

EXTRAORDINARY

Alexandria

**Welcoming NSF
to the Neighborhood**

September 12, 2017

EXTRAORDINARY

Alexandria

Thanks to our partners:



ALEXANDRIA
ECONOMIC
DEVELOPMENT
PARTNERSHIP



**Alexandria Chamber
of Commerce**



EXTRAORDINARY



Agenda

1. Introduction to NSF
2. Work to Date
3. Tips on doing business with NSF
4. Neighborhood activation
5. Upcoming Carlyle development projects

EXTRAORDINARY



About NSF:

- Federal Government's scientific research grant entity
- Funds all science including math, computer science, social sciences (all except medicine)
- 2100 employees:
 - 1400 career employees
 - 450 contractors
 - 200 scientists
 - 50 administrative
- 600,000 square feet
- 45,000 annual hotel room nights (est.)
- \$7.5 billion agency
- Funds one-quarter of all U.S. university and college research
- Forecast to add \$83 million/year to Alexandria economy



Key Audiences:

1. Visiting Panelists

- Stay in Alexandria
- Dine in Alexandria
- Extend business trip with leisure time

2. Meeting Planners

- Provide helpful information to panelists
- Book overflow meeting space
- Book group dining

3. Employees

- Perceive Alexandria is welcoming
- Perceive Alexandria is accessible
- Stay after work to dine and shop

Strategies:

1. Visiting Panelists

- Provide easy-to-use, easy-to-find information
- Preferred NSF hotel pricing with dedicated booking codes
- Invite extended stays

2. Meeting Planners

- One-stop meeting support—informed and responsive
- Create NSF-specific digital and collateral info
- Help them be a conduit for panelists

3. Employees

- Engage at employee fairs, in newsletter
- Coordinate with NSF transition team, and respect legal constraints

What We've Done to Date:

1. Fact-Finding Meetings with Key Stakeholders

- Susan Houser, Director of Meetings (March 2)
- Neville Withington, NSF Relocation Office (March 9)
- Latosha Willis, Information Desk Manager (May 19)

2. Presentations to Key Stakeholders

- Directorate Liaisons' Meeting (April 20)
- Administrative Managers' Meeting (May 3)
- Alexandria Hotel Training: "How to Work with NSF" (May 9)

3. Employee Fairs

- Introductory All-Employee Fair (February 27)
- Hospitality Fair for Meeting Planners (July 26)
- Transportation Fair (July 31)



What We've Learned to Date:

1. Room Forecast—45,000 nights—20K panelists staying 2-3 nights, but not all stay in hotels and some are local.
2. Organized into 7 highly independent directorates, each with several divisions. Also Board, Director's Office, Budget & Finance, Information & Resource Management. Must work with each individually
3. Meeting planners are typically internal administrative personnel with other regular responsibilities
4. NSF had been using "Accommodations Unlimited" for meetings and room blocks—10% commission paid by hotels. Visit Alexandria will provide this support at no additional cost.
5. Panelists typically receive a "per diem" debit card and have the freedom to choose their own lodging, meals

What We've Learned to Date^{ctd}:

6. Panel meetings--Sept-June; Staff retreats--July/Aug
7. NSF has many conference rooms on site, but there will be some need for outside meeting space during peak periods
8. Required to post meetings 3-6 months in advance—Federal Register
9. NSF must initiate requests of Visit Alexandria. Cannot endorse us, or do meeting planner familiarization tours, welcome event.
10. NSF requests of us:
 - Carlyle centric map (in progress)
 - Hotel fact sheet (done)
 - Restaurants with private meeting space (done)
 - Printed driving directions to NSF (in progress)
 - Highway sign on Beltway (in progress)

EXTRAORDINARY

Alexandria

Creating New Resources: Dedicated NSF Web Page

- Season Highlights
- Restaurants
- Carlyle Neighborhood Guide
- Getting Around
- Top Things to Do
- Outdoor Activities
- How to Shop on King Street
- Bars & Pubs
- Hotels Near NSF
- Group Dining
- At Your Service (Meetings Team)



NATIONAL SCIENCE FOUNDATION



ALEXANDRIA WELCOMES THE NATIONAL SCIENCE FOUNDATION

Within eyeshot of Washington, D.C. on the Potomac River waterfront and minutes from Reagan National Airport, Alexandria, Virginia delights travelers from around the world, including those coming to visit the National Science Foundation, an independent federal agency that supports fundamental research and education across all fields of science and engineering. A nationally designated historic district founded in 1748, Old Town Alexandria is the Shop Small headquarters of the region with more than 200 independently owned [boutiques](#) and [restaurants](#) tucked in to 18th- and 19th-century architecture still intact from the city's days as George Washington's hometown. At the heart of it all is bustling King Street, a walkable mile recognized as one of the "Great Streets" of America. There is plenty to explore in the city's other nearby neighborhoods, including [Catox & Eisenhower](#), the economic engine of Alexandria, and [Old Town](#). Alexandria is accessible via Metro, water taxi and bikeshare.



Key to the City

Unlock Alexandria's rich culture and history with our Key to the City museum pass.

[Learn More](#)

EXTRAORDINARY

Alexandria

Creating New Resources: Custom Hotel Page

- 9 hotels within walking distance
- Rooms
- Number of Meeting Rooms
- Largest Meeting Room
- Overflow hotel list (outside of Carlyle--in progress)

The screenshot shows the Alexandria website interface. At the top, there's a navigation bar with 'EXTRAORDINARY' and 'Alexandria' logo, and links for 'THINGS TO DO', 'RESTAURANTS', 'OLD TOWN', 'HOTELS', and 'PLAN'. Below this, a breadcrumb trail reads 'NATIONAL SCIENCE FOUNDATION'. The main heading is 'HOTELS NEAR THE NATIONAL SCIENCE FOUNDATION'. A paragraph of text describes the location and provides links for more information. Below the text are three filter dropdowns: 'Sort By:' (set to 'Total Sq. Ft.'), 'Venue Type:' (set to '-- All --'), and 'Region:' (set to '-- All --'). There is also a 'Keyword' search field and a 'Search' button. At the bottom, there's a table with two columns: 'Venue' and 'Details'. The first row shows a photo of a hotel room, the name 'WESTIN ALEXANDRIA', address '400 Courthouse Square, Alexandria, VA 22314', phone '(703) 253-8888', and details: 'Total Sq. Feet: 20000', 'Meeting Rooms: 9', 'Sleeping Rooms: 139', and 'Largest Mtg Rm Sq. Ft.: 7000'.

EXTRAORDINARY

Alexandria

Creating New Resources: Expanded Carlyle Map

- Hotels
- Restaurants
- Shops
- Transit
- Trails
- Attractions



- LODGING**
- 1 Courtyard by Marriott Alexandria Old Town/Southwest 703-329-2123
 - 2 Embassy Suites Alexandria 703-684-5900
 - 3 Hampton Inn Alexandria Old Town 703-299-9900
 - 4 Hilton Alexandria Old Town 703-817-0440
 - 5 Hilton Garden Inn Alexandria Old Town 703-302-8300
 - 6 Holiday Inn Alexandria at Carlyle 703-960-2000
 - 7 Hampton Lorton Hotel & Spa 703-894-7474
 - 8 Residence Inn Old Town - Duke St. 703-548-5474
 - 9 Residence Inn Old Town South at Carlyle 703-548-7155
 - 10 SpringHill Suites Alexandria Old Town/Southwest 703-317-0073
 - 11 Westin Alexandria 703-253-8600
 - 12 Wyndham Old Town Alexandria 703-837-3400
- AMENITIES**
- 13 AAFC Hoffman Center 22 Theater
 - 14 Body & Bean Yoga Alexandria
 - 15 CVS
 - 16 Extend Barre Old Town
 - 17 FedEx Office
 - 18 Local Motion Studio
 - 19 OneLife Fitness
 - 20 Pure Barre
 - 21 US Post Office
- DINING - FAST CASUAL**
- 22 7-Eleven
 - 23 Cafe Gallery & Market
 - 24 Cafe Old Town
 - 25 California Tortilla
 - 26 Cold Stone Creamery
 - 27 Dunkin' Donuts
 - 28 Einstein Bros Bagels
 - 29 Foster's Grill
 - 30 Italian Gourmet Deli
 - 31 Jimmy John's
 - 32 Patsano's Pizzeria
 - 33 Panera Bread
 - 34 Potbelly Sandwich Shop
 - 35 Queen's
 - 36 Starbucks
- DINING - FULL SERVICE**
- 37 Aldo's Italian Kitchen
 - 38 Brioche Eighteen60
 - 39 Carlyle Club
 - 40 Della's Mediterranean Grill & Brick Oven Pizzeria
 - 41 Galaa Thai Restaurant
 - 42 Hunan Cafe
 - 43 Scarbucks
 - 44 Scarbucks
 - 45 Subway
 - 46 Uptown Market & Cafe
 - 47 Whole Foods Market Old Town
 - 48 Loporota's Restaurant
 - 49 Pasara Thai Restaurant
 - 50 San Antonio Bar & Grill
 - 51 Sumo Hibachi & Sushi
 - 52 Sweet Fire Donno's
 - 53 Table Talk Restaurant
 - 54 Tod's Montana Grill
 - 55 Trademark Drink and Eat
 - 56 Whiskey & Oyster
 - 57 Yuel's Bistro
 - 58 Zkrooyet Lebanese Restaurant & Lounge

Doing Business with NSF:

- Proximity matters--Provide clear directions, parking instructions
- Study per diems (covers all expenses except travel):

Panelists outside DC:

- \$480 meeting day
- \$280 travel day

Panelists within DC Metro

- \$280 meeting days
- Hotels—Create NSF dedicated rates and link to Visit Alexandria site
- Group Dining—Many panels need private dining space or section. List on Visit Alexandria group dining page.
- Lunch Business—Employees are used to food trucks in Ballston. Offer comparable take-out options.
- Participate in employee/vendor fairs
- List on NSF's [Vendor Resource Library](#)

EXTRAORDINARY



What's Next:

1. Staggered Move-In—Six Mondays Starting —August 14
2. Visit Alexandria Annual Meeting—USPTO, Sep. 25
3. Vendor Fair at NSF—Sep. 27 (to be confirmed)
4. Hotels Open House (instead of “fam tour”) which NSF meeting planners can visit on their own—Date TBD
5. Opening Ceremony—Nov. 8
6. National Science Board Meeting—Nov. 8-9
7. Meetings Support--Ongoing



ALEXANDRIA
ECONOMIC
DEVELOPMENT
PARTNERSHIP

Christina Mindrup | Vice President, Business Development

GROW

The word "GROW" is rendered in large, white, outlined letters. The background is a photograph of a city street at dusk, with modern buildings, streetlights, and light trails from cars.

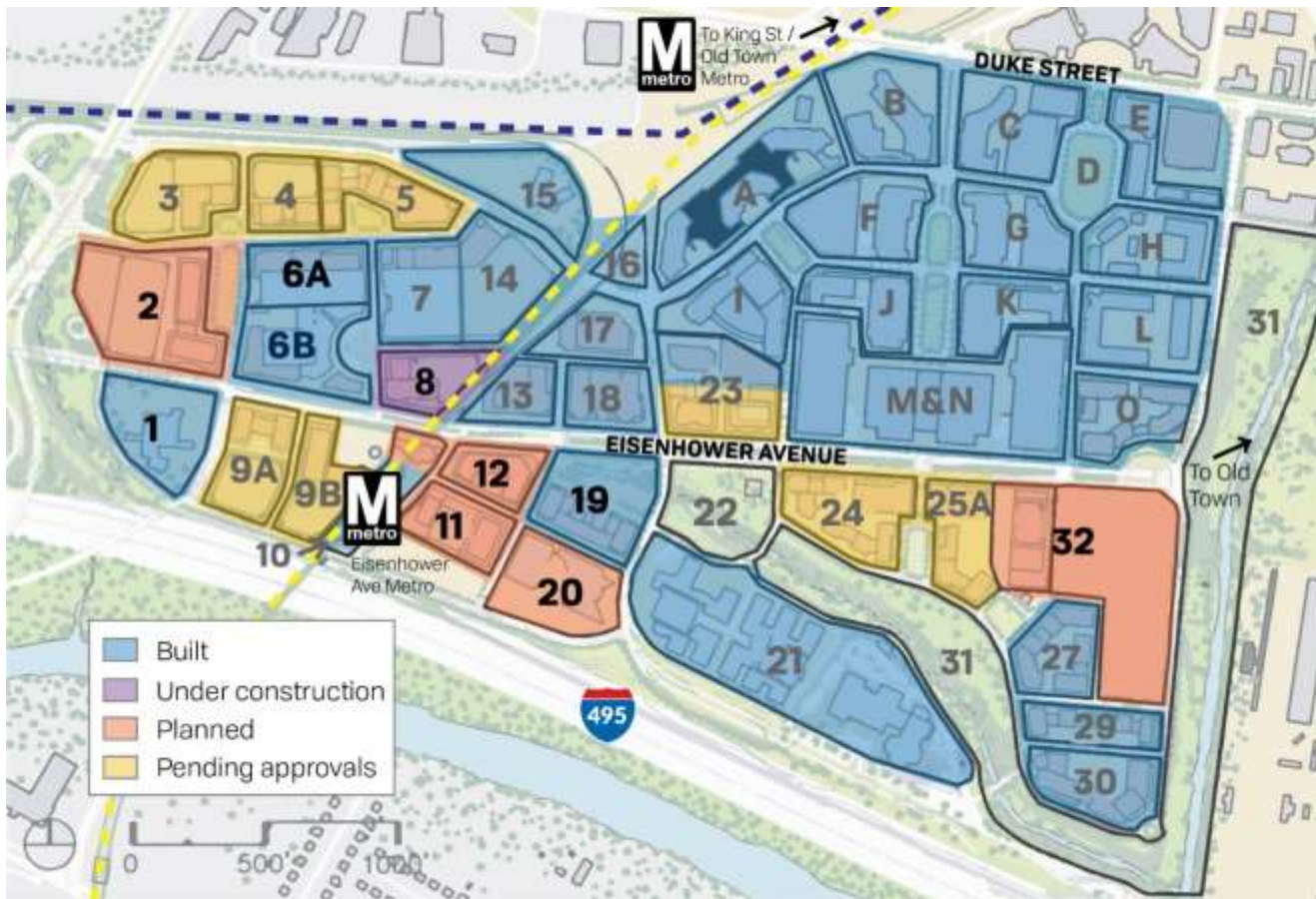
ALEXANDRIA

The word "ALEXANDRIA" is written in white, sans-serif capital letters on a solid blue rectangular background.

DEVELOPMENT IN CARLYLE & EISENHOWER SUBMARKETS

September 12, 2017

CARLYLE & EISENHOWER EAST SUBMARKETS



BLOCK 6B: 2461 EISENHOWER AVENUE



Fully renovated building will include:

- 340,000 SF of office space
- 22,000 SF of retail
- 10,000 + SF retail pad site



NORTHPOINT
REALTY PARTNERS

R
RUBENSTEIN
PARTNERS

BLOCKS 19 & 20: PARK MERIDIAN AND EISENHOWER GATEWAY



Block 19 (Complete)

- Residential: 477 Apartments

Block 20 (Proposed)

- Residential: 425 Apartments
- Hotel: 180 Rooms

BLOCK 6A: 200 STOVALL STREET



Building conversion to include:

- 450 residential units
- 26,000 SF of retail
- 238 parking spaces



BLOCK 32: 765 JOHN CARLYLE



New building will feature:

- 134,152 SF office
- 13,664 SF retail
- Five above grade parking levels

BLOCKS 4 & 5: MIXED-USE DEVELOPMENT



STONEBRIDGE CARRAS



Redevelopment of site to mixed-use, featuring:

- 200,000 SF of retail
 - 80,000 SF of big box retail
 - 120,000 SF of additional retail
- Residential
 - 450 apartments
 - 250 condos
 - 250 over 55, active living units

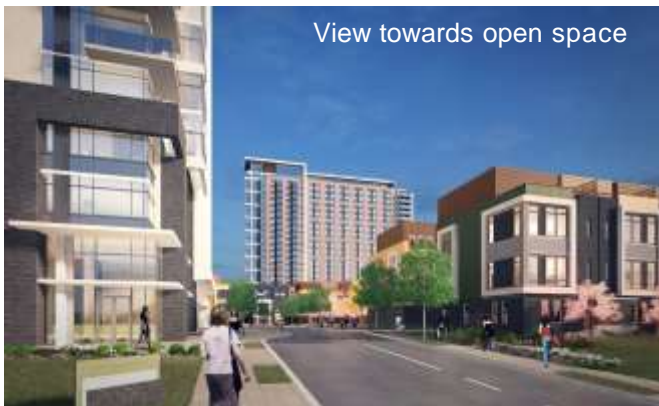
BLOCK 23: SIMPSON, PHASE I & 2



Possible redevelopment to include:

- Phase 1: 98,000 SF of office
- Phase 2: 304,000 SF of office

2901 EISENHOWER AVENUE



Residential development including:

- 533 Apartments
- 67 Town Homes (Toll Brothers)
- 9,000 SF of Retail

2800 EISENHOWER AVENUE



AKRIDGE

Invested.

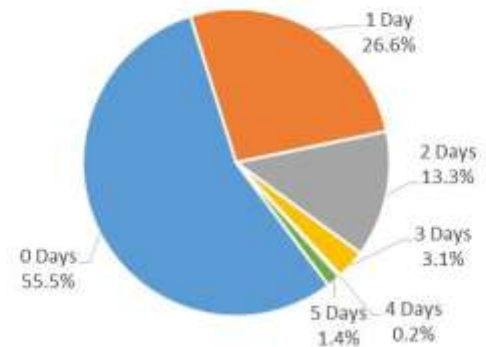
- Recently renovated building
- 68,000 SF of office available

NSF EMPLOYEE SURVEY

Typical daily NSF HQ Workforce Population: **1,200+ Staff**

- 56% of staff work on-site at headquarters 5 days per week
- Staff teleworking typically do so 1-2 days per week
- Visiting scientists to NSF account for over 45,000 local hotel nights per year

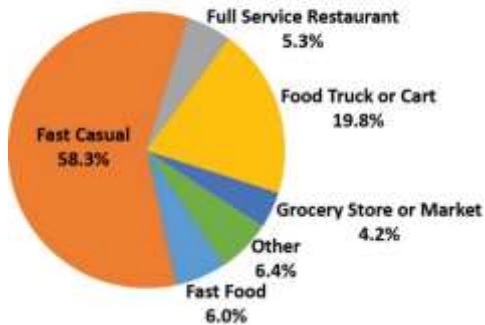
How many days during your scheduled work week do you currently telework?



NSF EMPLOYEE SURVEY

Lunch Preferences

Off-Campus Lunch Preferences



Top factors when selecting lunch options:



76% consider the quality of their food



74% consider proximity of lunch locations
Locations less than 4 blocks away are highly preferred



60% consider the cost of their meal
67% typically spend between \$9-\$15

Top 5 Preferred Lunch Options

- 1 Panera
- 2 Chipotle
- 3 Sweetgreen
- 4 Chick-Fil-A
- 5 Cosi



25%

Eat breakfast
off-campus



58%

Eat lunch
off-campus



37%

Bring lunch
from home



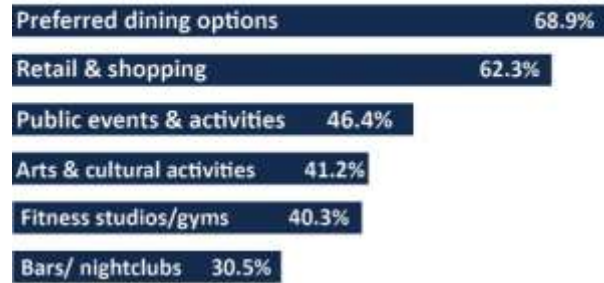
5%

Eat lunch at
NSF cafe

NSF EMPLOYEE SURVEY

What do they want in their neighborhood?

Staff are more likely to spend time near headquarters after work at:



Over 2/3 of survey respondents attend the farmer's market near the current headquarters and would like to see a similar event near the new office.



Outdoor events & activities



Pharmacy, dry cleaner, and other everyday needs



Walking & biking paths



Gym & fitness studios



Farmer's market



Coffee shops



Happy hour, trivia nights, and other nightlife activities

CARLYLE VITALITY



This Summer:

- Coffee & donuts in the King Street Metro Tunnel
- Fitness in the park
- Outdoor movies
- Ice Cream Social

Coming Soon:

- Weeknight Happy Hour
- Art in the Park
- Holiday Market

The Carlyle Vitality Initiative committee implements physical and programming enhancements to the Carlyle neighborhood to enhance vitality and quality of life for Carlyle residents, employees, and visitors. The initiative operates within the boundaries of the Carlyle Community Council, and is sponsored by the Council via a funding arrangement with the City of Alexandria.



CARLYLE VITALITY

Impact:

- 250+ attendees at movie nights
- 20+ attendees at fitness classes
- Sold out coffee & donuts at the pop-up café
- 30+ press hits around the DC region, including the Washington Post and Washingtonian Magazine



Thank you!

EXTRAORDINARY

Alexandria