



**NATIONAL  
LANDING**  
BUSINESS  
IMPROVEMENT  
DISTRICT

# REACHING NEW HEIGHTS

FY2024 ANNUAL REPORT



# WHO WE ARE

The National Landing Business Improvement District (BID) is a nonprofit, public-private partnership that serves as the place management organization for National Landing. We are storytellers, placemakers, idea champions, and community builders.

# MISSION

To serve as champions for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard, enhancing our district's vibrancy, social appeal, and economic competitiveness and creating an inviting environment and experience for all.

# VISION

The National Landing BID will redefine our downtown as a dynamic, mixed-use, urban center with vibrant streets, playful programming, next generation mobility, world-class parks, and human-scaled design. Our future is sustainable and innovative, with a strong economy and inclusive community.

# OUR DISTRICT

The National Landing BID oversees a service district that is 0.7 square miles in Arlington, VA, just across the river from Washington D.C. This district covers National Landing, a growing urban center comprised of the Crystal City, Pentagon City, and Potomac Yard neighborhoods. The BID has a service agreement with Arlington County to deliver programs for economic development, placemaking, transportation, promotion, community events and outreach.

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

# National Landing Arrives



**Tracy Sayegh Gabriel**  
President & CEO  
National Landing BID

It has been another transformative year in National Landing, a district at the forefront of a dynamic and evolving landscape. Crystal City, Pentagon City, and Potomac Yard are quickly becoming premier destinations for businesses, residents, and visitors alike.

We have witnessed remarkable growth and development, solidifying our reputation as a vibrant urban hub. With an increase in employees returning to the office, hundreds of new housing units delivered, and increased tourism supporting our hotels, our district is buzzing with activity. The collective vision and dedication for a world-class urban environment is further demonstrated in planned infrastructure that will deliver unparalleled mobility. From funding for Long Bridge and a preferred alternative for CC2DCA to progress on protected bike facilities, Route 1 plans, and a new Crystal City Metro entrance, connectivity and convenience are enabling National Landing's sustainable growth.

Our restaurant scene is also growing the area's destination appeal. With over 100 restaurants and eateries already enriching our community, we are excited to welcome the nearly two dozen more that are coming soon. This evolving culinary scene is not only diversifying our dining options but also enhancing the cultural fabric of our area, offering flavors from around the world right at our doorstep. We welcomed the arrival of Water Park – and its nearly a dozen women-, minority-, and locally-owned restaurants – and celebrated the many long-standing eateries throughout our district.

A cornerstone of our community's development is ensuring that National Landing remains an inclusive and welcoming place for all. In the past year, we embodied that commitment through new crosswalks on 23rd Street that celebrate Pride, advocacy for affordable housing, and robust storytelling and promotion about our area's diverse businesses and leaders.

Let's not forget the events and gatherings that build community. Last year, over 150 events brought people together in National Landing. We saw new events like The Lodge at Metropolitan Park and the return of others like Fridays at the Fountain to a reimagined Water Park. New programming inspired by our Equity in Action Plan included a Women's Networking Breakfast at Surreal and a sold-out screening of Origin at the Alamo Drafthouse Cinema.

As we look to the future, we remain committed to fostering a vibrant, connected, and inclusive community. Investments in and support for small businesses, housing for all, and infrastructure at every scale are just the beginning. As laid out in the BID's Strategic Framework, the BID will continue to champion National Landing as a beacon of innovation, sustainability, and convenience, where residents, businesses, and visitors can experience the best in next-generation urban development.



**Andy VanHorn**  
Former CEO, Dweck Properties  
Managing Member, Two Rivers  
Investment  
  
FY 2024 Chair,  
BID Board of Directors



# DISTRICT TRANSFORMATION

## FY2024 National Landing Milestones

### JULY 2023

- ▶ BID adopts Strategic Framework
- ▶ Arlington County inks \$117 million construction contract for second Crystal City Metro Entrance
- ▶ NVTA commits \$10.8 million for National Landing Station expansion/relocation

### AUGUST 2023

- ▶ Orchard Work Space by JLL opens in Crystal City

### SEPTEMBER 2023

- ▶ Amazon hosts first product launch in Arlington at HQ2

### OCTOBER 2023

- ▶ Water Park opens as outdoor food hall concept with 11 new eateries
- ▶ Alzheimer's Association inks lease in Potomac Yard

### NOVEMBER 2023

- ▶ BID launches Open Rewards program to support local retailers and restaurants
- ▶ Grand Opening of the renovated Crystal & Clark office buildings

### DECEMBER 2023

- ▶ Surreal opens at 2121 Crystal Drive
- ▶ The Lodge brings new holiday festival to Met Park
- ▶ Makers Union opens at Met Park
- ▶ Long Bridge awarded \$729 million to begin construction



### JANUARY 2024

- ▶ Museum of Contemporary Art Arlington (MoCA) opens Innovation Studio + Store at Met Park
- ▶ Hilton Arlington National Landing completes multi-million dollar renovation
- ▶ BID partners with Arlington County to provide \$75k to support National Landing legacy businesses

### FEBRUARY 2024

- ▶ Riva and Grace begin welcoming residents to over 800 new apartments on Crystal Drive
- ▶ 1770 Crystal Drive and Water Park notch DESIGNArlington Award designations
- ▶ King Street Oyster Bar announces location at the Sage
- ▶ Mount Vernon Trail widening project receives federal funding
- ▶ Hilton Brothers announce Bar Colline at 1900 Crystal Drive

### MARCH 2024

- ▶ Utility work for Amazon's PenPlace gets underway

# FY2024 Priorities

Elevating Innovation  
& Economic Position

Building Destination Value

Managing Growth & Enhancing  
Place

Supporting Next Generation  
Parks & People-First Mobility

Cultivating an Inclusive Community  
& Evolving the Organization

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## PRIORITY AREAS FOR COUNTY COORDINATION

Downtown Wayfinding Regulations

Public Art Coordination

Innovation Hub Advancement

Foundation Formation

Signature Events: Permits for  
Parks and Streets

Friends of BID Pilot

Green Print Open Space Inventory  
& Opportunity Plan

Tourism & Destination Marketing



## APRIL 2024

- ▶ Dweck announces three new restaurants for The Quimby
- ▶ Boundary Channel Trail provides new connection to Columbia Island Marina and Mount Vernon Trail
- ▶ Pink in the Park series celebrates National Cherry Blossom Festival

## MAY 2024

- ▶ Peter Chang's NiHao opens along Crystal Drive
- ▶ New redevelopment plans proposed for Pentagon Centre

## JUNE 2024

- ▶ 23rd Street celebrates Pride with new rainbow crosswalks
- ▶ New mural, Wavves, completed at entrance to Mount Vernon Trail
- ▶ JBGS announces \$40 million renovation of 2011 Crystal Drive
- ▶ Temporary volleyball courts by VOLO open along Crystal Drive





# MARKETING & PROMOTION

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.

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## HIGHLIGHTS

- Designed and executed social media strategy to increase opportunities for local events and business promotion
- Launched content strategy to spotlight local businesses and people during cultural heritage months, in collaboration with a broader strategy to incentivize patronage to minority-, women-, and locally-owned businesses
- Elevated the “Love National Landing” tagline with “Love Lands Here” campaign in February, creating promotion for small and local businesses and a temporary installation during slower business months
- Generated buzz about National Landing, and collaborated with business partners, on annual RAMMYs brand activation, bringing attention to the district’s restaurant industry
- Expanded BID’s reach through new advertising partnerships with OUTFRONT, NBC 4, ARLnow, ALXnow, PoPville, Arlington Magazine, and Virginia Business magazine.
- Grew email newsletter subscriber list to over 17,000 and reached new audiences with almost two dozen newsletters and dozens of event emails
- Elevated awareness of the district and unique attributes through an earned media strategy that included placements of Op-Ed

← LEFT

Inaugural “Love Lands Here” campaign

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Throughout the year, National Landing elevated brand awareness through strategic partnerships with the Restaurant Association of Metropolitan Washington, DC Jazz Festival and the National Cherry Blossom Festival, in addition to community partnerships with BlerDCon, Junior League of Greater Washington, and many others.

# 245

media stories featured or mentioned National Landing, a nearly **15%** increase year over year

# 580 million

impressions garnered through media stories, worth an estimated value of **\$5.4 million**

# 5,500

additional followers across social media channels. **1,370** unique pieces of content reached **over 2 million** impressions and **70,000** engagements



## TOP MEDIA MENTIONS

How National Landing transformed Northern Virginia, five years later – *Axios*

Amazon HQ2's Neighborhood Is Now Home to an Outdoor Dining Destination – *Eater DC*

Local leaders hope second Crystal City Metro entrance can help further revitalize and connect neighborhood – *ARLnow*

Proposed Caps, Wizards arena collides with transit plans for Amazon HQ2 – *Washington Post*

100 People to Meet in 2024: Tracy Sayegh Gabriel – *Virginia Business*

Oktoberfest Has Landed at National Landing – *District Fray*

Park next to HQ2 to transform into winter wonderland and holiday market next month – *ARLnow*

Celebrate the holiday season at the National Landing Lodge – *WUSA9*

FOX 5's Ayesha Khan is live learning how to make homemade wreaths! – *FOX5 DC*

Arlington County mulls \$75K in support for small, legacy businesses in National Landing – *ARLnow*

Public art studio, complete with velociraptor sculpture, opens at Amazon HQ2 – *ARLnow*

Starting tonight, National Landing is going all out for Valentine's Day – *ARLnow*

Virginia businesses affirm support for planned Monumental move of Washington Wizards, Caps – *ABC7*

Cherry blossom festival dives into Virginia with 'Pink in the Park' series – *ABC7*

Crystal City Underground shops slated for closure after nearly five decades – *Washington Business Journal*

New mural to adorn trail tunnel entrance in Crystal City – *ARLnow*

How this Danish industrial city attracted startups with two wheels – *Corporate Knights*

Planned DCA pedestrian bridge teed up for \$18M regional investment – *ARLnow*

Rainbow murals installed along 23rd Street in Crystal City – *ARLnow*

Rainbow crosswalks, street murals installed in Alexandria, Arlington – *Washington Blade*

Try These Must-Visit Dining Spots in Arlington's National Landing – *Northern Virginia Magazine*



# COMMUNITY EVENTS & OUTREACH

THROUGH OVER 150 CREATIVE EVENTS and activations, the BID hosted a wide variety of free, fun, and engaging experiences for the community. Over 20,000 people registered for our events during fiscal year 2024, and we integrated local businesses throughout our events program. In FY2024, Metropolitan Park and Water Park emerged as two of our premier spaces for events and activations in National Landing. These locations now support a robust schedule of weekly events and signature events produced by the BID, Amazon, JBG SMITH and other organizations that adds vibrancy and elevates the experience in National Landing. Our partnerships and community engagement activities collectively demonstrate our commitment to fostering growth, inclusivity, community-building, and fun enrichment within National Landing and beyond.



## NEW EVENT VENUE: Water Park

Water Park opened in October 2023 and hosted **Fridays at the Fountain, Bike to Work Day, Pink Beats** and the new series **Fitness at the Fountain**.

→ RIGHT

Fridays at the Fountain at Water Park



## EVENT SNAPSHOT

# Over 150

BID-hosted events in National Landing

# 20,000+

event registrations



## HIGHLIGHTS

- Celebrated the first full year of programming in Metropolitan Park from the BID, Amazon, MoCA and other community events
- Expanded Oktoberfest programming, moving the event to an Arlington County-owned parking lot near the 23rd Street corridor and partnering with local businesses
- Launched The Lodge National Landing, a weekend-long winter festival at Metropolitan Park, featuring the return of the Peppermint Mocha Competition, spotlighting dozens of National Landing businesses and partners
- Extended the Pink in the Park series to include three separate events – Art of Pink, Pink in the Pool, and Pink Beats - at different locations – Met Park, Long Bridge Aquatics & Fitness Center, and Water Park - and times throughout the National Cherry Blossom Festival to enhance reach and provide weather resiliency
- Developed a collaboration with DC Jazz Festival and Amazon to bring Jazz @ Met concerts to Metropolitan Park during the fall and spring
- Expanded upon United Fray partnership to deliver high quality fitness experiences throughout National Landing
- Relunched the Fridays at the Fountain concert series at Water Park
- Celebrated minority-owned, veteran-owned, women-owned small businesses through the BID's Heritage Month series
- Hired new Director of Events & Activations
- Hosted largest annual meeting to-date at Amazon's HQ2 celebrating National Landing's evolution into a food and dining destination
- Refined the BID's event management approach with the implementation of document templates, new weather protocols and other administrative items to streamline internal and external coordination of events
- Activated Center Park in Potomac Yard with a dog-focused fall event

## SIGNATURE EVENT: The Lodge National Landing

# 3 days

duration of event

# 4,170

estimated attendees

# 2,000+

event registrations

# 48,360

social media impressions

# 46,673,000

earned media impressions worth an estimated \$436,078



# ECONOMIC DEVELOPMENT

NATIONAL LANDING CONTINUES ITS JOURNEY as the fastest growing urban district in the DC Region. Through increased data and analytical efforts, the BID provided quarterly market snapshots highlighting National Landing's market trends and notable resiliency. Through intentional business outreach and strategic partnerships, the BID has fostered a submarket ripe for business attraction, development, and retention. As a burgeoning Innovation District, the BID is focusing this year's market summary report on the local tech ecosystem, while working in partnership with AED and AEDP to establish a formal innovation district governance structure. The emphasis remains on supporting the repositioning of obsolete real estate assets and new construction, tracking the area's robust development pipeline, and telling the story of National Landing's transformative growth.



## HIGHLIGHTS

- Produced quarterly real estate snapshots highlighting major market trends specific to National Landing
- Collaborated with HR&A on an annual market summary update that focuses primarily on National Landing's innovation workforce and office utilization
- Partnered with Arlington Economic Development's BizLaunch team to provide \$75,000 to support National Landing's legacy small businesses via ReLaunch National Landing
- Collaborated with Blutot to execute the Open Rewards Program, a partnership with AED's BizLaunch team to support small, local businesses in National Landing
- Planned and participated in the NAIOP Bus Tour and Tradeshow
- Conducted one-on-one discussions, with business owners and members of the development community to understand small business needs, make connections, and to inform future BID-led initiatives
- Led development tours for regional partners, foreign delegations, industry leaders, outside organizations, and other jurisdictions
- Facilitated international economic development discussions with business leaders and delegations from Germany, the Philippines and Korea.
- Hired an intern to analyze and track key retail deliveries in National Landing
- Hosted an Innovation District Steering Committee, in partnership with AED and AEDP informing a governance structure for a cross-jurisdictional Innovation District
- Participated on economic development panels for ULI, Bisnow, and submitted successful proposals to American Planning Association (APA) and the International Downtown Association (IDA)
- Partnered with AED to sponsor Starburst to set up an aerospace and defense accelerator in National Landing
- Provided letters of support for development projects across National Landing

# BY THE NUMBERS



## EXISTING DEVELOPMENT

**5,500**  
hotel rooms

**17,000+**  
residential units

**17 million**  
square feet of office  
and retail space

## PIPELINE DEVELOPMENT

**500**  
hotel keys

**9,100**  
planned residential units

**5.4 million**  
square feet of office  
and retail space

## INVESTMENT & IMPACT

**\$12 billion**

regional & local infrastructure projects and private sector development pipeline

**\$1 billion**

Virginia Tech Innovation Campus

**\$64 million**

Net Fiscal Impact of National Landing development

## NEW RETAIL ANNOUNCED OR OPENED IN FY2024

- + Conte's Bike Shop
- + District Dogs
- + Hustle Fitness
- + South Block
- + Good Company Doughnuts & Cafe
- + Celebree School of National Landing
- + GLO30
- + Peruvian Brothers
- + Toby's Ice Cream
- + Museum of Contemporary Art (MoCA) Arlington
- + Makers Union
- + Brij Coffee
- + Bubbie's Plant Burger
- + Cracked Eggery
- + Crush Pizza
- + DC Dosa
- + Dolci Gelati
- + Falafel Inc
- + Pho Wheels
- + Queen Mother's
- + Tiki Thai
- + Water Bar
- + NiHao
- + ZBurger
- + Van Leeuwen Ice Cream
- + Clark Cafe
- + New York Grill
- + Ikea



# TRANSPORTATION

THE BID CONTINUES TO CHAMPION PEOPLE-FIRST MOBILITY and focus on transportation advocacy to influence and shape the nearly \$4 billion in infrastructure projects underway in the broader district. Advocacy around “Big Move” projects have been at the forefront of our transportation efforts, like Long Bridge, CC2DCA, the new VRE station in Crystal City, Reimagining Route 1 as an urban boulevard, and the new Crystal City Metro entrance. In anticipation of the upcoming Arlington County-led public engagement period, the BID continues building consensus around preferred design elements for CC2DCA. National Landing remains on track to be one of the nation's most connected urban downtowns.





## HIGHLIGHTS

- Elevated people-first mobility priorities through the collaborative work of the People Before Cars Coalition
- Advocated for the advancement of full funding for the Long Bridge project, which will unlock National Landing as a true multimodal hub
- Championed a reimagined Route 1 supporting a safe, at-grade facility with narrower lanes, a slower speed limit, and space for an enhanced public realm
- Procured an urban design firm to begin the process of building consensus amongst our stakeholders regarding the various design elements of CC2DCA
- Welcomed Arlington County's Performance Parking Pilot to National Landing, which makes metered parking spaces more accessible and shares useful information in real time to drivers
- BID implemented Parklets on 12th & South Fern Streets received honorable mention at the 2024 Arlington Design Awards
- Celebrated Bike Month to highlight National Landing's unparalleled multimodal transit network with events such as a free bike tune-ups, adult learn to ride classes and Bike to Work Day
- Hosted a Crystal City Bike Ride and reception with the People Before Cars Coalition to celebrate progress on the bike network
- Publicly demonstrated our commitment to transportation and mobility infrastructure, using opportunities like Transit Equity Day to bring awareness to National Landing's convenient connectivity
- Hosted quarterly Transportation Roundtables in collaboration with Arlington, providing a platform for sharing information on major transportation infrastructure projects throughout our district
- Celebrated the installation of LGBT+ Pride crosswalks along 23rd Street, a joint effort by the BID, Arlington County, and key community advocates
- Presented on public-private partnerships at MoveAmerica and elevated National Landing as a premier multi-modal downtown at the American Planning Association (APA) and M-Pact Conferences
- Hired an intern to help compile and track public investment funding for all major transportation projects in National Landing
- Provided letters of support advocating for key transportation projects across National Landing





# PUBLIC REALM & BEAUTIFICATION

## AS NATIONAL LANDING GROWS AND EVOLVES

the BID continues to inject place-based principles into every facet of the public realm, improving the pedestrian experience for all who live, work, and visit our burgeoning district. Key efforts included the decommissioning of legacy art pieces and the installation of new ones, creation of a Placemaking and Art Toolkit, expansion of the BID's ongoing median beautification program, a kickoff to the BID's Walks with a Purpose stakeholder event series, updates to the existing banner inventory database, and the release of a National Landing Public Perception Survey. These initiatives have laid the groundwork for FY25, enabling the BID to build upon existing programs and ongoing public realm maintenance efforts.

## HIGHLIGHTS

- Conducted a full audit of BID installed art and completed necessary decommissioning, repairs, and updates
- Collaborated with public art consultant, Via Partnership, to develop a Placemaking and Art Toolkit, which will guide future investments toward enhancing and activating the district's publicly accessible spaces
- Through the Placemaking and Art Toolkit, implemented two murals—Waves at Mount Vernon Trailhead and a PRIDE celebration mural along 23rd Street
- Completed a district-wide audit of existing National Landing banner program and updated the GIS database in preparation for a new installation
- Celebrated Pride Month with banner program, expanding installation to include Met Park through collaboration with Amazon
- Initiated exploration of Ambassador program through community and stakeholder perception surveys





- Kicked off “Walks with a Purpose” program giving stakeholders, business owners, and community members an opportunity to identify public realm issues and concerns for the BID to address
- Piloted with JIA, a public realm task management service, allowing the BID to more effectively record and manage banner maintenance efforts and other public realm issues
- Expanded scope of BID’s comprehensive landscape maintenance effort to include nearly 60,000 square feet of new planting beds
- Continued implementation of landscape maintenance efforts to increase native species, sustainability, and biophilic principles to the nearly 550,000 square feet of BID maintained planting beds



# ADMINISTRATION & MANAGEMENT

WITH THE APPROVAL OF THE STRATEGIC FRAMEWORK by the Board of Directors, the BID operationalized key goals and values into its work throughout the fiscal year. Key successes include progress on explorations of a National Landing Foundation, potential for an ambassador program, and efforts to upgrade internal technology platforms. Staff turnover provided a chance to evaluate organizational structure, allowing strategic adjustments to enhance workflows and collaboration.



## HIGHLIGHTS

- Approved Strategic Framework and operationalized within FY2025 Work Plan
- Engaged consultant to guide stakeholder conversations and build consensus around establishment of a National Landing Foundation, the Trust for National Landing
- Conducted initial Ambassador Team exploration to better understand public and stakeholder perceptions and interest
- Reevaluated staff structure and strategically reorganized departments to enhance collaboration and align with existing workflows
- Continued efforts to operationalize the Equity in Action programs and initiatives
- Refreshed employee compensation study to ensure competitiveness and employee retention and attraction ahead of anticipated FY2024 hiring needs
- Regularly convened committees and roundtables to ensure an engaged Board and BID membership
- Delivered FY2022 Audit, Annual Report, and FY2023 Proposed Work Plan & Budget to Arlington County
- Maintained fully staffed organization with key hires of Economic Development & Planning Senior Manager, Brand Marketing Manager, and Director of Events & Activations
- Launched seasonal internship program that welcomed three additional part-time employees
- Signed Letter of Intent for relocation of BID offices to 1550 Crystal Drive due to renovation of 2011 Crystal Drive
- Initiated technology transition to improve efficiencies and collaborative digital work environment



# FINANCIALS

## CONTRACTORS AND SERVICES

### GREATER THAN \$50k

Chapel Valley Landscape Company  
 DC Jazz Festival  
 Perkins Eastman  
 Studio Usan  
 The Brand Guild  
 United Fray

### \$15k TO \$50k

Cherry Bekaert Advisory LL/Cordia  
 CIC Captains of Innovation  
 Compass Group  
 Control Video LLC  
 Elizabeth Yoder, LLC  
 John E. Kelly & Sons  
 No Kings Collective  
 Pathforward  
 Pipkin Creative  
 The Silverene Group LLC  
 Venable, LLP  
 Via Partnership

## FINANCIAL POSITION

Total Assets ..... \$1,735,424  
 Total Liabilities ..... \$584,142

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**NET ASSETS ..... \$1,151,282**

## SUPPORT & REVENUES

County Disbursements ..... \$4,623,589  
 Other Income ..... \$383,718

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**TOTAL SUPPORT & REVENUE ..... \$5,007,307**

## PROGRAM AREA EXPENSES

Marketing ..... 17% ..... \$753,994  
 Economic Development ..... 13% ..... \$569,407  
 Community Events & Outreach ..... 23% ..... \$1,017,254  
 Public Realm & Beautification ..... 22% ..... \$970,568  
 Transportation ..... 12% ..... \$522,345  
 Administration & Management ..... 13% ..... \$563,841

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**TOTAL EXPENSES ..... \$4,397,409**

## CARRY OVER TO FY 2025 RESERVES\*

FY2024 Operating Funds ..... \$425,100  
 Operating Contingency Reserve ..... \$243,080  
 Downtown Wayfinding Initiative Reserve ..... \$99,000

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**TOTAL CARRY OVER ..... \$767,180**

\* USE OF SURPLUS FUNDS TOWARDS FY2025 RESERVES APPROVED BY COUNTY MANAGER

## FY2024 BOARD OF DIRECTORS

**Andy VanHorn\***

*Dweck Property Company  
Chair*

**Kimberly Driggins\***

*Washington Housing Conservancy  
Vice Chair*

**Robert Peck\***

*Commonwealth Joe  
Treasurer*

**Donna Marquez\***

*Hyatt Regency, Crystal City  
Secretary*

**Stacey Brayboy**

*March of Dimes*

**Mark Carrier**

*B.F. Saul Company*

**Gary Cook**

*Lincoln Property Company*

**Aubrey Fenton**

*Equity Residential*

**Shannon Flanagan-Watson**

*Arlington County*

**Judy Freshman** (NON-VOTING)

*Crystal City Civic Association*

**Kingdon Gould**

*Gould Property Company*

**Freddie Lutz\***

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

**Andrea Murray**

*JBG SMITH  
Planning & Development Co-Chair*

**Abbey Oklak**

*Kimco Realty*

**Joe Oyler**

*The Boeing Company*

**Patrick Phillippi**

*Amazon*

**Sahil Rahman**

*RASA  
Equity Committee Co-Chair*

**Regina Rees**

*USAA Real Estate*

**David Ritchey\***

*JBG Smith*

**Harmar Thompson**

*LCOR  
Transportation Committee Co-Chair*

**Pamela Van Hine** (NON-VOTING)

*Aurora Highlands Civic Association*

**Thomas Vannatter** (NON-VOTING)

*Arlington Economic Development*

*\*Member of the Executive Committee*

## BID STAFF

**Tracy Sayegh Gabriel**

*President & Executive Director*

**Robert H. Mandle**

*Deputy Executive Director*

**Malaika Scriven**

*Vice President,  
Planning & Development*

**Elissa Staley**

*Director, Events & Activations*

**Ben Wills**

*Director, Marketing  
& Communications*

**Roquois Clarke\***

*Events Manager*

**Mai Abdelaziz**

*Office Manager*

**Luke Fichter**

*Community Engagement  
and Communications Specialist*

**Matthew Jones**

*Mobility Manager*

**Ashley Labadie**

*Economic Development  
& Planning Senior Manager*

**Alex Michael**

*Public Realm Coordinator*

**Colleen Rasa\***

*Brand Marketing Manager*

**Erica Rivera**

*Brand Marketing Manager*

**Erika Seeley**

*Executive Assistant*

**Madison Diaz**

*Events & Activations Intern*

**Gavin Meyer**

*Planning & Economic  
Development Intern*

**Lindsay McCartney**

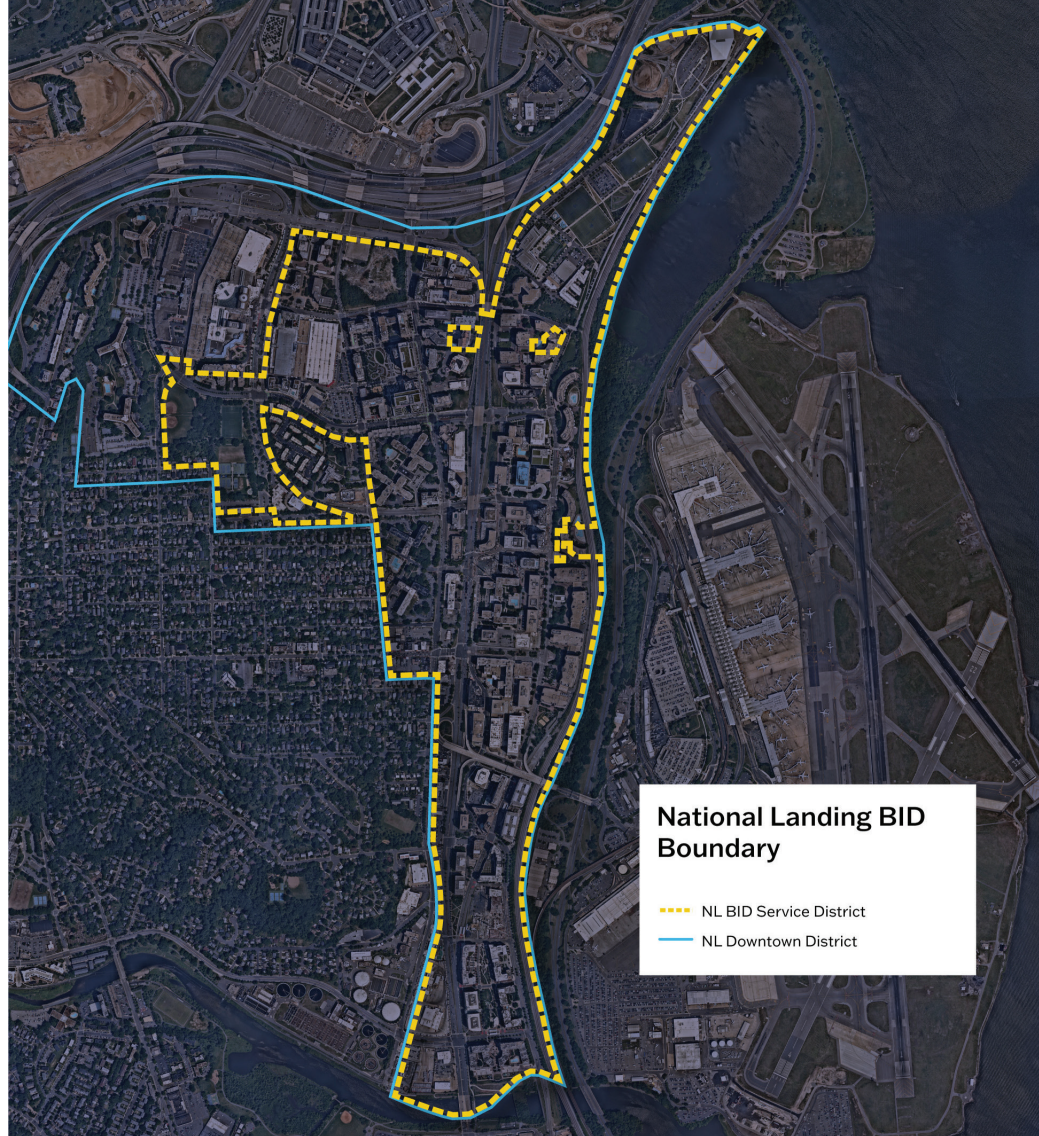
*Marketing & Communications  
Intern*

*\* Left BID role during FY2024*



# VOTING MEMBERS

2620 Jefferson Davis Hwy I  
607 S Ball Street, LLC  
Affinius Capital / Cushman & Wakefield)  
AK Crystal, Inc  
Albright and Mason LLC  
Amazon  
Ashford Hospitality  
Beacon Capital Partners  
Bernstein Management Company  
BF Saul  
Blackstone  
Bloomberg BNA  
BM Smith & Associates  
Boeing Company  
Borger Management  
Brookfield  
calSTRS  
Camden  
Choy Se Kon  
Clarion Partners  
CommAssoc, c/o Legum & Norman  
Connie Hallquist  
Consumer Technology Association  
Cortland  
Dauntless Capital  
DoubleTree/Hilton  
Dweck Properties  
Equity Residential  
Erkiletian Companies  
First Union National Bank  
Fortis  
Four Mile Run Associates LLC  
Goldfarb Properties  
Gould Property Company  
Invesco Advisors  
JBG SMITH  
Kimco  
LaSalle Investment Management C/O  
Lincoln Property Company  
LCOR  
Lidl US, LLC  
Marc Real Estate Liability  
Market Square at Potomac Yards  
MRP Realty – Office  
MRP Realty - Residential  
Noble Investment Group  
PFC LLC



Potomac Gateway Associates  
Property Reserve Inc  
SEI Arlington Acquisition Corp  
South 23rd St. LLC  
South Ball Street LLC  
Sovran Bank  
Starwood Capital Group - 1400 Crystal Dr  
Starwood Capital Group - Clark Garage  
Starwood Capital Group - Hilton  
Starwood Capital Group - Presidential Towers(C/O Vanderbilt)  
Truist  
Twenty-Third Street Corridor, LLC  
UIP  
Washington Housing Conservancy  
Westin Crystal City  
Wheelock Street Capital  
William Bayne  
WRIT  
Zavarella Eula Trustee  
ZOM

## National Landing BID Boundary

--- NL BID Service District  
— NL Downtown District



**NATIONAL  
LANDING**  
BUSINESS  
IMPROVEMENT  
DISTRICT

Arlington, VA 22202  
703.412.9430  
[nationallanding.org](http://nationallanding.org)

#LoveNationalLanding  
@NationalLanding





NATIONAL  
LANDING