



July 2019 – March 2020					
PLACE-MAKING	2019 Movie Nights @ Arlington Mill & Penrose Square	Arlington Mill Farmers Market & Second Saturdays	Paws On The Pike Columbia Pike Fall Fest	Groovin' On The Pike in Partnership with Arlington County Libraries	Summer 2020 Planning: Blues Festival Line-Up, Movie Voting
ENGAGEMENT & ADVOCACY	Renewed Annual Meetings; Launched Quarterly Member Mixers Hosted at Columbia Pike Restaurants/Businesses		Joined Several Commissions & Working Groups: <i>Arts Advisory Committee, Arlington County Civic Federation, Vision Zero, Crime Solvers, Community Progress Network, Form Based Code Advisory Working Group</i>		Worked with County Staff on Transit Station Article Series ; Named ATP " Partner of Year "
MARKETING	Completed Phase I Redesign of Columbia-Pike.org with Design Partners, Winking Fish		Executive Director Featured in Arlington Magazine with Other Bid/Partnership Directors		Participated in #StayArlingtonFit Campaign – " Pike Man " Videos
INFRASTRUCTURE	Began Strategic Planning Process Updated CPRO Mission, Vision, & Values		Developed FY21 Work Plan		Began Publishing Quarterly Reports
BUSINESS & DEVELOPMENT	Participated in Commercial Market Study	Created Columbia Pike Businesses Online Forum	Supported West End Businesses Affected by Multimodal Construction	Partnered with BizLaunch on " Launch & Learn "	
	Established Form Based Code Community Group & Published Form Based Code Position Paper		Supported New/Future Developments: Centro Arlington, Gilliam Place, Arlington View Terrace	Worked with Arlington Chamber of Commerce on Recommendations for Signage Regulation Changes	
March 2020 – June 2020					
COVID-19 RESPONSE	Buy A Nurse Lunch Program: Raised \$40,000+, Purchased 1,300 Meals from Columbia Pike Restaurants for Nurses		Business Signage : Advocated for Loosening of County Regulations, Distributed Over 50 Free Business Banners	Feed Our Families Program: Raised \$75,000+ to Distribute 1,300 Boxes Of Fresh Produce to Residents; \$2,600 of Produce for Our Lady Queen of Peace Food Pantry	
	Adapted Summer Events: Partnered with WERA 96.7 & Arlington Arts on " Backyard Blues Fest "; Converted Movie Nights to a Drive-In @ ACC		Adapted Farmers Market: Created Online Marketplace for Vendors to Take Preorders, Moved Locations for Greater Social Distancing & Established Strict Safety Protocols		Strategic Planning Priorities: Updated Short-Term Goals to Address New Community Needs & Enhanced Business Support
	Developed Resource Articles & Webpages ; Promoted AED, BizLaunch Initiatives & Resources		Launched Facebook Support Group For Pike Businesses & Residents; Offered 1:1 Technical Consultations		Hosted virtual Connecting & Collaborating Sessions with County & Community Leaders
OTHER	Postponed Columbia Pike Progress Luncheon to Sept. 25	Transitioned Staff to Remote Work	Developed Database & Directory of Over 750 Business	Reinstallation of Columbia Pike Street Banners	Subscribers ↑ 38% Social Media ↑ 15%

