



**NATIONAL
LANDING**
BUSINESS
IMPROVEMENT
DISTRICT

WELCOME HOME

FY2025 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. The thriving urban core of Northern Virginia, National Landing is comprised of three distinct neighborhoods: Crystal City, Pentagon City and Potomac Yard. 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 to learn more.

National Landing Arrives



Tracy Sayegh Gabriel
President & CEO
National Landing BID

The National Landing BID welcomed another year of progress for our dynamic and evolving community.

Today, we're experiencing the transformative power of over a decade of investment—investment in headquarters, housing, parks, streets, infrastructure, retail, and amenities, all of which have laid the groundwork to make National Landing such an attractive place for so many people, businesses and institutions to land and plant roots. This foundation and development momentum have strengthened our district in the face of macroeconomic and federal uncertainties.

More than 2,000 new apartments came online in the past year or so, and our growing population is becoming both younger and more diverse. We saw a flourishing of small businesses with more than 50 new businesses opening since 2023, including dozens of eateries. We are also witnessing upgrades to existing offices and hotels, helping to ready these places for the next generation of workers and visitors. To complement the growth and reinvention, the BID has sought to market new amenities, incentivize buying local, and elevate the area's profile with expanded media exposure and reach.



Kimberly C. Driggins
Chief Executive Officer,
Washington Housing Conservancy

FY 2025 Chair,
BID Board of Directors

We also met the moment with a focus on innovation. Virginia Tech opened the flagship building of its Institute for Advanced Computing, anchoring our growing tech ecosystem. We worked towards the creation of a formal Innovation District and became a market intelligence clearinghouse with the launch of reports and an interactive Data Dashboard. We also continued to advocate for next generation design for key mobility infrastructure, issuing new renderings for CC2DCA to help articulate our design priorities.

We believe you build community through great placemaking, activations and interactions. We published our Placemaking Toolkit and began implementing it with key art installations. Whether it's outdoor concerts, fitness series, film screenings, or art exhibits—we activated parks and community spaces with exhilarating programming that enticed new visitors and brought our community together, hosting around 100 events.

As we reflect on these milestones, one thing is clear: National Landing has become a place that feels like home. A place where people can build a life, launch a dream, or simply find connection. We look forward to further elevating National Landing as a beacon of urban transformation, fostering a thriving, connected, and inclusive community for all.



DISTRICT TRANSFORMATION

FY2025 National Landing Milestones

JULY 2024

- ▶ Crystal City Metro Second Entrance construction breaks ground
- ▶ JBGS partners with VOLO to bring beach volleyball to Crystal Drive
- ▶ Tatte opens at The Grace

AUGUST 2024

- ▶ JBGS announces lease with GoodVets at Grace
- ▶ Atlanta-based Courtland expands National Landing holdings with 298-unit purchase
- ▶ Fat Fish opens at Water Park

SEPTEMBER 2024

- ▶ Colada Shop opens at Reva
- ▶ Mezeh Mediterranean Grill reopens in new location at Crystal & Clark

OCTOBER 2024

- ▶ New Director of Marketing & Communications joins BID team

NOVEMBER 2024

- ▶ "Oz and Kansas" transitway installations by Brandon Hill completed
- ▶ Arlington County Board adopts streamlined Adaptive Reuse Policy
- ▶ BID launches the first quarterly Community Clean-Up
- ▶ Taqueria Xochi opens at Met Park



DECEMBER 2024

- ▶ BID moved into new office space at 1550 Crystal Drive
- ▶ Zoe began leasing
- ▶ Placemaking Toolkit published
- ▶ JBGS announces 40k SF innovation incubator at 2011 Crystal Drive - Virtus Innovation Center
- ▶ New Events & Activations Associate joins the BID team

JANUARY 2025

- ▶ JBGS announces 40k SF innovation incubator at 2011 Crystal Drive - Virtus Innovation Center
- ▶ Art in Transit collaboration between the BID, WMATA, MOCA, and artists Emily Fussner and Stephanie Lane completed at Crystal City Metro Plaza
- ▶ Amazon workers start 5-day in-office work weeks

FEBRUARY 2025

- ▶ Garage Racing National Championships return with record attendance
- ▶ Virginia Tech Institute for Advanced Computing (formerly referred to as the Virginia Tech Innovation Campus) grand opening

FY2025 Priorities

Foundation – Establish a National Landing Foundation

Equity – Implement Equity Forward Action Plan

Wayfinding – Spearhead innovative wayfinding to improve experience and unify district identity

Destination – Deliver a flagship event with regional appeal

Ambassadors – Explore creating an ambassador team for a clean, safe, and welcoming environment

Culture – Support attracting new cultural anchors or entertainment venues including eSports and gaming opportunities

Art – Develop high impact temporary installations and signature art

Collaboration – Explore cross-jurisdictional governance models to enhance collaboration with Alexandria + Arlington on innovation district and place management

Mobility – Champion next generation, people-centered mobility moves: a reimagined Route 1, an iconic CC2DCA Multimodal Connector, and a Regional Rail Hub

Green Ribbon – Advocate for a comprehensive Green Ribbon network throughout National Landing with new access to Roaches Run as an immersive nature sanctuary, and other recreational connections to waterfront

Campaign – Launch place-defining campaign to build brand awareness, grow perception of place, and enhance destination appeal

Commercial Resiliency – Support Arlington County and stakeholder explorations of future of work, creative reuse of office space, and pilots of commercial resiliency strategies

MARCH 2025

- ▶ Coffee Republic opens first Virginia location in Potomac Yard
- ▶ Flight Wine Shop opens in Grace
- ▶ Arlington County breaks ground on 12th Street S. Transitway extension

APRIL 2025

- ▶ Valen began leasing
- ▶ Bar Chinois opens in Reva
- ▶ National Landing BID launches Marketing Committee

MAY 2025

- ▶ National Landing Data Dashboard launched
- ▶ Pulse on Innovation Market Insights Summary 2025 released
- ▶ National Landing Hotel Crystal brings new AC Hotel brand to former Marriott Crystal City

JUNE 2025

- ▶ Starburst National Landing Launchpad began inaugural cohort of tech startups
- ▶ Michael J. Fox Foundation hosts inaugural DC area 5K in Crystal City





Play and win this January! BREAKFAST BINGO

HIGHLIGHTS

- Achieved a record year for earned media and social engagement on a local and national scale
- Increased original video content creation, reaching new and larger audiences
- Launched 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
- Implemented creative campaigns like “Breakfast Bingo” and enhanced promotions for the Open Rewards to promote local businesses
- Enhanced visual identity of signature events with new microsites, refreshed creative assets, and strategic marketing campaigns, resulting in strong attendance
- Leveraged the momentum of new retail openings with social and press campaigns, and collaborated with RAMMY’s brand activation to elevate area’s restaurant scene
- Expanded BID’s reach through new advertising partnerships and social influencers

MARKETING & PROMOTION

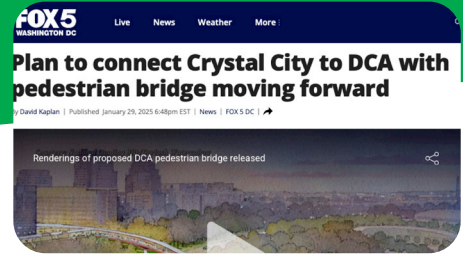
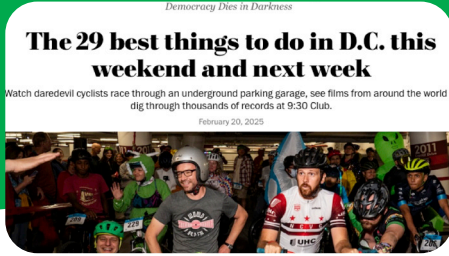
THE BID CONTINUED TO DEFINE AND ELEVATE AWARENESS of National Landing as an innovation district and thriving urban destination through creative integrated communications and marketing efforts. The impactful coverage had a broader reach and an increase in impressions and estimated value.

 17,621 NEWSLETTER SUBSCRIPTIONS	 37.1% NEWSLETTER OPEN RATE	 16,082 INSTAGRAM FOLLOWERS	 2,931 LINKEDIN FOLLOWERS	 9,623 FACEBOOK FOLLOWERS
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← LEFT

Breakfast Bingo campaign

TOP MEDIA MENTIONS



PRESS HIGHLIGHTS

1B

IMPRESSIONS

136.5%

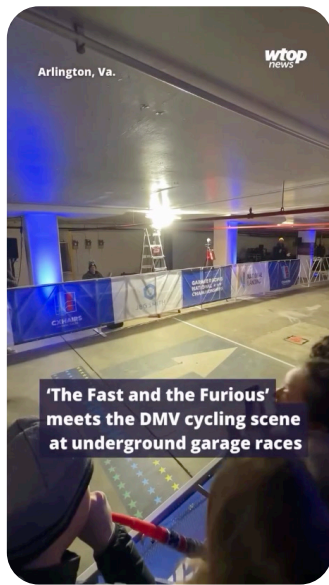
INCREASE IN IMPRESSIONS
OVER LAST YEAR

12.8M

EST. AD VALUE

REGIONAL COLLABORATORS

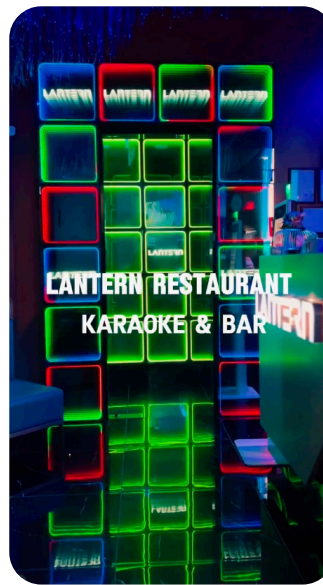
@WTOP
Audience 70.4K



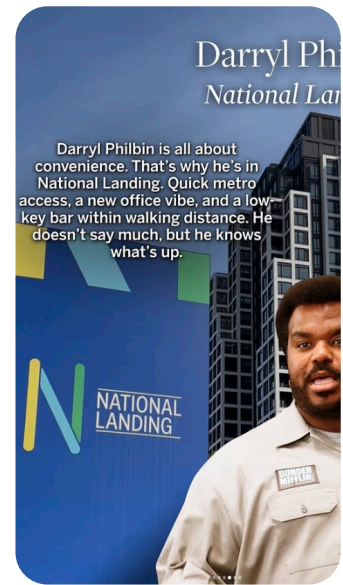
@DEVOURDC
Audience 274K



@SPICYCANDYDC
Audience 18.9K



@DISCOVERARLINGTON
Audience 41.8K



TOP PERFORMING POSTS

NEW OPENING



EVENTS



TRANSPORTATION



DEVELOPMENT





COMMUNITY EVENTS & OUTREACH

THE BID HOSTED A VARIETY OF FREE, FUN AND ENGAGING EXPERIENCES

for the community through more than 100 BID-produced and BID-sponsored events that collectively welcomed more than 35,000 attendees to National Landing. In FY2025, the BID refined and elevated event programming, expanding registration and attendance for signature events. From spectacular breakdancing competitions at Art of Pink to adrenaline-fueled underground bike racing at Garage Races, we enhanced programmatic offerings by leveraging newly increased capacity with a full events team through the addition of an Events and Activations Associate and Events Intern. The BID also raised the profile of our events and district with adjusted promotional strategies and refreshed branding following the arrival of a new Director of Marketing & Communications. Overall, our partnerships and community engagement activities collectively demonstrate our commitment to fostering growth, inclusivity, community-building, and fun enrichment within National Landing and beyond.

SIGNATURE EVENT: Art of Pink

Met Park blossomed with an evening art experience featuring a pop-up gallery featuring 80+ local artists, local bites, and an electrifying breakdance showcase with beats by DJ Fleg (of Olympic breakdancing fame) produced in collaboration with Studio USAN and the Museum of Contemporary Art Arlington.



5,400+

event registrations

80+

artists

37,176

social media impressions

1.3M

paid advertising impressions
(294,285 Arlington Magazine,
486,300 Metro, 563,218 NBC4)

49,430,689

earned media impressions worth
an estimated \$448,133.50



EVENT SNAPSHOT

100+

BID produced & sponsored events in National Landing

35,000+

event attendees

HIGHLIGHTS

- Relaunched the summer Fridays at the Fountain concert series at Water Park
- Expanded Oktoberfest programming on the 23rd Street corridor partnering with local businesses and Port City Brewing Co.
- Hosted The Lodge National Landing, a ski-inspired winter festival at Metropolitan Park, featuring live music, vendors, an inaugural dog sweater contest and the popular Peppermint Mocha Latte Competition
- Welcomed 200+ bike race participants in the 2025 Garage Racing National Championships and hundreds of spectators to a parking garage for a thrilling day of competition, bike-themed activities and local food and beverage
- Convened area business leaders and community members at the Women's Networking Breakfast at Surreal
- Celebrated cherry blossom season with the Pink in the Park series as part of the National Cherry Blossom Festival bringing Pink in the Pool to Long Bridge Fitness & Aquatics Center, weekly Pink Beats concerts to Water Park and an evening art experience to Met Park with Art of Pink
- Expanded upon United Fray partnership to deliver high quality fitness experiences throughout National Landing and a punch card rewards program
- Continued collaboration with DC Jazz Festival, Museum of Contemporary Art Arlington and Amazon to bring Jazz @ Met concerts to Metropolitan Park during the fall and spring
- Highlighted our bike community via Bike Month with Learn to Ride, Community Bike Ride, Major Taylor documentary screening at Alamo Drafthouse Cinema, Bike Safety Checks at Conte's and Bike to Work Day at Water Park
- Partnered with Arlington Economic Development to sponsor events supporting National Landing's transformation into an innovation district.
- Hosted Annual Meeting at Amazon's HQ2 celebrating National Landing as a home to a variety of industries and experiences
- Uplifted Arlington Pride and World Pride through sponsorship and hosted a Pride Month Happy Hour & Drag Sing-a-long at Freddie's Beach Bar
- Explored the impact of government housing policies segregating American cities with a film screening of Segregated by Design and panel discussion
- Provided sponsorship and partnership support to local organizations hosting events in the BID including Junior League of Washington, Armed Forces Cycling Classic, BlerDCon and the Michael J. Fox Foundation's inaugural 5k in the DC region

A TRIUMPHANT RETURN: Garage Racing National Championships

This beloved underground bike race attracted record levels of race participants and spectators for a day of chaos, competition, and unconventional fun in a parking garage that made local and national press.



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 sector 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 efforts on exploring the local tech ecosystem, while working in partnership with Arlington Economic Development (AED) and Alexandria Economic Development Partnership (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
- Hired consultants HR&A on an annual market summary update that focuses primarily on National Landing's innovation workforce and office utilization
- Launched the National Landing Data Dashboard, a dynamic online resource for National Landing specific market trends
- Launched the National Landing Market Insights Summary report highlighting market trends supporting a growing innovation ecosystem
- Provided letters of support for development projects across National Landing
- Convened National Landing stakeholders to deliver unified support for the CMRI 2.0 Adaptive Reuse Policy and Zoning Amendments
- Collaborated with Blutot to execute the Open Rewards Program, a partnership with AED's BizLaunch team to support small, local businesses in National Landing
- 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
- Hosted a series of Innovation District Steering Committee meetings, in partnership with AED and AEDP informing a governance structure for a cross-jurisdictional Innovation District
- Sponsored Starburst, an international recognized aerospace
- Collaborated with AED to organize a study trip to Kendall Square to understand lessons learned from innovation stakeholder
- Participated on economic development and tech and innovation panels for ULI, Bisnow, and the Starburst National Landing Launchpad's first cohort program, submitted a successful proposal to the International Downtown Association (IDA), and participated in a panel discussion with partners at the National American Planning Association (APA) conference in Denver, CO
- Hired an intern to analyze and track key retail deliveries in National Landing

BY THE NUMBERS



EXISTING DEVELOPMENT

5,500

hotel rooms

19,000+

residential units

17 million

square feet of office and retail space

PIPELINE DEVELOPMENT

840

hotel keys

10,000+

planned residential units

5.8 million

square feet of commercial space

INVESTMENT & IMPACT

\$12 billion

regional & local transportation projects and pipeline development

\$1 billion

Virginia Tech: Institute for Advanced Computing

\$64 million

Net Fiscal Impact of National Landing development

NEW RETAIL ANNOUNCED OR OPENED IN FY2025

- + Bar Chinois
- + Bees & Tea
- + Beaming (within Club Studio)
- + Call Your Mother
- + Club Studio
- + Coffee Republic
- + Crumbl Cookies
- + First National Bank
- + Flight Wine Bar
- + Java Loco
- + Kalologie (within Club Studio)
- + La Posada
- + Lantern Restaurant and Bar
- + Primrose School
- + StretchLab
- + Tend
- + Yunnan by Pentagon Noodle House



TRANSPORTATION

THE BID CONTINUES TO CHAMPION PEOPLE-FIRST MOBILITY and focus on transportation advocacy to influence and shape billions 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
- Procured an urban design firm to begin the process of building consensus amongst our stakeholders regarding the various design elements of CC2DCA
- Released “Designing CC2DCA: Prioritizing Iconic, Impactful Design and Seamless Pedestrian Connectivity” including a series of watercolor illustrative images highlighting design elements necessary to deliver an iconic and successful project
- 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
- 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
- Celebrated Bike Month to highlight National Landing’s unparalleled multimodal transit network with live events such as a free bike tune-ups, adult learn to ride classes and Bike to Work Day
- Refreshed and updated LGBT+ Pride crosswalks along 23rd Street, a joint effort by the BID, Arlington County, and key community advocates
- Hosted quarterly Transportation Roundtables in collaboration with Arlington, providing a platform for sharing information on major transportation infrastructure projects throughout our district
- 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

- Collaborated with public art consultant, Via Partnership, to develop and release 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 additional installations - "Kansas & Oz" by Brandon Hill on 15th St. S and Crystal Dr and 12th St S and Long Bridge Dr., as well as the Art in Transit collaboration at the Crystal City Metro Plaza between the BID, WMATA, MOCA, and artists Emily Fussner and Stephanie Lane
- Launched the BID's first Community Cleanup event, drawing over 30 volunteers and laying the foundation for a recurring series
- Completed competitive RFP process for the BID's next Landscaping Contract, selecting Chapel Valley Landscaping to maintain and enhance BID-managed public spaces
- Expanded the National Landing BID banner program into Met Park in collaboration with Amazon





- Strengthened coordination with PathForward, implementing a shared outreach reporting system and supporting increased presence along key corridors
- Updated and expanded the Downtown Operations Plan, including contractor scopes, staff responsibilities, and new sections on cleanup events, banner maintenance, and stakeholder walks
- Led two “Walks with a Purpose” events for relevant stakeholders in Potomac Yard and Pentagon City, facilitating actionable follow-ups and stakeholder engagement
- Continued implementation of landscape improvements, enhancing planting beds across the district with native species and sustainable design
- Maintained regular coordination with Arlington County’s Division of Forestry to align on street tree health and planting priorities



ADMINISTRATION & MANAGEMENT

RELOCATED TO NEW HOME, FULLY STAFFED, STRENGTHENED INTERN PROGRAM, NEW RETURN TO OFFICE POLICY.



SPONSORS OF THE BID

Amazon
Consumer Technology Association
Dweck Properties
JBG SMITH

HIGHLIGHTS

- Completed relocation of BID offices to 1550 Crystal Drive
- Regularly convened committees and roundtables to ensure an engaged Board and BID membership
- Delivered FY2023 Audit and Annual Report, and FY2026 Proposed Work Plan & Budget to Arlington County
- Maintained fully staffed organization with key hires of Director of Marketing & Communications, Events & Activations Associate, and Office Manager
- Expanded and enhanced internship program to include three positions
- Initiated annual staff retreat to support team culture
- Streamlined FY2025 performance review process
- Refreshed employee compensation study to ensure competitiveness and employee retention and attraction efforts
- Continued efforts to operationalize the Equity in Action programs and initiatives

SPONSORED BY THE BID

BlerDCon
9/11 National Trail Alliance
Leadership Center for Excellence
Arlington Sports – Armed Forces Cycling Classic
March of Dimes
National Cherry Blossom Festival
Michael J. Fox Foundation
Starburst
StartupDC Network
Museum of Contemporary Art Arlington
Melwood
International Downtown Association
Arlington Chamber of Commerce
PathForward
BizLaunch
Restaurant Association of Metropolitan Washington
Washington Area Bicyclist Association
Metropolitan Washington Council of Governments
ULI Washington
True Ground
Coalition for Smarter Growth
Crystal City Civic Growth
Aurora Highlands Civic Association



FINANCIALS

CONTRACTORS AND SERVICES

GREATER THAN \$50k

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

\$15k TO \$50k

Venable, LLP
 Cherry Bekaert Advisory LL/Cordia
 Pipkin Creative
 No Kings Collective
 John E. Kelly & Sons
 Via Partnership
 Pathforward
 Elizabeth Yoder, LLC
 The Silverene Group LLC
 Control Video LLC
 Compass Group
 CIC Captains of Innovation
 HR&A Advisors
 Kodi Seaton, The Un Group Graphic Design Co.
 Geocentric

FINANCIAL POSITION

Total Assets \$4,195,397
 Total Liabilities \$453,248

NET ASSETS \$3,742,149

SUPPORT & REVENUES

County Disbursements \$4,842,737
 Other Income \$390,679

TOTAL SUPPORT & REVENUES \$5,233,416

PROGRAM AREA EXPENSES

Marketing 18% \$902,518
 Economic Development 13% \$649,728
 Community Events & Outreach 23% \$1,147,599
 Public Realm & Beautification 17% \$841,980
 Transportation 12% \$586,945
 Administration & Management 17% \$845,843

TOTAL EXPENSES \$4,974,613

CARRY OVER TO FY2025 RESERVES*

FY2025 Operating Funds \$321,100
 Operating Contingency Reserve \$259,110
 Project Reserve \$119,100

TOTAL RESERVES \$699,310

* COUNTY MANAGER APPROVED CARRY OVER OF UNSPENT FY2025 OPERATING AND RESERVE FUNDS



FY2025 BOARD OF DIRECTORS

Kimberly Driggins*

Washington Housing Conservancy
Chair

Donna Marquez*

Hyatt Regency Crystal City
Vice Chair
Equity Committee Co-Chair

Ashleigh De la Torre*

Amazon
Secretary

Robert Peck*

Commonwealth Joe
Treasurer

Catherine Anchin

Museum of Contemporary Art Arlington

Katharine Ange

Arlington Economic Development

Christina Brady

Consumer Technology Association

Stacey Brayboy

March of Dimes

Mark Carrier

B.F. Saul

Gary Cook

Lincoln Property Company

Aubrey Dennis-King Fenton

Equity Residential

Terrence Duvall

Renaissance Arlington Capital
Resigned January 2025

Shivini Fernando

OxiWear

Franki Fiterrer

Virginia Tech: Institute for Advanced
Computing
Marketing & Communications Committee Co-
Chair

Shannon Flanagan-Watson

Arlington County

Judy Freshman (NON-VOTING)

Crystal City Civic Association

Kingdon Gould

Gould Property Company

Rahman 'Rock' Harper

Gould Property Company

Freddie Lutz*

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

Chris Madoo

Renaissance Capital View Marriott

Andrea Murray*

JBG SMITH
Planning & Development Co-Chair

Dolores Navia

JBG SMITH

Abbey Oklak

Kimco Realty

Mara Olguin*

Dweck Properties
Marketing & Communications Committee Co-
Chair

Joe Oyler

The Boeing Company

Patrick Phillippi

Amazon

Sahil Rahman

RASA
Equity Committee Co-Chair

Regina Rees

USAA Real Estate

David Ritchey*

JBG Smith
Resigned January 2025

Harmar Thompson

LCOR
Transportation Committee Co-Chair

Pamela Van Hine (NON-VOTING)

Aurora Highlands Civic Association

Andy VanHorn (NON-VOTING)

Arlington Economic Development
Resigned October 2024

Thomas Vannatter (NON-VOTING)

Arlington Economic Development
Resigned January 2025

*Member of the Executive Committee

BID STAFF

Tracy Sayegh Gabriel

President & Executive Director

Robert H. Mandle

Deputy Executive Director

Madeline Long

Director of Marketing
& Communications

Malaika Scriven

Vice President,
Planning & Development

Elissa Staley

Director, Events & Activations

Ben Wills*

Director of Marketing
& Communications

Mai Abdelaziz*

Office Manager

Luke Fichter

Marketing & Communications Manager

Matthew Jones

Mobility Manager

Ashley Labadie

Economic Development
& Planning Senior Manager

Alex Michael

Public Realm Coordinator

Olivia Osborne

Events & Activations Associate

Erica Rivera

Brand Marketing Manager

Erika Seeley

Executive Assistant

Haroni Tewolde

Office Manager

Nicole Jean-Pierre

Events & Activations Intern

Abby McCallum

Planning & Economic
Development Intern

Bella Mendoza

Marketing & Communications
Intern

Madison Diaz

Events & Activations Intern

Gavin Meyer

Planning & Economic
Development Intern

Lindsay McCartney

Marketing & Communications
Intern

* Left BID role during FY2025



VOTING MEMBERS

2620 Jefferson Davis Highway I
607 S Ball Street, LLC
Affinius Capital
AK Crystal, Inc
Akbar Mohammad Hazrat
Albright And Mason LLC
Amazon
Ashford Hospitality
B.F. Saul Company
Bank of America
Beacon Capital Partners
Bernstein Management Company
Blackstone
Bloomberg BNA
BM Smith & Associates
Boeing Company
Brookfield Properties
Calco Hospitality
calSTRS
Camden
Capital Petroleum Group
Choy Se Kon
Clarion Partners
Consumer Technology Association
Cortland
DoubleTree Hotel
Dweck Properties
Elme Communities
Equity Residential
Erkiletian Companies
First Union National Bank
Fortis Companies
Four Mile Run Associates LLC
Gould Property Company
Invesco Advisors
JBG SMITH
Kimco Realty
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
POC 1201 / GoldFarb Properties
Potomac Gateway Associates



Potomac Yard Community Association
Property Reserve Inc
SEI Arlington Acquisition Corp
South 23rd Street LLC
South Ball Street LLC
Starwood Capital Group - 1400 Crystal Drive
Starwood Capital Group - Clark Garage
Starwood Capital Group - Hilton
Starwood Capital Group - Presidential Towers
The Premier Companies
True Ground
Truist
Twenty-Third Street Corridor, LLC
Urban Investment Partners
Washington Housing Conservancy
Westin Crystal City
Wheelock Street Capital
William Bayne
Zavarella Eula Trustee
ZOM Living



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#LoveNationalLanding
@NationalLanding





**NATIONAL
LANDING**

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

NATIONALLANDING.ORG

