The official voice of the Arlington, Virginia Chamber of Commerce

The Arinotoni

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Arlington Chamber of Commerce 2015 Annual Report

2016 Annual Corporate Sponsors



Table of Contents

2015 Chair's Message	• 3
2016 Chair's Message	• 4
2016 Board of Directors	• 5
2016 Executive Committee • • • • • • • • • • • • • • • • • •	• 6
2015 Highlights••••••••••••••••••••••••••••••••••••	• 7
2016 Committee Chairs	• 9
91st Annual Meeting & Award Winners	• 10
33rd Annual Valor Awards	. 12
Volunteer Arlington Day	. 12
2015 Arlington Best Business Award Winners	. 13
2015 State of the County	. 15
2015 Hospitality Awards	. 15

2015 By The Numbers



120 new members

Over 650 Facebook page likes

Over 3,400 Twitter followers



2015 Chair's Message



Kevin Shooshan

2015: A Turning Point for Your Chamber

Thank you, to all Chamber members. That's the most important message I can express as I write this last massage as Chair of the Arlington Chamber, a role that I was honored to be trusted with for 2015. We are a membership driven organization, and as Rich Doud always told me, "membership is the lifeblood of our Chamber." The Chamber is here to support all businesses in Arlington County, member or not, but it is all of you who have chosen to take an active role in this Chamber that allow us to continue our support this great County, a responsibility the Chamber leadership does not take lightly.

Here's a brief summary of what we accomplished in 2015, far beyond what I ever would have imagined when I walked into this role back in January of 2015. I had four main goals when we started the year: (1) grow membership, (2) increase the Chamber's role in Business Advocacy, (3) build a new Chamber website, and (4) assist in the pending site plan process for the redevelopment of the Ballston Common Mall. In short, we checked all four boxes:

1. In 2015, the Chamber added 120 new members.

2. We took a more active role than ever before, meeting with County officials, getting to Richmond, speaking at the County Board meetings on a constant basis, and submitting 15 public policy position papers to the County.

3. Met with Forest City on multiple occasions, submitted a public policy letter on behalf of the Chamber in support of the mall redevelopment, attended multiple meetings and ultimately both Kate Roche and I stood before the Board that late Tuesday night when Ballston Quarter was approved.

4. In November of 2015, the Board approved the development of a new website which is underway and will launch in 2016.

We certainly accomplished some goals, but your Chamber went so much further than that:

• Re-did our entire Strategic Plan, ensuring that the Chamber as a whole is working efficiently and towards a common mission, to create maximum value for our members

• Added both a full time position and committee focused solely on membership engagement

• Was recognized at a County Board meeting with a proclamation for Business Appreciation Month

• Featured in the Washington Post, Washington Business Journal, the Sun Gazette and began a relationship with ARLNow.com to better get the Chamber's voice out to the public on a more periodic schedule

• Launched the Young Entrepreneurs Academy (YEA!), helping build the next generation while providing a unique opportunity for our members to pass down their skills, invest or mentor a young entrepreneur. YEA! started with 13 students in 2015, and this year the class already increased to 20

And nothing's slowing down. If you have not had the opportunity to meet your new Chair, Todd Yeatts of The Boeing Company, please reach out to us or come to an event. 2015 was about evolving the Chamber for the new market we find ourselves in today, and from here we will continue to prosper.

Many of you know I like to leave a quote at the end of each of these messages, so how could I not sign off my year with a simple, "you like that!" –Kirk Cousins

Kevin Shooshan The Shooshan Company

2016 Chair's Message



Todd Yeatts

Continuing our Work

With one month in 2016 behind us, the excitement is real, the opportunities are there and the future remains bright for our Chamber.

While the end of January snowstorm was painful and the aftermath lingered, I look back on the highlights from last month. SMART Start kicked off our 2016. This free networking event is a great place for prospective, new and existing members to learn more about the Chamber, events and how to get involved. Our Breakfast Connection was held at the Holiday Inn Rosslyn and was well attended, offering members the opportunity to get business done before most businesses get started.

We had a successful Business After Business at Ruth's Chris Steak House in Crystal City. More than 100 people attended the kick-off BAB and it was a great time for all and a tone-setter for events to follow.

Our 2016 Board Orientation and first Board meeting of the year was held on January 22 at the Boeing Long Bridge facility. Despite the threat of the pending snowstorm, we accomplished our goals, welcomed new members and left ready to get Chamber business done.

All of our committees met and continue to move our agenda forward, but for the first time, we held a Membership Summit which was joint meeting of the Membership Development, Membership Engagement and Ambassador's committees. It is critical that these three committees remained aligned and benefit from the collective work that each perform.

Of particular note was our 92nd Annual Business Gala, held on the last Saturday of the month. This event showcased the hard work of the Gala committee and Chamber staff. It gave our members a 2015 celebration they deserved and a 2016 kick-off we needed! Arlington's Best Night Out was SOLD OUT!

As you know from attending events or for those of you that just read about our events, we know how to network and socialize but first and foremost we are focused on advocacy to ensure a positive business climate in Arlington.

Our President, Kate Roche was an ever-present figure with County leadership this month, presenting at Arlington County Manager, Mark Schwartz's Executive Leadership Team on Tourism. She and I represented the Chamber at Leadership Arlington's, "Meet the Chair" event at George Mason University and at Governor Terry McAuliffe's economic development announcement at 1776 in Crystal City, where we welcomed Shift Technologies to our County!

Our Government Affairs and Economic Development Committee continues its hard-work reviewing General Assembly Bills, County Board items and issues that impact our business community. This month they also hosted the new County Board Chair, Libby Garvey at their meeting.

Our work was not confined to Arlington, our Chamber was in Richmond last month, as we will be this month, advocating for Senator Janet Howell's Senate Bill 160 and Delegate Patrick Hope's House Bill 1147 which are companion bills that would reinstate the authority of Arlington County to have an additional transient occupancy tax for the purpose of promoting tourism and business travel in the county.

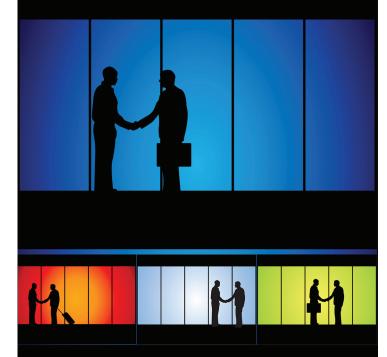
We work hard for our members and we offer opportunities for engagement, networking and just fun! Join us! We can accomplish great things for our Chamber, our County and our Commonwealth.

Todd Yeatts The Boeing Company

5

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2016 Executive Committee



Chair Todd Yeatts The Boeing Company



Tina Walker BAE Systems



Immediate Past Chair Kevin Shooshan The Shooshan Company



Past Chair Tim Hughes Bean, Kinney & Korman, P.C.



President & CEO Kate Roche Arlington Chamber of Commerce



Treasurer Lindsey Rheaume EagleBank



Assistant Treasurer Scott Ritter United Bank





Vice Chair— Communications Shannon Bailey Global Thinking



Vice Chair— Business Advocacy David Kinney Kinco, LC



Vice Chair— Member Affairs Joe Prentice State Department Federal Credit Union



Vice Chair— Membership Development David Isaacson TMI Foundation



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2015 Highlights

Advocacy: The Chamber increased its advocacy presence substantially in 2015.

The Chamber authored over 15 Public Policy Position letters in 2015 on matters affecting the Arlington business community. We saw the impact of these positions in policy outcomes throughout the year, and Chamber position letters were cited by County Board Members when discussing their positions on a number of topics, including VDOT, Parking Meter Extension, Affordable Housing Master Plan, Realize Rosslyn, Retail Action Plan and Ballston Quarter.
President & CEO Kate Roche testified at eight County Board Meetings this year and attended several additional Work Sessions on behalf of the Chamber.

• The Acting County Manager noted the Chamber's increased business advocacy voice and that the business community was finally showing up.

• The Chamber was also recognized at a May County Board Meeting with a Business Appreciation Month proclamation.

• We strengthened our working relationship with the Arlington County Board, as seen in the Chamber's position being recognized at several Board Meetings in Board discussions and steady communication with County Board Chair, meetings and conversations with all Board Members.

Governance: In 2015, the Chamber instituted a much more comprehensive Board Orientation process. We developed Board Orientation materials and a comprehensive manual for all Directors. Also, with the gracious help of Betsy Frantz and The Leadership Center for Excellence powered by Leadership Arlington, the Chamber developed a new Strategic Plan covering the next three years of operation, guiding us into the future and helping us continue to serve the Arlington business community.

Membership Engagement: Membership Engagement continues to be a priority for the Chamber. In early 2015, the Chamber welcomed Alex Held in the newly created position of Membership Engagement Manager, and the Membership Engagement Committee is now fully up and running and responding well to the needs of our members. With the help of Alex and the Membership Engagement Committee, we have filled the gap of what happens to members after their first year of membership. This ensures that every active member is contacted twice a year – once by the Membership Engagement Manager thanking them for their renewal and once at the mid-year point by a trained member of the Membership Engagement Committee reaching out to make sure they're aware of opportunities and getting what they're looking for from their membership.



2015 Young Entrepreneurs Academy (YEA!) students at the Investor Panel

New Programs: 2015 was a successful year for new programs at the Chamber!

The inaugural class the Young Entrepreneurs Academy (YEA!) Arlington Chamber began in early 2015. This innovative program helps build the next generation of entrepreneurs while providing impactful ways for our members to be involved as volunteers, ranging from business plan reviewer to mentor to investor panelist. The 2015 graduating class of the YEA! program had 13 students, all of whom went on to launch their own businesses or nonprofits before the completion of the program. Building off the success of 2015, the YEA! Arlington class of 2016 started their program in late 2015 with 20 students.
In May 2015, the Chamber hosted a Candidate Forum, and all

eight candidates who were running for the two soon to be vacant County Board seats participated. The business-themed candidate forum featured a discussion of topics important to the Arlington business community and was moderated by Scott Thuman, Emmy-award winning, Senior Political Reporter for ABC7 News and News Channel 8. The forum also provided each

candidate with the opportunity to engage with local business leaders and address the key issues for the business community. **Media/PR**: The Chamber maintained a consistent presence

in the local media, being featured in The Washington Post, Washington Business Journal and Virginia Business Magazine, as well as Arlington Magazine, ARLNow, the Sun Gazette and



the Connection Newspapers. We accomplished our goal of substantive coverage of Chamber programs.



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Communications Council Amanda Fischer, Grade A Marketing & Alexa Fox, Segue Technologies

Community Action Committee Linda Kelleher, Culpepper Gardens & Meg Rapelye-Goguen, Phoenix Bikes

Education & Workforce Development Committee Jim Egenrieder, Arlington Public Schools & Alessandra Colia, Urban Alliance

2016 Gala Committee David Isaacson, TMI Foundation

Government Affairs/Economic Development Committee Brian Gordon, Apartment and Office Building Association & Tad Lunger, McGuireWoods LLP

Green Business Committee John Gallagher, IAM Services, Corp.

Hotel General Managers Committee Dori Familiant, DoubleTree by Hilton Washington DC-Crystal City & Chris Raines, Holiday Inn Rosslyn

Membership Development Committee Greg Mullan, George Mason Mortgage, LLC

Membership Engagement Committee Jasmine Gould, Strategic Consulting Partners &

Tristan Wright, M&T Bank

Opportunity Works Campaign

Barbara Nicastro, The Law Offices of Barbara E. Nicastro & Joe Prentice, State Department Federal Credit Union



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The 91st Annual Meeting



2015 Chair Kevin Shooshan, Keynote Speaker Aneesh Chopra, and Kate Roche

On Friday, December 11, more than 270 members and guests gathered at the **Sheraton Pentagon City Hotel** to celebrate the success of 2015 and look forward to what is to come in 2016. The afternoon included presentation of awards, announcement of 2016 Board of Directors by 2016 Chair **Todd Yeatts.** Keynote Speaker, Aneesh Chopra, also spoke about the opportunity we have in Arlington to unleash the potential and create jobs in our area.



2015 Chair Kevin Shooshan, 2016 Chair Todd Yeatts, and 2017 Chair Tina Walker

2015 Chair Kevin Shooshan, The Shooshan

Company, highlighted some of the Chamber's accomplishments from 2015, including starting work on a new Chamber website and increasing advocacy efforts. 2015 was an exciting year for the Chamber, and we look forward to continuing that growth 2016.

Kevin Shooshan and President & CEO **Kate Roche** honored those who have significantly contributed to the Chamber's successes in 2015 with a presentation of the annual awards.

2015 Award Winners

2015 Chair's Award Leadership Center for Excellence

The Leadership Center for Excellence powered by Leadership Arlington was honored with the Chair's Award which was accepted on behalf of Leadership Center for Excellence by Betsy Frantz, President and CEO of Leadership Arlington. Betsy and Leadership Center for Excellence generously donated their time and expertise to facilitate the process of developing a new strategic plan for the Chamber, helping our task force develop a plan that will help guide the Chamber in the future, keeping us relevant to our members and serving the evolving needs of the Arlington business community.

2015 President's Award David Kinney Sponsored by Allied Telecom

The prestigious President's Award, sponsored by **Allied Telecom**, was presented to **David Kinney** of **Kinco**, **LC**. In 2015, the Chamber significantly increased it's advocacy presence. **David** played a vital role as Vice Chair of Business Advocacy spending countless hours collaborating with other Chamber leaders to draft our numerous public policy position letters, truly helping the Chamber be the voice of the business community.

2015 Committee of the Year Award Membership Engagement Committee

The Committee of the Year Award was presented to the Membership Engagement Committee, co-chaired by **Tristan Wright** and **Jasmine Gould**. In 2015, the Membership Engagement Committee was launched to better connect with all current members, communicate engagement opportunities, and help each member develop ways to maximize their membership. The co-chairs were able to get the committee running quickly and effectively, and the procedures used by the Membership Engagement Committee are already turning into processes utilized by other Chamber committees.



Betsy Frantz accepting the 2015 Chair's Award on behalf of Leadership Center for Excellence.



David Kinney accepting the 2015 President's Award.



Membership Engagement Committee co-chairs Jasmine Gould and Tristan Wright accepting the 2015 Committee of the Year Award.



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Honoring Arlington's Heroes

On Wednesday, April 15, the Chamber hosted the 33rd Annual Valor Awards to recognize the men and women who so valiantly keep Arlington safe year round. The Valor Awards honored members of Arlington County's Office of Emergency Management, Police Department, Fire Department and Office of the Sheriff for their extraordinary heroic efforts in the line of duty. The honorees were recognized for their courageous, often lifesaving actions in the line of duty. This year, the Chamber also honored Arlington County **Chief of Police M. Douglas Scott** who retired in March following a 40-year career in law enforcement, including 12 years as Arlington County Chief of Police.



More than 140 local volunteers from various businesses and organizations lent a helping hand to 15 area nonprofits as part of Volunteer Arlington Day 2015 on Tuesday, April 21. Produced by the Arlington Chamber of Commerce, this annual tradition matches members of the business community with rewarding half-day service projects throughout Arlington County.

The participating nonprofits had a variety of tasks for volunteers. Some helped with restocking and sorting food drive donations, others organized books in the library for after school programs for elementary school students, while others helped with landscaping projects at various sites, and more.



2015 Valor Award Winners with Chief Scott





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2015 Arlington's Best Business Awards

The Arlington Chamber of Commerce celebrated the 29th Annual Arlington's Best Business Awards on May 19, 2015. Recipients of these awards represent businesses that have consistently provided outstanding quality of service and products, achieved significant growth or stability over the lifetime of their business, and displayed industry leadership.

2015 Arlington Best Business Award Recipients:

Capitol Shine - 2015 Retail Small Business of the Year **Pavlov Financial Planning** - 2015 Home-Based Business of the Year

Culpepper Garden - 2015 Nonprofit of the Year **Alectrona** - 2015 Technology Small Business of the Year **Rosslyn BID** - 2015 Service Small Business of the Year **Yuck Old Paint, LLC** - 2015 Green Business of the Year **LMO Advertising** - 2015 Business of the Year **Crystal City Sports Pub** - 2015 Business of the Year

The event also recognized new inductees to the Arlington Business Hall of Fame, honoring the accomplished Arlington



2015 Doing Good Award winner Sun Gazette Newspapers, represented by Bruce Potter, and Friend of Small Business Ann Bisson

business people dedicated to improving the local economy and quality of life. This year's inductees included **Sydney Dewberry**, Chairman Emeritus and Founder of Dewberry, **Russell Hitt**, Chairman of HITT Contracting, and the late **Ashton Jones** (honored posthumously), Arlington developer.

The "Doing Good" Award

2015 Arlington Best Business Award winners



(L-R) 2015 Arlington Business Hall of Fame inductees: Russell Hitt, represented by his son Brett Hitt, Sydney Dewberry, and the late Ashton Jones, represented by his daughters Sally Brodie, Margaret O'Grady, and Susan Jordano.

was presented by the Philip M. Keating Fund for the Future for the fourth year. This award honors a company who is "doing good while doing well," meaning a prosperous business who constantly makes it a priority to support the community. This year's recipient was **Sun Gazette Newspapers**. Also in 2015, the Friend of Small Business Award honoring an individual in Arlington who has demonstrated a long record of helping small businesses succeed within the county was awarded to **Ann Bisson**, Deputy Commissioner of Revenue.

2016 Chamber Staff

Kate Roche, President & CEO

Cassie Bate, Events & Development Director

Mike Rosenow, Membership Director

Meredith Smith, Communications Manager

Alex Held, Membership Engagement Manager

Hannah Dannenfelser, Member Services Administrator

Victoria Klisch, Part-time Events Associate



(L-R) Mike Rosenow, Cassie Bate, Kate Roche, Meredith Smith, Hannah Dannenfelser, Alex Held



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Recognizing Arlington's Hospitality Superstars

More than 90 front-line workers within Arlington's hospitality industry were honored at the 11th Annual Hospitality Awards Ceremony. Hospitality Award winners are nominated for outstanding customer service, excellence in profession and continuously exceeding their job description. The ceremony also honors those who have served in the Arlington hospitality industry for 25 or more years through the Bob Klein Legendary Service Award.

ARLINGTON HOSPITALITY SUPERSTAR



2015 Hospitality Superstars

2015 Bob Klein Legendary Service Award

Of all the service stories told at the ceremony, some of the most inspiring are those for legendary service of 25 or more years. The award was renamed The Bob Klein Legendary Service Award several years ago in honor of the late General Manager of the **Holiday Inn National Airport** who was instrumental in creating the Hospitality Awards program and its success for the first five years. The following are the 2015 Legendary Service Award Winners and their years of service:

Pedro Mendoza, Hyatt Regency Crystal City (25+) Fidel Castellanos, Ritz-Carlton Pentagon City (25+) Fidel Andrades, The DoubleTree Hotel

Washington DC-Crystal City (25+) Blanca Rodriquez-Acosta, Key Bridge Marriott, (25+) Barbara Moore, Holiday Inn Arlington at Ballston (27) Vino Mohan, Holiday Inn Rosslyn (27+) Ever Aguilar, Holiday Inn Arlington at Ballston (27+) Thanh Ly, Crystal Gateway Marriott (28) Jennifer Scott, Hyatt Regency Crystal City (28+) Juana Cruz de Saravia, Westin Crystal City (28+) Juana Cruz de Saravia, Westin Crystal City (29+) Hanh Vu, Hyatt Regency Crystal City (30) Hien Tho, Key Bridge Marriot (30+) Teka Habtemariam, Crystal City and Crystal Gateway Marriott hotels (30+) Joanne Hemsley, Americana Hotel (30+) Gardenia Benjamin, Americana Hotel (30+) Theoun Chay, Hyatt Regency Crystal City (31) **Blanca Vasquez**, Crystal City and Crystal Gateway Marriott hotels (31) Isaac Armstead, Crystal Gateway Marriott (33) Claude Hawkins, Crystal Gateway Marriott (33+) Maria Zavala, Americana Hotel (34) Juan Lopez, Americana Hotel (34) Gerald "Jerry" Gminder, Crystal City Marriott (35+) Vieng Chanthachack, Crystal City and Crystal Gateway Marriott hotels (35) Sheila Ennison, Crystal City and Crystal Gateway Marriott hotels (35) Gloria Urrutia, Crystal City and **Crystal Gateway Marriott hotels** (41) Joydene Smith, Crystal City and Crystal Gateway Marriott hotels (42)

Hynes Shares Arlington's Economic & Development Status

On June 24, 2015, the Honorable **Mary Hynes**, 2015 Arlington County Board Chair, delivered her address at the annual State of the County, providing attendees with an overview of the economic and development status of the County as her tenure on the Board comes to a close. Before a crowd of 150 business, nonprofit and civic leaders, **Hynes** provided the community an update of overall County conditions, achievements and progress made on the County's economic and development goals and shared the Board's plan for the future. **Hynes** discussed several key topics affecting the Arlington community, including the cancellation of Arlington's streetcar project, which she called the hardest decision of her career. **Hynes** also said prioritizing economic development while keeping focus on issues like affordable housing and siting of public facilities is a key challenge for current and future Arlington leaders. During the Q&A session, **Hynes** shared that the most fun she had during her tenure was opening new playgrounds in Arlington.



2015 Arlington County Board Chair Mary Hynes

The Chamber also recognized County Manager **Barbara Donnellan** for her 32 years of service at the State of the County. After more than three decades of service to Arlington County and almost five years as County Manager, **Ms. Donnellan** retired at the end of June.



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> The mission of the **Arlington Chamber** of Commerce is to strengthen businesses and the economic environment for those who work, live and do business in Arlington.

The vision of the **Arlington Chamber of Commerce** is to be the essential partner for business success.



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CHAMPIONS *

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GOLD LEVEL

1776 Wilson Boulevard (Lincoln Property Company) 2201 Wilson (Equity Residential) 3001 & 3003 Washington Blvd (The Penzance Company) 4420 N Fairfax Drive 800 N Glebe (The JBG Companies) American Waterways Operators Ashoka Association of State and Territorial Health Officials Avalon Arlington North (Avalon Bay Communities) Avalon Courthouse Place (Avalon Bay Communities) **Ballston Point (Monument Realty)** Bennett Park Apartments (Bozzuto) Clarendon Center (Saul Centers) CNA Courthouse Tower (Lincoln Property Company) Crystal Malls - 1800 S. Bell (Vornado - Charles E. Smith) Crystal Malls - 1801 S. Bell (Vornado - Charles E. Smith) Crystal Malls - 1901 S. Bell (Vornado - Charles E. Smith) Crystal Parks - 2011 Crystal Drive (Vornado - Charles E. Smith) Crystal Parks - 2121 Crystal Drive (Vornado - Charles E. Smith) Crystal Parks - 2231 Crystal Drive (Vornado - Charles E. Smith) Crystal Parks - 2345 Crystal Drive (Vornado - Charles E. Smith) Crystal Parks - 2451 Crystal Drive (Vornado - Charles E. Smith) Crystal Plazas - 2001 Jefferson Davis Highway (Vornado - Charles E. Smith) Crystal Plazas - 2100 Crystal Drive (Vornado - Charles E. Smith) Crystal Plazas - 2200 Crystal Drive (Vornado - Charles E. Smith) Crystal Plazas - 2221 S. Clark (Vornado - Charles E. Smith) Crystal Squares - 251 18th St (Vornado - Charles E. Smith) **Discovery Elementary School**

Dorchester Towers (E.G. Reinsch Company) **Environ International Corporation FI** Consulting Garfield Park (Kettler) Healthcare Distribution Management Association Jacobs **Keppler Speakers** Meridian at Ballston Commons (Paradigm) Meridian at Courthouse Commons (Paradigm) Navy League of the United States North Tract Lofts (Greystar) Offender Aid and Restoration One Liberty Center (Kodiak Realty Services, LLC) Potomac Tower (Brookfield Properties) Renaissance Arlington Capital View Hotel Shirlington Tower (Moore & Associates) Smithsonian Institution - OCon & PPM The Amelia (Dittmar Company) The Beacon Clarendon (ZRS Management) The Common Application The Gramercy (Gates Hudson) The Madison at Ballston Station (Paradigm) The Millennium at Metropolitan Park (Kettler) The Nature Conservancy The Regent (The JBG Companies) Two Liberty Center (Kodiak Realty Services, LLC) Virginia Square Plaza (Dittmar Company) Waterview (Paramount Group) Winrock International

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DEPARTMENT OF ENVIRONMENTAL SERVICES Arlington County Commuter Services

