



# DC'S COMEBACK

Learn more about DC's work to reimagine Downtown



Join us as we work together on transforming our Downtown into a lively and vibrant urban center, featuring mixed-use neighborhoods and entertainment and creating more opportunities for residents, workers, and visitors.

**DC's Comeback Plan outlines a three-pronged approach to revitalizing Downtown DC:**

## Fill the Space

Attract new or returning commercial occupants from priority industries and embrace new workspaces that accommodate for new working paradigms.

## Change the Space

Convert existing commercial office space for other uses including residential, retail, and amenities.

## Bring the People

Increase foot traffic and vibrancy to reactivate street life and retail sales; create programming to bring back activity throughout the week.

**Mayor Bowser has invested in programs and initiatives that are building a stronger Downtown DC:**

- **\$10M** Vitality Fund to attract and retain businesses in targeted sectors that locate to DC
- **\$1M** Creative and Open Space Modernization Rebate program to retain and attract tech/innovation companies
- **\$3.2M** Retail Support Grant Program for Downtown businesses
- Increasing the investment in the Housing in Downtown program from **\$6.8M** to **\$41M** by FY28
- **\$9.8M** to fund improvements at Farragut Square
- **\$1.5M** Festival Fund to offset costs for community organizations hosting events

# TRANSFORMING DOWNTOWN DC

## Changing spaces...



Johns Hopkins University's brand-new Bloomberg Center, located on Pennsylvania Avenue, is the latest academic addition to Downtown DC. Opening at the site of the former Newseum, the school will host the university's School of Advanced International Studies.

### GOOD NEWS

There are over 10 publicly announced office conversion projects in Downtown DC.

## Filling spaces...

Virtru, an innovative cybersecurity company, opened their new 17,000 sq. ft. headquarters in Downtown. The District's Vitality Fund provided a performance-incentive and was key in influencing the company to stay and grow in DC.



### GOOD NEWS

This year, the Department of Licensing and Consumer Protections has issued over 1,100 Basic Business Licenses to Downtown-based DC businesses.

## Bringing the people...



September 23, 2023

### GOOD NEWS

Downtown visits have reached 78% of pre-pandemic levels, and domestic visitation to Washington, DC has rebounded to 91% of pre-pandemic figures.