



The Columbia Pike Revitalization Organization (CPRO) is proud to share our Top 9 accomplishments of the year, July 2020 – June 2021!

**Took a Leadership Role in Supporting Community Needs**



**#1**

The pandemic brought about significant changes in the type of support our community needed, and to provide that support, CPRO developed several brand new programs that would not have been possible with our amazing partners. We raised over \$60,000 to spend at a dozen restaurants on 4,300 meals for frontline workers for "Buy a Nurse Lunch". We partnered with Arlington Presbyterian Church (APC), Arlington Partnership for Affordable Housing, AHC, Inc., Our Lady Queen of Peace, and our Columbia Pike Farmers Market Vendors to provide 5,000+ boxes of fresh produce to families in need for the "Feed Our Families" program. We also worked with A-SPAN, APC, and La Cocina VA to provide 1,300 hot meals to guests of the Homeless Services Center shelter during hypothermia season.

**#2 Developed partnerships to promote and disseminate important information to the community about COVID-19 and the importance of vaccination**

CPRO continually shared accurate COVID-19 information in partnership with the County, State of Virginia, and the CDC. We promoted the opening of testing sites, provided guidance to businesses on best practices, and joined the County's Complete Vaccination Committee (CVC). We kept the community informed of changing schedules and regulations for vaccine clinics in both English and Spanish. Executive Director Kim Klingler volunteered at several vaccination clinics and CPRO hosted a vaccine pop-up with Joule Wellness Pharmacy at the Columbia Pike Farmers Market.



**#3 Solidified our support for communities of color along the Columbia Pike corridor and beyond**

CPRO became a Silver Lifetime Member of the Arlington branch of the NAACP and joined its Economic Development Committee. CPRO Executive Director Kim Klingler introduced the tribute to essential workers at the NAACP Freedom Fund Banquet and collaborated with the NAACP to create an important Black History Month webinar, exploring Black generational wealth. CPRO also opened its doors to the Black Heritage Museum of Arlington to provide a temporary home for the museum and we continue to work with them to find a permanent location.



**#4 Continued to offer fun, safe events to bring our community together**

CPRO converted its annual events to safe, virtual or hybrid events to keep the community connected, including virtual versions of our annual meeting, two Columbia Pike Progress Luncheons, and Paws on the Pike. We also converted our movie nights into a Drive-In in partnership with the Arlington Career Center and held a hybrid version of our Blues Festival featuring both online concerts and in-person performances (named the Columbia Pike Blues Weekend) in partnership with Arlington Arts, Manoukian Brothers Rug Shop, and Blue Land Media. We also continued our year-round Farmers Market with its new eCommerce site that allows for pre-ordering and safe, quick pick-up.



**#5 Increased our outreach and support of the local business community**

CPRO is proud to say its partnership with Arlington Economic Development and the Arlington Chamber of Commerce has never been stronger. Together we welcomed 15 new businesses to the Columbia Pike corridor, providing assistance as needed and hosting ribbon cuttings or open houses. We also worked with our partners to provide technical assistance, English/Spanish translations, business roundtables, banners, blankets, etc. to local small businesses and began printing a Spanish newsletter with business resources called Boletín de Columbia Pike.



## #6 Strengthened our connections and partnerships to further CPRO's advocacy and outreach

In Partnership with the Chamber and other stakeholders, CPRO played a influential role in the County's initiation of the Columbia Pike Form Based Code Ground Floor Retail Study. We facilitated an important community forum "Connecting & Collaborating: Working Together To Keep Arlington Safe" to bring County and State leaders together with the community and law enforcement to discuss concerns regarding the Purple Lounge which contributed to HB2131 being signed into law. We also continue to advocated for the needs of the community (e.g. food security, transit, signage, digital equity, vision zero, etc.) and the recommendations that were outlined in the Columbia Pike Commercial Market Study.



## #7 Increased brand awareness and promoted Columbia Pike as a unique and vibrant community

CPRO worked with several partners to continue promoting the Columbia Pike community. We installed an "Open for Business" banner across Columbia Pike with the help of our partners at Sign-o-Rama. We also worked with StayArlington to publish an article and create an advertisement promoting the various restaurants serving cuisines from around the world. We continue to work with StayArlington, AED, Trip Advisor, Arlington Strategy, etc. to further develop the branding that Columbia Pike is "the ultimate international foodie destination".



## #8 Expanded our leadership to more accurately represent the diverse community we serve and better provide the needed skills and expertise to fulfill our mission

CPRO worked to finalize and publish its Strategic Plan which laid out important improvements to its organizational infrastructure that have since been enacted, including: filling all open positions on the Board of Directors, creating Committees within the Board of Directors, updating the organization's bylaws, and creating a new 30+ member Community Advisory Council made up of a diverse group of Community leaders that provide invaluable representation and expertise.



## #9 Expanded support of our staff and operations to ensure a sustainable future for the organization

Over the past year, CPRO's staff has gone above and beyond to adapt our mission and programs to better serve the needs of the community during the pandemic. Therefore, we enhanced employee benefits and provided holiday bonuses to show appreciation for their hard work.



## Happening in FY2022!

### Columbia Pike Drive-In Movie Nights

Saturday Nights, July – August  
Arlington Career Center

[www.columbia-pike.org/movienights](http://www.columbia-pike.org/movienights)

### Paws on the Pike

October 2, 1 – 5pm  
Centro Arlington

[www.columbia-pike.org/pawsonthepike](http://www.columbia-pike.org/pawsonthepike)

### Columbia Pike Wellness Festival

September 18, 9am – 12pm  
Centro Arlington

<https://www.columbia-pike.org/wellnessfestival/>

### CPRO 35th Anniversary Celebration

October 14, 5:30 – 8pm  
Penrose Square

[www.columbia-pike.org/cproanniversary](http://www.columbia-pike.org/cproanniversary)



*Follow us on Social Media to stay up-to-date on all things "Columbia Pike" and follow our campaign as we celebrate our 35th Anniversary!*



[WWW.COLUMBIA-PIKE.ORG](http://WWW.COLUMBIA-PIKE.ORG)

*CPRO is a 501(c)(3) nonprofit organization with a 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.*