From: Christina Winn
Sent: Tuesday, November 13, 2018 12:14 PM EST
To: Bud Perrone <bperrone@rubenstein.com>
CC: Vikki Kayne <vkayne@jbgsmith.com>; Navarro, Angela <angela.navarro@governor.virginia.gov>; Cara O'Donnell <codonnell@arlingtonva.us>; Susan Haralson <sharalson@vianovo.com>; Evan Regan-Levine <eregan-levine@jbgsmith.com>
Subject: RE: Marketing Center Address

We have been conveying that National Landing was the name we called the joint site of Arlington and Alexandria – an area that started over 10 years ago when the transportation planners got together to create a seamless transportation network along the route 1 corridor.

We felt that it would be easier to pitch to Amazon if we branded it with a new name and talk about the various submarkets as North, central and south district – so it wouldn't be confusing.

From: Bud Perrone [mailto:bperrone@rubenstein.com]
Sent: Tuesday, November 13, 2018 12:05 PM
To: Christina Winn <Cwinn@arlingtonva.us>
Cc: Vikki Kayne <vkayne@jbgsmith.com>; Navarro, Angela <angela.navarro@governor.virginia.gov>; Cara O'Donnell <Codonnell@arlingtonva.us>; Susan Haralson <sharalson@vianovo.com>; Evan Regan-Levine <eregan-levine@jbgsmith.com>
Subject: Re: Marketing Center Address

Great. Our idea is to make the space available following the press conference and until about 3:30.

We are starting to get questions about the genesis of National Landing. How are you answering when you are asked whose idea it was.

On Nov 13, 2018, at 11:57 AM, Christina Winn <Cwinn@arlingtonva.us> wrote:

> Great Thank you! I have copied Susan and Cara from our collective Arl/Alex teams – I think they would like to use this space for media opportunities.
>
> Christina
>
> ---
>
> **From:** Vikki Kayne [mailto:vkayne@jbgsmith.com]
> **Sent:** Tuesday, November 13, 2018 11:53 AM
> **To:** Navarro, Angela <angela.navarro@governor.virginia.gov>; Christina Winn <Cwinn@arlingtonva.us>
> **Cc:** Bud Perrone <bperrone@rubenstein.com>; Evan Regan-Levine <eregan-levine@jbgsmith.com>
> **Subject:** Marketing Center Address
>
> If you do want to utilize the space please use the address 241 18th Street – that is where you can find parking and an entrance to the building (much easier than Crystal Drive which is inaccessible right now).
>
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