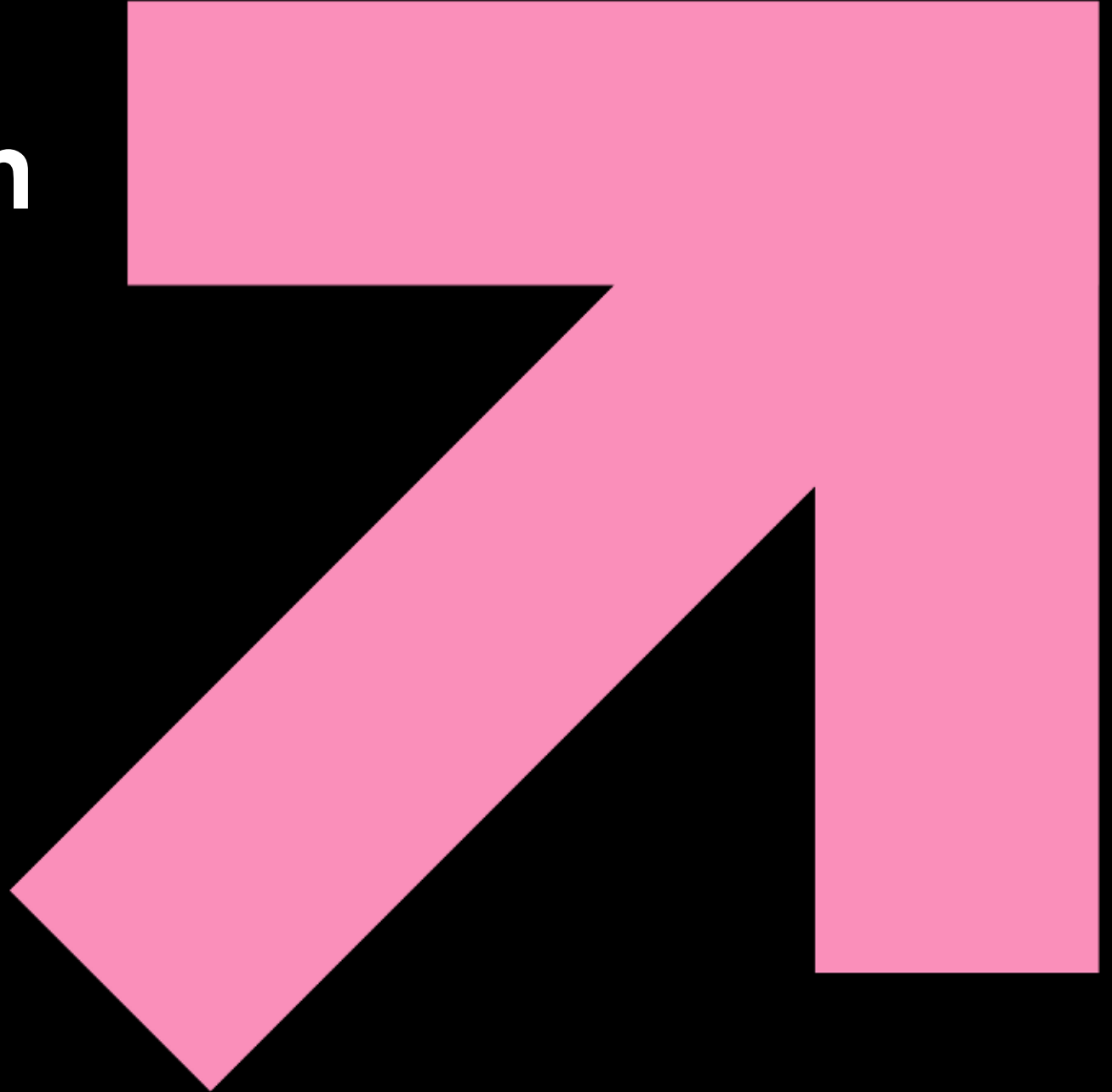


Golden Triangle 2022 Strategic Plan

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.



PLANNING PROCESS



- Focus groups & interviews
– 50 stakeholders/10 focus groups
- Online survey – nearly 500 responses
- On-site walkabout
- Market considerations –
focus on the future of office
- National best practices
- Board engagement throughout

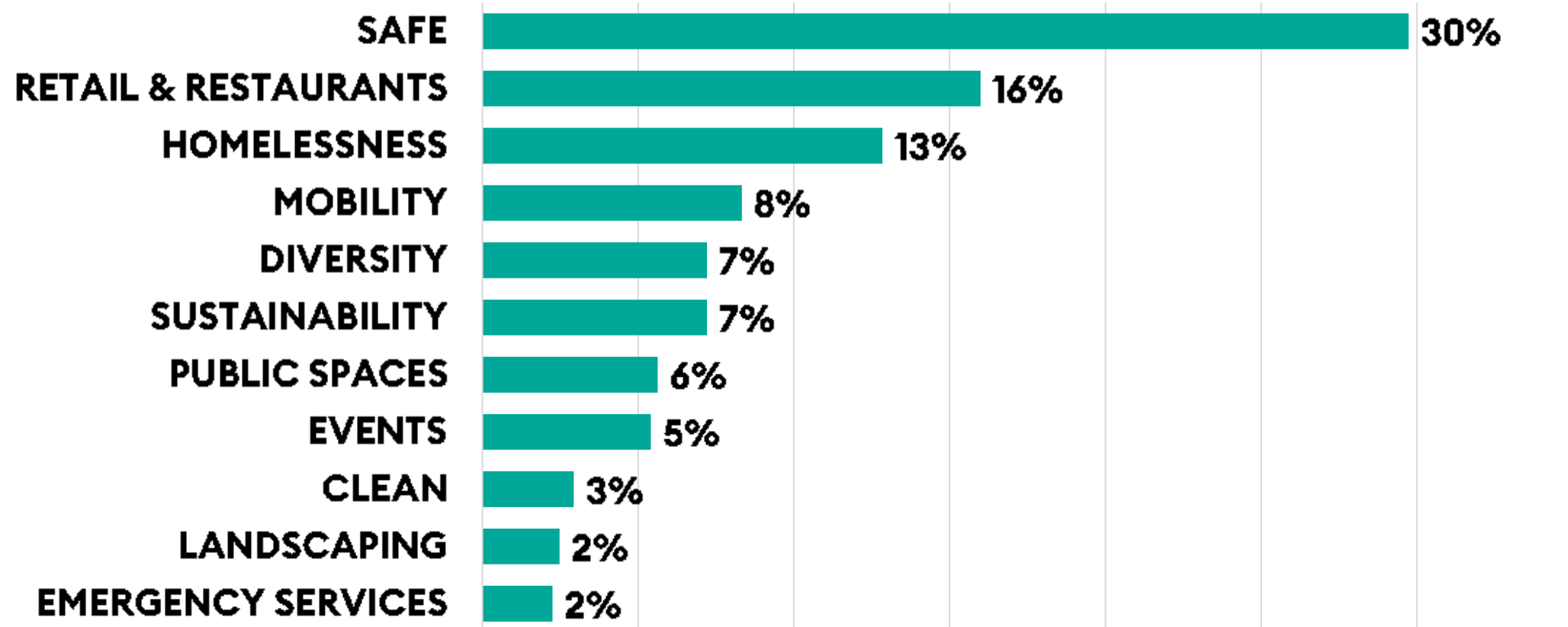
INTERVIEW THEMES: PRIORITY IMPROVEMENTS

- Diversification beyond office – transform into a mixed-use district
- The ground floor is critical
- Emphasize the outdoors
- Make the Golden Triangle a more fun place to be
- Improve the perception and image
- “Soften” the district



ONLINE SURVEY THEMES

Looking to the future, which one service or program is the **MOST** important?



ON-SITE WALKABOUT THEMES

- Emphasis on parks, namely **Farragut Square** as the “town square”
- Create a **public realm** that supports transformation towards more mixed-use and a place for people to live
- Importance to be a strong advocate in steering **major capital projects** (K Street, Penn West, etc.)



ENGAGEMENT RECAP: COMMON THEMES

- **Imperative that the Golden Triangle transforms into a more mixed-use neighborhood**
- Look and feel like a neighborhood that's not just a place for work and business
- Be a place for innovation
- The fundamentals of the BID – clean and safe – should not be forgotten



A REVISED FRAMEWORK FOR THE BID

STRATEGIC PLAN



GOLDEN TRIANGLE

TRANSFORMATIVE GOALS

Strengthen the Golden Triangle's global relevance by influencing change, offering visionary thought leadership, and providing services to attract investment

VIBRANCY GOALS

Make the Golden Triangle a fun and beautiful destination, full of art, culture, and surprise to encourage people to visit and linger

CORE GOALS

Continue functions fundamental to the BID's core mission

GUIDING PRINCIPLES

Elements infused across all goals

ATTRACTING
INVESTMENT

VITAL MIXED-USE
NEIGHBORHOOD

ADVANCING MAJOR
CAPITAL PROJECTS

DYNAMIC STOREFRONTS

PROGRAMMING & ACTIVATION

PLACEMAKING

PUBLIC SPACES

AMBASSADOR PROGRAM

MEMBER SERVICES

SAFE, SECURE, & PREPARED

DIVERSITY & INCLUSION • SUSTAINABILITY • INNOVATION

IMPLICATIONS FOR BID REAUTHORIZATION

- Anticipate need for additional resources to carry out core and transformational goals – i.e. clean and safe, thought leadership & innovation.
- Evaluate needs for additional capacity and expertise.
- Evaluate boundaries.
- Build in annual adjustments for budget.

