



FY09 PERFORMANCE PLAN
Office of the Deputy Mayor for Planning and Economic Development

MISSION

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) supports the Mayor in developing and executing the District's economic development policy.

SUMMARY OF SERVICES

DMPED assists the Mayor in the coordination, planning, supervision, and in some cases execution of all programs, policies, proposals, and functions related to economic development in the District of Columbia. DMPED sets development priorities and policies, coordinates how the District markets itself to businesses and developers, and recommends and ensures implementation of financial packaging for District development, attraction, and retention efforts. DMPED also works to achieve its mission by focusing on outreach to the business community and neighborhood stakeholders, and by forging partnerships between government, business and communities to foster economic growth for residents of the District of Columbia.

OBJECTIVE 1: Manage and deliver the District's economic development programs and projects.

INITIATIVE 1.1: Increase portfolio of industrial revenue bond transactions.

The District of Columbia Revenue Bond Program provides below market interest rate loans to qualified private enterprises located in the Enterprise Zone as well as non-profit and manufacturing organizations citywide. The industrial revenue bond team plans to have completed at least five bond closings by April 30, 2009, and 12 closings total by the end of FY09. Access to these special rate bonds facilitates the economic growth within the District as the below market tax rates promote a more financially feasible condition, especially important in a tight economy.

INITIATIVE 1.2: Monitor recipients of Neighborhood Investment Fund (NIF) grants to ensure compliance with grant agreement.

The NIF fund is an annual fund that finances economic development and neighborhood revitalization in the following twelve (12) targeted areas throughout the District:

- Shaw
- Washington Heights
- Congress Heights
- Brookland & Edgewood
- Brightwood and Upper Georgia
- Logan Circle
- Columbia Heights
- H Street
- Bloomingdale and Eckington
- Deanwood Heights
- Bellevue
- Anacostia

NIF issues grants through a competitive process on a cyclical basis. In order to ensure that the funds are spent in a fiscally responsive manner, the grant recipients will be monitored on a quarterly basis as a means of ensuring compliance with both procedures and stated objectives.

INITIATIVE 1.3: Continue Progress on the Great Streets Program.

The Great Streets Initiative is a multi-year, multiple agency effort to transform under-invested corridors into thriving and inviting neighborhood centers using public actions



and tools to leverage private investment. By July of 2009, The Rhode Island Avenue Great Streets Strategic Development Plan's community outreach component will be completed. Additionally, up to \$10,000,000 in TIF authorization will be invested in development projects on the Great Streets corridors.

INITIATIVE 1.4: Continue making progress relative to the New Communities initiative.

The goal of the initiative is to redevelop targeted neighborhoods (Barry Farm/Park Chester/Wade Road, Lincoln Heights/Richardson Dwellings, Northwest One and Park Morton) into healthy, vibrant communities for current and future residents. Progress is measured through: (1) identification of offsite housing, (2) site redevelopment and (3) human capital outreach resulting in gains in health, education, jobs and public safety. Additionally, the New Communities team will acquire 5201 Hayes Street NE, in conjunction with Lincoln Heights, by the second quarter of FY09.

INITIATIVE 1.5: Continue progress on key projects within the Anacostia Waterfront.

DMPED will continue to focus its attention on implementing the Anacostia Waterfront Initiative Framework Plan, the guiding document for the river's restoration and revitalization. Progress is tracked through key milestones such as: (1) the execution of legal documents (Land Disposition Agreements, Ground Leases, Development Agreements, etc.), (2) ground breaking and (3) completion of construction. Important milestones that will be met during FY09 are as follows:

- Southwest Waterfront
 - Signing Ceremony for completion of all legal agreements by July 2009
 - Completion of Master Plan in Fall 2009
- Diamond Teague Park
 - Construction commencement in first quarter FY09
- Marvin Gaye Park
 - Break ground by second quarter FY09
- Canal Park
 - Break ground by third quarter FY09

INITIATIVE 1.6: Break ground on both the City Center site as well as the Convention Center Hotel site.

The construction component of economic development is the most visible and obvious indication of progress. That being said, the legal negotiations that take place prior to a ground breaking often take more time than the actual construction component. DMPED will complete the legal process for both the City Center and Convention Center Hotel sites so as to ensure the projects are able to break ground as early as the third quarter FY09.

OBJECTIVE 2: Increase Public Access and Exposure to Economic Development Information.



INITIATIVE 2.1: Create project pages on the DMPED website that contain project updates and contact information.

In this day and age, many people expect to be able to access information in the click of a mouse. Understandably, demographics often dictate projects that are of importance to a District of Columbia resident. By March 2009, DMPED will have posted project specific web pages that can be readily accessed at any time of day or night. These web pages will not only provide project timelines and milestones, but also the contact information for the Project Manager as well as the developer working on the project. The web pages will be updated on a quarterly basis in order to provide the most accurate information. This will allow for the community to easily access information about the projects within the DMPED portfolio that are important to them.

INITIATIVE 2.2: Host at least one economic development centered community meeting in each of the eight wards.

The District of Columbia is fortunate to have an active community interested in economic development. In order to involve and inform the community on activities taking place in the city, DMPED will host at least two community meetings each quarter in FY09.

OBJECTIVE 3: Add to the District's Portfolio of Affordable Housing Stock.

INITIATIVE 3.1: Promote the construction of new housing that is affordable to people of all incomes.

Through legal negotiations and land disposition agreements, DMPED will work to include affordable housing requirements in residential projects. This is an ongoing process that is contingent upon economic conditions and the ability of parties to negotiate the legal agreements in a reasonable time frame.

PROPOSED KEY PERFORMANCE INDICATORS

Metric	FY07 Actual	FY08 Target	FY08 YE Actual	FY09 Projection	FY10 Projection	FY11 Projection
Objective 1						
Ratio of private funds to public funds leveraged through DMPED projects*	N/A	3:1	N/A	3:1	3:1	4:1
Objective 2						
Number of community economic development meetings held*	N/A	8	12	16	18	20
Objective 3						
Units of affordable housing under construction through DMPED projects/Land Disposition Agreements*	N/A	1,000	589	1,000	2,500	1,700

* New measure for FY09