15 ways the bid has changed Capitol Hill over 15 years
The Capitol Hill Business Improvement District (BID) is a 501(c)(6) nonprofit organization focused on maintaining and beautifying Capitol Hill’s commercial streets and sidewalks and supporting local businesses by creating a clean and vibrant environment. From marketing and community events to streetscape improvements and economic development, the Capitol Hill BID has contributed to the vitality and quality of life on The Hill since its inception in 2003.

There are currently a total of ten BIDs throughout the District of Columbia that have had an important impact on the renaissance of our Nation’s Capital. Although the Capitol Hill BID is not the largest BID by the numbers, it has established a leadership position in the community and was the first to pilot important initiatives such as public space recycling and work-rehabilitation programs. The Capitol Hill BID’s signature program is Ready, Willing and Working (RWW), which employs more than 50 individuals who were once homeless or formerly incarcerated. The program, founded in 2008, provides top quality street cleaning services not only in Capitol Hill but, through contracts, a range of Main Street Programs and BIDs throughout the city. RWW not only provides sustainable employment to these team members but supportive services that touch every aspect of their lives.

The BID is led by a dynamic board of directors representing a cross-section of Capitol Hill stakeholders, including merchants, tenants, property owners, cultural and nonprofit organizations, ex-officio representatives and elected officials. The purpose of this report is to summarize the operations of the BID, provide transparency regarding the programs and spending priorities of the BID, and highlight specific beautification and marketing contributions the BID has brought to Capitol Hill.
Dear Members and Friends of the Capitol Hill BID:

I am pleased to present the 2017 Annual Report of the Capitol Hill Business Improvement District (BID), a look back at the highlights and accomplishments of our FANTASTIC FIFTEEN years of service making The Hill cleaner, safer, and more beautiful than ever.

**Fantastic Services:** Our BID clean, safe and beautification programs have earned a superior reputation that has allowed us to expand our services to Adams Morgan BID, Capitol Riverfront BID, Barracks Row Main Street, Mid-City and Pennsylvania Avenue East of the Anacostia. The success of our BID services is a source of pride for all of our workers who truly feel they are serving the public in an important way.

**Fantastic Marketing:** Over the years, the BID has complemented existing traditions that make Capitol Hill unique by implementing new strategies that have greatly enhanced the Capitol Hill experience. Our Annual Holiday Tree Lighting and Community Menorah Lighting events have become beloved holiday traditions.

**Fantastic Social Responsibility:** The Capitol Hill BID employs more than 45 people who were once homeless or formerly incarcerated. By providing supportive services through our Ready, Willing & Working program, these team members are able to become contributing members of society.

**Fantastic Leadership:** Our management staff and Board of Directors form a strong leadership team that is committed to performing the mission of the BID and providing work for our employees that not only affords them a livelihood, but also enhances the quality of every aspect of their lives. Over the years, we have won numerous International Downtown Association (IDA) Awards for “Leadership & Management.”

**Fantastic Fiscal Responsibility:** The BID is financially sound and has received its fourteenth straight “clean” audit. Through careful planning and utilizing creative ways to provide clean and safe services, we have been able to keep our administrative costs low, enabling your dollars to have the maximum impact.

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

Thank you and best wishes for a FANTASTIC 2018!

Patty Brosmer
President
The founding board began with a clear and bold, yet realistic, vision of what Capitol Hill could be with the creation of a business improvement district—a place where businesses thrive, families grow, and visitors gather from all over the world.

George Didden, Founding President, along with Patty Brosmer believed in the concept of having formerly homeless, formerly incarcerated individuals work as clean team members while receiving supportive services to become productive members of society.

Early leadership set the tone for how our BID operates and their dedication to the mission and vision of the BID continues today.

Board of Directors

**Executive Committee**
- Chairman of the Board
  - Don Denton
  - Coldwell Banker Real Estate
- Vice Chairman
  - Carol Quillian
  - Property Owner
- Secretary
  - Michael Phillips
  - The UPS Store
- Treasurer
  - John B. Gordon
  - National Capital Bank
- Past Chairman
  - Paul Pascal, Esq.
  - Pascal, Weiss & Hirao
- Officers: Carol Quillian, John B. Gordon, Don Denton, Michael Phillips

**Members**
- Hamood Abutaa
- Capitol Hill Exxon
- Gwendolyn M. Blade
- Bernstein Management Corporation
- John Boyle
- Mr. Bob Braunohler
- Property Group Partners
- Ken Golding
- Stanton Development Corp.
- Jesse Heier
- Jade Fitness
- Mark Holler
- Ginkgo Gardens

**Ex-Officio Members**
- Betsy Poos
  - CHAMPS, Capitol Hill’s Chamber of Commerce
- Ken Jarboe
- Martin Smith
  - Barracks Row Main Street
- Inspector
  - First District Metropolitan Police Department
- Judy Wood
  - CPA

**Staff**
- Patty Brosmer, President
- Andrew Lee, Vice President of Operations
- Lissette Cohen, Marketing and Events Manager
- Kelly Maslar, Marketing Consultant
The BID continues to be dedicated to our core mission of creating and sustaining a beautiful, clean and safe place to live, work and conduct the business of our Nation’s Capital. In FY 2017, the Clean Team collected 1,694 tons of trash and over 172.6 tons of recyclables.

Since 2009, the BID has been awarded six grants from Keep America Beautiful’s “Cigarette Litter Prevention Program,” to install ashtray lids on public space trashcans along with cigarette litter receptacles outside of bars and restaurants. As a result of our efforts, cigarette litter has been reduced by over 50% and we continue to see fewer “butts” on The Hill.

Hospitality ambassadors distribute pocket ashtrays to smokers they interact with throughout the day as well as at the weekend information tent at the Eastern Market Metro Plaza.

In 2008, the Capitol Hill BID was the first BID to participate in a public space recycling program (below right). What started off as a few blue receptacles has more than grown to nearly 50 public space receptacles within the BID’s boundaries. The recycling program continues to promote cleaner neighborhoods and energize the efforts to improve and restore the quality of our environment.
Since 2003, the Clean Team has worked hard to remove graffiti taggings within the BID’s boundaries. Most taggings are removed in a matter of hours after being reported by commercial property owners or tenants. This discourages future graffiti tags as the “graffiti artist” knows that their work will be removed almost immediately.

In 2010, Capitol Hill BID, MuralsDC, Artist Alicia “DECOY” Cosnahan, Pointing Plus Historic Restoration and community members chipped in to restore and paint a consistently vandalized wall at 1432 Pennsylvania Avenue, SE., and the site is no longer a hub for crime.

In FY 2017, the Clean Team removed 680 graffiti taggings within the BID’s legislative boundaries.

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.

Through our supplementary service contract with Barracks Row Main Street, we maintained 30 public space planters and 23 light pole baskets adding to the beauty of Capitol Hill.

The landscaping team mulched and replaced liriope as needed in the BID’s 400 tree beds.

Throughout the year, the BID helps to maintain the Eastern Market Metro plaza by mowing the grass as needed and trimming the rose bushes around “Big George” as well as making sure the plaza is clean and trash free.
6 Youth Empowerment for Success (YES) Program

- From 2005 to 2008, the BID partnered with the District of Columbia Superior Court, Social Services Division, National Parks Central and East, and various Police Departments to help youth offenders complete their court-ordered community service while learning valuable leadership and teamwork skills as well as give back to their community in a positive way.

- Every other weekend, Patty and Andrew would direct and assist the youth with beautification projects throughout Capitol Hill. With their guidance, the youth learned that work can be a life-enhancing experience, not just a way to earn a paycheck.

- A few years later, two of our “YES Kids” — Damon Robinson and James Fye — came to Andrew looking to work for the Clean Team. Andrew remembered their personal struggles as teenagers, and decided to give them a chance with part-time positions on the Clean Team. Along with receiving supportive services through the Ready, Willing & Working program, these men are now full-time employees with benefits and are self-sufficient individuals.

7 Safety and Hospitality Ambassadors

- Our Safety Ambassadors undergo a rigorous 120-hour training program comprising of first aid, crime prevention, conflict resolution, District of Columbia city services, Capitol Hill history, attractions and events.

- The Safety and Hospitality Ambassadors have assisted over 37,000 people during the past three Presidential Inaugurations (2009, 2013, 2017), which includes large groups from tour busses.

- The BID’s Safety and Hospitality Ambassadors assisted 58,107 people in FY 2017.
8 Homeless Outreach

- Capitol Hill has seen a significant decrease in the number of homeless people within the BID’s boundaries since 2003. All of our safety and hospitality ambassadors are trained to assist the homeless and direct them to services where they can find food, shelter or employment in DC. In the cold winter months, our ambassadors keep their eyes open for cases of possible hypothermia among the homeless population and during the hot summer months they provide bottled water and directions to nearby cooling centers.

- Since 2008, the ambassadors have helped serve lunch to the homeless at participating churches and community centers on Capitol Hill. This allowed our ambassadors to build relationships with homeless individuals and give them an overall understanding of the homeless situation throughout Washington, DC.

- Our ambassadors maintain a close relationship with the local police with regards to the homeless population on Capitol Hill, and participate in an annual citywide homeless count to determine the number of persons who are sleeping on the streets during overnight hours.


9 Creating a Sense of Place on The Hill

- Prior to the BID, there was no sense of place on Capitol Hill. Utilizing trashcan logo plates, light pole banners and a weekend hospitality tent outside of the Eastern Market Metro station, residents and visitors alike began to feel welcome as they walked around The Hill. These tools help create a sense of identity for Capitol Hill.

- Various marketing campaigns over the last fifteen years have highlighted the Capitol Hill BID’s services (like how we were the first BID to recycle) while featuring attractions that helped solidify Capitol Hill as a destination, such as Eastern Market/Market Row, Barracks Row and Union Station.

10 Marketing Outreach

In addition to creating a clean and safe business district, the BID also promotes Capitol Hill as a premier destination to shop, dine, work and live. In 2017, the BID continued its efforts of producing a weekly e-newsletter along with engaging the public through social media outlets. The BID continues to collaborate with fellow business organizations like CHAMPS, Barracks Row Main Street and Eastern Market Main Street to further enhance Capitol Hill as a world-class destination.
Community Building Through Partnerships

• Since its inception, the BID has collaborated and supported many Capitol Hill business and community groups in cleaning initiatives, events and festivals. These strategic partnerships foster community participation and nurture local leadership.

• In 2010, the BID partnered with DDOT to install five BigBelly solar-powered compacting trash cans along Pennsylvania Avenue, SE, and Barracks Row Main Street, part of the Pilot Parking Zone Funding program. BigBelly Solar Compactors collect five times the waste of a city bin, furthering the BID’s effort to remain environmentally and financially responsible.

• For the 14th year in a row, our Clean & Hospitality Teams helped out at the Capitol Hill Classic 10K, in Stanton Park. Our Hospitality Ambassadors handed out bottled water to runners while our Clean Team picked up trash and emptied trash receptacles.

• In May 2017, the BID hosted its 7th annual pit stop for Bike to Work Day. The pit stop is held in the Eastern Market Metro Plaza, and provides an opportunity for bikers to stop and fuel up with coffee donated by Peregrine Espresso, and bagels from Bullfrog Bagels.

• The BID utilizes local businesses for everything, from internet services to holiday entertainment.

Ready, Willing and Working Program

• The BID continues its commitment to social responsibility through the management of Ready, Willing & Working (RWW); a solution to homelessness and criminal recidivism in Washington. Since 2008, maintenance service areas have expanded beyond Capitol Hill to Adams Morgan, Barracks Row, Capitol Riverfront and Southwest DC. RWW currently provides work opportunities to over 50 formerly homeless and incarcerated individuals.

• 70% of participants from Ready, Willing & Working remain employed, independently housed and drug-free after 3 years of entering the program.

• Bruce Johnson from WUSA Channel 9 featured Ready, Willing & Working in his weekly segment, #OffScriptOn9. Mr. Johnson interviewed RWW President Patty Brosmer along with Operations Director Andrew Lee and team members Willie Taylor and Damon Robinson. The segment can be viewed on Ready, Willing & Working’s official website, www.RWWDC.org/rww-videos.

• RWW received two $2,500 Community Grants from the Capitol Hill Community Foundation in May and November 2017.
Community Events

- **I Love Capitol Hill!**  On Valentine’s Day, BID Hospitality Ambassadors handed out Hershey kisses and I ♥ Capitol Hill buttons to share the love for Capitol Hill.

- **Fourth of July Community Parade**  In honor of America’s birthday, the BID pickup trucks were decorated in red, white and blue, as they cruised down Barracks Row, on 8th Street, SE. Our “men in blue” passed out happy face stress balls along with beads and candy to parade spectators.

- **11th Annual Capitol Hill Community Tree Lighting**  Hundreds of community members join the BID in kicking off the holiday season at this annual celebration. The tree, affectionately called “Big George,” was planted in 2007 to honor George Didden III, the BID’s founding president and beloved member of the Capitol Hill community. Joyous Voices, Capitol Hill Arts Workshop’s Suzuki Strings and The Washington Youth Choir sing holiday carols while the “men in blue” serve hot chocolate and doughnuts.

- **4th Annual Capitol Hill Menorah Lighting**  Hosted by the BID and Hill Havurah, the 4th Annual Capitol Hill Menorah Lighting was held on December 12th, at the Lutheran Church of the Reformation. Hundreds gather to celebrate Hanukkah with potato latkes, jelly doughnuts and hot chocolate served by the “men in blue.” The menorah was dedicated to BID Past Chairman, Paul Pascal, at the Inaugural Menorah Lighting, in 2014.

The BID’s Work is Recognized!

- As a result of the aforementioned ways the BID has changed Capitol Hill, it has received numerous recognitions from local and national associations for its dedication to creating a clean, safe and socially responsible neighborhood.

- **One of the “Ten Great Neighborhoods in America,” American Neighborhood Planning Association, 2008**

- **Five International Downtown Association Merit Awards:**
  - 2007 — Social Issues: Youth Empowerment for Success Program
  - 2010 — Keep America Beautiful: Cigarette Litter Prevention Program
  - 2011 — Leadership and Management: Maintaining a Positive Work Place Environment
  - 2014 — Leadership and Management: Ready, Willing & Working—A Solution to Homelessness and Public Space Management
  - 2016 — Leadership and Management: Clean Team Grows Beyond the Boundaries

In 2016, BID Operations Director Andrew Lee was honored with the 2016 Hometown Hero Award for his passion and devotion to providing life-changing employment opportunities to formerly incarcerated and homeless individuals through the Ready, Willing and Working program.

Transportation Partnerships

Public transportation improvements are an important part of Capitol Hill’s economic prosperity and sustainability. The BID continues to support and promote District transportation amenities, including Capital Bikeshare and the DC Circulator bus service. Established by a partnership between DC BIDS, DDOT and WMATA, the DC Circulator continues to grow in popularity throughout the District and on Capitol Hill. Since 2009, the Circulator has been an efficient, low-cost, neighborhood bus route and provides the quickest way for Hill residents, workers and visitors to travel between Union Station to the Capitol Riverfront and east of the Anacostia River. The BID also holds a seat on the DC Surface Transit (DCST) board.
Don Denton has been a well-known name on Capitol Hill since the 1970s. After graduating college and spending time in the military (serving in both South Korea and Vietnam), he began his professional career in the neighborhood as a staff member of the House Appropriations Committee. After leaving the Capitol, he decided to join his brother’s real estate firm and has managed the Coldwell Banker Capitol Hill office ever since.

Shortly after establishing his real estate career on The Hill, Don became involved in numerous community and professional organizations, including the Capitol Hill Brokers Council and the Capitol Hill Association of Merchants and Professionals (CHAMPS). Don, along with the Coldwell Banker team, was also one of the original sponsors for both the Capitol Hill Classic 10K Race and Hallowe'en. During the early stages of creating the Capitol Hill BID, he was invited to join the formation committee and became one of the BID’s founding board members. Don was a firm believer that the BID could be an integral part in making the Hill a clean, safe, and desirable destination. “For my first 30 years on the Hill, like many others, I was appalled by the trash that littered our beautiful commercial corridors,” Don said. “No matter how hard some of us worked, we could never get a handle on the litter. With the advent of the BID, trashy streets have become a thing of the past. It’s absolutely been a success and I’m happy to be a part of it.”

After Phil Truluck stepped down as Chairman for his retirement in 2015, Don Denton was a natural transition into the position. “Don was one of the BID’s founding board members and served as Vice Chairman of the Board for several years,” said Patty Brosmer, President. “His leadership and continued support of our mission over the years made him the perfect fit for Chairman.”

Don and his wife Jean continue to enjoy life on the Hill as their children, Zach and Shelby, are now both in college attending the University of Pittsburgh. “We’ve always loved Capitol Hill,” Don said. “It’s so nice to be able to walk to restaurants and other neighborhood attractions. The BID has been such an important part in marketing the neighborhood as a world-class destination, along with keeping it clean and safe. I am pleased to serve on the BID Board and to continue to help in any way that I can to continue this unparalleled community effort.”
Board of Directors
The Capitol Hill Business Improvement District, Inc.

We have audited the accompanying financial statements of The Capitol Hill Business Improvement District, Inc., which comprise the statements of financial position as of September 30, 2017 and 2016, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management’s Responsibility for the Financial Statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors’ Responsibility
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 from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors’ judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Organization’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization’s internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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, 2017 and 2016, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Emphasis of Matter
As discussed in Note 1 to the financial statements, the accompanying financial statements have been prepared assuming that the Organization will be able, through management efforts, available legal options, property sales, and the passage of time, to collect all assessments receivable recorded as of September 30, 2017 and 2016. The Organization believes that all assessments receivable will either be received as due or will be collected via future property sales, tax sales, and liens. As such, it is likely that not all assessments receivable recorded as of September 30, 2017 and 2016 will be received in the near future, but it is unknown as to the length of time each assessment receivable may require before it is paid by the property owner. The accompanying financial statements do not include any adjustments to record an allowance for uncollectible assessments receivable or to allocate any portion of the assessments receivable to long term assets. Our opinion is not modified with respect to this matter.

Report on Supplementary Information
Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information on pages 13 - 14 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audits of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated, in all material respects, in relation to the financial statements as a whole.

Katz, Abosch, Windsheim, Gershman & Freedman, P.A.
Timonium, Maryland
February 5, 2018
### THE CAPITOL HILL BUSINESS IMPROVEMENT DISTRICT, INC.

#### STATEMENTS OF FINANCIAL POSITION

**SEPTEMBER 30, 2017 AND 2016**

#### ASSETS

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<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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<tr>
<td><strong>CURRENT ASSETS</strong></td>
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<td>Cash</td>
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<td>Assessments and contracts receivable</td>
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<td>Prepaid expenses and other current assets</td>
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<td>$511,566</td>
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#### LIABILITIES AND NET ASSETS

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<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<tbody>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
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<tr>
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<tr>
<td>Accrued expenses</td>
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<td>Current portion of long term debt</td>
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<td>540,334</td>
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<td>281,102</td>
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<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
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### THE CAPITOL HILL BUSINESS IMPROVEMENT DISTRICT, INC.

#### STATEMENTS OF ACTIVITIES

**FOR THE YEARS ENDED SEPTEMBER 30, 2017 AND 2016**

#### REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
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<tr>
<td>Assessment revenue</td>
<td>$1,342,858</td>
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<td>Contributions and grants</td>
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<td>1,350,734</td>
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<tr>
<td>Gain on disposal of fixed assets</td>
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<td>0</td>
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<tr>
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<td>2,785,728</td>
<td>0</td>
<td>2,785,728</td>
</tr>
</tbody>
</table>

Net assets released from restrictions | 5,172 | (5,172) | 0 |

**TOTAL REVENUE, SUPPORT AND NET ASSETS RELEASED FROM RESTRICTIONS** | 2,790,900 | (5,172) | 2,785,728 |

#### EXPENSES AND LOSSES

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
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<tr>
<td>Functional expenses:</td>
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<td>Program services</td>
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<td>2,505,840</td>
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<td>309,745</td>
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<td>0</td>
<td>2,820,009</td>
</tr>
</tbody>
</table>

Change in Net Assets | (29,109) | (5,172) | (34,281) |

Net Assets—Beginning of the Year | 275,930 | 5,172 | 281,102 |

Net Assets—End of the Year | $246,821 | $0 | $246,821 |
On September 15, 2017, Mayor Bowser signed the order extending the terms of the Capitol Hill BID until September 30, 2022.