



## Office of the Deputy Mayor for Planning and Economic Development DMPED (EB)

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### 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.

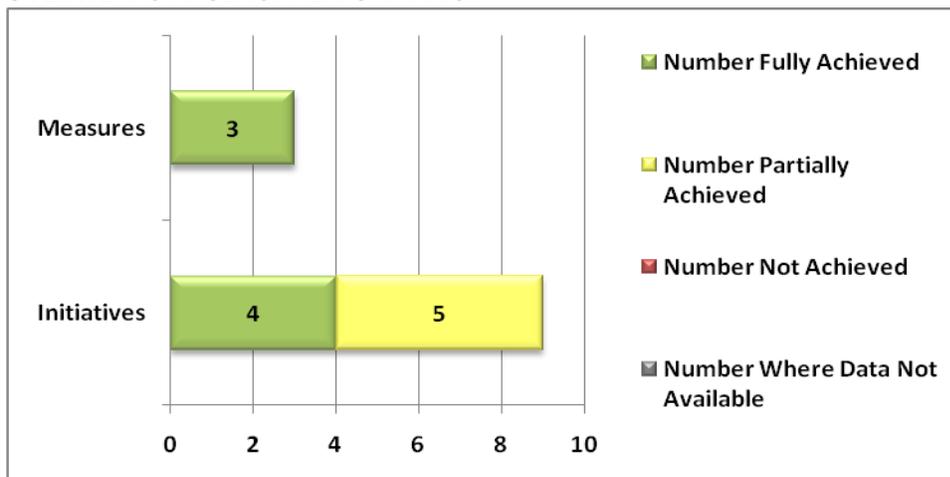
### AGENCY OBJECTIVES

1. Manage and deliver the District's economic development programs and projects.
2. Increase Public Access and Exposure to Economic Development Information.
3. Add to the District's Portfolio of Affordable Housing Stock.

### ACCOMPLISHMENTS

- ✓ Completed a \$200 million financing agreement to pay for infrastructure for the \$2 billion redevelopment of the Southwest Waterfront
- ✓ Achieved Council authorization to partially finance a 1,100-room headquarters hotel to be constructed next to the Washington Convention Center
- ✓ The successful completion of the \$50 million Walker Jones Education Campus, representing the first phase of the Northwest One New Community

### OVERVIEW OF AGENCY PERFORMANCE





## Performance Initiatives – Assessment Details

### Performance Assessment Key:

● Fully achieved      ● Partially achieved      ● Not achieved      ● Data not reported

### 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 closed nine new bond deals, including six by April 30, 2009, and two conversions by the end of FY09. Factors that influenced volume in FY09 include current economic instability, credit market volatility, and new more stringent banking requirements. These will likely impact volume in FY10 as well.

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

● For FY09, there were 26 organizations throughout the 12 target areas that received grant funding under the Target Area Program Grant. For FY09, the grant recipients were required to attend a mandatory reporting session which was new, in addition, recipients were provided new mandatory reporting guidelines. It is required that all grantees submit monthly and quarterly reporting by the mandated deadlines and should the grantee not report for two consecutive reporting periods, grant funds will be subject to suspension and/or termination. To date, there has been a success rate of 99% of all grantees reporting on time and meeting milestones.

#### INITIATIVE 1.3: Continue Progress on the Great Streets Program.

● The planning document "Rhode Island Avenue: Diamond of the District" was completed for the 2 ½ mile, northeastern section of the Rhode Island Avenue corridor from 3rd Street to Eastern Avenue. The document was released in June 2009. Over 200 individual participated in multiple public meetings in developing the plan. The District has issued TIF Note commitments totaling \$19,608,921 cumulatively to support retail development in five Great Streets projects including South Capitol Street, Georgia Avenue, Historic Anacostia, Petworth, and Florida Avenue.

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

For the identification of offsite housing, a number of measurable steps were accomplished in FY09. Specifically:

- o Barry Farm: Identified replacement unit opportunities and currently negotiating development finance agreements with Sheridan Station and Matthews Memorial to provide offsite housing replacement units for Barry Farm Phase I on-site residents.
- o Lincoln Heights: Enabled purchase of 9 replacement units at 4800-4820 C Street, SE for Lincoln Heights families – the first replacement units to be put into service in accordance with



the goals of the New Communities Initiative.

- o Park Morton: Selected a developer to redevelop Park Morton and also provide private parcels for off-site development of replacement units.
- o Northwest One: Identified replacement unit opportunities and pledged financing for the first phase of redevelopment of Golden Rule Center aka The SeVerna. For site redevelopment, a number of measurable steps were accomplished in FY09. Specifically:
  - o Northwest One: Received disposition authority from DC Council and executed disposition agreements for the redevelopment of Site 2.
  - o Lincoln Heights: Received disposition authority from DC Council, executed disposition agreement, closed on disposition, and held a groundbreaking for the redevelopment of 4427 Hayes Street, NE.
  - o Barry Farm: Planned a new Barry Farm recreation center.

For human capital outreach, a number of measurable steps were accomplished in FY09. Specifically:

- o Over 200 residents were engaged and enrolled in case management
- o 46 residents obtained employment
- o 20 residents officially enrolled at the DOES One Stop Center and met with assigned (DOES) case manager
- o 28 residents enrolled in job training.

The New Communities team achieved its goal of acquiring the property 5201 Hayes Street, NE in December 2008 (Q1 FY09) ahead of schedule. DMPED is currently engaged in a developer selection process.

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

For the Southwest Waterfront, the signing ceremony occurred in May 2009, ahead of schedule, for the land disposition agreement and related documents. Per the legal agreements, the detailed master plan will be completed no later than October 2010. For Diamond Teague Park, construction commenced in January 2009 with the water taxi dock and environmental pier being opened in August 2009. For Marvin Gaye Park, construction commenced in June 2009. Design was completed for Canal Park. Groundbreaking has been extended until FY10. Additionally, improvement designs have been completed for the Kingman Island project.

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

For the Convention Center Hotel, the legal process and final financing negotiations have been held up unexpectedly due to pending litigation by an unselected developer. As such, the project has been halted until resolution of this issue is complete. For the Old Convention Center Site, the legal documentation has been completed except for certain documents which cannot be completed until financing is in place and the project is set to break ground.

**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.**

DMPED created and posted project specific web pages for all projects within the DMPED portfolio, including project timelines & milestones, contact information for project managers. Project pages are updated every quarter, or as needed to reflect the most accurate



information. The DMPED website can be accessed at any time of day or night by anyone who has internet access, allowing the community to easily access information about the projects that are important to them

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

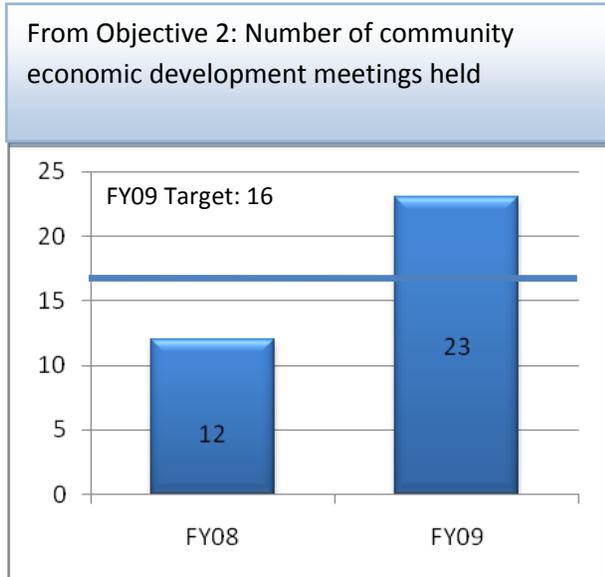
- For FY09, DMPED hosted twenty-three (23) different community meetings across all eight wards of the District. Meetings were both project specific and related to general neighborhood economic development issues. DMPED also participated in numerous Advisory Neighborhood Commission and Civic Association meetings across the city related to individual agency and inter-agency projects.

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

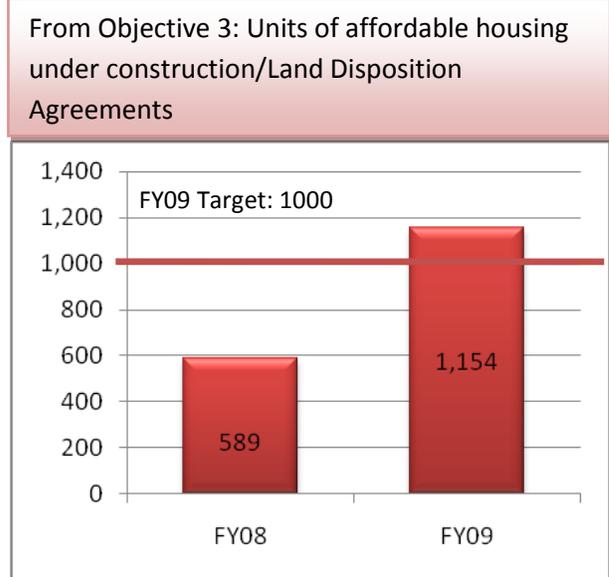
**INITIATIVE 3.1: Promote the construction of new housing that is affordable to people of all incomes.**

- In FY09, the DMPED and a number of District agencies worked to include affordable housing requirements in residential and mixed-use projects. DMPED has a standard of requiring at least thirty (30%) percent of the total units within residential/mixed use projects to be set-aside for persons at or below 80 percent area median income. DMPED will continue to work to include affordable housing requirements in residential projects in partnership with other District agencies to meet the goals set forth for the fiscal year. Success is contingent upon the economic conditions and ability of parties to negotiate legal agreements in a reasonable timeframe.

## Key Performance Indicators – Highlights



**FULLY ACHIEVED**



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### More About These Indicators:

#### *How did the agency's actions affect this indicator?*

- DMPED policy had increased focus on community buy-in, due in part to greater size and capability of agency to achieve such.

#### *What external factors influenced this indicator?*

- The District of Columbia has an active community very interested in economic development. DMPED responded to the interest of community stakeholders by holding frequent community meetings during FY09.
- Hunger for knowledge from community with social media has increased public interest.
- Reuse plans for specific sites drew great interest from public, such as the introduction of the excess school sites initiative.

#### *How did the agency's actions affect this indicator?*

- DMPED has a policy of requiring at least thirty (30%) percent of the total units within residential/mixed use projects to be set-aside for persons at or below 80 percent area median income.
- DMPED works in conjunction with other District agencies to accomplish this goal

#### *What external factors influenced this indicator?*

- The first-time home buyer's credit of \$8,000 assisted many people to acquire affordable housing units.
- Challenging credit markets limited ability of developers to finance projects
- Oversupply of condos led to increase/conversion to apartments.



## Key Performance Indicators – Details

### Performance Assessment Key:

● Fully achieved    ● Partially achieved    ● Not achieved    ● Data not reported

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
●	1.1 Ratio of private funds to public funds leveraged through DMPED projects	0	3.0	7.98	265.86 %	AGENCY MANAGEMENT
●	2.1 Number of community economic development meetings held	12	16	23	143.75 %	AGENCY MANAGEMENT
●	3.1 Units of affordable housing under construction through DMPED projects/Land Disposition Agreements	589	1000	1154	115.4%	AGENCY MANAGEMENT