



**NATIONAL
LANDING**

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

**ANNUAL
REPORT
FY2022**

**FORWARD
TOGETHER**



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National Landing

Forward Together

Forward Together celebrates both the progress made over the past year and the exciting work ahead in transforming Virginia's largest walkable downtown into an even more vibrant, connected innovation and entertainment district that is welcoming to all. Throughout this report we look to acknowledge the past, as well as make way for the exciting evolution taking place in our district.

Already home to more than 22,000 residents, 12M+ square feet of office space, 5,500 hotel rooms, and over 450 restaurants and small businesses, National Landing is emerging as one of the most exciting stories of sustainable growth and urban reinvention. We are putting people at the center of a transformation that sets our area to become the fastest-growing center in the DC region in the next decade. With key anchor tenants such as Amazon and the recently announced global HQ for Boeing as well as catalytic neighbors like Virginia Tech's Innovation Campus, the area is becoming a global center for innovation. It is our vision that National Landing's transformative growth will deliver a more robust and connected mobility network, increased housing, state-of-the-art workplaces, new and enhanced parks, and an improved street-level experience with new retail amenities.

As we move forward, the benefits of growth must be felt by all who live in, work in, and visit National Landing. The BID is committed to being a responsible steward and partner in the area's ongoing reinvention – thoughtfully managing and shaping growth and community engagement to foster an inclusive community and enhanced livability for all residents.

We are proud of the incredible work we have accomplished and recognize that it would not be possible without our many incredible partners who are moving this community forward.



Tracy Sayegh Gabriel
President & Executive Director



Andrew VanHorn
*Dweck Properties
FY2021 Chair, Board of Directors*

WHO WE ARE

The National Landing Business Improvement District (BID) serves as a champion for Virginia's largest walkable downtown. The BID is a non-profit organization established to promote and activate the area's business, retail, restaurant and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. Established as the Crystal City BID in 2006, the member-driven nonprofit organization officially launched as an expanded BID district and changed the organization's name to reflect the enlarged geography of National Landing in July 2020.

Funded by a BID Assessment paid by the 58 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 sustainable growth and enhancing the area's diversity and livability.

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**

Visit nationallanding.org to learn more.



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.

FY2022 PRIORITIES

Significant progress was achieved toward advancing priorities outlined in the FY22 Work Plan including:

CENTERING ON RECOVERY AND RESILIENCE

- ▶ Implementation of comprehensive outreach database
- ▶ Release of HR&A Market and Economic Analysis and Innovation Report
- ▶ Completion of Metro Plaza Improvements including new and rehabilitated artwork to support return to transit

CULTIVATING A CONNECTED AND ACTIVATED DOWNTOWN

- ▶ Initiation of update to Mobility Next Report
- ▶ Formation of People Before Cars Coalition
- ▶ Robust virtual and in-person programming

BUILDING A STRONG, WELCOMING ORGANIZATION AND BUSINESS COMMUNITY

- ▶ Overhaul of COVID-19 Office Policy and creation of return-to-office plan
- ▶ Release of Equity Framework, *Equity Forward*
- ▶ Fully staffed BID organization



FY2022 HIGHLIGHTS

July 2021

- ▶ Summer House pop-up activates the Gateway Green

August 2021

- ▶ People Before Cars Coalition launches to advocate for multi-modal transportation improvements emphasizing public safety

September 2021

- ▶ Long Bridge Aquatic Center grand opening celebrated with a BID-sponsored concert celebrating local musicians

October 2021

- ▶ Launched a fall campaign called "Homecoming" that embraced the spirit of togetherness and community, initiating a return to work

November 2021

- ▶ Groundbreaking for Metro Plaza Improvements in collaboration with JBG SMITH
- ▶ Completed "Harmony," an inspirational mural at the Crystal City Metro Plaza by local artist, Lisa Marie Thalhammer

December 2021

- ▶ BID partners with Australian artist team, Amigo & Amigo on immersive lights installation, "Fallen Stars"

January 2022

- ▶ BID partners with RAMW to highlight National Landing Restaurants participating in Metropolitan Washington Winter Restaurant Week

February 2022

- ▶ Arlington County Board approves Pentagon City Sector Plan envisioning a more vibrant, walkable, connected, and green neighborhood through additional growth and housing
- ▶ National Landing BID launches second annual "Love Local" Campaign; \$100K provided to 33 local small businesses as National Landing continues to recover from the impacts of COVID-19

March 2022

- ▶ Amazon tops-off the 22nd story of HQ2 at Met Park
- ▶ NL BID announces a second year of partnership and local programming with the National Cherry Blossom Festival

April 2022

- ▶ Arlington County approves Amazon's final phase of HQ2 at PenPlace inclusive of the iconic "Helix"
- ▶ National Landing BID releases study defining the area as one of nation's leading innovation districts and sponsors Washington Business Journal-hosted forum on the topic

May 2022

- ▶ BID introduces new fitness programming at the Long Bridge Park Esplanade and Gateway Green with local partners

June 2022

- ▶ BID publishes *National Landing: Equity Forward* outlining concrete steps in the realm of equitable organizational development, programs, and outreach



NATIONAL LANDING BY THE NUMBERS

5,500
HOTEL ROOMS



Key Anchor Tenants:
Virginia Tech's
Innovation Campus,
Amazon and the
recently announced
global HQ for Boeing

12M+
SQ. FEET OF
OFFICE SPACE



450+
RESTAURANTS
AND SMALL
BUSINESSES



22,000+
RESIDENTS



EQUITY IN ACTION

National Landing is a rapidly evolving district and center of innovation where stakeholders seek to foster a vision for the future that is diverse, equitable, inclusive and welcoming to all. Amid continuing racial reckoning, transformative investments and rapid change, the BID has deepened its commitment to build a more equitable organization and use its voice to achieve a more inclusive community.

FY22 Highlights Include:

OUTREACH

- ▶ Community-facing "Equity in Action" series, covering DEI topics:
 - ▶ Race - "Reclaiming the Lost Identity of Arlington County through the Lens of Green Valley"
 - ▶ LGBTQ+ - "Rock the Lot with Pride"
- ▶ Partnered with JBG SMITH to learn about their actions to strengthen DEI within their organization and National Landing

ORGANIZATIONAL

- ▶ Recruited two new Equity Committee Co-Chairs
- ▶ Focused on staffing/recruiting to prioritize diversity in the talent pool
- ▶ Quarterly Equity Committee meetings to direct equity work for National Landing BID

PROGRAMMATIC

- ▶ Continued partnership with PathForward, providing outreach and assistance to people experiencing homelessness

POLICY/PLAN/ACTION

- ▶ Debuted the BID's inaugural Equity Forward Plan, setting a vision and ambitious blueprint to track progress in the realm of equitable organizational development, programs, and outreach to inspire stakeholders to set similar goals
- ▶ Established a set of measurable priorities for the Equity Committee to build on in FY23



MARKETING & PROMOTIONS

MARKETING PARTNERSHIPS & ACTIVATIONS

The BID continued to define and elevate awareness of National Landing as an innovation district and emerging urban destination through creative integrated communications and marketing efforts.

HIGHLIGHTS

- ▶ Social media following grew by 14% (year over year)
- ▶ Garnered more than 449M+ media impressions
- ▶ Partnered with iHeartRadio's Hot 99.5 on a Rising Artist competition discovering Jerel Crockett who headlined the Long Bridge Park Opening Celebration Concert
- ▶ Renewed the Love Local Grant Program and produced five videos showcasing National Landing small businesses in partnership with Restaurant Association Metropolitan Washington (RAMW)
- ▶ Collaborated with local influencer, DC Spot, to produce engaging content marketing local restaurants, RASA and The Freshman
- ▶ Scheduled and executed eight photoshoots capturing new and fresh imagery for local businesses giving them the tools and assets to better market what they do and sell
- ▶ Partnered with Amazon to bring first-ever signature National Cherry Blossom Festival event to Virginia, selling out within one week and surpassing registration goals by 200%



OUTDOOR ACTIVATIONS AND EVENTS INCLUDED:

- ▶ Summer House, an outdoor flex space providing a fun and casual use space, as well as scheduled activations and pop-up events
- ▶ Executed the following campaigns - "Homecoming," "National Landing Lodge" and "Stream Life" to bring joy and surprise and delight moments to the community during every season
- ▶ Celebrated Black History Month through the virtual event, "Reclaiming the Lost Identity of Arlington County Through the Lens of Green Valley," in partnership with the Black Heritage Museum of Arlington
- ▶ Celebrated Pride Month with community event, "Rock the Lot with Pride" in partnership with Freddie's Beach Bar and HRC Greater Washington DC

TOP NEWS HITS

- ▶ The rebranding of Amazon's HQ2 neighborhood: Alpacas, mocktails and flower crowns for dogs *Washington Post*
- ▶ Boeing's move to Arlington pushes 'tech hub' vision closer to reality *Washington Post*
- ▶ Boeing to move headquarters from Chicago to Arlington, Va. *Washington Post*
- ▶ Longtime Green Valley residents to speak about community's history next week *ARLNow*

MEDIA IMPACT

- ▶ 449,028,119 total media impressions
- ▶ \$2,876,657 estimated value
- ▶ 129 features
- ▶ 8 live news hits

SOCIAL MEDIA

Instagram following grew by **28%**
(year over year)



1,889,443

impressions generated from July 2021- June 2022 across all social channels

6,045

newsletter subscribers

2,712

new followers since July 2021 across all social channels



9,572

Facebook followers



7,592

Instagram followers



5,684

Twitter followers



1,242

LinkedIn followers



163

YouTube subscribers

COMMUNITY EVENTS & OUTREACH

HIGHLIGHTS

The BID continued to build community pride and connection through dynamic partnerships and events that grow the culture and identity of National Landing as a destination.

- ▶ Executed more than 160 virtual, in-person and socially distanced events including Movies in the Park, Fridays at the Fountain, National Landing Artisanal Summer Market, fitness programming (i.e. HIIT, Barre, Yoga, Bike to Work Week), as well as developed new offerings including the Homecoming Fall Series, National Landing Holiday Market, Peppermint Mocha Latte Competition and signature National Cherry Blossom Festival Event, Enchanted Rhapsody
- ▶ Worked with area-focused committees to identify place-specific events and programming in new catalytic locations
- ▶ Activated the Long Bridge Park esplanade with HIIT classes led by Hustle DMV and barre classes led by Pure Barre Pentagon City
- ▶ Partnered with Synetic Theater to celebrate the First Day of Spring with a surprise and delight pop-up handing out flowers to people in the community, as well as advertising Synetic Theater's production, "Servant of Two Masters"



PARTNERSHIPS INCLUDED:

- ▶ Restaurant Association Metropolitan Washington (RAMW)
- ▶ Amazon
- ▶ Real Fun Media
- ▶ National Cherry Blossom Festival
- ▶ Arlington Chamber of Commerce
- ▶ PathForward
- ▶ Leadership Arlington
- ▶ Blerdcon
- ▶ iHeartRadio
- ▶ Volo Sports DC



I love being able to take nice walks at Long Bridge Park, the diverse activities organized by National Landing BID, discovering new & old businesses in the area and meeting great people here!

National Landing Resident



167
EVENTS



15,000+
TOTAL
REGISTRANTS



10+
NEW EVENTS
AND REGIONAL
PARTNERSHIPS



I #lovenationallanding because there are always fun events planned, cool installations around, great shopping and restaurants and it's centrally located to a lot of places in the DMV!

National Landing Resident



EVENT CALENDAR SNAPSHOT

Virtual Programs

Mindfulness Meditation
Beginners Yoga
Power Yoga
HIIT

Reclaiming the Lost Identity of Arlington County Through the Lens of Green Valley

In-Person Programs

National Landing Market
Crystal City Farmers Market
Pentagon City Farmers Market
Fridays at the Fountain
Morning Yoga in the Park
Twilight Yoga
Summer House: Coffee Breaks
Summer House: Campfire Jamboree
Summer House: Food Trucks and Live Music
Summer House: Camp Cookout
Summer House: Flower Crowns and Mocktails
National Landing Oktoberfest
Homecoming: Outdoor Cycle Class with Hustle

Homecoming: Picture Day
Homecoming: Fall Festival
Homecoming: Swing Into Fall
Movies in the Park
National Landing Holiday Market
Peppermint Mocha Latte Competition
National Landing Christmas Tree Lot
Winter Restaurant Week
Will you be my Galentine?
Blossom Kite Festival
Enchanted Rhapsody
Bike to Work Week
Rock the Lot with Pride
Crossfit Outside with Brazen Fitness
HIIT Outside with Hustle DMV



Every day there is something new. This area is truly the future of the DMV and I'm excited to be a part of it! #lovenationallanding

National Landing Resident

ECONOMIC DEVELOPMENT

National Landing continues to strengthen its position as an international hub of tech innovation. With major tech anchors like Amazon's second headquarters and Boeing's global headquarters, educational institutions like Virginia Tech's \$1B innovation campus, and government giants like the Pentagon, BID-led FY22 initiatives included enhancing return to office programming, providing small business assistance for businesses impacted by the COVID-19 pandemic, and utilizing market data and storytelling to raise the national profile of the downtown as a growing center for innovation.

According to the Market Impact Study published in April 2022, National Landing is emerging as the Washington DC region's premier innovation district and is set to become the fastest growing center in the region in the next decade.

Market Impact Study, April 2022

HIGHLIGHTS - National Landing BID continued to lead the following economic development projects throughout FY22:

- ▶ Hired for a new role: Economic Development & Innovation Associate
- ▶ Published the first National Landing Market Impact Study identifying National Landing's transformation as an emerging innovation district
- ▶ Initiated Washington Business Journal hosted panel discussion, "Building for Tomorrow: The Evolution of National Landing" in April 2022 to explore the Market Impact Study's findings along with Amazon, Virginia Tech and JBG SMITH
- ▶ Established analysis and format for National Landing's new quarterly market sector snapshots
- ▶ Updated analysis of National Landing's economic and fiscal impacts on Arlington County
- ▶ Released National Landing's Development Outlook brochure and online flipbook highlighting the area's \$8B billion residential and commercial pipeline
- ▶ Led development tours for organizations like NAIOP, ULI and various delegations
- ▶ Partnered with the Restaurant Association of Metropolitan Washington (RAMW) on the Love Local initiative, providing \$100,000 for area small businesses impacted by COVID-19
- ▶ Collaborated with Arlington Economic Development to explore ways to expand the area's programmatic assets necessary to realize National Landing's full potential as an innovation district
- ▶ Continued review and tracking of key development projects and County plans and policies

BUSINESS ATTRACTION HIGHLIGHTS

- ▶ Boeing announced relocation of its global HQ from Chicago to National Landing
- ▶ ZeBox, an international accelerator, opened its US Headquarters in National Landing

DEVELOPMENT PROJECT MILESTONES

- ▶ AT&T, JBG SMITH announce plans for National Landing to be the first at scale 5G Smart City in July 2021
- ▶ Arlington County approves Amazon's final phase of HQ2 at PenPlace in April 2022
- ▶ National Landing BID and JBG SMITH begin refresh of the Crystal City Metro Station Plaza in October 2021
- ▶ Arlington County accepts new site plan from JBG SMITH to revamp its 2250 Crystal Drive and the adjacent building at 223 23rd Street with two 30-story residential buildings in November 2021
- ▶ Washington National Airport announces a new 225,000 sf terminal, called Project Journey, to offer new experience for travelers in October 2021
- ▶ JBG SMITH files plans to replace the landmark Americana hotel with residential and ground-floor retail in November 2021
- ▶ JBG SMITH commences construction at 2000 and 2001 S. Bell Street

TRANSPORTATION

The BID continues to champion next-generation mobility and reinvention of the urban environment. Leveraging Big Move projects like the CC2DCA Multi-Modal Connection and Route 1's transformation into an urban boulevard, along with key improvements to the area's bus, rail and bike network, National Landing will transform into the nation's most connected urban downtown.

HIGHLIGHTS



▶ Championed the start of the National Environmental Policy Act (NEPA) process for the Crystal City to DCA (CC2DCA) project.



- ▶ Closely followed Virginia Department of Transportation's (VDOT) final Route 1 Multimodal Improvements Feasibility Study, supporting an at-grade facility with narrower lanes, a slower speed limit, and space for an enhanced public realm and sidewalk.
- ▶ Championed VDOT's phase 2 effort for additional study.



- ▶ Celebrated the County's progress to deliver key multimodal improvements - Transitway expansion of dedicated bus lanes between Crystal City and Pentagon City and a new Crystal City Bike Network plan.



- ▶ Hosted quarterly Transportation Roundtables on National Landing's major transportation infrastructure projects.
- ▶ Collaborated with partners to launch the People Before Cars Coalition and leveraged the Coalition to advocate for people-first mobility throughout National Landing.



- ▶ Initiated Phase 1 of National Landing Downtown Wayfinding efforts, exploring cutting-edge wayfinding solutions to improve people-centric navigation.
- ▶ Realized progress on the National Landing Downtown Wayfinding Needs and Trends Analysis.



- ▶ Supported the Pentagon City Sector Plan's "Green Ribbon" recommendations, and initiated planning to explore National Landing green and open space connections.



PUBLIC REALM & BEAUTIFICATION

In FY22, delivering dynamic and people-centered interventions was a main focus for public realm improvements. Projects delivered in FY22 celebrated equity and sustainability, while also offering new, interim public space options—a much needed amenity while some of our premiere parks and open spaces are under construction. With over 8,000 residential units and 8.5 million sf of new commercial development in our pipeline, the BID will continue to prioritize public realm and open space offerings that deliver social spaces, vibrant street-life, and a more inclusive future.

HIGHLIGHTS



- ▶ Hired a landscape architect firm to design a series of parklets to enhance public space options in locations with high pedestrian traffic.
- ▶ County opens Phase 2 of Long Bridge Park including the 10.5 acres of additional park space, extension of the esplanade, and 92,000 SF aquatic and fitness center.



- ▶ Upgraded the Crystal City Metro Plaza to create a people-centric, active gateway into Crystal City.
- ▶ New additions to the Crystal City Metro Plaza included: the “Harmony” mural by Lisa Marie Thalhammer and redesigned plaza with enhanced plantings, modern seating and tables, and pedestrian-scaled lighting.



- ▶ Offered a series of creative placemaking interventions and programming, such as Summer House, to support safe, outdoor activities for everyone.



- ▶ Hired for a new position: Public Realm Coordinator
- ▶ Partnered with key stakeholders to plan Arlington County’s first parklet under the County’s new Parklet Guidelines.
- ▶ Installed new hanging baskets and 18 new pots along 23rd St Restaurant Row.
- ▶ Continued implementation of the BID’s comprehensive landscape plan to upgrade 500,000 SF of BID-maintained landscaped medians throughout National Landing.



As more workers and visitors return to National Landing, we want them to be greeted with an inviting experience that shows the public just how excited we are to welcome them back to the neighborhood. We are thrilled to partner with JBG SMITH on the Metro Plaza improvement initiative that illustrates our organization’s ongoing work to position the area as a vibrant destination with strong transit access.”

Tracy Sayegh Gabriel, President and Executive Director, National Landing BID

ADMINISTRATION & MANAGEMENT

Though delayed by the pandemic, the BID achieved its goals of a fully staffed organization and implemented new accounting, human resources, and administrative systems to support efficient operations. The publication and release of *National Landing: Equity Forward* represents a key milestone for the BID as FY2023 efforts will focus on operationalizing this important roadmap for achieving a more equitable, inclusive, and diverse organization and community.

HIGHLIGHTS

- ▶ Published *National Landing: Equity Forward* establishing the BID's prioritization of diversity, equity and inclusion efforts, communicating a common set of objectives to stakeholders, and defining actionable steps towards implementation
- ▶ Fully staffed the BID with the hiring of five additional full-time employees
- ▶ Implemented new financial and accounting processes and systems through new technologies integration
- ▶ Added independent external human resources consultant to better support a growing staff
- ▶ Consolidated Board Committee structure to expand participation and enhance efficiency
- ▶ Upgraded office technology to ensure office remains prepared for anticipated continuation of a hybrid model of employee and stakeholder engagement
- ▶ Established return to work policies that enhance delivery of organizational goals and objectives while supporting employee safety and flexibility
- ▶ Delivered FY2021 Audit and Annual Report as well as FY2023 Proposed Work Plan to Arlington County

BUDGET & FINANCIALS

FY2022 CONTRACTORS AND SERVICES

GREATER THAN \$50K

- CECSC Crystal Square Four LLC
- Chapel Valley Landscape Company
- iHeartMedia
- JBG SMITH
- No Kings Collective
- Restaurant Association Metropolitan Washington
- RSM Design
- Senoda, Inc.
- Squadra Films LLC
- The Brand Guild

\$15K TO \$50K

- Amigo & Amigo Design
- Cordia Partners
- Cube84 Inc.
- D*MNGOOD LLC
- DCBB Productions
- Elizabeth Yoder, LLC
- F.W. Haxel Company, Inc.
- Fresco Inc
- HR&A Advisors, Inc.
- John E. Kelly & Sons
- Lisa Marie Thalhammer
- National Events, LLC
- PathForward
- Pike Productions
- Real Fun Content LLC
- Revolution Event Design & Production
- Rubenstein Associates, Inc.
- Silver Lining Design Group
- Social Supply
- SONUS Productions
- Synetic Theater Inc.
- The Freshman VA
- The Silverene Group LLC
- Toole Design Group, LLC
- Valerie Theberge
- Venable, LLP
- Washington Business Journal
- ZGF Architects

FINANCIAL POSITION

Total Assets.....	\$1,350,439
Total Liabilities	\$455,018
Deferred Rent	\$28,229
NET ASSETS	\$867,192

SUPPORT & REVENUES

County Disbursements.....	\$4,435,807
Other Income.....	\$159,912
TOTAL SUPPORT & REVENUE	\$4,481,419

PROGRAM AREA EXPENSES

Marketing.....	16%.....	\$813,194
Economic Development.....	14%.....	\$678,622
Community Events & Outreach	20%.....	\$979,048
Public Realm & Beautification	22%.....	\$1,120,376
Transportation	17%.....	\$871,749
Administration & Management	11%.....	\$552,550
TOTAL EXPENSES	\$5,015,539	

CARRY OVER / FY022 RESERVES*

Operating Contingency	\$228,400
Back In Office Reserve	\$36,600
Placemaking Initiatives	\$86,000
Downtown Wayfinding Initiative	\$99,500
TOTAL FY2023 RESERVES	\$450,500

*Use of surplus funds towards FY2022 reserves approved by County Manager

FY2022 BOARD OF DIRECTORS

Kara Alter
JBG SMITH

Matt Bowyer
Lidl US
Potomac Yard Committee Co-Chair

Robin Burke
Beacon Capital Partners
Crystal City Committee Co-Chair
Secretary (As of April 2022)

Mark Carrier
BF Saul

Joe Chapman
Amazon

Crystal Christmas (Resigned
April 2022)
Crystal City Marriott
Secretary

Gary Cook
Lincoln Property Company

Kimberly Driggins
Washington Housing Conservancy

Nora Dweck-McMullen
Dweck Property Company

Richard Fernicola
Brookfield Properties
Pentagon City Committee Co-Chair

Shannon Flanagan-Watson
Arlington County

Judy Freshman
Crystal City Civic Association
(EX-OFFICIO)

Kingdon Gould
Gould Property Company

Brian Grant
Equity Residential
Secretary

Charles Hill
DoubleTree by Hilton

Jack Kelly
JBG SMITH
Wayfinding Committee Co-Chair

Freddie Lutz
Freddie's Beach Bar & Restaurant
23rd Street Committee Co-Chair

Glenda MacMullin
CTA
Treasurer

Jason Najjoun (Resigned
December 2021)
Synetic Theater
Equity Committee Co-Chair

Titilayo Ogunmakinwa (Resigned
November 2021)
American Diabetes Association
Equity Committee Co-Chair

Kate Paine (Resigned April 2022)
Arlington Economic Development
(EX-OFFICIO)

Robert Peck
Commonwealth Joe
Pentagon City Committee Co-Chair

Sahil Rahman
RASA
Equity Committee Co-Chair

Regina Rees
USAA Real Estate
Potomac Yard Committee Co-Chair

Rebecca Rivard
Kimco Realty

Harmar Thompson
LCOR
Transportation Committee Co-Chair

Pamela Van Hine
Aurora Highlands Civic Association
(EX-OFFICIO)

Andy VanHorn
Dweck Property Company
Chair

Todd Yeatts
Boeing

FY2022 NATIONAL LANDING BID STAFF

Tracy Sayegh Gabriel
President & Executive Director

Robert H. Mandle
Deputy Executive Director

Ashley Forrester
Vice President, Marketing & Communications
(through September 2022)

Malaika Scriven,
Vice President, Planning & Development

Mai Abdelaziz
Office Manager

Roquois Clarke
Events Manager

Alexander Cline
Planning and Innovation Associate

Luke Fichter
Community Engagement and Communications Specialist

Matthew Jones
Planning & Transportation Manager

Alex Michael
Public Realm Coordinator

Colleen Rasa
Brand Marketing Manager

Alexys Rivers
Marketing Fellow



NATIONAL LANDING

PENTAGON CITY
CRYSTAL CITY
POTOMAC YARD

NATIONAL LANDING BUSINESS IMPROVEMENT DISTRICT

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#LoveNationalLanding

