



2017-2018
Annual Review
Bethesda Urban Partnership, Inc.



URBAN PARTNERSHIP, INC.

www.bethesda.org



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From the Executive Director

This Annual Report is an opportunity to highlight the many services the Bethesda Urban Partnership (BUP) is proud to provide to the community. The team is dedicated to making Bethesda a beautiful and welcoming destination and as such, manages sidewalk cleaning and repair, landscaping and tree maintenance, community events, marketing, arts programming and transportation services. In addition to our core services, this year we created *Yappy Hour* in partnership with Montgomery County Parks, took delivery of a new Circulator bus, and continued to produce our marquis festivals such as the Taste of Bethesda, Bethesda Fine Arts Festival and our Arts & Entertainment District initiatives.



The Annual Report is also an opportunity to reflect on the future of downtown Bethesda. As part of our five-year reauthorization process, the BUP Board of Directors developed and approved a new Five-Year Strategic Plan, that will guide the organization’s work program during a transformative time in Bethesda’s history. The dedicated staff here at BUP stand ready to work with all community stakeholders as we collectively manage this growing and dynamic downtown.

I would like to thank the BUP Board of Directors for their commitment of time, energy and expertise to ensure the organization is meeting the needs of the community. I would also like to thank the BUP staff for their professionalism and commitment to excellence and service to the community. I look forward to another exciting and productive year!

Sincerely,

Rick Ammirato, Executive Director
Bethesda Urban Partnership, Inc.





From the Incoming Board Chair

I am honored to have been chosen by the Bethesda Urban Partnership's Board of Directors to chair the organization during the current fiscal year. It is an important year for BUP with the adoption of its new Five-Year Strategic Plan and the reality of significant, new development.

As we reflect on BUP's accomplishments over the past year and look with optimism toward the year to come, I think it is important to highlight what makes BUP successful – its abiding commitment to serving the Downtown community.



Downtown Bethesda is one of the most renowned communities in the nation because of our great location, acclaimed schools, diverse restaurants and shops, and a growing arts scene. These amenities make our downtown a desirable place for residents, local retail businesses, large companies and more.

The principle of service is built into BUP's core values, from its all-volunteer Board of Directors to its dedicated staff and its relationship with community stakeholders and County partners. It is that principle which will guide the organization as we work to ensure a high-quality of life for all of us who experience the downtown.

I would like to thank all our partners, BUP's Board of Directors and its staff for their dedication and commitment to realizing Downtown Bethesda's incredible potential as a cultural destination, commercial center and livable, residential community.

Best regards,

Robert Donohoe, Jr., Chair
Bethesda Urban Partnership, Inc.





Operations & Funding

Bethesda Urban Partnership Staff:

Rick Ammirato
Executive Director

Jeff Burton
Deputy Executive Director

Jeff Oyer
Director of Finance

Stephanie Coppola
Director of Marketing & Communications

Laura Kellermann
Marketing & Communications Manager

Brenna O'Malley
Marketing & Communications Manager

Chiqui Laboy
Office Manager

Developed to market and maintain downtown Bethesda, the Bethesda Urban Partnership, Inc. (BUP) was established by Montgomery County in 1994. Over the last 24 years, BUP has been dedicated to keeping downtown Bethesda welcoming, well-maintained and beautiful.

In 2017-2018, the Bethesda Urban Partnership began working on our next Strategic Plan which will be presented to the Office of Legislative Oversight for our upcoming reauthorization in 2019. Focus groups were held with community stakeholders including residents, visitors, local business owners, county partners, employees and developers. Additionally, a public survey was conducted to get additional feedback from all community members. These results along with Board and staff input were used to inform the Plan. With new development, a growing area, and the desire to maintain a successful downtown, the Strategic Plan will guide our efforts during the next five years.

The 35 employees who make up the BUP team are committed to their work in marketing, maintenance, administration and transportation solutions. They continuously strive to highlight Bethesda as the desirable neighborhood that it is. Just minutes from the Nation's Capital, Bethesda offers a strong sense of community, delicious restaurants, sought-after retailers, diverse arts venues and more.

The annual street festivals, arts events and live entertainment that BUP programs throughout the year, bring energy and culture to the downtown. And thanks to the maintenance team's keen attention to landscaping and upkeep, Bethesda remains pristine no matter the season. BUP also manages Bethesda Transportation Solutions (BTS), the Bethesda Arts & Entertainment District, and the Bethesda Circulator as well as the non-profit art spaces, Gallery B and Studio B.

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





Bethesda Circulator

The Bethesda Circulator provides free transportation to downtown Bethesda destinations. The bus has an average ridership of 1,200 riders per day and is available Monday – Saturday. The bus route, which services north to Battery Lane and south to Bradley Boulevard, has stops at desired destinations throughout downtown, including the Metro, public parking garages and restaurants and shops. Three vehicles are on the 3.3 mile loop, with a bus arriving at each of the 20 stops every 10-15 minutes.

The free service is offered Monday-Thursday, 7am-11pm, Friday, 7am-12am and Saturday, 10am-12am.



Bethesda Urban Partnership Board of Directors July 2017 – June 2018

Executive Committee

Jack Alexander, Chair

AMR Commercial and The Greater Bethesda Chamber of Commerce Representative

Robert Donohoe, Jr., Vice Chair

The Donohoe Companies,
Optional Method Developer Representative

Len Simon, Treasurer

Residential Representative from Planning Area

Deborah Michaels, Secretary

Residential Representative from Neighborhood
in Close Proximity to Urban District

Board Members

Jane Fairweather

The Jane Fairweather Team, Small Business Representative

Andrew Jones

Brookfield, Optional Method Developer Representative

Elaine Joost

Residential Representative from within the Urban District

Patrick O'Neil

Lerch, Early & Brewer, The Greater Bethesda Chamber of Commerce Representative

Samir Paul

Citizens Advisory Board Representative

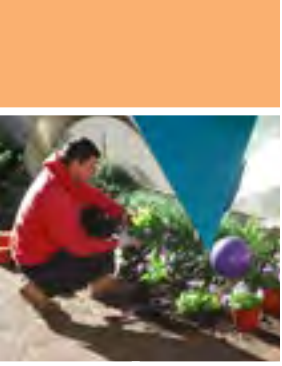
Greg Rooney

The Bernstein Companies,
Optional Method Developer Representative

Kenneth B. Hartman

Director, Bethesda-Chevy Chase Regional Services Center
(Ex-Officio)





Maintenance



The BUP maintenance team works tirelessly throughout the week to keep downtown Bethesda looking clean and welcoming. The team manages upkeep of Bethesda's streets, flowerbeds, trees and more. They remove trash, sweep streets, mend sidewalks and trim trees. Passersby enjoy seasonal flowers in the numerous flowerbeds and scattered pots, thanks to the 32,000 flowers that the team plants annually.

In addition to their landscaping and repair work, the maintenance team members are an important asset at the BUP festivals and events. They assist with event set up and teardown as well as keep the site clean and safe.

They also manage maintenance needs at Gallery B and Studio B, BUP's nonprofit art exhibit and studio spaces. The team is certified in First Aid, CPR and AED.

As part of their maintenance duties, the team also manages and maintains **Veterans Park**, the 2,800-square-foot, brick-paved park at the corner of Norfolk Avenue and Woodmont Avenue. Named in honor of the "men and women of the Bethesda-Chevy Chase area who gave their lives in the defense of our country," the granite memorial in the center of the park is a tribute to those brave individuals. The park is surrounded by several flowerbeds and has plentiful public seating, making it an ideal spot to meet a friend for lunch or relax with an afternoon snack. In addition to being a great meeting destination, the park is the site for several annual events, including the Bethesda Summer Concert Series, the Memorial Day and Veterans Day ceremonies, and Bethesda's Winter Wonderland.



**Maintenance and
Ask Me Team Members:**

Carlos Cardenas
Ask Me Team

José Castro
Maintenance Supervisor

Tito Castro
Trash Removal Team

Datrell Childers
Street Sweeper

Adan Diaz-Reyes
Landscaper

Erbin Dubon-Gaitán
Landscaper

Matthew Flack
Field Operations Manager

José Gaitán
Urban Beautification Squad

Jorge Hernandez
Landscaper

Albert Lamquaye
Ask Me Team Supervisor

Darren Lewis
Ask Me Team

John Mattingly
Ask Me Team

Marlon Muñoz-Macoto
Landscaper

Melvin Muñoz-Macoto
Landscaper

Celio Peña
Landscaper

Jaime Villanueva
Landscaper

Guillermo Yataco
Urban Beautification Squad



Ask Me Team

The **Ask Me Team Ambassadors** are a welcoming and helpful on-the-ground presence in downtown Bethesda. On duty Wednesday – Sunday, the team assists visitors with directions, provides emergency assistance, tends to downtown upkeep and more. The ambassadors staff the information kiosks and help visitors navigate the neighborhood by providing information about downtown Bethesda’s restaurants, retailers, and parking and transportation options. The team can also assist stranded motorists, helping with lockouts and jump starts. And in the event of an emergency, they are trained to provide first aid and CPR as well as contact appropriate emergency assistance providers. They also keep the downtown clean and inviting by removing trash on Sundays, responding to immediate maintenance needs and helping BUP to keep downtown repairs in check.





Marketing

Bethesda continues to be a sought-after destination within the Greater Washington, D.C. area, as it offers many dining, retail and entertainment options.

BUP's marketing and communications plan highlights these attributes and showcases Bethesda by producing several annual events, creating downtown guides, marketing local businesses and managing the BUP website and social media presence. The BUP marketing team manages street festivals such as the Bethesda Fine Arts Festival and Taste of Bethesda as well as manages the Bethesda Arts & Entertainment District which includes programs such as the Bernard/Ebb Songwriting Awards, Bethesda Painting Awards and Bethesda Film Fest. The BUP website, www.bethesda.org, and free brochures designed and updated by the marketing team, are helpful, accessible free resources about downtown Bethesda.

In addition to promoting the businesses in print and online, the marketing efforts include working with restaurants and retailers throughout the year to help increase visibility and highlight the variety of local restaurants, retailers and arts organizations that call Bethesda home.

The sun was shining bright at the **Taste of Bethesda** on Saturday, October 7, 2017 as Bethesda celebrated the annual, much-loved food festival. Thousands of attendees strolled around Bethesda's Woodmont Triangle, along Norfolk, St. Elmo, Cordell, Del Ray and Auburn Avenues, tasting food from nearly 50 restaurants. The mouthwatering smells wafted through the streets as guests visited the restaurant tents and ate to the beat of live music and entertainment at five stages found throughout the festival. The kids' activity corner was busy throughout the day, delighting children with face painting and crafts.

Taste of Bethesda, celebrated its 28th year in 2017. As one of the oldest food and music festivals in the region, it is a favorite event amongst both attendees and restaurant owners. The restaurants look forward to meeting new customers, seizing the opportunity to interact with residents and visitors and the chance to showcase their menu in an energetic environment.

Four "foodie" judges were once again invited to judge "Bethesda's Best Bite." After trying a dish from each restaurant, the gold spoons went to: Gusto Farm to Street, Georgetown Cupcake, Hanaro Sushi and The Original Pancake House.



2017 Taste of Bethesda Participants

- | | | |
|----------------------------|----------------------|-------------------------|
| Benihana | Georgetown Cupcake | Mamma Lucia |
| Bethesda Curry Kitchen | Guapo's Restaurant | Medium Rare |
| BGR The Burger Joint | Gusto Farm to Street | Momo Chicken and Grill |
| Brickside Food and Drink | Haagen-Dazs | Morton's The Steakhouse |
| Caddies on Cordell | Hanaro Sushi | Mussel Bar and Grille |
| Chef Tony's Seafood | Jaleo | Olazzo |
| Community | Kadhai | Paisano's Pizza |
| Duck Duck Goose | Le Pain Quotidien | Passage To India |
| Flanagan's Harp and Fiddle | Louisiana Kitchen & | Peet's Coffee & Tea |
| Fresh Baguette | Bayou Bar | Penang Malaysia Cuisine |

The 24th annual **Imagination Bethesda**, a day of fun planned for kids on Saturday, June 2, 2018, was unfortunately cancelled due to inclement weather. We are hopeful for better weather in 2019 and look forward to the return of our kid-friendly festival that includes free live entertainment, games, giveaways and hands-on activities for children.

On Thursday, April 19 and Friday, April 20, 2018, BUP was pleased to host two special events to celebrate the literary arts. The **Local Writer's Showcase** recognized writers from Washington, D.C., Maryland and Virginia. The showcase included two award ceremonies and readings, honoring the winners of the annual Bethesda Essay and Short Story Contest, in partnership with *Bethesda Magazine*, and the Bethesda Poetry Contest.

A combined 700+ works were submitted to the 2018 Poetry, Essay and Short Story Contests. Writers vied for a chance to win up to \$500, a free class and membership to The Writer's Center, and have their work published in *Bethesda Magazine's* July/August issue. A total of \$4,400 in prize money was awarded to the 32 winners from Washington, D.C., Maryland and Virginia.

The **Poetry Contest Awards Ceremony and Reading** on April 19th at Gallery B, featured a reading by award-winning poet E. Ethelbert Miller and an awards presentation to the adult and high school Poetry Contest winners. A Washington, D.C. based literary activist and author of several collections of poetry and two memoirs, Miller served as judge for the 2018 contest.

The **Bethesda Essay & Short Story Contest Awards Ceremony** on April 20th at the Bethesda Hyatt, celebrated the contest winners. Each winner read an excerpt from their work and was presented with their award.

Produced by the Bethesda Urban Partnership, the Local Writer's Showcase was sponsored by *Bethesda Magazine* and The Writer's Center, with support also provided by The Trawick Foundation.



Quartermaine Coffee
Roasters
Rock Bottom Restaurant
& Brewery
Ruth's Chris Steak House
Shangri-La
Silver
Smoke BBQ
Smoothie King

Starbucks
Tandoori Nights
TapaBar
Tapp'd Bethesda
The Original Pancake House
Tommy Joe's
Tout De Sweet Pastry Shop
Tropical Smoothie Café

2018 Local Writer's Showcase Winners

Poetry Winners

Bailey Blumenstock, Washington, D.C., 1st Place
Emily Walz, Washington, D.C., 2nd Place
Katherine Scott, Bethesda, MD, 3rd Place
Holly Mason, Fairfax, VA, Honorable Mention
Rachel Michaud, Washington, D.C., Honorable Mention
Chelsea McGlynn, Walkersville, MD, Honorable Mention

High School Poetry Winners

Alexa Marsh, The Madeira School, Young Poet
Helen Qian, Richard Montgomery High School, Young Poet
Justin Zhang, Richard Montgomery High School, Young Poet

Essay Winners

Sherrell Lam, Bethesda, MD, 1st Place
Carol Solomon, Montgomery Village, MD, 2nd Place
Caroline Bock, Potomac, MD, 3rd Place
Irene Landsman, Garrett Park, MD, Honorable Mention
Adam Zimmerman, Rockville, MD, Honorable Mention
Monica Judge, Bethesda, MD, Honorable Mention

High School Essay Winners

Olivia Choi, Sidwell Friends School, 1st Place
Cindy Song, Richard Montgomery High School, 2nd Place
Benjamin Friedman, Bethesda-Chevy Chase High School, 3rd Place
Aneesha Mishra, Walt Whitman High School, Honorable Mention
Benjamin Mather, Bethesda-Chevy Chase High School, Honorable Mention
Lara McMurray, Bethesda Chevy-Chase High School, Honorable Mention

Short Story Winners

Lindsay Moore, Silver Spring, MD, 1st Place
Maria Karametou, Bethesda, MD, 2nd Place
Keith R. Fentonmiller, Kensington, MD, 3rd Place
Gary Thompson, Washington, D.C., Honorable Mention
Anita K. Lampel, Bethesda, MD, Honorable Mention
Carol Solomon, Montgomery Village, MD, Honorable Mention

High School Short Story Winners

Elinor Berger, Bethesda-Chevy Chase High School, 1st Place
Makenna Beam, Montgomery Blair High School, 2nd Place
Kathryn von Heeringen, Academy of the Holy Cross, 3rd Place
Alice Murphy, Bethesda-Chevy Chase High School, Honorable Mention
Avery W. Todd, Montgomery Blair High School, Honorable Mention
Sophia Lynch, Walter Johnson High School, Honorable Mention



The **Bethesda Outdoor Movies: Stars on the Avenue** celebrated its 13th year in July 2017. For five nights, movie fans were invited to the corner of Norfolk & Auburn Avenues to enjoy a FREE showing of a blockbuster hit on the big screen. Though the Saturday night show was unfortunately rained out, the 2017 lineup was:

Tuesday, July 18: ***The Wizard of Oz***
Wednesday, July 19: ***Field of Dreams***
Thursday, July 20: ***Dead Poets Society***
Friday, July 21: ***Hidden Figures***
Saturday, July 22: ***La La Land***





Bethesda's Winter Wonderland was an afternoon of holiday cheer on December 2, 2017. Families joined us in Veterans Park from 1-4pm for ice sculpting, children's choir performances, arts & crafts and photos with Santa Claus.

After kicking off the event with a live ice sculpting demonstration, local school groups took the stage to perform seasonal classics. Attendees were treated to performances by the Academy of the Holy Cross, Chevy Chase Elementary School, Georgetown Preparatory School, Our Lady of Lourdes, Seneca Valley High School, Washington Episcopal School and Westbrook Elementary School.

At 2pm the jolly man in red made his entrance. Santa visited with adoring children as others had fun in the park, making crafts provided by the Naval Support Activity Bethesda and snacking on cookies and juice given by BUP.

Special thanks to our 2017-2018 BUP event sponsors and Bethesda Arts & Entertainment District supporters

Bernard Family Foundation
Bethesda-Chevy Chase Regional Services Center
Bethesda Blues & Jazz Supper Club
Bethesda Magazine
BGE Home
Creative Parties
The Donohoe Companies
EagleBank
The Family Firm, Inc.

HomeAdvisor
Hyatt Regency Bethesda
Imagination Stage
The JBG Companies
The Jane Fairweather Team
Jerry Morenoff
The Jim and Carol Trawick Foundation
Judy Gilbert Levey
Kramer Architects
Lerch, Early and Brewer

Leslie Lane
Mamma Lucia
Marriott International
Maryland State Arts Council
Metro (WMATA)
MIX 107.3FM
Montgomery Parks
Old Towne Pet Resort
Oxman Studios
Peet's Coffee & Tea

Pella Windows and Doors
Revere Bank
Rock Bottom Restaurant & Brewery
Silver
Suzanne Firstenberg
Union Hardware
Washington Parent
The Writer's Center
105.9FM/AM630 WMAL



On August 1, 2017, BUP worked with the **Naval Support Activity Bethesda** on the annual National Night Out event held on base. National Night Out, an event held in communities across the country, promotes the importance of police-community partnerships to help make neighborhoods safer. NSAB celebrates the day with games and activities, as well as free lunch for attendees. BUP arranged for Bethesda restaurants to donate food. And while attendees enjoyed free lunch, the BUP team answered questions and promoted downtown Bethesda.

The **Bethesda Summer Concert Series** is an event that brings summer fun to Veterans Park on Thursday evenings from May-July. From 6-8pm each Thursday, live music fills the park as residents and visitors dance to the tunes, enjoy dinner and visit with friends. Each week concertgoers can hear a different genre of music and purchase snacks, beer and wine from participating restaurants. It's the perfect way to celebrate an approaching weekend.

BUP and Montgomery Parks hosted the inaugural **Bethesda "Yappy Hour" and Pop-Up Dog Park** on Thursday, October 26, 2017 at Elm Street Park. Created to provide an evening of fun for Bethesda residents, visitors and their furry best friends, Yappy Hour included enclosures for well-socialized dogs to play and run, live music and food and drinks by Bethesda restaurants. After the well-received event in October, a second Yappy Hour was held on Thursday, June 28, 2018.





Stay Connected!



@BethesdaUp



facebook.com/BethesdaUp



@BethesdaBUP

Promotional Materials

The BUP marketing team distributes nearly 100,000 free brochures and 200,000 Events Calendars each year at events, information kiosks and through mailings to local businesses, hotels and residences. The guides provide details about upcoming events and information about Bethesda restaurants, retailers and the community. The guides are also available on www.bethesda.org.

Destination Downtown Bethesda, produced annually, is a user-friendly guide that lists contact information for Bethesda businesses by category.

Eat Here is a comprehensive list of Bethesda's many multi-cultural restaurants that includes cuisine type, location and price range.

The **Art & Soul of Bethesda** details art galleries and studios, arts education organizations, public art, cinemas and live theatre in downtown Bethesda's Arts & Entertainment District.

Bethesda's Events Calendar is a bi-monthly publication mailed to 30,000 Bethesda area households featuring local and large-scale community events.

The **Bethesda Circulator Map** highlights 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. The website provides up-to-date information about upcoming events, a dining guide, a shopping guide, public transportation, parking maps and more. BUP's website receives an average of more than 10,000 visits per week.

The **Downtown Bethesda Promotional Videos** are a resource for residential and commercial real estate developers, conference planners, visitors and organizations looking to relocate to downtown Bethesda. The videos interview local leaders, community officials and artists and local business owners whose voices narrate the films.



Online and Social Media

Bethesda Urban Partnership maintains a website with mobile capabilities, a popular Facebook page with more than 6,000 "likes" and a comprehensive email campaign, which has a growing list of subscribers. Additionally, BUP manages a frequently updated Twitter feed, @BethesdaUp, which has more than 4,300 followers and an Instagram feed, @BethesdaBUP, which has grown to more than 1,000 followers.

Bethesda.org averages 10,000 – 15,000 unique visits per week, helping residents and visitors learn about downtown living, find a great restaurant or specialty boutique, and retrieve information about events. Visit www.bethesda.org and sign up to receive the weekly Bethesda Urban Partnership emails.





Bethesda Arts & Entertainment District

Bethesda Arts & Entertainment Board of Directors July 2017 – June 2018

Executive Committee

President: Jane Fairweather
The Jane Fairweather Team

Vice President: Cathy Bernard
Local Resident

Secretary/Treasurer: Jad Donohoe
The Donohoe Companies

Board Members

Tracy Bloom Schwartz
Creative Parties

Suzanne Firstenberg
Artist and Local Resident

Judy Gilbert Levey
Artist and Local Resident

David Goldberg
Union Hardware

Mark Kramer
Kramer Architects

Leslie Lane
Local Resident

Jerry Morenoff
JEMC Associates

Zachary Oxman
Artist and Local Resident

Rosemarie Salguero
Lerch, Early & Brewer

Joanne Seelig
Imagination Stage

Kenneth Hartman (Non-voting)
Bethesda-Chevy Chase Regional Services Center

Leslye Howerton (Non-voting)
Montgomery County Park & Planning

The state of Maryland designated downtown Bethesda as an Arts & Entertainment District effective July 1, 2002 and re-designated again on July 2, 2012. 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.

Maryland State Benefits:

- Artists who live in Maryland 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.

BUP's marketing team works alongside a Board of Directors to progressively improve upon the arts representation and initiatives in the downtown and implement ideas for future artistic endeavors.

Initiatives:

The Bethesda Arts & Entertainment District produces high quality arts and cultural programming that benefits residents, businesses and tourists and supports the community's growth and vitality. Events produced by the Arts & Entertainment District highlight visual artists, writers, filmmakers and performers, and provide them a venue to show their work in the community. These programs also promote Bethesda's artistic and cultural resources and attract nearly 1,000 artists and more than 30,000 attendees each year.

In May 2018, BUP and the Bethesda Arts & Entertainment District made the exciting announcement that a second art studio space, Triangle Art Studios, located at 7711 Old Georgetown Road in the new Cheval Bethesda, will open in Fall 2018. Triangle Art Studios will include artist studio and exhibition space for up to six selected artists who are from Washington, D.C., Maryland or Virginia. The studios were built by Duball, LLC, developer of Cheval Bethesda, and are part of Duball's public amenity package per the Montgomery County Optional Method Developer requirements.



Gallery B is an exhibit space for local artists. The nonprofit art gallery is managed by BUP and features monthly, rotating art exhibits by regional artists. More than 40 artists showed their work between July 2017 and June 2018. Exhibits included a solo show featuring vibrant landscape paintings by Lorian Signori in December 2017 as well as a solo show featuring large-scale abstract paintings by John Bodkin in April 2018.

Additionally, in October 2017, Bethesda Urban Partnership and the Bethesda Arts & Entertainment District hosted a special exhibition with USO of Metropolitan Washington-Baltimore and Community Building Art Works, *Sent & Received*, which showcased artwork by service members, veterans and military caregivers that explored the tradition of care packages. The show also included *Combat Paper*, works made on paper made from military uniforms.



Studio B, which BUP opened in 2014, is the workspace for three artists, Linda Button, Judy Gilbert Levey and Shanthi Chandrasekar. Each studio includes working and exhibit space. The entry and main wall also feature work by Linda, Judy and Shanthi. Studio B has retail hours as well as hours by appointment.

On February 17, 2018 six professional Washington, D.C. area theatre companies presented original ten-minute plays at the 14th annual **Play In A Day**. The event was held at Imagination Stage and featured performances by Adventure Theatre MTC (Glen Echo, MD); Flying V (Bethesda, MD); Imagination Stage (Bethesda, MD); The Keegan Theatre (Washington, D.C.); Olney Theatre Center (Olney, MD) and Rorschach Theatre (Washington, D.C.).

The playwrights and directors received their assigned themes and props on Friday evening and worked through the night. Beginning Saturday morning, the teams prepared for their performance deadline. At 8pm the lights in the theatre dimmed and one by one, the groups took the stage, performing the plays they created in just 24 hours and delighting the audience with their creativity and wit.

The winners were: *Acting/Ensemble*: Adventure Theatre MTC; *Direction*: Flying V; *Use of Prop*: Rorschach Theatre; *Writing*: Adventure Theatre MTC.





2018 Bernard/Ebb Songwriting Awards Winners

2018 Grand Prize Winner

Rochelle Rice, Washington, D.C.

2018 Young Songwriter Winner

Skyler Foley, Burke, VA

2018 Bernard/Ebb Songwriting Awards Finalists

AZTEC SUN (songs written by Ryan Banning and Stephane Detchou), Washington, D.C.

Catherine Backus, Bedford, VA

DuPont Brass (Songs written by: Anthony Daniel Jr, Jared Bailey, Isaac Bell IV, Brent Gossett and DeAnte Haggerty-Willis), D.C. Metro Area

Jarrett Nicolay, Alexandria, VA

Jonathan Plevyak, Finksburg, MD

Eliza Costello & Charlotte Corcoran, Bethesda, MD (Young Songwriters)

Thomas & Isabel LaRosa, Annapolis, MD (Young Songwriters)

The old adage, “The show must go on,” rang true for the fourth annual **Bernard/Ebb Songwriting Awards**. Originally scheduled for March 2, 2018, the Awards Concert was postponed to Wednesday, March 14, when an unexpected wind storm caused a power outage at the venue on the day of the show. Though the show was postponed, the finale for the competition, which seeks the best, up-and-coming songwriters from Washington, D.C., Maryland and Virginia, resulted in a wonderful night of live music and \$12,500 in prize money being awarded.

From more than 200 entries, the adjudicated competition narrowed the finalist pool to six adults and three young songwriters. The competition’s finalists performed their original songs before an esteemed panel of judges. At the close of the show, Rochelle Rice from Washington, D.C. was named the Grand Prize winner and recipient of the \$10,000 prize and 25 hours of recording studio time at Innovation Station Music. Skyler Foley of Burke, VA won the young songwriter award and took home a \$2,500 prize.

The founder, Cathy Bernard, named the contest after her uncle, Fred Ebb. Ebb was a renowned songwriter and the creator of Broadway hits such as *Cabaret* and *Chicago* and iconic songs including *New York, New York*.

The 6th annual **Bethesda Film Fest**, held on Friday, April 6 and Saturday, April 7, 2018, featured five short documentaries made by local filmmakers. The screenings were shown at Imagination Stage and each concluded with a Question & Answer session with the filmmakers.

The films were chosen by award-winning documentary filmmakers Larry Engel, Associate Professor and Associate Director of the Center for Environmental Filmmaking at American University; Ben Steger, Assistant Professor and Concentration Head for the Master of Arts in Interdisciplinary Studies in Film and Video at George Mason University and Katherine Wilkins De Francis, an independent filmmaker/visual media producer and Executive Vice President of Women in Film and Video DC.

2018 Bethesda Film Fest Films

Aiven by Enrique Huaiquil
Silver Spring, MD

Mama Rwanda by Laura Waters Hinson
Washington, D.C.

Pot of Gold: The Origin of Japanese Bidet by Daiei Onoguchi
Bethesda, MD

Sisterly by Nina Vallado
Silver Spring, MD

Two Steps Back by R. Kayeen Thomas
Washington, D.C.





More than 120 artists from across the country traveled to downtown Bethesda to sell and showcase their artwork at the 15th annual **Bethesda Fine Arts Festival** on May 12 & 13, 2018. For two days, Saturday from 10am-6pm and Sunday, 10am-5pm, artists' tents lined Norfolk and Auburn Avenues and eventgoers browsed and shopped the paintings, photography, sculpture, ceramics, furniture and more.

While attendees shopped and strolled, they could also enjoy live music and refreshments from one of the participating Bethesda restaurants.

The 14th annual **Bethesda Painting Awards** awarded \$14,000 in prize money in June 2018. Founded by Carol Trawick, the competition recognizes talented painters from Maryland, Virginia and Washington D.C. Nearly 300 artists submitted work to the competition. Eight finalists were selected by the jurors, Sally Bowring, Professor of Painting and Director of Administration for the Painting & Printmaking Department, Virginia Commonwealth University; Laura Roulet, independent curator and writer; and Bill Schmidt, artist and winner of the 2016 Baker Artist Awards and the 2015 Bethesda Painting Awards.

The Best in Show winner received \$10,000; second place was awarded \$2,000; third place was awarded \$1,000 and a Young Artist was awarded \$1,000. Work by the finalists was on display at Gallery B from June 6-30.

2017 marked the 15th year of the **Trawick Prize: Bethesda Contemporary Art Awards**. Founded by Carol Trawick in 2003, it is one of the first regional competitions and largest prizes to annually honor visual artists. Once again, the competition recognized and celebrated regional artists, awarding \$14,000 in prize money.

From September 6 – 30, 2017, work by eight finalists was on display at Gallery B. The finalists were selected from more than 370 applicants by the 2017 Trawick Prize jurors, Zoë Charlton, Art Department Chair and Associate Professor at American University; Neil Feather, Maryland-based artist and former winner of the Sondheim Art Prize and The Trawick Prize; and Elizabeth Mead, Art Department Chair and Associate Professor of Art and Art History at William & Mary.

\$10,000 was awarded to the Best in Show, first-place winner; \$2,000 was presented to the second-place winner and \$1,000 was given to the third-place winner. Additionally, a Young Artist, who was younger than 30, was honored with a \$1,000 prize.

Bethesda Fine Arts Festival 2018 Award Winners

Best in Show Award

Bill Herb, Townville, SC
Ceramics

Judges' Choice Awards

Lisa Grant, Cumberland, ME
Jewelry

Julie Keaten-Reed, Howey-in-the-Hills, FL
Painting/Drawing

Stacey Krantz, Braddock Heights, MD
Jewelry

Michele LeVett, Durham, NC
Jewelry

Stephen Ray, Waterbury, CT
Painting

Andrew Sovjani, Conway, MA
Photography



2018 Bethesda Painting Awards

Best in Show

Carolyn Case, Cockeysville, MD

Second Place

Khanh Le, Washington, D.C.

Third Place

Caleb Kortokrax, Baltimore, MD

Young Artist

Emma Childs, Baltimore, MD

2017 Trawick Prize: Bethesda Contemporary Art Awards

Best in Show

Larry Cook, Landover Hills, MD

Second Place

Cindy Cheng, Baltimore, MD

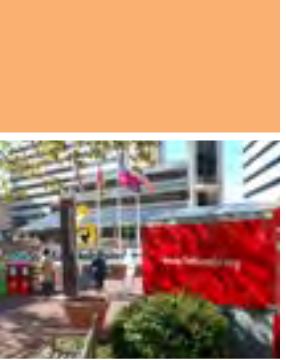
Third Place

Renee Rendine, Towson, MD

Young Artist

Giulia Livi, Baltimore, MD





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.

To fulfill their mission of promoting and educating Bethesda residents and commuters about alternative transportation, BTS hosts weekly Commuter Information Day events in Bethesda office buildings. Additionally, BTS manages events including, Bike to Work Day, Earth Day, Car Free Day, Walk & Ride Challenge, International Park(ing) Day and Pedestrian and Bicycle safety courses.

2017 – 2018 Accomplishments:

- BTS hosted the largest **2018 Bike to Work Day** event in Maryland with 740 registrants, more than 30 event partners, and nine speakers. Cyclists rode safely through Bethesda, using MCDOT’s “Pop-Up Protected Bike Lane” and were welcomed at the pitstop with food, beverages and entertainment. Maryland State Delegate Ariana Kelly served as Master of Ceremonies and BTS received proclamations from Maryland Governor Larry Hogan, Maryland State Comptroller Peter Franchot and Montgomery County Executive Isiah Leggett. A dedicated bicycle commuter received a Bethesda Bicycle Commuter Spirit Award. Marriott International served as the major event sponsor.
- The **2017 Walk & Ride Challenge**, which encourages participants to incorporate walking and transit into their commutes, had nearly 1,000 participants. Bethesda sponsors included Silver, Bethesda Sport & Health, Hilton Garden Inn Bethesda, EagleBank and SS Papadopoulos & Associates.

Bethesda Transportation Solutions Staff

Kristen Blackmon
Director

Jennifer Zucker
Senior Communications Specialist

Susanna Parker
Employer
Outreach Specialist

Allison Kemp
Customer Service

Tom Robertson
Transportation Specialist





- BTS and BUP celebrated **International Park(ing) Day** on September 15, 2017. For the day, a pop-up park was erected within two metered parking spaces on Norfolk Avenue. The temporary park, complete with a faux fishing pond and cornhole, gave passersby a place to relax, enjoy a snack or play a game.
- BTS continues to assist 111 employers with filing a **Traffic Mitigation Plan** or an Annual Report with MCDOT. The team collaborates with The Greater Bethesda Chamber of Commerce and reaches out to new employers to secure new and voluntary Plans. BTS maintains a database of 1,396 employers. The Metropolitan Council of Governments, Commuter Connections awarded The Donohoe Companies, Inc. for their outstanding marketing of their employee commuter benefits program.
- As part of the Developer **Traffic Mitigation Agreements** required by MCDOT, BTS provided transportation and commute information to several new properties in Bethesda, including The Flats at 8300, The Flats at Bethesda Avenue and The Brody Apartments. BTS also continued work with Bethesda property owners Brookfield, Federal Realty Investment Trust, JBG, Marriott International, Bethesda Place and BF Saul. Bethesda businesses such as The Donohoe Companies, Inc., Chevy Chase Acura and AGA, regularly host BTS events for their employees.
- Together with MCDOT, BTS promoted several **new initiatives** throughout 2017. The initiatives included Vision Zero to reduce traffic fatalities, the Mobile Commuter Store, the Ride On Extra bus, a Bethesda Educational Bicycle Ride, “Look Out for Each Other” safety campaign and new pedestrian and bicycle safety projects.
- Throughout the last year BTS assisted approximately 3,000 commuters at the events and placed more than 75 people into carpools. The team issues a monthly e-newsletter to 3,570 recipients.

BTS Advisory Committee

Nominated by B-CC Chamber of Commerce

Chair: Diane Yochelson, Keller Williams Capital Properties

Arnold Kohn, LEED AP

Elise M. Ambrose, Elite Personnel

Nominated by the Western Montgomery County Citizens Advisory Board

Drew Morrison, Bethesda, MD

Eric Schroeder, Bethesda, MD

Steven Groh, Bethesda, MD

Kathleen F. Krause, Bethesda, MD

Appointed by BUP - Bethesda Employer with 50 or More Employees

Allison Lazare, United Educators

Deirdre Robinson, The Donohoe Companies

Appointed by BUP - Bethesda Employer with Fewer than 50 Employees

Amanda Smith, Bainum Family Foundation

David Storper, PrepU

Non-Voting Members

Deborah Michaels, Representing BUP Board of Directors

Katie Mencarini, Maryland-National Capital Park & Planning Commission

Ken Hartman, Bethesda-Chevy Chase Regional Services Center

Russell Mason, National Institutes of Health

Ryan Emery, National Naval Medical Center

Captain Paul Liquorie, Representative from the Montgomery Police Department

Sandra Brecher, MCDOT



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