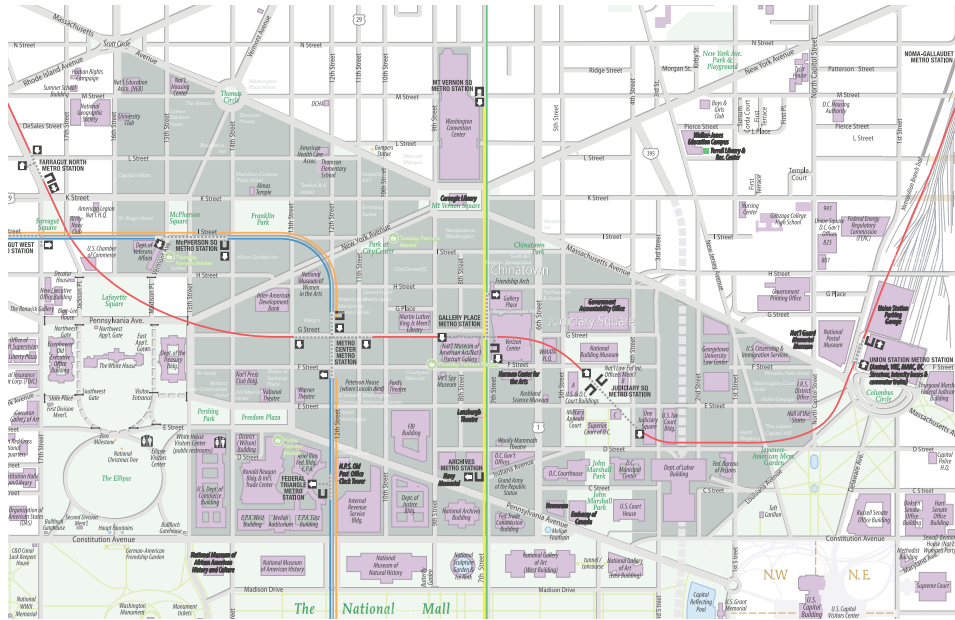


WHY CHOOSE DOWNTOWNDC?



0-1 mi 0-5 mi 0-20 mi

POPULATION

Population	47,876	772,634	3,861,903
Male	51%	48%	48%
Female	49%	52%	52%
High School Graduate +	90%	91%	91%
Bachelor's Degree +6	6%	58%	54%
Graduate/Professional Degree	37%	32%	28%

INCOME

Average HH	\$111,599	\$108,555	\$123,711
Median HH	\$82,459	\$82,459	\$91,141
HH Income <\$50k	35%	35%	26%
HH Income \$50-\$75k	11%	14%	15%
HH Income \$75k+	54%	51%	59%
Average HH Disposable	\$76,213	\$74,841	\$87,040

AGE

Age < 20	12%	18%	24%
Age 20-34	42%	33%	23%
Age 35-64	6%	6%	40%
Age 65+	10%	12%	13%
Median Age (years)	33.7	34.3	37.3

\$150K-1.1M /YR RENT SAVINGS

\$150,000 to \$1,050,000 per year, assuming 50,000 to 75,000 SF lease and a \$3/SF to \$14/SF rent differential

\$2M-5.6M /YR PAYROLL SAVINGS

\$2 million to \$5.6 million per year, assuming 50,000 to 75,000 SF lease, 200 to 250 SF per employee, and \$10,000 to \$15,000 in lower salary

LOWER COSTS

- Office Rent: \$3-14/SF lower
- Corporate Income Taxes: Up to 16% lower
- Apartment Rent: \$8-12k/yr lower
- Home Ownership: \$12-24k/yr lower
- Individual Income Taxes: 1.5-3.7% lower

DOWNTOWN HIGHLIGHTS

- World-class restaurants
- High-end shopping
- Cultural & entertainment epicenter
- Walkscore of 97 (Walker's Paradise)

DOWNTOWNDC DISTRICT IMPACT

1.4% OF POPULATION	9% OF RETAIL SPACE	10% OF GROSS TAX & OTHER REVENUE
14% OF MUSEUM VISITORS	24% OF JOBS	25% OF PERFORMING ARTS SEATS
26% OF METRO RAIL EXITS	35% OF HOTEL ROOMS	40% OF PRIVATE/GOVT OFFICE SPACE

EMPLOYMENT

- 189,000 employees

INNOVATION

- Yelp (announced), Microsoft, 1776, Apple Flagship Store (announced), Carr Workplaces, Cove, WeWork

TRANSPORTATION ACCESSIBILITY

- DowntownDC has seven Metro stations, on all six lines
- Average Weekday Metro Exits: 94,524
- 28 Capital Bikeshare stations
- Located between the White House and U.S. Capitol
- DC Circulator and Metrobus

POPULATION GROWTH 2010-2016

24%
Within one-mile of DowntownDC

13% All of DC