

ARLINGTON ECONOMIC DEVELOPMENT COMMISSION

Minutes Regular Meeting Tuesday, April 13, 2021

<u>Member Name</u>	<u>Present</u>	<u>Absent</u>
Bates, Kate	X	
Blenkle, Andy	X	
Coates, Daron	X	
Cooper, Steve	X	
Denning, Tim	X	
Dunn, Bill	X	
Kumar, Neal	X	
Lynch, Catherine	X	
Mason, Brad	X	
Ninassi, Carlo		X
Pedowitz, Scott	X	
Sampaio, Flavia	X	
Schoenfeld, Mary Margaret	X	
Singh, JJ	X	
Sisk, Avril Ussery	X	
Yam, Kevin	X	
Yeatts, Todd	X	

1. WELCOME AND CALL TO ORDER

The regular meeting of the Arlington Economic Development Commission was called to order by Chair Sisk at 8:01 AM.

2. APPROVAL OF MINUTES

Motion made by Commissioner Lynch and seconded by Commissioner Yam to approve the minutes of the March 9, 2021 meeting. Motion carried unanimously.

3. CHAIR'S REPORT

- Chair Sisk continued the discussion from the March 9, 2021 EDC meeting regarding the final report from the Workforce Task Force. She specifically highlighted the proposed Arlington Technology Apprenticeship Program that would target small and medium businesses, establish Arlington and Northern Virginia as the country's premiere "Apprenticeship Zone" and increase the region's competitiveness by growing the tech talent pool. As this program aligns with existing AED efforts to apply for a GoVirginia Grant for Regional Tech Apprenticeship Enablement, the EDC expressed their support for the GoVirginia grant application efforts.
- Sisk thanked the members of the Workforce Task Force for their work over the last 20+ months and requested that Task Force members be available as needed to advance the Workforce Strategy.

- Sisk also reported that Commissioner Dunn will serve as the Chair of the Small Business Working Group.

4. DIRECTOR'S REPORT

- AED Director Telly Tucker provided information on AED activities including a new leisure travel campaign from StayArlington and community engagement efforts for the updated Public Art Master Plan (PAMP) which is targeted for adoption in the late summer/early fall. He also mentioned a new video produced by Amazon that showcases the Arlington community along with information about Amazon HQ2.

5. WORKING GROUP UPDATES:

- **Arts Intersection Working Group:** Chair Mary Margaret Schoenfeld reported that the Working Group held its first meeting in March and began discussions about opportunities at the intersection of arts, creativity and economic development that can positively affect Arlington's economy, workforce, businesses and placemaking.
- **Small Business Working Group:** Chair Bill Dunn reported that the Working Group did not meet in April but will reconvene on May 4, 2021 to review preliminary results of the recent survey of Arlington restaurants.

6. INFORMATION AND DISCUSSION ITEMS

- **Arlington's Partnerships** -- Scott Pedowitz, EDC Host and Jenée Padmore (Clarendon Alliance), Kim Klinger (CPRO), and Ginger Brown (Lee Highway Alliance) presented an overview of Arlington's three partnerships and provided information about priorities, activities and programs (see Attachments 1-4).

7. OLD BUSINESS

- None

8. NEW BUSINESS

- None

9. ADJOURNMENT

The meeting was adjourned at 9:28 AM.

The next meeting of the Economic Development Commission will be held 8:00 AM, May 11, 2021.

Arlington's Partnerships: A Brief Introduction

Arlington County Economic Development Commission

April 13, 2021



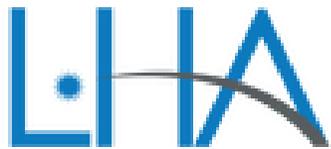
Who are Arlington's Partnerships?



- Clarendon Alliance
 - Established 1985
 - Focused on Clarendon and nearby communities



- Columbia Pike Revitalization Organization
 - Established 1986
 - Focused on Columbia Pike corridor



- Lee Highway Alliance
 - Established 2015
 - Focused on Lee Highway corridor

What the Partnerships are **NOT**

- Partnerships are not “mini-BIDs” or “proto-BIDs”.
- Partnerships are not chambers of commerce.
- Partnerships are not Arlington County government.
- Partnerships are not civic associations.

...but they do work very closely with all of the above to meet their core mission and strategic goals.

What the Partnerships **ARE**

- Public-Private Partnerships: businesses, residents, property owners, and local government
- Funded by Arlington County grants and their own revenue streams (membership, sponsorship, events)
- Focused on developing their area's businesses and communities
- Three unique organizations



CLARENDON ALLIANCE

ARLINGTON ECONOMIC DEVELOPMENT COMMISSION

April 13, 2021



A Glimpse of the Alliance

Part 1: Who we are



Part 2: Our
Accomplishments



Part 3: Our Future





Who we are

501(c)6 Membership Organization

Mission

The mission of the Clarendon Alliance is to be the voice of the Clarendon community. We promote the unique attributes of our neighborhood, offer outstanding programs and events, and support collaboration and engagement across all sectors of our community.

Vision

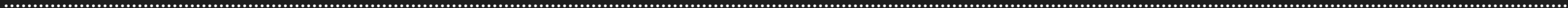
Our vision is to ensure that Clarendon remains the heart of Arlington, attracting residents, businesses, and visitors to a vibrant and dynamic neighborhood that balances history and character with innovation, opportunity, and creativity.

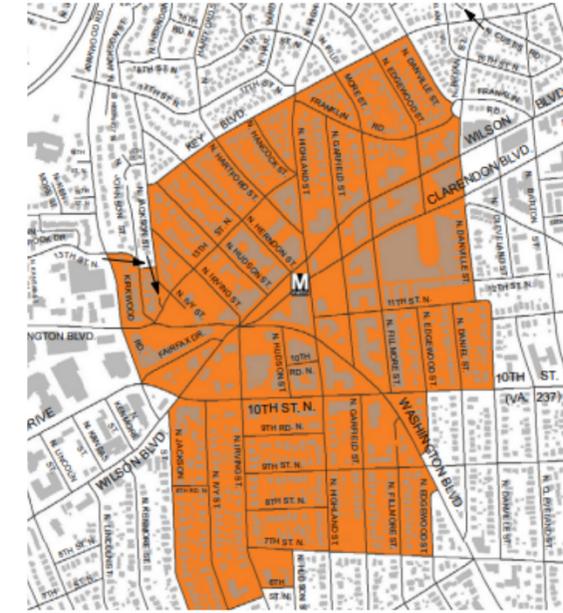


Our Board

The Clarendon Alliance is governed by a 15-member board of Directors. Under our By-laws:

- Four board members are Property Owners/Real Estate Developers/Real Estate Brokers and Agents, and they are elected by that class of membership;
- Four board members are Business and Professional Members, and they are elected by that class of membership;
- The Ashton Heights Civic Association, the Lyon Village Citizen Association, the Lyon Park Citizen Association and the Clarendon-Courthouse Civic Association each appoint one member to the Clarendon Alliance Board;
- The Arlington County Board appoints three members to the Clarendon Alliance Board.





A Snapshot of Clarendon

An original urban village

Once a settlement for Vietnamese refugees, the neighborhood once was nicknamed “Little Saigon” and still has a few of the Vietnamese restaurants that opened when the area rose to prominence in the 1970s.

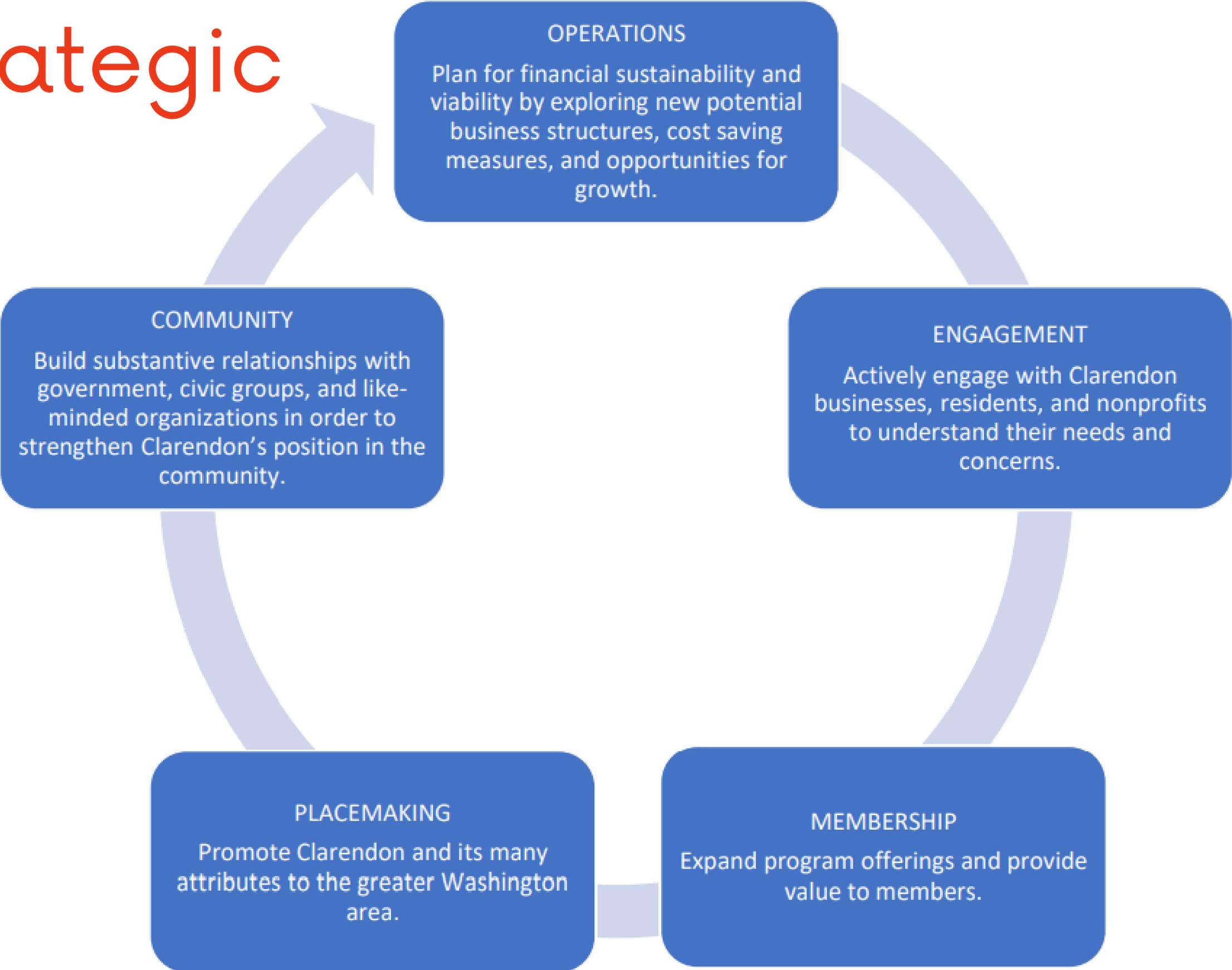
Since 2000, the number of housing units in Clarendon has grown by almost 300 percent.

In addition, the number of residents age 25-34 living in the Clarendon increased by 368 percent.

Key Demographics

Population	1/4-Mile	1/2-Mile	1-Mile
Residents	4,722	13,181	50,859
Daytime	11,701	21,569	67,940
Educational Attainment			
Bachelor's or Higher	93.3%	89.3%	83.9%
Household Income			
Median	\$152,580	\$138,114	\$115,617
Average	\$202,769	\$183,944	\$154,355

Our Strategic Plan





Our Accomplishments

Arlington Festival of the Arts

Clarendon Alliance Annual Meeting

Armed Forces Cycling Classic

Clarendon Comes Together

Increased Social Media Presence

Redeveloped Website

Investment in our Membership
Strategy



Our Future

1 Increased Public Visibility

Facebook Group
Ribbon Cutting for new businesses

3 Rebranding

A more attractive, a more innovative Clarendon Alliance

5 New membership strategy

Increased support and recognition of Clarendon Alliance Members

2 Developed Partnerships

Regency Center
Friends of Urban Agriculture
Church at Clarendon

4 Reimagined

Urban Village Market
Clarendon Day

6 New Programing

Food For Thought
Front Porch Concert Series
Dressing Up Clarendon



Clarendon Sector Plan





How can you help?

Follow us on social media

 ClarendonAlliance

 Clarendon Alliance

 @Clarendon_org

Join the Alliance, attend and promote our events, and subscribe to our newly formatted newsletter



An aerial photograph of a city street intersection. The scene includes a multi-lane road with several cars, a cyclist, and pedestrians. A prominent feature is a large, rectangular area with a colorful, striped pattern on the pavement, possibly a pedestrian plaza or a specific type of paving. In the background, there are buildings, trees, and a small red structure with a white roof. A large red rectangular box is overlaid on the center of the image, containing the word "Questions?" in white text.

Questions?

CPRO

COLUMBIA PIKE REVITALIZATION ORGANIZATION

Arlington County – EDC
April 13, 2021

THANK YOU FOR HAVING US!

COLUMBIA PIKE

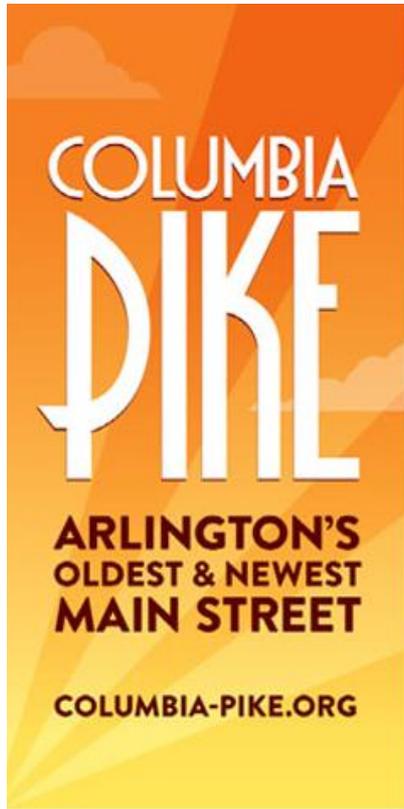
- 1.) Thank You!
- 2.) Looking Back
- 3.) Looking Ahead
- 4.) Next Steps



CPRO was established as a public/private partnership (501c3) on May 14, 1986

We will Celebrate our 35th Birthday in 2021!

COLUMBIA PIKE – ARLINGTON



- Reflects Arlington's and the Region's Diversity – World in a Zip Code
- Mixed Income Housing
- Unique Blend of Residences, Businesses, Shops, & Ethnic Restaurants
- Arlington's Oldest & Newest Main Street



Approximately 3.5 Miles



CPRO & THE PIKE...

The Columbia Pike Revitalization Organization (CPRO) is a 501c3 and a coalition of businesses, civic associations, property owners, and the Arlington County Government.



Aligns with Recommendations
from the Columbia Pike
Commercial Market Study

Our Mission:

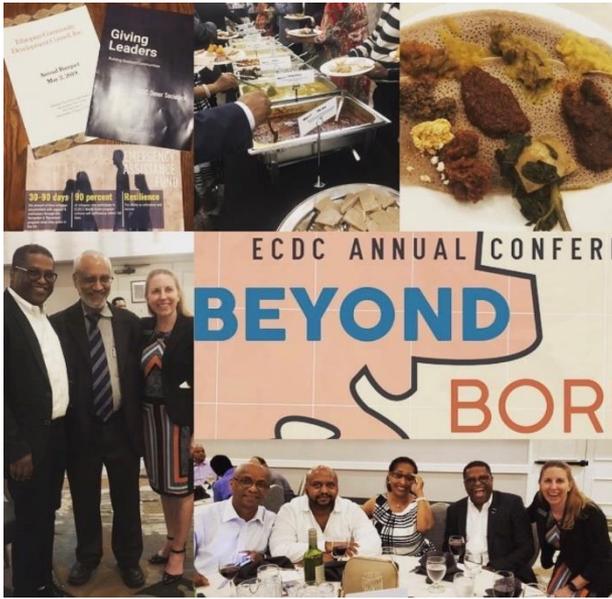
To foster a vibrant, safe, connected, and diverse Columbia Pike community. CPRO exists to be the convening body representing the interests of all those who live, work and visit Columbia Pike.

Our Strategic Goals:

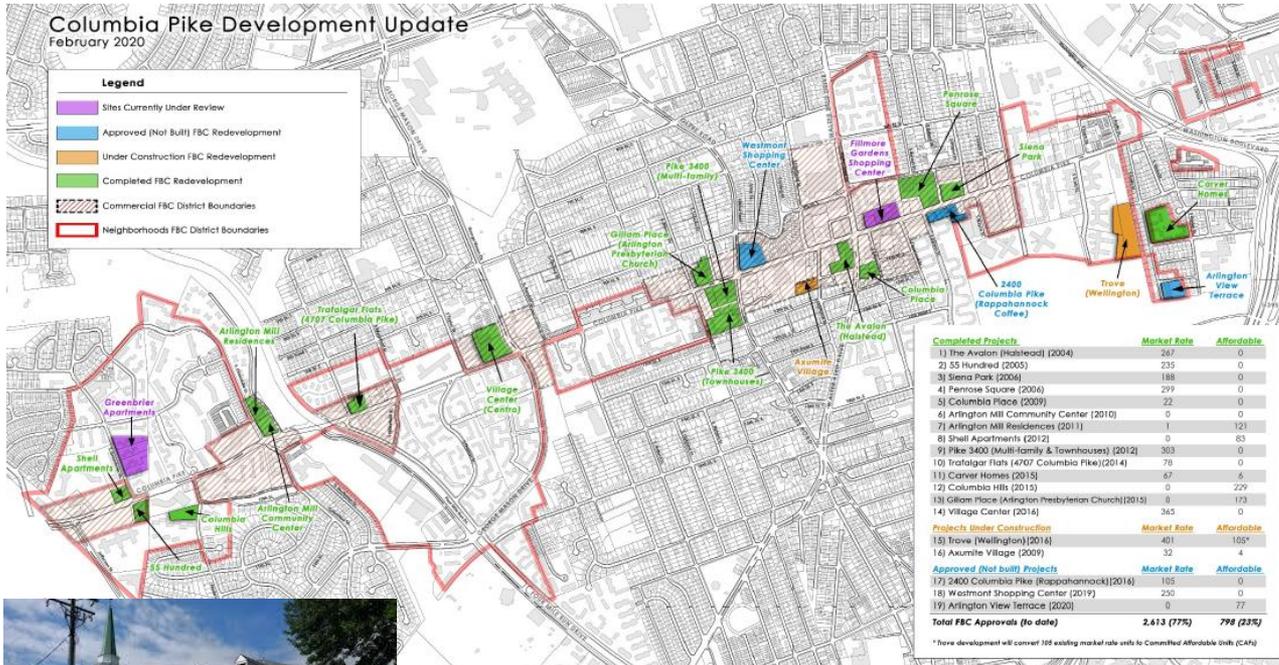
- Partnership & Engagement
- Placemaking
- Business Support & Economic Growth
- Branding & Marketing
- Organizational Infrastructure

CPRO was established as a 501(c)(3) public/private partnership on May 14, 1986.

PARTNERING, DIVERSITY & COMMUNITY...



ECONOMIC GROWTH - DEVELOPMENT...



OUR PEOPLE & PROGRAMS

PARTNERING & PIVOTING THROUGH COVID-19...



Adapted Events

- Annual Columbia Pike Blues Festival adapted to radio broadcast in partnership with Arlington Arts, WERA 96.7FM
- Movie Nights converted to Drive-In at Arlington Career Center
- Virtual Annual Meeting
- Hybrid Paws on the Pike
- Virtual Pike Progress Luncheon



New Donor Funded Programming

- “Feed Our Families” delivering produce boxes to families in need
- Food Pantry Support
- “Feed the Need” La Cocina providing dinners to ASPAN
- “Support Our Students” delivering family style meals in partnership with PTAs
- “Buy a Nurse Lunch” delivering lunches from Columbia Pike restaurants to Frontline Healthcare Workers

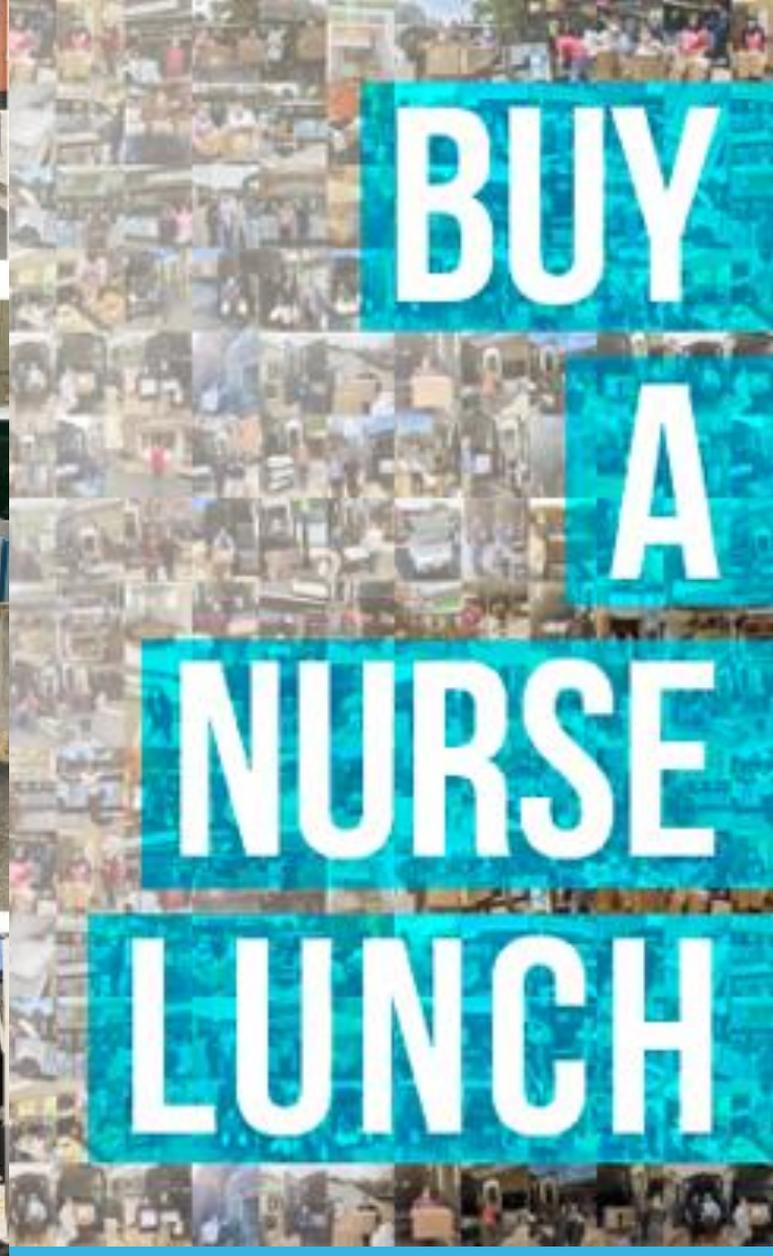
1. Feed Our Families & Support Our Farmers	2. Support Essential Food Pantries	3. Feed the Need	4. Support Our Students	5. Support Restaurants, Staff & Frontline Healthcare Workers
<p>Focus/Targets: Produce & Real Food for Food Insecure Residents of Gilliam Place, Harvey Hall, OLQP</p>	<p>Focus/Targets: Drives to Support Our Lady Queen of Peace (OLQP) Food & Clothing Distribution Center</p>	<p>Focus/Targets: Hot Meals for ASPAN residents and staff during Hypothermia Season (1300 Meals)</p>	<p>Focus/Targets: One-Time Family Meals and/or Special Give Aways to 150 Randolph Elementary Students (70 Barcroft Elementary)</p>	<p>Focus/Targets: Provide payment/funding to over a dozen restaurants on the Pike to prepare lunch, provide business, and pay their staff</p>
<p>Additional Benefits: Support Columbia Pike Farmers New Connections in the Community, including becoming 501c3 Fiscal Agent for CHFA & MAFRAC Initiatives.</p>	<p>Additional Benefits: Support local small business - Flare Rides and engaged newer residents to the Pike</p>	<p>Additional Benefits: Support La Cocina, whose staff/students will be paid to prepare and deliver meals</p>	<p>Additional Benefits: Support Columbia Pike Restaurants/Caterers and enhance community connections and engagement Expanding Networks - CCPTA and Carlin Spring PTA has also expressed similar needs</p>	<p>Additional Benefits: Support and thank frontline healthcare workers (admin & janitorial staff, CNAs, EMTs, & nurses) at Mary Marshall Assisted Living, Arlington Free Clinic, Arlington Pediatric Center, & Virginia Hospital Center</p>
<p>Contributions/Sources: Public Donations, Arlington Presbyterian Church, Darla C Ellis Memorial Fund (Over \$100k)</p>	<p>Contributions/Sources: Flare Rides, Residents at CENTRO & Penrose Square</p>	<p>Contributions/Sources: Arlington Presbyterian Church (\$6,350), Anonymous Donor (\$2,250), E.G. Reinsch (\$500)</p>	<p>Contributions/Sources: Funding Needed (\$6,000) Randolph (\$2,800) Barcroft Potential Total (\$8,800) Have begun funding inquiries with Amazon, WFF, ACF, Others. Will <u>not</u> move forward with program unless can gain funders.</p>	<p>Contributions/Sources: Over 900 Public Donors (\$60k+) An additional (\$8,000) is needed to Support the restaurants & program through May 2021 and into patio season. We have also been approached to provide lunches to healthcare staff at the Arlington Mill Testing Site & Walter Reed Vaccination Site which would be require additional funding. Was able to raise an additional (\$2,000k+) to deliver for single deliveries.</p>
<p>Outcomes: Weekly deliveries for ~6 months 220 boxes delivered each week 4,860 total boxes delivered Plus loose produce to OLQP Over \$100K in income to farmers that provide year round service/support to the Columbia Pike Farmer's Market. Due to the generous donations of Arlington Presbyterian Church, we will begin resurrecing portions of the program and will begin delivering produce to Gilliam Place in April 2021.</p>	<p>Outcomes: 2 loads of food donations & 2 loads of clothing donations filled and delivered to OLQP over Thanksgiving. Recent drive completed. May conduct additional drives in Q1/Q2 2021.</p>	<p>Desired Outcomes: Provide 100 meals per week (1,300 total) to A-SPAN residents during hypothermia season (Jan - Mar 2021) Enhanced partnerships between ASPAN, La Cocina, Arlington Presbyterian Church, CPRO, etc. Program closed at the end of March 2021.</p>	<p>Desired Outcomes: Create one-time experiences that provide food, but also provide variation, excitement, goodwill, and additional community engagement. This initiative will be in addition to Weekly, Friday Afternoon Supplemental Grocery Pantry supplied by Randolph PTA which has been going on since the beginning of the pandemic. Targeting February/March 2021.</p>	<p>Outcomes: \$58K spent with/provided to restaurants over 4,000 meals delivered Desired Outcomes: Raise and Spend an additional \$8,000k to support our restaurants into patio season.</p>
<p>Reference: https://www.columbia-pike.org/feed-our-families/</p>	<p>Reference: https://www.columbia-pike.org/donate-food-clothing-to-our-lady-queen-of-peace/</p>	<p>Reference: https://www.columbia-pike.org/meals-for-a-span/</p>	<p>Reference: https://www.columbia-pike.org/celebrating-local-heroes-randolph-elementary-pta/</p>	<p>Reference: https://www.columbia-pike.org/buyanurselunch/</p>



Thanks to Our Restaurants & Caterers!



Thanks to Our Frontline Healthcare Workers!



BUY

A

NURSE

LUNCH

OUR PEOPLE & PROGRAMS

PARTNERING & PIVOTING THROUGH COVID-19...



Connecting & Collaborating Sessions

- Public forums with business and community leaders
- 500+ participants over 7 sessions
 - Community Listening Session (April 21)
 - Business Listening Session (April 24)
 - Connections Across the County (May 20)
 - Focusing on Diverse Communities (May 22)
 - Candidate Focus (June 15)
 - Columbia Pike Update (July 24)
 - Public Safety Forum (Oct 14)
 - Restaurants & Food Styling (March 8)
 - Public Safety Update (April – TBD)



Business Support & Advocacy

- Recent advocacy work with partners:
 - Relaxed signage restrictions
 - “Cocktails To-Go”
 - Form Based Code position paper
 - Year Round TOSAs & PUDOs
 - Assist in opening of over 13 new businesses
- Provided over 50 free business banners
- Technical assistance and 1:1 consultations
- Online business forum and Facebook group
- Monthly roundtables, connecting businesses to County
- Grant from Washington Forrest Foundation for dedicated PT bilingual business support employee

ADDITIONAL BUSINESS SUPPORT & NEWS



CAPACITY BUILDING & COMMUNITY ENGAGEMENT...

New BoD Members: Fikru Abebe, Vanessa Aguayo, Nina Chawla, Michael Klein, & Diana Nakarmi

New Community Advisory Council (CAC):

Ana Arias, CPRO Volunteer

Christina Armstrong, Bridges to Independence

Jim Brooks, Neighborhood College

Chanda Choun, Resident & Activist

Tim Clark, Arlington Cinema & Drafthouse

Portia Clark, Green Valley

Hannah Dannenfelser, Resident & Activist

Cristina Diaz-Torres, Arlington School Board

Henry Dunbar, Resident & Activist

Angie Fox, Resident & Activist

Paty Funegra, La Cocina VA

Emily Gage, Phoenix Bikes

Greg Greeley, Resident & Activist

Dahlia Hamza Constantine, Education Advocate

Adam Henderson, Pike Presidents Group

Krysta Jones, Resident & Activist

Anika Kwinana, Arlington for Justice

Austin McNair, Arlington Mill Civic Association

Charlie Meng, Arlington Food Assistance Center

Reggie Nixon, Resident & Activist

Rita Rutsohn, Resident & Activist

Claudia Salazar, Café Sazón

Chris Slatt, Transportation Commission

Tracy Smith, Neighborhood College

JD Spain, NAACP Arlington

Scott Taylor, Black Heritage Museum of Arlington

Pinaki Vaidya, Virginia Hospital Center (VHC)

Nancy White, Arlington Free Clinic

Edie Wilson, Shirlington Civic Association

Jessica Yanez, Los Chamacos

Juan Zabala, Latino Economic Development Center

Bethany Zecher Sutton, Randolph PTA



Supporting Diversity & Economic Development

Before COVID

During COVID & Ongoing

Future Vision/Plans



Throughout

- There is an expectation that CPRO will host FREE events that promote placemaking and support the community
- Annual Columbia Pike Blues Festival sees over 12K attendees and in 2020 was adapted to radio broadcast in partnership with Arlington Arts, WERA 96.7FM
- The Columbia Pike Farmer's Market continued Year-Round with a different look and feel to align with Executive Orders & CDC
- The Pike Progress Luncheon and other forums were still held, but virtually
- Summer Movie Nights converted to Drive-In at Arlington Career Center
- Paws on the Pike, a one day event became a multi-day online event

Before COVID

- Efforts had already begun to enhance partnerships with the Chamber, Biz Launch, and other businesses and organizations.
- Biz Launch & CPRO partnered to present "Launch & Learn" (CPRO provided translation services for the event) and support West End Businesses and Residents during multi-modal construction.
- Commercial Market Retail Study was completed by AED and CPRO assisted with socialization and leveraging to convene property owners, managers and developers to produce the Columbia Pike Form Based Code Position Paper.
- Bilingual Business Engagement intern was acquired through a partnership with Marymount University.

During COVID & Ongoing

- One of the silver linings is that COVID very quickly made many of our businesses and residents realize they needed help and were willing to let CPRO assist.
- FREE Open for Business Banners, Technical Assistance, etc.
- Buy a Nurse Lunch has supported our restaurants for the past 11 months, delivering over 4K meals to Arlington Pediatric Center, Arlington Free Clinic, Mary Marshal Assisted Living, & VHC. Also supporting restaurants with the TOSA/Blanket Program.
- Feed Our Families supported our Farmers while delivering over 4.5K boxes of produce to Gilliam Place, Harvey Hall, & OLQP.
- Enabling La Cocina to provide dinners to ASPAN - hypothermia season
- Through WFF Grant brought on a bilingual intern as a part-time business engagement specialist resulting in Boletín de Columbia Pike, website/newsletter translation, and enhanced business support.

Future Vision/Plans

- We are very fortunate to maintain our base budget from the County for FY2022 and have been able to save money during COVID due to reduced rent lack of in-person events. This savings has gone directly to business support & food insecurity programming and services.
- Although in the future, we may no longer need to play a role regarding food insecurity, business engagement and support, especially multilingual and legacy businesses will continue to be essential and a top priority.
- Based on these priorities, if we cannot secure additional funding, we may need to make some trade offs in the future e.g. – rent, free in-person events.
- In addition, we do not want to lose the vision and momentum of the Columbia Pike Commercial Market Study, 16M, Amazon, etc. and therefore, we must keep convening, prioritizing, and planning.

CONTINUING/UPCOMING...

- Food Insecurity – Restarting Portions of “Feed Our Families”
 - Partnered Programming with Arlington NAACP
 - Clean & Safe – HB2131 (No Longer Purple Lounge)
 - Black Heritage Museum of Arlington- Online/In-Person Exhibits
 - Advocacy – Digital Equity, Affordable/Missing Middle/Workforce Housing, FBC – Ground Floor Usage, Legacy Business Definition & Support
-
- Virtual Pike Progress Luncheon (May 20, 2021)
 - Hybrid Blues Festival “COVID Style” (June 18, 19, 20)
 - Drive-In Movie Nights (Summer)
 - Hybrid (Indoor/Outdoor) 35th Anniversary Celebration (October 14 or 15)

Thank You for Listening 😊

HOW YOU CAN HELP...

1) Become a Supporter and/or Sponsor: www.columbia-pike.org/donate

2) Follow Us

- Newsletter: Columbia-Pike.org
- Facebook/Twitter/Instagram: [@columbiapikeva](https://www.instagram.com/columbiapikeva)

1) Attend, Volunteer, Share, and/or Sponsor Upcoming Events or Programming☺

- Food Insecurity – Restarting Portions of “Feed Our Families”
- Partnered Programming with Arlington NAACP
- Clean & Safe – HB2131 (No Longer Purple Lounge)
- Black Heritage Museum of Arlington - Online/In-Person Exhibits
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 - Drive-In Movie Nights (Summer)
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Questions, Answers, & Feedback

LEE HIGHWAY ALLIANCE:
ECONOMIC DEVELOPMENT
COMMISSION

April 13, 2021

LEE HIGHWAY ALLIANCE BACKGROUND

2012-2016: Early Community Engagement and Visioning Process

- Presentations to Civic Associations (CA)
- Breakfast meetings with CA Presidents
- Numerous walking tours
- 50+ educational forums
- Spearheading Community Visioning Process

2016: Non-Profit formed

- At the request from the County Board, formed the nonprofit and became a partnership with the County

2017-2018: Developing the Non-Profit & Pre-Planning Effort

- Staff undertook a pre-planning effort to develop a scope and process for the formal planning study with community input

2019-2021: Kicked off Plan Lee Highway Process & Other Activities

- Placemaking & the Arts, Loving Local, Missing Middle Housing, Working Group on Renaming Lee Highway



LHA IS WORKING ON A BOLD NEW VISION THROUGH PLH

RESILIENT, RENEWABLE, RE-ENERGIZED: PLANNING FOR PEOPLE & POWER OF PLACE BY 2050

- By 2050, Lee Highway will become a **"Green Main Street" of vibrant neighborhoods**, linking iconic local businesses, mixed-use activity nodes, sufficient and mixed housing supply and signature public spaces. Lee Highway will become a place that:
 - Invites and enables **safe and equitable access for all users**, including pedestrians, bicyclists, transit riders, and motorists of all ages
 - Provides a **diverse housing supply** that enables equitable access for people of all ages and income levels
 - Builds **environmental sustainability and resiliency**: manages stormwater effectively; reduces energy demand in buildings; promotes mass transit and walkability; and achieves carbon neutrality in support of County policies
 - Promotes development that **enhances the economic well being of the corridor** through investments, jobs and a larger tax base
 - Provides **community facilities and gathering spaces** for all ages and income levels
 - Features **inspiring architecture and landscapes** designed and constructed to last for generations
 - Celebrates, honors, and acknowledges its past, present, and future through **vibrant public spaces, art, and culture**.

PLAN LEE HIGHWAY IS THE ULTIMATE PLACEMAKING PROJECT



PLH PROJECT TIMELINE

- **April - May 2021: Neighborhood Area Meetings - Presentation of Land Use Scenario Analysis and Vision**

 - AREA 2

 - Presentation and Panel Discussion: 4/22
 - Community Meeting: 4/29
 - Walking Tour: 5/1

- **May - June 2021: Online Engagement and Feedback**

- **May - August 2021: Development of Preliminary Concept Plan**

- **Fall 2021: Community Review of Preliminary Concept Plan (Framework for Plan)**

- **Qtr. 1 2022: Phase 3 – Final Review of Framework**

- **Qtr. 1 2022: Phase 4 - Adoption of Final Plan**

 Deliverables

 Community Engagement

** Schedule of tasks shown are subject to change as progress is realized and community feedback. Please check project website for dates on future meetings and public input opportunities.*

PLACEMAKING AND THE ARTS

- Partnered with Cowboy Café and Arlington Arts to **create a mural and an outdoor seating area** allowed by TOSA
- Worked with McDonalds to **restore the Roderick Turner Mural**
- Advocated for the building and **opening of the East Falls Church W&OD bridge**
- **Working with Sport Fair** on an upcoming Mural Project
- Working with Arlington Arts on a **Zine Project**
- Partnered with Arlington Arts to **bring Visual Verse to the Lyon Village Shopping Center** on Dec. 17
- Hosting **Lee Highway's first Bike to Work Day Pit Stop** on May 21
- Participate in **regular VDOT Briefings**



LOVING LOCAL

Our small businesses were seriously impacted this year, with some losing up to **90% of their revenue**.

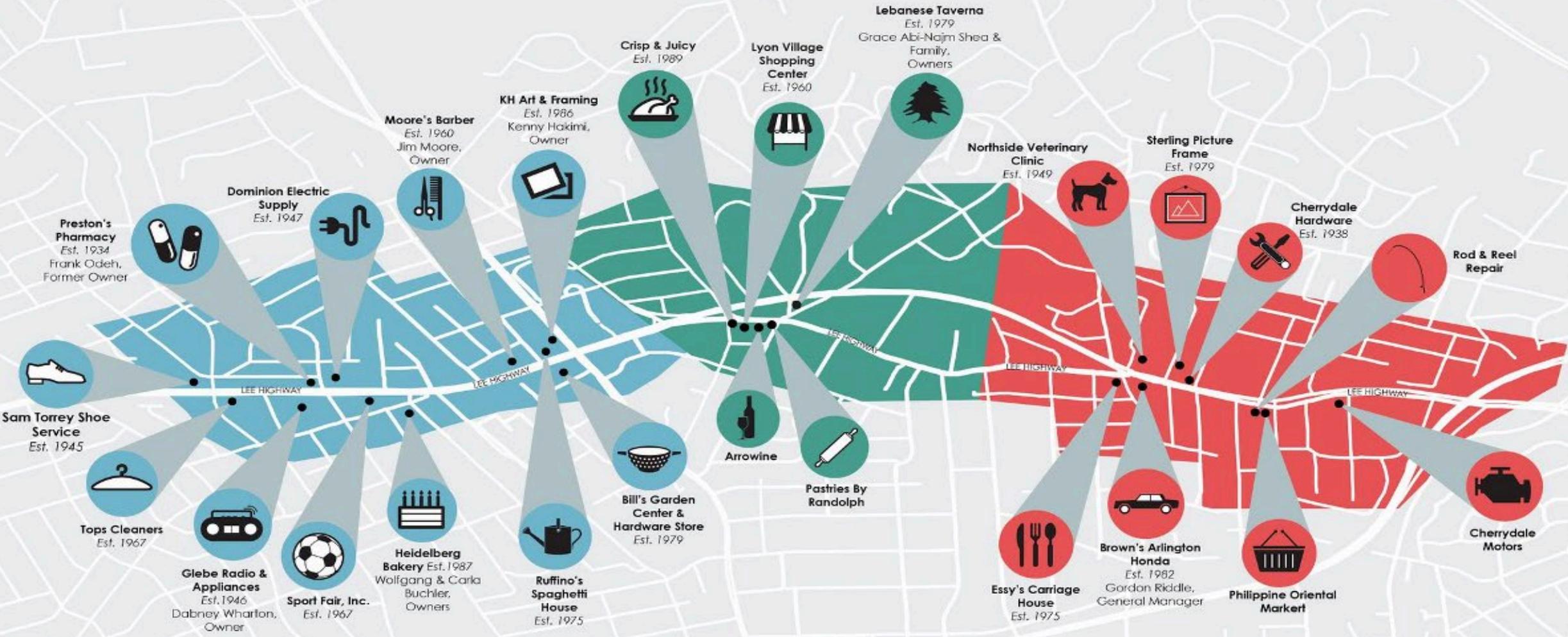
LHA ramped up its work with small businesses in 2020:

- Built relationship with more of our businesses
- Added business owners to our leadership team
- Created Shop Local campaign, holiday gift guides and more
- Shared with our businesses local, state, and federal business support opportunities
- Supporting AED in their efforts to support small business and share COVID-19 requirements Provide local businesses with support via social media, community events, newsletter articles, LHA's website, etc.
- Fresh Impact Farms received a grant from Gov. Northam



LEE HIGHWAY LEGACY BUSINESSES

WAVERLY HILLS/OLD DOMINION



HALL'S HILL/GLEBEWOOD

CHERRYDALE/MAYWOOD

NEIGHBORHOOD INDUSTRY



Received a **\$137,500** grant from Governor Northam that will be used to **create six new job, and more than double production**

RENAMING LEE HIGHWAY

- **Advocated for renaming** for 3 years to re-imagine the corridor through an equity lens
- **Led the corridor's renaming process** from June through December 2020
- Sent **8,000 postcards** to the community, worked with a filmmaker to **create a video introducing the project**, received **xxx responses** from community surveys, **offered all collateral in Spanish**
- Currently working on **big plans for re-branding** and a **renaming celebration event** in Fall 2021



HOUSING AND MISSING MIDDLE

- **A partner of the County's Missing Middle Study**
- Partnered with Alliance for Housing Solutions to create the MM website and educational videos through a grant from Virginia Housing
- LHA's vision **supports Housing Diversity**



STAY INVOLVED & UP TO DATE

Lee Highway Alliance:

www.leehighwayalliance.com

Plan Lee Highway:

- www.leehighwayalliance.com/planleehighway.html
- www.projects.arlingtonva.us/plans-studies/land-use/lee-highway/
 - Subscribe to receive project updates and newsletters
 - Learn about upcoming meeting and event dates
 - Obtain meeting information and materials

Social Media:

Lee Highway Alliance:

www.instagram.com/leehwyalliance

www.facebook.com/leehwyalliance

Arlington County:

<https://twitter.com/planArlingtonVA>

<https://www.facebook.com/planArlingtonVA/>

VISION 2050

VISION 2050 PRESENTATION LUNCHEON

FRIDAY
April 23
12:00-1:00 PM
VIRTUALLY



Buy a Ticket to Win Raffle Prizes:

- \$500 to Hilton
- \$500 to Dominion Lighting
- \$100 to Lebanese Taverna/Market
- \$100 to Sun & Moon Yoga Studio

Honorees:

- VHC Healthcare Workers
- Grocery Store Workers
- Cowboy Cafe
- Fresh Impact Farms

Speakers:

- Catherine Buell, Amazon
- John Shooshan, The Shooshan Group
- Katie Cristol
- Matt de Ferranti
- Telly Tucker