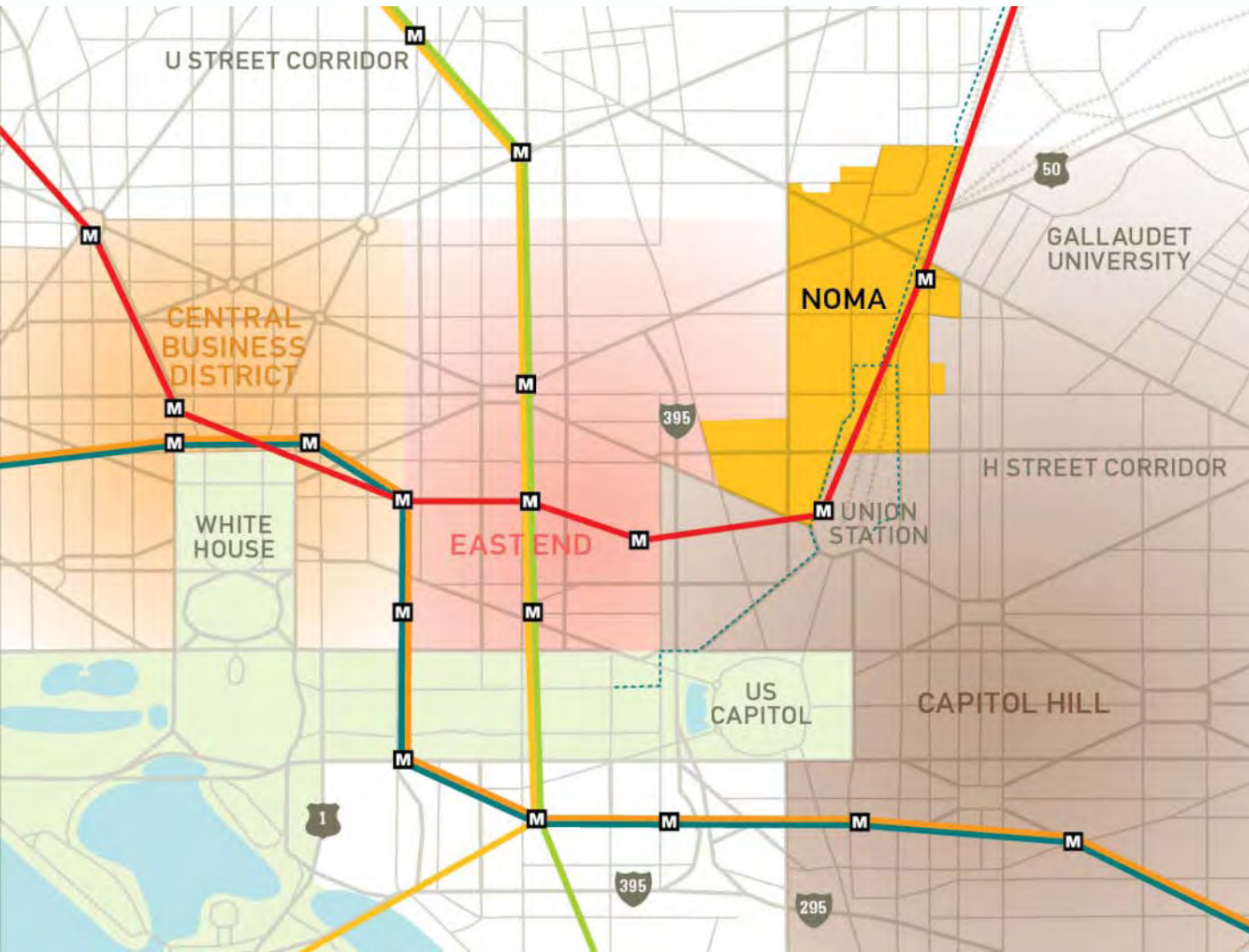


The logo features the word "NOMA" in a large, bold, white, sans-serif font, with the word "CONNECTED" in a smaller, all-caps, white, sans-serif font directly below it. The text is centered within a dark grey rectangular background. This rectangle is positioned over a larger graphic consisting of a solid orange square on the left and a solid light blue square on the right, which together form a shape resembling a right-angled corner or a stylized 'L'.

North of Massachusetts Avenue (“NoMa”) **NOMA**



History

NOMA



- “Swampoodle”(1800s)
- Union Station (1908)
- Beatles Concert (1964)

Union Station

NOMA

- 32 million visitors
- Multi-modal station
- 120 shops/restaurants



Existing Development (Pre-2005)

NOMA

6 Million SF Commercial

- Kaiser Permanente
- CareFirst
- CNN
- GPO
- FERC



New York Avenue Metro

- Opened in 2004
- \$120 M public/private investment
- 7,400 + daily ridership
- Fastest growing ridership in DC



Key Investment Drivers

NOMA

- Large land tracts
- Proximity to Capitol Hill
- Public transit/highway
- C-3-C zoning; by right
- TDRs
- Rental rates

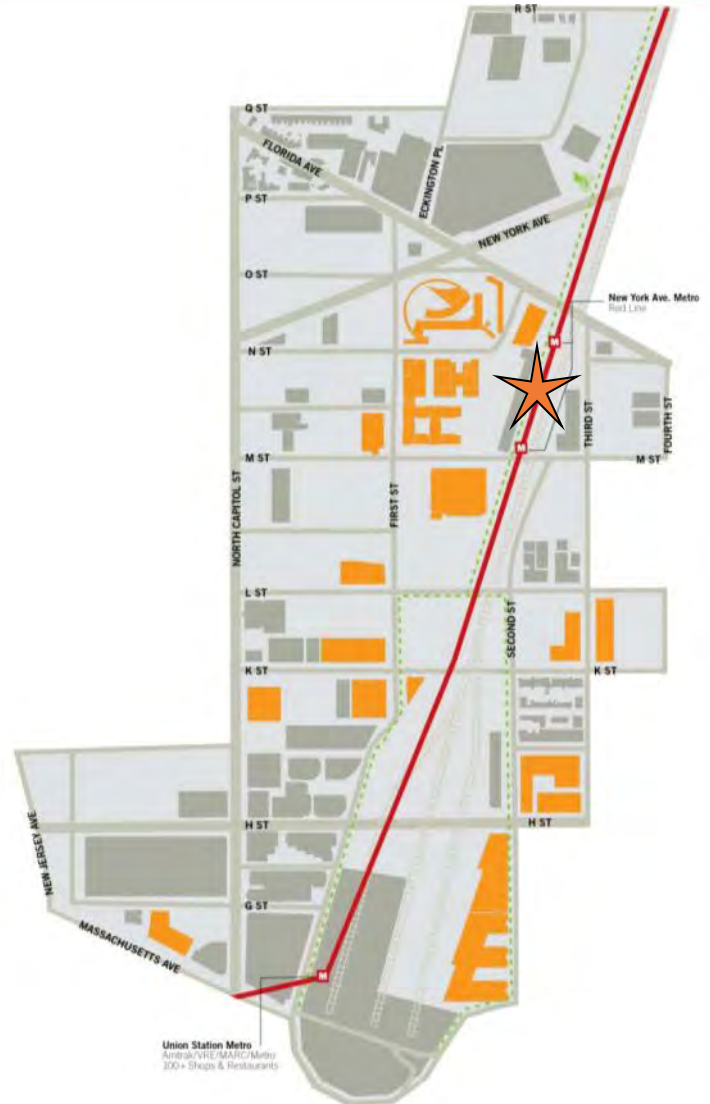


Recent Development (2005 – 2010)

\$3 Billion Private Investment

8 Million Square Feet Mixed Use

- 6 million SF Office
- 200,000 SF Retail
- 1,700 Housing Units
- 400 Hotel Rooms



2007

NOMA



2011

NOMA



Leasing Activity

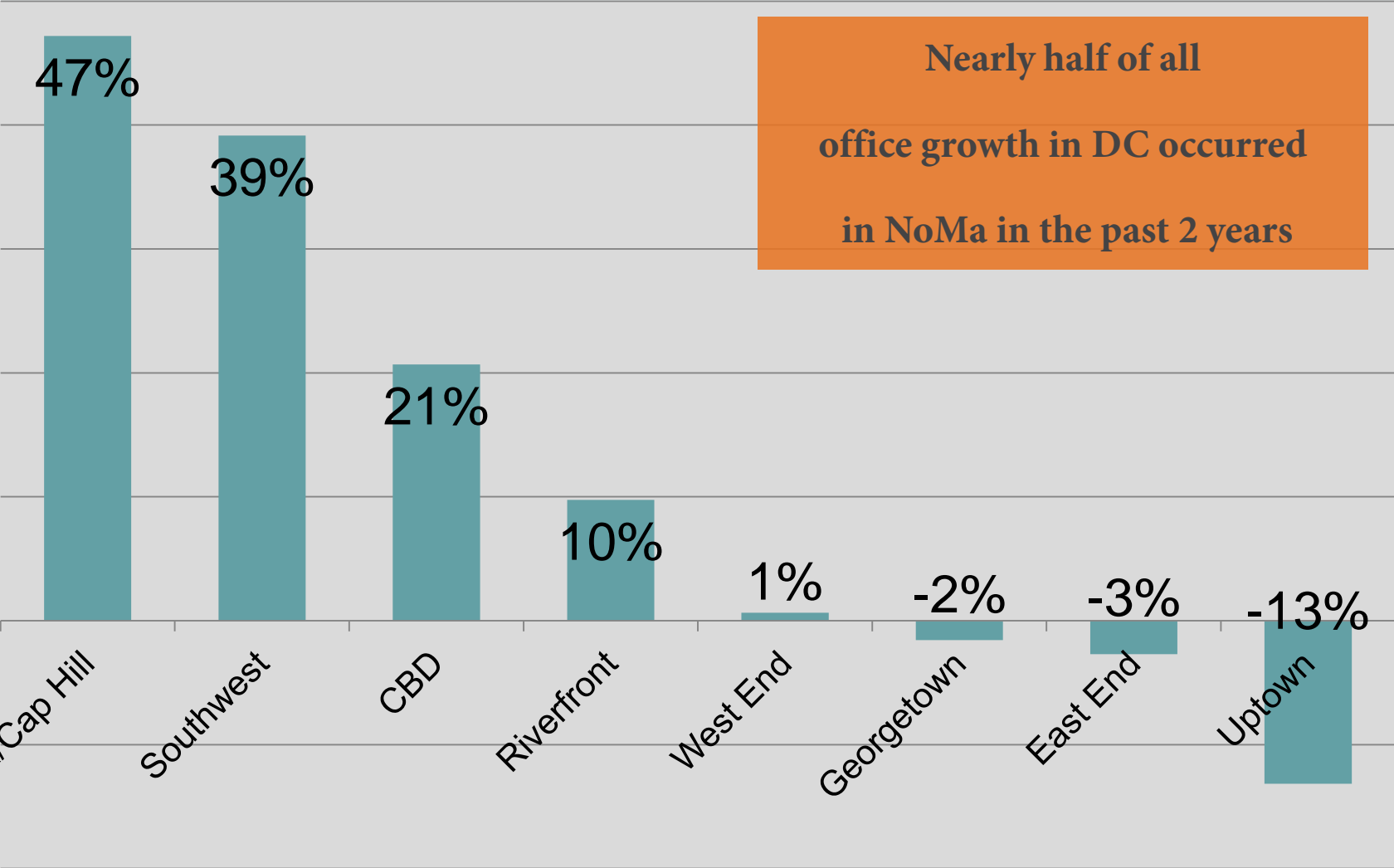
3 million SF in 3 years

- Mathematica
- IRS
- NPR
- Department of Justice
- CQ – Roll Call
- Community College of DC
- GSA Headquarters
- Kaiser Permanente



Office Net Absorption in DC 2009-2010

NO MA



Hotels

- Courtyard by Marriott
- Hilton Garden Inn
- 400+ total units

Residential

- 1,400 units delivered
- 1,500 under construction



Retail

NOMA

17 new restaurants/cafes in 3 years

- Harris Teeter
- TD Bank
- CVS
- Roti Mediterranean Grill
- Chef Todd Gray's Watershed
- Potbelly
- The Perfect Pita



NoMa – DC's Newest Neighborhood

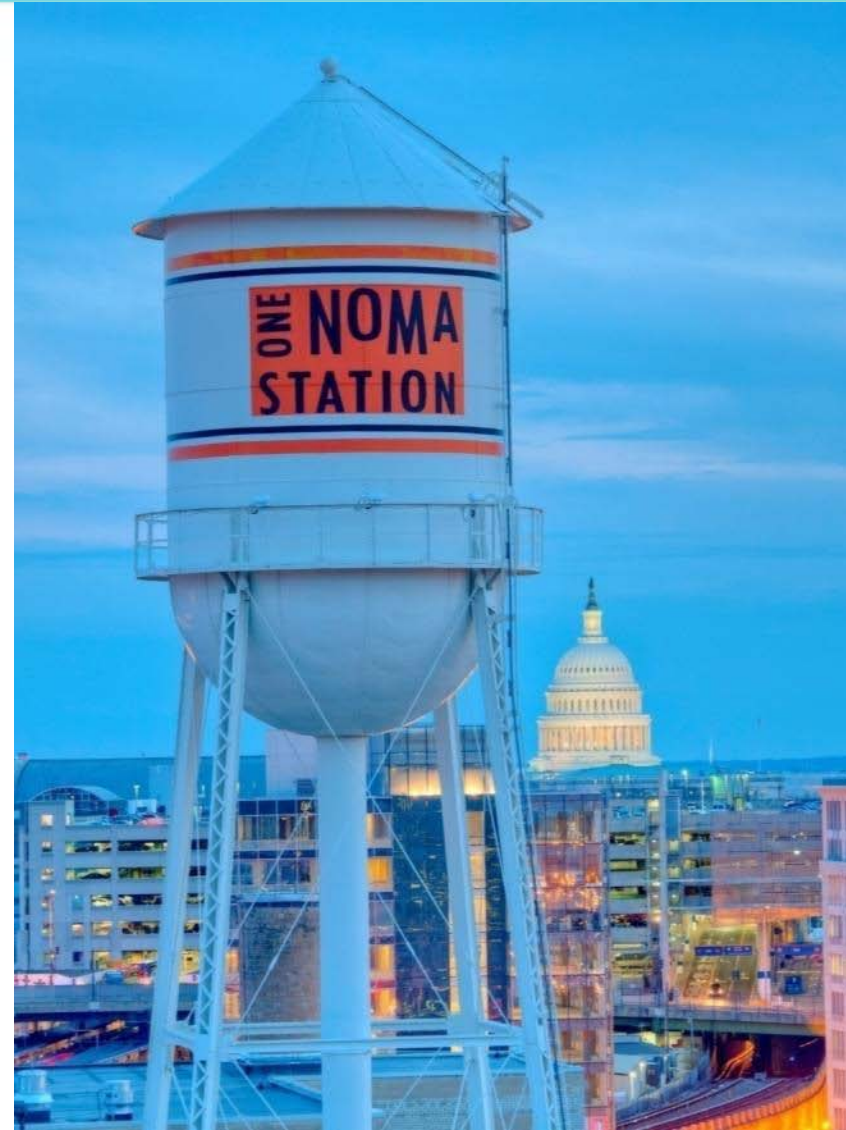
NOMA

At Full Build-Out:

26 million SF planned

- 14 million SF office
- 10,000 residential units
- 1,300 hotel rooms
- 1 million SF of retail

\$9 billion private investment



DC's Next Engine for Economic Growth

NOMA

- \$6 billion in net new tax revenues over 20 years
- 41,000 permanent jobs
- 28,000 construction jobs
- 12,000 new residents

Source: Robert Charles Lesser and Company/Green Door Advisors,
February 2008



Future Development Plans

NOMA

16 million SF Mixed Use

- 8 million SF Office
- 800,000 SF Retail
- 7,800 Housing Units
- 900 Hotel Rooms



Clean & Beautiful

NOMA



Ambassadors

NOMA

- Hospitality Team
- 7:30 a.m. to 11 p.m.
- Metro escorts available



Urban Planning/Economic Development

NOMA

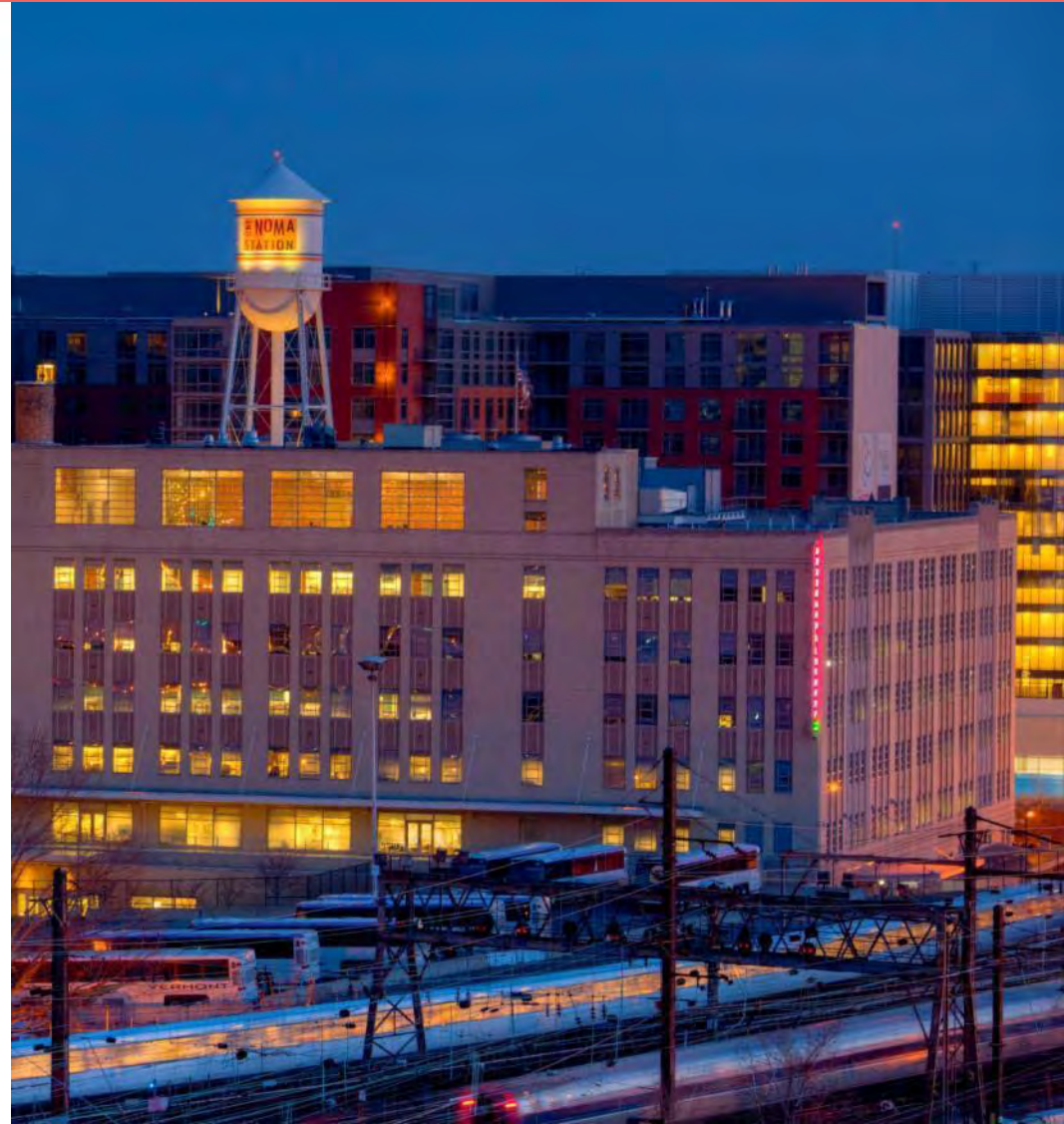
- Public/Private sector liaison
- Infrastructure coordination
- Leasing incentives
- Research
- Parks Strategy
- Culture/Arts Initiatives



Public Investment Priorities

NOMA

- First Street/WASA
- Parks
- Cultural Amenities
- Northwest One



Biking in NoMa

NOmA

- Metropolitan Branch Trail
- Bikestation
- Capital Bikeshare
- ZestFest Pop-Up Bike Shop



Events

NoMA



- NoMa Summer Screen
- Rhythm in NoMa

NoMa Farmers Market

NOMA

- Wednesdays through Oct. 26
- 3-7 pm
- 1200 First Street, NE (across from Harris Teeter)
- Meat, bread, cheese, prepared items, produce, orchard, & more

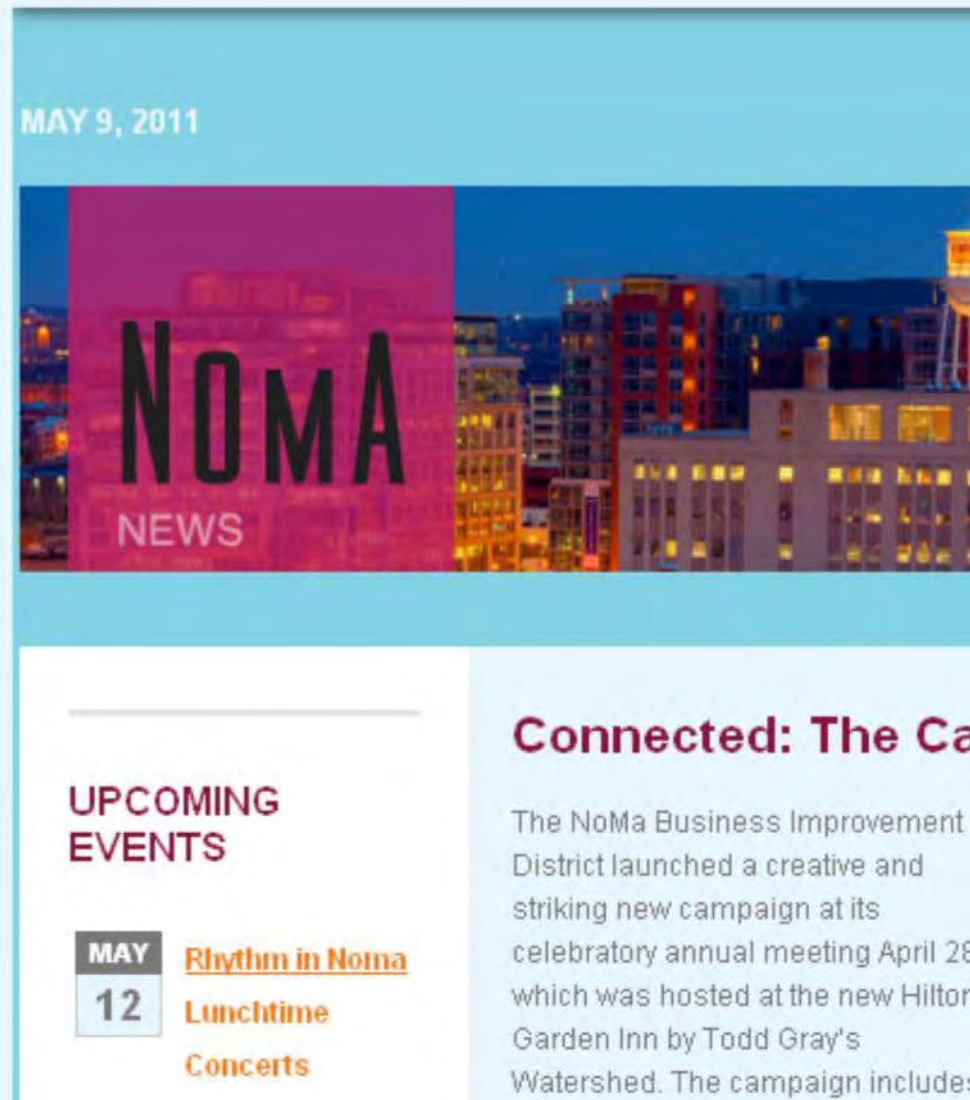


- Bi-monthly newsletter
- Walking Tours
- Retail openings/specials
- Neighborhood events



@NoMaBID

facebook.com/nomabid





Rachel Davis

Director, Marketing & Events

202-289-0111

rdavis@nomabid.org

@NoMaBID

www.facebook.com/nomabid