



NATIONAL  
LANDING

PENTAGON CITY  
CRYSTAL CITY  
POTOMAC YARD

ANNUAL  
REPORT  
FY2020



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**THE CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT HAS BEEN REINVENTED AS THE NATIONAL LANDING BUSINESS IMPROVEMENT DISTRICT**



**Tracy Sayegh Gabriel**  
*President & Executive Director*



**Andrew VanHorn**  
*JBG SMITH  
FY2020 Chair, Board of Directors*

# National Landing is HERE

The Crystal City Business Improvement District has been reinvented as the National Landing Business Improvement District (BID), unifying Virginia’s largest walkable downtown and elevating the profile of one of the most connected and evolving urban centers in the country. Fiscal Year 2020 was another landmark year for both the area and the organization and included the achievement of many long-standing goals, even amidst the backdrop of the COVID-19 pandemic.

An expanded district. A new name and brand. Trusted communications. Strong civic partnerships. Small business assistance. Public art installations. People-oriented public space. Transportation advocacy. Walkable everything. And the list goes on, creating so many more reasons to #LoveNationalLanding.

National Landing has all the ingredients necessary to be a model of resilience and recovery for mixed-use downtowns. The area is experiencing an exciting transformation fueled by new parks, investments in transportation, and commercial and residential development, and the BID and its partners are laying the groundwork to ensure that small businesses, the hospitality industry, commercial tenants, and the community at-large remain supported during this uncertain time.

As a united downtown, it is clearer than ever that our three neighborhoods are stronger together.

Sincerely,

# WHO WE ARE

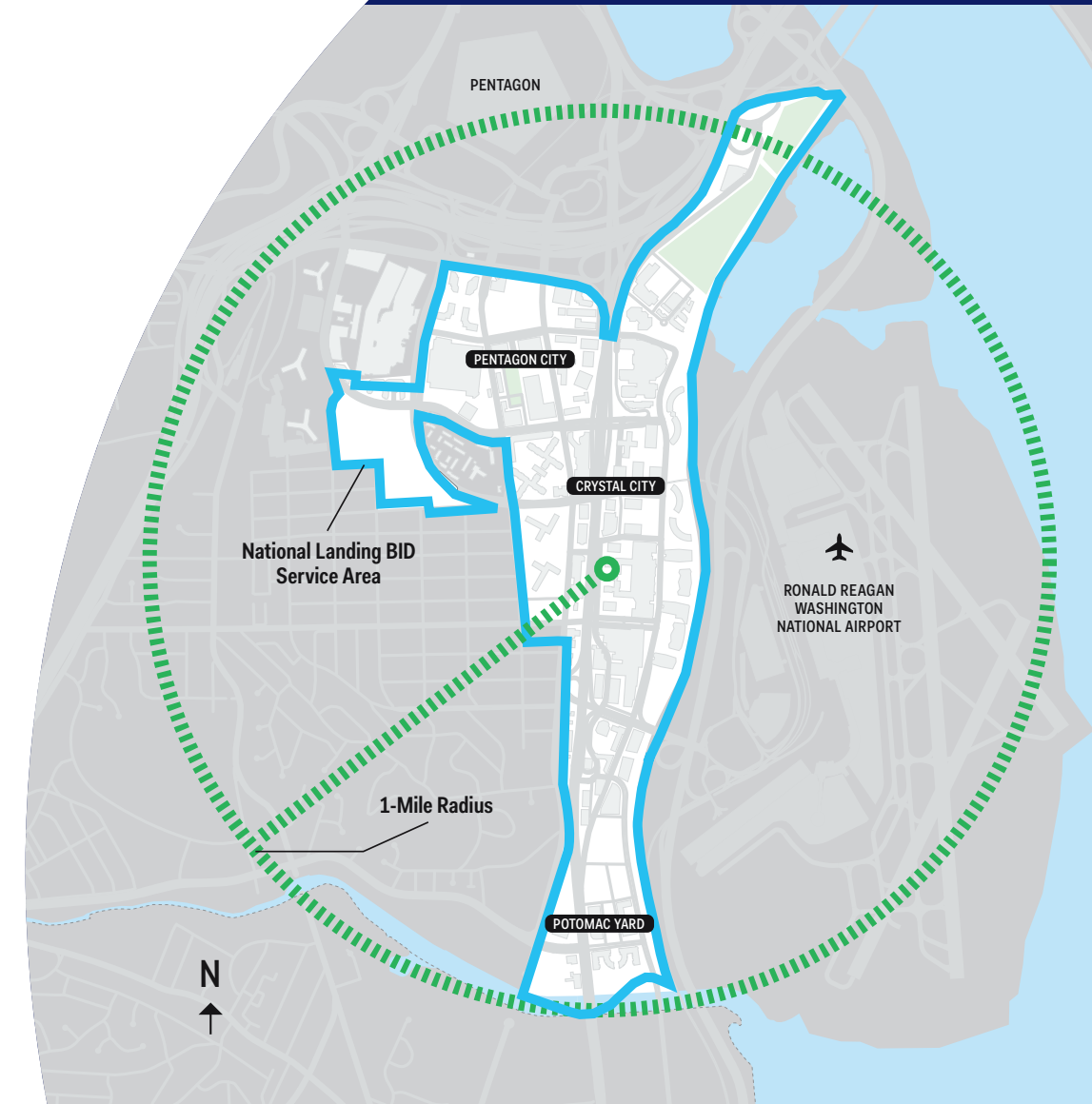
The National Landing Business Improvement District (BID) serves as a champion for Virginia's largest walkable downtown. The BID is a public-private partnership with Arlington County established to promote and activate the area's business, retail, restaurant and residential community. Launched as the Crystal City BID in 2006, the member-driven nonprofit organization spent fiscal year 2020 finalizing an expansion and name change to reflect its enlarged geography.

Funded by a special tax paid by the 61 property-owning members within the BID's boundaries, and governed by a Board of Directors elected by those members, the BID plays an important role in the development and vitality of National Landing and its core neighborhoods of Crystal City, Pentagon City, and Potomac Yard, steering its growth in ways that are sustainable and enhance the area's diversity and livability.

Visit [nationallanding.org](http://nationallanding.org) to learn more.

The BID supports and complements National Landing's exciting transformation through six core service areas:

- 1 ADMINISTRATION & MANAGEMENT**
- 2 COMMUNITY EVENTS & OUTREACH**
- 3 ECONOMIC DEVELOPMENT**
- 4 MARKETING & PROMOTION**
- 5 PUBLIC REALM & BEAUTIFICATION**
- 6 TRANSPORTATION**



The National Landing BID's approximately 450 acres includes all of Crystal City and Potomac Yard-Arlington and portions of Pentagon City. The official BID service boundaries are illustrated in the above map.

# FY2020 HIGHLIGHTS

**2019**  
**JULY**

- ▶ SPIN scooter station pilot launched

**2019**  
**AUGUST**

- ▶ More than 1,000 residents respond to an outreach survey about the new name and expansion

**2019**  
**SEPT**

- ▶ County Board approves BID expansion

**2019**  
**OCT**

- ▶ Community outreach efforts around the new name reach more than 16,000 households through targeted mailings, public office hours and open houses
- ▶ 12th Street Apartments site plan approved

**2019**  
**NOV**

- ▶ Mural by international artist Jay Shogo enlivens Synetic Theater's facade

**2019**  
**DEC**

- ▶ Site Plan approved for 800+ new residential units at Crystal Houses
- ▶ 23rd Street Committee launched
- ▶ Amazon moves into first fully leased building

**2020**  
**JAN**

- ▶ BID moves to new offices at 2011 Crystal Drive

**2020**  
**FEB**

- ▶ Partnered with Crystal City Civic Association to host happy hour for renters and millennials

**2020**  
**MARCH**

- ▶ Pentagon City Committee launched
- ▶ BID pivots to COVID-19 communications and virtual programming

**2020**  
**APRIL**

- ▶ BID contributes \$100,000 to County small business emergency grant program
- ▶ County Board approves National Landing BID name change

**2020**  
**MAY**

- ▶ BID launches #LoveNationalLanding campaign

**2020**  
**JUNE**

- ▶ National Landing BID brand launched

# NATIONAL LANDING BY THE NUMBERS

## HOTEL & RESIDENTIAL

**5,900**

hotel rooms  
second only to downtown DC in the region

**7,000+**

new residential units  
in the pipeline

**16,000**

existing residential units  
throughout National Landing

## TRANSPORTATION

**Nearly \$4 billion**

regional and local transportation projects  
in planning, design,  
or under construction

## PRIVATE SECTOR INVESTMENT

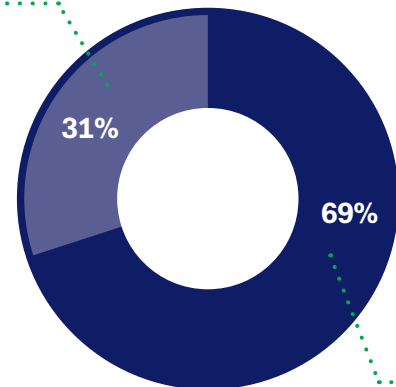
**\$8 billion+**

private-sector investment  
in the pipeline,  
including:

**\$2.5 billion**

anticipated investment  
by Amazon

**\$2.5 billion**  
anticipated investment by Amazon



**\$5.5 billion**  
general private sector  
investment

**SEVEN NATIONAL LANDING COMPANIES ON THE INC. 5000 LIST**

**540.co**  
Technology Consulting

**Advanced Concepts and Technologies International, ACT I**  
Talent Acquisition Management Solutions

**ITC Defense Corp.**  
Systems Engineering & Software Development

**Metis Solutions**  
Business Management Consulting

**Objective Area Solutions**  
Business Management Consulting

**Thomas Solutions Incorporated**  
Defense Contracting

**U.Group**  
Business Management Consulting

**60+**

virtual events  
from March  
to June 2020

**6**

new event series  
from March  
to June 2020

**10**

storefronts  
covered with murals

**300**

cheerful sidewalk stickers  
throughout the  
neighborhood

## POPULATION & SF GROWTH

**50,000**

daytime population and growing

**25,000**

Amazon employees  
coming to National Landing by 2032

**4 million**

SF to be occupied by Amazon

**1 million**

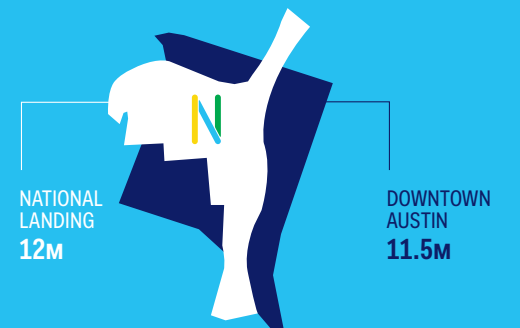
SF Virginia Tech Innovation Campus  
in design now

**Up to 750**

anticipated masters student  
enrollment

## COMMERCIAL SF COMPARISON

National Landing is Virginia's largest walkable downtown and comparable in size and scale to other prominent downtowns nationally, such as downtown Austin, Texas.



# NATIONAL LANDING

Though an expanded BID had been a long-standing goal for the organization, highlighting the Crystal City, Pentagon City, and Potomac Yard-Arlington neighborhoods as a unified, vibrant downtown emerged as a top priority during the development of the Area-Wide Strategic Plan. This urgency was further underscored by the announcement and anticipated arrival of Amazon's second headquarters.

An expanded BID district inclusive of all three neighborhoods would provide a cohesive approach to best position the area for economic development success and enhanced physical connectivity, while publicizing and elevating the area as a leading urban center on a national scale.

In September 2019, the Arlington County Board approved the expansion to include Pentagon City and Potomac Yard, following the overwhelming support of stakeholders in both the existing district and expansion areas. Through expansion, the BID district grew by 70 percent in terms of land area and increased membership from 40 to 61 property owners.

The BID's expanded district has the density, scale, and capacity for planned growth, as well as the appetite for transformation, that will enable sustainable, transit-oriented development and the creation of a highly desirable, mixed-use urban center. Even prior to Amazon's selection, the area had begun experiencing interest and investment that had breathed new life into its streets, signaling the changes to come. The BID is harnessing this momentum to envision an inviting and inclusive future — shaping development, fostering placemaking, encouraging vibrancy of businesses, and enhancing quality of life.

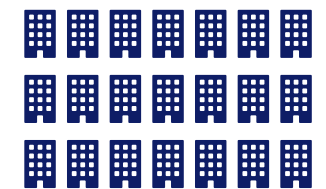


AN EXPANDED BID:



**\$2 million+**

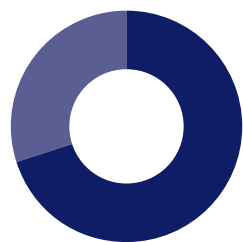
increase in operating budget



**21**

new property owners

AN EXPANDED BID:



**70%**

growth in land area

## THE EXPANDED ORGANIZATION SET OUT TO FOCUS ON ACHIEVING THE FOLLOWING GOALS

- Building a new, nationally recognized profile and strengthened identity for the area and its neighborhoods, emphasizing its assets, value, and potential
- Creating a more dynamic, attractive, and activated public realm and human-scaled experience
- Fostering opportunities for arts, culture, and entertainment that create a more lively and attractive experience
- Increasing connections within the area and to adjacent economic activity centers to become one of the most transit-accessible, convenient, and easy-to-navigate districts



# NEW NAME, NEW BRAND, RENEWED VISION

On June 22, 2020, the Crystal City BID officially changed its name to the National Landing BID – and with the new name came the roll-out of a new visual identity. A finely orchestrated brand launch included a digital advertising campaign, new social media handles and content, a modernized website with interactive elements, and the introduction of a logo that highlights the strength of the area and its promising future.



The bright yellow and blue reference the Metrorail lines and the blue of the Potomac River; the green refers to the abundant greenspaces in National Landing.

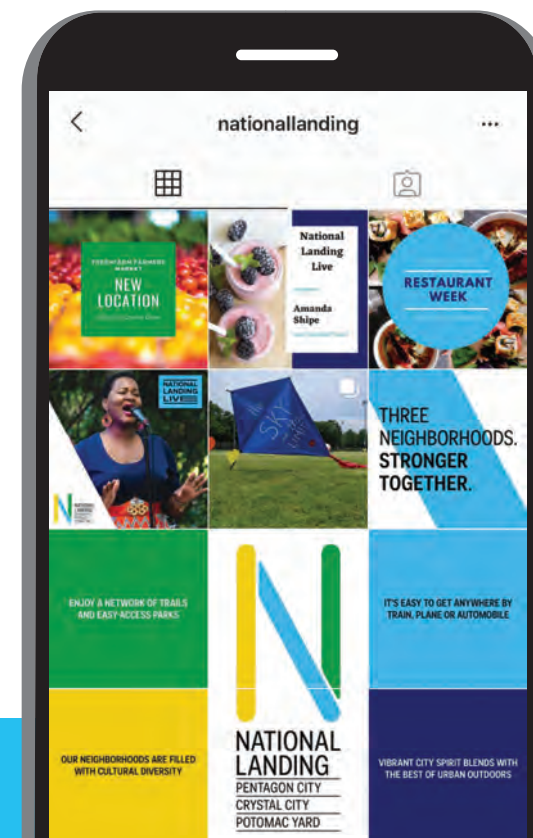
The identity system designed by Pentagram responds to the area's central location and connectivity with clear references to the Metro system and transit visual elements.



The flexible identity system incorporates a clean typeface that underscores all three neighborhood names – Crystal City, Pentagon City, and Potomac Yard – while highlighting the umbrella term of National Landing.

New photography highlights little-known angles of the neighborhood and the easy urban lifestyle offered by the area.

## National Landing is City Life Reimagined.



*"This framework looked at not only providing services during the current period, but also laying the groundwork for recovery."*



# COVID-19

Once the scale of the COVID-19 crisis's impact became clear in March and April of 2020, the BID began to frame immediate goals for the organization to determine new priorities, reposition resources, and identify how best to serve the needs of area businesses, residents, and property owners.

The BID moved quickly to serve as a trusted communications channel for information and resources, assist small businesses heavily impacted by the pandemic's public health measures, elevate neighborhood spirit, and build civic partnerships to meet humanitarian needs.

## KEY COVID-19 INITIATIVES

1

### SMALL BUSINESS ASSISTANCE

- Contributed \$100,000 to the Arlington Emergency Small Business Assistance GRANT program, which – combined with the County's funds – provided relief funds to more than 75 National Landing businesses
- Promoted and supported local restaurants' delivery and takeout service through our website and the establishment of pick-up zones
- Hosted webinars and roundtables with business owners, and aggregated COVID-19 business resources into one central location on our website
- Assisted restaurants with Temporary Outdoor Seating Area applications

4

### COMMUNITY SPIRIT & SUPPORT

- Elevated civic partnerships and support initiatives to meet human needs in the community
- Partnered with AFAC, FLARE, and residential buildings to collect canned goods for local food bank
- Provided funding and logistical assistance to civic associations to support safe, outdoor programs
- Partnered with local PTAs to provide \$10,000 of local produce to vulnerable families
- Teamed up with local artists to launch the #LoveNationalLanding initiative to bring joy and highlight the resilient nature of the community through uplifting messages and art
- Recognized a "Hometown Hero" each week on social media and in the newsletter, with several of the "Heroes" also featured in local news outlets



2

### COMMUNICATIONS & OUTREACH

- Served as a trusted communications channel, keeping the National Landing business and residential community well-informed about local, County, and community-based efforts in the wake of COVID-19

3

### VIRTUAL EVENTS

- Partnered with local studios and gyms to host near-daily fitness programming
- Launched National Landing Live video series to spotlight the talents of business owners and bring entertaining how-to's to people's homes each week
- Partnered with iHeart Radio to host a weekly Front Porch Friday music series

5

### ADVOCACY

- Developed strong relationships with local, state and federal representatives, the County, chambers, business associations, etc., to advocate for policies and programs that promote BID member interests, enhance business viability, and improve neighborhood well-being



6

### BUSINESS CONTINUITY

- Retooled the FY2020 budget to meet new programming needs and retained funds for continuity of BID services and operations in the event of disruption to FY2021 budget disbursement



Foster opportunities for arts, culture and entertainment that create a more lively and attractive experience



# COMMUNITY EVENTS & OUTREACH

BEFORE COVID-19, THE BID WAS ON TRACK to sponsor or host over 300 events in National Landing in FY2020. Whether it be partnerships with conferences like Blerdcon to enrich the experience of attendees, working with local breweries to produce our second Oktoberfest, or bringing back the GRUMP market and Movie Night to Crystal City, BID events have created opportunities for community building and activating public space. Since March, the BID continued working to energize the community — going virtual with near-daily programming, one of the initial pivots to serving stakeholders and residents at home.



→ Stats from FY2020

**54,000**

attendees of Crystal City BID programming

**200+**

community events

**3,000+**

pounds of food collected for AFAC

## HIGHLIGHTS

- Partnered with Blerdcon — the country's only comic convention for nerds of color — to expand the inclusive event's offerings to the public realm with a three-day food truck rally and "back lot" experience
- Co-hosted Crystal City's first National Night Out event in partnership with the Crystal City Civic Association and Arlington County Police
- Revived an outdoor movie event through partnership with Alamo Drafthouse Cinema
- Partnered with local breweries to enhance the Oktoberfest experience with special beers brewed exclusively for the event
- Worked with Synetic Theater to promote their regular season and later their virtual offerings during the pandemic
- Reduced the environmental impact of BID events by implementing compost collection at events, including Food Truck Thursdays, and requiring vendors to use compostable containers
- Worked with area-focused committees to identify place-specific events and programming in new catalytic locations
- Initiated conversations with new partners to bring large conferences and events to district



## CALENDAR SNAPSHOT

2019 JULY TO DECEMBER

Fridays at the Fountain  
Fridays  
JULY - OCTOBER

Amazon Career Day  
SEPTEMBER 17

Oktoberfest  
SEPTEMBER 28

Fall Crafts Market @ the Grounds  
Thursdays  
OCTOBER

Harvest Social @ the Grounds  
NOVEMBER 14

GRUMP Holiday Market  
DECEMBER 14

2020 JANUARY TO JUNE

Valentine's Market @ the Grounds  
FEBRUARY 14

Virtual Yoga  
Sundays & Thursdays  
APRIL - JUNE

Synetic Virtual Fitness  
Mondays  
APRIL - JUNE

Midweek Meditation  
Wednesdays  
APRIL - JUNE

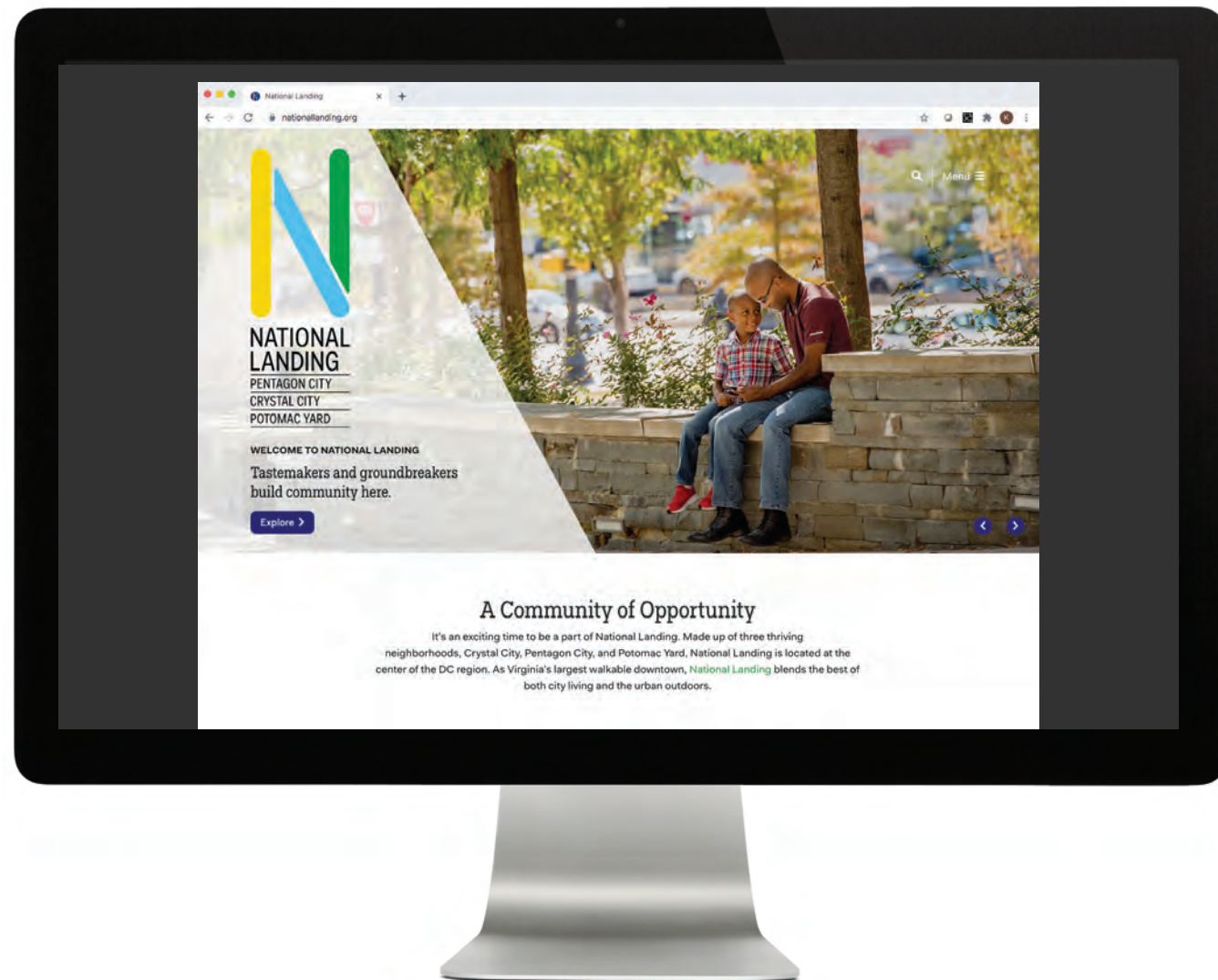
National Landing Live  
Tuesdays  
APRIL 21 - JUNE 30

Front Porch Fridays  
Fridays  
APRIL 24 - MAY 22

# MARKETING & PROMOTION

THROUGHOUT 2020, THE CRYSTAL CITY BID UNDERTOOK an extensive community engagement effort in preparation for its name change to the National Landing BID. The community outreach paid off. When the name change took effect in June 2020, neighborhood residents and businesses applauded the name change, new visual identity, and expanded BID.

*Build a new identity for the area and its neighborhoods that emphasizes its assets, value, and potential*



→ Stats from FY2020

2,448

Social media mentions

4,170

Newsletter subscribers

8,509

Facebook fans

3,138

Instagram followers

5,189

Twitter followers

407

LinkedIn

133

YouTube subscribers

443

NL media mentions



## HIGHLIGHTS

- Conducted hundreds of hours of community engagement and outreach about the new name and expansion, including 12 listening sessions around the County, four open houses, six focus groups, and 30 stakeholder interviews
- Mailed more than 16,500 postcards about the open houses and released a survey that was taken by 1,054 people
- Created a highly accessible new website that tells the story of National Landing, with highlights for each neighborhood, a spotlight on Virginia Tech's Innovation Campus, and an interactive development map
- Transferred social media handles from "crystalcity\_va" to "nationallanding" with new branded visuals, and saw a 7.7% audience growth across platforms (year over year)
- Renewed focus with new content and programming on existing YouTube channel
- Installed bright new neighborhood-specific street pole banners throughout Crystal City; began the permit application process to do the same in Potomac Yard and Pentagon City
- Conducted outreach to property owners and stakeholders to ensure consistency in branding, messaging, signage, and placemaking efforts as construction and development continues
- Redesigned and rebranded all print materials, branded items, digital assets, and event collateral
- More than doubled mentions of the BID in local media outlets over the previous year with strategic media outreach, social media, press releases, and advertising
- Tracked the growing media adoption of the National Landing name, totalling more than 400 media mentions
- Promoted in-person events and a new slate of virtual programming through social media, website, email newsletters, and advertising



## HIGHLIGHTS

- Partnered with Arlington County to enhance access to resources through a \$100,000 contribution to the Small Business Emergency GRANT program that supported approximately 75 area businesses
- Created new interactive development map on website featuring a robust database of information, project images, and links to websites for additional information on development
- Supplied compostable takeout containers and sustainably packaged water for Amazon's "10,000 Meals in May" program, which supported first responders, families in need, and 23rd Street restaurants
- Monitored market intelligence across sectors through CoStar and other market reports
- Participated in speaking engagements to elevate the National Landing submarket
- Actively engaged in the site plan/development review processes for area projects, including 1900 Crystal Drive, 12th Street Apartments, Crystal Houses, and Metropolitan Park 6/7/8
- Updated Net Fiscal Impact Analysis of National Landing Downtown District
- Updated retail and restaurant business contact list through direct calls and engagement
- Provided enhanced COVID-19 communications and support to residents, businesses and stakeholders through webinars, roundtables, regular email updates, and a dedicated webpage with COVID-19 resources and information

# ECONOMIC DEVELOPMENT

THE BID CONTINUED TO MAINTAIN CURRENT development outlook data and leveraged the expansion and rebranding to reframe the picture for the entire downtown district. Staff continued to represent the area's interests as a key spokesperson highlighting the area's economic development strengths and serving as a primary point of contact. As the pandemic hit, the BID focused on repositioning to provide enhanced communications and small business assistance, while preparing resources and approaches for the eventual recovery and return to business.

*Grow the economy by building on market strengths and seizing opportunities through a cohesive area-wide approach to planning and development*



*Champion next-generation urban mobility for all modes and enhance connectivity within the area and to adjacent economic activity centers*



# TRANSPORTATION

THE BID HAS CONTINUED TO CHAMPION next-generation urban mobility with its continued efforts to highlight the CC2DCA Intermodal Connector, support interregional rail opportunities, pilot micromobility solutions, and support the transformation of Route 1 into a people-focused urban boulevard.

## HIGHLIGHTS

- Received International Downtown Association Award for the BID's groundbreaking planning work studying the CC2DCA Intermodal Connector
- Initiated *Reimagine Route 1* study to help inform stakeholder discussions about possible at-grade prototypes for the transformation of Richmond Highway, while outlining the historical context of existing conditions
- Initiated study of interim changes to existing wayfinding system
- Advocated for MARC cross-river pilot service to National Landing at the Crystal City station
- Launched scooter charging-station pilot
- Facilitated creation of 12 pick-up/drop-off (PUDO) zones to support restaurants and small businesses during COVID-19 pandemic
- Continued quarterly transportation meetings with key updates to BID stakeholders



*Improve place  
by creating a  
more dynamic,  
attractive,  
and activated  
public realm*



## PUBLIC REALM & BEAUTIFICATION

IN FY2020, THE BID COMPLETED SEVERAL SIGNATURE public realm projects while also setting the groundwork for a seamless transition to maintaining and enhancing the public realm in the expanded geography. The pandemic has only underscored the importance of open space and the BID has put renewed focus in this area.



### HIGHLIGHTS

- Completed an international design competition for a full-building mural for Synetic Theater which was completed by Japanese artist Jay Shogo
- Refreshed all BID-maintained landscape areas with new maintenance contractor
- Proposed interim dog run concept for open space created by South Clark Street removal project
- Completed inventory of urban street trees in district
- Initiated 23rd Street streetscape improvement study in collaboration with area committee
- Developed Crystal City Metro Plaza Improvement Concept
- Installed new National Landing banners throughout the Crystal City neighborhood
- Partnered with the Virginia Bluebird Society on the installation of several bluebird boxes in Long Bridge Park
- Installed temporary art installations designed by Brocoloco to deliver COVID-19 safety messages as well as inspirational and uplifting messages to pedestrians
- Collaborated with five local artists to beautify the storefronts of 10 local businesses throughout the district with uplifting messages as part of the #LoveNationalLanding campaign

*Focus on building a strong, efficient organization, expanding operations to best serve the broader area, and protecting the investments of area stakeholders*

# ADMINISTRATION & MANAGEMENT

THE BID ACHIEVED A NUMBER OF KEY ORGANIZATIONAL milestones in FY2020, including its expanded boundaries and new name, which will set the stage for continued success in supporting the National Landing community. The BID remained focused on planning for organizational development and growth, scaling to serve the expanded geography, implementing best practices, and ensuring business continuity during the pandemic.

## HIGHLIGHTS

- Completed build-out of and relocation to new BID office at 2011 Crystal Drive
- Delivered FY2019 Audit and Annual Report, as well as FY2021 Proposed Work Plan to Arlington County
- Achieved necessary threshold of stakeholder support to expand the BID boundaries
- Formally received approval from the County Board to expand the BID boundaries and create the National Landing BID
- Invested in staff development to enhance productivity
- Responded to RFP to provide Managing Agent Services to the Potomac Yard Owners' Association
- Established the 23rd Street and Pentagon City Area Committees
- Enhanced board nomination process and transparency
- Supported shift to fully remote work with updated processes to ensure staff remained safe while programs and service areas continued to function successfully
- Updated accounting process including new service area budgeting, enhanced payment processing, and streamlined recordkeeping systems
- Highlighted the organization's progress and success at the annual meeting

# BUDGET & FINANCIALS

## FY2020 CONTRACTORS AND SERVICES

### GREATER THAN \$50K

D\*MNGOOD LLC  
 F.W. Haxel Company, Inc.  
 Heritage Landscape Services  
 JBGS/OP Management Services LLC  
 OfficeWorks  
 Pentagram Design, Inc.  
 Rubenstein Associates, Inc.  
 Treasurer of Arlington County  
 Walnut Street Creative LLC

### \$15K TO \$50K

American Advertising Distributors of NOVA  
 Arlington Street People's Assistance Network, Inc.  
 BroCoLoco LLC  
 Carefirst BlueCross BlueShield  
 Chapel Valley Landscape Company  
 Dodge-Chrome, Inc.  
 EPI-Colorspace  
 FRESHFARM Markets, Inc.  
 Gehl Studio Inc.  
 Gensler  
 Geocentric LLC  
 Jones Lang LaSalle Americas Inc.  
 LINK Strategic Partners  
 Local News Now LLC  
 NARD'S INC  
 New District Brewery  
 Pipkin Creative Communications  
 Rhodeside Harwell  
 Sam Kittner Photographer  
 Syntetic Theater  
 Toole Design Group, LLC  
 Vanasse Hangen Brustlin, Inc.  
 Venable LLP  
 Your Part-Time Controller

## FINANCIAL POSITION

Total Assets .....	\$1,231,661
Total Liabilities .....	\$455,673
Deferred Rent .....	\$13,113

**NET ASSETS .....** **\$762,875**

## SUPPORT & REVENUES

County Disbursements .....	\$2,692,339
Other Income .....	\$57,283

**TOTAL SUPPORT & REVENUE .....** **\$2,749,622**

## PROGRAM AREA EXPENSES

Marketing .....	22%	\$622,692
Economic Development .....	10%	\$285,119
Community Events & Outreach .....	18%	\$511,755
Public Realm & Beautification .....	20%	\$555,554
Transportation .....	7%	\$191,108
Administration & Management .....	24%	\$678,126

**TOTAL EXPENSES .....** **\$2,844,354**



## FY2020 BOARD OF DIRECTORS

**Doug Abbott**  
*Abbott Development Group/Gould  
Property Company*

**Christer Ahl**  
*Crystal City Citizen Review Council  
(CCCRC)*

**Kara Milkovich Alter**  
*JBG SMITH*

**Robin Burke**  
*Beacon Capital Partners*

**Joe Cardone**  
*Doubletree Crystal City*

**Crystal Christmas**  
*Crystal City Marriott*

**Jay Corbalis**  
*JBG SMITH*

**Nora Dweck-McMullen** (CO-VICE CHAIR)  
*Dweck Properties*

**Shannon Flanagan-Watson**  
*Arlington County*

**Kingdon Gould III** (SECRETARY)  
*Gould Property Company*

**Brian Grant**  
*Equity Residential*

**Alan Haskel**  
*PBS*

**Josh Lustig**  
*Crowne Plaza Crystal City*

**Freddie Lutz**  
*Freddie's Beach Bar  
& Restaurant*

**Glenda MacMullin** (CO-VICE CHAIR)  
*CTA*

**Natalie Monkou**  
*Arlington Economic Development*

**Derrick Morrow** (TREASURER)  
*Hyatt Crystal City*

**Suzie Sabatier**  
*JBG SMITH*

**David Stern**  
*The We Company*

**Steve Taylor**  
*Lyft*

**Harmar Thompson**  
*LCOR*

**Pamela Van Hine**  
*AHCA*

**Andy VanHorn** (CHAIR)  
*JBG SMITH*

**Todd Yeatts**  
*The Boeing Company*

### NATIONAL LANDING BUSINESS IMPROVEMENT DISTRICT

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703.412.9430  
[nationallanding.org](http://nationallanding.org)



#LoveNationalLanding

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Design: Pentagram

## NATIONAL LANDING BID STAFF

**Tracy Sayegh Gabriel**  
*President & Executive Director*

**Robert H. Mandle**  
*Chief Operating Officer*

**Cassie Bate Hurley**  
*Senior Events Manager*

**Jasmine Gipson**  
*Operations & Planning Associate*

**Mai Abdelaziz**  
*Office Administrator*

**Rachel L. Davis**  
*Brand Manager*

**Hollis Maye-Key**  
*Planning Intern*

**Hannah Morrison**  
*Planning Intern*

**Aaron Sessions**  
*Planning Fellow*



**NATIONAL  
LANDING**

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD