



# SOUTHWEST BID BIG 2.0

# BIG IDEAS TOUR

THURSDAY, JANUARY 26 2023

**THE ANTHEM**

WITH SPECIAL GUESTS

DARIUS BAXTER, GOOD Projects • TAMARA CHRISTIAN, Spy Museum •  
BRIAN HAMILTON, Westminster Presbyterian Church •  
MONTY HOFFMAN, Hoffman & Associates • SHYAM KANAAN, HDR •  
THOMAS PENNY, Donohoe Hospitality Services •  
MOLLY SMITH, Arena Stage • SUNNY SUMTER, DC Jazz Festival •  
DONNA WESTMORELAND, I.M.P./9:30 Club

# EVENT OVERVIEW

The BIG IDEA TOUR was SWBID's annual event to showcase the work done over the past year and give neighborhood leaders a place to talk about their ideas for the future of Southwest. [The Long Conversation](#) inspired the platform. We also gave space for neighbors to voice what they'd like to see to improve the community.

- Came up with the idea of a conversation
- Helped invite and secure prominent speakers
- Created the conversation starters and speaker toolkit
- Secured venue, catering, AV/TV, set, and photographers



# CREATIVE ASSETS



All creative assets were developed and created by me, including the “tour” poster inspired by Harry Styles. Each of these assets highlighted the previous year’s accomplishments. Additionally, assets were created as part of the stage or venue set.

# CREATIVE ASSETS



# WALL BOARDS

[PDF version](#)



**MISSION:**  
WE'RE DEDICATED TO ACHIEVING A VISION OF A THRIVING AND EQUITABLE SOUTHWEST.

**VISION:**  
SWBID PARTNERSHIP CREATES OPPORTUNITIES AND EXPERIENCES FOR OUR NEIGHBORS TO INCREASE UNITY. WE CENTER NEIGHBORHOOD VOICES, BUILD COMMUNITY PROSPERITY, AND SUPPORT A HEALTHY SOUTHWEST.



swbidpartnership.org

## AMBASSADOR ACCOMPLISHMENTS

### CERTIFICATIONS AND LICENSES

1. INDUSTRIAL, INSTITUTIONAL, STRUCTURAL, AND HEALTH STRUCTURAL & ROSEBUD CONTROL - ACHIEVED FROM LDC
2. PESTICIDE APPLICATOR CERTIFICATION TRAINING - ACHIEVED FROM LDC
3. BLOODBORNE PATHOGENS TRAINING - ACHIEVED FROM CAPAS
4. MICROBE REMOVAL & INFECTION PREVENTION UTILIZATION - ACHIEVED FROM CIRT
5. BASIC SPANISH - ACHIEVED FROM SWBID
6. MOLD REMEDIATION - ACHIEVED FROM CLEAN HEALTH ENVIRONMENT
7. FOOD SAFETY MANAGER - ACHIEVED FROM NATIONAL REGISTRY OF FOOD SAFETY PROFESSIONALS
8. INFECTION PREVENTION EXPERT - ACHIEVED FROM VICTORY INNOVATIONS
9. FOOD SAFETY FAST PRINCIPLES FOR FOOD HANDLERS - ACHIEVED FROM NATIONAL REGISTRY OF FOOD SAFETY PROFESSIONALS
10. CERTIFIED FLAGGER - ACHIEVED FROM AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION
11. CUSTOMER TECHNICIAN - ACHIEVED FROM CLEANING MANAGEMENT INSTITUTE
12. CHEMISTRY OF CLEANING RESTROOM & FLOOR CARE - CLEANING MANAGEMENT INSTITUTE
13. CUSTOMER SERVICE EXCELLENCE - DREMI INSTITUTE

### QUEST WHAT ELSE?

AMBASSADORS KEVIN, HAJI, AND MIKE, HAVE TURNED WHAT THEY'VE LEARNED AT THE BID INTO PASSION PROJECTS OUTSIDE OF WORK. KEVIN STARTED HIS OWN LANDSCAPING COMPANY, HAJI IS OFTEN HIRED FOR PROFESSIONAL-GRADE CLEANING, AND MIKE DOES HARDY WORK AND IS AN AQUARIST WHO BACKS AND TAKES CARE OF FISH AND MOLLUSKS.



f @swbid

swbid

## BID ACADEMY

BID ACADEMY IS THE CENTER OF EXCELLENCE FOR RESEARCH, LEADERSHIP, AND TRAINING, AMPLIFYING TALENTS WITHIN OUR AMBASSADORS.

### BID ACADEMY CURRICULUM

PERSONAL DEVELOPMENT FROM FINANCIAL LITERACY AND PERSONAL HEALTH TO SPANISH LESSONS AND LIFE COACHING

### PROFESSIONAL DEVELOPMENT

FROM CERTIFICATIONS IN DEEP CLEANING, FOOD HANDLING AND TRAFFIC MANAGEMENT TO CPR, NARCAN, AND RECOGNIZING SIGNS OF ELDER ABUSE

### COMMUNITY BUILDING

BUILDING CONNECTIONS WITH LOCAL LEADERS AND DISTRICT AGENCIES TO STRENGTHEN COLLABORATION



f @swbid

swbid

## THANK YOU BOARD OF DIRECTORS

- DONNA WESTMORELAND, CHAIRWOMAN, I.M.P.  
 JACQUIE HOLDER, SECRETARY, HOLIDAY INN CAPITOL  
 EDGAR DOBIE, TREASURER, ARENA STAGE  
 DEMITRA S. ALVARADO, BOSTON PROPERTIES  
 TAMARA CHRISTIAN, INTERNATIONAL SPY MUSEUM  
 TOM CICOTELLO, BOYD WATTERSON  
 AUSTIN FLAJSER, CARR COMPANIES  
 GEOFFREY GRIFFIS, CITYPARTNERS  
 KATHY GUY, JBG SMITH  
 DANIEL JONES, SMILE BEAUTIFUL DENTAL  
 RANDY MARCUS, CSX TRANSPORTATION  
 MARK RIVERS, LOWE PROPERTY GROUP  
 LESLIE SMITH, METLIFE INVESTMENT MANAGEMENT  
 LOUIS SHEDRICK, GSA - NATIONAL CAPITAL REGION  
 SARAH VASQUEZ, DISTRICT WHARF PROPERTIES

swbid Southwest Business Improvement District

# WALL BOARDS

PDF version

## BID EXPANSION

### TODAY

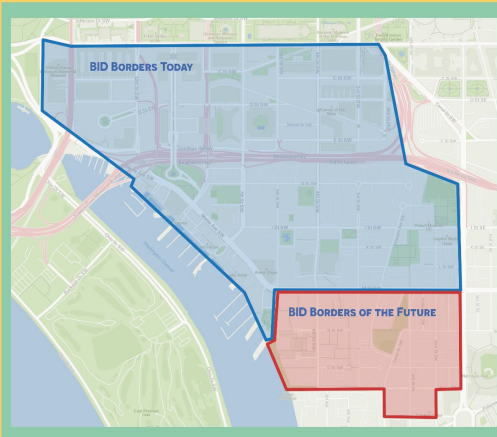
THE DC COUNCIL HAS TEMPORARILY PROVIDED FUNDING TO EXTEND SWBID'S SERVICES BELOW M STREET SW., BETWEEN OUR TRADITIONAL SWBID BORDERS AND THE CAPITOL RIVERFRONT BOUNDARIES.

### COMING SOON

THE BID IS WORKING TO PERMANENTLY EXTEND OUR BORDERS, WHICH WILL REQUIRE AGREEMENT FROM EXPANSION AREA PROPERTY OWNERS AND A SUCCESSFUL APPLICATION TO THE MAYOR.

### BEYOND BOUNDARIES

WE SEEK INNOVATIVE SOLUTIONS AND CATALYZE ACTION THROUGHOUT THE NEIGHBORHOOD BY UNLOCKING THE POTENTIAL OF PEOPLE AND PLACES. WE BEAUTIFY PUBLIC SPACES, ENHANCE MOBILITY OPTIONS FOR OUR NEIGHBORS, AND WORK COLLABORATIVELY WITH OUR PARTNERS TO UPLIFT OUR COMMUNITY.



## SWBID LANDSCAPING



PEACE GARDENS



POLLINATORS



BANNERKEE MAINTENANCE



DCHA LANDSCAPING BEFORE

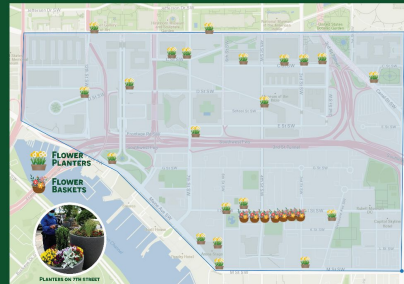


DCHA LANDSCAPING AFTER



ABATEMENT AT SPY MUSEUM

## Planter and Flower Basket Map



What Comm  
→ → unity  
Can Be



WHEN OUR NEIGHBORS CASTS A STONE  
ACROSS WATERS, OUR COMMUNITY CREATES  
MANY RIPPLES.

# READING RAILS

PDF version

## the MID

The Mobility Innovation District

In October, the SWBID celebrated the launch of DC's first Mobility Innovation District (The MID).

The launch event introduced The MID as a multi-year project, funded by the Mayor, establishing SW DC as a purpose-driven innovation hub for mobility.

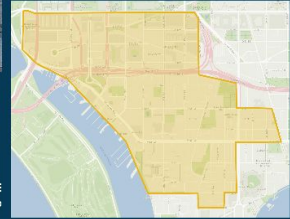
The MID's ability to bridge the gap in locals' access to essential jobs, services, and healthcare through increased mobility options will ultimately enhance their quality of life and connectivity while demonstrating how these policies, programs, and tech can be scaled regionally and nationally.

For more visit [dcmid.io](http://dcmid.io)



### LEFT IMAGE

During the event, Circuit was announced as the winner of The MID's call for projects. Circuit is a micro-transit company that has earned a reputation for all-electric, on-demand transportation solutions. Circuit will manufacture a new shuttle service for residents and visitors that will circle the Southwest neighborhood.



### LEFT IMAGE

Pictured left to right: US DOT Senior Advisor Ben Levine, DDOT Everett Lott, Mayor Muriel Bowser, SWBID Executive Director Steve Moore, DMPED John Falcicchio

### RIGHT IMAGE

Circuit Shuttle service area map

Starting off the year was a heartfelt art installation at The Wharf. From February 14th through March 21st, the traveling artwork read "MI-E DOR DE TINE" (meaning "I MISS YOU" in Romanian) in neon lights. The installation is dedicated to Romanians in the US, and it is hoped that they saw it as a message of hope for reuniting with their fellow Romanians, even from afar.



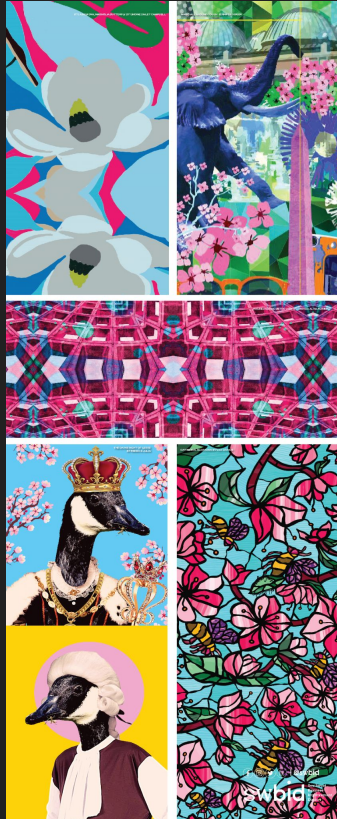
# ART IN SW

The High Water Mark was designed by Hackreative and funded by DOEE and FEMA. The project represents the extent of historical and possible future flooding events within DC's floodplain with color-coded buoys. It's a humbling and educational reminder of how damaging floods can be and how the entire community must be vigilant about infrastructure built with this flooding potential in mind.



# POP-UP BANNERS

[PDF version](#)



## SOUTHWEST BID BID 2.0 BIG IDEAS TOUR

We're on a mission to engage our community in the best way possible. What are some ideas you think could make a positive impact?

**1** **THINK ABOUT WHAT YOU LOVE TO SEE IN COMMUNITIES**

**SCAN THE QR CODE & SHARE YOUR IDEAS** **2**

**3** **SUBMIT AND FOLLOW US ON SOCIAL MEDIA TO SEE IDEAS THRIVE**

Facebook, Twitter, Instagram icons | @swbid

swbid



# COMMUNICATIONS

[Email campaign](#) (initial email)

[Press release](#) for hyper-local news

Social Media

- [Instagram](#)
- [LinkedIn](#)
- [Twitter \(X\)](#)

