

THE EVOLVING ECONOMIC LANDSCAPE

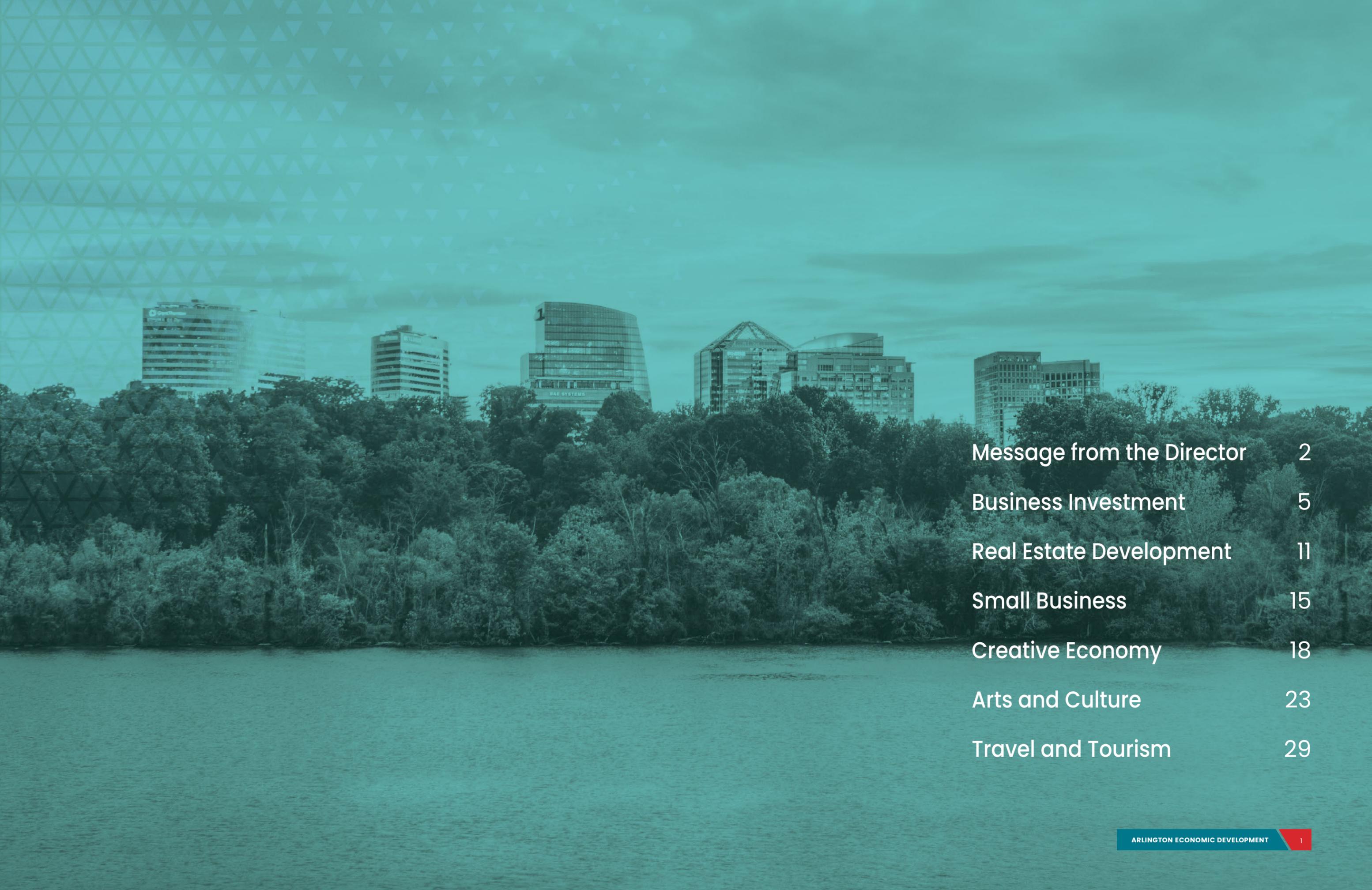
A FOCUS ON FLEXIBILITY AND RESILIENCY

**ARLINGTON ECONOMIC
DEVELOPMENT**

FY 2022 ANNUAL REPORT



ARLINGTON
ECONOMIC DEVELOPMENT



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MESSAGE FROM THE DIRECTOR



Shannon Flanagan-Watson
Interim Director, Arlington Economic Development

Upon reflection of the past year and as we plan for the future, it is a pivotal moment in our post-pandemic economic recovery as people continue to work and collaborate differently, often from home or another remote location. The shift in how and where we work has offered more flexibility, which has been embraced by many workers. It has also challenged employers to rethink how work gets done and how to foster collaboration in different and meaningful ways within their organizations.

According to CoStar, Arlington County faces an unprecedented 20.8% office vacancy rate as of Q4 FY 2022, resulting in pressure on our tax base. The federal government and nonprofit organizations plan to reduce their office footprints in the coming years, and we also face increased competition for corporate headquarters, tech talent and access to capital for many businesses.

Notably, there has been significant progress in recent months; Amazon HQ2's construction is progressing on schedule, and top corporations Boeing and Raytheon Technologies both announced the much-welcomed news with the relocation of their respective global corporate headquarters to Arlington. However, these wins do not solve the overall challenges facing the evolving economic development landscape.

In response, AED launched a proactive economic recovery strategy targeted at business attraction and retention efforts. The strategy includes a fresh, innovative marketing rebrand, focusing on key industries to bring new operations to Arlington and support existing expansion and growth of companies within the County. We are supporting the local entrepreneurial ecosystem through various engagement activities to produce further homegrown startups that mature into larger companies using more space.

We invested in Arlington's tech talent through the launch of an innovative workforce development initiative, The Arlington Talent Pilot Program, supported by ARPA funding, benefiting Arlington residents and tech employers by offering paid experiential opportunities with local tech companies. We look forward to learning from the first cohort and their mentors with the goal of upscaling the program next year.

As part of our commercial market resiliency efforts, we are enhancing regulatory flexibility to expand the number of allowable uses within commercial buildings and quickly adapting to economic and market shifts. It requires creative thinking and nimble approaches working in partnership with our business community to thrive as part of our recovery.

We are also increasing our efforts to help Arlington's small business community, much of which is still trying to recover after more than two years of challenges as a result of the pandemic. Arlington's BizLaunch team and its ReLaunch program have shown remarkable success, helping over 960 businesses in direct consultations, and reaching many more through outreach events, to date with new e-commerce or marketing initiatives. We are seeing new small businesses open their doors regularly. These are positive signs that the market is beginning to improve.

And while not yet fully at pre-pandemic levels, both our Arlington Convention and Visitors Service (ACVS) and Cultural Affairs divisions are seeing a steady return to activity in their respective markets. ACVS is using much-

needed ARPA funding to launch aggressive marketing strategies and promotional efforts and encourage both leisure travelers and convention groups to return to Arlington. Similarly, Cultural Affairs enjoyed a welcomed return to in-person programming with robust events, with an internationally known lineup of performers, at Lubber Run Amphitheater, Rosslyn Jazz Festival, Columbia Pike Blues Festival and the Arlington Art Truck. A special thanks to our Neighborhood Partnerships and Business Improvement Districts for their continued partnership and support of these events.

As noted throughout this report, we continue with our strong commitment and focus on race, equity and multicultural outreach to underserved communities, businesses and arts organizations with assistance to access capital, talent,

business intelligence and other resources. Additionally, we continue to support the County's affordable housing goals as a vital component to economic empowerment in our community.

While we face many challenges, I am encouraged about the renewed interest in Arlington with increased prospect activity, new businesses opening, increasing consumer confidence supported by our talented workforce, top-notch business resources and desirable destination assets. As we navigate a new way of doing business, I am so proud of our staff's excellent work and our community's resiliency demonstrated during the past year. I am confident Arlington is well-positioned to capture growth and advance economic empowerment for our businesses and residents in the coming years.

I'D LIKE TO PERSONALLY THANK ALL THE ARLINGTON ECONOMIC DEVELOPMENT STAFF MEMBERS WHOSE CONTRIBUTIONS WERE VITAL TO THE SUCCESS OF OUR ORGANIZATION.

- | | | | |
|------------------------|--------------------------------|---------------------------|---------------------------|
| Angela Adams | Deirdre Ehlen | Alexandra Lord | Sharon Raphael |
| Lorena Ayala Rodriguez | Antoinette Essex | Andres Luque Turriago | Cynthia Richmond |
| Jacqueline Baires | Paola Fernandez | Joan Lynch | Kelly Rindfus |
| Scott Baker | Delores Fischer-Jenkins | Jorge Majewsky | Robert (Mo) Rouse |
| Brandon Bedford | Shannon Flanagan-Watson | Alexandra Marino Saavedra | Sumeet Saini |
| Jennifer Biehl | Katherine Fleming | Marian Marquez | Marcus Seisay |
| Daniel Brady | Gary Hauptman | Marc McCauley | Marc Smith |
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| Elizabeth Carriger | Melissa Hines | Lindsey Moore | Alex Taylor |
| Emily Cassell | Brent Horsley | Lourdes Morales | Telly Tucker |
| Portia Conerly | Joan Hughes | Cara O'Donnell | Yeykin Valenzuela Pivaral |
| Cynthia Connolly | Ifiok Ibanga | Kate Paine | Sarah Van Velsor |
| Christopher Cooley | Michelle Isabelle-Stark | Tara Palacios | Ella Walsh |
| Conor Courtney | Stephen Jarrett | Troy Palma | Julia Wicks |
| Jared Davis | Linda Keens | Lore Potoker | Sindy Yeh |
| Prakriti Deuja | Kylene King | Michael Powell | |
| Jarrold DiGiorgi | Maria Leonzo | Maxim Powell | |

Names in **bold** indicate members of the AED Leadership Team

BUSINESS INVESTMENT

Arlington's business community continues to rebuild and reinvent itself as some employees return to the office fully while others continue in a remote or hybrid work model. At the same time, interest is strong in Arlington's commercial market as site selectors reopen queries and C-suite executives revive interest in possible expansion in or relocation to Arlington. As a result, the Business Investment Group (BIG) placed significant emphasis on in-person connections in the business community, engaging with existing Arlington companies as they returned to the in-office environment and ramping up business attraction efforts domestically and internationally.

FY 2022 STATS/METRICS

554,496 NEW OR RETAINED SF OF OFFICE SPACE

The total of retained and new square feet (SF) as a result of successful opportunities reported by Business Investment Group (BIG) in FY 2022

3,020 JOBS CREATED

The total number of jobs created or retained as a result of successful opportunities reported by BIG in FY 2022

312 EXISTING COMPANIES SUPPORTED

755 TOTAL BUSINESS, RETENTION AND EXPANSION TOUCHPOINTS

"WE ARE EXCITED TO BUILD ON OUR FOUNDATION HERE IN NORTHERN VIRGINIA. THE REGION MAKES STRATEGIC SENSE FOR OUR GLOBAL HEADQUARTERS, GIVEN ITS PROXIMITY TO OUR CUSTOMERS AND STAKEHOLDERS, AND ITS ACCESS TO WORLD-CLASS ENGINEERING AND TECHNICAL TALENT."

— DAVE CALHOUN, BOEING PRESIDENT AND CHIEF EXECUTIVE OFFICER

GLOBAL COMPANIES CHOOSE ARLINGTON

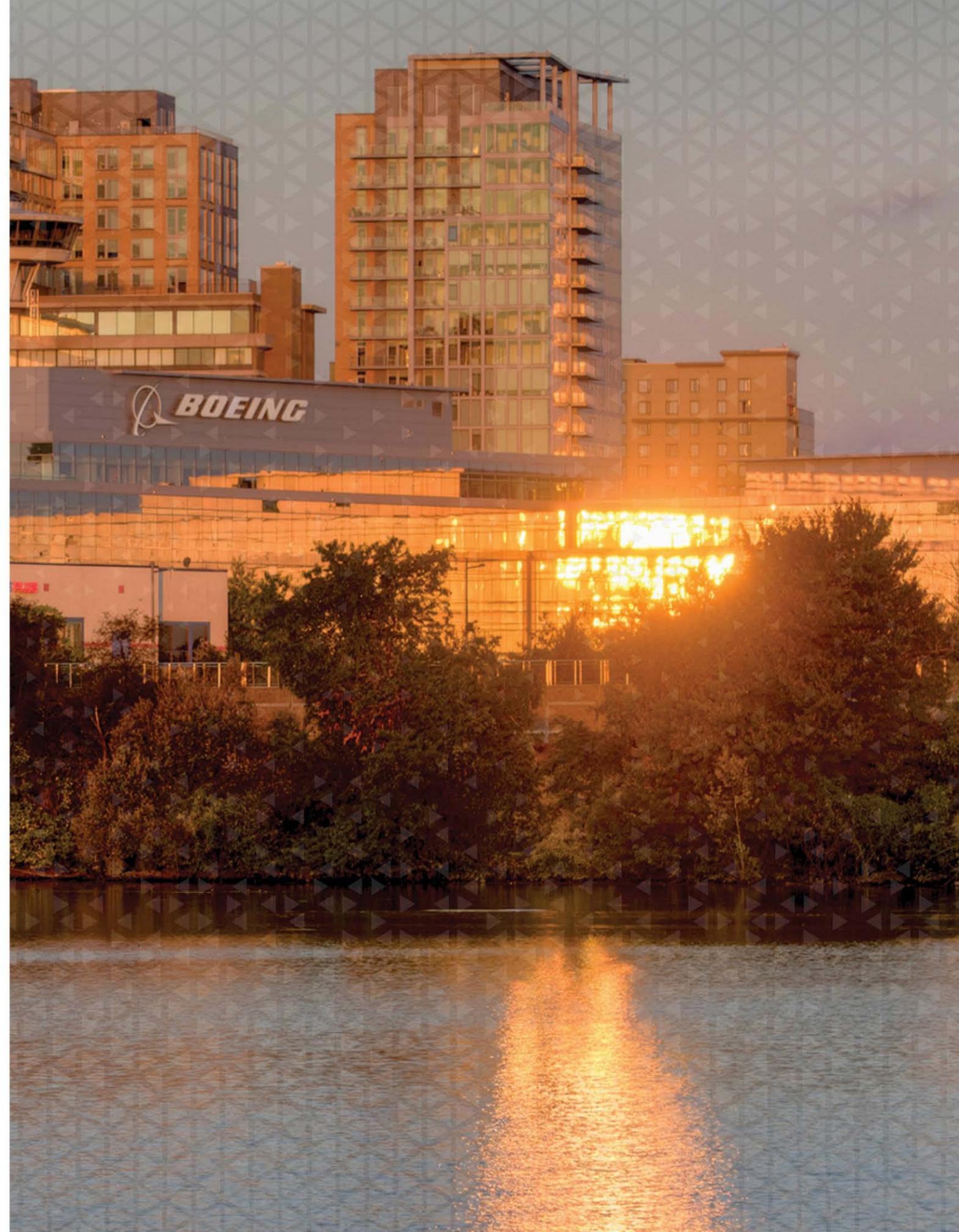
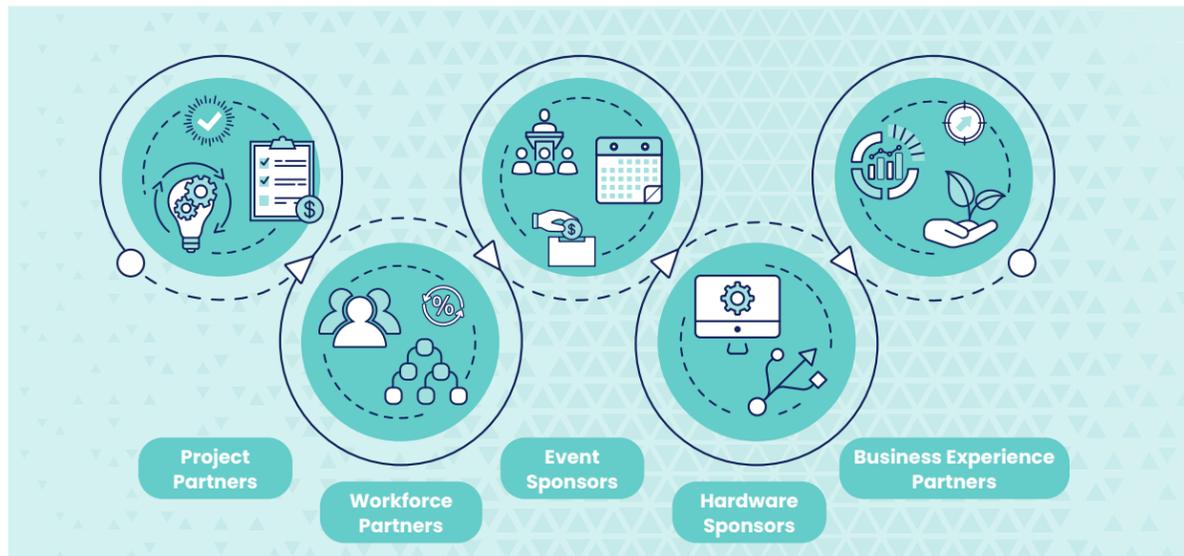
In late FY 2022, Fortune 100 companies Boeing and Raytheon Technologies made back-to-back announcements that they were each relocating their global headquarters to Arlington. Both companies cited the desire to advance innovation and technology as a reason for choosing Arlington, as the location connects companies with one of the most highly educated workforces in the nation and Virginia's \$2 billion investment in the tech talent pipeline. Both Boeing and Raytheon Technologies have had a long-standing presence in the Arlington business community, and these companies' choice of Arlington as their new global headquarters address speaks to our location's resources and business climate.

INVESTING IN ARLINGTON'S TECH TALENT

In response to the labor challenges in the technology sector, AED proudly announced an innovative workforce development program benefitting Arlington residents and tech employers. The Arlington Talent Pilot Program, funded by the American Rescue Plan Act, will provide 10 Arlington residents the opportunity to gain valuable software development experience and a pathway into a technology career. The program provides companies with an increase of local talent by offering Arlington residents experiential opportunities in the tech industry.

AED is working with Arlington-based Exelation, the second-ranked tech and engineering internship provider in the U.S., on the Arlington Talent Pilot Program. Exelation is an innovative technology company specializing in providing paid experiential learning opportunities for aspiring software developers.

WAYS TO GET INVOLVED IN THE TALENT PILOT PROGRAM



CELEBRATING ARLINGTON'S BUSINESSES

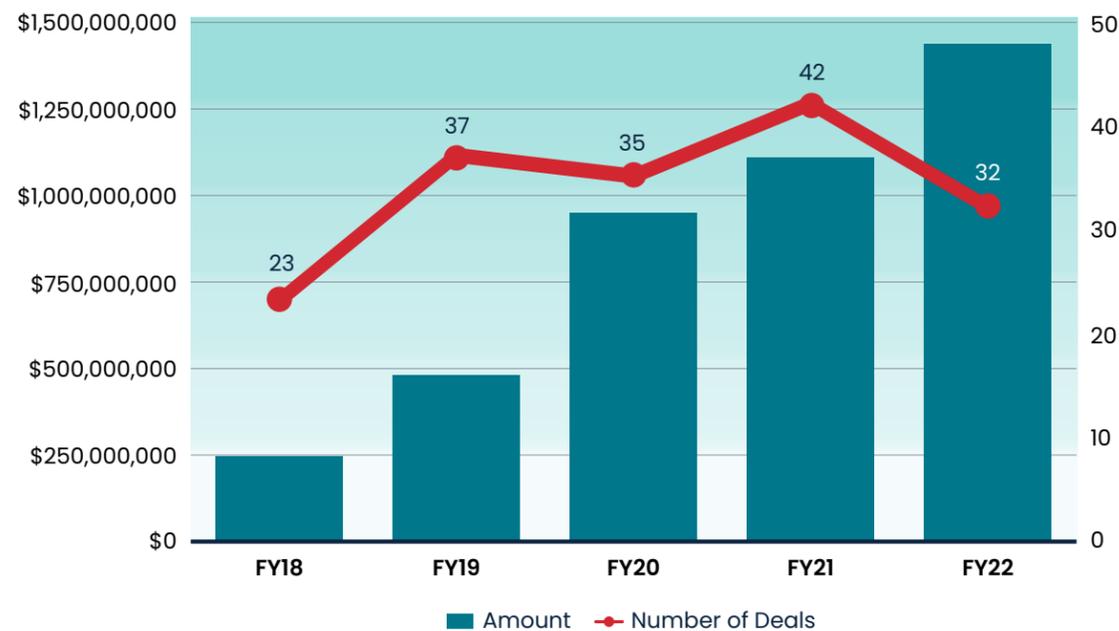
AED celebrated Business Appreciation Month in May by introducing a new program designed to engage Arlington companies through visits to their offices and connections with valuable resource partners in the community. After a long hiatus of in-person interaction caused by the pandemic, AED visited 40 companies over two weeks, ranging from large employers and fast-growing tech companies to businesses with near-term expiring leases. AED coordinated with nearly 30 ambassadors to join the meetings that represent various elected officials and resource partners, including the County Board, AED's Economic Development Commission, colleges and universities, Arlington Chamber of Commerce and Arlington's Business Improvement Districts. Participants gathered for a networking reception at the end of Business Appreciation Month to celebrate our thriving business community.

A GROWING INNOVATION ECOSYSTEM

Venture capital remains a critical component of a thriving innovation ecosystem, as it provides the financial resources that many young companies need to grow. In Arlington, that venture capital activity is stronger than ever. In FY 2022, Arlington-based companies were involved in 32 funding deals totaling at least \$1.45 billion in activity, which includes grants, venture capital, mergers and acquisitions, and initial public offerings (IPOs). When exclusively looking at venture capital activity, Arlington companies raised \$574.5 million across 25 deals, including the following notable funding raises:

- **Interos** raised \$100 million in Series C funding, making it Arlington's first unicorn (\$1 billion valuation) and one of the 4% of female-founded unicorns in the United States;
- **Federated Wireless** raised \$72 million in Series D funding;
- **Shift5** raised \$50 million in Series B funding; and
- **Rize** raised \$11.4 million in Series A funding.

FUNDING ACTIVITY BY ARLINGTON-BASED BUSINESSES



AMAZON HQ2 PROGRESSING ON SCHEDULE, PHASE 2 APPROVED

Amazon HQ2's presence is quickly making an impact in the National Landing submarket. HQ2 hires have now surpassed 5,000, and the company is currently leasing over one million SF of existing office space in the Crystal City area of National Landing.

As for new construction, the dual 22-story Metropolitan Park towers in the Pentagon City area of National Landing are on track to be complete in 2023. Met Park will include the two LEED Platinum-certified office buildings as well as 65,000 square feet of ground-floor retail and two acres of renovated open space. In April 2022, the Arlington County Board approved the Phase 2 PenPlace proposal, including three 22-story office buildings with ground-floor retail, a childcare center, a new public park, a 300-student high school, affordable housing contribution, transportation infrastructure improvements, as well as "The Helix," a unique biophilic double helix structure designed as a designation and amenity-focused building.

ABOUT THE BUSINESS INVESTMENT GROUP

The Arlington Economic Development Business Investment Group (BIG) works with companies interested in starting, expanding or relocating their business to Arlington, VA. Primary services include providing industry and market data, real estate searches, navigating state and local incentives and supporting companies through County processes.

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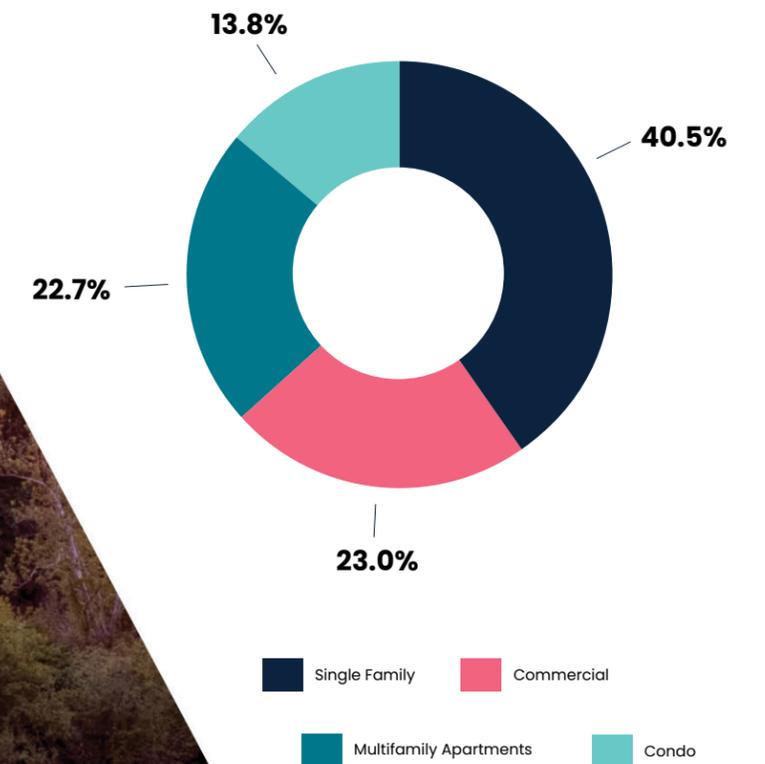
REAL ESTATE DEVELOPMENT

STRONG MULTIFAMILY SECTOR CONTINUES TO DRIVE COMMERCIAL CONSTRUCTION ACTIVITY

The multifamily development activity continued robustly in FY 2022, with over 1,200 multifamily units delivered through the first three quarters of the fiscal year. In addition, nearly 2,500 multifamily units started construction, and over 1,000 were approved, establishing a solid pipeline for future-year deliveries. Despite this level of development activity, multifamily residential vacancy rates have remained healthy, and rent growth has been robust.

FY 2022 STATISTICS

CY 2022 PERCENT OF REAL PROPERTY ASSESSED VALUES



WITH AN EXISTING SUPPLY EXCEEDING 42 MILLION SQUARE FEET OF OFFICE SPACE AND OVER 9,000 HOTEL ROOMS, **ARLINGTON** MAINTAINS A **FORWARD-LOOKING STRATEGY** THAT INCLUDES A ROBUST PIPELINE OF DEVELOPMENT READY TO ACCOMMODATE EXPECTED COMMERCIAL AND RESIDENTIAL GROWTH.



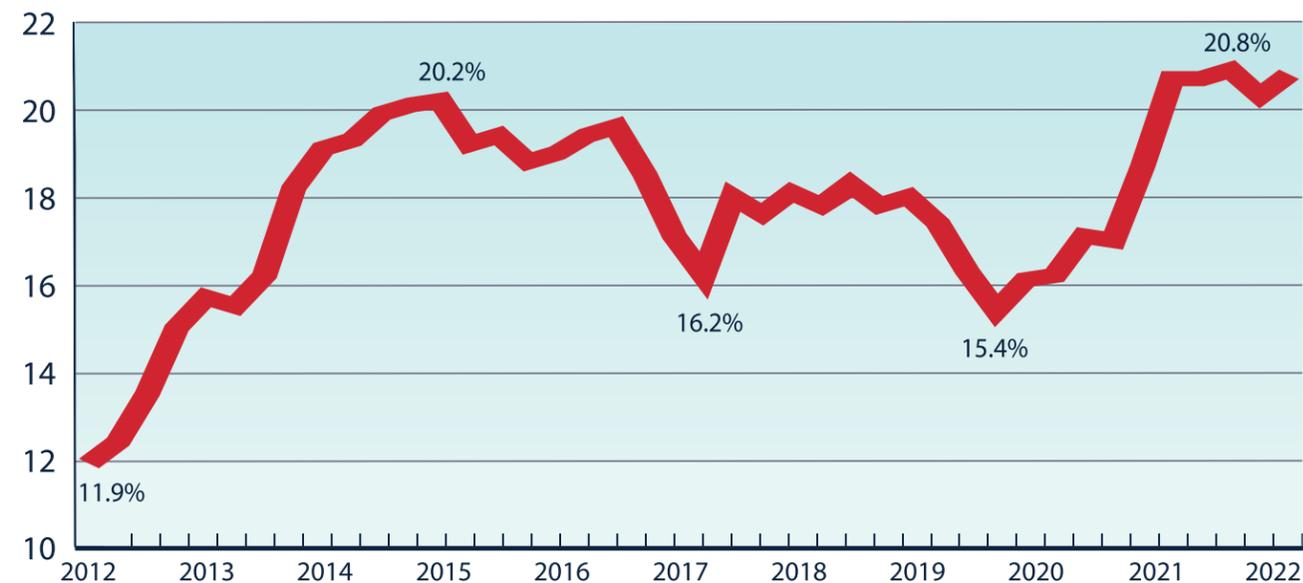
OFFICE VACANCY CHALLENGES CONTINUE

Office vacancy challenges continue in Arlington as employers allow increased teleworking and face continued uncertainty with the need for in-person space. Vacancy rates increased to 20.8% through the first half of 2022; however, interest is growing from site selectors for future projects. Arlington remains highly competitive for office tenant demand due to the impact of Amazon HQ2 and Arlington-specific competitive advantages of location, transportation, amenities and access to a highly trained workforce.

AFFORDABLE HOUSING AS A COMPONENT OF ECONOMIC EMPOWERMENT

Affordable housing is a key County priority and a fundamental component of AED’s work on economic empowerment. As such, AED is working with the County’s Housing Division to progress a variety of affordable housing developments, most notably the acquisition of land rights to develop more than 550 new affordable units at the Crystal Houses property in National Landing and the acquisition and preservation of 1,334 currently affordable units at the Barcroft project on Columbia Pike. Both deals were partnerships involving private developers, the County and Amazon’s Housing Equity Fund (HEF).

OFFICE VACANCY 2Q 2012–2Q 2022



Source: CoStar, 7/5/22

COMMERCIAL MARKET RESILIENCY STRATEGY

Facing these near- and long-term commercial market headwinds, the County Manager and senior County Leadership have prioritized a commercial market resiliency strategy to address any regulatory hurdles to occupying vacant spaces. AED took a lead role in establishing an interdepartmental rapid response team to more quickly address new and emerging uses in commercial spaces and subsequent regulations changes to streamline the business process.

ABOUT THE REAL ESTATE DEVELOPMENT GROUP

The Real Estate Development Group (REDG) provides technical assistance on commercial office, retail and hotel development opportunities within Arlington and monitors competitive market conditions and structures and manages a variety of public-private partnerships. REDG also provides advice and assistance on enhancing the appearance of commercial properties and serves as a liaison between the development community and Arlington County government agencies.

MARC MCCAULEY

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SMALL BUSINESS, BIZLAUNCH

The small business challenges of the past few years have continued throughout FY 2022, and Arlington's BizLaunch team focused efforts throughout the year on assisting business owners with those challenges, especially those business owners in underserved communities. The ReLaunch program continued great success in helping legacy businesses adapt to the evolving business climate. The rollout of GRANT 2.0 specifically targeted those small businesses that could not access previous COVID-19 relief funds. In-person programming returned for BizLaunch as it restarted its successful Brunch and Business series. This popular program that shares best practices for business success and valuable networking opportunities for the business community.

FY 2022 STATS/METRICS

967 TOTAL SMALL BUSINESS CONSULTATIONS

2,890 SMALL BUSINESS OUTREACH FOR TECHNICAL ASSISTANCE AND PROMOTION

1,973 OUTREACH EVENT PARTICIPANTS

32 OUTREACH EVENTS

"BECAUSE OF RELAUNCH, ARLINGTON COUNTY HAS PULLED MY BUSINESS FROM BANKRUPTCY INTO ONE THAT IS SURVIVING AND GROWING."

— AYOUB METRY, FOUNDER KING OF KOSHARY



GRANT 2.0

ARLINGTON GRANT 2.0 STATISTICS

\$760,000

IN GRANTS WERE AWARDED TO 76 BUSINESS OWNERS IN ARLINGTON

97% OF GRANTEES WERE EITHER A **MINORITY-OWNED BUSINESS (53%)** OR A **WOMAN-OWNED BUSINESS (44%)**

As it became clear that numerous Arlington legacy businesses, many minority-owned, were still struggling to access capital, the BizLaunch team realized it needed to provide short-term assistance. BizLaunch set up GRANT 2.0, a \$1.2 million grant program specifically targeting hard-to-reach businesses that could not access earlier funding opportunities. Nearly 100% of GRANT 2.0 funds were awarded to minority- and women-owned small businesses, with several reporting that the funding was critical to the business's survival.

“Not only did BizLaunch provide helpful resources such as ReLaunch, but also their friendly customer service allowed me to have someone to reach out to for constant support. The BizLaunch Team made me appreciate Arlington.”

– Reena Bawa, Owner, Beauty Fair Salon & Spa

RELAUNCH

The ReLaunch program, which began in FY 2021, continued its incredible path in helping both legacy businesses and startups in Arlington adapt to new business climates with various consulting services and technology solutions. In FY 2022, more than 140 businesses applied to participate in the program, and 84 completed ReLaunch. The initiative was recognized as a model in Virginia and nationally, and funding is secured for another year.



Additionally, BizLaunch partnered with the Hyatt Regency Crystal City on *Brunch and Business – The Joy of Black Entrepreneurship*, highlighting multiple Black-owned companies in Arlington and sharing best practices for business success.

COMMITMENT TO RACE AND EQUITY

BizLaunch has continued its focus on race, equity and multicultural outreach as it strives to provide these businesses with the resources necessary to access capital, obtain robust business intelligence and take advantage of innovative programming in English and Spanish. BizLaunch partnered once again with the Virginia Department of Small Business and Supplier Diversity on the SWaMmy Honors recognizing the contributions small women- and minority-owned companies provide to the Commonwealth of Virginia.

ABOUT BIZLAUNCH

BizLaunch is Arlington's small business and entrepreneurial resource center. BizLaunch helps to strengthen the small business and entrepreneurial ecosystem through innovative programming, one-on-one consultations, business intelligence and access to capital – helping businesses start, grow and scale.



TARA PALACIOS

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CREATIVE ECONOMY

When we explore the creative side of small business, we see just how much a creative industry can do for a local community's economic landscape. Think about the impact of design firms, architecture or performing arts — all influence the technology, workforce and sense of place. We call that the creative economy, and it's more significant than ever in Arlington. In fact, the Americans for the Arts calculates the direct economic impact of our nonprofit arts industry at nearly \$190 million. The survey was conducted by Americans for the Arts in conjunction with a diverse range of communities representing all 50 states — Arlington being one of the survey partners.

FY 2022 STATS/METRICS

144 MADE IN ARLINGTON VENDORS

12 MADE IN ARLINGTON POP-UP MARKETS

8 RETURN ON CREATIVITY WEBINARS AND PODCASTS



“WORKING WITH ARLINGTON ECONOMIC DEVELOPMENT AND THE MADE IN ARLINGTON PROGRAM CREATED A WONDERFUL OPPORTUNITY FOR THE ARLINGTON ARTS CENTER TO CONNECT ITS AUDIENCE WITH THE LOCAL CREATIVE INDUSTRY, WHILE SIMULTANEOUSLY INTRODUCING SO MANY NEW VISITORS TO THE WORK OF AAC TOO.”

— CATHERINE ANCHIN
EXECUTIVE DIRECTOR
ARLINGTON ARTS CENTER

MADE IN ARLINGTON

Arlington County is a community of makers, which is illustrated wholeheartedly by the Made in Arlington pop-up markets. Formerly housed in the County's Bozman Government Center lobby, construction on the center forced the markets to reimagine the experience and seek out new partnerships with the community this year. With pop-ups taking shape in places like Arlington Arts Center and George Mason University Arlington Campus, the Made in Arlington program has been able to accommodate new and diverse vendors. Additional opportunities have taken shape with a new partnership with Shop Made in Virginia through their online sales and in-store representation.

URBAN AGRICULTURE GROWS IN ARLINGTON

Arlington continued to diversify its creative economy this year with the growth of the urban agriculture industry with the April arrival of Area 2 Farms. The venture, which opened in an industrial space in Arlington's Green Valley neighborhood, joins Langston Boulevard's Fresh Impact Farms in this growing Arlington sector. Area 2 Farms, which was the recipient of a \$40,000 Virginia Agriculture and Forestry Industries Development Grant, is expected to create 30 new jobs, more than \$1.8 million of new capital investment, and produce nearly \$3.6 million of Virginia-grown leafy greens, herbs, root vegetables, alliums and fruits over the next three years.



RETURN ON CREATIVITY

The Return on Creativity workshops series continued in a virtual format with two webinar events in FY 2022, which dealt with a return to an office space environment and the changes facing creative operations. *Return on Leadership* discussed leadership's role in the return to the office and the future workforce. In contrast, *Return to Work* looked at everything from the return to the office to the hybrid workforce and the changing dynamics employees preferred. In addition to the webinars, local creative speakers helped form discussions for Return on Creativity podcasts in partnership with The Agile World.



ABOUT CREATIVE ECONOMY

The creative industries sector, from architecture to gaming and artificial intelligence, is the bridge between Arlington's robust tech sector and creative economy.

SUSAN SOROKO

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ARTS AND CULTURE

Mirroring the region's steady return to in-person engagement, Arlington Cultural Affairs/Arlington Arts resumed a robust programming schedule in FY 2022. Returning was an entire season of the free Lubber Run Amphitheater Summer Concert Series, an in-person 25th Anniversary Columbia Pike Blues Festival and numerous interactive activations that are the hallmark of the Arlington Art Truck. The Division's programs also made a conscious effort to support the County's continuing equity initiatives, from bringing in socially-conscious musical artists such as Chris Pierce and Shemekia Copeland to comprehensive public art projects such as the signature sculpture *Freed* at the new John Robinson, Jr. Town Square, both designed by MacArthur Award-winning African American artist/architect Walter Hood.

FY 2022 STATS/METRICS

83 NUMBER OF EVENTS

21,267 EVENT ATTENDEES/PARTICIPANTS

357 PARTICIPATING ARTISTS

284,209 FACEBOOK IMPRESSIONS

"WE WERE THRILLED TO ONCE AGAIN PARTNER WITH ARLINGTON ARTS ON THE 25TH ANNUAL COLUMBIA PIKE BLUES FEST. IN THIS, OUR 25TH YEAR, ARLINGTON ARTS ONCE AGAIN PROGRAMMED A LINE-UP OF TOP-NOTCH ARTISTS AS WELL AS INTERACTIVE PROGRAMS WITH THE ARLINGTON ART TRUCK. WE LOOK FORWARD TO COLLABORATING WITH ARLINGTON ARTS IN THE YEARS TO COME!"

— KIM KLINGLER
EXECUTIVE DIRECTOR
COLUMBIA PIKE PARTNERSHIP



A RETURN TO LIVE PROGRAMMING AND A COMMITMENT TO EQUITY

Arlington Cultural Affairs/Arlington Arts' return to live programming began in July 2021 with a limited season highlighting the Division's commitment to sharing diverse and socially responsible artists and their works. The Lubber Run Amphitheater's *Spotlight Series* allowed Arlington-based theater and dance ensembles to present their works in an outdoor setting before the return of indoor performances several months later. As a result, the program presented the work of Synetic Theater, Arlington Philharmonic, Avant Bard, The Arlington Players, Jane Franklin Dance and the Written in Arlington spoken word/poetry project assembled by Arlington's first Poet Laureate, Katherine E. Young. Additionally, the return of the 2022 Columbia Pike Blues Festival drew upwards of 7,500 attendees for its 25th Anniversary and featured 2021 Blues Foundation "Entertainer of the Year" Shemekia Copeland.

Throughout its live programming, Arlington Cultural Affairs/Arlington Arts maintained the County's efforts toward equity and inclusion. The Arlington Art Truck continued to lean into the issue of diversity and equity by bringing *Interconnected Roots*, artist Edgar Reyes' interactive community mural exploring the nature of "native" – referencing both in the natural world and in terms of race and ethnicity. Arlington Cultural Affairs/Arlington Arts also executed the first round of A.W.A.R.E. Grants (Artists Working to Address and Reimagine Equity) were awarded, encompassing five \$10,000 grants designed to reach artists in marginalized and underserved segments of the community.

COMMUNITY PARTNERSHIPS THRIVE

Programmed by Special Projects Curator Cynthia Connolly, the Arlington Art Truck was able to return to its trademark interactive installations that bring the arts to the community. *Words Matter: Honoring Arlington Educators* shared prints highlighting five prominent female educators in Arlington. The exhibit *We PAUSED! Unbound*, based on a community book project, shared the stories of quarantined residents of the Gates of Arlington Garden Apartment Community in the Buckingham neighborhood through artwork, storytelling, painting and photography. Additionally, technical staff revived School Scene, a partnership with Arlington Public Schools to conduct tech theatre workshops with the Theater Departments of all four Arlington High Schools. This effort taught the basics of theater safety, lighting and sound and brought those local facilities to professional standards of operation.



“OUR HATS ARE OFF TO ARLINGTON CULTURAL AFFAIRS/ARLINGTON ARTS FOR FINDING A WAY TO RESUME LIVE PERFORMANCES AT THE LUBBER RUN AMPHITHEATER THIS YEAR! IT JUST DIDN’T FEEL LIKE SUMMER DURING THE PANDEMIC HIATUS IN 2020 WITHOUT THE BELOVED THEATER IN THE WOODS. THE COUNTY STAFF REALLY OUTDID ITSELF, BOOKING AN AMAZING LINEUP OF PERFORMERS.”

— LUBBER RUN AMPHITHEATER FOUNDATION

ARLINGTON PUBLIC ART GROWS

Arlington Public Art continues its rapid growth in its effort to improve the quality of public spaces and placemaking in Arlington through public art. Four new works made their debut in FY 2022 following the first major update to the Public Art Master Plan (PAMP) in seventeen years, including:

- **Fire Lines** (David and Eli Hess, 2021) is a site-specific work for the façade of Rosslyn’s new state-of-the-art Fire Station 10 facility as part of a new mixed-use development.
- **Freed** (Walter Hood, 2022), a towering sculpture in the center of the new John Robinson, Jr. Town Square, is in the historically African American Green Valley community.
- **Wheelhouse** (Mark Reigelman, 2022) in Jennie Dean Park is located in the historically African American Green Valley.
- **The Pike** (Donald Lipski, 2022) anchors the County’s Western Gateway on Columbia Pike.



ABOUT ARLINGTON CULTURAL AFFAIRS/ARLINGTON ARTS

Arlington Cultural Affairs/Arlington Arts creates an environment that encourages innovation and excellence within the Arlington arts community and provides programs and services that build community and transform lives by enhancing enjoyment and participation in the arts.

MICHELLE ISABELLE-STARK

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TRAVEL AND TOURISM

Arlington's hotels and local hospitality businesses continued to ride waves of uncertainty in FY 2022 as travelers remained cautious in their travel planning. However, ACVS has remained focused on core destination marketing, sales, visitor services and stakeholder engagement activities to assist partners and drive as much visitor spending as possible. ACVS' \$3.25 million Virginia Tourism Corporation (VTC) American Rescue Plan Act (ARPA) Tourism Recovery Program grant for sales and marketing activities is now poised to stimulate local recovery through overnight visitation and related spending. In the process of implementation in collaboration with Arlington hotels, Business Improvement Districts (BID) and Neighborhood Partnerships, ACVS is already seeing gains in hospitality spending and anticipates continued gradual improvement with a return to pre-pandemic levels sometime in 2025.

FY 2022 STATS/METRICS

56% ARLINGTON FY 2022 HOTEL OCCUPANCY, UP FROM 29% IN FY 2021

361,347 STAYARLINGTON FY 2022 WEBSITE SESSIONS, UP 67% FROM FY 2021

\$3.25 M

VIRGINIA TOURISM CORPORATION
ARPA TOURISM RECOVERY PROGRAM
GRANT FOR MARKETING AND SALES
THROUGH FY 2024

"ACVS IS AN INCREDIBLE ASSET TO THE ARLINGTON HOTEL COMMUNITY. WE WORK CLOSELY WITH THE ACVS STAFF TO PROMOTE PACKAGES ON THEIR WEBSITE, STAY INFORMED BY ATTENDING ARLINGTON CONCIERGE TRAININGS AND RECENTLY HAD THE OPPORTUNITY TO CREATE A COMPLIMENTARY 360-DEGREE VIDEO ALLOWING TRAVELERS TO VIRTUALLY TOUR OUR HOTEL. THE COLLATERAL AND MAPS CREATED AND PERSONALLY DELIVERED BY ACVS STAFF PROVIDE GREAT VALUE TO HOTELS AND GUESTS VISITING ARLINGTON COUNTY."

— FLAVIA SAMPAIO, GENERAL MANAGER
RESIDENCE INN ARLINGTON ROSSLYN



DESTINATION SALES

Arlington's meeting and group bookings remained uncertain through much of FY 2022. However, ACVS continued its proactive outreach for the destination at 10 travel trade events, including American Bus Association Marketplace, Connect Marketplace, HelmsBriscoe's Annual Business Conference, the international travel trade show IPW and Connect Diversity, to name a few. Arlington meeting and group demand began to grow, starting in March 2022, and as a result, so did the need for ACVS services like meeting-planner site visits, requests-for-proposal and on-site convention services.

DESTINATION MARKETING

One of the most impactful StayArlington marketing programs of FY 2022 was the fall 2021 "Eat. Drink. Love." leisure campaign, which ran from September through November. Designed to inspire overnight hotel stays by vacationers from East Coast drive markets, the campaign, based on Virginia Tourism Corporation's statewide promotion of the same name, showcased all things culinary across the Commonwealth. ACVS partnered on this effort with Arlington BIDs and Partnership organizations to ensure Countywide participation. The campaign also coincided with the Arlington Chamber's 2021 Arlington Restaurant Week and the Marine Corps Marathon. The campaign delivered 4.9 million advertising impressions and measured 42,000 transactions from 14,000 visitors spending approximately \$185 per visit.

Additionally, ACVS took advantage of the return to activity to execute a series of video and photo sessions throughout Arlington's neighborhoods to tell the visual stories of the County and its activities. As a result, ACVS collected vibrant visual assets that enrich a wide array of tourism, economic development, planning and other County initiatives.

VIRGINIA TOURISM CORPORATION ARPA TOURISM RECOVERY PROGRAM GRANT

In December 2021, ACVS held collaborative discussions regarding its \$3.25 million VTC ARPA COVID-19 recovery grant with stakeholders representing Arlington hotels; the Arlington Chamber; the Ballston, National Landing and Rosslyn Business Improvement Districts (BID); the Clarendon, Columbia Pike and Langston Boulevard neighborhood partnerships; Arlington Economic Development and Parks and Recreation. These conversations, which focused on fully leveraging grant resources to drive overnight hotel stays and visitor spending in Arlington, will continue through June 2024, the end of the grant period. Based on its VTC-approved spending plan, ACVS embarked on initial projects with third-party vendors, including a StayArlington brand and messaging refresh, advertising campaigns, website overhaul, paid-media strategy, and a COVID-Recovery meeting and group sales plan.

VISITOR AND CONVENTION SERVICES

ACVS delivered the first official StayArlington visitor publications created since pre-pandemic in the fall of 2021, and more than 200,000 copies of the 2021-2022 Arlington Visitors Guide, Meeting Planners Guide and Pad Map were printed to showcase Arlington to travelers and event planners through mail orders, welcome centers, hotels and more. Numerous Arlington businesses took advantage of special COVID-19 recovery rates on advertising. In March 2022, Arlington's Mobile Visitors Center returned to the streets of Arlington on an abbreviated three-day-a-week service schedule. Located near Metro, the staffed vehicle provided visitors with Arlington shopping, dining, sightseeing and entertainment information.

ABOUT ARLINGTON CONVENTION AND VISITOR SERVICE

ACVS promotes Arlington as a dynamic destination to stimulate economic growth from hotel stays and associated visitor spending. Through StayArlington sales, marketing and visitor services activities, ACVS shares Arlington's national history and local flavor in colorful and compelling ways that draw people enthusiastically to Arlington from across the U.S. and beyond.

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