

# CRYSTALCITY

BUSINESS IMPROVEMENT DISTRICT 2011 ANNUAL REPORT

## A Note from the President/CEO

Crystal City is more dazzling than ever! With each year, we continue to evolve and build our programs, ensuring we are ever more ACTIVE, ARTFUL, ACCESSIBLE and GREEN. Whether it's Vintage Crystal, which has grown from a one-day Latin wine and jazz spectacular to a delicious series of wine events throughout the year, or the relocated Crystal Couture, which presented hotter fashions to bigger crowds, we never stop looking for ways to make Crystal City a beacon of innovation. To that end, we extended our Farmers Market by two months and helped rollout a region-wide bike-sharing program. And, in what is no doubt the largest opportunity for the long-term sustainability and success of Crystal City, we helped pave the way for the approval of the Crystal City Sector Plan, which will guide the transformation of Crystal City over the next 50 years. We are especially thrilled that implementation has already begun.

There has never been a more exciting time to be in Crystal City. There is clarity toward the future, and the present is electric. If you haven't been to Crystal City recently, come experience our world-class theater, luxury living, fantastic restaurants, farmers markets, 5K races, bike rides, and so much more. If you already live, work, stay or play here, then help us carry the message that Crystal City is the bright place to be – and we will continue to glow brighter!



Angela Fox  
President/CEO



CRYSTALCITY

# ACTIVE

Crystal City is a very **ACTIVE** place. Beyond the existing infrastructure of health clubs, an innovative bike shop, volleyball and basketball courts, as well as easy access to the area's bike trails, we host a Fit Fair, outdoor yoga, Zumba, and now even street hockey throughout the warmer months. The Twilighter 5K lights up the night in July, and 5K Fridays fill the streets in April. The Air Force Cycling Classic races around in June, and the Marine Corps Marathon runs through in October.

8

road races

42,250

runners

250

down dogs

1,400

air force  
classic cyclists

94

synetic theater  
shows

4,500

square feet of  
art walls

22.7

runway miles  
walked

60,000

square feet of  
pop-up galleries

# ARTFUL

Each year, Crystal City grows more and more **ARTFUL**. The Art Walls collection has grown to fourteen, and now includes a Road Tattoo. FLASH, a month long explosion of photography, converted 30,000 square feet in a commercial office into a photo lounge, while Couture's high fashion innovated a former food court. ArtJamz crossed the river, expanding their art-night club concept, and the interior walkways of Crystal City sported FotoWeek and a sipping series of 1K Wine Walks.

# GREEN

The FRESHFarm Farmers Market continues to bring high quality produce and other goods to Crystal Drive every Tuesday from the Spring through the Fall. In addition, the Crystal City BID hosts two community support agriculture (CSA) drop off locations and free composting services. Gardeners love picking up free flowers and plants at the yearly geranium grab, tropical storm, and bulb blitz. The Power Purge and Shred recycled more than 16 tons of electronics, and over 9,000 pounds of paper.

386,243

square feet of landscape maintained

20,000

farmers market shoppers

685

bags from banners

2,500

CSA boxes delivered

4,500

free parking spaces after 4:00pm

4,700

unique monthly Wi-Fi users

31,000

daily metro riders

26,976

CaBi Trips

# ACCESSIBLE

Crystal City, already one of the easiest areas to reach, got even more **ACCESSIBLE**. First, Capital Bikeshare made its Arlington debut throughout the streets of the Crystal City area, housing 11 stations and over 100 bikes fully connected to more than 100 stations, and 1,000 bikes, in Washington, DC. Crystal Wi-Fi was enhanced, with increased reliability, allowing residents, workers, and guests to stay connected in Crystal City's many green spaces. As always, the Crystal City BID continues to highlight and maximize the area's natural transportation assets, including Metro Bus/Rail, the VRE, bike trails, commuter bus lines, and ample parking options.

# ACCOUNTABLE BOARD OF DIRECTORS

## FINANCIAL POSITION

### CURRENT ASSETS

Cash and Cash equivalents	\$745,325.00
Prepaid expenses	\$2,983.00
Property and equipment	\$12,310.00
<b>Total assets</b>	<b>\$760,618.00</b>

### LIABILITIES & NET ASSETS

Total current liabilities	\$101,563.00
Unrestricted net assets	\$659,055.00
<b>Total liabilities and net assets</b>	<b>\$760,618.00</b>

## STATEMENT OF ACTIVITIES

### SUPPORT AND REVENUES

County disbursements	\$2,065,530.00
Sponsorship and events	\$114,881.00
Interest income	\$3,449.00
<b>Total support and revenues</b>	<b>\$2,183,860.00</b>

### EXPENSES

Administration	\$756,126.00
Marketing and events	\$357,223.66
Operations	\$999,467.11
<b>Total support and revenues</b>	<b>\$2,112,816.77</b>

Increase (decrease) in unrestricted net assets	\$71,042.00
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### BOARD MEMBERS

- Chair** *Marty Almquist*, Avison Young/EDC  
**Vice Chair** *Mitch Bonanno*, Vornado/Charles E. Smith  
**Secretary** *Christine Ponzi*, Cafe Pizzaiolo  
**Treasurer** *Jean-Marc Dizard*, Hyatt  
*Doug Abbott*, Gould Property Company  
*Joan Berman*, Vornado/Charles E. Smith  
*Jim Creedon*, Vornado/Charles E. Smith  
*Larry Duncan*, Lockheed Martin  
*Dori Familant*, Doubletree Hotel  
*Brian Fitzgerald*, BPG Properties  
*Kingdon Gould III*, Gould Property Company  
*Alan Haskel*, PBS  
*Freddie Lutz*, Freddie's Beach Bar  
*Glenda MacMullin*, Consumer Electronics Association  
*Katya Naman*, Lowe Enterprises  
*Mara Olquin*, Vornado/Charles E. Smith  
*Peter Priesner*, Radisson Hotel/Hampton Inn  
*Maribeth Spitz*, Transwestern  
*Harmar Thompson*, Lowe Enterprises  
*Steven Wilder*, The Boeing Company

### ARLINGTON COUNTY REPRESENTATIVES

- Alex Iams*, Arlington Economic Development  
*Cheryl Mendonsa*, Aurora Highlands Resident  
*Michelle Cowan*, Management and Finance  
*Jim Whittaker*, Crystal City Resident

### COUNSEL

- La Fonte Nesbitt*, Holland & Knight LLP

### STAFF

- Angela Fox*, President/CEO  
*Robert Mandle*, Chief Operating Officer  
*Charles Gray*, Administration/Finance Director  
*Joseph Petty*, Program/Artistic Director



**CRYSTALCITY**



**NOT JUST SMART  
BRILLIANT**