

Connecting and Cultivating Community



FY2025

LANGSTON BOULEVARD ALLIANCE

Annual Report

A New Approach

The Langston Boulevard Alliance (LBA) has entered a new phase of operation. With the passage of PLB and the creation of a new vision, the organization's focus is on implementing that vision. Pivoting to implementation required a new approach to community engagement, placemaking and events, business outreach, and administration. To pivot, LBA implemented a new strategic plan, branding, a website, a new marketing plan, and was approved for a new tax status. With exciting programs like People and Places and the Earth Day Festival well established, LBA looked to grow with programs like Look: An Unexpected Arts Experience. It has been an exciting year with much to look forward to in the new year.

GOALS FOR THE NEXT THREE YEARS:

1

Community Stakeholders
Play an Active Role in
Revitalizing Langston
Boulevard

2

Langston Boulevard Has a
Clear and Authentic Sense
of Place/Identity that is
Environmentally Sustainable,
Equitable and Livable

3

Public and Private Projects
Stay True to the Plan
Langston Vision

4

LBA's Internal Systems
Are Enhanced to Support
Strategic Work and
Sustainability

Website & Marketing Efforts

In 2024, LBA launched a new website that showcases the Boulevard's distinct and diverse neighborhoods, its cultural heritage, and PLB's vision for a sustainable future. The site highlights six activity nodes and their surrounding neighborhoods, parks and community amenities. In addition to the main Langston Boulevard website, LBA also maintains websites for their annual Earth Day Every Day festival, as well as for their latest event, Look: An Unexpected Arts Experience. These two event websites provide in-depth event information for potential visitors and create a streamlined application process for participating artists and vendors.

92

Business Featured
on Social Media

60+

Local Business
mentioned or featured
in monthly Newsletters

120+

Arlington County resources,
features or events included
in monthly Newsletters

WEBSITE

10+ events added/month

1,000+ views/month

FACEBOOK

413 followers

INSTAGRAM

1,400 followers

LINKEDIN

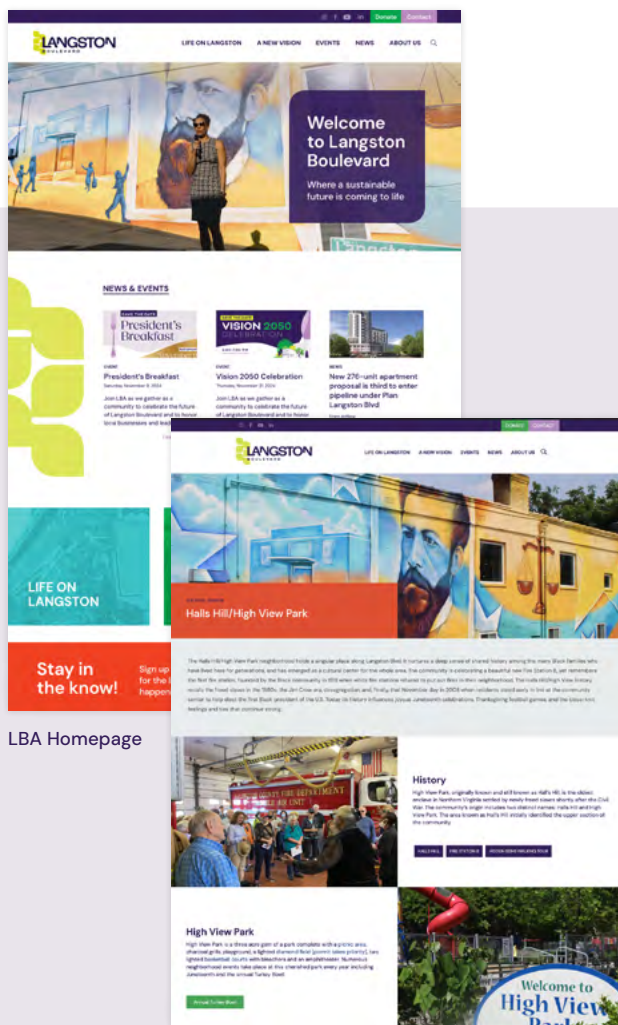
2,300 impressions

138 followers

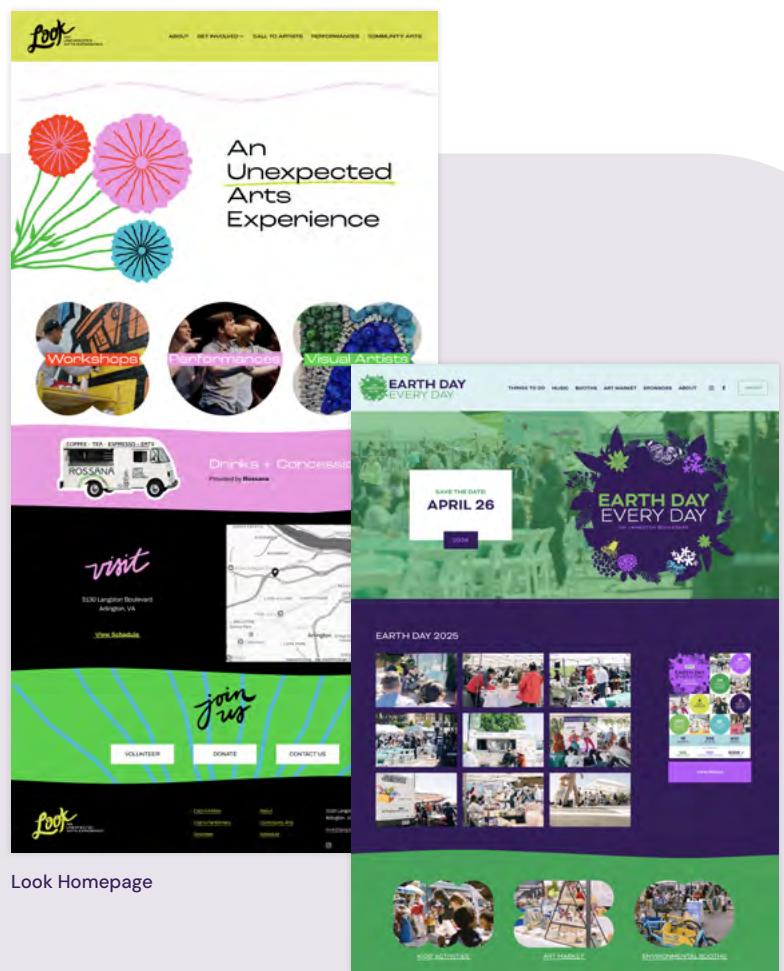
NEWSLETTER

1,400 monthly

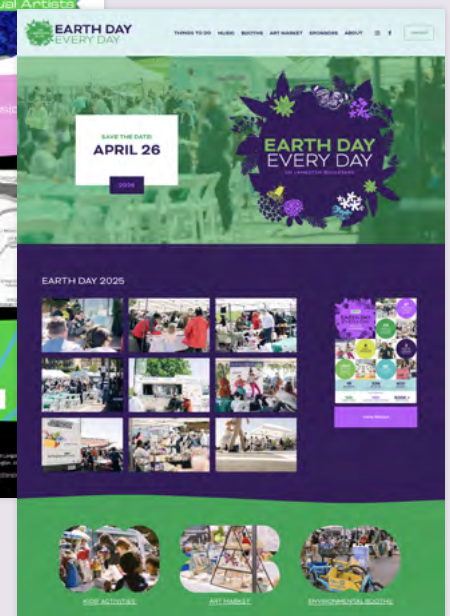
subscribers



LBA Activity Node
Landing Page



Look Homepage



Earth Day Homepage

Documenting the Boulevard

The greatest strength of the Boulevard is the active communities line the corridor and the small businesses that serve those communities. LBA hired local Langston Boulevard photographer Cindy Kane to document the tight-knit communities, their businesses, and the events that brought them together this year.



Engaging the Community in the Future of the Corridor



PRESIDENTS' BREAKFAST

LBA convened two Langston Boulevard Presidents' Breakfasts to bring together the 18 civic associations to discuss corridor wide issues and build consensus on issues. This gathering continues a tradition that was instrumental in starting the Langston Blvd Alliance (LBA) many years ago—regular meetings among the key neighborhood leaders to explore ways to make Langston Blvd (then Lee Hwy) better suited for today's needs and challenges, such as environmental sustainability and transportation improvements. As a result, a transportation committee has been formed, whose work includes exploring ownership of Langston Boulevard by the County instead of VDOT.



PRIORITY ISSUES

- Transportation/
Pedestrian Safety/CIP
- Community Centers
- Retail
- Stormwater

People & Places

This is not just a celebration, but a crucial effort to preserve the rich cultural heritage found along the Langston Boulevard corridor. Originally launched in 2024 in conjunction with Arlington County, LBA is continuing to collect the stories of local people and locations that have played an important role in defining our shared sense of place in the communities along the corridor.

SHARE YOUR
PEOPLE & PLACES
STORY

**PEOPLE
& PLACES**
THE CULTURAL HERITAGE
OF LANGSTON BOULEVARD



21
PEOPLE AND
PLACES INTERVIEWS/
FEATURES PRODUCED

11
OF THOSE FEATURE
LANGSTON LEGACY
BUSINESSES

10
FEATURE COMMUNITY
ORGANIZATIONS

In collaboration with:

- Arlington Historic Preservation
- Arlington Archives
- Cindy Kane Photography
- Bennett Kling of Goucher University and Culture + Place Preservation
- Amber Haynes
- DC Preservation League
- Arlington Economic Development



Collaborating with the Community on Events and Outreach



HALLS HILL HIDDEN GEMS

LBA partnered with the John M. Langston Citizens Association to help to brand and promote their Hidden Gems of Halls Hill/High View Park walking tour.

WAVERLY HILLS HALLOWEEN PARADE

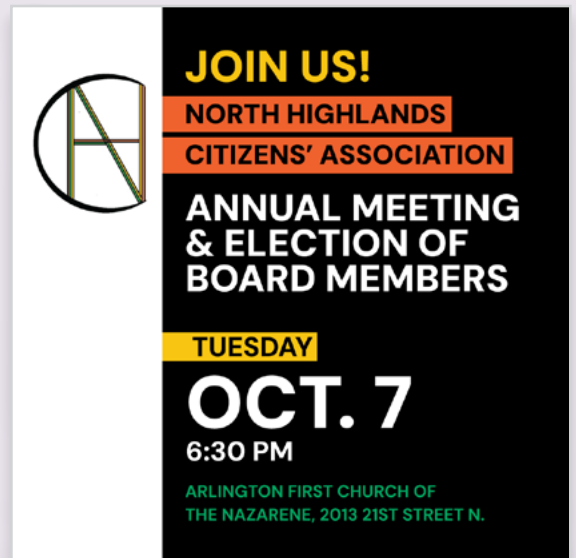
LBA partnered with the Waverly Hill Civic Association to promote and document their annual Halloween Parade.

CITIZENS' ASSOCIATION SUPPORT

LBA created flyers and social media posts to promote the North Highlands Citizens' Association board meetings.

HEIDELBERG 50TH ANNIVERSARY

LBA partnered with BizLaunch to host Heidelberg Pastry's 50th Anniversary celebration with speakers JD Spain and Takis Karantonis. The event resulted in 75 online RSVPs and hundreds of attendees.



Supporting Small Business through Strategic Partnerships

BIZLAUNCH PARTNERSHIP

LBA established regular meetings with the BizLaunch team. A Brunch and Business event took place in July. 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.

ARLINGTON CONVENTION AND VISITORS SERVICE PARTNERSHIP

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.

ARLINGTON CHAMBER PARTNERSHIP

LBA also educates businesses on the services available through the Arlington Chamber of Commerce. With a focus on opportunity and results, the Chamber is a gateway to networking, professional development, government advocacy and community connections.

15
RESTAURANT VISITS
for Restaurant Week

30
LANGSTON BUSINESSES
received hand delivered ALL in Arlington Pride stickers. LBA served on the ACVS Arlington Pride PR Committee for World Pride responsible for designing and disseminating these stickers. Langston also printed and installed 2 sidewalk decals for the East Fall Church Metro welcoming visitors to Langston during Pride month.



50
LOCAL COMMUNITY MEMBERS,
BUSINESS OWNERS, AND LOCAL
PARTNERS ATTENDED

10
LANGSTON LEGACY BUSINESSES
WERE HIGHLIGHTED AND DISCUSSED

3
LEGACY BUSINESSES PARTICIPATED
IN A PANEL DISCUSSION

5
LANGSTON RESTAURANTS
PROVIDED FOOD & BEVERAGES

Placemaking: Earth Day

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.



Placemaking: Vision 2050

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.



Placemaking: Look: An Unexpected Arts Experience

In spring of 2025, LBA received a creative placemaking grant from Arlington County for its proposed pop-up gallery to take place in winter 2026. The result is Look: An Unexpected Arts Experience, a multi-weekend arts experience with curated installations, community workshops and family-friendly performances.



Placemaking: Bike to Work

A graphic for 'BIKE TO WORK DAY' featuring a red banner with the text 'BIKE TO WORK DAY' over a photo of bicycles. Below the banner, it says 'THURSDAY May 15 3-6PM'. To the right, it says 'Lyon Village Shopping Center 3133 Langston Boulevard' and includes a logo for 'bike to work day' with a silhouette of a person on a bike.

BIKE TO WORK DAY

Lyon Village Shopping Center
3133 Langston Boulevard

THURSDAY
May 15
3-6PM

bike to work day

50+
GOODIE BAGS
HANDLED OUT

75+
POPSICLES FROM
KING OF POPS

20+
COMMUNITY PARTNERS
COLLABORATED IN
THE PLANNING AND
EXECUTION OF THE EVENT

Supporting Implementation of Plan Langston Boulevard



Now that the County Board has approved PLB, LBA's role as an experienced and wise guide continues – helping all stakeholders (residents, businesses, developers, and the county) live out the vision outlined in PLB so Langston Boulevard becomes a more environmentally sustainable, equitable, and livable place.

OUR INITIATIVES

A welcoming and attractive corridor of neighborhood places and public spaces.

Environmental sustainability and green spaces.

An inclusive range of housing choices.

Preservation of the cultural heritage and history of Langston Boulevard.

Enriching arts and cultural experiences.

Complete streets that are safe for everyone: pedestrians, bicyclists, riders, and drivers.

Economic vitality and sustainability to build local identity.

ENGAGEMENT

10 Partner Organization Meetings

4 Walking Tours for Project Sites

22 Landowner Meetings

15 Civic Association Meetings

14 County Board Member Meetings

15 Staff Meetings outside of regularly scheduled check-ins

Site Plans + Development Updates

ACTIVE SITE PLANS



Walgreens Site
3130 Langston Boulevard



Leckey Gardens Site
2031 North Woodrow St.



Waverly Ridge
2134 North Taylor St.



Kensington Senior Living
4500 Langston Blvd.



Air & Space Force Association Site
1501 Langston Blvd.

BY-RIGHT:

Essy's Carriage House

PRE-DEVELOPMENT & PLANNING:

Buchanan Street

North Highlands Property

Glebe Road Property

Implementing a New Vision for Transportation on Langston Blvd.



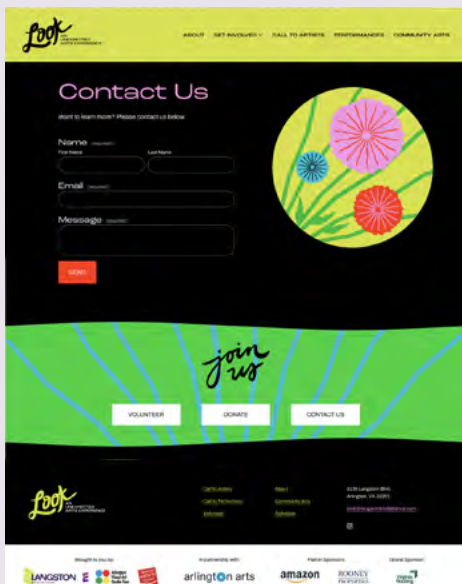
Langston Boulevard is one of Arlington's major east-west corridors—connecting Rosslyn all the way to East Falls Church. For decades, it has primarily been the car the Boulevard has served. As Plan Langston Boulevard is implemented and the Boulevard transforms into a Green Main Street in the coming years, this vital corridor will serve other modes of transportation in a safe and environmentally conscious way.

- **Formed Presidents' Breakfast Transportation Committee** – met 4 times, letter to study VDOT ownership
- **Participated in (4) walking tours for Spout Run** which included all five County Board members, County Staff, County Transportation Commission Members, the leadership of four civic associations and the landowner.
- **Met with Delegate Patrick Hope** about the feasibility taking over ownership of Langston from VDOT.
- **Met with Staff to discuss the community engagement** surrounding Area 2 & 3 Intersection Studies. There are (18) intersections being studied by DES. Agreed to host (2) design studios to solicit community feedback for the project.
- **Participated in (4) meetings** related to Transportation Futures initiative.
- **Participated in Public Safety Audit** with Vision Zero/DES Staff included East Falls Church/Westmoreland Street to Harrison Area/Lexington St.
- **Met with Chris Slatt with Sustainable Mobility** for Arlington to discuss VDOT ownership of Langston Boulevard.
- **Met with the Rosslyn BID** about the VDOT Stars Study and VDOT ownership
- **Hosted Bike to Work Pitstop** for Bike to Work Day
- **Hosted Arlington County Transportation booths** at Earth Day festival.

Sustaining the Organization

INCREASING FUNDRAISING CAPACITY

The law firm of Williams & Connolly provided pro bono legal services to change the legal status from a 501(c)4 to 501(c)3. With our new 501(c)(3) status, we are now eligible for a wider range of grants, sponsorships, and charitable contributions, which significantly enhances our fundraising capacity moving forward. In preparation, we developed a comprehensive Sponsorship Program Package and expanded our database of current and potential sponsors and funding partners. These tools streamline our outreach, stewardship, and reporting processes. We have begun exploring grant opportunities that are now available to us. We search for grant opportunities using resources like BizLaunch's Open Grants and to ACVS team referrals. Both Executive Director, Ginger Brown and Program Manager, Maggie Chao are Alum of Leadership Center of Arlington's Lead and Ignite Programs and have already used their extensive network to learn and build stronger partnerships with the Arlington community. We created a profile under Benevity to apply for grants.



CREATING MORE EFFICIENT SYSTEMS

In an effort to create efficiencies, LBA has moved our event processes online, streamlining the intake of data from event vendor, artists and participants. By utilizing robust online forms, integrated with Stripe for payments and Google Drive for data storage, LBA has created a simplified experience for staff, as well as the for the front-end user. The addition of automated emails has eliminated the need for manual communication after every submission, while all correspondence is documented in a central location that can be easily referenced.

Multiple communication channels have been created on the LBA, Look, and Earth Day websites in an effort to be accessible as possible to residents, stakeholders, and community leaders.

Financial Report

JUL 1 2024–JUN 30 2025

INCOME

1001 Arlington County Grant	250,000.00
1002 Other Grants	6,250.00
1010 Fundraising/Event Sponsorships	29,500.00
1040 Service/Fee Income	3,935.50
1055 Sub Lease	19,500.00
1070 Interest Income	6,970.00

Total for Income	\$316,155.50
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Cost of Goods Sold

Gross Profit	\$316,155.50
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EXPENSES

2100 Program Support/Lee Corridor Support	\$72,239.02
2200 Communications and Marketing	\$343.85
2300 Management	\$137,724.21
2400 Administration	\$33,035.14
2500 Office Support	\$4,210.83
2600 Taxes & County Fees	\$77.25

Total for Expenses	\$247,630.30
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Net Operating Income	\$68,525.20
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Other Income

Other Expenses

Net Other Income

NET INCOME	\$68,525.20
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Acknowledgements

Thank you to all of those who make our work possible.

LBA BOARD MEMBERS

Jim Lantelme, President
Michelle Winters, Vice President
Eric Malpeli, Secretary
Michele Horwitz Cornwell, Treasurer
Peter Bota
Tanya Graham
Paul Holland
Jeffery Joseph
Laura London
Matthew Rowan
Tom Wolfe
Elaine Furlow
Lauren Harris
Matthew Weinstein
Zachary Newkirk
Michael Foster

STAFF

Ginger Brown
Maggie Chao

BRANDING COMMITTEE MEMBERS

James Lantelme
Ginger Brown
Elaine Furlow
Michele Horwitz Cornwell
Jeffrey Joseph
Amber Haynes
Matthew Rowan
Michelle Winters

PARTNERS

Arlington Historic Preservation
Arlington Archives
Cindy Kane Photography
Bennett Kling of Goucher University and Culture + Place Preservation
Amber Haynes
DC Preservation League
Arlington Economic Development

GRAND SPONSORS



PLATINUM

Arlington Community Federal
Credit Union
Kensington Senior Living
Little Ambassadors Academy

GOLD

Venable
BMC Property Management
Caruthers Company
Long & Foster

SILVER

McGuire Woods
MFTA Architecture

BRONZE

Adobe
Bean Kinney Korman
Dominion Lighting
Metro 29 Diner
Metro Motor
ZenBusiness
Marks & Harrison