



Strategic Approach

We will accelerate the transformation of Ballston into a vibrant and diverse live/work/play/learn neighborhood for urban-minded and socially conscious business professionals and residents through market-influencing branding and placemaking, elevated experiences and by engaging our community with compelling programs that leverage our key assets of technology, education and sports.

STRATEGIC PLAN FY 2019 - 2022

Strategic Directions

Vision

A world-class urban neighborhood that fosters a strong sense of community.

Mission

To create a Ballston that people love through vibrant and dynamic branding and placemaking, elevated neighborhood experiences, and relationship-building programs.

Values

- Build Partnerships
- Evoke Emotion
- Give Back
- Be Transparent
- Do Amazing Work
- Foster Relationships
- Innovate

Market Influencer

Great neighborhoods begin by being great spaces: places where everyone can feel at home and inspired at the same time. Continuing the dynamic evolution of Ballston, we are excited to expand our community and continue programs that highlight Ballston's technology, education and sports that will create a deeper sense of community, inclusion and love.

The Ballston BID is excited to:

- Leverage Ballston's key assets for program development- BallstonQuarter, BallstonGives and the Washington Capitals.
- Continue implementation of plan to expand the geographic footprint and membership (BallstonConnect Club) of the Ballston BID.
- Collaborate closely with County on timing for a new Sector Plan for Ballston.
- Develop and/or revise the BID's place-making, art, and cultural plans to leverage and promote the new Ballston Quarter and attract new tenants desiring a location close to I-66, metro and a town center with a strong neighborhood vibe.
- Develop and implement a plan to refocus staff responsibilities and priorities in order to spend more time with County staff and other partners completing identified key infrastructure projects.

Elevated Experiences

Creating awareness and fostering curiosity and excitement for Ballston is critical as the competition increases between various neighborhoods and communities in the Greater Washington Area. To build the belief that Ballston is an amazing live/ work/play/learn opportunity is central.

The Ballston BID is excited to:

- Develop and implement a brand refresh with a focus on shifting greater awareness from the BID to Ballston itself.
- Develop and implement an improved digital strategy and website that focuses on the BID's expanded key audiences: employees, residents, brokers and business owners.
- Develop and implement a plan for a multi-year ad campaign to build curiosity, excitement and interest around Ballston, especially given the arrival of Ballston Quarter.
- Expand and enhance public WiFi for the entire BID and officially roll out.

Engaged Community

At the heart of any community is the people and the interactions by those people. Our focus is to leverage Ballston's key assets around technology, education and sports to create unique programs where all community members can participate, grow, and connect.

The Ballston BID is excited to:

- Develop new, engaging and sustainable event programs that leverage Ballston's key assets via BallstonGives (volunteerism) and the BallstonConnect Club (membership).
- Explore building a network of brand ambassadors for the neighborhood who can speak authentically to Ballston's unique value proposition.
- Deploy staff in a more formalized approach to consistently liaison with affiliated neighborhood and professional organizations to achieve maximum outreach results.
- Explore opportunities to collaborate on Ballston Quarter and Washington Capitals programs, events and PR/social media opportunities.
- Explore and formalize a digital/online business resource center in coordination with the County and AED.

Sustainable Organization

We believe that building a great community for tomorrow requires stronger integration between commercial and residential interests. Given budget constraints, success moving forward will require a renewed focus on our priorities, Board involvement and staff.

The Ballston BID is excited to:

- Develop and implement a transition plan for Taste and shift resources to attracting residents and residential property owners to engage with the BID financially and programmatically.
- Work with the Board on a multi-year budget framework and clarify any additional strategic financing that may be required to achieve long-term goals.
- Activate Board committees that tie to strategic objectives to continue fostering transparency, participation and results-driven activity working closely with BID staff.
- Formalize an ongoing professional development program for the BID staff based upon strategic objectives and individual professional goals.
- Determine with the Board more customized reporting and project management systems, including metrics (specifically the commercial vacancy rate).