

## Newly Formed Dupont Circle BID Highlights Neighborhood Momentum

WASHINGTON, D.C., APRIL 20, 2018 — DC's newest business improvement district will elevate one of the city's most iconic neighborhoods just as Dupont Circle is poised for a long-desired refresh.

On March 12, the DC Council and Mayor Bowser officially approved the Dupont Circle Business Improvement District as the city's 11<sup>th</sup> BID. More than 51% of the property owners within the defined boundaries supported the new organization, which will provide an increased level of place management services, marketing, and economic development initiatives to increase visitation and improve the retail environment.

This new place management organization comes at a critical time. More than \$25 million in public investment is planned for the Dupont Circle neighborhood through streetscape improvements and a new plaza decking over Connecticut Avenue at Q Street NW. (Learn more about a DDOT community meeting next Thursday at <https://ctavestreetscapeplaza.com>). The deck-over plaza is projected to be completed in 2020, when the Dupont Circle BID will assume maintenance, management and activation of the park.

"We started working on a business improvement district effort more than six years ago, in partnership with small businesses, property owners and other stakeholders in Dupont Circle," said Michael Kain, the BID board chair and leader of the formation effort. Kain has owned property in Dupont Circle for more than 40 years. "I believe the BID model can improve our public spaces, increase investment, and also raise the profile of this internationally celebrated place."

The BID board has started a search process for an executive director, and plans to become fully operational in fall 2018. The BID will provide a range of management services that will focus on branding, public space maintenance, and events, all in a strategic effort to grow sales, increase visitation, and attract new businesses and tenants.

BIDs are private 501(c)6 nonprofit place management organizations funded by property owners within a specific boundary. In 2017 alone, DC's 10 BIDs invested \$30 million in enhancing and maintaining their areas, which encompass 70% of the city's employment base, according to the DC BID Council.

### About Dupont Circle BID

The Dupont Circle Business Improvement District (BID) is a nonprofit formed in 2018 to elevate the iconic Dupont Circle neighborhood with public space management, strategic marketing, and economic development initiatives. With more than \$25 million in public investment planned for a new plaza and streetscape improvements along Connecticut Avenue NW, the BID is poised to energize the neighborhood with increased cleaning services, brand management, events and more. More than 150 restaurants, 80 shops and 70 embassies call Dupont Circle home, frequented by the 22,000 people who live within a half-mile of the neighborhood. The Dupont Circle BID covers approximately 11 blocks in the commercial district, including Dupont Circle, P Street NW, Massachusetts Avenue, and Connecticut Avenue from the Circle to California Street NW. To learn more about the organization, visit [www.dupontcirclebid.org](http://www.dupontcirclebid.org).

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