



# GERMANTOWN TOWN CENTER STATUS REPORT

JANUARY 14, 2025



A woman in a traditional Mexican folk costume, featuring a red and white striped bodice and a large, flowing skirt with multiple layers of ruffles and lace, is dancing in a town square. She is smiling and has her arms raised. In the background, other people in similar costumes are visible, along with a crowd of onlookers. A person in the foreground is holding up a smartphone to take a photo of the dancer. The scene is set in a sunny, outdoor urban environment with buildings and trees in the background.

# GERMANTOWN

TOWN CENTER

## THREE MAJOR ELEMENTS

1. Community Engagement
2. Placemaking
3. Branding



# GERMANTOWN

## TOWN CENTER

We are excited to provide you with an update on the incredible work we've been doing with the community, thanks to your generous support through the grant.

### PLACEMAKING

Kicking off our placemaking efforts with Oktoberfest last year, we brought 4,800 people (placer.ai data) from across the greater DMV area. The turnout exceeded expectations, and local businesses were thrilled with the event's impact. Several have already expressed interest in participating again next year, highlighting the positive momentum we're building together. The event reflected the diversity of the community, working closely with the Hispanic Chamber and BlackRock to ensure that a diverse array of talent and vendors were part of the event!

### COMMUNITY OUTREACH

We've taken significant strides in fostering community engagement. We have selected Maier & Warner PR to support our community outreach efforts. We will work with these local and highly regarded agencies to gather valuable input from local residents, businesses and property owners to develop a cohesive brand that authentically represents the diversity and spirit of our community. Through our outreach and engagement initiatives, we are also working to engage with other agencies and companies on their own plans for branding and revitalization including Visit Montgomery, Blackrock, and Montgomery Planning.

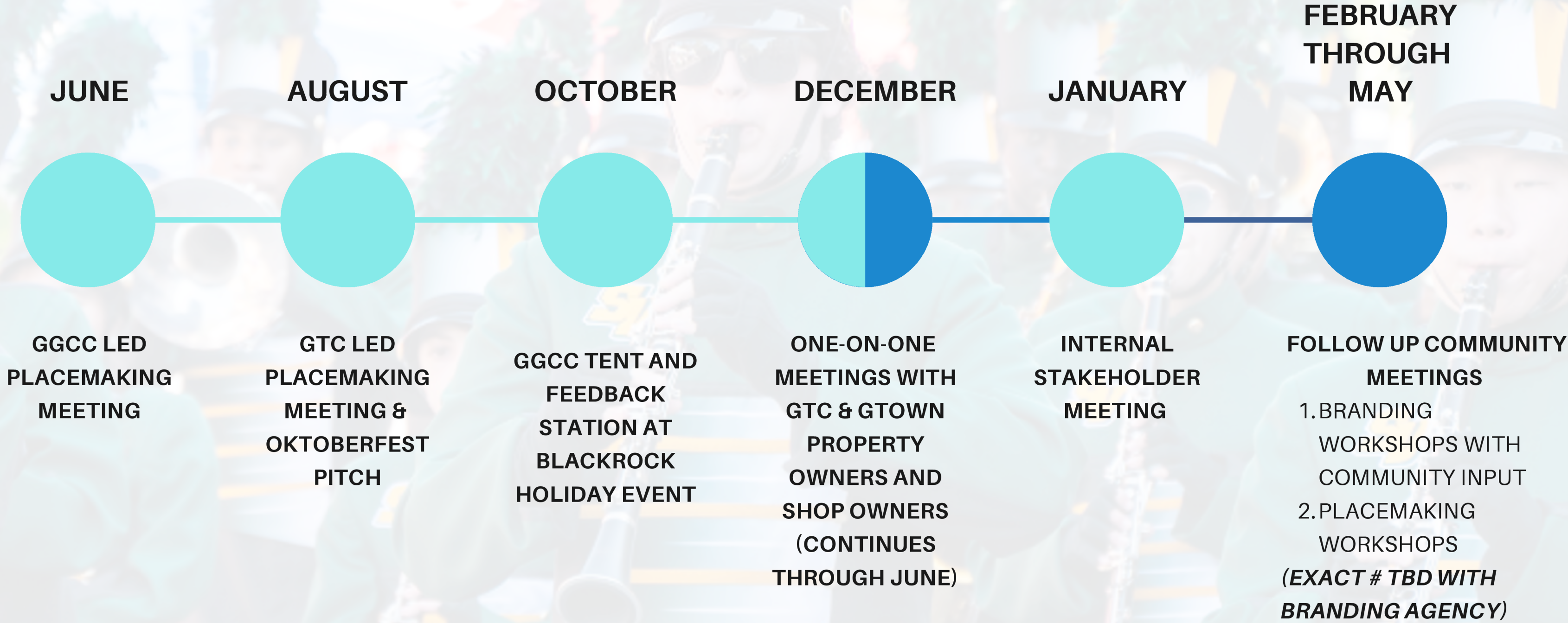
### BRANDING

The Branded Company has been selected to work alongside Maier & Warner and the GTC team to develop a cohesive brand story that reflects the community.



# GERMANTOWN TOWN CENTER (GTC)

## COMMUNITY ENGAGEMENT STATUS





# GERMANTOWN TOWN CENTER (GTC)

## BRANDING EXERCISE



COMPLETED



UPCOMING

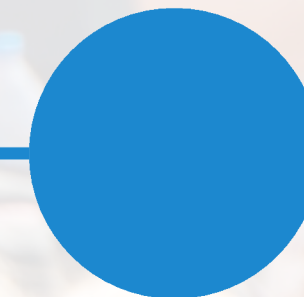
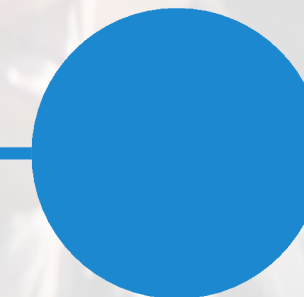
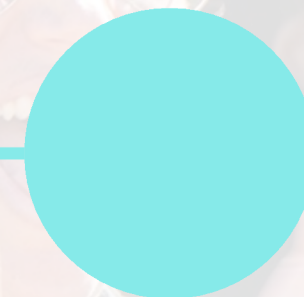
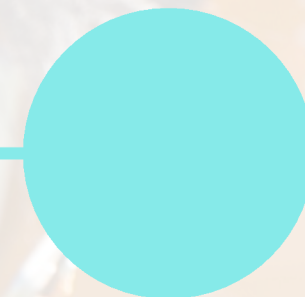
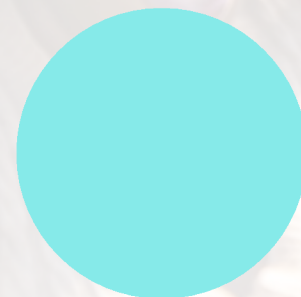
**AUGUST -  
OCTOBER**

**NOVEMBER**

**DECEMBER**

**FEBRUARY**

**FEBRAURY  
THROUGH  
MAY**



**DEVELOP  
& RELEASE RFP**

1. REVIEW OF ALL PROPOSALS
2. SELECTION OF FINALISTS
3. INTERVIEWS WITH FINALISTS
4. INTERNAL REVIEW AND COMPANY SELECTION

1. AWARD PROJECT TO SELECTED BRAND COMPANY
2. INTERNAL DEEP DIVE INTO PAST MEETINGS, COMMUNITY FEEDBACK SO FAR
3. COMMUNITY OUTREACH

**KICK-OFF  
BRANDING  
MEETING WITH  
COMMUNITY  
STAKEHOLDERS**

**COMPLETION OF  
LOGO & BRAND  
GUIDELINES WITH  
A SIMPLIFIED ONE  
PAGE WEBSITE  
WITH  
INFORMATION ON  
UPCOMING  
EVENTS**



# GERMANTOWN TOWN CENTER (GTC)

## PLACEMAKING



COMPLETED



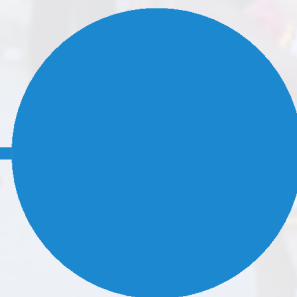
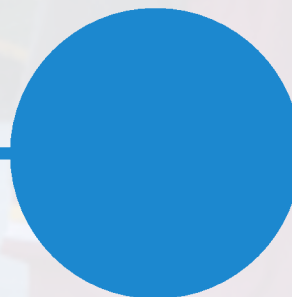
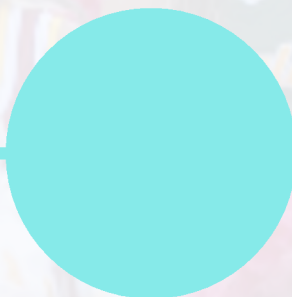
UPCOMING

OCTOBER

NOVEMBER &  
DECEMBER

FEBRUARY

FEBRAURY  
THROUGH  
MAY



OKTOBERFEST  
RETURNS AFTER  
REQUESTS FROM  
THE COMMUNITY  
WITH OVER 4200  
ATTENDEES!

OPEN HOUSE INVITE TO  
GTC BUSINESS  
CONTACTS TO INVITE  
MORE FEEDBACK &  
NETWORKING  
  
ACTIVATION AT  
BLACKROCK CENTER  
FOR THE ARTS  
CELEBRATE THE  
SEASON EVENT

KICK-OFF  
BRANDING  
MEETING WITH  
COMMUNITY  
STAKEHOLDERS  
INCLUDING  
FEEDBACK FOR  
PLACEMAKING  
WANTS

PLANNING FOR  
OKTOBERFEST AND  
GERMANTOWN  
BASED EVENTS AND  
INITIATIVES  
(PRENDING GRANT  
RENEWAL)