

Organization: Crystal City Civic Association in collaboration with the Sustainable Scoop

Project Title: Urban Agriculture Family Day at Highlands Urban Garden (HUG)

Project Overview:

The Crystal City Civic Association (CCCA), in collaboration with the Sustainable Scoop (SS), located at 750 23rd Street Arlington 22202 and the Friends of Urban Agriculture (FOUA), is pleased to propose a Family Day at the Highlands Urban Garden (HUG) in Virginia Highlands Park on a sunny summer Saturday morning. The event would showcase community-supported urban agriculture, with design workshops, and biophilic activities for adults and children, and strengthen a new County-wide initiative of outreach to condominium and apartment dwellers in Arlington.

Project Objectives:

This summer Family Day event would tailor urban agriculture to the growing demographic of high-rise dwellers who have less access to natural green space areas than most other residents of the County. Printed flyers, email and social media advertising will be used to promote the event with welcoming, community health and biophilic themes.

Student interns from Sustainable Scoop would gain practical experience organizing and filming the event for prosperity and outreach materials. The video could be used to encourage others as the County initiative grows to support this underserved population. As it builds, this video storytelling and interview materials would be an important part in outreach efforts to developers, property managers and other condo associations.

Justification:

Some 72% of Arlington residents are estimated to live in condominiums or apartments, as do all residents of Crystal City. When the HUG was created in 2020 as an innovative joint project of the Friends of Urban Agriculture (FOUA) and Livability22202 (the three civic associations in the 22202 zip code, one of which is the CCCA), the majority of volunteers came from high-rise residences within walking distance of the garden. Arlington County Parks & Recreation has provided in-kind support to the HUG since the beginning and Board member Libby Garvey helped inaugurate it in 2020. Community members, the National Landing Business Improvement District, and the Crystal/Pentagon City Rotary Club financed the HUG., and we seek to increase our partnerships.

The HUG serves as a demonstration garden, attracting interest and volunteers from those who attend recreation at Virginia Highlands Garden. It showcases functional agricultural techniques and innovative systems design in an urban setting to produce food. More than just food, it also provides an important means for the community--adults and children alike--to engage with food production.

Arlington County has now tasked the Friends of Urban Agriculture (FOUA) with exploring new models for community-supported agriculture beyond traditional community gardens--for which there is a waiting list of several years. This Family Day would strengthen the initiative with a specific sub-strategy aimed at condominium and apartment dwellers.

Video and media expenses are essential for documenting the event, creating promotional materials to attract attendees, and spreading awareness about community initiatives. By reducing the videography budget, we ensure responsible allocation of resources while still capturing the essence of the event. All interns involved in communication, videography, and editing will be hired locally to foster local talent and community engagement.

Food expenses are budgeted to provide enough refreshments for 60 attendees, enhancing the overall experience and fostering community engagement.

Miscellaneous expenses cover essential items such as decorations, signage, and printed materials to ensure the success of the event.

Budget Breakdown:

Video and Media Expenses:

Videography services for event coverage (reduced): \$300

Editing and production of promotional video (partially staffed by interns from the local area):
\$300

Creation of digital flyers and promotional materials (interns from the 22202 area): \$100

Total Video and Media Expenses: \$600

Food Expenses:

Food and refreshments for 60 attendees: \$100

Total Food Expenses: \$100

Miscellaneous Expenses:

Decorations and signage: \$100

Printing of informational materials: \$100

Total Miscellaneous Expenses: \$200

Total Project Budget: \$1000