



# Connecting and Cultivating Community



FY2024

LANGSTON BOULEVARD ALLIANCE

# Annual Report

# Letter from the President

I am pleased to present the FY2024 Annual for the Langston Boulevard Alliance. This was a year of transition and planning for LBA. It began with the culmination of many years' community engagement facilitated by LBA for reimagining the Langston Boulevard corridor. The result is a Final Plan Langston Boulevard, the first update of much of the corridor since 1960.

After the passage of PLB, LBA pivoted to strategic planning, branding, and revamping the website for the next phase of the organization and a new vision for the boulevard. The website highlights the small businesses, the distinct neighborhoods and the community that makes Langston Boulevard a special place to live, work, and play.

LBA kicked off the People & Places project that is documenting the cultural heritage and legacy businesses of the Boulevard through interviews, photography, and videography.

LBA sponsored the fourth 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 looks forward to continuing to work with our many stakeholders to build on the successes of FY2024 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



# Supporting 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.

## PUBLIC ENGAGEMENT

2 Presidents' Breakfasts Events

4 Open Design Studios

10 Business & Landowner Meetings

8 Civic Association/Condo Board Meetings

6 County Board Meetings

18 Staff Meetings

# A New Approach

The Langston Boulevard Alliance 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 completed strategic planning, branding, a new website, a new marketing plan, and applied for a new tax status.

## STRATEGIC PLAN

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

## 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

# Establishing the Brand

LBA hired Fuseideas, a full-service advertising and marketing agency, to begin the process of rebranding the Langston Boulevard corridor in order to attract new residents and new investment. LBA pulled together a Branding Committee that worked with Fuseideas to solidify a brand position and create brand values.

## POSITIONING STATEMENT

No journey along Langston Boulevard can begin without appreciating its history and celebrating its future. As a vital artery, it connects business, residential, and recreational neighborhoods. This physical connection provides the nurturing lifeblood that sustains, protects, and grows our community. Langston Boulevard will continue to enhance all the neighborhoods it touches.

## VISUAL BRANDING



## BRAND VALUES

WELCOMING

FRIENDLY

GENUINE

GREEN

SOCIALLY

CONSCIOUS

MAIN STREET

ROOTED

NEIGHBORLY

TEAMMATES



# Website & Marketing Efforts

Critical to implementing a new vision for Langston Boulevard is a professional website. 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 also promotes events and placemaking. The website has added functionality through integration of social media and newsletters.

## FACEBOOK

404 followers  
3,700 pages reached

## INSTAGRAM

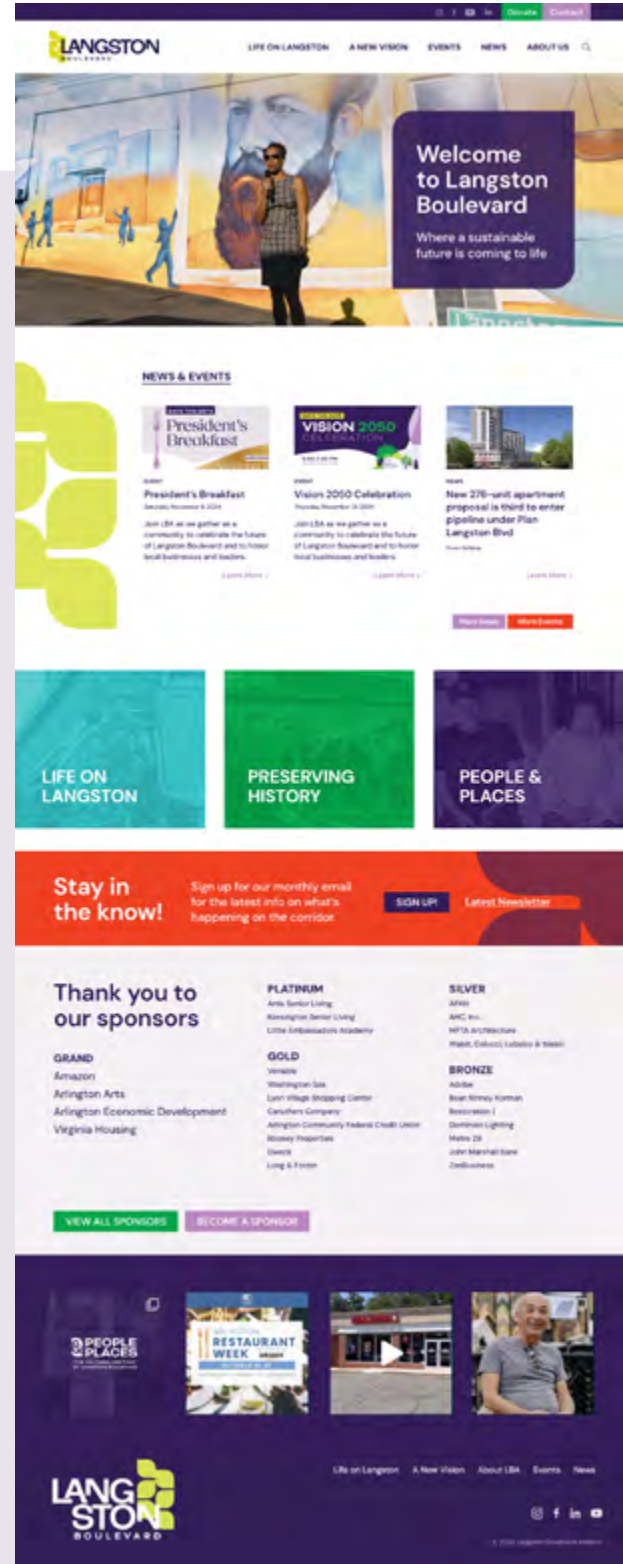
1,208 followers  
5–20 local business and community partner stories shared every week

## LINKEDIN

5,113 impressions, 197 reactions,  
16 comments, 21 reposts

## NEWSLETTER

15 newsletter and alerts  
1,400 subscribers reached



# 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, the neighborhood serving businesses and the events that brought them together this year.





# People & Places

This is not just a celebration, but a crucial effort to preserve the rich cultural heritage found along the Langston Boulevard corridor. In conjunction with Arlington County, LBA is collecting 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  
LANGSTON BOULEVARD



**20+**  
BUSINESSES  
CONTACTED

**10**  
PARTICIPANTS

**In collaboration with:**

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





# Earth 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

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.



**2024**

## VISION 2050 CELEBRATION

**100+**  
PEOPLE IN ATTENDANCE

**2**  
DISTINGUISHED SPEAKERS

**Matt de Ferranti**  
Arlington Co. Board Member

**JD Spain**  
Arlington Co. Board Member-Elect

**2**  
AWARDS PRESENTED

**COMMUNITY LEADERSHIP AWARD**  
**Jacqueline Snelling**  
Spout Run Watershed Working Group

**PLACEMAKING AWARD**  
**Halls Hill/High View Park**  
**Historic Preservation Coalition**  
Saundra Green, Diane Hamm, Portia Haskins, Willie Jackson-Baker

**6**  
LOCAL BUSINESSES PARTICIPATED

Arrowine  
Sushi Zen  
Bostan Uyghur Cuisine  
Lebanese Taverna Market

Old Dominion Pizza  
Heidelberg Pastry Shoppe

**ONLINE AUDIENCE**

**1,400**  
NEWSLETTER

**1,207**  
INSTAGRAM

**404**  
FACEBOOK





# Events + Placemaking



## BIKE TO WORK

50+  
GOODIE BAGS  
HANDED OUT

75+  
POPSICLES FROM  
KING OF POPS

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



## PRESIDENT'S 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.



# Supporting Economic Development and Small Businesses



## 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.

50

LOCAL COMMUNITY MEMBERS, BUSINESS OWNERS, AND LOCAL PARTNERS ATTENDED

10

LANGSTON LEGACY BUSINESSES WERE HIGHLIGHTED AND DISCUSSED

3

LEGACY BUSINESS OWNERS PARTICIPATED IN A PANEL DISCUSSION

5

LANGSTON RESTAURANTS PROVIDED FOOD & BEVERAGES

# 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 King of Goucher University and Culture + Place Preservation  
Amber Haynes  
DC Preservation League  
Arlington Economic Development

## GRAND SPONSORS



## PLATINUM

Artis Senior Living  
Kensington Senior Living  
Little Ambassadors Academy

## GOLD

Venable  
Washington Gas  
Lyon Village Shopping Center  
Caruthers Company  
Arlington Community Federal Credit Union  
Rooney Properties  
Dweck  
Long & Foster

## SILVER

APAH  
AHC, Inc.  
MFTA Architecture  
Walsh, Colucci, Lubeley & Walsh

## BRONZE

Adobe  
Bean Kinney Korman  
Restoration 1  
Dominion Lighting  
Metro 29  
John Marshall Bank  
ZenBusiness