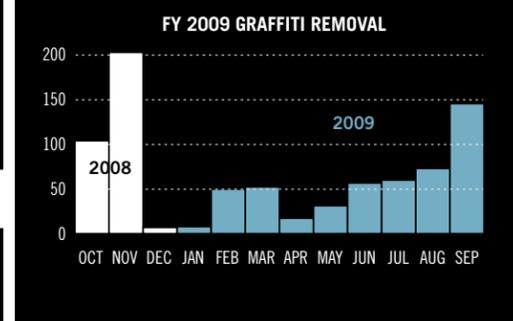


**RECYCLING COLLECTED IN FY 2009**

Total: 3,373 lbs (50.6 tons)



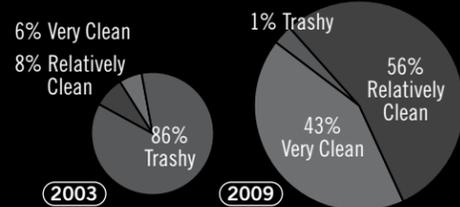
**reikohirai:** they r the most humble friendly & kind people. So many things we take it 4 granted. Thank you for keeping our streets clean!



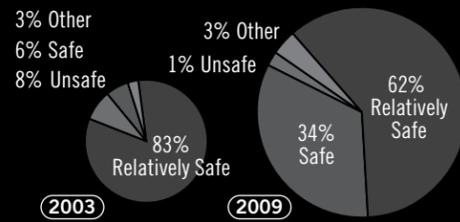
1 Short description of the photo in this space short description of the photo 2 Short description of the photo in this space short description of the photo 3 Short description of the photo in this space short description of the photo 4 To date the Capitol Hill BID has eight public space recycling bins. To increase awareness and recognition of these bins BID Operations Director, Andrew Lee personally painted each one blue, accounting for a significant increase in recyclable collections in August and September of FY 2009. 5 Short description of the photo in this space short description of the photo

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PERCEPTIONS OF CLEANLINESS ON CAPITOL HILL



PERCEPTIONS OF SAFETY ON CAPITOL HILL



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**CapitolHillKid:** Just moved up to NW but I LOVED the inclusive community feel-young or old-Capitol Hill has something for you!

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“The ongoing work of the Men in Blue is truly remarkable. Their effort creates positive impressions of our street every day for the customers coming to Barracks Row stores and restaurants.”

- James Dalpee, executive director, Barracks Row Main Street

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there are an adequate amount of ash bins for proper cigarette waste disposal, smokers have several other alternatives to flicking their butts onto the ground. “There is a real need to change smokers littering behavior and raise awareness about the environmental impact,” said BID president Patty Brosmer. “Cigarette litter is not only unsightly and costly to clean up, but also harmful to waterways and wildlife. Simple actions

**CIRCULATOR** ► City officials, business leaders, and community dignitaries gathered Wednesday, April 1, at Capitol Hill’s Matchbox restaurant to celebrate the launch of the new Union Station/Navy Yard (via Capitol Hill) Circulator Route which began service March 30. Known for its convenient 10-minute headways and bright red buses, the Circulator costs one dollar a ride, and offers extended service on Nationals’

“The Circulator bus is the best new thing going on Capitol Hill! It is an easy, convenient, and comfortable way to travel from Union Station to the Navy Yard Metro and points in between, including the two other Metro stops on the Hill.”

-Susan Perry, Capitol Hill BID Transportation Committee Chair

like installing ash receptacles and distributing pocket ashtrays will make a big difference in decreasing litter and ultimately keeping Capitol Hill beautiful.” After the initial six-week scan each pilot location had an average 72 percent decrease in improper cigarette waste disposal. Because of these impressive success rates, the Capitol Hill BID was invited to present their results at the 2009 International Downtown Association Conference in Milwaukee. In 2010 the Capitol Hill BID will continue these reeducation and intense cleaning efforts to contain litter and Keep Capitol Hill Beautiful.

games days. Plus, it stops just minutes away from all of the great restaurants and establishments on Capitol Hill. The Union Station/Navy Yard Circulator route replaced the Metrobus’s N22 route.

WE’RE IN BUSINESS TO  
PROMOTE THE  
CAPITOL HILL  
EXPERIENCE

**WAYFINDING TASK FORCE** ► Capitol Hill has a high density of residents, visitors, and workers, many of whom walk and use public transportation. In order to improve Capitol Hill’s commutability and accessibility, a way-finding task force (affectionately called Sign Tigers) was formed by community leader and stakeholder Chuck Burger of Coldwell Banker Real Estate. In cooperation with CHAMPS Capitol Hill’s Chamber of Commerce, Barracks Row Main Street, ANC 6B, The Navy Museum, Capitol Historic Restoration Society and DDOT, the Sign Tigers aggressively and efficiently work together to enhance driving and pedestrian way-finding on Capitol Hill. Supported by the office of Ward 6 Council Member Tommy Wells and currently funded through Performance Pilot Parking Impact Zone Funding, the Sign Tigers are focusing on completing the installation of Capitol Hill Historic Disks and designing and operating an information kiosk at Eastern Market Metro Plaza, as well as additional streetscape improvement projects.

At the Capitol Hill BID our goal is to enhance and promote a remarkable Capitol Hill experience. Make no mistake about it – this small town within the Capital City is urban, unique and full of culture. With a combination of successful collaborative efforts and individual creative campaigning, the BID continues to showcase that the ‘Hill is Alive’ with shopping, dining, history and entertainment. Our role on the DC Surface Transit Board opened up a great opportunity early in the summer of 2009 to display Capitol Hill destination advertising on the interior of seven Circulator buses. Under this promotional partnership Capitol Hill businesses that agreed to market and support the Circulator were awarded free spaces on these interior bus panels as well as links on the often-visited Circulator website. With the inspiration and cooperation from the beloved Washington Nationals Racing Presidents, we photographed bobble-headed George Washington, Thomas Jefferson, Teddy Roosevelt and Abe Lincoln in front of participat-

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## CAPITOL HILL IS ALIVE FOR THE HOLIDAYS

On December 3, 2009, the Capitol Hill community gathered for the "Third Annual Holiday Tree Lighting." More than 150 cheered as community leaders flipped the switch to reveal white stars and blue spheres illuminating the 26-foot tree. Planted in 2007 to honor the Capitol Hill BID's founding president, George A. Didden III, this beautiful evergreen (*cedrus deodara*) has grown six feet in three years and has become a symbol of community pride. The celebration proves that the Hill is truly alive for the Holidays and that together, we have created a wonderful new community tradition.

ing businesses and attractions on Capitol Hill. The ad tells the story of everything Capitol Hill has to offer just footsteps away from each Circulator stop. This partnership proved popular in the end and the Capitol Hill BID will work with new businesses from the Hill in 2010 to create another equally dynamic ad campaign.

Additionally, in an effort to create a unified and distinct image of Capitol Hill, BID board member Ken Golding organized a committee bringing together key destination marketing leaders from the area. This group includes representatives from CHAMPS, Eastern Market, DC Office of Culture and Tourism, Barracks Row Main Street and the Hill Rag. Together this prominent group collaborates on large Capitol Hill events as well as supports each other in the marketing and promotions of individual projects and activities. Beginning in 2010, the Capitol Hill BID will assume a leadership role in this committee in order to maximize efficiency and coordination of marketing efforts on Capitol Hill.

2009's word of the year was 'recession,' making marketing and advertising efforts more difficult than ever for small business owners. Therefore the three leading business organizations on Capitol Hill – CHAMPS, Barracks Row Main Street, and the BID – came together in August to present to the businesses and merchants on Capitol Hill the many cooperative promotional opportunities available to them, ranging from eblast advertising to the aforementioned Circulator Partnership. The Joint Promotional Partnership Forum was well attended and resulted in several successful marketing collaborations. In 2010 it is the goal of all three business organizations to host concurrent Joint Promotional Partnership Forums and to continue fostering more economically efficient and creative marketing campaigns for Capitol Hill's hard-working businesses.

Capitol Hill BID print and web publications such as the BID Notes newsletter, blog and dining guide continue to gain popularity, earning all of them fresh redesigns in 2009. As readership grows the story submissions and community feedback have also become more engaging. Local hero stories such as that of Capitol Hill dentist Dr. Greaves was shared with

the BID by Capitol Hill Sporting Goods and Apparel owner Rodney Smith. Greaves's story of pro bono dentistry in his native Jamaican home inspired many and is a prime example of the lion-heart characters that make up the Capitol Hill business community.

In the past decade, communicating for businesses exploded online through the social networking websites Twitter and Facebook. The Capitol Hill BID uses both websites as a way to promote the area and interact with friends and followers both near and far.

Follow us online at [www.twitter.com/capitolhillbid](http://www.twitter.com/capitolhillbid) and [www.facebook.com](http://www.facebook.com)

## WE'RE IN BUSINESS TO PROVIDE OPPORTUNITY

**READY, WILLING & WORKING** ▶ In its second year, Ready, Willing & Working (RWW) continues to give opportunity to formerly homeless/incarcerated men by providing meaningful work experiences, relapse prevention and life skills training. Awareness and commitment from city officials continues to grow – proving that RWW truly is a solution to ending homelessness and criminal recidivism in DC.

Ward 6 Council Member Tommy Wells reconfirmed his professional and personal respect for the program at the second annual Magic & Miracles at The Mansion benefit in December, remarking that RWW is not just a charity, it is a business. Furthermore, Clarence Carter, Director of the Department of Human Services, praised RWW as a "true frontline partner in ending homelessness in the nation's capital." Director Carter relayed his 2010 goals of securing accommodations for RWW's "worthy efforts" and hopes to expand "this life-changing initiative."

In 2009 the Capitol Hill BID arranged several in-house landscaping projects; renewed the Barracks Row

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**ebnert:** Thank you CapitolHillBID and MenInBlue for clearing snow and slush from Pennsylvania Ave near 8th Street!

**JessiDC:** CapitolHillBID Thanks to MenInBlue! They are doing a great job. Although the metro is running at snail's pace, at least you can get to it!

**dekrey:** Many thanks to the MenInBlue for helping to keep the city together amid the chaos of snowmageddon!

—What Capitol Hill business owners and residents are saying about our snow removal efforts during the winter of 2009–2010



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Main Street DSLBD supplemental cleaning contract and was awarded an additional DSLBD supplemental cleaning contract through North Capitol Main Street. These opportunities have allowed eight more able-bodied men to enter RWW and begin their paths to permanent self-sufficiency through this paid-work rehabilitation program.

Since creating RWW the Capitol Hill BID has recorded successes similar to those seen in the 20-year-old New York program it is modeled after – The Doe Fund’s “Ready, Willing & Able.” Sixty percent of the original RWW Clean Team are still clean and sober, have permanent housing and are contributing members of society. Now with 18 formerly homeless or incarcerated men on the team, not one member has been lost in over 8 months. In 2010 RWW plans to continue towards its goal to expand its program to serve 100 to 200 individuals at a time and will continue to actively seek contracts with the city and other DC BIDs.

To find out more about Ready, Willing & Working visit [www.rwwdc.org](http://www.rwwdc.org) or call the BID office at 202-842-3333.

“Since NCMS’ Clean Team launch in the North Capitol Main Street business corridor in late November of 2009, business owners, local residents, and many others have noticed a significant change in the business corridor. Be it trash pickup, a response to emergency issues, or overall beautification efforts... Ready, Willing & Working’s effort within the NCMS corridor has been a noticeably pleasant and professional service.”

—Garry Clark, NCMS, Inc. Executive Director

### ROBERT MASON'S STORY

The men that make up the Ready, Willing & Working (RWW) team achieve new levels of personal and professional success every day. They work hard to keep Capitol Hill clean and beautiful while learning the skills to enable them to become productive citizens.

Robert Mason, 49, came to RWW like so many do – desperate and homeless, but willing to make personal changes. His goal was to begin what he describes as his “second life.” Robert says he had already lived a nice “first life.” His childhood was spent between the hills of the Allegheny plateau in Western Pennsylvania and the southlands of South Carolina. He joined the Navy as a young man, and had a beautiful wife and son (now 25). That life began to unravel when his wife became ill. As her caretaker, Robert turned to alcohol for solace. When she died, his means of solace became an addiction and his life spun out of control.

His “second life” began when he joined RWW as a member of the Capitol Hill BID Clean Team just over a year ago. He says RWW has given him the opportunity he was looking for. “It makes you feel like you have a future.” After taking control of his addiction and setting goals that he had come to think unachievable, in November 2009 Robert Mason graduated from Everest College with a Medical Assistance certificate.

Along with continuing to work for the BID part time, Mason is eagerly interviewing for various caregiver positions and preparing to advance in the medical care field as a registered Medical Assistant. His next steps include achieving Certified Nursing Assistant status and enrolling in additional classes that are required to become a Physician’s Assistant. As RWW grows, Robert Mason hopes to become a leader in the organization and he plans to maintain a connection to the program throughout the remainder of his “second life.”



## WE'RE IN BUSINESS TO MAXIMIZE TAX DOLLARS

### Board of Directors The Capitol Hill Business Improvement District, Inc.

We have audited the accompanying statements of financial position of The Capitol Hill Business Improvement District, Inc. (BID) as of September 30, 2009 and 2008, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of the BID’s management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the BID’s internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements.

An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The Capitol Hill Business Improvement District, Inc. as of September 30, 2009 and 2008, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Our audits were conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplementary information on the following pages is presented for the purposes of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audits of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Katz, Abosch, Windesheim, Gershman & Freedman, P.A.  
February 5, 2010 Timonium, Maryland

### The Capitol Hill Business Improvement District, Inc. Statements of Financial Position – September 30, 2009 and 2008

ASSETS	2009	2008
<b>CURRENT ASSETS</b>		
Cash	\$7,101	\$7,085
Assessments receivable	128,601	100,581
Prepaid expenses	2,000	7,450
<b>Total Current Assets</b>	<b>137,702</b>	<b>115,116</b>
Fixed Assets – Net	21,605	36,391
<b>Total Assets</b>	<b>\$159,307</b>	<b>\$151,507</b>
<b>LIABILITIES &amp; NET ASSETS</b>	<b>2009</b>	<b>2008</b>
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$23,295	\$23,486
Accrued Expenses	19,141	21,454
Accrued Retirement Contributions	0	6,164
Unearned Assessment Revenue	23,874	55,324
Line of Credit	50,000	40,000
<b>Total Current Liabilities</b>	<b>116,310</b>	<b>146,428</b>
<b>NET ASSETS</b>		
Unrestricted	37,825	(93)
Temporarily Restricted	5,172	5,172
<b>Total Net Assets</b>	<b>42,997</b>	<b>5,079</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$159,307</b>	<b>\$151,507</b>

The Capitol Hill Business Improvement District, Inc.  
Statements of Activities for the Years Ended September 30, 2009 and 2008

2009	Unrestricted	Temp. Restricted	Total
<b>REVENUE &amp; SUPPORT</b>			
Assessment Revenue	\$1,089,443	\$0	\$1,089,443
Contributions	38,762	0	38,762
Grant and Contract Income	60,972	0	60,972
Penalties and Interest	27,639	0	27,639
Total Revenue and Support	1,216,816	0	1,216,816
Net Assets Released From Restrictions	0	0	0
<b>Total Revenue, Support &amp; Net Assets Released From Restrictions</b>	<b>\$1,216,816</b>	<b>0</b>	<b>\$1,216,816</b>
<b>EXPENSES</b>			
Functional Expenses:			
Program Services	1,001,403	0	1,001,403
Management and General	177,495	0	177,495
<b>Total Expenses</b>	<b>\$1,178,898</b>	<b>\$0</b>	<b>\$1,178,898</b>
Change In Net Assets	37,918	0	37,918
Net Assets – Beginning of the Year	(93)	5,172	5,079
Net Assets – End of the Year	\$37,825	\$5,172	\$42,997

2008	Unrestricted	Temp. Restricted	Total
<b>REVENUE &amp; SUPPORT</b>			
Assessment Revenue	\$1,004,979	\$0	\$1,004,979
Contributions	36,904	0	36,904
Grant and Contract Income	27,692	0	27,692
Penalties and Interest	30,498	0	30,498
Total Revenue and Support	1,100,073	0	1,100,073
Net Assets Released From Restrictions	956	(956)	0
<b>Total Revenue, Support and Net Assets Released From Restrictions</b>	<b>\$1,101,029</b>	<b>\$(956)</b>	<b>\$1,100,073</b>
<b>EXPENSES</b>			
Functional Expenses:			
Program Services	973,966	0	973,966
Management and General	166,483	0	166,483
<b>Total Expenses</b>	<b>\$1,140,449</b>	<b>\$0</b>	<b>\$1,140,449</b>
Change In Net Assets	(39,420)	(956)	(40,376)
Net Assets – Beginning of the Year	39,327	6,128	45,455
Net Assets – End of the Year	\$(93)	\$5,172	\$5,079



BUSINESS IMPROVEMENT DISTRICT

Capitol Hill

[WWW.CAPITOLHILLBID.ORG](http://WWW.CAPITOLHILLBID.ORG)