

VISIT  
*Alexandria*

2018 ANNUAL REPORT

**#1 BEST VALUE U.S. TRAVEL DESTINATION**  
- *Money Magazine* (2018)



Dear Friends and Members:

Fiscal Year 2018 was a record year for Alexandria's visitor economy. At a time when revenue generation is critical for our city, the visitor economy has been answering the call. Non-residents now generate more than 70% of our city's sales, meals and lodging tax receipts, saving the average Alexandria household \$616 per year.

But it's not just about revenue generation. Visitors from around the world contribute to our cultural diversity, thriving restaurant and retail scene, and historic preservation. Alexandrians and visitors alike treasure the outstanding amenities and quality of life in our livable, walkable, welcoming community.

In 2018, Alexandria was named by *Money* magazine, the **#1 ranked travel destination in the entire United States**. That accomplishment was a direct result of your investment in this community coupled with Visit Alexandria's sustained marketing and media outreach. Since the announcement, the Visit Alexandria team has been leveraging our #1 ranking in public relations, advertising, meeting sales, international, social media and digital marketing to ensure we maximize this moment.

Today, it is with deep appreciation for Alexandria's entrepreneurs, passionate residents and forward-thinking leaders that we share these highlights:

- Record visitor spending of \$826 million (+4.6%)
- \$44.5 million of consumption taxes paid by destination and regional visitors
- 72.5% hotel occupancy (our 4th consecutive year above 70%)
- Record media coverage of 1,100+ stories (+14%)
- Broke the 2 million web visits barrier (+5%)

As we enter Fiscal Year 2019, let's keep the momentum going. We're excited to launch with the City the King Street Corridor Initiative, a new public-private partnership to beautify, program and market our downtown core, and celebrate the opening of our new waterfront area at the foot of King Street.

It's going to be a vital year, and together we will continue to generate a vibrant visitor economy, outstanding quality of life and a growing tax base for all Alexandrians. Thanks for your commitment and partnership.



**Mary Anne Russell**  
Outgoing Chair



**Karen Kotowski**  
Incoming Chair

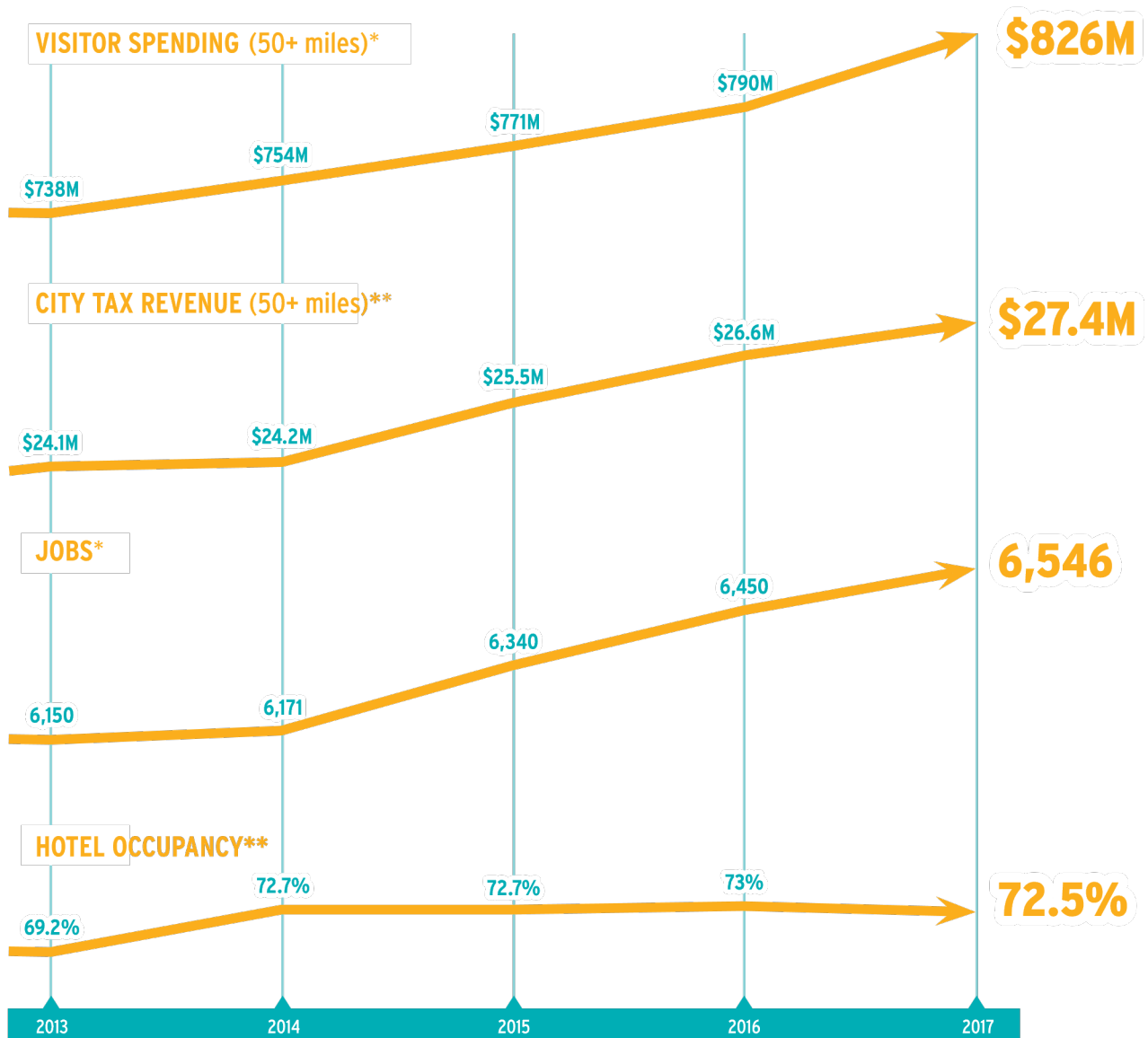


**Patricia Washington**  
President & CEO



# RECORD VISITOR SPENDING

Alexandria's tourism sector continues to thrive, expanding another \$36 million last year to \$826 million. For the fourth straight year, Alexandria has sustained hotel occupancy above 70% and generated record spending and tax receipts.

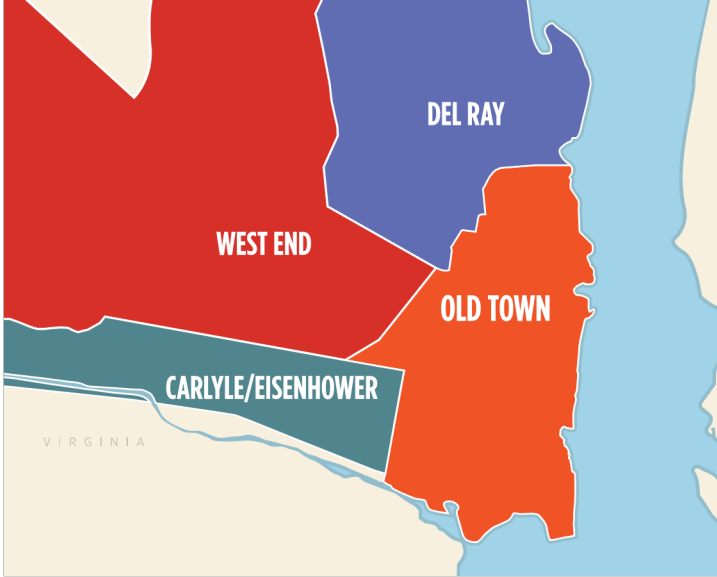


\*Source: 2017 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts of actual taxes and receipts from visitors traveling from a radius 50+ miles outside of Alexandria.

\*\* Source: Smith Travel Research, Destination Report, July 2017-June 2018

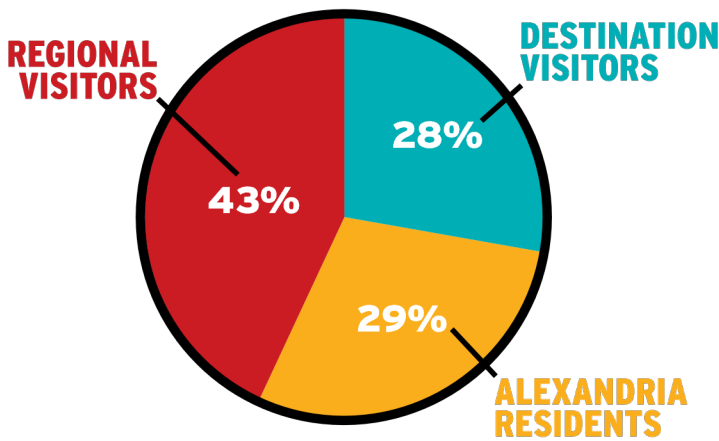
# VISITORS SUPPORT ALL ALEXANDRIANS

Vibrant neighborhoods and quality of life depend on strong revenue generation. Alexandria's visitors, both from within the region and beyond, account for 71% of sales, meals and lodging tax receipts. Good schools, safe streets, rich cultural and recreational resources, care for the vulnerable, a sustainable environment, broad transportation options and economic opportunity depend on a strong visitor economy.



## 71% of consumption tax receipts from non-residents

Alexandria depends on a blend of resident, regional visitor and overnight visitor spending.



Source: 2016 Visa credit card transaction data extrapolation, VisaVue

## Non-residents generated \$44.5 million in city tax revenue, which equals



Saving the average household **\$616 PER YEAR**



EDUCATING **2,646** Alexandria public school students

Source: 2016 Visa credit card transaction data extrapolation, VisaVue

## Visitor spending supports these critical components of Alexandria's local culture:



### HISTORIC SITES & MUSEUMS

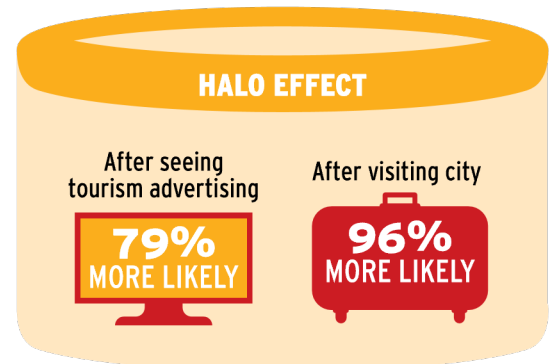
Preserving our city's history is essential to Alexandria's identity and character



### 80% INDEPENDENTLY OWNED BOUTIQUES & RESTAURANTS

in Old Town and Del Ray

## Likelihood to view a city as a "Good place to start a business"



After seeing advertising & visiting city there is a **194% LIFT IN PERCEPTION**

Source: Longwoods International, TTRA Marketing Outlook Forum, 2015

# WHAT VISIT ALEXANDRIA DOES

Visit Alexandria uses an integrated marketing approach to deliver on our mission of generating overnight visitors that increase revenues and advance Alexandria's global reputation.

WEB

ADVERTISING

SALES

RESEARCH

MARKETING  
**MIX**

PR

VISITOR &  
MEMBER  
SERVICES

SOCIAL MEDIA

PUBLICATIONS

INTERNATIONAL

PROMOTIONS

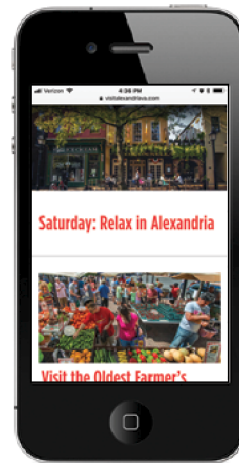
## 2018 HIGHLIGHTS



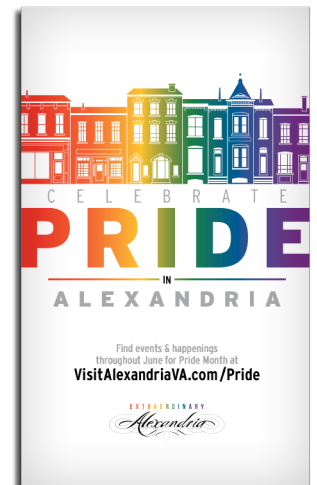
**#1 Best Value  
U.S. Travel Destination  
in Money Magazine**



**360 Video, Photography &  
Virtual Reality Experiences**



**Visual Itineraries including  
Alexandria Weekend and  
D.C. Home Base**



**LGBTQ Initiative &  
Pride Month**



**ALX ExtraPerks Meeting  
Incentive Program**



**National Science  
Foundation Opening**



**Leveraging D.C. Partnerships  
and Proximity**

# MEASURING OUTCOMES

Visit Alexandria tracks outcome-related data to ensure that our marketing dollars are spent wisely and that we are always revising strategies based on their measurable return. We are committed to continuous improvement and accountability to taxpayers, members, residents and each other.



**1,167** MEDIA STORIES | **↑14%**

**2.03 MILLION** WEB VISITS | **↑5%**

**293,000** ENGAGED ADVERTISING LEADS\* | **↑73%**

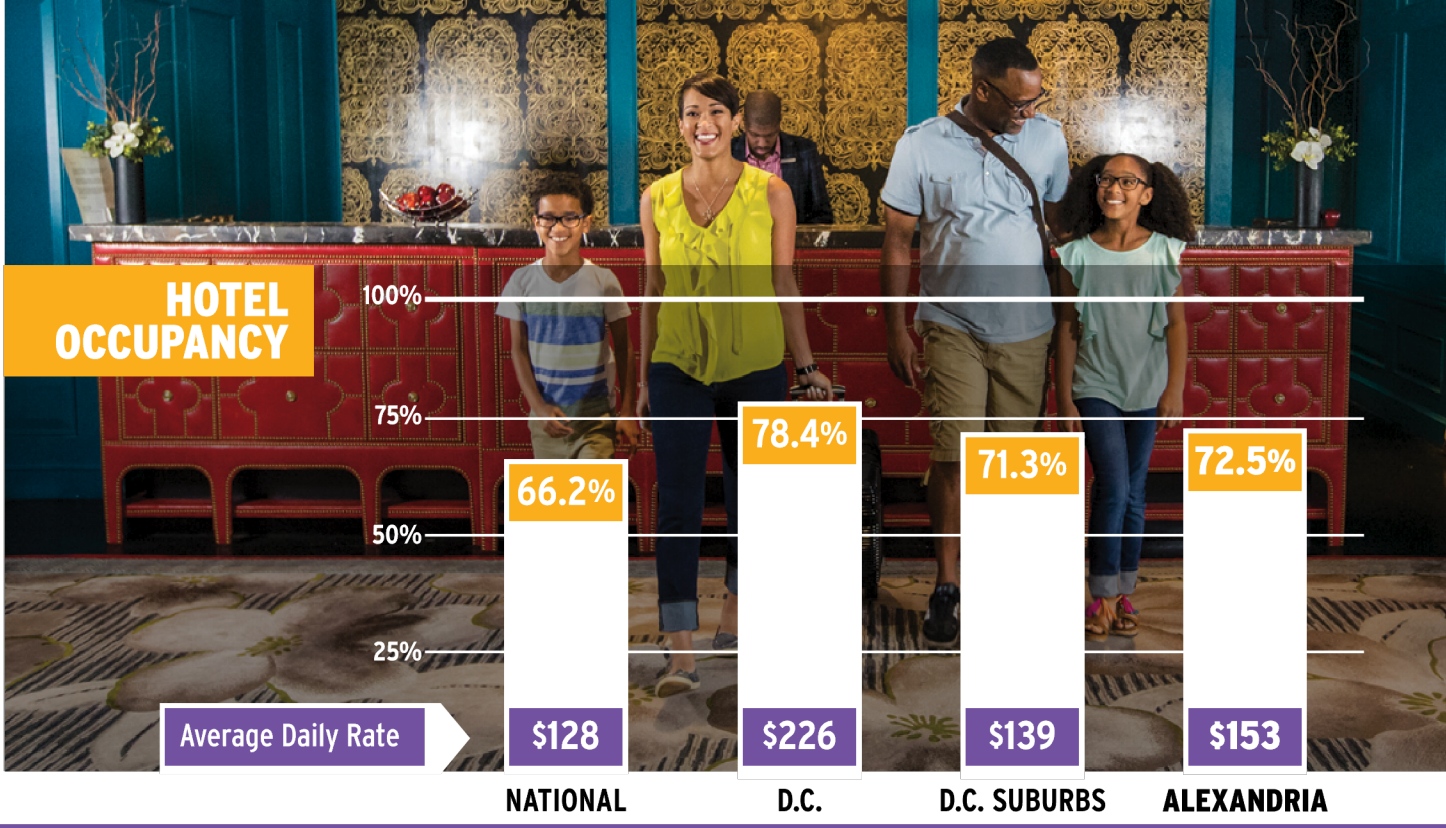
**131,000** SOCIAL MEDIA FOLLOWERS | **↑19%**

**\$45 MILLION** MEETING LEADS | **↑13%**

**365** MEMBERS | **↑10%**

**78,000** VISITOR CENTER GUESTS | **↑3%**

\*Engaged advertising leads are direct consumer clicks from Visit Alexandria advertising that result in a web visit of at least 2 minutes, at least 2 pages, a newsletter sign-up or visitor guide request.



## FINANCIAL RESULTS

### REVENUE:

CITY ALLOCATION	\$3,158,655
EARNED INCOME	\$397,219
<b>TOTAL</b>	<b>\$3,555,784</b>

### EXPENSE:

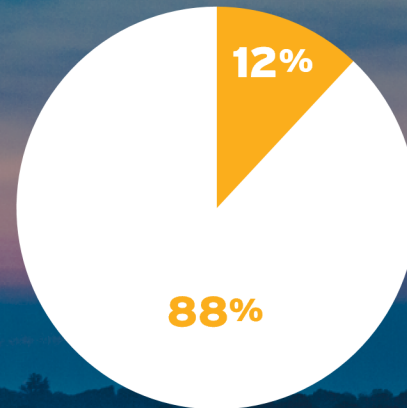
MARKETING & PROGRAMS	\$3,073,335
GENERAL & ADMIN	\$429,887
<b>TOTAL</b>	<b>\$3,503,222</b>

### NET INCOME

<b>TOTAL</b>	<b>\$52,562</b>
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### EXPENSE BREAKDOWN

- General & Administrative
- Marketing & Programs



# ALEXANDRIA RANKED #1

Alexandria headlines don't happen by accident. Visit Alexandria's communications team cultivates media relationships and hosts travel writers to place top stories across the country and around the world. That effort paid off this year with record media coverage (1,167 press hits), capped off by *Money* magazine's ranking as the #1 U.S. travel destination!



## THE BEST 20 PLACES TO GO IN 2018

“You may feel like you’re a world away from the hubbub of the nation’s capital—but you’re actually less than 10 miles away from national landmarks... Alexandria’s red-brick homes and a historic waterfront promenade make it a surprisingly charming, inexpensive outpost for travelers to the D.C.-area.”

**Money**

“Alexandria, Virginia, is a culturally-rich, walkable city with small-town charm and urban convenience. Old Town could be plucked from a postcard, with its beautifully-preserved, historic architecture and cobblestone streets. Del Ray is a quirky, colorful neighborhood lined with locally-owned businesses.”

**Forbes**

## EATING AND DRINKING IN ALEXANDRIA, D.C.'S STYLISH, MORE-AFFORDABLE NEIGHBOR

“Just across the Potomac River from Washington, D.C., Alexandria boasts a rich heritage, picturesque blocks, and a thriving food scene filled with independent restaurants that serve elevated comfort food dishes and award-winning beer.”

**ShermansTravel**

“Alexandria is also a must-see destination, with leading sites like Old Town, Carlyle House, Christ Church and Gadsby’s Tavern, in addition to a truly memorable trip to George Washington’s Mount Vernon.”

**CBS**

## 10 ROMANTIC SMALL-TOWN HOLIDAY SHOPPING GETAWAYS

“Just outside Washington, D.C., the once bustling port city of Old Town Alexandria, Virginia evokes charm and history with every step along the red brick sidewalks lined with trees lit up with twinkle lights.”

**travel**  
CHANNEL





## ADDITIONAL MEDIA COVERAGE



## ACCOLADES

**2018 Best Travel U.S. Destinations**  
Alexandria #1 -Money, 2018

**The South's Prettiest Cities**  
Alexandria #14 -Southern Living, 2018

**Safest Cities in America**  
Alexandria #4 -SmartAsset, 2017

**"All-Star" for LGBTQ Equality**  
Alexandria #2 -Human Rights Campaign  
Municipality Equality Index, 2017

**Happiest Cities in the United States**  
Alexandria #21 -National Geographic Explorer, 2017

**2017 Best Cities for Millennials in America**  
Alexandria #4 -Niche, 2017

**2017's Most Diverse Cities in America**  
Alexandria #21 -WalletHub, 2017

**25 Best Cities for Entrepreneurs**  
Alexandria #1 -Entrepreneur, 2017

**Top 20 Most Romantic U.S. Cities**  
Alexandria #3 -Amazon.com, 2017



# PREVIEWING 2019

King Street Corridor Initiative Promoting Downtown and Waterfront



Portside in Old Town Programming



Visitor Center Garden Redesign

ALXNetWORKS Meetings Industry Insider Resource



The new year is ripe with opportunity and challenge. The opening of our new expanded waterfront and the arrival of the Tall Ship Providence give us new iconic assets to promote Alexandria and attract visitors. At the same time, well-funded regional competition and the summer 2019 renovation of our Metro stations present challenges that we must meet head-on. Our program of work for the coming year directly addresses both opportunities and risks by developing rich content that builds on our existing assets and helps visitors explore new experiences in neighborhoods throughout Alexandria.

### Neighborhood Promotion



### Tall Ship Providence Arrival



JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC



### Targeting Need Periods with Big Data

### Metro Shutdown Mitigation Plan

# VISIT ALEXANDRIA MEMBERS WORKING TOGETHER

## Thanks to our Charter Members:

Alexandria Hotel Association  
Burke & Herbert Bank  
George Washington's Mount Vernon  
Potomac Riverboat Company

## **Bold:** New members

216 - A City Bed & Breakfast  
219 Restaurant  
3 Sisters  
529 Kids Consign  
A Galerie - Antiques and Fine Art  
A la Lucia

## **AAA Mid-Atlantic**

Acme Mid-Century + Modern  
African American Hall of Fame  
Alexandria African-American Heritage Park  
Alexandria Archaeology Museum  
Alexandria Arts Forum  
Alexandria Black History Museum  
Alexandria by Water Seaport Cruise  
Alexandria Chamber of Commerce  
Alexandria Colonial Tours  
Alexandria Colonial Tours' Kids' Scavenger Hunt  
Alexandria Cupcake  
Alexandria Department of Recreation,  
Parks and Cultural Activities  
Alexandria Economic Development Partnership  
Alexandria Film Festival

## **Alexandria Harmonizers**

Alexandria Library  
**Alexandria Living Magazine**  
Alexandria Singers  
Alexandria Small Business Development Center  
Alexandria Symphony Orchestra  
Alexandria Tours  
Alexandria Transit Company  
Alexandria Visitor Center  
The Alexandrian, Autograph Collection  
Alexandria's Footsteps to the Past  
Alexandria's Footsteps to the Past Ghost Tours  
Al's Steak House

## **ALX Community**

Amtrak Alexandria Union Station  
The Antique Guild  
AR Workshop Alexandria  
Arlandria Chirilagua Business Association  
Art League, Inc.  
Art on the Avenue

## **Artistic Artifacts**

The Athenaeum  
**Augie's Mussel House**  
**The Basilica of Saint Mary**  
Bastille

Bellacara

## **Beulah Baptist Church**

Big Bus Tours  
Bike and Roll Alexandria  
Bilbo Baggins Restaurant  
Birchmere  
Bistro Eighteen90

## **Bistro Sancerre**

Blackwall Hitch  
Bloomers

Bluprint Chocolatiers  
Bombay Curry Company  
Bon Vivant Cafe + Farm Market  
BRABO

Brabo Tasting Room

## **Brave Spirits Theatre**

Bread and Chocolate  
Bugsy's Pizza Restaurant & Sports Bar  
Burke & Herbert Bank  
Buzz Bakeshop

## **Cafe 44**

Cafe Pizzaiolo  
Cameron Run Regional Park  
The Campagna Center  
Caphe Banh Mi  
Caprese Restaurant, A Mediterranean Grill  
Captain Gregory's  
Captain Rocky Versace Plaza and Vietnam  
Veterans' Memorial

Carlyle Club

Carlyle Council

Carlyle House

## **Carr Workplaces**

Casa Rosada Artisan Gelato

## **Cedar Knoll**

Chadwicks  
Charlie's on the Avenue  
Chart House Restaurant  
Cheesetique

## **Chinoiserie**

Chinquapin Park Recreation Center  
Christ Church  
The Christmas Attic  
City Kitchen  
Clyde's at Mark Center  
Columbia Firehouse

## **Comfort One Shoes**

Contrabands and Freedmen Cemetery Memorial  
The Creamery  
Crowne Plaza Old Town Alexandria  
CSI Washington, DC  
Cualtzin Salon  
Dairy Godmother Frozen Custard &  
Nostalgic Treats  
Dandy Restaurant Cruise Ships  
Daniel O'Connell's Irish Restaurant & Pub  
Dash's of Old Town

DC Livery

DC Metro Food Tours

DC Military Tours

Dejan Studio Jewelry

Del Ray Artisans

Del Ray Business Association

Del Ray Cafe

Delia's Mediterranean Grill & Brick Oven Pizza

Destination DC

Discover Alexandria Tours

## **Discovery Map**

Dishes of India

Diya Indian Cuisine

The Dog Park

Dolci Gelati

Don Taco

Dos Amigos

Eamonn's - A Dublin Chipper

Eisenhower Consignment  
Eisenhower Partnership  
Embark DC  
Embassy Suites Alexandria  
Encore Consignment Boutique  
Entertainment Cruises  
Escape Quest, Inc.  
Escape Room Live  
Evening Star Cafe

## **EventPix**

Events Industry Council

## **The Executive Café & Diner**

Faccia Luna  
Fairfield Inn & Suites by Marriott  
Alexandria Landmark  
Fetching Photos  
fibre space  
Finn & Porter  
First Night Alexandria  
Fish Market  
Fleet Transportation  
Fontaine Caffé & Creperie  
Fort Ward Museum & Historic Site  
Foster's Grille

Fountains Day Spa

Fraternal Order of Eagles

Freedom House Museum

Friendship Firehouse

## **Fusion Meetings & Events**

Gadsby's Tavern Museum  
Gadsby's Tavern Restaurant  
George Washington Birthday  
Celebration Committee  
George Washington's Distillery & Gristmill  
George Washington's Mount Vernon  
Geranio Restaurant

## **Get Fit Studio**

Go Ape Zip Line & Treetop Adventures  
Gold Works  
Gossypia  
Greenstreet Gardens  
Gunston Hall  
Hampton Inn & Suites - Alexandria Old Town  
Area South  
Hampton Inn Old Town King Street Metro Station  
Hank's Oyster Bar  
Hank's Pasta Bar  
Hard Times Cafe  
Haute Dogs & Fries  
Hawwi Ethiopian Restaurant  
Hen Quarter  
Hilton Alexandria Mark Center  
Hilton Alexandria Old Town  
Hilton Garden Inn  
Historic Garden Week's Alexandria Tour  
The Hive  
Holiday Inn Alexandria Carlyle  
Holiday Inn Hotel & Suites Alexandria - Old Town  
Hollin Hall & the Meeting House at Mount Vernon  
Unitarian Church  
Holy Cow  
Hooray for Books!  
Hotel Indigo Old Town Alexandria  
The Hour Shop  
Hummingbird



Il Porto  
 Imagine Artwear  
**International Spy Museum**  
 The Italian Place  
 Ivy Hill Cemetery Historical Preservation Society  
 Jack's Place  
 Jackson 20  
 Julian Tours  
 Junction Bakery & Bistro  
 Kilwins  
 Kimpton Lorian Hotel & Spa  
 King Street Blues  
 King Street Tavern  
 King's Jewelry  
**Kyo Gallery**  
 La Cuisine  
 La Tasca  
**La Trattoria**  
 Landini Brothers  
 Landmark Mall  
 Laporta's Restaurant  
**Lavender Moon Cupcakery**  
 Lee-Fendall House Museum & Garden  
 Lena's Wood-Fired Pizza & Tap  
 Little Theatre of Alexandria  
 Live Oak Restaurant  
 Lloyd House  
**Local Motion Studio**  
**London Curry House**  
 Lost Dog Cafe  
 The Lucky Knot  
 The Lyceum, Alexandria's History Museum  
**Mackie's Bar and Grill**  
 Magnolia's on King  
 Mai Thai Restaurant  
 Main Event Caterers  
 The Majestic  
 Manumission Tour Company  
 Marcela's Yoga Boutique  
 Martz Gray Line of Washington DC  
 Mary M. Gates Learning Center at  
 United Way Worldwide  
 Mason Social  
 McEanearney Associates Inc.  
 Meetings & Events of Distinction  
 Meggrolls  
 Metropolitan School of the Arts  
 MetroStage  
**Mia's Italian Kitchen**  
 Mint Condition  
 Misha's Coffee  
 MoHo Kitchen + Cocktails  
 Momo Sushi & Cafe  
 Morris Visitor Publications  
 Morrison House, Autograph Collection  
 Mount Vernon Inn  
 Murphy's Irish Pub  
 Myron Mixon's Pitmaster Barbeque  
**Mystique Jewelers**  
 Namaste  
 Nando's Peri-Peri  
 National Cancer Registrars Association  
 National Harbor  
 National Inventors Hall of Fame  
**Nectar Coffee & Wine Bistro**

Newseum  
 Nicecream  
 Nick's Nightclub  
 Nightly Spirits  
 Northside 10  
 Office of Historic Alexandria  
 Old Colony Inn Alexandria  
**Old House Cosmopolitan Grill**  
 Old Presbyterian Meeting House  
 Old Town Boutique District  
 Old Town Business & Professional Association  
 Old Town Farmers Market  
 The Old Town Shop of Alexandria  
 Old Town Trolley Tours  
 Olio Tasting Room  
 Pacers Running Store Alexandria  
**Patina Polished Living**  
 Patricia Palermino Studio  
**Penny Post**  
 Periwinkle Boutique  
 Pilates ProWorks  
 The Pita House  
 Pizzeria Paradiso  
 Planet Wine  
 Popped! Republic  
 Pop's Old Fashioned Ice Cream Co.  
 Pork Barrel BBQ  
 Port City Brewing Company  
 Portner Brewhouse  
 Post Carlyle Square Apartment Homes  
**Potomac Conference Center**  
 Potomac Riverboat Company  
 The Potomack Company  
 Precision Meetings & Events  
 Principle Gallery  
 PX  
**Rachel M. Schlesinger Concert Hall and Arts Center**  
 Ramparts Tavern & Grill  
 Red Barn Mercantile  
 RedRocks Neapolitan Bistro  
 Residence Inn by Marriott Alexandria at Carlyle  
 Restaurant Eve  
 Reston Limousine  
 River Farm- American Horticultural Society  
**Robinson Landing**  
 Rock It Grill  
 Rocklands Barbeque and Grilling Company  
 Rouge Fine Catering  
**Royal Restaurant**  
 RT's Restaurant  
 Rustico Restaurant  
 Sacred Circle  
 Salon deZEN  
**Sand and Steel Fitness**  
**Serafino Fine Italian Leather & Accessories**  
 ShadowLand Family Entertainment Center  
**Shiloh Baptist Church**  
 The Shoe Hive  
 Shooter McGee's  
**Signature Theatre**  
 Silver Parrot  
 Silverman Galleries Antiques & Antique Jewelry  
**Sip & Sew Old Town**  
**Smoking Kow BBQ**

**Snackbar**  
 Society Fair  
 Sonoma Cellar  
 Southside 815  
 Specs New York  
 The Spice & Tea Exchange of Alexandria  
 SpringHill Suites Alexandria Old Town/Southwest  
**St. Elmo's Coffee Pub**  
 St. Paul's Episcopal Church  
 Stabler-Leadbeater Apothecary Museum  
 Studio Antiques and Fine Art, Inc.  
**Stylists at North**  
 Sugar House Day Spa and Salon  
 Sugar Shack Donuts  
**Sunday in Saigon**  
 The Sushi Bar  
 Sweet Fire Donna's  
 Swings Coffee  
 Synergy Float Center  
 T.J. Stone's Grill House & Tap Room  
 Taverna Cretekou  
 Ted's Montana Grill  
 Tempo Restaurant  
 Ten Thousand Villages  
 Tequila & Taco  
 Theismann's Restaurant & Bar  
**The Thornton Apartments**  
**Threadleaf**  
 Today's Cargo  
 Toppolf Alexandria  
 Torpedo Factory Art Center  
 Trademark Drink and Eat  
 Triple Craft  
 Truly-Life Eco Gifts  
 TSALT  
 tu-anh  
 The Twig  
**Twist Boutique**  
**Union Square**  
 Union Street Public House  
**Urbano 116**  
 USA Guided Tours DC  
**Vaso's Mediterranean Bistro**  
 Vermilion  
 Vintage Mirage  
 Virtue Feed & Grain  
 Visit Alexandria  
 Vola's Dockside Grill and Hi-Tide Lounge  
 Volunteer Alexandria  
 The Warehouse  
 Washington Metro Area Transportation Authority  
 Washington Sailing Marina  
**Wear Ever Jewelry**  
 West End Business Association  
 The Westin Alexandria  
 The Wharf  
 Wheel Nuts Bike Shop  
 Whole Foods Market Old Town  
**WideWings Aviation**  
 Windows Catering Company  
 Wine & Design Alexandria  
 Woodlawn & Pope-Leighey House  
**Workhouse Arts Center**  
 Your Life Energy Holistic Center  
 Zelsman Powers Group

# VISIT ALEXANDRIA BOARD OF GOVERNORS



## EXECUTIVE COMMITTEE

### Board Chair (Outgoing)

Mary Anne Russell  
GM, Embassy Suites/HGI Alexandria

### Board Chair (Incoming)

Karen Kotowski  
CEO, Events Industry Council

### Treasurer

Lori Swain  
Executive Director, National Cancer  
Registrars Association

### Alexandria Hotel Assoc. President

Kate Ellis  
GM, Hotel Indigo Old Town Alexandria

### Executive Committee At-Large

Emily Baker  
Deputy City Manager, City of Alexandria

### Annee Gillett

Sage Hospitality

### Secretary (non-voting)

Patricia Washington  
President & CEO, Visit Alexandria

## BOARD OF GOVERNORS

### Rebecca Aloisi

VP for Marketing,  
George Washington's Mount Vernon

### Don Anderson (Incoming)

Regional Director of Operations,  
Crescent Hotels & Resorts

### Bill Butcher

Founder/Owner, Port City Brewing Co.

### Richard Casale (Outgoing)

GM, Westin Alexandria

### Ben Fiore-Walker (Incoming)

Town Crier, City of Alexandria

### Charlotte Hall

Vice President, Potomac Riverboat Co.

### Ian Harvey

GM, Holiday Inn Eisenhower at Carlyle

### Susan Hellman (Outgoing)

Director, Carlyle House

### Trae Lamond (Incoming)

Owner, Chadwicks Restaurant

### Larry Ponzi

Owner, St. Elmo's/Café Pizzaiolo

### Jeff Swedarsky (Outgoing)

President, FTC4Lobe

### Elizabeth Todd (Outgoing)

Founder/Owner, The Shoe Hive

### Victoria Vergason (Incoming)

Founder/Owner, The Hour

### Justin Wilson

Vice Mayor, City of Alexandria





# VISIT ALEXANDRIA IS LISTENING

We are here to serve you. If there are other questions you want to ask, or suggestions to help us improve the marketing of our City, we'd love to meet with you at your location.

## STAFF

- Patricia Washington**  
President & CEO
- Carla Bascope-Hebble**  
Destination Sales Manager
- Jennifer De Luca**  
Sales Manager
- Misha Enriquez**  
Social Media & Visual Production Manager
- Melanie Fallon**  
Director of Member & Visitor Services
- Vito Fiore**  
Director of Marketing & Research
- Tom Kaiden**  
Chief Operating Officer
- Lorraine Lloyd**  
Senior Vice President, Sales
- Trisha Meisner**  
Member Relations Manager
- Claire Mouldoux**  
Vice President of Communications
- Robin Roane**  
Senior Sales Manager
- Leah Spellman**  
Communications Manager
- Sara Stanton**  
Communications Assistant & Writer
- Alfonso Wright**  
Digital Marketing Manager

## VISITOR CENTER STAFF & VOLUNTEERS

- Jacquelyn Austin
- Sarah Buchanan
- Kameron Clarke
- Mary Cruz
- Lauren Dessaure
- Maddie Fleenor
- Carl Jeffrey Herre
- Nathaniel Jones
- Malcolm Kerr
- Lauren Larsen
- Nicole Larsen
- Madelyn Lichter
- J Howard Middleton, III
- Steve Posner
- Dawann Steagall, Jr.
- Bitsy Unkle
- Yuri Villacorta



**LET'S GET TOGETHER.**



VISIT  
*Alexandria*

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