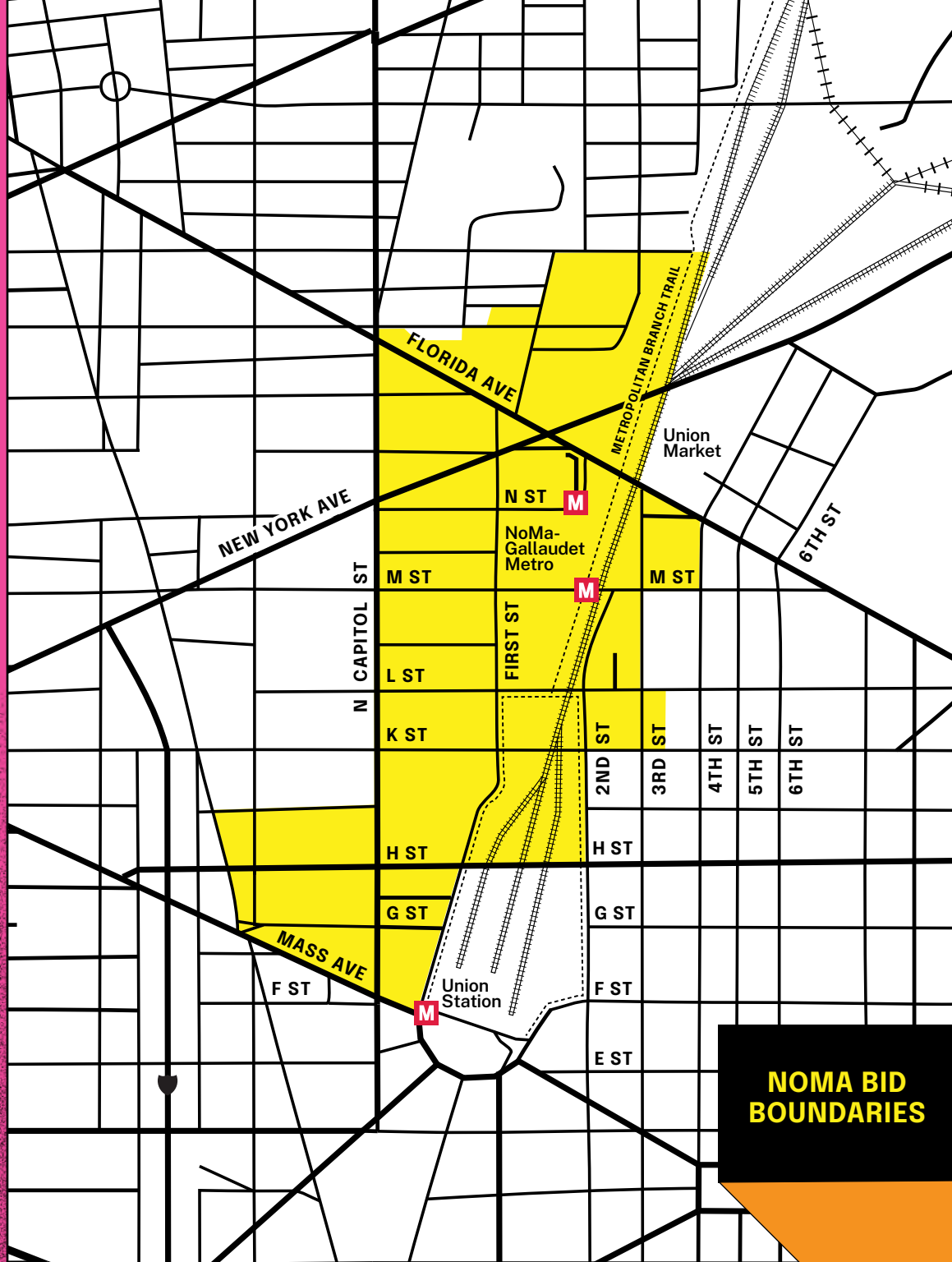


2024 NOMA BID

Annual Report

NOMA





GREETINGS FROM Maura Brophy & Michael Skena

Dear Colleagues,

As we reflect on the past year, we are proud to share the story of a neighborhood that continues to evolve, grow, and thrive. The NoMa Business Improvement District (NoMa BID) is excited to present our 2024 Annual Report—a celebration of progress powered by partnership.

This year, NoMa's momentum was visible in every corner of the neighborhood—from record-setting Metro ridership to the expansion of public art and new community spaces. We welcomed new restaurants, shops, and residents, adding to the magnetic energy that defines our neighborhood.

We hosted vibrant events that brought more than 26,000 people together, and we continued to innovate, promote, and care for the places and people who make NoMa exceptional.

We're especially proud to mark the 20th anniversary of the NoMa-Gallaudet Metro Station—a transformational investment that continues to shape the identity and accessibility of our neighborhood. The station now ranks as the sixth busiest in the entire Metro system, outpacing pre-pandemic ridership and reaffirming NoMa as DC's most connected neighborhood.

Among this year's highlights:



A BOOMING FOOD & BEVERAGE SCENE:

From Pop's Bagels and Chop Shop, Ted's Bulletin and more, NoMa's dining scene keeps reaching new heights.



CULTURAL VIBRANCY:

The NoMa in Color Mural Festival added 14 new murals, bringing our total count to 65 and reaffirming our title as DC's mural capital. Meanwhile, the K Street Virtual Gallery brought immersive and interactive art to our public spaces.

LETTER CONTINUES →



PUBLIC SAFETY & CLEANLINESS:

Our Ambassador team continued their tireless work to keep NoMa clean, safe, and welcoming—with more than 22,000 trash bags collected and expanded partnerships to support safety and outreach.



ECONOMIC IMPACT:

The Metropolitan Beer Trail had its biggest year yet, welcoming more than 12,000 participants from 38 countries and 39 states driving \$1.1 million in spending at local bars and breweries.

The NoMa BID is the driving force behind the neighborhood's continued transformation. Through strategic investment, meaningful partnerships, and a commitment to inclusive growth, we are proud to serve a community that continues to set the bar.

Thank you to all who make this work possible—from our staff and stakeholders to our business owners, residents, and visitors. We are excited for what lies ahead, and we look forward to continuing this work together.

With gratitude,



Maura Brophy

Maura Brophy
NoMa BID President & CEO



Michael Skena

Michael Skena
NoMa BID Board Chair



NoMa By the Numbers

 **Office**

12.65M

SQUARE FEET

 **Residential**

12,299

RESIDENTIAL UNITS

 **Hotel**

1,356


HOTEL ROOMS

 **Retail**

795K

SQUARE FEET

 **14,000+** Residents

 **52,000+** Workers

 **1.5 Million** Visitors

30 LEED-Certified Buildings

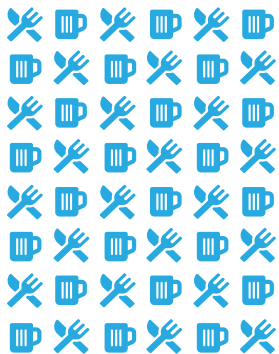


31 Places to Live



       **6** Hotels

48 Food & Drink Destinations



44 Shops & Services



 **5** Entertainment & Culture Venues

 **2** Metro Stations

 **4.25** Miles of Bike Lanes

 **15** Capital Bikeshare Stations

 **65** Murals

            **8** Parks & Public Green Spaces

   **3** Dog Parks



Retail

Five new retail establishments opened in NoMa in 2024, bringing unique concepts and trusted national brands to the neighborhood.



Residential

NoMa welcomed five new residential buildings in 2024, adding 1,634 for-lease housing units to the neighborhood.



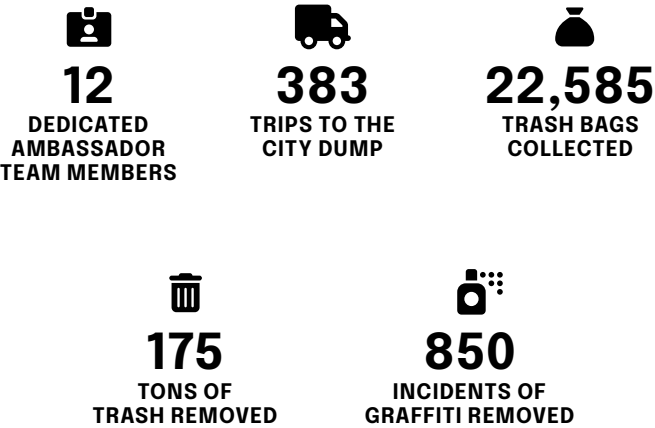
Office

NoMa's office market remained strong, outperforming all other sub-markets in DC, with a diverse mix of public and private sector employers.





The NoMa Ambassadors upheld their commitment to excellence in 2024, ensuring NoMa remains inviting, safe, and clean. Their near-daily presence fosters a welcoming environment, offering essential services like trash removal, park maintenance, and graffiti abatement. Year-round efforts also included clearing leaves, debris, snow, and ice, and keeping public spaces pristine and accessible.



CLEAN

SAFE



Public safety in NoMa continued to improve in 2024, following trends similar to the District as a whole, which reported a 35% decrease from the previous year and is approaching 30-year lows in crime. The NoMa BID remained actively engaged with local law enforcement and stakeholders to monitor and address safety concerns and enhance overall safety in the neighborhood.

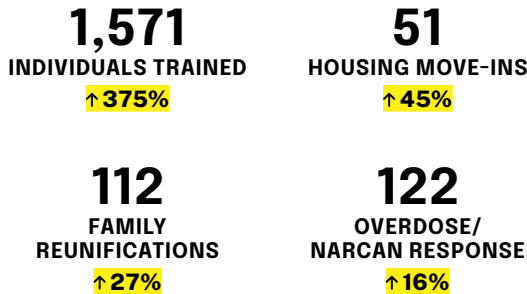
Future Expansion of Security Camera Network

The NoMa BID secured a \$55,000 grant from the DC Deputy Mayor, Public Safety and Justice through the District’s Safe Commercial Corridors program to work with private property owners to install security cameras that connect to the Metropolitan Police Department’s Real Time Crime Center and the BID’s CCTV system.



Help for Unhoused Persons

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.



NOMA FARMERS MARKET AT THIRD STREET

NoMa Farmers Market

The BID successfully relocated the NoMa Farmers Market from Alethia Tanner Park to Third Street between M and N Streets NE. This new, larger space in the heart of NoMa where it meets the Union Market District enabled the market to expand and offer an even broader selection of fresh produce and unique locally made goods. Relocating the NoMa Farmers Market resulted in a 100% increase in weekly attendance, a 40% increase in regular vendors, and increased interest in retail leasing along Third Street.



NOMA FARMERS MARKET IN 2024:


20+
VENDORS


1,500
WEEKLY SHOPPERS



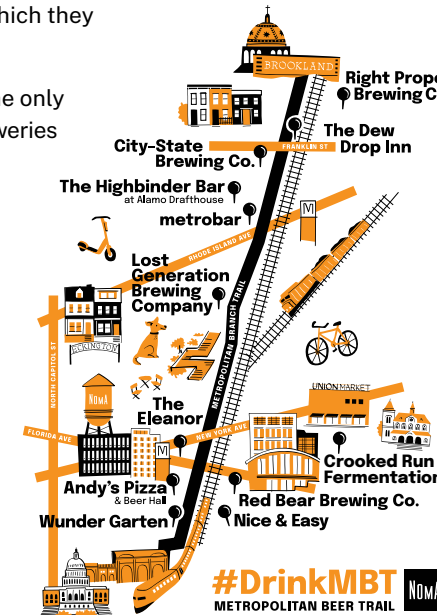
Metropolitan Beer Trail

The 2024 Metropolitan Beer Trail passport, which links 11 of DC's most popular local craft breweries and bars, all walkable or bikeable from the Metropolitan Branch Trail, returned for its third and most successful year yet.

More than 12,000 people — locals, visitors, dedicated beer-lovers, and the brew-curious — downloaded the free digital passport. They checked in 45,460 times and earned a cumulative 4.6 million points, which they redeemed for 2,200 free prizes.

The passport holders weren't the only winners, as the participating breweries and bars benefited immensely. The program increased consumer spending at the 11 neighborhood establishments by an estimated \$1.1 million while anchoring NoMa as a premier destination for foodies, craft beer enthusiasts, and tourists.

The 2025 Metropolitan Beer Trail passport, launching April 2025, expands to include new locations and prizes.



METROPOLITAN BEER TRAIL IN 2024:

11,584
TOTAL SIGN-UPS
↑ 69%

45,460
TOTAL CHECK-INS
↑ 52%

4,055
CHECK-INS PER LOCATION (AVERAGE)
↑ 144%

2,200
PRIZES REDEEMED
↑ 54%

38
COUNTRIES REPRESENTED

39
STATES REPRESENTED



EVENTS

The NoMa BID hosted a full calendar of exciting neighborhood events and activations — from small scale pop-ups to signature celebrations — attracting more than 26,000 people to the neighborhood. Highlights include:



MARCH-APRIL

NoMa in Bloom

NoMa residents, workers, and visitors alike enjoyed a six-week celebration of spring and DC's famed cherry blossoms with pop-up concerts, a 5K fun run, themed food and cocktails at NoMa restaurants, and storefronts decked out with giant blossom decals. Art also took center stage, with flower-bombing sculpture works designed by local artist My Ly and nightly illumination in blossom pink of the NoMa water tower and Gateways sculpture.




MAY-JUNE & SEPTEMBER-OCTOBER

CiNoMatic

NoMa's free outdoor movie screenings on the lawn at Alethia Tanner Park attracted more than 8,000 people during the spring and fall film series.

NOMA EVENTS IN 2024:


25+
ANNUAL EVENTS
& ACTIVATIONS


26,000+
EVENT
ATTENDEES
enough to fill
41 eight-car
Metro trains!


50+
ARTISTS &
MUSICIANS
SUPPORTED



JUNE-JULY

Sunset Sounds

With talent selections curated by Songbyrd, this weekly Tuesday night free concert series featured an exciting and diverse lineup of local musicians and attracted more than 1,200 attendees who picnicked and supported local restaurants and food truck vendors.



SEPTEMBER

Last Dance of Summer

More than 2,000 people gathered at Alethia Tanner Park on Autumn Equinox to say goodbye to summer and hello to 14 amazing new murals painted along the WMATA-owned Metropolitan Branch Trail wall as part of the 2024 NoMa in Color Mural Festival. The event featured a stacked lineup of performers, dancers, and singers, with immersive DIY art pop-ups and an artisan market.



OCTOBER

PumpkinPalooza

3,300 people turned out for the BID's annual Halloween celebration at Alethia Tanner Park. The fun, free event featured a pick-your-own pumpkin patch, costume parade and contest for people and pets, an alpaca petting zoo, a movie screening of *Monsters, Inc.*, and a pop-up beer garden hosted by Red Bear Brewing Co.



OCTOBER

DC Home Rule Music Festival

More than 3,000 people from across the DMV, a majority of whom were first-time visitors to Alethia Tanner Park, attended this concert which spotlighted local talent with inspiring performances from the high-energy high school band, Soul of SEED; the powerhouse all-female go-go band, Bel'a Dona; and NPR Tiny Desk contestant, The Experience Band.





ART

NoMa in Color Mural Festival

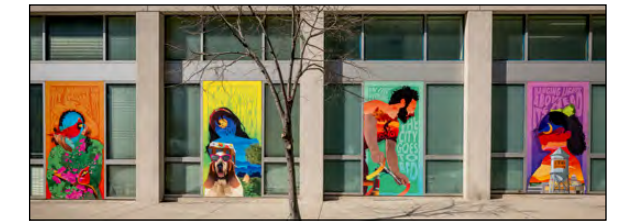
The beloved, highly anticipated 10-day mural festival returned to NoMa for the ninth year. Fourteen new murals were delivered to the neighborhood, reaffirming NoMa as the “mural capital of DC.” With the addition of these giant, beautiful new works of art, NoMa’s mural count rose to 65.

NOMA
IN
COLOR



K Street Virtual Gallery

Two exhibits lit up the K Street Virtual Gallery, DC’s first outdoor, public digital art gallery which transformed the underpass on K Street NE between First and Second Streets NE into a living canvas. The first exhibit, “Centuries,” by DMV artist Nekisha Durrett celebrated the contributions of Black women to the sport of cycling and tells the story of the 1928 bicycle journey of five Black women who traveled over 250 miles in three days from New York to DC. The second installation, “Stupendous,” by Maryland-based artist Jackie Hoysted, chronicles the storied history of Uline Arena and the iconic acts and events hosted at the famous NoMa venue.



Second Street NE Mural Series

The BID worked with local artist Nicole Wandera to enliven the brutalist ATF building located on Second Street NE opposite the NoMa Gallaudet Metro entrance. Wandera created a four-part mural series inspired by the poem “The City” by Harlem Renaissance poet Langston Hughes. The murals depict scenes of urban life in NoMa and the energy and rhythm of city living as extolled by Hughes. The artist embedded augmented reality into these works, with animations unlocked by viewing on a cellphone. Viewers can enjoy a truly immersive experience: birds take flight, bicycle wheels turn, and flowers bloom.

SUPPORT

The NoMa BID supports BID businesses and members through research, technical assistance, information sharing, financial support, marketing and promotion, and networking. Examples of our impactful work are:



NoMa Business Social

The BID's popular quarterly NoMa Business Social continued to bolster the local business community by providing a valuable forum for businesses to network, collaborate, and connect with resources.



NoMa BID Retail Opportunity Fund

The NoMa BID, through its Retail Opportunity Fund, awarded the following eight local businesses with a total of \$80,000 in grants in 2024 to make targeted investments to their storefronts and adjacent spaces and contribute to an even more vibrant streetscape:



Back to Life Physical Therapy invested in new signage and branding to improve wayfinding, pedestrian visibility, and customer awareness.



CR NoMa installed an awning to improve customers' outdoor dining experiences.



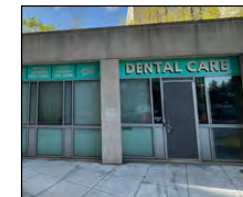
Chopsmith created an exterior sidewalk patio with cafe tables and chairs, umbrellas, plantings, and exterior lighting to create a comfortable and attractive dining space during the day and evening.



Little Miner Taco installed a large-scale mural to bring vibrancy to the streetscape, along with new lighting and seating to create a welcoming space for customers picking up takeaway orders.



Pop's Bagels created an inviting and comfortable outdoor dining space with tables and chairs and added exterior signage to help with customer wayfinding.



Quiet 17 Dental enhanced its exterior storefront with newly designed signage.

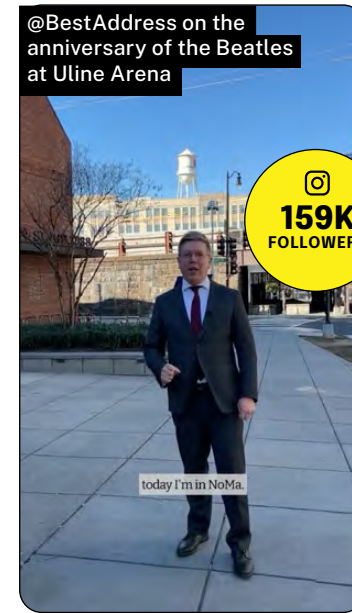
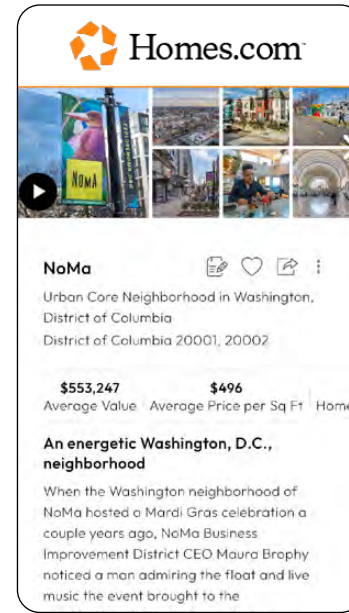
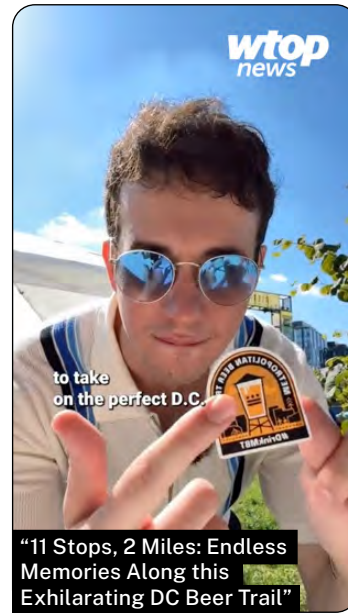


Red Bear Brewing Co. installed a vibrant, custom exterior mural and installed planters to enhance customers' outdoor dining experiences.



Wunder Garten installed a new entrance to create a more welcoming experience and weather protection, and added new signage to improve wayfinding.

PROMOTE



The BID continued to successfully promote the neighborhood and NoMa businesses.

The Website

The year kicked off with the launch of nomabid.org 2.0. The revamped website features enhanced and simplified navigation with dynamic features like the interactive Neighborhood Guide which makes it easy to discover restaurants, bars, places to live and shop, neighborhood parks, and the plethora of public art in NoMa. The new website is seeing consistent traffic of more than 15K visitors per month.

Media

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

Social

The BID continued to gain followers across all its social media channels, which it uses to promote BID businesses and events, with Instagram surpassing the 15K follower milestone.

24K
NEWSLETTER
SUBSCRIBERS

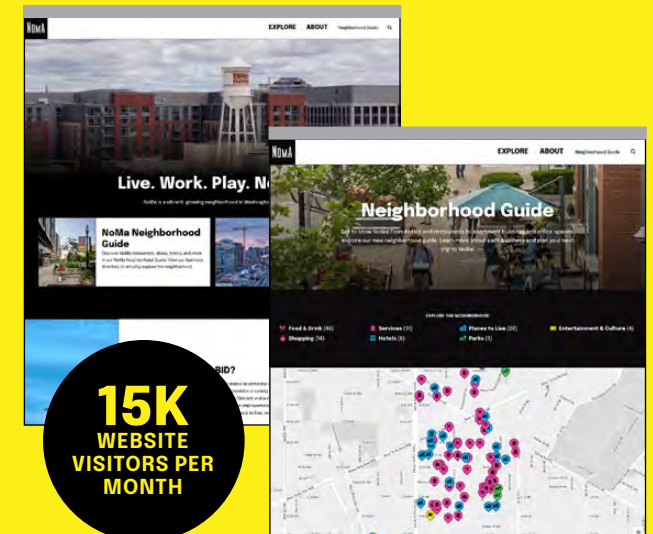
50%
AVERAGE
NEWSLETTER
OPEN RATE

16K
INSTAGRAM
FOLLOWERS

9K
TWITTER
FOLLOWERS

4.6K
FACEBOOK
FOLLOWERS

1.7K
LINKEDIN
FOLLOWERS



IMPROVE


20th Anniversary of NoMa-Gallaudet Metro

The NoMa BID and WMATA celebrated the 20th anniversary of the NoMa-Gallaudet Metro Station, a transformational investment that reshaped the neighborhood and fueled unprecedented growth. Daily ridership now exceeds pre-pandemic rates, with the station rising to become the 6th busiest in the Metrorail system.




NOMA METRORAIL RIDERSHIP & PERFORMANCE:

6TH BUSIEST IN ENTIRE METRO SYSTEM	3RD BUSIEST NON-TRANSFER STATION	55,000 ENTRIES/EXITS RECORDED ON ONE DAY
Up from 19th busiest pre-pandemic		Set October 2024 — a station record!

 **The only station** in the WMATA system that is beating pre-pandemic ridership levels.

DC'S FASTEST GROWING & MOST CONNECTED NEIGHBORHOOD

 **2 Metro Stations**

 **4.25 Miles of
Bike Lanes**

 **15 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.



New Metro Entrance/ Exit onto Third Street NE

As the BID celebrated the 20-year Metro milestone, it continued to advocate for and applaud the District's decision to add a third entrance to the Metro station facing Third Street NE. This new entrance will enhance accessibility, improve connectivity, and meet future demand from riders. To help guide the design, the BID completed a set of renderings. These renderings mark the beginning of an exciting chapter in NoMa's journey towards an even more accessible and connected future. Construction of the new entrance is slated to begin in 2028.



Mamie "Peanut" Johnson Plaza

Construction of Mamie "Peanut" Johnson Plaza began and the roadway configuration enabling two-way traffic on First Street NE was completed, resulting in improved vehicular traffic flow. The three new public spaces to be delivered through this project will deliver in summer 2025 and bring both active and passive new green spaces to NoMa and more solidly knit together the north and south ends of NoMa and Eckington.



Washington City Paper “Best Of DC” Awards

NoMa businesses, landmarks, amenities, along with the NoMa BID won top honors in the annual Washington City Paper “Best of DC” Awards.

NOMA FARMERS MARKET VENDORS

- Ravenhook Bakery
Best Bakery
- Paste & Rind
Best Charcuterie
- Spicy Water African Grille
Best Takeout

METROPOLITAN BEER TRAIL PARTICIPANTS

- Andy’s
Best Pizza
- Dew Drop Inn
Best Dive Bar
- Lost Generation
Best Brewery
- Metrobar
Best Bar and Best Outdoor Bar

PARKS & MORE

- Swampoodle Dog Park
Best Dog Park
- Alethia Tanner Park
Best Park, Best Playground
- Alethia Tanner Dog Park
Best Dog Park
- Metropolitan Branch Trail
Best Bike Trail, Best Hike in DC Metro Area, Best Place to Go for a Walk
- Trap Bob
Best Visual Artist
- Leah Craigie
Best Visual Artist
- NoMa BID
Best BID

NOMA BUSINESSES

- Laos in Town
Best Laotian Restaurant
- She Loves Me
Best Flower Shop
- La Luxe Dental
Best Dentist
- Indigo
Best Takeout
- Scissors and Scotch
Best Barbershop
- Colby’s Dogcare and Space
Best Doggy Daycare
- Ted’s Bulletin
Best Hangover Breakfast
- Uncle Chip’s
Best Cookie

Partner of the Year Awards

The BID hosts its own awards program to recognize organizations and individuals for stand-out work. 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

WMATA



COMMUNITY CHANGEMAKER AWARD

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

Georgetown University
Capitol Campus



MAGNETIC NOMA BUSINESS

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

Little Miner Taco



CATALYST AWARD

Given to an individual helping to tell the story of NoMa

Taniya Wright
Anchor, DC News Now

AWARDS

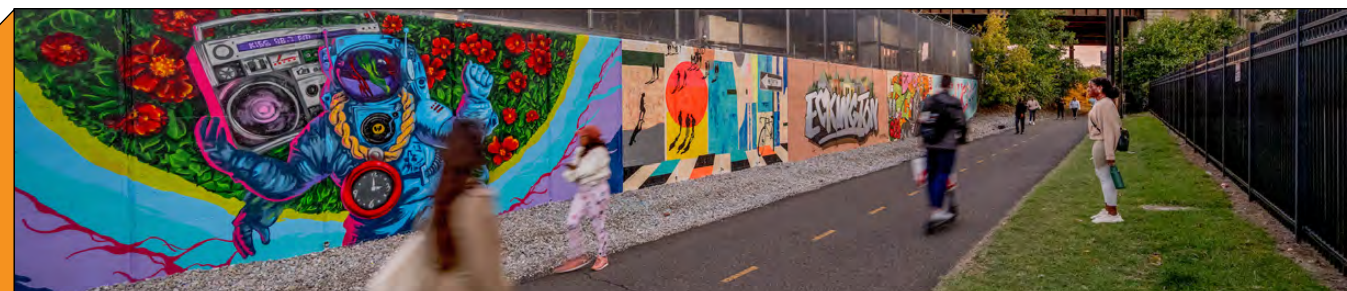


SPONSORSHIP

In 2024, the NoMa BID proudly supported dozens of local and national organizations through membership and financial support:



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



Financials

Statement of Financial Position

ASSETS	FY 2024
Cash/Cash Equivalents	686,478
Investments	2,691,317
Accounts Receivable	823,342
Prepaid Expenses	138,010
Net Property & Equipment	596,531
Operating Lease Right-of-Use Asset	2,020,010
Total Assets	6,955,688

Liabilities & Net Assets

LIABILITIES	
Accounts Payable & Accrued Expenses	294,499
Deferred Revenue	2,228,981
Operating Lease Obligation	2,361,310
Total Liabilities	4,884,790

NET ASSETS	
Reserves & Unrestricted Assets	2,070,898

Total Liabilities & Net Assets: \$6,955,688

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 2024
BID Assessments	3,886,515
Contract Revenue	406,148
Sponsorships	31,598
Investment Income	107,594
Other Revenue	5,559
Total Revenue	4,437,414

EXPENSES	
Parks	105,119
Administration	989,555
Public Space Maintenance	663,441
Economic Development	924,340
Ambassador Team	1,097,329
Events and Programming	478,351
Marketing	546,912
Total Expenses	4,805,047

Net Income: \$(367,633)

2024 Staff & Board

STAFF

Maura Brophy, President & CEO

Romario Bramwell, Ambassador

Sherri Cunningham, Senior Director, Marketing, Communications & Events

Celise David, Office Administrator

Davone Foote, Ambassador

Abigail Gould, Marketing Manager

Te’von Hall, Ambassador

Mark Holbrook, Manager of Ambassador Operations

Delonte’ Kitt, Marketing & Events Manager

Ruben Lechuga, Senior Director, Public Space Operations

Travanion Marshall-Porter, Ambassador

Rodney McNeil, Ambassador

Darren O’Neal, Manager, Public Space Operations

Amanda Phillips, Senior Manager, Placemaking & Public Art

Marlowe Phillips, Ambassador Operations Supervisor

Waverly Phillips, Parks Supervisor

Andre Smith, Ambassador Operations Supervisor

Brian Smith, Senior Director, Planning & Economic Development

Mekhi Smith, Ambassador

Mike Towler, Chief Financial Officer

Jeffrey Turner, Ambassador

Remi Wallace, Senior Manager, Events & Partnerships

Gerrod Woody, Ambassador

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Natalie Melso, Treasurer, LCOR

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David Tuchmann, Akridge




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NoMaBID.org

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