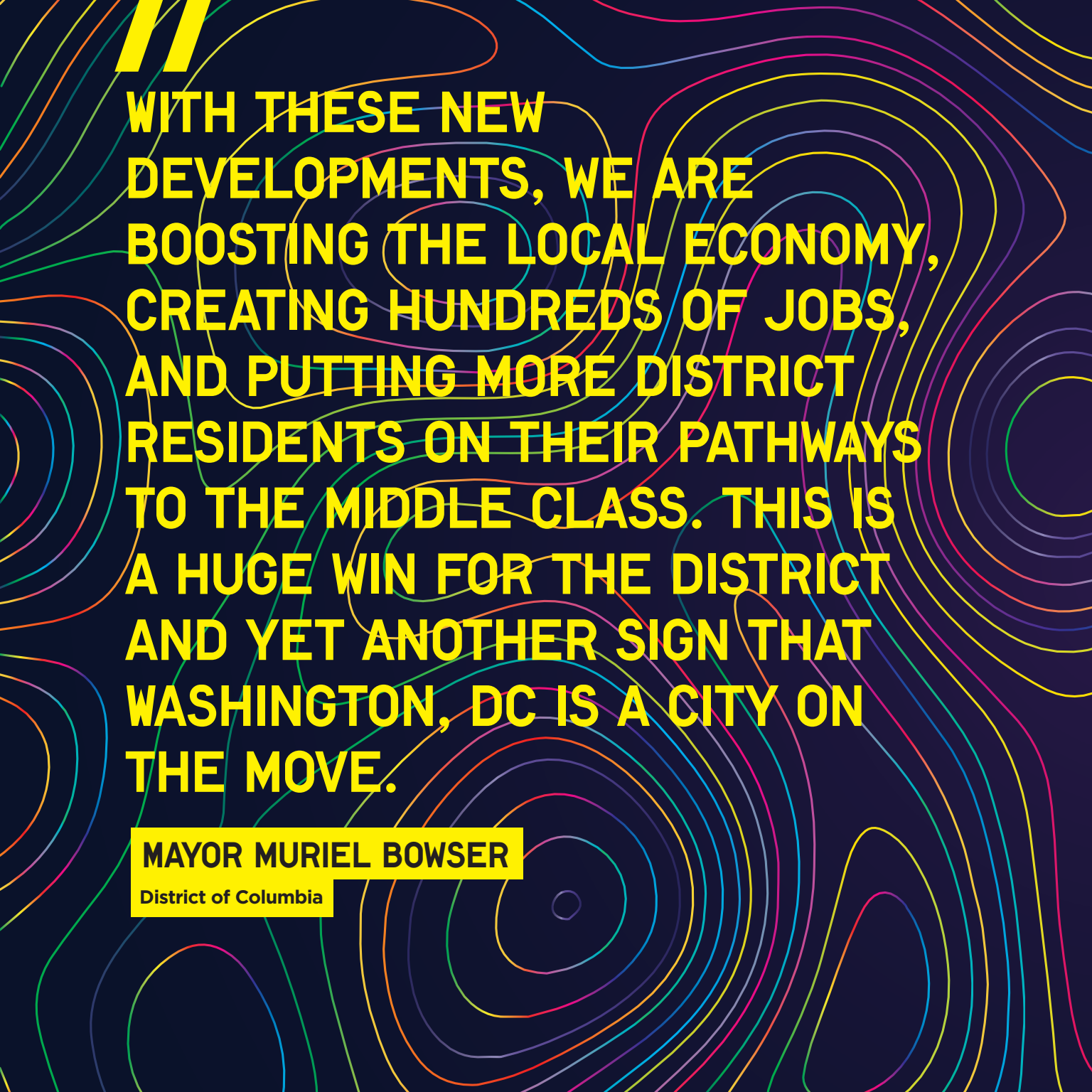


2016 AND 2017

BI-ANNUAL REPORT

THINK /TOMMO RROW

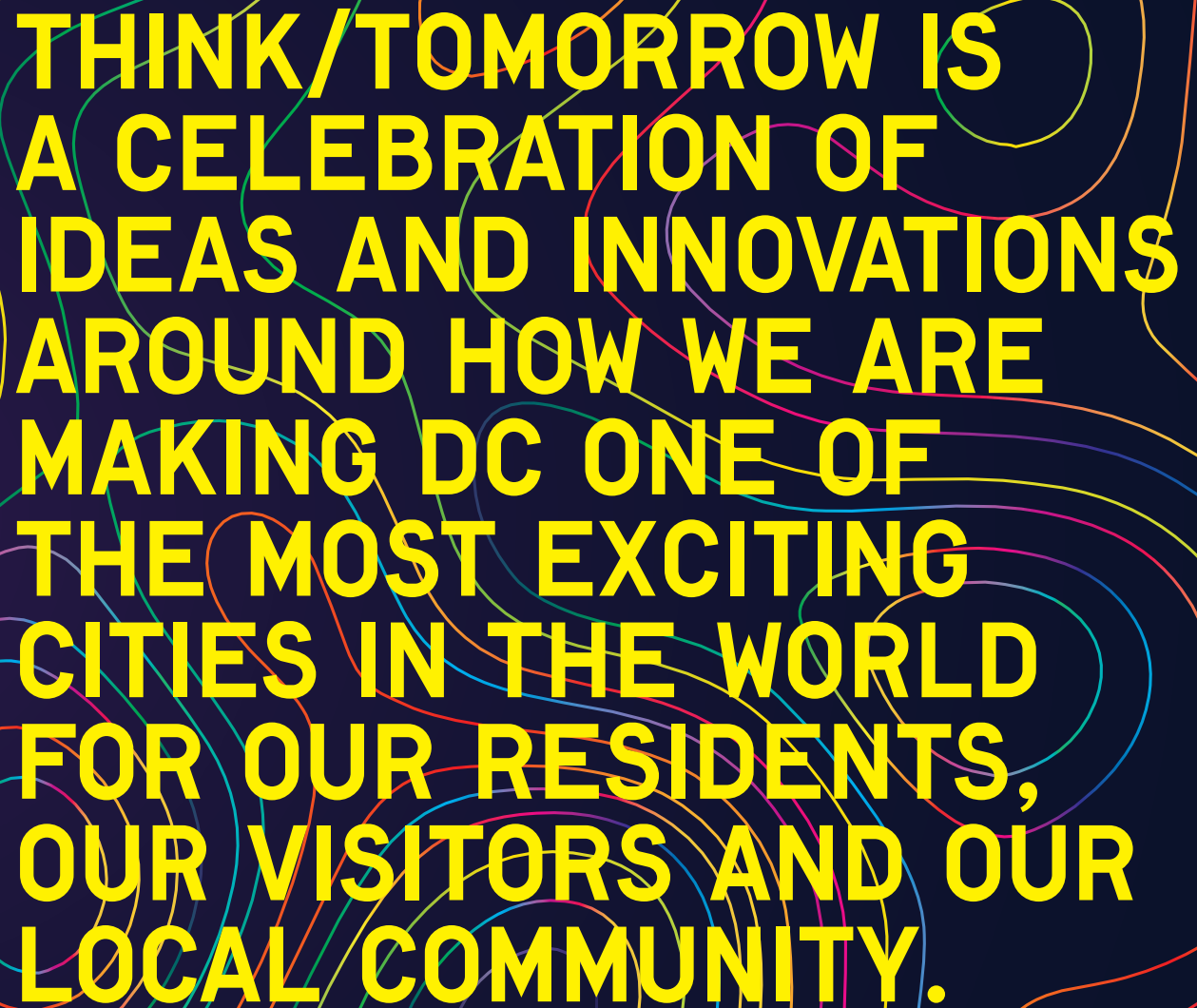
events
DC



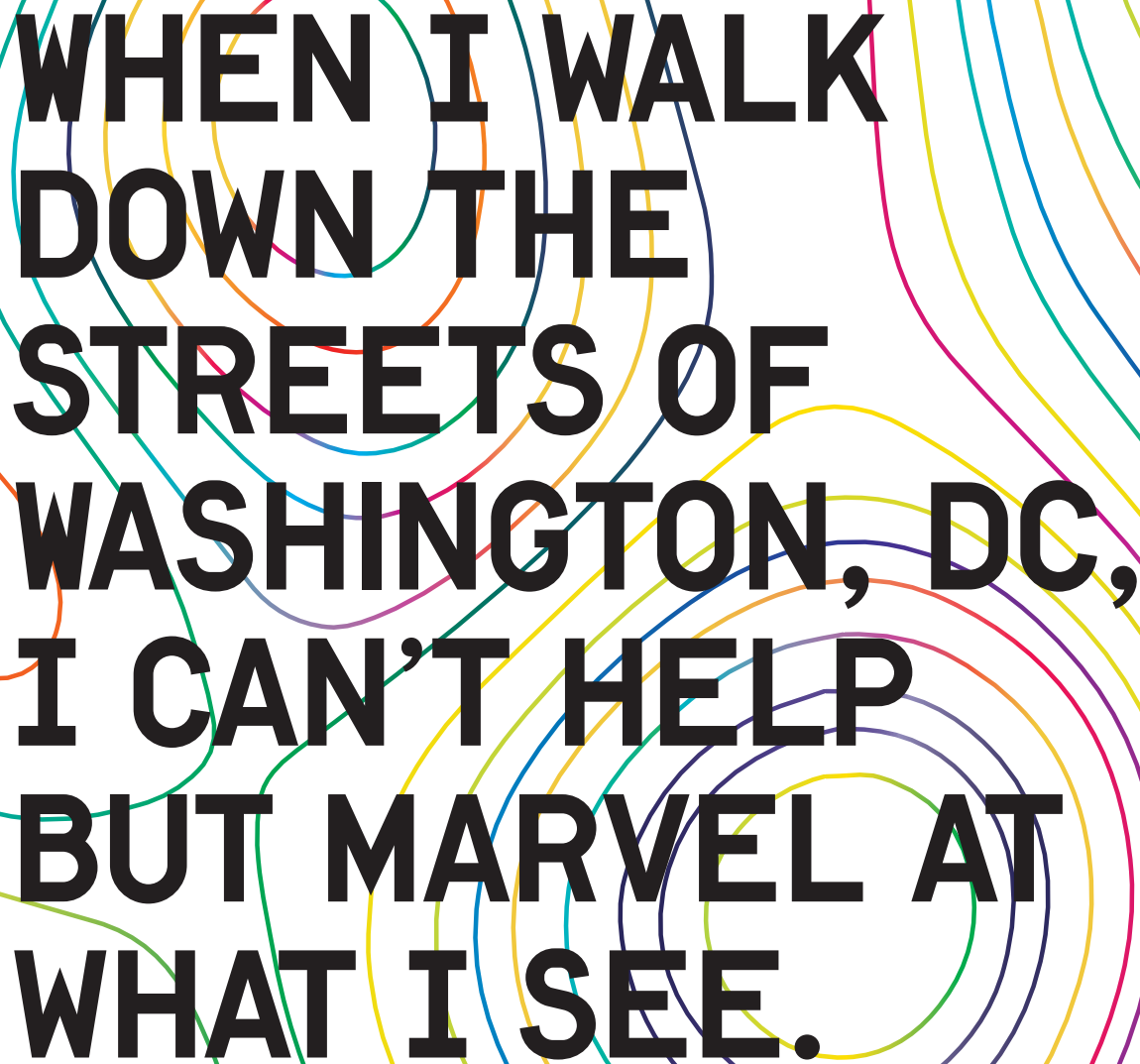
WITH THESE NEW DEVELOPMENTS, WE ARE BOOSTING THE LOCAL ECONOMY, CREATING HUNDREDS OF JOBS, AND PUTTING MORE DISTRICT RESIDENTS ON THEIR PATHWAYS TO THE MIDDLE CLASS. THIS IS A HUGE WIN FOR THE DISTRICT AND YET ANOTHER SIGN THAT WASHINGTON, DC IS A CITY ON THE MOVE.

MAYOR MURIEL BOWSER

District of Columbia



**THINK/TOMORROW IS
A CELEBRATION OF
IDEAS AND INNOVATIONS
AROUND HOW WE ARE
MAKING DC ONE OF
THE MOST EXCITING
CITIES IN THE WORLD
FOR OUR RESIDENTS,
OUR VISITORS AND OUR
LOCAL COMMUNITY.**

The background of the image is white with a pattern of colorful, wavy, concentric lines in shades of blue, green, yellow, orange, and purple. The lines are irregular and flow across the page, creating a dynamic, abstract pattern.

**WHEN I WALK
DOWN THE
STREETS OF
WASHINGTON, DC,
I CAN'T HELP
BUT MARVEL AT
WHAT I SEE.**

MAX BROWN

Chairman
Events DC Board of Directors

When I walk down the streets of Washington DC, I can't help but marvel at what I see: new construction, restaurants, retailers and residents – plus new opportunities for the city to stand out among other global competitors.

This momentum is contagious – and we are very excited about it at Events DC. We have been working closely with Mayor Bowser and our partners, talking to the community and laying the foundation for innovative projects that will benefit everyone.

Among the projects in our portfolio is the long-awaited redevelopment of the Robert F. Kennedy Memorial Stadium Campus. We are working closely with residents and stakeholders to ensure that the “future RFK” can be enjoyed by everyone. Plans will be unveiled later in 2018, so stay tuned!

I am especially thrilled to watch the Entertainment and Sports Arena (ESA) come to life. Located in Congress Heights, the ESA is poised to become a centerpiece of the neighborhood; the project will provide jobs, shopping and dining options, as well as a place for friends and family to gather. Like the RFK redevelopment effort, resident

feedback and involvement have been integral to the ESA's success. We look forward to working with the community on programming, events and other opportunities in the years ahead.

Many thanks to our Board of Directors, President and Chief Executive Officer Greg O'Dell, the Events DC executive team and our staff and service partners for their tireless work and enthusiasm about our shared future.

It is my honor and pleasure to serve as Chairman during this extraordinary time in the Nation's Capital.



Max Brown, Chairman
Events DC Board of Directors
@EventsDCChair



At Events DC it is our goal to remain laser-focused on ensuring that we are making the right investments not only in our venues and assets – but for the future of our great city. These investments act as a catalyst for growth that will not only attract new visitors and residents to DC, but will also include innovative technology, new destinations within the city and job opportunities. These areas of growth don't happen on their own, but are often spurred by the aid of city action thanks to the leadership of Mayor Bowser and our dedicated District officials and the Board of Directors for Events DC.

Looking ahead into 2018, there is much on our horizon and Events DC will continue to play a core role in making the nation's capital one of the most buzzed about and electrifying places for both residents and visitors alike. In summing up 2016, we hosted, produced and supported more than 320 events, welcoming more than 1.8 million people. And through our events we created an estimated \$415M+ in visitor spending for DC. Fiscal Year 2017 was another banner year, with 22 citywide meetings coming to Washington, DC and a projected direct spending of more than \$600M for the city.

Acting as a catalyst for the community, we will continue to engage our neighborhoods and its residents across the District as we

move forward with the Entertainment and Sports Arena project in Ward 8 with continued design evolutions and a topping off ceremony in 2018 – while simultaneously focusing our efforts on unveiling short-term programming for the 190-acre RFK Stadium-Armory Campus redevelopment project.

I am proud of what we have accomplished and what we continue to achieve with our partners and staff who work tirelessly to roll out the red carpet for our guests across the city. Through all of our efforts, we remain proud to serve as the District's official convention and sports authority and look forward to creating even more unforgettable experiences in 2018 and further positioning Washington, DC on a global stage.



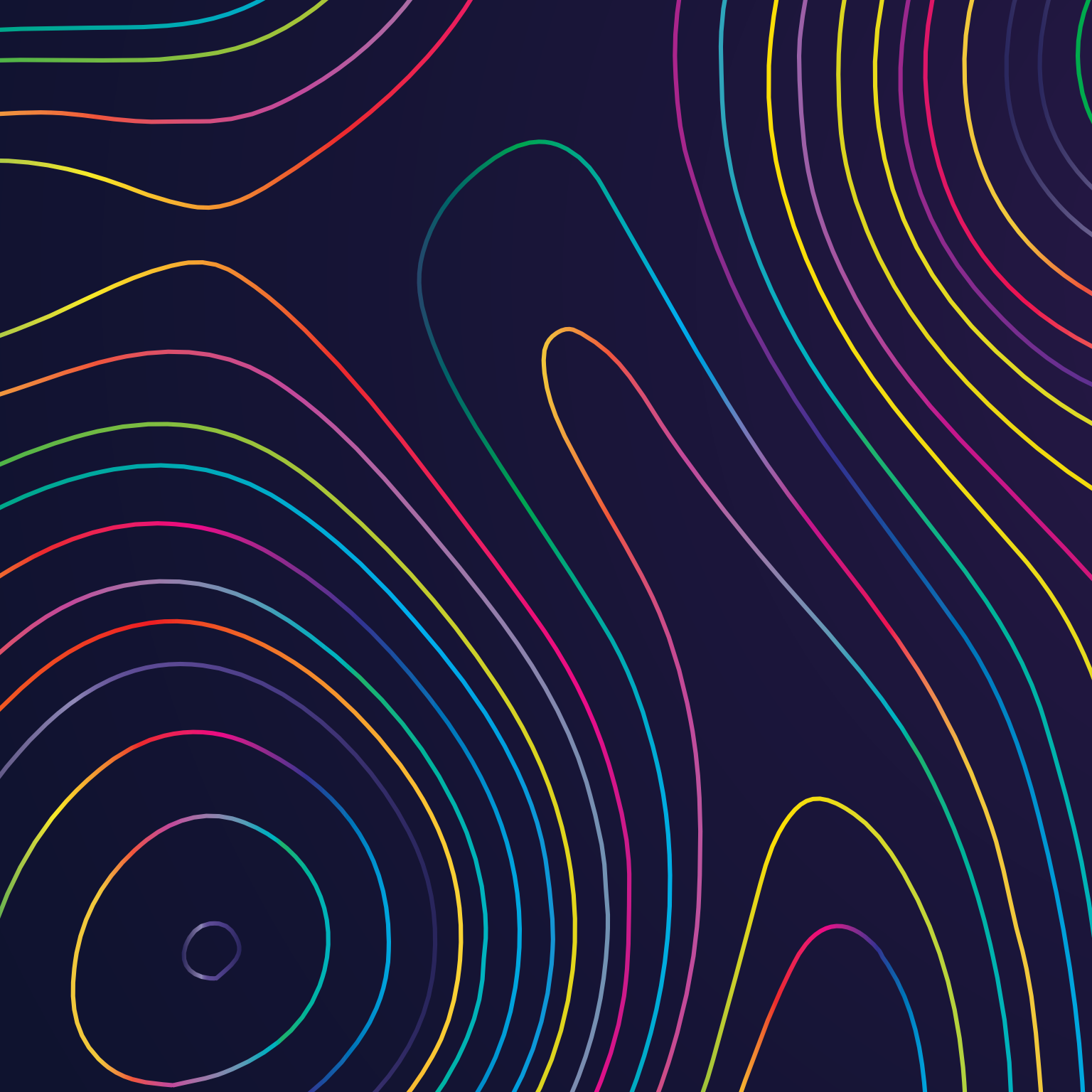
Gregory A. O'Dell
President and Chief Executive Officer
@EventsDCPrez



//
**...EVENTS DC WILL
CONTINUE TO PLAY
A CORE ROLE
IN MAKING THE
NATION'S CAPITAL
ONE OF THE MOST
BUZZED ABOUT...**

GREG O'DELL

President & Chief Executive Officer
Events DC



THINK/ TOMORROW

On behalf of the District of Columbia, Events DC has been redefining conventions, sports, entertainment, and cultural events. We look for fresh, innovative ways to transform these events into memorable experiences. We embrace and draw inspiration from the city's diversity. We welcome new audiences from within and beyond our community. With new spaces, new experiences and new partnerships, our eye is always on the next step. Join us in celebrating Washington, DC, its exciting growth and the endless opportunities ahead.



With back-to-back years come back-to-back thinking. When you see this icon, turn the page to get the details on the back.

THINK/ SPACE

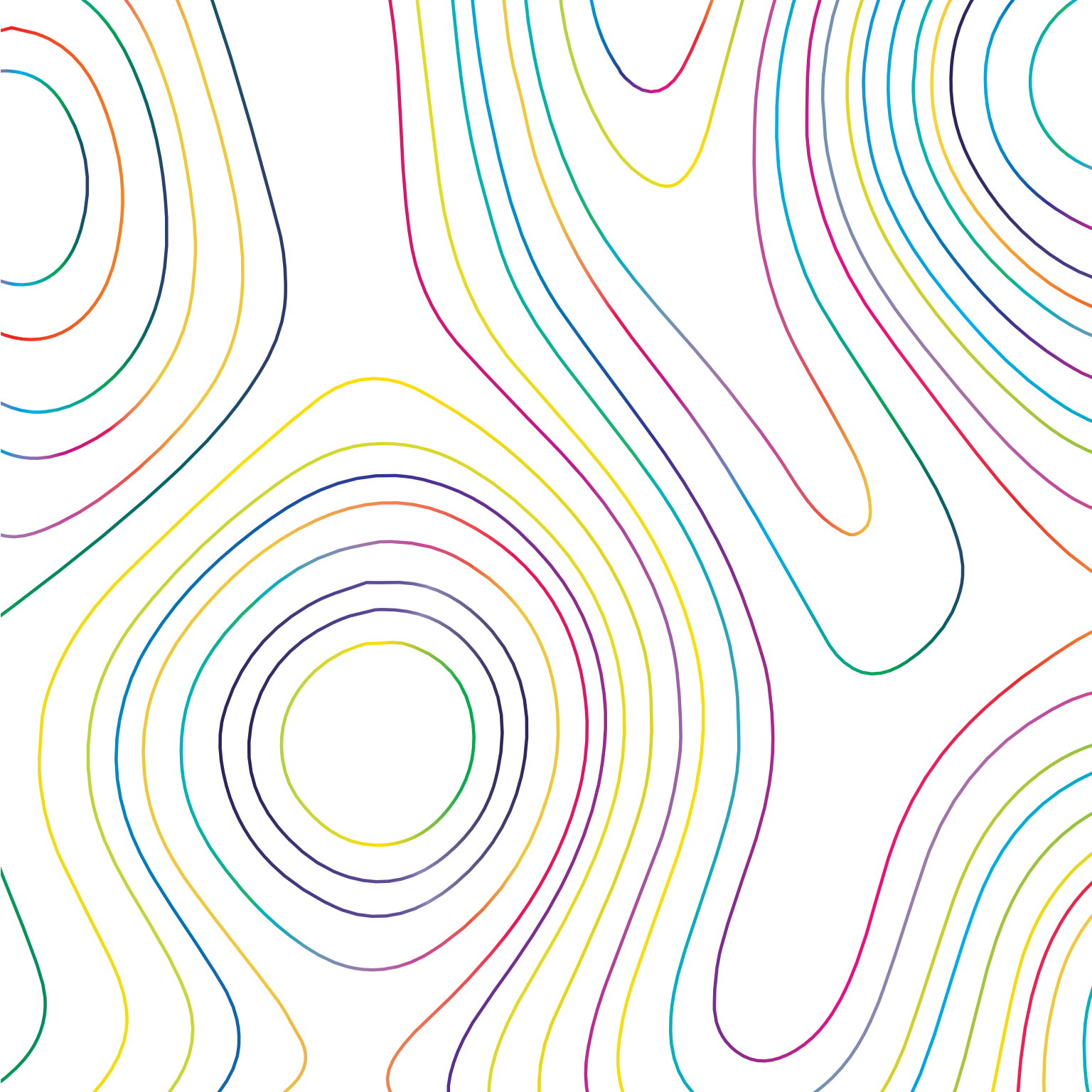
New and re-imagined venues in the Events DC portfolio mean one thing: more unique experiences for our community of residents and visitors.

THINK/ EXPERIENCE

Bring on the fun, the original, the once-in-a-lifetime experience! Events DC venues play host to new ideas that have a positive community impact.

THINK/ COMMUNITY

Our local community is vital to Washington, DC today - and tomorrow. Events DC venues and events are woven into the city's fabric.



THINK/ SPACE

New and re-imagined venues in the Events DC portfolio mean one thing: more unique experiences for our community of residents and visitors.



OUR DEVELOPMENT PROJECTS – LIKE THE ENTERTAINMENT & SPORTS ARENA AND THE RFK CAMPUS – ALLOW EVENTS DC TO HELP POSITION WASHINGTON, DC FOR ITS FUTURE AND REPURPOSE AREAS FOR ECONOMIC GROWTH AND PROSPERITY.”

MIMSY LINDNER

Member Operations Committee

Member Sports and Entertainment Committee

RFK Campus future rendering
Credit: OMA-Robota





RFK REMIX



Three multi-purpose recreation and community playing fields



A Market Hall that offers a mix of concessions, prepared foods and fresh groceries



Sports and Recreation Complex will include: A diverse line up of activities from rock climbing, to go-carting, swimming & indoor track field



Three pedestrian bridges that will connect the main site to Kingman and Heritage Islands



A memorial to Robert F. Kennedy, to be built as a living legacy



events

DC



ENGAGED TO INNOVATE

In 2017, Events DC launched a grassroots campaign called “Asphalt to Action” to increase awareness and support of RFK redevelopment project. The hashtag #RFKREADY fueled the reach, allowing Events DC to capture the attention of city residents beyond the surrounding neighborhoods of the campus.

RFK Campus future rendering
Credit: OMA-Robota





PASSION FOR POSSIBILITIES

Over the last two years, Events DC has participated in a series of stakeholder and community engagement sessions that focused on the future of the 190-acre campus surrounding the historic RFK Stadium, Festival Grounds, Skate Park and DC Armory.

THE NEW ENTERTAINMENT AND SPORTS ARENA IS A GREAT CATALYST IN THE REDEVELOPMENT OF THE ST. ELIZABETHS EAST CAMPUS AND ADVANCES THE MAYOR'S GOALS TO EXPAND PROSPERITY BY BRINGING JOBS, ENTERTAINMENT, AFFORDABLE HOUSING, AND MORE TO EVERY CORNER OF OUR CITY."

BRIAN KENNER

Deputy Mayor Planning and Economic Development, District of Columbia



Entertainment & Sports Arena rendering
Credit: ROSSETTI | Marshall Moya



NEW SPACE FOR GROWTH

Located on the St. Elizabeths East Campus, the multi-purpose Entertainment & Sports Arena will serve as the home court for the WNBA's Washington Mystics, NBA's G-league team and house a state-of-the-art training facility for NBA's Washington Wizards and bring new food, retail and entertainment options to the Ward 8 community.



events
DC



SMOKIN' NEW RETAIL

SMOKED & STACKED

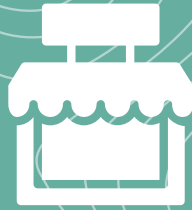
Top Chef finalist Marjorie Meek-Bradley opened Smoked & Stacked in the fall of 2016. The modern sandwich shop was one of the first retailers to open their doors in the street-level retail space around the Walter E. Washington Convention Center.

NOT ONLY DOES THE CONVENTION CENTER'S RETAIL STRATEGY STAY TRUE TO THE MISSION OF ACTIVATING OUR ASSETS FOR THE CITY - AND DEMONSTRATES EVENTS DC'S COMMITMENT TO CONNECTING TO THE FABRIC OF ITS NEIGHBORHOODS AND MAKING THE CITY A BETTER PLACE TO LIVE, WORK AND VISIT."

CHERRIE DOGGETT

Member Development and Strategic Initiatives Committee

Member Finance Committee



MADE FOR SHAW

CUTTIN' UP BARBERSHOP,
COMPOSITION ID, URBAN
ATHLETIC CLUB

Both new and established local businesses moved into the Convention Center's retail space in 2016 & 2017. Events DC welcomed Composition ID, Urban Athletic Club, and Cuttin' Up Barbershop, which has been a fixture in Shaw for 20 years.

Apple Meets Carnegie
New flagship store comes to DC





RETHINKING A CLASSIC

APPLE PARTNERSHIP AT CARNEGIE
LIBRARY AT MT. VERNON SQUARE

Events DC and Apple Inc. have partnered together to transform the historic Carnegie Library into a global flagship store.



Walter E. Washington Convention Center

- Opened 2003
- 703k total sq. feet
- 77 meeting rooms
- \$4M art collection
- Metro accessible
- Heart of downtown DC
- Name changed 2007



Carnegie Library at Mt. Vernon Square

- Opened 1903
- 75k sq. feet of event space
- Nine ornate rooms
- Reopened for events 2012
- Dedicated by Theodore Roosevelt and Andrew Carnegie
- Metro accessible
- Heart of downtown DC



RFK Stadium

- Opened 1961
- 45,423 capacity
- 19,647 MLS capacity
- Natural grass playing field
- Modern amenities and club rooms
- Parking for 10,000 cars
- Metro accessible
- Renamed RFK Stadium 1969



DC Armory

- Opened 1941
- 70k sq. feet of space
- 10k seating for sports and theater
- 4.5k seating for cabaret/formal
- Modernized amenities
- Parking for 10,000 cars
- Metro accessible



Skate Park at RFK Stadium

- Opened 2011
- 15,000 sq. feet
- Open year round (dawn to dusk)
- Inspired by DC's Freedom Plaza
- Metro accessible



RFK Festival Grounds

- 110 acres
- Includes 10 parking lots
- 1.7 mile race track
- Open-air grounds for large-scale festivals and concerts
- Parking for 10,000 cars
- Metro accessible



Nationals Park

- Opened 2008
- Seating capacity: 41,546
- First major stadium to receive U.S. LEED Certification
- Natural playing grass
- Metro accessible
- Recipient of the U.S. Green Building Council's "Silver Status"



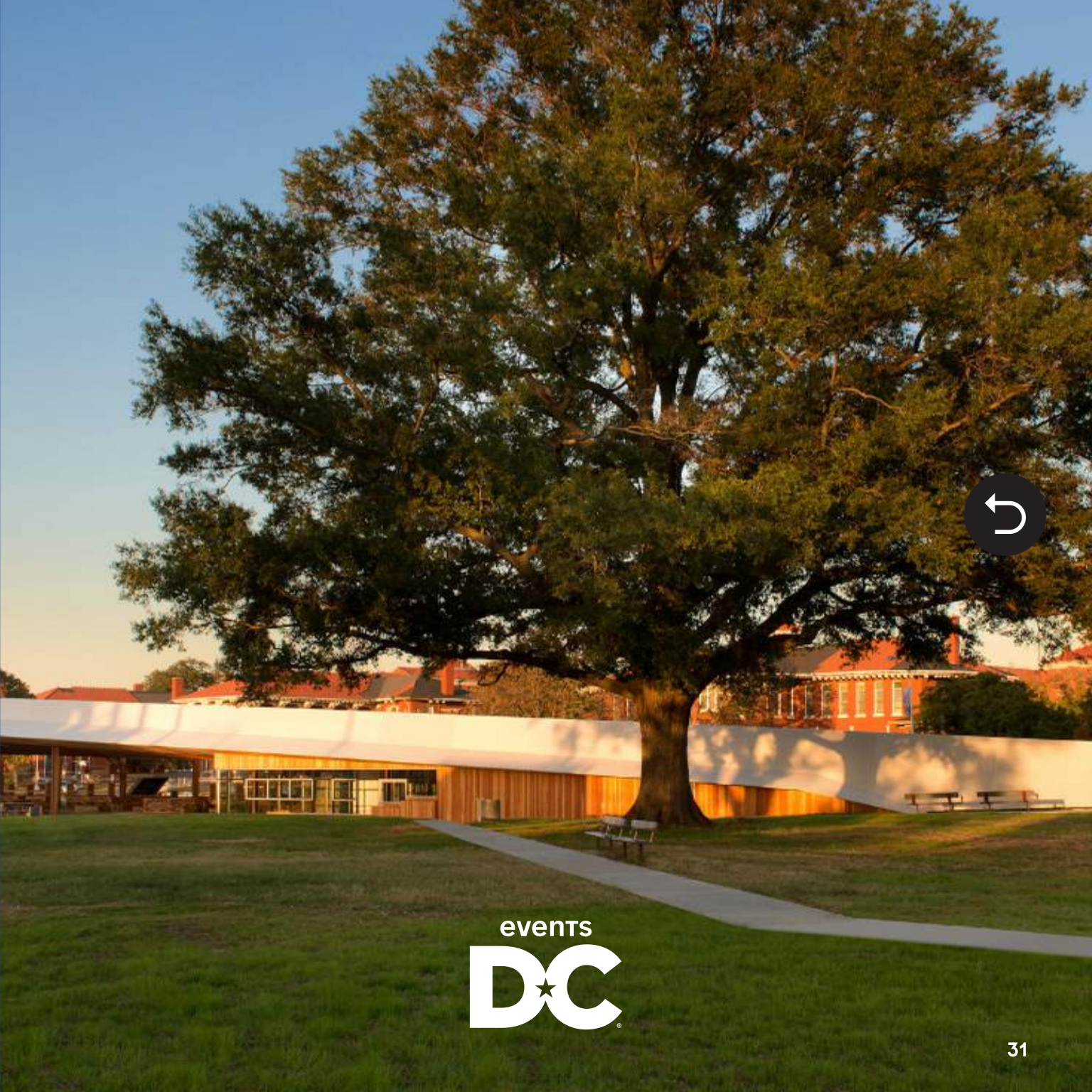
Gateway DC

- 40,400 sq. feet
- Open-air/covered pavilion
- 10,000+ capacity
- Test kitchen
- Indoor café
- Metro accessible
- Parking available



PLACEMAKING FOR THE PEOPLE

As our city continues to grow and attract world-class entertainment, the demand for multi-purpose venues and experiences across DC will also increase. It is our goal to capture these opportunities.




events
DC



A NEW CATALYST FOR GROWTH

Events DC was proud to add Gateway DC to its mix of iconic and versatile venues across the city. It provides us with one more opportunity to deliver unforgettable event experiences. Gateway DC will act as a catalyst of growth for DC's communities east of the Anacostia River, complement the future Entertainment & Sports Arena and ultimately enhance the diversity of Events DC's portfolio.



BY CREATING DEMAND FOR WASHINGTON,
DC AND MAKING STRATEGIC INVESTMENTS,
EVENTS DC'S EFFORTS CONTINUE TO HELP
POWER ECONOMIC GROWTH WHILE AT THE
SAME TIME MAKING PRUDENT USE OF
EVENTS DC'S RESOURCES."

JEFFREY DEWITT

Chief Financial Officer. District of Columbia
Chairman Finance Committee

THINK/ EXPERIENCE

Bring on the fun, the original, the once-in-a-lifetime experience! Events DC venues play host to new ideas that have a positive impact on the city, its residents & visitors.



events

DC

SOUTH BUILDING
Bathrooms
Elevators
Expo Hall
Food & Beverage
Information
Lobby
Office
Retail & Merchandise
Security
Stairs





GOT WI-FI?

Events DC introduced free high-speed public Wi-Fi access across the Convention Center's entire 2.3 million square feet of space.

EATING
VEGETABLES
LIKE GOLD
#BCFEST2016

TREATING
VEGETABLES
LIKE GOLD



events
DC



300+ EVENTS PER YEAR

Events DC produced more than 320+ events in 2016 and another 300+ in 2017. We are committed to producing and hosting the freshest and most engaging events at our venues & across the city.

THERE'S A GREAT DEAL OF EXCITEMENT OVER THE DISTRICT'S VIBRANT HOSPITALITY AND RESTAURANT SCENE AND IT REMAINS A CORE GOAL OF EVENTS DC AND ITS INCREDIBLE TEAM TO KEEP THAT BUZZ AND PROSPERITY GOING AS BOTH INDUSTRIES ARE A KEY PART OF WHAT MAKES OUR CITY A WORLD-CLASS DESTINATION."

JAY HADDOCK ORTIZ

Chairman Operations Committee
Member Finance Committee

events

DC



MADE FOR THE MASSES

Events DC and our partners helped to welcome more than 2 million visitors to the District - to dine, entertain and sleep.

HBO BOXING

TELEARTS

EVENTS
DC

GOLDEN
BOY

Carmelite

TR
TOP RANK



events

DC



KNOCKOUT NUMBERS

The events that come to the city generate more than \$390 million in spending throughout the District each year.

BEST NEW RESTAURANTS

2016



NEW YORK

ATLANTA

PITTSBURG

PROVIDENCE

SHEV

events

DC



THE (MICHELIN) STARS ALIGN

In the fall of 2016, Washington, DC was named the Restaurant City of the Year by Bon Appétit and also received its first Michelin Guide.

THROUGH THE POWER OF PARTNERSHIPS
ACROSS THE HOSPITALITY INDUSTRY,
WASHINGTON, DC HAS BECOME A WORLD-
CLASS DESTINATION, WITH EVEN MORE
MOMENTUM BUILT FOR OUR FUTURE.”

SOLOMON KEENE

President Hotel Association of Washington, DC
Member Operations Committee



events
DC



REST OF THE WORLD, MEET DC

From first-class restaurants to world-renowned attractions and numerous entertainment options, it's no wonder that Washington, DC was named the Best City to Visit (Lonely Planet).



events
DC



COME WALK A MILE (OR TWO) IN OUR SHOES

Recognized for our diverse patchwork of walkable neighborhoods, it is easy for residents to run errands and visitors to see the sites - all without stepping foot in a car.



events
DC



DC TAKES SXSW BY STORM

In 2016 & 2017, Events DC joined the large DC delegation to introduce the world to the city, neighborhoods and people we know and love. We brought home-grown talent, local musicians, artists, chefs and tech gurus to the WeDC house.



events
DC



WEDC BRINGS THE HOUSE DOWN

In 2017, SXSW was packed with activations and events. Members of the DC delegation participated in panels, presented an esports tournament, hosted a media dinner with DC top chefs and greeted an endless stream of people at the WeDC house.



ROCKET LEAGUE



events

DC

events

DC

#WeDC

"SirhCez"
Chris Entelso



events
DC

Guest
Player

Guest
Player

"Dino"
Tina Olson



events
DC

events

DC

events
DC



#WeDC

events

DC

events

DC

events
DC



Guest
Player



ESPORTS GETS ELEVATED

At the WeDC House, we launched our new esports initiative with a panel: “When esports win, cities win!” We also hosted our first-ever esports tournament, a Rocket League community showcase, featuring players from NRG Esports and Team Liquid.



events
DC



HEADLINERS MAKE HEADLINES

The 2017 WeDC Music Showcase featured major headliners and local (DC) musicians. The show marked the 20th anniversary of Wu-Tang Clan's *Forever* album and brought along DC's own Thievery Corp, Magic Giant, DC DJs and famed DJ Lo Down Loretta Brown (Erykah Badu) to help attendees celebrate, WeDC style.



events
DC

#SXSL



events
DC



POWER BREAKFAST

Invited by The White House to participate in the first-ever South by South Lawn (SXSL), Events DC organized and produced the opening breakfast interview with famed architects James Turrell and David Adjaye and the closing party with Talib Kweli, Grammy-nominated artist Young Guru and comedian Hannibal Buress.



events
DC



BLOSSOMING INTO BLAST

We produced DC's largest Japanese-inspired dance party with our partner The National Cherry Blossom Festival. Cherry Blast is one of the festival's signature events, and we helped expand its reach by taking over downtown DC and hosting it at the Carnegie Library.



events
DC



EMBASSY CHEFS GET THEIR CHALLENGE ON

Embassy Chef Challenge, a partner event with Cultural Tourism DC, gives attendees the opportunity to sample extraordinary cuisine from around the world. 2016 winners were the Philippines and Barbados, and 2017 winners were Morocco and Haiti.



events

DC



A STRONG SHOWING OF OLYMPIC SPIRIT

One month before the 2016 Summer Olympics, Events DC hosted an interactive sports event at CityCenterDC. Attendees watched pole vaulting, power lifting, wrestling, boxing, fencing and Paralympic basketball.



at&t
NATION'S FOOTBALL CLASSIC
TRADITION • UNITY • RESPECT
NATION'SFOOTBALLCLASSIC.COM
DC'S
E
ION

SHADOW LEAGUE
Diversity in SPORTS FORUM
events DC
SHADOW LEAGUE
events DC

RESERVED

events
DC



SPORTS TALK CELEBRATING DIVERSITY

The Diversity in Sports Forum helped connect job seekers with sports industry employers seeking diversity in their talent ranks. The event included industry leaders like the Baltimore Ravens and Under Armour.



events
DC



OSCARS FOR DC FOOD LOVERS

The annual RAMMY Awards Gala honors local restaurants that are making revolutionary strides in the industry. In both 2016 and 2017, Events DC, in partnership with The Restaurant Association of Metropolitan Washington (RAMW), packed the house with the District's top chefs, restaurateurs and foodies who celebrated, danced and dined their way through the night.



events
DC



A BIG NET GAIN FOR DC

For more than a decade, the Walter E. Washington Convention Center has hosted the now city-wide Asics Capitol Hill Volleyball Classic. Players from 824 teams competed and over 30,000 spectators filled the Convention Center to cheer on family and friends. This event has created an impact of more than \$20 million in revenue for the District per year.

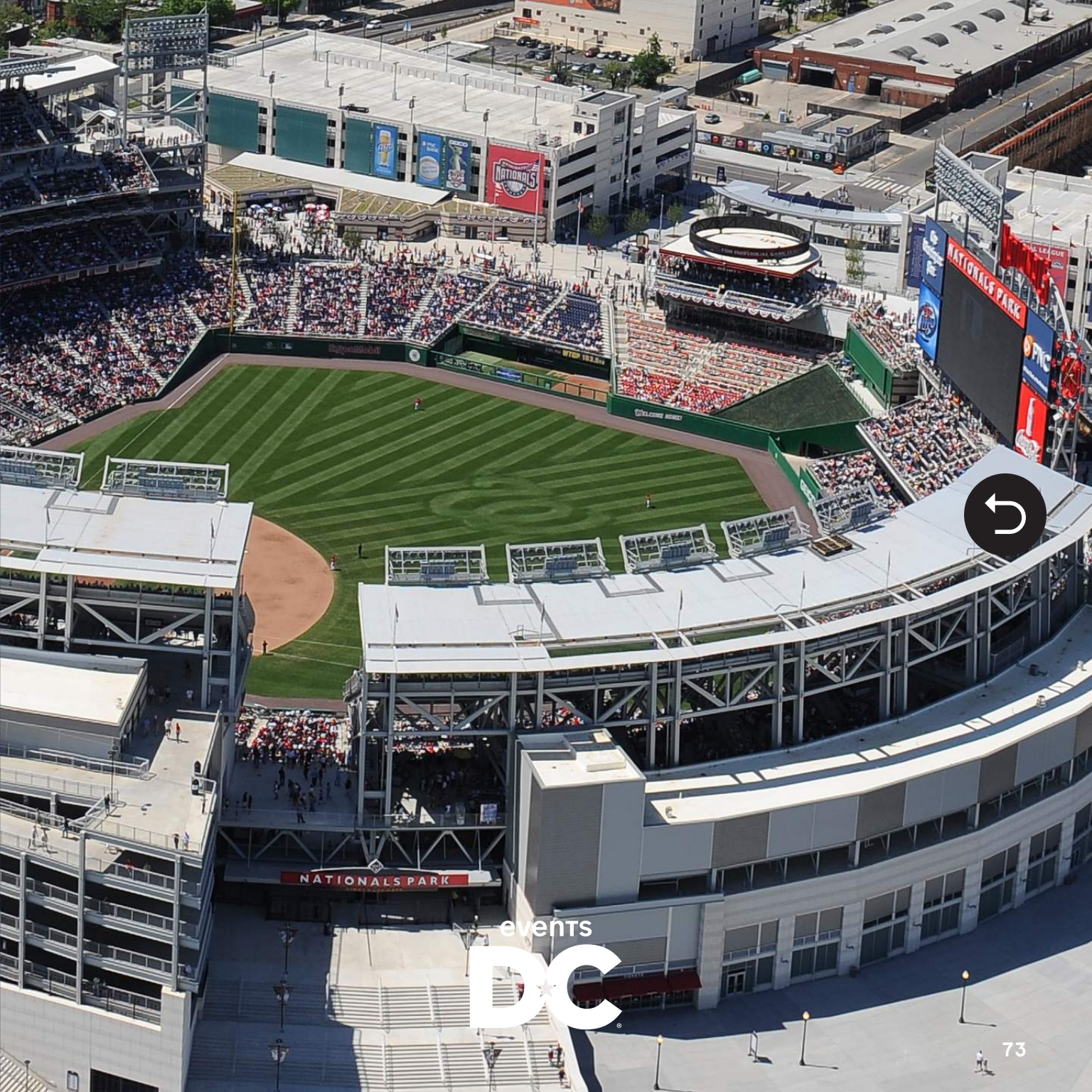


events
DC



DC ONCE AGAIN TAKES THE POLE POSITION

After a 20-year absence, 600 horsepower cars returned for two days tearing around a custom track at RFK Festival Grounds during the Red Bull Global Rallycross. A cross between rally and supercross, world champions, crossover legends and others battled it out in high-octane races for a crowd of eager fans.



NATIONALS PARK

events
DC



ALL-STAR GAME. ALL-STAR CITY.

The highly-anticipated 2018 MLB All-Star Game will draw approximately 60,000 residents and visitors, generate an estimated \$60 million of economic impact and include activities at venues across the city. Being selected to host one of the most prestigious American sports events is a true testament to the passionate sports fans in our nation's capital.

ESPORTS IS THE NEW FRONTIER – AND AS A CITY, EVENTS DC HAS BEEN AT THE FOREFRONT OF THIS EMERGING INDUSTRY. AS CITIES COMPETE TO GET TOURISTS AND VISITORS, EVENTS DC’S ESPORTS INITIATIVE WILL POSITION WASHINGTON, DC WITH A PATHWAY TO ATTRACT NOT ONLY NEW EVENTS – BUT THE OPPORTUNITY TO GENERATE HEIGHTENED TOURISM AND ECONOMIC ACTIVITY.”

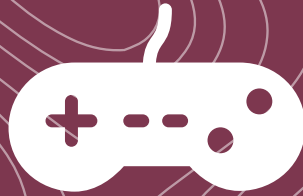
ALAN BUBES

Co-Chairman Sports and Entertainment Committee

Member Development and Strategic Initiatives Committee



events
DC

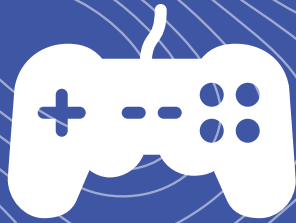


DC GETS ITS ESPORTS GAME ON

Events DC is poised to position the District as the capital of esports. In 2017, we announced that Washington, DC was the first city to sponsor an esports team: NRG Esports. This innovative initiative will help brand DC as an esports market and attract future visitors, residents, tournaments and new revenue.



events
DC



POSITIONED FOR A PLACE IN GAMING HISTORY

In 2017, Events DC saturated the esports market with visibility of more than 368 million media impressions; a reach of 9.8 million on social media channels and 59,000 viewers on Twitch (live streaming platform). We hosted seven youth-related events in partnership with the local Boys and Girls Clubs and creative marketing activations with NRG, including a Rocket League Community Showcase Tournament.



ANY OTHER BU... TO CONTIN...
L

events
DC





REDEFINING THE EVENT EXPERIENCE

Events DC is taking event engagement to the next level with the unveiling of fully immersive virtual reality experiences across our three lines of business. Check us out and take a virtual bike ride across DC!



events
DC



ANIME LIFE MEETS DC



Otakon, the Japanese and East Asian anime and culture convention, was back in DC after 20 years in Baltimore



Welcomed more than 23,000 attendees



Generated an estimated \$25 million for the city

Best of DC



Canapes in the Garden

Yannis Apfrosad
Lard's Applejack, Don Ciccio & Figs Prochietto, Gastaneda, Chass, Bubbles
Nick Perrelli, Iron Gate
Chigga Best with Smoked Gouda, Baccarini, Royal Trumpet Mushrooms
Austin Faustett, Proof
Kunshihon
Katsuya Fukushima, Bantam King, Daikaya, and Halkan
Agnolotti of Artichokes in Bergjoulé
Ryan Halimo, Brescia
Crispy Chickpea Tofu, Spiced Yogurt, Sumac Onions
Rob Rubba, Hazel

On the Menu

(Each Course Served With Wine Pairing)
"Rocky Balboa", Onsen Egg, Uni, Ikura, Tobiko in Seasoned Dashi
Japanese Flower
Katsuya Fukushima, Bantam King, Daikaya, and Halkan
Foie Gras Parfait, Popped Corn Brioche - Cherry - Preserved Truffle
Cava Reserva Especial Rosé 2014
Tatiana
Chilean Sea Bass, Burnt Eggplant Purée, Potato Gress, Fennel, Endive, Yellow Pepper Coulis
Domaine du pas Saint-James Blanc "Jurassique" 2014
Fennel Leaf, Black Lime, Ume Boshi
Smoked Beef Short Rib, Turnips, Perilla Leaf, Black Lime, Ume Boshi
Blaufränkisch Classic 2015, Mittelburgenland, Austria
Rob Rubba, Hazel





DC CHEFS GET BIG APPLE KUDOS

A perfect recipe for success: In partnership with RAMW, Events DC celebrated DC award-winning chefs at the iconic James Beard House in NYC in front of a national media audience.

ite A Dino
kshop

Saturday
9:00 to 10:00 AM

Monday
10:00 AM
to 5:00

ALL



Relax &
Recharge Zone

USA SCIENCE
ENGINEERING



LEONARD MATHIN

500



National Science Foundation

on Your, er, Wrist!

Music is the Sound of Physics

Redefining Chemical Logic

Little

events
DC



THE NEW MAGNET FOR BIG MEETINGS

2017 was a record-breaking year for Events DC. A whopping 22 citywides were held in Washington, DC, with a projected direct spending of more than \$600 million.

PASS COFFEE

CLASSICS	SELECT	COFFEE AND TEA
ESPRESSO	HAZELNUT LATTE	ESPRESSO
CAFFÈ LATTE	BUTTERBREAD LATTE	CAFFÈ LATTE
MACCHIATO	ROSEMARY GINGERBREAD LATTE	MACCHIATO
FRAPPE	PISTACHIO MACCHIATO	FRAPPE
BLISS BLOOM	APPLE CIDER	BLISS BLOOM
TRIPLE CHOCOLATE	HOT CHOCOLATE	TRIPLE CHOCOLATE
HAZELNUT GATEAU	HAZELNUT GATEAU	HAZELNUT GATEAU
CHOCOLATE GATEAU	CHOCOLATE GATEAU	CHOCOLATE GATEAU



events
DC



DC'S CUP RUNNETH OVER

Made In DC's Compass Coffee is now the official coffee shop of the Convention Center. We cut the ribbon in January 2017 and are thrilled to watch owners (and DC residents) Michael Haft and Harrison Suarez continue to grow their business.



events
DC



POWERED BY PARTNERSHIPS



Events DC works closely with our valued partnerships to power the city's travel, hospitality and tourism industry. We are proud to continue to support long-standing partners, including Destination DC, Cultural Tourism DC and the DC Chamber of Commerce.



events

DC



FUELED BY THE FANTASTIC



By partnering with the National Cherry Blossom Festival, Restaurant Association of Metropolitan Washington and Greater Washington Hispanic Chamber of Commerce, we can do more, reach more people and achieve greater economic impact for the city.

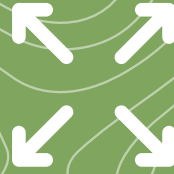
NTS DC



MARRIOTT MA
WASHINGTON



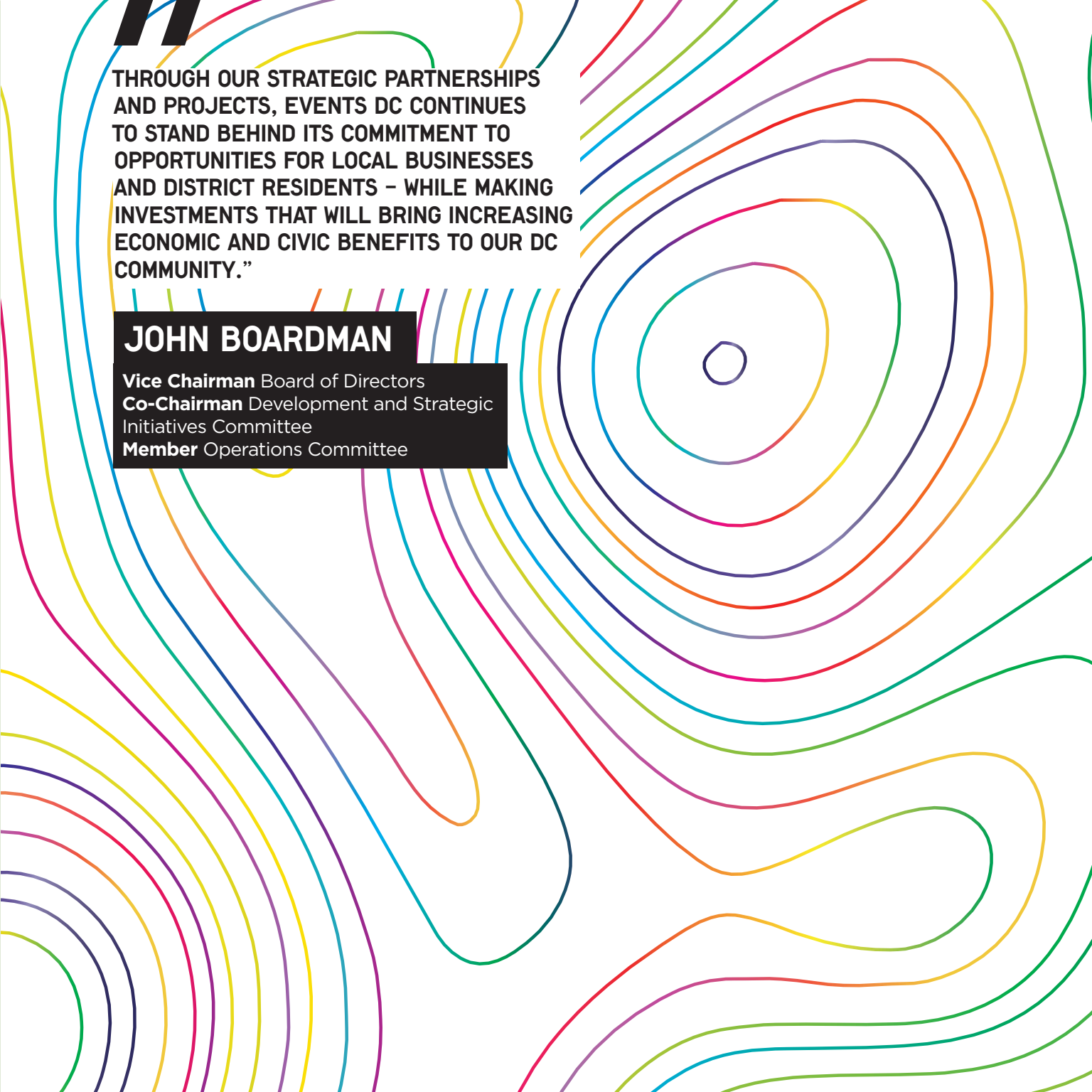
events
DC



A STRATEGIC PATH FORWARD



Our strategic investments support the impact of our partners, increase their reach and bring tourism and economic impact to our neighborhoods.



THROUGH OUR STRATEGIC PARTNERSHIPS AND PROJECTS, EVENTS DC CONTINUES TO STAND BEHIND ITS COMMITMENT TO OPPORTUNITIES FOR LOCAL BUSINESSES AND DISTRICT RESIDENTS - WHILE MAKING INVESTMENTS THAT WILL BRING INCREASING ECONOMIC AND CIVIC BENEFITS TO OUR DC COMMUNITY.”

JOHN BOARDMAN

Vice Chairman Board of Directors
Co-Chairman Development and Strategic Initiatives Committee
Member Operations Committee

THINK/ COMMUNITY

Our local community is vital to Washington, DC today - and tomorrow. Events DC venues and events are woven into the city's fabric.

THE POWER OF SPORTS CAN TRANSCEND COMMUNITIES AND DC IS A PRIME EXAMPLE OF THAT. BY HOSTING AND ATTRACTING BOTH PROFESSIONAL AND AMATEUR SPORTING EVENTS, SPORTS HAVE ACTED AS AN ECONOMIC DRIVER, INSPIRING SPENDING ACROSS ALL CORNERS THE CITY - AS WELL AS COMMUNITY BENEFITS. AND OUR COMMUNITY GRANT PROGRAM DOES JUST THAT - PROVIDES FUNDING TO NON-PROFIT YOUTH-SERVING ORGANIZATIONS THROUGHOUT THE CITY."

LINDA GREENAN

Treasurer Board of Directors
Co-Chairman Sports and Entertainment Committee



events
DC



COMING TOGETHER FOR OUR COMMUNITY

The Community Grant Program reflects Events DC's commitment to build an ever-stronger city. In 2017, we awarded nearly \$50,000 to high-impact community organizations.





CLEAN UP SPIRIT CONTINUES TO FLOW

Working with our neighbors at The Anacostia Watershed Society, we teamed up to clean up and beautify our waterfront.

AS DC CONTINUES TO GROW AND ATTRACT MORE WORLD-CLASS ENTERTAINMENT, THE DEMAND FOR MULTI-PURPOSE VENUES AND EXPERIENCES ACROSS THE CITY WILL ALSO INCREASE AND IT IS EVENTS DC'S GOAL TO ACT ON THESE IMPORTANT COMMUNITY-ENGAGING OPPORTUNITIES."

DENISE ROLARK BARNES

Treasurer Board of Directors

Co-Chairman Sports and Entertainment Committee

Member Finance Committee





SUPER-SIZED SUMMER FUN

Events DC, with partners Washington City Paper and RCN, hosted an outdoor summer movie series at our different venues across the city.



BORSARI
Seasonings
\$4_{ea}

365.
EVERYDAY VALUE
Sodas
12 oz
Cherry Vanilla, Cola, Dr. Soap,
Ginger Ale, Lemon Lime,
Root Beer
.50¢_{ea}

events
DC



A WHOLE NEW FOOD OPTION IN WARD 8

Gateway DC welcomed Whole Foods Market, a fantastic new grocery option for local residents seeking fresh and healthy food choices.



events
DC



DELIVERING DELIGHTFUL LITTLE SCARES

Gateway DC was the setting for our spirited annual Costume Carnival, a Halloween gathering that brought ghostly delights to neighborhood youth.



events
DC



SHARING THE SPIRIT OF THANKSGIVING

For nearly 20 years, Safeway and Events DC with other local partners celebrate the season of giving by providing an annual festive holiday meal for thousands at the Convention Center.





SHAW HIGHLIGHTS HOLIDAY SPIRIT

The Convention Center was transformed into a Winter Wonderland to the delight of local families. Featuring free crafts, entertainment and a toy distribution, children from the surrounding Shaw neighborhood eagerly took part in the festivities.



events
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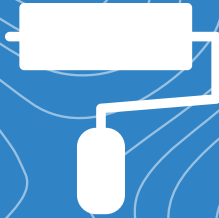
A CHRISTMAS YOU CAN COZY UP WITH

A winter wonderland-themed holiday event provided families in the Ward 8 area with a festive start to the holiday season. Hosted at Gateway DC, the celebration included crafts, a visit by Santa, entertainment and a toy distribution.

Streetscape Rendering
Credit: OMA-Robota



events
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NEW LOOKS COMPLEMENT NEW THINKING

Events DC presented streetscape plans that will transform the façade of the Convention Center, activate the sidewalks around the building and create a greater sense of place for the revitalized Shaw community.

Washington, DC



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GOING GLOBAL

Held in DC for the first time, IPW was a tremendous opportunity to showcase DC on a global stage.



IPW is expected to inspire approximately 1 million new international visitors



\$1.7 billion in increased visitor spending within three years of the event in DC is expected



events
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SOME SMALL TALK ABOUT BIG IDEAS

A new web series “Events DC Live!” was launched in 2017 to inspire and ignite lively and engaging digital conversations with DC residents, visitors and beyond.

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CONNECTIONS
& BUSINESS
& ENTERTAINMENT



events
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DC GETS AHEAD IN THE BUSINESS OF SPORTS

Events DC partnered with The Washington Business Journal to provide behind-the-scenes insight into the business side of the sports industry.



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PUBLIC ART ON A ROLL AT RFK

Events DC teamed up with nationally-recognized, Maryland-based visual artist Naturel to renovate the Skate Park at RFK Stadium (formerly known as Maloof Skate Park).

SUM TOTALS

We measure success in winning ideas,
but we also measure it with numbers.

For more information, please visit:

[www.eventsdc.com/AboutUs/
Governance/FinancialDisclosures.aspx](http://www.eventsdc.com/AboutUs/Governance/FinancialDisclosures.aspx)



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