



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of May 14, 2011

DATE: April 18, 2011

SUBJECT: Request to advertise for a public hearing on June 11, 2011 to consider a proposed ordinance re-establishing the Crystal City Business Improvement Service District without a sunset.

C. M. RECOMMENDATION:

Authorize advertisement of a public hearing to be held on June 11, 2011 to consider adoption of the attached ordinance (Attachment 1) re-establishing the Crystal City Business Improvement Service District without a sunset.

ISSUES: This is a request to authorize a public hearing on the proposed re-establishment of the Crystal City Business Improvement District. No issues have been identified.

SUMMARY: The Crystal City Business Improvement District, Inc. (Provider) has requested that the County re-establish the Crystal City Business Improvement Service District (CCBID). Current authorization for the CCBID expires June 30, 2011. The proposed Ordinance re-establishes the Crystal City Business Improvement Service District without a stated expiration date. This means the CCBID will continue in existence until further action by the Board is taken; however, the County Manager will conduct an administrative review every five years.

BACKGROUND: At its April 22, 2006 meeting, the County Board adopted an ordinance creating the Crystal City Business Improvement District to provide a range of services, events, and activities that enhance the Crystal City area as a business center and benefit commercial properties there. These services, events, and activities are in addition to those already provided by Arlington County government. Enhanced services provided include: economic development; business recruitment and retention; marketing; street and sidewalk cleaning; landscaping and beautification of public areas; commercial visitor informational facilities and services; social, entertainment and other events and activities; pedestrian and traffic improvements; public parking; signage; and transportation services, all promoting and serving the commercial properties in the District.

County Manager:

BMD/mjs

County Attorney:

[Signature]

Staff: Krista Bourgon (DMF)

29.

The ordinance became effective July 1, 2006 and is set to expire on June 30, 2011.

The CCBID is funded from an additional real estate tax levy on commercial properties located within the Crystal City Business Improvement Service District. The Crystal City Business Improvement District, Inc. is the County's non-profit partner that by agreement with the County Board oversees the day-to-day operations of the CCBID.

DISCUSSION: The CCBID has been in effect for five years, and its current authorization expires June 30, 2011. Over the last five years the CCBID has provided a range of services and events in the district that have been beneficial to Crystal City and the County as a whole.

Crystal City Business Improvement District, Inc. is requesting that CCBID be re-established without a stated expiration date subject to the discretion of the County Board, similar to the action taken by the Board in 2007 extending the Rosslyn Business Improvement Service District. The County and the Provider are bound by a Services Agreement, which provides for an annual process where the County Board approves a work plan and budget proposed by the Provider to provide services in the District for the upcoming year, and also approves a tax levy used to fund District services. This agreement also provides for further oversight of the Provider/CCBID via an annual audit requirement, access to inspect books and records, and an annual year-end report to the County Manager of work activities and performance analysis. A revised service agreement will be brought to the Board in June for its consideration. In addition to the annual review of the Provider service agreement, the County Manager will conduct an administrative review every five years to assess the future viability of the district.

Service District Information: The boundaries of and properties within the Crystal City Business Improvement Service District are unchanged. It is the Jefferson Davis Metro corridor south of I-395 and east of S. Eads Street (except for the inclusion of the S. 23rd Street properties), north to include all of the North Tract and Boundary Channel property and south to approximately S. 31st Street but not including the Potomac Yards-South Tract properties. A map delineating the district is included as Exhibit A of the proposed ordinance reauthorizing the district. The affected properties are identified in Exhibit B.

FISCAL IMPACT: The County receives 1% of the service district's supplemental tax rate revenue to offset the costs of administering the Crystal City Business Improvement Service District. These funds are included in the annual General Fund appropriation by the County Board.

ATTACHMENT I

ORDINANCE EXTENDING THE CRYSTAL CITY BUSINESS IMPROVEMENT SERVICE DISTRICT

WHEREAS, pursuant to §15.2-2400 et seq. Va. Code Ann., the County Board is authorized to establish service districts for the purpose of providing additional, more complete or more timely governmental services than may be needed or desired in the remainder of the County; and

WHEREAS, based upon the request of, and a demonstration of support from commercial property owners, including residential rental properties, affected thereby, the County Board has determined a need exists to provide some of the services authorized by law, especially those that promote economic development and benefit existing commercial properties, through the establishment of a service district within the area of Arlington County known as Crystal City, such service district to be called the Crystal City Business Improvement Service District (the "Crystal City BID"); and

WHEREAS, the County Board approved the establishment of the Crystal City BID on April 22, 2006, subject to its planned expiration on June 30, 2011, unless the County Board continued it in existence; and

WHEREAS, the County has determined that the Crystal City BID should continue in existence until further action is taken by the County Board;

NOW, THEREFORE, be it ordained as follows:

1) The Crystal City BID is hereby re-established, the boundaries of which shall be as depicted on the map attached hereto as Exhibit A, and shall encompass those parcels included on the list attached hereto as Exhibit B, which Exhibits are incorporated herein.

2) The Crystal City BID is re-established for the purpose of providing additional, more complete and more timely governmental facilities and services including, but not limited to, economic development; business recruitment and retention;

marketing; landscaping and beautification of public areas; visitor informational facilities and services; community outreach; social, entertainment and other events and activities; pedestrian and traffic improvements; public parking; signage; and transportation services, all promoting and serving the the commercial properties in the district.

3) The plan for providing facilities and services within the Crystal City BID is either or both for the County Board to provide the services and facilities directly using County personnel and contractors, and for the County Board to contract with a nonprofit corporation which shall be responsible for the provision of specific services and facilities with the Crystal City BID, subject to management and oversight by the County Board pursuant to appropriate governing contracts, leases, and other documents.

4) The benefits to be expected from the creation of the Crystal City BID and the provision of the aforesaid services and facilities within the Crystal City BID include the preservation, and enhancement of the Crystal City BID as a safe, secure, and attractive area in which businesses and the community generally can thrive through the provision of additional, more complete and more timely governmental services.

5) This Ordinance and the Crystal City BID established hereby shall be effective upon adoption by the County Board and shall remain in effect until ~~June 30, 2011~~ terminated by the County Board.

EXHIBIT A

MAP OF THE CRYSTAL CITY BUSINESS IMPROVEMENT SERVICE DISTRICT



EXHIBIT B

PARCELS IN THE CRYSTAL CITY BUSINESS IMPROVEMENT SERVICE DISTRICT

RPC	Address	Owner (as of January 2011)
36042016	JEFFERSON DAVIS HWY	PFC LLC
36042015	2300 JEFFERSON DAVIS HWY	PFC LLC
36042014	JEFFERSON DAVIS HWY	PFC LLC
36042013	420 23rd ST S	FIRST UNION NATIONAL BANK
36042012	422 23rd ST S	BAYNE WILLIAM B JR
36042011	424 23rd ST S	AK CRYSTAL INC
36042009	2325 S EADS ST	BMS-D&S ASSOCIATES LLC
36042008	2333 S EADS ST	BMS-D&S II ASSOCIATES LLC
36042007	JEFFERSON DAVIS HWY	BMS-D&S II ASSOCIATES LLC
36042006	2400 JEFFERSON DAVIS HWY	BMS-D&S II ASSOCIATES LLC
36042005	2525 S EADS ST	U S GOVERNMENT
36042004	2600 JEFFERSON DAVIS HWY	BMS-D&S II ASSOCIATES LLC
36042003	2620 JEFFERSON DAVIS HWY	AIRPORT MOTEL ASSOC LTD
36042002	2646 JEFFERSON DAVIS HWY	CRYSTAL CITY HSPTLTY CORP
36042001	2780 JEFFERSON DAVIS HWY	BMS-D&S II ASSOCIATES LLC
36041018	23rd ST S	ALBRIGHT PENROSE LUCAS
36041010	2316 S EADS ST	COWAN BRIAN
36041009	2306 S EADS ST	COWAN BRIAN
36041008	506 23rd ST S	PAPPAS LOUIS A TRUSTEE
36041007	526 23rd ST S	ALBRIGHT PENROSE LUCAS
36041006	536 23rd ST S	BAYNE WILLIAM JR
36041005	542 23rd ST S	SOUTH 23RD STREET
36041004	554 23rd ST S	SOUTH 23RD STREET
36041003	558 23rd ST S	CHOY OK JA
36041002	566 23rd ST S	MARC REAL ESTATE LIABILITY
36018018	23rd ST S	PAPPAS LOUIS A TRUSTEE
36018017	23rd ST S	PAPPAS LOUIS A TRUSTEE
36018016	23rd ST S	PAPPAS LOUIS A TRUSTEE
36018015	S FERN ST	CHOY SE KON
36018013	2201 S FERN ST	PAPPAS LOUIS A TR
36018012	2205 S FERN ST	PAPPAS LOUIS A TRUSTEE
36018011	555 23rd ST S	CHOY SE KON
36018010	556 22nd ST S	PAPPAS LOUIS A TRUSTEE
36018009	551 23rd ST S	PAPPAS LOUIS A TR
36018008	539 23rd ST S	PAPPAS LOUIS A TRUSTEE

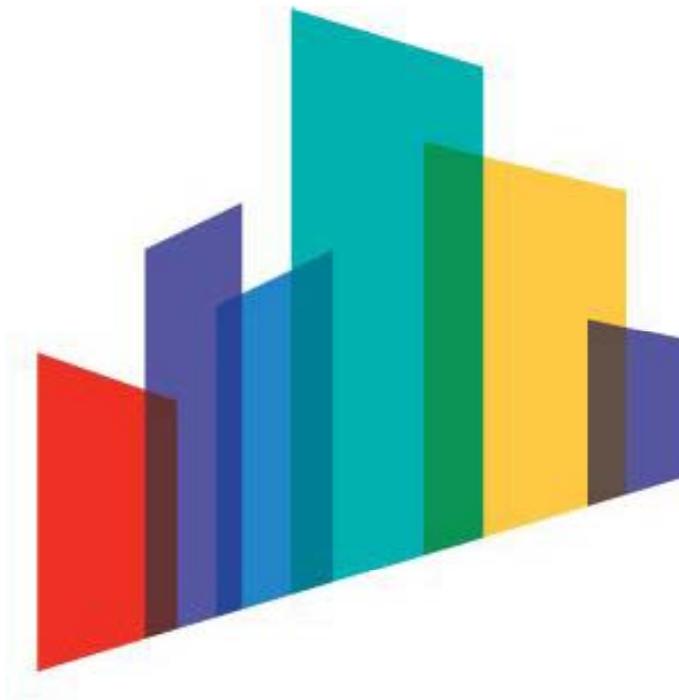
RPC	Address	Owner (as of January 2011)
36018007	529 23rd ST S	BAYNE WILLIAM B JR
36018006	527 23rd ST S	BAYNE WILLIAM B JR
36018005	519 23rd ST S	JACOBSON MIRIAM LILLIAN
36018004	513 23rd ST S	PAPPAS LOUIS A TRUSTEE
36018003	509 23rd ST S	PAPPAS LOUIS A TR
36018002	507 23rd ST S	ZAVARELLA EULA TRUSTEE
36018001	501 23rd ST S	COUNTY BOARD OF ARLINGTON
36017006	2000 JEFFERSON DAVIS HWY	CRYSTAL CITY HOSPITALITY LLC
36017005	2020 JEFFERSON DAVIS HWY	CRYSTAL INN CO
36017004	JEFFERSON DAVIS HWY	FIRST VIRGINIA BANK
36017002	2221 S EADS ST	FIRST VIRGINIA BANK
36016005	S EADS ST	CONSUMER ELECTRONICS
36016004	1800 JEFFERSON DAVIS HWY	18TH STREET HOTEL
36016003	1919 S EADS ST	CONSUMER ELECTRONICS
35009009	1700 JEFFERSON DAVIS HWY	ASHORD CRYSTAL GATEWAY LP
35009008	400 15th ST S	TISHMAN SPEYER ARCHSTONE-
35009007	1700 JEFFERSON DAVIS HWY	ASHFORD CRYSTAL GATEWAY LP
35003030	1220 S EADS ST	COUNTY BD OF ARLINGTON
35002002	ARMY NAVY DR	CRYSTAL CITY LLP
35002001	400 ARMY NAVY DR	400 ARMY NAVY DR ASSOC
35001376	1221 S EADS ST	WARWICK HOUSE ASSOCIATES LLC
35001375	1300 JEFFERSON DAVIS HWY	ASHFORD CRYSTAL CITY PARTNERS
35001374	1331 S EADS ST	WARWICK HOUSE ASSOCIATES LLC
35001164	ARMY NAVY DR	CRYSTAL CITY LLC
35001163	1425 S EADS ST	AG/MRP HAMPTON ASSOCIATES LLC
35001026	1425 S EADS ST	AG/MRP HAMPTON ASSOCIATES LLC
35001025	1425 S EADS ST	AG/MRP HAMPTON ASSOCIATES LLC
35001024	1425 S EADS ST	SOVRAN BANK N A
35001023	S EADS ST	CRYSTAL CITY LLC
35001019	1201 S EADS ST	CRP/BAINBRIDGE BENNINGTON
35001018	400 11th ST S	CHESAPEAKE & POTOMAC
35001012	300 ARMY NAVY DR	CRYSTAL CITY LLC
35001010	11th ST S	CRYSTAL CITY LLC
35001009	11th ST S	CRYSTAL CITY LLC
35001008	401 12th ST S	LENOX CLUB L P
35001003	1460 JEFFERSON DAVIS HWY	AMERICANA CORPORATION
35001002	JEFFERSON DAVIS HWY	AMERICANA CORPORATION
34027028	2800 CRYSTAL DR	2800/2900 CRYSTAL DRIVE

RPC	Address	Owner (as of January 2011)
34027027	2900 CRYSTAL DR	2800/2900 CRYSTAL DRIVE
34027026	2899 27th ST S	ASHFORD CRYSTAL CITY LP
34027025	2600 CRYSTAL DR	GOULD/JEFFERSON DAVIS HWY
34027018	JEFFERSON DAVIS HWY	GOULD/JEFFERSON DAVIS HWY
34027017	2799 JEFFERSON DAVIS HWY	AIRPORT PLAZA HOTEL LLC
34027016	2711 JEFFERSON DAVIS HWY	AIRPORT PLAZA OFFICE
34027005	2611 JEFFERSON DAVIS HWY	THIRD GOULD LTD
34027002	2825 JEFFERSON DAVIS HWY	AIRPORT PLAZA HOTEL LLC
34026040	1801 S BELL ST	CESC MALL LAND LLC
34026039	1801 S BELL ST	BNA WASHINGTON INC
34026038	1801 S BELL ST	BNA WAHINGTON INC
34026037	1901 S BELL ST	CESC MALL LAND LLC
34026035	1999 JEFFERSON DAVIS HWY	VNO HOTEL LLC
34026033	1800 S BELL ST	SMITH PROPERTY HOLDINGS
34025005	608 S BALL ST	ARLINGTON COUNTY BOARD
34025004	S CLARK ST	ARLINGTON COUNTY BOARD
34025003	901 S CLARK ST	ARLINGTON COUNTY BOARD
34025001	320 6th ST S	ARLINGTON COUNTY BOARD
34024460	605 6th ST S	SOUTH BALL STREET LLC
34024457	305 10th ST S	NORTH TRACT APARTMENTS LLC
34024347	475 JEFFERSON DAVIS HWY	ARLINGTON COUNTY BOARD
34024346	311 6th ST S	COUNTY BOARD OF ARLINGTON
34024345	JEFFERSON DAVIS HWY	ARLINGTON COUNTY BOARD
34024342	JEFFERSON DAVIS HWY	ML JEFFERSON LLC
34024341	1480 CRYSTAL DR	ARLINGTON HOSPITALITY CORP
34024340	1411 JEFFERSON DAVIS HWY	ML JEFFERSON LLC
34024339	1421 JEFFERSON DAVIS HWY	ML JEFFERSON LLC
34024270	JEFFERSON DAVIS HWY	CESC CRYSTAL/ROSSLYN LLC
34024269	1215 S CLARK ST	CESC GATEWAY/SQUARE LLC
34024268	200 12th ST S	CESC GATEWAY/SQUARE LLC
34024266	1225 S CLARK ST	SECOND GATEWAY ASSOCIATES
34024033	1235 S CLARK ST	CESC GATEWAY ONE LLC
34024023	10th ST S	CESC CRYSTAL/ROSSLYN LLC
34024017	10th ST S	CESC CRYSTAL/ROSSLYN LLC
34024011	607 S BALL ST	607 S BALL STREET LLC
34024009	300 10th ST S	CESC CRYSTAL/ROSSLYN LLC
34024008	330 10th ST S	CESC CRYSTAL/ROSSLYN LLC
34024007	201 12th ST S	CESC CRYSTAL/ROSSLYN LLC

RPC	Address	Owner (as of January 2011)
34023003	399 OLD JEFFERSON DAVIS HWY	SEI ARLINGTON ACQUISITION CORP
34023002	355 JEFFERSON DAVIS HWY	MR MONUMENT VIEW LLC
34023001	333 JEFFERSON DAVIS HWY	MR MONUMENT VIEW LLC
34020269	2010 CRYSTAL DR	CESC PLAZA LIMITED PARTNERSHIP
34020268	220 20th ST S	CESC PLAZA LIMITED PARTNERSHIP
34020267	2001 S CLARK ST	CESC PLAZA LIMITED PARTNERSHIP
34020266	2100 CRYSTAL DR	CESC PLAZA LIMITED PARTNERSHIP
34020265	2200 CRYSTAL DR	CESC PLAZA LIMITED PARTNERSHIP
34020258	JEFFERSON DAVIS HWY	PLAZA ASSOC L P
34020257	JEFFERSON DAVIS HWY	PLAZA ASSOC L P
34020256	2101 JEFFERSON DAVIS HWY	SMITH PROPERTY HOLDINGS
34020255	2111 JEFFERSON DAVIS HWY	SMITH PROPERTY HOLDINGS
34020254	JEFFERSON DAVIS HWY	CESC SQUARE LAND LLC
34020253	1515 JEFFERSON DAVIS HWY	CRP/BAINBRIDGE CRYSTAL
34020251	251 18th ST S	CESC SQUARE LAND LLC
34020250	241 18th ST S	CESC CRYSTAL SQUARE FOUR LLC
34020249	1750 CRYSTAL DR	CESC SQUARE LLC
34020248	1550 CRYSTAL DR	CESC SQUARE LLC
34020245	2345 CRYSTAL DR	CESC PARK FOUR LAND LLC
34020243	2451 CRYSTAL DR	FIFTH CRYSTAL PARK ASSOC LP
34020239	CRYSTAL DR	CESC PARK THREE LAND LLC
34020238	1501 CRYSTAL DR	SMITH PROPERTY HOLDINGS
34020237	1505 CRYSTAL DR	SMITH PROPERTY HOLDINGS
34020236	CRYSTAL DR	CESC WATER PARK LLC
34020235	2231 CRYSTAL DR	CESC PARK THREE LAND LLC
34020234	2121 CRYSTAL DR	CESC PARK TWO LLC
34020233	2011 CRYSTAL DR	CESC PARK ONE LAND LLC
34020232	1801 CRYSTAL DR	TISHMAN SPEYER ARCHSTONE-
34020037	JEFFERSON DAVIS HWY	WMATA
34020035	2461 S CLARK ST	COMMONWEALTH CRYSTAL
34020034	2450 CRYSTAL DR	COMMONWEALTH CRYSTAL
34020033	2399 JEFFERSON DAVIS HWY	CP CRYSTAL CITY FEE OWNER LLC
34020032	2351 JEFFERSON DAVIS HWY	COMMONWEALTH CRYSTAL
34020031	2530 CRYSTAL DR	POLK AND TAYLOR PROPERTY LLC
34020030	320 23rd ST S	SMITH PROPERTY HOLDINGS
34020029	2521 S CLARK ST	POLK AND TAYLOR PROPERTY LLC
34020022	JEFFERSON DAVIS HWY	COUNTY BOARD OF ARLINGTON
34020018	2200 CRYSTAL DR	PLAZA ASSOC L P

RPC	Address	Owner (as of January 2011)
34020017	223 23rd ST S	SKB LIMITED PARTNERSHIP
34020014	JEFFERSON DAVIS HWY	COUNTY BOARD OF ARLINGTON
34020013	JEFFERSON DAVIS HWY	COUNTY BOARD OF ARLINGTON
34020012	JEFFERSON DAVIS HWY	COUNTY BOARD OF ARLINGTON
34020003	2221 S CLARK ST	PLAZA ASSOC L P
34020002	2511 JEFFERSON DAVIS HWY	TRANSWESTERN PRESIDENTIAL

DRAFT



CRYSTAL CITY

Business Improvement District

OVERVIEW

For a long time, Crystal City was considered a “concrete canyon” that no one would visit without an appointment. Thanks to the commitment the business owners have made in forming an organization to serve their collective business interests, the area has shed this negative image for one more worthy of Arlington County’s largest downtown and hotel district. That organization, the Crystal City Business Improvement District (BID), was created to make a measurable difference in the way that Crystal City is seen, perceived, and experienced.

In four years the BID has made significant progress and created momentum for more successes in the future. The BID is driving transformational success through creative partnerships, projects, and opportunities that continue its leadership position and define the area’s competitive advantage. But, the work is not done. Maintaining the momentum is critical to the on-going success of the Crystal City area - as a collective.

The Crystal City BID is a public-private partnership between commercial businesses located within the BID district and Arlington County. Funded solely by and for the businesses within the BID boundary, the BID is tasked to provide a higher level of service to visitors, workers and residents in Crystal City, making it a world-class destination in both Arlington and the greater DC region. The goals for the BID, as outlined in the Business Plan and listed below, govern these activities and plans:

Create measurable value for the stakeholders through higher occupancy levels for apartment and office owners, more “quality of life” appeal for office tenants, residents and hotel guests, and higher sales for retail and restaurants by virtue of being in a popular, high-demand neighborhood.

Ensure a regional image through creative marketing and image-building, special events and busy sidewalks, Crystal City will be known as a first-class, friendly and lively place for residents, workers, and visitors.

Establish unique benefits for residents, office-workers, and visitors with special services and amenities that help attract and retain users.

Present an attractive and user-friendly face whether from I-395, Route 1, Metro or its sidewalks, the BID will work to make the physical gateways and spaces inside Crystal City easy to navigate, appealing and memorable.

Stay connected, convenient and accessible for all properties within the district through enhanced transportation systems and pedestrian routes.

Provide sufficient parking for the varied needs and different groups in Crystal City plus attractive, clear signs to parking facilities, starting at its gateways.

Expand shopping and dining options by attracting more diverse range of restaurants and both convenience and destination shops.

Ensure effective management and governance from the Board of Directors and staff that are in continual touch with the stakeholders and with opportunities for growth. The BID will work with County partners and will provide abundant opportunities for all stakeholders to help shape and monitor BID programs.

To achieve these goals, the Crystal City BID has created four key program areas -- ACTIVE, ARTFUL, ACCESSIBLE, and GREEN. This Work Plan details each area for FY2012.

Whatever age or ability, Crystal City offers everyone a chance to get active. There are weekly outdoor Zumba and yoga classes, competitive racquetball tournaments, pickup volleyball, and basketball games. From Bike to Work Day to the Air Force Cycling Classic, enthusiasts of all abilities can easily enjoy a great ride. The area hosts numerous running events throughout the year including the Marine Corps Marathon, 5K Fridays, and the Crystal City Twiligher.

Run – Twiligher

The Crystal City Twiligher is one of the area’s premier evening races with a flat course, great runner premiums and perks, and a fabulous after party. With over 2,500 participants, and hundreds of spectators, the race fills the streets of Crystal City, and its restaurants and bars.

Run –Marine Corps Marathon

Hundreds of bright colorful flags line the streets of Crystal City as the runners pass miles 22 and 23 of the Marine Corps Marathon. The area hosts a family friendly festival at the intersection of 18th and Crystal Drive, conveniently located near the Metro. The kid-tastic celebration features music, moon bounces, face paintings, balloon art, arts and crafts with the National Children's Museum, and circus activities.

Run – 5K Fridays

For five weeks in April, runners from across the DC region come to Crystal City to get fit, healthy, and ready for spring. The course is always the same; which allows racers to challenge themselves to better their time over the five weeks and evaluate their progress.

Ride – Bike to Work Week

The Crystal City BID is expanding its support of car-free initiatives and, instead of Bike To Work Day, will host Bike to Work Week. Riders are able to enjoy a light healthy breakfast, learn about commuter shower membership options at Sport & Health Club, and get their bike safety checks and repairs by Revolution Cycles.

Ride – U.S. Air Force Cycling Classic

The U.S. Air Force Cycling Classic begins with a community ride on a 12.5 kilometer circuit course. Participants are challenged to complete as many laps as they can in 3.5 hours. After the community ride, the professionals race on a criterium course, where the riders raced around a 1km circuit in the heart of Crystal City. In addition to the men’s race, the event also features a women’s pro-am, and a men’s amateur race.

Ride – Bike DC

Bike DC is a bicycle ride that begins in Washington, DC and finishes in Crystal City. Riders are able to enjoy car-free streets as tour the region. The finish festival in Crystal City features children’s activities, music, snacks to refuel after the ride, and a bike museum. A complementary bike valet allows participants to enjoy brunch in one of the local restaurants.

Fit - Outdoor Classes

From May through October, the Crystal City BID and Sport & Health Club host free outdoor Zumba and Yoga classes. These classes give residents and employees an easy way to get outside and active. Participants can shower for free in any of the Sport & Health Clubs after the class.

ARTFUL

Home to nationally recognized theater, stunning street art, designer cuisine, unique shopping, a fashion extravaganza, an international wine festival, and an outdoor arts market, Crystal City provides a cultural destination that is uniquely accessible and entertaining for all ages. The Crystal City BID has transformed the area's appeal by turning an underpass into a gallery, launching an outdoor statue project, making creative use of available retail space, and decorating and deepening the area's artful side.

Art Walls

In the Art Walls program, the BID takes works from local artists, prints them on dibond aluminum, and mounts them on walls throughout the area. Located throughout the Crystal City, these additions bring color and energy to drab underpasses and building walls - creating stunning views throughout the area.

Screen

The courtyard at 1850 Bell Street serves as a movie theater on Monday evenings in the summer. There is no better place to meet friends, bring a picnic, and enjoy an evening under the stars. Past theme's have included Star Trek, James Bond, Superheroes, Clint Eastwood, and By The Numbers.

Vintage

Held in September, Vintage Crystal is the only "inside the beltway" annual outdoor wine festival. Taking place in the courtyard near 220 20th Street, the festival has a "Latin Twist." With wine supplied by Jaleo Wine Shop, Vintage served up the best in Latin wine, jazz, and salsa dancing; showcasing Crystal City's tasty restaurants and beautiful open spaces.

Couture

Every February, Crystal City becomes the region's fashion capital with Crystal Couture. The area is transformed into a fashion hot spot filled with boutiques, free makeovers, body painting, runway shows, and more. Crystal Couture is a fashion lover's dream.

Theater

In June, 2010, Arena Stage finished a successful three year run in Crystal City. Over the course of those three years, Arena brought hundreds of thousands of visitors to Crystal City and enhanced the area's reputation as an art destination. While the BID is sad to see Arena leave, we are looking forward to welcoming Synetic Theater to the area. As the nation's premier physical theater company, Synetic will continue Arena's tradition of excellent theater in Crystal City.

FOTOWeek DC

Starting in November of 2009, Crystal City brought FOTOWeek DC across the river and into the interior walkways. 150 pictures from the FOTObama exhibit, which captured President Obama's historic campaign and election, and FOTOWeek's award winning pictures, lined the interior walkways.

Crystal City is one of the most accessible areas in the region. Whether flying into Washington National Airport, traveling via train on the Virginia Railway Express (VRE), hopping on the vast Metro Rail/Bus system, driving in your car, or pedaling on the trails, all “roads” lead to Crystal City. The Crystal City BID works to maximize these assets while expanding their use and efficiency throughout the area.

Wi-Fi

Crystal City added another layer of accessibility by offering free internet Wi-Fi Access in its most beautiful courtyards, plazas, and parks. With internet service donated by Atlantech Online, the Crystal City BID installed a wireless network to provide Crystal City residents, tourists, and employees itching to get outside with an opportunity to get online. In 2010, the service was enhanced and made more reliable by Wi-Fi Relativity.

Bike Culture

Already known as a great area for bicycle commuting and recreational riding, Crystal City is a leader in bike culture for the Washington, DC Metropolitan area. With direct access to the Mount Vernon Trail cyclists of all abilities and ages can enjoy a great ride. Commuters will find their ride comparable to driving or taking Metro. The bicycle lanes and simplified traffic in Crystal City help transport riders safely to their destinations where plentiful and convenient bicycle racks make parking easy and safe.

City Hub

In partnership with Revolution Cycles, the Revolution Cycles City Hub opened in Crystal City in 2010. The City Hub offers bicycle accessories, repairs and an innovative bicycle lease program, making bicycles available to area residents, employees, and visitors looking for a quick ride.

Bike Share

In partnership with Arlington County and DDOT, the Crystal City BID helped bring Capital Bikeshare to the region. Capital Bikeshare is a point to point system which allows users to commute to work, run errands, head to a restaurant, etc without the hassles of bike ownership. The system has over 100 stations throughout the Greater Washington DC region, with 14 located in the Crystal City area.

Metro Rail/Bus

Crystal City is centrally located on the yellow and blue lines of the Metro system. The Crystal City metro station is centrally located within Crystal City. In addition, six Metro bus routes, and three commuter buses also service the area.

Car/Parking

With connections to every major highway and interstate in the area, getting to Crystal City is easy and parking is even easier. Crystal City contains a number of parking facilities that make finding a space close to your destination simple and convenient. Many of the facilities offer **FREE** parking after 4PM on weekdays and all day on weekends and holidays

Virginia Railway Express

The Virginia Railway Express (VRE) represents one of the most popular non-Metro systems for Crystal City employees. Located next to the Water Park, the VRE station provides convenient access to suburban Virginia communities, and Washington, D.C.

Crystal City is a transit-oriented, eco-conscious area. The Crystal City BID enhances the area's green assets with environmentally responsible and sustainable landscaping programs, waste-free events, composting, street recycling, and more.

Landscaping

The Crystal City BID manages the central medians that represent the "front door" to the area's businesses, residences, and restaurants. By tending to the medians on Route 1, enhancing the landscaping under the Airport overpass, adding hanging baskets to 23rd Street, and upgrading an existing pocket park at 23rd Street South and South Eads Street, the BID has made the area greener, cleaner, and more user-friendly. All plantings are low-to-no mow and water and environmentally friendly.

Street Recycling

In August, 2009 the BID placed 50 street recycling bins on the streets of Crystal City. Managed by the property owners, these bins bring a much needed service to the area.

Power Purge

The Crystal City BID gives offices, workers, and residents a free opportunity to recycle their electronics and sensitive documents safely and securely at the annual Power Purge & Shred.

Floral Frenzy

At the Floral Frenzy, residents and workers to grab, dig up and take home flowers, bulbs, and other plants from Crystal City's gorgeous landscaping. This model of reuse creates a win-win while keeping Crystal City beautiful and green!

Farms

Located on the sidewalk along Crystal Drive between 18th and 20th Streets, Crystal Farms farmers' market takes place every Tuesday from 3PM to 7PM from the spring through the fall. Over 20 local farmers and producers bring together seasonal fruits and vegetables, fresh-cut flowers, container plants and herbs, farm-raised eggs, all-natural meats, artisan baked goods, coffees and teas, specialty foods and much more.

The Crystal City BID is also proud to offer a Community Supported Agriculture (CSA). Available through a partnership with Great Country Farms, the CSA provides high-quality locally-grown fruits and vegetables to registered CSA members.

Low-To-No-Waste Event Policy

To ensure that Crystal City's festivals and events are not contributing to landfills and environmental over-use, the Crystal City BID established a low-to-no-waste policy in the fall of 2008. On-site recycling and compost bins along with recycled and/or biodegradable products are used for all food and drink samples at Crystal City BID sponsored events.

The BID will continue to meet all of its contract obligations – financial audit, annual report, work plans, disbursement requests, annual meeting, etc – on time and early, operating with the highest standards of work integrity, accountability, professionalism and leadership.

Key Accomplishments - FY2011

Topic/Action	Accomplishment/Action/Status
Audit	Selected/Conducted/Submitted on-time
Annual Report	Designed/Printed/Distributed on-time
Evaluations	Reviewed Staff Performance
Enhance benefits	Offered Competitive/Flexible package
Personnel Manual	Reviewed/Signed
Systems	Continued to evaluate and maximize office efficiencies
Baseline	Re-established for 2011
2011 Work Plan	Revised w/County (on-time)
Tax Assessments	Managed w/FMS
2009 Disbursements	Requested/Filed (on-time)
Annual Meeting	Held 6/22/10

The FY2012 budget plans for normal inflationary increases for administrative support costs. An approximate two percent internal contingency fund is provided in order to meet unexpected program or administrative expenses during the year. Administrative expenses include salaries and personnel legal, accounting, office/rent, parking, travel, training, conference, membership and other basic office support expenses.

HISTORY AND BUDGET

The BID was approved by the Arlington County Board on April 22, 2006 and officially began operations at the beginning of the 2007 Fiscal Year. The organization, which has a five-year term that runs through FY2011, hired its first Executive in 2006 in order to carry out the key mission of the organization and lead the creation and execution of effective programs.

Property tax assessments devoted to the BID are designated to supplement, but not replace, the County's basic public services and property owner responsibilities within the District. The services agreement between Arlington County and the BID provides for supplemental Marketing, Programming, and Operations services to be carried out by the Corporation.

Projects and plans are built based on a short history of operation, by benchmarking with similar organizations, and in consideration of an estimated assessment level for the FY2011 year.

Fiscal Year*	Budget	Tax Rate*
2007	\$1,701,000	.045
2008	\$2,090,055	.045
2009	\$2,173,657	.043
2010	\$2,219,885	.043
2011	\$2,034,115	.043
2012	\$2,407,387	.043

* Fiscal Year is from July 1 through June 30 and the tax rate is per \$100 of assessed property value