



NOMA

2023 NOMA BID

# Annual Report

# GREETINGS FROM Maura Brophy & Michael Skena

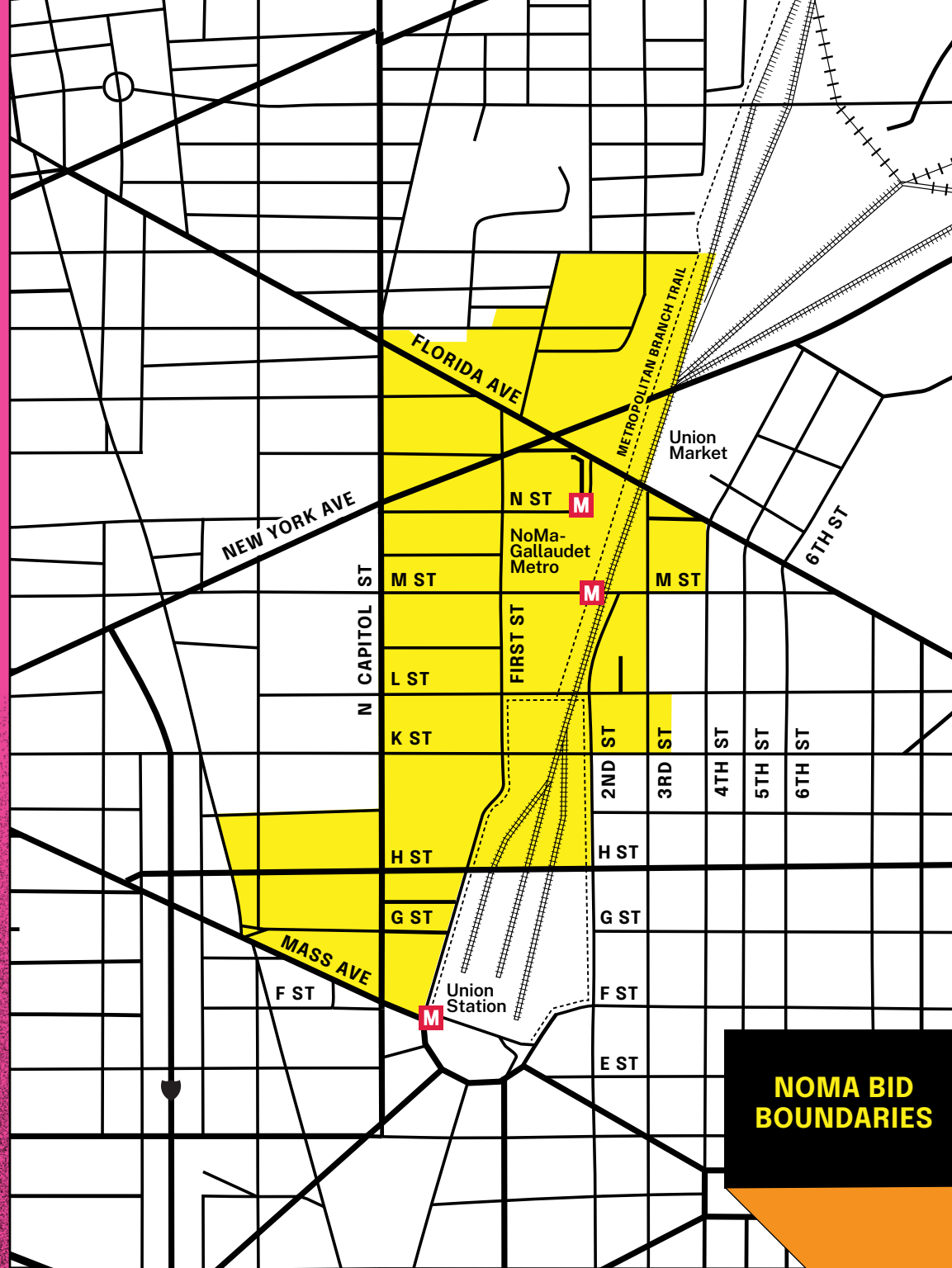
Dear Colleagues,

As we reflect on the past year, we are filled with gratitude and excitement for the progress and achievements that have shaped our neighborhood. The NoMa Business Improvement District (NoMa BID) is proud to present its annual report, showcasing the collective efforts and contributions that make NoMa a vibrant and thriving neighborhood. In 2023, we joined urban thought leaders in a journey of discovery and learning, gaining invaluable insights into the evolving urban landscape that NoMa is proud to call home. With this understanding comes a deepened appreciation for mixed-use neighborhoods like NoMa and the invaluable role they play in our city.

Last year was exceptional when measured by the NoMa BID's impact and accomplishments, and the story of NoMa continues to be one of growth and success. Among other things, we are very pleased to report the following:

- **Record-breaking Apartment Construction:** NoMa's 20002 zip code earned the prestigious distinction of being ranked #1 in the US for new apartment construction between 2018 and 2022. This remarkable achievement underscores the continued appeal and desirability of our neighborhood as a vibrant residential destination.
- **A Growing Retail and Hospitality Environment:** A dozen new restaurants, retailers, and a hotel opened their doors last year, enriching the culinary and retail offerings within NoMa. These new establishments contribute to the diverse tapestry of experiences that make our district unique.
- **New and Elevated Dining Experiences:** The addition of two new rooftop bars, Yara and Upstairs at The Morrow, has elevated the dining experience in NoMa to new heights. These venues offer breathtaking views and exceptional culinary offerings, further diversifying the neighborhood's offerings.
- **Even More Arts and Culture in NoMa:** The NoMa in Color Mural Festival brought energy and creativity to our streets, with 21 new murals bringing color and dimension to the neighborhood. Additionally, the completion of the K Street Virtual Gallery adds another canvas to our artistic landscape and completes the trilogy of underpass art installations. The gallery has hosted two exhibits to date, both of which have brought light and color to the underpass while also speaking to the neighborhood's history and identity.

LETTER CONTINUES →







- **Targeted Business Development and Tourism Initiatives:** One key initiative, the Metropolitan Beer Trail, brought an average of 900 additional patrons to 11 participating breweries and bars and more than doubled participation in 2023. This innovative program continues to promote economic development and makes NoMa a destination for residents and visitors alike. The 2023 program had more than 6,800 users from 45 states and 19 countries.
- **Safety as a Top Priority:** Amidst our achievements, the NoMa BID has remained steadfast in making neighborhood safety a top priority. We recognize that a safe and secure environment is fundamental to the well-being and prosperity of our residents, workers, and visitors. Through proactive measures and strategic partnerships, we are dedicated to ensuring that NoMa remains a welcoming and secure place for all.

The NoMa BID is a driving force behind this success. As we embark on the year ahead, we remain committed to building upon these successes and embracing the opportunities that lie ahead in collaboration with our stakeholders and partners.

We extend our heartfelt gratitude to all who have contributed to the ongoing success of NoMa, from our dedicated team members and valued stakeholders to our vibrant community members. Together, we will continue to shape a bright future for NoMa and beyond.

Sincerely,



*Maura Brophy*

Maura Brophy  
NoMa BID President & CEO



*Michael Skena*

Michael Skena  
NoMa BID Board Chair

# What's New in NoMa in 2023

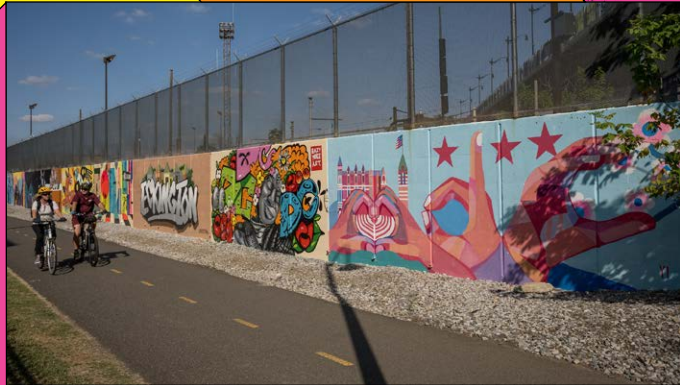
## New Retail & Hotels

Washington Marriott Capitol Hill  
ChopSmith  
Chop Shop  
Gelato'oh!  
Nice & Easy  
Simona Café  
Society Commons  
Sticky Fingers  
Sweet Almond Macaron  
Uncorked  
Upstairs at The Morrow  
Yara

## New Residences

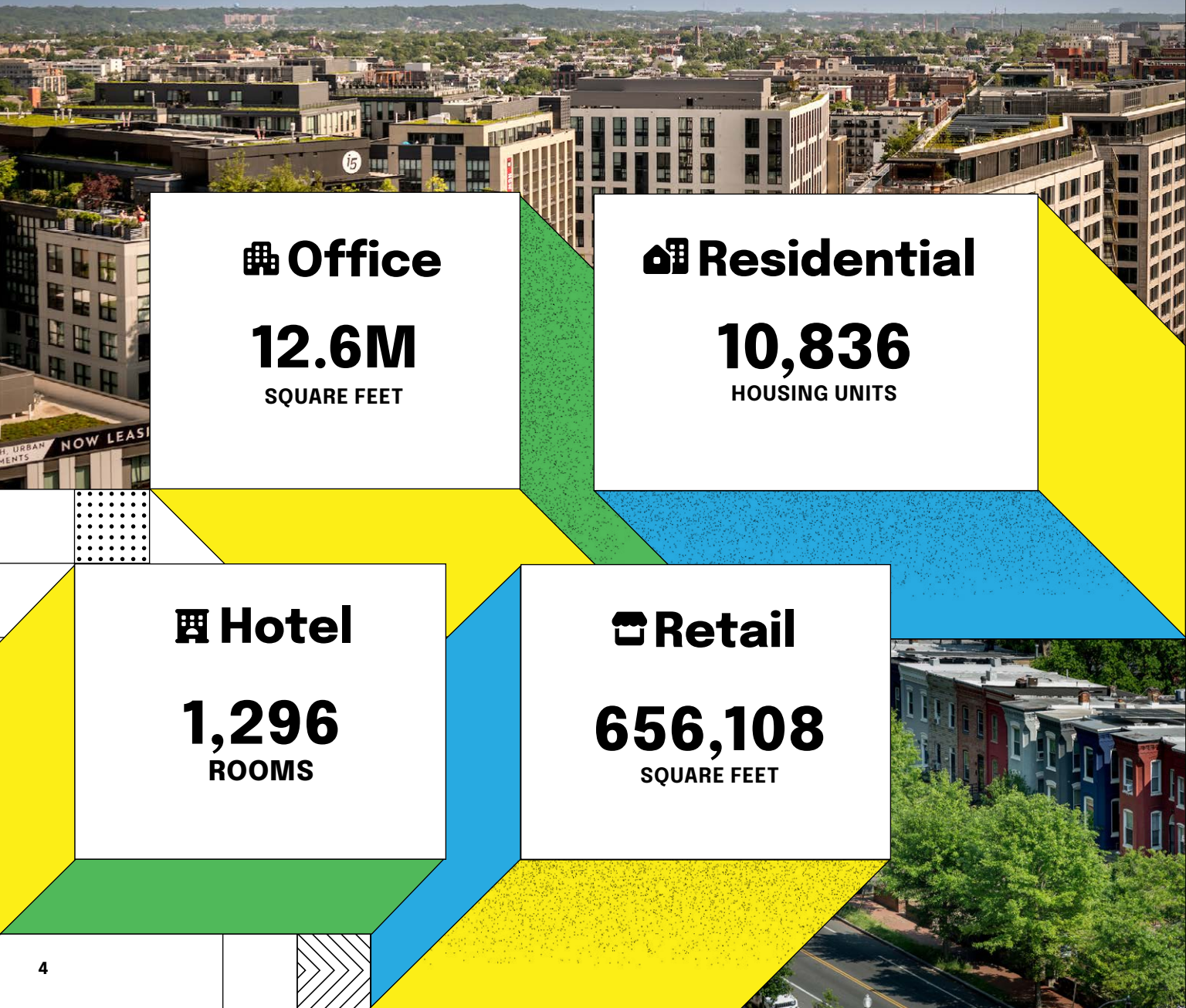
The Hale  
Roberts Residences

## 21 New Murals






# NoMa By the Numbers



       6 Hotels

30 LEED-Certified Buildings 

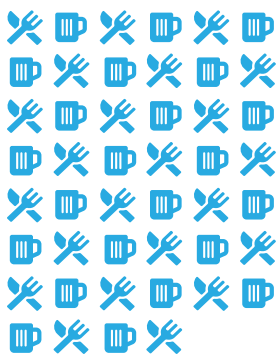
 14,000+ Residents

 52,000+ Workers

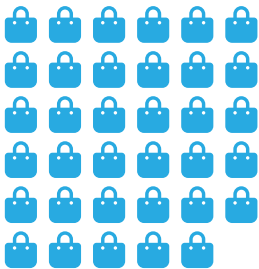
 1.5 Million Visitors

35 Places to Live 

46 Food & Drink Destinations



35 Shops & Services



 50+ Murals

 2 Metro Stations

 3.2 Miles of Bike Lanes

 11 Capital Bikeshare Stations

     8 Parks & Public Green Spaces

   3 Dog Parks





## GROWTH

# NoMa's Zip Code is Fastest Growing in US

In 2023, NoMa continued to experience unprecedented growth and development, earning the #1 ranking in the US for new apartment construction over the past five years. With new buildings, new businesses, and new projects continually transforming the landscape, the neighborhood remains a hub of opportunity and a magnet attracting more and more new residents.

## Residential

NoMa welcomed two new residential buildings in 2023, adding 647 for-lease housing units to the neighborhood. After a huge wave of eight residential deliveries in 2022, this year saw those apartments occupied with new residents, adding to the growing population of the neighborhood. Over 1,200 new units were occupied in the BID in 2023, and multifamily vacancy—a measure of how many apartments are empty—dropped from over 20% at the end of 2022 to around 13% by the end of 2023.

## Office

NoMa's office market remains strong, with office vacancy standing at 11.6% at the end of 2023. NoMa is outperforming every other submarket in DC by this metric, and we attribute the neighborhood's occupancy levels to long-term federal tenants, landmark private sector headquarters like NPR and Mathematica, and a healthy mix of residential, retail, and hotel offerings that support the office market.



# NoMa Enjoys Retail Boom

Eleven new establishments, including restaurants, retailers, and a luxury hotel opened in 2023. Among the new offerings are two rooftop bars with commanding views of the US Capitol and a small live music venue.



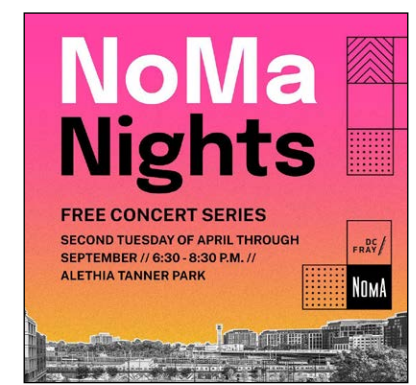
CHOPSMITH



SIMONA







**NoMa Nights Concert Series**  
Curated by DMV events gurus DC Fray, this free monthly concert series featured an exciting and diverse lineup of local musical talent that drew more than 1,200 picnickers and music fans to Alethia Tanner Park. The NoMa BID is excited to welcome this fun and festive series back to the park for 2024.

**50+**  
NOMA-SPONSORED  
EVENTS & ACTIVATIONS

**25,000+**  
EVENT ATTENDEES

**50+**  
ARTISTS & MUSICIANS  
SUPPORTED

## EVENTS

# Building Community with Fun, Free Events

The NoMa BID hosted a full calendar of exciting neighborhood events—from small scale pop-ups to signature celebrations, including place activations, art exhibits, movie nights, and festivals—attracting more than 25,000 people to the neighborhood.



**NoMa in Bloom**  
NoMa residents, workers, and visitors alike enjoyed this month-long celebration of spring and DC's famed cherry blossoms with themed food and cocktails at NoMa restaurants, the nightly illumination of the NoMa water tower in blossom pink, and storefronts decked out with giant blossom decals. Highlights included a community festival at Alethia Tanner Park with DIY kite-making, a live-drawn chalk mural, and a local makers' market featuring all women vendors, along with music, food, and a 5K community run co-sponsored by REI and the NoMa Run Club.





## EVENTS



### NoMa in Color Mural Festival

The newly rebranded and highly-anticipated live mural festival returned to NoMa for its eighth year with a new focus: creating opportunity for emerging and established local muralists. The festival kickoff celebration featured a live band, dance performances from the World Culture Festival, and a chance to meet-and-greet the artists. Over the two weeks that followed, 17 new murals took shape on the iconic Metro wall overlooking Alethia Tanner Park and the Metropolitan Branch Trail.

### NoMa in Color Art Walk Passport

To showcase and encourage exploration of NoMa's abundant collection of public art, the BID created the NoMa in Color Art Walk passport, a free, downloadable app for self-guided tours and discovery.

### NoMa in Color Nights Out

A new, six-week Thursday night activation series featuring pop-up programming including live music, life-size lawn games, and a local makers' market in four key locations attracted hundreds of residents and visitors and drove new customers to NoMa businesses.

"NoMa BID, through the NoMa in Color Mural Festival, gave an opportunity to 17 local artists to paint along the Metropolitan Branch Trail. Seven of us were first-time muralists. As an artist, to get those first opportunities, those first tests to prove ourselves, is amazing and opens many doors. I keep getting calls from people because they see my mural along the Metropolitan Branch Trail. I have gotten at least five leads just because of my first mural painted for NoMa in Color."

— Andrea Limauro, artist

### PumpkinPalooza

More than 3,300 people turned out, many in costume, for the BID's annual Halloween celebration at Alethia Tanner Park. This year's celebration featured a pick-your-own pumpkin patch, costume parade and contest for people and pets, photos with Mickey and Minnie Mouse, and the annual screening of the Halloween classic "Hocus Pocus." The addition of a pop-up beer garden hosted by Red Bear Brewing Co. proved to be popular with the 21+ crowd.

### NoMa Holiday Market

Hundreds of neighbors and visitors supported the 70+ vendors selling bespoke crafts, vintage clothing, and culinary creations at the first annual NoMa Holiday Market, curated by Eckington Hall, which transformed the woonerf (pedestrianized street) at Quincy Lane and Alethia Tanner Park into a holiday shoppers' paradise.



CAMPAIGNS & ACTIVATIONS

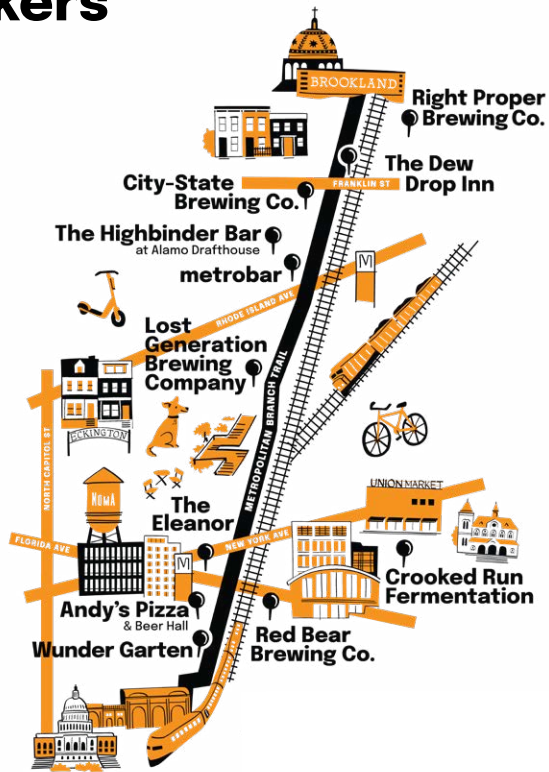
Attract, Incubate, and Support: Growing NoMa’s Small Businesses and Local Makers



**Metropolitan Beer Trail**  
Raise a glass! The Metropolitan Beer Trail—NoMa BID’s most well-known and successful retail promotion and support campaign—returned for its second wildly popular year in 2023.

Thousands of people—locals and visitors, dedicated beer-lovers, and the brew-curious—participated using the Trail’s unique gamified online passport, turning “check-ins” into free MBT-branded koozies, hats, and t-shirts.

The Trail has been an overwhelming success, anchoring NoMa as a premier destination for foodies, beer lovers, and tourists. Keep an eye out for the 2024 edition of the Trail, featuring new participating locations and all-new prizes!



“We have a whole new crop of customers coming to our front door because of the Metropolitan Beer Trail.”  
– Thor Cheston, Founder, Right Proper Brewing Company



“The Metropolitan Beer Trail has proven to be an invaluable initiative for metrobar and the 10 other beer-serving establishments involved. This strategic collaboration has significantly increased awareness of our bar and generated a notable uptick in customer traffic.”  
– Jesse Rauch, co-owner, metrobar



NOMA FARMERS MARKET AT ALETHIA TANNER PARK

NoMa Farmers Market

The NoMa Farmers Market returned for the second season to Alethia Tanner Park. Every Thursday from May through October, the Market became a community gathering spot, allowing neighbors to shop from local vendors, buy produce and other goods, and enjoy music performed by local musicians. More than 20 vendors participated in weekly activations during the 2023 season.

The BID’s launch of the NoMa Farmers Market has created a unique “third place” and provided opportunities for small businesses and BIPOC vendors to set up shop. The BID is excited to continue to expand the market in 2024.



IN 2023, the Metropolitan Beer Trail grew to 11 participating breweries and bars, up from seven in 2022.

6,835  
TOTAL SIGN-UPS

1,500+  
PRIZES REDEEMED

30,000+  
TOTAL CHECK-INS

19  
COUNTRIES REPRESENTED

3MM  
CUMULATIVE POINTS EARNED

45  
STATES REPRESENTED



**MVP OF THE MBT**  
The BID marked the completion of the 2023 Beer Trail season with a celebration thanking the participating establishments and all the patrons and crowning the top point-earner as the “MVP of the MBT.”

200+  
SMALL BUSINESSES SUPPORTED

50+  
BIPOC VENDORS/ BUSINESSES SUPPORTED

50+  
ARTISTS & MUSICIANS SUPPORTED



## PARKS

# Cultivating NoMa's Parks & Public Spaces

At the end of 2022, the NoMa Parks Foundation finished the task it was created for: using the District of Columbia's \$50 million, 10-year grant to imagine, design, and build showstopper public spaces in NoMa for the benefit of current and future generations of NoMa residents, workers, and visitors.

In 2023, the NoMa BID established a new Board of Directors for the Parks Foundation with a mission of stewardship, care, growth, and community involvement—aiming to support the BID's work managing park maintenance, ongoing operations, and stakeholder coordination. Among the ongoing projects the two organizations advanced this year are:

### K Street Virtual Gallery

The BID launched the K Street Virtual Gallery, DC's first outdoor, public digital art gallery, transforming the underpass on K Street NE between First and Second Streets NE into a living canvas. Two local artists, My Ly and Nekisha Durrett, both women of color, premiered their works in the Gallery in 2023. The K Street Virtual Gallery completes the trilogy of outdoor art exhibits that the NoMa BID first envisioned back in 2018 with the opening of *Rain*, followed by *Lightweave* in 2019.

My Ly, a DC-based artist, designer, and planner, was the inaugural artist to exhibit in the K Street Virtual Gallery from April-November. Her dynamic work captured the vibe of NoMa and focused on the many different modes of transportation and the way people, cyclists, and drivers move through city streets.

In November 2023, the K Street Virtual Gallery launched its second installation, entitled "Centuries," by Nekisha Durrett celebrating the contributions of Black women to the sport of cycling. Durrett's work was inspired by the 1928 bicycle journey by five Black women — Marylou Jackson, Velma Jackson, Ethyl Miller, Leolya Nelson, and Constance White — who in 1928 over the course of three days together cycled over 250 miles (two and a half centuries in cycling terms) from New York City to Washington, DC.



### INTRODUCING...

## Mamie "Peanut" Johnson Plaza

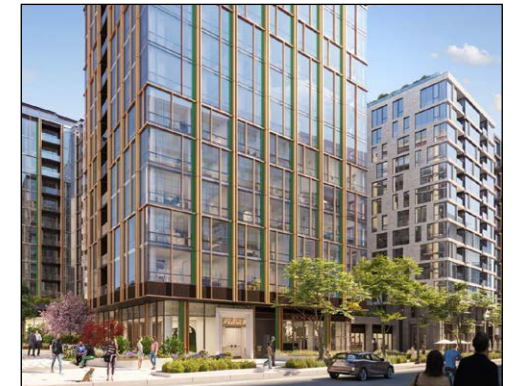


### Mamie "Peanut" Johnson Plaza

The BID successfully managed the community naming process for the trio of new public spaces that will be delivered alongside the District Department of Transportation's (DDOT's) reconstruction of the Florida-New York Avenue NE intersection project. More than 1,200 people submitted nominations, and 4,300 votes were cast to select the winning name, Mamie "Peanut" Johnson Plaza. The name honors the legacy of a longtime DC resident and the first woman to ever pitch in the Negro League. In contrast to Mamie's petite stature, which earned her the nickname "Peanut," she demonstrated abundant grit and determination.

### NoMa Meander

This year, the BID laid the groundwork for the next phase of the ambitious NoMa Meander project—a series of connected, pedestrian-friendly retail promenades running north-south from New York Avenue NE to Pierce Street NE. The current project expands the initial phase of the Meander south across M Street NE through the use of signature design components, including textured paving, unique seating, greenery, and a raised mid-block crosswalk (a first for the neighborhood). The project will be completed alongside the OZMA residential project next door and is expected in 2024.



### NOMA PARKS FOUNDATION BOARD OF DIRECTORS

Uwe Brandes, Executive Director of the Urban and Regional Planning Graduate Program, Georgetown University, Chair

Tom Archer, Skanska

Christopher Lynch, Wunder Garten, Treasurer

Michael Skena (ex officio), NoMa BID Board of Directors, Chair

Maura Brophy (ex officio), NoMa Parks Foundation, President



## PLANNING

# Improving Connectivity, Mobility & the Public Realm

NoMa sits amid a cluster of growing and exciting neighborhoods, and the BID is committed to improving connectivity to and from NoMa to other parts of DC. In 2023, the NoMa BID continued to champion and advance several important infrastructure, transportation, and improvement projects, including:

### New Metro Entrance/Exit onto Third Street NE

The BID made progress in advancing the new Metro entrance from planning and visioning towards implementation, successfully securing \$50 million in funding from the DC government and completing a set of renderings to guide the proposed design and communicate the visual identity of the tunnel to the community. The design will also consider pedestrian/bicycle connections, traffic modifications, and accessibility. The plans are expected to be released publicly in 2024.




### Union Station Redevelopment and Station Expansion Project (SEP)

While construction for Union Station's expansion and revitalization is years away, the decisions being made today will directly affect NoMa and will determine the impact of the project on the neighborhood. As the most transformative project in NoMa's future, the BID continues to be a champion for this project and works to be involved as effectively as possible to ensure that it maximally benefits NoMa, the surrounding neighborhoods, and the District as a whole.



## DC'S FASTEST GROWING & MOST CONNECTED NEIGHBORHOOD

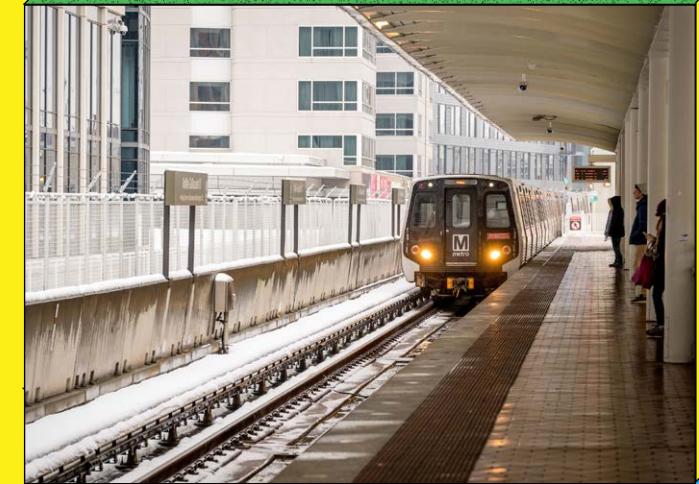
 **2 Metro Stations**

 **3.2 Miles of Bike Lanes**

 **11 Capital Bikeshare Stations**

**Easy access** to commuter and regional rail systems, Amtrak, and interstate bus lines.

**The Metropolitan Branch Trail,** a north-south urban multi-use trail connecting downtown DC to Silver Spring, MD, and beyond – used by thousands of walkers, runners, bicyclists, and scooter-users daily.





THE PUBLIC REALM

Dedicated to Providing Inviting, Safe & Clean Spaces for All

NoMa Ambassadors

NoMa's Ambassadors continued to deliver exceptional work throughout the year to create inviting, safe, and clean spaces for all. Their near-constant presence on the streets provides residents and workers with familiar faces and top-notch services, including daily trash removal, park and public space maintenance, and the removal of leaves, debris, graffiti, snow and ice from neighborhood streets, sidewalks, and the Metropolitan Branch Trail.

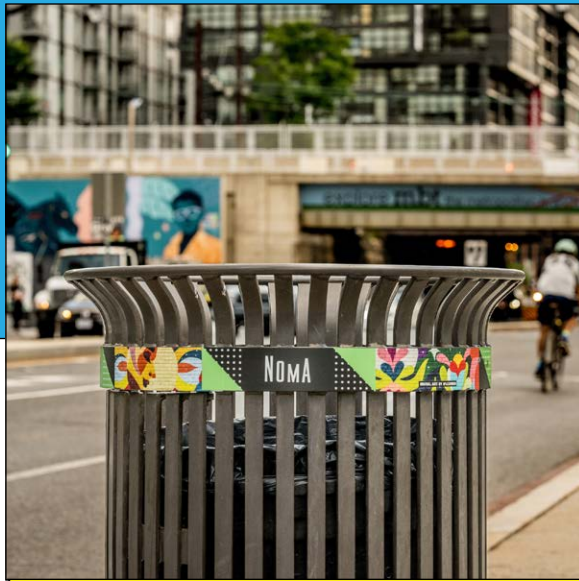
  
**170**  
PUBLIC TRASH BINS  
EMPTIED DAILY

  
**14**  
TRIPS TO THE  
DUMP WEEKLY

  
**23,552**  
TRASH & RECYCLING  
BAGS COLLECTED  
ANNUALLY

  
**774,000**  
POUNDS OF  
TRASH REMOVED  
ANNUALLY

  
**50,000**  
POUNDS OF  
RECYCLING  
ANNUALLY



Public Safety

With public safety concern growing citywide, the BID became even more engaged with law enforcement and neighborhood leaders. Our actions included:

- Investing in/building internal capacity to address public safety
- Adding a second shift for Ambassadors to cover evening rush hours
- Hosting monthly BID public safety meetings and participating in community public safety meetings hosted by Union Market, Ward 5, North Capitol Trust Builders, etc.
- Convening dedicated meetings with federal office stakeholders/tenants and violence interrupters
- Working with MPD to secure a stationed/rotating police cruiser in the neighborhood
- Serving as a liaison between MPD and residents, tenants, and property owners to relay concerns and ensure that issues are addressed
- Supporting legislation aimed to improve public safety (Secure DC) and grant programs to help BIDs address public safety issues (Safe Commercial Corridors)
- Communicating with other BIDs and neighborhood groups about best practices and tactics to address crime
- Connecting property owners to resources through MPD to perform security audits of parking infrastructure, in addition to providing suggested upgrades and/or operational changes to prevent auto theft
- Holding regular neighborhood and streetscape activations
- Providing direct support and emergency preparedness training for NoMa businesses

**12**  
PUBLIC SAFETY  
MEETINGS HOSTED  
ANNUALLY

**50+**  
ORGANIZATIONS/  
BUSINESSES AT MONTHLY  
PUBLIC SAFETY MEETINGS

**140+**  
HOURS SPENT IN  
COMMUNITY MEETINGS  
BY BID STAFF

**6**  
NEIGHBORHOOD  
SAFETY WALKS

**64%**  
REDUCTION IN  
VEHICLE HOP-INS  
(while campaign was ongoing)

ATTN: DELIVERY DRIVERS



Working with the Metropolitan Police Department (MPD), the BID deployed a rapid response campaign aimed at reducing “hop-in” motor vehicle thefts. According to MPD, food delivery drivers would often lock their vehicles, take the key fobs with them when picking up or delivering customer orders, but leave the engines of the locked cars running, not realizing that the vehicle, if stolen, would continue operating without the key in the ignition. Through a robust public education campaign, the BID helped to achieve a 64% reduction in the number of “hop-ins” in NoMa over a four month period.



COMMUNITY IMPACT

Helping to Reduce Homelessness through Individual, Intensive Outreach

The BID continued its successful partnership with the h3 Project, led by Dr. Ami Angell and her 10-person team of trained and compassionate outreach workers who provide holistic and daily support to unhoused persons in NoMa. Since 2020, when the BID began partnering with the h3 Project to provide lifesaving and life-changing services, more than 1,000 persons have received assistance ranging from service referrals, to job placement assistance, to housing matches and move-ins.



Help for  
Unhoused  
Persons

**683**  
CONNECTIONS  
& REFERRAL  
TO SERVICES

**18%**  
Increase  
YOY

**37%**  
Increase  
YOY

**74**  
HOUSING  
MATCHES

**84%**  
Increase  
YOY

**35**  
HOUSING  
MOVE-INS

**88**  
REUNIFICATIONS  
WITH  
FAMILY

**49%**  
Increase  
YOY

**149**  
VITAL  
DOCUMENT  
APPLICATIONS

**16%**  
Increase  
YOY





MARKETING & PUBLIC RELATIONS

# Promoting the NoMa Brand & Businesses

NoMa and the NoMa BID continued to make headlines in 2023, with media reporting positively on leasing activity, restaurant openings, and BID-sponsored events, activations, and initiatives. The BID continued to gain subscribers to its biweekly newsletter NoMa Notes and followers across all its social media channels.




**wtop**news  
103.5 FM | WTOP.COM

*'Retail follows roofs':  
Why the NoMa area in  
DC is booming*



**The Washington Post**


*Murals rise in a D.C.  
neighborhood, bringing  
color and praise*



53%  
Increase  
YOY

18.1K


NEWSLETTER SUBSCRIBERS



41%  
Increase  
YOY


12.3K

INSTAGRAM FOLLOWERS




4.6K

FACEBOOK FOLLOWERS




50%

AVERAGE NEWSLETTER  
OPEN RATE



9.1K

TWITTER FOLLOWERS



1.5K

LINKEDIN FOLLOWERS



  
**Washington  
City Paper**  
“Best Of DC”  
Awards

**METROPOLITAN BEER TRAIL**

- Lost Generation**  
Best Brewery, Winner
- metrobar**  
Best Outdoor Bar Winner  
Best Outdoor Venue, Finalist  
Best Trivia Bar, Finalist
- Andy’s Pizza**  
Best Pizza Winner  
Best Late Night Eats, Finalist
- Wunder Garten**  
Best Outdoor Bar, Finalist
- Right Proper**  
Best Brewery, Finalist
- Dew Drop Inn**  
Best Dive Bar, Finalist
- City State**  
Best Brewery, Finalist
- Red Bear Brewing Co.**  
Best Trivia Bar, Finalist  
Best Drag Show, Finalist  
Best Brewery, Finalist

**NOMA BID**

- Metropolitan Branch Trail**  
Best Bike Trail, Winner  
Best Street Art, Runner-Up
- Laos in Town**  
Best Laotian Restaurant,  
Runner-Up
- She Loves Me**  
Best Flower Shop, Winner
- Swampoodle Dog Park**  
Best Dog Park, Winner
- Alethia Tanner Park**  
Best Park, Finalist
- Alethia Tanner Dog Park**  
Best Dog Park, Runner-Up
- La Luxe Dental**  
Best Dentist, Finalist
- Indigo**  
Best Indian Restaurant,  
Runner-Up
- NoMa BID**  
Best BID, Runner-Up





## IMPACT

# Supporting the Local Business Community Through Partnership and Promotion

The NoMa BID is dedicated to supporting BID businesses and members through research, technical assistance, information sharing, marketing and promotions, and networking.

### NoMa Business Socials

The BID creates forums and opportunities for the local business community to connect. These gatherings, which primarily take shape at our quarterly business socials, allow representatives of NoMa's business community to connect with each other, with the BID, and with featured guests, whose partnership may be of value to the group. Since the first business social event in September 2021, these events have bolstered the local business community by providing a forum to network, collaborate, and connect with resources.

Relationship-building at NoMa Business Socials continues to result in new business opportunities and collaborations for BID-member businesses. For example, through an introduction the BID brokered at a NoMa Business Social, the BID-adjacent retailer Uncle Chip's was offered a contract to stock the citizenM hotel's market space with their sandwiches, salads, and treats.

"We had the pleasure of meeting the National Cherry Blossom Festival team at a NoMa Business Social. Following this key introduction, we submitted a proposal to produce the signature cherry blossom window decals displayed in thousands of storefronts across the city. We ended up winning this sizeable contract, and were so proud to support DC's iconic annual campaign."

— Jocelyn Jennings, Operations Manager, Blueboy Document Imaging



## 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. Congratulations to the following NoMa BID Partner of the Year award winners:

### DISTRICT CHAMPION AWARD

*Given to a DC Government agency or individual demonstrating leadership and partnership on a citywide scale*

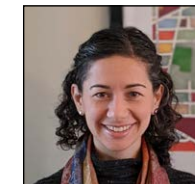
**Metropolitan Police Department** is the District of Columbia's primary law enforcement agency. Founded in 1861 and now one of the 10 largest local police agencies in the United States, MPD combines modern technology and techniques with a community policing philosophy focused on strengthening the partnerships between police and residents. MPD works hand-in-hand with the NoMa BID every day and at every level to ensure the public safety of the NoMa neighborhood.



### COMMUNITY CHANGEMAKER AWARD

*Given to a community member or entity contributing to the growth of or directly impacting the NoMa neighborhood*

**Shoshana Sommer** is the outgoing President of Eckington Parks and Arts, an action-oriented nonprofit and philanthropic group that supports and activates public spaces in Eckington, including the portion of that neighborhood within the NoMa BID. Under Shoshana's leadership, EP&A served as a great partner of the BID and its work in Alethia Tanner Park.



### MAGNETIC NOMA BUSINESS

*Given to a NoMa-based business demonstrating exceptional partnership to the BID and helping the neighborhood become "magnetic" through its work*

**Eckington Hall** is a gallery, exhibition hall, and venue in NoMa that promotes creativity and community. In addition to contributing to NoMa's creative identity, Eckington Hall has worked with the NoMa BID to activate the neighborhood through events like the 2023 NoMa Holiday Market.

# E.H.

### CATALYST AWARD

*Given to an individual helping to tell the story of NoMa*

**Nekisha Durrett** is a mixed-media artist who brings forward histories that are often overlooked. In 2023, Nekisha used NoMa's K Street Virtual Gallery as a canvas for her piece "Centuries" that tells the story of five Black women who rode over 250 miles from New York to DC and celebrates the contributions of Black women to the sport of cycling. Her piece connects NoMa to a rich history that was previously untold.

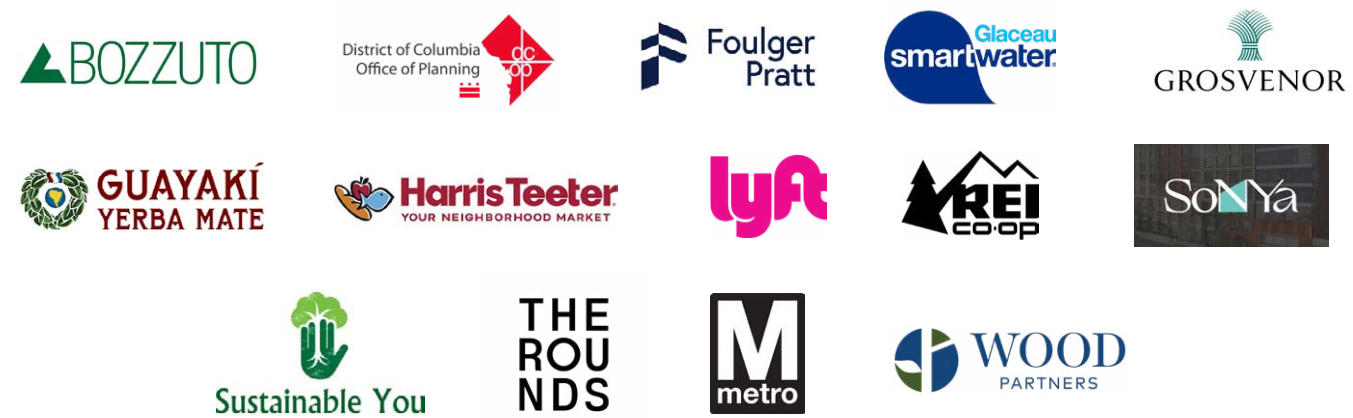




**In 2023, the NoMa BID proudly supported dozens of local and national organizations through membership and sponsorship:**



**Thank you to the following organizations for their generous support of NoMa BID events, programming, and activations:**





# Financials

## Statement of Financial Position

ASSETS	FY 2023
Cash/Cash Equivalents	3,649,128
Accounts Receivable	726,148
Prepaid Expenses	185,291
Property & Equipment	416,235
Total Assets	5,046,519

## Liabilities & Net Assets

LIABILITIES	
Accounts Payable & Accrued Expenses	321,043
Deferred Revenue	2,210,082
Operating Lease Obligation	76,863
Total Liabilities	2,607,988

NET ASSETS	
Reserves & Unrestricted Assets	2,438,531

Total Liabilities & Net Assets: \$5,046,519

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.

# 2023 Staff & Board

## STAFF

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Romario Bramwell, Ambassador  
Karon Brown, Ambassador  
Jarhea Carter, Ambassador  
Danielle Contorer, Senior Associate, Planning & Economic Development  
Sherri Cunningham, Senior Director, Marketing, Communications & Events  
Gregory Haygood, Chief Financial Officer  
Daniel Hoagland, Chief of Staff  
Mark Holbrook, Manager of Ambassador Operations  
Delonte' Kitt, Senior Associate, Marketing & Events  
Travanion Marshall-Porter, Ambassador  
Dionne Martin, Office Manager & Human Resources  
John McMillan, Ambassador  
Rodney McNeil, Ambassador  
Darren O'Neal, Manager, Public Space Operations  
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Amanda Phillips, Manager, Placemaking & Public Art  
Andre Smith, Driver Supervisor  
Brian Smith, Senior Director, Planning & Economic Development  
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Matthew Robinson, Vice Chair, MRP Realty  
Anne Shimabukuro, Treasurer, PM Hotel Group  
Thomas Archer, Secretary, Skanska  
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# NOMA

## NoMa Business Improvement District

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**NoMaBID.org**

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