

DOWNTOWNDC case study



Maximizing Prioritization and Organization

Since 1997 the DowntownDC Business Improvement District (BID) has been all about making a difference—right in DC, in the ways that it matters most. They take pride in keeping the streets clean and inviting, uplifting local businesses, and creating spaces that bring people together—all to make downtown DC a place that feels like home.

Their work is hands-on, community-focused, and driven by the belief that even the smallest actions can have a big impact. From hosting events that bring the neighborhood together to advocating for the changes the city needs, they are there to make downtown DC better every day.

To maximize the organization's efficiency and impact, Gerren Price, President & CEO of Downtown DC BID, brought SV Branches in to support his office and ultimately optimize the internal operations that are essential to achieving Downtown DC BID's vision for the District of Columbia.

OBJECTIVE: Calendar Management

Gerren was in immediate need of managing his calendar. He was unable to ensure he could be fully present where he needed to be due to too many conflicting meeting requests and a chronically overbooked calendar. An added complicating factor was that his role required him to be physically present for meetings being hosted across the DC area. By working with SV Branches' Karla Ciavarella, Gerren was able to solve his scheduling challenges, allowing him to focus his capacity on the work as opposed to managing his logistics.

KEY DELIVERABLES

- Meetings now require time allotment, location, attendees, and meeting purpose.
- Color coding system to easily identify meeting purpose, including whether the meeting is for internal or external purposes.
- All meetings are set, scheduled, and identified with a clear location. Travel time is now incorporated on the calendar.
- Regular resolution of all meeting conflicts.
- Creation of "intentional time" on calendar for focus time, lunch, and necessary breaks at strategic points in the day to maximize CEO capacity



SV BRANCHES, INC.

VIRTUAL ASSISTANTS
FOR YOUR PERSONAL AND
PROFESSIONAL LIFE

Gerren G. Price
President & CEO



SV Branches' Virtual Executive Assistant Services have been a game-changer for both my personal productivity and the efficiency of the DowntownDC BID. Karla has been more than an assistant—she has been a trusted partner in helping me navigate a demanding schedule with ease. Her attention to detail, proactive approach, and ability to anticipate my needs have given me the freedom to focus on high-level strategy, knowing that everything behind the scenes is running smoothly. She has not only optimized my workflow but has also brought a level of calm and organization that has made a real difference in my day-to-day and that of my team. I highly recommend SV Branches to any leader looking to maximize their time and impact.