



Friendship Heights

ALLIANCE



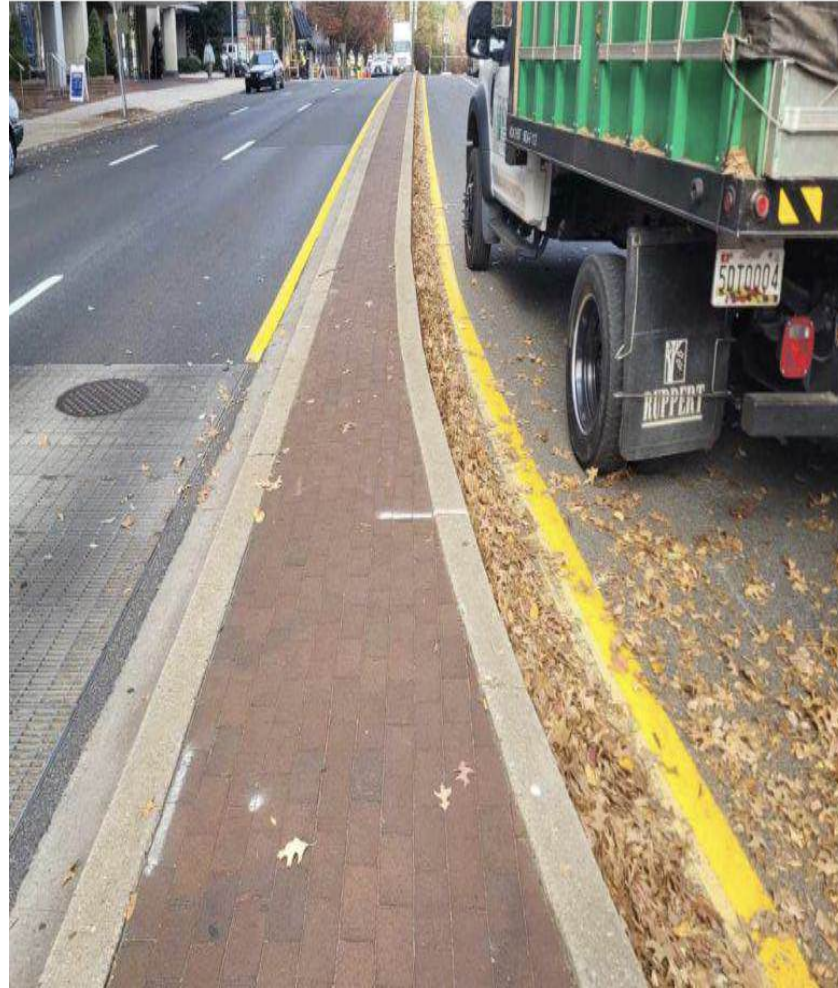
FH Urban District Advisory Committee Report

Q1 Progress Report

Three new murals underway!



Cleaning and maintenance services



- **90** bags of litter removed by Alliance contractor (Oct and Nov)
- **3** special mowing and maintenance projects
- **70** planters re-planted and watered
- **7** medians and garden beds watered and maintained
- **4** Special leaf removal visits

Focus on Safety and Security



This Quarter:

- 1** Public safety meeting
 - 2** Safety walk-throughs with police partners in MD and DC
 - 4** Executive director meetings or calls with police partners
 - 2** Coordination sessions with homeless service providers
- Upcoming meeting to focus on shoplifting

Pedestrian Safety

- Safety walk throughs with traffic engineers and policy staff from both DDOT and MCDOT focusing on Western, Military and Wisconsin
- Exploring funding opportunities for potential design solutions to improve safety at the seams



2 Pollinator Gardens planted one more on the way



2 Gardens planted
1 Garden prepped for
Spring planting
30 community
volunteers
\$3000 worth of
in-kind donations

Successful Event Season: 6,400 attendees



3 Makers Markets: average of **2000** visitors
7 Third Thursdays: average of **50** people per event
Brand and community network building

Increasing Business and Broker Engagement in 2025



- bi-annual broker meeting and regular outreach
- monthly door to door business outreach



Robust Pop-Up Program



Bookstore pop up in Wisconsin Place planned for January - details to follow

Youth Council

- **20** Youth Council members working on
- **5** special projects
 - Friendship Heights history
 - Research on third spaces
 - Friendship Heights magazine
 - Pollinator garden volunteers
 - Event production
- **5** volunteer adult leads



Friendship Heights Sector Plan

- Tracking progress of the Sector Plan process
- Meeting with planning team
- Promoting Sector Plan engagement events
- Internal visioning to help guide recommendations



Organizational Approach: Work areas that build on each other



Lead change & drive investment

Leading
&
Innovating



Elevating the Place

Build community & inspire excitement about what is possible

Caring for the Place

Demonstrate core mission on a daily basis



Cross Jurisdictional Advisory Committee

- 5:30-7:00PM dinner included on 1/14, 4/29, 7/15
- Special guests and discussion about the future of Friendship Heights
 - Stan Wall, HR&A
 - Andrew Trueblood, Trueblood City/Formal DC OP, DMPED
 - Tracy Loh, Brookings
 - Upcoming meeting: Catherine Buell
- The FHUD advisory committee are on the invites and your participation is valued

Marketing Overview

Marketing & Branding Goals

1. Continue to change the perception of Friendship Heights: it's a fun, creative, and a wonderful place to live and do business
2. Promote Friendship Heights businesses within and outside the neighborhood

Primary Platforms

Digital: Website, Social, Newsletter

Print: Materials, Signage, Public Realm

Community mapping

Communications

Successes in '24

1. Neighborhood event trifold with 95+ events!
2. 2nd Robin Bell art pop-up
3. 3 vibrant markets
4. Well-attended Third Thursday events on variety of topics
5. 3 new murals
6. New Market Report
7. Brokers Breakfast



"Milk Tree," an exhibition by Robin Bell in Friendship Heights. (Sarah L. Voisin/The Washington Post)



14,000 users in 2023: 93% are new users

Home

Users

14K

↑ 294.8%

Event count

102K

↑ 231.9%

Conversions

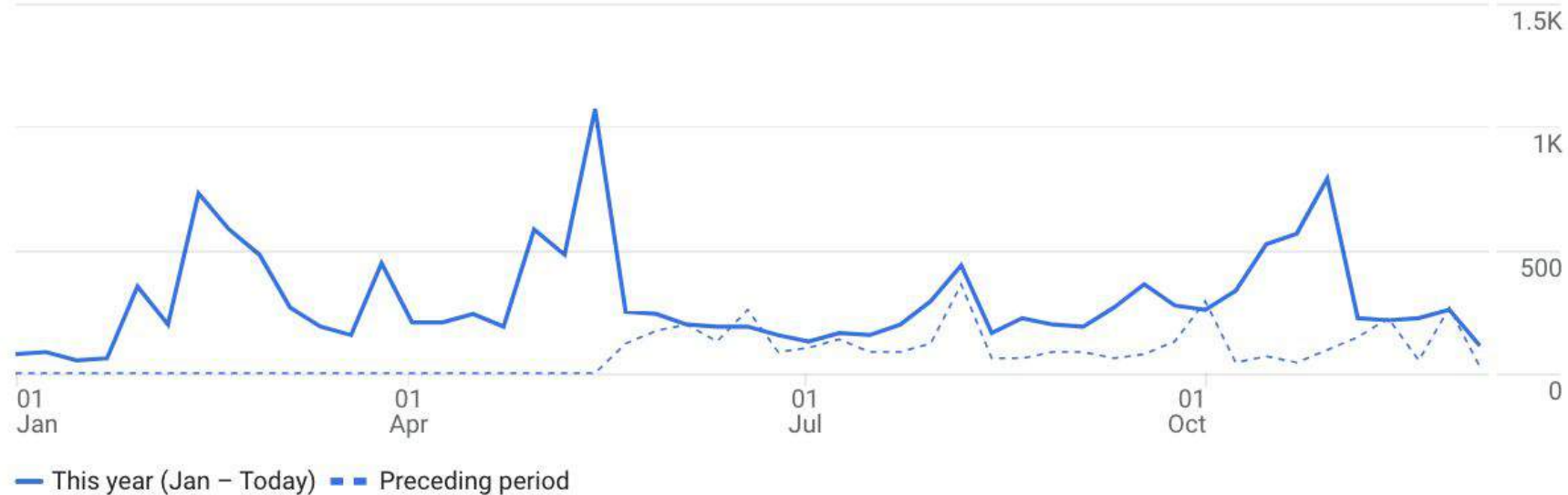
0

-

New users

13K

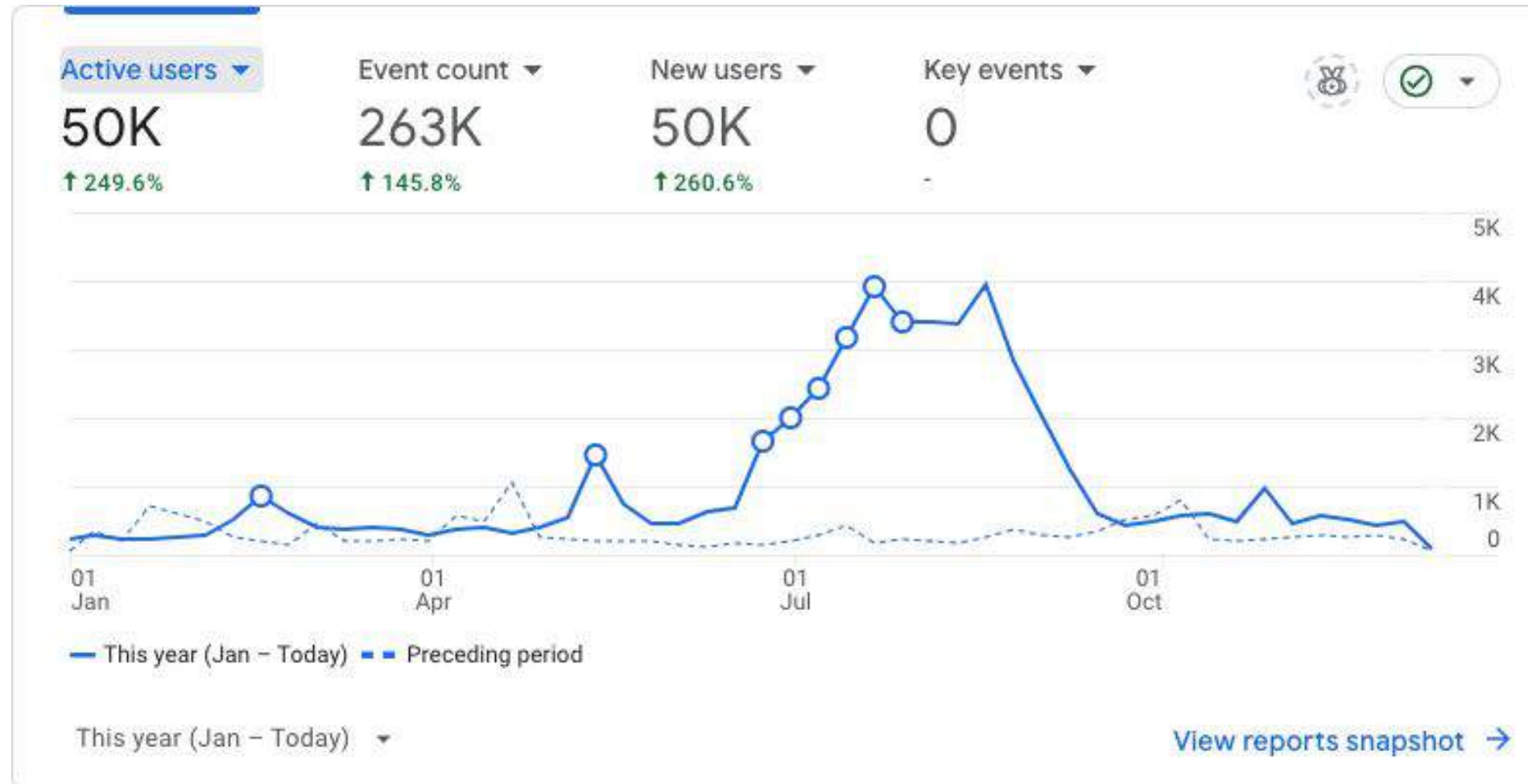
↑ 287.3%



This year (Jan - Today) ▼

[View reports snapshot →](#)

50,000 users in 2024: 250% increase



Digital Marketing: friendshipheights.com

	2023	2024	% Increase
Online business directory entries	230	253	10%
Community events	105	195	85%
Construction projects	5	6	20%
News stories	88	188	113%
Press releases	8	16	100%
Newsletters/blasts	24	43	79%



Communications Day-to-Day

Regular coordination with stakeholders

Daily tracking of clippings/media mentions for the neighborhood

- 2023: 95 stories mentioned Friendship Heights
- 2024: 123 mentions in 2024 (30% increase)
- 87% positive or neutral (62 positive, 45 neutral, 16 negative)

The Washington Post
Democracy Dies in Darkness

The 35 best things to do in D.C. this weekend and next week

By [Fritz Hahn](#), [Sophia Solano](#), Adele Chapin and Chris Kelly

Updated April 18, 2024 at 9:35 a.m. EDT

Third Thursdays: Documenting Music in D.C. at Alley Cat

This edition of the Friendship Heights Alliance’s Third Thursday events explores the history of the District’s ever-changing music scene, from 1920s jazz to 1970s go-go and 1980s punk. Hear from Charvis Campbell, executive director of [Home Rule Music and Film](#), and Cynthia Connolly, photographer, curator and publisher of “Banned in D.C.: Photos and Anecdotes from the D.C. Punk Underground ’76-’86.” 6 to 8 p.m. Free.

Upcoming MarComm Priorities

Communications:

- Zoning & development changes (incl. public education)
- Mazza opening
- New retail announcements & openings
- Preparation for spring/summer/fall events
- Seasonal marketing campaigns to boost existing businesses
- Increased door-to-door business outreach

Thank
You!




Friendship
Heights
MAKERS MARKET
JUNE 25: 3-7 PM
SEPTEMBER 10: 3-7 PM
Wisconsin Avenue / Jenifer to Garrison
Music, makers, food, fun, and art

