



COLUMBIA  
PIKE

CONNECT & COLLABORATE

Marketing Resources for Businesses

# Our Team



**Alejandra Underwood**  
**Business Engagement  
Specialist**

Alejandra is a dedicated professional with an extensive track record assessing needs, improving efficiencies, and strengthening communities. Alejandra has over 10 years of outreach, training & technical assistance, and operations management experience in the non-profit, education, business, and government sectors. She is passionate about connecting others to resources and is eager to use her experience and skills to help businesses on The Pike.

Alejandra is a Leadership Arlington Ignite Young Professional Class of 2023 graduate, 2023 Northern Virginia 40 under 40 and 2024 Women of Vision Honoree.

# Today's Agenda



- 1) **Welcome & Meeting Protocols**
- 2) **Columbia Pike Partnership Free Marketing Assistance**
- 3) **Arlington Strategy**
- 4) **Douglas Park Civic Association**
- 5) **Relaunch with BizLaunch**
- 6) **Arlington Convention & Visitors Service**
- 7) **Arlington Chamber of Commerce**
- 8) **Questions & Answers**

# Our Team



**Andrew Schneider**  
**Executive Director**

Andrew leads the Columbia Pike Partnership in Arlington, Virginia – a position he’s held since December 2023. As Executive Director, Andrew is responsible for leading the Partnership in its effort to foster community engagement, economic development, and equity for the residents, businesses, and other key stakeholders who live and work along the Pike.

Active in his community, Andrew has run for office twice and has been an active participant in community affairs, including serving as President of his civic association and being named a member of the inaugural “Arlington 40 under 40” by Leadership Arlington in 2014.

# Our Team



**Andrea Avendano**  
**Marketing & Communications**  
**Director**

Andrea is a dedicated and results-driven advertising and marketing specialist with over ten years of experience, Andrea holds a Bachelor's degree in Advertising and is very passionate about crafting innovative advertisements that not only are impactful to and for our partners and residents, but that create positive and profound changes in the community. She delivers data-driven marketing solutions through powerful, strategically targeted, and thoughtful campaigns via a variety of media platforms and is fluent in Spanish and English.

Andrea is a 2024 Northern Virginia 40 under 40 honoree and a Leadership Arlington Class of 2024 graduate.

# Free Marketing with CPP

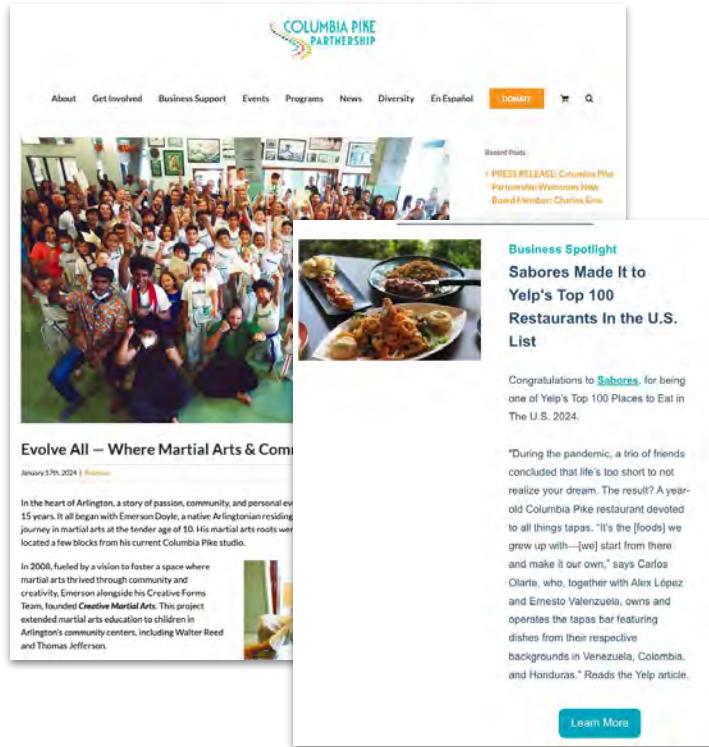


## Boletin

- ✓ Spanish and English publication featuring interviews with Columbia Pike business owners.
- ✓ Paper copy distributed to 200 business owners. Digital copy available on our website.
- ✓ Frequency: 2 Times per year, June and November.



# Free Marketing with CPP



## Blog and Newsletter

- ✓ Highlight your business story in our blog and let the community know about the why behind your business.
- ✓ Share about upcoming events, news, achievements and more in our weekly newsletter with over 8K subscribers.

## Social Media

- ✓ Tag us or add us as a collaborator and share your latest updates with our 4K+ followers on Facebook and 2.5K+ on Instagram.

# Free Marketing with CPP



## Business Lists

✓ We have dedicated lists to highlight the heritage of our diverse small business. Make sure your business is on this list to be highlighted during the heritage celebration months. (African American Heritage Month in February, Women's Month in March, Asian American & Pacific Islander Heritage Month in May and Hispanic Heritage Month in September and October)



# Free Marketing with CPP



## Grand Openings & Ribbon Cuttings

Everytime a new business opens on Columbia Pike we want to celebrate big time! Let everyone in the 22204 community and beyond know about your new business with a grand opening celebration. We help you connect, coordinate, and publicize your event for maximum exposure.



*Photos courtesy of Alex Sakes Photography*



## Lunch Club

The Lunch Club is a community-driven initiative where we bring together local members to dine at your restaurant once a month.

- ✓ Increase revenue.
- ✓ Showcase your culinary offerings to a diverse, engaged audience.
- ✓ Build relationships and brand loyalty within the community.

# Arlington Strategy



**Jennifer Mulchandani**  
Founder & CEO of Arlington Strategy

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**Arlington Strategy** provides smart, creative, goal oriented thinking and solutions to help small business and nonprofit organizations thrive.

Follow us on [Twitter](#) and [Facebook](#) to learn more about our work, and subscribe to our email #newsletter for the latest and greatest from the amazing businesses we work with.

# CPP Connect & Collaborate

Marketing and Advertising

arlington  
strategy

thriving brands » a better world

# Why Marketing?

## Customer Acquisition Journey



# What Marketing?

First you must think about:

- Goals
- Budget
- Capacity

# What Marketing?

Email  
Marketing

Search Engine  
Optimization

Social Media

Paid  
Advertising

Events

PR

Thought  
Leadership



# Where to Invest?



**Awareness +  
Education**



**Engagement +  
Interest**



**Consideration +  
Intent**



**Action +  
Advocacy**

## **Awareness**

- > Social Media
- > Search Engine Optimization
- > Paid Advertising
- > PR

## **Engagement**

- > Social Media
- > Email Marketing
- > Events

## **Consideration**

- > Social Media
- > Paid Advertising
- > Email Marketing
- > Thought Leadership



thriving brands » a better world

Arlington Strategy provides smart, creative, goal oriented thinking and solutions to help small business and nonprofit organizations thrive.

➤ Blog + Podcast + Newsletter  
[arlingtonstratgy.com](http://arlingtonstratgy.com)



A L A I R



**BRIDGES**  
TO INDEPENDENCE



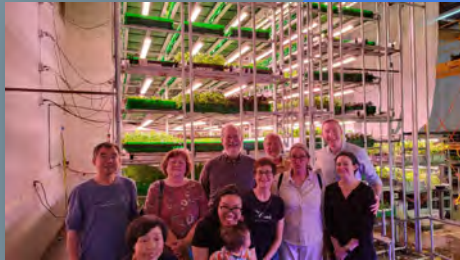
# Douglas Park Civic Association



**Steve Jordan Tomaszewski**  
President

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**The Douglas Park Civic Association** is a large South Arlington neighborhood bounded by South George Mason Drive, Columbia Pike, the Four Mile Run Trail and Walter Reed Drive, and including Barcroft Apartments. With over 10,000 residents, making it the 4th most populous neighborhood in the region, and ranking as the 3rd largest neighborhood by land area, the Douglas Park Civic Association serves as a vital hub for its diverse and dynamic community.



# DOUGLAS PARK CIVIC ASSOCIATION

- Arlington County is divided into ~60 neighborhoods, and most are represented by Civic Associations
- Civic associations are focused on advocating for neighborhood improvements, connecting neighbors together with events, and giving back to those in need
- Civic associations have communications channels to reach residents directly, Douglas Park has a print newsletter, email listserv, and social media channels



# WHY ADVERTISE?

**1. Targeted audience:** Advertisements will be seen by people who are most likely to be interested in the products or services offered by your local business.

**2. Cost-effective:** Advertising in a newsletter is a cost-effective way to reach a targeted audience.

**3. Builds brand awareness:** Consistent advertising in our neighborhood newsletter can help build brand awareness for a local business.

**4. Community involvement:** By advertising in a neighborhood newsletter, you can show your support for the community and help make our community stronger.

**5. Longevity:** Neighbors often hold on to our print newsletter, and it is kept on our website permanently.







# WHY DOUGLAS PARK?

- Douglas Park Civic Association represents over 10,000 residents (it is the 4th most populated neighborhood), and it is the 3rd largest neighborhood by area
- A printed copy is hand delivered to each single-family home in Douglas Park with over 1,300 households
- Start now! [vicepresident@douglasparkca.org](mailto:vicepresident@douglasparkca.org)
- <https://www.douglasparkca.org/newsletter/>

Rates (Sizes for newsletter ads, discounts for multiple issue commitments):

Tiny	Small	Medium	Large
<del>\$50</del> \$40	\$75	\$150	\$275
Business card-sized ad	¼ page ad	½ page ad	Full page ad





# Arlington Economic Development (AED) BizLaunch



**Lourdes Morales**  
Business Consultant



**Yeykin Valenzuela**  
Small Business Manager

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**Arlington Economic Development** (AED) is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places.

**BizLaunch** is Arlington's small business and entrepreneurial assistance network, and your one-stop-shop for everything you'll need to know about starting or growing a business in Arlington.

# About Us

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BizLaunch offers free, one-on-one business counseling, in English and Spanish, to help local small businesses navigate the process.

We offer free educational workshops and webinars, marketing support and practical business resources. And, if you need more personalized support on your small business we are here to help.



# Our Partners



Mason Enterprise Center





# Consultations with Experts

- One-on-one Counseling sessions with experienced business advisors



# Training and Education





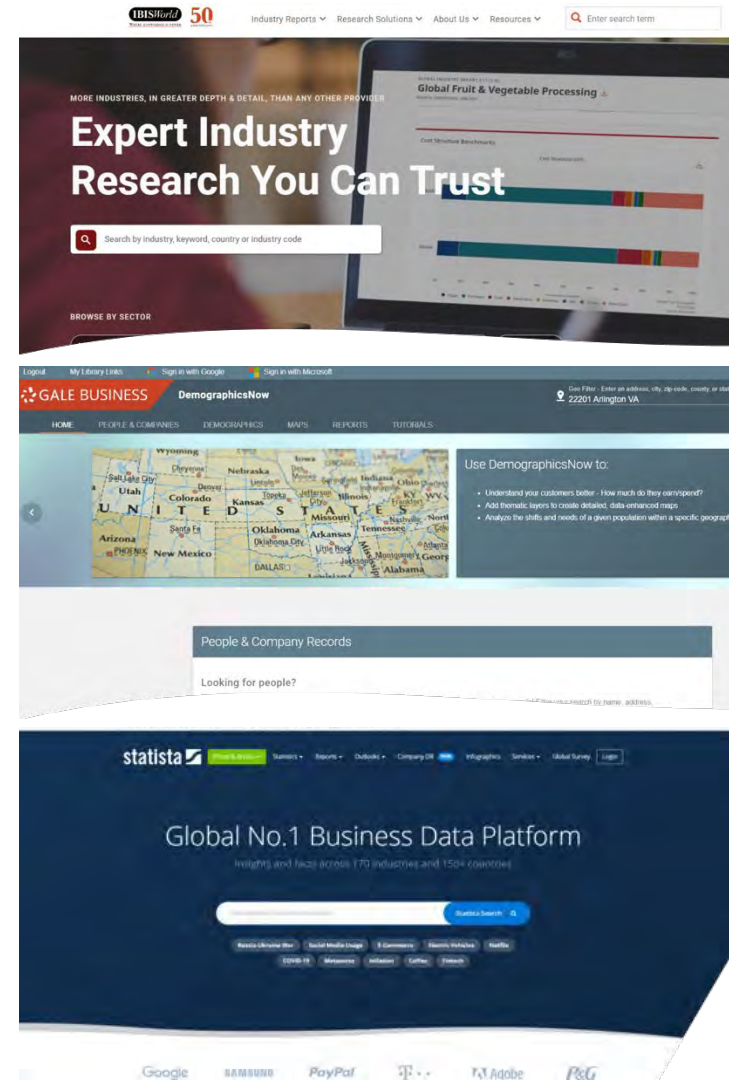
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# Networking and Community Building



# Market Research

- Market Research assistance to understand target audience, industry trends, and competitive landscape.



# Social Media & Marketing Assistance

BizLaunch en Español

a week ago · 6 views

Colombia Tea Partnership and 1 other



1:35

Red Bean Harvest es más que una marca, es un compromiso con la sostenibilidad.

a week ago · 8 views

a week ago · 7 views

1



0:51

Ana Sicer no comparte su pasión por la que inicio su emprendimiento (Ana just...

2 weeks ago · 21 views

4

a week ago · 15 views

2



1:00

Ana Alvarez aprecia profundamente la libertad que le otorga el ser...

2 weeks ago · 21 views

Los Chamacos Mexican Restaurant



0:46

Ana de By A M A N S H ama el poder utilizar su imaginación, conectar con...

1 week ago · 10 views

2



0:42

Escuchen lo que Estela ama de su emprendimiento: la libertad de creat...

1 week ago · 11 views



0:33

Este mes, celebraremos el amor por el emprendimiento local. Estén pendiente...

4 weeks ago · 12 views

2



0:33

Un gran comienzo con los "lunes de Belle Patentes" de Latina Economía



0:22

¡No pierda la oportunidad de registrarse para nuestro próximo evento sobre el...



0:20

Natalia Mitchel de Pryze App impulsa la creatividad e innovación en el desarrollo...

Meet with James A  
31 min Microsoft Teams ...

Mon 2/12/2024 12:01 PM



## New Program to Incentivize Consumers to Shop Locally

Support Arlington's small businesses and save money with the new Open Rewards program! BluLaunch has invested \$6,000 from existing funds to pilot the customer rewards program, which lets shoppers earn 5% in reward credits while spending at local small businesses. Open Rewards is a partnership between BluLaunch and technology company BluDot. There is no cost for businesses or consumers to participate.

**Shopper?** Enroll in the program by downloading BluDot's Open Rewards app to your smartphone. Enrolling is free and you'll earn 5% when you shop local at [participating businesses](#).

[Enroll for rewards >](#)

**Small Business?** Arlington personal service, restaurant and retail businesses are automatically enrolled. Other Arlington businesses can enroll for free. Are you enrolled? Check the list of [participating businesses](#).

[Enroll your business >](#)

Download the flyer and promote your business's participation in the program.

# OPEN REWARDS



# SMALL BUSINESS DIRECTORY

## Support Small Businesses. Shop Local. Shop Arlington.

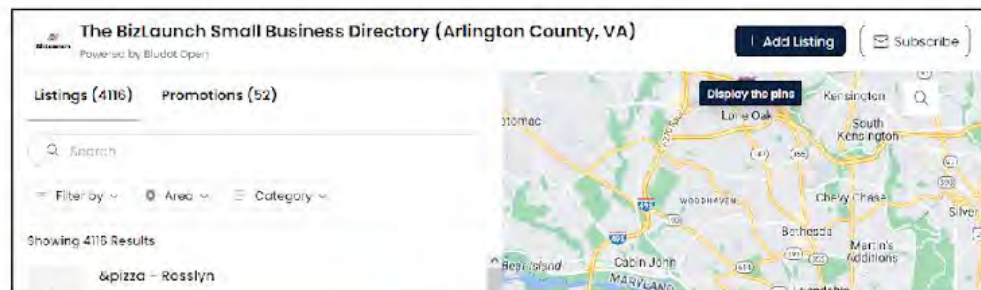
Arlington is proud to be the home of a dynamic, innovative small business hub.

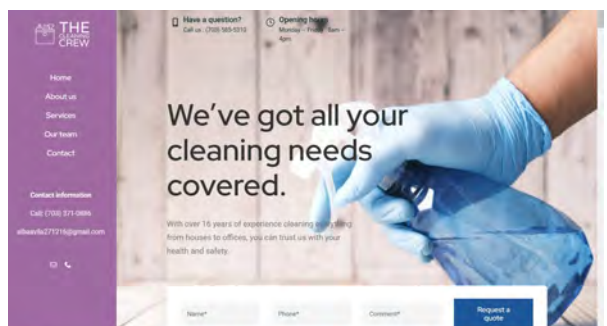
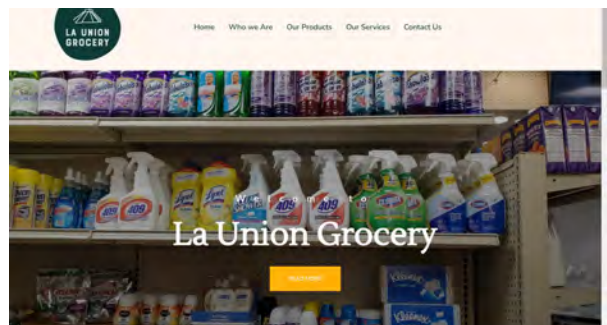
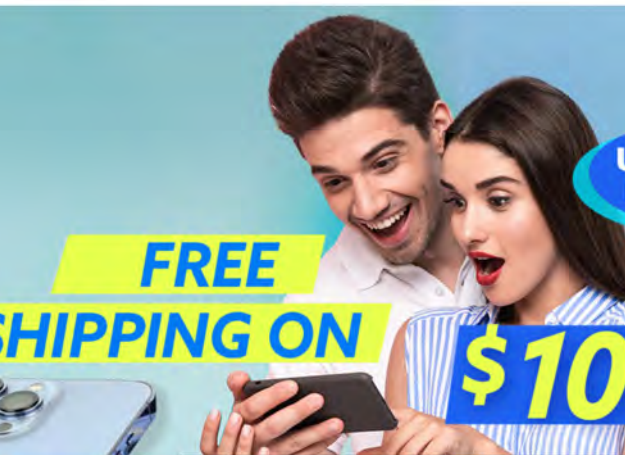
Home to over 15,000 small businesses headquartered in Arlington, our newly improved BizLaunch Directory aims to connect you with local businesses with a few quick clicks.

The BizLaunch Directory highlights a variety of industries, from restaurants and retail to childcare to architects to financial services. Buyers can support minority-owned, woman-owned, and LGBTQ+-friendly businesses as they search for a specific industry.

To search for a specific industry, or support a minority-owned business, simply hover over the "Category" tab and select any of the existing industries and ownerships available.

If you are an Arlington-based business, learn how to [customize your listing](#)





# RELAUNCH

## CONTACT US

- **Lourdes Morales**
- 703-228-0808
- [lmorales@arlingtonva.us](mailto:lmorales@arlingtonva.us)
- BizLaunch En Espanol

- **Yeykin Valenzuela**
- [yvalenzuela-pivaral@arlingtonva.us](mailto:yvalenzuela-pivaral@arlingtonva.us)





# Thank You!



**BizLaunch**

# Arlington Convention & Visitors Service



**Paola Fernandez**  
Digital Marketing & Social Media Specialist

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**Arlington Economic Development (AED)** is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places.

**The Arlington Convention and Visitors Service (ACVS)** promotes Arlington as a dynamic destination to stimulate economic growth.

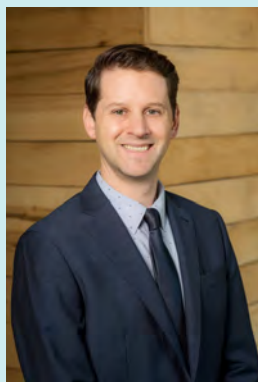
# Promote Your Business to Arlington's Visitors



Arlington  
Convention and  
Visitors Service  
March 20, 2024

**ALL ARLINGTON**  
Virginia

# Arlington Convention and Visitors Service (ACVS) Team



## **Director**

Emily Cassell

## **Destination Sales**

Portia Conerly, Director of Sales

Roxana Rivera, Destination Sales Manager

## **Destination Marketing**

Scott Baker, Marketing Manager

Paola Fernandez, Marketing Coordinator

## **Visitor & Convention Services**

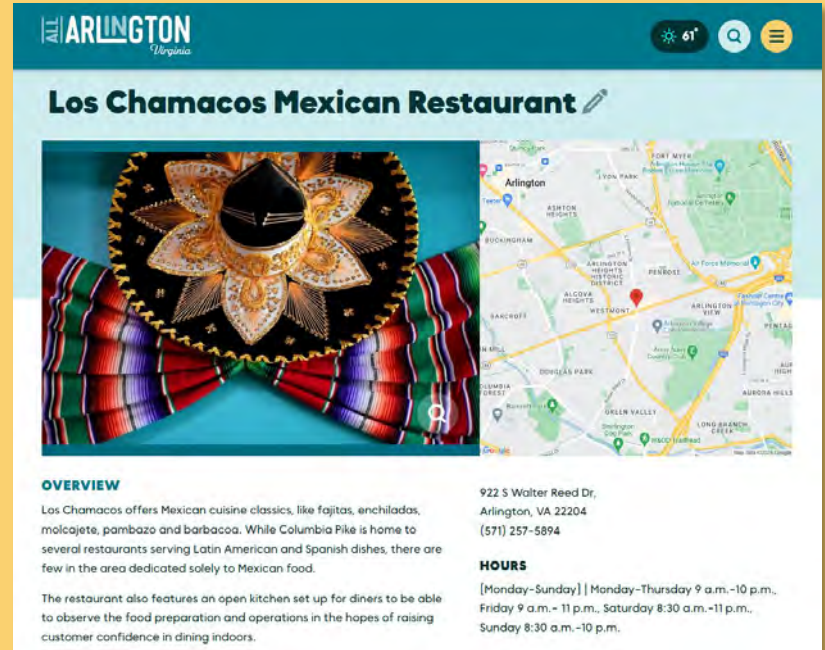
Monica Cannon, Visitor & Convention Services Manager

Robert “Mo” Rouse, Visitor Services & Film Office Coordinator



# Free Website Partner Listings



- Partner listings are a great way to feature your business on the StayArlington website.
- Listings includes a quick summary of your business, complete with images, links to your own website, your social media channels, business hours and more.
- To create your partner listing complete the [Partner Sign-Up form](#).
- For any updates to your existing listing, please contact ACVS Marketing Coordinator Paola Fernandez.



**ALL ARLINGTON**  
Virginia

61°

## Los Chamacos Mexican Restaurant



**OVERVIEW**

Los Chamacos offers Mexican cuisine classics, like fajitas, enchiladas, molcajete, pambazo and barbacoa. While Columbia Pike is home to several restaurants serving Latin American and Spanish dishes, there are few in the area dedicated solely to Mexican food.

The restaurant also features an open kitchen set up for diners to be able to observe the food preparation and operations in the hopes of raising customer confidence in dining indoors.

922 S Walter Reed Dr,  
Arlington, VA 22204  
(571) 257-5894

**HOURS**

[Monday-Sunday] | Monday-Thursday 9 a.m.-10 p.m.,  
Friday 9 a.m.-11 p.m., Saturday 8:30 a.m.-11 p.m.,  
Sunday 8:30 a.m.-10 p.m.



# Enhance Your Listing for Groups and Meetings Business

- Our Destination Sales team, Portia Conerly (Director of Sales) and Roxana Rivera (Destination Sales Manager) connect meeting and group planners with all of Arlington's partners and resources.
- When promoting Arlington to meetings and group planners we often boast that Columbia Pike is known as “the world in a zip code” due to the corridor's expansive global cuisine.
- Enhance your partner listing to include relevant information for meeting planners looking for service providers.



# Schedule Your Free 360-Degree Video Shoot

- ACVS has partnered with [Threshold 360](#) for Arlington hotels, meeting venues, restaurants and attractions to get 360-degree virtual tours you can easily share with clients.
- Hospitality businesses can [schedule their own](#) 360 by visiting Threshold360's website or contacting ACVS Marketing Manager, Scott Baker.



# Social Media Engagement

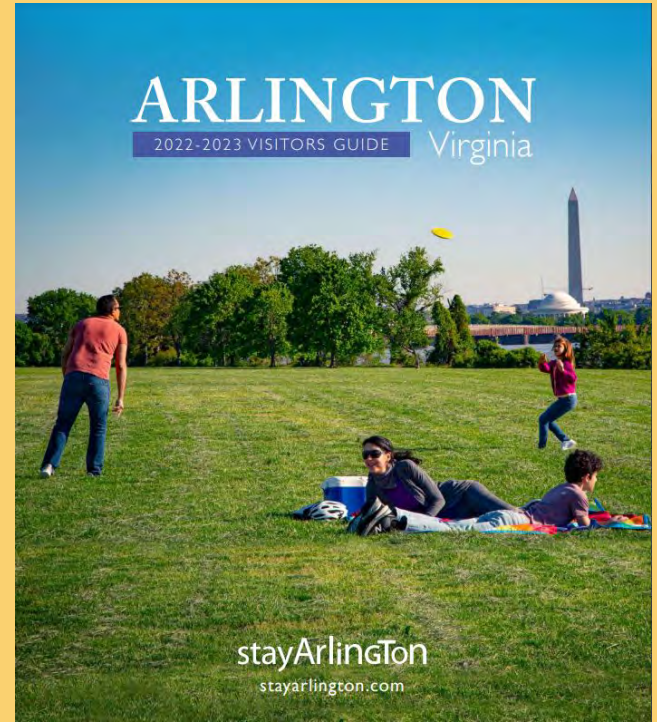
- We're active on Instagram, Facebook, LinkedIn and Threads.
- We share user generated content (with credit) to promote local businesses and attractions.
- Use **#yesarlington** on Instagram to grant us permission to re-post your images or videos
- Also, use **#AllinArlington** and engage with us on social media through shares, likes, retweets, comments and posts.



Follow us  
[@StayArlington!](#)

# Visitor Materials

- Our visitors service team assists in answering visitor questions, including providing information and materials as visitors and meeting professionals are planning upcoming trips.
- Every year we print new visitor materials including:
  - [Visitors Guide](#)
  - [Meeting Planners Guide](#)
  - [Arlington Map](#)
- The 2024-2025 materials are coming this Spring!
- Great resources to provide assistance to visitors coming into your establishment.



# Stay in touch with ACVS!

**Emily Cassell, Director**

[ecassell@arlingtonva.us](mailto:ecassell@arlingtonva.us)

**Portia Conerly, Director of Sales**

[pconerly@arlingtonva.us](mailto:pconerly@arlingtonva.us)

**Roxana Rivera, Destination Sales Manager**

[rrivera@arlingtonva.us](mailto:rrivera@arlingtonva.us)

**Scott Baker, Marketing Manager**

[sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us)

**Paola Fernandez, Marketing Coordinator**

[pfernandez@arlingtonva.us](mailto:pfernandez@arlingtonva.us)

**Monica Cannon, Visitor Convention Services Manager**

[mcanno@arlingtonva.us](mailto:mcanno@arlingtonva.us)

**Robert "Mo" Rouse, Visitor Services & Film Office  
Coordinator**

[rrouse@arlingtonva.us](mailto:rrouse@arlingtonva.us)







Thank you!

**ALL ARLINGTON**  
*Virginia*

# Arlington Chamber of Commerce



**Josue Bastidas**

**Marketing and Membership Coordinator**

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**Arlington Chamber of Commerce** - a membership organization of more than 700 **businesses and organizations** working to strengthen business and the economic environment for those who work, live, and do business in Arlington.

With a focus on opportunity and results, the Chamber is your gateway to networking, professional development, government advocacy and community connections. **Learn more about the Chamber.**

# Newsletter Opportunities

## E-Newsletter Ads (weekly)

- Sent weekly to +5,000 Chamber members and business leaders across the Arlington community
- Effective way to market your campaigns, events, and initiatives
- Your ad will include a link to the webpage of your choice

## E-Blast Ads (monthly)

An exclusive option to a singular company and is an effective way to market year-round to prominent companies in Arlington. Your ad will include a link to the webpage of your choice.

- Networking e-blast
- Women In Business e-blast
- Advocacy e-blast

## Sponsored E-blast

- Ideal for promoting a single event or campaign in a short time frame
- Sent to our full membership list of +5,000 subscribers





# Events + Committees

## Events

### Networking

- Breakfast Connection
- Business After Business
- Women in Business Networking
- Young Professionals

### Other

- Chamber 101
- Small Business Roundtable
- Nonprofit Forum

## Committees

We offer free drop-in committees that meet monthly

- Government Affairs & Economic Development Committee
- Education & Workforce Development Committee
- Community Action Committee

### Signature

- Legislative Breakfast
- Best Business Awards
- County Board Candidate Forum
- State of the County & Public Safety Awards
- NOVA Elected Leaders Summit
- Annual Meeting



# Free Opportunities

## Community Calendar

- Promote your events
- A link to this community calendar is available on our website and in every weekly e-news

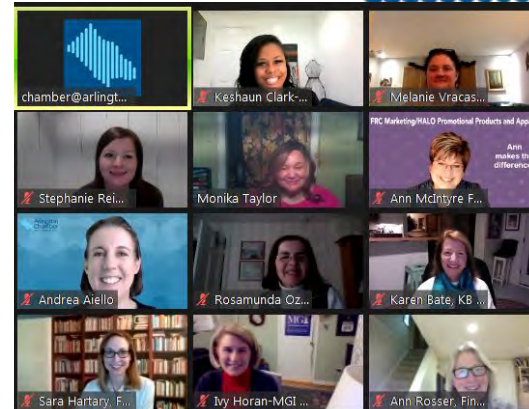


## Social Media

- We re-share on social media when members tag us

## Small Business Roundtable

- Speaking at a Small Business Roundtable is a great way to show your expertise
- Gives your business exposure to our network via promotions on e-news, website, and social media







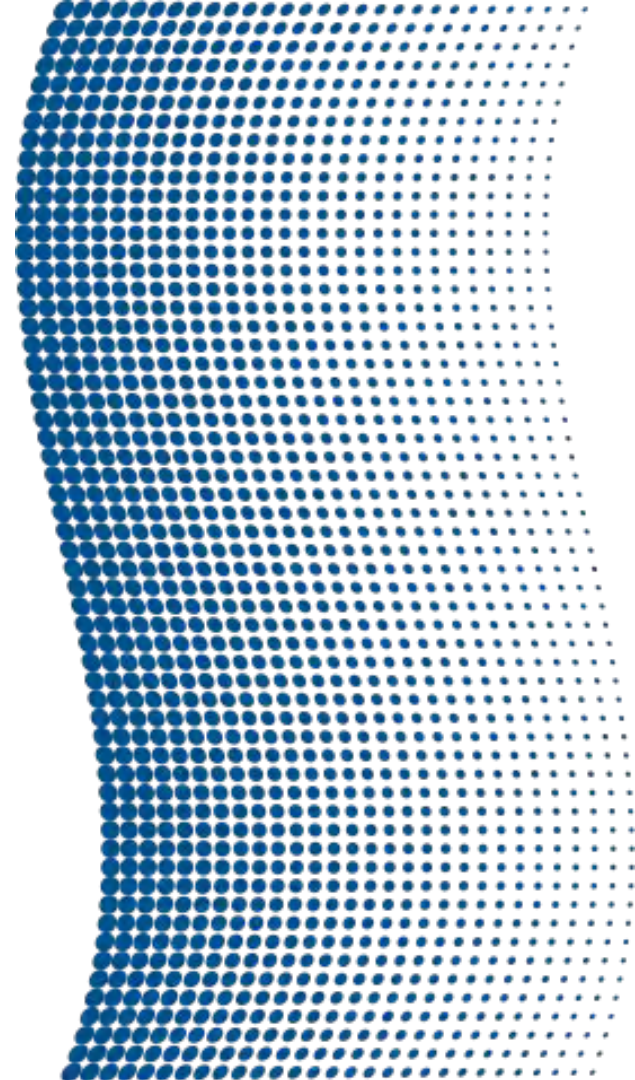
## Contact Information

Josue Bastidas

Marketing Coordinator


(703) 525 - 2400 ext. 202

[communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)





# Questions & Answers



# COLUMBIA PIKE

**PROGRESS LUNCHEON**

**Thursday, April 25th | 11:30 - 1:00 PM**



**CONNECT & COLLABORATE**

In-Person Wednesday, May 29th | 12:00 - 2:00 PM





3045B Columbia Pike, Arlington, VA 22204  
703-892-2776 | [partner@columbiapike.org](mailto:partner@columbiapike.org)

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