

EMBRACING A DYNAMIC FUTURE

NATIONAL
LANDING
BUSINESS
IMPROVEMENT
DISTRICT

STRATEGIC
FRAMEWORK
2023



NATIONAL LANDING BUSINESS IMPROVEMENT DISTRICT

We are a nonprofit public-private partnership that serves as the place management organization for National Landing. We're storytellers, placemakers, idea champions, and community builders that uplift our downtown district.

This Strategic Framework is a guide for our work over the next three to five years. Its goal is to envision, elevate, and activate a bold future for National Landing—one that's **inclusive, thriving, and dynamic**.

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.

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.



VALUES

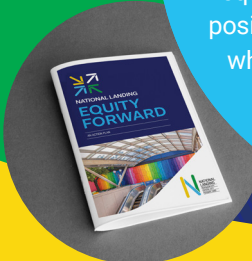
Our values shape our culture, inform our behavior, and support strategic decisions.

	AMBITIOUS
	COLLABORATIVE
	CREATIVE
	DESIGN-FORWARD
	FUN
	INCLUSIVE*
	INNOVATIVE
	PEOPLE-CENTERED
	SUSTAINABLE



***A NOTE ON INCLUSIVE AS A VALUE:**

Inclusion is a strategic priority. Our **EQUITY FORWARD ACTION PLAN** is a blueprint for our diversity, equity, inclusion, and belonging work, positioning National Landing as a place where multiculturalism is celebrated and everyone can thrive.



WHAT WE DO

We foster community in National Landing through programs that support art, economic development, events, marketing, placemaking, and transportation. The National Landing BID is a steward for the area's reinvention, managing growth and the needs of our business and residential community.

We collaborate with community partners and stakeholders to deliver our mission, taking on different roles depending on the project, initiative, or goal. We may take on the role of "Advocate" to support transportation projects that benefit the community, or play the role of "Implementor" in piloting a new parklet or landscape enhancement.

	ADVOCATE		IMPLEMENTER
CHAMPION		INNOVATOR	
	COMMUNICATOR		PLACEMAKER
CONVENER		STEWARD	
	EDUCATOR		STORYTELLER



BRAND

CREATE A COMPELLING BRAND that emphasizes convenience, urban amenities, innovation, and playfulness and realizes broad name adoption of National Landing.

PLACE-MAKING

CHAMPION A PEOPLE-CENTERED public realm and open spaces through design that prioritizes safety, biophilia/connections to nature, and accessibility for all.



ORGANIZATION

BUILD A MODEL BID ORGANIZATION with a culture rooted in collaboration, equity, and fun; and lay the foundation for greater impact in the community through delivery of our mission.



MOBILITY

STEWARD NEXT GENERATION MOBILITY through projects, policies, and technologies that position National Landing to become the most walkable, bike-friendly, transit-rich, and connected urban district in the country.



STRATEGIC PILLARS



COMMUNITY & CULTURE

GROW DESTINATION APPEAL AND COMMUNITY CAPITAL through arts, culture, entertainment, events, and programming.

The six Strategic Pillars and goals outlined here align with the six core service areas outlined in our Service Agreement with Arlington County, supporting delivery of our annual Work Plan and Budget approved by the County Board. These core service areas include marketing and promotion, community events and outreach, public realm and beautification, transportation, and economic development.

ECONOMY & DEVELOPMENT

FOSTER A DYNAMIC AND RESILIENT ECONOMY by elevating competitive advantages, attracting and celebrating businesses, cultivating innovation and talent, and shepherding a robust development pipeline.



BIG MOVES

We're ambitious visionaries and National Landing's biggest cheerleaders. Much of our work requires broad engagement and collaboration that may span several years. These big moves represent priority initiatives and an envisioned future that guides us forward together through our Strategic Pillars.

FOUNDATION

Establish a National Landing Foundation



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



COLLABORATION

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

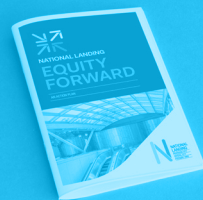


AREAS

- BRAND
- COMMUNITY & CULTURE
- ECONOMY & DEVELOPMENT
- MOBILITY
- ORGANIZATION
- PLACEMAKING

EQUITY

Implement the Equity Forward Action Plan



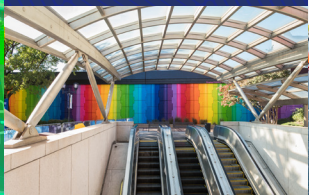
IDENTITY

Spearhead innovative wayfinding to improve experience and unify district identity



AMBASSADORS

Explore creation of an ambassador team for a clean, safe, and welcoming environment



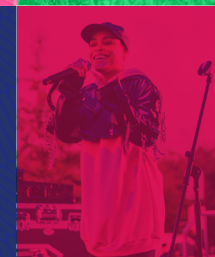
PUBLIC ART

Develop high impact temporary installations and public art



MOBILITY

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



DESTINATION

Launch a flagship event with regional appeal



CULTURE

Support attraction of new cultural anchors or entertainment venues including eSports and gaming opportunities



CAMPAIGN

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



COMMERCIAL RESILIENCY

Support county and stakeholder explorations of the future of work, creative reuse of office space, and pilots of commercial resiliency



OUR DYNAMIC FUTURE INCLUDES

YOU

In 2018, we embarked on a strategic planning process that explored the future of Crystal City, Pentagon City, and Potomac Yard as one connected and dynamic downtown district.

With the successful expansion of the BID, establishment of the new National Landing downtown brand, and a new wave of public and private investment underway, much progress has been made towards realizing the vision outlined in that plan.

Recognizing the need to outline the next chapter of our story, the BID kicked off a new strategic planning initiative in Spring 2022 with an energetic Board of Directors retreat. The Strategic Framework was further developed through robust participation from a wide range of stakeholders, including BID Board members, elected officials, Arlington County staff, property owners, business and community leaders, residents, and the public. The process included stakeholder interviews, industry focus groups, an interactive workshop, and an online public perception survey. Stakeholder information and feedback directly informed and shaped this Strategic Framework.

On the eve of an exciting new era, this people-forward Strategic Framework is designed to embrace the arrival of thousands of new residents and workers to National Landing.

As we write the next chapter of our story, we invite you to help shape our future! Visit NationalLanding.org for opportunities to engage through committees, promote your business, find fun, and build community.



[NATIONALLANDING.ORG](https://www.nationallanding.org)

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