2009 ANNUAL MEETING
& STATE OF THE CAPITOL RIVERFRONT
be out FRONT

December 17, 2009
CLEAN TEAM AND HOSPITALITY AMBASSADORS

- Trash bags collected = 7,526
- Ambassador assists = 9,400
- Extended weekday service
- Saturday service 10am – 2pm
- Canal Park maintenance
- Ongoing partnership with DOES to leverage additional 5 – 8 workers
WATERFRONT DEVELOPMENTS

BATTERY PARK CITY
New York City

- 9,000 residents
- 9.3 million SF of office
- 74 shops and restaurants
- 35 acres of public park space
WATERFRONT DEVELOPMENTS
CANARY WHARF
London

• 97 acres

• 18.5 million SF of office/retail

• 200 shops and restaurants

• 20 acres acres of public space
WATERFRONT DEVELOPMENTS

MISSION BAY
San Francisco

- 303 acres
- 6,000 res. units
- 7 million SF of office
- 500,000 SF of retail
- 500 room hotel
- 41 acres of public space
WATERFRONT DEVELOPMENTS

SOUTHEAST FALSE CREEK
Vancouver

- 80 acres
- 6,200 res. units
- 2010 Winter Olympic Village 1.2 million SF
- Additional Commercial Development
WATERFRONT DEVELOPMENTS

CAPITOL RIVERFRONT
Washington, DC

- 500 acres
- 15.6 million SF of office
- 1,200 hotel rooms
- 8,200 – 9,000 residential units
- 1 million SF of retail
- 12 acres of public open space
## WHERE WE ARE TODAY

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing/Completed</td>
<td>6,522,967</td>
<td>150,280</td>
<td>2,347</td>
<td>204</td>
<td>10,205,493</td>
<td>$2.3 billion</td>
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<tr>
<td>Under Construction**</td>
<td>379,000</td>
<td>31,000</td>
<td>250</td>
<td>0</td>
<td>713,000</td>
<td>$287 million</td>
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<tr>
<td>Planned</td>
<td>8,704,780</td>
<td>850,655</td>
<td>5,612</td>
<td>921</td>
<td>24,252,865*</td>
<td>$6.2 billion</td>
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<tr>
<td>Totals</td>
<td><strong>15,606,747</strong></td>
<td><strong>1,031,935</strong></td>
<td><strong>8,209</strong></td>
<td><strong>1,125</strong></td>
<td><strong>35,171,358</strong>*</td>
<td><strong>$8.7 billion</strong></td>
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</tbody>
</table>

Source: Capitol Riverfront BID October 2009

*Total sq. ft. numbers include the allowed zoning by right on lots where a building program has not yet been determined

**NOTE: Includes both projects under construction and paused projects scheduled to resume construction in the near term (next 6 months)
“To plan is human, to implement is divine.”
ECONOMIC DEVELOPMENT

• 100+ presentations
• Broker meetings
• Trade shows
• Marketing center with model
• Research & development
• Retail/office attraction
• GSA outreach
• Vision processes
“While the spirit of neighborliness was important on the frontier because neighbors were so few, it is even more important now because our neighbors are so many.”

~Lady Bird Johnson
COMMUNITY BUILDING

• 2,500 residents now in the Front
• Est. 3,000 residents in 2010
• Summer movies - 350 people per night
• Artomatic hosted 76,000+
• Rock the Rooftop Happy Hours
• Holiday market
• Expanded summer concerts
• Canal Park picnic & home tour
“Make no little plans. They have no magic to stir men’s blood.” ~Daniel Burnham
PARKS AND OPEN SPACE

• The Yards’ Riverfront Park broke ground in 2009 & will deliver in 2010
• Diamond Teague Park & Piers opened in summer 2009
• Buses removed from Canal Park site – construction to begin in 2010
• Riverwalk trail connection
“The quality of a community is not only defined by the care of its people but also by the care of its open spaces.”
PUBLIC REALM

• Clean Team
• Hospitality Ambassadors
• New sidewalk planters
• Additional trash cans
• Light pole painting
• Decorative banners
• Gateway signage
• Holiday snowflakes
• BID maintenance and programming of parks
“Perception is reality.”
2009 PERCEPTION SURVEY

- Clean or Very Clean
- Safe or Very Safe

<table>
<thead>
<tr>
<th>Year</th>
<th>Clean or Very Clean</th>
<th>Safe or Very Safe</th>
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<tbody>
<tr>
<td>2007</td>
<td>6.0%</td>
<td>6.1%</td>
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<tr>
<td>2008</td>
<td>58.4%</td>
<td>44.9%</td>
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<tr>
<td>2009</td>
<td>84.7%</td>
<td>56.5%</td>
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</table>
“A journey of 1,000 miles begins with a single step.”

~ Lau Tzu, Chinese philosopher (604 BC – 531 BC)
TRANSPORTATION & INFRASTRUCTURE

• Circulator service to Union Station and Red Line
• M Street bike lane study
• Riverwalk extension
• New Jersey Ave underpass
• Streetcar planning w/DDOT
• Green Line research project
“There is no such thing as bad press.”
MARKETING, PR, AND BRANDING

• New “be out FRONT” campaign
• New “be out FRONT” video
• 120 times in press in FY09
• 125,482 individual website
FY09 sessions – a 99% increase
• FRONT page e-newsletter
• Over 400 fans on Facebook
• New Twitter feed
• Nationals partnership
“Be the change agent you want to see in the world.”

~Ghandi
ADVOCACY

• One voice on behalf of the community
• Educational outreach
• Management entity
• Change agent
• Constant resource
• Legislative efforts w/Council
# BOARD MEMBERS

<table>
<thead>
<tr>
<th>Three-Year Term</th>
<th>Two-Year Term</th>
<th>One-Year Term</th>
<th>At-Large Stakeholders</th>
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</thead>
<tbody>
<tr>
<td>Daryl Jackson</td>
<td>Dodd Walker</td>
<td>Jason Goldblatt</td>
<td>James Dalpee</td>
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<tr>
<td>Capitol Hill Tower Co-op</td>
<td>Akridge</td>
<td>COFELD</td>
<td>Barracks Row Main Street</td>
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<tr>
<td>Carey Majeski</td>
<td>Eric Siegel</td>
<td>Bert Donohoe</td>
<td>Erik Moses</td>
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<td>DRI Development</td>
<td>Cohen Companies</td>
<td>Donohoe Real Estate Services</td>
<td>DC Sports &amp; Entertainment Commission</td>
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<tr>
<td>Leon Kafele</td>
<td>David Jacobs</td>
<td>Cindy Muller</td>
<td>Annette Gantt</td>
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<td>ICP Partners</td>
<td>JBG</td>
<td>Lerner Enterprises</td>
<td>Earth Conservation Corps</td>
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<tr>
<td>David Brainerd</td>
<td>Greg Lamb</td>
<td>Steve Cohen</td>
<td>Ramsey Meiser</td>
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<tr>
<td>Madison Marquette</td>
<td>Jefferson Apartment Group</td>
<td>Opus East</td>
<td>Forest City Washington</td>
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<tr>
<td>Linda Cogburn</td>
<td>Amy Phillips</td>
<td>Steven Gewirz</td>
<td>Gregory McCarthy</td>
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<tr>
<td>Monday Properties</td>
<td>Monument Realty</td>
<td>Potomac Investments</td>
<td>Washington Nationals Baseball Club</td>
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<tr>
<td>Vincent Orange</td>
<td>Brad Fennell</td>
<td>Marvin Roskopf</td>
<td>John Dillow</td>
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<tr>
<td>Pepco</td>
<td>William C. Smith &amp; Co.</td>
<td>Ruben Companies</td>
<td>Living Classrooms</td>
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<tr>
<td>John Clark III</td>
<td>John Malone</td>
<td>Sheldon Stein</td>
<td>Jennifer Ney</td>
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<tr>
<td>Steuart Investments</td>
<td>Faison</td>
<td>Valhal</td>
<td>Anacostia Community Boathouse Association</td>
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ENVIRONMENTAL SUMMIT

• May 2010

• Planning to occur at Nationals Park

• Conference on the status of the Anacostia River clean-up

• Invited speakers include EPA administrator, Secretary of the Interior, local govt. officials

• Partnership between BID, nonprofits, and govt. entities
THE ART OF THE LONG VIEW

“Washington has been under construction for over 230 years and it is not yet finished.”
be out FRONT