

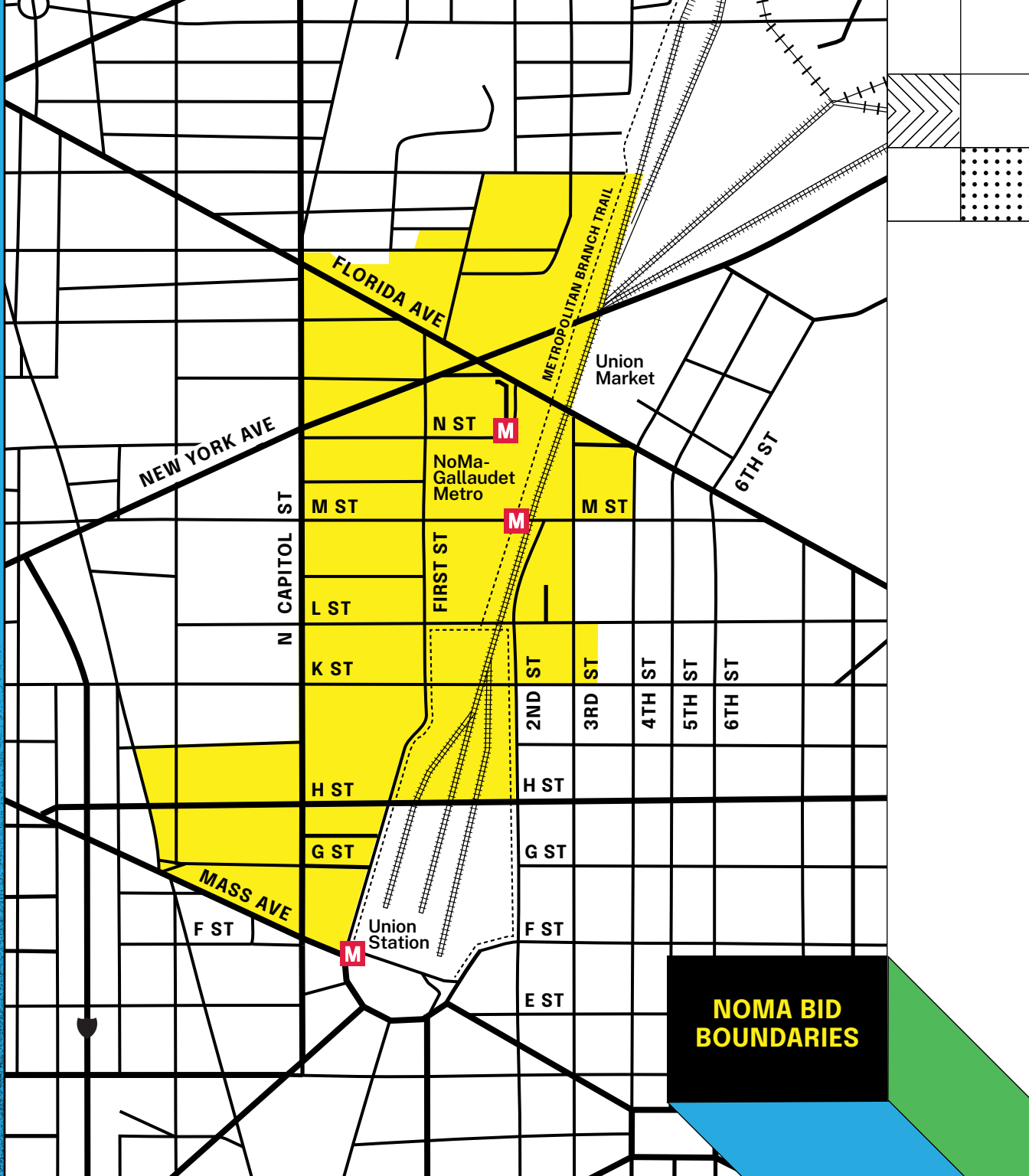


NOMA

2021 NOMA BID

Annual Report

15TH ANNIVERSARY EDITION



GREETINGS FROM Maura Brophy & Brigg Bunker

2022 marks the 15th Anniversary of the establishment of the NoMa BID, and we are delighted to dedicate this year's Annual Report to both the key accomplishments of 2021 and to the amazing achievements and milestones the neighborhood has seen over the past decade and a half.

We commend the passionate group of public officials, private sector visionaries, and civic leaders who recognized the potential of NoMa and worked together to transform a 35-block park-deficient, industrial area into a vibrant, mixed-use, walkable urban neighborhood. They proved that when vision meets opportunity, remarkable outcomes happen. The outcomes of this vision and investment include the 13,000 people who now call NoMa home; the 52,000 people who work for employers that chose to operate from NoMa; and the nearly 21 million square feet of built space that has been delivered, bringing with it a steady wave of new retail, restaurant, and entertainment options.

Ready to build upon the first 15 years' worth of progress, we look forward to what's next. We are committed to being thoughtful stewards and to continuing to shape NoMa's bright future.

Maura Brophy

Maura Brophy
NoMa BID President & CEO



Brigg Bunker

Brigg Bunker
NoMa BID Board Chair



The NoMa Business Improvement District Celebrates 15 Years of Neighborhood Placemaking

The story of DC's NoMa neighborhood is one of thoughtful, remarkable growth—it details the transformation of a park-deficient, industrial neighborhood of parking lots and abandoned warehouses into a lively, sustainable, and inclusive mixed-use community.

Since its founding in 2007, the NoMa Business Improvement District (BID) has helped NoMa become and remain a dynamic, vibrant, and uplifting neighborhood that showcases the very best of D.C. With the release of a new five-year strategic plan in the fall of 2021, the NoMa BID is recommitted to delivering exceptional services to the NoMa neighborhood and NoMa BID members, with one overarching goal: **making NoMa magnetic.**

KEY MILESTONES IN NOMA'S 15-YEAR HISTORY

2004
 DC Council approves legislation creating the NoMa BID
 First hotel projects in NoMa break ground
 The U.S. Department of Justice's Bureau of Alcohol, Tobacco, and Firearms moves into new NoMa headquarters

2007
 US Equal Employment Opportunity Commission (EEOC) moves its HQ to NoMa

2008
 NoMa-Gallaudet U, Metro's first-ever infill station opens (then named New York Ave-Florida Ave-Gallaudet U)

2009
 First leg of the Metropolitan Branch Trail (MBT), an 8-mile multi-use trail that traverses NoMa connecting the Capitol to Silver Spring, opens
 Harris Teeter, NoMa's first supermarket, opens

2010
 NoMa's first hotel, The Courtyard by Marriott Washington, DC/US Capitol, opens

2011
 "NoMa" is officially on the map when WMATA changes name of Metro stop to "NoMa-Gallaudet U"
 Union Market opens just outside of NoMa, anchoring the northeast corner of the neighborhood

2012
 NoMa's second hotel, Hilton Garden Inn, opens
 Mathematica Policy Research Inc. relocates DC HQ to NoMa

2013
 National Public Radio (NPR) relocates from Downtown DC to NoMa and NeighborWorks America opens new HQ together bringing 1,000 more employees to the neighborhood
 DC Government awards \$50 million grant to NoMa BID's sister organization, the NoMa Parks Foundation (NPF), to deliver parks and green spaces to neighborhood

2014
 NoMa BID launches DC's first, neighborhood-wide, free outdoor WiFi network
 Hyatt Place opens; NoMa now has 3 hotels and 622 hotel rooms
 DC's first fully protected bike lane is installed on First St. NE NoMa

2015
 Wunder Garten opens as a pop-up

2016
 REI opens DC flagship location in NoMa, followed by other retailers La Colombe coffee and SEOULSPICE
 NPF purchases land for 2 future parks, Alethia Tanner Park and Swampoodle Park
 Internationally acclaimed live mural festival, POW! WOW!, comes to the east coast and launches in NoMa (now as DC Walls), paving the way for NoMa to become the "mural capital" of DC

2018
 RAIN underpass art park opens on M St
 Swampoodle Park opens

2019
 DC Board of Elections creates first new voting precinct (Number 144) in 12 years in NoMa, reflecting the neighborhood's explosive growth
 Red Bear Brewing Co. and CR NoMa open
 LIGHTWEAVE underpass art park opens on L Street
 NoMa BID brings the Clean Team in-house as staff, now NoMa Ambassadors
 First segment of the NoMa Meander, a series of linked linear plazas, parklets, and streetscapes, opens

2020
 Alethia Tanner Park opens
 NoMa Parks Foundation purchases lot at 3rd & L Streets NE to bring another new park to NoMa, the fifth of eight planned green spaces

2021
 US Census data confirms NoMa among DC's fastest-growing neighborhoods
 Quincy Lane, NoMa's first pedestrian-only street, opens in Eckington



Office
7.1M SF in 2007
12.7M SF
in 2021

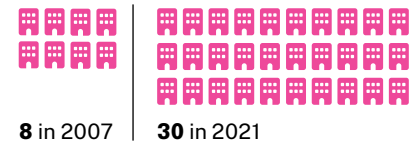
Residential
<100 housing units in 2007
7,300 HOUSING UNITS
in 2021

Hotel
0 hotel rooms in 2007
622 ROOMS
+ 728 in pipeline = 1,350
in 2021

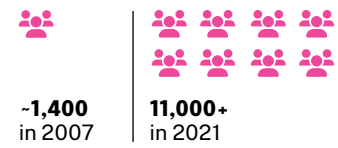
Retail
32,000 SF in 2007
545,000 SF
in 2021

**NoMa
Now &
Then**

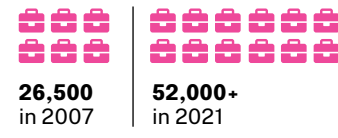
LEED-Certified Buildings



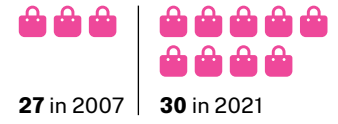
Residents



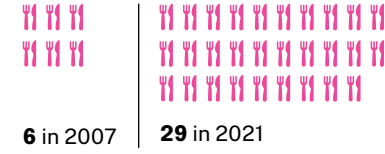
Workers



Retailers



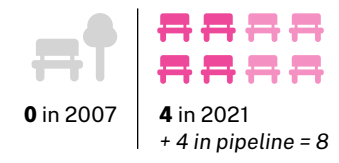
Restaurants



Supermarkets



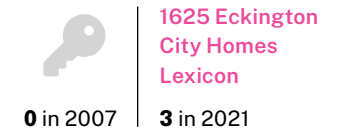
Parks & Public Green Spaces



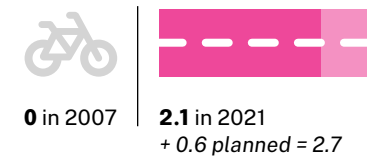
Dog Parks



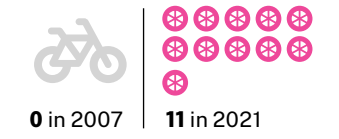
For Sale Condo Communities



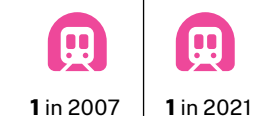
Miles of Protected Bike Lanes



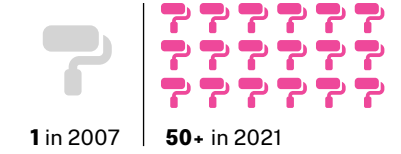
Capital Bikeshare Stations



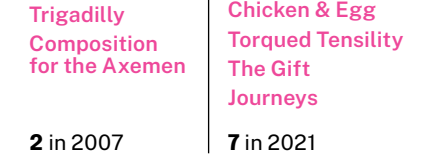
Metro Stops



Murals



Sculptures





What's New in NoMa in 2021

**New Five-Year
Strategic Plan**
for Making NoMa
Magnetic

New Apartments
1,300+ New Housing Units

Press House
One501
Eckington Yards/Quincy Lane

New Residents
1,300+

New Condominiums
224 Units

New Retailers
12

New Hotels
120 Rooms

WhyHotel by Placemakr

New BID Leadership & Staff



Maura Brophy
President



Brian Smith
Director of Planning
& Economic
Development



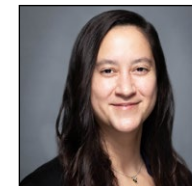
Jenée Padmore
Director of Public
Realm



Mary Godier
Senior Manager
of Events



Leah Ben
Marketing Senior
Associate



Michelle Orellana
Office Manager

**NEW
AMBASSADORS:**
Michael Smith
Mauri Williams

New Pop-Up & Permanent Art Installations

NoMa in Bloom giant pop-up light projection
“The Gift” cherry blossom sculpture
21 fresh murals



GROWTH

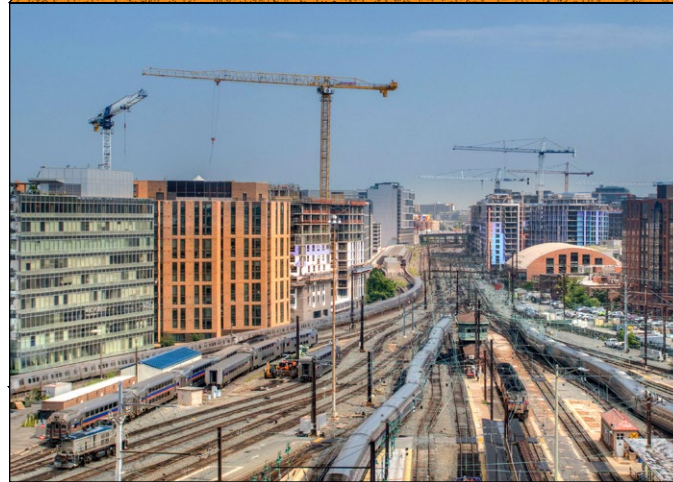
Census Data Confirms NoMa as One of the Fastest Growing DC Neighborhoods

NoMa continues to be among the District's fastest growing neighborhoods, confirmed by the release of U.S. 2020 Census data. In 2021, more than 1,000 new residents moved to NoMa, and by year's end, NoMa's residential population reached a record high exceeding 11,000.

In 2021, development in the NoMa BID continued at a rapid pace, with approximately one dozen projects under construction. Upon completion, these projects will bring nearly 3,400 new units of housing, 728 new hotel rooms, and more than 150,000 square feet of new retail to the neighborhood, increasing built square footage by 18%.

Three major new residential projects delivered in 2021 – Press House, ONE501, and Eckington Yards – adding more than 1,300 new rental housing units to the neighborhood and increasing NoMa's multifamily housing supply by 23%. NoMa's supply of for-sale condominiums more than doubled in 2021, with the opening of 1625 Eckington and City Homes.

NoMa scored one of the largest office deals in DC history when the U.S. Securities and Exchange Commission (SEC) announced its decision in late 2021 to relocate to a new site at North Capitol and O Streets NE. Groundbreaking on the 1.2 million square foot headquarters is expected in 2022, and upon completion in 2026 will bring an additional 4,500 workers to the neighborhood.



RETAIL

2021 Brought a Flurry of Retail Openings to NoMa

NoMa is in the midst of another retail boom. Twelve new establishments opened in 2021, bringing unique new concepts and experiential retail to the neighborhood, including the food business accelerator Union Kitchen; DC's first indoor climbing gym, the Bouldering Project DC; and Scissors & Scotch, where traditional barbering and modern spa services meld with the comforts of your favorite watering hole.

More than 155,000 square feet of retail space is now under construction, representing a 28% increase in supply upon delivery. To maximize the benefit to the neighborhood, the BID is building a new retail strategy to identify NoMa's retail needs and provide insight and data to retail brokers working with property owners.



PARKS

Delivering, Maintaining, and Activating Parks

Public investment in NoMa has been foundational to the neighborhood’s success. The BID’s sister organization, the NoMa Parks Foundation (NPF), continued to make progress towards completion of the final projects it will deliver using the District’s \$50 million investment in NoMa for the creation of public park spaces, including:



Swampoodle Park II

Design concepts were shared with the community and approved by the U.S. Commission of Fine Arts, with permitting and approvals secured by year-end.



Burnham Benches

16 stone benches named for architect Daniel Burnham who designed Union Station were installed for residents and workers to enjoy at three sites in NoMa: 1050 First Street NE, Uline Arena on 3rd Street NE, and in the plaza near the N Street entrance to the Metro.

Virtual Circle

The District exercised its right of eminent domain and took possession of the Wendy’s, a first step towards the reconfiguration of the dangerous and perplexing intersection at New York and Florida Avenues NE. Nearly all elements of NPF’s plans for the three new public green spaces to be created from this redesign were included in the City’s final plans.



PLANNING

Improving Connectivity & Mobility

NoMa sits at the center of growing and exciting neighborhoods, and the BID is committed to improving connectivity to and from NoMa to other parts of DC. In 2021, the NoMa BID continued to champion many local infrastructure improvement projects, including a new Metro entrance on 3rd Street NE; the replacement of the H Street Bridge and new bus priority lanes on H Street NW; the addition of bike lanes on Florida Avenue NE and K Street NE; and the extension of existing Protected Bike Lanes on First Street (from Massachusetts Avenue to M Street NE) northward to the Virtual Circle. The BID is also supporting the reimagining of North Capitol Street as a community boulevard, revisiting strategies it identified in the 2019 North Capitol Street Needs Assessment Report it co-authored.

THE PUBLIC REALM

Dedicated to Creating Inviting, Safe, & Clean Spaces for All

In 2021, the BID refocused on how we approach and manage our work in the public realm. With the addition of numerous new parks and public spaces in recent years, public space maintenance and vendor relations responsibilities were shifted to the Ambassador operations. This realignment increased our capacity and improved our outreach to better connect us with NoMa property managers and other stakeholders, whom we bring together monthly in the BID’s public safety meetings for information sharing and increased awareness and coordination.

The BID also expanded the size of our Ambassador team to 10 persons to better serve our growing community. NoMa’s Ambassadors continued to deliver exceptional work to create inviting, safe, and clean spaces for all. Their near-constant presence of the streets provides residents and workers with familiar faces and top-notch, enhanced city services, including daily trash removal, park and public space maintenance, and leaf, debris, snow and ice removal from neighborhood streets, sidewalks, and along the Metropolitan Branch Trail.


920,000
 POUNDS OF TRASH
 REMOVED

60,000
 POUNDS OF
 RECYCLING

To provide our Ambassador team with more opportunities for learning and growth, the NoMa BID began offering a unique and substantial benefit, unrivaled by most small non-profit organizations like ours — 100% tuition reimbursement to pay the full cost of coursework towards the completion of an associate degree or an equivalent vocational certificate.



COMMUNITY IMPACT

Helping to Reduce Homelessness through Individual, Intensive Outreach

2021 marked the BID's second full year of partnering with the h3 Project, led by Dr. Ami Angell and her five-person team of trained and compassionate outreach workers, to provide holistic and daily support to unhoused persons in NoMa.

During 2021, the h3 Project's impact on the lives of individuals experiencing homeless was profound, with a significant portion of its work focusing on coordinating with the Deputy Mayor's Office of Health and Human Services (DMHHS) as it launched the City's C.A.R.E. (Coordinated Assistance and Resources for Encampments) pilot program. Under the C.A.R.E. pilot, individuals living in NoMa's L and M Street underpasses were offered housing, and the underpasses were declared tent-free zones. As of year-end, 82% of the formerly encamped residents in the NoMa underpasses had been housed through the District's C.A.R.E. program.

The h3 Project continued to provide frequent, routine visits to these newly housed individuals to help ensure continuity of care while continuing to provide daily outreach and assistance to unhoused persons elsewhere in NoMa. The BID is committed to continuing its successful partnership with the h3 Project which provides life-saving and life-changing services.



The Giving Tree Project

The NoMa BID joined the Giving Tree Project DC, a program started by Wunder Garten and local landscaping company Sherman Gardens, to direct \$10 from the sale of each tree sold from their lot at Christmas to help a local non-profit, social service organization. In addition to contributing \$5,000 to the program, the BID set up a GoFundMe account to enable the public to contribute.

In 2021, the Giving Tree Project raised more than \$40,000, a 1500% increase since the program launched in 2016. All monies raised were awarded to the h3 Project, the NoMa BID's homeless outreach service provider, which used the funds to purchase household necessities for the 40 persons who moved into housing through the District's C.A.R.E. pilot program.

Help for Unhoused Persons

64
HOUSING MATCHES

35
HOUSING MOVE-INS

67
REUNIFICATIONS WITH FAMILY

In 2021, the Giving Tree Project DC raised more than \$40,000 to support the work of the h3 Project, which provides intensive, individualized outreach to help people toward housing stability.



EVENTS

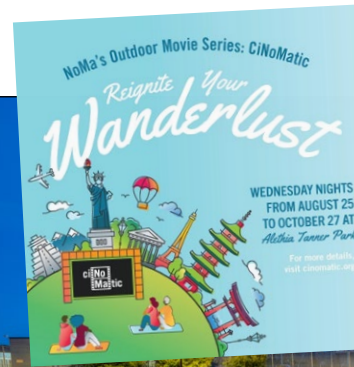
Celebrating A Return to In-Person Events

Following all public health guidelines, the BID successfully launched a robust lineup of in-person, outdoor, large-scale events, injecting fun and community back into everyone's calendar. These free gatherings, together with BID-sponsored virtual events, attracted more than 6,000 participants, and provided significant patronage to NoMa restaurants and local food truck vendors.



NoMa in Bloom

A giant pop-up light projection celebrating the arrival of cherry blossom season.



CiNoMatic

NoMa's free outdoor movies series under the stars launched at its permanent new home, Alethia Tanner Park, attracting hundreds of people Wednesday nights from late August through November



D.C. Walls

The beloved, highly anticipated live mural festival, D.C. Walls!, returned to NoMa for the sixth year. More than 21 fresh murals were delivered to the neighborhood, ensuring NoMa maintains the moniker of "mural capital of DC." With these new works, more than 41 murals currently adorn the walls, facades and streetscapes of NoMa.



NoMa's Winter Cheer Cart

Our pop-up mobile cart provided a bit of holiday surprise and delight to residents and workers, along with free cookies and pup cups of whipped cream for our four-legged friends.



PumpkinPalooza

More than 2,000 people joined us at Alethia Tanner Park for live music, a scavenger hunt, and a kids' costume-contest. The BID gave away 1,400 free pumpkins for the community to take home and decorate.

6,000+
EVENT ATTENDEES

21
NEW MURALS

1,400
FREE PUMPKINS

MARKETING & PR

Promoting the NoMa Brand & Businesses

NoMa and the NoMa BID continued to make headlines in 2021, with media reporting positively on new leasing activity, new restaurant openings, and BID-sponsored events, activations, and initiatives.

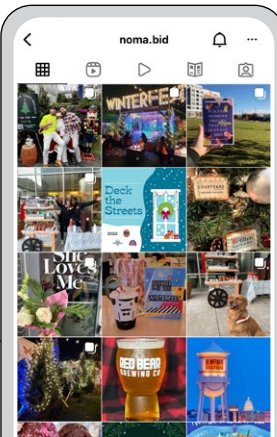


In 2021, the NoMa BID and BID businesses earned many awards and accolades. The NoMa BID won the Washington City Paper's "Best Of" award, along with Wunder Garten and Red Bear Brewing Co. being voted "Best Bars."



NoMa BID President & CEO Maura Brophy was selected by the Washington Business Journal to its annual "40 Under 40" list of the District's top emerging for-profit and non-profit leaders.

NoMa's dining scene continued to shine in 2021. Laos in Town received yet another top accolade, the Metro Cooking DC "Grand Tasting Best Bite Champion" award, and SEOULSPICE earned a coveted RAMMY Award for the "Most Impressive Pandemic Pivot to Provisions or Market."



NoMa BID Instagram crossed the 5,000 follower threshold



Through a connection made from the Destination DC Fellowship, Uncle Chip's won a sizeable contract to provide 20,000 cookies for the Rock & Roll Marathon

Supporting Our Members & The Community

The NoMa BID is dedicated to supporting BID businesses and members through research, technical assistance, information sharing, marketing and promotions, and networking. We track key indicators such as pedestrian counts, Metro ridership, and retail openings, along with grant and funding opportunities.

In 2021, the BID launched bimonthly NoMa Business Socials to better connect businesses with opportunities and support. One outcome of these gatherings was the selection of several BID and greater NoMa businesses—including Red Bear Brewing Co., Uncle Chip's Cookies, and Blueboy Document Imaging—for the Destination DC Diversity Fellowship, which granted them access to complimentary marketing, mentorship, education, networking, and business development opportunities.

Partner of the Year Awards

Each year, the NoMa BID recognizes individuals, businesses, and organizations for notable contributions which improve the NoMa neighborhood and strengthen our community. The 2021 NoMa BID Partner of the Year award winners are:

🏆 DISTRICT CHAMPION AWARD

Councilmember Kenyan McDuffie — For supporting the work of the NoMa BID and being a true champion of inclusive, economic development in DC.

🏆 COMMUNITY CHANGE MAKER AWARD

Drew Courtney, ANC 6C06 — For unwavering commitment to the betterment of NoMa by supporting the Virtual Circle redesign, the 3rd St. Metro entrance, and participating in the BID's strategic planning community committee.

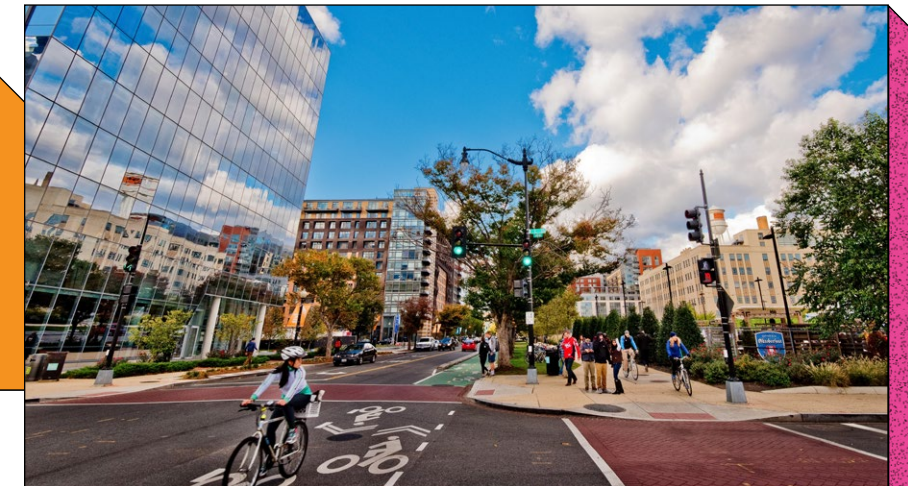
Dr. Denise Wright, ANC 5E03 — for her long tenure of public service representing Eastern Eckington, and bringing strong programming ideas to the BID for engaging the community in free events and activations.

🏆 MAGNETIC NOMA BUSINESS

Wunder Garten — For its enduring status as a neighborhood landmark since opening in 2015 and for continuing to draw people to the neighborhood through unique activations, events, and deep-rooted community engagement, including The Giving Tree Project DC, which raised more than \$40,000 for the h3 Project, a local homeless outreach provider.

🏆 CITY CATALYST AWARD

Sam Kittner — For work as a photo journalist helping to document and tell the story of NoMa's impressive and inclusive growth over the past decade, and for creating iconic images that help NoMa show off its best self.



Financials

Statement of Financial Position

ASSETS	FY 2021
Cash/Cash Equivalents	4,376,033
Accounts Receivable	1,496,948
Reimbursable Costs	32,791
Prepaid Expenses	—
Deposits	280,320
Other Assets	10,063
Property & Equipment	121,489
Total Assets	6,317,644

Liabilities & Net Assets

LIABILITIES	
Accounts Payable & Accrued Expenses	857,715
Deferred Revenue	1,774,226
Deferred Rent	100,037
Capital Lease Obligation	4,483
Other Liabilities	—
Total Liabilities	2,736,461
NET ASSETS	
Reserves & Unrestricted Assets	3,581,183

Total Liabilities & Net Assets: \$6,317,644

The NoMa BID receives an assessment from commercial property (including land and parking lots), residential buildings with 10 or more units, and hotels. Summarized information from NoMa BID audited financial statements set forth above represents the consolidated finances of the NoMa BID and the NoMa Parks Foundation in accordance with accounting principles generally accepted in the US.

Statement of Activities

INCOME	FY 2021
BID Assessments	3,192,854
Grant Income	1,761,673
Contract Revenue	284,179
Other Income	66,000
Contributions	299
Interest & Dividends	4,029
Total Revenue	5,309,034

EXPENSES	
Parks	1,465,853
Administration	1,571,939
Public Space Maintenance	1,219,392
Economic Development	379,278
Events and Programming	315,645
Marketing	252,476
Total Expenses	5,204,583

Net Income: \$104,451

2021 Staff & Board

STAFF

Maura Brophy, President & CEO

Leah Ben, Marketing, Senior Associate

Romario Bramwell, Ambassador

Terri Brooks, Director of Ambassador Operation

Sherri Cunningham, Senior Director,
Marketing & Events

Mary Godier, Events, Senior Manager

Gregory Haygood, Chief Financial Officer

Michael Hill, Ambassador

Daniel Hoagland, Chief of Staff

Mark Holbrook, Ambassador Supervisor

Mekhi Johnson, Ambassador

Delonté Kitt, Ambassador Events Supervisor

Jesse London, Planning & Economic Development,
Senior Manager

John McMillian, Ambassador

Jenée Padmore, Director of Public Realm

DeMarco Savage-el, Ambassador

Andre Smith, Ambassador

Brian Smith, Director of Planning & Economic
Development

Michael Smith, Ambassador

Otavio Thompson, Director of Administration

Mauri Williams, Ambassador



BOARD

Brigg Bunker, Chair, Foulger-Pratt

Matthew Robinson, Vice Chair, MRP Realty

Thomas Archer, Secretary, Skanska

Deborah A. Cowan, Treasurer, National Public Radio

Caiti Anderson, REI

Matthew August, U.S. General Service Administration

Tom Cicotello, Boyd Watterson

Joshua Dix, Trammel Crow Company

Anthony Greenberg, JBG Smith

Christopher Lynch, Wunder Garten

Christopher Norton, The Washington Center

Michael Ponticelli, Bisnow

Michael Skena, Toll Brothers

Pamela Tapscott, Mathematica




David Tuchmann, Akridge



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