



WELCOME TO
Washington, DC
THE CAPITAL OF GLOBAL INFLUENCE





Washington, DC offers unparalleled access to the world's key decision makers in the dynamic heart of the nation. Strategically located at the crossroads of commerce and policy, Washington, DC is comprised of a richly diverse and highly educated workforce, prestigious educational institutions, a thriving innovation and technology ecosystem, an unmatched quality of life, and an unwavering commitment to sustainability. Uncover the wealth of opportunities awaiting your business in the nation's capital.

Introduction



Strategic Location

Embrace the competitive edge of the District of Columbia’s strategic location in the heart of the Mid-Atlantic and the Northeast Corridor. Within a short flight or train ride to other major markets such as New York City, Boston, Chicago, and Atlanta, your Washington, DC office will be located in the center of a vast customer base with swift access to key markets in the global economy. The District of Columbia positions your company at the crossroads of commerce, fostering unparalleled opportunities for growth and expansion.



RAIL

- 6 lines with 41 Metrorail Stations in DC boundaries
- Supported by MARC and VRE systems connecting DC, Maryland, and Northern Virginia
- Union Station is Amtrak’s 2nd busiest station and provides direct service to 161 cities



BUS

- 11,500 stops across 269 routes
- The Metrobus system is supported by additional bus operators including: DC Circulator, Maryland Commuter Bus, Arlington Transit, Alexandria DASH, Fairfax Connector, and OmniRide



MICROMOBILITY

- 373 Capital Bikeshare stations in DC
- Rideshare options
- E-bikes, scooters, water taxis

HIGHWAYS

- I-66
- I-95
- I-295
- I-395
- I-495

The DC metro area provides easy, direct access to major domestic and international destinations via three airports: Reagan National (DCA), Dulles International (IAD), and Baltimore/Washington International (BWI).

New York City	1 hour 10 min
Boston	1 hour 20 min
Toronto	1 hour 25 min
Atlanta	1 hours 46 min
Chicago	2 hours
Houston	3 hours 10 min
Los Angeles	5 hours 33 min
San Francisco	6 hours
London	7 hours 25 min
Paris	7 hours 35 min
Amsterdam	7 hours 45 min
Tokyo	13 hours 55 min



The DC metropolitan area is home to 18 Fortune 500 companies and leading companies in the digital media, marketing and design, management consulting, non-profit, professional services, and tech sectors.

DIGITAL MEDIA



MARKETING & DESIGN



MANAGEMENT CONSULTING



NON-PROFITS



PROFESSIONAL SERVICES



TECH



Major Employers

Washington, DC is a **Top 10 Metro** for Corporate Headquarters
Business Facilities, 2023

Recent Investments



JP Morgan purchased a 231,000 SF building at 875 15th St NW for its new regional HQ, which opened in 2022. With an employee-led desire to return to the office, JP Morgan consolidated regional offices into a Downtown DC location, and completely renovated the building to accommodate more than 500 employees.

International Baccalaureate's Global Centre for the Americas region relocated from Maryland to Washington, DC. The 130-person, 100,000 SF office opened in 2023 and is located in the mixed-use 1.2 million SF City Ridge development in Northwest Washington, DC.



The Atlantic Council doubled its existing office to 79,700 SF when it signed a lease at 1400 L Street, NW in Q1 2023. The think tank, founded in 1961, focuses on international affairs (e.g., security, defense, economics, politics and diplomacy) and has 650 employees around the globe.

Boston Consulting Group, one of the world's largest management consulting firms, relocated its regional office from outside DC to more than 100,000 SF at 15th and F just east of the White House in Downtown DC. The firm's decision was based on the need for a centrally located regional office for the convenience of its clients and staff.

Crowell & Moring LLP, an international law firm founded in Washington, DC, will be 600 Fifth's anchor tenant and occupy nearly 200,000 square feet on the building's top five floors. The redevelopment of the former Metro headquarters is the first new office development to break ground in Washington, DC in 2023.

Additional Recent Office Openings and Expansions:

- PwC: 1,700 jobs; 182,000 sqft
- Google: 400 jobs; 130,000 sqft
- Virtru: 190 jobs; 17,000 sqft
- KTG: 74 jobs; 15,000 sqft



Downtown DC

Population & Skilled Workforce

The DC metro area, with 6.4 million residents, is well-positioned for sustainable population growth. The metro area has grown by 12% since 2010, compared to a national growth rate of 8% over the same period¹. Since 2011, the District of Columbia has increased its population by 11% to a total of 672,000 residents.² The DC metro area has drawn population from both surrounding markets and beyond. One in five people in the DC metro area (22.8%) are foreign-born, contributing to the region's ethnic, linguistic, and cultural diversity.

If it were a state, the District would be the country's fifth most diverse state in the U.S.³ DC was ranked #1 City in the U.S. for LGBTQ+ equality⁴. More than 168 languages are spoken in the metro area, with 26% of the population (aged 5+) speaking a language other than English at home⁵. More than 53% of adults in the DC metro area hold a bachelor's degree or higher, compared to 35% nationally. In addition to an impressive 39% of residents holding advanced degrees compared to 14.4% nationally⁶, the region benefits from a dynamic mix of professionals from various industries and leads the nation in Professional, Scientific and Technical Services, Public Administration, and Information industries.

#1 Most Educated
City in the United States⁷

Most Innovative State⁸

#3 Best Metro Area
for U.S. Life Sciences Talent⁹

TOP EDUCATIONAL INSTITUTIONS

The Washington, DC metro area is home to one of the nation's most well-trained and productive workforces. Fueling this talent pipeline are 20+ colleges and universities located within the region, with 8 universities and a growing number of satellite locations in DC.¹⁰ The District alone is home to 4 of the top 100 colleges and universities as ranked by US News & World Report in 2023, including Georgetown University, Howard University, George Washington University, and American University. Major universities with satellite campuses in DC include: Johns Hopkins University, Princeton, NYU, Stanford, University of Southern California and Texas A&M, and Virginia Tech's new \$1.3 billion innovation campus located just across the Potomac River from DC.



1. U.S. Census Bureau, Population Division. 2. U.S. Census Bureau, Population Division. 3. US Census Bureau, 2021. 4. Human Rights Campaign Foundation, 2020. 5. Detailed Languages Spoken at Home, ACS (2009-13). 6. <https://www.census.gov/newsroom/press-releases/2022/educational-attainment.html> 7. Esri/U.S. Census Bureau, 2016-2020 American Community Survey & Population Division (2021). Based on a comparison of the top 25 most populous metropolitan areas. 8. Wallethub, March 2023. 9. CBRE, June 2023. 10. JobsEQ. DC MSA. 2020-21 academic year.



Innovation & Technology Ecosystem

Washington, DC is the heart of a booming regional tech hub, home to leading companies, growing brands, and innovative startups. The metro area's robust talent pool, funding environment, and public support of the industry continue to demonstrate the District's unique competitive advantage for tech companies.

The Washington, DC region has established itself as a thriving innovation and R&D hub, boasting cutting-edge facilities and collaboration opportunities that drive companies to new heights of success. In 2022, \$4.27 B in venture capital funding went to DC-area companies¹. The region offers direct access to industry leaders in biotech, defense, and data science R&D, proximity to relevant federal agencies and funders (including the NIH, FDA, and BARDA), top-tier research universities, and prominent companies in the defense, R&D, and consulting industries.

TECH STARTUPS AND INCUBATORS

The Washington, DC region claims hundreds of startup and innovation accelerators, incubators, investors and more. Washington, DC benefits from corporate innovation centers such as Booz Allen's Center for Innovation and AARP's Innovation Lab, as well as startup resources like 1863 Ventures and CONNECTpreneur. University initiatives like Georgetown Venture Labs and the Howard University & PNC National Center for Entrepreneurship play an important role in the ecosystem, along with local accelerators like FedTech.io and DCodeDC for companies specifically selling to and working with the federal government. The Washington, DC region is a hotbed of entrepreneurial activity and opportunity.

Booz Allen, with over a century of experience, drives essential advancements in defense, healthcare, climate science, and intelligence breakthroughs, showcasing its expertise at The Helix, an innovation center, to address the U.S. government's toughest challenges through the fusion of mission and technology.

1. Technical.ly, 2023



Franklin Park

Cultural and social diversity is a hallmark of the DMV, with lively neighborhoods like Adams Morgan in DC, fostering a vibrant mix of international cuisine, art, and entertainment. Family-friendly activities are abundant, with the Smithsonian National Zoo in DC, over 80 historic and world-class museums and 45 theater and performing arts venues – including home to 18 free Smithsonian institutions, providing educational and enjoyable experiences for children and their families.

KEY INVESTMENTS OVER THE PAST 10 YEARS:

- \$41B in new development
- 56,000+ new residential units
- 46 new grocery stores
- 40 miles of additional bike lines (94 miles total)
- 20 new recreation centers
- 17 new libraries
- 11 new museums & memorials
- 8 new parks
- \$3.3B in opening nearly 70 new and modernized schools

Quality of Life

18
Free Smithsonian
Museums

99%
of DC residents live
within a 10-minute
walk of a park¹

#5
Most Walkable
City in the US and
Canada²

#2
City for Bike
Commuting³

#5
Most Bike-Friendly
City in the US⁴

SUSTAINABILITY

The District continues to be a leader in green policies with goals of reducing greenhouse gases by 60% by 2030 and becoming a carbon free city by 2050. In 2017, the District was named the first LEED Platinum city in the world by the U.S. Green Building Council. In 2022, it received an “A” in Climate Action from the Carbon Disclosure Project (CDP)⁵, remaining on track to meet its carbon and renewable energy goals.

1. Trust for Public Land, 2023. 2. Walk Score, 2021. 3. Washington Post, 2022. 4. Clever, 2023. 5. Carbon Disclosure Project, 2022



Economic Incentives and Support

Companies relocating to or expanding within Washington, DC can take advantage of a host of enticing financial incentives and business support services to ensure a seamless transition and foster growth. The District's Vitality Fund offers support for companies expanding headquarters to the District, and the Qualified High Tech Company (QHTC) incentives specifically target tech companies based in DC. More information can be found at ObviouslyDC.com.

- **Vitality Fund:** A multi-year, performance-based incentive program designed to support companies in target industries actively planning to relocate, expand, or retain their physical location in Washington, DC, and to encourage the creation of new jobs.
- **Creative Open Space and Modernization (COSM):** An incentive program designed to support the growth of large companies that make a long-term commitment to locate in the District. Eligible companies can receive an annual tax rebate for up to five years to offset property taxes and tenant improvements.
- **DC Department of Employment Services:** Offers recruitment and hiring support, and a variety of workforce development and training programs to help District employers including On-the-Job Training and Apprenticeship Programs.
- **The District of Columbia Film, Television, and Entertainment Rebate Fund** can provide a rebate to help offset a percentage of the costs for the production of movies, television shows, video productions, and/or infrastructure improvements of studio space in Washington, DC.



As you navigate your path forward in the nation's capital, WDCEP is here to help support your journey. We look forward to hearing from you and how we can grow your company in the District.

Thank You



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