

ANNUAL REPORT

Calenda Year

January 1, 2023 - December 31, 2023



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 FY2023-2024 [Strategic Plan](#).

PARTNERSHIP & ADVOCACY	Transportation Advocacy , 25 meetings, opening of 16M bus route	Form Based Code Advisory Working Group , 5 meetings
	Ongoing meetings with Biz Launch, Cultural Affairs, Jair Lynch Real Estate (Barcroft Apartments)	State of The Pike , 203 registrants, 14 presenters, and 6 Arlington County departments participated
	Partnered with the Swiss Embassy, Sankofa Mobile Museum, and BHMA during Black Heritage Month to present “Teaching Heritage, Reaching Community,” 250 attendees	
PLACEMAKING	Pike Progress Luncheon , 120+ attendees, 4 panelists, 6 speakers, 17 sponsors	Paws on The Pike , 4 sponsors, 19 vendors, 600+ attendees
	Farmers Market , 52 Sundays, 18 vendors, 400 customers, SNAP program \$965, Matching \$500	Annual State of the Pike , 250 registrants, 6 Arlington County Departments Participated
	Movie Nights , 16 movies, 11 sponsors, 2 partners, 2,000+ attendees	Annual Meeting , 4 sponsors, 75 attendees, 7 Columbia Pike Spirit of The Community awardees
	Blues Festival , 26th year, 5 bands, 19 sponsors, 57 vendors, 40 volunteers, 10,000+ attendees	
BUSINESS SUPPORT	Connect & Collaborate , 1 in-person session with 36 attendees, 1 virtual session in Spanish with 7 partners	Assisted businesses with relocation, zoning, permitting, etc.
	Boletín , 4 printed editions, delivered to 200 businesses and Columbia Pike residents for each edition	Columbia Pike Lunch Club , 8 locations, ~25 attendees per gathering, Restaurant’s average revenue per visit: \$450-\$650
	Grand openings: Celebrated 5 new businesses (Sabores, Par Citi, Mpanadas, Westmont Apts. and Studio Pause)	
BRANDING & MARKETING	Columbia Pike Recipes for Recovery book , 2 launch events, 200 attendees, 3 sponsors, 9 restaurants, 4 activation events, over 500 copies sold	Google Ads Grant , up to \$10,000 per month in marketing dollars
	Social Media Engagement <ul style="list-style-type: none"> • Facebook 4,312 Followers • Instagram 2,514 Followers • LinkedIn 427 Followers • X (Formerly Twitter) 2,821 Followers • Threads 362 Followers 	Other Digital Channels: <ul style="list-style-type: none"> • E-newsletter 8,478 subscribers • Website 39K users • YouTube 597 views (49% +)
	Mailing Campaigns: 2, reached over 23k homes in the 22204 zip code	Free Press: The Columbia Pike Movies Nights was recognized as one of the top 20 Best Summer Outdoor Movie Events in the United States by Travel Magazine
INFRASTRUCTURE	Continued to diversify our board	New shared office space with BHMA
	Staff talent retention	Met our fundraising goals
	Improved CRM & project management tools	Updated strategic planning
	Executive Director transition (Kim Klingler was elected Arlington Commissioner of The Revenue, Andrew Schneider joined CPP Dec. 2023)	