



Southwest DC Community Center

ANC 6D Meeting, November 16, 2020

Andrea Gilliam
Ashton Rohmer
Dr. Michelle LaFrance
Rachel Locke

INTRODUCTION

Andrea Gilliam

Southwest DC Community Center

375 M St. SW

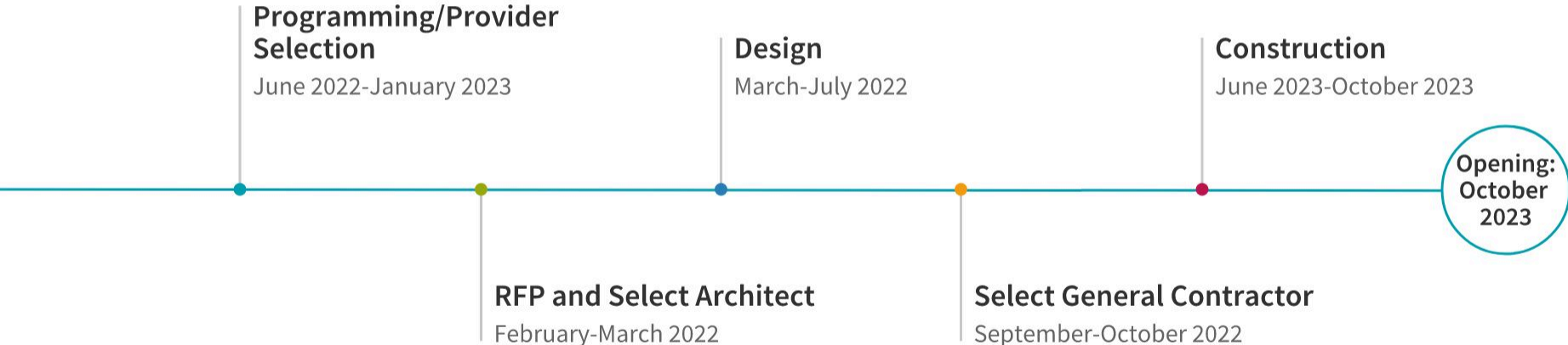


- 6,000 Square Feet
- New Nonprofit
- Rent-free for 30 years (Brookfield Properties)
- Anticipated Opening: October 2023

Timeline



Timeline Continued





Mission

- to foster inclusive community **participation and collaboration** by providing a facility for **arts, education and training, recreation, and human services** in order to increase opportunity for **personal and collective growth** through learning and teaching to improve the Southwest and the Navy Yard Washington, DC community
- to serve as a **vibrant central hub** for lifelong learning, arts and cultural enrichment, and community life in Southwest and the Navy Yard Washington, DC
- to provide a space for **convening and meeting** for community organizations
- to raise funds for and operate the SW DC Community Center

Board of Directors & Staff



Will Rich
Chair



Evelyn Lugo
Interim Treasurer



Gail Fast
Secretary



**Amb. Mattie R.
Sharpless**
Board Member



**Andrea Lindemann
Gilliam**
Interim Executive
Director

Phased approach to committee work:

1 Community engagement & communications (Jan. 2020)

2 Finance

3 Fundraising

4 Governance

5 Programs

Community Engagement & Communications Committee Members

- **Regina Blye**

Chair

- **Will Rich**

Board Member

- **Evelyn Lugo**

Board Member

- **Ashton Rohmer**

Engagement

- **Michelle LaFrance**

Asset mapping

- **Lisa Beal**

Brand and logo

- **Rachel Locke**

Communications

- **Lorraine Tracton**

- **Renee Gaillard**

- **Angela Parks**

COMMUNITY ENGAGEMENT

Ashton Rohmer

A background image of a park with a pond, trees, and people sitting at tables. The scene is bright and sunny, with lush green foliage. In the foreground, several people are seated at small round tables, some with chairs. A person is standing with a bicycle. The overall atmosphere is relaxed and community-oriented.

DRAFT COMMUNITY ENGAGEMENT PLAN



VISION

*For every member of the Southwest and near Southeast neighborhoods to have the opportunity to feel a sense of ownership over the success of the SW Community Center through a **welcoming, creative, and transparent** engagement process.*

INTRODUCTION



Living
document



Historical
context



*Build community
while building the
community center*

IMPLEMENTATION



Asset
mapping and
partnership
building



Use, design,
and
programming



Operations
planning

Objectives → Steps → Ideas

EVALUATION



Measuring
success



Showing
success



Achieving
success

Feedback | Goals | Data

Next Steps



Learn from
partners



Hear from
neighbors



Share with all

ASSET MAPPING

Dr. Michelle LaFrance

Socioeconomic Indicators and Demographics (20024)

- SW's population rose 20% between 2016 and 2018
 - Population 2020: 16,318
 - Projected Population 2025: 21,915
 - Projected Median Age 2025: 38.8

Socioeconomic Indicators and Demographics (20024)

- Median Household Income 2020: \$84,913
- Projected Median Household Income 2025: \$92,632 (↑ 9%)
- Per Capita Income 2020: \$65,520
- Projected Per Capita Income 2025: \$69,799 (↑ 6.5%)

Two Decades of Growth and Diversification

40% of the multifamily rental units either actively in lease-up, under construction, or planned over the next 36 months are or will be located in either the 20024 or 20003 zip codes.

- Total households projected to increase 29% by 2025
- 11,274 new residential units anticipated by 2024
- 18 new professional buildings (2,245,000 new sf) by 2024

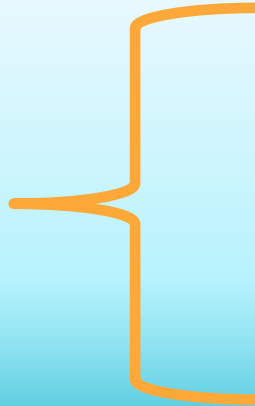
Two Decades of Growth and Diversification

- The number of singles and professionals is high
 - A smaller proportion of families with children than other areas of the city
- 20.8% overall population between 25 and 35 years
 - *60% higher than the national rate for the same age range*
- 4% increase in renters between 2019 and 2020 (52.4% to 54.6%)

Senior Population

- 25% of the population in 20024 and within ½ mile of the center's new site is above the age of 55
- 19% of the population in zip code 20003 is above the age of 55

29.1



Age Range and Percentage By Zip Code						
Range	20003	% 20003	20024	% 20024	½ Mile Radius	% ½ Mile
20 - 24	3,501	9.2%	892	7.8%	899	7.8%
25 - 29	5,599	14.7%	1,309	11.4%	1,316	11.4%
30 - 34	4,616	12.1%	1,078	9.4%	1,084	9.4%
35 - 39	3,336	8.7%	842	7.4%	848	7.4%
40 - 44	2,722	7.1%	723	6.3%	727	6.3%
45 - 49	2,510	6.6%	801	7.0%	804	7.0%
50 - 54	2,379	6.2%	809	7.1%	815	7.1%
55 - 59	2,257	5.9%	910	8.0%	918	8.0%
60 - 64	1,960	5.1%	749	6.5%	757	6.6%
65 - 69	1,416	3.7%	511	4.5%	518	4.5%
70 - 74	902	2.4%	407	3.6%	410	3.6%
75 - 79	626	1.6%	301	2.6%	306	2.7%
80 - 84	464	1.2%	209	1.8%	211	1.8%
85+	478	1.3%	215	1.9%	219	1.9%

Continuing Trends

- Not one, but many *overlapping* communities
- Increase in day workers, singles, and adults w/o children
- Population of seniors higher than city-wide average
- The majority of SW residents will be renters

Asset Mapping Process

- Our team identified 95 “assets” within the 20024 and 20003 zip codes

“Assets” defined broadly:

- Organizations
- Amenities
- Facilities
- Venues
- Services
- Other resources (such as sources for cultural programming, social services)

1/2 mile Radius of the SWCC Site

- 38 total assets
- Competitive Assets: 24 facilities and services
 - 10 offer cultural programming (3 live music venues, 3 museums/art galleries, 2 theatres, 1 library, 1 mediation center)
 - 8 are fitness-oriented (3 gyms, 1 yoga studio, 4 playfields)
- 7 DPR-run recreation centers, city parks, or playfields

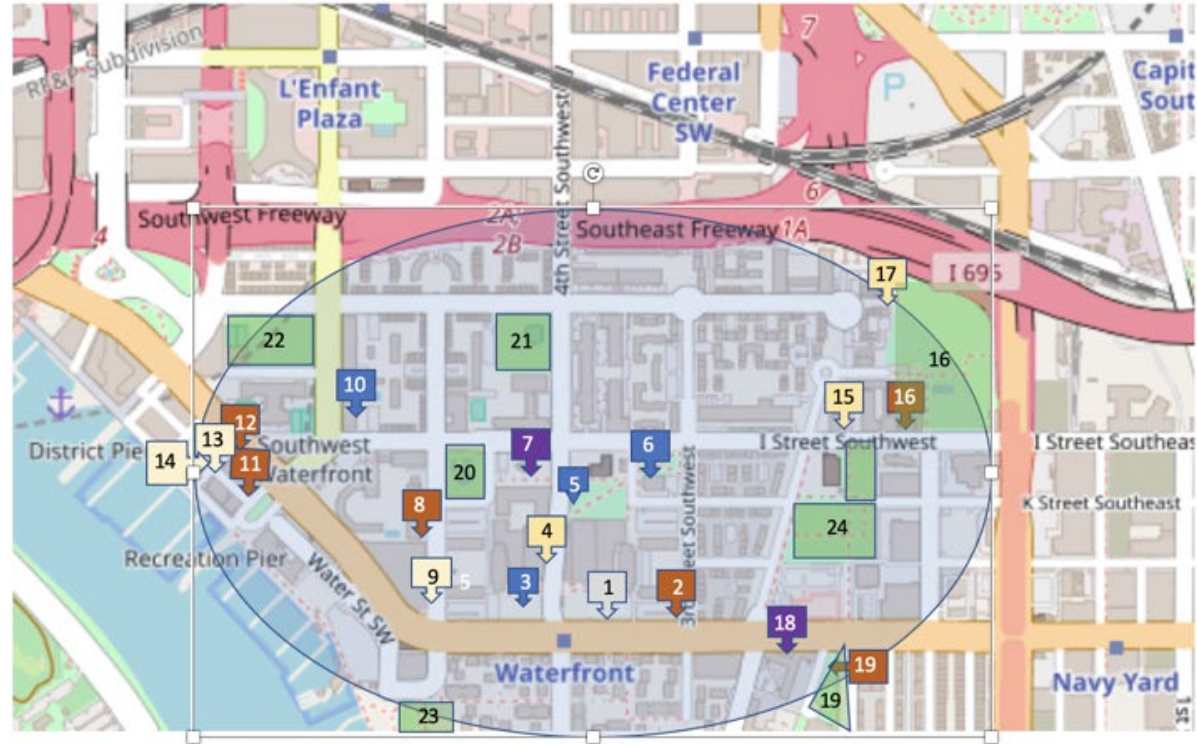
Distribution within 20024 and 20003

Category	#
Civic Organizations	14
Fitness Centers	10
Houses of Worship	10
Performance Venues	9
Schools	8
Other: Movie Theatre, Library, Classes, Events	8
Arts/Galleries	7
Museums	6
Community Arts Centers	4
Recreational Centers	4
Event Venues (Rental Spaces)	3

Assets w/in ½ Mile of the SWCC Site

Assets w/in ½ Mile

- 1 "The Lot at 4th and M"
- 2 Elevate Fitness
- 3 Current Site: SW Library
- 4 Masala Art
- 5 Future Site: Black Box Theater
- 6 Future Site: SW Library
- 7 Westminster Church
- 8 Waterside Fitness & Swim Club
- 9 Arena Stage
- 10 Future Site: The Bard
- 11 District Flow Yoga
- 12 Orangetheory
- 13 Pearl Street Warehouse
- 14 Union Stage
- 15 Randal School Redevelopment
- 16 Randall Recreation Center
- 17 Culture House DC
- 18 Kadampa Meditation Center
- 19 King Greenleaf Recreation Center
- 20 Duck Pond
- 21 Amidon Bowen field
- 22 Jefferson Field
- 23 Waterfront Park
- 24 Lansburgh Park



Opportunities

- Intergenerational and cross-community interactions
 - Formal and informal public, cultural, grass-roots networking/information sharing
 - Structured and unstructured opportunities for neighbors to meet, connect around shared interests, and convene new groups
- Foster investment in and visibility for shared neighborhood identity, history, storytelling
- Increase availability and range of low-cost cultural/neighborhood-based programming: classes in and showcases for literary arts, visual arts, cooking, dance, fitness, and community literacy-based opportunities/projects

COMMUNICATIONS

Rachel Locke

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SOUTHWEST DC COMMUNITY CENTER



STAY CONNECTED

COMING SOON!

<https://www.swdccc.org/>

The Southwest (SW) DC Community Center will serve as a vibrant, central hub for the Southwest and Navy Yard neighborhoods that provides an inclusive space for a wide range of services and activities that foster personal and collective growth.

Southwest DC Community Center Expression of Interest

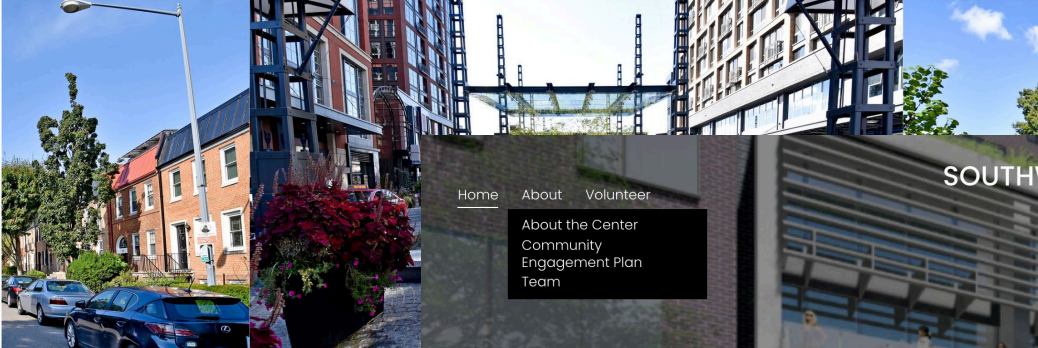
The Southwest DC Community Center is currently seeking a variety of volunteer skill sets, including finance, design/architecture, and graphic design/marketing.

The Board is seeking a volunteer Treasurer who will be responsible for monitoring and communicating to the board about the organization's overall financial health and overseeing the development of the organization's budgeting, financial planning, and internal controls.

The Board is seeking volunteers to help develop and execute on a fundraising strategy, with skills that include, but are not limited to, grant writing.

The Board and/or Community Engagement and Communications Committee is seeking an architect or an individual with a design background to consult on an as-needed basis about what is possible in the 6,000 square foot space that will be the community center. The person will help assess the feasibility of various programs that we hear from the community during the engagement process from a design perspective as we move forward with community engagement and may be hired as the architect of record in the future.

The Community Engagement and Communications Committee is seeking additional expertise in communications as we move forward with the development of a communications plan and the maintenance and growth of our website and social media presence. We are seeking volunteers with graphic design/marketing/communications background (including but not limited to Computer Assisted Design experience, InDesign experience, Geographic Information System experience, survey design, and/or qualitative and quantitative data analysis) to serve as committee members.



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Want to contact us? Email us at info@swdccc.org!