

A nighttime photograph of the Washington Monument, illuminated and reflected in the water. The sky is a mix of purple, blue, and orange, suggesting sunset or sunrise. In the background, other city lights and structures are visible, including a crane and a building with a clock tower. The foreground shows the reflection of the monument and the city lights in the calm water.

destination

The National Supplement

Washington, D.C.

Live

Why is metro D.C. a great place for students and families?

Work

What are the job opportunities available across the region?

Invest

Why is the metro D.C. region experiencing a building boom?

Play

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Live

METROPOLITAN D.C. OFFERS EVERYTHING FROM WORLD-CLASS CULTURAL INSTITUTIONS TO TOP-RATED RESTAURANTS

An explosion of growth in the nation's capital is expanding the options that residents have for everything from housing and dining to entertainment and higher education.

Higher Education

The University of D.C. (UDC) is the only public higher education institution in the city. Seventy percent of its 3,500 students graduated from D.C. public and public charter schools. Among the university's innovative programs are its clinical law and agriculture courses. UDC's focus on urban

sustainability distinguishes it from its peers in the D.C. metro area.

"Our vision is that every student that walks through our doors can reach their highest level of human potential," says president Ronald Mason Jr. "We combine the best elements of every aspect of higher education, and we offer a quality and rigorous educational experience. And because we are a historically black university, we have a caring, nurturing environment."

One of the most innovative higher education institutions in the D.C. metro area is growing. Strayer Education Inc., based in Herndon,

Va, is merging with Capella Education Co., in a \$2-billion deal that will create one of the largest for-profit college operators in the country. Following completion of the merger, Strayer will have a total enrollment of about 80,000 students online and across physical locations nationwide.

"We're an affordable option for students seeking any type of degree," says Karl McDonnell, CEO of Strayer. "We are aware that students make a significant investment to continue their education with us, and we've tried to be aggressive about confronting that affordability challenge."

Another leading higher educational institution in D.C. is The Catholic University of America, established in 1997. It is unique as the national university of the Catholic Church, and as the only higher education institution founded by U.S. bishops. Eleven of the university's schools offer graduate or professional degrees, and undergraduate degrees range from architecture and business to theology and religious studies.

694,000

Population of Washington, D.C.

68

D.C.'s geographic footprint in square miles



The university also is a research institution, with students and faculty pursuing investigative work in areas such as space science, engineering, biology, and physics.

“There’s more to Catholic University than you may think,” says its president, John Garvey. “This is a really high-quality academic institution. Because of our Catholic character, we have international connections that other schools our size don’t, and we have our own campus in Rome.”

Howard University, which has historically served African-American students, has 120 programs that lead to undergraduate, graduate, and professional degrees. The university, located in the heart of D.C., has a total enrollment of about 9,000 students.

“Howard is developing the next generation of leaders who will make an impact locally, regionally, and globally,” says Wayne Frederick, the university’s president. “We send the most African Americans to medical schools, and we’re responsible for almost half of graduating black dentists every year. People see us as a traditionally black college, and 79 percent of our students are from the African diaspora. However, diversity is more than just skin deep. For example, people are often surprised at how diverse this campus is, with students coming from 41 states and 71 countries.”

George Washington University is the largest higher education institution in the nation’s capital, with more than 26,000 students. The university, located within

walking distance of the White House, forges partnerships and collaborates on policy-research initiatives with some of the world’s most influential leaders and organizations.

“While we are known for policy, international relations, law, medicine and public service programs, GW has become a top research institution of national and global stature,” says president Thomas LeBlanc.

George Mason University, in Arlington, Va., is the largest and most diverse public research institution in Virginia, with more than 36,000 students from 130 countries. Among its strengths, the university is an emerging leader in biomedicine, information technology, and cybersecurity.

“Because of our multidisciplinary approach to issues, and an ability to maximize our talent and resources, Mason became the first and only Virginia institution chosen by the Department of Homeland Security to lead a national center of research excellence to predict and disrupt transnational crime,” says its president, Ángel Cabrera.

Quality of Life

While universities play a significant role in the D.C. ecosystem, trade groups are also an important source of information. AARP, for example, is the foremost advocacy organization in D.C. when it comes to focusing on senior issues, including healthcare, financial security, personal fulfillment, employment, and travel.

Another important force in D.C. is the Washington DC Economic Partnership (WDCEP), a non-profit organization focused on promoting economic growth and job creation. One of WDCEP’s premier publications is its DC Neighborhood Profiles guide, which provides information on the city’s 54 communities, ranging from Capitol Hill and Glover Park to NoMa and Takoma.

17

Colleges and universities in metro D.C.

\$160k

GDP per capita—three times that of Mass.



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Cultural Amenities

The Phillips Collection in D.C., founded by Duncan Phillips in 1921, calls itself America's first modern art museum. The collection, which is part of a rich fabric of art and culture in the region, includes paintings by artists such as Renoir, Rothko, Bonnard, O'Keeffe, van Gogh, and Diebenkorn. In the past few years, a growing number of new additions have been added by artists of color, including Zilia Sanchez, McArthur Binion, and Whitfield Lovell. The museum's summer 2018 exhibition is "Marking the Infinite: Contemporary Women Artists from Aboriginal Australia," an exhibition celebrating Australian Aboriginal culture.

"We are diversifying our staff, exhibitions, and programs," says its director, Dorothy Kosinski. "Our goal is to respond to the needs of our local and international audiences by working to become an increasing force for innovation and creativity, a vibrant collection for our community and the world, a stage for art and learning, and a model of a 21st-century museum of modern and contemporary art."

Glenstone is another modern art museum that is popular

with visitors and locals. The museum, located on 230 acres in Montgomery County, Md., presents art in an atmosphere integrated with architecture and the natural environment. Among the more than 200 artists represented are Louise Bourgeois, Willem de Kooning, On Kawara, and Jackson Pollock.

"We want people to have meaningful encounters when they are here—not only with the art, architecture, and landscape, but also with each other and our staff," says Stockton Toler, director of visitor experience for the museum. "It's important to us that our visitors feel welcome no matter their level of knowledge about art, architecture, and landscape."

When it comes to retail options, Tysons Corner Center in Virginia is a shopper's dream come true. Guests can choose from more than 300 retailers and restaurants, while the center attracts many first-to-market brands, as well as international retailers entering the U.S. market for the first time.

"Tysons Corner Center is one of the very best retail centers in the country, and home to some of the most exciting retail experiences and concepts anywhere," says Geoff Mason, senior property manager. ■



Muriel Bowser

*Mayor of
Washington, D.C.*

How would you characterize the cultural and business climate of the city?

This isn't your grandfather's Washington, D.C. It is not just a government town. We are a leader in tech and innovation; a place where creatives and entrepreneurs come to create and grow their businesses. In my time in office, Uber, Yelp, and FiscalNote all announced plans to either expand to or stay in Washington, D.C., and we expect to see this trend continue. Our city has a thriving business scene, easy access to brilliant people, and top universities—and the types of culture and entertainment that make it easy to attract and retain top talent.

What do you like the most about D.C.?

From our monuments and museums to our concert venues and professional sports teams to our robust business community and our incredible knack for innovation—D.C. has it all, and more.

What does your "perfect" day in the city include?

My day always starts off with a cup of coffee and the *Washington Post*. For breakfast, I really enjoy a great spot not far from where I live, called Highlands. They've also got amazing shrimp and grits, and fantastic waffles! If it's a weekday, one of my favorite things to do is visit a school. And when it's nice out, I'll go on a run or a walk-through Rock Creek Park. We have so many fantastic shopping corridors throughout the city now—places where local businesses are really able to thrive—so, I usually like to stop by a shop or two.



Discovery *never ends...*

The Catholic University of America welcomes students from around the globe to study with world-class faculty at the forefront of their fields.

Catholic University is a national research institution with 12 schools, over 120 academic programs, and 22 research facilities. The campus is nestled on 176 green acres just three miles from the nation's capital and is easily accessible by Metro. The city's monuments, theaters, restaurants, and parks become an extension of the classroom, and internships are available with the U.S. Congress, Smithsonian Institution, NASA, John F. Kennedy Center for the Performing Arts, the National Institutes of Health, and many others.

THE CATHOLIC
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OF AMERICA



discover.catholic.edu

The Catholic University of America
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Work

FROM GOVERNMENT AGENCIES AND LOBBYISTS TO TRADE GROUPS AND STARTUPS, METRO D.C. IS HIRING

Government jobs are an important part of the economic backbone of the metro D.C. area, accounting for more than 702,000 jobs. But other professional services in the predominately white-collar region are the number-one source for employment, totaling more than 752,000 jobs. Total employment in the region tops 3.2 million.

Four sites in the region are on the shortlist for Amazon's HQ2. As the Greater Washington Partnership notes, the region boasts a highly educated, diverse and talented workforce; world-class universities and federal research facilities; global connectedness through airports, ports, and embassies; strong digital infrastructure; and a unique position as home to the federal government.

Inova Health

One of the leading non-government employers in the D.C. metro area

is Inova Health System, which has 16,000 employees at six hospitals and other locations. Inova, based in Falls Church, Va., serves more than 2 million people a year. In addition to direct care, Inova is focused on disease prevention and wellness. One of Inova's most exciting initiatives is its Center for Personalized Health, which includes a 117-acre campus in northern Virginia's Fairfax County. More than 2,000 employees are expected to work on the campus by 2020.

"This is about an orientation change from just focusing on sickness, to focusing on how we keep healthy people healthy," says Todd Stottlemeyer, CEO of the Inova Center for Personalized Health. "How can we partner with patients throughout their lifetime to better predict and prevent disease in the first place, so that they can live longer lives with higher quality? That's certainly not the healthcare

system in the United States today. But it's what we're trying to drive toward here on this campus and, ultimately, throughout the healthcare system more broadly."

Volkswagen

Volkswagen Group of America Inc. relocated its North American headquarters to Herndon, Va. in 2017. The company is a subsidiary of the Volkswagen Group of Germany, which includes the five well-known brands of Audi, Bentley, Bugatti, Lamborghini, and Volkswagen. VW employs about 6,000 people in the U.S., and has a network of 1,000 dealers. It also has a manufacturing plant in Chattanooga, Tenn., that currently builds the all-new Passat sedan, and a new midsize sport utility vehicle, the Volkswagen Atlas. Looking ahead, the company is investing heavily in the development of a new generation of electric vehicles.

"We are preparing for the introduction of VW's first all-electric vehicle in 2020, an SUV previewed by the four-door, all-

3.3m

Total employment in metro D.C.



wheel drive I.D. Buzz concept,” says Hinrich Woebcken, CEO of the North American Region. “The I.D. Buzz, a modern take on VW’s iconic Microbus, is anticipated to appear in 2022.”

Rosetta Stone

Rosetta Stone, with headquarters in Arlington County, Va., and offices worldwide, specializes in technology-based learning and translation. The company’s language division uses cloud-based solutions to help all types of learners read, write, and speak more than 30 languages—from Swedish to Swahili. The company’s immersive style of language learning is designed to prepare students for real-world language success. Its literacy education division, founded more than 30 years ago, helps students build fundamental reading skills through

instruction and assessment programs.

“Many people know us for our iconic yellow-box, but 2018 marks the year we’re completing our transition from a CD to a Software-as-a-Service company,” says Matt Hulett, president of language at Rosetta Stone. “Mobile is another area we will continue to innovate in, to help people build persistent learning experiences that allow them to learn whenever they want, wherever they are.”

Nestlé

Nestlé USA, which recently opened its new U.S. headquarters in Rosslyn, Va., has 50,000 employees and 75 manufacturing plants in the United States. Nestlé is the world’s largest food and beverage company, with 2017 sales totaling \$27 billion, across a diverse group of products. Some of Nestlé’s well-

known brands include Stouffers, Blue Bottle Coffee, Perrier, and Häagen-Dazs.

“Many people know us as a confections company, through brands like Butterfinger and Crunch, but, in fact, we sold the candy business earlier this year, and it only made up about three percent of our U.S. sales,” says Lisa Gibby, the company’s vice president, corporate communications & community affairs. “The reality is that from Purina pet food to Perrier water, and from Chameleon Cold Brew Coffee to Lean Cuisine and Gerber baby food, Nestlé brands are in 97 percent of American households.”

Capital One

Capital One Financial Corp. is a bank holding company specializing in credit cards, auto loans, banking and savings products. The company, headquartered in McLean, Va., offers a broad array of financial products and services to consumers, small businesses and commercial clients in the U.S., Canada and the U.K. The Fortune 500 company has more than 49,000 employees, and total revenue in 2017 of \$27.2 billion.

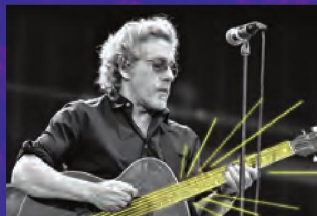
“We’re reimagining what it means to be a bank,” says Julie Elberfeld, the company’s senior vice president, shared technology. “Capital One last year built out the Center for Machine Learning, an in-house consultancy and center of excellence for machine learning product delivery, innovation, education, and partnership across the business. The center’s core objectives are piloting and delivering high-value, production-ready solutions and applications across our lines of business.” ■

#2

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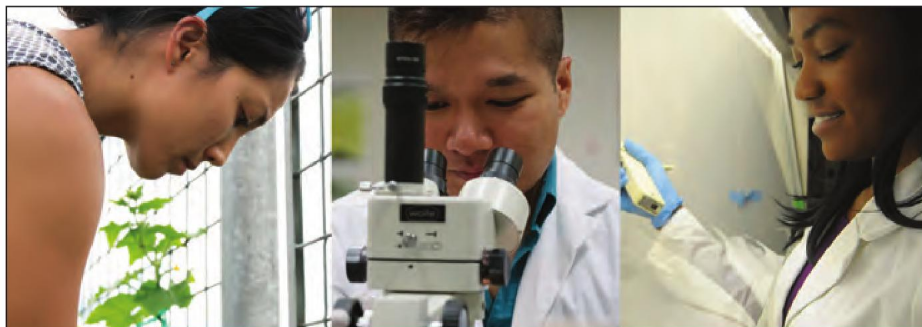
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Invest

**CRANES COMPETE WITH MONUMENTS
ON THE METRO D.C. SKYLINE AS THE
REGION'S BUILDING BOOM CONTINUES**

Metropolitan D.C. is in the midst of building boom as billions of dollars of investment pour into developments across the region.

“Washington used to be the kind of place where we wanted to make sure that we got our first things, like our first large, big box retailer,” says Brian Kenner, deputy mayor for economic development in D.C. “Now, the question that we have is how can we be the most inclusive, and ensure that new development occurs in those areas where it has not occurred.”

One of the developers working with the city to make that happen is JBG Smith Properties, a publicly traded real estate investment company that currently has nearly 18 million square feet of development in the pipeline. The company, based in Chevy Chase, Md., already has a portfolio that includes about 20 million square feet of office, retail, and residential space in the region, and has invested more than \$5 billion here over the past five years.

“JBG Smith has been active in the Washington, D.C. market for more than 50 years,” says W. Matthew Kelly, the company’s CEO. “By strategically mixing high-quality multifamily and commercial buildings with anchor, specialty, and neighborhood retail, along with thoughtfully planned public areas and walkable streets, we build places where people want to be.”

Another major project in the region, National Harbor, is celebrating its 10th anniversary this year. The mixed-use development is on the banks of the Potomac River, just south of the Woodrow Wilson Bridge in Prince George’s County, Md. The 350-acre property includes the Gaylord National Resort and Convention Center, Tanger Outlets, more than 30 restaurants, an MGM resort hotel and casino, and hundreds of residential and office units.

Developed by the Peterson Companies, National Harbor represents an investment of more than \$2.5 billion. It is a destination for more than 10 million visitors a year, who come for meetings, dining, and entertainment. “People can spend a whole



1792

The year the cornerstone was laid for the White House

day here,” says Jon Peterson, CEO of the Peterson Companies. “This is a full-service destination. We offer an array of different types of experiences, and the reality is there’s nothing else like it.”

One of the newest additions to National Harbor is MGM, which built a \$1.4-billion integrated casino resort complex on 23 acres overlooking the Potomac River. The MGM National Harbor is a 24-story, 308-room hotel, featuring a casino, high-end retail shops, a 3,000-seat theater, a spa, and a dozen restaurants.

“MGM diversifies what’s offered in the D.C. market,” says Christopher Gumiel, vice president of marketing and advertising at MGM National Harbor. “We also provide an escape for local tourism. We’re not just a destination for tourists, we are part of the larger ecosystem of D.C.”

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555

The height, in feet,
of the Washington
Monument obelisk

There also continues to be significant investment along the river in Alexandria, Va., including retail, residential, and green space. Two other sites in the city are part of northern Virginia's proposal for luring Amazon's HQ2 to the region: The Exchange at Potomac Yard and the Carlyle/Eisenhower Avenue project. Plans are also in the works for a new \$285 million Potomac Yard Metrorail station.

While large-scale development is on the horizon, it's the charm and authenticity of historic Alexandria that attracts many companies to the city. "You can be business that can come here and rent an historic townhouse that's been renovated into a cool loft space," says Stephanie Landrum, president of the Alexandria Economic Development Partnership. "What we have zeroed-in on over the past decade is figuring out who the types of businesses are that are looking for that type of space."

Further afield, a strip shopping mall in Maryland is in the middle of a billion-dollar metamorphosis. The old Mid-Pike Plaza has been transformed into the Pike & Rose, an upscale mixed-use development. Once completed, the project will include more than 3.4 million square feet of retail, office and residential space. The development, located near the D.C. Metro red line, is part of a transformation along Rockville Pike.

"Pike & Rose is the sweet spot of The

Pike District," says Don Wood, president of Federal Realty. "We have transformed a tired retail strip into a community that is engaged, connected and vibrant. This is a project designed to meet the needs of 21st century consumers. It's also a destination both for visitors and for people who live in the D.C. metro area."

The Marriott Marquis at D.C.'s convention center is another recent addition to the region's portfolio. The hotel is directly connected to the convention center, and features 1,175 rooms and 105,000 square-feet of event space. The \$520-million hotel project was completed in 2014.

"We have an underground concourse that connects the center into our hotel and our ballroom," says Dan Nadeau, general manager of the Marriott Marquis. "This is a tremendous logistical work of art for a meeting planner in the sense that they're able to move freely back and forth between the convention center and the hotel."

Another hotel company that has a large impact on Metro DC is Hilton. The company relocated its global headquarters to McLean, Va., in 2009, and now employs more than 7,800 people in the region.

"For nearly 100 years, we've paved the way in every aspect of hospitality," says Christopher Nassetta, CEO of Hilton. "That same innovative, entrepreneurial mindset is exactly what drives us today." ■



Play

WORLD-CLASS MUSEUMS, DINING, THEATER AND BALLET ARE ALL PART OF THE D.C. REGION'S ENTERTAINMENT SCENE

Washington D.C. is one of the most international cities in the world, including 175 embassies and international cultural centers.

About 24 million people visited D.C. last year, spending more than \$7 billion. Not surprisingly, the city is on *Travel & Leisure's* list of the "top 50" places in the world to visit. "We're the number-one city in America, with so many free attractions," says Elliott Ferguson, president of Destination DC. "In addition to the Smithsonian are all the monuments and memorials. There's added value for visitors not having to spend



money on all these things."

Smithsonian

The Smithsonian Institution is the world's largest museum, education, and research complex. It features 19 museums and the National Zoo, and includes a collection of more than 154 million objects, ranging from artwork to scientific specimens. The Smithsonian, which is partially supported by federal funding, has been free to the public since 1846. One of the Smithsonian's most recent milestones was the opening of the National Museum of African

American History and Culture.

"The Smithsonian not just a cluster of museums in Washington, it's a dynamic resource," says Linda St. Thomas, the organization's chief spokesperson. "You can take advantage of what the Smithsonian has to offer without visiting the city. We have traveling exhibits and a huge digital presence."

Wolf Trap

One of the premier entertainment venues in metro D.C. is Wolf Trap, located on 117 acres of national park land near Vienna, Va. Wolf Trap is the only national park dedicated to the performing arts. Since the first performance in 1971, world-renowned artists from every genre have performed on the Filene Center stage.

24m

Annual visitors to Washington, D.C.

Zero

Cost of admission to Smithsonian museums.

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“Catherine Filene Shouse conceived the park as the ‘People’s Park’—a cultural haven that offers something for everyone,” says Arvind Manocha, president of the Wolf Trap Foundation “Hearing your favorite artist, surrounded by loved ones, on warm summer nights in our beautiful National Park is a timeless experience.”

Kennedy Center

Another crown jewel among the region’s entertainment options is the John F. Kennedy Center for the Performing Arts. The center presents theater, dance, ballet, orchestral, chamber, jazz, pop, and folk music, as well as multi-media performances for all ages.

“We are the region’s performing arts center, but we also have a national and international mandate to welcome all of the arts to the center,” says Deborah Rutter, president of the Kennedy Center. “We take that mandate really seriously.”

National Theatre

One of the city’s most iconic venues is the National Theatre on Pennsylvania Avenue, just a block

from the White House. The theatre has hosted presidential inaugural balls, world premieres of landmark American musicals, and presidential command performances.

“The National Theatre is one of the country’s oldest continuously operating theatres,” says Steve Traxler, programming manager for the National Theatre Group. “It has long been one of the preeminent pre-Broadway venues in the country. The theatre itself feels like a Broadway house. Audiences coming through the door get a very true Broadway experience.”

Washington Ballet

Another popular entertainment option in D.C. is the Washington Ballet, one of the leading dance organizations in the U.S. The Washington Ballet’s focus is on both performances and teaching. Over its 73-year history, the ballet has featured works by choreographers from around the world.

“We are the ballet company of the nation’s capital, and that itself partially defines our organization,” says Julie Kent, the ballet’s artistic director. “Our aspiration is to present our art form in the nation’s

capital, in its highest possible form. We also have a commitment to really making a meaningful impact on the community through our school, which has 1,200 students.”

Fairfax County

Fairfax County, just across the Potomac River from D.C., has grown over the past four decades as the metro region has expanded. Today, the county is one of the leading tourist destinations in the state, featuring everything from historic Mount Vernon to the National Air and Space Museum’s Steven F. Udvar-Hazy Center. Now, the new National Museum of the U.S. Army is under construction at Fort Belvoir, Va., and scheduled to open in 2020.

“From the founding of our country to our ventures in space, it’s all right here,” says Barry Biggar, president of Visit Fairfax. “People can go from our founding president’s home, Mount Vernon, to the air and space museum.”

Mount Vernon

One of the most popular destinations in metro D.C. is Mount Vernon, once home to George Washington. The historic estate, which sits on nearly

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500 acres overlooking the Potomac River, attracts more than one million visitors a year. Here, they can explore Washington's mansion and the surrounding grounds, which include beautiful gardens, a slave memorial, and the first president's burial tomb. Mount Vernon is owned and maintained by the non-profit Mount Vernon Ladies' Association of the Union, which purchased and restored the Virginia property in the mid-19th Century.

"It's hard to go wrong with George Washington," says Rebecca Aloisi, vice president of marketing for Mount Vernon. "Many people feel a sense of peace, of patriotism, and of possibility when they come here to visit."

Alexandria

Historic Alexandria, once part of the District of Columbia, features more than 200 independent restaurants, and dozens of charming boutiques. The nationally designated historic district features a charming and walkable downtown. The city's riverfront is another popular spot for visitors, featuring street performers, music, and outdoor dining. Alexandria was named a top-10 "must-visit" U.S. destination by Smarter Travel in 2017.

162m

Number of objects in the Library of Congress collection

"What differentiates Alexandria is our historic sense of place," says Patricia Washington, president of Visit Alexandria. "We were George Washington's adopted hometown, with Mount Vernon just eight miles down south of us. But the scale of our historic district includes scores of beautifully preserved 18th and 19th-century architecture, cobblestone streets, and brick sidewalks. It's an extraordinary setting for restaurants and boutiques. It's a coming together of the old and the new in a very authentic and organic way."

Arlington

Arlington, Va., just across the Potomac River from D.C., provides a wide range of hotel and restaurant options, as well as destinations such as Arlington National Cemetery and the National Air and Space Museum's Udvar-Hazy Center. One of Arlington's new attractions is the Observation Deck at CEB, the highest public point in the Washington D.C. area.

Arlington National Cemetery is the final resting place for more than 400,000 active duty service members, veterans, and their families. It includes a welcome center, memorial amphitheater and the Tomb of the Unknowns.

1

The original phone number for the White House—in 1878.

The Arlington National Cemetery Memorial Arboretum covers 624 acres dotted with more than 8,600 native and exotic trees.

The National Air and Space Museum displays thousands of aviation and space artifacts, including a Lockheed SR-71 Blackbird, a Concorde, and the Discovery space shuttle. The center also features an IMAX Theater and the Donald D. Engen Observation Tower, which provides a 360-degree bird's-eye view of Washington Dulles International Airport, and the surrounding area.

"Our greatest advantage is our proximity to D.C., but our cost for visitors, in terms of hospitality, is much less," says Victor Hoskins, economic development director of Arlington County. "We're the number-one region for visitors in the state of Virginia. We have things here that aren't in D.C., such as the highest observation point in the region. We're the smallest county in the United States, but we pack a whole lot in."

Montgomery County

Montgomery County, northwest of Washington D.C., has an eclectic mix of arts and entertainment, museums, shopping, and dining. Quaint urban districts offer everything from one-of-a-kind boutiques to chef-owned, farm-to-table restaurants. The county also has 33,000 acres of parkland, and 90,000 acres of preserved agricultural farmland.

"Montgomery County is surprising to people because we have so much history, art, culture, and farming here," says Kelly Groff, president of Visit Montgomery, MD. "In the past, people thought of us as a bedroom community. Today, people come here and stay here, and also visit D.C. You can pick your own adventure, whether it's the Filmore and the American Film Institute in Silver Spring, or a visit to downtown Bethesda, which is where Marriott is building its new corporate headquarters." ■

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