



WASHINGTON DC: THE CAPITAL OF GLOBAL INFLUENCE

July 25th 2024





WASHINGTON DC
ECONOMIC
PARTNERSHIP

DMPED
OFFICE OF THE DEPUTY MAYOR FOR
PLANNING & ECONOMIC DEVELOPMENT

ME
Bangor

Augusta

Portland

NH
Concord

MA
Boston

RI
Providence

VT
Montpelier

NY
Syracuse

Rochester

Buffalo

Albany

Hartford

WI
Green Bay

Milwaukee

MI
Lansing

OH
Cleveland

OH
Columbus

IN
Madison

IL
Chicago

IL
Springfield

IN
Indianapolis

OH
Cincinnati

MO
St. Louis

OH
Louisville

KY
Lexington

PA
Harrisburg

PA
Pittsburgh

PA
Newark

NJ
New York City

PA
Philadelphia

DE
Baltimore

VA
Richmond

VA
Charleston

VA
Norfolk

NC
Greensboro

NC
Raleigh

TN
Knoxville

TN
Chattanooga

GA
Atlanta

GA
Augusta

NC
Charlotte

SC
Columbia

SC
Charleston

MS
Memphis

AL
Birmingham

MS
Jackson

AL
Montgomery

GA
Macon

GA
Savannah

Atlantic Ocean

White House

U.S. Capitol

THE DISTRICT OF COLUMBIA



- The District of Columbia, also known as “Washington, D.C.” is the capital of the United States, home to the federal government, and spans 109 square kilometers (68 square miles).
- We share borders with Virginia and Maryland and are in the heart of the Mid-Atlantic on the East Coast.
- Since the passage of the DC Home Rule Act on December 24, 1973, **the District has been governed much like any state in the US but** is not considered a U.S. state.
- The DC metro area (MSA) population is **6.37 million people**. The metro area has **grown by 15% since 2010**, compared to a national growth rate of 9% over the same period. District of Columbia population is 706,000.
- We are a very young city with 28% of our population is aged 20-34, compared to just 20% nationally.
- Government Structure includes a Mayor (Executive Branch) Muriel Bowser and 13-person Council of the District of Columbia (Legislative Body), 1 non-voting delegate to the US House of Representatives and 2 shadow Senators.

WHY WASHINGTON, DC



Top 10 Strongest Economy in the US

Wallet Hub, 2023



#1 in Human Capital

Wallet Hub, 2023



25.9M Total Visitors

Destination DC, 2024



#3 Most Educated City in the US

Wallet Hub, 2023



#4 Top Tech Talent Market U.S. & Canada

CBRE, 2023



#4 Best US City for Young Professionals

Niche, 2023



#2 Best City for Women in Tech in US

SmartAsset, 2022



#1 Most Innovative State

Wallet Hub, 2023



#1 State for Brain Gain

Department of Data, The Washington Post, 2023



#1 Best City for Black Entrepreneurs

Incfile, 2022



#1 Best Public Transportation System for Large Metros

Hire a Helper, 2023



Sports Capital

Home to Professional Soccer, Basketball, Football, Ice Hockey, & Baseball Teams



Access to 20+ Colleges & Universities



150+ Museums, Art Galleries, & Performance Venues

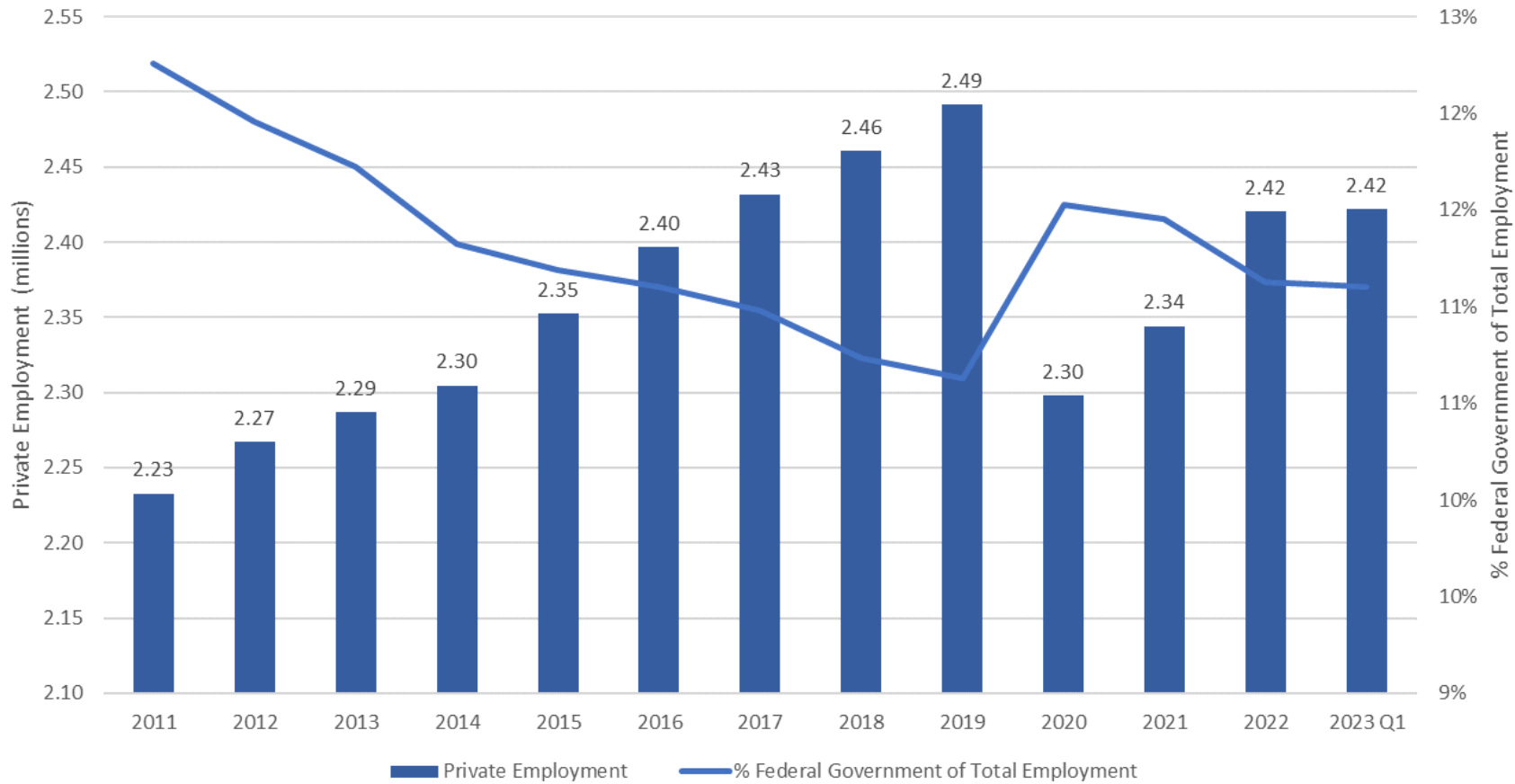


16 Medical Centers & Hospitals

**Professional Services
Employment: 3.1%**
(Q3 2020 – Q3 2023)



PRIVATE & FEDERAL METRO EMPLOYMENT



Source: JobsEQ, 2023

MAJOR REGIONAL EMPLOYERS

Fortune 500 Presence in the DC Metro Area



Booz | Allen | Hamilton



CARLYLE



GENERAL DYNAMICS



TARGET INDUSTRY SECTORS

IT and Tech Services

Cybersecurity/Defense

AI

RegTech

FinTech

Research and Development

Data Science

Energy and Environmental Consulting

Engineering

Management Consulting & Think Tanks

Business Management Consultants

Policy & Regulatory Consultants

Economic Research

Marketing, Design, and Publishing

Architectural Services

Graphic Design

Marketing

Publishers

Digital Media & Communications

Broadcasting

Social Media

Public Policy

Public Relations

A LIFE SCIENCE HUB

- Over 12,000 people employed in the life science sector in the DC Metro Area¹
- In 2023 the NIH granted 43.6 billion dollars to companies in the DC-Baltimore Region²
- Washington, DC-Baltimore Region ranked #3 in the country for life science talent by CBRE



JLABS

- Opened in 2021 in partnership with Children's National Hospital, the 32,000-square foot facility is located at the new Children's National Research & Innovation Campus
- Featuring cell culture labs, chemistry labs, core lab facilities, common research lab space and a common prototyping lab space



REGIONAL UNIVERSITIES



AMERICAN UNIVERSITY
WASHINGTON, DC



THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC



GEORGETOWN UNIVERSITY



HOWARD
UNIVERSITY



JOHNS HOPKINS
UNIVERSITY

UNIVERSITY OF THE
DISTRICT OF
COLUMBIA
1851



UNIVERSITY OF
MARYLAND



UNIVERSITY
of VIRGINIA



VIRGINIA
TECH

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WORLD-CLASS CONNECTIVITY

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

Flight Times from DC Area Airports:

- NYC 1 hour
- Boston 1 hour
- Toronto 1.5 hour
- Atlanta 1.5 hour
- Chicago 2 hours
- Houston 3 hours
- Los Angeles 5.5 hours
- San Francisco 6 hours
- London 7.5 hours
- Paris 7.5 hours
- Amsterdam 8 hours
- **Seoul 15 hours**
- Tokyo 14 hours



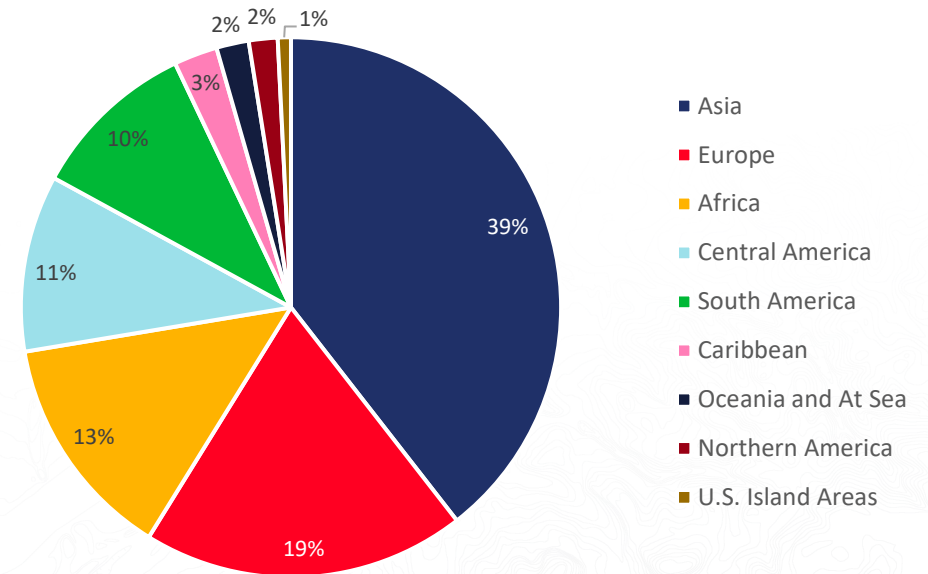
INTERNATIONAL INFLUENCE

Home to International Leaders

- **One in five people in the DC metro area (22.8%) are foreign-born**, contributing to the region's ethnic, linguistic, and cultural diversity
- An estimated **101,000 immigrant entrepreneurs reside in the metro area** (New American Economy, 2019)
- Home to more than **177 embassies, The World Bank, and International Monetary Fund**
- Three airports serve the Washington, D.C. metro: Baltimore/Washington International, Reagan National, and Dulles International, which is the **fastest growing international airport in the U.S.** (MWAA, 2024)
- More than **168 languages** are spoken in the metro area, with 26% of the population (aged 5+) speaking a language other than English at home (Census, 2020)

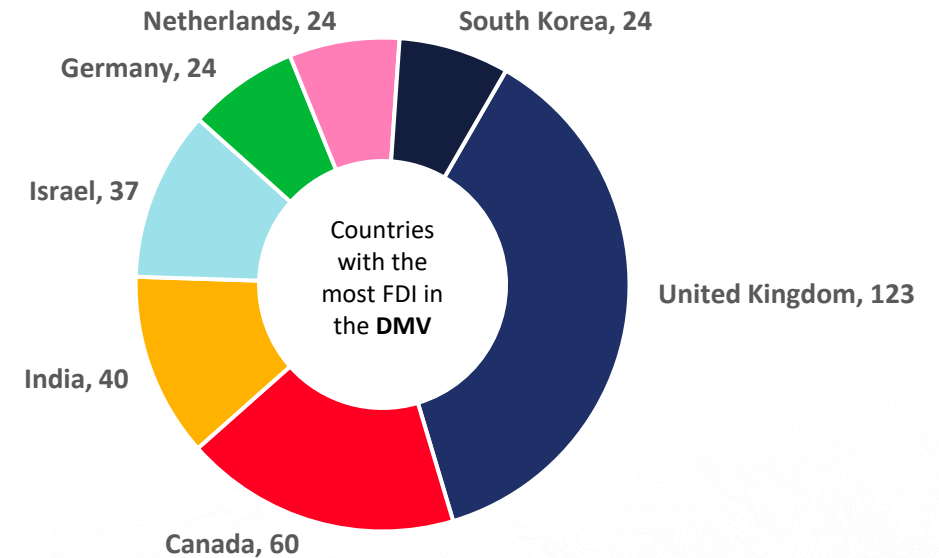
International Migration to DC Metro

- An estimated 75,000 movers from abroad over one year



FOREIGN DIRECT INVESTMENT

- **Over 500 international companies** with a presence in the DC Metro Area **representing 62 countries**.¹ Almost half of DC Metro Area's international companies have a presence in the city of Washington, DC.
- **140 greenfield FDI projects** announced in DC with an estimated capital expenditure (capex) of **\$1.9 billion** and an estimated **6,811 jobs created** from 2013 - 2022.²



WASHINGTON, DC & KOREA

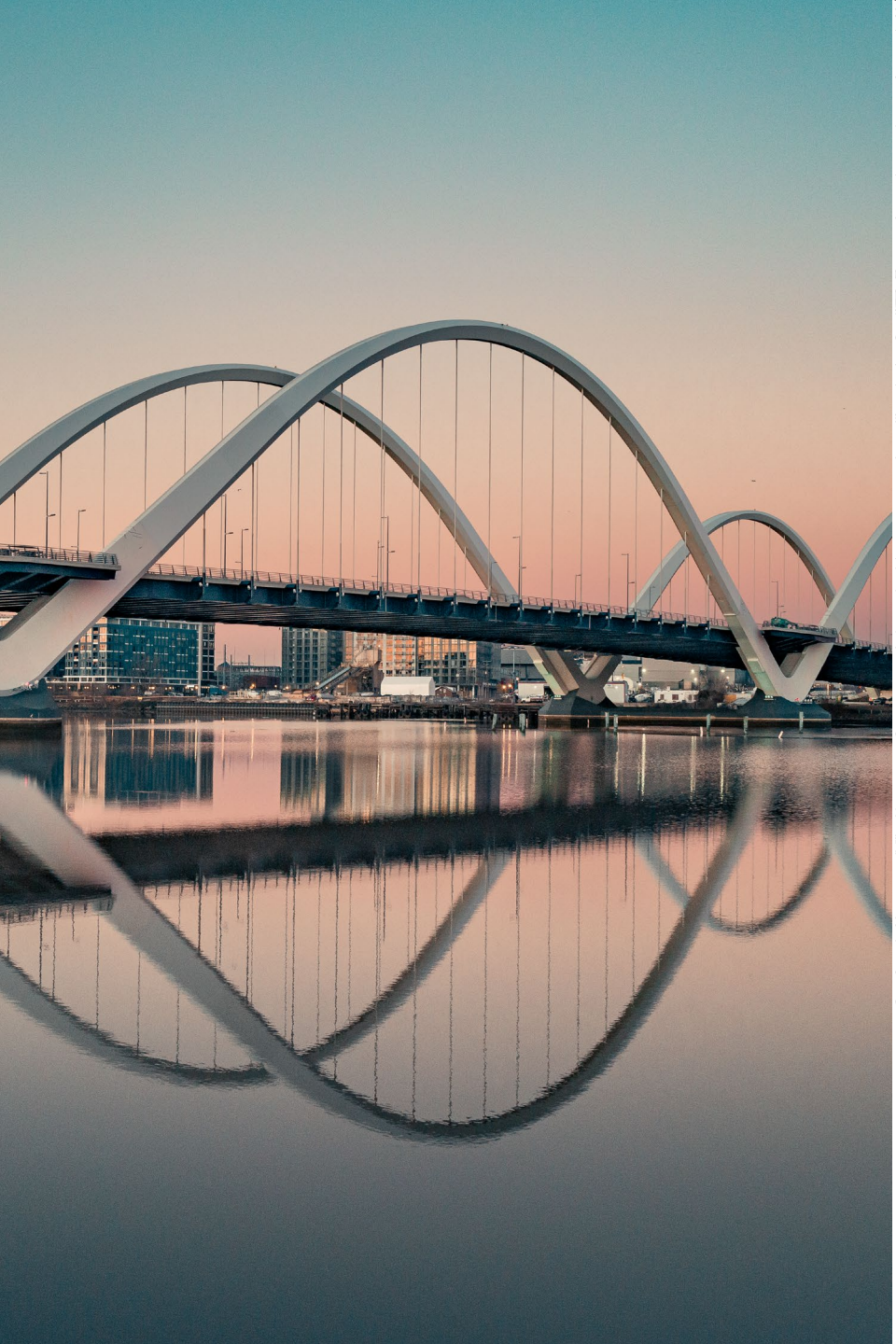
- 24 Korean Companies located in Washington, DC region¹
- Close to 60,000 Korean immigrants in Washington, DC region²
- Over 2% of population in Washington, DC is of Korean descent³



GLOBAL CLIMATE LEADER



- DC is a global climate leader - **First LEED Platinum City in the world**
- **#1 park system in the US** (Trust for Public Land, 2022)
- **98% of District residents live within a 10-minute walk to a park**, compared to the national average of 55%
- DC was the first city in the US to have a Building Energy Performance Standard (BEPS) policy, which is now being adapted nationwide and modeled off DC's policy
- Goal to be **carbon neutral and climate resilient by 2045** and cut GHG emissions by 60% by 2032
- More than 5 million SF of green roof in the city
- **Rock Creek Park is more than 2x the size of NYC's Central Park**



DC'S RESOURCES



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WASHINGTON, DC GLOBAL SOFT LANDING

The Washington, DC Global Soft Landing initiative is a comprehensive effort to attract and support international companies and entrepreneurs establishing operations in the nation's capital. The initiative leverages the region's unparalleled resources, global influence, and collaborative ecosystem of partners to provide seamless entry into the United States.



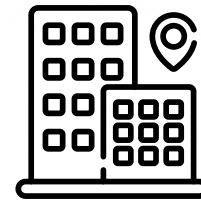
BENEFITS OF SOFT LANDING



Discounted Real Estate in Prime Location



Tailored Immigration Solutions



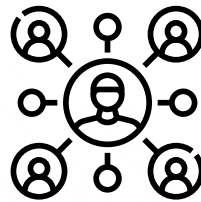
Site Selection Assistance



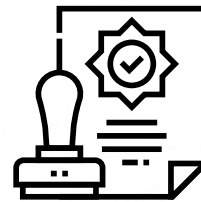
Custom Research & Market Intelligence



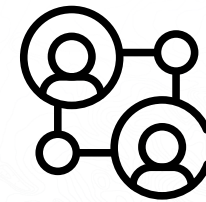
Customized Community Tours



Access to Networking Opportunities



Assistance Navigating Regulations



Connections to Local Service Providers

WASHINGTON, DC GLOBAL SOFT LANDING

Signature Programs

Penn West Global Soft
Landing Program

Access to discounted,
flexible co-working
space in the heart of
the Golden Triangle

GW X Penn West Global
Build Fellowship

Access to visa solution
and discounted,
flexible co-working
space, and GW
resources

WASHINGTON, DC GLOBAL SOFT LANDING

ELIGIBILITY

- Strong, verified interest in establishing a presence in Washington, DC within the next 12 months.
- Company will have at least one full-time employee physically staffed at the soft landing space for the duration of program participation.
- Must commit to a minimum of 3 months in the soft landing space.
- Proven ability to pay rent.

PROCESS

Submit an intake form

Receive acceptance letter

Move in!

Submit an application

Participate in kick-off call to finalize real estate needs

HOW TO APPLY?

- Connect with our team! Visit wdcep.com/dc-global-soft-landing to learn more about the program.



Studio by Tishman Speyer serves as the headquarters of the Washington, DC Global Soft Landing

VITALITY FUND

Multi-year, performance-based incentive program for companies relocating to or expanding in the District and creating jobs.

- **Awards:** Award amount is based on size of the project, including fiscal impact, new jobs, wages, capital investment, and location details. *Average award \$3,800 per job*
- **Award Disbursement:** Annual payments based on company meeting targets for new jobs and capital investment
- **When to Apply:** Companies should apply during their location decision-making process and ideally, before a lease is signed

ELIGIBILITY

- Lease or own a business location of at least **7,000 square feet** in **the District** and remain in the space for at least **5 years**.
- Have **25** or more employees at the time of application.
- Be in one of the following industry sectors:
 - Technology and Innovation
 - Life Sciences
 - Professional Services
 - Finance and Insurance
 - Manufacturing
 - Research
 - Communications & Marketing
 - Consulting Services
 - Education
- Require employees, in the aggregate, to be on-site at least 50% of work hours.
- Participate in a workforce development program for DC residents OR spend at least 5% of annual contracting with local businesses.

LIBRARY OF RESOURCES

- Washington, DC Economic Overview & Washington, DC International Business Overviews
- Guide to Incorporation in Washington, DC at the federal and local levels
- Industry sector one pagers for target sectors
- Washington, DC Global Soft Landing program and GW x Penn West Global Build Fellowship
- International Assistance Program
 - Direct introduction to vetted, DC-based private service providers to support your soft landing into a new market. Examples include:
 - Immigration and/or Tax Attorneys
 - Commercial and/or Residential Real Estate Brokers
 - Finance, Banking, Title, and Accounting Providers
 - Workforce Recruiters, and many more!

