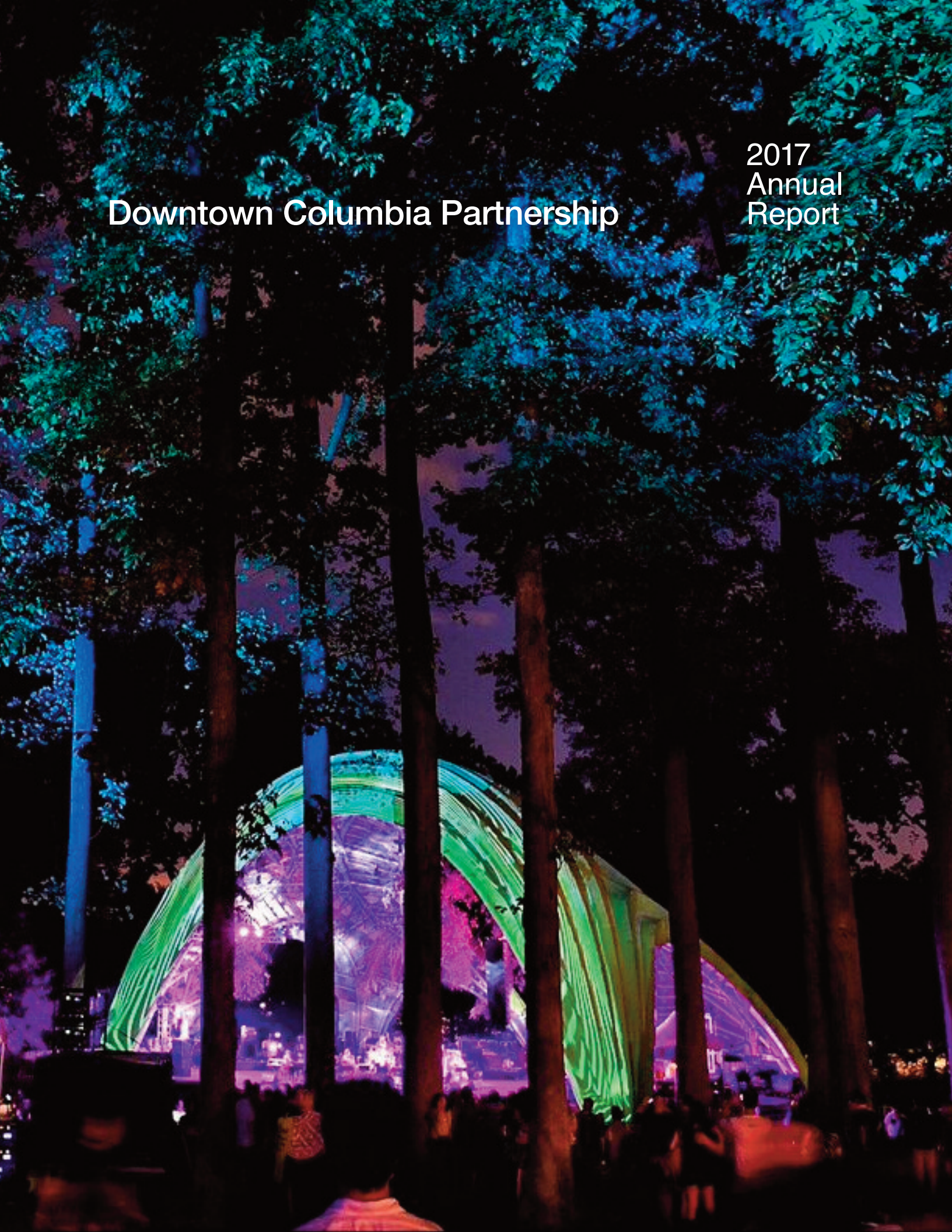


Downtown Columbia Partnership

2017
Annual
Report



Downtown Columbia Partnership

The establishment of the Downtown Columbia Partnership (DTCP) was an integral part of Howard County government's adoption of the Downtown Columbia Plan. Created by legislation in 2013 as a non-profit organization, DTCP is singularly focused on working on behalf of every business and resident in Downtown to support an urban community for people to live, work, play and visit.

Governed by its Board of Directors, with the support of its Advisory Committee, DTCP's programs and initiatives will continue to expand along with its role in establishing and building an economically vibrant community.

In August, DTCP selected a new Executive Director, Phillip Dodge. Prior to joining DTCP, Phillip most recently served as Director of the Howard County Food Bank for the Community Action Council of Howard County.

Phillip also led development and communications efforts for Healthy Howard and the National Center for Healthy Housing and has a strong background in development, communications, marketing, and non-profit leadership.

Phillip grew up in Columbia and came back here to raise his family. He is eager to assist with growing Columbia's urban core and creating a community with a deep and diverse mixture of arts and culture, employment opportunities, and outdoor activities, the kind of community, he says, "where my children will want to return to raise their own families."

The Mall in Columbia



Letter from Board Chair and Executive Director

In 2017, we celebrated the 50th birthday of Columbia. We spent the year looking back at all that has been accomplished since Columbia's founding in 1967, but we were also hard at work planning for the next 50 years and detailing the role the DTCP will play in all of it.

DTCP unveiled a bold new brand and website, designed to communicate our focus on promoting the growth and vitality of the city's new urban core. DTCP seeks to create an exciting and welcoming space where there is always something happening. We do this by hosting our own events and by partnering with the other downtown organizations to build awareness of all that is happening Downtown.

DTCP and its Board made continued progress on the creation of a Transportation Demand Management Plan. We also took on the role of leading a Downtown Pedestrian Safety and Walkability Committee with the goal of bringing together The Howard Hughes Corporation, The Mall in Columbia, and Howard County Government to make downtown streets and sidewalks more welcoming and accessible to pedestrians and cyclists.

We promote the growth and vitality of this community and its businesses, implement beautification projects, support transportation initiatives, and host events that bring people together. DTCP is a convener. We're taking a leadership role in organizing and unifying the nonprofit organizations that are operating in Downtown Columbia and building a network for those who do business here. Most importantly, we're embracing Downtown Columbia's future as an exceptional business, residential, retail and cultural destination.



PARTNERSHIP

A handwritten signature in blue ink, appearing to read 'Greg Fitchitt'.

Greg Fitchitt
President and Board Chair
Downtown Columbia Partnership

A handwritten signature in blue ink, appearing to read 'Phillip Dodge'.

Phillip Dodge
Executive Director
Downtown Columbia Partnership

Downtown Columbia



Columbia celebrated its 50th birthday in 2017, with six months of celebratory events and activities that honored the past while also imagining the future for the community and its residents. It is extremely fitting that the spotlight was on Columbia during a period of revitalization and transformation. The 391 acres that comprise Downtown Columbia evolved before our eyes this past year and will continue to evolve into a diverse, mixed-use, walkable urban core.

The vision of a “true city” prophesied by Columbia’s founding father, James Rouse, made continued progress through the ongoing implementation of the Downtown Columbia Plan, approved by the Howard County Council in 2010, which guides the redevelopment.

During the past year, in the midst of the activity occasioned by the 50th birthday, new businesses opened, expanded and/or relocated to the Downtown area. Handsome new office buildings became the home of established firms and up-and-coming companies. Cranes and bulldozers became a familiar part of the landscape as new multifamily projects joined the residential housing options for new and relocating residents. Stores and restaurants opened with more to open soon.



Congressman Elijah E. Cummings at the launch of Columbia's 50th Birthday

Progress was made, too, on environmental issues. Best practices in watershed management and building construction were the hallmark of new projects, pathways were lengthened and bikesharing programs instituted, signage encouraged walkers and bicyclists to explore the newly accessible connections. The first tranche of a \$90 million tax increment financed bond was issued for the Merriweather District, providing for the timely construction of major roadways.

Meanwhile, more and more visitors were attracted to the area as DTCP, Columbia Association, Inner Arbor Trust, Downtown Columbia Arts and Culture Commission, and others hosted and supported innovative and exciting activities.

All in all, 2017 was a year of great creativity, and DTCP supported and promoted Downtown Columbia as it grew and prospered. This Annual Report showcases some of the highlights of a banner year.



Downtown Development Update

Downtown Columbia opened 2017 with many projects underway. The year began with an announcement by The Howard Hughes Corporation that it had increased its holdings in Downtown Columbia by purchasing both the nine-story American City Building overlooking Lake Kittamaqundi and One Mall North, a four-story office building next door to The Mall in Columbia. The purchases expanded the company footprint in Downtown Columbia and furthered development opportunities to revitalize the central core of the community.

Perhaps the most dramatic and awaited opening of the year was for the Chrysalis in Merriweather Park at Symphony Woods. The striking, sculptural amphitheater drew hundreds of residents and visitors to its Earth Day dedication on April 22. Rain did not dampen the enthusiasm of attendees who were charmed by the performances and musical programs in this architectural masterpiece in the woods.

Operated by the Inner Arbor Trust, the Chrysalis supplements Merriweather Post Pavilion as cultural hubs for the Merriweather District, one of the three neighborhoods in Downtown Columbia. In the months that followed its opening, the Chrysalis was the site of a major book festival, Books in Bloom, hosted by the Downtown Columbia Partnership and the major venue for OPUS 1, the culmination of Columbia's 50th birthday celebration presented by The Howard Hughes Corporation.

The public approval process continued in 2017 on the redevelopment of the Toby's Dinner Theatre site. The project will become Downtown Columbia's new cultural arts center containing a new theatre for Toby's, along with visual and performing arts spaces and approximately 200 apartment units. Both affordable and market rate housing is included in the residential part of the complex.

The Chrysalis



Downtown Development Update



In May, the Wecker Hospitality Group announced it would be opening two dining establishments on the ground level of the One Merriweather office building. The new offerings, due to open in the Spring of 2018, include Cured, an innovative restaurant that embodies rustic elegance with a modern twist, and 18th & 21, a cocktail lounge featuring both imaginative dining and live music.

Another long-awaited project, Costello Construction's Little Patuxent Square, held its grand opening in May. The dramatic mixed-use 12-story development sits on an acre of land near Lake Kittamaqundi. It includes 158,000-square-feet of office space, 10,000-square-feet of retail, and 160 apartments. It is the new regional home of Optum, a health services and innovation company tackling challenges in the health care system through the use of data and technology.

Little Patuxent Square





A month later, Clyde's Restaurant Group announced it would also open a live music venue in the space previously home to the Tomato Palace next door to Clyde's. Named Soundry, the 4,600-square-foot listening room is set to open in the Spring of 2018.

Barricade around Soundry construction

Also announcing new restaurants and retail shops was The Mall in Columbia. New establishments include Shake Shack, Z Gallerie, Sub Zero Ice Cream, and Cellairis accessories and repair for smart phones and tablets. The Walrus Oyster & Ale House will open in Spring of 2018. Main Event Entertainment, Barnes & Noble and Uncle Julio's Rio Grande Café are expected to open in the first half of 2018.

Shake Shack



Downtown Development Update



In August, a new tenant moved into the iconic former headquarters of The Rouse Company on Lake Kittamaqundi. The Frank Gehry-designed building is now the regional office for NuVasive Clinical Services, a leading medical technology company focused on transforming spine surgery.

By September, The Howard Hughes Corporation and Kettler, one of Washington, D.C.'s leading real estate development and property management companies, announced the grand opening of the next two luxury apartment communities in Downtown Columbia. TEN.M and m.flats offer a total of 437 amenity-rich units next door to HHC's and Kettler's first local project, The Metropolitan Downtown Columbia, which opened in late 2014.

m.flats entrance sign and recreation room



The year ended on a high note with two highly desirable companies choosing Downtown Columbia as their home. In November, Tenable, one of the fastest growing cybersecurity software companies in the country, announced it would expand its Maryland presence with the development of a new headquarters in the Merriweather District. Tenable will occupy 150,000 square feet on the 7th-12th floors of 6100 Merriweather Drive, a 12-story, 350,000-square-foot signature building which will break ground in Spring of 2018.



Nearby, construction on the 130,000-square-foot Two Merriweather office building was completed and became the home of Pearson, the world's leading learning company. The office supports Pearson's Online & Blended Learning K-12 group which serves over 400,000 students via full-time virtual schools.

Two Merriweather



Events

There was a lot going on in 2017 in celebration of Columbia's 50th birthday. Most of the major happenings occurred in Downtown Columbia. Below is a sampling of events and activities that drew crowds.

Movie Nights at Merriweather

The Downtown Arts and Cultural Commission showed off Merriweather Post Pavilion's ongoing \$50 million renovation by inviting the public to view music-themed movies on the amphitheater's outdoor screens, with food and beverages for sale. Movies included *Grease*, *The Last Waltz*, *Moana* and *School of Rock*.

Movie night at Merriweather Post Pavilion





*Poetry Wall at
Books in Bloom*

Books in Bloom

The Downtown Columbia Partnership in cooperation with the Howard County Library System presented the first annual Books in Bloom book festival in Symphony Woods, attracting over 2,000 attendees to the Chrysalis main stage and tents in the woods. Headlining the roster was Chimamanda Ngozi Adichie and a panel featuring April Ryan, Michael Eric Dyson and DeRay McKesson. The Presenting sponsor was The Howard Hughes Corporation. Other sponsors included Columbia Association, M&T Bank, Harkins, and Wells & Associates.

Chimamanda Ngozi Adichie in the Chrysalis



Events

*Architects of Air
luminarium*



Children at the Lakefront



Columbia Festival of the Arts

Inspired by Columbia's 50th Birthday, the annual Columbia Festival of the Arts brought a range of free entertainment to the Lakefront, including live music, an invitational arts and crafts show, special activities for children, and strolling performers, as well as ticketed events elsewhere. The highlight of the festival for many was the Architects of Air inflated luminarium at the Lakefront. Delighted participants entered and walked around in the interactive sculpture.

Columbia Lakefront Summer Festival

The Columbia Association's annual Lakefront Summer Festival included live music, family movies, Dancin' Under the People Tree and Teen Open Mic Nights. Lunchtime and evening concerts featured a variety of performers, and weekly family movies attracted hundreds of parents and children who sat outside on blankets and folding chairs and enjoyed an evening at the Lakefront.

Merriweather 50th Anniversary Concert

Also celebrating its half century birthday in 2017 was Merriweather Post Pavilion which held a 50th Anniversary Concert and reunion featuring pavilion veterans Jackson Browne (returning to where he recorded “Running on Empty” in 1977) and Willie Nelson & Family. Father John Misty and Special Guest Grace Potter also performed on an evening that held a lifetime of memories. The year’s line-up included Dave Mathews, Jack Johnson, Santana, and other favorites.



Discover Downtown Columbia 5K

The Downtown Columbia Partnership hosted the fourth annual Discover Downtown Columbia 5K and Fun Run, with runners starting at the The Mall in Columbia and ending at the Lakefront. The course wove through the landmarks of Downtown Columbia, highlighting its rich 50 years of history as well as the future that’s unfolding: The Mall in Columbia, The Metropolitan apartments, Symphony Woods and across the stage of Merriweather Post Pavilion, past Toby’s Dinner Theatre and the Central Branch of the Howard County Library and around the Lakefront path, finishing at the People Tree. It was a beautiful day and a fun way to celebrate.

*Runners at Discover
Downtown Columbia 5K*



Events

OPUS 1 performance



OPUS 1

Columbia's 50th Birthday included several finales, but the most spectacular by far was OPUS 1, a bold festival inspired by the spirit of the woods of Downtown Columbia. Celebrating the art of sound, the festival in Merriweather Park at Symphony Woods blended immersive art installations, mesmerizing music performances and treetop projection mapping. OPUS 1 surrounded 16,000 festival-goers with a multi-sensory experience filled with discovery and wonder. Among its delights was the Culinary Village, which included food trucks. The Culinary Village was sponsored by DTCP.

A project designed to bring art and cutting-edge culture to the area, OPUS 1 was presented by The Howard Hughes Corporation as a signal of Columbia's future.

OPUS 1 fireworks



Festive Friday Family Fun



Festive Fridays

For the third year, DTCP hosted Festive Friday events in December at the Lakefront Promenade in Downtown Columbia. A Craft Cocktail Crawl featured an artisanal cocktail and delicious nibble at each stop and tented pop-up along the Lakefront. Participating restaurants included Clyde's, Petit Louis, Seasons 52, and Cured and 18th & 21st, which are opening in the Merriweather District in Spring 2018. The following week, the attention moved to parents and children. The Family Fun event featured music, holiday arts and crafts, photo booth, ice sculptor, and strolling characters from *Frozen* and *Star Wars*.

Festive Friday Craft Cocktail Crawl at the Lakefront





Beautification and Connections

Columbia's natural beauty – its setting as a “city in a garden” – is one of its greatest assets. Downtown Columbia is especially fortunate, with Symphony Woods and the Lakefront distinguishing the evolving urban character of the city's central core as access by foot, bicycle and car increases.

The Columbia Association is the steward of most of the city's open spaces, lakes and woodlands and maintains 100 miles of pathways. The Columbia Downtown Partnership, too, has responsibility for supporting and enhancing the beauty – natural and man-made – and connectivity in Downtown Columbia. During 2017, several initiatives by partners advanced those goals.

In July, Howard County Bikeshare was launched with a network of seven stations with 70 bikes for short term use to residents and visitors. The stations are at Howard County General Hospital, Howard Community College, the Lakefront, The Mall in Columbia, and the One Merriweather office building, as well as at the Oakland Mills Village Center and Blandair Park on the east side of Route 29.

The six-year pilot program is supported by The Horizon Foundation, Columbia Association, The Howard Hughes Corporation, Howard County General Hospital, Howard Community College and General Growth Properties/The Mall in Columbia.

*County Executive Allan Kittleman
taking pictures of riders*





Included in the celebration of Columbia's 50th birthday was the planting of 50,000 daffodils along Little Patuxent Parkway in Downtown Columbia and in other locations around town.

This undertaking was a collaboration between Columbia Association, the Howard County Department of Recreation and Parks, Howard Community College, The Howard Hughes Corporation, Howard County General Hospital, First Potomac Realty, The Mall in Columbia, Costello Construction, along with other members of the community.

The Howard Hughes Corporation and Blossoms of Hope also established a partnership in 2017, with the shared intention of lining the streets with pink flowering trees from the Merriweather District to the Lakefront and beautifying other city sites.

Blossoms of Hope raises funds to benefit the Claudia Mayer/Tina Broccolino Cancer Resource Center and other local charities. The first plantings – of 65 Native Dogwood and 35 Kwanzan Cherry trees – are expected to bloom in the spring of 2018. Over the next 20 years, The Howard Hughes Corporation has committed to planting 10,000 trees of various kinds throughout Columbia and elsewhere in Howard County.

The Columbia Association hung flowering baskets at the Lakefront in Spring and Summer, and DTCP again wrapped trees there with holiday lighting in Winter.

Also adding to the vibrancy of Downtown is its public art. The painting of the color graphics and installation of the ornamental polycarbonate projections, referred to as fins, were completed on the parking garage on the corner of Broken Land Parkway and Little Patuxent Parkway.

"Rainbow Sunset," created by Vicki Scuri Siteworks, was inspired by Maryland sunsets and is intended to interact with sunlight during the day and create "ever changing nuances of color," according to artist Vicki Scuri. The work was commissioned by The Howard Hughes Corporation.

*Blossoms of Hope
groundbreaking*



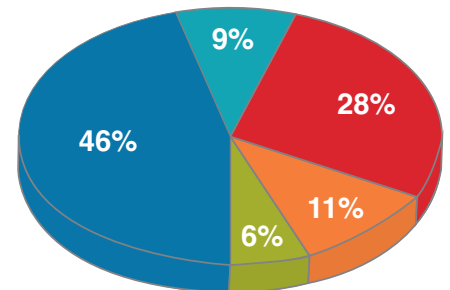
"Rainbow Sunset"



Financial Snapshot FY17

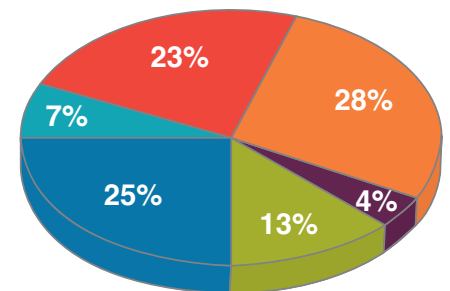
Revenue

Howard Hughes Corporation	\$	322,761
CEPPA 25 Assessments	\$	63,235
Columbia Association Grant	\$	200,000
Sponsorship & Earned Income	\$	75,659
In-kind Services	\$	47,104
Total	\$	708,760



Expenses

Administration	\$	177,508
In-kind Services	\$	47,104
Marketing & Advertising	\$	160,995
Events & Sponsorships	\$	199,668
CEPPA 25 Transportation	\$	26,976 *
Maintenance & Beautification	\$	96,510
Total	\$	708,760



*\$29,598 of CEPPA 25 Transportation restricted funds are not included in these charts and are being carried over from FY17 to FY18.

Flags of Columbia's villages at The Mall in Columbia





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The Howard Hughes Corporation

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Community Relations Manager

The Howard Hughes Corporation

Ruth Hoang

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Lake Kittamaqundi





P A R T N E R S H I P

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