

ANNUAL REPORT

FY2021-2022

March 2021 - March 2022



The following Annual Report report is intended to provide the public with a general overview of The Columbia Pike Partnership's activities and progress executing its FY2021-2022 [Strategic Plan](#).

PARTNERSHIP & ADVOCACY	Welcomed & Provided Home to Black Heritage Museum of Arlington	Buy a Nurse Lunch (\$9,631 raised, 15 restaurants participated)
	Meals for ASPAN/PathForward (1,420 Meals, \$8,130 raised to provide meals from La Cocina)	Feed Our Families (\$100,000 raised, 4,800 produce boxes delivered)
	Volunteering at Vaccination Clinics	Over (150 Partners) - Celebrated at our 35th Anniversary
	Buy a Nurse Lunch Campaign with: National Landing, Rosslyn, Clarendon, Ballston, and Langston Boulevard	Childcare Expansion Conversations - Jair Lynch, Bridges to Independence, Washington Forrest Foundation, etc.
	Stormwater - Environmental Sustainability, Educational Equity - Career Center	Food Security Task Force
PLACEMAKING	Virtual Pike Progress Luncheon , 100+ attendees	Paws on the Pike , 11 vendors, 350+ attendees
	Welcomed Farmers Market Back to Pike Park	Inaugural - Annual State of the Pike , 250 registrants, 6 Arlington County departments Participated
	Drive In Movies , 645 Cars, 2,500+ attendees	
	35th Anniversary Celebration , 6 partnering restaurants, 250 attendees	Blues Weekend , 3 streaming concerts and 3 in-person performances in partnership with Arlington Arts and Manukian Brothers Oriental Rugs
BUSINESS SUPPORT	Business Roundtables & Connect & Collaborate (6 Sessions)	FBC Amendment - Ground Floor Usage in alignment with our FBC Position Paper
	Grants 2.0 and Relaunch Support <ul style="list-style-type: none"> • 140 emails were sent to business owners • 450 calls made • 75 texts exchanged • 70 direct contact with business owners via phone calls 	
	Assisting Businesses with Relocation, Zoning, Permitting, etc.	Recruited and Hired Bilingual Business Engagement Specialist
BRANDING & MARKETING	35th Anniversary Celebration	
	Renamed, Rebranded and Announced at our 35th Anniversary Celebration	Launched Columbia Pike Partnership Campaign
INFRASTRUCTURE		Other Digital Channels Outreach: <ul style="list-style-type: none"> • 7,956 Weekly e-newsletter subscribers • 2.1 K Monthly website users • 335 views to our Youtube channel
		Continued to Diversify Board
		Formalized Community Advisory Council
	Sustaining Reduced Rent	
	Searching for New Physical Location	