

The Downtown Business Improvement District (BID) Corporation was founded in 1997 and is a private non-profit organization. This special district, where property owners have agreed to tax themselves to fund services, encompasses a 138-block area of properties from Massachusetts Avenue on the north to Constitution Avenue on the south, and from Louisiana Avenue on the east to 16th Street on the west.
Letter

from the president & ceo and the chairman of the board

Dear DowntownDC BID Member,

Last year at this time, we were just beginning to understand the economic impacts on the horizon driven by cascading shutdowns in DowntownDC and the necessary government health mandated closures and quarantines due to the coronavirus pandemic. We watched as the Capital One Arena, beloved theatres and performance venues, and museums shuttered, nearly all office workers learned to work from home and the Walter E. Washington Convention Center set up as a COVID-19 medical facility. And while 2019 served as a culmination of nearly two decades of successful building, 2020 proved to be a reminder of how fickle life can be.

We present to you, as we have for nearly twenty years, the Downtown Business Improvement District (BID) Corporation annual State of Downtown report. Almost all economic sectors in the report reflect the devastating impact of the pandemic, with conventions, arts and entertainment and dining being the hardest hit. And while there was a small decline in office-using jobs in 2020, most important was the fact that only 10% of office workers were in the office at the end of 2020, dramatically reducing sales at our favorite coffee shops, delis, lunch spots, barbershops and hair salons.

DC and federal government assistance were welcomed and critical to limiting economic damage. The City’s $100 million Bridge Fund to assist DC businesses, in particular, was timely and well targeted. EventsDC’s $42 million of grants supported the hospitality industry and cultural institutions. DC public space regulatory flexibility was powerful in allowing stores to offer robust curbside pick-up and restaurants to increase their serving capacity and brought a new sense of place making with the opening of outdoor dining and “stocreeters.” The Walter E. Washington Convention Center converted its lower level into a COVID-19 medical facility and is now serving as a vaccination site – a prime example of the DowntownDC and the City’s ability to be flexible and efficient in all with culture abounding. We will look to reactivate and escalate place making by revitalizing our world-renowned public spaces. We will continue to work with our elected officials to recover and rebuild – with a keen awareness and laser focus on inclusion, equity and sustainability.

We thank all of you, our public and private partners, for your support throughout the past year and look forward to working together as we pursue a reimagined and economically successful DowntownDC.

Neil Albert
President & CEO
DowntownDC BID

Greg O’Dell
Chairman,
Board of Directors
DowntownDC BID

Hotel Zena (14th Street NW on Thomas Circle) opened in October 2020 after a $25 million renovation.
The 800 block of H Street NW was empty at rush hour in late July 2020.

YEAR IN REVIEW

OVERVIEW OF 2020

2020 began on a positive note – January and February saw strong economic performance in DowntownDC and DC. Except for the office sector, whose vacancy rate had been rising for several years, many DowntownDC and DC economic sectors were up five percent or more over 2019 in the first two months of 2020. DC enjoyed a very strong fiscal performance in 2019 and was expecting continued revenue growth in 2020 and over the following few years – thus, many were expecting the DC government to make substantial increases in important and exciting progressive social programs and projects in FY 2021 and FY 2022. The wisdom of the “Invest and Harvest” strategy seemed clear to all.

During January and February, the danger of COVID-19 encroached on DC. The suspension of the National Basketball Association season on March 11, 2020 made it clear that 2020 would be unlike any year in recent memory. Major Bowser, Chairman Mendelson and the DC Council took swift and life-saving action: declaring a health emergency, restricting many activities to protect public health, and soon implemented a city-wide lockdown. It worked. The city was able to begin reopening in May. However, the combination of prudent and necessary health restrictions and consumer health concerns caused mass lay-offs and furloughs and severe revenue declines in many economic sectors. The DowntownDC, DC, DMV, national and global economies had been hit hard in Spring 2020 and recovery was very uncertain.

On May 25, 2021, the murder of George Floyd shocked the nation and moved the nation into a long-overdue refocus on social justice and the impact of a national history of systemic racism.

In the Fall and Winter of 2020, the inflamed rhetoric and denial of the results of the November 2020 presidential elections created additional public anxiety and culminated in the attack on the U.S. Capitol on January 6, 2021. All these events reduced economic activity and raised uncertainty. The impact on business restrictions and consumer behavior led to a historic nine months of low economic activity in 2020. The impact was also uneven, with customer-facing businesses bearing the greatest reductions in activity and revenue, and lower-wage workers being the most likely to be laid-off or furloughed (they also bore a disproportionate share of COVID related health issues and deaths).

COVID-19 POSITIVE TESTS IN DC

COVID-19 DEATHS IN DC


In April 2021, a DowntownDC and DC economic recovery is looking promising due to the increase of vaccination rates from December 2020 into April 2021, an expectation of vaccinating all those who want a vaccine by late Spring/early Summer, a loosening of economic activity restrictions, the opening of several new restaurants and the reopening of Capital One Arena in Downtown. Additionally, the anticipation of the Smithsonian museums opening in late Spring and the expectation that the office worker will begin to return to the office with 30% to 50% of office workers being in the office for a few days a week just after Labor Day is encouraging.

**DOWNTOWNDC ECONOMIC ACTIVITY DURING PANDEMIC AS A % OF PRIOR YEAR ACTIVITY (APRIL 2020 - FEBRUARY 2021)**

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<th>Month</th>
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<td>Total</td>
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Source: Placer
THE CULTURE AND ENTERTAINMENT SECTOR WAS CLOSED FROM THE MIDDLE OF MARCH THROUGH THE END OF 2020, EXCEPT FOR A FEW MUSEUMS THAT REOPENED FOR A FEW WEEKS

Development continued at a moderate pace in 2020, though down from recent years. A 2020 highlight was the start of internal demolition for the new Johns Hopkins University academic building that will replace the Newseum at 555 Pennsylvania Avenue NW—a $572 million investment. For the past few years, DowntownDC development has focused on the repurposing of older office buildings. This will continue to be the case as all seven of the DowntownDC projects under construction, totaling $787 million, involve the repurposing of existing buildings and there are only eight ground-up development sites remaining in Downtown DC. The Office Market experienced another difficult year as office vacancy rates reached a new record of 15.4%, up from 14.9% at the end of 2019—with still lower than many other DC submarkets and most major suburban submarkets. While overall average office sales prices declined in 2020 to $506 per SF, there were two recent office sales above $1,000 per SF.

The Hotels Tourism and Convention Sector had a very difficult year. 4Q 2020 DowntownDC hotel revenue was 11% of 4Q 2019 and hotel employment dropped by 60% from Dec 2019 to 2020. Tourism dropped off the cliff in March as tourist attractions closed and most remained closed for the rest of the year. And the Walter E. Washington Convention Center did not host public events, but was tapped to build out an auxiliary hospital facility for potential COVID patients and now is serving as a vaccination site.

The Culture and Entertainment Sector was closed from the middle of March through the end of 2020, except for the few museums mentioned above that reopened for a few weeks. The Shopping and Dining Sector had 38 permanent closures (6% of total businesses) and approximately 134 temporary closures (21% of total businesses). In December 2020, destination store revenues were operating at an average of 30% to 50% of pre-pandemic sales levels and destination restaurants were operating at 20% to 40%. Grant recipients of the DowntownDC BID’s $1.1 million Pandemic Assistance Grant Program average sales declined in these ranges.

In 2020, the Housing Sector posted mixed results. Apartment rents dropped 24% and the vacancy rate increased to 11.1% from 4.9%. Condo resale prices averaged $640 per SF in 2020, an increase over $617 per SF in 2019 but the same as 2018. Transportation metrics in DowntownDC declined substantially with the decrease in economic activity: December 2020 Metrorail ridership was 8% of December 2019 and Reagan Airport passengers in 4Q 2020 totaled 21% of 4Q 2019.

The only sectors of the DowntownDC economy to achieve a performance increase in 2020 performance over 2019 were the condo market, selected luxury retailers and essential retailers.
The importance of DC and Federal government business relief funding cannot be overstated. This relief allowed businesses to pay employees, their rent and other business expenses – to remain open and ready to participate in DowntownDC and DC’s Recovery.

**DC Business Relief Funding:**
In addition to funding direct health and economic relief to DC residents, the city funded $158.5 million in direct assistance to businesses, non-profits and cultural and other organizations. The regulatory flexibility the city allowed for curbside store pick-up, restaurant delivery of alcohol and expansion of outdoor dining also provided relief. DC’s business relief funding programs included:

1. **Small Business Microgrant Relief Funding Programs included:**
   - $3 million: Small Business Microgrant Program
   - $5 million: DC Small Business Microgrant Program
   - $10 million: Cultural Institutions Grants
   - $9 million: Undocumented Hospitality Workers

2. **Federal Business Relief Funding:**
   - CARES Act in March 2020 funded $525 billion of relief funding for businesses in the Paycheck Protection Program (PPP). DC received $2.2 billion of such funding.
   - Coronavirus Relief and Recovery Supplemental Appropriations Act in December 2020 funded $285 billion for a second round of PPP funding and created a targeted business relief program: $15 billion relief fund for Shuttered Venue Operators.

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3. **Hospitality Grants:**
   - $18 million in Hospitality Grants
   - $2 million: Hotels
   - $5 million: Restaurants
   - $5 million: Undocumented Hospitality Workers
   - $3 million: Tourism Marketing

4. **Winterization Grants:**
   - $4 million
   - $3 million: Legacy Business
   - $5 million: Undocumented
   - $5 million: Restaurants
   - $5 million: Hotels

5. **Bridge Fund:**
   - $100 million
   - $100 million
   - $100 million
   - $100 million
   - $100 million

6. **Restaurant Bridge Fund:**
   - $3 million

7. **Retail Bridge Fund:**
   - $15 million

8. **Entertainment Bridge Fund:**
   - $35 million

9. **Non-profit Capacity Institutions Grants:**
   - $10 million

10. **Healthcare Industry Grants:**
    - $2 million

11. **Additional Support:**
    - $1 billion
    - $500 million
    - $300 million

**DowntownDC Fiscal Contributions Declined in 2020, but Remained Substantial**
DowntownDC’s Net Fiscal Impact on DC was estimated at $750 million in FY 2020, down $131 million or 14.9%, from $881 million in FY 2019. This is result of Gross Local Revenue generation of $1,328 billion (15.3% of DCs total) and Gross Local Expenditure benefits of $578 million (6.2% of DCs total). Downtowns across the country have substantial net fiscal impacts because of the density of the built environment, the concentration of economic activity and the lower level of social spending in downtowns. Thus, it is never The Neighborhoods OR Downtown, but it is always The Neighborhoods AND Downtown.

Downtown’s Net Fiscal Impact is likely to decrease in FY 2022 due to a decline in office property tax rates. In the February 2021 Revenue Estimate Letter, Chief Financial Officer Jeff DeWitt stated, “Large office building value, which comprises 35 percent of all District assessed value (and 45 percent of tax liability due to the higher commercial tax rate), is forecasted to grow less than 1 percent in FY 2021 and contract by 9.7 percent in FY 2022 before stabilizing.” This contraction will lead to a decline in FY 2022 tax revenues of $121 million based on a total assessed value of $66.3 billion in tax year 2019 (page 57 of the DC Data Book 2020).

**DC Tax Revenue Growth Overview**

<table>
<thead>
<tr>
<th>Category</th>
<th>2010 - 2019 Annual Growth Rate</th>
<th>2019 - 2020 Growth Rate</th>
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<tbody>
<tr>
<td>Employment</td>
<td>1.20%</td>
<td>-10.20% (a)</td>
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<tr>
<td>Population</td>
<td>1.90%</td>
<td>3.04%</td>
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<tr>
<td>Nominal Tax Revenue</td>
<td>6.10%</td>
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<tr>
<td>Real Tax Revenue</td>
<td>4.20%</td>
<td>-3.50% (a)</td>
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(a) December 2019 to December 2020 monthly data.
Not seasonally adjusted.

**Net Fiscal Impact Decline**

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<thead>
<tr>
<th>Fiscal Year</th>
<th>Fiscal Year</th>
<th>2019 - 2020 Change</th>
<th>Fiscal Year</th>
<th>Annual Change 2010 - 2019</th>
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<tbody>
<tr>
<td>DC Local Tax and Other Revenues</td>
<td>$1,328</td>
<td>$1,389</td>
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<tr>
<td>Estimated Fiscal Cost</td>
<td>578</td>
<td>557</td>
<td>536</td>
<td>515</td>
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<tr>
<td>Net Fiscal Impact</td>
<td>$750</td>
<td>$881</td>
<td>$904</td>
<td>$920</td>
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Source: DC 2020 CAFR and DC FY 2021 budget (as FY 2022 budget release was moved to May 27, 2021).

**Growth in DC**

The numbers behind the fiscal power of growth in DC

There are many reasons to support growth in DC: increased employment opportunities for DC residents, reduction of climate change by enabling more workers to live close to their jobs, allowing more people to enjoy the many unique cultural, entertainment and community amenities in DC and increasing the supply of affordable housing. Another benefit of economic growth is increasing DC tax revenues. A rough estimate is that each new square foot of market-rate development yields $5 to $20 per SF in total new DC government revenue, depending on the type of development and its location.

When the city enjoys employment and population growth, its tax growth rate at a multiple of the employment and population growth rates. The employment and population growth over 2010 – 2019 shows this. However, the math also works in reverse as shown in FY 2020, when employment declined and population growth was less than one percent –real tax declined 3.5%.

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OFFICE BUILDING REPURPOSING ANALYSIS

The current market value for a vacant office building is approximately $200 to $300 per SF. Market research shows that residential buyers are willing to pay $100 to $150 per SF. The broad range is due to the significant differences in the suitability of individual buildings for conversion (building depth, number of exterior walls with windows, ceiling heights and location). In addition, the potential of the inappropriate application of Inclusionary Zoning (IZ) to DowntownDC is casting a further cloud over the conversion with reductions in value by approximately $250,000 per unit at 80% of AMI. The application of IZ to DowntownDC is inappropriate because there is no density to provide for the payment of the required affordable housing, which is the basis of the current IZ laws in DC. Thus, there is an office-to-residential funding gap that means no office-to-residential conversions will occur in DowntownDC at this time, particularly with the possibility of IZ applying to a conversion project.

The District should intervene in the market if there are public benefits with little cost. The DowntownDC BID believes this to be the case and recommends a pilot incentive program for office repurposing. The benefits are:

1. Increase in housing in general, but particularly in DowntownDC where office is 76% of the building stock and housing is only seven percent of the building stock. This also makes the city’s economy and tax base more resilient.
2. Increase in workforce housing in general, but particularly in DowntownDC.
3. Reduction in automobile-based commuting (and pollution) as more workers live closer to their jobs.
4. Additional demand for Downtown retail (and retail jobs) to make up for a likely decline in office worker demand.
5. Increase in tax revenues from housing compared to both vacant and occupied commodity Class A office space (based on a 250,000 SF office building).

- **Empty Office Building**
  - **Total Annual Tax Revenues:**
    - Empty Office Building: $700,000 to $1,181,000
    - Valuation of $150 to $250 per SF
  - **Effective Rents:**
    - Empty Office Building: $42 to $50 per SF
    - Valuation of $300 to $500 per SF

- **Class A Office Building**
  - **Total Annual Tax Revenues:**
    - Class A Office Building: $3 million to $5 million
    - Effective Rents: $42 to $50 per SF
    - Valuation of $300 to $500 per SF

- **Class A Apartment Building Conversion**
  - **Total Annual Tax Revenues:**
    - Class A Apartment Building Conversion: $7 million to $10 million
    - Rents: $3.75 to $4.25 per SF
    - Improvement in office valuations as office supply is taken out of the market
    - Valuation of $500 to $700 per SF
CURRENT DEVELOPMENT

**EXPECTED SLOWDOWN IN PROJECT STARTS IN 2021**

It is likely that there will be only a few project starts in 2021 for the following reasons: (1) the pandemic caused immediate, substantial and continued market uncertainty across almost all development sectors, (2) the number of development sites has declined to from over 125 sites in 1995 to 26 in 2010 to 8 at the end of 2020, (3) the very weak office market has brought both ground-up and rehab office development to a standstill and (4) the amenities that made downtown so attractive over the past 20 years are being reevaluated.

**CHANGING NATURE OF DEVELOPMENT IN DOWNTOWN**

Much of the development in DowntownDC in recent years has involved existing buildings being demolished and replaced, renovated or repurposed. In 2020, all nine completed projects were renovations. In 2019, 80% of the projects completed involved existing buildings. 70% of planned projects will also be renovations. With 526 buildings in Downtown DC and only eight remaining ground-up development sites (with plans for 11 buildings), the majority of DowntownDC’s future development will entail the demolition and replacement, renovation or repurposing of older buildings.

**DOWNTOWNDC DEVELOPMENT WAS STEADY IN 2020**

Development in DowntownDC was steady in 2020 with the completion of nine projects totaling $495 million; seven projects under construction at the end of 2020 totaling $787 million; five project starts totaling $541 million; and 19 planned projects totaling $1.8 billion.

**DOWNTOWNDC’S 19 PLANNED DEVELOPMENT PROJECTS ($1.8 BILLION TOTAL INVESTMENT) ARE ESTIMATED TO GENERATE $50 MILLION IN NEW ANNUAL TAXES**

**DOWNTOWN DEVELOPMENT HISTORY**

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**COMPLETED PROJECTS**

There were nine projects completed in 2020, totaling $495 million—all renovations of existing buildings. In order of investment size, in 2020: Dr. Martin Luther King Jr. Memorial Library, Riggs Washington DC Hotel, Planet Word, 1201 New York Avenue NW, National Children’s Museum, Hotel Zena, 1401 L Street NW and Chinatown Arch.

**PROJECTS UNDER CONSTRUCTION**

There were seven projects under construction totaling $787 million at year-end 2020—all renovations. In order of investment size: Johns Hopkins University’s new academic building at 555 Pennsylvania Avenue NW (interior demolition began in 2020), 699 14th Street NW (new office and renovated retail), Milken Institute’s Center for Advancing the American Dream (repurposed into a museum), World War I Memorial, 1425 New York Avenue NW, Franklin Park and Victims of Communism Museum.

**PLANNED PROJECTS**

Only eight development sites remain from the 125 that existed in 1995. The three major ground-up sites are (1) buildings three, four and five at Capitol Crossing, (2) 901 New York Avenue’s office and retail building and (3) the parking lot adjacent to the Community for Creative Non-Violence (CCNV) at First and D Streets NW. In addition to those ground-up sites, there are many exciting redevelopment projects in the works (in order of announcement) including: (1) Monument Realty’s office/residential project in the 600 block of H and Eye Streets NW (that will share underground parking), (2) Georgetown University’s purchase and renovation of 350 First Street NW; (3) the redevelopment of Washington Metropolitan Area Transit Authority’s (WMATA) current headquarters building at Fifth and F Streets NW by the team of Stonebridge and Rockefeller Group starting in 2023, (4) Lincoln Properties and Cadillac Fairview’s conversion of 1313 L Street NW into a 222-unit Class-A apartment building, starting in Fall 2021 and (5) the rebranding of the Renaissance Hotel at 999 9th Street NW into a Westin Hotel as part of a $70 million renovation. There are a total of 19 planned projects, totaling $1.8 million, that are estimated to generate $50 million in new annual taxes.
DOWNTOWN IS HOME TO 24% OF DC’S JOBS
AND DC IS HOME TO 24% OF THE REGION’S JOBS

DC IS PROJECTED TO RETURN TO PRE-PANDEMIC EMPLOYMENT LEVELS BY 3Q 2022

DowntownDC was home to 177,300 jobs at the end of 2020 in just one square mile, making it the region’s largest job center with 5.7% of the region’s employment and 23.7% of the District’s employment. However, those market shares have been slowly declining over the past few years as has the District’s share of regional jobs.

In 2020, DowntownDC employment fell by 11,300, a decrease of 6.1%. DC jobs declined to 747,200 from 797,200, a decline of 50,000 or 6.3% using the U.S. Bureau of Labor Statistics (BLS) annual average data. DC’s percentage job loss was less than Suburban Maryland’s decline of 7.5% but more than Northern Virginia’s decline of 4.6%.

Private-sector office-using jobs in DC declined by 20,000 to 274,000, or 6.8% in 2020 with legal services jobs declining 4.1%, or 1,200, to 28,300. DowntownDC remained home to nine of the 10 largest law firms in the region and home to 40 of the 100 largest law firms in the region.

Comparing December 2019 to December 2020 employment totals is a more accurate picture of the pandemic’s impact on DC employment than annualized BLS data – DC lost 66,100 jobs, or a decline of 8.2%.
FEDERAL JOBS INCREASE MODESTLY AND PRIVATE SECTOR JOBS DECREASE SUBSTANTIALLY IN 2020

The federal government has been moving some federal workers out of DowntownDC and DC to take advantage of lower rents in other DC submarkets and the suburbs over the past few years. However, from December 2019 to December 2020, federal employment in DC grew by 5,300 jobs, or 2.7% and totaled 26.4% of total DC employment – the highest percentage since 2014.

Private sector employment declined by 71,900 jobs or 6.8% from December 2019 to December 2020. The biggest job losses were in the food service, accommodations and art/entertainment/ recreation sectors, with each losing over 50% of pre-pandemic employment – a total of 42,400 (27,600 in food service alone) or 64% of DC’s total employment decline of 66,100 from December 2019 to December 2020.

COVID-19 PANDEMIC FORCES A RE-EVALUATION OF DOWNTOWNDC’S STRATEGIC ADVANTAGES

Pre-pandemic there were multiple benefits to employers for locating in DowntownDC that offset the higher rents: access to the largest employee pool in the region due to the best transportation connectivity in the region and the highest amenity levels in the region (dining, entertainment, culture and shopping) and many attractive and vibrant public spaces. These valuable assets are now being reevaluated as part of short- and long-term recovery efforts.

A GROWING HIGHER EDUCATION WORKFORCE

Johns Hopkins University and Georgetown Law School are expanding their operations in DowntownDC and will be growing DowntownDC’s higher education employment base with hundreds of new employees.
OFFICE MARKET

2020 SAW A CONTINUED DECLINE IN THE PERFORMANCE OF BOTH THE DOWNTOWNDC AND DC OFFICE MARKETS

Over the past few years, while occupied office space has remained close to its historical highs, modest but accelerating declines in leased office space plus the delivery of new office buildings has led to record high vacancy rates in both DowntownDC and the Rest of DC of 15.4% and 11.5%, respectively.

The high vacancy levels led to record lease concessions causing effective rents to decline. This decreasing operating performance plus the uncertainty caused by the pandemic has caused a decline in office sales and sale prices (though DowntownDC had two recent office sales over $1,000 per SF to foreign buyers). All this caused the District CFO to lower the assessed values of Large Office Buildings by 9.7% (from $66.3 billion to $59.9 billion) – reducing real property tax revenues by $121 million per year.

The office market faces substantial uncertainty from the impact of remote working on tenants’ demand for space that may not be resolved for several years.

DowntownDC and DC have not experienced the substantial increase in sublease space that some other large U.S. Downtowns have seen. DowntownDC and the Rest of DC’s sublease office vacancy rates were 1.3% and 1.0% at the end of 2020.

The Office Market Faces Substantial Uncertainty From The Impact of Remote Working On Tenants’ Demand For Space That May Not Be Resolved For Several Years

Because DowntownDC has some of the highest rents in the city and region, its landlords must work very hard to keep tenants in DowntownDC and DC. As a result, rent concessions for tenants are at an all-time high. For trophy or Class A leases, tenant improvement allowances reached $135 per SF and with no rent for 18 months in 2020. The impact of these concessions is an effective rent that is approximately $10 per SF less than the asking rent.

Regional Overall Vacancy Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>DowntownDC</th>
<th>Rest of DC</th>
<th>Bethesda</th>
<th>Arlington</th>
<th>Tysons</th>
<th>Reston</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>14.4%</td>
<td>16.7%</td>
<td>15.4%</td>
<td>14.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2011</td>
<td>14.1%</td>
<td>14.4%</td>
<td>13.0%</td>
<td>14.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2012</td>
<td>13.7%</td>
<td>11.5%</td>
<td>12.0%</td>
<td>13.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2013</td>
<td>12.3%</td>
<td>10.0%</td>
<td>10.5%</td>
<td>12.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2014</td>
<td>10.9%</td>
<td>8.0%</td>
<td>8.5%</td>
<td>11.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2015</td>
<td>9.5%</td>
<td>6.0%</td>
<td>6.5%</td>
<td>9.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2016</td>
<td>8.1%</td>
<td>4.0%</td>
<td>4.5%</td>
<td>8.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2017</td>
<td>6.7%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>6.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2018</td>
<td>5.3%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>5.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2019</td>
<td>3.9%</td>
<td>0.0%</td>
<td>0.5%</td>
<td>3.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>2020</td>
<td>2.5%</td>
<td>0.0%</td>
<td>0.5%</td>
<td>2.4%</td>
<td>13.4%</td>
<td>15.4%</td>
</tr>
</tbody>
</table>

Source: CoStar
(a) Resides in Ballston Corridor and National Landing.
CO-WORKING OFFICE DEMAND DECLINED IN 2020

At the end of 2020, DC had 2.5 million SF of co-working space out of the region’s 4.2 million SF. DC co-working space declined 410,000 SF in 2020, or 14%. WeWork currently accounts for 40% of DC’s co-working space, including several DowntownDC locations. Several co-working firms have closed locations, closed entirely, or entered a restructuring phase during 2020. This has increased office vacancy in DowntownDC and DC.

While co-working has been and will continue to be an important part of the DowntownDC and DC office markets, the long-term size of the co-working market is uncertain. DowntownDC and DC are fortunate to have had a diversity of co-working space operators.

RECORD LEVEL OF OFFICE VACANT SF IS AN OPPORTUNITY TO REPURPOSE SELECTED BUILDINGS TO OTHER USES

Over the past few years, 3.9 million SF of office has been developed in DowntownDC and the net absorption of office space was 300,000 SF. As a result, DowntownDC saw an increase in vacant office space of 3.6 million SF, from 5.3 million SF to 8.9 million SF at the end of 2020—a record level. The Rest of DC had another 12 million SF of vacant office space, which is also a record high.

This high level of vacant space is an opportunity for attracting new office tenants or converting vacant buildings to other uses. The former home of the Children’s Defense Fund, 25 E Street NW, a 41,500 SF office building, is being converted into a hotel. The DowntownDC BID and the Golden Triangle BID are recommending to the District the creation of a modest-office-to-residential conversion incentive pilot program that will diversify DowntownDC’s building stock, provide a modest amount of middle income housing, shore up existing office supply and demand and provide a positive fiscal benefit to the city from both supporting office values and attracting new residents to the city.

DOWNTOWNDC SAW AN INCREASE IN VACANT OFFICE SPACE TO 8.9 MILLION SF AT THE END OF 2020—A RECORD LEVEL
 **REGIONAL COMPETITION**

The federal government’s U.S. Citizenship and Immigration Services (USCIS) recently moved from DC to Prince Georges County, leasing approximately 575,000 SF (a decrease of 128,000 SF from their DC leases). USCIS is the first large tenant loss for DC in several years. Other than USCIS, there have been very few moves in or out of DC over the past twelve months. As the pandemic has put most office spaces decisions on hold. In 2019, The Carlyle Group moved its Rosslyn-based employees into 575,000 SF (a decrease of 128,000 SF from their DC leases). In 2021, The Biotechnology Organization announced it would be moving into 61,000 SF at 1201 Maryland Avenue SW. In 2019, the U.S. Department of Justice completed its move out of approximately one million SF in DowntownDC to 840,000 SF in NoMa. The law firm of Williams & Connolly LLP will be moving from DowntownDC to 290,000 SF at the Wharf in Southwest DC. In 2019, Aquecure, a commercial real estate software company, moved from Shaw into 16,710 SF at 401 Ninth Street NW. In 2021, The Biotechnology Organization announced it would be moving into 61,000 SF at 1201 New York Avenue NW (after a major renovation of the building) from 67,000 SF at 1201 Maryland Avenue SW. The growing amenity bases in other DC office submarkets will allow those submarkets to compete with DowntownDC on more than just price.

**FOREIGN BUYING OF DOWNTOWNDC & DC OFFICE BUILDINGS HAS SLOWED BUT FOREIGN BUYERS ARE STILL WILLING TO PAY HIGH PRICES FOR DC OFFICE BUILDINGS**

DowntownDC office building sales averaged $506 per SF in 2020, a decrease of 6.7% from 2019 and a decrease of 26% from the average price for 2015-2018 of $680 per SF. The office sales in the rest of DC averaged $480 per SF in 2020, a 3% decrease from 2019 and a decrease of 10% from the average price for 2015-2018 of $533. The average office sales prices in Arlington and Tysons were $446 and $224, respectively. Bethesda had no office sales in 2020. Despite the general decline in office building sales, DowntownDC saw two recent building sales at prices over $1,000 per SF – only the ninth and tenth sales ever in DowntownDC at over $1,000 per SF – both to foreign investors.

**DC COMPETITION**

DowntownDC and the other traditional “core” submarkets (the Central Business District and the West End) have seen several tenants move to the growing office submarkets of NoMa, Capitol Riverfront and Southwest DC. And, Union Market looks to be an emerging office market competitor.

In 2019, the U.S. Department of Justice completed its move out of approximately one million SF in DowntownDC to 840,000 SF in NoMa. The law firm of Williams & Connolly LLP will be moving from DowntownDC to 290,000 SF at the Wharf in Southwest DC. In 2019, Aquecure, a commercial real estate software company, moved from Shaw into 16,710 SF at 401 Ninth Street NW. In 2021, The Biotechnology Organization announced it would be moving into 61,000 SF at 1201 Maryland Avenue NW (after a major renovation of the building) from 67,000 SF at 1201 Maryland Avenue SW. The growing amenity bases in other DC office submarkets will allow those submarkets to compete with DowntownDC on more than just price.

**NATIONAL OFFICE MARKET COMPARISON**

DowntownDC continues to be a national office market leader:

- DC is the nation’s third strongest office market in terms of rents—behind San Francisco and Manhattan.
- DC is the nation’s third strongest office market—behind Manhattan and Chicago.

In 2020, the vacancy rates of Boston, Manhattan Midtown and Midtown South and San Francisco rose substantially and asking rents dropped substantially. Much of this performance decline is due to private companies deciding to sublease significant SF. Most other large Downtowns also saw large decreases in their office vacancy rates in 2020.

**LARGE CITY OFFICE MARKET COMPARISON**

<table>
<thead>
<tr>
<th>Overall Asking Rents ($ per SF) 12/31/20</th>
<th>Overall Vacancy Rate</th>
<th>Total Office Inventory (millions of SF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>14.9%</td>
<td>57</td>
</tr>
<tr>
<td>59</td>
<td>11.5%</td>
<td>162</td>
</tr>
<tr>
<td>77</td>
<td>5.8%</td>
<td>54</td>
</tr>
<tr>
<td>77</td>
<td>11.4%</td>
<td>249</td>
</tr>
<tr>
<td>73</td>
<td>8.5%</td>
<td>67</td>
</tr>
<tr>
<td>61</td>
<td>11.7%</td>
<td>89</td>
</tr>
<tr>
<td>55</td>
<td>NA</td>
<td>70</td>
</tr>
<tr>
<td>47</td>
<td>4.9%</td>
<td>51</td>
</tr>
<tr>
<td>45</td>
<td>21.5%</td>
<td>28</td>
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<tr>
<td>42</td>
<td>15.0%</td>
<td>111</td>
</tr>
<tr>
<td>44</td>
<td>27.6%*</td>
<td>38</td>
</tr>
<tr>
<td>38</td>
<td>8.7%</td>
<td>21</td>
</tr>
<tr>
<td>33</td>
<td>16.9%</td>
<td>53</td>
</tr>
<tr>
<td>32</td>
<td>9.9%</td>
<td>42</td>
</tr>
<tr>
<td>28</td>
<td>27.5%</td>
<td>28</td>
</tr>
</tbody>
</table>

* Source: CoStar and CoStar Research

(a) Availability rate.
HOTELS, TOURISM & CONVENTIONS

HOTEL PERFORMANCE PLUMMETS ACROSS THE NATION AND GLOBE

While DowntownDC again ranked as the nation’s fourth strongest hotel market after New York City, San Francisco and Boston, DowntownDC hotel occupancy dropped to 20% in 2020 from 79% in 2019 and room rates declined 17% in 2020. Revenue Per Available Room (RevPAR) is the hotel industry’s best single measurement of hotel performance and DowntownDC’s RevPAR declined by 78% in 2020 – from $194 to $42.

DowntownDC hotels were not alone in experiencing a dramatic decline in operating performance. New York City, Boston/San Francisco and Chicago/Denver/Seattle experienced RevPAR declines of 81%, 77%, and 78%, respectively.

The end of 2020, 29 of DowntownDC’s 33 hotels (88%) were open with 79% of DowntownDC’s 11,972 hotel rooms open. No DowntownDC hotels have permanently closed since the pandemic began.

Hotel markets outside of city centers are doing better — the RevPAR declines in Bethesda/Rockville and Alexandria were 67% and 70%, respectively; and their 4Q 2020 revenues were 24% and 22% of 4Q 2019, respectively.

COVID-19 has impacted all three sources of DowntownDC and DC hotel demand: business traveler, tourist and convention-goer. The pandemic’s impact is made dramatically clear by the decline in passengers at the region’s three airports in 4Q 2020:

- Reagan National Airport was at 21% of 4Q 2019 passenger levels.
- Dulles International Airport was at 31% of 4Q 2019 passenger levels.
- BWI was at 39% of 4Q 2019 passenger levels.

At the end of 2020, 29 of DowntownDC’s 33 hotels (88%) were open with 79% of DowntownDC’s 11,972 hotel rooms open. No DowntownDC hotels have permanently closed since the pandemic began.

DowntownDC has 37% of DC’s Hotel Rooms
RECORD DC VISITOR TRAVEL IN 2019, BUT DECLINES OF OVER 50% ARE EXPECTED IN 2020

Destination DC, the city’s tourism marketing arm, reported record visitor travel for 2019 (the latest date for which data is available) of 24.6 million — up 3.4% from 2018. Domestic visitor total was up by 4.1% to 22.8 million and international visitor total declined slightly from 1.9 million to 1.8 million, or 5.3%.

However, Destination DC expects visitors declines of over 50% in 2020.

WALTER E. WASHINGTON CONVENTION CENTER

Like much of the DowntownDC economy, the Walter E. Washington Convention Center had a very strong first two months and reported relatively strong attendance of 449,000 from 28 events – 36% of the last five-year’s average annual attendance in just 21% of a year. Events DC, the management organization of the Convention Center, was not idle in 2020. Events DC funded several well-received grant programs, totaling $45 million for hotel’s hotel workers (including undocumented hotel workers) and cultural institutions and contributed several million dollars to the city’s microgrant program.

DC HOTEL EMPLOYMENT WAS DOWN 59% FROM DEC 2019 TO DEC 2020 - RESULTING IN 9,700 UNEMPLOYED HOTEL WORKERS

Source: Destination DC

NATIONAL MALL MEMORIALS AND MUSEUMS

The memorials and museums on the National Mall attracted an average of 30 million and 29 million annual visitors, respectively, for the ten years 2010-2019. In 2020, attendance was 10.9 million at the memorials and 3.2 million at the museums.

BRINGING VISITORS BACK TO DOWNTOWNDC AND DC

Destination DC and Events DC are jointly tasked with marketing the city to bring visitors back as soon as possible. The DowntownDC BID is looking forward to partnering with them in this effort. The BID has financially supported visitor data research to better inform this marketing effort.

HOTEL ROOM NIGHTS GENERATED BY DESTINATION DC FOR THE WALTER E. WASHINGTON CONVENTION CENTER

Source: Destination DC

VISITORS TO DC

Source: Destination DC from MMGY Travel Intelligence; Travel Market Insights; National Travel & Tourism Office, U.S. Department of Commerce (TMI).

REVPAR COMPARISON: REGIONAL AND NATIONAL

(Revenue Per Available Room Night)

Source: Smith Travel Research.

WALTER E. WASHINGTON CONVENTION CENTER ATTENDANCE

Source: Events DC

Domestic International Total

<table>
<thead>
<tr>
<th>Year</th>
<th># of Events</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>199</td>
<td>998,000</td>
</tr>
<tr>
<td>2012</td>
<td>208</td>
<td>1,112,000</td>
</tr>
<tr>
<td>2013</td>
<td>201</td>
<td>1,070,000</td>
</tr>
<tr>
<td>2014</td>
<td>205</td>
<td>1,332,000</td>
</tr>
<tr>
<td>2015</td>
<td>233</td>
<td>1,170,000</td>
</tr>
<tr>
<td>2016</td>
<td>213</td>
<td>1,340,000</td>
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<tr>
<td>2017</td>
<td>177</td>
<td>1,176,000</td>
</tr>
<tr>
<td>2018</td>
<td>168</td>
<td>1,543,000</td>
</tr>
<tr>
<td>2019</td>
<td>148</td>
<td>1,060,000</td>
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<tr>
<td>2020</td>
<td>28</td>
<td>449,000</td>
</tr>
</tbody>
</table>

© (a) Visitor Data is released as follows: domestic visitation in May-June of each year for the prior year, and international visitation in August of each year for the prior year.
(b) International visitors does not include visitors from Canada or Mexico.

Source: Destination DC from MMGY Travel Intelligence; Travel Market Insights; National Travel & Tourism Office, U.S. Department of Commerce (TMI).
ANNUAL VISITORS TO NATIONAL MALL MEMORIALS AND MUSEUMS

MEMORIALS

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>Annual Average (2010-2019)</th>
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</thead>
<tbody>
<tr>
<td>Lincoln Memorial</td>
<td>3.0</td>
<td>7.1</td>
</tr>
<tr>
<td>World War II Memorial</td>
<td>1.9</td>
<td>4.5</td>
</tr>
<tr>
<td>Vietnam Veterans Memorial</td>
<td>1.6</td>
<td>4.7</td>
</tr>
<tr>
<td>Korean War Veterans Memorial</td>
<td>1.4</td>
<td>3.7</td>
</tr>
<tr>
<td>Martin Luther King Jr. Memorial</td>
<td>1.1</td>
<td>3.5</td>
</tr>
<tr>
<td>Franklin D. Roosevelt Memorial</td>
<td>1.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Thomas Jefferson Memorial</td>
<td>0.9</td>
<td>2.8</td>
</tr>
<tr>
<td>Washington Monument</td>
<td>0.1</td>
<td>0.4</td>
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</tbody>
</table>

2010-2019 TOTAL AVERAGE

<table>
<thead>
<tr>
<th>2020 TOTAL</th>
<th>2010-2019 TOTAL AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.9</td>
<td>29.8</td>
</tr>
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</table>

MUSEUMS

<table>
<thead>
<tr>
<th>2020</th>
<th>Annual Average (2010-2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Air and Space Museum</td>
<td>0.3</td>
</tr>
<tr>
<td>National Museum of Natural History</td>
<td>0.6</td>
</tr>
<tr>
<td>National Gallery of Art</td>
<td>0.9</td>
</tr>
<tr>
<td>National Museum of American History</td>
<td>0.3</td>
</tr>
<tr>
<td>National Museum of African American History and Culture</td>
<td>0.4</td>
</tr>
<tr>
<td>Holocaust Museum</td>
<td>0.3</td>
</tr>
<tr>
<td>National Museum of the American Indian</td>
<td>0.1</td>
</tr>
<tr>
<td>Hirshhorn Museum and Sculpture Garden</td>
<td>0.1</td>
</tr>
<tr>
<td>Smithsonian Castle</td>
<td>0.1</td>
</tr>
</tbody>
</table>

2020 TOTAL

<table>
<thead>
<tr>
<th>2020 TOTAL</th>
<th>2010-2019 TOTAL AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2</td>
<td>28.7</td>
</tr>
</tbody>
</table>

(a) The Air and Space Museum began a 7-year $650 million renovation in December 2018 that will result in partial closure of the building over this time period.
(b) The National Museum of Natural History’s Dinosaur Hall was closed for five years, from June 2014 to June 2019.
(c) DowntownDC BID estimates for 2020.

Sources: Smithsonian, National Gallery of Art and the U.S. Holocaust Museum.
2020 WAS A DEVASTATING YEAR FOR CULTURE & ENTERTAINMENT

The Culture & Entertainment sector was the hardest hit DowntownDC economy sector in 2020 as it was essentially closed after mid-March. 2020 due to COVID-19 safety protocols. Capital One Arena and DowntownDC’s seven theatres/performance venues had not reopened as of the end of 2020; and several museums which reopened in the late Summer and Fall closed again by year-end as pandemic case numbers increased during a second wave. Culture & Entertainment attendance dropped by 5.9 million in 2020, or 79%, to 1.6 million from 7.5 million in 2019. 98% of the 1.6 million attendance was from January 1 to March 15, 2020. As a consequence, fifty percent of arts, entertainment and recreation jobs were lost after the start of the pandemic in 2020: declining from 10,200 to 5,100 from December 2019 to December 2020.

DC GOVERNMENT AND FEDERAL GOVERNMENT AND PRIVATE SUPPORT HAS HELPED MAINTAIN THE CULTURE & ENTERTAINMENT SECTOR ECOSYSTEM IN 2020

The Capital One Arena and the theatres/performance venues were not allowed to open due to the city’s important and prudent restrictions on large gatherings. The museums were allowed to open with limited capacity, and some used timed ticketing systems. However, the limited capacity and consumer reluctance, led to very low attendance in the second half of 2020 – an estimated 55,000 compared to 3.75 million in the second half of 2019, or only 1.5% of 2019 attendance.

Culture & Entertainment attendance had fallen in 2019 due to the move of the Spy Museum to Southwest DC and was expected to fall further in 2020 due to the closing of the Newseum. These museums reported attendance of 1.4 million in 2018. Other museum attendance declined slightly as well, mostly due to the drop-off following the attendance surge due to the 2018 unveiling of the Obama portraits at the National Portrait Gallery. The Capital One Arena was poised for an exciting 2020 as Monumental Sports and Entertainment recently (1) completed extensive renovations over the previous two summers and (2) created capacity for more concerts and events with the move of the WNBA’s Mystics to the District’s Entertainment and Sports Arena in southeast where The Mystics won the WNBA championship in 2019. Hamilton Live was one of six venues in DC (and the only DowntownDC venue) selected to participate in the city’s Live Entertainment Pilot that ran from September 25 – November 23, 2020, at which time the city suspended the program as the second wave of COVID-19 saw increases in cases.

TOTAL DOWNTOWNDC CULTURE AND ENTERTAINMENT VISITORS
Museums, Capital One Arena and Performing Arts Venues
(millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Museums</th>
<th>Capital One Arena</th>
<th>Theatres and Performance Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
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<tr>
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<tr>
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</tr>
<tr>
<td>2020</td>
<td>0.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

CULTURE & ENTERTAINMENT ATTENDANCE - IMPACT OF PANDEMIC
(Thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Museums</th>
<th>Capital One Arena</th>
<th>Theatres and Performance Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>0.0</td>
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<tr>
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<tr>
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<tr>
<td>2019</td>
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</tr>
<tr>
<td>2020</td>
<td>0.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

CULTURE & ENTERTAINMENT VISITORS
Sources: Museums, Performing Arts Venues and Monumental Sports & Entertainment
DC, FEDERAL AND PRIVATE FUNDING WAS CRITICAL TO PROVIDE SUPPORT UNTIL RECOVERY BEGINS

The Culture & Entertainment sector received significant DC, federal and private support throughout the pandemic. The city’s $20 million Entertainment Bridge Fund was increased to $29.5 million (to include venue and performance supporting businesses). The federal funding has been substantial, including PPP funding and the $16.25 billion Shuttered Venue Operators Grants program (covering music venues, theatres and other performance venues). Lastly, many theatres were supported by special fundraising campaigns. Theatre Washington Taking Care Fund raised and issued grants of $415,000 to provide emergency pandemic grants to hundreds of local unemployed theatre makers.

NEW MUSEUMS IN DOWNTOWNDC

Two new museums opened in 2020 only to quickly close due to the pandemic: The National Children’s museum opened on February 24th and closed a few weeks later; and Planet Word delayed its May 2020 grand opening to October 22nd and then closed 31 days later. In addition, there are two new museums under construction: the Milken Institute’s Center for Advancing the American Dream is scheduled to open in 2023 at 1501 – 1505 Pennsylvania Avenue NW, and the Victims of Communism Museum is scheduled to open in 2021 at 900 15th Street NW. These museums are a welcome addition to the DowntownDC Culture & Entertainment sector.

WHAT DOES A RETURN TO NORMAL LOOK LIKE?

The Culture & Entertainment venues are an important competitive advantage for DowntownDC and DC in attracting employers, conventions and visitors. In a “normal,” pre-pandemic year, the following annual attendance should be expected:

- Museums: 3.5 to 4 million
- Capital One Arena: 2.5 to 3 million
- Theatres/Venues: 0.7 to 0.8 million
- Total: 6.7 to 7.8 million

MANY MUSEUMS AND THEATRES CREATED VIRTUAL PROGRAMMING TO ENGAGE THEIR PATRONS WHILE PHYSICALLY CLOSED

CULTURE AND ENTERTAINMENT WAS THE HARTVES HIT OF DOWNTOWNDC ECONOMIC SECTORS, WITH THE LOSS OF 99% OF ATTENDANCE IN 2020 SINCE THE PANDEMIC BEGAN

<table>
<thead>
<tr>
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<td>66,034</td>
<td>71,379</td>
<td>65,629</td>
<td>73,061</td>
<td>87,253</td>
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<td>107,630</td>
<td>65,546</td>
<td>504,462</td>
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<tr>
<td>Total</td>
<td>665,442</td>
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<td>730,000</td>
<td>162,800</td>
<td>167,266</td>
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<td>284,770</td>
<td>195,145</td>
<td>277,400</td>
<td>387,360</td>
<td>281,000</td>
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</table>

Sources: Museums, Performing Arts Venues and Monumental Sports & Entertainment

**2020 Average**

- Warner Theatre: 28,503 ➤ 158,415
- National Theatre: 113,105
- Sidney Harman Hall: 16,389 ➤ 124,035
- Ford’s Theatre: 12,785 ➤ 87,253
- Studio 1A: 14,516
- Hamilton Live: 15,563 ➤ 65,629
- Michael Rosen Theatre: 10,977 ➤ 71,379
- Woolly Mammoth Theatre: 5,399 ➤ 39,443
- Total: 130,572 ➤ 732,400

---

**2020 Average (Virtual)**

- National Portrait Gallery and Smithsonian American Art Museum: 321,286 ➤ 1,132,700
- National Archives: 127,924 ➤ 1,085,704
- Ford’s Theatre: 47,170 ➤ 533,900
- National Building Museum: 95,242
- National Museum of Women In The Arts: 34,891 ➤ 107,630
- Old Post Office Tower: 20,000 ➤ 119,508
- The National Heritage Center: 20,000 ➤ 134,222
- National Law Enforcement Museum: 46,034
- National Museum of African American History and Culture: 46,115
- Children’s Museum: 55,300
- National Navy: 104
- Newseum: 800,000 ➤ 5,372,275

---

**Source:** Museums and DowntownDC BID

(a) 2010-2019
(b) For ten years ending at end of 2018
(c) 2010 only - unrated
(d) For ten years ending at end of 2019
(e) For ten years ending at the end of 2019
(f) For ten years ending at end of 2018
HARD HIT IN 2020
DowntownDC’s shopping and dining sectors were severely impacted by the pandemic with only the hotel/convention center/tourism and culture/entertainment sectors experiencing a greater loss in economic activity.

Many restaurants, stores and service retailers are temporarily closed; three dozen permanently closed; and several restaurants delayed their 2020 openings until Spring or Summer 2021. DowntownDC’s retail vacancy reached a record high at the end of 2020 of 22.6%. DC Restaurant December 2020 employment is down 51% (a loss of 27,600 jobs) from December 2019. However, there have been two restaurant openings in 2021 and seven openings scheduled for later in 2021 and several new restaurant opening announcements. With retail rents dropping due to increased vacancies, other opening announcements are likely in 2021.

DESTINATION RESTAURANT OVERVIEW IN DECEMBER 2020:
• 132 total restaurants
• 91 open (69%) and 41 temporarily closed (31%)
• 72 offered indoor dining (55%)
• 54 offered outdoor dining (41%)
• Revenues at 20% to 40% of Dec 2019 sales levels
• 12 closings in 2020 (8%)
• 3 openings in 2020 (2%)
• 11 delayed openings or restaurants under construction (8%)
• 5 new restaurant announcements (3%)

DESTINATION SHOPPING OVERVIEW IN DECEMBER 2020:
• 73 total stores
• 71 open (97%) and two temporarily closed (3%)
• Several luxury stores’ 2020 sales are above 2019
• Most stores’ sales were at 40% to 60% of Dec 2019 sales levels
• 8 closings in 2020 (10%)
• 1 opening in 2020 (1.2%)
• 3 under construction (4%)

REGIONAL RESTAURANT SALES (as % Of Previous Year)

DC RESTAURANT EMPLOYMENT IS DOWN 51% FROM DEC 2019 TO DEC 2020

Source: Dochter & Alexander Retail Advisor (2017 - 2020) and DowntownDC BID (2010 - 2016)
## DOWNTOWNDC DESTINATION RESTAURANT HISTORY

<table>
<thead>
<tr>
<th>Year</th>
<th>Openings</th>
<th>Closings</th>
<th>Net Change</th>
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<tr>
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</tr>
<tr>
<td>2020</td>
<td>132</td>
<td>3</td>
<td>129</td>
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</tbody>
</table>

### Openings
- 2020: Lululemon

### Closings
- 2020: Cedar and Circa
- 2021: Coudalie

### Openings and Closings

<table>
<thead>
<tr>
<th>Year</th>
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<tr>
<td>2021</td>
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<td>5</td>
</tr>
</tbody>
</table>

### Source: DowntownDC BID

(a) Includes nine restaurants under construction and four announced as of 1Q 2021.

(b) Includes two closings in 1Q 2021 and six additional estimated closings as 40 destination restaurants are temporarily closed as of 1Q 2021.

## DOWNTOWNDC DESTINATION SHOPPING HISTORY

<table>
<thead>
<tr>
<th>Year</th>
<th>Openings</th>
<th>Closings</th>
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<tr>
<td>2021</td>
<td>77</td>
<td>1</td>
<td>76</td>
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</table>

### Openings
- 2020: CityCenterDC stores opened Dec 2013 -- 2015.

### Closings
- 2021: Includes four stores under construction.

### Under Construction
- 2020: CityCenterDC

### Source: DowntownDC BID

(a) CityCenterDC stores opened Dec 2013 -- 2015.

(b) Includes four stores under construction.

## FUTURE OF RETAIL IN DOWNTOWNDC

The pandemic accelerated the shift from brick and mortar retail to online shopping. In addition, experiential retail is growing and outbidding traditional users for space.

### DowntownDC Offers

**Michelin-Starred Restaurants and Michelin's Bib Gourmand List**

While the Michelin restaurant guides were not issued for 2021 due to the pandemic, DowntownDC offers top quality restaurants that earned Michelin stars or a listing as a Michelin’s Bib Gourmand List in 2019 and have for every year since Michelin started rating DC restaurants in 2016.

Since 2016, two DowntownDC restaurants have earned stars each year: Jose Andres’ minibar with two stars and Fabio Trabocchi’s Fiola with one star.

Sushi Nakazawa earned one star in 2019. Jose Andres’ China Chilcano, Jaleo, Oyamel and Zaytinya made the Michelin’s Bib Gourmand List for four consecutive years. For the last two years, Succotash and the Unconventional Diner made the Bib Gourmand List and American Son joined the list in 2020.

### Future of Retail

The DowntownDC BID hopes to announce an operator in Spring 2021.

The DowntownDC BID is looking to hire a person who will focus on filling vacant DowntownDC retail spaces in Spring 2021.

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### FUTURE OF RETAIL IN DOWNTOWNDC

The pandemic accelerated the shift from brick and mortar retail to online shopping. In addition, experiential retail is growing and outbidding traditional users for space.

There is 914,000 SF of vacant retail space in DowntownDC.

In addition, DowntownDC has over 500,000 SF of ground floor space that is used as office space, of which more than 50% could be converted to retail. There is 37,000 SF of retail space under construction and 108,000 SF of planned space, including 29,000 SF at CityCenterDC.

The renovation of Franklin Park will include a full-service restaurant pavilion. The DowntownDC BID hopes to announce an operator in Spring 2021.

The DowntownDC BID is looking to hire a person who will focus on filling vacant DowntownDC retail spaces in Spring 2021.
The unpredictability of science-driven health related changes in city regulations and large protest marches made managing a restaurant extremely difficult in 2020. The following charts shows how the operating status of DowntownDC’s Destination and Quick Service restaurants changed frequently in 2020.

DOWNTOWNDC RETAIL SPACE OVERVIEW AT 12/31/20
DowntownDC has a broad mix of retailers totaling 3.1 million SF of occupied or announced retail space:
- 900,000 SF of high-end or casual dining in over 132 establishments (29%)
- 640,000 SF of other food service providers (17%)
- 660,000 SF of destination shopping in 76 stores (21%)
- 332,000 SF of other shopper’s goods retail (11%), including furniture design showrooms, drug stores and convenience retail
- 788,000 SF of other retail (22%) with banks, entertainment and fitness being the largest categories

Total Possible Retail Space: 5,036,429

3,136,354 Occupied and Announced Space

Food and Beverage: 1,438,373, 46%

Other Retail: 705,508, 22%

Source: District & Alexander Retail Advisors

DOWNTOWNDC RESTAURANT REVENUES IN 2020

AS A RESULT OF BOTH SCIENCE-DRIVEN CITY REGULATIONS AND CONSUMER HEALTH CONCERNS, DOWNTOWNDC SALES AT RESTAURANTS AND STORES WERE WELL BELOW 2019 LEVELS.

DOWNTOWNDC SHOPPING REVENUES IN 2020

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DOWNTOWNDC SHOPPING REVENUES IN 2020
Dramatic Decline in Apartment Performance While Condo Prices Were Strong in 2020

The DowntownDC, DC and DMV apartment markets saw dramatic declines in rents and record high vacancy rates in 2020. In DowntownDC, rents declined 24% in 2020 and the vacancy rate rose to a record 11.1% in 2020. The condo market remained strong as prices and sales volumes remained at pre-pandemic levels. In DowntownDC, condo prices increased to $660 in 4Q 2020 — a 7% increase over 2019. The DC decline in occupied apartments in 2020 was 1,515 units, or just 0.6%. However, 7,212 new units were delivered in DC in 2020, or an increase of 4.6%. Vacancy rates increased significantly in Bethesda and declined slightly in the Rosslyn-Ballston Corridor in 2020.

Condo resale prices in DowntownDC increased to $660 per SF in 2020 — compared to $617 per SF in 2019. CityCenterDC continued to lead the DowntownDC condo market with 2020 sales average of $886 per SF for 2020 — up 1.8% from 2019. DowntownDC and CityCenterDC condo sales volumes were about the same as previous years. Condo prices and sales volumes were also generally strong in other DC submarkets and in the suburbs.

Source: Delta Associates
(a) Includes the area five blocks north and west of the DowntownDC BID boundary.
PLANNED RESIDENTIAL PROJECTS

There have been no new residential projects in DowntownDC since the opening of CityCenterDC’s 458 apartments and 216 condos in 2014, which brought DowntownDC’s total market-rate multi-family units to 6,020. Currently, there are three residential projects planned with a total of 502 units:

- Lincoln Property and Cadillac Fairview – 222 apartments at 1313 L Street NW and planned groundbreaking in Fall 2021
- Monument Realty – 130 apartments at 624 Eye Street NW
- Property Group Partners – 150 units at Capitol Crossing (2nd St NW between F and G Streets NW)

APARTMENT RENTS DECLINED BY 24% IN 2020 TO $2.52 PER SF PER MONTH

APARTMENT VACANCY MORE THAN DOUBLED IN 2020 FROM 4.9% TO 11.1% — A RECORD HIGH

APARTMENT EFFECTIVE RENTS ($ per SF per month)

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<td>$2.68</td>
<td>$2.68</td>
<td>$2.77</td>
<td>$2.72</td>
<td>$2.78</td>
<td>$2.94</td>
<td>$3.03</td>
<td>$2.53</td>
</tr>
</tbody>
</table>

Source: Delta Associates

(a) Includes the area five blocks north and west of the DowntownDC BID boundary.

REGIONAL CONDO RESALE PRICES ($ per SF)

<table>
<thead>
<tr>
<th>Location</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>DowntownDC</td>
<td>$1,122</td>
<td>$1,225</td>
<td>$1,337</td>
</tr>
<tr>
<td>CityCenterDC (14th &amp; U)</td>
<td>$1,050</td>
<td>$1,150</td>
<td>$1,250</td>
</tr>
<tr>
<td>Georgetown/14th &amp; U</td>
<td>$894</td>
<td>$995</td>
<td>$1,097</td>
</tr>
<tr>
<td>Shaw/Mount Vernon Triangle</td>
<td>$844</td>
<td>$894</td>
<td>$944</td>
</tr>
<tr>
<td>Bethesda</td>
<td>$664</td>
<td>$667</td>
<td>$677</td>
</tr>
<tr>
<td>Rosslyn-Ballston Corridor</td>
<td>$661</td>
<td>$664</td>
<td>$667</td>
</tr>
</tbody>
</table>

Source: The Mayhood Company

(a) New construction sales in 2010-2012

DOWNTOWNDC HAS 10,470 RESIDENTS AND APPROXIMATELY 7,000 HOUSING UNITS JUST 1.5% AND 2.0% OF DC TOTALS, RESPECTIVELY

CONDO PRICES ROSE 7% TO $660 PER SF ON SOLID SALES VOLUME IN 2020
YARDBIRD

Regional Southfield table and bar in the Yardi Yardbird 586 Restaurant. NV is excited to open in Spring 2021.

3 RESIDENTIAL PROJECTS
ARE PLANNED WITH A TOTAL OF
502 UNITS

Sources: U.S. Census Bureau and The Stephen S. Fuller Institute at GMU
(a) Population numbers are estimates for July 1st of each year. The 2020 Census population count is expected in the late Spring/early Summer 2021.
(b) 2020 is a forecast
(c) Excludes Jefferson, WV

Regional Population

REGIONAL POPULATION (a) (thousands)

DC  Suburban  Maryland (b)  Northern  Virginia (c)  Washington  Region (b)


5,000  5,000  6,011  6,248  6,248  6,248

5%  13%  32%  50%

EDUCATIONAL ATTAINMENT ▼

Not Completed High School  Completed High School (b) Bachelor's Degree  Graduate/ Professional Degree

5%  13%  32%  50%

平均年收入  $183,760

平均年入  $111,332

平均年龄  34.9 years

平均年龄  35.8 years

住宅单位  502

DOWNTOWNDC AND DC DEMOGRAPHICS 2020 (a)

DOWNTOWNDC

RACE ▼

AGE ▼

FEMALE

49%

51%

MALE

GENDER

EDUCATIONAL ATTAINMENT ▼

HOUSEHOLD ▼

TOTAL POPULATION  10,470

HOUSEHOLD INCOME ▼

TOTAL HOUSEHOLDS:  6,336

AVERAGE ANNUAL INCOME $183,760

MIDIAN INCOME $111,332

AVERAGE ANNUAL INCOME $146,306

MIDIAN INCOME $94,311

DOWNTOWN AND DC DEMOGRAPHICS 2020 (a)

RACE ▼

AGE ▼

FEMALE

52%

48%

MALE

GENDER

EDUCATIONAL ATTAINMENT ▼

HOUSEHOLD ▼

TOTAL POPULATION  706,137 (b)

HOUSEHOLD INCOME ▼

TOTAL HOUSEHOLDS:  313,459

AVERAGE ANNUAL INCOME $630,000

MIDIAN HOME VALUE $559,000

Share of Households With Incomes of $75,000 or More 71%

Share of Households With Incomes of $75,000 or More 55%

Average Annual Income $146,306

Median Income $94,311

Source: ERSI forecasts (courtesy of Washington DC Economic Partnership)
(a) ERSI data as of July 2020.
(b) U.S. Census Bureau estimated D.C. population to be 722,816 as of July 1, 2020 (released 12/20/20).
(c) Includes people who have completed some college and Associate Degrees.
TRANSPORTATION

NEW ROLE OF STREETS DUE TO PANDEMIC

STREET USE PIVOTS
As the pandemic forced those who could to avoid indoor public spaces, businesses looked to the street to find room to operate safely. In response, the BID staff worked through the District’s Pick-up/Drop-off (PUDO) Zone program to install over twenty new locations for ground-floor businesses so they could easily accommodate curbside pick-up and delivery, right at their front doors. In the spring, the District Department of Transportation (DDOT) pivoted and set up a fast and straightforward permitting process for expanded outdoor dining. This program included 1) fast approval of first-time outdoor dining permit applicants, 2) increased sidewalk usage for existing permits, and 3) options to utilize the parking lane (called parklets) or some portion of the travel lanes (referred to as streateries). With almost 70 restaurants in DowntownDC utilizing outdoor dining, this program proved an essential lifeline to businesses and diners alike.

AVERAGE DAILY METRO RAIL EXITS IN DOWNTOWNDC

<table>
<thead>
<tr>
<th>Metro Center</th>
<th>6,110</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallery Place</td>
<td>5,970</td>
</tr>
<tr>
<td>McPherson Square</td>
<td>3,669</td>
</tr>
<tr>
<td>Judiciary Square</td>
<td>1,581</td>
</tr>
<tr>
<td>Mt. Vernon Square</td>
<td>1,303</td>
</tr>
<tr>
<td>Federal Triangle</td>
<td>1,171</td>
</tr>
<tr>
<td>Archives</td>
<td>1,017</td>
</tr>
<tr>
<td>Average Weekday Total</td>
<td>5,700</td>
</tr>
<tr>
<td>Average Weekday Day Total</td>
<td>22,456</td>
</tr>
<tr>
<td>Average Weekend Day Total</td>
<td>8,170</td>
</tr>
</tbody>
</table>

Source: WMATA

AVERAGE DOWNTOWNDC METRO RAIL RIDERSHIP

(in thousands)

<table>
<thead>
<tr>
<th>Source: WMATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Exit numbers for Metro stations in DowntownDC BID Area (McPherson Square, Metro Center, Gallery Place-Chinatown, Archives-Metro稿 Memorial-Penn Quarter, Federal Triangle, Mt. Vernon Square and Judiciary Square).</td>
</tr>
<tr>
<td>(b) The MCI Center (now Capital One Arena) opened in December 1997 at Gallery Place.</td>
</tr>
<tr>
<td>(c) Includes weekend holidays.</td>
</tr>
</tbody>
</table>
TRANSIT RIDERSHIP HIT HARD

The pandemic drastically changed transportation habits and mass transit systems around the world saw significant drops in ridership. Transit systems in New York, London, and Brussels saw ridership drops of 60%-90% compared to pre-pandemic times. Locally, in 2020, the Washington Metropolitan Area Transit Authority (WMATA) saw ridership drops of 60%-90% compared to pre-pandemic times.

Locally, in 2020, the Washington Metropolitan Area Transit Authority (WMATA) was no exception. The Metrorail system suffered a 90% decrease in ridership in 2020 compared to 2019.

While, Metrobus ridership dropped 74% compared to pre-pandemic numbers. DowntownDC Metrobus ridership only dropped 51% compared to 2019. In 2019, Metrobus ridership had increased for the first time since 2013 with more than 277 million trips.

In DowntownDC, average weekday visitors, workers, and residents at the seven metro stations dropped by 75% compared to the previous year, a smaller drop than was seen District-wide. Weekend ridership dropped by 74% percent compared to 2019. Metro Center and Gallery Place-Chinatown stations retained higher ridership numbers during the week compared to the other stations in DowntownDC. However, all stations had a significant drop in ridership compared to the previous year.

FEDERAL FUNDING SUPPORT FOR WMATA CRITICAL

WMATA saw Metrorail ridership plunge 93% in the 2Q of calendar 2020 compared to the previous year. During the lockdown, WMATA lost approximately $2 million in passenger revenues per weekday. The CARES Act, other federal funds, and management reductions enabled WMATA to continue to provide much-needed services during the peak of the pandemic. The funding gave WMATA the ability to retain its employees and restore a large portion of their pre-pandemic level of services to support the region’s economic recovery.

In comparison to other cities, WMATA has a higher percentage of its budget that is funded by fare collections. In 2019, 45% of WMATA’s budget was supported by local revenues, whereas the average across the country has been 36%. In the years ahead, as people return to their offices, it will be particularly vital to the survival of our transit system that they choose to take transit.

MICROMOBILITY ZONES

In 2020, DowntownDC continued to partner with the DC government to increase the amount of parking for bikes and scooters in the form of Micromobility Zones within the BID area. Micromobility Zones encourage the use of healthier, more sustainable travel options, while improving safety by preventing drivers from parking too close to intersections and increasing pedestrian visibility. In total, DowntownDC more than doubled the number of Micromobility Zones to 16 in DowntownDC, from eight, at high-activity nodes within the BID area.

WMATA SAW METRORAIL RIDERSHIP PLUNGE 93% IN THE 2Q OF CALENDAR 2020 COMPARED TO THE PREVIOUS YEAR

BIKE USAGE INCREASES

During much of 2020, people were traveling less due to stay-at-home orders and limited business activity, but people flocked to trails and interest in biking grew significantly. Trail use in the region increased by close to 50% and new bikes became hard to find.

In the District, mass transit use dropped 90%, while Capital Bikeshare (Cabi) system-wide ridership dropped only 35%. During the peak of the lockdown (April), system-wide ridership dropped by 78% compared to 2020. However, by June 2020, the Cabi system began to recover and saw an increase of 184% compared to April levels.

In 2020, the Cabi system continued to grow. It added 436 bikes and 18 stations, bringing the system-wide total to 4,736 bikes and 596 stations. Likewise, local planning for an expanded bike network moved forward. Outside of DowntownDC, but connecting to facilities that run through it, significant connections were added to the east with the expansion of the Metropolitan Branch Trail, and to the west, with the planned 20th and 21st Street NW protected bike lane. Additionally, 2020 saw the kick-off of planning for a new protected bike lane on 15th Street NW, from Pennsylvania Avenue to the tidal basin, allowing users to eventually travel over the 14th Street Bridge all the way to Arlington, VA.

Regional Capital Bikeshare System Data

<table>
<thead>
<tr>
<th>Number of Bicycles</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,700</td>
<td>405</td>
</tr>
<tr>
<td>4,170</td>
<td>490</td>
</tr>
<tr>
<td>4,150</td>
<td>526</td>
</tr>
<tr>
<td>4,300</td>
<td>578</td>
</tr>
<tr>
<td>4,736</td>
<td>596</td>
</tr>
</tbody>
</table>

Regional Capital Bikeshare System Data

Source: Capital Bikeshare and DowntownDC BID

DC Metrorail Ridership

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>33,700,000</td>
</tr>
<tr>
<td>2010</td>
<td>32,450,000</td>
</tr>
<tr>
<td>2011</td>
<td>32,405,000</td>
</tr>
<tr>
<td>2012</td>
<td>32,360,000</td>
</tr>
<tr>
<td>2013</td>
<td>32,310,000</td>
</tr>
<tr>
<td>2014</td>
<td>32,266,000</td>
</tr>
<tr>
<td>2015</td>
<td>32,222,000</td>
</tr>
<tr>
<td>2016</td>
<td>32,178,000</td>
</tr>
<tr>
<td>2017</td>
<td>32,134,000</td>
</tr>
<tr>
<td>2018</td>
<td>32,090,000</td>
</tr>
<tr>
<td>2019</td>
<td>32,046,000</td>
</tr>
<tr>
<td>2020</td>
<td>31,990,000</td>
</tr>
</tbody>
</table>

Source: WMATA

Key Bus Projects in DowntownDC

DDOT advanced several Bus Priority projects in 2020. A Bus Priority project provides dedicated right-of-way for buses to travel more efficiently, thereby attracting more riders and eventually reducing traffic.

In 2020, planning for the long-awaited 16th Street Bus Lane was completed and a ground-breaking was planned for early 2021. Once installed, this Bus Priority project will provide bus lanes on 16th Street NW for 2.7 miles to the more than 20,000 riders a day that typically ride the bus.

Also, in 2020, DDOT worked to improve and update plans for the H and I Street Bus Lanes, making them more efficient and focusing striping and signage to clarify permissible interactions between cars and bus lanes.

Lastly, DDOT began laying out plans for a wide-reaching Bus Priority network that would be fully connected and improve service on many high-capacity corridors.

Regional Capital Bikeshare System Data

Source: Capital Bikeshare and DowntownDC BID

Key Bus Projects in DowntownDC

DDOT advanced several Bus Priority projects in 2020. A Bus Priority project provides dedicated right-of-way for buses to travel more efficiently, thereby attracting more riders and eventually reducing traffic.

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DOWNTOWNDC AT A GLANCE

FRANKLIN PARK CONSTRUCTION GETS UNDERWAY

A bright note in 2020 was the beginning of the major renovation of Franklin Park, a historic U.S. National Park Service (NPS) site. Bulldozers and construction equipment arrived in early summer and began breaking ground for this highly anticipated redesigned park, located between 13th and 14th streets NW and K and I streets. The $18 million funding for the project was provided by Mayor Muriel Bowser and permitted through a federal lands package which allowed the District of Columbia to invest its capital dollars through a cooperative management agreement with NPS. Construction is anticipated to take approximately one year during which time the park is closed to the public. Once open this highly anticipated park and centrally located precious asset will be operated and managed by the BID and will host numerous programmed activities.

K STREET TRANSITWAY PUSHES FORWARD

A key major project in DowntownDC continued in 2020. Proposed designs for the K Street Transitway (which will bring dedicated bus and bike lanes to the heart of DowntownDC along the K Street corridor from 12th Street NW to 21st Street NW) were presented to the community for feedback. After several public meetings and discussions of curbside loading needs, DDOT moved forward in planning an alignment that will run both the bus and bike lanes down the center of the roadway. Final design will progress in 2021 and construction is planned to start in 2022. Key project features like the urban design of the streetscape and the specialized design of the bus shelters were also discussed as part of the reconstruction project.

The DowntownDC Foundation, the BID’s 501c3, in 2020 supported the BID in providing emergency services as well as basic needs for individuals experiencing homelessness during the pandemic. The Foundation assisted in providing equipment and funding to move meals and services outdoors, supply PPE, handwashing stations and establishing the DowntownDC Weekend Community Services Program on Vermont Avenue, which relocated weekend charitable efforts from Franklin Park following its closure in the summer of 2020.

The DowntownDC Foundation for its first end-of-year campaign in December 2020 received strong support from the DowntownDC community including numerous property owners, managers, tenants, businesses, corporations and a significant number of local residents who desired to support DowntownDC during this challenging time. The Foundation and its board of directors serve to elevate the BID’s work in the areas of homeless services, Franklin Park, public space activation and revitalization and events and programming.

DOWNTOWN DAY SERVICES CENTER

Initially shuttered during the beginning months of the pandemic, The Center, through the generosity of benefactors and many volunteers, was able to eventually offer limited services by appointment during daytime hours. The closure of Franklin Park further disrupted services but the DBID staff and volunteers worked diligently and relocated weekend meal services to Vermont Avenue and provided more than 450 meals each weekend.
Launched in 2019, the BID began operations of the Downtown Day Services Center at the New York Avenue Presbyterian Church (The Center) which was funded by a $1.7 million grant from the Department of Human Services (DHS). The Center services as a single access point for multiple services while working with individuals to move them into permanent, supportive housing. The Center is supported through BID partners, including the Department of Human Services, Pathways to Housing DC and HIPS and is a part of the Mayor’s goal to end homelessness in the City.

DC & DOWNTOWNDC CRIME

The BID's continued work with stakeholders, including the DC Metropolitan Police Department, the Metro Transit Police Department and the United States Park Police, is intended to focus and support mitigating disorder and crime. Crime in DowntownDC was down in 2020 with a noticeable decrease in robberies, assaults, and theft – much of which can be attributed to fewer people in downtown due to pandemic quarantining. There was a significant increase in burglary numbers which may be the result of looting during the initial days of protests in response to the murder of George Floyd or because there were fewer "eyes on the street" during the pandemic. In DowntownDC in 2020, there were a total of 1,167 total crimes, down 52% from 2019's 2,266 total crimes. Theft (including theft from automobiles) continued as the largest crime category with 938 reported crimes in 2020, or 80% of total DowntownDC crimes. There were three homicides in 2020 compared to zero in 2019 and two in 2018. Citywide total crimes declined 19% in 2020 to 27,676 from 2019’s 33,978. However, citywide homicides increased to 198 from 169, or 19%.

Source: MPD.dc.gov Crime Cards Data Mapping Application

ANNUAL REPORTED CRIME INCIDENTS IN THE DOWNTOWNDC BID AND DC

### DC CRIME INCIDENTS

<table>
<thead>
<tr>
<th></th>
<th>2014-2019</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE</td>
<td>35,504</td>
<td>33,978</td>
<td>27,676</td>
</tr>
<tr>
<td>CHANGE</td>
<td>-19%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DOWNTOWNDC CRIME INCIDENTS

<table>
<thead>
<tr>
<th></th>
<th>2014-2019</th>
<th>2019</th>
<th>2020</th>
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<tbody>
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<td>AVERAGE</td>
<td>2,112</td>
<td>2,266</td>
<td>1,167</td>
</tr>
<tr>
<td>CHANGE</td>
<td>-52%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DOWNTOWNDC SELECTED CRIME STATISTICS (95% OF ALL 2020 CRIMES)

<table>
<thead>
<tr>
<th>Crime Type</th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEFT</td>
<td>2,016</td>
<td>938</td>
<td>-53%</td>
</tr>
<tr>
<td>BURGLARY</td>
<td>33</td>
<td>93</td>
<td>+182%</td>
</tr>
<tr>
<td>ROBBERY</td>
<td>95</td>
<td>39</td>
<td>-59%</td>
</tr>
<tr>
<td>ASSAULT WITH WEAPON</td>
<td>52</td>
<td>36</td>
<td>-31%</td>
</tr>
</tbody>
</table>

Source: Metropolitan Police Department and DowntownDC BID
SOCIAL JUSTICE IN DOWNTOWN DC

Since its founding in 1997, the BID has been instrumental in supporting and transforming our community into a welcoming and inclusive economic, cultural, and entertainment center for the region. We have done this while valuing and celebrating the contributions of all who made this transformation possible. This includes our property owners and managers, our retailers and small businesses, our museums and theaters, our entertainment venue owners and operators, our faith-based institutions, our government and law enforcement partners, the many companies that choose to establish offices in DowntownDC and the nearly 180,000 employees that fill those offices, the leaders of our Convention Center, and especially our residents and the millions of visitors who come to DowntownDC every year, without whom our downtown’s success would not have been possible.

Equally valued are the contributions of our Safety/Hospitality and Maintenance (SAM) ambassadors, many of whom joined the BID for their first job or reentered the workforce with us after experiencing homelessness or incarceration.

2020 has been difficult for DowntownDC and the rest of the District, as businesses were forced to shut their doors, employees retreated to working from their homes, and even more were placed on furloughs or terminated. In early spring 2020, Downtown DC became the epicenter of protest and civil unrest following the murder of George Floyd in Minnesota, forcing businesses to not only close again but to install plywood and take other measures to mitigate damage to their properties.

The BID used the twin impacts of the pandemic and the civil unrest to promote social activism through art and provide a venue for artists from all walks of life to channel their hurt and anger into beautiful murals. In partnership with Providing Artist with Inspiration in Non-Traditional Settings (PAINTS) and many downtown property owners we launched Murals that Matter, murals that adorned many of the boarded-up retail spaces in the BID and activated the west lawn of the National Building Museum during the summer of 2020. These beautiful pieces of art also protected the windows of the historic St. John’s Episcopal Church.

On June 5, 2020, Mayor Muriel Bowser declared two blocks of 16th Street NW, Black Lives Matter Plaza. Earlier that week peaceful protesters had been forcibly removed from the area, while across the country protests against police brutality and a racial reckoning continued to occur. In support of the Mayor’s declaration the BID designed and installed new street light banners that honored the lives of people of color who lost their lives at the hands of law enforcement.

The board of directors and staff of the DowntownDC BID are committed to working with its partners and community to grow our inclusive programs and activities to better support all who live, work, play and visit our BID.

DURING THIS PAST YEAR THE DOWNTOWNDC BID ALONG WITH CITY LEADERSHIP WORKED HARD TO REACT AND RESPOND TO THE PRESSURES FROM THE PANDEMIC AND TO ALSO ENSURE THE ELEVATION OF SOCIAL JUSTICE SHINES A BEACON FROM THE CITY’S DOWNTOWN.
THE DOWNTOWNDC BID THANKS THE FOLLOWING FOR THEIR CONTRIBUTIONS TO THIS REPORT:

Akridge
AARP
Carr Properties
CityCenterDC
Clyde’s Restaurant Group
CoStar Group, Inc.
Cube Libre Restaurant & Rum Bar
Cushman & Wakefield
DC Office of the Chief Financial Officer
DC History Center
Delta Associates
Destination DC
District Department of Transportation
Dochter & Alexander Retail Advisors
ESRI
Events DC
Ford’s Theatre
Hines
International Spy Museum
JBG Smith
JLL
Knightsbridge Restaurant Group
The Mayhood Company
Lincoln Property Company
Macy’s
Metropolitan Police Department of DC
Metropolitan Washington Council of Governments
Monumental Sports & Entertainment
US National Archives
National Building Museum
National Gallery of Art
National Law Enforcement Museum
National Museum of Women in the Arts
National Portrait Gallery
National Theatre
Naval Heritage Center
Oxford Properties
Peepco
Property Group Partners
Quadrangle Development Corporation
The Residences at CityCenter
Shakespeare Theatre Company
Sixth & I Historic Synagogue
STR, Inc. (former Smith Travel Research)
Smithsonian Institution
Stephen S. Fuller Institute
ThinkFoodGroup
US Bureau of Labor Statistics
US Census Bureau
US Department of Commerce, Office of Travel and Tourism Industries
US General Services Administration
US National Park Service
US Holocaust Memorial Museum
Washington Metropolitan Area Transit Authority
Warner Theatre
Washington DC Economic Partnership
Woolly Mammoth Theatre

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Lulu Liu, Senior Accountant
Emily Mooney, Director of Marketing and Communications
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Gerry Widdicombe, Director of Economic Development

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Moya Design Partners

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PHOTOGRAPHY
Wild Palm Media | Connor Good, Executive Office of the Mayor, Interstellar Studio, DowntownDC BID

THANK YOU FOR YOUR CONTRIBUTIONS IN 2020 AND YOUR CONTINUED SUPPORT IN THE FUTURE