



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Fairgrounds Celebrates Opening Day at Akridge's Half Street

### Pop-Up Shipping Container Marketplace and Event Venue to Make Development Site a Destination

(Washington, DC) Akridge welcomed a new urban market and event venue to the site of its planned mixed-use development adjacent to Nationals Park today, coinciding with the opening home game of Washington's baseball season. Named Half Street Fairgrounds, the project is made up of recycled and repainted shipping containers housing The Bullpen bar and a live performance stage along with vendors selling goods ranging from art to sunglasses. Within the area surrounded by stacks of the 20- and 40-foot crates, baseball fans and area workers enjoyed food trucks, game areas, and plentiful covered seating. Revelers filled a viewing deck built atop several containers across from the Metro entrance to watch the music and the crowd.

Beyond opening day, Fairgrounds is expected to provide a dynamic shopping, dining, and entertainment destination to the Capitol Riverfront Neighborhood throughout the summer and into fall. Bo Blair, owner of Georgetown Events and the Bullpen bar, will manage day-to-day activities at Fairgrounds which will include operating food trucks from his Bayou and Surfside restaurants. Diverse Markets Management, operator of the Eastern Market flea market, will coordinate a constantly-changing collection of vendors selling eclectic goods and fresh foods from the eco-friendly salvaged shipping containers. Blair's restaurants, along with a collection of food trucks, will serve food and drinks seven days a week beginning at 11:30am. Live music performances will take place before and after every home baseball game, with a wide range of other concerts, festivals, art exhibits, and specialty markets planned for non-game days. The venue will also be available for private events of all kinds and sizes.

"This is such a perfect use for Akridge's Half Street site," said Michael Stevens, Executive Director of the Capitol Riverfront BID. "The permanent development they have planned for this property will be a tremendous addition to the submarket, but activating the space in the meantime with a marketplace that not only serves the neighborhood but is unique and exciting enough to draw in visitors from around the region is just simply brilliant. We love this idea. And go Nationals!"

Akridge's Half Street property consists of the block between Half and Van Streets and from N to M Streets, SE, directly across the street from the Navy Yard Metro station to the east and Nationals Park to the south. The company's development plans call for construction of a 277-unit residential building and two office buildings totalling more than 350,000 square feet. The project's ground floor will accommodate up to 56,000 square feet of retail. The shipping container marketplace represents a temporary use for the site that will be open from April until October and can be easily reconfigured or removed entirely in a matter of days to allow for construction or varied interim uses to take place on the block.

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### About Akridge

Akridge is a comprehensive commercial real estate services company that provides acquisition, development, construction management, asset management, property management, leasing and consulting services. Since 1999, Akridge has won ten national "best in the industry" awards for Client satisfaction from the industry's foremost benchmarking firm, CEL & Associates. The Akridge organization has been honored with the National Capital Business Ethics Award, awarded by the Society of Financial Service Professionals, and has also been recognized as an Energy Star Top Performer and Partner of the Year. For more information, please visit [www.akridge.com](http://www.akridge.com).

### About Georgetown Events

Georgetown Events is a restaurant firm catering to upscale, young professionals, with an established portfolio of restaurants, bars, catering, and entertainment venues in Washington, DC including The Bullpen, Bayou, Surfside, Jetties, Smith Point, Something Sweet, and Millies. For more information, please visit [www.georgetownevents.com](http://www.georgetownevents.com) and [www.fairgroundsdcc.com](http://www.fairgroundsdcc.com).

### About Diverse Markets Management

Diverse Markets Management (DMM), LLC is a DC-based firm specializing in the development and management of outdoor public exhibitor markets. Principals in the firm are experienced leaders in specialty vending and in managing relations with this unique group of small business entrepreneurs. Members of the DMM team have an experienced and successful history of working together on markets, especially at historic Eastern Market. DMM is strongly dedicated to developing and maintaining a financially sustainable market while enhancing the ongoing integration of a market into the community. For more information, please visit [www.diversemarkets.net](http://www.diversemarkets.net).

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