



**Mount Vernon Triangle CID
Annual Meeting
April 26, 2017**



**MOUNT
VERNON
TRIANGLE • DC**



Opening Remarks
Berkeley M. Shervin
MVT CID Chairman of the Board



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Host Welcome
Hakan Ilhan
Owner, Ottoman Taverna



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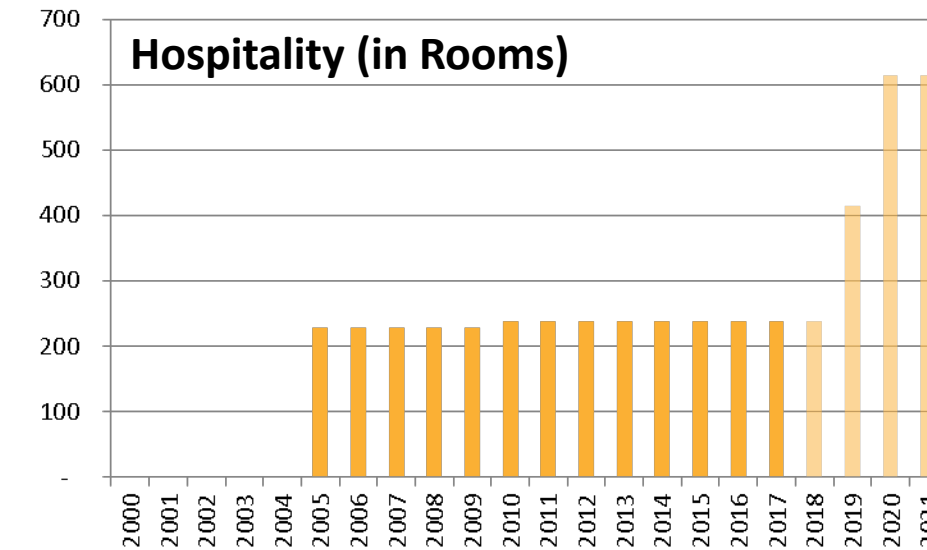
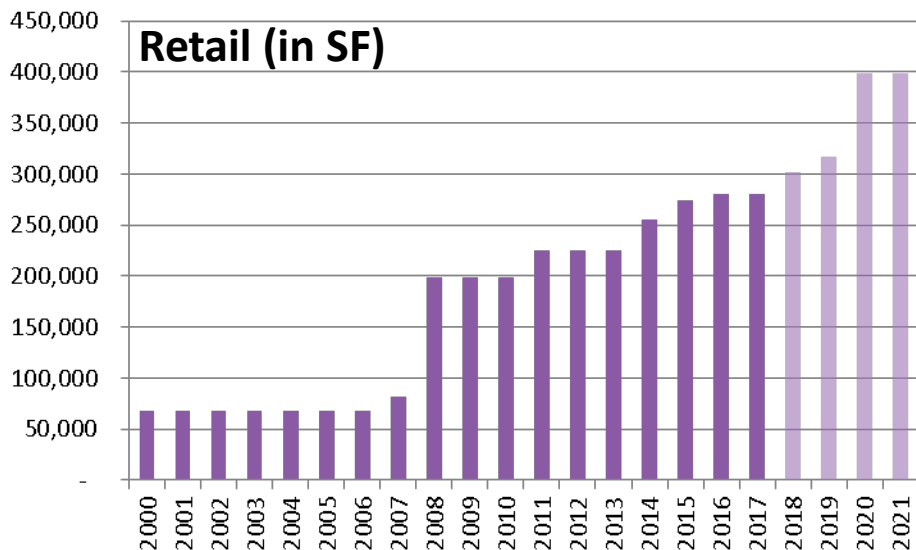
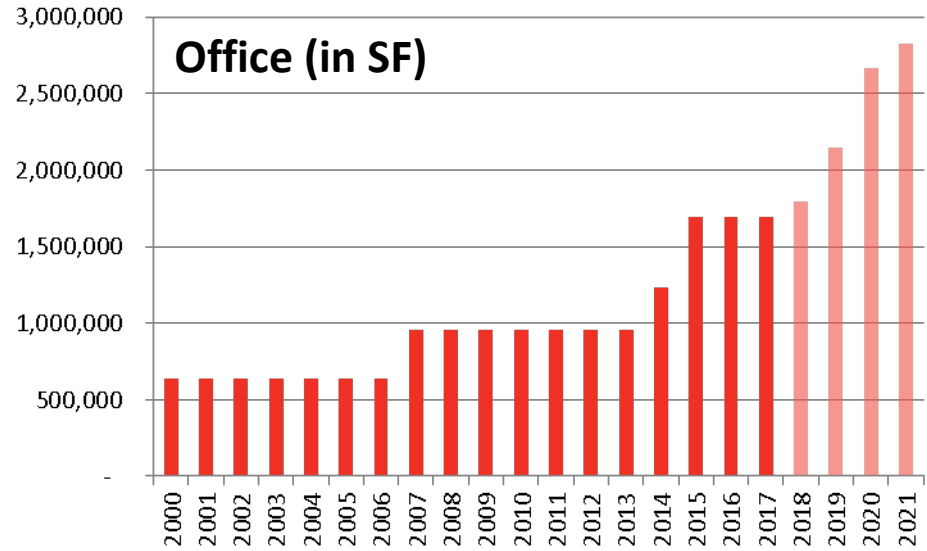
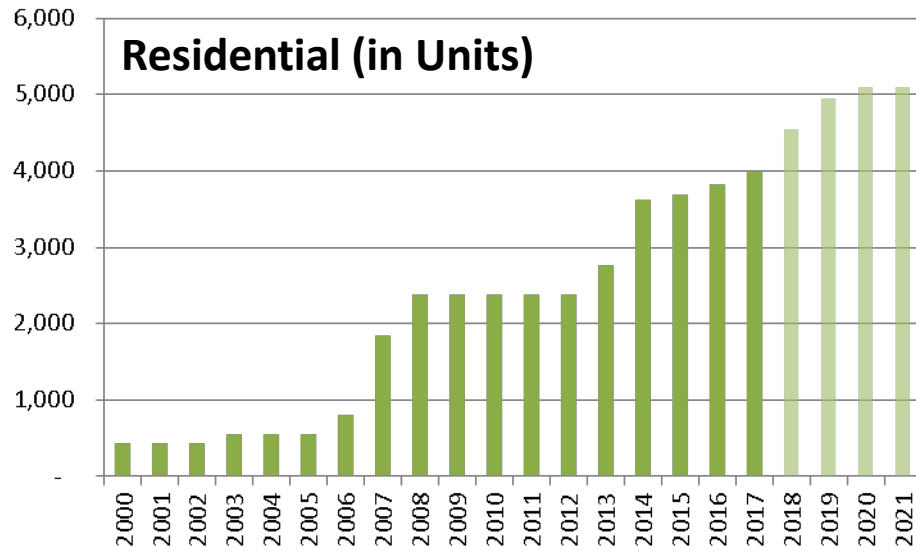


State of the CID
Kenyattah A. Robinson
MVT CID President & CEO



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Current Development Status: “Nothing but Cranes in the Sky”



Sixth Office HQ Relocation



**The Wilkes Company &
Quadrangle Development Corporation
on behalf of DC Bar
103,00 SF Office
7,700 SF Retail
Delivers 4Q17 / 1Q18**



Residential Momentum Continues



Latest Delivery: The Aspen (October 2016)



**Blue Sky Housing, Paramount Development & Ellisdale Construction and Development
133 Apartment Units / 5,900 Retail SF**

455 Eye Street



174 Apartment Units
2,000 SF Retail:
“Prather’s on the Alley”
Historic Adaptive Reuse
Equity Residential



The Lydian (400 K Street)



324 Apartment Units
13,410 SF Retail
The Wilkes Company &
Quadrangle Development Corporation



Plaza West (307 K Street)



**223 Apartment Units
(50 Units Devoted to “Grandfamilies”)
Bible Way Church & Mission First Housing Group**

New Retail Add to MVT CID's Destination Appeal



Recent Retail Openings within MVT CID



conosci



ALTA STRADA
CIBO E BEVANDE

Recent Retail Openings Adjacent to MVT CID

kinship



La **COLOMBE**
COFFEE ROASTERS

What it All Means



Metric	Today	Near Future	% Growth
Office			
SF	1,689,371	1,792,371	+6.1%
Estimated Workers ¹	8,145	8,960	+10.0%
Residential			
Units	3,998	4,545	+13.7%
Estimated Residents ²	6,000	6,820	+13.7%
Retail			
SF	280,815	301,959	+7.5%

¹. at 200 sf/employee

². at 1.5 residents/unit

On the Radar



Within MVT CID Boundaries



4-1/2 Street Mid-Block Crossing



111 Mass Ave
"Darth Vader Building"



NYC Flatiron Bldg.
Inspiration for
Capitol Vista Project



SLS HOTELS®

Adjacent to MVT CID



Our Future Vision



To become a recognized and established “destination of choice” for anyone who chooses to live, work, do business or entertain in the District of Columbia.

Strategic Plan: 2016-2019




Goal 1: Achieve and maintain **superior organizational performance and operational effectiveness** through best-in-class administrative and governance practices

Goal 2: Preserve the MVT CID's **legitimacy and "right to operate"** by always upholding our core values while also enhancing the organization's perception, reputation and effectiveness in the eyes of its stakeholders

Goal 3: Enhance the MVT CID's **destination and brand appeal** through innovation, repositioning and other activities that advance our ability to capture tomorrow's opportunity

Goal 4: Advance a **viable growth path trajectory** that allows the MVT CID to responsibly contribute to unmet societal needs, "raise the bottom" for what is possible in a thoughtfully planned, carefully coordinated mixed-use community, and enables full achievement of the community's innate potential



Strategic Plan: 2016-2019

MOUNT VERNON TRIANGLE DC

Mission & Vision: To contribute to the development of Mount Vernon Triangle as a unique downtown neighborhood within the East End of downtown Washington, DC, with a strong residential community, Class A office space, diverse places to shop and dine, and attractive, safe, and active parks and public spaces.

Key Success Indicator: MVT CID recognition as a "destination of choice" for anyone looking to live, work, do business and entertain in the District of Columbia.

Strategic Planning Framework: Premised on the notion that the MVT CID is only successful if we create and demonstrate ongoing and sustainable value to our stakeholders, the framework for this strategic plan leverages the "sustainable value model" in which sustainable stakeholder value is the product of performance along the following two dimensions:

1. a **Horizontal Dimension** that contrasts the CID's need to optimize internal capabilities on the left ("internal") versus our need to engage external stakeholders on the right ("external"); and
2. a **Vertical Dimension** that contrasts the CID's need to manage current business on the bottom ("today") against our need to create new market opportunities on the top ("tomorrow").

The product of this framework is a proposed approach for articulating the MVT CID's strategic goals and objectives in a manner that is rational; inspires collective "buy-in"; and provides a clear starting point for the creation of underlying work plans and activities:

Strategic Planning Parameter & Desired Outcomes
Internal-Today: Efficiency, Cost Reduction & Risk Mitigation
External-Today: Stakeholder Reputation, Legitimacy & "Right to Operate"
Internal-Tomorrow: Innovation & Repositioning
External-Tomorrow: Future Growth Path, Trajectory & New Markets

Goal One:

Achieve and maintain superior organizational performance and operational effectiveness through best-in-class administrative and governance practices.

1. Maximize revenue while controlling costs and adhering to prudent risk management practices
2. Manage quality performance and support professional development of staff while implementing new/enhanced controls and systems as needed
3. Ensure healthy fiduciary oversight through effective board governance

Goal Two:

Preserve the MVT CID's legitimacy, "right to operate" and value to the community by always upholding our core values while also enhancing the organization's perception, reputation and effectiveness in the eyes of its stakeholders.

1. Keep streets clean, safe and friendly through litter pick-up, crime reduction and homeless outreach
2. Use targeted stakeholder outreach to strengthen relationships with residents, commercial tenants and retailers
3. Enrich the public realm and activate underutilized open spaces

Goal Three:

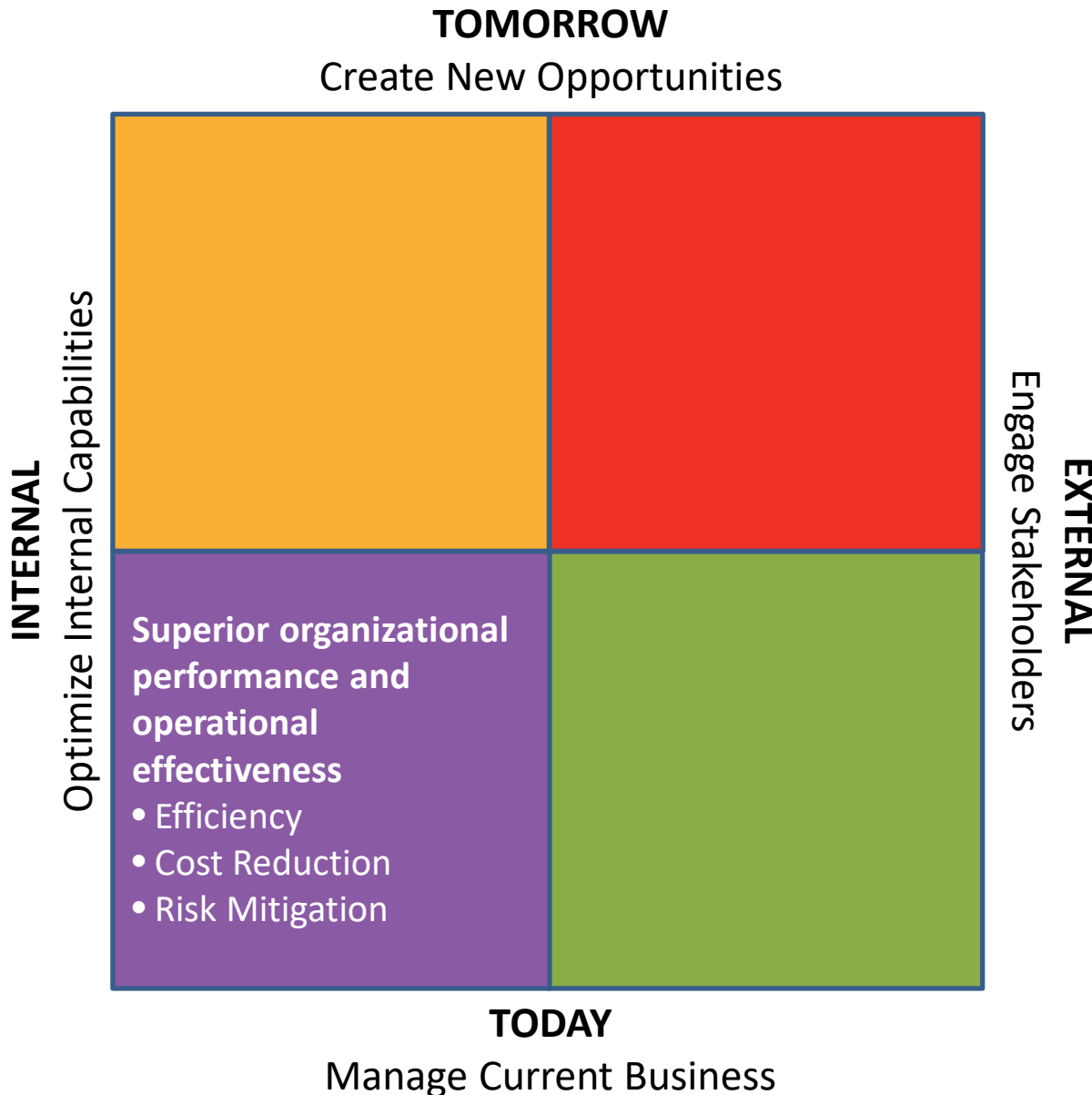
Enhance the MVT CID's destination and brand appeal through innovation, repositioning and other activities that advance our ability to capture tomorrow's opportunity.

1. Enhance marketing technology and customer relationship management infrastructure and systems to broaden consistency and reach of CID messaging
2. Create strategic marketing and cultural activation plans to enhance MVT CID's destination appeal
3. Provide thought leadership on subject matters that benefit both the MVT CID and District of Columbia

Goal Four:

Advance a viable growth path trajectory that allows the MVT CID to responsibly contribute to unmet societal needs, "raise the bottom" for what is possible in a thoughtfully planned, carefully coordinated mixed-use community, and enables full achievement of the community's innate potential.

Goal 1: Today-Internal



INDEPENDENT AUDITORS' REPORT

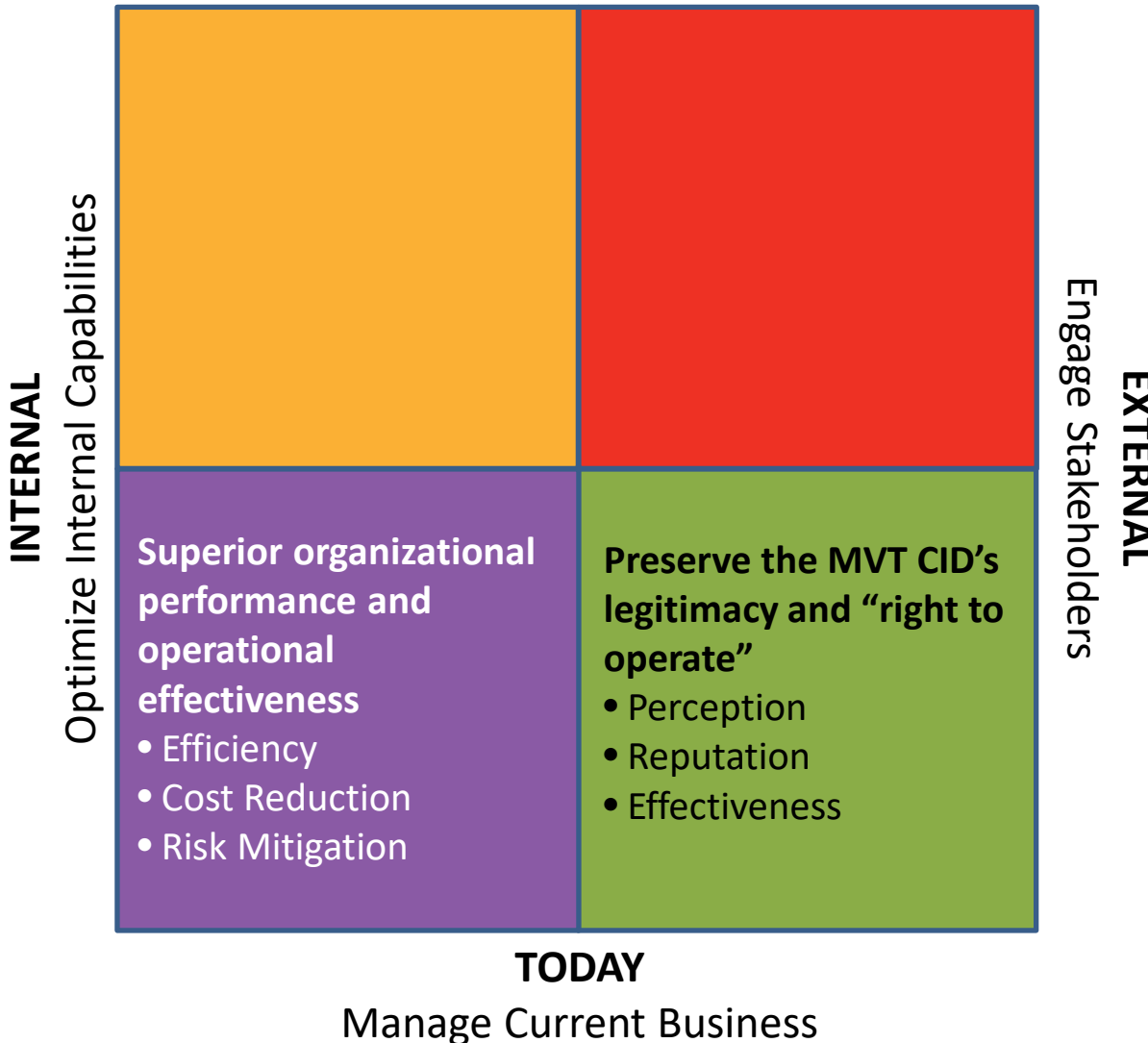
In our opinion, the financial statements present fairly, in all material respects, the financial position of the Mount Vernon Triangle Community Improvement District as of September 30, 2016 and 2015, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Matthews, Carter & Boyce
Fairfax, Virginia
March 31, 2017

Goal 2: Today-External

EXTERNAL

Create New Opportunities



Metric	2015	2016
Clean	78%	81%
Safe	58%	49%
Visible	65%	66%
Engaged	47%	37%

Goal 3: Tomorrow-Internal

EXTERNAL

Create New Opportunities

INTERNAL

Optimize Internal Capabilities

<p>Enhance the MVT CID's destination and brand appeal</p> <ul style="list-style-type: none"> • Innovation • Repositioning • Thought Leadership 	
<p>Superior organizational performance and operational effectiveness</p> <ul style="list-style-type: none"> • Efficiency • Cost Reduction • Risk Mitigation 	<p>Preserve the MVT CID's legitimacy and "right to operate"</p> <ul style="list-style-type: none"> • Perception • Reputation • Effectiveness

TODAY

Manage Current Business

Engage Stakeholders

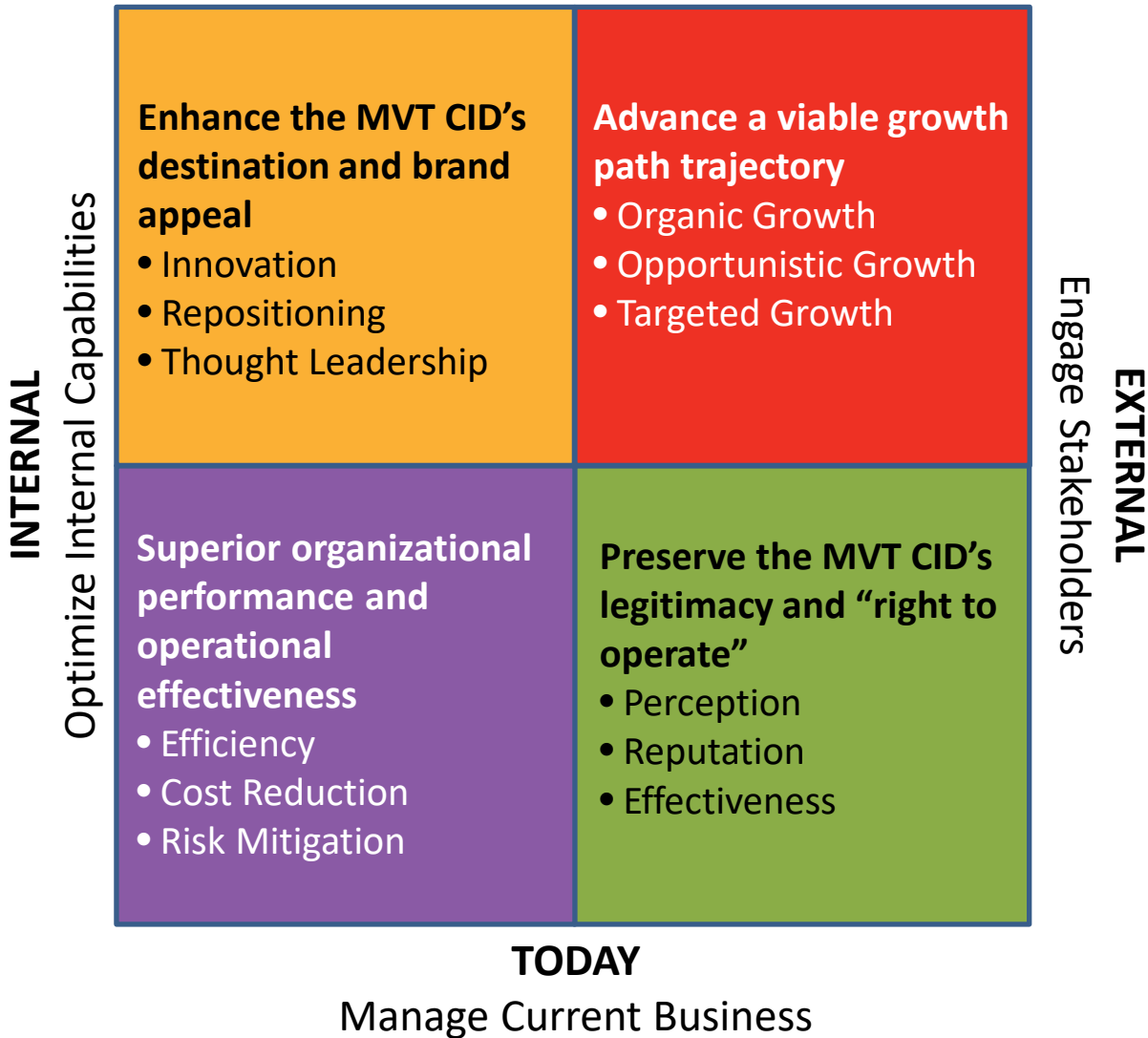
EXTERNAL



Goal 4: Tomorrow-External

EXTERNAL

Create New Opportunities

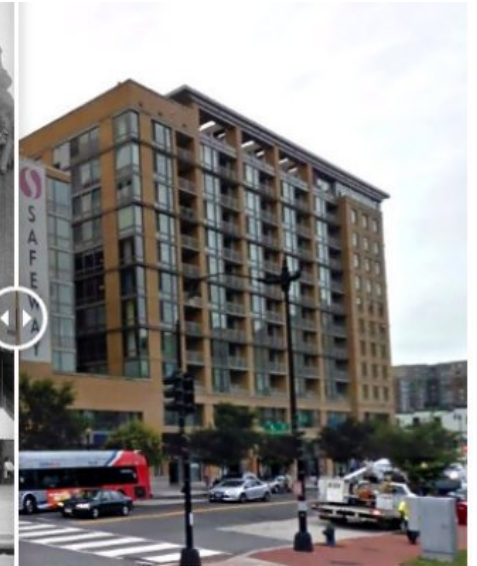


Why MVT is Poised to Become the District's Next Great "Place"



Paris: "A Cozy City of Neighborhoods"

Authentic & Distinct Community

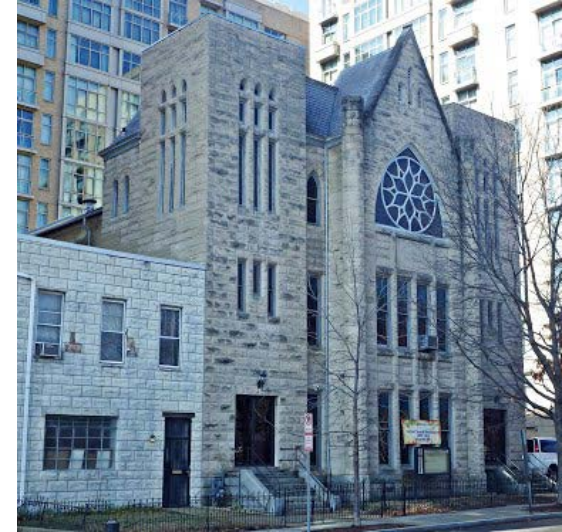


70%

RESTAURANTS ARE
LOCALLY OWNED



Vibrant Public Realm with Recognized Landmarks



Wide, Walkable Sidewalks & Growing Retail Corridor



Shared Spaces & Communal Places that Bring People Together



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Shared Spaces & Communal Places that Bring People Together

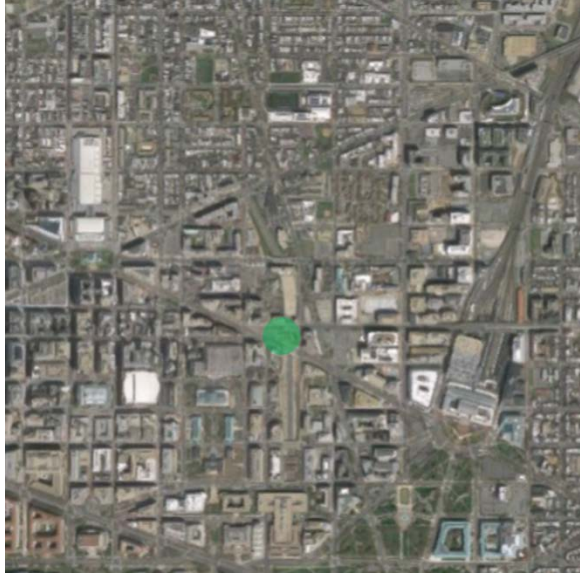
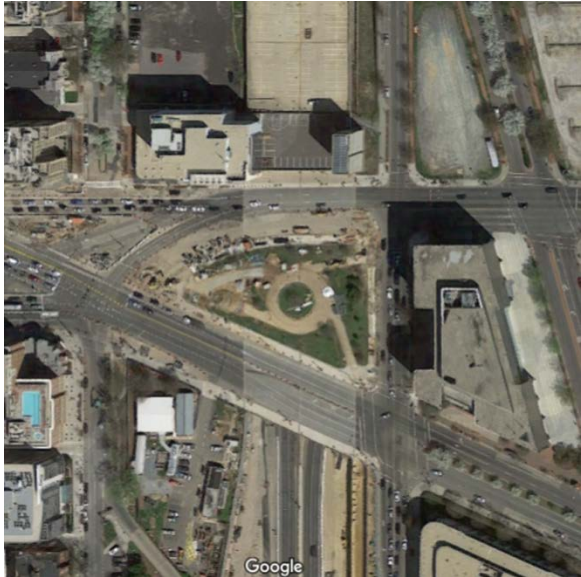


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Discover
CHINATOWN PARKS
AT 5TH & MASS

A Unique Opportunity to Preserve & Activate Our Limited Green Space



Our Most Important Strategic Element



Is not what you see



But what you don't



Success Story: Mr. Steve Powell's Path to Homeownership





MVT CID Clean Team Awards

Leon Johnson, MVT CID Operations Director
Charles Allen, Ward 6 Councilman



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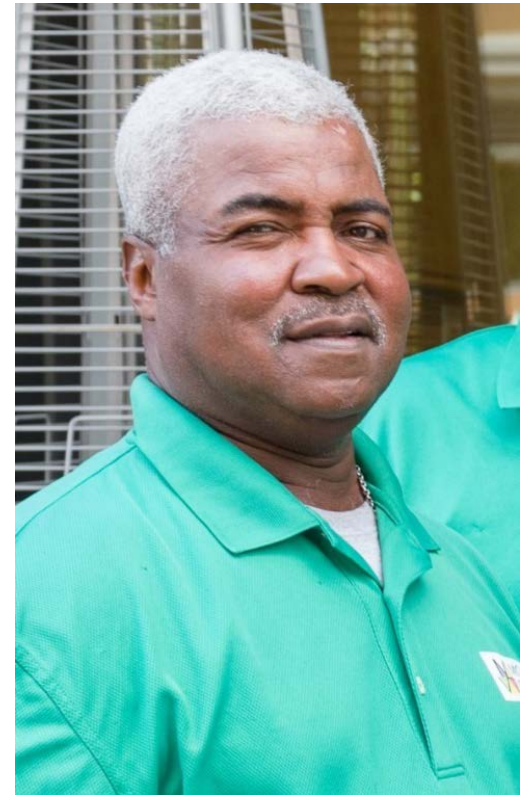
Clean Team Awards: Certificate of Appreciation

- Very diligent as he performs his daily duties
- Meticulously leads his team to peak performance
- Proactive in his approach to supervising the team
- Jumps in and gives a helping hand while ensuring projects are done right the first time
- Congratulations to **Mr. Jimmie Carter**



Clean Team Awards: Outstanding Performance

- Dedicated to his work and often comes in early to get a jump on his responsibilities
- “Go to” team member when it comes to graffiti and ensures removal the moment it is noticed
- Can be seen assisting at Central Union Mission on weekends
- Congratulations to **Mr. Steven Powell**



Clean Team Awards: Employee of the Year

- In just one year has proven he loves MVT
- Always assists pedestrians with directions and keeps a watchful eye out for safety
- Can be counted on to assist co-workers on any project, volunteering to cover multiple routes when projects pull team members away
- Has done an outstanding job of building rapport with individuals on his route, ensuring they know his name and call on him personally for any assistance needed
- Congratulations to **Mr. Robert Harris**





Introduction of Keynote Speaker
Dr. Ivory M. Toldson
MVT CID Vice Chairman of the Board



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Keynote Address
Brent Leggs
National Trust for Historic Places



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Community Partner of the Year

Leon Johnson

MVT CID Director of Public Space

Operations



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Community Stakeholder of the Year
Kenyattah Robinson
MVT CID President & CEO



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Board Election Results
Jerome Raymond,
MVT CID Real Estate & Planning Manager



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