



ADAMS MORGAN

ADAMS MORGAN PARTNERSHIP BID ANNUAL REPORT 2018

Greetings

from the President and Executive Director of the Adams Morgan Partnership BID

Dear Friends,

On behalf of the Board of Directors and members of the Adams Morgan Partnership Business Improvement District (AMPBID), we are pleased to present this report highlighting the work we have done together in 2018. We embarked on an ambitious effort in 2018 to update our visual identity and as a result have a new logo, new website design, new bus shelter posters and gorgeous promotional materials. This new visual “look” is reflected throughout this report, along with new photography that highlights neighborhood spots, our international flavor, and fine dining.

As you read through this report, we want you to know how appreciative we are of the role each of you has played in our success. Together we are making Adams Morgan cleaner, safer, and friendlier. We couldn't do it without you.

As you will read in this report, this year we wrapped up the design phase of our Gateways/Beautification initiative with an Advisory Committee made up of board and community members. We shared those plans in November and are now working on securing the permits and funding to implement these gateway elements.

We are taking a break from the summer concert series again this year to focus more on our other spring and fall events

including: hosting a Bike to Work Day pit stop on May 17th, Adams Morgan Movie Nights on Tuesdays in May and June at the Marie Reed Soccer field, Adams Morgan Porch Fest on October 5th and the Adams Morgan Apple Festival in partnership with the Farmers' Market later in October. Together with DC United we are organizing “Adams Morgan night” at Audi Field on July 12 when they play New England.

We continue to be pleased with the array of new businesses we are welcoming, such as: Pitchers and A League of Her Own, The Green Zone, Friendship Macaron, Nicecream, Seasons and Sessions, The Game, SpacyCloud Lounge, Wasi Peruvian, Aparnaz and Merinaz Threading, and Dreams Smoke and Gifts.

The financial section of this report will show that the AMPBID is fiscally strong with healthy reserves and clean audits every year. With careful planning and close oversight, we are able to keep costs low to use our members' tax dollars efficiently and have a greater impact on the things they care about most.

We celebrate the stable and growing business corridor that has the products and services that attracts more residents, retailers, restaurants and services every day! Thank you for playing an important part in building a stronger, more vibrant Adams Morgan.

Constantine Stavropolous President of Board of Directors



Kristen Barden Executive Director



2018 Highlights

Adams Morgan, with its eclectic shops and vibrant streets, is increasingly recognized as the local, independent business hub in the District of Columbia and an established food mecca.

Eater DC named Adams Morgan the **Best Dining Neighborhood of the Year in 2018**, and highlighted dozens of neighborhood spots for live music (Madam's Organ, Columbia Station, Songbyrd); hottest restaurants (A Rake's Progress, Lucky Buns, Brothers and Sisters); Korean barbeque (Bul, Muzette and Sakuramen); and much more.

The **Michelin Guide** features eight restaurants in the area (The Diner, Sakuramen, Mintwood Place, Jack Rose Dining Saloon, Brothers and Sisters, A Rake's Progress) with Tail Up Goat receiving a star & Lapis included in the Bib Gourmand list.

Washingtonian Magazine featured two Adams Morgan restaurants in its top 25 of the year (Tail Up Goat and Spoken English). Pichet Ong of Brothers and Sisters is a finalist in the **James Beard Awards** Outstanding Pastry Chef category.



ADAMS MORGAN

Adams Morgan is evolving, as all neighborhoods do, and is becoming a dynamic foodie destination and popular place to live. More than **500 residential units** are under development.

"My favorite D.C. neighborhood, and I have lived or worked in several and seen them all, is funky, diverse and yet almost-never-changing Adams Morgan."

-- Thomas Boswell, *Washington Post*

"Washington is an embarrassment of riches right now. I'd certainly put Tail Up Goat in increasingly delicious Adams Morgan on your itinerary."

--Tom Sietsema, *Washington Post* food critic



Keeping it Clean



In 2018, our clean team:

- removed 1,876 posters, stickers, and graffiti tags
- collected 454 tons of trash and 7,067 bags of recycling
- spent 33,000 gallons of water watering tree boxes

Adams Morgan Clean Team from Ready, Willing & Working

Johnny Williams	Robert Crowder
Aaron Frederick	Kenneth Tolliver
Curtis Blount	Rahman Mills



Each year we receive a grant from DSLBD that supplements our cleaning program costs without which it simply would not be possible to provide 365 days a year of cleaning.

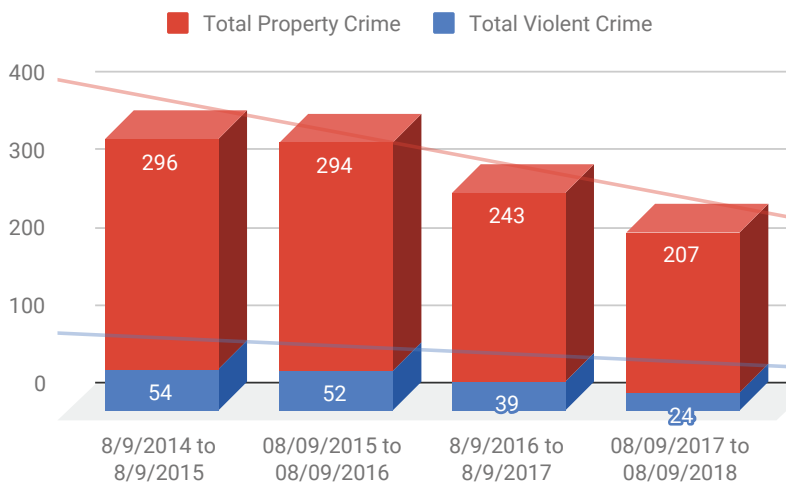


Jorge Quesada joined the Partnership team in 2018 as our new Safety Ambassador. Jorge is fluent in Spanish and English and has an extensive background in security work. His role is to be an asset to the

Keeping it Safe



Total Violent Crime and Total Property Crime



The Adams Morgan Partnership BID works closely with the Metropolitan Police Department (MPD) to ensure that visitors and residents alike feel safe walking the streets of the neighborhood day and night. Property crime and violent crime have been steadily decreasing year after year, and we believe our reimbursable detail officers (RDOs) who work on Fridays and Saturdays are partially responsible for this trend. They complement MPD and ensure that when issues arise in other areas that pull MPD officers away, a dedicated presence remains in our community.



business district by working to resolve problems businesses encounter, answering questions and giving directions to visitors, assisting homeless persons, and working with the Metropolitan Police Department as needed.

Events & Placemaking



The Adams Morgan Partnership continues to activate the sidewalks of the neighborhood with creative, locally fueled events.

PorchFest (held every October) is the Partnership's largest event, and this year featured over 50 performances on 16 porches. Sidewalk chalk stencils highlighted the event, which was featured in seven earned media spots. An outdoor jam session in SunTrust Plaza meshed the talents of dozens of bands while delighting the thousands of passersby and music lovers who come to Adams Morgan every year to enjoy the performances.

Movie Nights (May-June)

Over five Tuesday nights, hundreds of residents from around the region enjoy outdoor films on the field at Marie Reed Recreation Center. The event includes a creative film lineup, local sponsorships, and a partnership with the school's PTA. This year, the Partnership highlighted area businesses, encouraging attendees to pick up a meal before coming to the field. We have been averaging approximately 500 attendees per movie.

ADAMS MORGAN | ADMOPORCHFEST.COM

Porch Fest

Sat., Oct. 6, 2018, 2 — 6 pm

NOT HOUSE MUSIC,
MUSIC AT HOUSES!

Pick up your music map
at 18th St and
Columbia Rd NW

Cultural Tourism
DC

Produced by @XtinaDavidson

ADMO
ADAMS MORGAN





Apple Festival & Apple Pie Contest (October): Hundreds of people came out for the BID's popular apple pie contest held in partnership with the Adams Morgan Farmers Market. This year's event raised \$1,813 for Higher Achievement (higherachievement.org). The event was featured in seven earned media spots.

The Partnership runs the third-largest **Bike to Work Day Pit Stop** in DC each May, with more than 500 cyclists registered annually. Event partners include the Washington Area Bicyclist Association (WABA), Tryst, The Line Hotel DC, and City Bikes, and features great raffle items and bike tuneups for participating riders.



WTOP covered the neighborhood for **Small Business Saturday**, when we highlight the American Express Shop Small campaign. Local businesses opened their doors to a tour from Councilmember Phil Mendelson.

Other events included: **Washington Area Concierge Association** membership meeting; **Carpe DC Food Crawl**; and dozens of events at individual businesses.

The neighborhood was also featured in an episode of Netflix's **Comedians in Cars Getting Coffee** with Jerry Seinfeld and DC's own Dave Chappelle visiting the Diner and strolling up 18th Street.



Marketing/PR

A New Look

The Adams Morgan Partnership staff and board underwent a 9-month brand refresh exercise to update the organization's visual identity with neighborhood agency **Maga Design**.

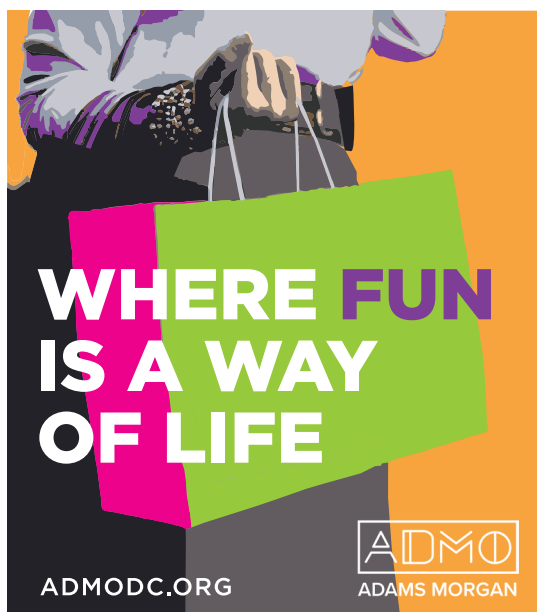
The new brand launched in September 2018 at the Adams Morgan Day Festival, with a new website (created in-house), new marketing materials, a redesigned newsletter, new Clean Team uniforms, event banners, and refreshed social media pages. Digital advertising promoted the brand and updated PorchFest graphics, driving traffic to the website and social pages.

In the first month, Facebook traffic went up more than 5,000% on our primary page; and the PorchFest map was viewed more than 8,000 times online.

The momentum continued into the fall with communications efforts for PorchFest, the Apple Festival, and Small Business Saturday.

Communications

The neighborhood was positively mentioned in thousands of posts and articles, and regularly featured in *The Washington Post*, *Washingtonian*, *Prince of Petworth*, *Eater DC*, *Washington City Paper*, *WTOP*, and the *Washington Business Journal*. Each event was highlighted multiple times in local publications, including print, digital and radio.



New bus shelter posters

New look for our newsletter



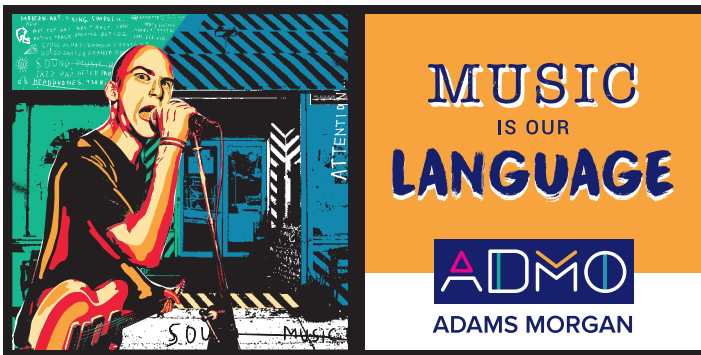
Business Update

Placemaking & Gateways

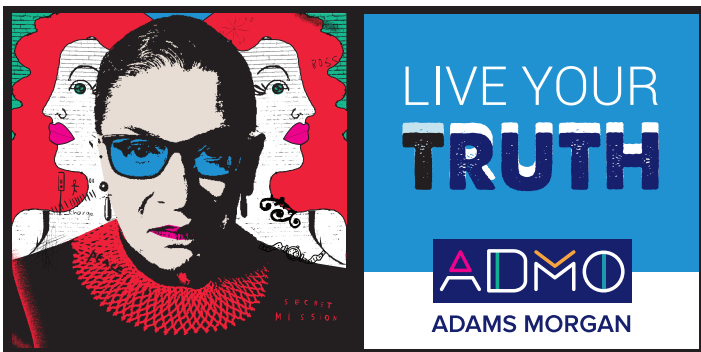
Building upon its new “look,” the Partnership commissioned artist **Rebecca Williams** for original art to update the neighborhood’s light pole banners.

More than 100 banners will be installed in the neighborhood’s primary corridors in spring 2019, on 18th Street, Columbia Road, Florida Avenue, Calvert Street, and the Duke Ellington Bridge, welcoming neighbors and visitors to the community and marking this area as Adams Morgan.

The street pole banners are part of a broader **placemaking and community-building effort** that included an advisory committee of neighborhood representatives that met several times throughout the year. The Partnership staff has been working with an architect and landscape architect to beautify four critical gateways into the neighborhood. The project is currently seeking funding, and could include murals, sculptures, tree box upgrades, seating, planters and more.



New street light banners!



What’s New:

- | | |
|--|-----------------------------|
| A A League of Her Own | K Seasons & Sessions |
| B Aparnaz Eyebrow Threading | L Spacycloud Lounge |
| C Banfield Pet Hospital | M Streets Market* |
| D Counter Culture Coffee Training | N The Game |
| E DC Pizza & Kabob | O The Green Zone |
| F Dreams Smoke & Gifts | P The Imperial* |
| G Friendship Macaron | Q WASI |
| H Merinaz Waxing & Threading | R Wawa* |
| I Nicecream | S Wingos* |
| J Pitchers | |

*coming soon



INDEPENDENT AUDITORS' REPORT

November 26, 2018

To the Board of Directors of:

Adams Morgan Partnership, Inc.

Washington, D.C.

Report on the Financial Statements

We have audited the accompanying consolidated financial statements of Adams Morgan Partnership, Inc. (a non-profit organization) which comprise the consolidated statements of financial position as of September 30, 2018 and 2017 and the related consolidated statements of activities, functional expenses and cash flows for the years then ended and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with the accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. These standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditors'

judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's presentation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of Adams Morgan Partnership, Inc. as of September 30, 2018 and 2017 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

--Farmer & First, PC
Warren, Rhode Island

Adams Morgan Partnership, Inc.
CONSOLIDATED STATEMENTS OF FINANCIAL POSITION
September 30,

	2018	2017
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	\$ 449,919	\$ 274,129
Certificate of deposit	-	126,397
Accounts receivable	314,398	204,431
Accrued interest receivable	-	58
Grants receivable	151,500	148,200
Prepaid expenses	6,002	6,520
Total current assets	921,819	759,735
OTHER ASSETS		
Security deposits	800	800
TOTAL	<u>\$ 922,619</u>	<u>\$ 760,535</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
Accounts payable	\$ 33,258	\$ 27,228
Accrued payroll	4,497	6,604
Deferred revenue	450,371	484,475
Total current liabilities	488,126	518,307
NET ASSETS:		
Unrestricted		
Operating	305,675	242,228
Board designated - Reserves	128,818	-
	434,493	242,228
Temporarily restricted	-	-
Total net assets	434,493	242,228
TOTAL	<u>\$ 922,619</u>	<u>\$ 760,535</u>

Adams Morgan Partnership, Inc.
CONSOLIDATED STATEMENT OF ACTIVITIES
For the Year Ended September 30, 2018

	Unrestricted	Temporarily Restricted	Total
SUPPORT & REVENUE:			
Assessment income	\$ 717,462	\$ -	\$ 717,462
Litter Control grant	135,000	-	135,000
Interest income	1,773	-	1,773
Miscellaneous income	13	-	13
Total unrestricted support and reclassifications	854,248	-	854,248
EXPENSES:			
Program services	581,447	-	581,447
Supporting services			
Management and general	68,277	-	68,277
Fundraising	12,259	-	12,259
Net expenses	661,983	-	661,983
Change in net assets	192,265	-	192,265
Net assets, October 1, 2017	242,228	-	242,228
Net assets, September 30, 2018	<u>\$ 434,493</u>	<u>\$ -</u>	<u>\$ 434,493</u>

AMPBID Board, FY18

President: Constantine Stavropoulos, Tryst Trading Company (Tryst & the Diner)

Vice President: Arianne Bennett, Amsterdam Falafelshop

Secretary: Adam Crain, Adam's Inn

Treasurer: Jessica Racine White, Property Owner

Voting Members:

Saied Azali, Perry's & Mintwood Place Restaurants

Jonathan Cho, Sakuramen & BUL Restaurants

Brian Friedman, Foxhall Partners

Stephanie Jacek, Le Bustiere Boutique

Pat Patrick, Pat Patrick Real Estate

Benjamin Safran, Property Owner

Jeffrey Schonberger, Alturas REI

Bill Thomas, Jack Rose Dining Saloon & The Imperial

Scott Williams, Maga Design

Jonathan Wells, Club Timehri

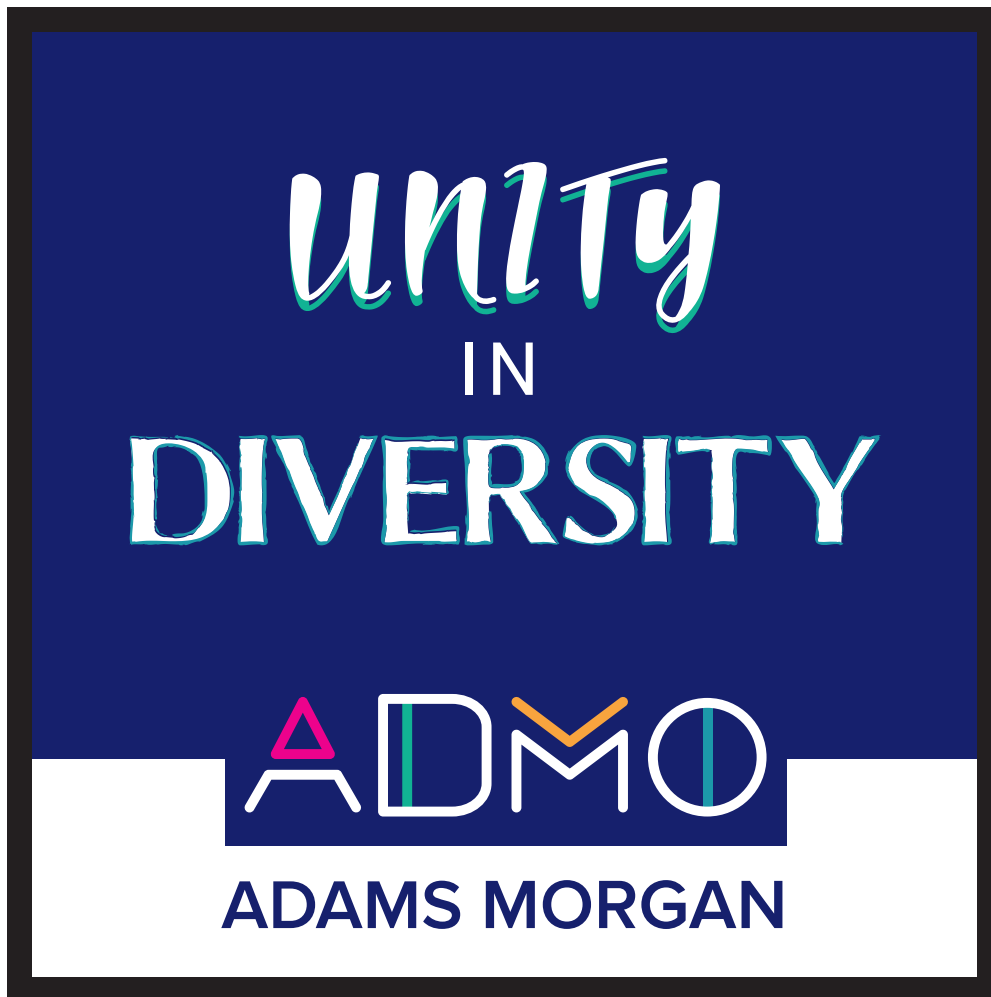
Jon Wilson, Demers Real Estate

Non-Voting Members

Peter Lyden, Reed-Cooke Neighborhood Association

Japer Bowles, Advisory Neighborhood Commission 1C

John Zottoli, Lanier Heights Citizens' Association



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