



September 17, 2019

Arlington County Board Members

RE: Crystal City BID Expansion

Dear County Board Members:

The County Board will be considering on September 21 the proposal to expand the area of the existing Crystal City Business Improvement District (BID) to Pentagon City and potentially Potomac Yard. The Crystal City Civic Association (CCCA) wishes to express its support for this proposal.

The BID has proved to be an increasingly strong partner with the CCCA and the community in recent years. Although we are a civic association, we have benefitted from partnering with the BID on a number of activities, including our first-ever National Night Out. The BID has been especially supportive of our outreach to property managers of multifamily buildings in order to reach apartment dwellers, something that is increasingly necessary for civic associations as the nature of housing changes in Arlington County. The CCCA also participated in the BID's strategic planning process throughout 2018 which laid the groundwork for BID expansion. Our members and Crystal City residents in general have benefitted greatly from the many programs and initiatives provided by the BID in Crystal City. We have encouraged our sister civic associations to partner with the BID since we believe that expansion will enable residents in other neighborhoods in the 22202 zip code to receive similar services and value.

Our area stands to experience momentous change in the coming years. The three civic associations have been working more closely with each other in recent years, as evidenced by the new "Livability Framework" which we have drafted. Expanding the BID's boundaries will further help to promote connectivity and respond to our collective voice.

We urge you to include Pentagon City and potentially Potomac Yard-Arlington in these efforts by approving the BID's expansion.

Sincerely,

A handwritten signature in black ink that reads "Carol Fuller". The signature is written in a cursive, flowing style.

Carol Fuller, President  
Crystal City Civic Association