

# Stephen J. Moore

## *Biography*

Steve Moore is currently the **Executive Director** of the **Southwest Business Improvement District**. The **SWBID** established in 2015 is a 480-acre cultural, government and residential area occupying most of the SW quadrant of the District of Columbia.

The SWBID employs 30 Ambassadors and staff and manages a series of initiatives including, large scale beautification programs, homeless outreach, weekend markets, transportation and wayfinding programs, public art installations. The SWBID has contracts and agreements to maintain Federal Parkland with the National Park Service and services agreements with, both, the General Services Administration and the DC Department of Transportation.

The SWBID is a recent recipient of a number of grants including, Vision Zero, SW Duck Pond Visioning (Southwest Community Foundation) and "Better Cities for Pets" (Mars Foundation).

In December of 2012 Steve, joined the team of **Hoffman-Madison Waterfront LLC** as a leasing strategist and special projects manager. At HMW he implemented the local leasing strategy and managed special projects for the 25-acre waterfront development located on the Washington Channel.

Steve served as the **President and CEO** of the **Washington, DC Economic Partnership**, a non-profit organization, which promotes business and retail opportunities in the District of Columbia. During his five year term at WDCEP, Steve published the Comprehensive Economic Development Strategy (CEDS) for the District, created the annual update for trade area data for 30 targeted District neighborhoods, led the retail attraction efforts of the District on behalf of the Mayor's and Office of Planning and Economic Development, established the District's Business Plan Competition, produced a series of neighborhood Economic Summits and published with the DC Office of Planning, the first analysis of the Creative Economy in DC.

Prior to joining the Economic Partnership, Steve was the **Deputy Executive Director** for the **Downtown DC Business Improvement District**. There he was responsible for all aspects of the marketing, event planning and retail merchandising of the 140-block area of Downtown DC extending roughly from the White House to the Capitol.

Most of Steve's career was with **The Rouse Company** of Columbia, Maryland. There, Steve directed the strategic planning, marketing and communications for many of that company's urban projects including, Faneuil Hall Marketplace in Boston, the Tabor Center in Denver, South Street Seaport in New York City, Pioneer Place in Portland, the Westlake Center in Seattle, the Arizona Center in Phoenix, Santa Monica Place in Santa Monica and Sherway Gardens in Toronto.

### **Activities:**

- Founding Board Member Southwest Community Foundation
- Board Member of DC Surface Transit
- Commissioner, Mayor's Commission on Climate Change and Resiliency
- Chair of the Mid-Atlantic ICSC Conference 2012 (3000 attendees)
- Consultant to The World Bank in Moscow on Business Attraction (12/2011)
- Former Chair of the National Cherry Blossom Festival (800,000 attendees)
- Founding Board Member DC Fringe Festival
- Founding Board Member The DC Center for the Creative Economy
- Presenter on Retail Attraction in Urban Neighborhoods TEDx Potomac 2011
- Presenter on Urban Retail Strategy MAPIC, Cannes, France

## Moore Continued...

### Personal:

- Steve is a longtime (40+ years) resident of the District of Columbia. He is a native of Providence, Rhode Island.
- Married
- He has travelled extensively to study cities, tourism, transportation, climate change, event planning and business development. (Barcelona, Bucharest, Singapore, Hong Kong, Milan, Buenos Aires, Istanbul, Paris, Patagonia, Bangkok, Edinburgh, Paris).