FY23 DMPED BUDGET OVERVIEW

MARCH 2022



DC ECONOMIC RECOVERY SNAPSHOT

	Pre-COVID	Early COVID	Mid-COVID	Today
DISTRICT REVENUES	\$8.7B	\$7.9B	\$8.5B	\$9.4B
UNEMPLOYMENT RATE	5.0%	11.1%	7.2%	5.8%
RESIDENTIAL VACANCY (Multi-Family)	7.7%	11.4%	12.7%	9.0%
COMMERCIAL VACANCY	11.1%	11.9%	12.5%	14.3%
DC RESIDENTS VACCINATED	-	0%	49%	72%
CONSUMER SPENDING	-	-41%	-17%	+7.3%
RESTAURANT SPENDING	-	-49%	-26%	-20%
PUBLIC HEALTH RESTRICTIONS	NONE	MANY	SOME	FEW



DMPED FY23 PRIORITIES

EQUITABLE ECONOMIC DEVELOPMENT

DOWNTOWN AND JOBS





Housing affordability and stability Neighborhood amenities

Small business and entrepreneurs

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(1) Fill the Space(2) Change the Space(3) Bring the People



DMPED SNAPSHOT: FOCUS AREAS & RELATED FY23 INVESTMENTS

EQUITABLE ECONOMIC DEVELOPMENT		Downtown & Jobs			
Housing	Neighborhood	Business	Fill the Space	Change the Space	Bring the People
 HPTF/LRSP HPF Black Homeownership Fund & Strike Force HPAP increase SFRRP Heirs legal assistance NCI & DCHA capital ERAP Senior Property Tax Cap Energy-efficiency and lead and mold remediation 	 Food Access Fund and Nourish DC Great Streets and Neighborhood Prosperity Fund St. Elizabeths operating DMPED capital 	 Bridge Fund 3.0 SMB Growth Fund Inclusive Innovation Equity Impact Fund Commercial Property Acquisition DCAP Robust Retail Aspire Cannabis grants Shop in the District 	 Vitality Fund Business attraction & retention staff Vacant Retail Space Activation Pilot 	 Creative & Open Space Modernization Housing in Downtown Abatement 	 DC Family Fun Destinations Creative Streets & Culture Reimagine DC Tourism Large-scale event sponsorships Special Events Relief Fund Cherry Blossom Bus Tour



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EQUITABLE ECONOMIC DEVELOPMENT







DMPED FY23 PRIORITIES: AFFORDABLE HOUSING



Produce <u>more</u> affordable homes and more <u>αffordαble</u> homes

The Bowser Administration is laserfocused on achieving the bold goals Mayor Bowser set to add 36,000 net new homes, 12,000 affordable, by 2025. This increase in supply will help to lower housing costs. A study by Howard showed that investments without HPTF investments, housing costs would be 5% higher.

Additionally, the Administration has prioritized producing housing that residents with very low incomes can afford through changes to the LRSP budgeting approach and HPTF processes.



Create more affordable housing in high-opportunity areas

Where you live matters. People who grow up in safe, healthy communities with access to good education and amenities typically experience better economic and health outcomes. That is why Mayor Bowser charged District agencies with equitably distributing the 12,000 new affordable homes across all planning areas of the District, so that residents with below-average income have housing options in highopportunity neighborhoods. FY23 investments in the HPTF, HANTA incentive and planning analyses support this goal.



Support housing stability and wealth building.

Homeownership is both a means of stability and an opportunity to build wealth. In our increasingly expensive housing market, longtime Black DC residents face challenges to achieving homeownership. The FY23 Budget makes bold new investments to help longtime residents become homeowners and remain in their homes.

For renters, emergency rental assistance is a critical resource for housing stability. FY23 investments in ERAP and the Housing Stabilization Grant program will help tenants remain in stable housing.



AFFORDABLE HOUSING PRIORITIES: INVESTMENT OVERVIEW



Produce *m*ore affordable homes and more *affordable* homes

HPTF Project- and sponsor-based LRSP Land use/zoning tools Public housing rehab/renovation Faith Based Institutions Technical Assistance



Create more affordable housing in high-opportunity areas

HPTF HANTA Planning analyses Faith Based Institutions Technical Assistance RAAP



Support housing stability and wealth building

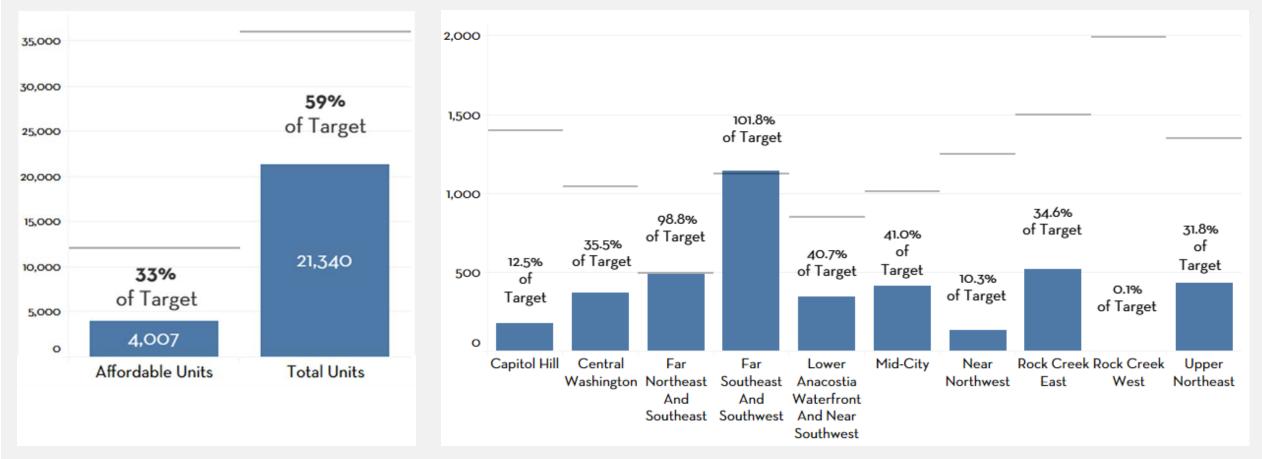
Black Homeownership Strike Force and Fund HPAP & EAHP Heirs legal assistance Senior property tax cap Single Family Residential Rehab Emergency Rental Assistance Housing Stabilization Grants



HOUSING EQUITY: 36K/12K PROGRESS TO DATE

Progress Toward 36k/12k Goals





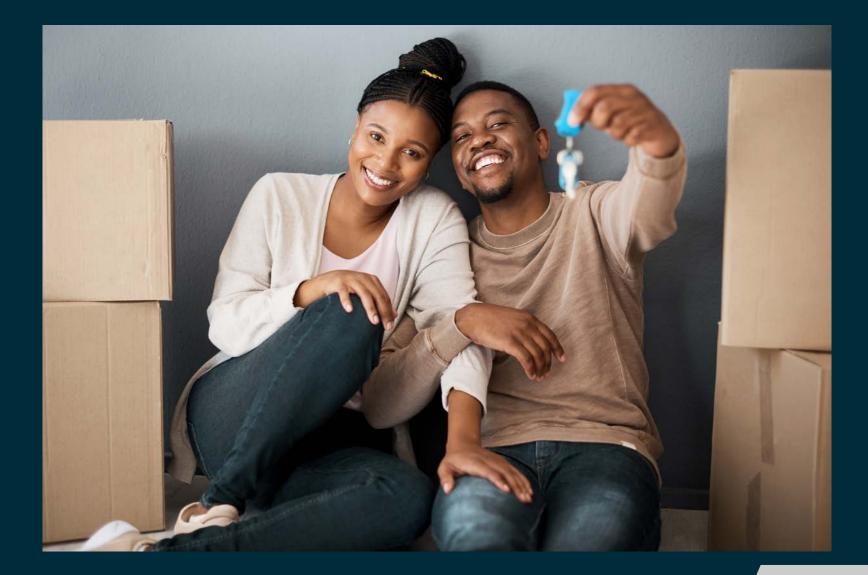


HOUSING AFFORDABILITY INVESTMENTS

	Impact	Funding	Agency
Housing Production Trust Fund and Local Rent Supplement Program			
 A \$500M HPTF investment in FY23 will deliver an estimated 2,100-2,700 units of affordable housing over the next few years. 	2,100-2,700 Affordable homes	\$500M	DHCD
 LRSP project-based vouchers supplement housing costs for residents with extremely low income (<30% MFI). Combined with HPTF, it enables creation and preservation of deeply affordable units. 	2,000+ Deeply affordable homes	\$41M	DHCD
Public Housing and New Communities Initiative (CIP FY23-28)			
 \$110M to rehabilitate or replace more than 1,500 units of public housing over 3 years, much of it for seniors 	1,500 Affordable homes	\$110M	DCHA
 \$219M capital investment for New Communities Initiative projects (Barry Farm, Park Morton, Bruce Monroe and Northwest One). 	1,600 Affordable homes	\$219M	DMPED
Rental Assistance			
• \$120M in rent and utility assistance across two years: \$64MM for ERAP in FY22 & 23 as well as ERA reallocation funds and carry over of \$58MM from FY22.	20,000+ Households	\$12OM	DHS DOEE
• Housing Provider Fund to stabilize properties in the affordable housing portfolio.		\$12M	DMPED
Planning Analyses and NY Avenue Enhancement	10,000+		
 New York Avenue Vision Framework is a broader multi-year strategy to guide orderly, coherent, and more predictable redevelopment of the corridor. 	New homes, 1900+ affordable	\$250k	OP
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HOMEOWNERSHIP





HOMEOWNERSHIP LEGACY INVESTMENTS

	Funding	
nvestment	(FY22-25 total)	Agency
• Black Homeownership Strike Force will make recommendations to reduce racial disparities in homeownership in the District, including how to focus the Fund.	\$15OK	DMPED, DHCD, DCHFA
 Black Homeownership Fund will support long-term residents pursuing homeownership in the District. 	\$10M	DMPED
• Home Purchase Assistance: \$26M to help 500+ low-income first-time homebuyers with down payment and closing cost assistance. This includes \$5M for EAHP and \$21M for HPAP.	\$26M	DHCD
• Heirs Property Legal Services will assist 1,000 multi-generational families in maintaining their family property after the original homeowner passes through legal assistance.	\$1M	DHCD
 Single Family Residential Rehab Program to help 70 low-income homeowners fix and maintain their home. 	\$3M	DHCD
Seniors and Individuals with Disabilities Real Property Tax Increase Limit Amendment Act of 2022 lowers the annual increases in property taxes for seniors from 5% to 2%. Total reduction of income is \$9.3M from FY23-26.	(\$9.3M)	OTR
• FloodSmart Homes to help residents in flood prone areas, especially in Wards 7 and 8, retrofit their homes to reduce risk of damage.	\$2.6M	DOEE
• Home Weatherization & Lead and Mold Remediation to make energy-efficiency improvements and remediate lead and mold hazards to improve both the health and comfort of residents.	\$10M	DOEE



COVERNMENT OF THE DISTRICT OF COLUMBIA

BLACK HOMEOWNERSHIP STRIKE FORCE & FUND

To address the racial disparities in homeownership and household wealth in the District, Mayor Bowser will create a Black Homeownership Strike Force that will convene June 2022 and will be charged with developing recommendations to address the following:

- Increase access to homeownership for longtime Black residents of the District of Columbia; and
- Support wealth-building through homeownership through, for example, programs that enable homeowners to maintain their homes, increase their property value, and maintain affordability of their home in an increasingly expensive market.

As part of this effort, Strike Force will be charged with creating recommendations for the use of the \$10M Black Homeownership Fund. The Strike Force will be comprised of stakeholders in the housing, finance, legal, and real estate industries as well as community representatives that can lend their perspective and experience regarding the challenges and opportunities related to homeownership in the District.

Questions should be sent to <u>Homeownership@dc.gov</u>. Existing resources for homeownership can be found at <u>frontdoor.dc.gov</u>.



HOMEOWNERSHIP PURCHASE ASSISTANCE PROGRAM (HPAP) CHANGES

The average income for a Black household can only afford 8.4% of homes v. the average income of a White household, which could afford 71 percent of these homes (<u>Urban Institute analysis</u>). The Homeownership Purchase Assistance Program (HPAP) is a crucial tool in advancing racial equity and reducing the racial wealth gap. The Mayor and DHCD are committed to ensuring HPAP borrowers remain competitive in the real estate market and are proposing to **increase the maximum program limit of \$80,000 to \$202,000**.

Race/Ethnicity	FY21 Recipients	Fiscal Year	Borrowers	Total Funds Distributed	Average Purchase Price
Black	75%	FY 19	396	\$22,070,425	\$306,982
White	14%	,	370	<i>\\</i> 22,070,423	<i>4366762</i>
Hispanic	6%	FY 20	376	\$19,712,920	\$336,160
Asian	4%	FY 21	345	\$17,816,294	\$354,384
American Indian	<1%			\$18,500,000	
		FY 22 to date	88	(budgeted)	\$343,977

FY₂₃

n/a



\$21,000,000

(budgeted)

n/a

EQUITABLE ECONOMIC DEVELOPMENT







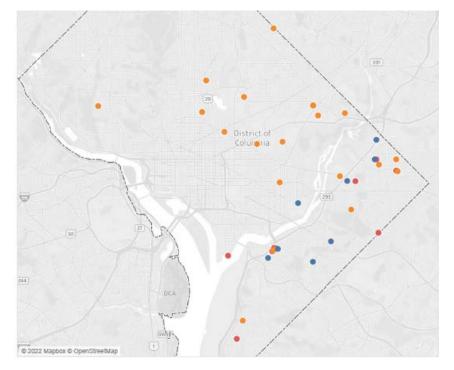
NEIGHBORHOOD AMENITIES: FOOD ACCESS

CURRENT EQUITY CHALLENGES

- **2X** Food insecurity has almost **doubled** in DC during the pandemic from 10% to 16-21%, a combination of a lack of economic resources & ready access to healthy, affordable food (DC Food Policy Council)
- 17% of DC residents live more than 1 mile from a grocery store.
- 80,000 Ward 7 & 8 residents live more than a mile from a grocery store. This corresponds to approximately 59% of residents in Ward 7 and 57% in Ward 8.
- As of fall 2021, Wards 7 & 8 together have only 4% of the District's grocery stores (3 of 79) despite having 24% of the city's population.

Locations of grocery stores in Washington DC, and 2019 American Community Survey population estimates https://dcgis.maps.arcgis.com/home/item.html?id=1d7c9d0e3aac49c1aa88d377a3bae430

DMPED FOOD INVESTMENT MAP: FY2O-22





Food Access Fund
Nourish DC
Neighborhood Prosperity Fund



NEIGHBORHOOD AMENITIES: FY23 INVESTMENTS

Investment	FY22 Impact	FY 23 Funding
Food Access Fund The Food Access Fund is a grant program to increase equitable access to fresh, healthy, and affordable food by securing grocery stores and restaurants, fast casual restaurants, and other food access points in areas with low food access, with a focus on Wards 7 and 8.	\$9M awarded to eight new locations in wards 7 and 8	\$23.8M
Nourish DC Nourish DC will expand the local food ecosystem to support small fresh food retailers and other providers through grants, loans, and technical assistance	9 awards in Wards 5, 7, 8	\$500K
Great Streets and Neighborhood Prosperity Fund (NPF) The Great Streets program grows the District's local small business economy and bolster neighborhoods with inadequate access to retail opportunities. NPF incentivizes community development, economic growth, and job creation by leveraging local funds to provide gap financing for projects that attract private investment to distressed communities.	FY22 Great Streets Retail application closed 1/31 FY22 application closes 3/25	\$7M

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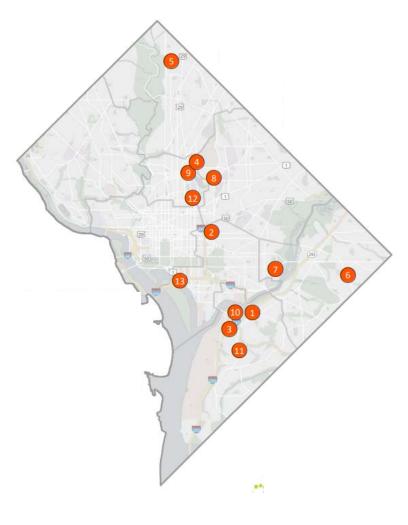
NEIGHBORHOOD AMENITIES: CAPITAL INVESTMENTS FY23-FY28

Capital Projects: DMPED's real estate development portfolio will deliver new affordable housing and amenities to neighborhood residents to increase equitable access to resources and opportunities.

\$~429 million invested from FY23-FY28

Estimated over 6,000 housing units (3,700 affordable)

Project	FY23-28	Project	FY23-28
1234 Good Hope Rd	\$5M	Park Morton	\$27M
33 K Street	\$53M	Poplar Point	\$2M
Barry Farm	\$114M	St Elizabeths	\$62.9M
Bruce Monroe	\$25M	Shaw/Howard	\$25M
Children's National	\$10M	Wharf Piers	\$5M
Fletcher Johnson	\$2.5M	McMillan	\$18M
Hill East	\$79.72M		





EQUITABLE ECONOMIC DEVELOPMENT





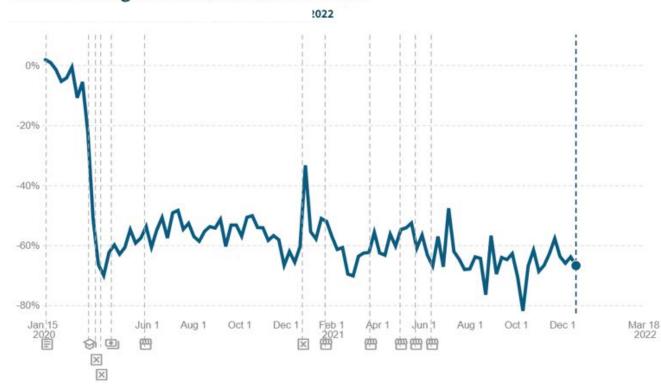


BUSINESS SUPPORT

Business Challenges to Address

- 67% decrease in total small business revenues since Jan. 2020¹
- **36%** fewer small business are open compared to Jan. 2020^2

From Sep 2020-Sep 2021, DC lost 14,567 trade and hospitality jobs (17.3%) and almost \$10M in wages. Pre-pandemic, this sector had an average of about 109,000 jobs and \$5.3 billion in wages. Percent Change in Small Business Revenue*



From Jan 2020 to Dec 19, 2021 - DC small business revenue decreased by 66.8%

1. As of December 19, 2021. Opportunity Insights Economic Tracker

2. As December 19, 2021. Opportunity Insights Economic Tracker. Open defined as having recent financial activity

3. DC Economic Revenue Trends Report Dec 2021/Jan 2022



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BUSINESS SUPPORT (1 OF 3)

GOVERNMENT OF THE DISTRICT OF COLUMBIA CMURIEL BOWSER, MAYOR

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Investment	FY22 Status	FY23 Funding
Bridge Fund 3.0	Bridge Fund 2.0	
Continues the Bridge Fund, enabling arts and entertainment venues to reopen and recover post-pandemic.	Application Period Two OPEN until 3/18 at 5PM Application Period One - Closed 2/25/22	\$8M
Commercial Property Acquisition Fund		
Down payment assistance for Equity Impact Enterprise-eligible businesses of up to \$750,000 or 25% of the sale price, whichever is less, for the acquisition of commercial property in the District.	Opened 11/19. Applications will be considered as funds are available.	\$4M
Inclusive Innovation Equity Impact Fund Supports Equity Impact Enterprises-eligible businesses with training and investment in the form of revenue or equity-based financing.	\$1.25M awarded to 1863 Ventures to act as a Fund Manager. Over 100 eligible applications – 72% Bla or Black and another race, 58% female, and 58% from Ward 8, 7, and 6. combined.	
Small and Medium Business Growth Program		
SMB Growth Fund will provide new growth focused investments for DC small businesses. The community benefit includes asset building, creating job opportunities, enabling residents with greater opportunities to spend locally, and helping generate positive economic multiplier effects.	Design in process, expected launch in Q3 of FY2022.	\$3.4M

BUSINESS SUPPORT (2 OF 3)

DC Community Anchor Partnership (DCAP)

Helps local "anchor institutions"- place based entities including hospitals, universities and, newly, utility companies - use their procurement power to better support the growth of local, DCbased minority-owned business enterprises (MBEs).

Shop in the District

Creation of an updated website platform that allows for better management of retailer database + robust marketing campaign.

Medical Cannabis Business Enterprises (DSLBD)

The purpose of the initiative is to provide financial and technical assistance for establishing cannabis business enterprises by assisting District residents, including veterans and returning citizens, with start-up entrepreneurial resources FY22 Status

In FY21, DCAP successfully onboarded new anchor members: Adventist Healthcare, which manages Howard University Hospital; DC Water; George Washington University Hospital, including construction at St. Elizabeth's Hospital; Pepco; and the University of the District of Columbia (UDC). DCAP made 146 referrals with 107 unique businesses for 45 contract opportunities

Campaign will begin in Q3 2022.

DSLBD has engaged with close to 500 community stakeholders on the topic of equitable access to the cannabis market with the goal of fostering inroads in direct and ancillary industry opportunities for District residents and aim to stand up a robust grant program in the coming months.

\$300K

DISTRICT OF COLUMBIA



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Search FY22 opportunities at OBVIOUSLYDC.COM

FY23 Funding

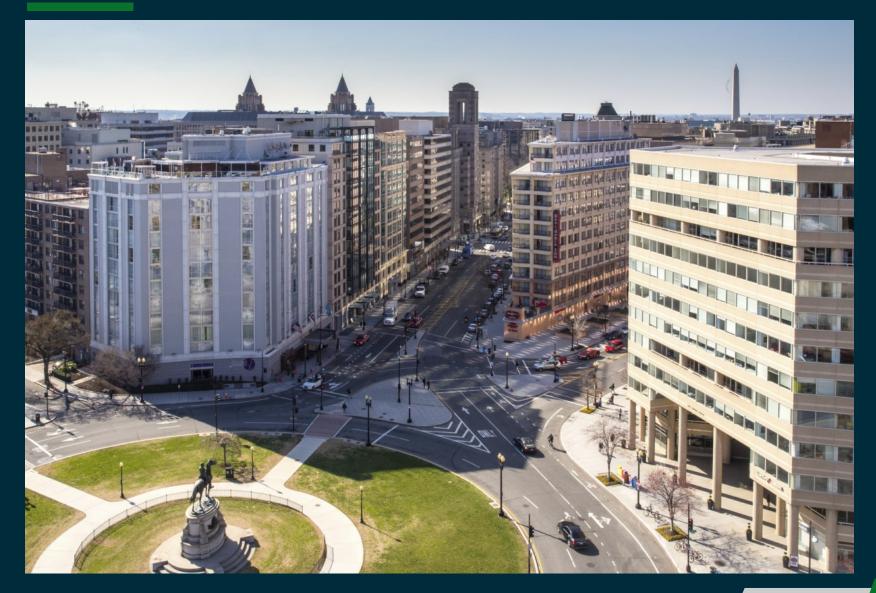
\$500K

\$100K

BUSINESS SUPPORT (2 OF 3)

Investment	FY22 Status	FY23 Fundin
Ward 7 and 8 Dream Grants		
Awards microgrants to eligible businesses located in Wards 7 and 8. Since 2018, DSLBD has awarded more than 50 businesses a total of \$500K in grants.	Currently, the FY22 Dream Grants application is open and will close on April 1, 2022	\$300K
WeAspir e Provides critical training for returning citizen entrepreneurs wanting to establish or maintain a business	In August 2021, WeAspire culminated in the inaugural Aspire Pitch competition with 33 graduating participants, all receiving at least \$2,000 and four winners receiving \$10,000 each.	\$175K
	Currently, the FY22 Aspire grant application is open and will close on April 1, 2022.	
Robust Retail Robust Retail Grants have given local business owners a chance to improve their storefronts or invest in much-needed equipment or technology needs to support pivots in a challenging retail environment.	Launched in 2019, DSLBD has awarded more than \$1.7 million to nearly 200 different retail establishments in Washington, D.C., which includes the distribution of both the Citywide and Main Street Grant fund	\$500K

ECONOMIC RECOVERY: DOWNTOWN & JOBS





Fill the Space Change the Space Bring the People



CENTRAL BUSINESS DISTRICT SNAPSHOT

Current office vacancy

- DC overall: 14.6% office vacant (~24.3M sq ft)
- Class B and C (14.1%), Class A (14.9%)
- CBD: 16.8% office vacancy (~18M sq ft)

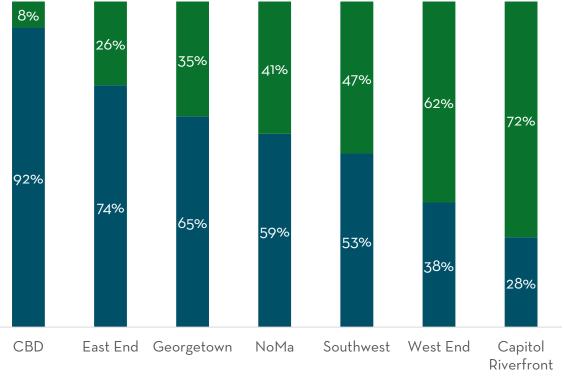
Concentrated vacancy

 77 buildings (of 656) make up 50% of total DC vacancy

Current Commercial/Residential Mix

- CBD: 92% commercial, 8% residential
- By comparison, Capitol Riverfront = 28%/72%

Comparative Office/Residential Compositions



■ Office ■ Residential



FILL THE SPACE: FY23 INVESTMENTS

The Vitality Fund - \$7.5 million in FY23

Expected to create 750 direct jobs + 2,250 indirect jobs via direct grants

Company Requirements - Updated in FY23 BSA Subtitle (II) (F)

- 1. Lease, own, or agree to lease or acquire a physical office location of 7k SF in the District (CBD preference)
- 2. Commit to at least 5 year lease and 50% on-site work
- 3. Participate in workforce development OR commit to spending at least 5% of contracting with SBE eligible businesses

Business Retention, Expansion, and Attraction (BREA) - \$1.4M in FY23

New BREA Team:

- Six (6) new FTEs to support business attraction and retention. Includes two (2) FTEs focused on federal government leasing and potentially telework and funding support lead generation, cultivation and closing.
- By comparison, Maryland and Virginia each have over 30 business attraction and retention staff
- Local jurisdictions, including Arlington County and Prince George's County each have 9-11 dedicated staff

Small and Local Retail Pilot (DSLBD) - \$1.5M in FY23

• Support retail activations in vacant commercial spaces and other local retail, including Art All Night





CHANGE THE SPACE: HOUSING IN DOWNTOWN ABATEMENT

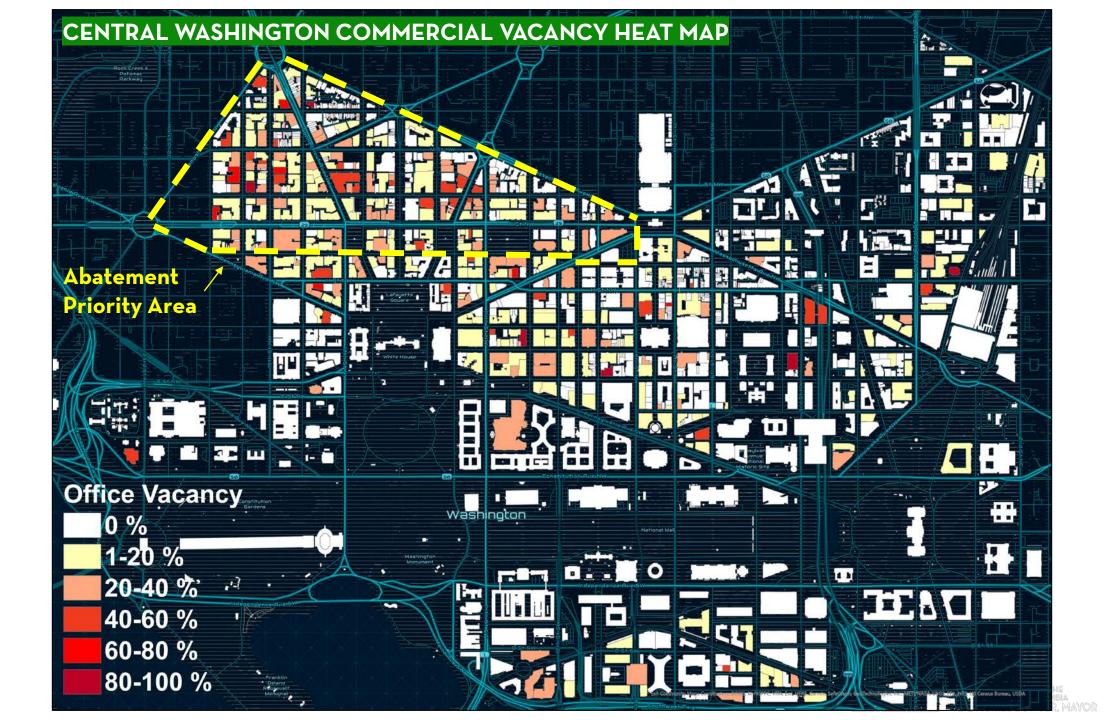
Objectives

1) Increase economic vibrancy by increasing housing and residential mix.

2) In doing so, increase affordable and workforce housing downtown.

Pilot Abatement Summary				
Amount and Duration	\$2.5M per year increased 3% annually \$2.50 per residential FAR square foot; 20-year abatement			
Total Abatement Pot	\$70M			
Affordability	8% at 60% MFI			
Target Geography	Targeted area surrounding Farragut, McPherson, and Franklin parks - bounded by I Street (S), Mass Ave (N/E), New Hampshire (N/W) and 9 th St NW (N/E)			
Abatement Timing	20-year abatement starting after certificate of occupancy is issued; beginning in FY24			
Estimated Impact	Anticipated 800 total units (60 affordable)			





CHANGE THE SPACE: ADDITIONAL INVESTMENTS

Creative Open Space Modernization (COSM) – Supporting Current Businesses - \$1.392M in FY23

• Funding will enable the District to retain tech/innovation companies with existing employment/training and engagement agreements.



COSM – New Businesses - \$5M in FY23

• New funds will be targeted to new businesses to support office space renovations and adaptation to address new work patterns and space needs.

Reimagine Downtown Engagement - \$750K in FY23

• Targeted effort to develop strategies to revitalize the Downtown core in the wake of COVID-19



BRING THE PEOPLE



- **82% decline in commercial foot traffic** to DC's Business Improvement Districts from pre-COVID levels, representing a decline of ~445K visitors over the course of 2020.
- Heavily impacted areas include **Downtown** (86% decrease in foot traffic) **and Golden Triangle** (87% decrease in foot traffic).



Investment

DC Family Fun Destinations

Competitive grants to create/enhance attractions downtown and in adjacent areas. Set aside for Franklin Park (\$1m).

\$5M

\$750K

Creative Streets and Culture (Office of Cable Television, Film, Music, and Entertainment)

New program that pays DC musicians to play music at key destinations and access points to city/downtown including Union Station, Gallery Place, Metro Center, Farragut North Metros, Franklin Park, 7th & H, BLM Plaza, etc.



FY23 Funding

BRING THE PEOPLE

Investment

\$2M

\$100K

Reimagine DC Tourism

- A multi-year sustained marketing campaign in collaboration with Destination DC and Events DC, directed to attract leisure and business tourists.
- Funds will also be used in part for incentives to attract conferences, shows, exhibitions and other attractions to the District.

Cherry Blossom Bus Tour

Marketing/media bus tour in Feb 2023 to promote Cherry Blossom Festival

Large Event Sponsorship

• Funding to sponsor large events and festivals, including the infrastructure needs to enable these **\$1.25M** events.

Special Events Relief Fund

 Continuation of FY22 program, will provide financial assistance to neighborhood festivals and community-driven special events. \$1.5M







THANK YOU







ADDITIONAL PROGAM AND BUDGET RESOURCES

LINK	DESCRIPTION
OBVIOUSLYDC.COM	Current funding opportunities for businesses
BUDGET.DC.GOV	Mayor Bowser's FY23 Fair Shot Budget Presentations
OCFO Budget Page	Fy23 Budget Submission, by Agency Cluster
<u>Black Homeownership Strike</u> <u>Force</u>	Strike Force background and details

