



Five Year Plan for
Anacostia Business Improvement District Corporation
Chapter Renewal

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EXECUTIVE SUMMARY

The Anacostia Business Improvement District Corporation (hereinafter “ABID”) is a registered District of Columbia nonprofit corporation organized to enhance the economic vitality of its neighborhood commercial area for the residents, visitors, employees, and property owners.

The goals of the Anacostia BID are as follows:

- Create a clean, safe and vibrant community focused through providing supplemental services to those services that are currently provided by the District of Columbia Government.
- Attract and retain commercial office and retail tenants
- Increase community support of retail establishments
- Increase sales, create jobs and increase occupancy rates in commercial properties throughout the ABID area.
- Source and manage public and private investment in the ABID area.
- Create programs for workforce development and marketing for the ABID area.

The leadership of the Anacostia BID foresaw to reach these goals, funding flexibility would be a necessity; which resulted in choosing a 501(c)(3) charitable organization status. This designation allows for grants from multiple foundations. It also provides tax exemption status for donations to ABID. The Anacostia BID seeks PILOTs or payment in lieu of taxes from exempt property owners, and the Federal and District government within the Anacostia BID boundaries.

The Anacostia BID is comprised of thirty (30) square blocks in the southeast quadrant of Washington, D.C., bounded by all lots bordering Howard Road, S.E., between Martin Luther King, Jr. Avenue, S.E., and the intersection with Anacostia Drive, S.E. on the west, all lots bordering Good Hope Road, S.E., between the Anacostia River and the intersection with 18th Street, S.E.; on the north, all lots bordering Martin Luther King, Jr. Avenue, S.E., between S Street, S.E., and the intersection with Magnolia Street, S.E. on the east, and Martin Luther King, Jr. Avenue, S.E., and the intersection with Magnolia Street, S.E. to the south.

BUSINESS IMPROVEMENT DISTRICT OVERVIEW

A Business Improvement District in Washington, DC is a non-profit entity that operates in a defined commercial area (hereinafter “BID Area”) with members that consist of non-exempt commercial property owners and commercial tenants who will pay a mandatory yearly assessment to provide services within the BID boundaries.

The Business Improvement District Act of 1996, as amended (hereinafter “the BID Act”) governs BIDs established within the District of Columbia. The boundaries of the BID and initial assessment rate are established by the BID initial board of directors and are subject to the approval of the non-exempt commercial property owners and commercial tenants in the BID Area. Every non-exempt commercial property owner and commercial tenant will automatically become a Member of the BID (hereinafter “BID Member”). Once the requisite number of non-exempt commercial property owners sign a petition in support of the BID area, the BID will apply for approval to the Mayor’s office to be registered.

There are currently ten BIDs operating in the District of Columbia. The initial function of a BID is to create enthusiasm, and significant value to the commercial districts within their boundaries. Unlike most District BIDs, the Anacostia BID continues to combat the blight of the area due to the socio-economic challenges of the area. The most efficient way to resolve these challenges is to leverage the income from the non-exempt commercial property owners, and fundraising efforts.

Since the inception of the ABID, its leadership has been focused on the establishment of “clean and safe” programming which has been the genesis of enhancing public safety, street-cleaning services, improving safety, and creating a vibrant thriving Anacostia.

The ABID’s Clean Team provides regular maintenance services within the business corridor and the residential community of the Anacostia section of southeast Washington, DC. The Team consists of three Crew Members, one Part-Time Supervisor, and one Site Coordinator. This team provides cleaning services in the community, six days per week, Monday through Friday from 8:30 AM until 7:30 PM, except for specified holidays and Saturday. ABID provides marketing services for constituent businesses, a monthly e-newsletter, and hosts community events.

The ABID leadership and stakeholders have played a critical role in the success of the clean team program, and marketing campaigns. These projects have helped spur growth in the main ABID corridors. In 2017, ABID is focused on economic development, new marketing initiatives, streetscape and safety improvements, parking and transit enhancements, and community engaging special events that will be executed throughout the next five years.

ABID Five Year Plan

ABID is positioning itself to help catapult Anacostia into the national forefront. The area is experiencing dynamic growth and development in the residential and retail sectors. The new developments include Reunion Square, a 130-unit mixed-use development which combines eight lots along the 2001-2027 block of Martin Luther King Jr. Avenue SE. Redbrick Partners has filed plans for five buildings totaling 680 to 700 residential units, 1.6 million square feet of office space, and 45,300 square feet of retail. The pre-construction of the 11th Street Bridge Park has begun. The Menkiti Group's was awarded Anacostia Gateway Project. The site is tentatively planned for over 10,000 square feet of retail with 50,000 square feet of commercial uses. Chapman Development will soon start construction of Cedar Hill Flats (Big K) Development site, which is 152 affordable units with 14,000 square feet of retail space. Busboys and Poets is also opening a new store on Martin Luther King Jr. Ave.

These developments will bring more employees, residents, and visitors to the Anacostia BID. Anacostia and the greater Ward 8, will truly benefit from the visionary planning, the public-private investments, strong community participation, and add to the rich history of the neighborhood over the next five years.

ABID will lobby for quality of life improvements that will benefit the BID's constituency. It is anticipated that there will be over 80,00 Ward 8 residents in 2020. This will push Anacostia to becoming a 18-hour urban experience.

The BID will work with other neighborhood organizations in supporting community events. As Anacostia continues to grow, ABID will use social media, community outreach, and partnerships to promote the identity of Anacostia in innovative ways to increase the awareness of the economic improvements to Anacostia.

ACCOMPLISHMENTS OVER PAST FIVE YEARS (FY 2012 – 2017)

ABID has been instrumental in many of the neighborhood accomplishments over the past five years. Some of the noteworthy achievements include:

- Notoriety: Anacostia won the 2015 and the 2016 Curbed Cup polling contest for Best Neighborhood in DC. Anacostia is the only neighborhood to do it twice!
- Clean Team: Removed approximately 53,760 pounds of trash from the neighborhood in 2016.
- Landscaping: Planted 1,000 flower bulbs with assistance of the clean team.
- Marketing: Expanded presence on social media, launched a new marketing campaign, GoAnacostia, revamped website, quarterly electronic newsletter was introduced in 2016.
- Business Development: The Anacostia Play House opened in 2013. 25 New businesses opened in Anacostia in 2015.

Events:

- Selfies with Santa and the
- Anacostia River Festival. In 2016,
- ABID hosted its first annual Holiday Storefront and Tree Lighting Ceremony.

THE VISION

ABID's renewal plan has been created to reflect the new challenges, changing contexts, and enhanced opportunities on Anacostia's horizon. By 2023, ABID envisions Anacostia as one of the District of Columbia's most vibrant and exciting communities. Anacostia will be recognized for its remarkable history, tourist sites, parks, rolling hills and forests, and its thriving mixed-use economy, as a model of urban sustainability.

ABID will work to maintain and enhance Anacostia's competitive position in the District. The BID will provide private sector leadership, forming new partnerships with the public sector.

ABID Five Year Plan

ABID's accomplishments in the last five-years demonstrate its ability to plan, strategize and execute to the benefit of stakeholders.

Prior to ABID's inception, Anacostia was underperforming in many aspects, including development, retail and office spaces and rents, and more. The ABID formalized in 2012, provided community services, leadership, vision, and management of empowerment initiatives. Since ABID's inception there has been an increase in jobs, entertainment offerings, and visitors to the BID area.

The ABID 5-year renewal plan identifies the following initiatives/programs to meet its six goals:

Clean, safe and a vibrant community:

- **Recycle bins**-currently there are no recycle bins within the boundary. ABID will repurpose and reface (paint and add signage) the existing brown bins and use them as recycle bins that will accompany our new black waste bins that are currently in production.
- **Paint active retail facades onto abandoned properties**-ABID will work with local property owners and painters/artists to mitigate the blight in the neighborhood.
- **ABID hospitality ambassadors/community police**—ABID plans to hire residents who want to join the clean team efforts. They will be responsible for greeting commuters, providing information and direction, assisting people in crossing the street, rendering first aid and offering emergency assistance. They will also enhance safety, serving as extra eyes and ears for police.
- **Clean team visibility**-ABID will increase staffing to CPDC and provide uniforms that will increase clean team visibility.
- **Possibility to expand the clean team area**-ABID will work to expand its cleaning services beyond the existing boundary, streets are heavily littered with debris not currently within the BID boundaries
- **LED street lights**-ABID looks to replace existing lights and add new lighting as needed, and should be energy efficient.
- **Add art/sculptures, benches and lights to streetscape**- for function and aesthetical value, the ABID will add sculptures, benches and lighting in the empty tree boxes and other feasible places along the streets. Additional holiday lighting is essential.

Attract and retain commercial office and retail tenants:

- **Banners and wayfinding signs-** ABID will create a sense of place and will let commuters know that they have arrived, banners will be prominently displayed on street poles and wayfinding banners on fences to give direction to main attractions.
- **Assist property owners with leasing their spaces-**ABID has formed a directory of the available inventory in Anacostia. It is updated on a quarterly basis and listed on the ABID's website. As spaces are leased or become available, the website should reflect the change.
- **Commercial property tax freeze-**ABID will work with the District to create a program for retail tenants who have Triple Net leases to develop a tax relief program that caps annual increases for qualifying commercial property owners from increases in local property taxes.
- **Develop a Tenant Improvement Fund (TIF)-** ABID will work with the District to offer relief for commercial owners/tenants for interior upgrades, focusing on projects that remedy blighted building systems and extend the economic viability of the building.

Attract D.C. residents and visitors to be returning customers:

- **Anacostia as a destination-** ABID will (co)host ongoing events/experiences that take place in Anacostia such as; farmers markets/holiday markets, storefront lighting, pop-up coffee bar, pub at the park, festivals and other family gatherings.
- **Enhanced email list-** ABID will enhance its current email list to include government and other local employees. Who will be added to ABID's email list to inform them of member promotions.
- **Bi-Annual ABID meetings-** ABID will host events for constituents and stakeholders to meet, network, and propose improvements for the community.

Increase sales, create jobs and increase occupancy rates in commercial properties throughout the Anacostia BID Area:

- **BID networking session**-quarterly ABID board and members will gather for informational meet and greet sessions.
- **Interactive member event calendar**- ABID will create a digital home for business members to post events, and serve the constituency's informational needs.
- **Assist property owners with leasing their spaces**- ABID will develop a directory of the available inventory in Anacostia which will be updated on a quarterly basis, and listed on ABID's website. As spaces are leased or become available, the website will reflect the updates.
- **Building Permit assistance**- ABID will work to secure an ombudsman or expeditor as needed to help with licenses and permits. Which adds value to the existing services.
- **Anacostia as a destination**-ABID will promote the commercial corridors to encourage people to shop in Anacostia. Ongoing events will take place in Anacostia such as; farmers markets/holiday markets, storefront lighting, festivals and other family gatherings.
- **Bring on a commercial retail broker**-ABID will enlist assistance in market and site analysis, site selection and transaction management, as well as lease and sales negotiations and financial analysis for retail tenants and owners/landlords.
- **ABID hospitality ambassadors/community police**—ABID plans to hire residents who will join the clean team efforts. They will have the enhanced duties of greeting commuters, providing information, direction, assist people in crossing the street, rendering first aid and offering emergency assistance. They will also enhance safety and will serve as extra eyes and ears for the police.
- **Increase and manage public and private investment in the Anacostia BID Area:**
- **Internship hub**-Anacostia BID will partner with universities and high schools to facilitate year-round center internships. Interns will gain interaction with local businesses, and assist with day-to-day operations, while providing real world experience.

ABID Five Year Plan

- **Create more Public Private partnerships-** ABID will seek to create on-going assistance from major District and Federal agencies to improve revenue and programming.

Increase the use of technology for training and marketing throughout the Anacostia BID Area:

- **Smart sensors waste bins-** ABID will be getting 53 new waste bins, the majority will be equipped with smart sensors.
- **Smart City Media informational kiosk-** ABID will partner with Smart City Media to install smart kiosks to allow travelers to check the arrival time of the next metro bus, access to city services, and display information about local restaurants, activities and events.

DEVELOPMENT PROJECTS FY 2018-2023

In the next five years, it is projected that Anacostia will experience a significant increase in office, retail, residential and public space growth, the services of the ABID will continue to be critical in reaching the full potential of the neighborhood.

- **Office:** Three office projects are slated for construction in next five years will increase to approximately another 4,000-day time employees.
- **Retail:** There will be approximately 100,000-150,000 square feet of new retail opportunities available in the new mixed-use projects, and renovated commercial spaces over five years.
- **Residential:** There are approximately 1,000 new residential units planned over the next five years. Of which half is planned for market rate. This will bring approximately 2,500 new residents to Anacostia.
- **Destination:** It is estimated that there are 1 million annual visits to the national Anacostia Park, the Anacostia and the Frederick Douglas Museums and pop-up community/creative events. These activities will brand/market the ABID as a destination from workers, residents & visitors in adjacent neighborhoods and beyond.
- **Public Art:** 3-5 new public art installations and/or temporary pop-ups fixtures.

ABID Five Year Plan

ABID will develop programs to promote Anacostia as a visitor destination. The Anacostia BID will coordinate its activities with other organizations in the District of Columbia that promote tourism in the nation's capital.

ABID plans to design, produce and install signage within the Anacostia BID boundaries, to help visitors recognize the Anacostia BID Area and to promote the district.

ABID plans to sponsor, and co-sponsor events to market the area to business owners and quarterly events to market the area to visitors. For business owners, the events could consist of walking tours and seminars during business hours. For potential visitors, special events such as tours of the Frederick Douglass home, farmers' markets and festivals highlighting the Cherry Blossoms will be held.

Develop a Program for Grants

To carry out the programming of the Anacostia BID the board will identify appropriate foundations and governmental grants to supplement its income.

Develop a PILOTs Program

To further its mission, it is important for exempt commercial property owners and the Federal and DC government which owns significant property within the Anacostia BID area to contribute payments in lieu of taxes (PILOTs) to the BID. The Board will work with its consultants to develop a state of the art marketing program to encourage such participation.

Performance Measurements

- Evaluate year over year changes in retail sales in Anacostia.
- Survey Anacostia visitors to get their perceptions of the area as a visitor destination.
- Measure the attendance of potential visitors and business owners at quarterly events.

Calculation of BID Tax Assessments

The ABID proposes no change in the current tax rates for the next five years, FY 2018 to FY 2023. The annual BID taxes are \$0.16 per \$100 of assessed value for all non-exempt commercial property in the Anacostia BID Area. The ABID tax is based upon the land area records maintained by the Office of Tax and Revenue.

ABID Five Year Plan

Provided in the BID Act, the Anacostia BID assessment is considered an additional real property tax and will be collected by the District of Columbia. The Anacostia BID will bill on a partial-year tax basis, and bills will be mailed to property owners immediately after the ABID is legally registered. From that point forward, BID taxes will be due semi-annually, at the same time District property taxes are due. Delinquent BID taxes are subject to interest and penalties and all applicable collection mechanisms including District tax sale. BID tax funds will be deposited by the District's tax collection agent directly into the Anacostia BID's special account. At no time, will BID taxes be commingled with District of Columbia general funds.

Exempt Properties (Nonprofit and Governmental) PILOTs

The BID Act allows the Anacostia BID to solicit and accept voluntary contributions from exempt properties in the Anacostia BID Area and to benefit exempt properties within the Anacostia BID Area. Such contributions are known as payments in lieu of taxes (PILOTs). Owners of exempt properties that make voluntary contributions will be deemed members for the year of the contribution.

FINANCIAL PLAN REVENUE PROJECTIONS

ABID anticipates additional revenues through PILOTs, the solicitation of grants for special projects, and events that brand Anacostia as a destination. FY 2018 -2022 reflects the anticipated growth in the neighborhood as the result of new developments, property tax income, and fundraising efforts necessary.

ABID Revenue Projection through FY 2023

	Current FY 2017	Projected FY 2018	Projected FY 2019	Projected FY 2020	Projected FY 2021	Projected FY 2022
Tax Income	270,000	275,000	280,000	286,000	² 292,000- 650,000	² 1,000,000
Grants and Sponsorships	0	20,000	¹ 45,000	20,000	20,000	20,000
Projected total revenue	270,000	295,000	345,000	306,000	312,000- 670,000	1,020,000

¹ Includes PILOT from Homeland security

² FY 2012-2022 is the anticipated stabilization year for Reunion Square and Menkiti's gateway project.

Management of ABID Accounts

The ABID receives its revenues from the District of Columbia's Office of Tax and Revenue. ABID maintains a separate account from that of the District government. ABID funds are carried over from one fiscal year to the next to build reserves and to save for capital expenditures. The Business Improvement District law requires that ABID funds be maintained in a federally-insured institution with assets in excess of \$50 million, approved by the District's Chief Financial Officer. The ABID's bank accounts are maintained at Industrial Bank.

Anacostia BID Governance

The Anacostia BID is an independent non-profit corporation. While the BID Act does not give the District of Columbia and its representatives a role in the BID's governance, in addition to annual receipt by the Mayor, Chief Financial Officer, and City Council of the Anacostia BID's financial statements, the Mayor reviews any proposed changes to the Anacostia BID plan and any tax rates approved by the Board and the Anacostia BID Members. The Anacostia BID will work closely with District of Columbia agencies to ensure that District of Columbia services are efficiently and effectively delivered to the Anacostia BID Area. To assist in developing this partnership, the Anacostia BID may elect to create an advisory committee consisting of District of Columbia agency representatives and other interested parties.

Duration

The duration of the Anacostia BID will commence when it is registered by the Mayor for a five year term. Upon action by the Board of Directors to approve an additional five year business plan, the Anacostia BID may be re-registered for another five-year period and the Mayor issues a notice of re-registration or revocation after a hearing is held. The Board of Directors may vote to disband at any time in accordance with the District of Columbia BID statute.

Board of Directors

ABID is registered as a 501(c) (3) organization. It is governed by a Board of Directors that shall not be fewer than nine (9) or more than fifteen (15) of the following :

Class 1: 2/3rds of the voting directors who are non-exempt commercial property owners as recorded with OTR or their agent as indicated by letter of appointment by that owner;

Class 2: 1 ~ of the voting directors are commercial tenants with leases in compliance or their agent as indicated by a letter of appointment by that commercial tenant;

Class 3: Up to 3 non-voting members appointed by the Board of Directors with expertise that will facilitate the missions of the BID.

The Board will oversee all BID activities. As required by the BID Act, the Anacostia BID will issue an annual report on its progress to the Mayor of the District of Columbia, the District of Columbia City Council and BID Members of record, including owners and tenants of commercial properties that are subject to the BID tax.

The District of Columbia's Role

The BID corporation is an independent, nonprofit entity. The BID Act gives the District and its representatives no formal role in day-to-day governance. However, in addition to annual receipt by the Mayor, the CPO and the Council of the BID's financial statements, the Mayor reviews any proposed changes to the BID plan or tax rate approved by the board and members. The Mayor must register a BID every five years. ABID works closely with District agencies to ensure that District services are efficiently and effectively delivered to the neighborhood.

Continuation of City Services

Section 21 of the Act states that "The District government shall not eliminate or reduce the level of services customarily provided in the District to any similar geographic area because such area is subject to a BID, and shall continue to provide its customary services and levels of each service to such area notwithstanding that such area is or may be encompassed in a BID unless a reduction in services is part of a District-wide pro rata reduction in services necessitated by fiscal considerations or budgetary priorities." ABID also encourages the City to maintain or increase certain services to support and leverage the ABID's efforts.

ABID Policies

Local Purchasing Preference

The Board of ABID directs its agents to utilize goods and services from District of Columbia vendors, if pricing and standards of quality are competitive.

Competitive Bidding

The Board of the Anacostia BID shall have authority to develop a policy of competitive bidding for the purchase of services, products and equipment. The policy will aim to maximize service quality, efficiency and cost effectiveness.

Equal Employment Opportunity

ABID is an equal opportunity employer.

BOARD OF DIRECTORS

URBAN CITY VENTURES

Jeff Epperson

ANACOSTIA ECONOMIC DEVELOPMENT CORPORATION

Stan Jackson

ANACOSTIA PLAYHOUSE

Adele Robey

MARTHA'S OUTFITTERS

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REDBRICK LMD *

Jason Cross

FAR SOUTHEAST FAMILY STRENGTHING COLLABORATIVE *

Perry Moon

*pending nomination