



FOR IMMEDIATE RELEASE

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NOTE TO REPORTERS AND EDITORS: Members of the media and public are invited to a virtual presentation of the panel's findings on Friday, March 11 from 9:00 am ET to 11:00 am ET. Click [here](#) to join. For more information, email media@uli.org.

Urban Land Institute to Advise Montgomery County, MD on Enhancing Glen Echo Park
Renowned panel of land use, urban development experts to visit the Park March 8-11

GLEN ECHO, MD (March 7, 2022) – A group of renowned urban planning and real estate experts convened by the [Urban Land Institute](#) (ULI) will make recommendations this week to the [Glen Echo Park Partnership for Arts and Culture](#) (the Partnership) on enhancing and expanding historic [Glen Echo Park](#), which is managed by Montgomery County, Maryland, through the nonprofit Partnership and owned by the National Park Service. The panel will focus on how to enhance the park's artistic, cultural, and recreational offerings while improving its infrastructure, environmental sustainability, and resilience to fulfill its mission of providing the Washington, D.C. metropolitan area with a unique destination for the region's diverse population.

The ULI representatives will be conducting the program for Montgomery County from March 8-11 through [ULI's Advisory Services panel \(ASP\)](#) offering. The panel is a multiday program that is tailored to meet a community's specific needs, bringing together real estate experts in different areas such as land use, urban renewal, and community growth. The panel will spend time interviewing local stakeholders, understanding the community's needs, and delivering advice on how best to tackle the issue at hand.

Sponsored jointly by the Partnership, ULI, and the JPB Foundation, the panel will provide strategic recommendations on the following:

- The creation of a foundational planning document to assist in fundraising for the Park Enhancement Plan, which will examine long-term improvements to the park and its facilities;
- Arts and cultural programmatic offerings that will help attract new, diverse audiences to the park, regionally and nationally;
- Strategies to improve the park's environmental sustainability and resilience, including improvements in the park's building operations, stormwater infrastructure, and energy efficiency;
- Revenue generating programs for arts organizations that can be supported outside and in all-weather, all-year facilities;
- Innovative partnership models that generate private and public sector investment for ongoing maintenance and capital projects.

According to Martha Morris, President of the Board of the Partnership, “Locally, Glen Echo Park is a notable historical site and a vibrant cultural attraction, and it has the potential to be a national model for arts and culture centers. The results of the study will inform future planning and provide valuable insight from a group of professional planners.”

The panel will be chaired by Michael Stern, principal at MAS Places, in Jackson, Wyo. Stern will be joined on the panel by Billy Grayson, executive vice president of Centers and Initiatives at the Urban Land Institute in Washington, D.C.; Juanita Hardy, founder and managing principal at Tiger Management Consulting Group in Silver Spring, Md.; Aileen RG Horn, director of hospitality at KGD Architecture in Bethesda, Md.; Paul Moyer, AICP, ENV SP, principal at Jacobs Advancing Planning Group in Washington, D.C.; Jamison “Jamie” Weinbaum, executive vice president at MidCity in Washington, D.C.; and Audrey Wennink, director of transportation at Metropolitan Planning Council in Chicago, Ill.

In addition to interviewing stakeholders, the panel will tour the area before developing recommendations that will be presented at the conclusion of the panel’s visit.

According to Thomas Eitler, senior vice president of ULI’s Advisory Services Program, the strength of the program lies in ULI’s unique ability to draw on the substantial knowledge of its 45,000-plus members, including land developers, engineers, public officials, academics, lenders, architects, planners, and urban designers. “The independent views of the panelists bring a fresh perspective to the land use challenge,” Eitler said. “The Advisory Services program is all about offering creative, innovative approaches to community building.

Past sponsors of ULI advisory services panels include federal, state, and local government agencies; regional councils of government; chambers of commerce; redevelopment authorities; private developers and property owners; community development corporations; lenders; historic preservation groups; non-profit community groups; environmental organizations; and economic development agencies.

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About Glen Echo Park and the Glen Echo Park Partnership for Arts and Culture

Glen Echo Park is a vibrant arts and cultural center presenting festivals, exhibitions, and dances, as well as children’s theater, music programs, nature programs, and art classes to more than 350,000 visitors each year. The Glen Echo Park Partnership for Arts and Culture, a nonprofit organization, oversees these and other activities, including preserving the historic structures in the Park. Glen Echo Park, part of the National Park Service, is located in Glen Echo, Maryland, six miles northwest of Georgetown along the scenic Potomac River palisades. For more information on Glen Echo Park, visit glenechopark.org or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

About the Urban Land Institute

The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to shape the future of the built environment for transformative impact in communities worldwide. Established in 1936, the Institute has more than 45,000 members worldwide representing all aspects of land use and development disciplines. For more information on ULI, visit uli.org or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

The Glen Echo Park Partnership for Arts and Culture is supported in part by the Maryland State Arts Council (msac.org) and also by funding from the Montgomery County government and the Arts and Humanities Council of Montgomery County (creativemoco.com). All programs are produced in cooperation with the National Park Service and Montgomery County, Maryland.