



# FY2017 PLAN & BUDGET

# OVERVIEW

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The Rosslyn Business Improvement District (BID) was established in 2003 as the first BID in Arlington County. It comprises of a 17-block downtown area of commercial and residential buildings. The BID's governing body, the Rosslyn Business Improvement Corporation (RBIC), has become an integral part of the diversified and growing Rosslyn community. Governed by a Board of Directors that is made up of commercial and residential property owners, Rosslyn tenants and County representatives, RBIC's mission is to provide high-quality customer-oriented services designed to define, enhance and continually improve Rosslyn for those who work, live, visit and do business here.

RBIC engages its stakeholders and the community at large through the following major program areas:

- ▶ **Community activities and events** promoting Rosslyn as a vibrant, mixed-use urban hot spot
- ▶ **Marketing Rosslyn** as a place with retail, community, culture, business and with access to region's assets
- ▶ **Beautification, cleaning and hospitality programs** for public areas, such as the BID's Ambassadors who clean sidewalks and assist visitors to Rosslyn
- ▶ **Economic development** to support stakeholder outreach and engagement
- ▶ **Parking, transportation, wayfinding, pedestrian and safety programs** to ensure a positive experience when navigating to, from and within Rosslyn
- ▶ **Social services coordination** focusing primarily on helping the homeless

RBIC's primary source of income is derived from property tax assessment revenue collected by Arlington County from property owners within the BID boundaries. From 2010-2015, the BID's property assessments increased from \$3.7B to \$4.6B, representing a 24% increase over the 5 year period.

The current year funding for FY16 was approved at \$3.6M, based on a tax rate of \$0.078 per \$100 of assessed property value. For FY17, RBIC is currently anticipating assessment tax revenues to remain flat and tax rate to remain unchanged from FY16.

# FY2015 YEAR-IN-REVIEW

## CONNECTED

**200,000+**

PAGE VIEWS ON  
ROSSLYNVA.ORG

**5,000+**

FOLLOWERS ON  
SOCIAL MEDIA

**115+**

MEDIA PLACEMENTS  
THROUGH PR OUTREACH

**15,500+**

COMMUNITY MEMBERS  
AIDED BY AMBASSADORS

**300,000+**

IMPRESSIONS ON  
NEWSLETTERS AND E-BLASTS

## BOLD

### SPRING COLOR



**31,300**

NEW PLANTS & BULBS  
IN TWO SEASONAL  
ROTATIONS

**45,000+**

SQUARE FEET OF  
LANDSCAPING  
PLANTED &  
MAINTAINED



- ▲ Before its transformation (below), a fountain sits unused in Gateway Park.
- ▼ Completely re-envisioned, The Sand Box play area in Gateway Park opened during the 25th Annual Rosslyn Jazz Festival on Sept. 12, 2015.





Plaza on 19th After

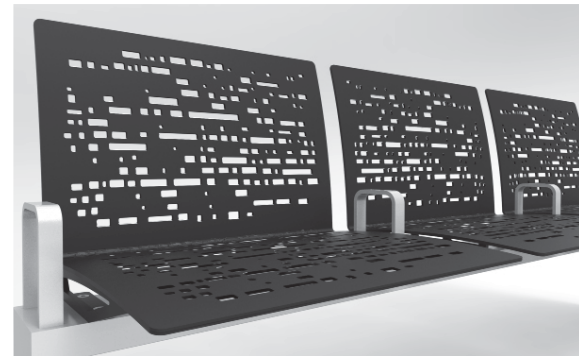
Partnering with The JBG Companies the BID was able to transform a wasted corner into a social magnet for a variety of events.



Plaza on 19th Before



Rosslyn's nighttime window pattern provided the inspiration for our unique streetscape design and identity.





## ACTIVE



**100+**

COMMUNITY  
EVENTS

**1,098**

HOURS AMBASSADORS  
SPENT AT EVENTS

**375**

PEOPLE SIGNED UP FOR BOOT  
CAMP THIS SUMMER - SPIKING  
OUR WEBSITE AND E-BLAST  
TRAFFIC TO ITS HIGHEST OF THE  
YEAR

**80,000+**

ATTENDEES AT MARINE CORPS  
MARATHON – BOOSTING  
REVENUES OF NEARBY  
RETAILERS AND SELLING OUT  
THE 2,200 HOTEL ROOMS IN  
ROSSLYN.

**26,000+**

RECORD TOTAL ATTENDANCE FOR  
ROSSLYN EVENTS

**100**

BAGS OF CLOTHING DONATED  
THROUGH A-SPAN PARTNERSHIP

## FY2016 YEAR-TO-DATE

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Central to RBIC's strategy are four key goals that guide progress toward meeting major program initiatives: Fostering an Engaged Community, Marketing and Activating the Neighborhood, Nurturing an Attractive & Distinguished Environment, and Maintaining a Strong BID Organization.

## Goal: Foster an Engaged Community

To meet our collective goals, RBIC must actively engage with a myriad stakeholders; from building tenants (retail and commercial) and residents to building owners and Arlington County, RBIC has developed specific programs to engage with stakeholders and address the diversity of interests. We continue to shape these programs and look to utilize tools such as our website and Salesforce database for most efficient and effective engagement.

### Major Accomplishments YTD:

- ▶ Developed office tenant outreach and partnership program
  - Partnered with CEB to bring a business networking event to the neighborhood
  - Continued to populate Salesforce database with existing tenant information
- ▶ Developed retailer engagement program
  - Created end-to-end program that supports retail tenants as they consider Rosslyn as a location through marketing support once they move into the neighborhood
  - Engaged local retailers in event partnership and other promotion opportunities
- ▶ Enhanced residential engagement program
  - Produced active assistance to neighborhood concerns including paving, noise, safety and traffic issues
  - Conducted regular meetings and gave presentations to neighborhood associations to update on BID activities and listen to resident concerns/ feedback
- ▶ Enhanced real estate engagement program
  - Conceptualized and executed curated broker events designed to highlight Rosslyn's unique qualities, including AREG and CMRC.
- ▶ Enhanced partnership with the County and other Arlington organizations
  - Hosted Arlington Premier event to welcome Arlington new businesses
  - Established and provide monitoring of the Food Truck Vending Zones



PARTNERING WITH 20 PROPERTIES  
FOR HOLIDAY CLOTHING DONATIONS

## Goal: Market and Activate the Neighborhood

Marketing activities went beyond our traditional marketing and event activities and made significant strides to solidify RBIC's position as a business partner that actively supports and enhances stakeholders' efforts in building and promoting an amenity-rich environment.

### Major Accomplishments YTD:

- ▶ Drafted first iteration of a comprehensive marketing and communications plan which will guide our activities through 2016 and into 2017 and beyond
- ▶ Produced two bulletins with a distribution to over 20,000 Rosslyn/Arlington residents and businesses, including stories highlighting our commercial and retail tenants
- ▶ Participated in major business panels that highlighted Rosslyn:
  - CREW
  - BIZNOW
- ▶ Orchestrated over 50 events YTD
  - Executed major events like the Jazz Festival, Marine Corp Marathon and Holiday Market
  - Activated Gateway Park with RBIC events (e.g. summer film festival) as well as supported third party events
  - Opened up Plaza on 19th with recurring beer festivals as well as Earth Day and biking events
- ▶ Partnered with County Parks and Rec department to create a Bonfire event during the Holiday Market
- ▶ Enhanced and updated the Rosslyn website with development data and additional resources targeted to each of our stakeholder audiences



300+ ATTENDANCE  
YTD AT BOOTCAMP



BULLETINS WITH  
20,000+ DISTRIBUTION

## Goal: Nurture an Attractive & Distinguished Environment

Through beautification, innovation and engagement, RBIC continued its leadership role in enhancing the public realm. With a keen eye toward the physical environment and a constant pulse on existing and planned urban elements, FY16 has been a noteworthy year thus far.

### Major Accomplishments YTD:

- ▶ Continued implementation of prototype streetscape elements
  - Working with the County to approve and implement Arlington’s first parklet
  - Preparing for installation of news box corrals, bike racks, trash receptacles, sign posts, information tableaus and benches
  - Collaborating with Arlington DES for the piloting of streetlight elements
- ▶ Took a leadership position in the completion of various major planning initiatives impacting Rosslyn
  - Completion of Rosslyn Sector Plan; preparing to support codification process
  - WRAPS
- ▶ Continued partnership with property owners and the County to maintain and beautify outdoor spaces and parks
  - Partnered with County Parks to bring the first-ever bonfire to the Rosslyn Holiday Market
  - Implemented lighting for the concrete walkway structure surrounding Gateway Park with County Parks
  - Renewed and maintained outdoor seating and tables



46,000 LBS OF  
TRASH COLLECTED



7,000 LBS OF  
RECYCLING COLLECTED



## Goal

# Maintain a Strong BID Organization

As the foundation for all program initiatives and efforts in FY16, the strengthening of the RBIC organization continued through staff and process realignments that ensures a focus toward strategic plan objectives.

### Major Accomplishments YTD:

- ▶ Initiated the first RBIC/County meeting with key departments to ensure consistent and effective operations, sync work plans and look for new areas of collaboration
- ▶ Filled vacant positions and created new support staff positions to assist with expanded program initiatives
- ▶ Revised benefits policies to align with Affordable Care Act
- ▶ Began work on performance management system, including clear position descriptions and syncing individual work plans to organizational strategic plan
- ▶ Updated Employee Policies to align with evolving staff needs
- ▶ Began work on process improvements and operational efficiencies
  - Managed major office renovation
  - Began to evaluate knowledge management and collaboration needs
- ▶ Continued to evaluate Board and organizational governance to ensure best practices
- ▶ Received clean audit opinion on FY15 financials



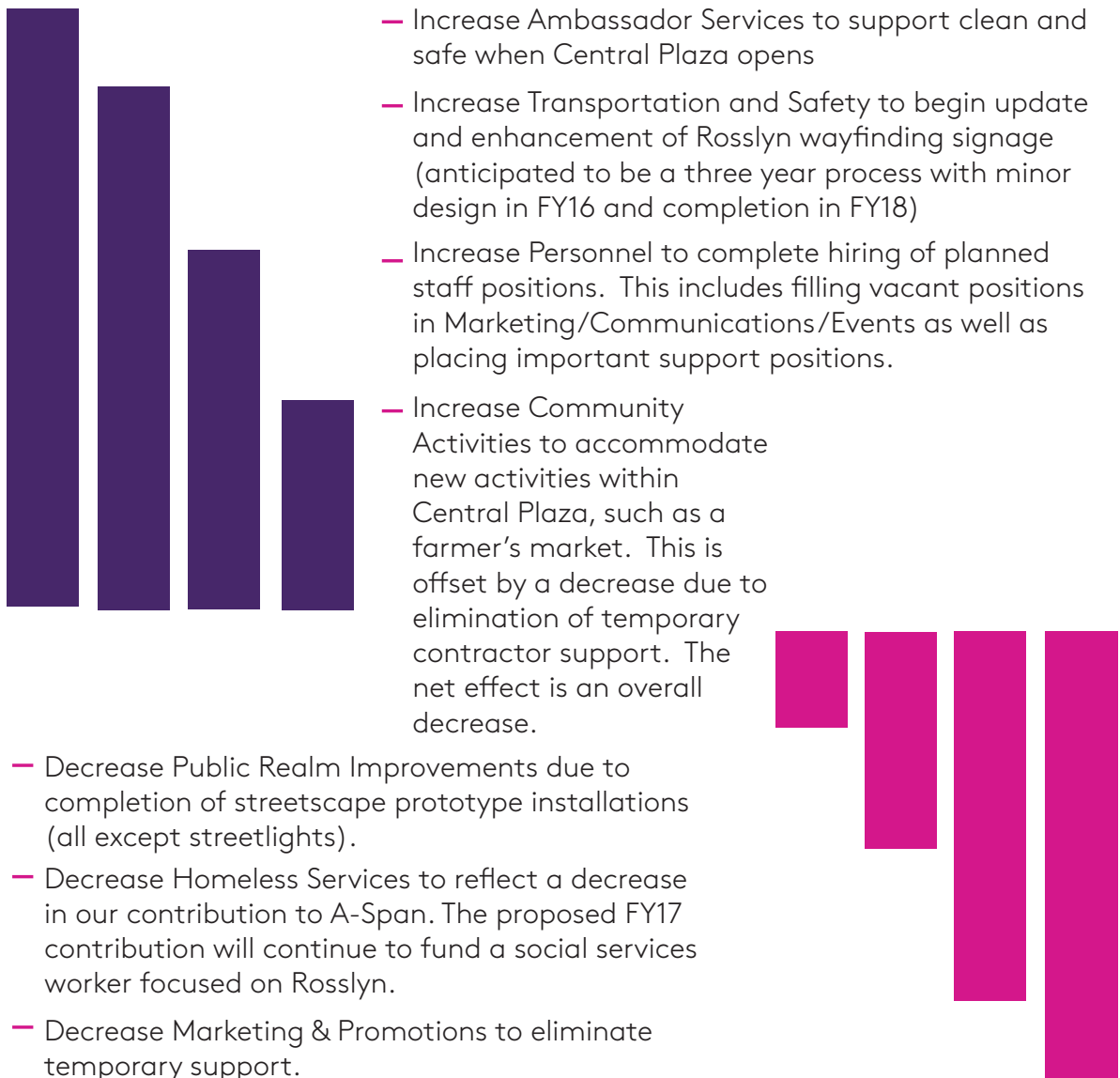
TRANSITIONING FILE SERVER TO  
CLOUD-BASED SYSTEM

# FY2017 PLAN

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With a no-growth outlook for assessment revenues, RBIC's FY17 plan revolves around a continuation of core program initiatives and a focus on priority new projects. As we complete FY16 and move into FY17, RBIC will look to begin initiatives for a longer term horizon. Thinking strategically, there will be a shift in the way the district is viewed as redevelopments initiate and complete. The demographics of the district, while currently commercial centric, will inject a larger residential and ground-floor retail component in the coming years. The completion of the Central Place Plaza and Observation Deck will have a major impact on how the BID programs its activities and interacts with the community. The FY17 plan fully considers this evolution under the constraints of a flat budget.

## Noteworthy program changes within the FY17 budget proposal (attached) include:



Both the streetscape master plan implementation and Gateway Park enhancement/activation remain important initiatives for RBIC in FY17.

As part of the master plan, the streetscape prototype elements are a widely anticipated and supported RBIC initiative. We continue to work with the DES on the implementation of the streetlight element. The ultimate success of the streetlight element is dependent upon adoption by the County into its scope of responsibility for wide-scale installation within Rosslyn and continued maintenance thereafter. RBIC has had initial discussions regarding use of community benefits funds from the 1401 Wilson project to support the implementation of the streetlights within Rosslyn. We look forward to continuing our collaborative efforts in this exciting opportunity to transform Rosslyn's public realm.

In FY15 and FY16 to date and through a strong partnership with the Department of Parks and Recreation, RBIC made great strides in creatively activating and enhancing Gateway Park. Working together, RBIC and Parks were able to turn an old, defunct fountain into a sand play area as well as create the first ever Holiday Market Bonfire at the park. This activity will build excitement and energy for expanded activities in the future. We look forward to continuing the partnership with Parks and extending this level of collaboration throughout Arlington County departments as well as all Rosslyn stakeholders.



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