



**2009 ANNUAL REVIEW**

# **BETHESDA URBAN PARTNERSHIP, INC.**

[WWW.BETHESDA.ORG](http://WWW.BETHESDA.ORG)



# LETTER FROM EXECUTIVE DIRECTOR

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The success of the Bethesda Urban Partnership is made possible by our dedicated team of 35 professionals. It is with great sadness that we say good-bye this year to one of our beloved family members, Jasper Browning. Jasper was our Ask Me Team Supervisor and worked for the Bethesda Urban Partnership since 1994. He was one of our longest tenured employees who passed away in the summer of 2009.

Jasper was first hired as an Urban Beautification Squad member to collect litter. He worked his way up and became our Ask Me Team Supervisor due to his hard work, commitment, helpfulness and warm personality. Jasper was a true professional, and made an incredible impact on the Bethesda community in the many lives he touched. Jasper made a difference each and every day. He always wanted to be the best that he could be, that was what he wanted for his legacy and what each of us strives to accomplish in our service to Bethesda.

Because of our talented management team and continued support of Montgomery County, BUP is able to effectively manage downtown Bethesda. In 2009, the Montgomery County Council's Office of Legislative Oversight recommended to the County Council in a comprehensive report, the reauthorization of BUP for another five years. The County Council unanimously supported this

third, five-year reauthorization and applauded all of BUP's accomplishments since 1994. BUP takes great pride in being one of the County's most successful and unique partnerships. This partnership enables BUP to directly and independently service downtown Bethesda while staying connected and supporting the County Executive, County Council and several County departments.

The Bethesda Circulator, which BUP began managing in 2006, has experienced increased ridership over the years and currently maintains an average of 25,000 riders per month. This FREE service provides an alternative to driving a single occupancy vehicle in the downtown for Bethesda's employees, residents and visitors. It serves as a direct link to the Bethesda Metro for our transit users as well. In 2008, we had the opportunity to run a pilot program that expanded the service to the East side of Wisconsin Avenue and included five temporary stops on this route for five weeks. We hope to be able to provide this extended service permanently in the future.

In early 2009, the Bethesda Circulator stops received new signage at each of the 20 stop locations indicating the Circulator route and hours as well as making each stop highly visible to new and seasoned riders alike. Additionally, each "wayfinding" sign that is located outside



of our public county garages and at Metro was updated to match our Bethesda "red" branding, and shows the Circulator route, parking options and much more.

As we all face economic challenges, the Bethesda Urban Partnership is working to ensure that our downtown continues to be a welcoming, clean, safe and vibrant place for our many residents, visitors and employees in the downtown. Although we have seen some pauses in development, we are fortunate to be in an economy that is faring better than communities outside of the Greater Washington, D.C. area. We are hopeful that next year will bring more stories of success.

Within the last year, our maintenance team continued to keep downtown Bethesda beautiful through our flower rotations, tree pruning, street and sidewalk sweeping and litter collection duties. This team of dedicated professionals takes care of downtown Bethesda daily, including assisting the Bethesda police in traffic and bad weather emergencies, maintaining the median strip on Wisconsin Avenue and repairing potholes after the winter months.

Our marketing team continued to create exciting and entertaining downtown family festivals such as the Taste of Bethesda, Bethesda Fine Arts

Festival and Imagination Bethesda. This year's Bethesda Fine Arts Festival was ranked #78 on the Top 200 Festivals in *Sunshine Artist* magazine making this fine arts festival the highest ranked in Washington, D.C. and Maryland. Nearly 140 artists from throughout the country come to downtown Bethesda for this annual cultural weekend.

Our transportation management district team, Bethesda Transportation Solutions (BTS), welcomed nearly 400 bikers into downtown Bethesda on the annual Bike to Work Day. Additionally, the second annual Walk & Ride Challenge secured more than 400 participants and 83 teams.

As you read our Annual Review, which covers July 2008-June 2009, please note the past year's challenges, accomplishments and successes enjoyed by downtown Bethesda and the Bethesda Urban Partnership.

David Dabney, Executive Director  
Bethesda Urban Partnership, Inc.



# OPERATIONS & FUNDING

Downtown Bethesda, a thriving destination home to numerous restaurants, retailers and arts organizations, is managed by the Bethesda Urban Partnership, Inc. (BUP). Established by Montgomery County in 1994, this non-profit organization handles the promotion of the downtown, fulfills landscaping and maintenance needs, and produces cultural events and festivals for the community. In its 16-year operation, BUP created Bethesda Transportation Solutions in 2000, established the Bethesda Arts & Entertainment District in 2002 and has grown from employing two full-time staff to housing more than 35 employees working in maintenance, marketing, transportation and administration. BUP is evaluated every five years by Montgomery County and has been reauthorized three times by the County's Office of Legislative Oversight to continue its mission of marketing and maintaining downtown Bethesda.



BUP is operated by an 11-member Board of Directors comprised of residents, businesses and developers appointed by the County Executive. BUP is funded mainly by revenue generated from the Bethesda Parking Lot District fees, in addition to the commercial Urban District property tax. Private sponsors also partner with BUP on large-scale community events such as Taste of Bethesda.

## BOARD OF DIRECTORS — JULY 2008 - JUNE 2009

### EXECUTIVE COMMITTEE

JACK HAYES, Chair, *Residential Representative from Neighborhood in Close Proximity to Urban District*

THOMAS MURPHY, Vice Chair, *The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

PETER HODGSON, Treasurer, *Optional Method Developer Representative*

JON WEINTRAUB, Secretary, *Residential Representative from a Planning Area*

RICHARD LASHLEY, Past Chair, *Residential Representative from within the Urban District*

### BOARD MEMBERS

RICHARD BLUMSTEIN, *Citizens Advisory Board Representative*

CHRISTOPHER BRUCH, *Optional Method Developer Representative*

KENNETH HARTMAN, *Non-Voting County Executive Representative*

MICHELE HORWITZ-CORNWELL, *Optional Method Developer Representative*

MARK KRAMER, *Small Business Representative*

ANNE MARTIN, *The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

## BETHESDA URBAN PARTNERSHIP STAFF

W. DAVID DABNEY  
*Executive Director*

JEFF BURTON  
*Deputy Executive Director*

STEPHANIE COPPULA  
*Director of Marketing & Communications*

JEFF OYER  
*Director of Finance*

CHIQUI LABOY  
*Office Manager*

WALTER HERNANDEZ  
*Field Operations Manager*

LINDSAY PATTERSON  
*Senior Marketing & Communications Manager*

LAUREN HAMILTON  
*Marketing & Communications Manager*

SUSAN LITTLEHALES  
*Administrative Assistant*

## BETHESDA CIRCULATOR



In 2006, the Bethesda Urban Partnership took over the management of the Bethesda Circulator, formerly the Bethesda 8 Trolley, which had been managed by Montgomery County since 1999. Ridership continues to be strong and averages over 1,000

riders per day. The Bethesda Circulator is one of the best ways around downtown Bethesda. This free service connects Metro, public parking garages, restaurants, shopping and more.

In 2008, new signs were designed and are now located at each of the 20 Bethesda Circulator stops located throughout the downtown district. These visual aids can be clearly identified by patrons, and serve to better assist riders by providing a detailed map showing the route of the free transportation service along with the hours of operation.

The Bethesda Urban Partnership also introduced a week-long pilot program this past winter that included an expansion of the Circulator route to include five new stops located on Montgomery Lane, East-West Highway and Old Georgetown Road; and, expanded hours that included Saturday daytime service. This preliminary testing was very well received by both residents and visitors of Bethesda, and budgeting options for the permanent expansion are being explored for the future.

### HOURS OF OPERATION

Monday-Thursday: 7am-12midnight

Friday: 7am-2am

Saturday: 6pm-2am



### WAYFINDING DISTRICT SIGNS

In 2004, BUP updated the “Welcome to Bethesda” gateway signs that are located at the five entrances to downtown Bethesda. The “wayfinding” signs which are located at Metro, Veterans Park and outside of each public garage entrance have now also been updated to reflect BUP’s branding and match the current gateway signs. Each sign shows downtown Bethesda’s public parking options, the Bethesda Circulator route and public points of interest.

“Last weekend, I was walking home overwhelmed with too much luggage. Seemingly from nowhere, two angels appeared and helped me with my bags. WOW! I’m still amazed at their kindness and am very pleased that I chose Bethesda as my new home.”

– Lisa, Resident of Downtown Bethesda

# MAINTENANCE

Serving as the face of Bethesda, a group of individuals wearing red shirts can be seen throughout the community working hard to keep the urban landscape beautiful. Bethesda Urban Partnership's maintenance team is renowned for their pristine trees, flowers and clean streets, as well as their consistent extra effort in the community. They maintain the median strip on Wisconsin Avenue from the Capital Beltway to Friendship Heights and repair potholes on County roads to ensure a smooth ride for daily commuters, Bethesda residents and visitors.



## MAINTENANCE & ASK ME TEAM MEMBERS

JOSÉ CASTRO, *Maintenance Supervisor*

FELIPE BERMUDEZ, *Ask Me Team Leader*

LEO CARDONA, *Landscape Crew Leader*

TITO CASTRO, *Landscape*

ADAN DIAZ-REYES, *Trash Removal*

DAVID FERNANDEZ, *Streetsweeper*

JOSE GAITAN, *Urban Beautification Squad*

DUSTIN GEIST, *Ask Me Team*

FLORENTINO GOVEA, *Urban Beautification Squad*

JORGE HERNANDEZ, *Landscape*

JOSE HERNANDEZ, *Ask Me Team*

PEDRO HERRERA, *Ask Me Team*

MELVIN MUNOZ, *Landscape*

CELIO PENA, *Landscape*

ARMANDO ROMERO, *Trash Removal*

JAIME VILLANUEVA, *Landscape*

JULES VILLEGAS, *Ask Me Team*

GUILLERMO YATACO, *Urban Beautification Squad*

Working through every season, Monday through Saturday, BUP's landscaping and urban beautification squads are out sweeping the streets, removing litter three times daily, planting 32,000 flowers in three annual rotations, trimming 1,200 trees, maintaining 188,000 square feet of turf and Bethesda's signature brick sidewalks.

In addition to being responsible for the downtown scenery, the maintenance team also serves as an integral component to the success of Bethesda's large-scale festivals. Arriving at 5am, the team is responsible for assisting with road closures and overall event set-up and tear-down. The team is also frequently challenged to innovate sets and new materials for these days. Staying for the duration of the event, the team also ensures that the streets of downtown Bethesda are returned to their previous spotless state.

The maintenance team and entire BUP staff are certified in First Aid, CPR and AED use in a proactive effort to provide emergency assistance if necessary.



“ The Ask Me Team does an outstanding job in Veterans Park. They constantly keep it well-maintained and they are friendly, helpful representatives of the ‘Up with Bethesda’ theme. ”

– Frank, Bethesda retailer

**Ask Me Team** In an effort to further assist visitors and residents of Bethesda, BUP provides a trained team of Bethesda experts called the Ask Me Team whose primary role is to provide customer assistance to visitors in downtown Bethesda. In addition to their extensive knowledge of Bethesda, their capabilities also include motorist assistance and first aid response in emergency situations. During afternoons and evenings, Wednesday through Sunday, the Ask Me Team can be found along the streets of downtown Bethesda or stationed at Bethesda’s three Ask Me information kiosks.



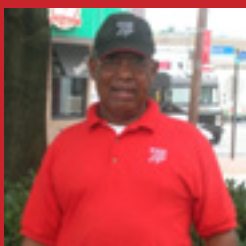
Kiosks are open Wednesday through Sunday and offer free brochures detailing Bethesda’s retailers, restaurants, art galleries, theatres, community services, upcoming events, and parking and transportation options. These red kiosks can be found in Veterans Park, located at the corner of Woodmont and Norfolk Avenues; at the Bethesda Metro Center, located at the corner of Wisconsin Avenue and Old Georgetown Road; and at the corner of Woodmont and Bethesda Avenues.

**Veterans Park** Veterans Park, located at the corner of Norfolk and Woodmont Avenues, is a lovely outdoor respite found in the heart of Bethesda’s Woodmont Triangle. The park, maintained by the Bethesda Urban Partnership, is 2,800 square feet and provides red umbrella picnic tables for outside diners, internet users and folks spending time with family and friends. Additionally, BUP produces the bi-weekly Bethesda Farmers Market, Summer Concert Series and Bethesda’s Winter Wonderland in Veterans Park. The park is a great outdoor spot to enjoy lunch or a snack purchased from one of the many nearby restaurants, and is one of the four hotspots in Bethesda that offers free Wireless Internet.

**Wireless Fidelity (Wi-Fi)** The Bethesda Urban Partnership and Montgomery County have



equipped downtown Bethesda with free wireless internet capability. Providing free internet access coverage, wireless equipped laptops are able to detect and connect to the Internet via hotspots throughout the community. Available 24 hours a day, 7 days a week, the convenience of Wi-Fi can be found in the following locations: Elm Street, between Arlington Road and Woodmont Avenue; Woodmont Avenue, between Elm Street and Bethesda Avenue; Bethesda Avenue, between Woodmont Avenue and Arlington Road; and Veteran’s Park, located at the corner of Norfolk and Woodmont Avenues.



**Jasper Browning** In the summer of 2009, the Bethesda Urban Partnership lost a dear friend and colleague, Jasper Browning. Jasper was with BUP for nearly 15 years, and began his career in 1994 as a member of the Urban Beautification Squad. Over the course of his tenure, Jasper worked his way up through the company and became the Ask Me Team Supervisor managing a team of six. Jasper was a dedicated and loyal individual who made an incredible impact on the Bethesda community and in the many lives he touched. He will be greatly missed.

# MARKETING

Bethesda has a long-standing reputation as a metropolitan community brimming with diversity, ranging from its eclectic restaurants to the people who work and reside in its affluent downtown. BUP's marketing team has the unique opportunity to build on this distinction and create cultural, artistic and entertaining events that charm downtown Bethesda every season. Four full-time team members plan, implement and manage the special events and Bethesda Arts & Entertainment District initiatives for the Bethesda Urban Partnership. Additionally, BUP produces free brochures that detail Bethesda's restaurant, retail, home fashion and arts organizations as well as operates downtown Bethesda's Web site, [www.bethesda.org](http://www.bethesda.org). The efforts of BUP's marketing team target downtown Bethesda's residents, tourists, visitors and employees.

BUP's annual event series highlights Bethesda's diverse restaurants and retail, as well as delights attendees with art, music, theatre, dance, film, literature and children's activities.

**Taste of Bethesda** is downtown Bethesda's famous food festival that celebrates Bethesda's evolving restaurant community. As tent-lined streets offered scrumptious bites ranging from sweet to savory, the 19<sup>th</sup> annual Taste of Bethesda, held October 4, 2008, attracted more than 45,000 attendees. Hungry attendees sampled cuisine from a record-breaking 53 of Bethesda's finest restaurants, enjoyed live cultural and musical entertainment on four outdoor stages and visited the kids' corner for cookie decorating, face painting and giveaways.

Next year will mark the two-decade milestone for Taste of Bethesda, making it the longest annual event produced in downtown Bethesda. Look for special celebratory additions to the event in Oct. 2009 to commemorate this exceptional achievement.



## 2008 TASTE OF BETHESDA PARTICIPANTS

Aromi d'Italia	Just Cakes
Austin Grill	La Miche
Bangkok Garden	Lebanese Taverna
Ben & Jerry's	Mamma Lucia
Bice Ristorante	Mia's Pizzas
BlackFinn Restaurant	Morton's The Steakhouse
Booeymonger	Nark Kara Thai Restaurant
Brasserie Monte Carlo	Olazzo
Bundles of Cookies	Passage to India
Caddies on Cordell	Penang Malaysian Cuisine
Chicken Out Rotisserie	Quartermaine Coffee Roasters
Chipotle Mexican Grill	Rí Rá Irish Pub & Restaurant
Cookies By Design	Rock Bottom Restaurant & Brewery
Crossfire Fresh Burgers	Ruth's Chris Steak House
Delhi Dhaba	Saphire Café
Divino Lounge & Restaurant	Saveur India
DrinkMore Water	Shangri-La
Flanagan's Harp & Fiddle	Smoothie King
Gaffney's Restaurant	Spring Mill Bread Co.
Gifford's Ice Cream Co.	Tara Thai Restaurant
Guapo's Restaurant	The Burger Joint
Häagen-Dazs	Tommy Joe's
Haandi Fine Indian Cuisine	Trader Joe's
Hanaro	Union Jack's
Hard Times Café	Visions Restaurant
Honest Tea	
Jaleo	



**Imagination Bethesda**, held the first Saturday in June, is BUP's street festival geared especially towards the 12-and-under crowd. The 15<sup>th</sup> annual Imagination Bethesda which took place on June 6, 2009, attracted more than 15,000 visitors who took part in hands-on cultural, educational and exploratory activities hosted by local businesses and arts organizations. Enhancing the festive atmosphere, Imagination Bethesda featured musical and theatrical performances, as well as face painters, the Bethesda Circulator, clowns, a stilt walker, a juggler, balloonists, Bethesda restaurants and more.

The **Bethesda Literary Festival**, a three-day event celebrating all forms of literature including poetry, prose and political discourse is held the third weekend in April. Downtown Bethesda's bookstores, art venues and community organizations overflow with literary enthusiasts eager to explore the world of reading and writing. The ninth annual Bethesda Literary Festival was held Friday, April 17 through Sunday, April 19, 2009. Featured events included a poetry slam, youth and adult essay contests, a comedy night and over 25 well-known journalists, novelists and writers.

Highlighted participants were **Gwen Ifill**, author of *The Breakthrough: Politics in the Age of Obama*, moderator and managing editor of *Washington Week* and senior correspondent for *The NewsHour with Jim Lehrer*; **Mary Higgins Clark**, best-selling author and writer of over 24 suspense novels along with her daughter, **Carol Higgins Clark**, author of nine best-selling suspense novels; **E.J. Dionne Jr.**, twice-weekly columnist for *The Washington Post*, writing on national policy and politics; and, **Kimberly Dozier**, author of *Breathing the Fire: Fighting to Report and Survive the War in Iraq* and a *CBS News* correspondent, who has worked in Baghdad since August 2003, and covers Iraq and the Middle East for the *CBS Evening News*, *The Early Show* and *CBS Radio News*.



**Bethesda Outdoor Movies: Stars on the Avenue** is downtown Bethesda's annual film festival which allows movie lovers to experience their favorite films in a nostalgic outdoor setting nestled right in Bethesda's Woodmont Triangle. The fourth annual event showcased five nights of blockbuster hits including musical, comedy, classic and action films. Over 1,500 visitors enjoyed the 2008 Bethesda Outdoor Movies: Stars on the Avenue which featured: *Wizard of Oz*; *An Inconvenient Truth*; *Annie Hall*; *Hairspray* and *Mission Impossible*.

**Winter Wonderland** warmed the holiday season with live performances from students and professional choral groups; ice sculpting demonstrations; holiday treats and a visit from Santa Claus. Winter Wonderland activities were held December 5-6, 2008 at Imagination Stage and in Veterans Park. Professional a cappella and gospel musical groups captivated Imagination Stage Friday evening, and the magic continued on Saturday afternoon with a variety of holiday entertainment in Veterans Park. Over 200 attendees enjoyed the indoor choral concert and over 400 people joined in the wintry festivities the following day.



### IMAGINATION BETHESDA PARTICIPANTS

Adventure Theatre  
American Plant Food  
Artworks  
Audubon Naturalist Society  
Beanstalk Montessori Mommy & Me  
Bethesda Green  
Bethesda Magazine  
Bethesda Transportation Solutions  
Bundles of Cookies  
Glen Echo Park Partnership for Arts & Culture  
Gymboree Play & Music  
Huntington Learning Center  
Imagination Stage  
Iran Cultural & Educational Center  
Jabberu  
Joy of Motion  
Language Fundamentals  
Montgomery County Police-2<sup>nd</sup> District  
musiKids  
Round House Theatre  
Strathmore  
Tea with Mrs. B  
Tranquil Space Bethesda  
Washington Parent

### WINTER WONDERLAND PARTICIPATING SCHOOLS

Garrett Park Elementary School  
Our Lady of Lourdes  
Seneca Valley High School  
St. Jane de Chantal  
Watkins Mill High School

### WINTER WONDERLAND PROFESSIONAL CHORAL GROUPS

The Chromatics  
Sharp Street United Methodist Church Choir  
Sons of Pitch  
Tonic and Gin

“Bethesda UP is such a valuable asset to the city. Your team should be complimented for making Bethesda such a beautiful place to live and visit. Keep up the good work!”

–Bob and Teresa, Bethesda residents

## ONGOING EVENTS

Bringing the live music scene to downtown Bethesda with the **Summer Concert Series**, BUP creates a schedule that pleases all types of music lovers, with genres covering rock and roll, jazz, oldies, swing and reggae. Free outdoor music can be enjoyed twice a week playing in Veterans Park and at the Bethesda Place Plaza from the months of May through July.



BUP and Montgomery County partner to produce the **Bethesda Farmers Market**, held Tuesdays and Saturdays from May through October. The Market features Montgomery County farmers who sell their fresh fruits, vegetables, baked goods, herbs, flowers and plants in Veterans Park. During the week, the market is a delicious option for lunch and on Saturdays, residents and weekend visitors also have an opportunity to enjoy the Market.

## PROMOTIONAL MATERIALS

BUP's marketing team produces free publications and brochures that detail Bethesda's restaurant, retail, home fashion and arts communities. Nearly 200,000 free brochures and 300,000 Events Calendars are circulated annually and distributed at large-scale festivals, at Bethesda Urban Partnership's three information kiosks, via BUP's mailing list, BUP's Web site, at local businesses and through building and hotel concierges.

- **Destination Downtown Bethesda** is a must-have "yellow pages" guide produced annually which lists downtown Bethesda's many businesses by category. Destination Downtown Bethesda is circulated to 35,000 residents and visitors annually.
- **Eat Here** is a comprehensive list of Bethesda's many multi-cultural restaurants, detailing cuisine type, location and price range; as well as highlighting evening destinations and parking options in the downtown.
- The **Art & Soul of Bethesda** details art galleries and studios, arts education organizations, public art, cinemas and live theatre present within downtown Bethesda's Arts & Entertainment District.
- **Bethesda's Events Calendar** is a bi-monthly publication mailed to nearly 60,000 Bethesda area households featuring local and large-scale community events.
- **Bethesda's Best in Home Fashion** features all of downtown Bethesda's nearly 75 home fashion shops with descriptions of each retailer and its merchandise.
- The **Bethesda Circulator** map details the Circulator route and hours of operation as well as downtown Bethesda's parking garages and surface lots.
- **Bethesda.org** is downtown Bethesda's Web site that offers information on events, hotels, restaurants, retail shopping, public transportation, the Bethesda Circulator, parking, maps and much more. BUP's Web site receives an average of more than 10,000 visits per week.
  - The **Downtown Bethesda Promotional Video** is a resource for residential and commercial real estate developers and organizations attracting new companies to Bethesda. The video highlights downtown Bethesda's amenities, cultural venues, transportation options and urban appeal.



## MEDIA AND PUBLICITY

Bethesda Urban Partnership works closely with the local media to promote events and initiatives, as well as place positive stories about the Bethesda community in various regional publications and electronic media. BUP's initiatives have been featured in *The Gazette*, *The Washington Post*, *Baltimore Sun*, *The Washington Times*, *Potomac Almanac*, *Washington City Paper*, *Washington Post Express*, *The Examiner*, *Washingtonian Magazine*, *Bethesda Magazine*, *Baltimore Magazine*, *Maryland Public Television*, *NBC4*, *NPR* and *WTOP* radio.

The Bethesda Urban Partnership works with local print and electronic media sponsors to receive free advertising to facilitate the marketing of downtown Bethesda's events. BUP partnered with the following media organizations in 2008-2009: *97.1 WASH-FM*, *ABC 7*, *BIG 100.3 FM*, *Bethesda Magazine*, *The Gazette*, *MIX 107.3 FM*, *News Channel 8*, *Washington Parent*, *DC 50*, *WDCW-TV* and *Washington Woman*. Additionally, BUP utilizes the local community calendars provided by the Arts & Humanities Council, Maryland Public Television, NBC 4 and other print and electronic publicity forums to promote events and arts initiatives.

## SPECIAL THANKS TO OUR 2008-2009 EVENT SPONSORS

Coca-Cola  
Comcast  
Martens Volkswagen and Volvo  
Polinger, Shannon & Luchs  
Renewal by Andersen  
Upstairs at Bethesda Row

## THANKS TO OUR COMMUNITY PARTNERS AND LOCAL MERCHANTS FOR THEIR SUPPORT

Artworks  
Bethesda-Chevy Chase Regional Service Center  
Ben & Jerry's  
Caribou Coffee  
Chipotle  
Doubletree Bethesda  
Fraser Gallery  
Hard Times Café  
Heineman Myers Contemporary Art  
Hyatt Regency Bethesda  
Imagination Stage  
Joy of Motion Dance Center  
Mamma Lucia  
Residence Inn by Marriott  
Round House Theatre  
Safeway  
Starbucks Coffee  
Washington School of Photography  
Whole Foods



# BETHESDA ARTS & ENTERTAINMENT DISTRICT

The state of Maryland designated downtown Bethesda as an Arts & Entertainment District, effective July 1, 2002. Special tax incentives benefit artists, arts enterprises and developers that are located within the Bethesda Arts & Entertainment District. Bethesda Urban Partnership is the manager of Bethesda's Arts & Entertainment District, a 501(c)3 non-profit organization. BUP's marketing team works with a 12-member Board of Directors, as well as a driven committee comprised of local artists and arts business representatives, to continually push the envelope and challenge one another to improve upon existing events and present ideas for future artistic possibilities.

## BOARD OF DIRECTORS

**JASON HOFFMAN**, Chair

*Residential Representative from within the Urban District*

**ANDY O'HARE**, Vice Chair

*Residential Representative from within the Planning Area*

**PHYLLIS LIEBERMAN**, Secretary/Treasurer

*Small Business Representative*

**CAROL BEACH**

*Residential Representative from an Adjacent Area*

**CHRISTOPHER BRUCH**

*Optional Method Developer Representative*

**JANE GALBRAITH MAHAFFIE**

*Optional Method Developer Representative*

**TED GOLDSTOCK**

*The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

**BRANDON HOWARD**

*Non-Voting County Executive Representative*

**JOHN MURGOLO**

*Optional Method Developer Representative*

**RENEE PAGAN**

*The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

**MARGARET RIFKIN**

*Non-Voting Maryland-National Capital Park & Planning Commission*

**CRAIG SNEDEKER**

*Residential Representative from Planning Area*

## MARYLAND STATE BENEFITS

- Artists who live in Montgomery County and work in the Bethesda Arts & Entertainment District can receive certain income tax breaks.
- Developers who renovate or construct new spaces for arts' use can be exempt from paying certain property taxes on the value of the renovations for up to 10 years.
- Arts enterprises that charge the Admissions and Amusement tax are exempt from this tax.



## INITIATIVES

The Bethesda Arts & Entertainment District implements arts initiatives throughout the year to benefit local artists, arts organizations, downtown Bethesda businesses, as well as visitors, residents and guests. In 2008-2009, special events produced by the Bethesda Arts & Entertainment District attracted nearly 1,000 artists and more than 30,000 attendees. Special events and arts initiatives were enhanced throughout the year to further the growth of downtown Bethesda's visual and performing arts community.

The **Bethesda Fine Arts Festival** was ranked #78 on *Sunshine Artist's* Top 200 National Arts Festivals. This is the Bethesda Fine Arts Festival's first selection since it began in 2004. The two-day festival features contemporary artists from throughout the country who display and sell their fine art and fine craft. With a weekend to shop, patrons can enjoy browsing and buying art while listening to live music and refueling with food from local Bethesda restaurants. The event is held on Auburn and Norfolk Avenues in downtown Bethesda's Woodmont Triangle. The sixth annual festival, held on May 9 & 10, 2009, featured 140 artists from across the nation, and has even attracted international attention by positioning itself as such an established visual arts venue.

**Dance Bethesda**, held March 6 & 7, 2009, is downtown Bethesda's annual weekend honoring the artistic medium of dance. The fifth annual event featured a formal dance concert at Round House Theatre and showcased six select regional dance groups and free lessons and parties at several downtown Bethesda dance studios. For the annual master class, Rennie Harris, Artist Director and Choreographer of Rennie Harris Pure Movement in Philadelphia, PA, lead both youth and adults classes for individuals with a passion for hip-hop dance.

The formal dance concert featured performances by Golden Universe Dance Studio; Jayantika Dance Company; Maryland Youth Ballet; Renegade Dance Co.; Shange Dance Productions and Ziva's Spanish Dance Ensemble.



**The Trawick Prize: Bethesda Contemporary Art Awards** is downtown Bethesda's annual juried art competition that awards \$14,000 in prize monies to four selected artists. Fourteen finalists were chosen to display work from September 3 – 27, 2008 at Heineman Myers Contemporary Art. The sixth annual Trawick Prize received nearly 350 submissions from Maryland, Virginia and Washington, D.C. artists. Additionally, The Trawick Prize exhibition received significant press coverage in *The Washington Post*, *The Baltimore Sun*, *The Gazette*, *Baltimore Magazine* and *Falls Church News-Press*.

In 2008, Maggie Michael from Washington, D.C. was awarded "Best in Show" with \$10,000; Dan Steinhilber of Washington, D.C. was named second place and was given \$2,000; Bernhard Hildebrandt of Baltimore, MD was bestowed third place and received \$1,000 and the "Young Artist" award of \$1,000 was given to Ryan Browning of Mount Airy, MD.

**Play In A Day** challenges professional Washington, D.C. area theatre companies to write, direct, rehearse and perform original plays in only 24 hours. After taking a year off to determine the best time and venue for the event, the fifth annual Play In A Day returned on February 7, 2009. Six professional theatre companies worked through the night to write original scripts and then passed these on to their team of directors and actors who proceeded to rehearse all day. The final creative masterpieces were presented to a rousing audience at Imagination Stage.

Adding a new twist to this year's event, \$1,000 in total cash prizes was awarded in categories including Best Direction, Best Writing, Best Ensemble/Acting and Best Overall Play. The judging panel for this year included Alan Wade, Professor of Theatre at George Washington University; renowned playwright, Mary Hall Surface and Charles Jensen, Executive Director at The Writer's Center.

Participating theatres were Adventure Theatre, Glen Echo, MD; Ganymede Arts, Washington, D.C.; Imagination Stage, Bethesda, MD; The Keegan Theatre, Arlington, VA; Olney Theatre Center, Olney, MD and Playground Playwrights Group, Washington, D.C.

The **Bethesda Painting Awards** is downtown Bethesda's annual juried art competition that exclusively honors painters. Eight finalists were selected to exhibit their work at the Fraser Gallery



from June 3 – July 4, 2009 and \$14,000 in prize monies was awarded to four selected artists. The fifth annual competition received work from a record breaking 250 painters from Maryland, Virginia and Washington, D.C.

In 2009, Camilo Sanin from Jessup, MD was awarded "Best in Show" with \$10,000; Heidi Fowler of Reston, VA was named second place and was given \$2,000; Magnolia Laurie of Baltimore, MD was awarded third place and received \$1,000, and Lillian Bayley Hoover of Baltimore, MD was given the "Young Artist" award and received \$1,000.

The **Bethesda Artist Market** is a fine art and craft event showcasing 25 local and regional artists alongside live entertainment in the Bethesda Place Plaza. Bethesda Artist Markets take place four times a year in June, July, September and October, on the second Saturday of the month. Over 125 artists apply annually to exhibit and sell fine jewelry, photography, painting, ceramics, fiber and more at this local market.

The **Bethesda Art Walk**, which began in June 2002, features 12 participating downtown Bethesda galleries, studios and frame shops that stay open late on the second Friday of every month. The Bethesda Art Walk offers free guided tours during the April, May, June, July, September and October Art Walks. The expertise of tour guides has enhanced the Bethesda Art Walk experience, and is enjoyable for individuals, groups, and as a fun, artistic and economic option for a Friday date night.



# BETHESDA TRANSPORTATION SOLUTIONS



## 2008 – 2009 ACCOMPLISHMENTS

- Nearly 80 Bethesda businesses are now enrolled in Super Fare Share, Montgomery County's transit benefits program.
- BTS launched a new and improved bi-monthly electronic newsletter to make distribution instantaneous, more economical and more widespread.
- To help promote bike safety, BTS participated in the Bethesda Literary Festival.
- BTS developed a new Bike to Bethesda map that notes all the current bike rack locations in the downtown, as well as the bike-friendly streets and local trail access points.
- Approximately 690 participants registered for Bethesda's Bike to Work Day pit stop and 350 were in attendance. The sixth annual Bike Spirit Award was presented during the event.
- BTS also participated in Imagination Bethesda, promoting bike safety through coloring books and an information booth.
- BTS held weekly lunchtime Commuter Information Days in office buildings throughout downtown Bethesda.
- The Metropolitan Washington Council of Governments (COG) Employer Recognition Awards acknowledged five Bethesda-based businesses including the Bethesda Urban Partnership with honorable mentions.
- The 2nd Annual Walk & Ride Challenge secured more than 400 participants and 83 teams. This was a highly successful event and garnered much praise throughout the business community.

## BTS ADVISORY COMMITTEE

**NELSON COONEY**, Chair, *Western Montgomery County Citizens Advisory Board Representative*

**PATRICK L. O'NEIL**, *The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

**BEN SCHLESSINGER**, *Bethesda Employer with Fewer than 50 Employees*

**STEPHEN CARBONI**, *The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

**JAMES CARLSON**, *Non-Voting Department of Public Works and Transportation Commuter Services Representative*

**DENNIS COLEMAN**, *Non-Voting National Institutes of Health Representative*

**BRANDON HOWARD**, *Non-Voting County Executive Representative*

**CHARLIE ANDREWS**, *Bethesda Employer with Fewer than 50 Employees*

**JAMES LANDRY**, *The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

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**CHUCK KINES**, *Non-Voting Maryland-National Capital Park & Planning Commission Representative*

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**SGT. ROY RUSSELL**, *Non-Voting Bethesda District Police Representative*

**DAVID SMITH**, *The Greater Bethesda-Chevy Chase Chamber of Commerce Representative*

**JON WEINTRAUB**, *Non-Voting Bethesda Urban Partnership Representative*

**JOEL WILLIAMS**, *Western Montgomery County Citizens Advisory Board Representative*

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