

Request for Information

We want to hear from retailers like you about your interest in expanding in Washington, DC. Respond to our RFI and partner with us on the future of retail in DC.

Visit wdcep.co/RFI or scan the QR code below.



CONTACT US

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Why DC

We are experiencing an economic renaissance. With billions in new investments, business is booming in Washington, DC—in our downtown, our waterfront and in neighborhoods throughout the District. Retail, restaurants, and entertainment continues drive exponential urban growth in the nation's capital.

A ROBUST CUSTOMER BASE

As the heart of the East Coast's second-largest metro area, Washington, DC provides access to more than 6.5 million residents and 22 million tourists who spend \$8.1 billion annually.

New concepts, including direct-to-consumer brands, routinely open in DC as part of their U.S. expansions, capitalizing on one of the most educated populations in the country, and our exceptionally high incomes.

CENTRAL TO THE CUSTOMER JOURNEY

The Washington, DC metro area is the 3rd most walkable region in the nation. Our accessible, multi-modal transportation network extends to include bus, rail, bike, and water taxi—moving millions of people every day throughout our mixed-use neighborhoods and commercial corridors.

ACCESS TO DIVERSE AND GLOBAL CONSUMERS

Washington, DC is the ideal destination for retailers and direct-to-consumer brands to launch new and innovative ideas. National, local, and international companies have all found success among DC's affluent, diverse population by offering unique retail, dining, and cultural experiences. If DC were

U.S. Census (2020)



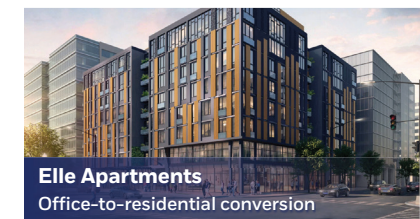
a state, it would be the fifth most diverse state in the U.S.¹ and our 176 embassies and 640 international organizations provide easy access to a global customer base. New concepts, including e-commerce brands, routinely open in DC as part of their U.S. expansions, capitalizing on the city's high incomes, multicultural residents, and global reach.

BRINGING THE CUSTOMER TO YOUR DOOR

From curating citywide festivals to hosting major conferences year-round, and even transforming streets into vibrant outdoor dining spaces, DC actively partners with businesses to drive foot traffic and attract customers. The city's commitment to crafting engaging in-person experiences and enhancing public spaces has culminated in the nation's top-ranked park system. This world-class amenity draws visitors from across the region and beyond, injecting a steady stream of potential patrons into the city's thriving commercial corridors.

A Visionary Partner

Washington, DC is a nimble city—constantly evolving to meet the demands of the market. Over the next five years, the District will invest hundreds of billions of dollars to further enhance its economic vitality and attract businesses across various thriving industries. The DC Economic Strategy (2022) lays out an ambitious framework to add 35,000 new jobs in high-growth sectors, welcome 15,000 new downtown residents, grow minority-owned businesses, eliminate key amenity gaps across all neighborhoods, and grow our population to 725,000. The Downtown Action Plan (2024) has identified \$400+ million of investments to activate and transform



Elle Apartments
Office-to-residential conversion



Reservoir District
2M SF mixed-use redevelopment of the former McMillan Sand Filtration site



St. Elizabeths East
Redevelopment of a historic 180-acre campus, including a new hospital, sports arena, office, residential, and retail uses.



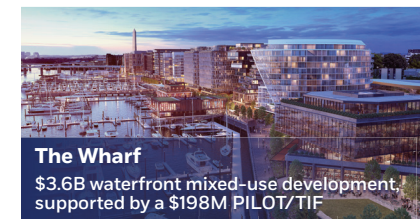
DC's downtown into a thriving mixed-use neighborhood, and the Chinatown/Gallery Place Taskforce is setting the framework for reimagining our downtown entertainment and shopping district.



Parks at Walter Reed
3.1M SF mixed-use project + Children's National Research & Innovation Campus



Northeast Heights
1.6M SF redevelopment plan anchored by the new HQ for Department of General Services



The Wharf
\$3.6B waterfront mixed-use development supported by a \$198M PIL07/TIF

Washington, DC Retail Market



WASHINGTON, DC METRO DEMOGRAPHICS¹

- **6.5M residents** – 2nd largest metro area on the East Coast
- **Median household income >\$113k** – 56% higher than U.S. median
- **3.15M employees** – 2nd largest employment base on the East Coast²



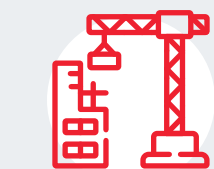
DC TOURISM & HOSPITALITY

- **21.9M visitors in 2022** – 15% increase from 2021³
- **Visitors spent \$8.1B in DC in 2022⁴**
- **24 Michelin-starred restaurants⁵**



DC RETAIL TRENDS

- **\$19.5B Taxable Retail & Restaurant Sales in 2022** – 25% increase from 2021⁶
- **200+ net new retailer & restaurant openings** over the past year⁷
- **DC is a retail incubator launching several nationally recognized concepts** including &pizza, Bluemercury, Clyde's Restaurant Group, Georgetown Cupcake, Sweetgreen, and José Andrés Group.
- **A top destination for national, international, and direct-to-consumer brands** such as Allbirds, Backcountry, H&M, Mango, Target, UNIQLO, and Warby Parker.



DC DEVELOPMENT & INVESTMENT

- **\$515M for a modernized + expanded Capital One Arena** in the heart of downtown
- **15,800+ residential units under construction** + 68,000 units in the pipeline⁸
- **\$50M to support new housing development in downtown** (FY24 – FY28)
- **More than 750k retail SF under construction** + 4.2M SF in the pipeline⁹

1. Esri forecasts for 2023 2. JobsEQ (Covered Employment, Q4 2023) 3. Destination DC 4. Destination DC 5. Michelin (2023) 6. Office of the Chief Financial Officer (FY 2024 Approved Budget & Financial Plan) Year denotes fiscal year (October–September). Taxable retail & restaurant sales include retail, liquor & restaurant sales (categories are based on tax rates and may include other expenditures) 7. Bureau of Labor Statistics (2023 Q3 v 2022 Q2 preliminary data; NAICS 44-45 Retail trade + 722 Food services and drinking places) 8. Washington, DC Economic Partnership (DC Development Report, 2023-2024) 9. Washington, DC Economic Partnership (DC Development Report, 2023-2024)



DC's diverse real estate elevates the shopping experience. National and local retailers have found success on DC's historic main streets, modern shopping centers, and on our unique waterfront destinations.

Shop the District

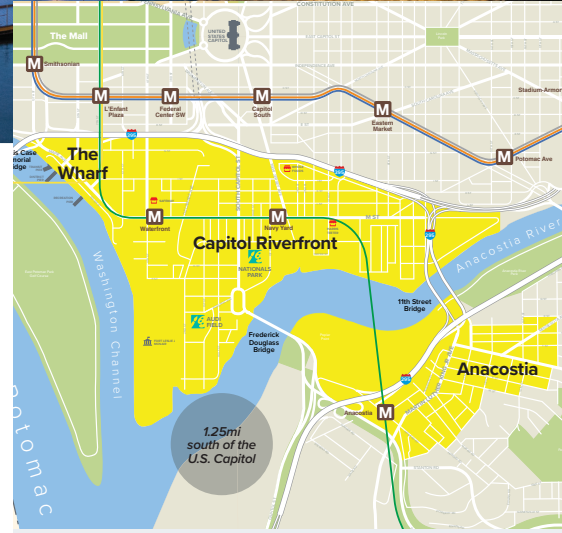
A RETAILER'S GUIDE TO WASHINGTON, DC





Anacostia Waterfront

Washington, DC's new growth areas are found at the confluence of the Potomac and Anacostia Rivers. Over the past 23 years, neighborhoods such as Anacostia, Capitol Riverfront, and The Wharf have experienced \$15+ billion in new public & private sector investments, resulting in 26,000 residential units, 1.4 million SF of retail SF, 10.7 million SF of office space, and 3,000+ hotel rooms. Regional draws include waterfront parks & piers, live music venues, and the Anacostia Arts & Culture District.

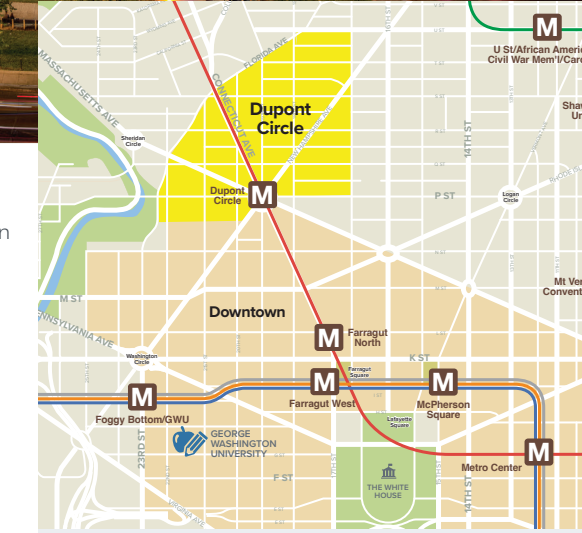


NEIGHBORHOOD DESTINATIONS (SELECT)	
Albi (1 Michelin Star) • Anacostia Arts Center • Anacostia Playhouse • Anacostia Riverwalk Trail • The Anthem • Arena Stage • Atlas Brew Works • Bluejacket • Britches Great Outdoors • Busboys & Poets • DC United • DCity Smokehouse • Del Mar • District Winery • Frederick Douglass National Historic Site • Hank's Oyster Bar • Harris Teeter • Hell's Kitchen • Honfleur Gallery • Kitchen Savages • Mahogany Books • Mi Vida • Mission • Officina by Nicolas Stefanelli • Patrick's Fine Linens & Home Décor • Pearl Street Warehouse • Pink Taco • The Point DC • Politics & Prose Bookstore • Rubell Museum • Safeway • Sandlot Anacostia • Shop Made in DC • Silver Diner • Washington Nationals • Whole Foods • Yards Park	
DEMOGRAPHICS (15-MINUTE DRIVE)	
Residential Population	678,360
- Age < 20	19%
- Age 20-34	30%
- Age 35-64	38%
- Age 65+	14%
Median Age	35.7
Bachelor's Degree or higher	61%
Average Household Income	\$143,308
Average Household Disposable Income	\$92,660
MEDIAN HOUSEHOLD INCOME	
Anacostia Waterfront	\$92,234
U.S.	\$72,603



Dupont Circle

Dupont Circle is one of the District's international centers, a cosmopolitan neighborhood with a welcoming European ambiance. Known as the city's gathering place, the neighborhood is a vibrant blend of local retailers and restaurants, art galleries and museums, lively arts programming, historic architecture, and gilded mansions. Visitors can stay in more than 20 hotels, see 70+ embassies, and enjoy world-class art exhibitions at the Phillips Collection, Heurich House Museum, and Dupont Underground, and Hillyer Art Space.



NEIGHBORHOOD DESTINATIONS (SELECT)	
17th Street Festival • Alero • Alton Lane • Amparo Fondita • Art and Framing • Bloom • Bluemercury • Dolcezza Artisanal Gelato • Dupont Circle Park • Dupont Underground • Embassy Row • Hank's Oyster Bar • Heurich House Museum • Hillyer Art Space Phillips Collection • Keegan Theatre • Kramer Books • La Tomato Mi Casa • LOFT • Looped Yarn Works • Pizzeria Paradiso • PLNTR • Pride Parade • Quavaro • Rakuya • Safeway • Second Story Books • Sushi Taro • Teatism • Zorba's Cafe	
DEMOGRAPHICS (15-MINUTE DRIVE)	
Residential Population	499,477
- Age < 20	16%
- Age 20-34	34%
- Age 35-64	37%
- Age 65+	14%
Median Age	35.1
Bachelor's Degree or higher	71%
Average Household Income	\$182,277
Average Household Disposable Income	\$111,452
Walkscore	100 (Walker's Paradise)
MEDIAN HOUSEHOLD INCOME	
Dupont Circle	\$117,276
U.S.	\$72,603

LEGEND	
Arts & Entertainment	Food & Beverage
Shopping	



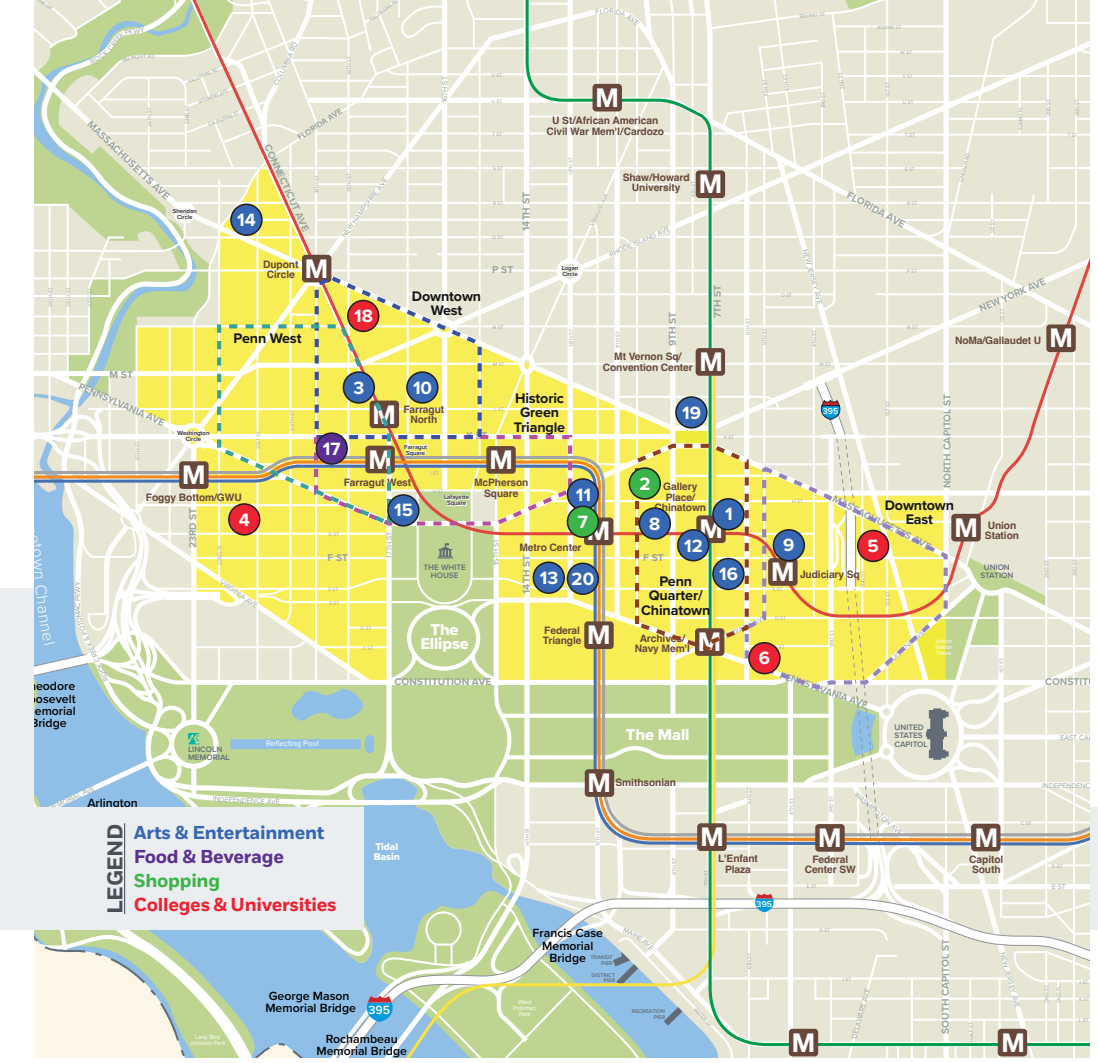
Downtown

At the heart of the nation's capital, downtown is where all aspects of life in the city coalesce: business and recreation, hospitality and tourism, culture, and entertainment. Here, global and national interests intersect with local enterprise. Anchored by Union Station to the east and The George Washington University to the west, downtown serves approximately 320,000 employees, 25,000 residents, and 16 million unique visitors annually.¹

- NEIGHBORHOOD DESTINATIONS (SELECT)**
- Apple Flagship Store • Clyde's • Fiola (1 Michelin Star) • Ford's Theatre • H&M • Jaleo by Jose Andres • minibar (2 Michelin Stars) • Nordstrom Rack • Planet Word • Rania (1 Michelin Star) • Saks OFF 5th • Sushi Nakazawa (1 Michelin Star) • Woolly Mammoth Theatre Company
 - Capital One Arena
 - Clyde's
 - Fiola (1 Michelin Star)
 - Ford's Theatre
 - H&M
 - Jaleo by Jose Andres
 - minibar (2 Michelin Stars)
 - Nordstrom Rack
 - Planet Word
 - Rania (1 Michelin Star)
 - Saks OFF 5th
 - Sushi Nakazawa (1 Michelin Star)
 - Woolly Mammoth Theatre Company

DEMOGRAPHICS (15-MINUTE DRIVE)	
Residential Population	482,397
- Age < 20	15%
- Age 20-34	36%
- Age 35-64	38%
- Age 65+	12%
Median Age	35.0
Bachelor's Degree or higher	96%
Avg. Household Income	\$179,170
Avg. Household Disposable Income	\$111,602
Walkscore	99 (Walker's Paradise)
MEDIAN HOUSEHOLD INCOME	
Downtown	\$118,043
U.S.	\$72,603

1. Downtown Action Plan Highlights (2024) 2. DowntownDC BID's 2022 State of Downtown



LEGEND	
Arts & Entertainment	Food & Beverage
Shopping	Colleges & Universities



Georgetown

Cobblestone streets and outdoor treateries. Waterfront picnics and political watering holes. Canal history and charming boutiques. One of DC's original ports, Georgetown is repeatedly named the Best Neighborhood for Shopping by Washingtonian magazine and welcomes upwards of 12 million domestic and international visitors annually.

- NEIGHBORHOOD DESTINATIONS (SELECT)**
- Allbirds • Aerie • AMC Loews Theater • Anthropologie • Apple • Aritzia • Barnes & Noble • Blu Dot • Blue's Alley • C&O Canal • Clyde's • Cafe Milano • COS • Faherty • Filomena Ristorante • Georgetown Piano Bar • Georgetown Waterfront Park • H&M • KYOJIN Sushi • Kendra Scott • Osteria Mozza • Patagonia • Pinestrips • Poliform rag & bone • Reformation • Reverie (1 Michelin Star) • Safeway • Sephora • Sequoia DC • Sid Mashburn • Tony and Joe's Seafood Place • TJ Maxx • Trader Joe's • Warby Parker • Waterworks

DEMOGRAPHICS (15-MINUTE DRIVE)	
Residential Population	544,977
- Age < 20	16%
- Age 20-34	32%
- Age 35-64	37%
- Age 65+	14%
Median Age	35.6
Bachelor's Degree or higher	82%
Average Household Income	\$193,204
Average Household Disposable Income	\$118,866
Walkscore	99 (Walker's Paradise)
MEDIAN HOUSEHOLD INCOME	
Georgetown	\$124,688
U.S.	\$72,603

Source: Esri forecasts for 2023, based on a 15-minute drive from Wisconsin Ave & P St, NW



Union Market

Union Market District, a culinary destination and entrepreneurial center, embodies the flourishing, creative, urban fabric of DC. With the interior spine designated a historic district in 2016, the area has balanced its unique character while also welcoming exciting new uses. Several major development projects underway will deliver millions of square feet for residential, retail, educational, and office uses and continue to bring energy and activity to this neighborhood in northeast DC.

- NEIGHBORHOOD DESTINATIONS (SELECT)**
- A. Litteri • Angelika Pop Up Theater • Bidwell • Bread Alley • Chela Mitchell Gallery • Crooked Run Fermentation • El Cielo D.C. (1 Michelin Star) • El Presidente • FI Arcade • Framebridge • Harvey's Market Butcher Shop • Herman Miller • Hi-Lawn • La Cosecha • Masseria (1 Michelin Star) • Politics & Prose Bookstore • St. Anselm • Scotch & Soda • Shelter Jewelry • Songbyrd Music House • Trader Joe's • Warby Parker • Van Leeuwen Ice Cream

DEMOGRAPHICS (15-MINUTE DRIVE)	
Residential Population	489,757
- Age < 20	19%
- Age 20-34	28%
- Age 35-64	38%
- Age 65+	14%
Median Age	35.4
Bachelor's Degree or higher	60%
Average Household Income	\$145,462
Average Household Disposable Income	\$92,089
Walkscore	94 (Walker's Paradise)
MEDIAN HOUSEHOLD INCOME	
Union Market	\$93,708
U.S.	\$72,603

Source: Esri forecasts for 2023, based on a 15-minute drive from Neal Pl & 5th St, NE