

# InnerLoop

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10,000 square feet on the third floor of the arena. The offices could be ready as early as February.

The move from the **Kettler Capitals Iceplex**, where the Mystics currently share offices with the Capitals, will mark the team's physical independence.

The Mystics are owned by D.C.-based **Lincoln Holdings LLC**, the same company that owns the **Washington Capitals** and 44 percent of **Washington Sports and Entertainment Limited Partnership**.



Bibb

That partnership, which owns the **Verizon Center**, made space at the arena for the team's management well before COO **Greg Bibb** arrived Oct. 1. But Bibb sees the move as vital — and timely — as he pushes to raise awareness of the Mystics and the Women's National Basketball

Association.

While the team got local attention when **Black Entertainment Television** co-founder and billionaire **Sheila Johnson** took over as president two years ago, attendance is still not high enough as the team enters its 11th season.

The Mystics had 7,788 fans on average per game during the 2007 season, down 0.6 percent from last year. The showing was slightly better than league's average attendance of 7,742.

From the Verizon Center, Bibb's coterie will be able to host prospective corporate sponsors and season ticket

holders. Bibb has hired five people for his sales team in less than two months and he's conducting interviews for a corporate partnership manager.

"We have to fight to create our space in the marketplace," Bibb says. "It's gaining respect for women's athletics, and making sure people understand this is a good product at an affordable price." (ERIN KILLIAN)

... H Street NE will be getting an economic development boost in more ways than one.

The chair of the D.C. Council's economic development committee, Councilman **Kwame Brown**, D-at large, will lease space for his campaign office on the 1000 block of H Street. Though Brown is a resident of Hillcrest, in Ward 7, as an at-large member he represents the entire city. Last election, his campaign headquarters was at the corner of 14th Street and Spring Road NW.

Brown's presence on the corridor could bring attention to the disruption local businesses are likely to face when the street undergoes a massive streetscape renovation later this year. "This is the perfect example of a neighborhood in transition," Brown said. The renovation "doesn't shy me away from it." (JONATHAN O'CONNELL)

... The debt-collecting business is good.

**Kaulkin Ginsberg**, which provides merger and acquisition and other advisory services to debt-collection agencies, debt-purchasing firms and other related businesses, was doing so well that it needed to move to a larger office in Montgomery County.

The company is now based at 401 N. Washington St. in Rockville, where it occupies 6,750 square feet and has the option to take more space in the building should it need additional room. It previously had 5,000 square feet at 8120

Woodmont Ave. in Bethesda.

**Kaulkin Ginsberg** plans to hire a half-dozen workers in the near future, and could reach 40 to 50 people in coming years, says **Mike Ginsberg**, the company's chief executive officer.

Ginsberg says rising levels of consumer debt and debt in general is fueling demand for the company's services. Revenue for the debt-collection industry is projected to climb at an annual rate of 6 percent, from \$16.7 billion last year to \$22.2 billion in 2011, according to Kaulkin Ginsberg's research arm. (NEIL ADLER)

... **D.C. United** has had one of the best overall records since becoming one of Major League Soccer's 10 founding franchises in 1995 — and the team wants Baltimore's soccer fans to know about it.

With the 2007 MLS season recently coming to a close, officials from D.C. United say they will be looking for additional ways to boost marketing efforts in Baltimore as they map out their advertising budget for 2008.

The team already ranks high among the league's 13 franchises in attendance, averaging just under 21,000 fans a game at **RFK Stadium** during the 2007 season. That number was second best in the league, trailing only the Los Angeles Galaxy.

**Stephen Zack**, D.C. United's senior vice president, says the team has two ticket sales representatives who cover the Baltimore region as part of their territories. Prior to the start of the 2007 season, the team held a reception for Baltimore-area businesses that included team officials and players at DLA Piper's Mount Washington office in an attempt to lure corporate backers from the city.

Baltimore's "clearly an untapped market for us," he said. (RYAN SHARROW)

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