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420 4th Street
Washington, DC 20024

Dear Mayor Bowser,

With this letter, the Board of Directors of the Southwest Business Improvement District (SWBID) expresses our intent to renew our charter and continue our programs and services here in Southwest DC for the next five years.

As we begin our tenth year in Southwest, we proudly announce that our management is stable, our finances are sound, and we enjoy strong community support. As a place management organization, we have launched and managed a broad range of programs that encourage economic development, nurture our employees, and look for new ways to bring our community together.

Our esteemed team of 30 Ambassadors stands as a testament to our greatest achievement. We have honed their expertise in event planning, public space enhancement, landscaping, and a myriad of professional development skills. Perhaps of greater value, our Ambassadors are widely recognized as a "calming influence" in a community experiencing tremendous change and challenges.

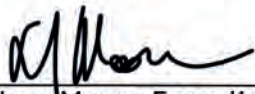
We have worked to become a good partner with District Agencies. Our Mobility Innovation District, funded through DMPED, enjoys the collaboration of DDOT and is breaking new ground in providing mobility solutions at the neighborhood level. This year, working with the DC CAH, we published a Southwest Public Art Framework that delineates the depth of our commitment to engage the community as we develop public art programs.

There are others, such as HSEMA, the Office of Planning, the Office of the Attorney General, DOES, and OTR, with whom our working relationship has greatly advanced our work and benefitted this community. But most notable for us has been our partnership with MPD. Time and time again, we have gone to our local officers and, without exception, have been received, befriended, and supported.

With the onset of COVID, we launched a food and grocery distribution program in and around the Greenleaf, Syphax, and James Creek public housing complexes. We have continued this program to this day, and we currently deliver 1,000 meals a week. This project has underscored the community's unmet needs. It has shifted our special events programming to ensure that we are especially sensitive and welcoming to the families who have made Southwest their home for generations.

With these thoughts, we submit our request to renew our charter and support our work to strengthen this neighborhood for your approval.

Sincerely,


Steve Moore, Executive Director


Donna Westmoreland, SWBID Chairwoman

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Resolution In Support of SWBID Reauthorization

Whereas: The Southwest Business Improvement District (SWBID) is required to renew its charter with the Department of Small and Local Business Development of the District of Columbia every five years;

Whereas: The SWBID has served the SW community since its inception by maintaining the streets, parks, and public spaces in the SW neighborhood;

Whereas: The SWBID services and operations (e.g. street cleaning, hospitality, marketing, community event programming, mobility innovation, food distribution, parks/public realm maintenance), have proven to be valuable contributions to the SW business and residential communities;

Whereas: The work of the SWBID team of Ambassadors is broadly recognized and appreciated as trusted stewards within the SW community;

Whereas: The SWBID and its services are seen as successful and supportive of the growth and change that the SW community is experiencing;

Therefore: The SWBID Board of Directors desires to continue the work of the SWBID and endorses the renewal of the SWBID charter for a term of five years commencing on October 1, 2024 and continuing to September 30, 2029;

Be it Resolved: The SWBID Board of Directors hereby adopts this resolution and affirms its support for the renewal of the SWBID charter by unanimous consent on this day, the 7th day of February 2024.



Donna Westmoreland, Chairwoman

ABOUT THE SWBID

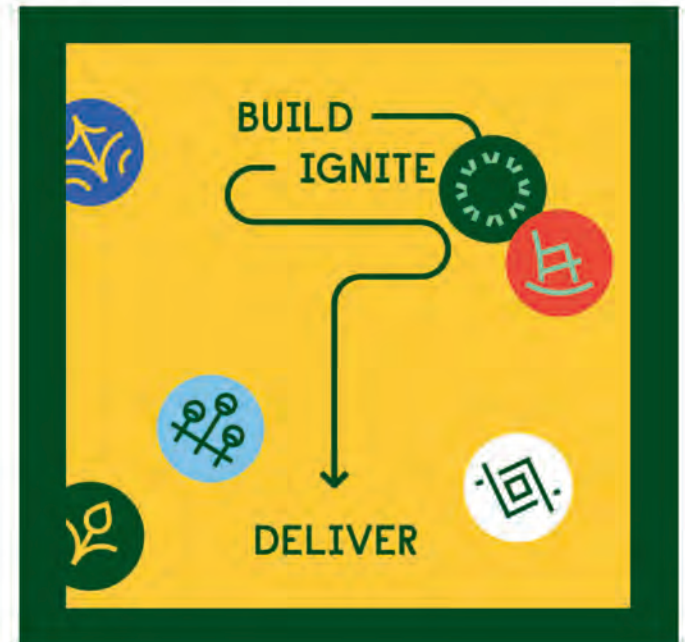
The SWBID focuses on public infrastructure, beautification, and programming in Southwest DC, aiming to create a more connected and beautiful community. Its mission is to serve as a catalyst for action where people and businesses thrive.

Occupying 483 acres in the Southwest quadrant, the SWBID encompasses three distinct submarkets: Federal Center South, housing over two dozen federal headquarters; the District Wharf, situated on the Washington Channel; and the Southwest neighborhood, a mature and rapidly changing residential community. The SWBID's projects and priorities address the challenges of these growing submarkets and align with the demands of the current moment.

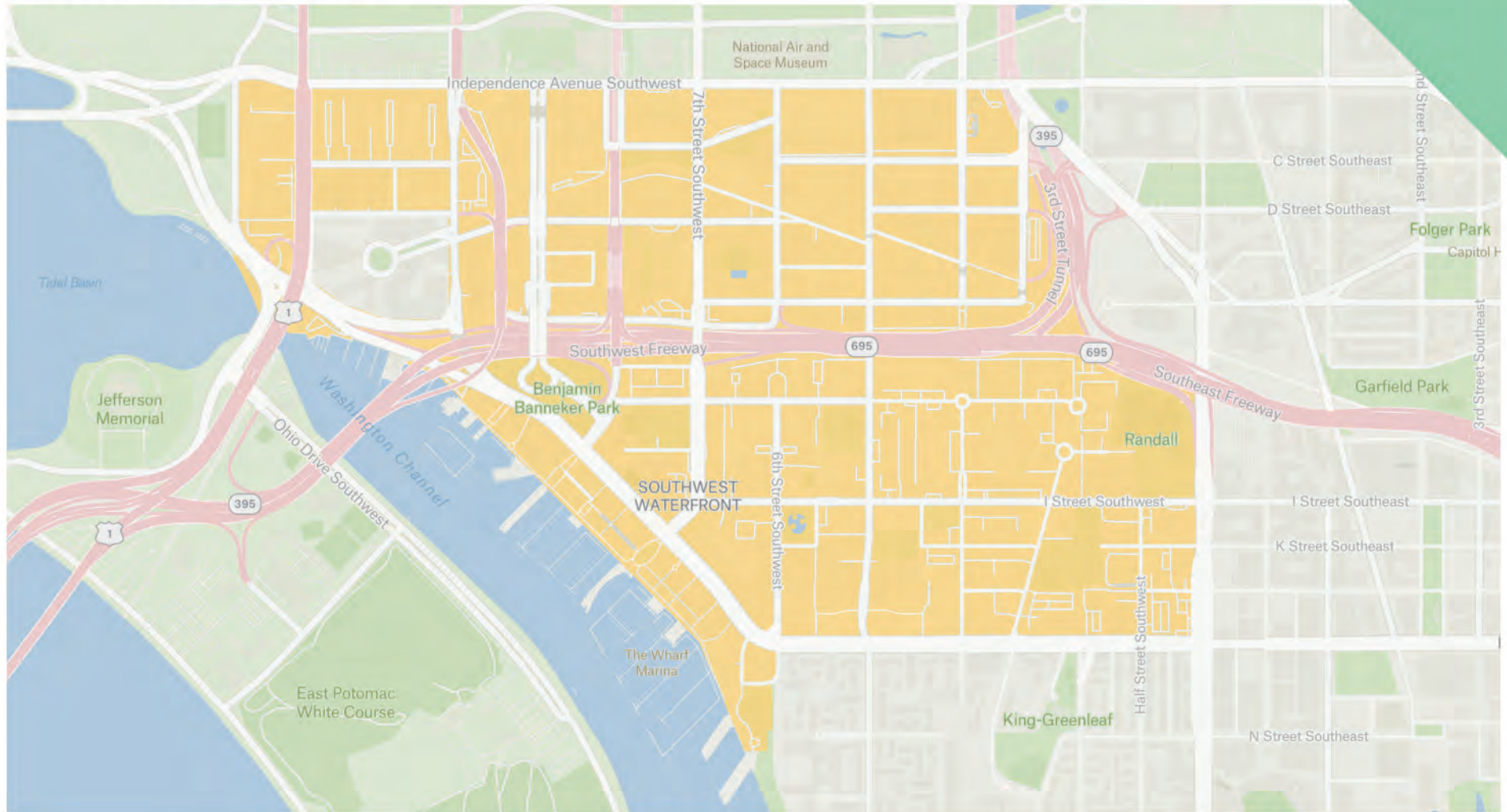
The SWBID, a 501(c)(6) corporation established to enhance Washington, DC's Southwest quadrant, operates under the enabling legislation (DC Act 20-366) passed by the DC Council in June 2014. The Mayor's order to authorize the Office of Tax and Revenue to collect BID fees was signed in December 2014. Public-facing programs and services commenced in August 2015, and the SWBID was authorized for a five-year renewal in July 2019.

Mission: Different BID with a larger purpose.

Vision: To innovate and catalyze action in Southwest by unlocking the potential of people and places.



SWBID BORDERS



SWBID BOARD AND STAFF



Donna Westmoreland – Chairwoman, I.M.P.
Andrew Son, Vice Chair, District Wharf Properties
Jacquie Holder – Secretary, Holiday Inn Capitol
Edgar Dobie – Treasurer, Arena Stage
Tim Incheck, Boston Properties
Tamara Christian, International SPY Museum
Tom Cicotello, Boyd Watterson
Austin Flajser, Carr Companies
Geoffrey Griffis, CityPartners
Daniel Jones, Smile Beautiful Dental
Randy Marcus, CSX Transportation
Mark Rivers, Lowe Property Group
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Frank Zambrano, JBG Smith

Steve Moore, Executive Director
Andre Witt, Chief Operating Officer
Lexie Albe, Managing Director
Zack Baldwin, Associate Director Mobility,
Data, & Research
Soojin Choi, Manager of Special Projects
Jessie Himmelrich, Public Space Director
Pamela Wolf, Director of Marketing and
Communications
Daniel Jones, Operations Manager
Kevin Baten, Assistant Operations Manager
Idania Arteaga, Operations Administrator
Delante Chloe, Special Ops Lead
Gregory Williams, Team Leader

Santos Aguirre, Environmental Ambassador
Irvin Archilla, Environmental Ambassador
Latarsha Booker, Environmental Ambassador
Michael Dawkins, Environmental Ambassador
Anthony Franklin, Environmental Ambassador
Ana Granados, Environmental Ambassador
Pamela Hatton, Environmental Ambassador
Sedrik Henly, Environmental Ambassador
Shondra Henly, Environmental Ambassador
Furman Horn, Environmental Ambassador
Jerome Horne, Environmental Ambassador
Daniel Jones, Environmental Ambassador
Jerome Mcrae, Environmental Ambassador
Lorena Molina, Environmental Ambassador
Victoria Owens, Environmental Ambassador
Charlene Porter, Environmental Ambassador
Charleen Smith, Environmental Ambassador
Anthony Taylor, Environmental Ambassador



A LOOK BACK (2019 – 2023)



The past five years have been a time of tremendous growth for the SWBID as we continue demonstrating the ability of a BID to adapt and evolve to meet the ever-changing needs of a community. Over the past five years, the Southwest community has blossomed, welcoming a new public library, the second and final phase of the transformational Wharf development, a new world-class contemporary art museum, a new headquarters for our regional transit agency, dozens of new businesses, and over 3,000 new neighbors.



During the challenging times of the COVID-19 pandemic, the SWBID emerged as a dedicated supporter of our community. Swiftly responding to the crisis, SWBID assisted our neighbors and local businesses, advocating for economic support and implementing safety measures. Beyond aid, SWBID contributed to community well-being by distributing meals and essential supplies, sharing accurate health information, and creating a sense of unity through innovative virtual and safe in-person events. Through our efforts, SWBID not only helped our community navigate the challenges of the pandemic but also strengthened the bonds that define our collective resilience.

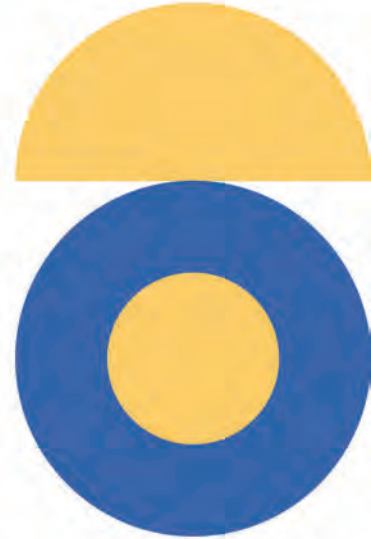
The challenges brought about by COVID spurred SWBID to redefine its approach, placing a stronger emphasis on community collaboration and people-centric initiatives. As a result, SWBID has solidified its reputation as a dependable and valued partner within the Southwest community, steadfastly fulfilling its role as a respected steward of the neighborhood.



PLACEMAKING AND COMMUNITY COHESION

Our public spaces undergo continuous transformation, evolving into dynamic platforms that foster creativity, connectivity, and community empowerment. At SWBID, we are dedicated to delving into the synergy of community-led design and a profound sense of belonging, resulting in spaces that authentically capture the essence of a neighborhood's identity. These spaces serve as catalysts for forging meaningful social bonds and cultivating shared connections.

Presently, SWBID dynamically enriches more than ten parks and public spaces by integrating furniture, little free libraries, captivating public art installations, planters, and an array of year-round activities crafted to foster community engagement. Each year, we curate over 25 events, bolstering the essential social networks that weave the fabric of our vibrant community.





Community Tables, Formerly Sunday Suppers

In August, we invite residents from every corner of the neighborhood to gather for a shared meal and community-building performance or activity. These unique annual experiences provide a novel opportunity for neighbors who might not otherwise cross paths to create purposeful connections and build a stronger sense of community.



Peace Gardens

In 2021, SWBID partnered with GOODProjects to establish three transformative Peace Gardens in Old Southwest. These gardens, funded by the Building Blocks DC grant, turned central community spaces into hubs with flowers, herbs, art, and improved amenities. This initiative serves as a pilot for a community-based approach to address gun violence.



Pocket Change

Since 2018, SWBID has partnered with the Southwest Neighborhood Assembly (SWNA) to host Pocket Change — a \$1000 micro-grant competition to highlight and fund remarkable ideas that are *from Southwest for Southwest*.



Halloween in Southwest

Halloween in Southwest goes beyond costumes, instilling community pride and well-being. Events like our Lansburgh Park celebration provide a safe space for sharing and friendship, inviting community groups to join in and encouraging connections with neighbors.



Farmers Market SW and MarketSW

The weekly Farmers Market SW and the bi-monthly craft fair, MarketSW, are essential social hubs in our neighborhood. They provide access to fresh foods, support local vendors, encourage innovation, and offer a thriving platform for local businesses.



Duck Pond Music

SWBID collaborates with Capital Fringe for Duck Pond Music, a free concert series celebrating local DMV musicians in the summer and fall, complete with an open mic for budding community talents.



Spring Opening of the Parks

SWBID annually organizes park activities to mark the reopening of our beloved parks, featuring events like Birthday Parties for the Southwest Library, the Southwest Duck Pond Party, and a Block Party in Lansburgh Park. These celebrations offer a kaleidoscope of live music, food, and immersive activities for all ages to enjoy in our public spaces.



Holidays in Southwest

Each year, SWBID joins community groups in a tapestry of holiday joy for our neighbors. We've hosted annual "Light Up Southwest" light competitions, caroling, foam snow parties, and a Winter Wonderland toy giveaway featuring photos with Santa and Mrs. Claus.

Traffic Control Box Wraps

To enhance our neighborhood's visual appeal, we collaborated with 17 talented regional artists, transforming 24 traffic control boxes with unique designs. These expressions celebrate Southwest's character, paying homage to DC landmarks, architecture, the District Wharf, and playfully nodding to the Southwest Duck Pond.



LEA CRAIGIE
Cathedral Blossoms



NICHOLAS SHI
Celebration



REEBO & JULIA
The Divine Right of Geese



JENNIFER GEIGER
Magic All Around You



RASHAD ALI MUHAMMAD
Kaleidoscopic Metro View



JENNIFER GEIGER & MARTHA SPAK
Festive Ducks



JENNIFER GEIGER & MARTHA SPAK
Rolling Along



THEO MORROW
Brute Box



PEIJISAN ART
Neighbors Below



SIMONE BAILLY CAMPBELL
We are Indestructible as Nature



Sculptured Benches

Custom modular seating that gives an ode to the unique elements of Southwest.



MuralsDC

Artist A.L. Grime created a compelling mural at L'Enfant Plaza. Blending science and art, it pays tribute to NASA's Nicole Stott and Algorithm Justice League's Joy Buolamwini.



L'Enfant Plaza | Construction Barricades

In partnership with WMATA, Theo Marrow's Brute Block is a colorful interpretation of DC's most iconic work of brutalist architecture, the Washington Metro.



Kamala Harris Yarn Bomb Honors International Women's Day

The outdoor crochet art installation "I'm Speaking" by London Kaye celebrated International Women's Day. Honoring Vice President Kamala Harris is Kaye's largest work to date and part of the Love Across the USA initiative for a powerful celebration of women's voices.



"MI-E DOR DE TINE" at The Wharf

Andi Daiszler's neon installation, reading "MI-E DOR DE TINE" (meaning "I MISS YOU" in Romanian), is part of a traveling exhibition dedicated to the global Romanian diaspora. Complemented by sister artworks, it symbolizes hope for the reunification of Romanians, with nearly 25% residing outside the country.



High Water Mark

At The Wharf, the "High Water Mark" art project, designed by Hackreative with support from DOEE and FEMA, visually depicts historical and potential flooding events in the city's floodplain. Using color-coded buoys serves as a powerful reminder of floods' destructive nature, highlighting the importance of resilient infrastructure.

PARKS

SWBID knows parks are essential to communities, offering a multitude of benefits. They provide spaces for recreation, promoting physical health and furthering social interaction. Parks contribute to mental well-being by offering peaceful environments and green spaces. Southwest parks play a crucial role in our community development, often activated by the SWBID in providing areas for play, education, and gatherings, contributing to a higher quality of life.





Southwest Duck Pond Renovations

In 2020, a \$1.2M renovation of the Southwest Duck Pond was completed, providing ADA upgrades, renovations to the pond, plumbing, fountains, pond lighting, controls, masonry repairs, a new duck habitat island, play elements, and various site and landscaping improvements.



Lansburgh Park Improvements

One of Southwest's largest parks, Lansburgh Park, received \$750,000 in renovations from DPR to support the refurbishment of its historic pavilions, new lighting, repaved sidewalks, and amenities like a new water fountain, grills, and additional seating.

SW/Buzzard Point Flood Resilience Strategy

Since 2021, we've partnered with DOEE for the SW/Buzzard Point Flood Resilience Strategy. Through community events, neighbors shared input and helped design flood prevention solutions. The plan is finished, and implementation starts next year.



Town Center Parks

In 2019, SWBID finalized the Town Center Park Vision Plan, envisioning ways to enhance connections and identifying exciting prospects for revitalization within parks from the Southwest Duck Pond to 3rd and I Street Park. With \$3.5M allocated for a design-build project, it's currently in progress and scheduled for completion in 2025.



MOBILITY AND MID

In our pursuit of advancing urban mobility in the Southwest quadrant, we recognize the evolving landscape and development trends over the past decade, revealing gaps in our current mobility infrastructure. Currently, SWBID collaborates with the District Wharf to offer a complimentary neighborhood shuttle service, bridging connectivity between the National Mall and the Wharf.

However, our focus extends beyond the present; we convene key stakeholders to explore innovative mobility solutions tailored to our community's needs, including bike lanes, scooter corrals, sidewalk extensions, and additional shuttle services. Established in 2019, the Mobility Innovation District (MID) serves as a platform for testing purpose-driven mobility solutions that prioritize safety, equity, and sustainability. Through a public-private partnership, the MID conducts trials and collaborates with global technology partners, positioning itself as a blueprint for cities worldwide. In 2023, the MID expanded its impact by partnering with Capitol Riverfront BID, extending its influence beyond the Southwest quadrant.



Circuit Rideshare

In June 2023, we proudly launched Circuit, a fully electric rideshare service that has revolutionized transportation options in Southwest DC. This innovative service delivers fixed-route and on-demand riding options throughout the Southwest neighborhood.



Circuit+ MID impact

Since the launch of Circuit in June to the end of Fiscal Year 2023, we've had impressive numbers that contribute to the overall transportation health of Southwest.

- 23,195 passengers used Circuit
- 13,258 total Circuit rides
- 26,565 miles traveled by Circuit

Drivers utilizing the Circuit service instead of personal vehicles effectively avoided 8.5 tons of harmful greenhouse gas emissions. This conscious decision to opt for Circuit not only prioritized convenience and accessibility but also actively contributed to the preservation of our environment.



With support from DOEE, the MID launched an e-bike and cargo e-bike library for Living Classrooms and DC Central Kitchen employees. Users can borrow electric bicycles for commuting or recreation and return them for others to use after a designated period, similar to a traditional library.



Hello Lamp Post empowers individuals to actively shape the future of our neighborhood through a versatile text communication platform available on Southwest transportation modes, enabling valuable feedback.



The Southwest Shuttle's Post-COVID ridership is on the rise, particularly among tourists exploring the neighborhood. Exciting for 2023, a new stop at the Southwest Duck Pond enhances convenience for residents and visitors to enjoy the park.



COMMUNITY STEWARDS

In our neighborhood, the 30 Ambassadors from the operations team engage and assist neighbors, enhancing both the physical and personal aspects of our community.

Beyond caretaking, they passionately contribute to the neighborhood's aesthetics through landscaping and beautification, creating a flourishing environment. They also handle tasks like cleaning bike lanes, removing graffiti, and beautifying the neighborhood.

Their dedication extends beyond the physical environment by embodying unity and pride and encompassing a warm, welcoming atmosphere. The SWBID has elevated cleanliness and public infrastructure standards beyond typical "Clean and Safe" services in BID portfolios. The Ambassadors' commitment goes beyond tasks, actively engaging and guiding neighbors in need.





SWBID Food Distribution

During the height of COVID-19, the SWBID teamed up with World Central Kitchen and DC Public Schools to deliver up to 1,000 meals daily to neighbors in need. Addressing ongoing food insecurity in Southwest, we've sustained this effort with DC Central Kitchen, providing 1,000 meals and 450 produce bags weekly.



Landscaping

Our skilled ambassadors take pride in being dedicated landscapers, consistently transforming ordinary areas throughout the Southwest community into stunning havens of beauty and charm.

In 2018, SWBID won the Civic Pride Award at the Brickies. The "Brickies" are Ward 6's annual celebration to recognize incredible neighbors, organizations, and businesses.

Connecting to Services

Our ambassador team regularly engages with homeless individuals within Southwest. In partnership with Community Connections, we provide essential services, distributing 55 SmartTrip cards and assisting in obtaining 19 IDs, 60 SNAP benefits, 22 birth certificates, and 18 social security cards in the past year. Notably, our collaborative efforts led to 19 homeless individuals securing stable housing, highlighting our commitment to comprehensive assistance and positive outcomes for those in need.

Ground Truth + Inspire Success Day

Our team conducted a unique perception survey with a hands-on approach, engaging nearly 500 Southwest community members to identify pressing needs, emphasizing safety, more services, and activities. After Ground Truth conversations, we swiftly organized the first annual Inspire Success Day in Summer 2023, uniting over 20 partners to offer career guidance, educational support, financial advice, and health and wellness resources.

BID Academy

To sustain continuous growth, SWBID hosts monthly BID Academy sessions for our Ambassadors. Led by experts from various fields, these sessions offer valuable skills such as MPD training, mental health outreach, cleaning certification, Spanish lessons, Narcan application, FEMA response, and museum tours. Engaging with diverse perspectives keeps our Ambassadors ahead in community service, equipped to make a lasting impact.



ENSURING SAFETY DURING COVID

Deep Cleaning

During COVID-19, we swiftly met the rising demand for comprehensive cleaning services by training our team in cutting-edge technologies. Now, we proudly offer these specialized services to provide returning employees and visitors with a renewed sense of peace and reassurance.

PPE

Amid the pandemic, the SWBID became a trusted source of essential Personal Protective Equipment (PPE). In 2020, we procured and distributed over 250,000 crucial items, including CDC-approved masks, gloves, hand sanitizer stations, and other safety equipment, ensuring the utmost protection for our community in these challenging times.



SW IDENTITY AND NETWORK BUILDING

Southwest's prosperity hinges on the collaborative endeavors of our neighbors, partners, and stakeholders united in pursuing shared goals. As a pivotal hub, the SWBID plays a vital role in connecting people, organizations, information, and ideas, fostering new partnerships, and amplifying Southwest DC's narrative.



Big Ideas Tour

In January 2023, stakeholders, community organizations, and businesses gathered at The Anthem to discuss collaborative strategies for addressing social and economic challenges in Southwest. The Big Ideas Tour, a showcase of community work, facilitated valuable connections with local leaders and addressed Southwest priorities, emphasizing the area's commitment to implementing new ideas for cultivating mindful connections.

Hospitality Alliance

Southwest hosts numerous cultural institutions and entertainment venues. Together, we aim to create an exceptional visitor experience and tap into the substantial economic potential of the local business community. The SWBID has initiated conversations among hospitality leaders to craft a unique "destination within a destination" in Southwest. With established relationships and a preliminary action plan, we are setting new standards in destination hospitality.

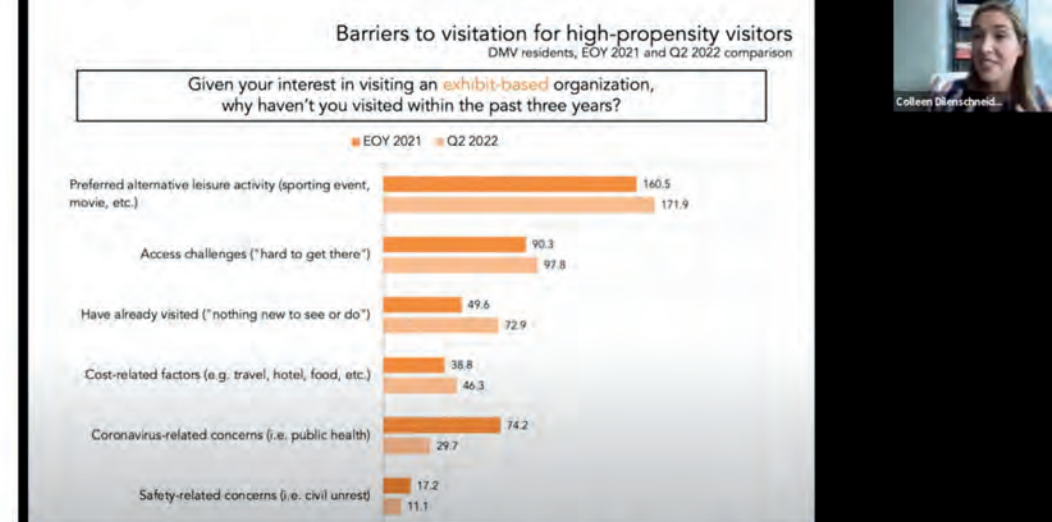


IMPACTS Experience x SWBID

SWBID collaborated with IMPACTS Experience to host quarterly summits in 2021, providing the latest hyperlocal, real-time research on audience trends in the post-COVID world. These sessions assist cultural institutions and hospitality leaders in adopting best practices to boost audiences, which is especially crucial as tourism and cultural institutions recover from the pandemic's impact.

BISNOW: Southwest DC

In 2020, BisNow focused on the rapid development of Southwest, which has become the quadrant of choice for office tenants, apartment renters, and retailers in DC's smallest quadrant. This was complemented by our BisNow event in 2023, which brought together Southwest stakeholders to discuss the crucial needs and preferences of renters, shoppers, hotel guests, and cultural tourists — vital for local businesses to thrive. Southwest DC has emerged as a hub for innovative business concepts, with changemakers identifying new success fundamentals. The sense of community in the area is growing as local businesses and community organizations promote attractions, ensuring a sustained quality of life.





As the go-to resource for accurate, timely data and research in Southwest, the SWBID serves as a library for neighborhood plans, transportation numbers, development pipeline data, consumer preferences, local demographics, crime trends, and more. Beyond collecting and tracking quantitative data, we consistently seek ways to understand the lived experience beyond numbers and statistics.

- **SW Story Dashboard:** SWBID partnered with George Mason University's (GMU) School for Peace and Conflict Resolution for a unique research project. Using the SenseMaker platform, citizen journalists collect stories from Southwest residents, turning them into data points to identify trends in neighborhood needs and enhance our understanding of the lived experience.
- **Data and Research Tools:** below is a summary of tools that we regularly use to provide insights and information to the Southwest neighborhood

Tool	Description
Delta Associates Custom Quarterly Report	Quarterly development pipeline tracking from Delta Associates, a local real estate research firm
Placer.ai	Consumer data subscription service that can provide metrics on visitation, trade area, consumer profiles, and benchmarking among peers
CoStar	Real-time commercial real estate information that includes detailed information on properties, including things like tenants, vacancy rates, leasing activity, and market conditions
Public Data	The SWBID employs multiple individuals who are well-versed in data gathering from reputable publicly available resources such as the Census Bureau, DC Open Data, and others. Critically, these team members can distill down complex data sets into easily understood data points that are relevant to various needs
TrackTik	Software program is used by the SWBID Ambassador team to track work and identify trends throughout the neighborhood
SWBID Ambassador Team	The SWBID Ambassador team is on the street seven days a week and keen observers of everything from homelessness and drug transactions to increased visitor numbers and the need for additional wayfinding signage. Sentiment analysis leads this data.



In all of our initiatives — from providing trusted, daily support, food distribution, mobility solutions, enhancing parks, street cleaning, events, connecting people to resources, and adapting in real-time to the community's evolving needs — we honor our essential connections... co-creating a healthy, prosperous Southwest for all.



Allison Harvey
@acharvey2

Thank you to the amazing @SWBID team and to all of the parents and community members who came out to help get @AmidonBowen ready to welcome back #bestinsouthwest we couldn't have done it without you!!



SW DC Newsies @SWDCNewsies · Sep 25, 2023
Thanks to the whole SW Bid team!

SWBID @SWBID · Sep 25, 2023

Replying to @SWBID @SWDCNewsies and @DDOTDC
Our team cleaned up the area this morning, and is safe to sit again!



CM Allen's Team @CMCharlesAllen · Apr 29, 2020

Thank you to the SWBID team that jumped in on Day 1 of this crisis to ask "What can we do?" and then took action.



SWBID @SWBID · Apr 29, 2020

Today marked the 20,000th meal delivered by our team to #SWDC residents. A big thanks to our partners at @Nats4Good and @WCKitchen and our committed community volunteers who make this work possible 🙌 ow.ly/pJBT50zsiW9



We're partnering
to deliver meals



Joe Lowry
@PreparednessJoe

I have to give a shoutout to the @SWBID street crew! They consistently keep SW looking great. I just saw one of their team members and it was clear the man cared about his work and had a customer service attitude, even while doing something as simple as sweeping the sidewalk.



justintjscott HEROES!! ❤️ The SWBID crew!



Alexander Moore @AJusticeMoore · Mar 25, 2021

Another ripple of @craignewmark + @Nats4Good's generosity! Thank you @SWBID and @GOODProjectsDC for your amazing front-line partnership in SW DC.



Nycci Nellis @NycciNellis · Mar 25, 2021

Southwest BID + DC Central Kitchen collab = meals & groceries to those in need ~ @SWBID + @dcck ~ responding to COVID-19 & persistent food insecurity ~ over 150 nutritious prepared lunches distributed every weekday
thelistareyouonit.com/buzz/southwest...

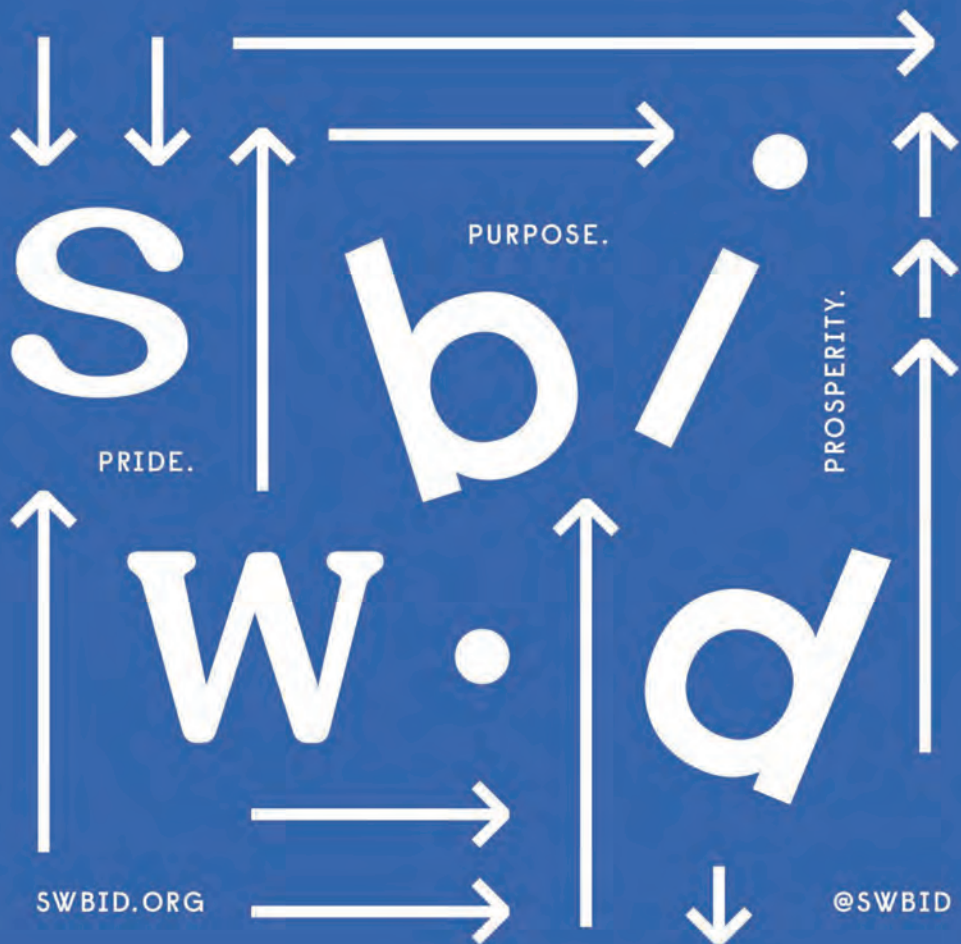


Thank you for everything you do for SW to get better and better.

We were delighted with the meals and watermelon lemonade you gave us at our last meeting. We heard lots of good feedback from our members about the lunches and the room setup. Please extend our gratitude to the entire team!

Again,. Our heartfelt appreciation:

Beth Hall



What Comm
→ → unity
Can Be



LOOKING AHEAD

As ambassadors and change-makers for Southwest DC, we're guided by an essential truth: people make places, and places make people. As a Business Improvement District, we understand that the true source of collective prosperity is an empowered community that nurtures and centers neighborhood voices. Which, in turn, inspires and instills in each person their own agency. So in everything we do – from providing trusted, daily support, food distribution, mobility solutions, enhancing parks, street cleaning, events, connecting people to resources, and adapting in real-time to the community's evolving needs – we honor our essential connections... co-creating a healthy, prosperous Southwest for all.

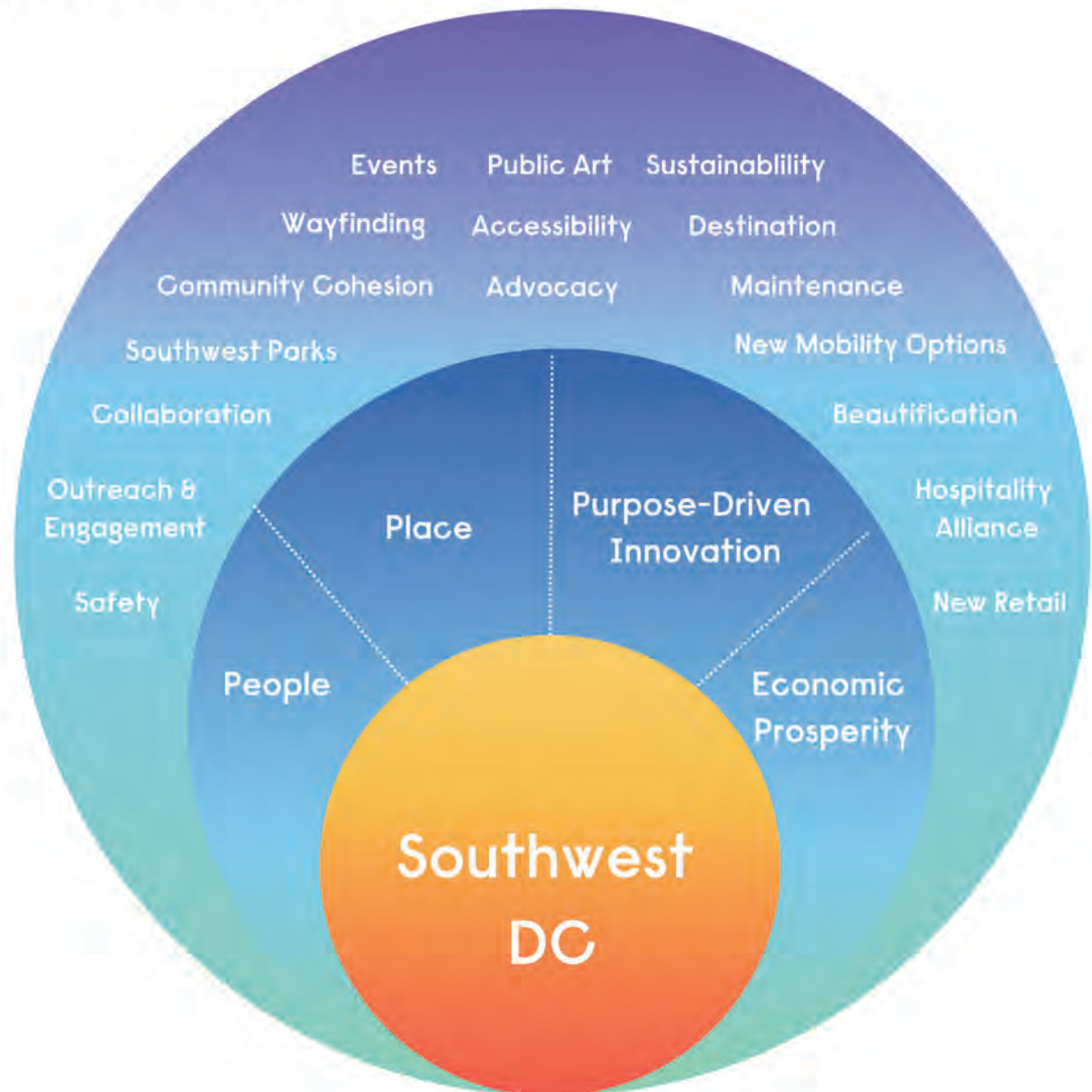
SWBID STRATEGIC ANCHORS

- People
- Place
- Purpose-Driven Innovation
- Economic Prosperity



WHAT MAKES SOUTHWEST GREAT?

Our four pillars serve as the cornerstone for driving the initiatives that cultivate prosperity and create growth. Rather than adhering to strict categorizations, we embrace the symbiotic relationship between people and their environment. We believe in the interconnectedness where each endeavor complements the other, contributing to the collective enhancement of Southwest as an enriching and vibrant destination.





PEOPLE

We're a dynamic group that is always listening and learning, iterating and evolving, energizing and empowering. We adapt in real-time to the changing priorities, needs, and goals of our neighbors. Moreover, we seek to create systems, solutions, and relationships that reflect this adaptability. We believe in the empowering nature of people who empower others. Our community is interconnected, where empowerment becomes a virtuous circle: one feeds into the other, and each relies on the other.

While acknowledging the historical and present challenges our neighborhood faces, we define resilience here as adaptability and flexibility.

A phrase we like to use, 'Resilience is brilliance,' nods to the vibrancy of color, illumination, and insight. It speaks not only to current residents but also resonates with prospective businesses, investors, partners, and more.

PLACE

How and where we do what we do is as important as why, what, and with whom we do it. To us, that means careful consideration and mindful attention to the daily details, decisions, and outcomes - with eyes, ears, hearts, and minds focused on a larger vision: a healthy, equitable, and prosperous SW for all.

We're guided and inspired by the reciprocal relationship between people and place. That means we understand that what happens in one part of the community is felt by, reverberates, and impacts the whole neighborhood. So, in all that we do, we center, nurture, and honor our essential connection to make places come to life.





PURPOSE-DRIVEN INNOVATION

Our idea of what a 'community can be' speaks to work being done now but also nods to Southwest being a microcosm of the cities throughout the US and, therefore, a proving ground for what's possible. It also sets the stage for an ongoing journey. Innovative, iterative, and evolutionary. In what 'community can be' the 'can' represents our potential and momentum.

The work we do is ultimately an opportunity to co-create the ideas, systems, and tools that inspire, expand, and instill in each of us our own agency.



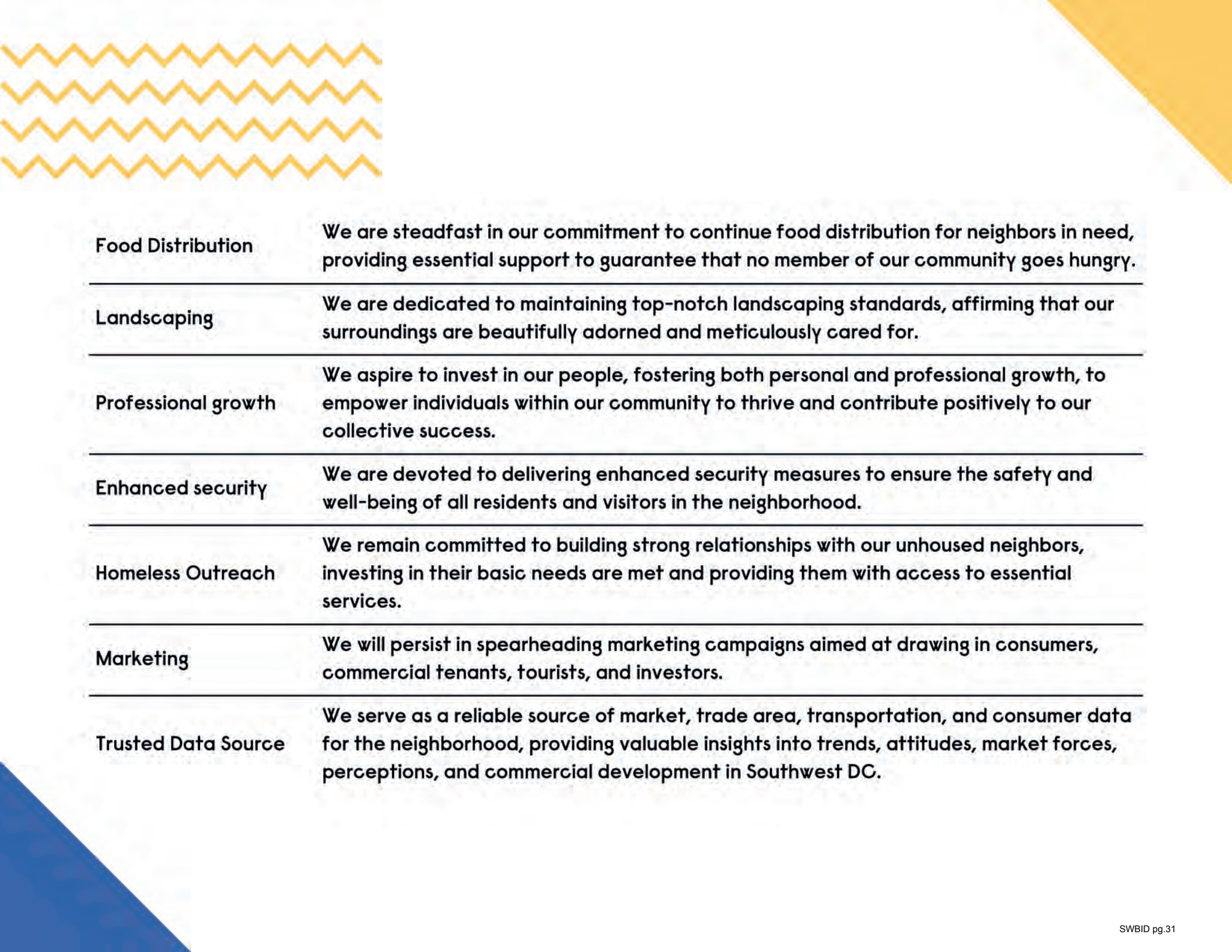
ECONOMIC PROSPERITY

Pride nurtures prosperity. Within this proud community, we know we can nurture an economic engine by strategically investing in the enhancement of commercial areas and cultivating a vibrant business ecosystem. Through initiatives we already do, such as beautification, infrastructure improvement, and community engagement, we can attract businesses, residents, and visitors, driving economic growth and job creation. This also speaks to our Ambassador model and the idea that giving people the resources they need to thrive instills and inspires pride in themselves, their fellow neighbors, and the community. All of which nurtures collective prosperity.

SOUTHWEST'S 5-YEAR SUCCESS BLUEPRINT

We will persist in diligently pursuing our core objectives while ensuring that every aspect of our work is thoughtfully enhanced and purposefully integrated into our planning process.

Stakeholder Engagement	We are dedicated to consistently gathering feedback from our neighbors and stakeholders, aiming to deeply understand their needs and concerns. This commitment allows us to offer assistance and support wherever possible, ultimately enriching the well-being of our community.
Events and Activations	We know events for the community are essential as they foster social cohesion, strengthen community bonds, and provide opportunities for residents to connect, engage, and celebrate together--ultimately enhancing the overall quality of life in the neighborhood.
Collaborative Partnerships	We consistently cultivate new relationships among partners to bolster more comprehensive and effective programs and establish fresh local networks for sustained action.
Public Art	SWBID remains committed to enriching public spaces, igniting creativity and dialogue, fostering cultural identity, and elevating the aesthetic appeal of communities. This dedication ensures they become even more vibrant and inclusive destinations for residents and visitors alike.
Public Space Maintenance	We are focused on ensuring a clean and welcoming environment where the infrastructure remains in good repair, and any issues that arise are resolved quickly.
Park Maintenance	We are committed to continuing park maintenance to keep our green spaces pristine, inviting, and accessible for all members of the community to enjoy.



Food Distribution	We are steadfast in our commitment to continue food distribution for neighbors in need, providing essential support to guarantee that no member of our community goes hungry.
Landscaping	We are dedicated to maintaining top-notch landscaping standards, affirming that our surroundings are beautifully adorned and meticulously cared for.
Professional growth	We aspire to invest in our people, fostering both personal and professional growth, to empower individuals within our community to thrive and contribute positively to our collective success.
Enhanced security	We are devoted to delivering enhanced security measures to ensure the safety and well-being of all residents and visitors in the neighborhood.
Homeless Outreach	We remain committed to building strong relationships with our unhoused neighbors, investing in their basic needs are met and providing them with access to essential services.
Marketing	We will persist in spearheading marketing campaigns aimed at drawing in consumers, commercial tenants, tourists, and investors.
Trusted Data Source	We serve as a reliable source of market, trade area, transportation, and consumer data for the neighborhood, providing valuable insights into trends, attitudes, market forces, perceptions, and commercial development in Southwest DC.

TRANSFORMATIONAL AREAS OF FOCUS



NEW BRANDING AND COMMUNICATIONS

Over the past two years, the SWBID embarked on a strategic rebranding journey aimed at deepening community connections and enhancing impact through improved communication and wayfinding. Recognizing that a refreshed brand is more than a visual update, but a strategic necessity, we aligned it seamlessly with our vision of driving growth and sustainability in Southwest DC.

The resulting SWBID brand transcends mere aesthetics; it authentically embodies our organizational identity, resonating with our values. The updated brand image, messaging, and visual identity enhance the appeal of the Southwest area for businesses, residents, and visitors alike.

This commitment to distinction and a well-defined brand extends beyond perception. Our rebrand enables us to align our visual identity and messaging with our current strategic goals, ensuring that every aspect of our brand reflects our mission, values, and long-term vision.

Moving forward with this branding strategy allows Southwest to forge a cohesive identity, making all initiatives easily recognizable, user-friendly, and distinct. This approach ensures stakeholders, neighbors, and visitors can readily engage with our brand, promoting familiarity and accessibility. It's not just a rebrand; it's a bold step towards a future where the SWBID embodies innovation, impact, and a thriving Southwest community.





The identity was meticulously curated, employing typography that strikes a balance between classic and contemporary, mirroring the essence of Southwest itself. The stacked logo cleverly utilizes the "i" as a connector between Southwest and the BID. Additionally, graphic elements have been intentionally developed to enrich the brand system, infusing our core values with vitality through their strategic implementation in various programs.



The Community iconography is an ode to the iconic red rocking chairs at the SW Duck Pond.



This logo denotes the all-encompassing entity our Operations provide.



The Wellness emblem is our take on a lotus flower commonly associated with wellness activities.



Mobility identifies the constant movement of progressive mobility solutions and innovation.



Parks and Public Spaces emblemizes the archetypal lighting system found throughout spaces in SW.



The Events symbolism is inspired by the sun while also emphasizing connectivity.



Taking our vision of beyond typical BID activities a step further, we want to emphasize that SWBID is constantly 'in dialogue' with neighbors, stakeholders, businesses, and visitors to thrive.

HOSPITALITY ALLIANCE

ESTABLISHING A 'DESTINATION WITHIN A DESTINATION'

We have brought together top executives from crucial tourism stakeholders to facilitate knowledge-sharing and cultivate a unified brand messaging for Southwest. This program serves as a platform for developing a comprehensive understanding of the diverse visitors who frequent our area. Ultimately, it will lead to a strategic plan that positions our neighborhood as a unique "destination within a destination" and provides the collaboration necessary to elevate the visitor experience.

During our initial kickoff conversations, we uncovered some key priorities for our community. We found that establishing a more comprehensive community wayfinding system, enhancing marketing staff coordination, increasing SWBID Ambassador tours and trainings, strengthening our partnership with Destination DC, and improving concierge training were all top priorities for action. These areas will be our focus as we create a stronger, more cohesive community.

By fostering collaboration among influential industry leaders, we aim to leverage their expertise and insights to enhance Southwest's appeal and attractiveness. This collaborative effort will create a unified narrative highlighting the distinctive offerings and experiences that set our neighborhood apart. This strategy will position Southwest as a must-visit location, emphasizing its unique charm and enriching the overall visitor experience.



In September 2023, we convened with hospitality leaders from across Southwest to collaborate on crafting an outstanding visitor experience, highlighting the potential for a thriving cultural and hospitality community in Southwest DC. With the assistance of The Clearing, Inc., we seamlessly integrated everyone's insights and ideas, resulting in a captivating illustrated roadmap that empowers us to spearhead the transformation of Southwest into an unparalleled visitor destination.



ECONOMIC ENGINE

The SWBID has the potential to serve as a robust economic engine, driving growth, nurturing entrepreneurship, and enhancing the overall economic vitality of the region. Southwest has emerged as a critical destination for DC's tourism industry, welcoming more than 10 million visitors in 2023. Southwest is also growing at a rapid pace, adding more than 2,500 housing units and 600,000 square feet of commercial space in the last five years, with an additional 6,400 housing units and 190,000 square feet of commercial space still in the development pipeline.*

SWBID supports local businesses through programs and resources, driving job creation and stability. By promoting local tourism and investing in arts and culture, SWBID boosts economic activity and strengthens community identity. Additionally, SWBID provides spaces and support for businesses, bolstering innovation and diversification.

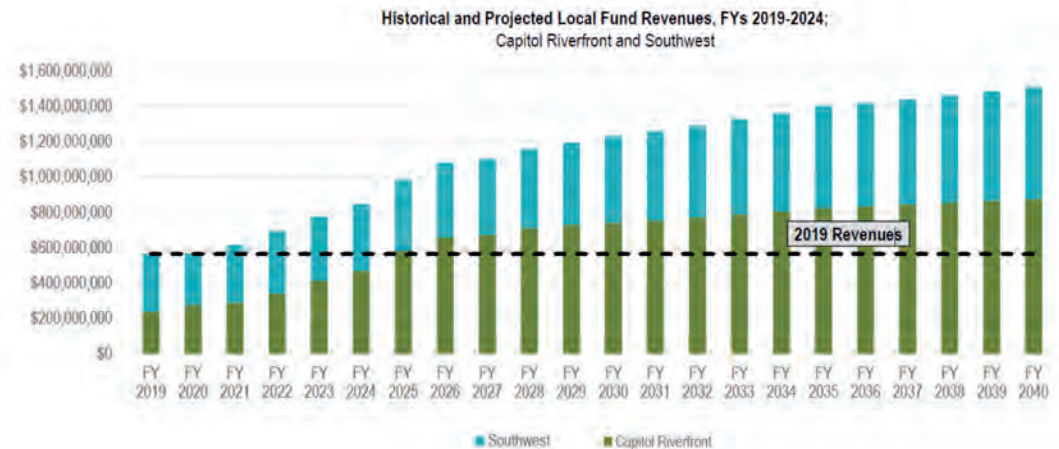
As Downtown DC's economic recovery faces challenges, downtown-adjacent neighborhoods like Southwest, Capitol Riverfront, NOMA, and others have a notable opportunity to play a pivotal role in driving the growth and prosperity of DC. The SWBID, alongside our partners, remains dedicated to preserving these communities and strategically directing private and public investment towards vital amenities and infrastructure. By unlocking the full potential of our neighborhoods, we aim to uplift the economy of the entire District of Columbia.

**Data produced by Replica, Placer, and Co-Star*



In 2023, the SWBID and Capitol Riverfront BIDs partnered to better understand the fiscal impact of these rapidly growing waterfront neighborhoods.

- A study conducted by RCLCO confirmed Southwest and Capitol Riverfront are key contributors to the DC economy, forecasted to generate 50% more local fund revenues for the District in FY 2024 compared to FY 2019. This outpaces the 17% growth expected for the District overall during this period, totaling over \$4 billion in revenues for Capitol Riverfront and Southwest.



“A RESIDENT IS THE BEST RETURN ON INVESTMENT FOR A CITY BECAUSE THEY LIVE HERE, PAY PROPERTY TAX AND INCOME TAX, AND THEN GO SHOPPING AND SUPPORT LOCAL BUSINESSES.”

NINA ALBERT, DEPUTY MAYOR FOR PLANNING AND ECONOMIC DEVELOPMENT



- By FY 2024, Southwest and Capitol Riverfront are projected to contribute 9% of local fund revenues, up from 7% in FY 2019, despite representing just 4% of the population and 2% of the land area in the District.
- Projections indicate Capitol Riverfront and Southwest will generate 167% more annual revenues by FY 2040 compared to FY 2019 and 78% more than in FY 2024. Continued support is essential to sustain their growth and appeal to residents, employees, and visitors.

TOWN CENTER PARKS

In 2019, the SWBID led the community visioning process to reimagine and better connect public spaces in Southwest DC. Since then, the Department of General Services (DGS) and the Department of Parks and Recreation (DPR) have worked diligently to transform this vision into reality, beginning with the design and construction of the generTown Center Park at 4th and I Streets SW. These spaces should not only be accessible but also welcoming, serving as civic areas where the community can gather and connect.

A design-build team is currently collaborating with DPR, DGS, SWBID, and the community to develop a final design for the 'Town Center Park' area. These parks have the potential to feature flexible amenities such as café seating, terraced seating, an event stage, public art displays, and a multipurpose area for hosting various events like farmers' markets, craft fairs, holiday festivals, and pop-up commerce.

Construction on Phase I of Town Center Park is scheduled to begin in Spring 2024. While the contracted design work will encompass the entire Town Center Park area, current funding will only support the construction of one phase—the eastern park space in front of Christ United Methodist Church.

Looking ahead, the SWBID team is working closely with DPR, DGS, and community stakeholders to ensure that we complete the park's construction and activate it as the neighborhood envisioned.





THE MOBILITY INNOVATION DISTRICT (MID)

The Mobility Innovation District (MID) is laying the groundwork for cutting-edge mobility solutions that address urban challenges, improve quality of life, and ensure equal access for all. The MID is a multi-year initiative with seed funding provided by the District's Deputy Mayor's Office of Planning and Economic Development (DMPED) and project funding provided by a Department of Energy and Environment (DOEE) grant.

By leveraging partnerships with both the public and private sectors, the MID engages in on-the-ground testing and collaborates with global technology partners to develop locally focused solutions. The MID strives for new options and better solutions that make a meaningful impact on people's day-to-day lives. Current programs include the Circuit on-demand shuttle and an employer-based e-bike library, both of which provide new, green options for getting around the SW neighborhood.

Over the coming months, the SWBID will continue to diversify the revenue model of the MID to ensure the sustainability of the program into the future. Here's what we can look forward to in 2024:

- Autonomous Vehicle/Smart Infrastructure Testbed research project in partnership with DDOT
- Microfreight Delivery Hub Pilot project in partnership with DDOT and private sector delivery companies
- Electrification Policy Lab is designed to help the District with the transformation to an electric vehicle future

A purpose-driven Mobility Innovation District prioritizing sustainable transportation can revolutionize community mobility while addressing environmental, economic, and social goals.



PUBLIC SAFETY

The SWBID will play a vital role in promoting safety within our community, creating an environment that instills confidence and security for businesses, residents, and visitors alike.

As caretakers of community well-being, the SWBID and our Ambassadors take proactive measures to champion and implement safety initiatives that address existing concerns and prevent potential issues.

During crises, whether natural disasters or public health emergencies, SWBID acts as a central coordination hub, disseminating critical information and organizing community responses. By emphasizing preparedness and resilience, we ensure immediate safety and contribute to long-term stability, community confidence, and cohesion.

By forming strategic partnerships with local law enforcement, violence interrupters, and implementing community-connected programs, we can significantly improve the safety landscape. Recently, ANC6D and the SWBID initiated a task force to address a surge in crimes near Safeway. Our capacity to swiftly respond to these challenges, collaborate on solutions, and maintain a visible presence in the community fosters an environment where businesses thrive, residents relish their surroundings, and visitors explore with confidence. The SWBID remains committed to being a flexible and proactive ally in our efforts to tackle crime and public disorder within the community.



COMMUNITY COHESION

In the ever-evolving urban landscape, the narrative of growth often collides with the specter of transformation. Yet, within this intricate tapestry of change lies the potential for community cohesion to serve as an antidote, weaving together the fabric of old and new neighborhoods experiencing rapid growth.

We thrive on the recognition that every individual contributes to a neighborhood's unique tapestry. We are committed to preserving the cultural nuances that define a community, from its historic landmarks to the stories etched in its streets.

At the core of our mission is the creation of spaces for dialogue, understanding, and collective decision-making—where the concerns of long-standing residents are not only heard but also respected, and where newcomers are embraced with open arms. Our team is deeply rooted in the community and remains dedicated to fostering ongoing community engagement through advisory groups in all our endeavors.

Our events and programs celebrate the resilience of our community, showcasing how intentional programming can inspire a sense of belonging, further understanding, and cultivate a shared commitment to the well-being of all who call Southwest home. This ethos will continue to guide our annual events, bringing people together and strengthening our community bonds.



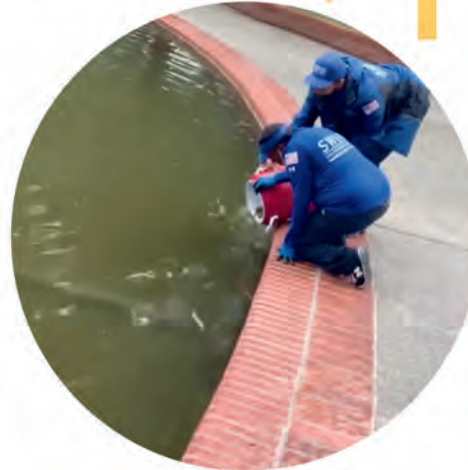
BY THE WAY....



We're childlike at heart



We're really good hula-hoopers
(that might be an exaggeration)



We do our best to save ducks when they've
strayed away from the SW Duck Pond



We're big fans of Mardi Gras at the Wharf



We laugh a lot and tell really bad Dad jokes



We dress up in kids Halloween costumes



We play basketball against DCHA
(we dont need to mention who won)



We attempted the electric slide to
promote the Circuit EV

FIVE-YEAR PROJECTED BUDGET

The SWBID enters this renewal in a robust financial position, setting itself apart from counterparts across the city with tax rates unchanged since its formation in 2014. Over the past decade, the SWBID has experienced consistent revenue growth, fueled by substantial development within its borders. Looking ahead, while revenue growth from new development is expected to stabilize due to various market forces in the commercial real estate industry, the SWBID remains financially sound. The outlined five-year budget incorporates inflationary adjustments in expenditures across program areas, aligning with current trends. Subject to board approval as per our by-laws, the SWBID plans to implement a modest 2% BID tax increase annually, starting in FY25.

	FY24 (Approved)	FY25	FY26	FY27	FY28	FY29
Assessment Revenue ¹	\$2,700,000	\$2,754,000	\$2,809,080	\$2,865,262	\$2,922,567	\$2,981,018
Contract Revenue ²	\$1,393,679	\$1,393,679	\$1,393,679	\$1,393,679	\$1,393,679	\$1,393,679
Other Revenue ³	\$1,651,707	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Total Operating Income	\$5,745,386	\$4,397,679	\$4,452,759	\$4,508,941	\$4,566,246	\$4,624,697
Expenses						
Administration	\$362,796	\$370,052	\$377,453	\$385,002	\$392,702	\$400,556
Place Branding	\$912,380	\$916,942	\$921,527	\$926,134	\$930,765	\$935,419
Place Making	\$978,805	\$883,199	\$887,615	\$892,053	\$896,513	\$900,996
Place Management	\$2,295,821	\$2,226,900	\$2,238,035	\$2,249,225	\$2,260,471	\$2,271,773
MID	\$1,303,517	\$0	\$0	\$0	\$0	\$0
Total Operating Expense	\$5,853,319	\$4,397,093	\$4,424,629	\$4,452,414	\$4,480,451	\$4,508,744
Operating Net Income	-\$107,933	\$586	\$28,130	\$56,526	\$85,795	\$115,953

1. Includes expected new developments and a 2% increase in BID taxes beginning FY26, subject to SWBID Board approval

2. Revenue for contracted environmental work with GSA and other stakeholders

3. Assumes MID grant concludes at the end of FY24. Future years assume minimal grants, sponsorships, and other contributions



Appendix





Date of Notice: March 11, 2024

Notice Number: L0011470249

SOUTHWEST BUSINESS IMPROVEMENT DISTRICT
420 4TH ST SW
WASHINGTON DC 20024-2798

FEIN: **-***0581
Case ID: 1887707



CERTIFICATE OF CLEAN HANDS

As reported in the Clean Hands system, the above referenced individual/entity has no outstanding liability with the District of Columbia Office of Tax and Revenue or the Department of Employment Services. As of the date above, the individual/entity has complied with DC Code § 47-2862, therefore this Certificate of Clean Hands is issued.

TITLE 47. TAXATION, LICENSING, PERMITS, ASSESSMENTS, AND FEES
CHAPTER 28 GENERAL LICENSE
SUBCHAPTER II. CLEAN HANDS BEFORE RECEIVING A LICENSE OR PERMIT
D.C. CODE § 47-2862 (2006)
§ 47-2862 PROHIBITION AGAINST ISSUANCE OF LICENSE OR PERMIT

Authorized By Melinda Jenkins

Branch Chief, Collection and Enforcement Administration

To validate this certificate, please visit MyTax.DC.gov. On the MyTax DC homepage, click the “Validate a Certificate of Clean Hands” hyperlink under the Clean Hands section.

ANC 6D

Advisory Neighborhood Commission 6D Southwest | Buzzard Point | The Wharf



1101 Fourth Street, SW
Suite W 130
Washington, DC 20024
202.554.1795
Email: 6d@anc.dc.gov
Website: www.anc6d.org

February 12, 2024

Acting Director Rosemary Suggs Evans
DC Department of Small and Local Business Development
441 4th Street NW, Suite 850 North
Washington, DC 20001

OFFICERS

Chair
Fredrica Kramer

Vice Chair
Bob Link

Secretary
Bruce Levine

Treasurer
Ron Collins

Via email: Rosemary.Suggs-Evans@dc.gov

RE: Resolution Supporting the Renewal of the Charter of the Southwest Business Improvement District

Dear Interim Director Suggs Evans,

At a regularly scheduled and properly noticed public meeting on February 12, 2024, with a quorum present, a quorum being four Commissioners, Advisory Neighborhood Commission (ANC) 6D voted x-x-x in support of the following resolution for the Renewal of the Charter of the Southwest Business Improvement District. The resolution reads as follows:

COMMISSIONERS

SMD 1 *Bob Link*
SMD 2 *Ronald Collins*
SMD 3 *Gail Fast*
SMD 4 *Andrea Pawley*
SMD 5 *Vacant*
SMD 6 *Bruce Levine*
SMD 7 *Fredrica Kramer*
SMD 8 *Rhonda Hamilton*

Whereas: The Southwest Business Improvement District (SWBID) is required to renew its charter every five years.

Whereas: The SWBID has served the Southwest community by maintaining the streets, parks, and public spaces in our neighborhood.

Whereas: The SWBID has endeavored to partner with us and our neighborhood on many projects and initiatives and worked with ANC 6D to make Southwest DC a better community.

Whereas: We are grateful to the Ambassador team and staff of the SWBID for their efforts and support on our behalf.

Therefore: ANC6D resolves that we support the renewal of the SWBID and welcome its continued work here in Southwest DC.

Should you have any questions, please contact me at 6D07@anc.dc.gov or (202) 352-0129.

Sincerely,

Fredrica Kramer
Chair, ANC 6D

CC: smoore@swbid.org



Southwest Neighborhood Assembly

PO Box 70131

Washington, DC 20024

(202) 320-4414 * donna4southwest@gmail.com *** www.swna.org**

Director Rosemary Suggs-Evans
Department of Small and Local Business
441 4th Street, NW, Suite 850 North
Washington, DC 20001

Subject: Endorsement for the Renewal of SWBID Charter

Dear Director Suggs-Evans,

I am writing to wholeheartedly express my support for the renewal of the charter of the SWBID. Over the years, I have had the privilege of both knowing and collaborating with the dedicated staff and SWBID Ambassadors.

For many residents in SW, the SWBID Ambassadors have become the trusted "go-to" resource for addressing problems, regardless of their scale. Their consistent presence in our community has been synonymous with cleanliness, effective management of community projects, and the regular distribution of meals—a testament to their unwavering commitment.

The Ambassadors' invaluable contributions have not only enhanced our surroundings but have also fostered a sense of camaraderie within our community. Their enduring friendship and willingness to lend a helping hand whenever called upon continue to make a positive impact.

In solidarity with The SWNA Board of Directors and my friends and neighbors, I wholeheartedly voice my support for the continuation of the BID charter in our community. The SWBID's proven dedication to the betterment of our neighborhood is a cause worthy of continued endorsement.

Thank you for your consideration.

Sincerely,

Donna Purchase

Donna Purchase, President
Southwest Neighborhood Assembly

 SOUTHWEST
 →  DC:
WHAT COMM
→ → UNITY 
 CAN BE .

swbid

Southwest
Business
Improvement
District

