



The Friendship Heights Alliance

May 12, ANC 3E Meeting



What is the Friendship Heights Alliance?

- A property owner collaborative that grew out of the 2021 ULI Technical Assistance Panel
- Governed by a board of directors that includes representatives of major owners across on both the Maryland and DC border
- Funded by a DC grant through DSLBD and private contributions from board members (\$.05 per SF)

FHA Goals

- Contribute to making a Friendship Heights a more connected, vibrant and fun place to live, shop, visit and do business
- Foster collaboration among a variety of Friendship Heights stakeholders around a shared vision for a vibrant, connected mixed use neighborhood
- Build partnerships with community groups, cultural organizations and nonprofits around shared goals and priorities
- Conduct research and community engagement to shape placemaking and economic development strategies

What we've been doing the last few months

- Community engagement
- Market Research
- Marketing and communications strategy
- Organization building
- Planning a summer activation and event series

Preliminary Community Engagement Findings

Community outreach overview



Focus Groups
33 people in 4 focus
groups



Community Survey
375 respondents so
far



Interviews
40 people engaged
in one-one meetings



Presentations
ANC, community
groups etc

What we've got planned

- Makers' Market - artisanal wares, food and entertainment: June 25 and September 10
- Photography Exhibition in Chevy Chase Pavilion featuring a show from Focus on The Story and other programming: June
- Placemaking, including landscaping and street furniture in several nodes along the Wisconsin Avenue corridor: installation over the summer
- Launching a website and neighborhood directory

Spread the Word

- Please take our survey, closes June 1!
- Mark your calendars for the summer events
- Tell your neighbors and friends