

Bethesda.org



2011 Annual Review

BETHESDA URBAN PARTNERSHIP, INC.



Letter from Executive Director



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This past year marked additional hours for the Bethesda Circulator and significant work on a new, more reliable vehicle to replace the trolley-style Circulator vehicles; another record attendance at the Taste of Bethesda, and the commencement of a collaboration of stakeholders on improving the Bethesda Metro and bus bay area. Our Board of Directors and staff have worked diligently to continue to enhance our downtown through the services that we provide, facilitation of community meetings to handle challenges in the downtown, and a constant eye towards the safety of our downtown.

In July 2010, the Bethesda Circulator began operating on Saturdays from 10am – 6pm to provide daytime service to the many residents and visitors of downtown Bethesda. Many constituents requested daytime hours for the popular Circulator service, and we were able to accommodate this frequent request by rearranging hours to provide Saturday service. Ridership on Saturdays is now nearly 800 people per week.

We welcomed our new fiscal year by creating a “pop-up” art gallery on Hampden Lane for the annual Trawick Prize exhibition. With some art galleries closing in downtown Bethesda, we needed to be creative for the annual exhibition and utilize an unrented, former art gallery space for another successful contemporary art exhibition. We were able to do this with significant help from our maintenance and marketing teams who cleaned the space, repainted and negotiated an in-kind donation from the landlord.

Taste of Bethesda maintained its streak of breaking records for attendance, ticket sales and number of participating restaurants. 2011 marked our 21st year of welcoming 45,000 attendees into downtown Bethesda to celebrate our delicious and diverse restaurant community. This marquis event continues to be the largest single-day festival held in Montgomery County, MD.

The Bethesda Arts & Entertainment District welcomed several new Board members, and started working on several new public art projects with a goal of completion in 2012. The non-profit, 501(c)(3) organization is tasked with creating and implementing new arts and entertainment projects that contribute to the artistic, cultural and economic growth of downtown Bethesda.

Bethesda Transportation Solutions continues to promote the use of public transit alternatives to employees working in downtown Bethesda. At the 2011 Bike to Work Day, nearly 800 individuals registered, and a record 515 bikers participated. WAMU radio and NBC Channel 4 were on-site to help kick off the festivities. Additionally, Maryland State Delegate Ariana Kelly served as the emcee.

Several new development projects have been approved for our downtown, and it seems that as economic conditions improve, we will soon start seeing some new residential, commercial and hotel projects begin in downtown Bethesda. Some projects still require final approvals, but all projects are further along than last year. Our organization continues to work to bring residents and visitors into downtown Bethesda through our exciting events and festivals as well as by promoting the many unique restaurants and shops on our website and in our free brochures.

Within the last year, our maintenance team has 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 daily takes care of downtown Bethesda by assisting the Bethesda police in traffic and bad weather emergencies, maintaining the median strip on Wisconsin Avenue and repairing potholes after the winter months.

Many of the constituents that we serve who visit downtown Bethesda have had a potential negative experience turned around because of the help they received from our “ASK ME” Ambassadors. These friendly faces have assisted visitors with lock-outs, empty gas tanks, dead batteries and more. This team also provides answers to questions at our three conveniently located BUP kiosks.

As you read our Annual Review which covers July 2010 – June 2011, please note that the Bethesda Urban Partnership is working hard, along with our many community partners, to create and maintain a viable and exciting downtown Bethesda.

**David Dabney, Executive Director
Bethesda Urban Partnership, Inc.**

Our organization continues to work to bring residents and visitors into downtown Bethesda through our exciting events and festivals.



Operations and Funding



The Bethesda Urban Partnership, Inc. (BUP) is the non-profit organization charged with the maintenance and marketing of downtown Bethesda. Bethesda is home to numerous retailers, arts organizations, a thriving restaurant community and an expansive downtown workforce. Established by Montgomery County in 1994, BUP fulfills the landscaping and maintenance needs, and creates cultural events and exciting festivals for the community. In its 17-year operation, BUP created Bethesda Transportation Solutions in 2000, established the Bethesda Arts & Entertainment District in 2002 and has grown from two full-time staff to 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 making Bethesda a great place to live, work and play.

BUP is operated by an 11-member Board of Directors comprised of residents, businesses and developers appointed by the County Executive. BUP is funded primarily 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 community events such as Taste of Bethesda and the Bethesda Fine Arts Festival.

Bethesda Urban Partnership Board of Directors July 2010 – June 2011

Executive Committee

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Residential Representative from Planning Area

Christopher Bruch, Vice Chair

Optional Method Developer Representative

Peter Hodgson, Treasurer

Optional Method Developer Representative

Anne Mead, Secretary

The Greater Bethesda-Chevy Chase Chamber of Commerce Representative

Thomas D. Murphy, Past Chair

The Greater Bethesda-Chevy Chase Chamber of Commerce Representative

Board Members

Jane Galbraith Mahaffie

Optional Method Developer Representative

Kenneth B. Hartman

Non-voting County Executive Representative

Marc Korman

Citizens Advisory Board Representative

Mark A. Kramer

Small Business Representative

Richard E. Lashley

Residential Representative within Urban District

Andrew O'Hare

Residential Representative from Neighborhood Adjacent to Urban District

Bethesda Urban Partnership Staff

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Jeff Burton

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Stephanie Coppula

Director of Marketing & Communications

Jeff Oyer

Director of Finance

Chiqui Laboy

Office Manager

Walter Hernandez

Field Operations Manager

Lindsay Patterson

Senior Marketing and Communications Manager

Lauren Hamilton

Senior Marketing & Communications Manager

Valerie Hillman

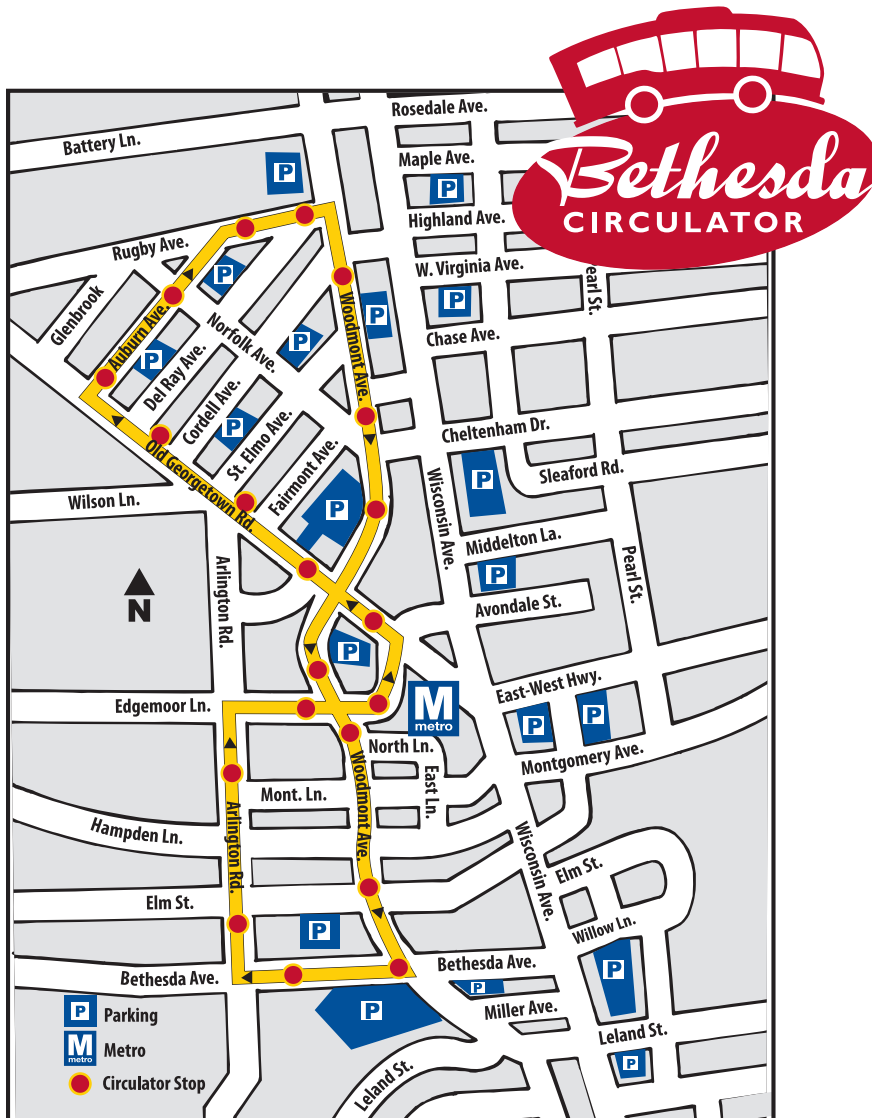
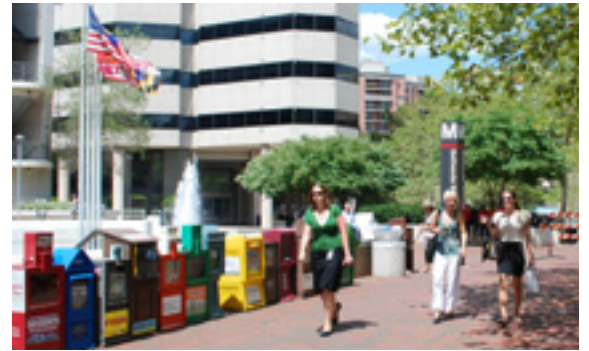
Marketing & Communications Specialist

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 is strong and averages 24,000 riders per month. The Bethesda Circulator is one of the best ways around downtown Bethesda. This free service connects Metro, public parking garages, restaurants, shopping and more.

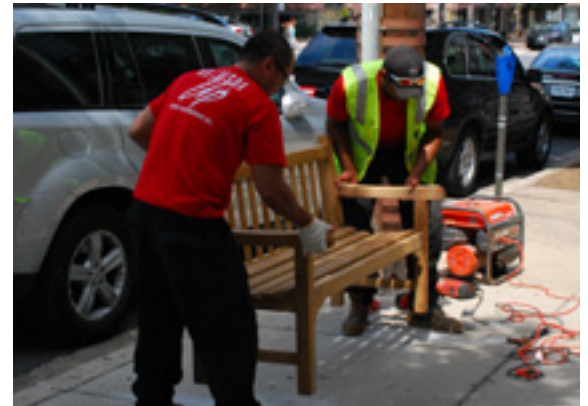
Bethesda Circulator hours changed in July 2010 to include Saturday daytime service. This better serves the residents and visitors of downtown Bethesda, who need a free form of transportation to and from their errands, entertainment and more.

In July 2011, the Bethesda Urban Partnership introduced new vehicles that will replace the former trolley-style vehicles and become the new Bethesda Circulator fleet. The new vehicles will offer more reliable service, consistent branding and a more comfortable ride.



The Bethesda Circulator is one of the best ways around downtown Bethesda.

Maintenance



... clean and safe streets, flourishing flowers and an overall beautiful landscape

Downtown Bethesda preserves its reputation for clean and safe streets, flourishing flowers and an overall beautiful urban landscape thanks to the Bethesda Urban Partnership's hard-working maintenance team.

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

The team maintains the median strip on Wisconsin Avenue from the Capital Beltway to Friendship Heights, repairs potholes on County roads to ensure a smooth ride for daily riders, assists with trash pickup and more. The maintenance team goes above and beyond when bad weather hits, working overtime to ensure that streets and sidewalks are clear and safe.

Bethesda's signature festivals and special events rely on the help of the maintenance team, as well. Arriving during pre-dawn hours for set-up, the team manages road closures, assists with traffic control and handles event tear-down of BUP's many street festivals. Team members also assist on-site during events providing trash removal, safety assistance,

emergency assistance and more, occasionally taking on challenges like building event stages as well as renovation and repair for indoor art exhibitions.

The maintenance team and Ask Me teams are certified in First Aid, CPR and AED use. They are also provided with English as a Second Language classes.

Ask Me Team

The Bethesda Urban Partnership's Ask Me Team serves as ambassadors of downtown Bethesda, welcoming and assisting visitors and residents. They provide visible assistance for guests, field questions about the community, provide motorist assistance and offer first aid and quick response in emergency situations. The Ask Me Team can be found during afternoons and weekends, Wednesday through Sunday, along the streets of downtown Bethesda or stationed at Bethesda's Ask Me information kiosks.

The three 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. Kiosks display free BUP brochures detailing Bethesda's retailers, restaurants, art galleries, theatres, community services, upcoming events, and parking and transportation options.



Veterans Park

Located in the heart of Bethesda in Woodmont Triangle, at the corner of Norfolk and Woodmont Avenues is Veterans Park, a charming brick-paved venue that offers a respite from our busy downtown. The 2,800 square foot park features flowering cherry trees, potted plants and a memorial dedicated to the "men and women of the Bethesda-Chevy Chase area who gave their lives in the defense of our country." Veterans Park, which is maintained by the Bethesda Urban Partnership, is a great outdoor spot to enjoy lunch or a snack purchased from one of the many nearby restaurants. Many events take place in Veterans Park including the Bethesda FRESHFARM Market, Bethesda Artist Market, Summer Concert Series and Bethesda's Winter Wonderland.



*"Last Friday evening, my husband and I returned to our car parked on Woodmont Ave. to find the battery dead. At first we were going to call a tow truck until I found one of the men in red, Felipe Bermudez. Felipe quickly came to our rescue with a vehicle and jumper cables in hand. Within 5 minutes we were back up and running."
– Jennifer, Washington, D.C.*

Maintenance and Ask Me Team Members

Felipe Bermudez, *Ask Me Team Supervisor*

Leo Cardona, *Landscape Crew Leader*

José Castro, *Maintenance Supervisor*

Tito Castro, *Landscaper*

Datrell Childers, *Ask Me Team*

Adan Diaz-Reyes, *Trash Removal*

Jose Gaitan, *Urban Beautification Squad*

Dustin Geist, *Ask Me Team*

Florentino Govea, *Urban Beautification Squad*

Jorge Hernandez, *Landscaper*

Albert Lamquaye, *Ask Me Team*

Melvin Munoz, *Landscaper*

Celio Pena, *Landscaper*

Rommel Reyes, *Street sweeper*

Armando Romero, *Trash Removal*

Jaime Villanueva, *Landscaper*

Jules Villegas, *Ask Me Team*

Guillermo Yataco, *Urban Beautification Squad*

Marketing



BUP's marketing team has the distinctive opportunity to build on downtown Bethesda's charm and to create cultural and exciting events.

Bethesda has a long-standing reputation as a dynamic urban community, filled with eclectic restaurants, vibrant theatres and chic boutiques. BUP's marketing team has the distinctive opportunity to build on downtown Bethesda's charm and to create cultural and exciting events that entertain Bethesda's affluent residents and workforce community, as well as entice visitors to frequent the downtown. 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 website, 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.

In January 2011, the Bethesda Urban Partnership conducted an online survey for Bethesda residents and visitors, asking questions about restaurants, shops, arts and entertainment, parking, events and more. Survey responses were reviewed and are being considered for future marketing plans, and are essential to better understand and meet the needs of our constituents.

A select number of the respondents, as well as some downtown Bethesda businesses were invited to participate in three follow-up focus groups. These focus groups shared their feedback on the strengths and challenges of downtown Bethesda, identified opportunities for the future and reviewed the Bethesda Urban Partnership's responsibilities as well as made recommendations for new initiatives. Responses were predominantly positive, highlighting the accessibility and amenities of the area, as well as the successes of the Bethesda Urban Partnership's duties, initiatives and programs.

In the past year, the Bethesda Urban Partnership has expanded its online presence with a recently redesigned website with mobile capabilities, a popular Facebook page and a comprehensive email campaign, which has a continuously growing list of subscribers.

Bethesda.org is the face of the Bethesda Urban Partnership on the internet. The website averages over 25,000 unique visits per week, helping residents and visitors learn about downtown living, find a great restaurant or specialty boutique, and retrieve information about events or find a local farmers market. Additionally, BUP sends out a weekly email update on events, arts programs and new establishments.

Taste of Bethesda is downtown Bethesda's famous food and music festival that has been celebrating Bethesda's robust restaurant community since 1990. The 21st annual Taste of Bethesda, held October 2, 2010, featured an outstanding 56 restaurants and attracted nearly 45,000 foodies to sample delicious dishes prepared by some of the best kitchens in the Washington, D.C. area. In addition to the restaurants, four stages of cultural and musical performances and a children's activity area were enjoyed by attendees as well.

Taste of Bethesda is an excellent business opportunity for both old and new area restaurants. Restaurants that have been in downtown Bethesda for many years value the event as a way to attract new customers, and consider this festival one of their best annual marketing initiatives. Newly opened restaurants view the Taste of Bethesda as an exciting chance to introduce themselves to the community. Restaurant and attendee enthusiasm maintain the success and longevity of Taste of Bethesda, which is one of the longest running food and music festivals in the region.

Imagination Bethesda, held Saturday, June 4, is an annual street festival that celebrates children and the arts. Geared toward the 12-and-under crowd, the 18th annual Imagination Bethesda featured hands-on arts and cultural activities including puppet making, planting flowers, street chalking and foreign language games hosted by local businesses and arts organizations. A stage of professional children's performers including The Funny Guy, Wild Zappers, Rocknoceros, The Little Maestros, Joy of Motion's Urban Impact and Mutts Gone Nuts, a live dog show, were featured along with street performers, face painters, clowns and balloonists. Nearly 15,000 children and families took to the streets of Woodmont Avenue and Elm Street to participate in the fun, free and "imaginative" festival.

2010 Taste of Bethesda Participants

Angeethi Indian Cuisine	Just Cakes
Bangkok Garden	Lebanese Taverna
Bangkok One Thai	Louisiana Kitchen & Bayou Bar
The Barking Dog	M & N's Pizza
Ben & Jerry's	Mamma Lucia of Bethesda
BGR The Burger Joint	Matuba Japanese Restaurant
Bistro LaZeez	Mia's Pizzas
BlackFinn Restaurant & Saloon	Morton's
Brasserie Monte Carlo	Nest Café
Bundles of Cookies	Olazzo
California Tortilla	Original Pancake House
Caribou Coffee	Oz Restaurant & Wine Bar
Chef Tony's	Passage to India
Cookies by Design	Penang Malaysian Cuisine
Daily Grill	Quartermaine Coffee Roasters
Delhi Dhaba	Ri Ra Irish Pub
Divino Restaurant & Lounge	Rock Bottom Brewery
Flanagan's Harp & Fiddle	Ruth's Chris Steak House
Flaxella Café	Saveur India
Fresh Grill	Shangri-La
Georgetown Cupcake	Smoothie King
Giffords Ice Cream and Candy Co.	Spring Mill Bread Company
Haagen Dazs	Tommy Joe's Restaurant
Haandi Indian Cuisine	Uncle Julio's
Hanaro Restaurant & Lounge	Union Jack's Bethesda
Hard Times Café	Yamas Mediterranean Grill
Honest Tea	Zen Tara Tea
Jaleo	



2011 Imagination Bethesda Participants

Adventure Theatre	Joy of Motion
American Plant	Kidville
Artworks	Language Fundamentals
Audubon Naturalist Society	Montgomery County Police, 2nd District
Be With Me Playseum	MusiKids
Beanstalk Montessori	Plaza Artist Materials
Bethesda Green	Round House Theatre
Bethesda Magazine	Strathmore
Glen Echo Park	Tea with Mrs. B
Gymboree Play & Music	Washington Parent
Imagination Stage	
Iran Cultural and Educational Center	

The **Bethesda Literary Festival** is a three-day celebration of literature where downtown Bethesda's bookstores, art venues and community organizations overflow with poetry, prose and political enthusiasts. Held the third weekend in April, the 12th annual Bethesda Literary Festival was held April 15 - April 17, 2011. The festival featured an array of national and local authors and journalists, as well as writing contests and children's book parties.



Bethesda's competitive spirit was ignited with the inaugural Bethesda Literary Festival Poetry Contest, which received more than 150 entries. Additionally, the essay and short story contests, produced by the Bethesda Urban Partnership in a joint venture with *Bethesda Magazine* and supported by The Jim & Carol Trawick Foundation, received

a record number of entries. The winners of both contests saw their work published in *Bethesda Magazine* and WAMU's "Metro Connection" featured the youth winners.

The festival featured EMMY-Award winning journalist **Michele Norris**, host of *National Public Radio's* evening news program, "All Things Considered," and author of *The Grace of Silence*; EMMY-Award winning journalist and bestselling author **Cokie Roberts**, along with her husband, **Steve Roberts**, co-authors of a weekly syndicated commentary column by United Media and a new book, *Our Haggadah: Uniting Traditions for Interfaith Families*; and former editor-in-chief of *The Washington Post's* "Book World" section, **Marie Arana**.

Bethesda Outdoor Movies: Stars on the Avenue is downtown Bethesda's annual film festival that allows movie goers to experience major motion pictures under the stars in Bethesda's Woodmont Triangle. The sixth annual event, held July 27-July 31, 2010, showcased five nights of blockbuster hits including popular new releases, musicals and classical films. More than 1,700 visitors enjoyed the 2010 Bethesda Outdoor Movies: Stars on the Avenue which featured *When Harry Met Sally*, *The Maltese Falcon*, *Sherlock Holmes*, *The Blind Side* and *Chicago*.

Bethesda's Winter Wonderland stages musical performances and ice sculpting presentations to spread holiday cheer in the downtown. The annual winter festival, held December 3 & 4, 2010, warmed up the season with a free professional choral concert at Imagination Stage. The show sold out, with nearly 400 attendees who enjoyed the musical stylings of the American University Gospel Choir, BlueLine, Euphonism and Georgetown Phantoms.

The magic continued on Saturday afternoon with a variety of holiday entertainment in Veterans Park including a live ice sculpting demonstration and performances from Garrett Park Elementary School, Our Lady of Lourdes, Seneca Valley High School, St. Jane de Chantal, Watkins Mill High School and Winston Churchill High School. The afternoon was completed with a special visit from Santa Claus.



Ongoing Events

The **Summer Concert Series** brings live music to downtown Bethesda including swing, rock, reggae, pop, blues and soul. These free outdoor concerts are held Thursday evenings from 6-8pm in Veterans Park from May through July.

Bethesda's Woodmont Triangle is home to the **Bethesda FRESHFARM Market**, held Saturdays, May through October. The flavorful market features a variety of fresh fruits, vegetables, organic meats, baked goods and artisan cheeses. Produced by FRESHFARM Markets and marketed by BUP, the market has become a weekly stop for many Bethesda residents.

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 200,000 Events Calendars are circulated annually and distributed at large-scale festivals, at Bethesda Urban Partnership's three information kiosks, via BUP's mailing list, on BUP's website, at local businesses and through building and hotel concierges.

- **Destination Downtown Bethesda** is a must-have "yellow pages" guide produced annually that 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, which includes cuisine type, location and price range as well as evening destinations.
- The **Art 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 35,000 Bethesda area households featuring local and large-scale community events.
- **Bethesda's Best in Home Fashion** features nearly 75 of downtown Bethesda's 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 website that offers information on events, hotels, restaurants, retail shopping, public transportation, the Bethesda Circulator, parking, maps and much more.
- 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 fosters relationships with local media outlets to promote events and initiatives, as well as place positive articles about the Bethesda community in various regional publications and electronic media. In the past year, 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*, *Washingtonian Magazine*, *Bethesda Magazine*, *Maryland Life*, Patch.com, DCist.com, Maryland Public Television, FOX 5 Morning News, NBC4, WTOP radio, Daily Campello Art News and *Sunshine Artist Magazine*.

Part of the Bethesda Urban Partnership's diverse marketing plan includes collaborations with print and electronic media sponsors to receive free advertising and promotion for downtown Bethesda's events. BUP partnered with the following media organizations in 2010-2011: 630 AM WMAL, 97.1 WASH-FM, ABC 7, *Bethesda Magazine*, Classic Rock 105.9, *The Gazette*, MIX 107.3 FM, TBD, *Washington Parent* and WJLA-TV ABC 7. Additionally, BUP utilizes the local community calendars provided by the Arts & Humanities Council, Maryland Public Television, NBC 4, Metromix DC, Yelp and other print and electronic publicity forums to promote events and arts programs.

Special thanks to our 2010-2011 event sponsors

Coca-Cola
Comcast
Equinox Fitness Clubs
The Jim and Carol Trawick Foundation
L'Academie de Cuisine
Martens Volvo
My Eye Dr.
The New York Times
PureVia
Renewal by Andersen

Thanks to our community partners and local merchants for their support

Artery Plaza
Bethesda-Chevy Chase Regional Service Center
BlackFinn American Saloon
Caribou Coffee
DoubleTree Bethesda
Haagen Dazs
Hilton Garden Inn
Hyatt Regency Bethesda
Imagination Stage
The JBG Companies
Joy of Motion Dance Center
Mamma Lucia
The Palisades of Bethesda
Potbelly Sandwich Works
Residence Inn by Marriott
Safeway
Starbucks
Union Jack's
Whole Foods
The Writer's Center

BlueLine was thrilled to be part of such a successful and fun event. And most importantly, thank you for including us, for your professionalism and organization in pulling off such a tremendous success!

Katherine, Winter Wonderland participant



Bethesda Arts & Entertainment District



Since 2002, seven successful arts initiatives and programs have been implemented annually.

The state of Maryland designated downtown Bethesda as an Arts & Entertainment District effective July 1, 2002. Bethesda Urban Partnership is a partner with the Bethesda Arts & Entertainment District, Inc., a 501(c)(3) non-profit organization. BUP's marketing team works along side a 12-member Board of Directors, as well as an advisory committee comprised of local artists and arts business representatives, to progressively improve upon the arts representation and initiatives in the downtown and present ideas for future artistic endeavors.

Mission Statement

The Bethesda Arts & Entertainment District Board shall create and implement arts and entertainment projects that contribute to the artistic, cultural and economic growth of downtown Bethesda

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 Urban Partnership produces arts programming that benefit local artists, arts organizations, downtown Bethesda businesses, as well as visitors, residents and guests. Events produced by BUP for the Bethesda Arts & Entertainment District attract nearly 1,000 artists and more than 30,000 attendees each year. Since 2002, seven successful arts initiatives and programs have been implemented and continually enhanced to further the diversity and vitality of the visual and performing arts in downtown Bethesda.

The **Bethesda Fine Arts Festival**, the highest ranked art show in Maryland (*Sunshine Artists Magazine, Sept. 2008*), features 140 contemporary artists who display and sell their fine art and fine craft along with live entertainment and children's art activities. This marquee arts initiative attracts some of the best artists from throughout the United States and Canada, and draws more than 20,000 attendees per year.

Held on May 14 & 15, 2011 along Norfolk and Auburn Avenues in Bethesda's Woodmont Triangle, the eighth annual Bethesda Fine Arts Festival filled the streets with painting, ceramics, photography, sculpture, furniture and more.

Dance Bethesda is downtown Bethesda's celebration of dance. Friday, February 18, 2011 featured a variety of classes for youth and adults taught by Joy of Motion Dance Center, Dansez! Dansez!, DuShor Dance Studio and Imagination Stage Dance Studio. Three of the studios partnered to offer a new, free Youth Dance Party at Imagination Stage.

Dance Bethesda culminated on Saturday, February 19th at Imagination Stage with performances by exciting renowned local dance companies, including Furia Flamenca, Lesole's Dance Project and ClancyWorks Dance Company, as well as Joy of Motion's Urban Impact, DuShor Dance Studio, Dance Bethesda Dance Studio and Dansez! Dansez!

The Trawick Prize: Bethesda Contemporary Art Awards is downtown Bethesda's juried art competition that awards \$14,000 in prize monies to four selected artists. Eleven finalists were selected among nearly 300 applicants from Washington, D.C., Maryland and Virginia to display work from September 1 – 25, 2010. An unrented downtown Bethesda retail space was transformed into a "pop-up" gallery for the exhibition. Founded by local businesswoman and philanthropist Carol Trawick, The Trawick Prize has awarded nearly \$100,000 in prize monies and honored more than 75 regional artists in the annual exhibition since its inception in 2003.

Sara Pomerance from Washington, D.C. was awarded "Best in Show" with \$10,000; **Dan Steinhilber** from Washington, D.C. was named second place and given \$2,000; **Bernhard Hildebrandt** from Baltimore, MD was bestowed third place and received \$1,000 and the "Young Artist" award of \$1,000 was given to **Milana Braslavsky** of Reisterstown, MD.

Board of Directors

Phyllis Lieberman, Chair
VP/COO, LIPAM International, Inc.

Jane Galbraith Mahaffie, Secretary
Stonebridge & Associates

Carol Beach
Resident

Christopher Bruch
President, Donohoe Hospitality

Frank Craighill
The JBG Companies

Jane Fairweather
Jane Fairweather/Coldwell Banker

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Dr. Jerry Morenoff
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Ted Goldstock, Of Counsel
Lerch, Early & Brewer

Kenneth Hartman, Ex Officio
Bethesda Chevy Chase Regional Services Center

Margaret Rifkin, Ex Officio
Maryland National Capital Park & Planning Commission



Jurors for the 2010 competition included Harry Cooper, curator of modern and contemporary art at the National Gallery; Robert Haywood, outgoing deputy director of the Contemporary Museum in Baltimore; and Emily Smith, curatorial fellow in contemporary art at the Virginia Museum of Fine Arts.

Play In A Day is a one-of-a-kind theatrical event that challenges professional Washington, D.C. area theatre companies to write, direct, rehearse and perform original plays in 24 hours. On March 11, 2011, playwrights took on the task of writing original scripts, given only a theme, a prop, a line of dialogue and a long night to create a masterpiece. On Saturday, March 12, the directors and actors received the script and spent the day rehearsing their lines, learning stage cues and then, in front of a sold out audience at Imagination Stage, presented their ten-minute performances.

As an added twist and incentive, \$1,000 in cash prizes was awarded for Best Direction, Best Writing, Best Ensemble/Acting Best and Best Use of Prop. The accredited panel of judges who selected the winners included Dr. Deborah Preston, Instructional and College Dean for the Arts at Montgomery College; Jessica Burgesss, The Inkwell and Carol Trawick, President, Jim and Carol Trawick Foundation.

Participating theatres were Adventure Theatre, Glen Echo, MD; Ganymede Arts, Washington, D.C.; Imagination Stage, Bethesda, MD; Olney Theatre Center, Olney, MD; Round House Theatre, Bethesda, MD and Woolly Mammoth Theatre Company, Washington, D.C.

The **Bethesda Painting Awards** is downtown Bethesda's juried art competition, also founded by Carol Trawick, which has been awarding regional painters since 2005. Eight finalists, three of whom are residents of Montgomery County, were chosen to exhibit their work at the Artery Plaza Gallery from June 1-25, 2011 and \$14,000 in prize monies was awarded to the four top artists. The Bethesda Painting Awards is open to painters from Maryland, Virginia and Washington, D.C., and the seventh annual competition received more than 200 applications.

"Best in Show" and \$10,000 was awarded to **Alison Hall** of Roanoke, VA; **James Adkins** of Ellicott City, MD was named second place and given \$2,000; third place and \$1,000 was presented to **Emma Steinkraus** of Washington, D.C. and the "Young Artist" award and \$1,000 was given to **Lisa Gostev** of Reisterstown, MD.

Entries were juried by Philip Geiger, drawing and painting instructor at the University of Virginia; Evelyn Hankins, associate curator at the Hirshhorn Museum and Sculpture Garden in Washington, D.C. and Jinchul Kim, painting professor at Salisbury University.

The **Bethesda Artist Market** is a fine art and craft marketplace featuring 25 local and regional artists alongside live entertainment in downtown Bethesda. In 2011, the Bethesda Artist Market neighbored with the Bethesda FRESHFARM Market, creating a partnership of craft and cuisine. The Artist Market features the area's most creative and stylish jewelry, photography, painting, ceramics and fiber, as well as live music in Veterans Park.



The **Bethesda Art Walk** features downtown Bethesda galleries, studios, frame shops and other art spaces that stay open late on the second Friday of every month. The Bethesda Art Walk offered free guided tours during the September 2010 and June 2011 Art Walks, corresponding with The Trawick Prize and Bethesda Painting Awards exhibitions. The addition of tour guides has enhanced the Bethesda Art Walk experience, helping attendees gain better knowledge of the Bethesda art scene as well as current exhibitions and artists featured at each gallery.

Although 2010 and 2011 saw the closings of some Bethesda galleries, the Art Walk still thrived, with the added participation of non-gallery businesses that showcase art.

Bethesda Transportation Solutions



Bethesda Transportation Solutions (BTS) was established in 2000 to help manage the traffic in downtown Bethesda by marketing local, state and federal commuter benefits programs and tax incentives to employers. BTS promotes alternative transportation such as rail, bus, carpools and biking with the goal of reducing the number of Bethesda employees who drive alone to work.

2010 – 2011 Accomplishments

- Nearly 800 individuals registered for Bike to Work Day and a record 515 bikers participated. WAMU and NBC Channel 4 were on-site to help kick off the festivities. Maryland State Delegate Ariana Kelly served as the Master of Ceremonies.
- The 2010 Walk & Ride Challenge featured more than 350 employees participating, on 70 teams, from 24 different Bethesda companies.
- The Annual Commuter Survey was conducted to determine commute patterns in Bethesda.
- The BTS monthly Commuter Newsletter is now distributed electronically, with approximately a 17% open rate.
- BTS held weekly lunchtime Commuter Information Days in office buildings throughout downtown Bethesda.
- BTS held a series of Smart Benefits seminars in conjunction with Commuter Services and the other Transportation Management Districts.
- Two Bethesda businesses were recognized with awards at the Metropolitan Washington Council of Governments (COG) Employer Recognition Awards. BF Saul Company won the Marketing award, and AOTA won the Incentives Award

BTS promotes alternative transportation... reducing the number of Bethesda employees who drive alone to work.

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