



FY2023 LANGSTON BOULEVARD ALLIANCE ANNUAL REPORT



LETTER FROM THE PRESIDENT

I am pleased to present the FY2023 Annual for the Langston Boulevard Alliance. This was a noteworthy year for LBA. It included the near culmination of six years' community engagement facilitated by LBA for reimagining the Langston Boulevard corridor. The result is soon-to-be passed Final Plan Langston Boulevard, the first update of much of the corridor since 1960. The Draft Plan includes provision for mixed use development, increased affordable housing, public and private capital investments, and complete streets that will over the years create a green Main Street and revived centers of retail and civic activity. LBA worked with all stakeholders and county staff to ensure that the Plan was consistent with the community vision for the boulevard.

LBA sponsored the second annual Earth Day festival as part of its placemaking efforts. It was a resounding success bringing together vendors, non-profits, activities, and a large turnout of community members to celebrate the boulevard's aspirations as a green Main Street. LBA cannot take credit for the great weather!

LBA looks forward to continuing to work with our many stakeholders to build on the successes of FY2023 in the coming year. There is much work still to do to reach the community vision for Langston Boulevard.

Best regards,

Jim Lantelme
President, Langston Boulevard Alliance



JOIN LBA FOR

PLAN LANGSTON BLVD

Design Studio Sessions

TUESDAYS

AUGUST

23 & 30

12 – 2 PM

WEDNESDAYS

AUGUST

24 & 31

5 – 7 PM

HAPPY
HOUR
HOSTED BY LBA

Langston Boulevard Alliance
4500 Langston Blvd
Arlington, VA

www.langstonblvdalliance.com

Supported PLAN LANGSTON BOULEVARD

Galvanized community understanding and interest to finalize Plan Langston Boulevard through implementation. LBA ensured stakeholder education and advocacy to keep the vision moving forward. LBA engaged with numerous stakeholders throughout the year. LBA proactively identified controversial issues and was the go-to organization to help troubleshoot, conduct community engagement, and remained a trusted problem-solver for stakeholders. LBA additionally provided multiple rounds of detailed comments on the Preliminary Concept Plan and the Draft Plan.

FY 2023 PUBLIC ENGAGEMENT

3	Neighborhood Walking Tours	8	Open Design Studios	2	Presidents' Breakfast Events	18	Business & Landowner Meetings	22	County Board & Commission Member Meetings
24	Civic Association/Condo Board Leadership Meetings	18	Non-Profit Advocacy Meetings (Arts, Housing, Business, Sustainability, etc.)	15	Staff Meetings (Planning, Housing, Historic, DES, AED, etc.)				

TESTIMONIALS

I am grateful to Langston Boulevard Alliance for helping me and my community understand the issues, processes, and people involved in Plan Langston Boulevard. Langston Boulevard Alliance was also crucial in our efforts to formulate and communicate our goals, and to see them ultimately reflected in Plan Langston Boulevard.

SINCERELY, AND WITH BEST REGARDS,
RALF VOELLMER, CARDINAL HOUSE

From the perspective of the NHCA, the LBA has been a critical asset in the PLB process. They were instrumental in our organization's public engagement efforts for the study and are clearly focused on making the neighborhoods along Langston Blvd better places to live.

—BENJAMIN KEENEY, AIA, LEED AP PRESIDENT,
NORTH HIGHLANDS CITIZENS' ASSOCIATION



Stabilized THE ORGANIZATION

LBA continued to build the foundational elements of a successful partnership including strategic planning, developing a Customer Relations Management system, creating a marketing plan, and hiring Staff to provide support for the programming. Numerous projects were kicked off in FY2023 to be completed in FY2024.

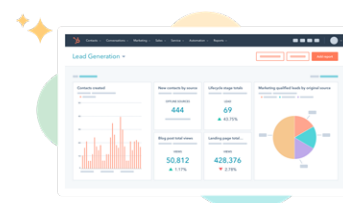
Strategic Planning – Planning for a More Sustainable LBA

LBA hired Spark Mill to initiate a capacity building strategic planning process that works to strengthen its foundational elements by creating a marketing plan for increasing revenue streams, diversifying funding and fundraising, supporting events and placemaking opportunities, as well as strengthening its working relationship with AED.



Customer Relationship Management System

LBA initiated the creation of a Hubspot database that helps with fundraising, community outreach and marketing. The system will help to track data and will aid in consistent messaging and contact with stakeholders and sponsors.



Marketing and Stakeholder Outreach

LBA worked diligently throughout the year to expand its reach through Instagram, Facebook, and its newsletter.

"As a resident, I appreciated the LBA's events and resources that helped me understand the Plan Langston Boulevard process. In fact, I only first learned about the Plan because of LBA's Earth Day event and I've since found the Alliance's website and social media presence to be helpful resources. Finally, Ms. Brown has been approachable and thoughtful during our shared advocacy on portions of the Plan." —ZACH NEWKIRK, YORKTOWN CIVIC ASSOCIATION

MARKETING EFFORTS

50%
Newsletter
Open Rate

1,343
Newsletter
Subscribers

7,588
Website
Page Views

1,011
Instagram
Followers

10,698
Instagram
Reach

24,746
Facebook
Reach



Created PLACEMAKING + EVENTS

Created placemaking and events that are welcoming and that promote an equitable place for all who live on, work on, and visit the corridor. Worked to support and brand a series of unique, Main Street-focused districts.

Earth Day Every Day Festival

LBA hosted Earth Day with an event featuring the sidewalks sales, al fresco dining and wine and beer tasting with the Shops, music, kids' art activities, a recycled and upcycled art market, environmental education activities, and fun! Partners for the event included Arlington Artists Alliance, the Arlington Art Truck, the Arlington Library Truck, EcoAction, Master Gardeners of Northern Virginia, and many more.

Vision 2050 Celebration

LBA celebrated the Langston Boulevard vision for a resilient, renewable, re-energized community. The celebration featured an awards ceremony, speakers, music, food and drinks from our local businesses, an exciting raffle, and plenty of time for networking and celebrating ten years of hard work.



2023

Earth Day Every Day

BY THE NUMBERS

4k+
PEOPLE
ATTENDED
THIS YEAR'S FESTIVAL



50+
BOOTHS
AT THIS YEAR'S FESTIVAL



ONLINE
ENGAGEMENT



10K
INSTAGRAM
ACCOUNTS REACHED

12K
WEBSITE
VISITORS

23K
FACEBOOK
ACCOUNTS REACHED

OTHER AUDIENCES:
MailChimp Newsletter
Gazette Leader
ArlNow
Arlington Magazine
Peach Jar
Arlington County website



4
MUSICAL
ACTS
ON THE MAIN STAGE



680
PEOPLE
COUNTED
THEIR JOYS
WITH THE ARLINGTON ART TRUCK

30+
SPONSORS
AT THIS YEAR'S FESTIVAL



280
CANVASES
PAINTED
WITH ARLINGTON
ARTISTS' ALLIANCE



365
POPSICLES
CONSUMED
AT KING OF POPS



70
CHILDREN
PARTICIPATED
IN THE SCAVENGER HUNT

VISION 2050

CELEBRATION LIGHTING of the HOLIDAY GROVE

THURSDAY
DECEMBER 1
2022



BY THE NUMBERS

100

PEOPLE IN
ATTENDANCE

30+

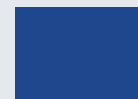
SPONSORS

Grand Sponsor
Virginia Housing

12+

PUBLIC + PRIVATE
ORGANIZATIONS
REPRESENTED

ONLINE ENGAGEMENT



1644

REACHED VIA
NEWSLETTER



800

REACHED ON
FACEBOOK



320

REACHED ON
INSTAGRAM

3

DISTINGUISHED
SPEAKERS

Takis Karantonis
Arlington County Board

Delores Navia
Vice President,
Development, JGB Smith

Paul Bernard
President & CEO
AHC, Inc.

2

AWARDS
PRESENTED

Community Service Award
Optimists Club of Arlington
for 75 Years of Service

Placemaking Award
Dominion Lighting

6

LOCAL BUSINESSES
PARTICIPATED

Arrowine
Sushi Zen
Sloppy Mama's
Barbeque
Lebanese Taverna
Market
Old Dominion Pizza
Livin' the Pie Life





Bike to Work Pitstop

LBA hosted its third annual pitstop, a t-shirt pick-up point, featuring Langston Boulevard businesses by offering food, beverages, and chances to win raffle prizes. The event supported a more sustainable Langston Boulevard and the local businesses along the corridor!

Historic Preservation Grant

Langston Boulevard Alliance has received a historic preservation grant from Arlington County. LBA is partnering with Historic Preservationist, Bennett King to collect oral histories, incorporate multiple voices, and reach diverse audiences for presenting and preserving Langston Boulevard's Renaming Process.



Supported ECONOMIC DEVELOPMENT & SMALL BUSINESSES

Increase day-to-day support for small businesses along the corridor as well as market the assets of the corridor to attract exciting new businesses and residents.

Partnership with BizLaunch

LBA established regular meetings with the BizLaunch team. Our new Program & Business Engagement Specialist began conducting business outreach. A Brunch and Business event is scheduled for February 2024. Business outreach kits will be created once the branding effort has been completed. LBA also spreads the word about BizLaunch's numerous programs and events.



Partnership with the Arlington Convention and Visitors Service

LBA established regular meetings with the Arlington Convention and Visitors Service Team. LBA works to support the team with content creation and assistance for Stay Arlington blog and share on-the-ground business and event information.



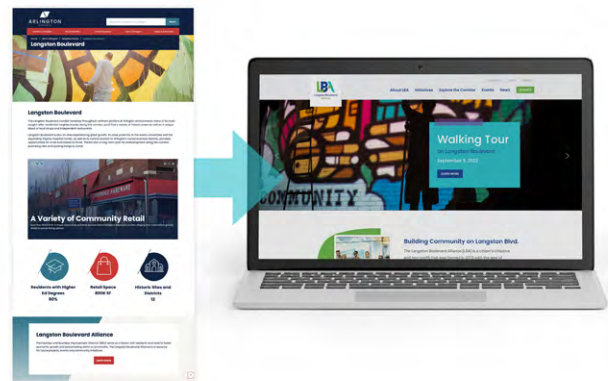
Rebranding the Langston Boulevard Corridor

Langston Boulevard began the process of rebranding the Langston Boulevard corridor in order to attract new residents and new investment. LBA has hired Fuseideas, a full-service advertising and marketing agency that is currently engaged in rebranding for Arlington Convention and Visitors Services. LBA has pulled together a Branding Committee that is working with Fuseideas. The project will be completed and rolled out in FY2024.



Website Overhaul to Connect to Arlington Economic Development's Life in Arlington

LBA initiated a website refresh to showcase the corridor as one of Arlington's wonderful neighborhoods – attracting new residents and new investment. LBA's website will become an extension of AED's Life in Arlington section of the new County website. LBA hired web developer Wave Motion Digital to develop the website in Word Press. Additionally, new branding, graphic design, copy writing, and photography will be added to the site. New functions might include ecommerce, social media integration, event promotion, business directory, mapping, fundraising, and educational components. The project will be completed and rolled out in FY2024.



Supporting Legacy Businesses through Documentation

LBA received a grant to document the corridor's many legacy businesses through a survey. The document will not only provide a historical record but can be used to identify businesses that might be in danger of displacement through redevelopment.

This project will:

- Document important pieces of the history of Arlington's Langston Boulevard corridor through historical research, interviews, and photographs.
- Capture the voices in the stories of the legacy business owners before they disappear.
- Use new media to capture, incorporate multiple voices, reach diverse audiences, and encourage popular participation in presenting and preserving the past by creating content for the Langston Boulevard website that is based on historical research, interviews, and photographs.