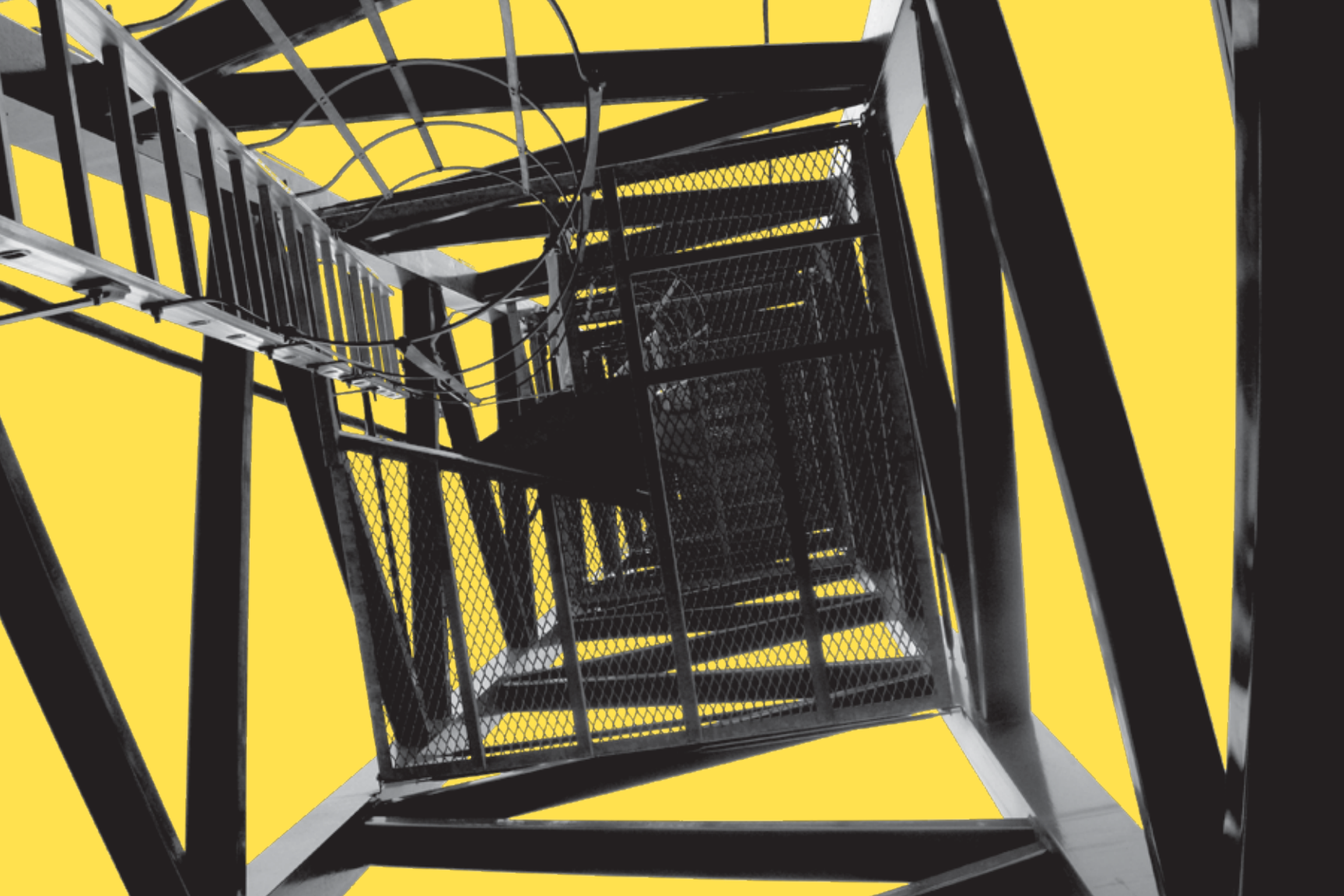


# INOMIA SHOW CASE

ANNUAL REPORT 2009





LETTER FROM  
**BRUCE  
BASCHUK  
& LIZ PRICE**

Although 2009 was one of the most challenging years in recent memory, there is one area in the Nation's Capital that continued to thrive – NoMa, the area North of Massachusetts Avenue, just steps from Union Station. Since 2005, the neighborhood has built or broken ground on **7 million square feet** of mixed-use development, including 1,214 residential units, two hotels and a **Harris Teeter** grocery store. With 10 cranes on the skyline and more than 2.4 million square feet under construction, NoMa was one of the most active construction zones in the country in 2009. Fortunately, leasing activity has also remained steady. NoMa leased over **one million square feet** for the second year in a row and had the highest net absorption of any DC submarket. In 2010, we will welcome **7,000 new employees and residents.**

Established in March 2007, the NoMa Business Improvement District has been a major force in the neighborhood's rapid transformation. The BID's Clean Team and ambassadors ensure the area is clean, safe

and welcoming to all. Our marketing campaign has brought local and national attention to NoMa, while events like Artomatic, NoMa Summer Screen and *Construct* brought arts, culture and fun to our streets. The BID has also worked closely with the District government, Council and others to fund infrastructure improvements, economic development incentives, and cultural and civic amenities for the area. Over the last year the BID itself grew, moving into new office space at Capitol Plaza and expanding its staff and Clean Team to better serve its stakeholders.

We have made tremendous progress and would like to thank everyone who has contributed to NoMa's growth over the last year. We look forward to another exciting year ahead.



**Bruce Baschuk**  
Chairman

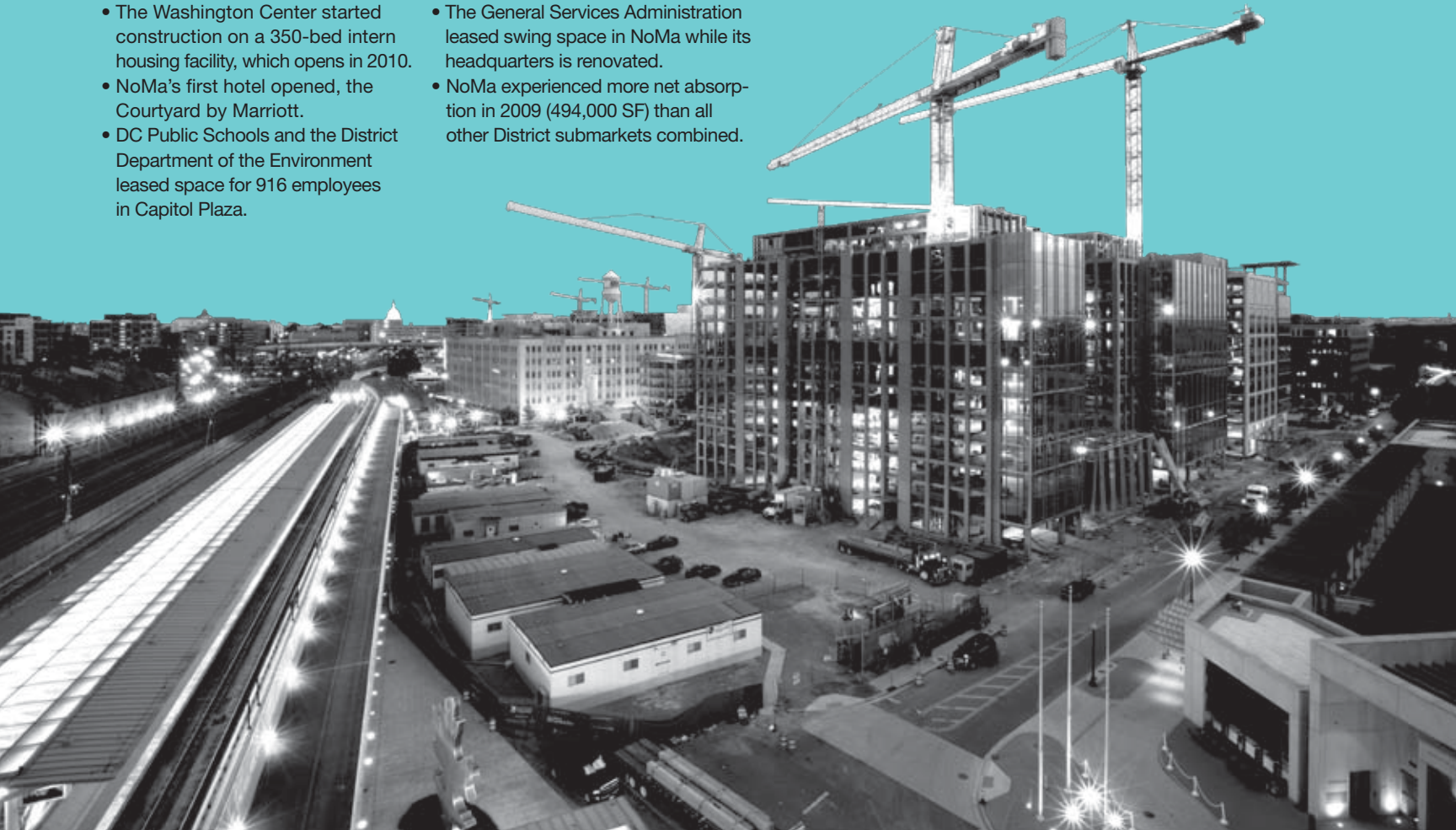


**Liz Price**  
President

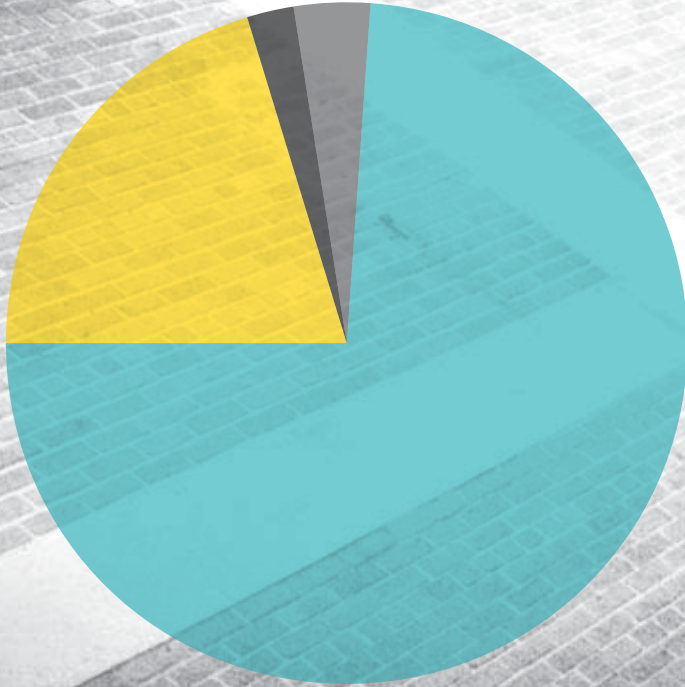
## DEVELOPMENT AND LEASING

### 2009 Highlights

- The Washington Center started construction on a 350-bed intern housing facility, which opens in 2010.
- NoMa's first hotel opened, the Courtyard by Marriott.
- DC Public Schools and the District Department of the Environment leased space for 916 employees in Capitol Plaza.
- The General Services Administration leased swing space in NoMa while its headquarters is renovated.
- NoMa experienced more net absorption in 2009 (494,000 SF) than all other District submarkets combined.



**RECENTLY DELIVERED OR  
UNDER CONSTRUCTION  
(2005–2009) 7 MILLION SF**



**5.4 MILLION**

SF OF OFFICE SPACE

**1,214**

RESIDENTIAL UNITS

**180,000**

SF OF RETAIL SPACE

**422**

HOTEL ROOMS

RETAIL ACTIVITY

POUND COFFEE

HEIDI'S BROOKLYN DELI

SISTERS PIZZA AND MUSSELS

AU BON PAIN

HARRIS, TEETER

UPTOWN CAFÉ

NEW YORK PIZZA

CAFÉ PHILLIPS

FIVE GUYS BURGERS & FRIES



■ RECENTLY DELIVERED OR UNDER CONSTRUCTION ■ PLANNED

**NEW LEAD TENANTS**

- 1 Bureau of Alcohol, Tobacco, Firearms & Explosives 422,000<sup>SF</sup>
- 2 Courtyard by Marriott 136,000<sup>SF</sup>
- 3 General Services Administration 329,000<sup>SF</sup>
- 4 Department of Justice 576,000<sup>SF</sup>
- 5 Hilton Garden Inn 128,000<sup>SF</sup>
- 6 District Department of the Environment and DC Public Schools 200,000<sup>SF</sup>
- 7 Equal Employment Opportunity Commission 160,000<sup>SF</sup>
- 8 National Public Radio 330,000<sup>SF</sup>
- 9 Internal Revenue Service 167,000<sup>SF</sup>
- 10 Kaiser Permanente 213,000<sup>SF</sup>

**1,315,972**

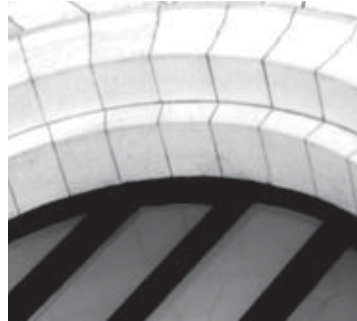
SF of 2008 Leasing/Sales Activity

**1,050,610**

SF of 2009 Leasing/Sales Activity

# ECONOMIC DEVELOPMENT

According to a study by Robert Charles Lesser & Co., NoMa is an engine of economic growth for the District of Columbia. Over the next 20 years, the area is expected to:



GENERATE  
**\$6 BILLION**  
in net new tax revenues.

CREATE  
**41,000**  
permanent new jobs and  
**28,000**  
construction jobs.



BRING  
**12,000+**  
new residents to the city.



## BID INITIATIVES

The BID has been actively involved in promoting economic development opportunities in NoMa.

### **Residential Tax Abatement:**

In 2009, the DC Council passed a partial tax abatement for the first 3,000 new housing units in NoMa. NoMa's first units will deliver in 2010.

### **Nonprofit Recruitment and Retention:**

The NoMa BID has been working with city officials to develop programs and incentives that encourage nonprofits to locate or expand beyond the downtown core.

**Demographics Study:** The BID commissioned a study of the neighborhood and its projected growth over time. Key findings:

- 8,500 people live within ½ mile of First & M Streets, NE
- 40,000 people live within 1 mile of First & M Streets, NE
- 33,000 daytime population



## BEAUTIFICATION

The BID's successful Clean Team has been a major force in transforming the neighborhood. The BID's partnership with Gospel Rescue Ministries' Ready to Work program helps formerly homeless men and women transition to independent lives in the community, while providing a critical service for the neighborhood. Since 2007, Clean Team successes include:

**4,800**

daffodils planted in 2009

**92**

Trees planted

**1,312**

SF of Concrete  
Replaced with Trees

**1,388,100**

pounds of trash collected

**1,368**

posters removed

**316**

graffiti tags removed



# COMMUNITY IMPACT



The BID's Safety Ambassador program was launched in April 2008, and our four ambassadors have become the public face for the neighborhood and the BID.

- Ambassadors placed 12 homeless people in housing and connected 30+ to services.
- Ambassadors have conducted 16,486 assists since April 2008. An assist includes providing directions, answering questions, or escorting an individual to a destination.



- The BID holds monthly public safety meetings with property owners, BID members and the Metropolitan Police Department.
- The BID's summer ambassador program provides job skills to local youth.
- Youth Ambassador Thomas Cowan worked at the BID in 2008 and 2009, then headed to the military. "I can speak with more confidence now," he said of his time at the BID.

# 37%

Crime Reduction over  
the past two years

# PLACE MAKING

The BID works closely with District agencies to coordinate public and private investment and improve infrastructure quality. Priority projects in 2008 and 2009 include:

## FIRST STREET REDESIGN

First Street, NE, will define NoMa's emerging character and energy. The NoMa BID and DDOT are working together to redesign the First Street experience for pedestrians, bicyclists and motorists. Key upgrades will include a double row of street trees, widened sidewalks and tenant zones, a dedicated bike path from Union Station to the Metropolitan Branch Trail at L Street, a planted median with public art at New York Avenue, and special pedestrian lighting.

## NOMA GATEWAY

New York Avenue brings over 80,000 cars each day into DC's center city. In fall 2009, DDOT began a \$5 million project at New York and Florida Avenues to improve safety, replace sidewalks, install street lights, and beautify the area. The BID received \$250,000 in grant monies to enhance the project with brick sidewalks, 45 street trees, and colorful landscaping. These changes will create a more pedestrian friendly gateway to NoMa.

# \$302,000

in grants received for roads, street-scapes, and public art since 2008



## UNDERPASSES

The BID is working with Amtrak and DDOT to transform NoMa's four railroad underpasses into enjoyable neighborhood connections. DDOT recently invested \$8 million in these underpasses and Second Street, NE. They installed street lights, expanded sidewalks and incorporated the Metropolitan Branch Trail along Second Street, NE.

## WASA

Much of NoMa's aging water and sewer infrastructure is over 70 years old and must be replaced. Congresswoman Eleanor Holmes-Norton, the DC government, the DC Water and Sewer Authority, and the BID are collaborating on a strategy to replace these pipes over the next few years.

## NEW YORK AVENUE METRO SPOTLIGHT

In 2009, NoMa celebrated the fifth anniversary of the New York Avenue Metrorail station, a catalyst for much of the recent development in NoMa. The station now serves nearly 10,000 daily riders and has the third-fastest growing ridership in the system. It has already outpaced WMATA's 10-year projections, and has seen 140% growth in the last two years alone. The station fulfilled many firsts for Metro:

- First station built between two existing stops
- First station built with a public/private partnership between private land owners, the federal government, and the District government
- First station incorporating a recreation trail into its design. The Metropolitan Branch Trail connects Silver Spring to Union Station and the National Mall.
- Spurred \$1.5 billion in private investment to date





## UNION STATION

Union Station is already a critical hub for 30 million annual visitors, connecting 15 modes of transit and offering 120 shops and restaurants. A multi-year study, completed in 2009, recommends integrating all intercity buses into an expanded depot at Union Station within the next five years. The existing First Street entrance will be upgraded, and a new entrance added at H Street.

## BIKE

The sleek Bikestation at Union Station is the first of its kind on the East Coast, and Mayor Fenty called it the 'coolest in the nation' when it opened in October 2009. Members, like Councilmember Tommy Wells, can store bikes securely and connect to multiple transit options at Union Station. The Bikestation is also an important complement to the Metropolitan Branch Trail, an 8-mile recreational trail from Silver Spring to the National Mall that opens in 2010.



## EVENTS

Events are an excellent way to raise NoMa's profile and bring thousands of people to the area.

Five weeks of **Artomatic** in 2008 brought 1,000 artists and 50,000 visitors to NoMa for this hometown arts extravaganza, many for the first time.

In 2009, the work of five artists filled NoMa's retail storefronts, enlivening the street during the cold winter months. Free and visible from the sidewalk, ***Construct: Space Transformed*** brought art to the everyday experience of NoMa's residents and employees.

**NoMa Summer Screen** featured 16 weeks of James Bond films in 2008, followed by 'Music in Pictures' in 2009. These weekday movie nights drew hundreds to the neighborhood.





# MARKETING

In 2009, 2,000 unique visitors viewed [nomabid.org](http://nomabid.org) each month. The site received 98,400 Web pageviews from 32,600 Web visits.



The BID holds monthly walking tours for tenants and neighborhood groups, bringing hundreds of people to NoMa's sidewalks each year. Sign up at [nomabid.org](http://nomabid.org).

- 115 Press Releases since 2007
- 60 news articles in 2008
- 80 news articles in 2009

## At [nomabid.org](http://nomabid.org):

- Watch 'Go NoMa!' the BID's 2-minute promotional video
- View our latest development map
- Sign up for our biweekly newsletter

## BOARD

**Bruce Baschuk,\* Chairman**

J Street Development

**Charles (Sandy) Wilkes,\* Vice Chairman**

The Wilkes Company

**Doug Firstenberg,\* Secretary/Treasurer**

StonebridgeCarras

**Bart Bush**

General Services Administration

**Stuart Goldberg**

Sirius XM Radio

**Gary Goodweather**

OTO Development

**John Gordon\***

Polinger Shannon & Luchs

**Dennis Paul**

Paul's Wholesale Florist Co.

**Fred Rothmeijer**

MRP Realty

**Maury Schlesinger**

NPR

**Rob Seldin**

Archstone

**Michael Smith\***

The Washington Center

\*Executive Committee

## STAFF

**Liz Price**

President

**Merrit Drucker**

Director of Operations

**Jamie Brätt**

Transportation &

Planning Manager

**Rachel Davis**

Marketing & Events Manager

**Tyler Miller**

Marketing Assistant

**Aaron McKeiver**

Ambassador Supervisor

**Ibrahim Turayson**

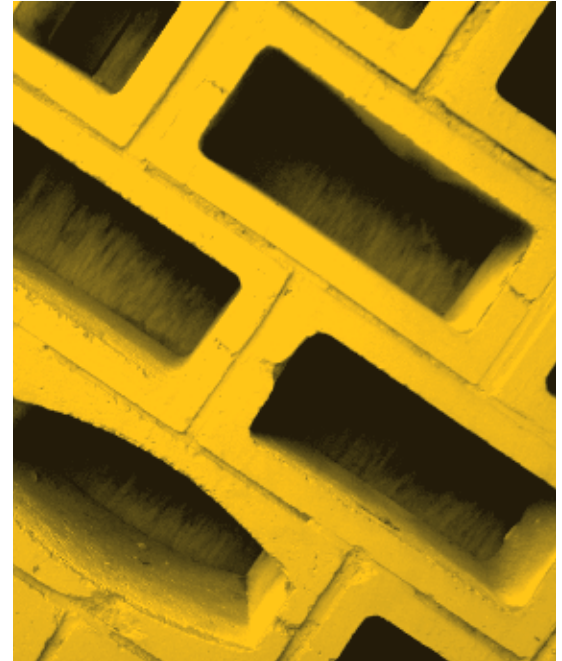
Ambassador

**Robert Walker**

Ambassador

**Albert Williams**

Ambassador



[www.nomabid.org](http://www.nomabid.org)

# FINANCIALS

The BID's FY 2009 budget is approximately \$1.6 million and is funded by an assessment on commercial property (including land and parking lots), residences of 10 or more units, and hotels.

## ASSETS

Cash/Cash Equivalents	887,396.62
Accounts Receivable	17,815.91
Prepaid Expense	15,700.18
Property and Equipment	14,000.99
Other Assets	18,592.14
<b>TOTAL ASSETS</b>	<b>953,505.84</b>

## LIABILITIES & EQUITY

### Liabilities

Accounts Payable	8,644.79
Accrued Expenses	33,739.16
Other Current Liabilities	118,617.65
<b>Total Liabilities</b>	<b>161,001.60</b>

### Equity

Net Assets	792,504.24
<b>Total Equity</b>	<b>792,504.24</b>

<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>953,505.84</b>
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## ORDINARY INCOME/EXPENSE

### Income

Assessment Revenue	1,353,120.08
Additional Revenue	218,691.56
<b>Total Income</b>	<b>1,571,811.64</b>

### Expenses

Administration	221,597.30
Cleaning & Beautification	398,672.84
Public Safety	193,940.23
Marketing	175,090.00
Infrastructure & Placemaking	168,941.44
Community Building	39,008.49
Other Expenses	16,028.84
Non-Operating (one-time)	24,852.50
<b>Total Expenses</b>	<b>1,238,131.64</b>

<b>NET ORDINARY INCOME</b>	<b>333,680.00</b>
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<b>NET INCOME</b>	<b>333,680.00</b>
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