Request for Proposal Brand Development Services
January 2020

RESPOND TO: Stephanie Coppula
Director of Marketing and Communications
scoppula@bethesda.org
Bethesda Urban Partnership, Inc.
7700 Old Georgetown Road
Bethesda, MD 20814
www.Bethesda.org

Proposals must be received no later than Monday, March 9, 2020.
Request for Proposal for Facilitator Services

The Bethesda Urban Partnership ("BUP") is requesting proposals for consultant services as outlined in this Request for Proposal ("RFP"). Proposal documents shall be submitted to BUP in accordance with the instructions and specifications detailed below.

I. Objective

BUP is requesting proposals for consulting services to create a new logo and tag-line for the Bethesda Urban Partnership and their two sub-brands, the Bethesda Arts & Entertainment District and the Bethesda Transportation Solutions. The new logo will be used to identify the Bethesda Urban Partnership as the main organization that provides maintenance, marketing and mobility for downtown Bethesda.

II. Scope of Services Requested

A. Create a Logo Design for the Bethesda Urban Partnership, Inc.
B. Create a complimentary logo for the Bethesda Arts & Entertainment District
C. Create a complimentary logo for Bethesda Transportation Solutions
D. Create a tagline for Bethesda Urban Partnership and Downtown Bethesda

The brand identity for the Bethesda Urban Partnership should convey the assets and unique qualities of the area and its many offerings in a way that is authentic, concise, and memorable. It will describe who we are, what we do, and why we do it.

Brand and Message Development. Visual elements will include recommended logo, colors, fonts, graphic style and elements that are adaptable across a variety of media applications, including but not limited to the district’s website(s) and social networks.

Deliverables:

- Logos
- Tagline and key messages
- Style guidelines with applications and usage of brand and sub-brands
- Multiple templates for common needs such as signage, brochures, web page layout, vehicle graphics, etc.
III. Submission of Proposals

Contents of Proposal Must Include:

A. Statement of the Project Scope (3-page maximum)
B. Overall approach to work
C. Staff assigned to project and their experience
D. Previous examples of work
E. Detailed budget outline
F. Proposed process for new logo roll-out
G. References

IV. Background

The Bethesda Urban Partnership

Established as an instrumentality of Montgomery County Government in 1994, BUP is a downtown management organization that provides maintenance, marketing and mobility for the 300 acres of downtown Bethesda. BUP is made up of four major departments including Maintenance, Marketing (including the Bethesda Arts & Entertainment District), Transportation Management and Administration. As we celebrate our 25th anniversary, BUP is seeking a refreshed and updated brand that will emphasize the “Bethesda” in Bethesda Urban Partnership and our place as the management entity for downtown Bethesda.

The Field Operation team’s responsibilities include landscaping, trash removal, street sweeping, sidewalk repairs, and the general beautification of downtown Bethesda, as well as some outside contracts that include trash removal in neighboring downtowns and the maintenance of some areas adjacent to the downtown. The Ask Me Team (part of the Field Operations team) provides information to downtown Bethesda visitors and offers other general assistance during nights and weekends.

BUP’s Marketing team plans, implements and manages special events and Bethesda Arts & Entertainment District initiatives for the Bethesda Urban Partnership. BUP’s annual event series highlights restaurants, art, music, theatre, dance, film, literature and children’s activities. Additionally, BUP promotes the restaurants, retailers and arts organizations in downtown Bethesda as well as operates downtown Bethesda’s website, www.bethesda.org. The efforts of BUP’s Marketing plan target downtown Bethesda’s residents, tourists, visitors and employees. 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 and performing artists, writers, filmmakers and more.

The Mobility Department, known as Bethesda Transportation Solutions (BTS), works with businesses and individuals to promote alternative modes of transportation other than single occupancy vehicles for commuting into downtown Bethesda. This is accomplished through Commuter Information Days, and a variety of events as well as digital and social media outreach. The Mobility Department also helps Bethesda employers comply with Montgomery County law as it pertains to traffic mitigation and utilization of the County programs that subsidize employers’ transportation costs. BUP also manages
the Bethesda Circulator which is a free bus service that makes a 3.1-mile loop through downtown Bethesda.

The boundaries of downtown Bethesda and the creation and mission of the Bethesda Urban Partnership have been determined by Montgomery County legislation in Chapter 68A of the County code.

**Downtown Bethesda**

Long known as the “economic engine” of Montgomery County, Downtown Bethesda also offers its residents the best of high-quality suburban and urban living. Adjacent to Washington, D.C., downtown Bethesda has great public and private schools, a diverse housing stock, 200 restaurants, and world-renowned cultural institutions. It is home to the National Institute of Health, Walter Read National Military Medical Center, the Howard Hughes Medical Institute, as well as multiple Fortune 500 Companies.

There has been significant development within downtown Bethesda in the last five years including high rise apartment and condominium buildings. Additionally, Marriott International has selected downtown Bethesda as its new corporate headquarters. The new complex will include 700,000 sq. ft. of leased office space to house 3,500 employees, in addition to a 200-room, Marriott-branded hotel. The new headquarters is expected to be in use by 2022. The new Bethesda Downtown Sector Plan, developed by Montgomery County’s Planning Department permits an increase of 4,600,000 sq. ft. of new density (above what exists on the ground today plus what is currently approved but not yet built). This Plan was approved by the Montgomery County Council in May 2017, and is expected to affect downtown Bethesda’s future development for the next decade or two.

*(Please see the attached Annual Report, 2018-2019, for a more detailed outline of recent projects and achievements.)*

**Please submit your proposal via e-mail or hard copy by March 9, 2020:**
Stephanie Coppula  
Director of Marketing and Communications  
Bethesda Urban Partnership  
7700 Old Georgetown Road  
Bethesda, MD  20814  
301-215-6660, ext. 120  
scoppula@bethesda.org
ANNUAL REVIEW

www.bethesda.org
FROM THE EXECUTIVE DIRECTOR

This Annual Report is an opportunity to highlight the many services the Bethesda Urban Partnership (BUP) provides to the community as well as our accomplishments in maintenance, marketing and mobility achieved over the last year from July 1, 2018 through June 30, 2019.

2019 marks our 25th anniversary year in managing downtown Bethesda via our partnership with Montgomery County. After a review by the Montgomery County Office of Legislative Oversight and a vote by the Montgomery County Council, the Bethesda Urban Partnership was officially reauthorized for another five years. We are honored by the County’s continued support, thankful to our many partners, and look forward to the next five years of service in downtown Bethesda.

In addition to our core services, this year we created new park activations in partnership with Montgomery County Parks, opened the new Triangle Art Studios, and continued to produce our marquis festivals such as the Taste of Bethesda, Bethesda Fine Arts Festival, Bike to Work Day and our Arts & Entertainment District initiatives. Additionally, our maintenance team continued to keep downtown Bethesda beautiful with creative landscaping, tree maintenance and more.

I would like to thank the BUP Board of Directors for their vision and commitment to our organization and downtown Bethesda. I would also like to thank the BUP staff for their creativity, dedication and professionalism. I look forward to another exciting and productive year!

Sincerely,

Jeff Burton, 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 will be a significant year for us as we celebrate our 25th anniversary of managing downtown Bethesda as well as welcome a new Executive Director, Jeff Burton.

As a local resident, I truly appreciate the amenities including Bethesda’s walkability, local shops and restaurants, vibrant arts scene and more that make downtown Bethesda a desirable location for residents, visitors and local businesses.

Bethesda is one of the most prominent communities in our region and has received national recognition as an ideal setting to live, work and play. Our goal at the Bethesda Urban Partnership is to ensure the downtown is a place to enjoy, is well maintained and has a strong sense of community.

As Chair of the organization, I want to thank our partners, Board of Directors and staff who all work towards the common goal of creating positive experience in our downtown for visitors, employees, residents, artists, local business owners and more. Downtown Bethesda is undergoing many changes with new development, new leadership and new residents moving into our downtown. We welcome these opportunities and look forward to a successful year ahead.

Best regards,

Deborah Michaels, Chair
Bethesda Urban Partnership
BUP presented a Strategic Plan, based on feedback from focus groups, public survey results and board and staff input, to the Montgomery County Office of Legislative Oversight. Upon review of the Plan, the County Council reauthorized BUP and the Plan will continue to guide our efforts over the next five years.

BUP is made up of 35 employees who work in marketing, maintenance and field operations, administration and transportation management. Only a short drive or Metro ride from the Nation’s Capital, Bethesda is an extension of Washington, D.C., an urban setting with a friendly, passionate community, popular restaurants, desirable retailers, wide-ranging arts venues and more.

BUP showcases the downtown, highlighting the numerous retailers and restaurants that call Bethesda home, as well as produces a variety of street festivals and cultural events that create a strong sense of community for visitors and residents. Downtown Bethesda is well-manicured and the streets and sidewalks are properly maintained thanks to the maintenance team. 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, Studio B and Triangle Art Studios.

Bethesda Urban Partnership Staff
Jeff Burton
Executive Director
Rotem Banai
Marketing & Communications Specialist
Stephanie Coppula
Director of Marketing & Communications
Laura Kellermann
Marketing & Communications Manager
Chiqui Laboy
Office Manager
Brenna O’Malley
Marketing & Communications Manager
Jeff Oyer
Director of Finance

The Bethesda Urban Partnership, Inc. (BUP) was established by Montgomery County in 1994 with the mission to create an environment in which downtown businesses and residents can thrive and prosper.
BUP is governed 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 partner with BUP on events such as Taste of Bethesda, the Bethesda Fine Arts Festival and Imagination Bethesda.

BETHESDA CIRCUITER

The Bethesda Circulator provides free transportation to downtown Bethesda destinations. The bus has an average ridership of 1,300 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
Saturday.............................10am-12am
Bethesda’s streets, sidewalks, medians and flowerbeds are kept in pristine condition thanks to the BUP maintenance team. The team is committed to keeping the downtown manicured and inviting. As such, their tasks include collecting litter, sweeping streets, mending sidewalks, trimming trees and planting flowers. 32,000 flowers are planted each year in a seasonal rotation to keep Bethesda blooming year-round.

As part of their landscaping duties, the maintenance team also maintains Veterans Park. The brick-paved park, located at the corner of Norfolk & Woodmont Avenues, is 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 park is a beautiful retreat in downtown’s Woodmont Triangle and is also the site for several annual events, including the Bethesda Summer Concerts, the Memorial Day and Veterans Day ceremonies, and Bethesda’s Winter Wonderland.

The maintenance team also assists at BUP’s festivals and events; cleaning the event site throughout the day and helping with both set-up and teardown.

They also manage maintenance needs at Gallery B, Studio B and Triangle Art Studios, BUP’s nonprofit art exhibit and studio spaces. The team is also certified in First Aid, CPR and AED.
"ASK ME" TEAM

The "Ask Me" Team Ambassadors, on duty Wednesday-Sunday, can be found around Bethesda tending to maintenance needs and helping patrons. The team is in place to provide help to the community in the afternoons, evenings and weekends. They can offer directions, aid stranded motorists, help with general upkeep of the downtown and provide emergency assistance.

Maintenance and "Ask Me" Team Members

Damaso Antigua-Duran, Ask Me Team
Carlos Cardenas, Ask Me Team
José Castro, Maintenance Supervisor
Tito Castro, Trash Removal Team
Manuel Constanza, Landscaper
Datrell Childers, Street Sweeper
Adan Diaz-Reyes, Trash Removal Team
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
Melvin Muñoz-Macoto, Landscaper
Celio Peña, Landscaper
Martir Salmeron, Landscaper
Jaime Villanueva, Landscaper
Felix Villatoro, Landscaper
Guillermo Yataco, Urban Beautification Squad

Maintenance

Trash/Litter collected ........................................ 220 tons
Recycling collected ........................................... 5 tons
Concrete sidewalk repairs .................. 8,657 sq. ft.
Concrete curb repaired ......................... 211 linear ft.

"Ask Me" Team

Citizen Assists .................................................. 24,582
Motorist Assists ................................................. 69
Police/Fire Rescue Assists ......................... 105
The BUP marketing team promotes downtown Bethesda and its many amenities through the organization’s annual events, digital marketing efforts, promotional materials featuring local businesses and social media channels. The website, www.bethesda.org, includes up-to-date information on restaurants and shops, details about our annual festivals and arts and entertainment programming.

Bethesda offers a breadth of dining, retail and entertainment options only a few miles from Washington, D.C. It is a culturally-rich destination that caters to many different interests and welcomes a diverse blend of visitors and residents.

2019 Imagination Bethesda Participants

Adventure Theatre MTC
Artworks Fine Art Studio
Bach to Rock
Be With Me Playseum
Bethesda Conservatory of Dance
Bethesda Magazine
CityDance
Glen Echo Park Partnership for Arts and Culture
Imagination Stage

Iran Cultural and Educational Center (ICEC)
Joy of Motion Dance Center
Kidville
Mathnasium of Bethesda
MC DOT Pedestrian Safety
M-NCPPC Montgomery Parks
Montgomery County Recreation
Naval Support Activity Bethesda
Plaza Artist Materials
PM Pediatrics
Strathmore
The Washington Conservatory of Music
Washington Episcopal School
Washington Parent
Wonders Early Learning + Extended Day
Zazzy Peacock Studios
The street festivals, Taste of Bethesda, the Bethesda Fine Arts Festival and Imagination Bethesda, welcome thousands of attendees annually. The marketing team also manages the Bethesda Arts & Entertainment District, which supports special art-focused programming including the Bernard/Ebb Songwriting Awards, Bethesda Film Fest, “Paint the Town” and more.

Taste of Bethesda was held on Saturday, October 6, 2018 and was a day of delicious food and great fun. The 29th annual, highly-anticipated food festival welcomed thousands of hungry attendees who visited Bethesda's Woodmont Triangle to try food from the 45 restaurants that were dishing out bites from their tents along Norfolk, St. Elmo, Cordell, Del Ray and Auburn Avenues. A beloved event by both local restaurants and customers, the festival is an ideal opportunity for the restaurants to connect with Bethesda visitors and share their menu. As the chefs plated and served, musicians and dance troupes performed on five stages. In between eating, parents took their kids to the Kids’ Corner where children could make crafts and get their faces painted.

The event included the “2018 Bethesda’s Best Bite” competition. Juried by four food-focused judges, the panel tried tastes from each participating restaurant and awarded Gold Spoons to the four restaurants that stood out above the rest. The 2018 winners were: Delina, Dog Haus Biergarten, Lucy Ethiopian Restaurant and Silver.

Saturday, June 1, 2019 marked the 25th anniversary of the annual Imagination Bethesda, a street festival focused on entertainment for kids. The beautiful, sunny day was the perfect backdrop for a day of family-fun. From 10am-3pm, 25 Bethesda businesses and non-profits had activity tents that lined Woodmont Ave. and Elm St. and featured creative, hands-on activities designed for kids. Throughout the morning and afternoon thousands of children played games, made crafts and had their face painted. When they weren’t in one of the activity tents, they were dancing and singing at the stage. The live entertainment included: Zig Zag the Magic Man, Culkin School of Traditional Irish Dance, Jayamangala, Mr. Jon & Friends and the grandsons, Jr.

2018 Taste of Bethesda Participants
Alatri Bros.
Benihana
BGR The Burger Joint
The Big Greek Café
Brickside Food and Drink
Chef Tony's Seafood Restaurant
CherCher Ethiopian Cuisine
Delina Eritrean Urban Kitchen
Dog Haus Biergarten
Duck Duck Goose
Flanagan's Harp & Fiddle
George's Chophouse
Georgetown Cupcake
Guapo's Bethesda
Haagen-Dazs
The Halal Guys
Henry's Sweet Retreat
Jaleo
Kadhai Indian Restaurant
Lucy Ethiopian Restaurant
Mamma Lucia
Medium Rare
Momo Chicken & Grill
Morton's The Steakhouse
Mussel Bar & Grille
Olazzo
The Original Pancake House
Paisanos
Passage to India
Peet's Coffee
Quartermaine Coffee Roasters
The Red Bandana Bakery
Rock Bottom
Ruth’s Chris Steak House
Shangri-La
Silver
Smoke BBQ
Smoothie King
Tandoori Nights Bethesda
Tapp'd Bethesda
Tout de Sweet Pastry Shop
Tropical Smoothie Café
True Food Kitchen
The Local Writer’s Showcase once again celebrated the literary arts and the talented writers in our region on Thursday, April 25 and Friday, April 26, 2019. The showcase, which included two award ceremonies and readings, recognized writers from Washington, D.C., Maryland and Virginia. The event honored the Bethesda Essay and Short Story Contest and Bethesda Poetry Contest winners.

A combined 800 works were submitted to the 2019 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 23 winners from Washington, D.C., Maryland and Virginia.

Award-Winning Poets Michael Glaser, Maritza Rivera & Le Hinton joined us for the Poetry Contest Awards Ceremony and Reading at Gallery B. They each took time to share their own works and celebrate the award winners. Michael Glaser, who served as Poet Laureate of Maryland from 2004-2009, was the judge for the 2019 competition.

The Bethesda Essay & Short Story Contest Awards Ceremony, held at the Bethesda Hyatt, featured readings by the contest winners. The celebrated writers shared excerpts from their written pieces and accepted 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.

2019 Local Writer’s Showcase Winners

Poetry Winners
Summer Harding, Darnestown, MD, 1st Place
Adam Tamashasky, Bethesda, MD, 2nd Place
Jonathan Lewis, Washington, DC, 3rd Place
Karie Evans, Kensington, MD, Honorable Mention
Pamela Barnes, Potomac, MD Honorable Mention
Kateema Lee, Germantown, MD, Honorable Mention

High School Poetry Winners
Chery Tan, Richard Montgomery High School
Tina Xia, Walt Whitman High School
Miranda Yu, Churchill High School
Naomi Louie, Richard Montgomery High School
Esther Kim, Holton Arms School

Essay Winners
Ingrid Alpern, Rockville, MD, 1st Place
Marilyn Millstone, Kensington, MD, 2nd Place
Carolyn Sherman, Bethesda, MD, 3rd Place
Sarah Birnback, Rockville, MD, Honorable Mention
Mark Keats, Falls Church, VA, Honorable Mention
Andrew Field, Rockville, MD, Honorable Mention

High School Essay Winners
Emily Tian, Richard Montgomery High School, 1st Place
Anna Roberson, Bethesda-Chevy Chase High School, 2nd Place
Julian Drumwright, Northwood High School, 3rd Place
Grace McGuire, Walt Whitman High School, Honorable Mention
Naomi Smith, Centennial High School, Honorable Mention
Alicia Guevara, Bethesda Chevy-Chase High School, Honorable Mention

Short Story Winners
Danielle Stonehirsch, Silver Spring, MD, 1st Place
Carol Solomon, Montgomery Village, MD, 2nd Place
Mohini Mahlhotra, Washington, DC, 3rd Place
Laura Van Oudenaren, Bethesda, MD, Honorable Mention
Carol Solomon, Montgomery Village, MD, Honorable Mention

High School Short Story Winners
Tina Xia, Walt Whitman High School, 1st Place
Kathleen Monahan, Bethesda-Chevy Chase High School, 2nd Place
Olivia Gyapong, James Hubert Blake High School, 3rd Place
Kushan Weerakoon, Walt Whitman High School, Honorable Mention
The 14th annual Bethesda Outdoor Movies: Stars on the Avenue was held July 24–28, 2018. Movie-goers were treated to flicks on the big screen at the corner of Norfolk & Auburn Avenues. The outdoor blockbuster showings are a fun summer night activity for the many guests who grab a snack and a lawn chair and join us for free entertainment. The forecast for the week did not always cooperate, but the 2018 lineup included: Tuesday, July 24: Remember the Titans; Wednesday, July 25: Casablanca; Thursday, July 26: The Big Sick; Friday, July 27: Mean Girls and Saturday, July 28: The Post.

On August 7, 2018, BUP assisted the Naval Support Activity Bethesda (NSAB) with their annual National Night Out gathering. The nation-wide event promotes the importance of police-community partnerships in communities to help make neighborhoods safer. BUP arranged for Bethesda restaurants to donate food to the NSAB outdoor festival that includes lunch and activities for employees and residents of the base. BUP was also on site to pass out information and guides about Bethesda and answer questions about downtown.

Special thanks to our 2018-2019 BUP event sponsors & Bethesda Arts & Entertainment District supporters
Bernard Family Foundation
Bethesda-Chevy Chase Regional Services Center
Bethesda Blues & Jazz Supper Club
Bethesda Magazine
BGE Home
BrightView Senior Living
The Donohoe Companies
Gallery Bethesda II
Hyatt Regency Bethesda
Imagination Stage
Innovation Station Music
The Jim and Carol Trawick Foundation
The Jane Fairweather Team
Jerry Morenoff
Judy Gilbert Levey
Kramer Architects
LeafFilter Gutter Protection
Leslie & Bruce Lane
Marriott International
Maryland State Arts Council
Metro (WMATA)
MIX 107.3FM
Mobile Now
Montgomery Parks
Old Towne Pet Resort
Oxman Studios
Peet’s Coffee & Tea
PM Pediatrics
Rock Bottom Restaurant & Brewery
Silver
Suburban Hospital
Sunrise Senior Living
Suzanne Firstenberg
TD Bank
Union Hardware
Washington Episcopal School
Washington Parent
The Writer’s Center
105.9FM/AM630 WMAL
Saturday, December 1, 2018 was an afternoon of holiday happiness as BUP hosted **Bethesda’s Winter Wonderland**. In spite of the rain, parents and children visited Veterans Park from 1-4pm to enjoy an afternoon of holiday activities including an ice sculpting demonstration, school choir performances, arts & crafts and photos with Santa Claus.

Ice sculptors kicked off the event as they chiseled ice into holiday shapes. Local school groups, including Academy of the Holy Cross, Bethesda-Chevy Chase High School, Our Lady of Lourdes, Washington Episcopal School and Westbrook Elementary School took to the stage to sing seasonal songs. While the choirs sang, children visited with Santa and shared their wish lists.

The **Bethesda Summer Concert Series** is an event that brings summer fun to Veterans Park on Thursday evenings from May-June, 2019 featured five concerts, May 16-June 13. From 6-8pm a band entertained the crowd with live music as concert-goers also enjoyed food and drinks from the participating restaurant.

BUP and Montgomery Parks once again teamed up to host **Bethesda Yappy Hour** in Elm Street Park on Thursday, September 20, 2018 and Thursday, June 27, 2019. The event included a pop-up dog park for well-socialized dogs as well as live entertainment and food and drinks by Bethesda restaurants.
PROMOTIONAL MATERIALS

The BUP marketing team creates and distributes free guides and brochures about downtown Bethesda and the local upcoming events, retailers, restaurants and community. Throughout the year, nearly 100,000 publications and 200,000 Event Calendars are mailed and given to stakeholders. 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 6,300 “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 4,600 followers and an Instagram feed, @BethesdaBUP, which has grown to more than 1,500 followers.

BUP’s website, Bethesda.org was reimagined and redesigned in 2019. The website helps residents and visitors learn about downtown living, find a great restaurant or specialty boutique, and retrieve information about events in addition to marketing community events, local businesses, arts organizations and more. Visit www.bethesda.org and sign up to receive the weekly Bethesda Urban Partnership emails.

MEDIA RELATIONS

On Friday, July 27th, downtown Bethesda was featured as part of local TV station FOX 5’s “Zip Trip” where the local morning team did their broadcast from downtown Bethesda. Bethesda Urban Partnership staff worked closely with the FOX 5 production team so that downtown Bethesda's restaurants, shops and artistic and cultural destinations were featured. Cooking demonstrations, a fashion show, a yoga class, live music and more were highlighted during the day’s live broadcast on Bethesda Lane.
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. 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 local 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 November 2018, BUP and the Bethesda Arts & Entertainment District opened Triangle Art Studios. Located at 7711 Old Georgetown Road in the Cheval Bethesda, the studios were built by Duball, LLC, and are part of the company’s public amenity package per the Montgomery County Optional Method Developer requirements. The space includes both artist studio and exhibition space where four artists, Jill Newman, Maruja Quezada, Barbara Siegel and Clare Winslow create and display their artwork. The Studios have retail/gallery hours on Fridays and Saturdays from 1-5pm.

Gallery B is the nonprofit art gallery that is managed by BUP and features monthly, rotating art exhibits by regional artists. More than 50 artists showed their work between July 2018 and June 2019. Exhibits included a vibrant group show by Be Dot Gallery in December 2018 as well as two shows by Morton Fine Art. The April 2019 show by Morton Fine Art featured the work of German painter Astrid Kohler and Washington, D.C.-based, abstract artist Katherine Tzu-Lan Mann. The Gallery is open Wednesday-Saturday, 12-6pm.

Studio B is a studio and exhibit space to four local artists, Linda Button, Judy Gilbert Levey, Shanthi Chandrasekar and Sara Leibman. Open since 2014, Studio B has retail hours Tuesday-Friday, 1-6pm as well as hours by appointment.

All three art spaces host opening receptions the second Friday of each month from 6-8pm.

Play In A Day delighted audiences once again on February 23, 2019, when six professional Washington, D.C. area theatre companies created and performed ten-minute plays. The 15th annual event was held at Imagination Stage and featured performances by Adventure Theatre MTC (Glen Echo, MD); Flying V (Bethesda, MD); Happenstance Theater (Rockville, MD); Imagination Stage (Bethesda, MD); The Keegan Theatre (Washington, D.C.); and Rorschach Theatre (Washington, D.C.).

On Friday evening, February 22, the groups were assigned themes, props and a line of dialogue to incorporate into their original play. The playwrights and directors worked through the night to develop their plots and beginning Saturday morning, the teams assembled to learn and rehearse the plays. Each group performed their creation at the show on Saturday evening. The winners were:

Best Acting/Ensemble: Happenstance Theater
Best Direction: Flying V
Best Writing: Flying V
Best Use of Prop: Happenstance Theater
The 5th annual Bernard/Ebb Songwriting Awards took place on Friday, March 8, 2019. The concert is the culmination of the competition which seeks the best, up-and-coming songwriters from Washington, D.C., Maryland and Virginia. Through a multi-step adjudicated process, the contest concludes with a concert performed by 8 finalists and $12,500 in prize monies are awarded.

It was a fantastic night of live, original music by the songwriters. At the close of the show Heather Aubrey Lloyd was named the Grand Prize winner and recipient of the $10,000 prize and 25 hours of recording studio time. Emily Mitchell was named the young songwriter winner and awarded $2,500.

Five short documentaries by regional filmmakers were shown at the 7th annual Bethesda Film Fest, on Friday, April 5 and Saturday, April 6, 2019. Supported by Leslie & Bruce Lane, the Film Fest featured three screenings and Q&A sessions with the filmmakers at the black box theatre at Imagination Stage.

The films were chosen by Carletta S. Hurt, Producer at IKAM Productions and Immediate Past President of Women In Film and Video; Allen Moore, Professor at MICA and independent filmmaker and Tina Morton, Associate Professor at Howard University and filmmaker.

2019 Bernard/Ebb Songwriting Awards Winners
2019 Grand Prize Winner
Heather Aubrey Lloyd, Owings Mills, MD
2019 Young Songwriter Winner
Emily Mitchell, Gaithersburg, MD

2019 Bethesda Film Fest Films
Bravery with Grace
by Nthanze Kariuki
Breaking Free
by Michael J. Grundmann
The Rage of Evil
by Carolyn McCulley and David Ehrenberg
Through Chinatown’s Eyes: April 1968
by Penny Lee and Lisa Mao
Zsudayka’s Journey
by Lawrence Ray Green
The 16th annual Bethesda Fine Arts Festival welcomed more than 120 artists from across the country to showcase and sell their work on May 11 & 12, 2019. The artists lined Norfolk & Auburn Avenue and welcomed shoppers throughout the weekend, on Saturday from 10am-6pm and on Sunday, from 10am-5pm. Despite a rain-soaked Sunday, attendees still came out to enjoy Mother’s Day at the festival. While shopping and browsing, festival goers were treated to live music and Bethesda restaurants sold food, beer and wine.

In June 2019, the 15th annual Bethesda Painting Awards awarded $14,000 in prize monies to four regional painters. Founded by Carol Trawick, the competition recognizes painters from Maryland, Virginia and Washington D.C. Eight finalists were selected by the jurors, Kyle Hackett, Professor of Art, American University and the 2014 Bethesda Painting Awards; Sue Johnson, Professor of Art, St. Mary’s College of Maryland, and Susan Zurbrigg, Painting and Drawing Area Head, Professor of Art, James Madison University.

Out of nearly 300 applicants, 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. A group show featuring work by all of the finalists was on display at Gallery B from June 5-29.

Founded by Carol Trawick in 2003, The Trawick Prize: Bethesda Contemporary Art Awards it is one of the first regional competitions and largest prizes to annually honor visual artists. In September 2018, the 16th annual competition recognized and celebrated regional artists and awarded $13,000 in prize money.

From September 5–29, 2018, artwork by eight finalists, who were selected from a pool of more than 365 applicants, was on display at Gallery B. The 2018 Trawick Prize jurors were Christopher Bedford, Director of The Baltimore Museum of Art; Sukjin Choi, Ceramics Head and Associate Professor of Art at James Madison University; and Valerie Fletcher, Independent Art Historian and Senior Curator Emerita at the Hirshhorn Museum.

$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.
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 and local residents. BTS promotes alternate transportation such as rail, bus, carpools and biking with the goal of reducing the number of Bethesda employees who drive alone to work.

BTS hosts weekly Commuter Information Day events in downtown Bethesda office buildings and at employer worksites. Additionally, BTS manages events for Bike to Work Day, Earth Day, Car Free Day, the Walk & Ride Challenge, Park(ing) Day and Pedestrian and Bicycle safety. In 2018, BTS assisted approximately 3,000 commuters at these events and placed more than 50 people into carpools.

BTS hosted one of the largest 2019 Bike to Work Day events in Maryland with over 600 registrants, 27 sponsors, 14 event partners and seven speakers. A “Pop-Up Protected Bike Lane” was created by the Montgomery County Department of Transportation (MCDOT) for cyclists to bicycle to the event. Marriott International, Silver and Griffin Cycle served as the major event sponsors. 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 Marc Elrich. The pit-stop welcomed cyclists with food, beverages and entertainment.

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The **2018 Walk & Ride Challenge**, which encourages participants to incorporate walking and transit into their commutes, had over 1,000 participants. Bethesda sponsors included ASHP, EagleBank, Hilton Garden Inn Bethesda, Silver, SS Papadopulos & Associates and The Donohoe Companies.

BTS and BUP celebrated international Park(ing) Day on September 15, 2018. A pop-up park was created within two parking spaces on Norfolk Avenue for the day. Passersby were encouraged to eat lunch and relax in the landscaped area, complete with a small pond and a “living portrait” comprised of plants.

BTS continues to assist over 100 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 1,370 employers and promotes their services to employers at local Chamber events throughout the year. In 2018, the Metropolitan Council of Governments, Commuter Connections awarded Bethesda’s The Donohoe Companies for outstanding marketing of their employee commuter benefits program.

As part of the Developer Traffic Mitigation Agreements required by MCDOT, BTS provided transportation and commuter information to several new properties in Bethesda, including The Cheval and 7770 Norfolk Avenue apartments. BTS continued work with Bethesda property owners Brookfield, Federal Realty Investment Trust, JBG, Bethesda Place and BF Saul. BTS also monitors pedestrian safety issues associated with construction projects in Bethesda. Major employers such as The Donohoe Companies, Chevy Chase Acura and AGA regularly host BTS events.

BTS worked with MCDOT to promote several new initiatives in 2018-2019, including education on dockless vehicles including e-bicycles and scooters, a Bethesda “Learn to Ride” bicycle class and separated bicycle lanes for Bethesda.

BTS communicates with employers and commuters through many channels including, direct mailing, emails, social media and e-newsletters. BTS created a new electronic “Bethesda Transportation Options” brochure for residential property managers highlighting downtown Bethesda transportation options available to residents. The monthly BTS e-newsletter is sent to more than 3,500 recipients.