

EXTRAORDINARY

Alexandria



Visit Alexandria | 2015 Annual Report

**Dear Members, Partners & Friends:**

2015 was a year of remarkable growth in which Alexandria's visitors generated over \$750 million for the local economy. Our community's success is a collective victory that is the byproduct of sustained vision and effort. We applaud you, our partners, for providing a welcoming authentic experience that continues to build Alexandria's global reputation, regional economic impact and local quality of life.

Today, in 2015, Alexandria's destination marketing is about so much more than generating "heads in beds". Yes, we care about the tax revenues generated by visitors. But in an economy and community as diverse as Alexandria's, our job is to create an "extraordinary" impression that invites a global population to discover us initially as visitors, and ultimately as employees, residents and entrepreneurs.

At Visit Alexandria, our job is to tell the story. We do so with a full spectrum of marketing tools, and that full spectrum is paying higher dividends each year. Highlights of Visit Alexandria's results in FY 2015 include:

- **1.5 million web site visits to VisitAlexandriaVA.com (+37% over last year)**
- **6:1 return on advertising investment (+50% vs 2010 study)**
- **\$108 Revenue Per Available Room (+14.7% — #1 in the DC region)**
- **\$5.9 million in meetings (+7%)**
- **305 national and international media stories (+7%)**

As we document and celebrate the accomplishments of 2015, let us remember what brought us to this day—preserving what makes us unique as a destination and continuously enhancing it by living up to our values of authenticity, diversity and creativity. "Extraordinary Alexandria" is more than a brand, it is a commitment we make together each day to exceed expectations—our guests and our own. Here's to 2016!

Tobias Arff
2015 Chair



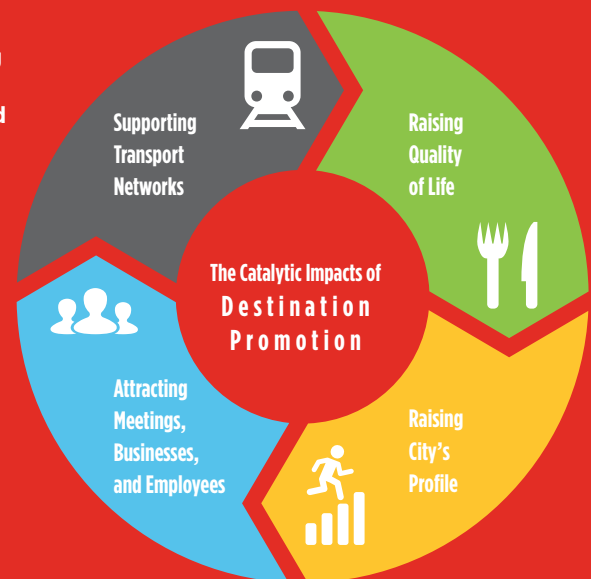
Patricia Washington
President & CEO



Quality of Life



In Alexandria, our exceptional quality of life is fueled by a diverse population of local residents and global visitors that create a vibrant community and thriving economy. We offer our guests an independent, authentic American experience. In return, they bring a global influence and economic vitality that supports an array of dining, recreation, arts, events, heritage, shopping, hospitality and transportation options for everyone who lives and works here. In an age where so much is contrived, Alexandria is the real deal—an extraordinary place to visit, live, meet, work, play, raise a family, and grow a business.



Economic Impact

Beyond our quality of life, Alexandria visitors also generate jobs, business and tax revenues that fund essential City services. Every dollar invested in visitor advertising yields \$171 in economic activity and \$6 in local tax receipts.¹

	Employment ²	Visitor Spending ²	City Tax Revenue ²
2014	6,171	\$754 Million	\$24,156,000
2013	6,150	\$738 Million	\$24,070,000
2012	6,158	\$739 Million	\$23,748,000
2011	6,067	\$711 Million	\$23,130,000
2010	5,958	\$657 Million	\$22,400,000



6,000+
Jobs



\$754 Million
In Visitor
Spending



\$300
Per Household
in Tax
Savings

(1) Source: Advertising Effectiveness & ROI Study, Destination Analysts, San Francisco, 2014.

(2) Source: 2014 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

Visit Alexandria's Mission: To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets.

Who We Are and How We Do It

At Visit Alexandria, we employ a full spectrum approach to marketing in order to achieve our mission. In the current environment, research shows that the average customer interacts with a destination 38 times before that person actually visits. Our job is to ensure that Alexandria's information is attractive and available at every point along the customer's decision journey.¹

Advertising — Visit Alexandria launched the “Extraordinary Alexandria” brand in 2013 to reposition Alexandria as a vibrant, contemporary, welcoming destination in a historic and authentic setting. 60% of our advertising is now digital (streaming video channels, website ads, paid search) and 40% is traditional (magazine, newspaper, radio, outdoor).

Meetings & Conference Sales — Our team of 4 sales professionals works directly with meeting planners, government groups, association executives, event organizers and wedding planners to recruit groups to Alexandria's hotels, restaurants, attractions and businesses. Our high-touch, “Meetings Made Extraordinary” approach consistently distinguishes Alexandria from the competition.

Public Relations — PR is a highly credible and cost efficient marketing medium that also extends the geographic reach of our marketing nationally. Our Communications team places positive stories nationally, internationally and locally to raise the profile of Alexandria and communicate the array of assets here. Employing a blend of outside PR agency expertise and contacts with our in-house knowledge and personal follow-up, we've seen rapid growth in national and international coverage of Alexandria.

Social Media — Across all industries, “Word-of-Mouth” is the most relied-upon and trusted source of information in consumer decision making. Now, through social media, there is an efficient electronic medium for “word-of-mouth” referrals. Visit Alexandria's dedicated social media approach has enabled Alexandria to establish a strong presence on Facebook, Twitter, Instagram, and LinkedIn.

Web — With more than 1.5 million visits annually, our website inspires potential visitors and allows them to personalize their visit to their interests. Our content-first approach ensures that events, activities, lodging, and dining are just a click away.

International — Working with our Capital Region partners, Visit Alexandria leverages a \$50,000 seed investment to achieve \$250,000 total global marketing, including: sales to overseas tour operators, domestic receptive operators, online travel agencies and consumers, supported by tradeshow participation, sales presentations and trade and media familiarization trips.

Publications — Our marketing continues after visitors arrive in town, with our Official Visitors Guide and Official Map that ensure that Alexandria's guests get the most out of their trip. With a combined circulation of 650,000 copies delivered to 75 locations on a monthly basis, we provide advertising vehicles for members to cost effectively leverage Visit Alexandria's destination marketing investment.

Visitor Services — Our Visitor Center at the corner of King and Fairfax provides personal, concierge-style services to guests, ensuring that they stay longer, return for future visits and tell their friends.



Who We Target



Our two primary target market segments are:



Cosmopolitan & Discerning

- Boomers — 45-64 affluent adults
- More experience-seeking and less price-sensitive
- Appreciate elegance, innovation and learning



Young, Urban Professionals

- Millennials — 25-40 adults
- Enjoying new earning power and want to discover authentic destinations
- Seeking new and enriching experiences

Major 2015 Initiatives

1. **Responsive Web Site** — Traffic rose 37% to over 1.5 million. Developed and launched responsive web site to ensure content is accessible on smart phone, tablet, or desktop.
2. **Digital Advertising** — Produced 5 new targeted videos on key themes: Meetings, Culinary, Romance, King Street, Dog-Friendly. Video ads seen during streaming TV on ABC.com and as pre-roll to video content on various sites in target markets.
3. **National Public Relations** — Leveraged marketing agency national contacts to pitch unique Alexandria themes and events at the national level: Romance, Dog-Friendly, Culinary, Hermione.
4. **“Minutes from DC, Yet a World Away”** — Refined the Extraordinary Alexandria brand with a new tag line clearly articulating our Unique Selling Proposition (USP) — a blend of escape and proximity.
5. **International** — Extended marketing partnerships with Virginia Tourism Corporation, DC and Northern Virginia destination marketing organizations and private sector partners to leverage our \$50,000 investment into a \$250,000 pool, gaining new tour operator deals and international media coverage in Western Europe and Canada.
6. **Meeting Sales** — Deployed “Meetings Made Extraordinary” program to emphasize Alexandria’s distinct strengths in personal service and community amenities outside the meeting room to achieve record meeting sales of \$5.9 million.
7. **Social Media** — Enhanced marketing reach with promoted posts on Facebook. Followers on Facebook, Twitter, Instagram, and LinkedIn now number more than 60,000 (+46%).
8. **Visitor Center** — Increased emphasis on events and attractions, doubling ticket sales. Rolled out “Extraordinary Alexandria 101” service training for members.
9. **Member Marketing** — Established one-on-one meetings to enable members to tap new digital marketing options on VisitAlexandriaVA.com. Created “Breakfast with the President” monthly focus groups to listen and give all members time with our CEO.
10. **Research Tools** — Released advertising effectiveness, ROI and trend analysis to give members tools to better plan their marketing budgets.

2015 Timeline

July	<ul style="list-style-type: none"> ■ 5 new videos filmed ■ “Minutes from DC, Yet a World Away” introduced
August	<ul style="list-style-type: none"> ■ Sidewalk Sale ■ Summer Restaurant Week
September	<ul style="list-style-type: none"> ■ ROI Study Results Released ■ Annual Meeting ■ Contraband & Freedman Cemetery Dedicated
October	<ul style="list-style-type: none"> ■ Responsive Web Site Development Begins
November	<ul style="list-style-type: none"> ■ Black Friday ■ Small Business Saturday ■ Shop Small Banner Program—
December	<ul style="list-style-type: none"> ■ Holiday promotion ■ Capital Christmas Partnership with National Harbor
January	<ul style="list-style-type: none"> ■ “Alexandria Extras” Hotel Package Launched ■ Winter Restaurant Week ■ “What’s New in 2015” Member Meeting
February	<ul style="list-style-type: none"> ■ ACVA becomes “Visit Alexandria”
March	<ul style="list-style-type: none"> ■ Canadian Sales and Press Mission in Toronto & Montreal
April	<ul style="list-style-type: none"> ■ Breakfast & Blossoms Meeting Planner Event
May	<ul style="list-style-type: none"> ■ Alexandria 101 Tourism Training
June	<ul style="list-style-type: none"> ■ Responsive Web Site Launch ■ Hermione Tall Ship Visit ■ Warrior Games Family Program

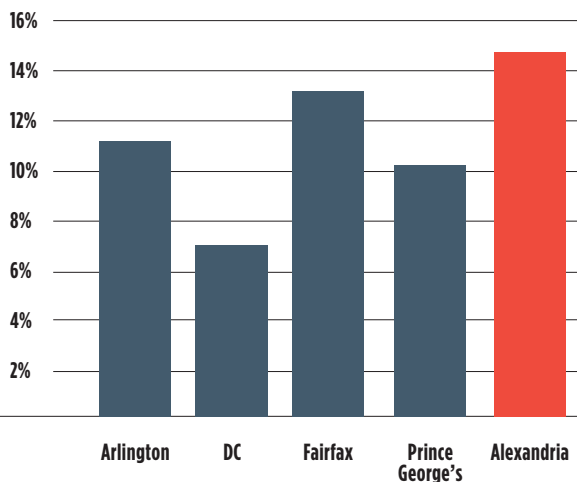


Visit Alexandria 2015 — By The Numbers

Lodging

- 72.4% Occupancy (+5.2%)
- \$149 Average Daily Rate (+9.0%)
- \$108 Revenue per Available Room (+14.7%)
- 7.4% overall revenue growth
(despite 6.4% decline in room supply)

FY 15 Revenue Per Available Room Growth Rate



Advertising

- \$171:1 ROI in visitor spending for each dollar of advertising
- \$6:1 ROI in local tax receipts for each dollar of advertising
- 14.4% recall (Unaided) of print advertising

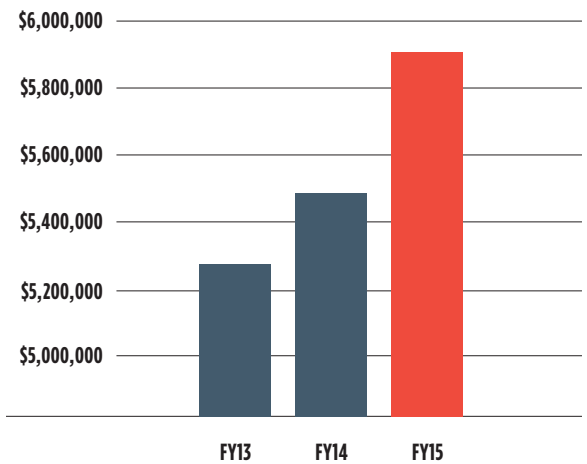
Attraction Attendance

- Alexandria Visitor Center — 59,000
- King Street Trolley Ridership — 892,000
- Hermione Visits — 20,000+
- Historic Alexandria museums/programs attendance —210,000

Meeting Sales

- \$36.7 million in Leads Generated (+7%)
- \$5.9 million in Actualized Sales Revenue (+7%)
- \$21.5 million Economic Impact
(source: Destination Marketing Association
International Event Impact Calculator)

Actualized Meeting Sales



Public Relations

- 890 total stories
- 305 national and international stories (+7%)
- 21.3 million print circulation (+21%)
- \$1,100,000 print value (+38%)
- 12.6% recall (unaided) of articles

Electronic Marketing

- 1.5 million visits to Visit Alexandria web site (+37%)
- 60,000 social media followers (+46%)

Media Coverage



FY 2015 was a banner year for Communications. Strategically we emphasized quality over quantity, but in the end we got both! With 890 total media stories, we equaled last year's record volume. And the real win was the growth of national and international coverage. Over one third of our coverage is now national or international and our media value rose 38%.

Public relations is one of our most cost effective marketing tools. This year media articles achieved an unaided recall rate of 12.6% (just narrowly behind our print advertising recall rate of 14.4%), and did so with a quarter of the budget. As a result, in FY 16, we will increase our communications capacity to increase efficiency and geographic reach.

Southern Living

THE
HUFFINGTON
POST

CBS
EVENING
NEWS
with SCOTT PELLEY

NIGHTLY NEWS

**USA
TODAY**
A GANNETT COMPANY

LE **JOURNAL**
DE **MONTRÉAL**

TORONTO STAR
thestar.com

Chicago Tribune

DAILY EXPRESS

Bild

Manchester
Evening News

WINSTON-SALEM
JOURNAL

The Charlotte Observer

NEW YORK POST

AAA WORLD

Arrive

O GLOBO

In The News



"Only 20 minutes from the capitol, this hip waterfront town is brimming with restaurants, bars, art galleries, shopping, and high-end hotel options."

— Details Magazine, The D.C. Alternative: Old Town Alexandria, Virginia

"Shop the indie boutiques on King Street and its offshoots; not a chain store to be found. Don't miss the groovy Del Ray section of town." — Huffington Post Travel

"If dogs had a Travel Bucket List, Alexandria VA would certainly be among the Top Five Towns For a Tail-Wagging Good Time."

— Getaway Mavens, Alexandria VA: Making Life Happy for Dogs, Presidents, and Visitors Alike

"Though drenched in history and beautiful historic architecture, a modern Alexandria is inside and spills out onto the streets with an upbeat vibe." — Charlotte Observer

"10 Best: Prettiest Southern streets for a stroll"

and **"10 Best: Prettiest cobblestone streets across America"** — USA Today

"With the National Mall at its doorstep, many visitors use peaceful Old Town Alexandria as an evening respite, away from the bustle of the big city. But don't overlook its stand-alone getaway potential."

— OffMetro NY

"An ideal weekend getaway, Alexandria offers 18th-century charm along with 21st-century chic."

— The Star-Ledger / New Jersey

"Its breathtaking 18th- and 19th-century architecture frames an ideal location for locals and tourists alike to appreciate the vibrant artistic culture that helps define Alexandria today."

— At Home Memphis and Mid South Magazine

"Old Town offers a sweet weekend getaway for history buffs, foodies, home-decor fanatics and antique hunters." — The Virginian-Pilot

"An historical city located just minutes from Washington DC ... Alexandria enjoys a remarkable restaurant scene and it is a destination for shopping." — Le Journal de Montreal

"A mere six miles from the nation's capital, Alexandria feels a world away ... stroll down a boulevard framed with trees, twinkle lights, topnotch restaurants, boutiques and bars ... Livability.com named it among the Top 10 Downtowns. Amazon has repeatedly dubbed it the most romantic town in America. And the National Trust for Historic Preservation named Alexandria a "Distinctive Destination." — Paste

Financial Results for FY 2015

Visit Alexandria completed Fiscal Year 2015 on budget at \$3.57 million. Our auditors, Clifton Larson Allen, reviewed Visit Alexandria's financial reporting and controls and gave both a clear and positive review. We remain committed to lean, but fiscally strong management. Our earned income increased 11% to \$324,000 as we worked to diversify our income stream. Individual expenses were controlled in all categories to within 5% of budget. The board approved a one-time drawdown of reserves in FY 15 to fund an Advertising Return on Investment (ROI) study, which is critical to evaluating the effectiveness of our advertising and justifying public investment in it. That reserve drawdown reduced our operating reserve to 5 weeks, one-third the level of comparable peers across the country as determined by our auditors. It is our long-term goal to build that rainy-day fund, but to do so gradually.

Revenue

City Allocation	\$ 3,197,353
Earned Income (commissions, dues, grants, sales)	327,337
	\$ 3,524,690

Expenses

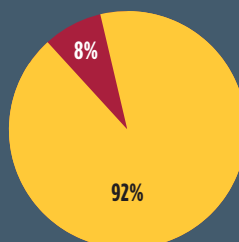
Marketing	\$ 3,278,812
General & Administrative	294,630
	\$ 3,573,442

Net Income

Unadjusted Net Income	\$ (48,752)
Board Approved Use of Reserve for ROI Study	59,000
Gain / (Loss) vs. Budget	\$ 10,248

Expense Breakdown

- Marketing Program
- General & Administrative





Looking Ahead to 2016



As we enter FY 16, the tourism sector is coming off its strongest year ever. Nationally, all lodging Key Performance Indicators (KPI's) are at record levels including annualized occupancy at 65%. Revenue per Available room grew 6.8% last year, and is forecast for another 6.0% in 2016. The tourism industry is hot. And here in Alexandria, the numbers are even hotter, with RevPAR growth of 14.7% last year.

Organizationally, over the past three years we have put in place a new team and a new strategy encompassing branding, advertising, data-driven media selection, social media, expanded public relations, partnership-based international marketing and increased emphasis on one-to-one service from sales to member marketing to the Visitor Center. We then measured the impact of those strategy changes and found that our ROI increased 50% from 4:1 to 6:1.

And while we are proud of those accomplishments, we cannot let up. Our competition is smart and active. Governments at the national, state and local level are increasing their investments in destination marketing to support job growth, regional branding and tax collection. Hotel operators are building new inventory, with 1.4% supply growth forecast nationally for 2016. Here in the DC region, there are 4000 new rooms currently under construction or in the planning phase. 300 of those rooms are plainly visible right across the Potomac at the new MGM National Harbor casino.

So, how are we going to capitalize on the market opportunity and stay ahead of the competition in FY 16? It all begins with our "content-first" strategy. In an increasingly complex travel marketplace we know that consumers are visiting an average of 38 sites before making a reservation. Visit Alexandria's distinct advantage is to provide informed, user-friendly, authentic, visually compelling and timely content. Led by our CEO, our content team will continue to meet every week to integrate messaging across all platforms: advertising, public relations, sales, web, and social media.

On the advertising front, our big opportunity this year is "Mercy Street", a 6-week PBS medical drama set in Alexandria during the Civil War. We have negotiated an underwriting contract with PBS that will give us national exposure before and after each episode on their 350+ affiliates across the U.S. This is also the year that we will renegotiate our agency contracts for creative, media buying and public relations through a competitive RFP process.

On the public relations front, we are increasing our internal capacity by adding a Communications Manager to meet the explosive growth in demand from media and ensure that we quickly respond to inquiries with "extraordinary" content.



Visit Alexandria's Meeting Sales team will reorganize in FY 16 from a geography-based to an industry-based solicitation structure. This approach will enable our team to deliver the "Meetings Made Extraordinary" program with deeper expertise and contacts. We'll also use this year to continue our work with our regional partners (CRUSA, NVVC and VTC) marketing to international travelers and preparing for International Pow Wow 2017, when DC will host North America's largest travel trade show in June 2017.

Our Membership emphasis this year is to help members take full advantage of the dramatic growth in traffic to VisitAlexandriaVA.com (+50%) and all of the individual member marketing tools now included in that responsive site. Our Visitor Center will extend that capacity with additional opportunities for front-line staff training, ticketing and member marketing.

Finally, we'll continue to conduct and disseminate research that arms Visit Alexandria's 300+ members with the latest information and trends to guide marketing decisions and invest their time and money in areas that yield the highest return.

"Top 10 Downtowns" — Livability (2015)
"Best Cities for Millennials" — Forbes (2015)
"Top 10 Most Romantic Cities" — ProFlowers (2015)
"Top 20 Most Romantic Cities in the US" — Amazon.com (2015)
"Best Mid-Sized Cities for Education In America" — Movoto Real Estate (2015)
"Bicycle Friendly Community" Silver Level — League of American Bicyclists (2015)
"Best Mid-Sized City for Veterans to Live In" — Military Times (2015)
"Best Urban Trail" Nominee (Mount Vernon Trail) — USA Today (2015)
"Top Ten Town for Craft Lovers" — American Craft Week (2015)
"The Most Well-Read City in America" — Amazon.com (2014)
"Top 10 Safest Places in Virginia" — Movoto Real Estate (2014)
"Top 50 Bike-Friendly Cities" — Bicycling (2014)



FY 2015 Visit Alexandria Members

216 - A City Bed & Breakfast	Chadwicks	George Washington's Mount Vernon	MetroStage
219 Restaurant	Chariots for Hire	Geranio Ristorante	Mint Condition
529 Kids Consign	Chart House Restaurant	Get Out and Give Back	Monroe's An American Trattoria
A Galerie - Antiques and Fine Art	Cheesetique	Gold and Silver de Cristina	Morris Visitor Publications
A la Lucia	Chinquapin Park Recreation Center	Gold Works	Morrison House, a Kimpton Hotel
A Main Event - Caterers Creating Delicious	Christ Church	Gossypia	Murphy's Irish Pub
AAAE Conference Center	Christmas Attic	GRAPE + BEAN Wine Bar	Museum Framing
Acme Mid-Century + Modern	Christopher H. Jones Antiques	Greenstreet Gardens	Mystique Jewelers
Affordable Signs & Banners	Circe of Alexandria	Grille at Morrison House	Nando's Peri-Peri
Alexandria Archaeology	City Kitchen	Gunston Hall	National Inventors Hall of Fame
Alexandria Arts Forum	Clayborne Apartments	Hampton Inn & Suites - Alexandria Old Town	Newseum
Alexandria Black History Museum	Club Managers Association of America	Area South	Nick's Nightclub
Alexandria Chamber of Commerce	Clyde's at Mark Center	Hampton Inn Old Town King Street Metro Station	Office of Historic Alexandria - Lloyd House
Alexandria Colonial Tours	Coco Blanca	Hank's Oyster Bar	Old Presbyterian Meeting House
Alexandria Cupcake	Columbia Firehouse	Hard Times Cafe	Old Town Business & Professional Association
Alexandria Economic Development Partnership	Comfort Inn & Suites Alexandria	Harmon's Horse-Drawn Hayrides and Carriages	Old Town Experience
Alexandria Framing	Comfort Inn Alexandria Landmark	Hilton Alexandria at Mark Center	Old Town Trolley Tours
Alexandria Health Department	Comfort One Shoes	Hilton Alexandria Old Town	Olde Towne Gemstones
Alexandria Hotel Association	Courtyard by Marriott - Alexandria Pentagon South	Hilton Garden Inn	Olea Restaurant
Alexandria Library	Courtyard by Marriott Alexandria Old Town/Southwest	Holiday Inn & Suites, Alexandria - Historic District	Olio Tasting Room
Alexandria Singers	Cove	Holiday Inn Express & Suites Alexandria Fort Belvoir	Overwood
Alexandria Symphony Orchestra	Creamery	Hollin Hall - The Meeting House	Pacers Running Store Alexandria
Alexandria Tours	Crowne Plaza Old Town Alexandria	HomesCafe	Patricia Palermo Studio
Alexandria Transit Company	Cultured Concepts	Hooray for Books!	Paul McGehee's Old Town Gallery
Alexandria's Footsteps to the Past	Curated	Hotel Monaco Alexandria, a Kimpton Hotel	Pendleton Woolen Mills
Allstate Insurance	Current Boutique	Hour Shop, The	Pink Palm of Alexandria
Alura Wine & Gourmet	Dairy Godmother Frozen Custard & Nostalgic Treats	Hunting Creek Steak	Pita House Family Restaurant
AMERICA!	Dandy Restaurant Cruise Ships	Huntington Creek Garden Club	Pizzeria Paradiso
An American in Paris Inc.	Daniel O'Connell's Restaurant & Pub	Il Porto	Planet Wine
An American Musical Landscape	Dash's of Old Town	Imagine Artwear	Pompanoosuc Mills
Antique Guild	DC Livery	Indigo Landing	Popped! Republic
Arlandria Chirilagua Business Association	DC Metro Food Tours	Indus Imports	Port City Brewing Company
Art League, Inc.	DC Metro Magazine & Alexandria Guide	Ivy Hill Cemetery Historical Preservation Society	Post Carlyle Square Apartment Homes
Art on the Avenue	DC Military Tours	Jackson 20	Potomac Bead Company
Artfully Chocolate Bistro	Decorium	John Strongbow's Tavern	Potomac Belle Charters
ASCO Conference Center	Dejan Studio Jewelry	Julian Tours	Potomac Fiber Arts Gallery
Asian Bistro	Del Ray Artisans	Kaizen Tavern	Potomac Riverboat Company
Athenaeum	Del Ray Business Association	Keenthings	Potomack Company
Austin Grill and Tequila Bar	Del Ray Cafe	Kilwins	Precision Meetings & Events, Inc.
AV Actions, Inc.	Del Ray Variety	King Street Blues	Principle Gallery
Bastille	Delia's Mediterranean Grill & Brick Oven Pizza	King Street Station Farmers Market	RAMA Consultants, LLC
Bellacara	Dishes of India	King Street Tavern	Ramparts Tavern
Ben & Jerry's Ice Cream	Dog Park, The	King's Jewelry	Red Barn Mercantile
Bertucci's Italian Restaurant	Duchess M	La Bergerie	RedRocks Neapolitan Bistro
Best Western Mount Vernon - Fort Belvoir	Eamon's - A Dublin Chipper	La Cuisine	Residence Inn by Marriott Alexandria at Carlyle
Best Western Old Colony Inn	East Coast Entertainment	La Fromagerie Cheese and Wine Bistro	Residence Inn by Marriott, Alexandria - Old Town
Big Bus Tours	Eisenhower Consignment	La Madeleine	Restaurant Eve
Bike and Roll Alexandria	Eisenhower Partnership	La Tasca	Reston Limousine
Bilbo Baggins Restaurant	Elinor Coleman's Vintage Mirage	Ladyburg Bath and Body Apothecary	Rocklands Barbeque and Grilling Company
Birchmere	Embassy Suites Alexandria	Landini Brothers Inc.	Royal Restaurant
Bishop Boutique	Entertainment Cruises	Landmark Mall	Royal Thai with Sushi Bar
Bistro Du Soleil	Escape Room Live	Laporta's Restaurant	RT's Restaurant
Bistrot Royal	European Country Living	Lawrence Miller & Company	Rustico Restaurant
Bittersweet Catering -Cafe -Bakery	Evening Star Cafe	Lee-Fendall House Museum & Garden	S and B Event Management
Blackwall Hitch	Extra Perks	Light Horse Restaurant	Sacred Circle
Bloomers	Faccia Luna	Little Theatre of Alexandria	ShadowLand Family Entertainment Center
Blueprint Chocolatiers	fibrespace	Lori Younger Salon	Shakthi South Asian Cuisine
Bombay Curry Company	FineTique	Lorien Hotel & Spa, a Kimpton Hotel	Share Wine Lounge & Small Plate Bistro
Bon Vivant Cafe + Farm Market	Finn & Porter	Lou Lou	Sheraton Suites Alexandria
BRABO by Robert Wiedmaier	Fireflies Bar & Restaurant	Lucky Knot	She's Unique Jewelry & Gifts
Bread and Chocolate	First Night Alexandria	Lyceum, Alexandria's History Museum	Shoe Hive, The
Bugsy's Pizza Restaurant & Sports Bar	Fish Market	Mackie's Bar and Grill	Shooter McGee's
Burke & Herbert Bank	Flat Iron Steak & Saloon	Magnolia's on King	Silver Parrot
Buzz Bakery	Fleet Transportation	Mai Thai Restaurant	Silverman Galleries Antiques & Antique Jewelry
BW Art, Antiques & Collectibles	Fontaine Caffe & Creperie	Majestic Cafe	Society Fair
Caboose Cafe & Bakery	Fort Ward Museum & Historic Site	Marie Louise Meyer	Sonoma Cellar
Campagna Center	Foster's Grille	Martiz Gray Line of Washington DC	Southside 815
Caphe Banh Mi	Fountains Day Spa	Mary M. Gates Learning Center	Spice & Tea Exchange of Old Town, Alexandria
Caprese Restaurant, A Mediterranean Grill	Freedom House	at United Way Worldwide	SpringHill Suites Alexandria Old Town/Southwest
Carluccio's	Friendship Firehouse	Massage Solstice	St. Elmo's Coffee Pub
Carlyle Club	Gadsby's Tavern Museum	McEanearney Associates Inc.	St. George Gallery
Carlyle House	Gadsby's Tavern Restaurant	Medieval Madness at John Strongbows Tavern	Stabler-Leadbeater Apothecary Museum
Casa Felipe	Galleria Lafayette	Meetings & Events of Distinction	State Department Federal Credit Union
Casa Rossada Artisan Gelato	George Washington Masonic Memorial	Metropolitan School of the Arts	Stephen Gosling Photography

Members Continued

Stuart Nordin Home & Design
Studio Antiques and Fine Art, Inc.
Sugar Cube
Sugar House Day Spa and Salon
sushi bar
Sweet Root Village
T.J. Stone's Grill House & Tap Room
Taverna Cretekou
Tchoupitoulas - Tradition with a Twist
Teaism Old Town
Ted's Montana Grill
Tempo Restaurant
Ten Thousand Villages
Theismann's Restaurant & Bar
To Your Taste Catering
Today's Cargo
Top Golf Alexandria
Torpedo Factory Art Center
Trademark
Tres Hermanas
Trinity United Methodist Church
Truly-Life Eco Gifts
tu-anh
Tyler Business Services, Inc.
Union Street Public House
United Motorcoach Association
Urban Angler
Vermilion
Victoria at Home
Villa Di Este Restaurant
Virtue Feed & Grain

Warehouse Bar & Grill
Washington Metro Area Transportation Authority
Waterfront Market
West End Business Association
Westin Alexandria
Wharf, The
Whole Foods Market Old Town
Why Not?
Windows Catering Company
Woodlawn - Frank Lloyd Wright's Pope-Leighey House
Zento Japanese Restaurant

Charter Members:

Alexandria Hotel Association

Bike and Roll Alexandria

Blackwall Hitch

Burke & Herbert Bank

Carluccio's

**George Washington's
Mount Vernon**

Potomac Riverboat Company

Waterfront Market & Café

Visit Alexandria Staff

Patricia Washington
President and CEO

Lafayette Barnes
Graphic Designer

Misha Enriquez
Digital Marketing Intern

Melanie Fallon
Visitor Services Manager

Vito Fiore
Office Manager & Research Analyst

Megan Hosford
Sales Manager

Tom Kalden
Chief Operating Officer

Lorraine Lloyd
Senior Vice President, Sales

Kelsey Michael
Communications Assistant & Writer

Claire Mouldoux
Director of Communications

Brooke Newton
Sales Manager

Jacqueline Reilly
Administrative Assistant
for Alexandria Partners
for Economic Growth

Robin Roane
Senior Sales Manager

Meredith Sasser
Membership & Promotions Manager

Laurie Sked
Wedding Specialist

Alfonso Wright
Digital Marketing Manager

Visitor Center Staff & Volunteers

Chuck Aldrich
Jacquelyn Austin
Sarah Buchanan
Gaby Faundez
Jeff Herre
Barbara Kenniston
Andy Maginn
Charles McCaffrey
Ann McCracken
Jay Middleton
Renee Roberts
Bitsy Unkle

FY 2015 Visit Alexandria Board of Governors

Executive Committee

Board Chair
Tobias Arff
General Manager
Kimpton Hotels, Lorient Hotel & Spa

Vice Chair/Incoming Board Chair
Vic Parra
President & CEO
United Motorcoach Association

Treasurer
Debra Arnett
Owner
Del Ray Variety

Secretary
Patricia Washington
President & CEO
Visit Alexandria

Retail Representative
Amy Rutherford
Owner
Red Barn Mercantile

Alexandria Hotel Association President
Mary Anne Russell
General Manager
Embassy Suites Alexandria

Board of Governors

Mayor's Representative
Paul Smedberg
Member
Alexandria City Council

City Manager's Representative
Emily Baker
Deputy City Manager
City of Alexandria

Association Representative
Karen Kotowski
CEO
Convention Industry Council

At-Large Representative
Andrea Barthello
Co-Founder & COO
Think Fun

At-Large Representative
Charlotte Hall
Vice President
Potomac Riverboat Company

Attraction Representative
Stephen Marks
Managing Partner
Bike and Roll, Washington DC

Historic Representative
Susan Hellman
Director
Carlyle House

Hotel Representative
Rich Casale
General Manager
Westin Alexandria

Restaurant Representative
Annee Gillett
Director of Catering
Alexandria Kimpton Hotels

Restaurant Representative
Jeff Swedarsky
Founder
DC Metro Food Tours

Thanks to Our Partner





VisitAlexandriaVA.com

Visit Alexandria

625 N. Washington St., Suite 400
Alexandria, VA 22314
703.652.5369