



STRATEGIC PLAN ADDENDUM

Year Three Report (FY2024)



Addendum Table of Contents

2 Introduction

3 NoMa Now (2024)

NoMa's Retail
NoMa's Residential
NoMa's Offices
NoMa's Parks & Public Spaces

5 Our Strategic Initiatives: Year Three Report

Work to Make Justice, Equity, Diversity, and
Inclusivity Foundational to the NoMa BID
Build on the Foundation of a Stable &
Sustainable Pandemic Recovery
Serve the Needs of People Living in NoMa –
Housed and Unhoused Alike
Attract to NoMa, Incubate, and Support an
Intentional Mix of Retail Businesses
Establish a Cultural Anchor in NoMa
Enliven Public and Publicly Accessible
Spaces in NoMa
Leverage the Redesignated Virtual Circle to
Connect, Beautify, and Enhance NoMa
Deepen and Broaden the NoMa BID's Core
Services to Meet the Changing Needs of the
Neighborhood and its Parks

20 Champion the Expansion of Metro
Connectivity in NoMa
22 Ensure that Union Station Maximally
Benefits NoMa
23 Reimagine North Capitol Street as a
Community Boulevard

24 Evaluation & Feedback

25 Conclusion

Introduction

This addendum report looks back at 2024, the third year of the NoMa BID's current strategic plan, "Making NoMa Magnetic." The plan was designed to advance immediate-term opportunities that contribute towards our vision while also positioning NoMa for the next five years and beyond. Born amidst the global COVID-19 pandemic, the plan was built with inherent flexibility to adapt to the changing needs of a neighborhood and a world in flux. The plan also served to codify one of the fundamental truths about NoMa: this is a neighborhood that is still growing and maturing and will be for years to come.

This year, we continued to make progress on our strategic initiatives; strengthened our partnerships; welcomed new businesses, visitors, and residents to NoMa; and redoubled our cultural and arts activations with a focus on our own community. Three years in, we are more confident than ever that NoMa's magnetism is only growing, and that through this plan, our staff and stakeholders are doing more than ever to ensure NoMa's future success.

This addendum report details that work and its impacts, capturing the myriad ways that the BID's efforts push NoMa to new heights, open new doors, and create new opportunities for the neighborhood to thrive.



NoMa Now (2024)

NoMa in 2024 continues to grow, though the lasting impacts of the pandemic are increasingly evident. This year, we celebrated the completion of nearly all remaining buildings under construction in the neighborhood. However, the challenging economic climate has slowed new development, and, for the first time in many years, there is only one construction crane in NoMa's skies. Even so, there are promising signs that momentum will return. The question facing NoMa is not whether it will grow, but when.

The NoMa Business Improvement District worked hard to fill its streets with vibrant art, lively street life, and dynamic events that highlighted the best of what the neighborhood has to offer. The NoMa BID in 2024 is incredibly thankful for the unwavering dedication of our stakeholders, residents, and hardworking staff, and we remain committed to the continued health, stability, and success of NoMa, whatever the future may bring.

NoMa's continued growth remains our best measure of success this year. The ongoing construction boom is drawing to a close, with all of the remaining buildings under construction having been delivered in 2024, comprising 1,383 new residential units and 18,500 square feet of retail space. With those additions, the NoMa BID currently (Fall 2024) comprises 12.65 million square feet of office space, 12,299 multifamily residential units, 1,356 hotel rooms, and 657,805 square feet of retail.

NoMa's Retail

NoMa is early in its current retail boom with more than 175,000 square feet of retail space delivered in the past two years. Our retail strategy — still in its preliminary stages — will allow us to make the most of these opportunities, bringing exciting and unique operators to NoMa like Ted's Bulletin. Retail vacancy is around 40 percent (an increase of 6% over 2022), largely driven by the above increase in supply.

NoMa's Residential

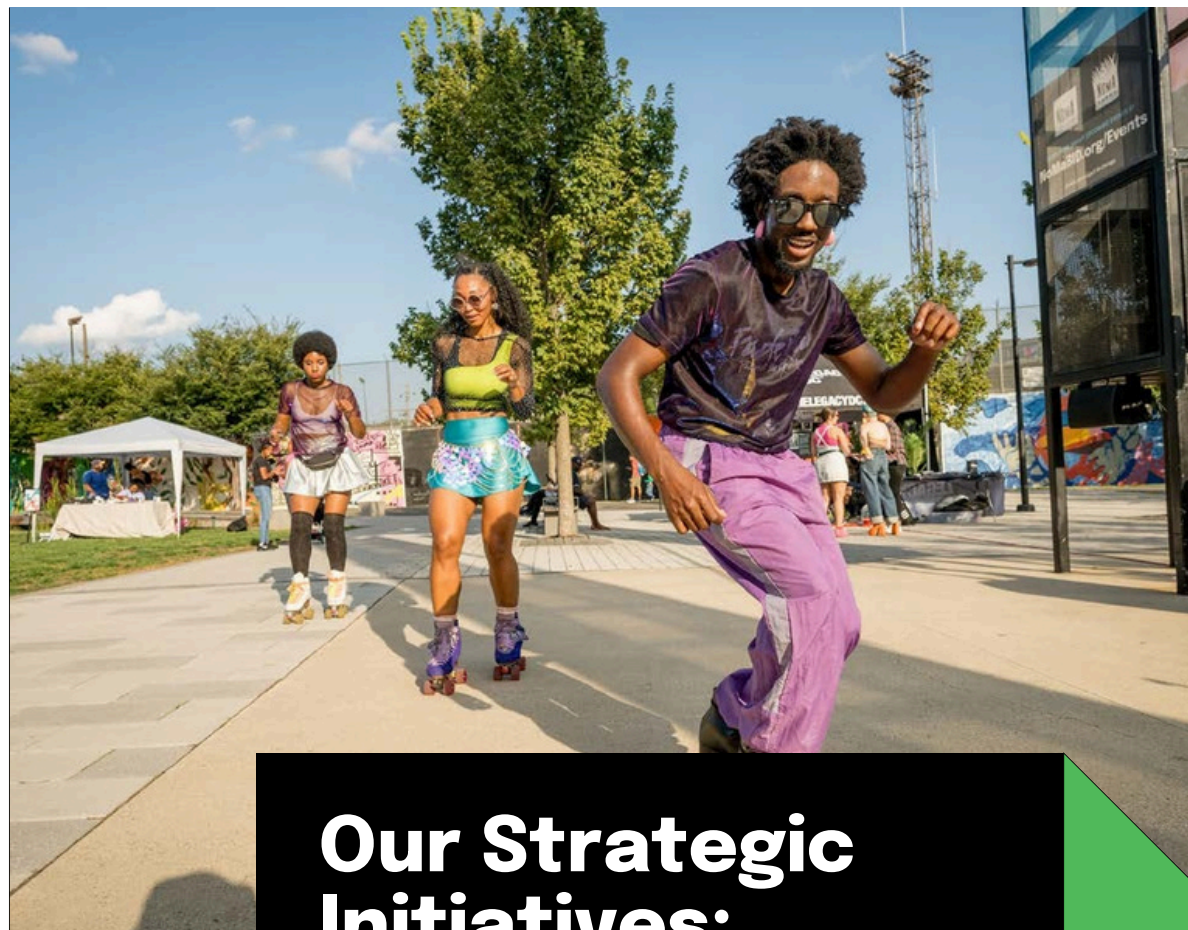
After a strong year in 2023, residential growth has slowed. NoMa added 640 residential units, but is still seeing strong leasing activity, showing that the appeal of the neighborhood remains high. Construction of residential buildings continues to reshape the neighborhood. As of this writing, an additional 1,383 multifamily housing units were added within the NoMa BID in 2024, with still more on the horizon to be completed within the life of this Strategic Plan. Remarkably, though not surprising to us, the zip code that includes NoMa (20002), outranked every other zip code in the country in apartment deliveries between 2017 and 2023.

NoMa's Offices

NoMa has weathered the pandemic-related impacts on the office market better than most neighborhoods, mixed-use or otherwise. Office vacancy in NoMa rose again this year, currently at 14%, but is still outperforming every other submarket in DC. The key to our relative office performance is reliable long-term office tenants, such as federal government agencies, landmark anchor office tenants like National Public Radio, and a healthy mix of residential, retail, and hotel offerings that support the office market.

NoMa's Parks & Public Spaces

Following the completion of the NoMa Parks Foundation's work to deliver parks in NoMa by the end of 2022, the NoMa BID has stepped in as the steward and caretaker of these precious public spaces. To that end, the BID built internal capacity to provide oversight of parks and allocated additional resources towards parks maintenance and operations.



Our Strategic Initiatives: Year Three Report

The success of "Making NoMa Magnetic" hinges on 11 key initiatives — important, ambitious, and cross-cutting projects that require collaboration from everyone at the BID and our partners.

Here's a look at how we advanced these initiatives in 2024:



Work to Make Justice, Equity, Diversity, and Inclusivity Foundational to the NoMa BID

To successfully execute this initiative, Justice, Equity, Diversity, and Inclusion (JEDI) must be more than buzzwords for the NoMa BID. These concepts must be the compass that points the way forward.

NoMa's diversity is its greatest strength, and the only way to preserve and fortify that diversity is to invest time, money, and work in preventing its erosion.

PILLARS:
ECONOMIC
DEVELOPMENT
INCLUSIVITY
BRAND &
REPUTATION

Progress on this initiative in 2024 included:

- § Centering diversity, equity, and inclusion in recruitment efforts for both staff and the NoMa BID Board of Directors.
- § Further increasing the base wages across the board for the BID's Ambassador staff to a minimum of \$19.76/hour.
- § Offering a bigger slate of NoMa BID events at no cost to participants and ensuring that they are accessible and welcoming to all.
- § Working with Diverse Markets Management, which recruits local Black, Indigenous, and people of color (BIPOC) makers, to manage the NoMa Farmers Market, ensuring vendor diversity.
- § Preparing for the launch of a locally-owned operator for the café space at Alethia Tanner Park.
- § During Black History, Women's History, and Pride months, spotlighting and celebrating on social media members of the NoMa community who represent these diverse communities.
- § Contracting with small, local, queer-owned, woman-owned, and BIPOC-owned vendors for the BID's equipment and supply needs.
- § Supporting Eckington Hall, an art gallery and flexible creative and event space led by a local Black entrepreneur, through social media promotion and paid sponsorship.
- § Selecting films for the CiNoMatic movie series that represent diversity in front of and behind the camera.
- § Taking on the curation of NoMa's signature mural festival, shifting the focus to be exclusively on a diverse group of local artists.
- § Deepening connections with Gallaudet University, including partnering on public safety initiatives, supporting legislation for open captioning, and the provision of closed captioning services at all CiNoMatic movies.

- § Partnering with the Kennedy Center and VOCA, a DC-based non-profit supporting deaf and hard-of-hearing BIPOC artists.
- § Co-producing the Deaf Enlightenment and Arts Festival at Alethia Tanner Park in September 2024.
- § Sponsoring the Home Rule Festival at Alethia Tanner Park in October 2024, bringing thousands of people together for a free concert celebrating DC's musical legacy with an emphasis on jazz, soul, and go-go performances.
- § Partnering with the non-profit District Coalition to bring the Latin-American musical genre and dance tradition of Cumbia to Swampoodle Terrace for a neighborhood concert and activation.
- § Establishing an internal goal-setting structure that incorporates Inclusivity and Equity as required parameters for all staff.
- § Ensuring an equitable artist selection process that resulted in more than 50% BIPOC and/or women artists chosen for the NoMa in Color Mural Festival and K Street Virtual Gallery.

Targeted work on this initiative for 2025 will include:

- § Enhanced storytelling, especially through art, of the historical and current contributions of Black people, Indigenous people, people of color, and the LGBTQ+ community to NoMa.
- § Partnering with the cultural non-profit Capital House Music Festival to plan and produce a kickoff celebration at Alethia Tanner Park to the World Pride celebration, which Washington, DC, is hosting in May 2025.



Build on the Foundation of a Stable & Sustainable Pandemic Recovery

The effects of the coronavirus pandemic are still evident in the neighborhood, though they have evolved over time. The community's resilience remains a testament to the hard work, vision, and adaptability of everyone here, even as the economic impacts continue to be felt by many.

Progress on this initiative in 2024 included:

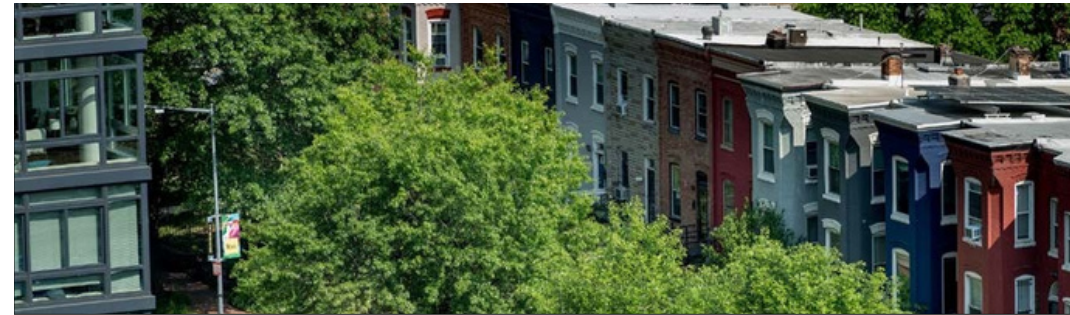
- § Hosting another full calendar year of in-person events, from small-scale pop-ups to signature celebrations, including place activations, art openings, movie nights, festivals, business socials, board meetings, and the NoMa BID's annual meeting.
- § Inviting residents, employees, and businesses to participate both in-person and virtually in NoMa events and meetings.
- § Bolstering the local business community by hosting quarterly business socials that provide opportunities for returning employers to get to know one another, develop mutual support structures, and plan collaborations.
- § Expanding and relaunching the Metropolitan Beer Trail, a free digital passport and prize-incentivized marketing program, and inviting thousands of customers to visit 11 NoMa and NoMa-adjacent breweries and bars along the Metropolitan Branch Trail.
- § Realizing a slow but steady increase in the neighborhood's average pedestrian count.
- § Supporting and participating in business attraction and retention efforts through partnership with the Washington, DC, Economic Partnership (WDCEP) and site selector visits.
- § Preparing and supporting the regrowth of the business travel market segment to bring people to NoMa through targeted destination marketing and the creation of unique neighborhood draws like the Metropolitan Beer Trail.

Targeted work on this initiative for 2025 will include:

- § Implementation of a "residential roadshow" — a showcase of the BID's work and offerings that takes place inside residential buildings.
- § Continuing to grow and expand participation in the Metropolitan Beer Trail, which is on track to achieve 70% year-over-year growth in participation.
- § Explore ways to engage with residents working from home via activations, targeted outreach, and/or events.

PILLARS:

CONNECTIVITY
ECONOMIC
DEVELOPMENT
INCLUSIVITY
BRAND &
REPUTATION
PLAY
SAFETY



Serve the Needs of People Living in NoMa – Housed and Unhoused Alike

NoMa is home to thousands of people who build their lives and raise their families here. Though we are a business improvement district, working to serve the residents is critical to the neighborhood's success.

This past year, as crime trends rose across the neighborhood and city, public safety emerged as a top priority for the BID. In response, we expanded staff capacity and intensified our efforts to meet the community's needs. We're proud to share that these efforts have paid off, with crime trends now showing a promising decline.

PILLARS:

INCLUSIVITY
BRAND &
REPUTATION
SAFETY

Progress on this initiative in 2024 included:

- § Delivering the BID's core services, among them the daily work of the Ambassador team in ensuring the neighborhood is clean and cared-for.
- § Hiring a seasoned Senior Director of Public Space Operations with a strong background in public safety who would be a liaison to both BID stakeholders and MPD to address crime and public safety concerns. Enhancing data collection processes to better document and report public space activities.
- § Reducing response times and improved planning for public space maintenance.
- § Working with the h3 Project in NoMa led to — among many other things — 102 housing matches for unhoused persons (24% increase over 2023), with 26 move-ins (3% decrease over 2023).
- § Hosting a special in-person public safety forum in February in response to several violent crimes in the early weeks of the year.

§ Hosting monthly Public Safety Meetings that enable connections and collaboration between workers, residents, law enforcement agencies, and city agency representatives.

§ Organizing, hosting, and joining neighborhood safety walks with political and business leaders, neighborhood organizations, residents, and law enforcement officials.

§ Increasing presence at local public meetings for transparency and accountability to NoMa's residents and neighbors.

§ Increasing collaboration with neighborhood, public safety stakeholders, including interrupters, state and federal prosecutors, and more.

§ Ensuring that all BID events are 100% free to attend and are marketed to all of NoMa's residents.

§ Developing and deepening partnerships with city agencies and offering testimony



in support of their effectiveness during DC's budget process.

- § Providing direct financial support and coordination/communication support to businesses that experienced incidents of crime, such as King Street Oyster Bar.
- § Working with property owners on specific actions that can be taken to address areas with high incidents of crime both inside and outside the BID boundary.
- § Expanding the BID's network of outdoor security cameras with additions at Alethia Tanner Park, and planning new camera installations for Swampoodle Park, Swampoodle Terrace, the NoMa Meander, and other locations.
- § Enrolling the BID's cameras into MPD's Real Time Crime Center.
- § Piloting a mobile camera unit emplacement to provide monitoring and deterrence to crime at specific locations in NoMa.
- § Securing a \$55,000 grant that allows the NoMa BID to work with private property owners to install a security camera that is connected to both MPD's Real Time Crime Center and our own CCTV system.
- § Coordinating with MPD to strategically place their police vehicles (empty) randomly in locations throughout NoMa to deter crime.
- § Working with MPD to launch a QR code check-in system for MPD at key locations so officers check in with property staff.
- § Conducting a quarterly streetlight audit to report outages and request replacements to improve visibility and increase the feeling of safety at night.
- § Working with other BIDs to encourage the city on public safety, housing-first solutions to homelessness, and other initiatives, including attending trainings organized by the US Attorney's Office aimed at increasing BID awareness of and access to public safety interventions.



- § Expanding access to and attendance at NoMa BID public safety meetings, and increasing BID staff attendance at public safety meetings held in adjacent areas.
- § Increasing BID staff awareness and internal coordination on issues of resident concern, including public safety.

Targeted work on this initiative for 2025 will include:

- § Revising and rewriting our public space aesthetic guidelines for property owners and developers.
- § Working with local stakeholders to remove the underpass barriers on M and L Streets NE.
- § Planning and executing new, unique placemaking activations to enliven street-level spaces with positive activity and promote safety throughout the neighborhood.
- § Delivering on the \$55,000 city grant that allows the NoMa BID to work with private property owners to install a security camera that is connected to both MPD's Real Time Crime Center and our own CCTV system.

Attract to NoMa, Incubate, and Support an Intentional Mix of Retail Businesses

Intentionally cultivating locally owned businesses that speak to the identity and culture of NoMa, and businesses owned by women and/or BIPOC individuals helps to complement current retail and forge a resilient and empowering retail community for the future. While NoMa's retail profile is strong, targeted investments of time, resources, and the attention will result in a vibrant retail community existing in partnership with the residents and workers in the neighborhood.

Progress on this initiative in 2024 included:

- § Redesigning and launching a new BID website, with an interactive business directory, to drive digital door swings and entice more foot traffic, shoppers, and diners to the neighborhood.
- § Launching the NoMa Retail Store by offering both mural prints and apparel with profit-sharing between the BID and the artists' whose creations are featured in the limited-edition merchandise.
- § Establishing the BID's first Retail Opportunity Fund, which provided \$70,000 in grants to eight local businesses to enhance their storefronts and contribute to a more vibrant streetscape in NoMa.
- § Attracting exciting regional fixtures and one-of-a-kind businesses to make their home in NoMa, including Ted's Bulletin, Nice & Easy, Chopsmith, and Manifest, a tavern and speak-easy.
- § Expanding the Metropolitan Beer Trail, a

free digital passport and prize-incentivized marketing program, and inviting thousands of customers to visit 11 NoMa and NoMa-adjacent breweries and bars accessible from the Metropolitan Branch Trail.

- § Supporting one-of-a-kind pop-up activations at parks and public spaces with vendors like Gelat-oh, a female and Black-owned startup.
- § Prioritizing meeting BID procurement needs via NoMa and NoMa-adjacent businesses, including event support, printing, catering, and more.

PILLARS:

**ECONOMIC
DEVELOPMENT
INCLUSIVITY**
**BRAND &
REPUTATION
PLAY**

- § Promoting and providing information on BID services to new and returning businesses to improve their chances of success in the marketplace.
- § Convening quarterly business social events to establish a strong network of BID-led and peer-based support for business owners and managers.
- § Incubating a concert series at Swampoodle Terrace to activate the corner of Third and L Streets and trialing the sale of tickets to a performance sponsored by the non-profit District Coalition.
- § Relocating the NoMa Farmers Market to Third Street, which resulted in a 100% increase in weekly attendance, a 40% increase in regular vendors, and an increase in interest in retail leasing along the corridor.
- § Completing the first phase of the NoMa Meander, a North Capitol-adjacent public plaza space that will create a pedestrian-friendly space for pedestrians and attract new businesses.

Targeted work on this initiative for 2025 will include:

- § Opening the cafe at Alethia Tanner Park.
- § Expanding the NoMa BID retail experience to help to promote the opportunity of vacant retail spaces and engage with retail brokers directly.
- § Expanding the activation strategy for the box car space at Swampoodle Terrace.

Establish a Cultural Anchor in NoMa

The next chapter of NoMa's story will be cultural, told in the imaginations of residents, workers, and visitors. It will be written with murals and sculpture, street-scapes and projection art, music and movie nights, and in the communities that flourish here.

Central to this story is the establishment of a cultural "anchor" location in the neighborhood, a focal point for the ongoing cultural conversation in NoMa. While the form and function of such a space will ultimately be determined by that conversation, the need for such a space is clear, and the groundwork necessary for its creation has begun.

Progress on this initiative in 2024 included:

- § The opening of a new live music venue in NoMa, Nice & Easy, a bluegrass bar and lounge with weekly performances.
- § Delivering a year-long slate of arts activations and events, including the second year of the signature event campaign NoMa in Color, which included a reimagined mural festival focused on a diverse slate of DMV-area artists.
- § Expanding the annual concert series with the partnership of Songbyrd Music House to create the new Sunset Sounds series that brought live music to Alethia Tanner Park every Tuesday for 10 weeks.
- § Partnering with arts non-profits and cultural organizations, including DC Home Rule Music Festival, the Kennedy Center, Visionaries of the Creative Arts (VOCA), and District Coalition to bring live concerts featuring diverse musical genres including go-go, jazz, soul, and cumbia, to both Alethia Tanner Park and Swampoodle Terrace Park.
- § Ensuring that live music has a place at many NoMa events, including NoMa in Bloom, the weekly Farmers Market, and PumpkinPalooza.
- § Providing Mosaic Theater free vendor space at BID-sponsored events to help promote their brand and upcoming productions.
- § Celebrating the inclusion of wall art on newly delivered buildings, showing how NoMa's arts reputation has begun influencing developers.
- § Nurturing and growing arts support from local businesses, including sponsoring STABLE Arts 5th Anniversary and an independent film festival, District Dreamers.
- § Supporting Eckington Hall, the unique art gallery and flexible creative and event space launched by David Ross, a local Black entrepreneur, through social media promotion and paid sponsorship.
- § Cultivating relationships with NPR, which sponsored NoMa's 2022 D.C. Walls mural festival, and exploring future partnerships and ways to engage local talent and bring live programming to NoMa.

PILLARS:
ECONOMIC
DEVELOPMENT
BRAND &
REPUTATION
PLAY

- § Finalizing a new mission and strategy for the NoMa Parks Foundation emphasizing community engagement and stewardship of NoMa's parks.
- § Collaborating with NoMa employer Hickok Cole architects by supporting their annual arts fundraiser to benefit Washington Project for the Arts.

Targeted work on this initiative for 2025 will include:

- § Proactive relationship building with outside partners to bring events and activations to the neighborhood.
- § Working with District Coalition to bring the "No Strings Attached" concert to Alethia Tanner Park, with grant funding provided by the DC Commission on Arts & Humanities.
- § Developing arts and culture events and activations such as NoMa in Color.
- § Continuing the Sunset Sounds free summer concert series at Alethia Tanner Park.
- § Engaging with theater groups like Mosaic Theater.



Enliven Public and Publicly Accessible Spaces in NoMa

The BID plays several roles in public space, acting as a matchmaker between spaces and activators, providing guidance and both direct and indirect support in the planning stages, as well as creating and promoting our own activations.

Progress on this initiative in 2024 included:

- § Hosting a full calendar year of in-person events, from small-scale pop-ups to signature celebrations, including place activations, art openings, movie nights, festivals, business socials, board meetings, and the NoMa BID's annual meeting, with a combined total attendance of more than 25,000 people.
- § Expanding and relaunching the Metropolitan Beer Trail, a free digital passport and prize-incentivized marketing program, and inviting thousands of customers to visit 11 NoMa and NoMa-adjacent breweries and bars accessible from the Metropolitan Branch Trail.
- § Hosting mural tours to raise the profile and awareness of the neighborhood's deep stockpile of public wall art, and to raise the profile of local artists.
- § Reestablishing and enhancing the Third Street Art Garden, a year-long activation at 1225 Third St. NE that created an outdoor neighborhood gathering space and served as the site of more than 25 BID- and community-supported activations from May–October.
- § Expanding the BID's capacity to deliver events through a partnership with DC Fray, which brought a weekly bocce ball series to the Third Street Art Garden.
- § Completing the first phase of the NoMa Meander, a North Capitol-adjacent public plaza space that will create an enhanced experience for pedestrians and attract new businesses.
- § Supporting and promoting community activations at Alethia Tanner Park, such as Eckington Day, DC Family Bike Fest, and the Mommy En Blanc event to promote Black motherhood.
- § Supporting Eckington Hall, the unique art gallery and flexible creative and event space launched by David Ross, a local Black entrepreneur, through social media promotion and paid sponsorship.
- § Working with Diverse Markets Management, which recruits local BIPOC makers, to manage the NoMa Farmers Market, ensuring vendor diversity and expanding the roster of vendors to more than 20.

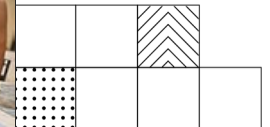
PILLARS:

ECONOMIC
DEVELOPMENT

BRAND &
REPUTATION
PLAY

Targeted work on this initiative for 2025 will include:

- § Working with local activators including DC Fray to create a “sports court” at the JBG-owned empty lots at First and N Streets NE with space for pickleball, volleyball, basketball, and more.
- § Enhancing activation spaces to accommodate use in all seasons.
- § Exploring opportunities to further connect community stakeholders to spaces for independent activation.
- § Building stronger relationships with building managers and retailers.
- § Bringing back holiday lighting and/or activation to NoMa.
- § Exploring the placemaking possibilities for the former site of the Kaiser Permanente building at L Street.



Leverage the Redesigned Virtual Circle to Connect, Beautify, and Enhance NoMa

The NoMa Parks Foundation has worked with DDOT to design and build an incredible trio of public plazas and green space at the heart of NoMa. These plazas will form a green and walkable public space bridging between the core of NoMa and the south end of Eckington. While these spaces are designed to be a draw for the community of residents and workers, the BID will utilize programming and core services to truly bring them to life.

The strategy to do so is necessarily different from a space like Alethia Tanner Park and must be centered on creating a communal sense of investment and ownership in the spaces, while finding creative ways to connect people with them that feel organic and comfortable.

PILLARS:

CONNECTIVITY
BRAND & REPUTATION
PLAY
SAFETY

Progress on this initiative in 2024 included:

- § Publicizing the upcoming infrastructure changes and promoting the value of the new plaza/park spaces.
- § Managing the public naming process for the new spaces, a months-long effort to engage with both the NoMa and District-wide communities who will experience the plazas, culminating in more than 1,000 suggested names and more than 4,000 votes. The final name will be Mamie “Peanut” Johnson Plaza, which took 40% of the vote.
- § Partnering with DDOT and other city agencies for the demolition of the Wendy’s property, kicking off the streetscape project and drawing public attention to the forthcoming public spaces.
- § Ensuring that DDOT develops the plans for the spaces as designed, by connecting the project team with the design team.
- § Establishing working relationships with Eckington stakeholders, including the staff of Councilmember Parker’s office, the new leadership of the Eckington Civic Association, and the new Area Neighborhood Commissioner for the area that includes the BID.

Targeted work on this initiative for 2025 will include:

- § Actively working to maintain the connection between the north and south ends of NoMa during construction work on the intersection.
- § Initial planning of operations and community engagement around the new spaces, including working with ANC’s and civic associations, and launching ongoing communications to stakeholders.
- § Working with WMATA to market Metro and educate employers about mass transit.
- § Including commuter education for employers in the BID’s business services portfolio.
- § Managing the work of SWA Balseley in order to oversee the build-out of the new public spaces.
- § Planning for the opening and use of the new public spaces, currently scheduled for early 2025.



Announcing the name for the trio of new public spaces.



SW corner of First Street and Florida Avenue looking south.



NE corner of First Street and New York Avenue looking north.



SE corner of Florida Ave and New York Avenue looking west.



Deepen and Broaden the NoMa BID's Core Services to Meet the Changing Needs of the Neighborhood and its Parks

The NoMa BID delivers services to businesses, property owners, developers, residents, workers, and visitors. Each of these audiences interacts differently with the neighborhood, and has different needs, wants, and experiences. Our core services were established to meet those needs and as the neighborhood changes, so will our role in serving it.

The keystone of this initiative is evolving BID services in concert with NoMa, anticipating needs and adapting to them as seamlessly as possible. Built into this idea is a creative and flexible staff that is happy and well-managed, and an internal structure that elevates communication and collaboration across departments.

Progress on this initiative in 2024 included:

- § Finalizing a new mission and strategy for the NoMa Parks Foundation (NPF) emphasizing community engagement, maintenance, and stewardship of NoMa's parks.
- § Developing a Capital Needs Assessment tool which will help the BID and NPF work with District agencies to advocate and plan for the future needs of the parks.
- § Greatly expanding our attention to public safety, including adding new staff, expanding the role of the Public Space Operations Senior Director and the oversight of the Board's Public Wellbeing Committee, organizing and attending public safety walks, ANC and civic association meetings, and strengthening collaboration and coordination with the Metropolitan Police Department.
- § Deepening our knowledge of public safety tools that can be deployed by NoMa businesses to protect themselves.
- § Growing our social media presence and following significantly, enhancing our ability to connect with and inform the community about events, initiatives, and important updates.

PILLARS:

CONNECTIVITY
ECONOMIC
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REPUTATION
PLAY
SAFETY



- § Building on the success of the quarterly business social gatherings to create a connected network of business managers and owners that can support and engage with one another.
- § Copying the successful business social model to launch a new property management social on a quarterly schedule.
- § Adding and reorganizing staff to build capacity and expand the breadth of our core services.
- § Relocating to a new office in the neighborhood that consolidates office and ambassador operations.
- § Reorganizing administrative and HR management tasks to a streamlined web platform, reducing overhead and freeing up capacity for core service work.
- § Continuing investment in BID staff, both in terms of capacity-building and professional development.
- § Repositioning our Community Resource Management (CRM) platform to allow for more effective internal data management.
- § Conducting our biannual Community Survey to measure the effect of the BID's work on the community and to gather information for future development of the BID.

Targeted work on this initiative for 2025 will include:

- § Advocating for dedicated maintenance funding for NoMa's parks.
- § Automating internal processes related to the BID's revenue collection process.
- § Working with local government and private sector partners to prepare for the new presidential administration.

Champion the Expansion of Metro Connectivity in NoMa

Connecting NoMa to its Metro station through redesigned entrances that serve the community is a critical priority. The need for station improvements at both NoMa metro stations is clear, however the BID cannot execute these projects itself. The BID will be a champion of these projects and work with the appropriate decision-makers and parties to ensure their completion.

The proposed Third Street NE entrance to the NoMa-Gallaudet station would better serve residents and businesses east of the train tracks and would tie the burgeoning Union Market area even more closely to NoMa, as well as provide a faster connection for the Gallaudet University's shuttle bus service.

Similarly, the refresh of the First Street NE entrance to Union Station will offer improved access not only to Metro, but to all of the amenities of Union Station (soon to begin its own long-awaited redesign).

PILLARS:
 CLARITY
 CONNECTIVITY
 ECONOMIC
 DEVELOPMENT
 INCLUSIVITY
 BRAND &
 REPUTATION

Progress on this initiative in 2024 included:

- § Consistent coalition-building, research, and groundwork helped encourage the Mayor to include funding and support for the Third Street Metro entrance in her FY25 six-year capital allotment budget for the first time.
- § Continued success of the neighborhood has led the NoMa-Gallaudet station to become the seventh busiest station in the entire system and experience the busiest ever one-day ridership in October 2024.
- § Successful collaboration with WMATA to engage planners and budget officials in the next phase of the project's development resulting in the Third Street Metro entrance being included in the agency's FY25 budget.
- § Successful collaboration with DC City Councilmembers and staff to ensure the inclusion of \$50 million in funding for the Third Street Metro entrance in the city's FY25 budget.
- § Promoting the Third Street Metro entrance to stakeholders and the general public with a series of new renderings and images.
- § Moving the NoMa Farmers Market to Third Street, adjacent to the upcoming Third Street NE entrance, which helped increase visibility for the entrance and, at completion, will create a symbiotic relationship for market visitors and vendors.
- § Cleaning and activating Metro-adjacent spaces to highlight the station, including the N Street stairs, the Breezeway, and the Metropolitan Branch Trail.
- § Working with WMATA to highlight the benefits of bus priority projects on H Street NE/ NW and Florida Avenue.
- § Building effective communication channels between the BID's public space management team on Metro Police department on the sharing of emergency incidents when they occur real time at or around the metro station.

Targeted work on this initiative for 2025 will include:

- § Continuing to advance progress towards the construction of a third entrance at the NoMa-Gallaudet Metro station onto Third Street NE.
- § Enhancing advocacy for the Third Street NE entrance by highlighting and celebrating the 20th anniversary of the station's 2004 opening throughout the year.
- § Working with WMATA to include NoMa-specific information and/or advertising inside of the NoMa-Gallaudet station.
- § Engaging with the WMATA bus route redevelopment project to ensure the needs of NoMa are represented.
- § Promoting NoMa as a multimodal destination and promoting all transportation options work with businesses to engage employees.





Ensure that Union Station Maximally Benefits NoMa

Union Station is one of NoMa's greatest assets and is positioned for expansion. The Washington Union Station Expansion Project (SEP) will cement the station as a world-class multi-modal facility in the heart of NoMa. Improvements will include new intercity and commuter rail passenger platforms, tracks and concourses, a new integrated intercity bus facility, and enhanced intermodal connections to the Metro, pedestrian, and vehicular modes at the station. The SEP will also create vibrant spaces in and around the historic station, tying the station even more closely into the neighborhood.

While construction for the project is still years away, the decisions being made today will directly affect NoMa and the impact of the SEP on the neighborhood. As the most transformative project in NoMa's future, the BID must be a champion for a successful SEP and will make sure that the neighborhood's interests are represented as plans move forward.

PILLARS:
CONNECTIVITY
ECONOMIC
DEVELOPMENT
BRAND &
REPUTATION

Progress on this initiative in 2024 included:

- § Championing the public release of the long-awaited Environmental Impact Statement (EIS).
- § Promoting the benefit of the SEP to the NoMa neighborhood and surrounding communities.
- § Representing the interests of the greater NoMa community during SEP planning and coalition-building.
- § Ensuring that the strategic needs of NoMa and the BID are served throughout the SEP process and in the final product.
- § Working with the appropriate parties to ensure the project's completion and success.
- § Promoting positive stories about the station, including new retail openings.

Targeted work on this initiative for 2025 will include:

- § Utilizing Union Station more frequently for space activations and events.
- § Exploring the use of NoMa branding/advertising inside of Union Station.
- § Working with Union Station management to clean the bike station facility and make it ready for new activation and use.
- § Adding wayfinding signage to Union Station itself or the areas immediately outside.

Reimagine North Capitol Street as a Community Boulevard

NoMa needs enhanced connectivity to the west — to thriving neighborhoods like Mount Vernon Triangle, to Truxton Circle and Shaw, and to Chinatown and beyond — but true connectivity must be more than roads. A reimagined North Capitol Street should serve the neighborhoods, residents, and businesses that depend on it, protect vulnerable users, and integrate communities rather than divide them.

The NoMa BID seeks both short-term and long-term ways to alleviate the challenges of North Capitol Street, through focused core services, relationship-building with communities to the west, and intentional collaboration with ongoing efforts to recreate the corridor at the city level.

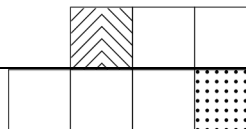
PILLARS:
CONNECTIVITY
ECONOMIC
DEVELOPMENT
INCLUSIVITY
SAFETY

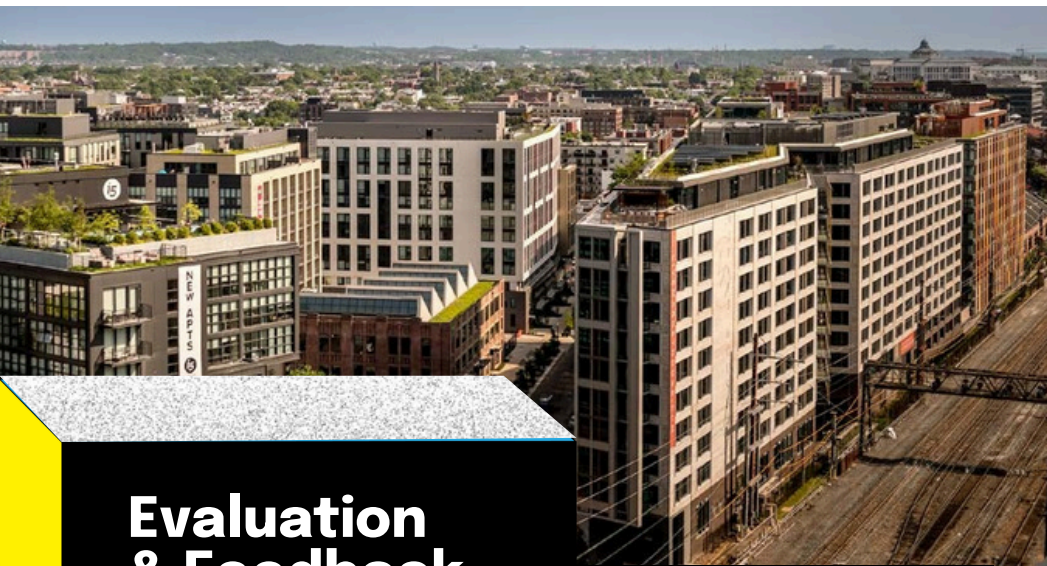
Progress on this initiative in 2024 included:

- § Being a champion for the improvement of North Capitol Street in as many avenues as we can.
- § Collaborating with the North Capitol Street community stakeholder coalition, to address issues and create opportunities for collaboration and partnership, both with the BID and with one another.
- § Building relationships with residents, communities, and businesses west of North Capitol Street and connecting them with targeted services, including the new developments at Banner Lane and NW One.
- § Improving and increasing NoMa neighborhood branding on North Capitol Street through new street pole banners and fence banners on currently empty lots.
- § Supporting North Capitol businesses, on both sides of the street, through both promotion and direct support.
- § Establishing a dedicated public safety coalition, including ANC representatives, DC Council staff, law enforcement, residents, businesses, and more to directly address issues at P Street NE and North Capitol.
- § Progressing work on the NoMa Meander, a North Capitol-adjacent public plaza space that will create an enhanced experience for pedestrians and attract new businesses.
- § Working with DDOT to repair damaged sidewalks and repave portions of Patterson Street NE and N Street NE to improve approaches to and from North Capitol.
- § Partnering with new buildings like the Florian to support NoMa events and cross-promote.

Targeted work on this initiative for 2025 will include:

- § Exploring the placemaking possibilities for the former site of the Kaiser Permanente building at L Street and North Capitol.
- § Re-engaging with the North Capitol Main Street organization and exploring partnership opportunities.
- § Helping activate and promote new residential and commercial properties along the corridor.
- § Engaging with the community in response to the North Capitol Street Corridor Study conducted by DDOT upon its release.





Evaluation & Feedback

A successful strategic plan is a living document that is periodically reviewed by both its creators and its users, with an eye on changing contexts and constraints on the ground. Evaluation is ongoing as opportunities for adaptation and evolution are evaluated.

For this plan, periodic evaluations by the staff and the board (and additional stakeholders) will include the following questions:

- § Is the goal still effective and achievable?
- § Are the pillars still valid and connected to achieving the goal?
- § What progress has been made on the initiatives and are there any that have been completed?
- § What new initiatives may have arisen that should be included?

In October 2024, the BID staff dedicated time to asking and answering these questions as a group and, as in 2022, we emerged with a renewed appreciation for and dedication to the goal and the pillars. The progress on initiatives is outlined above, and no new initiatives or changes to the existing initiatives were suggested.

In 2024, opportunities and challenges arose that affected various parts of the organization differently, and strategic work progressed at different paces and in different ways across the staff. With the clarity of experience, we prioritized, shifted capacity, and adapted to the neighborhood's needs as they changed. As an example, with crime rates and public concern rising in tandem, we shifted capacity to focus internal and community resources on public safety, creating spaces for collaboration and communication that help NoMa stakeholders work together to address their needs. That work, and the work outlined above shows the impressive efforts of our small but dedicated staff, the care they take in that work, and the pride they have for this thriving neighborhood.

Conclusion

The third year of a strategic plan is a pivotal moment, where the lessons of year two crystallize into refined strategies and a deeper understanding of what it truly takes to achieve the BID's goals. The initial idealism and energy have matured, and now, with two years behind us, the urgency of 2027 feels more tangible than ever.



Much like NoMa itself, the vision and flexible framework embodied in this plan last year has proven its effectiveness, its value, and its strength. The work of "Making NoMa Magnetic" continues into 2025, in service to this vision and this plan. The future of NoMa is arriving every day, ushered into place by the commitment and dedication of all those who work, live, and play here.




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