



**TAKOMA** ♦  
**LANGLEY**  
**CROSSROADS**  
DEVELOPMENT  
AUTHORITY, INC.



# 2019

## Annual Report

A photograph of a middle-aged man with light hair, wearing a dark sweater, standing in a workshop or store. The background is filled with shelves of various items, including boxes, containers, and tools. The entire image has a warm, orange-red color overlay. A white box with a black border contains the text 'About the CDA'.

## About the CDA

The Takoma Langley Crossroads Development Authority (CDA) is a nonprofit business association authorized by the City of Takoma Park to manage the Crossroad's Commercial District, located in the heart of Maryland's International Corridor. Established in 1987 by its business and property owners, the CDA focuses on marketing, maintaining, beautifying, and ensuring safety in our multi-cultural and vibrant commercial district. CDA membership includes 177 businesses and 21 property owners. Services are primarily funded through a license fee assessed by the City of Takoma Park on businesses and property owners located in the geographic radius of the commercial district.

The CDA is led by a dynamic Board of Directors consisting of business and property owners from each of the Crossroad's 5 major commercial areas and an ex-officio representative from the City of Takoma Park.

# THE CDA BOUNDARY MAP



While the Takoma Langley Crossroads Planning Area crosses municipal and county boundaries the CDA's jurisdiction rests solely in the City of Takoma Park. The CDA's boundaries extend along University Blvd East from the Carroll Ave intersection to 1355 University Blvd East (Pollo Campero).v CDA boundaries then extend South along New Hampshire Ave from University Blvd to 7405 New Hampshire Ave (IHOP).

- a. Merrimac Square / Horning Brothers
- b. Hampshire Langley Plaza / Saul Centers
- c. Crossroads Professional Building / Stout & Teague
- d. Takoma-Langley Crossroads Center / JBG Smith
- e. EZ Storage
- f. Hampshire Place / Meisel Cohen
- g. Hampshire Lodging Inc.

**38 properties**  
**180 Businesses**

# CROSSROADS MARKET REPORT, UNDERSTANDING THE BUZZ

“The retail at the intersection of University Boulevard E and New Hampshire Avenue contains several shopping centers with a variety of international, locally-owned retail. These centers are typically anchored by Aldi, Megamart and Walgreens.”

**MONTGOMERY COUNTY RETAIL STUDY, 2017**

- 198 Businesses and Property Owners in the Takoma Langley Crossroads
- Part of the Silver Spring Submarket
- Average Daily traffic (AADT) volume along New Hampshire Avenue Corridor of 30,000-40,000 vehicles including commuter and commercial Traffic. (MD SHA, New Hampshire Avenue Corridor Economic Development Potential, 2017)

## Secrets of Success\*

- Accessibility to arterials, including Washington beltway and the I-95 and public transportation.
- Resident population of diverse origins which supports specialized goods and services.
- Proximity to major employment and entertainment attractors that are easily accessible by car and transit, including Washington D.C. A stone’s throw away from the University of Maryland, Silver Spring, White Oak, and Prince Georges Plaza.

*\*City of Takoma Park New Ave Market Profile, 2010*

## Crossroads by the Numbers

|                          |         |
|--------------------------|---------|
| Existing SF              | 476,509 |
| Rent Per SF              | \$26*   |
| Vacancy Rate             | .4%*    |
| Average Months on Market | 6.7*    |

*\*Source CoStar*

## Purple Line

A 16-mile light rail line that will extend from Bethesda in Montgomery County to New Carrollton in Prince George’s County with direct connections to Metrorail, MARC, Amtrak and local bus services. Construction is underway and service is scheduled to begin in late 2022. The Takoma Langley Station will be located directly in the center of the commercial district. It is anticipated to increase accessibility to and from the Crossroads, bringing new customers and businesses to the area and improving access to jobs for residents.

## Purple Line Alignment



# CROSSROADS MEMBER SPOTLIGHT



**Mohammed Yusif**  
DIMA FURNITURE

Mohammed Yusif opened Dima Furniture in 2009 while studying Accounting at the University of Maryland, College Park. He heard that Takoma/Langley was a good place for business and found space for lease in the Takoma Langley Crossroads Center. Mohammed was attracted to the visible location and its proximity to the University/New Hampshire Ave intersection.

Mohammed grew up in the furniture business and entrepreneurship runs in his blood. His father, a Palestinian immigrant, owned a furniture store in New York City, and his uncle owns three Maryland stores, including Mario's Discount Furniture in Wheaton. Mohammad worked for both of them, before opening his own store. He is assisted by his younger brother Ali and two full-time employees

Word-of-mouth advertising is the norm for Dima Furniture, and customers of every ethnicity come from throughout the region, old and young. In the future, Mohammed would like to expand Dima Furniture to expand his floor space and storage.



**Carmen Koldaro**  
CAPITAL STORES II

Carmen opened Capital Stores II in 1994, celebrating its 25th anniversary in the Crossroads this year! They carry dresses, tuxedos, shoes and other celebratory ware. Koldaro moved from her home country of Ecuador in 1985. She owned a business in Quito, Ecuador that sold pillows, but saw better business opportunities for women in the United States. Around 2005, Carmen and her husband, Avi, merged their stores combining Avi's moped sales business with Carmen's dresses, linens, and household items. This combination creates the vibrant, unique business you see today. Koldaro loves connecting with her customers, coming from as far away as Baltimore and Richmond, and learning about their tastes and needs.

# FY19 CDA ACCOMPLISHMENTS

## Marketing



**OVER 1K**

visitors attracted  
to the Takoma  
Langley Crossroads  
for 2 annual street  
festivals



Crossroads  
Branded  
Shopping Bags  
Distributed to  
Retailers



radio ads  
sponsored for  
area businesses  
on Takoma Radio



Crossroads  
Street Banners  
along New  
Hampshire Ave  
and University  
Blvd.

## Business Engagement and Assistance



**100 HOURS**

of technical assistance provided  
to Crossroads businesses in  
partnership with Latino Economic  
Development Center



**HOSTED 6 BUSINESS  
NETWORKING EVENTS**

featuring city, county, and  
state elected officials

## Beautification and Maintenance



flower planters maintained



150

hours of litter pick up



4.8K

cans and bottles removed from Crossroads streets



illegal signs removed



rounds of weeding, pruning, and mulching of landscaping in public space

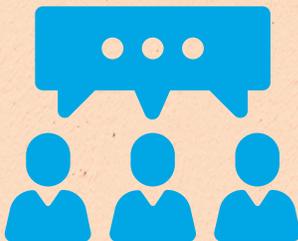


Volunteer Litter Cleanup Days along New Hampshire Ave



holiday wreaths hung on Holton Lane Street Lamps

## Purple Line Construction Impact Mitigation and Business Support



Coordinated with Purple Line, Purple Line Now, and the Purple Line Transit Corridor Coalition to

### IMPROVE COMMUNICATION

with CDA members and advocated for impact mitigation and support services for businesses in the Crossroads.



# FY20 CDA Goals



**INCREASE TECHNICAL ASSISTANCE** and support services, partnering with organizations such as the Latino Economic Development Center, to enable Crossroads Businesses to survive and thrive during and after Purple Line construction.



**CONTINUE ADVOCATING** for Purple Line construction mitigation assistance for small businesses at the State, County, and City level.



**PARTNER WITH** the City of Takoma Park's Economic Development Department to commission a Market Analysis capturing data about the evolving market surrounding the Takoma Langley Crossroads.





## CONNECT BUSINESSES AND ENTREPRENEURS

interested in locating in the Takoma Langley Crossroads with available space and property owners.



## PRODUCE 3 ANNUAL STREET FESTIVALS

(SpringFest, Night Market and a new Holiday Market), to attract customers and introduce them to Crossroads businesses. Increase attendance at annual events through expanded bi-lingual community outreach and unique event attractions and partnerships.



## PROVIDE RETAILERS

with Crossroads Re-Usable Shopping Bags as environmentally friendly branding for the commercial district.



## MAINTAIN PUBLIC AREAS

in the Takoma Langley Crossroads with weekly litter pick-up, monthly landscaping, and planter maintenance.



## IMPROVE SECURITY AT CROSSROADS SHOPPING CENTERS

by installing parking lot security cameras in partnership with the Takoma Park Police Department.

# FY19 STATEMENT OF ACTIVITY & STATEMENT OF FINANCIAL POSITION

the following is pre-audit financial information

## Statement of Activity

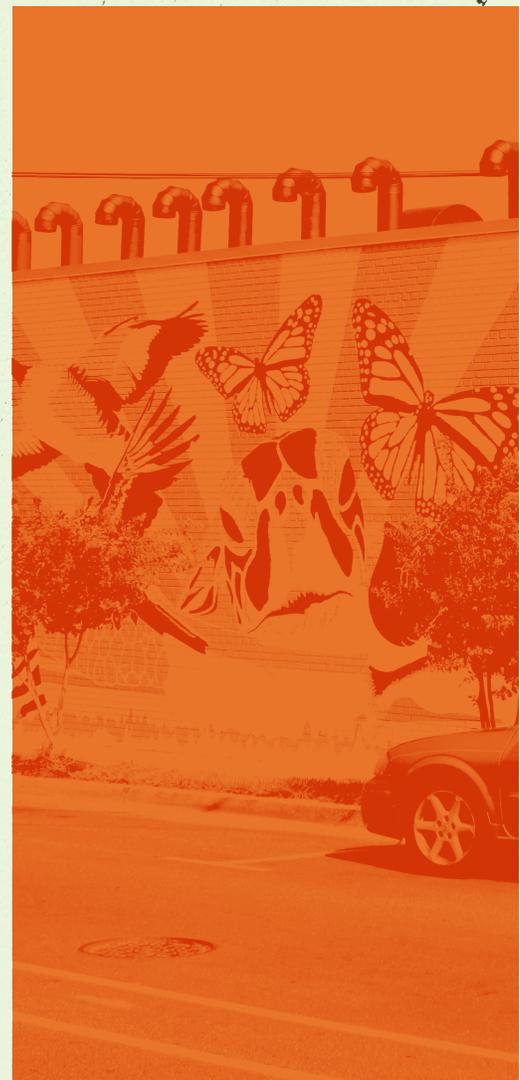
JULY 2018 - JUNE 2019

| REVENUE  |                     |
|--|---------------------|
| <b>43300 Direct Public Grants</b>                      | <b>\$39,950.00</b>  |
| <b>47200 Program Income</b>                            |                     |
| 47220 Member Assessments                               | \$280,522.16        |
| 47221 Event Income                                     | \$890.00            |
| <b>Total 47200 Program Income</b>                      | <b>\$281,412.16</b> |
| <b>TOTAL REVENUE</b>                                   | <b>\$321,362.16</b> |
| <b>GROSS PROFIT</b>                                    | <b>\$321,362.16</b> |
| EXPENDITURES   |                     |
| <b>60900 General &amp; Administrative Exp</b>          | <b>\$170,993.67</b> |
| <b>65100 Program Expenses</b>                          |                     |
| 65104 Events (SpringFest, Night Market)                | \$20,245.67         |
| 65110 Advertising Marketing Expense                    | \$929.56            |
| 65161 Crossroads Shopping Bags and Marketing Materials | \$25,513.23         |
| 65165 Management of TLCrossroads Website               | \$1,320.10          |
| 65166 Radio/Social Media Advertising                   | \$1,200.00          |
| <b>Total 65110 Advertising Marketing Expense</b>       | <b>\$28,962.89</b>  |
| 65114 Banners Manufacture                              | \$2,902.58          |
| 65115 Banners Installed                                | \$2,310.00          |
| 65116 Banner Installation Materials                    | \$25.00             |
| 65117 Banner Maintenance                               | \$2,862.00          |
| 65119 Grounds Maintenance, Watering                    | \$23,676.31         |
| 65124 Membership Meetings                              | \$259.57            |
| 65126 Business Training and Technical Assistance       | \$2,000.00          |
| <b>Total 65100 Program Expenses</b>                    | <b>\$83,244.02</b>  |
| <b>TOTAL EXPENDITURES</b>                              | <b>\$254,237.69</b> |
| <b>NET OPERATING REVENUE</b>                           | <b>\$67,124.47</b>  |
| OTHER REVENUE  |                     |
| 91000 Other Income                                     | \$150.00            |
| 90000 Interest Income                                  | \$32.15             |
| 90001 Late Fees for Lic                                | \$57,425.24         |
| 90002 Previous Yr Lic Fees                             | \$1,032.86          |
| 90004 Returned Check Charges                           | \$7.94              |
| <b>Total 91000 Other Income</b>                        | <b>\$58,648.19</b>  |
| <b>TOTAL OTHER REVENUE</b>                             | <b>\$58,648.19</b>  |
| <b>NET OTHER REVENUE</b>                               | <b>\$58,648.19</b>  |
| <b>NET REVENUE</b>                                     | <b>\$125,772.66</b> |

## Statement of Financial Position

AS OF JUNE 30, 2019

| ASSETS                              |                     |
|-------------------------------------|---------------------|
| Current Assets                      | \$336,676.96        |
| Fixed Assets                        | \$8,333.51          |
| <b>TOTAL ASSETS</b>                 | <b>\$345,010.47</b> |
| LIABILITIES AND EQUITY              |                     |
| Liabilities                         | \$5,051.08          |
| Equity                              | \$339,959.39        |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$345,010.47</b> |



# FY20 BUDGET

## Income

|                             |                     |
|-----------------------------|---------------------|
| Direct Public Grants        | <b>\$36,750.00</b>  |
| Program Income              |                     |
| Member Assessments          | \$279,873.00        |
| Event Income                | \$1,000.00          |
| <b>TOTAL PROGRAM INCOME</b> | <b>\$280,873.00</b> |
| <b>TOTAL INCOME</b>         | <b>\$317,623.00</b> |

## Expense

|   |                     |
|---|---------------------|
| General & Administrative Exp                | <b>\$182,012.06</b> |
| Program Expenses                            |                     |
| Events                                      | \$23,819.00         |
| Festival Fees                               | \$140.00            |
| Graphic Design                              | \$3,300.00          |
| Holton Lane Holiday Decoration Installation | \$625.00            |
| Business Assistance & Training              | \$13,000.00         |
| Business Survey and Market Research         | \$10,000.00         |
| Advertising Marketing Expenses              | \$28,610.00         |
| Security Services                           | \$10,000.00         |
| Banner Maintenance                          | \$500.00            |
| Grounds, Maintenance, Watering              | \$30,708.29         |
| Planters, trash cans, benches               | \$4,000.00          |
| <b>TOTAL PROGRAM EXPENSES</b>               | <b>\$124,702.29</b> |
| <b>TOTAL EXPENSES</b>                       | <b>\$306,714.35</b> |
| <b>NET INCOME</b>                           | <b>\$10,908.65</b>  |

## FY2019 Board of Directors

### OFFICERS

Mike Gordon  
Stout and Teague  
PRESIDENT

Mara Stein  
Stein Legal, LLC  
SECRETARY

### DIRECTORS

Yewande Aigbedion  
A Plus Medical

George Aninwene  
McDoris Fashion & Fabrics

Linda Cornelius  
Law Office of Linda Cornelius

Jose Luis Diaz  
CCI Health and Wellness Services

Sammy Franco  
Discount Mart

Brittany Frankel  
Saul Centers Inc.

### EX-OFFICIO

Talisha Searcy  
Council Member, Ward 6  
City of Takoma Park



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## Staff

Kayleigh Gunnoud  
EXECUTIVE DIRECTOR

Jacqueline Rivera  
MARKETING AND  
PROGRAMS COORDINATOR

## Credits

Katie Jett Walls  
RED TURTLE PHOTOGRAPHY

Sam Kittner  
PHOTOGRAPHY

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