

MOUNT VERNON TRIANGLE
COMMUNITY IMPROVEMENT DISTRICT

FISCAL YEAR 2014
ANNUAL REPORT



MOUNT
VERNON
TRIANGLE DC

OCTOBER 1, 2013 TO
SEPTEMBER 30, 2014

LETTER FROM THE CHAIRMAN & PRESIDENT

The Mount Vernon Triangle Community Improvement District (MVT CID) is dedicated to providing services to enhance the overall quality of life for residents, visitors, employees and property owners in the Mount Vernon Triangle neighborhood. The MVT CID uses funds generated from a supplemental real property tax to provide programs and projects that include Clean Team Ambassadors, public realm maintenance and enhancements, economic development, marketing and communications, advocacy, planning and education with decision makers as well as community building and special events.

Mount Vernon Triangle has become known for its vibrancy, with more than 45 restaurants and retailers — of which more than 75% are locally owned — 1.7 million square feet of office space and 3,824 residential units existing or under construction. Future growth is anticipated to include an additional one million square feet of office space, 1,500+ residential units and 75,000 square feet of retail, making Mount Vernon Triangle one of the fastest growing neighborhoods in DC.

Our growth is well-balanced between commercial, residential, retail and restaurant offerings. In Fiscal Year 2014 (FY14), the Association of American Medical Colleges (AAMC) brought over 600 employees to their new headquarters building in the Triangle. The Lyric 440K apartment building opened its doors in early 2014 for leasing, and the 450K and Meridian II apartment buildings continued construction for early 2015 deliveries. Existing retailers and the recent additions of Alba Osteria, Silo, Le Pain Quotidien and solidcore are thriving. In 2014 we also welcomed lease announcements for retailers to open in 2015, including a Baked and Wired bakery concept,

L'Hommage Bistro Francais, Texas de Brazil, BicycleSPACE and Ottoman Taverna.

In FY14, we were proud to have the International Downtown Association (IDA) recognize the MVT CID with two Downtown Merit Awards for our work and initiatives related to the K Street Streetscape, Design, Construction and Activation (Public Space Category) and for the MVT CID Marketing and Communications Implementation (Marketing and Communications Category). We see these awards as a reflection of the vitality and growth of our community and appreciate the high level of participation by businesses, residents and property owners from our neighborhood in support of our efforts.

The strong development activity in MVT is coupled with a rich history, active community participation and neighborhood-building initiatives. In this Annual Report you will find a summary of some of the MVT CID's projects and accomplishments over the past year. The MVT CID, working in conjunction with our stakeholders, has made significant progress towards achieving the vision for the neighborhood first established in the Mount Vernon Triangle Action Agenda (2003). We appreciate your support and look forward to working with you on the neighborhood's ongoing success in the years ahead.

Sincerely,

Dr. Joseph Evans

Chairman of the Board, Mount Vernon Triangle CID

Claire Schaefer Oleksiak

President, Mount Vernon Triangle CID



75%

OF MVT RETAIL & RESTAURANTS ARE LOCALLY OWNED

TABLE OF CONTENTS

- P2 > Letter from the Chairman & President
- P3 > Introduction to the MVT CID
- P4 > Clean Team Ambassadors
- P5 > Safer Streets
- P6 > Public Space, Parks & Urban Planning
- P7 > Marketing, Communication & Economic Development
- P8 > Development Map
- P10 > Community Building & Events
- P12 > Board of Directors & Staff
- P13 > FY 2015 Budget
- P14 > Audited Financial Position 2014
- P15 > MVT by the Numbers



MARKETING & COMMUNICATIONS
PUBLIC SPACE

INTRODUCTION TO THE MVT CID

Dr. Joseph Evens and Claire Schaefer Oleksiak



Photos with Santa at 5th & K Streets



P3

Mount Vernon Triangle is considered to be one of Washington, DC's best examples of a mixed-use community. MVT is a welcoming, authentic and centered neighborhood that mirrors DC's unique mix of historic and modern buildings, longtime and new residents, diverse cultures, restaurants and experiences. The MVT CID was the first Business Improvement District in DC to include residential and commercial properties. It provides services for the neighborhood that include:

- > Clean, safe and landscaping teams
- > Public realm maintenance and enhancements
- > Marketing, communications and economic development
- > Advocacy and education with decision makers
- > Planning and transit enhancements
- > Community building and special events

Mount Vernon Triangle is at the heart of the City — both geographically and culturally. Its boundaries include 56 city block fronts in Northwest DC bordered by Seventh Street to the west, Massachusetts Avenue to the south, New York Avenue to the north and New Jersey Avenue to the east.

Lift Off sculpture decorated for the Cherry Blossom Festival



CLEAN TEAM AMBASSADORS

In FY14, the MVT CID had an eight-person Clean Team Ambassador crew that worked to improve the overall cleanliness and safety of the neighborhood. The Ambassadors worked seven days a week from 7:00 am to 7:00 pm on weekdays and 7:30 am to 3:30 pm on weekends. The Clean Team is responsible for picking up trash and debris from the sidewalks and streets, emptying trash cans, removing graffiti, stickers and handbills, providing landscape maintenance for parks and tree boxes, shoveling snow and putting ice melt in crosswalks and unmaintained zones and identifying deficiencies in the public realm to report to the District Government.

In FY14, the Ambassadors:

- > **Collected 167,811 pounds of trash**
- > **Eliminated over 110 instances of graffiti**
- > **Removed over 245 posters and stickers**
- > **Mulched over 100 tree boxes, planted 150 flowers and cared for the five neighborhood pocket parks.**

- > **Reported 67 public realm deficiencies to DC's 311 system for repair, including burned out streetlamps, unsafe traffic light timing, need for crosswalks and repair of potholes and trenches in the roadway**

The MVT CID's Ambassadors come to us from the Central Union Mission Ready to Work job training program. The program supports formerly homeless men and women and provides customer service and business skills training, financial literacy, technology skills and other opportunities. Working as part of the Clean Team is transformational for our crew members, often leading to independent living outside of the Mission and the ability to establish credit, all while learning in a rewarding and stable work environment. We would like to extend a special thank you to the District's Department of Small and Local Business Development for the BID Litter Cleanup Grant of \$100,000 that helps supplement funding of the Clean Team and allows the MVT CID to hire additional District residents as MVT Ambassadors.

MVT Clean Team Ambassadors



“

I have to say, I've been all over NW DC, and MVT CID has the best sidewalks after snow of any block! After struggling through Dupont and Chinatown, I could walk confidently to 5th Street Ace Hardware, Chipotle, Safeway, and Busboys. Thanks to the Clean Team! It could not have been easy.

”

--Bonnie Boyd, Manager, 5th Street Ace Hardware

SAFER STREETS

167,811

pounds
of trash
removed by the
Clean Team



Officer David Leaty and Officer Joel Charles are committed to safety in MVT



100 tree boxes
mulched and
150 flowers
planted

The MVT CID works closely with the Metropolitan Police Department (MPD) to keep the streets of Mount Vernon Triangle safe for residents, workers and visitors. The Mount Vernon Triangle Clean Team's presence on the street provides an extra set of eyes and ears to deter crime. In addition, our quarterly Property Manager Committee meetings are an opportunity for open communication between MVT CID stakeholders and the MPD. For the beginning half of FY14, the MVT CID participated in the MPD Reimbursable Detail Program which allowed the MVT CID to contract for additional police patrols from 11:00 pm to 5:00 am on Friday and Saturday nights. In the spring, the MVT CID piloted stopping the program and determined that it was no longer necessary. The MVT CID has seen a reduction in crime over the past several years, increased coverage from MPD on standard shifts and an overall improvement in night time conditions.

The MVT CID is committed to serving everyone who lives and works in our community, including those who are homeless. We strive to support and interact in a productive way with those who find themselves homeless and work with the City to address homelessness by directing outreach services to our area, keeping parks and public spaces clean and free of litter, and providing a safe environment for all.



Clean Team Ambassador painting over graffiti

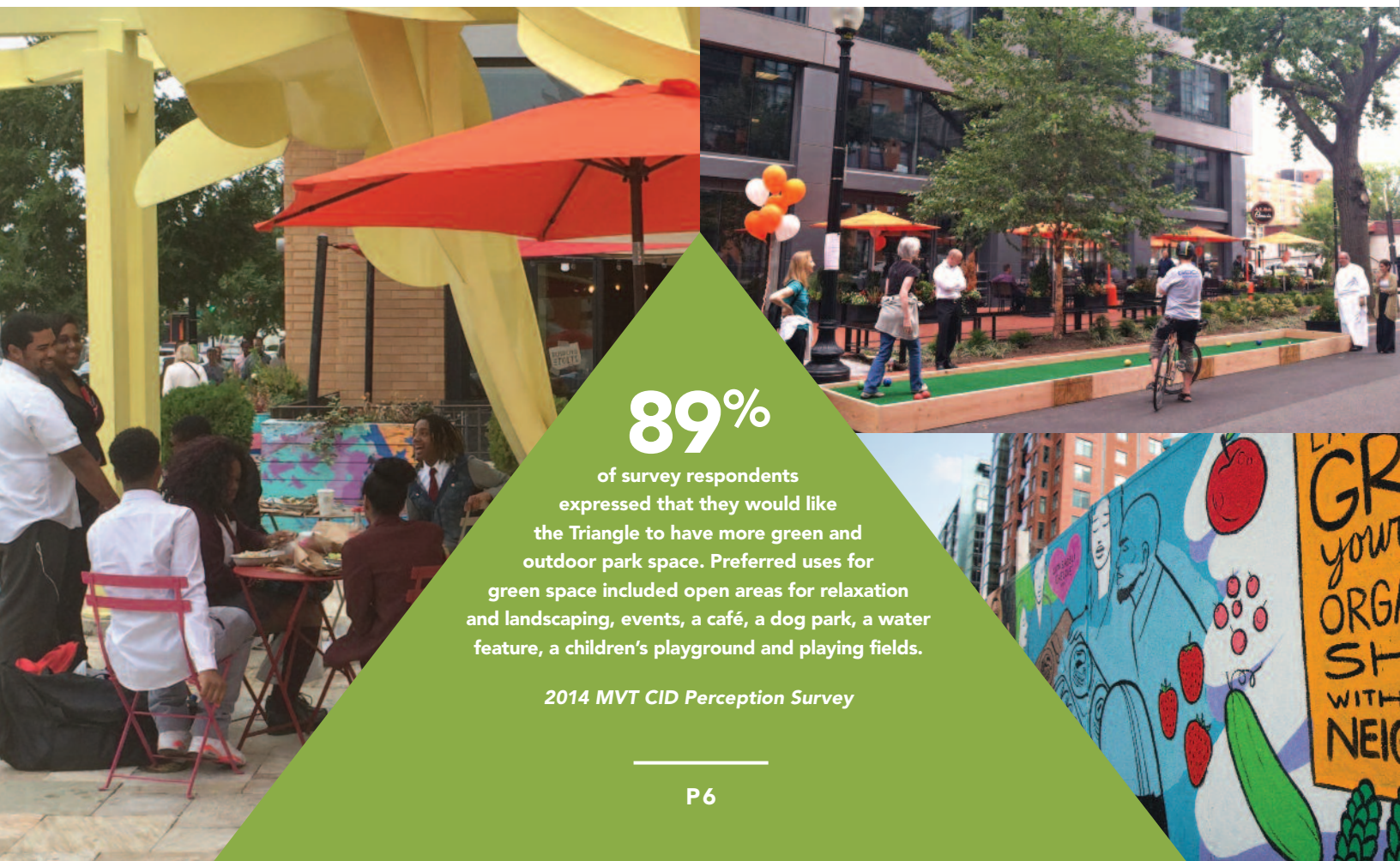
The MVT CID strives to activate our public spaces to make them more engaging and welcoming to the community. We advocate to the District Government and other decision makers for improved public and park spaces and work with District agencies on studies related to the MVT. We also serve on the Board of DC Surface Transit to focus on better Circulator bus operations, downtown mobility and streetcar planning.

In FY14, the MVT CID managed a pilot program that added outdoor public seating to the plaza at 5th & K Streets. The MVT CID put colorful, moveable seating and a large shade umbrella under the Lift Off sculpture during weekdays from noon until 2:00 pm. The seating was well received — inviting people enjoying lunch at nearby restaurants and cafés to spend time in the public space along the recently completed K Street streetscape. The MVT CID also organized and sponsored the creation of a temporary art mural along the south side of a K Street construction fence during a highly successful “Color the K” event. The 75 foot mural by local artist Rose Jaffe enlivened an otherwise drab construction wall, enriching the K Street experience with lively colors and a multi-cultural celebration of the neighbor-

hood’s local retail and farmers market offerings. The MVT CID also completed the design of neighborhood street pole banners that were installed in early FY15 throughout the community.

In FY14, the MVT CID applied for, and was awarded, a Playable Art Grant through a program with the DC Office of Planning. The project is now in the initial planning phases of determining how to bring an art and play sculpture to the neighborhood. The MVT CID solicited broad community input by conducting an initial visual preference survey through the Triangle Times e-newsletter, in person at the farmers market and with a children’s workshop. The Playable Art project will continue in future years with more opportunities for public engagement. Lastly, on September 19th, Alba Osteria and 5th Street Ace Hardware created two unique Park(ing) Day Parklets for the community. Parklets are temporary installations that turn a parking space into usable public ‘park-like’ space. Alba Osteria built a bocce ball court and 5th Street Ace Hardware built a pallet-city for pedestrians to decorate. The MVT CID is a strong advocate of public space improvements, parks, public art and participatory projects in the community.

L to R: Outdoor seating pilot program, Park(ing) Day bocce at Alba Osteria and Temporary K Street mural



89%

of survey respondents expressed that they would like the Triangle to have more green and outdoor park space. Preferred uses for green space included open areas for relaxation and landscaping, events, a café, a dog park, a water feature, a children’s playground and playing fields.

2014 MVT CID Perception Survey

L'Hommage Bistro Français coming soon window signs



Retail broker luncheon at the Lyric rooftop

The MVT received widespread media coverage with a total of

322

articles talking about news in the Triangle



P7

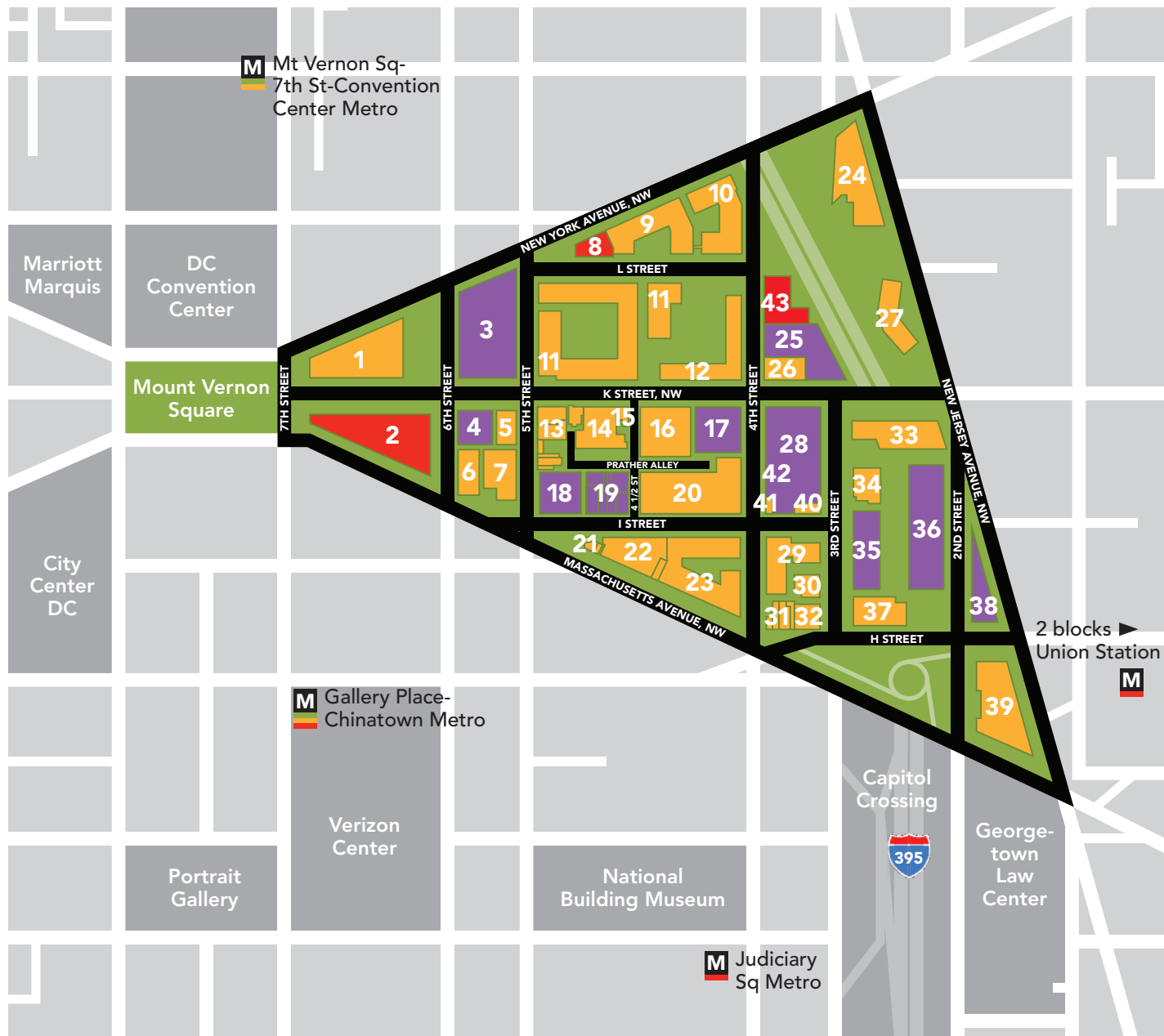
The MVT CID encourages investment and growth for our neighborhood by bringing to the attention of the media and others in the business community the considerable attributes of the Mount Vernon Triangle neighborhood. Our marketing goal is to promote economic development— attracting businesses, retailers and residents — and to encourage current residents and businesses to enjoy all the Triangle has to offer. The MVT CID promotes retailers and new developments, supports their business-specific marketing efforts and pursues opportunities to highlight interesting stories within the community, both with the media and through our own communications. We also meet with potential new retail and office clients to attract them to the neighborhood. The MVT CID participated in a number of industry events including panels for the Urban Land Institute, the DC Building Industry Association, the Penn Quarter Neighborhood Association and a Bisnow DC Bus Tour. In June 2014, the MVT CID hosted a retail broker luncheon for approximately 50 brokers on the rooftop of the Lyric 440K apartments. The event, with food provided by an array of our local restaurants, was an opportunity to bring the brokerage community to the Triangle, showcase the neighborhood’s attributes and demographics and give the people who are our conduits to retail and restaurant tenants the opportunity to experience what makes the neighborhood unique.

In FY14, the MVT CID produced the electronic Triangle Times newsletter every four to six weeks and expanded its reach. Printed copies of the newsletter are also distributed to property managers to post in common areas of residential and office buildings. The MVT CID received widespread media coverage with a total of 322 articles in FY14, from the *Washington Post* and *Washington Business Journal* to local and regional bloggers. We also expanded our social media reach for our Facebook page from 234 page “likes” to 399, and for Twitter followers from 108 to 417. Our communications strategy uses public relations, print and digital marketing materials, and dynamic website and social media channels to promote developments, events and local business news as well as to celebrate achievements in the neighborhood.

The Washington Post “Where We Live” featured MVT



MOUNT VERNON TRIANGLE DEVELOPMENT MAP



OFFICE & HOTEL

- 1 Association of American Medical Colleges - 655 K Street**
273,280 sf office
14,346 sf retail
- 2 Arnold & Porter 601 Massachusetts Avenue**
460,000 sf office
18,000 sf retail
Boston Properties
- 3 1001 6th Street**
504,000 sf office
26,000 sf retail
Steuart Investments and Boston Properties
- 6 Hampton Inn**
228 rooms
- 18 901 5th Street (5th & I Streets)**
198 hotel rooms
59 condominium units
5,200 sf retail
Peebles Corporation & Walker Group
- 20 425 Eye Street**
361,647 sf office
26,353 sf retail
Paramount Group, Inc.
- 22 455 Massachusetts Avenue**
230,872 sf office
12,393 sf retail
ASB Real Estate Investments
- 28 300 K Street**
263,000 sf office
12,000 sf retail
The Wilkes Company & Quadrangle Development Corporation
- 37 AIPAC**
100,000 sf office
- 39 111 Massachusetts Avenue**
267,000 sf office
Douglas Development
- 40 Capital View Hostel**
10 rooms & 40 beds
- 42 901 4th Street**
134,000 sf office
The Wilkes Company & Quadrangle Development Corporation

RESIDENTIAL

- 7 555 Massachusetts Avenue**
246 condominium units
- 8 460 New York Avenue**
63 condominium units
Bozzuto & NVCommercial
- 9 Meridian at Mount Vernon Triangle**
390 apartment units
Steuart Investments & Paradigm
- 10 Meridian at Mount Vernon Triangle II**
393 apartment units
Steuart Investments & Paradigm
- 11 CityVista**
441 condominium units at the K & L
244 apartment units at Gables City Vista
55,000 sf Safeway
60,000 sf other retail
Gables Residential & Edens
- 12 Museum Square Apartments**
302 apartment units
6,500 sf retail
Bush Construction Corporation
- 14 450K**
233 apartment units
6,576 sf retail
Ogden CAP
- 16 Lyric**
234 apartment units
9,130 sf retail
The Wilkes Company & Quadrangle Development Corporation
- 17 400 K Street**
325 apartment units
12,000 sf retail
The Wilkes Company & Quadrangle Development Corporation
- 19 455 Eye Street**
174 apartment units
2,800 sf retail
Equity Residential
- 23 401 & 425 Massachusetts Avenue**
559 apartment units
1,952 sf retail
Equity Residential
- 25 Squares 525 and 526**
120 residential units
Bible Way Church
- 27 Golden Rule Plaza**
119 senior apartment units
Bible Way Church
- 29 Madrigal Lofts**
259 condominium units
The Wilkes Company & Quadrangle Development Corporation
- 32 The Sonata**
75 condominium units
The Wilkes Company & Quadrangle Development Corporation
- 33 Carmel Plaza Apartments**
133 apartment units
14,180 sf retail
Bush Construction Corporation
- 35 801 3rd Street**
325 apartment units
The Wilkes Company, Quadrangle Development Corporation, & Mount Carmel Baptist Church
- 43 1031 4th Street**
133 apartment units
5,890 sf retail
Blue Sky Housing, Paramount LLC, & Ellisdale Construction & Development

HISTORIC BUILDINGS, CHURCHES & OTHER DEVELOPMENTS

- 4 550 K Street**
Multiple owners
- 5 502 K Street**
Historic building
- 13 476 K Street**
Historic buildings
- 15 444 - 446 K Street**
Historic buildings
- 21 Historic buildings**
- 24 Bible Way Church**
- 26 311 - 317 K Street**
Historic buildings
- 30 Second Baptist Church**
- 31 311, 313, 315 & 317 H Street**
Multiple owners
- 34 Mount Carmel Baptist Church**
- 36 2nd & H Streets**
89,995 sf floor plate over I-395
District of Columbia Government
- 38 Capitol Vista**
9,653 sf floor plate
District of Columbia Government
- 41 Mount Vernon Triangle-CID Office**

DEVELOPMENT SUMMARY As of May 1, 2015

	Office SF	Residential Units	Hotel Rooms	Retail SF
Existing	1,232,799	3,628	238	255,364
Under Construction	460,000	196	0	23,890
In the Pipeline	901,000	1,526	198	75,000
Total Projected Build-out	2,593,799	5,350	436	354,254

2.6 
MILLION SF
total projected
office build out


16,584
residents
within 1/2 mile



COMMUNITY BUILDING & EVENTS

The MVT CID produces a number of interactive and inclusive community events throughout the year to bring together residents, businesses, office workers and visitors. This past year we launched the MVT FRESHFARM farmers market at 5th & K Streets on Saturday mornings. Chicano Sol farm brought delicious seasonal offerings each week including certified organic produce, eggs, artisan breads and much more. The MVT CID complimented the farmers market with a number of community events throughout the season, including a dog agility day, the Color the K art event, children's activities and story times, chef demos, complimentary lemonade and an MVT CID information table with sponsored market shopping bags. The MVT CID initiated the market in response to the 2013 Perception Survey results, which showed overwhelming demand for a farmers market in the neighborhood. Local market operator, FRESHFARM, was very pleased with the support from the Triangle and our adjoining communities and



Dog agility day at the farmers market

P 10

the 2015 farmers market will return starting on May 16th.

The MVT CID also produces several larger annual community events that attract hundreds of residents and visitors. In 2014, the annual Fall Fun Day, a festival of pumpkin painting, pet and children's costume parades, arts and crafts and favorite fall treats was held in late October. In December, the annual Santa Celebration provided the opportunity for free photos with Santa for adults, children, and their four-legged friends. The MVT CID also gives a number of neighborhood walking tours throughout the year, helping to familiarize tenants, residents and visitors with our rich history and exciting future. We partner with BicycleSPACE on hosting a Bike to Work Day pit stop in mid-May and support local events such as the 5th Street Ace Hardware Ladies Night, Alba Osteria's Dog-Friendly Happy Hours, weekly food and wine tastings at Eye Street Cellars, the AAMC holiday toy donations, new building and business openings and more.

Saturday morning at the MVT FRESHFARM farmers market





MOUNT
VERNON
TRIANGLE DC



BOARD OF DIRECTORS & STAFF

EXECUTIVE COMMITTEE:

> **Chairman: Dr. Joseph Evans** > **Vice-Chairman: Berkeley Shervin** > **Treasurer: Guy Steuart** > **Secretary: Dr. Ivory Toldson**

Steven C. Boyle, Managing Director, EDENS
term expires 2017

Berkeley Shervin, President, The Wilkes Company
term expires 2016

May Chan, Resident, The K at CityVista
term expires 2016

Guy Steuart, Senior Vice President, Steuart Investment Company
term expires 2016

Todd Dengel, Executive Vice President, MarcParc
term expires 2017

Dr. James Terrell, Reverend, Second Baptist Church
term expires 2017

Jimmy Dodson, Project Manager, Paradigm Companies
term expires 2017

Dr. Ivory Toldson, Condominium Owner, 555 Mass
term expires 2016

Dr. Joseph Evans, Senior Pastor, Mount Carmel Baptist Church
term expires 2016

Gerry Widdicombe, Director of Economic Development,
Downtown DC Business Improvement District
term expires 2016

Nicolas Franzetti, Sr. Vice President, ASB Real Estate Investments
term expires 2015

Yvonne L. Williams, Chair of the Board of Trustees,
Bible Way Church
term expires 2016

Tarra Kohli, Resident, Madrigal Lofts
term expires 2017

Pete Otteni, Vice President, Boston Properties
term expires 2017

Mark S. Wood, Director of Facilities,
Association of American Medical Colleges
term expires 2015

Stephan Rodiger, Vice President, Kettler
term expires 2017

STAFF:

- > **Claire Schaefer Oleksiak**, President
- > **Leon Johnson**, Director of Operations
- > **Jerome Raymond**, Real Estate and Planning Manager
- > **Karen Widmayer**, Communications Consultant

Matthew Shannon, Owner, Champion Awards
term expires 2017

Alba Osteria Restaurant



Bike to Work Day

FISCAL YEAR 2015 BUDGET

REVENUE

Total CID tax revenue billed	696,611
Less: contingency estimate 5%	(34,831)
Total Assessment Income	661,780
Clean Team grant	100,000
Interest income	100
Event income/sponsorships	5,000
Subtotal	105,100
TOTAL REVENUE	766,880

EXPENSES

Clean, Safe, & Landscape Teams

Salary & benefits	94,873
Clean Team contract	212,000
Supplies	15,000
MPD overtime/safety initiatives	12,000
Subtotal	333,873

Marketing, Communications & Economic Development

Salary & benefits	93,420
Website updates	3,000
Brochure & maps - design & printing	10,000
E-newsletter	2,000
Annual report & meeting	11,000
Photography & supplies	2,000
Community building events	
> Fall Fun day	3,500
> Santa/Winter celebration	3,000
> Farmers market	10,000
> Outdoor movies or concerts	4,500
> Misc. (BTWD, Night Out, other)	2,000
Art & culture activation	5,000
Business attraction events	11,000
Advertising	8,000
Consultant	42,000
Office enhancement	5,000
Trashcan & recycling cans	3,000
Banners	11,000
Giveaways & swag	3,000
Misc.	2,000
Subtotal	234,420

Administrative Services

Intern	4,000
Billing/accounting fee	25,000
Insurance	7,000
Strategic planning	2,000
Audit & tax return	10,000
Legal	2,000
Art grant preparations for DCCAH application	6,000
Research	5,000
Subtotal	61,000

Administration

Salary & benefits	93,420
Membership/subscriptions	6,000
Meeting expense	5,000
Office supplies	7,000
Postage & delivery	3,500
Professional development	5,000
Technology (computers & phone)	8,000
Travel	1,500
Utilities	8,000
Subtotal	137,420

Reserve/Contingency

Reserve	0
Contingency	0
Subtotal	0

TOTAL EXPENSES

766,713



AUDITED FINANCIAL POSITION 2014

STATEMENTS OF FINANCIAL POSITION, SEPTEMBER 30, 2014

ASSETS

Current Assets

Cash	\$ 287,847
Accounts receivable, net of allowance for doubtful accounts of \$124,862	318
Prepaid expenses	4,298
TOTAL CURRENT ASSETS	\$ 292,463

Other Assets

Fixed assets, net of accumulated depreciation of \$25,400	\$ 19,002
Deposits	1,900
TOTAL OTHER ASSETS	\$ 20,902

TOTAL ASSETS

\$ 313,365

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable and accrued expenses	\$ 31,519
Deferred tax assessments	18,239
TOTAL CURRENT LIABILITIES	\$ 49,758

Net Assets

Unrestricted	263,607
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TOTAL LIABILITIES AND NET ASSETS

\$ 313,365

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS FOR THE YEAR ENDED SEPTEMBER 30, 2014

REVENUE

Assessments	\$ 606,600
Contributions	42,638
DSLBD litter grant	100,000
Other revenue	15,500
Net assets released from restriction	-
TOTAL REVENUE	\$ 764,738

EXPENSES

Functional expenses:	
Program services	
Clean and safe programs	\$ 355,790
Marketing and economic development programs	180,343
Management and general	175,003
TOTAL EXPENSES	\$ 711,136

CHANGE IN NET ASSETS

\$ 53,602

NET ASSETS - BEGINNING OF THE YEAR, as previously stated

\$ 416,215

Prior period adjustment	(206,210)
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NET ASSETS - BEGINNING OF THE YEAR, as restated

\$ 210,005

NET ASSETS - END OF THE YEAR

\$ 263,607

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED SEPTEMBER 30, 2014

CASH FLOWS FROM OPERATING ACTIVITIES

Change in net assets	\$ 53,602
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation	8,694
Bad debt allowance	(32,101)
Decrease (increase) in:	
Restricted cash	21,991
Accounts receivable	53,524
Prepaid expenses	(2,924)
Decrease (increase) in:	
Accounts payable and accrued expenses	1,744
Deferred tax assessments	(40,104)
Net Cash Provided by Operating Activities	\$ 64,426

CASH FLOWS FROM INVESTING ACTIVITIES

Purchases of property and equipment	\$ (5,472)
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NET INCREASE IN CASH AND CASH EQUIVALENTS

\$ 58,954

CASH AND CASH EQUIVALENTS, BEGINNING OF THE YEAR

228,893

CASH AND CASH EQUIVALENTS, END OF THE YEAR

\$ 287,847

MVT CID BY THE NUMBERS

4 Metrorail Stations
serving Red, Green &
Yellow Metro lines



2.6

MILLION sf
total projected
office build-out

6

public art
sculptures & murals



\$13

million in
streetscape
improvements
on K Street
& 4th Street



MOUNT
VERNON
TRIANGLE DC



200+

events per year at nearby
VERIZON
CENTER



1 Streetcar line
future
location

45+

restaurants
and retailers



16,584

residents within
1/2 mile





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