



THERE'S
ONLY
ONE
★ ★ ★
DC



LETTER FROM *the* DEPUTY MAYOR

Washington, DC is a city of unstoppable energy, defined by its pursuit of excellence, a cosmopolitan culture, and a passion for people. In the face of uncertainty, we don't just endure – we lead. With a bold vision for the future, DC stands ready for the next wave of growth and opportunity.

We are home to world-class universities, world-class culture and entertainment venues, an incredibly talented and diverse workforce, one of the best transportation networks in the nation, and livable neighborhoods with a range of housing choices. Businesses choose DC because they find what they need to thrive: access to top talent, global connectivity, and a community driven by ambition and creativity.

But we're not stopping there. We're investing heavily in high-growth sectors like technology, entertainment, and sports. We are revitalizing our downtown and creating vibrant, mixed-use neighborhoods. Programs like our DC Venture Capital Fund are empowering new businesses to take root and scale quickly.

DC is more than the seat of federal power – we are a global city of ideas, innovation, and action. Our spirit of collaboration, our focus on building a diverse economy, and our commitment to making it easier to do business all send a clear message: Your business can grow in the District and we are here to champion your success.

Now is the moment. The momentum is real. The opportunities are endless. Washington, DC is ready for those who are ready to dream bigger, reach higher, and build the future together. Join us. Let's shape what's next.

Nina Albert
Deputy Mayor for Planning and Economic Development



We are
WASHINGTON, DC



**You might have heard of us.
Presidents call us home.
Over 175 nations send us their ambassadors.
World-shaping decisions are made here.
We radiate *resiliency*.
No other city in the world offers the unique combination of
**access, intelligence,
influence, and talent**
that the District does.**

We are **700,000+** citizens strong, the **2nd** largest metro on the East Coast and we're growing. *Fast.* **1,000** people choose to make us their home each and every month. Growth here isn't just a number. It's a movement, and we're just getting started.



Demographics¹

702,000

Washington, DC Population

6.4M

Washington, DC MSA Population

34.5

Median Age

\$160,000

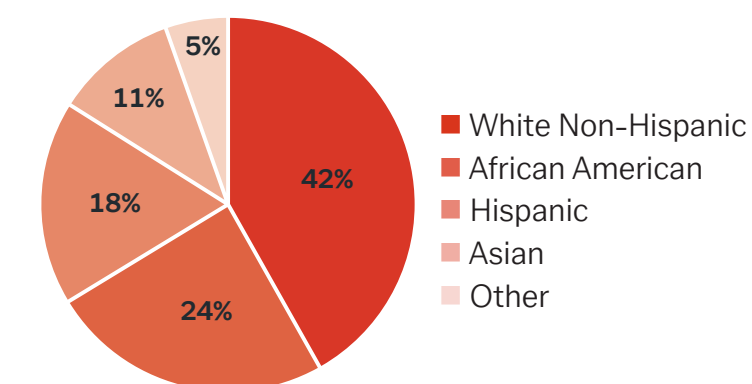
Average Household Income

\$106,000

Median Household Income

Residential Diversity²

Washington, DC MSA



1. U.S. Census; Esri forecasts for 2024. 2. U.S. Census, American Community Survey 5-year 2023. Table B03002 Hispanic or Latino Origin by Race



The most educated market in the country, 53% of us have a Bachelor's Degree or better. And we're adding 100,000 more new graduates every year. Growth. It's a movement, remember?

14

Higher Educational Institutions call Washington, DC their home, including:

- American University
- Catholic University of America
- Gallaudet University
- George Washington University
- Georgetown University
- Howard University
- Trinity Washington University
- University of the District of Columbia
- Wesley Theological Seminary

15+

Higher Educational Institutions have satellite campuses in DC, including:

- Boston University
- Cornell University
- Duke University
- Indiana University
- Johns Hopkins University
- New York University
- Princeton University
- Purdue University
- Stanford University
- Texas A&M University
- University of Southern California
- University of Texas

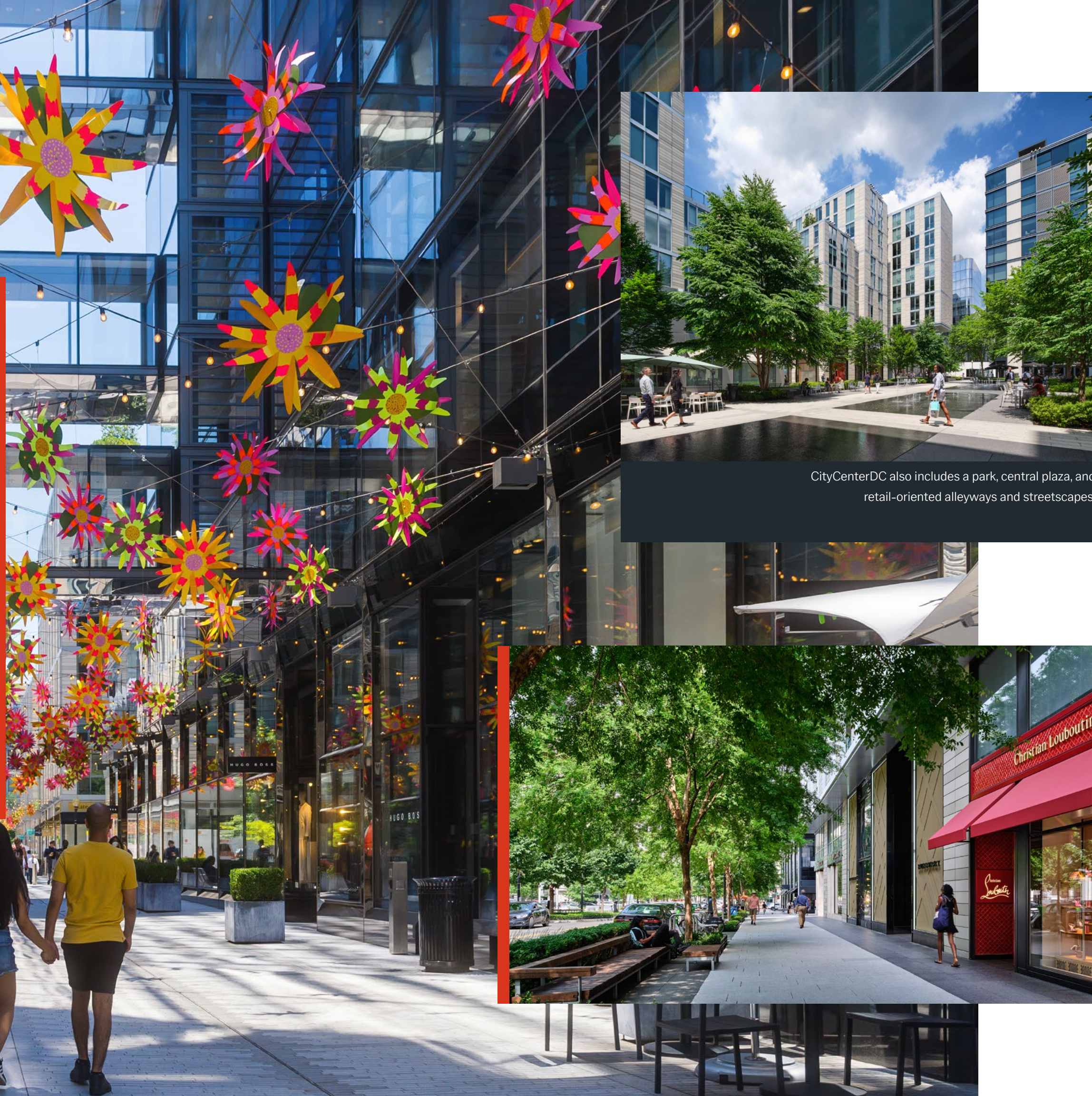
230+

Total Higher Education Institutions in the Washington, DC MSA



We are
OPEN FOR BUSINESS

**Gucci. Louis.
Hermés.
MICHELIN-
starred chefs and
Red Bottoms.
Less than a mile
from The White
House.**



CityCenterDC also includes a park, central plaza, and retail-oriented alleyways and streetscapes.

CityCenterDC

2.0M

Square feet of mixed-use development on
10 acres in Downtown DC

515,000

Square feet of office

215,000

Square feet of retail & restaurants

\$1,500+

Average store sales per square foot¹

\$700+

Average restaurant sales per square foot¹

674

Residential Units

360-room

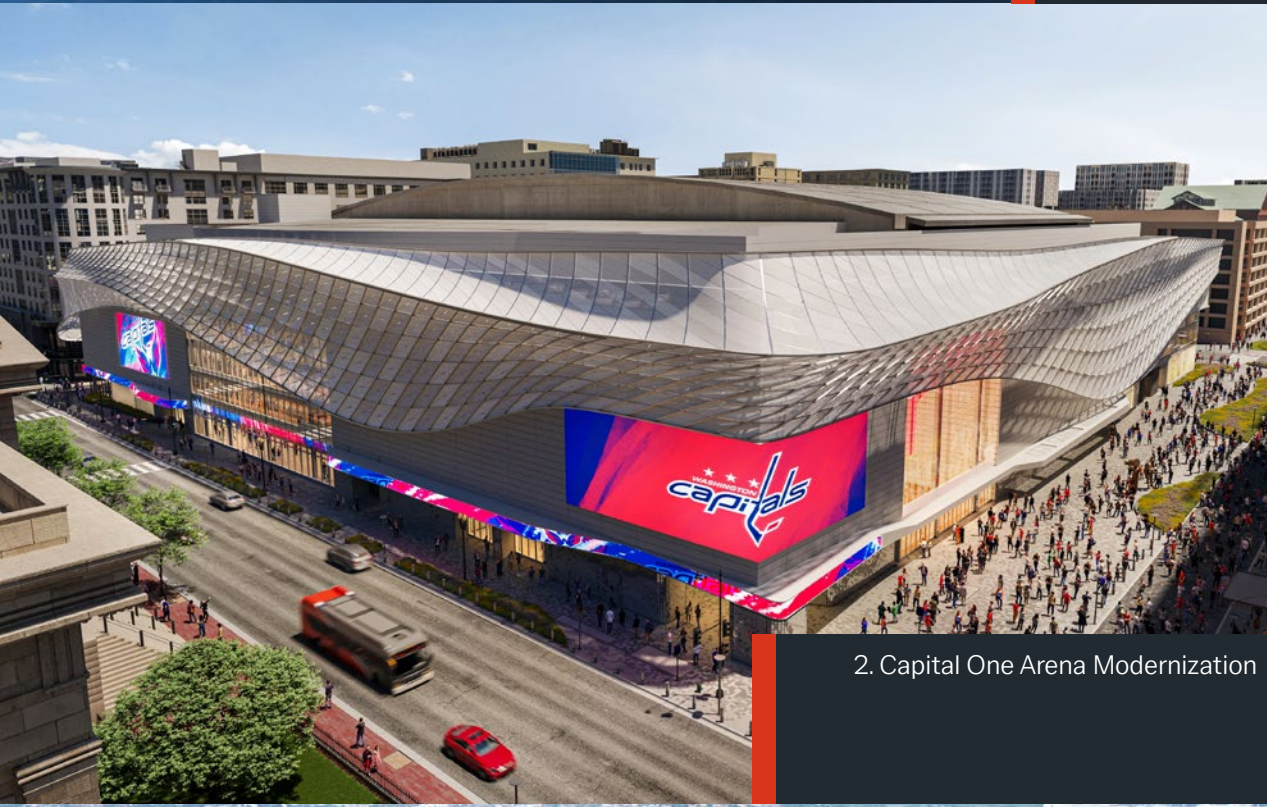
Conrad Hotel

1,500+

Parking spaces



1. The Wharf



2. Capital One Arena Modernization



3. 11th Street Bridge Park

Public-Private Partnerships

Investing in DC's growth.

The Wharf

\$3.6B waterfront mixed-use development, supported by a \$198M PILOT/TIF.

Capital One Arena

The \$800M transformation and expansion will be completed by 2027 and is supported by a \$515M investment from the DC government and \$285M contribution from Monumental Sports & Entertainment.

11th Street Bridge Park

DC's first elevated public park will deliver in 2027. The \$92M, 7.3-acre park is supported by \$47M from the DC government.

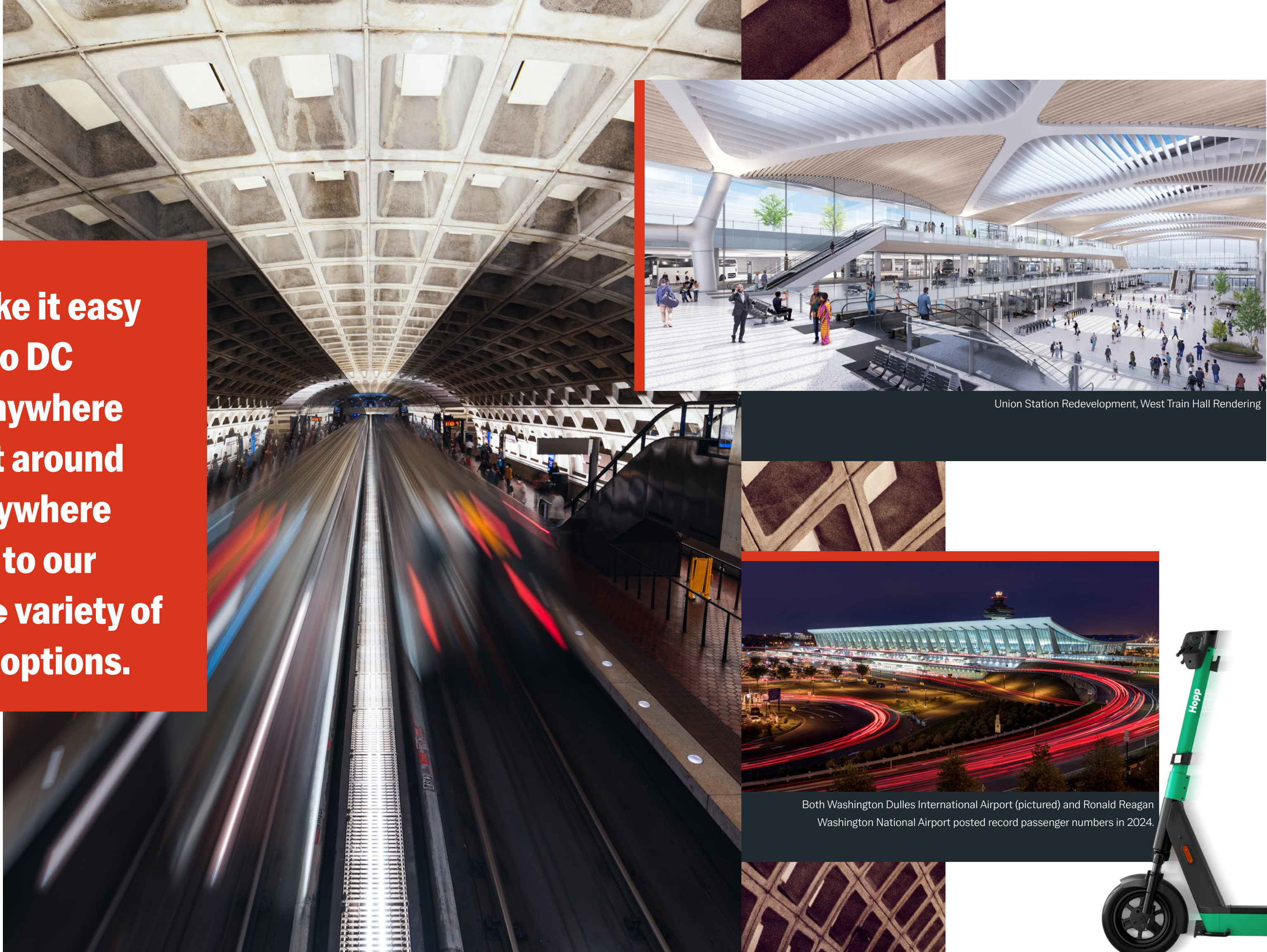
Union Market

An \$82.4M tax-increment financing (TIF) is supporting public infrastructure improvements & retail parking for this new and expanding mixed-use neighborhood.

St. Elizabeths East

Redevelopment of a historic 180-acre campus, including a new \$434M Cedar Hill Regional Medical Center, CareFirst Arena, residential, and retail uses. Since 2018, the DC government has invested more than \$900M in St. Elizabeths East Campus redevelopment.¹

We make it easy
to get to DC
from anywhere
and get around
to everywhere
thanks to our
wide variety of
transit options.



\$8.8B

Planned Union Station redevelopment¹

203M

Combined Metrorail & Metrobus trips, 2024²

80.5M

Record combined passengers across
Washington, DC's three airports, 2024³

17,200

Permitted Scooters & Electric Bikes⁴

7,000+

Capital Bikeshare Bikes⁵

700+

Capital Bikeshare Stations⁵

148%

Metrorail Ridership Increase over 2020²

48

Consecutive months of ridership growth²

6

Metrorail lines running to 98 stations over
129 miles of track²

Both Washington Dulles International Airport (pictured) and Ronald Reagan
Washington National Airport posted record passenger numbers in 2024.

1. Union Station Redevelopment Corporation; 2. WMATA; 3. MWAA & BWI data ending 12/31/24; 4. DDOT data as of 4/29/25; 5. Capital Bikeshare



We are the

SPORTS CAPITAL

From Super Bowls to Stanley Cups and everything in-between, there is no major sport where we haven't proven that DC stands for the District of Champions.



2021

Washington Spirit NWSL Champions

2019

Washington Nationals MLB World Champions

2019

Washington Mystics WNBA Champions

2018

Washington Capitals NHL Stanley Cup Champions

2004

DC United MLS Champions

1991

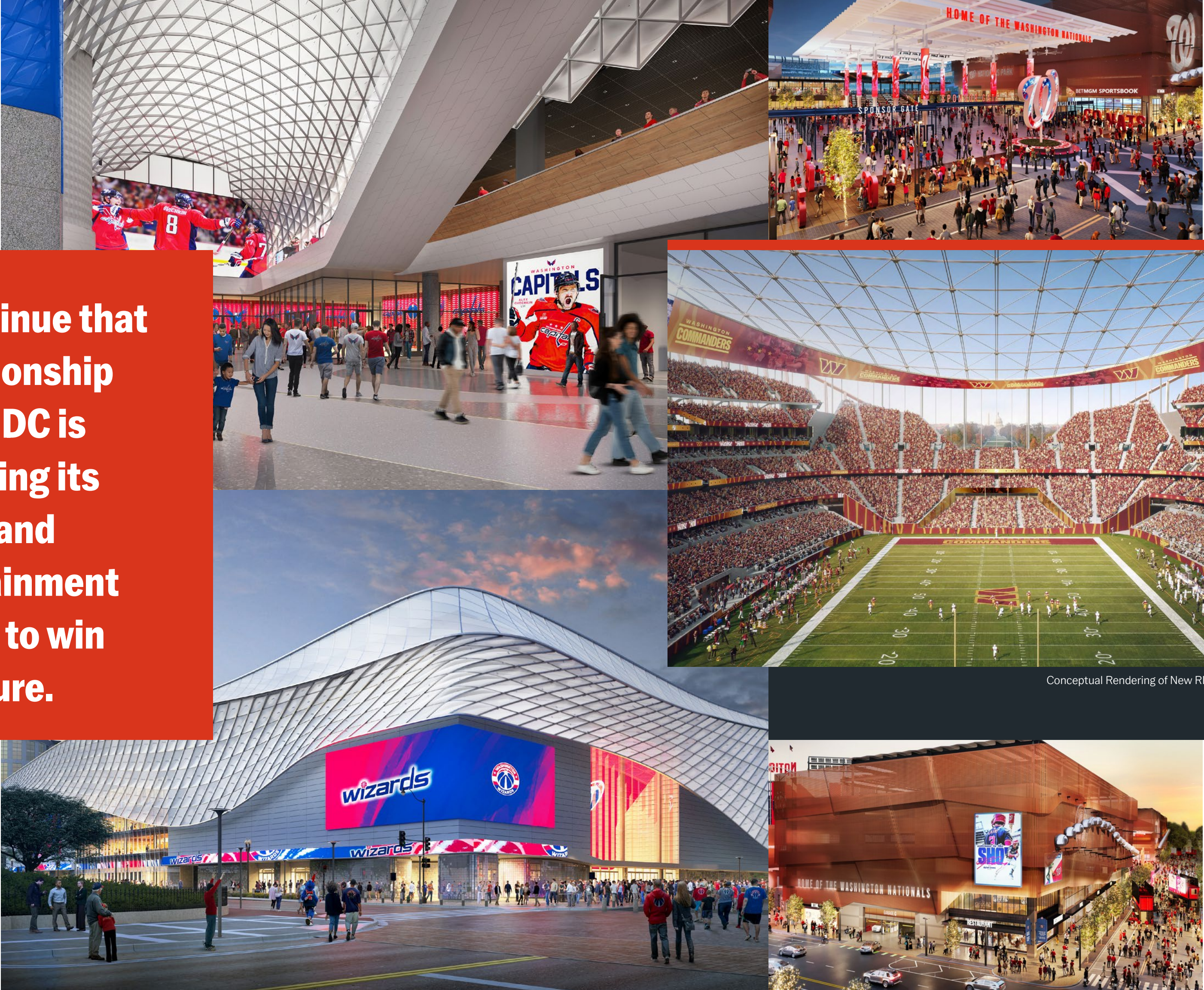
Washington NFL Super Bowl XXVI Champions

1978

Washington NBA World Champions



To continue that championship legacy, DC is bolstering its sports and entertainment venues to win the future.



\$5B

Economic Impact of major sports events in Washington, DC, 2022

7.4M

Visitors to Washington, DC for major sporting events, 2023

\$2.7B

Investment from the Washington Commanders at the proposed New RFK Stadium Site, the largest private investment in DC history

\$15.6B

Estimated Direct Spending at RFK Campus and Stadium

Our Home, Our Teams





PEARL
STREET
HOUSE

We are THE CULTURE

An unmissable destination for unforgettable experiences, Washington, DC is alive with opportunity.



25.95M

Total Visitors

105%

Domestic Visitation over pre-COVID figures

40%+

Year-over-Year International Visitation Increase

Top international markets to DC:

- Canada
- United Kingdom
- India
- Germany
- France

\$10.2B

Total Visitor Spending

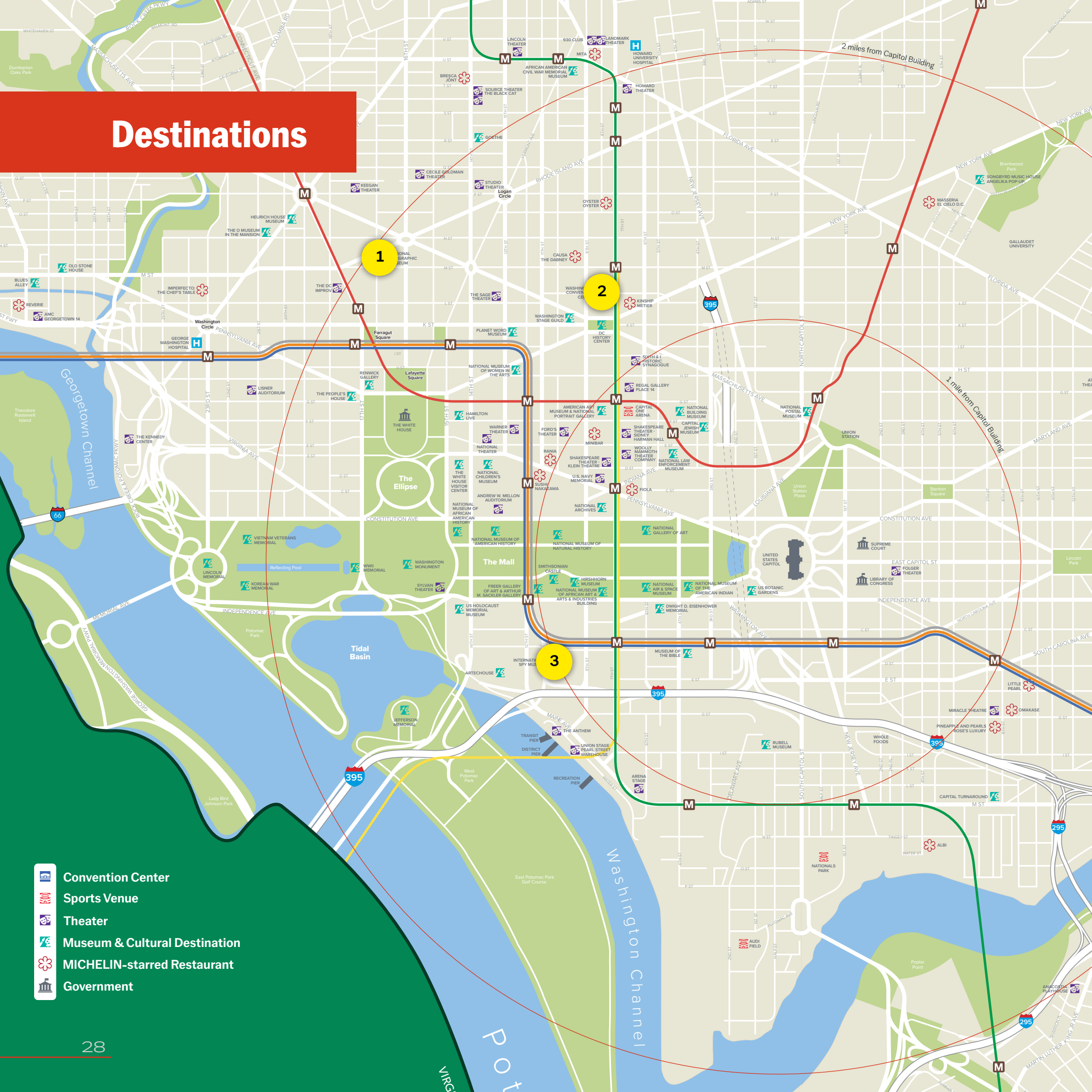
- Lodging: 41%
- Food and Beverage: 26%
- Entertainment: 14%
- Shopping: 13%
- Transportation: 6%

3.7 Nights

Average Length of Overnight Stay from International Travelers

2 Nights

Average Length of Overnight Stay from Domestic Travelers



Destinations

1

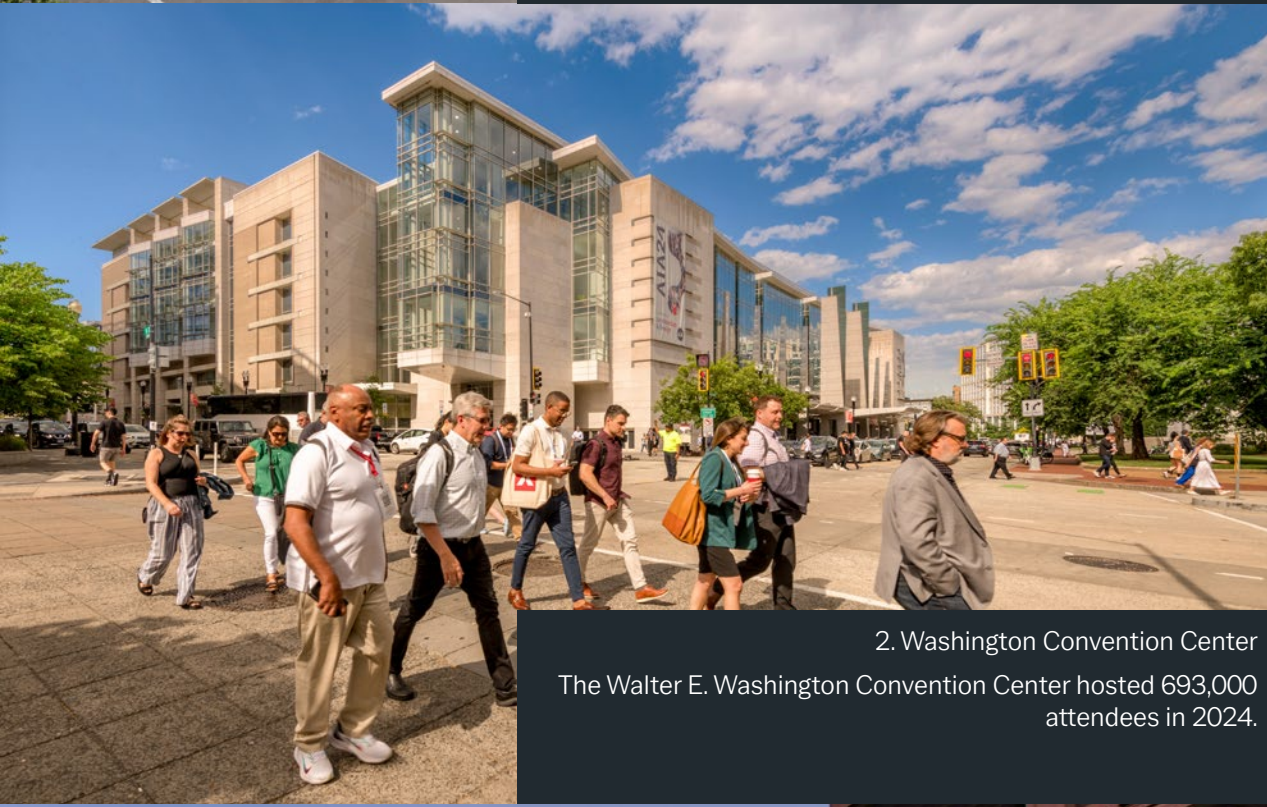
2

3

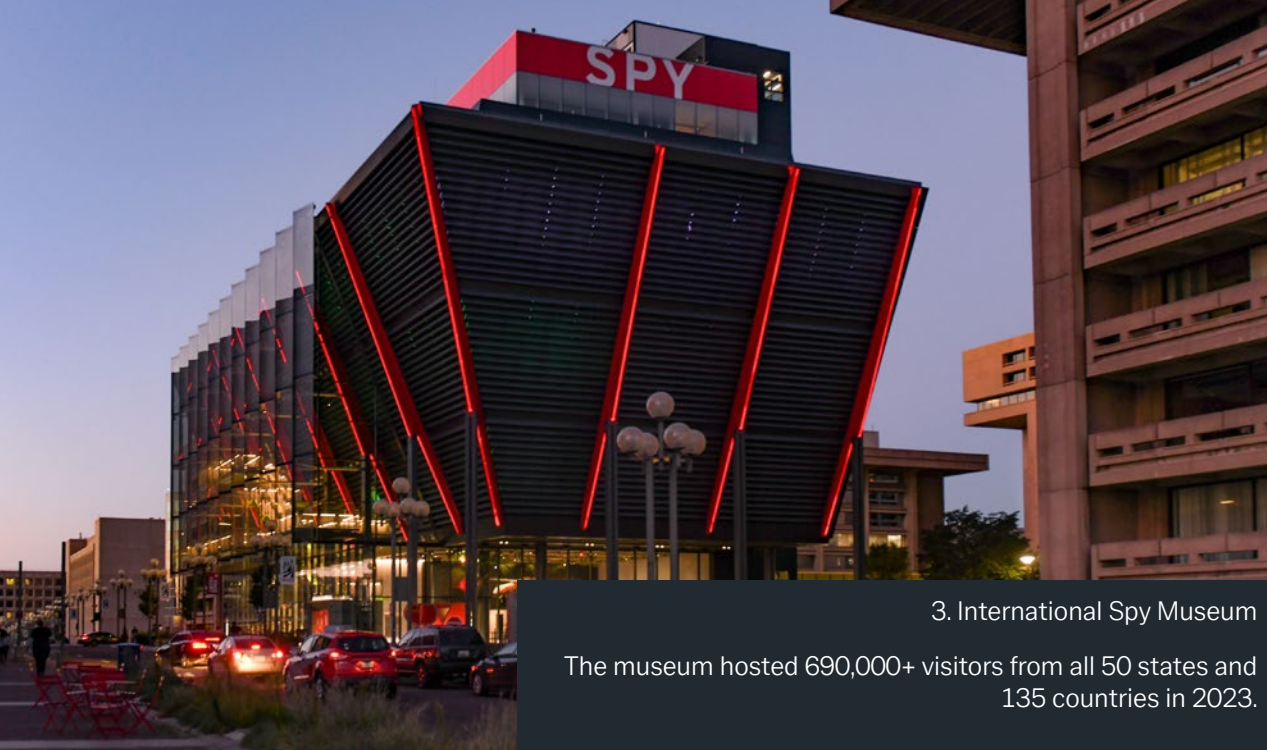
- Convention Center
- Sports Venue
- Theater
- Museum & Cultural Destination
- MICHELIN-starred Restaurant
- Government



1. National Geographic Base Camp
The 100,000 SF Museum of Exploration will open in 2026



2. Washington Convention Center
The Walter E. Washington Convention Center hosted 693,000 attendees in 2024.



3. International Spy Museum
The museum hosted 690,000+ visitors from all 50 states and 135 countries in 2023.

DC Metro Area Resident Expenditures

\$25.9B 148

Food at Home

\$14.4B 148

Food Away from Home

\$14.4B 155

Entertainment & Recreation

\$11.1B 147

Household Furnishings & Equipment

\$8.7B 153

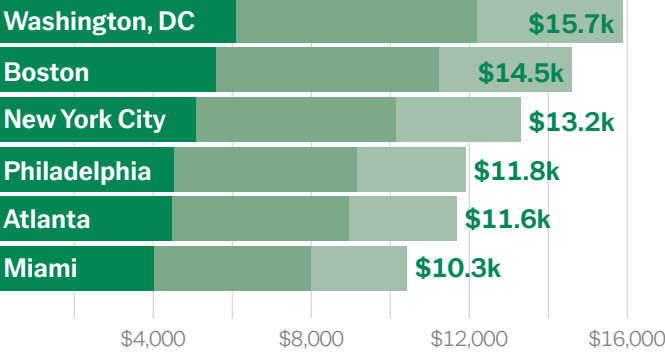
Apparel & Services

\$3.7B 154

Personal Care Products & Services

- Resident Expenditures
- Spending Potential Index
- Spending Potential Index National Average (100)

Top East Coast Markets, Consumer Spending (avg. per HH)



- Food Away from Home
- Entertainment & Recreation
- Apparel & Services

Source: Esri (2024)

DC, home of the stars.
MICHELIN gave us **30**
of them.



Albi, MICHELIN Star Recipients in 2022, 2023, and 2024



**The only Da Vinci
in the Americas.**

**The oldest urban
National Park.**

**The largest
library in the
world.**

All for free.

Only in DC.



19

Smithsonian Museums, plus the
Smithsonian National Zoo, all with free
admission

16.8M

Smithsonian Museum Visits, 2024¹

40+

Theatres/Performance Venues, including:

- The 9:30 Club
- The Anthem
- Arena Stage
- Constitution Hall
- Ford's Theater
- Gala Hispanic Theater
- Hamilton Live
- Howard Theatre
- The John F. Kennedy Center for the Performing Arts
- Lincoln Theatre
- National Theater
- Pearl Street Warehouse
- Shakespeare Theater
- Studio Theater
- Warner Theatre
- ...and more

Each year 1.6M people travel to witness 3,000+ cherry blossoms in bloom, and that's only a fraction of the 26M visitors we get each year.



1.6M

Visitors to the National Cherry Blossom Festival and surrounding areas, 2024¹

\$202M

Estimated Visitor Spending, 2024¹

710,000

Metrorail trips on Saturday during "peak bloom," second highest in WMATA history, 2025²

101,100

Blossom Kite Festival Attendees, 2024¹

On The Horizon



**We are the
greenest city in
America, #1 four
years running,
where 99% of
our residents
can walk to a
park in less than
10 minutes.**



#1

Park System in the United States¹

99%

of Washington, DC residents live within a
10-minute walk of a park¹

6,700

Acres of National Parks and Monuments²

32M+

Annual Visitors to National Parks and
Monuments²

696

Parks within Washington, DC¹

21%

of Washington, DC's land is used for parks
and recreation, more than the national
median of 15%¹





THERE'S ONLY ONE DC

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Left: "Elephant in Rotunda of Smithsonian Natural History

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A publication of



WE ARE WASHINGTON
GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

