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Ballston Mobile App Helps Navigate the Neighborhood

From Date Night to Doctors, BallstonConnect Provides Total Access to the Community

Arlington, VA (April 4, 2014) The Ballston Business Improvement District (BID) has launched the first phase of its innovative mobile application, BallstonConnect. The mobile app allows users to explore all things Ballston from finding a dog friendly park to locating free wifi hotspots to choosing a fun place to watch the Washington Capitals.

The first phase of the launch includes upcoming programs and events, a community calendar, a Ballston business directory and contests and giveaways. The BID has taken its mobile app to the next level by making it engaging and interactive feature as they discover Ballston.

People have an insatiable thirst for information, and this mobile app provides it, whether someone is finding a restaurant for a date night and the return response will include tailored recommendations and a link to get directions to the location.

The BID is kicking off the contests and giveaways feature on April 14. Each week, a mobile app user will be selected to win a Taste of Arlington package, which will include two VIP passes and two Taste booklets.

Phase two of the launch is scheduled for May 18, at the Taste of Arlington. Attendees will have the opportunity to test out the voting feature to select their Ballston Restaurant Challenge Semi-Finalist; their votes will determine which challenger will receive an award in the VIP Pavilion at the end of Taste of Arlington. The BID will continue using this voting feature to stay tuned in with the public by asking users about ways to enhance the community.

These features allow users to have unprecedented access to information about upcoming programs, events and activities. The feature will be accessible within the mobile app as well as via physical markers, such as QR codes, that will be stationed throughout the community. Users can scan codes, download the mobile app and get the latest information about the location and what's happening there.

BallstonConnect is available for iOS and Android and is free to download.

About the Ballston Business Improvement District

The Ballston Business Improvement District (BID) is a 25-block neighbourhood of commercial and residential properties. With more than 8.3 million square feet of office space, one-million square feet of retail space and 8,000 residential units, Ballston offers a range of market-rate options. The BID works to make Ballston a premier business, cultural and entertainment destination. The urban sophistication and neighbourhood charm is unique to the region, boasting top universities, Fortune 500 companies, the Washington Capitals office and practice facility and many research organizations surrounded by upscale hotels, retail, green space and restaurants – all easily accessible by metro and major thoroughfares. For more information about the Ballston BID, visit www.ballstonbid.com.