

Adams Morgan Partnership Business Improvement District

ADAMS MORGAN

2017 Annual Report



Letter from the President of the Adams Morgan Partnership BID

Dear Friends,

On behalf of the Board of Directors and members of the Adams Morgan Partnership Business Improvement District (AMPBID), I am pleased to present this report highlighting the work we have done together in 2017. As you read through this report, we want you to know how appreciative we are of the role each of you has played in our success. Together we are making Adams Morgan cleaner, safer and friendlier. We couldn't do it without you.

In the Fall of 2017, we celebrated Steve Greenleigh's retirement from the Board of Directors. Steve and I worked together as co-presidents since the AMPBID was founded in 2005. We miss Steve's wisdom and level-headed decision-making, but appreciate the many years he helped guide our mission and vision for Adams Morgan.

As you will read in this report, this last year we began a gateways/landscaping design initiative with an advisory committee made up of board and community members. We hope to have plans for four gateway elements and beautification/landscaping plans for the entire commercial corridor later this fiscal year. The implementation of those designs will be rolled out in subsequent years. We have also been working on a new brand identity for the neighborhood and the AMPBID that will be revealed later this spring. Along with that will come new street pole banners, bus shelter posters and other collateral. Look for this new logo on our Clean Team members' jackets and shirts!

We are taking a break from the summer concert series this year to focus more on other spring and fall events including: Bike to Work Day on May 18th, Adams Morgan Movie Nights on Tuesdays in May and June, Adams Morgan PorchFest in October, and the Adams Morgan Apple Festival in partnership with the Farmers' Market later in October.

We continue to be pleased with the array of new businesses we are welcoming such as: *&Pizza*, *The LINE Hotel* and its accompanying restaurants, *Bom Restaurant and Bar*, *Lucky Buns*, *Zenebech Ethiopian*, *Rosario Italian*, *Pitango Gelato and Café*, *Lilise Pizzeria*, *Arepa House*, *Maiwand Grill* and *Federalist Pig*.

The financial section of this report will show that the AMPBID is fiscally strong with healthy reserves and clean audits every year. With careful planning and close oversight, we are able to keep costs low to use our members' tax



dollars efficiently and have a greater impact on the things they care about most.

We celebrate the stable and growing business corridor that has the products and services that attracts more residents, retailers, restaurants and services every day! Thank you for playing an important part in building a stronger, more vibrant Adams Morgan.

Constantine Stavropoulos
President of the Board of Directors
Adams Morgan Partnership BID



Steve Greenleigh was recognized by DC Council for his "tireless commitment to the revitalization and development of Adams Morgan."

Letter from the Executive Director

Vibrant, eclectic, unique, creative – with a bit of an independent streak. That’s Adams Morgan. That’s the neighborhood we support with our work. Our concentration of great independent businesses offer items you can’t find anywhere else. Our restaurants take pride in offering an authentic experience – whether you are grabbing a cup of coffee or sitting down for an elegant meal. We have stunning architecture, tree-lined streets and convenient access to public transportation. A strong sense of community is part of our identity – customers often know the business owners who serve them. Our world-class nightlife draws patrons from across the globe to have fun, meet friends and make new ones.

Our work since 2005 has enhanced Adams Morgan and continues to make it better. We keep the streets clean seven days a week, 365 days a year. We partner with MPD to ensure there are sufficient resources to keep crime low. We create family-friendly cultural events to attract visitors to the neighborhood, who stay to have dinner or explore our retail shops. We promote easy access to the neighborhood, whether it is on the *Circulator Bus* or *Capital Bikeshare* or the new dockless bikes. We get information out to our stakeholders through our newsletter and social media channels.

I take great pride in what we have accomplished together. None of this would be possible without the contributions of our BID members, the leadership of our Board of Directors and the cooperation of many in DC government and local



AMPBID Executive Director Kristen Barden with DC Mayor Muriel Bowser on Adams Morgan Day

law enforcement. We are grateful for the work of all our partners and stakeholders. Please join us as we celebrate these accomplishments, but also let us know how we can improve. We are always open to your ideas.

Best wishes for a fantastic 2018!

Kristen Barden
Executive Director
Adams Morgan Partnership BID

Stephen Greenleigh retires from AMPBID Board of Directors

On September 30, 2017, Steve Greenleigh stepped down from the AMPBID Board after having served as Co-President since the BID’s inception in 2005.

Steve has been a fixture in Adams Morgan since he first discovered the jazz clubs as a college student in the 1950s. In 1980, he returned to the neighborhood with his business partners and spent the past 37+ years renovating buildings and working to revitalize the neighborhood, helping it grow into the thriving business district and community it is today.

Steve remains an active member of the Adams Morgan business community and we wish him the very best in his retirement.



Keeping it Clean

Each day, our clean team empties the trash cans while sweeping the sidewalks and curbs throughout the neighborhood and also looking for issues that require attention. They report service requests into the 311 system can't take care of it themselves and then we track the response to ensure follow-up. In the past year, this has resulted in almost 1,876 posters, stickers, and graffiti tags being removed. We collected 454 tons of trash and 7,067 bags of recycling. We spent 33,000 gallons of water watering the tree boxes and additional rose bushes we planted along with liriopse this past spring.

Our monthly rat abatement walk-throughs with DOH, ABRA and DPW SWEEP identify ways to address that problem, which, unfortunately, is not unique to our neighborhood.

By far the most visible aspect of our work is the result of our clean team. Starting in 2012, we began contracting with Ready, Willing and Working, a local nonprofit with a mission of reducing homelessness and criminal recidivism by putting people back to work. Ready, Willing and



Working provides a team of four plus a supervisor, 365 days a year, all dedicated to maintaining a clean Adams Morgan. Since the business community impacts residential areas, we expanded the range our clean team covers, also in 2012, to include one block off of the commercial corridor three days a week.

One need to only compare the cleanliness of our commercial corridor with others that lack the benefit of a BID to see how much of an impact this makes. Many emails and phone calls come in on an annual basis expressing thanks for the work the clean team does and we're proud of the relationship we have with them through Ready, Willing and Working. We also appreciate the grant we receive each year from DSLBD that supplements our cleaning program costs. It simply would not be possible to provide 365 days a year of cleaning without that additional funding.



Adams Morgan Clean Team from Ready, Willing & Working

Johnny Williams
Aaron Frederick
Curtis Blount
LeMonte McNeil
Kenneth Tolliver
Sherman Gardner

In FY2017, property crime dropped 21% in PSA 303 compared to a 4% city-wide drop. And violent crime dropped 19% this year in PSA 303, versus a 26% drop city-wide.

We believe our reimbursable detail officers (RDOs) who work on Fridays and Saturdays are partially responsible for this trend. They complement MPD and ensure that when issues arise in other areas that pull MPD officers away, a dedicated presence remains in our community.

Beginning last year, we more efficiently scheduled our RDOs to scale back during cold months when crowds and crimes diminish. The Summer Safety Initiative we have in partnership with MPD has reduced crimes of opportunity and public nuisance crimes. Due to the success of our RDO program, other businesses have hired their own RDOs, helping to achieve our safety goals without expending additional AMPBID resources.

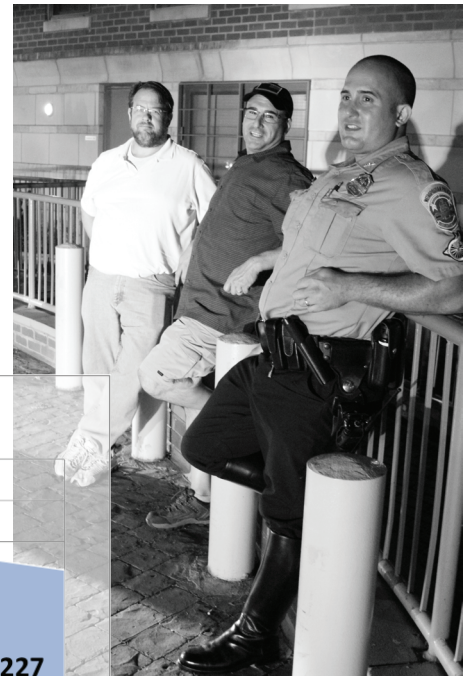
When the city proposed to reduce RDO matching funds, we stressed the critical role RDOs play in our community (which experiences a dramatic influx of people on weekends), and we ended up with a solution that works for the city, our businesses and our residents. We appreciate the effective and efficient partnership.

Keeping it Safe

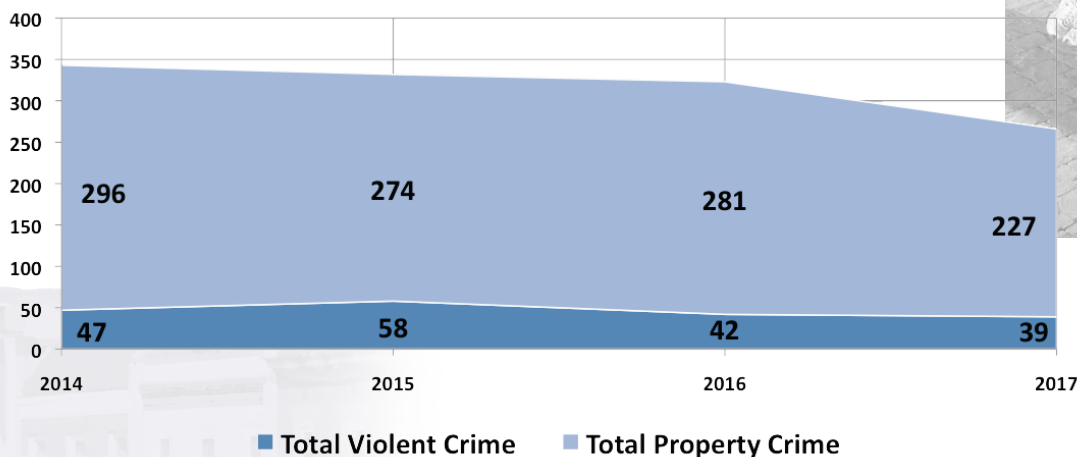


AMPBID works closely with the DC Metropolitan Police Department, including with Sgt. Shawn Rooney (center), recently named as MPD's Sergeant of the Year.

(L-R) AMPBID Operations Manager Brian Barrie, Security Director Greg Frank, and Officer A. Varvounis



Violent and Property Crimes In Adams Morgan: 2014 – 2017



Source: Washington DC Metropolitan Police Department

EVENTS

The Adams Morgan Partnership BID organized more than 20 events this fiscal year, and promoted dozens more throughout the neighborhood. AMPBID events continue to guide the perception of Adams Morgan as a diverse and dynamic neighborhood that attracts families, visitors and residents from around the region to shop and dine in Adams Morgan.

2016 Events:

Adams Morgan PorchFest: In its fifth year, the event included 36 bands on 13 porches and attracted nearly 5,000 people throughout the neighborhood. Staff saw attendees with maps frequenting businesses even after the concerts were over.

Adams Morgan Apple Festival, including the Apple Pie Contest: With 15 entries and six local judges (including Brianne Nadeau, Tom Sherwood, Laura Hayes, Arianne Bennett, David Hagedorn, and Ted Guthrie), the festival went exceptionally well. Sales of pie slices netted \$1,350 for the DC Arts Center.

The 2016 Movie Nights series was a great success, and we augmented it in the fall with an **Adams Morgan Fright Night** movie screening on Oct. 27. The screening of *Ghostbusters* went well despite looming rain all day. The weather kept the attendance down, but Kalorama Park was a perfect venue.

Small Business Saturday: Staff organized a social media contest on Instagram to encourage shoppers to post their photos near the AmEx Shop Small mural in Hoffman Alley. The campaign garnered some fun social posts but few other results.



2017 Events

Pinewood Derby, April 29: Attracted several hundred people to the neighborhood for an old-fashioned all-ages derby race. Four racers won trophies at the event, which was held in Kalorama Park. Partners included *Mintwood Place*, *Perry's Restaurant* and *Tryst Coffeehouse*.



Movie Nights: Despite being forced to relocate our five movie nights to Walter Pierce Park in 2017, we had a very successful run. More than 800 people came out for our opening feature, *Moana*, and large crowds followed for the rest of the run including a *JAWS* beach party featuring a trivia contest with Pop's Seabar. *Insomnia Cookies* provided hundreds of free cookies for our guests and *BicycleSPACE* was on hand every night providing bike valet parking for attendees.

2017 Events, continued

Summer Concert

Series: Our six concerts continue to be well received by the neighborhood and enliven the streets of Adams Morgan on Saturdays throughout the summer. In conjunction with the IPW event, the BID organized a special-edition concert at BB&T Plaza and light show/projection on three buildings on 18th Street on June 5.



Bike to Work Day:

Even with a relocation (due to construction in Unity Park), we had a banner year: more than 650 cyclists registered, making our pit stop the third-largest in DC behind Freedom Plaza and Georgetown. *BicycleSPACE* and *City Bikes* donated valuable gear to our raffle helped riders tune their bikes. *Tryst* donated fresh coffee, bagels, and bananas, and *The LINE Hotel* refilled water bottles for thirsty commuters and provided freshly baked breakfast bars. A great group of volunteers (from WABA, GoDCGo and ANC1C) helped manage the event seamlessly, and Councilmember Brianne K. Nadeau stopped by to help with the raffle.

Taste of Adams Morgan was held on June 6 and raised more than \$15,000 for Mary's Center with 22 participating restaurants serving thousands of samples to hungry visitors.

Adams Morgan Day — organized by volunteers and businesses in the neighborhood and supported by the AMPBID — served fun and engaged crowds, and shops and restaurants reported increased business and overall pleasant experiences. AMPBID staff handed out materials and promoted the neighborhood and upcoming fall events.



Tours: Taking local concierge staff through Adams Morgan restaurants and shops is a relatively new effort that has been met with great success. Working with the Washington Area Concierge Association, AMPBID staff take hotel concierges through three restaurants on each tour. The team held two tours over the course of 2017.

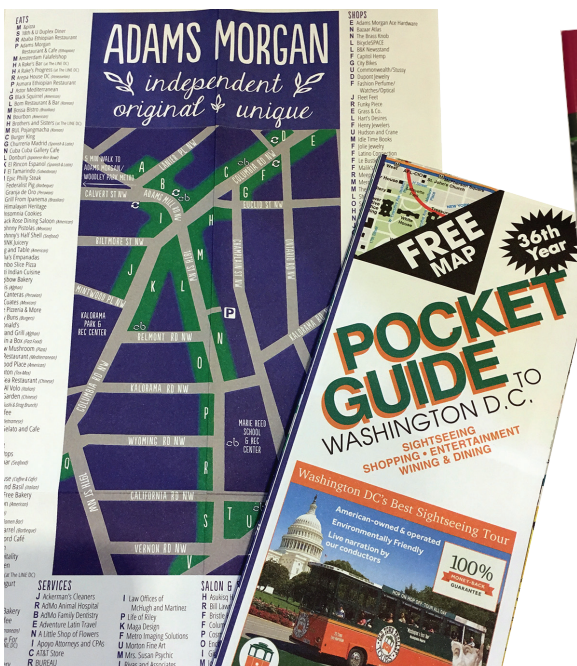
Staff worked with **Airbnb** to host an Adams Morgan walking tour for Airbnb hosts in the neighborhood, encouraging them to provide information to their guests. Sixteen hosts attended the tour on Nov. 10 and received promotional materials about the neighborhood.

MARKETING INITIATIVES

AMPBID staff printed 20 posters and installed them on bus shelters throughout the neighborhood. These provide visibility for local merchants, and consistent messaging for the organization and neighborhood.



Pocket guide maps: The BID prints a large Adams Morgan map on one side of the free “Pocket Guide to Washington, D.C.” and updates the information quarterly. More than 500,000 are distributed throughout the region. The BID’s advertisement “Adams Morgan: Independent, Original, Unique” includes the map and business listings.

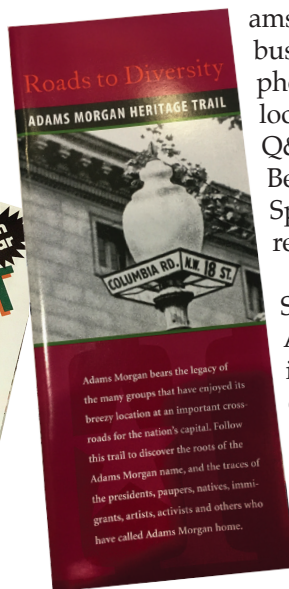


BID staff created a series of new postcards to promote the lively arts in Adams Morgan. The **Brunch/Hear/Dance** cards showcase Adams Morgan businesses in a colorful and accessible manner: “Follow your ears to live music every night in Adams Morgan!”

The BID secured and designed a **four-page spread** in the *Washington Business Journal* on May 5, 2017. The section highlighted Adams Morgan’s events and businesses with colorful photography and ads from local businesses; it included Q&A sections with James Beard Award Winner Spike Gjerde of The LINE Hotel, and with Rebecca Correa Funk of the feminist *Outrage* store.



Staff worked with Cultural Tourism DC to reprint the **Adams Morgan Heritage Trail Guides** in time for IPW in June. Staff sold enough advertising to pay for the entire press run of 5,000+ copies.



Big Bus: The Big Bus tours now stop at 1801 Adams Mill Road NW every day, bringing hundreds of visitors and potential customers through the neighborhood.

Staff worked with Big Bus to update their scripts and even record them.



BUSINESS UPDATE

Adams Morgan is now home to 240 restaurants and businesses, seven of which are featured in the **Michelin Guide** and the **Bib Gourmand** list. More than 20 restaurants and businesses have opened in the last year.

Over the past several years, development and investment have exploded in Adams Morgan. More than **500 residential units** are under construction or have recently delivered, with 34,000 SF of retail space in the pipeline.

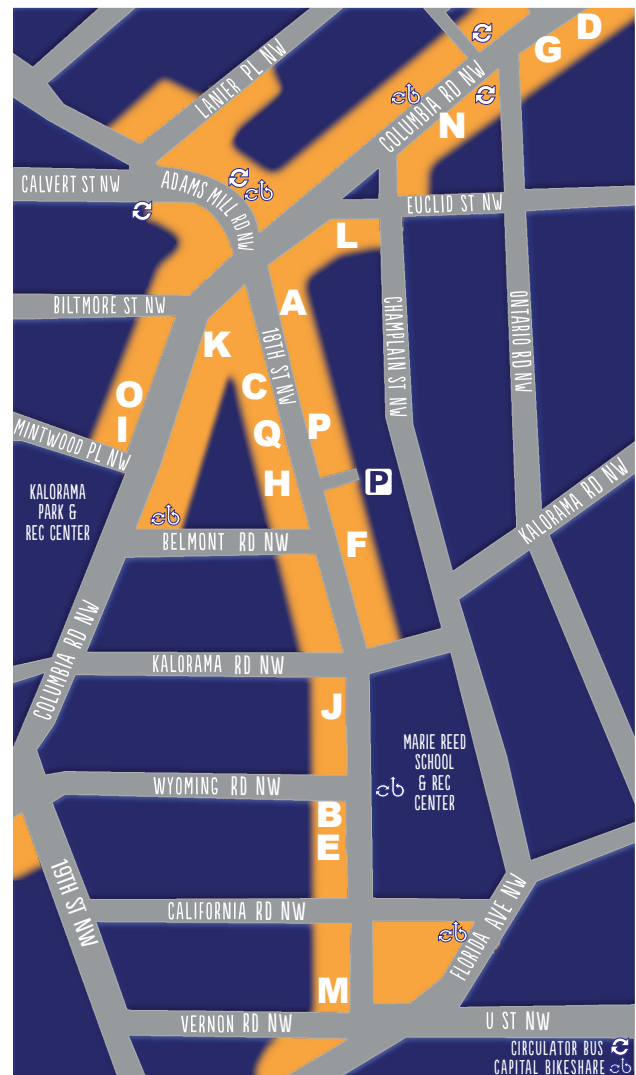
More than 32,000 people live within a half-mile of the center of the bustling neighborhood, which has a Walk Score of 97. The American Planning Association named Adams Morgan one of the top 10 neighborhoods in America in 2014.

- The 220-room **The LINE Hotel** opened in December 2017, transforming a neoclassical church into a social hub for the neighborhood with four new restaurants helmed by renowned chefs Spike Gjerde and Erik Bruner-Yang and bar director Corey Polyoka.
- The **Marie Reed Recreation Center and Aquatic Center** reopened in 2017 after a major modernization with an updated pool, facilities and brightly colored playground open to the community.
- A newly refreshed **Unity Park** reopened in 2017. As a part of its agreement with the community, The LINE Hotel engaged the community in a series of meetings and charrettes, ultimately coming up with a design to beautify and enliven the under-utilized park. The park now features colorful designs in the paving, benches wrapped around trees, and lights strung overhead, creating a lovely ambiance in the evening.
- AMPBID staff regularly update the **kiosk at BB&T Plaza** with seasonal graphics, including a holiday shopping map in December and cherry blossom-themed imagery for spring.



What's New:

- | | |
|-------------------------------|--------------------------------|
| A &pizza | L The LINE Hotel |
| B Arepa House DC | <i>including:</i> |
| C Bom Restaurant & Bar | A Rake's Bar |
| D District Cuba Travel | A Rake's Progress |
| E Funky Piece | Spoken English |
| F Grand Duchess | The Cup We All Race For |
| G Grass & Co | Brothers and Sisters |
| H Hart's Desires | M Lucky Buns |
| I Kalorama Pharmacy | N Maiwand Grill |
| J Life of Riley | O Pitango Gelato & Cafe |
| K Lilise Pizzeria | P Rosario |
| | Q Zenebech |



INDEPENDENT AUDITORS' REPORT

January 9, 2018

To the Board of Directors of:

Adams Morgan Partnership, Inc.

Washington, D.C.

Report on the Financial Statements

We have audited the accompanying consolidated financial statements of Adams Morgan Partnership, Inc. (a non-profit organization) which comprise the consolidated statements of financial position as of September 30, 2017 and 2016 and the related consolidated statements of activities, functional expenses and cash flows for the years then ended and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with the accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. These standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements.

The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's presentation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of Adams Morgan Partnership, Inc. as of September 30, 2017 and 2016 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

--Farmer & First, PC
Warren, Rhode Island

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION
September 30,

	2016	2017
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	\$ 274,129	\$ 131,480
Certificate of deposit	126,397	126,331
Accounts receivable	204,431	243,593
Accrued interest receivable	58	416
Grants receivable	148,200	132,000
Prepaid expenses	6,520	6,493
Total current assets	<u>759,735</u>	<u>640,313</u>
OTHER ASSETS		
Certificate of deposit	-	-
Security deposits	800	800
Total other assets	<u>800</u>	<u>800</u>
TOTAL	\$ <u>760,535</u>	\$ <u>641,113</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
Accounts payable	\$ 27,228	\$ 20,720
Accrued payroll	6,604	5,868
Deferred revenue	484,475	374,013
Total current liabilities	<u>518,307</u>	<u>400,601</u>
NET ASSETS:		
Unrestricted	242,228	240,512
Temporarily restricted	-	-
Total net assets	<u>242,228</u>	<u>240,512</u>
TOTAL	\$ <u>760,535</u>	\$ <u>641,113</u>

CONSOLIDATED STATEMENT OF ACTIVITIES
For the Year Ended September 30, 2017

	Unrestricted	Temporarily Restricted	Total
SUPPORT & REVENUE:			
Assessment income	\$ 500,608	\$ -	\$ 500,608
Litter Control grant	118,800	-	118,800
Interest income	1,221	-	1,221
Miscellaneous income	108	-	108
Total unrestricted support and reclassifications	<u>620,737</u>	<u>-</u>	<u>620,737</u>
EXPENSES:			
Program services	539,359	-	539,359
Supporting services			
Management and general	67,721	-	67,721
Fundraising	11,941	-	11,941
Net expenses	<u>619,021</u>	<u>-</u>	<u>619,021</u>
Change in net assets	1,716	-	1,716
Net assets, October 1, 2016	240,512	-	240,512
Net assets, September 30, 2017	<u>\$ 242,228</u>	<u>\$ -</u>	<u>\$ 242,228</u>



AMPBID Board of Directors, FY 2017

Co-President

Constantine Stavropoulos

Co-President

Stephen Greenleigh

Vice President

Arianne Bennett

Treasurer

Jonathan Cho

Secretary

Adam Crain

Voting Members

Saied Azali

Jessica Racine White

Louis Courembis

Stephanie Jacek

Pat Patrick

Jeffrey Schonberger

Bill Thomas

C. Jonathan Wells

Matt Wexler

Jon Wilson

Non-voting Members

Peter Lyden, Reed-Cooke Neighborhood Association

Wilson Reynolds, Advisory Neighborhood Commission 1C

John Zottoli, Lanier Heights Citizens' Association

Ex Officio Members

Commander Stuart Emerman, MPD Third District

Staff

Kristen Barden, Executive Director

Brian Barrie, Operations Manager

Rachel L. Davis, Marketing & Communications Consultant

Greg Frank, Security Director

