

RECOVER.

RECONNECT.

REINVIGORATE.

ANNUAL REPORT 2020



NOMA
CITY. SMARTER.

Greetings from Maura Brophy & Brigg Bunker



2020 began full of promise with robust construction activity, exciting new retail, innovative programming, and new planned park openings. As the pandemic swept through the city, NoMa was quick to react and respond. Local businesses showed their entrepreneurial chops by expanding takeout options, shifting inventory to sell essentials, even revamping operations to manufacture PPE. The BID acted swiftly too, redirecting resources to support NoMa's residents and businesses.

As the pandemic wore on, NoMa continued to prove its resilience. Construction continued to progress, new businesses opened their doors, and new residents moved to the neighborhood. The fences came down at Alethia Tanner Park just in time for the park to become an urban oasis for social distancing. New people discovered NoMa through self-guided tours of the 14 new murals delivered by the annual POW! WOW! DC festival. The BID launched new programs, welcomed new staff, and has begun to think ahead to the future through the development of a new strategic plan that will guide the organization's work in the years to come.

While the pandemic is far from over, the distribution of vaccines and decline in COVID-19 cases gives us reason to be optimistic. While the BID continues to support efforts to **recover** from the crisis at hand, we also are beginning to imagine life in NoMa after the public health emergency. We don't use the word "reopen" when we talk about NoMa post-pandemic—because NoMa never closed. Instead, the BID is ready to **reconnect** the community and **reinvigorate** the neighborhood (as soon as it is safe to do so).

Lastly, we'd be remiss if we did not mention that 2020 was also the year that the BID said farewell to its longtime President, Robin-Eve Jasper. During her decade of leadership, she helped NoMa grow into a vibrant and welcoming community where residents thrive and businesses flourish. Perhaps her most enduring legacy will be the great parks and green spaces she helped bring to this formerly park-deficient neighborhood. We thank her for her incredible contributions to the neighborhood and look forward to our continued partnership with the NoMa Parks Foundation.

We hope you continue to stay healthy and safe and hope to see you very soon.

A handwritten signature in black ink that reads "Brigg Bunker".

Brigg Bunker, Chairman of the Board

A handwritten signature in black ink that reads "Maura Brophy".

Maura Brophy, President & CEO



226,900
RETAIL SF UNDER
CONSTRUCTION

12,200
RESIDENTS

2 MORE
PARKS
COMING

3,461
APARTMENTS/CONDOS
UNDER CONSTRUCTION

7 PICK-UP/
DROP-OFF
SPOTS

1,100
COMMUNITY SURVEY
RESPONDENTS

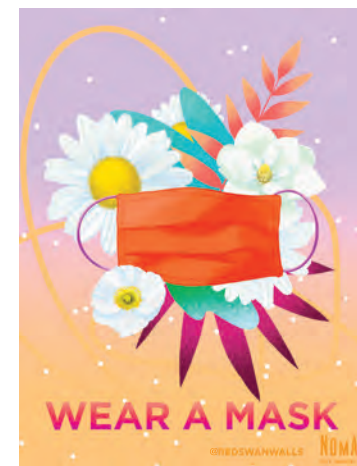


The BID team shifted resources and hours to support NoMa's people and small businesses during the pandemic.

> INFORMATION CLEARINGHOUSE

2020 was marked by the COVID-19 pandemic. Throughout the public health and economic crises, the NoMa BID redoubled its efforts to support its community — residents, local businesses, and property owners alike — to respond and recover. An information-rich web page, updated daily, pulled together the latest federal and local health information and financial support. The web page also listed up-to-date details on business hours, specials, and online ordering options. Residential property managers and local businesses heavily used the page, and it remains consistently one of the top five most-visited pages on the site.

Maintaining and improving relationships with small businesses became critical as storefronts closed their doors. BID staff conducted hundreds of hours of outreach, even assisting four business owners with applications for federal paycheck loan programs. When the Mayor organized a city-wide PPE distribution to businesses, the BID coordinated with organizations throughout the greater NoMa area to supply 143,000 masks and thousands of other items, and also hand-delivered large quantities of PPE to 214 NoMa businesses. The BID also organized bulk deliveries to the H Street and North Capitol Main Street groups for their own distribution.



Artwork created for the Wear a Mask campaign.

> PUBLIC SPACE IMPACTS

As restaurants increased levels of carry-out service, the BID expanded its number of “pick-up/drop-off” (PUDO) zones, allowing customers to easily access restaurants and retail shops from their vehicles. Five local restaurants — Red Bear Brewing, CR NoMa, La Colombe Coffee, King Street Oyster Bar, and Qualia Coffee — expanded their sidewalk café seating capacity, and the BID promoted these expansions online and assisted with permits when necessary. In addition, the BID supplied heaters to several businesses to support outdoor operations through the winter.

> WEAR A MASK PSA CAMPAIGN

Given the District's mask mandate and knowing the power of art to inspire and spur action, the NoMa BID commissioned four local artists to share their artistic expressions and deliver one simple and clear message: Wear a Mask. The vibrant, eye-catching designs by Kelly Towles, Michelle Shiyu Chen, Trap Bob, and Red Swan Walls continue to blanket the streets, storefronts and lobbies of residential and office buildings in NoMa, and are among the BID's most-shared social media content. The campaign also appeared on construction fence banners and in *The Washington Post*.



Growth & Resilience

NoMa's blend of people and businesses helped the neighborhood weather the storm — and will prime it to bounce back quickly.

> RESILIENCE

As office- and entertainment-only districts suffered around the country with the pandemic, NoMa's growing residential population continued to support the neighborhood businesses even as offices emptied out. Red Bear Brewing Co. shifted its operations to hand sanitizer production and baked beer-inspired breads. SEOULSPICE pivoted its operations to open a bodega, selling pantry staples and household goods when other larger retailers were sold out. Anchor retailer REI reopened for curbside appointment-only bike maintenance, a designated essential service. Retail vacancy remains around 12 percent, but interest in the neighborhood also remains high. King Street Oyster Bar

opened prior to the pandemic, and an influx of exciting new retail is coming soon, with 10 more establishments coming in 2021. The BID is ramping up promotions to celebrate these openings, and is also promoting the 226,900 SF of retail space under construction now.

> HOUSING

Residential construction continues at a rapid pace, and at a scale that will reshape the neighborhood. In 2020, about 3,500 residential units were under construction. Upon completion, this will represent a 58% increase in NoMa's multifamily housing supply. Potential residents now have the option to purchase a home in the neighborhood as

well, as the Lexicon brought the first 182 condominiums to NoMa in early 2020. The Tribeca will bring an additional 99 condos to the neighborhood in 2021. With the pandemic, rents softened slightly and vacancy remained flat at around 12.5%, but NoMa property managers did not report significant issues with rent collections. All told, more than 12,200 people now live in NoMa.

> OFFICE

In spite of the rise of remote work, property managers and building owners are optimistic about the return to offices in due time, and the amount of vacant office space in NoMa has remained mostly flat (around 6.1%), rather than rising like the rest of the District. In a sign of the continued appeal of NoMa, more than a dozen leases were signed this year, including a 25,000-SF lease from architecture firm Hickok

Cole at Foulger-Pratt's new Press House building at 4th Street and Florida Avenue NE.

COMMUNITY SURVEY*

84%

commute without driving a car

95%

have a bachelor's degree or higher

47%

have lived here 3+ years

*of NoMa residents



Parks & Plazas

Renderings of the Florida/
New York Intersection



Alethia Tanner Park

NoMa Parks Foundation opened its centerpiece park, designed new plazas, and purchased a final piece of land.

> ALETHIA TANNER PARK

As the pandemic made indoor gatherings all but impossible, the BID opened a brand-new park named in honor of a former enslaved woman on June 25, 2020. Alethia Tanner was born a slave in Maryland, but ultimately purchased her own freedom and the freedom of many of her relatives and friends. Ms. Tanner also supported education, entrepreneurship, and churches for the Black community in the District. While the planned grand opening celebration and months of events were canceled, the park swiftly became a much-loved space for relaxation, respite, and exercise, where people from across the District could enjoy wide-open green space, a playground, and a dog

park. Alethia Tanner Park also includes a key connection from Q Street to the Metropolitan Branch Trail, a café kiosk perfect for providing tasty treats to park goers, and a built-in proscenium — a performance space for movies or plays — for when gatherings are again permitted. The BID and NPF hope to host a rescheduled grand opening in 2021, and the BID will celebrate “Alethia Tanner Day” every summer.

> FLORIDA/NEW YORK INTERSECTION

Significant progress was made in 2020 towards improvement of the infamous Florida Avenue/New York Avenue interchange. With the roadway design finalized by DDOT, NoMa Parks Foundation (NPF) partnered with DDOT and

brought in renowned architecture firm SWA/Balsley to design appealing and usable community spaces from three parcels of land (totaling 1.3 acres!) created by the new configuration. NPF continued its robust community engagement strategy, but this time went virtual; more than 120 households participated in a community meeting sponsored by NPF and DDOT in June, and dozens more viewed the presentations online and/or participated via survey. The design for the new public spaces was enthusiastically supported by the community and was also approved by the U.S. Commission of Fine Arts, the National Capitol Planning Commission, and the DC State Historic Preservation Office. Construction by DDOT is expected to begin in early 2022.

> SWAMPPOODLE'S SISTER

To the excitement of the neighborhood, NPF was able to purchase the 8,400-SF parcel of land directly across L Street NE from the existing Swampoodle Park to create a sister

park with a similar footprint. This new neighborhood park — which is being designed by Lee and Associates — will feature more “passive” elements aimed at relaxation and contemplation that couldn’t be included in its more activity-focused elder sibling. The NPF expects to finalize design and begin construction in 2021.

> END OF AN ERA

While there is still work to be done in completing the above projects, the goals of the NoMa parks effort — as established in NPF’s public-private partnership with the District government — have largely been realized. After five years as Parks Projects Director, Stacie West left the Parks Foundation, handing the remaining items over to Robin-Eve Jasper. Stacie made a significant contribution to the enjoyable public spaces available in NoMa, and her creativity and work will be appreciated for generations. Thank you, Stacie, for your role in helping to make NoMa green and grand!



Events & Art

Winterfest at Wunder Garten

In 2020, NoMa events started off with a bang — then shifted online and continued to build community.

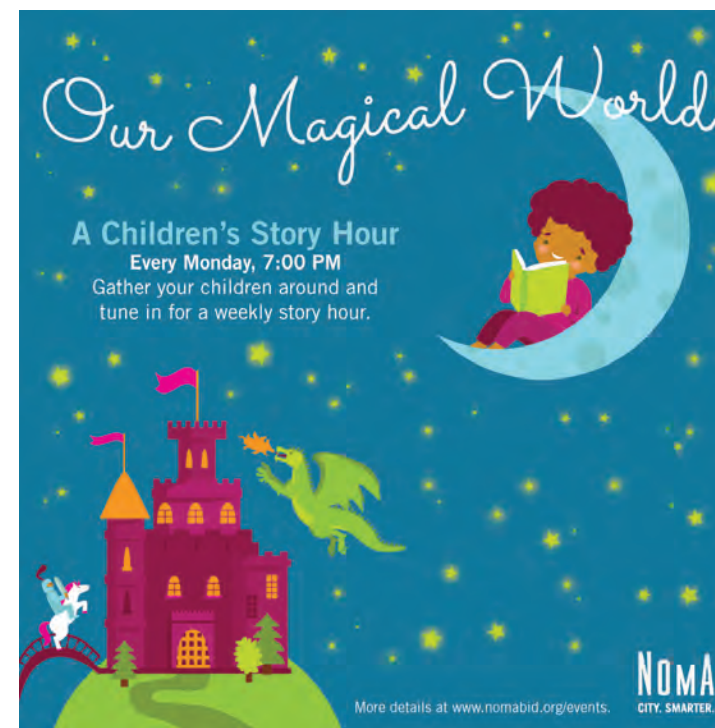
> WHEN WE WERE TOGETHER

The fiscal year started with a huge celebration: the BID's largest PumpkinPalooza yet. More than 1,000 NoMa residents decorated 800 free pumpkins, danced to a live bluegrass band, enjoyed a petting zoo, and ate local food. In December, "Winter Wonder" spread holiday cheer to NoMa commuters, with free hot chocolate, cookies, and NoMa-branded gear. In January, the popular Nerds in NoMa speaker series featured discussions around the theme of "past/present/future." Longtime neighborhood residents told stories of NoMa from the past, while the "present" event convened a panel to discuss various approaches to mindfulness and health. The "future" panel

was led by a professional futurist who discussed the Fourth Industrial Revolution, i.e. the wave of automation that is already changing the ways we live and work.

> STAYING CONNECTED VIRTUALLY

The events team took programming completely virtual in late March, and came up with a slew of creative and well-attended events. NoMa Movie Trivia Nights provided a twist to traditional movie nights by encouraging participants to answer film-related questions via Twitter, and enter to win prizes aimed to support local businesses. The Lobby Project artwork exhibit by Alexandra Arata, "Bound Together," debuted on

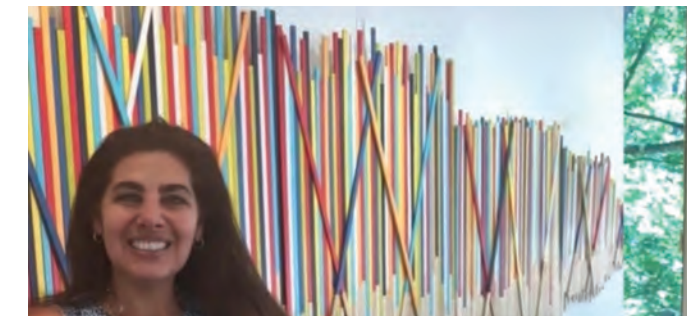


InstagramTV and highlighted other notable artwork in NoMa. The NoMaFIT online fitness classes supported several neighborhood exercise studios while encouraging residents to stay fit during quarantine.

> MAGIC + NATURE

Blue Sky Puppet Theater led sing-a-longs, story time, and puppet shows for Our Magical World, a weekly Monday evening highlight for children across the city. Enthusiasm grew for the event series over the course of the spring and summer, as parents shared photos of their children's colorful drawings and creations on Instagram.

To help NoMa residents and neighbors get outside and immerse themselves in the natural world, the BID partnered with the local non-profit Capital Nature to host the Nature in NoMa series. The free hybrid series featured in-person,



socially distant nature walks, as well as virtual sessions to teach the art of "forest bathing." Nature in NoMa helped people safely connect with others while discovering the flora and fauna that surround them, even in NoMa's urban environment.

> POW! WOW! DC

NoMa's signature POW! WOW! mural festival shifted from May to mid-October this year. Artists from around the region added six new murals to the neighborhood and replaced eight on the Metropolitan Branch Trail adjacent to Alethia Tanner Park. The showcase of the festival was undoubtedly the massive mural by Red Swan Walls on the side of the PEPCO substation overlooking the park. Many of the festival's signature events, including its kickoff event and tours, pivoted seamlessly to online and virtual, garnering positive attention from the community and local media organizations.



Marketing & PR

Getting the word out about NoMa as a place where people, businesses, and communities thrive.

> BRAND REFRESH CONTINUES

The BID continued the rollout of its new color palette consisting of cyan, magenta, yellow and black – or “CMYK” for short – as part of its brand and logo refresh. This year, that striking look brought new life to a new edition of the popular print Neighborhood Guide, the NoMa Today brochure, the Development Map and the NoMa Explorer kit designed to help people discover more neighborhood amenities.

By year’s end, the BID completed an overdue rebuild of the back-end of its website to streamline updates, improve navigation, enhance responsiveness, and optimize search.

> AMPLIFIED PROMOTIONS

The BID amplified its social media presence with more wide-ranging content, which included a wide variety of pandemic resources, as well as engagement on racial equality and social justice issues. Posts related to the BID naming Juneteenth a holiday, Pride Month, and Black Lives Matter ranked among the BID’s most-shared and engaging content, along with the opening of Alethia Tanner Park and the ‘Wear a Mask’ campaign. Follower counts, reach, and engagement across all of the BID’s social media channels increased substantially. In addition, the BID rebooted its LinkedIn page with a content strategy focused on business and development news.

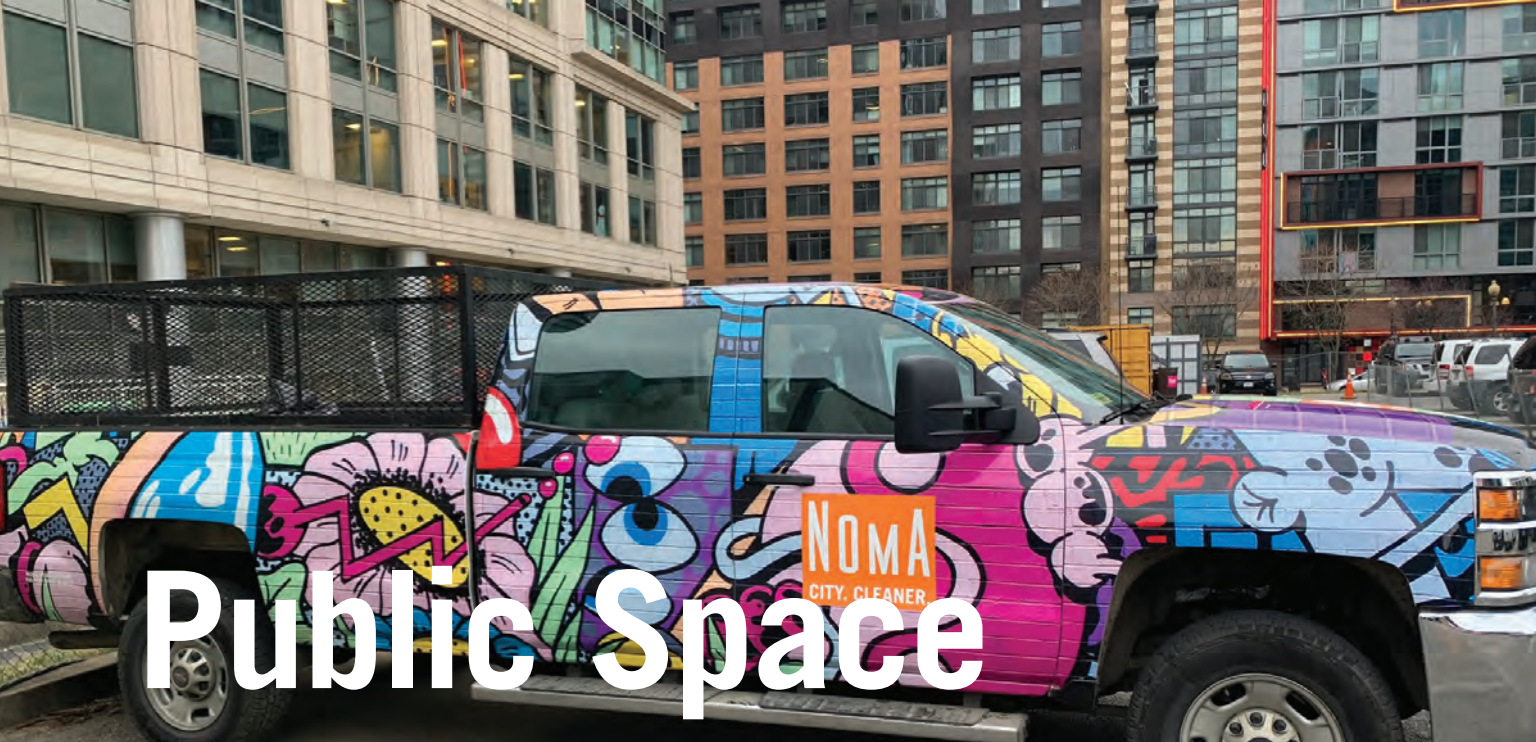


The BID embarked on an effort to boost the performance of “NoMa Notes,” the biweekly newsletter, with great success, in spite of both increased communications and “email fatigue” due to the pandemic.

> POSITIVE PRESS COVERAGE

The NoMa BID garnered significant, positive media coverage in 2020 through proactive media outreach focused on reopening, resiliency, reconnection, and resourcefulness. More than 74 stories with favorable mentions of NoMa and NoMa businesses published in major print, broadcast and online media outlets generating a total of more than seven million audience impressions.

Among the highlights were a *Washington Post* front-page Metro column by Theresa Vargas on the “Wear A Mask” campaign; a *Time Out* story naming NoMa/Union Station to the list of the “15 Coolest Neighborhoods in the US;” dozens of placements about the acquisition of the future park space on the corner of 3rd and L Streets; and a *Washington Post* front-page Metro weekend story that highlighted the BID’s efforts to help encamped individuals in NoMa get counted in the 2020 Census.



Public Space



The NoMa Ambassadors proved to be essential in every sense of the word.

> NOMA AMBASSADORS

In late 2019, the BID hired each member of the former Clean Team, and ended its contract with the previous outside contractor. Bringing the team in-house has allowed the BID to provide better pay and benefits and provide more collaboration with the office staff. The 10-member team was merged with the hospitality staff to create the “NoMa Ambassadors.” A new space in the BID’s office building has been specifically outfitted for the team with conference tables, lockers, a kitchenette, and storage.

Throughout the pandemic, the Ambassadors have worked tirelessly to keep NoMa clean and safe. Ambassadors

helped execute the “Wear a Mask” campaign by distributing posters and NoMa-branded face masks to local businesses, installing lawn signs, and hanging fence banners. They also assumed day-to-day maintenance activities at Alethia Tanner Park. Neighborhood residents have praised the team for their unflagging optimism and work ethic and expressed gratitude for their ongoing presence on the streets of NoMa.

> TUITION REIMBURSEMENT

The NoMa BID created an exciting new program to support its Ambassador team. Ambassadors are now eligible to receive a 100% reimbursement for tuition applied towards the completion of an associate degree or equivalent. The BID

will provide educational counseling support as an ongoing benefit to all present and future Ambassadors. This effort is born of the BID’s recognition of the effects of systemic racism and commitment to the advancement of all of its team members.

> PUBLIC SAFETY

After an initial decrease in violent and property crime during the pandemic, the BID monitored a concerning increase in incidents in the second half of 2020. The organization stepped up its public safety efforts and is in constant communication with the Metropolitan Police Department and other agencies. The BID’s monthly public safety meetings continue to be a key coordination point for stakeholders throughout NoMa, allowing community members to share resources to address and prevent incidents.

> ENCAMPMENT OUTREACH

In January of 2020, the BID partnered with Dr. Ami Angell, founder of the h3 Project, for a 60-day outreach initiative. Dr. Angell was so successful in finding housing and support for persons experiencing homelessness in the neighborhood that her contract was extended for the entire year. Dr. Angell works seven days a week with encamped residents to develop individualized action plans, seek temporary and permanent housing placements, provide support during the pandemic, and connect people to additional opportunities. In 12 months, Dr. Angell’s successes included 26 housing matches, 15 housing move-ins, and 26 reunifications (returning unhoused individuals to family). The BID also coordinated with the Deputy Mayor’s Office of Health and Human Services to secure hand sanitizer stations, sharps collection boxes, and temporary restroom facilities to replace the many public restrooms that closed during the pandemic.



Looking Forward

The future looks bright for NoMa: new strategies, new leadership, and new opportunities.

> LEADERSHIP TRANSITION

After nearly a decade of service to the NoMa neighborhood, Robin-Eve Jasper announced her intentions to step down from her role as President of the BID. After a national search, the Board announced Maura Brophy as the new President and CEO. Brophy, a respected urban planning professional, brings an impressive background in housing and community development, transportation and infrastructure. She has significant experience supporting transit, improving public spaces, and building coalitions to address complex urban issues. Brophy holds a seat on the Board of Directors of the Union Station Redevelopment Corporation and has been a prolific champion of the station's redevelopment. On top

of that, she finalized plans to move to NoMa and is one of NoMa's newest residents.

Though Robin-Eve is departing the BID, she will stay on as President of the NoMa Parks Foundation in order to complete the remaining parks work in NoMa.

> NEW FACES & ROLES

As the organization prepared for a new leader, the staff increased its capacity to deliver even more high-quality programs and initiatives. A new Chief of Staff, Daniel Hoagland, jumped in to lead strategic planning efforts throughout the year and to ensure a smooth leadership

transition. In addition, the Events and Marketing departments have been combined under new Director Sherri Cunningham, who oversaw significant communications and promotions successes in 2020. Several new positions will be filled in 2021 to support Planning and Economic Development, Marketing and Events, and Ambassador Operations.

> 2022-2026 STRATEGIC PLAN

In March, the BID kicked off the process to develop the next strategic plan that will guide the organization's work for the years 2022-2026. Despite the pandemic, the information-gathering process proceeded virtually, with six board committee meetings, a staff roundtable, four focus groups, 15 stakeholder interviews, and an engaged community committee. Content creation is currently underway, so stay

tuned for the rollout of the new strategic plan in 2021.

> REINVIGORATE AND REIMAGINE

Given its healthy mix of residents and businesses, parks and public spaces, NoMa is well-positioned to be a post-pandemic neighborhood of choice for residents, businesses, and retailers. With the continued improvements to the neighborhood in the form of development, open space, and increased connectivity, the neighborhood that NoMa's many workers will return to will be even more vibrant than the one they left as the pandemic set in. The neighborhood will continue to attract new residents with gorgeous, enjoyable, and activated public spaces, and access to all that DC has to offer. The BID is eager to reinvigorate NoMa as we continue to reimagine its future.

FINANCIALS

The NoMa BID receives an assessment from commercial property (including land and parking lots), residential buildings with 10 or more units, and hotels. Summarized information from NoMa BID audited financial statements set forth below represents the consolidated finances of the NoMa BID and the NoMa Parks Foundation in accordance with accounting principles generally accepted in the United States.

STATEMENT OF FINANCIAL POSITION

ASSETS	2020
Cash/Cash Equivalents	\$3,465,011
Accounts Receivable	\$1,915,583
Reimbursable Costs	\$37,697
Prepaid Expenses	\$59,909
Deposits	\$203,138
Other Assets	\$83,552
Property & Equipment	\$103,568
TOTAL ASSETS	\$5,868,458

LIABILITIES & NET ASSETS

LIABILITIES	
Accounts Payable & Accrued Expenses	\$343,886
Deferred Revenue	\$1,816,682
Deferred Rent	\$130,396
Capital Lease Obligation	\$8,715
Other Liabilities	\$92,047
TOTAL LIABILITIES	\$2,391,726

NET ASSETS	
Reserves & Unrestricted Net Assets	\$3,476,732

TOTAL LIABILITIES & NET ASSETS: \$5,868,458

STATEMENT OF ACTIVITIES

INCOME	2020	
BID Assessments	\$3,055,717	18%
Grant Income	\$12,978,955	77%
Contract Revenue	\$173,577	1%
Other Income	\$63,406	0.38%
Contributions	\$595,000	4%
Interest & Dividends	\$8,284	0.05%
TOTAL REVENUE	\$16,874,939	100%

EXPENSES		
Parks	\$12,743,618	81%
Administration	\$1,424,431	9%
Public Space Maintenance	\$636,677	4%
Economic Development	\$393,610	3%
Hospitality Ambassadors	\$43,158	0.27%
Events and Programming	\$245,413	2%
Marketing	\$250,178	2%
TOTAL EXPENSES	\$15,737,085	100%

NET INCOME: \$1,137,854

STAFF & BOARD

Staff	Title
At end of FY2020	
Robin-Eve Jasper	Outgoing President & CEO
Maura Brophy	Incoming President & CEO
Terri Brooks	Director of Ambassador Operations
Sherri Cunningham	Director of Marketing & Communications
Kimberly Ford	Director of Events
Gregory Haygood	Chief Financial Officer
Daniel Hoagland	Chief of Staff
Jesse London	Planning & Economic Development Manager
Otavio Thompson	Director of Administration
Dave Webb	Director of Public Space Operations
Stacie West	Director of Parks Projects
Delonté Kitt	Ambassador Team Lead
Romario Bramwell	Ambassador
Derrick Carmichael	Ambassador
Noa Espinosa	Ambassador
Mark Holbrook	Ambassador
John McMillan	Ambassador
Andre Smith	Ambassador & Driver

Board	Company Name
At end of FY2020	
Brigg Bunker, Chair	Foulger-Pratt
Berkeley Shervin, Vice Chair	The Wilkes Company
Thomas Archer, Secretary	Skanska
Deborah A. Cowan, Treasurer	NPR
Caiti Anderson	REI
Matthew August	General Service Administration
Joshua Dix	Trammell Crow Company
Anthony Greenberg	JBG Smith
Christopher Lynch	Wunder Garten
Christopher Norton	The Washington Center
Michael Ponticelli	Bisnow
Matthew Robinson	MRP Realty
Michael Skena	Toll Brothers
Pamela Tapscott	Mathematica
David Tuchmann	Akridge

Photos: Sam Kittner Photographer
Cover: Friendly Design
Design: Walnut Street Creative



NOMA

CITY. SMARTER.

1200 First Street NE, Suite 310
Washington, DC 20002