



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of April 21, 2012**

DATE: April 11, 2012

SUBJECT: Adopt the CY 2012 Rosslyn Business Improvement Service District (“Rosslyn BID”) tax rate as part of the overall real estate tax rate.

C. M. RECOMMENDATION:

Adopt the proposed Calendar Year (CY) 2012 tax rate for the Rosslyn Business Improvement Service District (“Rosslyn BID”) of \$0.078 per \$100 of assessed value that is in addition to the current real estate rate and approve the FY 2013 Work Program and Budget for the Rosslyn BID, using the attached resolution (Attachment I).

ISSUE: As part of the regular budget process, authorization from the County Board is being requested to set the tax rate for the Rosslyn Business Improvement District (RBID) to approve the FY 2013 budget and work plan for the RBID which will be implemented by the Rosslyn Business Improvement Corporation, Inc. (“RBIC”) under its Services Agreement with the County Board. The public hearing for this item was held and completed on March 22, 2012.

SUMMARY: Assessments for the RBID in CY 2012 increased 14.25% over the CY 2011 assessments. Due to the increased assessment growth, the Rosslyn Business Improvement Corporation (RBIC) has requested a reduction in the tax rate from the CY 2011 rate of \$0.080 per \$100 of assessed value to \$0.078 per \$100 of assessed value. At the reduced tax rate of \$0.078 per \$100 in assessed value, \$3,536,514 in revenue for RBID would be generated, which is \$361,649 more than CY 2011. A FY 2013 budget and work plan was proposed by RBIC for the RBID assuming a CY 2012 tax rate of \$0.078 per \$100 of assessed value.

BACKGROUND: A group of Rosslyn commercial property owners, acting as a steering committee for the establishment of a business improvement district (BID), proposed that the County Board establish such a district in the Rosslyn “core” area to further promote development of Rosslyn as a “world class commercial center” providing services that benefit both commercial and residential properties and encouraging businesses to locate, and people to live, in Rosslyn. At its December 7, 2002 meeting, the County Board adopted an ordinance creating the Rosslyn

County Manager:

BMD/mjs

County Attorney:

[Signature]

41. F.

Staff: Richard Stephenson, Department of Management and Finance

Business Improvement Service District for the purpose of providing additional levels of services to the commercial and residential properties in the district, above those funded from the County-wide General Fund activities. As the governing body of the BID, the County Board is responsible for all services and activities within the BID, as well as the tax generated through the annual service district tax levy. As a means of implementing the service district purposes, the County Board has entered into a Services Agreement with RBIC to provide the services and activities detailed in an annual work plan which is funded through an annual budget. Both the work plan and budget are reviewed and approved annually by the County Board at the same time that a service district tax is set for the purposes of funding the annual work plan. The Rosslyn BID is entering its ninth year of operation.

The service district levies an ad valorem property tax on real estate located within the district. By law, the extra services provided in the District must be directed at properties included within the District. The additional tax levy is established, assessed and collected through the normal County tax billing and collection processes. The County Board, as the governing body, approves the services, appropriation level and management of the District.

DISCUSSION: The business improvement service district comprises 483 parcels in the Rosslyn “core” and the service area is comprised of approximately 20 blocks. Enhanced services provided in the service district under the work plan will be in the areas of: 1) Beautification, Cleaning, and Maintenance; 2) Community Activities and Events; 3) Transportation, Parking, Pedestrian and Safety Programs; 4) Marketing and Promotion; and 5) Social Programs. The proposed budget and work plan are attached.

FISCAL IMPACT: There is no fiscal impact to the County for the additional tax rate imposed on the Rosslyn Business Improvement District. The County receives 1% of the service district’s supplemental tax rate revenue to offset the costs of administering the Rosslyn Business Improvement Service District.

ATTACHMENT I

RESOLUTION ESTABLISHING A 2012 TAX LEVY RATE FOR THE ROSSLYN BUSINESS IMPROVEMENT SERVICE DISTRICT (“ROSSLYN BID”)

RESOLVED, that the County Board of Arlington County, acting as the governing body of the Rosslyn Business Improvement Service District (“Rosslyn BID”), does hereby establish a calendar year 2012 tax levy for the District in the amount of \$0.078 per one hundred dollars of assessed value of all taxable real estate located within the boundaries of the Rosslyn Business Improvement Service District (“Rosslyn BID”), and

BE IT FURTHER RESOLVED, that the County Board of Arlington County, acting as the governing body of the Rosslyn BID, does hereby approve the proposed FY 2013 work plan and budget in accordance with and as a part of the Services Agreement with the Rosslyn Business Improvement Corporation, Inc.; and

BE IT FURTHER RESOLVED, that such taxes, when and if appropriated by the County Board, acting as the governing body of the Rosslyn Business Improvement Service District (“Rosslyn BID”), shall be used solely to fund the Budget and Work Program of the District as adopted by the County Board for the purposes of the District.

Hope Halleck, Clerk
Arlington County Board





ROSSLYN BUSINESS IMPROVEMENT DISTRICT

EXECUTIVE DIRECTOR

Cecilia Cassidy

EXECUTIVE COMMITTEE

Peter N. Greenwald

President

Jeffrey L. Kovach

Vice President

Debby Ruffin

Secretary

Kevin O'Tool

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The BID Companies

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Greenough Realty Trust

Tony Womack

Wolman Group

March 15, 2012

Mr. Marc McCauley
Arlington County Department of
Economic Development
1100 Glebe Road, Suite 1500
Arlington, VA 22201

Dear Marc:

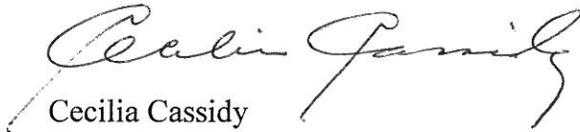
The Rosslyn Business Improvement Corporation (RBIC), based on the County's CY 2012 real estate assessments, is recommending that the Business Improvement District (BID) tax rate for FY 2013 be reduced from .080 cents to .078 cents per \$100 of assessed property value.

The .078 tax rate is expected to yield about \$3.53 million in revenues for the RBIC's FY 2013 budget rather than the \$3.35 million of revenues projected with our original budget request in December. In addition, we are dropping the free Wi-Fi project included in our original submission and adding those funds to our proposed reallocation, as well as reducing the estimate for our Contingency Funds. We are proposing that the combination of these funds be assigned as follows:

- \$17,000 for our Ambassador Services Program to cover additional contract personnel;
- \$182,000 for our Beautification Program, including landscaping services, entries and special projects;
- \$65,000 for our Concerts Program, including an after-work concert series; and
- \$1,800 for the County Administrative Fee, representing one percent of the new estimated BID tax revenues for FY 2013.

Enclosed are a revised FY 2013 budget table and FY 2011-13 Work Plan reflecting the proposed changes. If there are any questions, do not hesitate to contact us.

Sincerely,

A handwritten signature in cursive script that reads "Cecilia Cassidy". The signature is written in black ink and is positioned above the printed name and title.

Cecilia Cassidy
Executive Director

cc: Mike Goodrich, AED
Krista Bourgon, DMF

Attachments

Rosslyn Business Improvement Corporation (RBIC)
FY 2013 Revised Budget Request
March 2012

	<u>FY 2012</u> <u>Budget</u>	<u>Proposed</u> <u>FY 2013</u> <u>Budget</u>
<u>Income</u>		
4200 · Combined Arlington County Funds		
4211 · County Funds-Current FY	2,855,096	3,235,600
4213 · County Funds-Carryover	843,284 *	
4220 · Arlington County Retained Funds		
4224 · Community Events-Current FY	267,100	261,100
4225 · Arl County Admin Fee	31,800	35,300
4227 · Delinquency Appeals Set Aside	20,870	-
Total 4200 · Combined Arlington County Funds	<u>4,018,150</u>	<u>3,532,000</u>
4300 · Interest Income	12,000	12,000
4800 · Magazine Advertising		35,000
4700 · Artists & Farmers Market	1,000	500
4900 · Other Income	2,000	2,500
Total Income	<u>4,033,150</u>	<u>3,582,000</u>

* NOTE: This table also illustrates how the RBIC intends to allocate its existing FY 11 carryover funds in FY 12.

	<u>FY 2012 Budget</u>	<u>Proposed FY 2013 Budget</u>
<u>Expenses</u>		
5000 · Personnel Costs	642,000	775,600
6000 · Marketing & Promotion		
6100 · BID Marketing	159,500	214,500
6300 · Web Site	39,000	39,500
6400 · Publications	113,500	143,000
6500 · Mkt Research, Benchmark, Survey	31,000	5,000
Total 6000 · Marketing & Promotion	<u>343,000</u>	<u>402,000</u>
7000 · Programs		
7100 · Homeless Services	130,000	135,000
7200 · Beautification/Ambassadors		
7210 · Ambassador Services	398,000	436,500
7220 · Landscaping Services	192,000	339,000
7232 · Landscaping Special Projects - Carryover	300,000 *	
7250 · Entries	30,000	30,000
7260 · Street/Sidewalk Amenities	75,000	77,000
7270 · Banners	23,000	15,000
Total 7200 · Beautification/Ambassadors	<u>1,018,000</u>	<u>897,500</u>
7300 · Economic Development		
7310 · Artsphere Support-Current FY	300,000	300,000
7320 · Artsphere Support-Carryover	289,436 *	
7360 · Urban Design Support		3,000
7370 · Retail Initiatives	60,000	70,000
Total 7300 · Economic Development Promotion	<u>649,436</u>	<u>373,000</u>
7500 · Community Activities		
7510 · Concerts		
7511 · Jazz Festival	95,000	100,000
7512/19 · Other Concerts/Events - Current FY	116,000	150,000
7519.2 · Other Concerts/Events - Carryover	40,000 *	
7520/90 · Other Community Activities	304,600	289,600
Total 7500 · Community Activities	<u>555,600</u>	<u>539,600</u>

	FY 2012 Budget	Proposed FY 2013 Budget
7600 · Transportation, Parking, Pedestrian & Safety		
7620 · Shuttle Transit Service	25,000	20,000
7631 · Signage - Current FY	10,000	17,500
7632 · Signage - Carryover	90,000 *	
7640 · Safety & Security Program	50,000	50,000
Total 7600 · Trans, Parking, Pedestrian & Safety	<u>175,000</u>	<u>87,500</u>
Total 7000 · Programs	2,528,036	2,032,600
8000 · Management & Administration		
8100 · Personnel Support Costs	22,300	28,500
8200 · Administrative Costs	104,500	110,500
8300 · Office Space Costs		
8310 · Office Rent	73,000	86,400
8322 · Office Build-Out - Current FY	10,000	5,000
8323 · Office Build-Out - Carryover	118,000 *	
Total 8300 · Office Space Costs	<u>201,000</u>	<u>91,400</u>
8400 · Professional Fees		
8410 · Legal	40,000	42,000
8420 · Accounting Services	44,000	46,000
8430 · Audit	9,000	10,000
8440 · Tax Preparation	2,000	2,500
Total 8400 · Professional Fees	<u>95,000</u>	<u>100,500</u>
Total 8000 · Management & Administration	422,800	330,900
9000 · All Other Costs		
9200 · Taxes	2,000	5,000
9501 · RBIC Internal Contingency - Current FY	36,796	600
9502 · RBIC Internal Contingency - Carryover	5,848 *	
9710 · County Administrative Fee (1%)	31,800	35,300
9720 · Delinquency/Appeals Reserve (2.5% annual cap)	20,870	-
Total 9000 · All Other Costs	<u>97,314</u>	<u>40,900</u>
Total Expenses	4,033,150	3,582,000

Rosslyn Business Improvement District 2011-2013 Work Program & Plan

Overview

The Rosslyn Business Improvement District (BID) comprises a 17-block area of commercial and high-rise residential buildings. Rosslyn has about 8 million square feet of office space and attracts visitors to about 2,200 hotel rooms. Greater Rosslyn contains over 7,000 housing units. Rosslyn's demographics reflect a vibrant, urbanized suburban center where:

- The average age of residents is 38 years old and 74% are college graduates.
- About 8,000 residents live within a half mile of the Rosslyn Metro Station and over 40,000 full-time employees work in Rosslyn;
- There are more than 180,000 entries/exits for the Rosslyn Metro Station every week, totally 9.5 million per year.
- An average Rosslyn household's income is \$100,000 annually, with an average household size of 1.65 persons.
- Rosslyn has a "Walkscore" of 86 out of 100, ranking it among DC's top walk-able neighborhoods.

Established in 2003, the BID is celebrating its 10th anniversary in 2013 as an integral part of the diversified Rosslyn community. The Rosslyn Business Improvement Corporation (RBIC) is governed by a Board of Directors made up of property owners (both commercial and residential), Rosslyn tenants and County representatives. The Board approves and directs major initiatives to create an attractive location for business, dining, culture, entertainment, tourism and residences. To improve community input on RBIC's work, a Rosslyn Program Council, made up of Rosslyn resident and workers, will be established in FY 2013. The Council is expected to meet quarterly and will review proposed budget initiatives and RBIC activities. Beginning in mid-2012, RBIC, which oversees the BID, integrated into its activities the work of Rosslyn Renaissance with a goal toward continuing to enhance Rosslyn's ever-changing urban landscape.

While already heavily involved in improving downtown Rosslyn's streetscape with the very popular sidewalk furniture, temporary public art, planters and other landscaping in FY 2013, RBIC will expand its role in the planning for Rosslyn's urban development. RBIC will participate as a member of Rosslyn-related Site Plan Review Committees, and be a major participant in the Rosslyn Sector Plan review process, as well as reflecting Rosslyn community interests in County policy and planning reviews. RBIC will continue to build on Rosslyn's already considerable success as a culturally-rich community (Artisphere, jazz and other concerts, movie nights, etc.), an attractive center for retail and residents (landscaping, activated streetscapes, way finding signage), and address community issues with win-win outcomes.

The BID's programs for FY 2013 will include:

- Marketing of Rosslyn as a place to live, work, play visit and build;
- Beautification, cleaning and maintenance of public areas, including landscaping, the Ambassadors program, sidewalk amenities and public art;
- Economic development with support for Artisphere and retail development initiatives, urban design planning, and Rosslyn site plan and sector plan review participation;
- Community activities and events promoting Rosslyn as a "place to be";
- Social services coordination, focusing primarily on the homeless; and
- Parking, transportation, way finding, pedestrian and safety programs.

The current year funding for FY 2012 is estimated at \$3.2 million, largely based on a tax rate of \$0.080 per \$100 of assessed property value. For FY 2013, a reduction of this tax rate is proposed to \$0.078 for a FY 2013 budget of almost \$3.6 million due to higher commercial real estate assessments within the BID. The Rosslyn real estate market, primarily because of Rosslyn's central location, breathtaking river and landmark views and easy public transportation access, has experienced more property value appreciation than the rest of the nation and somewhat higher than the rest of the County.

Major FY 2013 Initiatives

Creation of the Rosslyn BID was spearheaded by the leadership of Rosslyn Renaissance, which celebrated its 20th anniversary last year, and served as an information clearinghouse on urban design and development for the greater Rosslyn area. For the past 10 years, the two organizations have shared staff and administrative costs. In FY 2012, the Rosslyn Renaissance and RBIC boards of directors agreed on a plan to incorporate the urban design work of Rosslyn Renaissance into RBIC. This change consolidates the staff within RBIC and reduces administrative expenses. Therefore, a major change in the FY 2013 budget is the annualized inclusion of the costs associated with RBIC's assumption of the urban design work of Rosslyn Renaissance.

Continuing its emphasis to improve the quality of life in Rosslyn for workers, residents and visitors, the RBIC is anticipating involvement in the following FY 2013 major activities:

Streetscape improvements - With several major construction projects currently underway and expected completion by 2013/14, Rosslyn will be well-positioned as a modern business, residential and transportation hub. Even larger construction projects, such as Central Place, may be initiated in 2013 with the promise of further transforming Rosslyn into an even more important urban center for the County and the region. RBIC will be providing critical services for a clean and safe streetscape environment amidst all the construction activity as well as stepping up its beautification efforts.

Artisphere support - RBIC will continue its support of Artisphere, based on a revised business plan developed in 2011, and help to promote its events and contributing to the cultural life of the County: as a recognition of Artisphere's luster and draw (to which RBIC has contributed meaningfully), we now view Rosslyn as the cultural capital of Arlington County.

Urban design review and community benefit follow-up - Several urban design issues are anticipated over the next two years requiring RBIC involvement – the largest being Rosslyn Plaza, which includes a replacement theatre for Artisphere’s Spectrum Theatre.

Retail development - Based on planning done this year, RBIC will continue to implement retail development initiatives to help attract and retain desired small and large businesses within Rosslyn’s commercial core, including restaurants and “watering holes.”

Improved Metro station - Following up on the plans for a substantially redesigned, contemporary Metro station as part of a negotiated community benefit package for the 1812 N. Moore building project, Rosslyn should have a new, attractive gateway into Arlington by the end of 2013. RBIC will work with Metro and the County to enhance the Metro “experience”, through plantings, cleaning around the Metro, signage and entertainment.

The following narrative describes the program initiatives undertaken by the BID in the last fiscal year (FY 2011), being implemented this fiscal year (FY 2012) and included in our budget request (FY 2013).

Marketing and Promotion

RBIC is highlighting the unique nature of Rosslyn as a livable, walk-able, sustainable, mixed-use downtown community and cultural center through its marketing program. The overall marketing of Rosslyn is done through two major in-house vehicles – its website and its magazine – as well as at BID events and through social media platforms, blogs, e-blasts and advertising of RBIC activities.

RBIC with the help of a well-respected communications firm has developed a five-year communications strategy based on four message points:

- 1) Rosslyn is a modern, vibrant, centrally located hub of important business and governmental activity.
- 2) Rosslyn is a livable, walk-able, sustainable, mixed-use community where you can conveniently live and work - with breathtaking river and landmark views.
- 3) Rosslyn offers the best location in the region – with convenient access to “the best of Washington” and all major thoroughfares.
- 4) Rosslyn is rapidly becoming something more and better than it already is – adding amenities and cultural attractions – it’s the next “hot” place – the cultural capital of the County.

Website - RBIC’s website promotes the BID’s activities as well as other events within Rosslyn. For the first time, the www.RosslynVA.org website experienced over one million web page views in FY 2011, almost a 40 percent increase from the prior year. RBIC also launched its mobile website, m.rosslynva.org, last year, providing the public with an accessible way of receiving BID information on hand held devices. The mobile website received more than 20,000 page views in FY 2011.

Magazine - The “ROSSLYN” magazine highlights Rosslyn businesses, urban design and development projects, restaurants and cultural activities in the area. In 2012, the magazine is also featuring Rosslyn

as a media hub with News Channel 8, ABC Channel 7, Washington Business Journal and, timed to the 2012 election season, Politico. Published three times a year, it is mailed to all residents with a 22209 zip code, local real estate brokers, and media representatives in the region. About 9,000 copies of the magazine are hand delivered to office buildings for Rosslyn employees. In 2011, the magazine won an International Downtown Association Merit Award in marketing and communication.

Publicity for community events - In addition to marketing Rosslyn as a place to be, RBIC extensively promotes its concerts, fitness and dance programs, public art, farmers market, the Marine Corps Marathon and, of course, Artisphere. Other than the website and magazine, activities are promoted through bi-weekly e-blasts; flyers; storefront and print and online advertising; and the BID's Ambassadors greeting pedestrians.

Marketing video - RBIC produced a Rosslyn marketing video, "Colors of Rosslyn", which is being made available to developers and real estate brokers to attract businesses to the BID area. Chosen from thousands of entries from around the world, it won three Communicator Awards from the International Academy of the Visual Arts for Best Video Production, Best Art Direction and Best Real Estate Communication. The Communicator Awards is the leading awards program honoring creative excellence for communications professionals.

FY 2013 Initiatives for Marketing include:

- Working with Artisphere to jointly market events that will be of interest to Rosslyn residents and workers, and draw visitors to the BID.
- Improving the overall marketing of Rosslyn based on a strategic marketing plan emphasizing Rosslyn's unique location and amenities, and following up on recommendations from RBIC's Retail Task Force.
- Producing promotional materials and events for Rosslyn, celebrating the BID's 10th anniversary.

Economic Development

Artisphere - A major investment was made by the RBIC in FY 2010-12 to establish Artisphere as Arlington's cultural center and eventually bring about additional economic development for Rosslyn. For FY 2013, the RBIC is continuing its pledge of financial support as a critical component of the County's revised business plan for Artisphere. While Artisphere has been widely recognized as one of the region's best new performing and exhibition venues, and has received numerous highly positive reviews for its shows. Taking the long view, the RBIC believes Artisphere promises to be a major regional attraction for residents, workers and visitors. Artisphere will become an increasingly significant amenity for the community as redevelopment in the surrounding area of both residential and commercial properties continues, bringing additional residents, visitors and retail/restaurant opportunities, notwithstanding that its original financial projections were off the mark.

Retail – As part of the RBIC's efforts to help commercial property owners attract desirable retail for Rosslyn's streetscape, RBIC has established a Retail Task Force to recommend an appropriate retail strategy for the RBIC to pursue. The strategy will address both strategic and tactical components,

including demographic and available retail space summaries, amenities and other events and programs that will help in Rosslyn's place-making initiatives.

FY 2013 Initiatives for Economic Development include:

- Pledged financial support for Artisphere.
- Implementation of Rosslyn retail and place-making events based on research and recommendations of the RBIC's Retail Task Force.

Cleaning and Maintenance of Public Areas

Beautification - Over the past several years, RBIC has gradually expanded its landscaping and beautification program for public areas in Rosslyn. Today, it now provides plantings for over 30,000 square feet of public space, 85 sidewalk planters and over 200 fenced tree pits. Planting enhancements were made at Gateway Park to include removal and replacement of dead trees and a significant amount of shrubs. RBIC's contractors have pruned and trimmed all street and median strip trees and trees within Metro Park and Crandall Mackey Park. The County has had the responsibility for such trimming, but has not been able in recent years to keep up and maintain a neat appearance and prevent tree limbs from truck damage.

The creation of a "pocket park", named CentralSpace Plaza, featuring a rain garden, tables and chairs, and colorful sidewalk painting, won a Pinnacle Award for its creativity from the International Downtown Association in 2010. The project was a jointly sponsored by RBIC and The JBG Companies. The plaza portion with chairs, tables and planter landscaping is maintained by RBIC.

Streetscape enhancements – Many sidewalk amenities have been added within the BID this past summer. Ten additional aluminum tables and 40 aluminum chairs were distributed to key areas of the BID on Lynn Street and Crandall Mackey Park. Along with the aluminum furniture, eight additional Adirondack chairs were also added to those areas. Two more Adirondack chairs were placed on a Kent Street traffic island at the request of Waterview residents. The outdoor furniture is popular, well-used and appreciated. Three additional sidewalk bike racks, which are heavily used, were also installed by the RBIC. Existing landscape planters were relocated to provide a more inviting pedestrian environment along Wilson Boulevard and tree pit fencing was provided by the RBIC for six new tree pits created by the County on Oak Street.

A badly needed sprucing up was provided to Metro Park with the help of the BID Ambassador team. The six existing worn, wooden benches were cleaned and painted bright colors to enhance the pedestrian experience in Rosslyn's most central public space. A temporary public art program was implemented for three months with the help of the Arlington Art Center: colorful banners were hung along the skywalks on Lynn Street and Moore Street.

Cleaning and hospitality - RBIC contracts for uniformed workers providing information, assistance and directions to visitors and a cleaning staff working on Rosslyn's sidewalks. This Ambassador Program

collected over 70,000 pounds of trash last year from the solar powered trash compactors purchased by the RBIC. The replaced sidewalk trash cans were gifted to the County Parks Division. In addition, over 7,800 pounds of recyclable materials were collected by the Ambassadors. With the cooperation of property managers, the Ambassadors also power wash sidewalk areas each week. Staffing for the Ambassador program was enhanced in FY 2012 to handle increased cleaning and event management activities.

FY 2013 Initiatives for Beautification, Cleaning and Maintenance of Public Areas include:

- Major increases in plantings for public areas within the BID, including additional planters and seasonal rotations.
- Continuing to work with developers to enhance construction sites with perimeter plantings and temporary public art.
- Installing additional solar trash compactors and recycling containers on Rosslyn sidewalks.
- Enhancements to Rosslyn's iconic skywalk bridges.
- Expanding installation of the existing artistic bike racks created by RBIC and landscape lighting on traffic islands with high-impact solar lighting - an initiative that began this fiscal year.

Community Activities and Events

RBIC sponsored more than 80 weekday, evening and weekend activities for residents, workers and visitors over this past year. Popular events and activities hosted by the BID included:

- The 21st Annual Rosslyn Jazz Festival, with a wonderful line-up of popular jazz artists, was enjoyed by thousands of people in September 2011 at Gateway Park. RBIC increased the number of community-oriented vendors involved in the event this year, and looks to continue raising community involvement and awareness during this staple event in the future.
- The Rosslyn Outdoor Film Festival featured movies starring the actors of Saturday Night Live on Friday nights from April-August. The movies were shown in Gateway Park to crowds as large as 1,500 per evening.
- Weekly after-work concerts at the Key Bridge Marriott's Connexion Lounge, Piola and Hyatt Arlington restaurants entertained dining customers. RBIC is looking to expand the Restaurants & Rhythms series in the coming year, reaching out to new restaurants and hosting these events throughout the week.
- Rosslyn's CentralSpace, a temporary plaza and rain garden, was brought to life with live music on Wednesdays from June through August. This spot has been a favorite lunchtime locale as Rosslyn's workers enjoyed the sunshine during the warm summer months. The RBIC plans to continue its outdoor lunchtime concerts next summer, and is evaluating possible new locations for this program once construction on Central Place begins.

- Every Thursday from May through October RBIC sponsored lunchtime concerts in conjunction with its growing farmers market on Oak Street. The market promoted a “Shop Local” theme and experienced a steady growth in the number of patrons during the season.
- RBIC was a major sponsor of the Marine Corps Marathon, which begins and ends in Rosslyn with over 20,000 runners. RBIC also helped produce the Finish Festival in Rosslyn with more than 73,000 people attending in October 2011.

FY 2013 Initiatives for Community Activities and Events are expected to include:

- Sponsorships for new Artisphere events.
- Presentation of “Rooms With A View” lecture series on local, regional and national topics of interest to the Rosslyn community.
- Community events tied to RBIC’s Retail Task Force recommendations.
- Music around the Rosslyn Metro station during rush hours.
- Additional outdoor concerts, art programs, social gatherings, fitness and family programs, and environmental events.

Transportation, Parking, Pedestrian and Safety Programs

What happens at the street level in Rosslyn is a priority for RBIC, whether it involves cleanliness, amenities, appearance, activity, ease of transit, or safety. With regard to the latter two concerns, the RBIC has sponsored off-duty, walking police patrols on weekday afternoons for the past several years in addition to its uniformed ambassador and sidewalk cleaning crews. In addition, RBIC created a Rosslyn Security Networking Group in 2012 made up of property managers, corporate security officials and government security experts to discuss area security concerns and emergency preparedness.

RBIC has also paid for lit street signage at major intersections to help drivers in the evening. After working with the County over several years, the first new way finding directional and parking signs paid for by RBIC were installed in Rosslyn. The parking, pedestrian and directional signage piloted in Rosslyn is expected to become the new County-wide system over the coming years.

Working with the Georgetown BID and Congressman Moran, approval was given to extend the DC Circulator buses to Rosslyn beginning in September 2010, replacing the former Georgetown-Rosslyn shuttle buses. The Circulator ridership for the route with Rosslyn jumped over 60 percent to almost 800,000 riders in FY 2011. RBIC now provides financial support for DC Surface Transit, a non-profit corporation established to plan and promote affordable surface transit service; RBIC’s Executive Director is the first non-DC, regional member of its board of directors. A mobile application to the BID’s website was added this past year that allows riders to determine the arrival of the next Circulator bus or Metro train.

FY 2013 Initiatives for Transportation, Parking, Pedestrian and Safety Programs include:

- Continued support of and participation with DC Surface Transit promoting affordable public transit options for Rosslyn workers and residents.
- Maintenance of new way finding directional signage until the County assumes responsibility as part of its County-wide signage plans.
- Exploration of other mobile phone applications for parking availability and traffic conditions that may be offered to building owners and workers, residents and visitors.

Social Services Coordination

Since its inception, the Rosslyn BID has had a strong commitment to helping the homeless. Working with the Arlington Street People’s Assistance Network (A-SPAN), the BID funds an intensive program for homeless people in the BID area, including a full-time outreach worker dedicated to Rosslyn. The BID monies also cover a portion of the costs for a case manager, client housing, medical services and employment/job-related support. About 7,400 meals were provided to Rosslyn’s homeless individuals through A-SPAN’s programs in FY 2011.

Despite the Rosslyn BID only covering 17 city blocks, the statistics below illustrate that in part because of the proximity to Washington DC and as a major transportation hub, Rosslyn has about a quarter of the County’s homeless population being served by A-SPAN. Clients first identified in Rosslyn are more likely to be chronically homeless than the Arlington homeless population at large. (A person is considered chronically homeless if they have been homeless for more than a year or in and out of homelessness for multiple years.)

For FY 2011, A-SPAN reported the following statistics on the local homeless population:

<u>Services</u>	<u>County</u>	<u>Rosslyn BID</u>
Total Served	1,210	292
Mental Health Issues	219	64
Substance Abuse Issues	422	88
Veterans	49	9
Chronic Homeless*	282	76

Meeting basic needs - Ninety percent of all Rosslyn homeless clients had basic needs met. A-SPAN attempts to measure a continuum of progress for their clients. The most advanced services provided include assistance in transitioning into permanent housing, case management or employment assistance. In FY 2011, one individual first engaged in Rosslyn was able to move into housing. A total of 54 individuals received case management and/or employment assistance.

In addition to A-SPAN’s direct services, RBIC’s uniformed Ambassadors and off-duty police patrols engage with the homeless and help them connect with A-SPAN for assistance.

Clothing drives - The BID helps the homeless in other ways as well. As the tens of thousands of runners ran through Rosslyn for the Marine Corps Marathon, they discarded hats, gloves, sweatshirts, pants, etc. The BID's Ambassadors collected 900 pounds of clothing, had them cleaned by Metro Cleaners in Rosslyn, and then delivered the items to A-SPAN for the homeless. During the winter, the RBIC linked up its "LIGHT UP ROSSLYN" holiday project with an A-SPAN collection drive for the homeless. Collection boxes were placed in building lobbies and 40 bags with over 2,000 clothing items were donated.

FY 2013 Initiatives for Social Services Coordination include continued strong support for A-SPAN's efforts in addressing homelessness issues. In addition to helping meet the day-to-day issues for these individuals, the goal is to provide Rosslyn homeless clients with permanent housing and case management services, including income assistance for persons with disabilities, mental health assessments and/or treatment; substance abuse assessments and/or treatment; medical services; and employment assistance services.

Personnel, Management and Administration

The Personnel, Management and Administration, and All Other Costs budgets for FY 2013 reflect the absorption of the Rosslyn Renaissance staffing and administrative expenses. Excluding those Rosslyn Renaissance transferred costs and the one-time office renovation costs incurred by RBIC in FY 2012, the budget for Personnel, Management and Administration is projected to decrease from FY 2012 to FY 2013.

Performance Measures

Attached are performance measures for the BID activities covering the three fiscal years (2011-2013) described in this Work Program.