

VISIT
Alexandria

FISCAL YEAR 2021 ANNUAL REPORT



**TOP 3
BEST
SMALL CITY
IN U.S.**

Condé Nast Traveler
Readers' Choice
Awards, 2021

Dear Friends and Members:

Fiscal Year 2021 was a year of resiliency and recovery. In the summer and fall of 2020, we were still reeling from a pandemic that would not go away. By December, hope had emerged with the launch of vaccines. Ambitious vaccination rollouts in the winter and spring of 2021 boosted our optimism. And as summer began, visitors, many regional and local, returned. Our restaurants and shops filled again, and with them, critical revenues that power our economy, fund City services and provide jobs to our residents.

In so many instances, the key to Alexandria's resilience and recovery was partnership. Business leaders invested, adapted and pledged their commitment to safety through ALX Promise. City Council, departments and partner agencies introduced zoning and economic adaptations that enabled outdoor dining and shopping, curbside pickup, expanded alcohol sales, grants and revenue flexibility that improved cash flow. But the most critical partners in the recovery were our frontline and behind-the-scenes staff members who pulled together and welcomed visitors back as hospitality demand returned. We are so grateful to all of you.

At Visit Alexandria, our team was also committed to ongoing adaptation. As conditions and the market shifted, so did we. Adjusting our message and timing, we were able to capitalize on resurgent demand at the end of the fiscal year. Sales, meals and lodging taxes, though still below their pre-pandemic peak, finished \$6 million higher than originally forecast. Marketing impressions, web traffic and membership all grew. We obtained over 1,000 media stories with record broadcast coverage. And Alexandria was named a Best Small City in the U.S. for the third consecutive year by Condé Nast Traveler—this year ranking #3.

As we entered Fiscal Year 2022, there still remained challenges to our continued recovery. New variants, emerging inflation, labor and supply chain shortages all pose obstacles. But if this pandemic has taught us anything, it's how to stand up and meet challenges.

At Visit Alexandria, we are committed to working with all of you to continue our recovery through expanded advertising, new campaigns to reach diverse visitors, a new website, promotion of our neighborhoods and waterfront and the return of business meetings. Thank you for standing with us and ensuring that we continue this recovery that means everything to our City, our residents, our employees and our guests.



Kate Ellis
Board Chair



Patricia Washington
President & CEO

ECONOMIC IMPACT

Each fall, the Commonwealth of Virginia releases data for all municipalities measuring the economic impact of the tourism sector in the prior calendar year. In 2021, because of the COVID-19 pandemic, the Commonwealth expanded its analysis to include a forecast of the impact of the pandemic into the next two years, 2021 and 2022. The graph to the right demonstrates the steady upward trajectory of Alexandria's performance through 2019, and the subsequent effect of the pandemic and forecasted recovery.*

*Source: 2020 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. Note: because of the change in VTC's research partner in 2021, data reported in prior Visit Alexandria Annual Reports is not directly comparable to data reported here.

**Source: 2020-2022 Analysis and Forecast of COVID-19's Impact on Virginia's Visitor Economy, Tourism Economics

DIRECT SPENDING (\$MILLION)

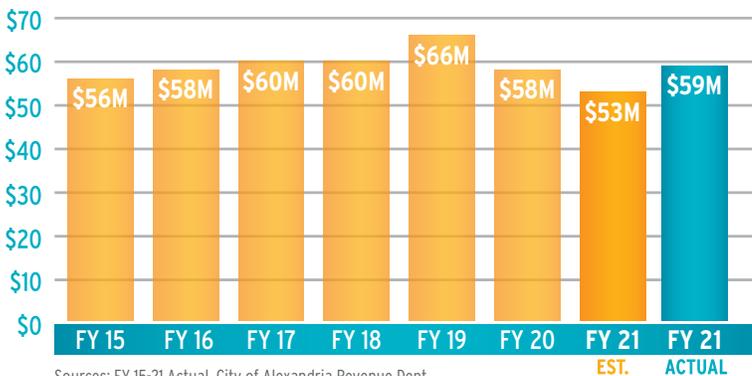


COMMUNITY IMPACT

WHAT'S AT STAKE?

Consumption tax revenues are critical to support City services. In Fiscal Year 2021 Alexandria's combined sales, meals and lodging tax receipts were initially forecast to come in at \$53 million, but recovered by year-end to actually deliver \$59 million.

SALES, RESTAURANT & LODGING TAX RECEIPTS (\$MILLIONS)



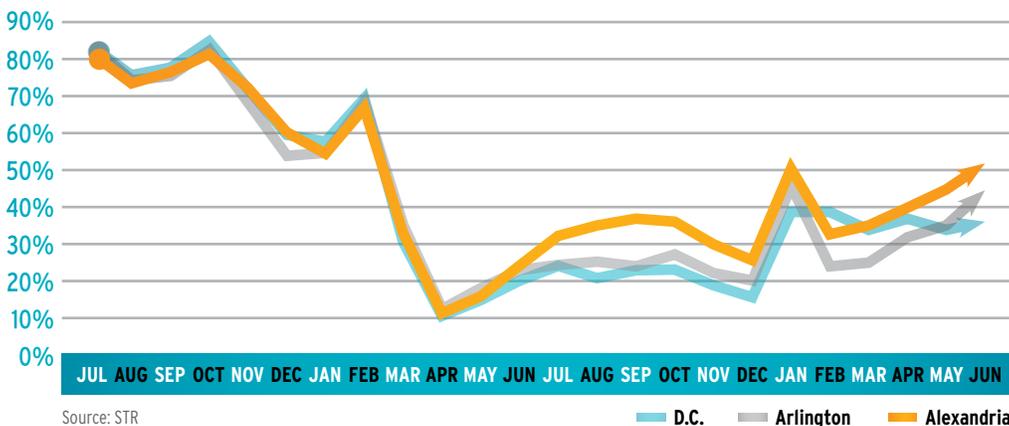
Sources: FY 15-21 Actual, City of Alexandria Revenue Dept. FY 21 Estimate, City of Alexandria Approved FY 22 Budget

ALEXANDRIA CONSUMPTION TAX RECEIPTS (\$MILLIONS)



Source: City of Alexandria Revenue Dept. Legend: FY 19 (Orange), FY 20 (Grey), FY 21 (Teal)

HOTEL OCCUPANCY FY 20-21



Source: STR

Legend: D.C. (Teal), Arlington (Grey), Alexandria (Orange)

Retail and restaurants led our recovery, but the hotel sector is still lagging.

Alexandria's hotel occupancy is starting to recover, and finished the year above 50%. We have been recovering faster than key regional peers, but there is still a long way to go to return to pre-pandemic levels.

RESILIENCE, RESTRUCTURING & RECOVERY



Fiscal year 2021 tested us in many ways as the coronavirus persisted long beyond all initial expectations. Alexandria was not content to ride out the pandemic—instead we met the challenge with an adaptive multifaceted approach to business recovery. The City of Alexandria, Alexandria Economic Development Partnership, Alexandria Health Department and Visit Alexandria coordinated a response that included relaxing restaurant regulations, supporting outdoor dining and retail, launching safety branding, providing grant support, conducting workshops and promoting to local and regional markets.



The 100 Block of King Street became pedestrian-only



Over 400 Alexandria businesses took the ALX Promise pledge to protect guests and staff



Al fresco dining drew patrons back to restaurants

MEETING THE MOMENT

Key to our response and recovery was the ability to create content, adapt promotions and adjust media timing to ensure that our marketing was resonating with consumers and meeting the moment.

OUTDOORS

2021 WATERFRONT PUBLIC ART: GROUNDWELL
Temporary Public Art Installation by Mark Begelman
Late March to November 2021
Waterfront Park, 1 King Street

The Best of Outdoor Dining in Alexandria
BY CAROLINE SECRET
NOVEMBER 25, 2021

GREAT WALKS IN ALEXANDRIA
Known for its walkable history, Alexandria is a city best experienced on foot. Get inspired with routes for your next stroll along the city's most scenic sidewalks and beyond. From an architecture-themed excursion to a waterfront stroll to a hot day mural tour and more. For each walk, check out our accompanying Google Maps to plan your route—though you'll be tempted (and welcome!) to detour. Based on the latest CDC health guidance, it is recommended that everyone wear a mask in public indoor spaces in Alexandria, regardless of vaccination status.
BY REBECCA DOBER
DECEMBER 16, 2020

The Ultimate Guide to Micro-Wedding Venues in Alexandria
BY REBECCA DOBER
DECEMBER 16, 2020

Consumer research told us that “outdoors” and “small cities” were key attractors.

THINK SMALL CAMPAIGN

THINK SMALL.
Dreaming of a getaway?

TOP 5 BEST SMALL CITY
— Condé Nast Traveler Readers' Choice Awards
Alexandria
EST. 1749
START PLANNING

Digital banner campaign

30-second video

RETAIL

SHOW LOVE. SHOP LOCAL.
Alexandria EST. 1749
Learn more about ways to support local businesses at: VisitAlexandriaVA.com/ShopSmall

ALEXANDRIA SHOP SMALL WEEK
NOV 26-DEC 2

Expanded promotions like Shop Small Week and Sidewalk Sale attracted shoppers.

WATERFRONT

OLD TOWN WATERFRONT
A busy seaport for centuries, Alexandria's waterfront juxtaposes historic authenticity and new happenings among a growing scene of D.C. area waterfront destinations. Alexandria's waterfront is the best place to take in picturesque views of the Potomac River and Washington, D.C. Enjoy al fresco drinks and dining with street performers and music, take a riverboat run or set sail with water taxis and river cruises by City Cruises Incorporated by Sociobusiness, offering scenic communities between Alexandria and the National Mall, The Wharf, Georgetown, Nationals Park, George Washington's Mount Vernon and National Harbor.
Based on the latest CDC health guidance, it is recommended that everyone wear a mask in public indoor spaces in Alexandria, regardless of vaccination status.

Visit Alexandria VA
Sponsored
From new restaurants to tall ship tours, there's now more to do on the Old Town waterfront.

See what's new
There's more to do on the Old Town waterfront.
LET'S GO

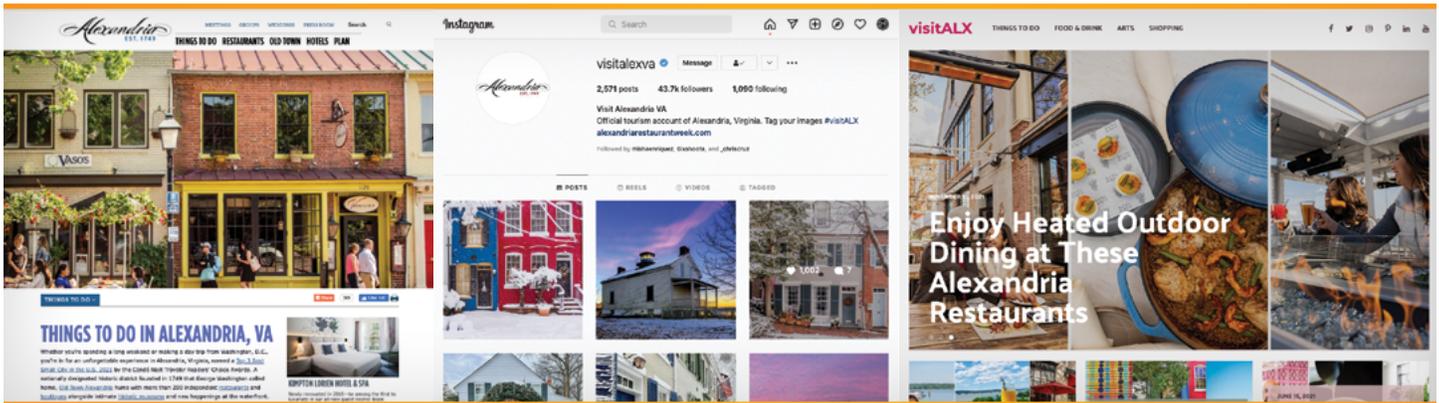
with a river view.
There's more to do on the Old Town waterfront.
LET'S GO

Alexandria EST. 1749

Our expanded, walkable waterfront was a new asset to promote.

KEY PERFORMANCE INDICATORS

In addition to community-based indicators like economic impact and tax receipts, Visit Alexandria also tracks internal marketing measures of performance such as advertising impressions, web traffic, and media volume.

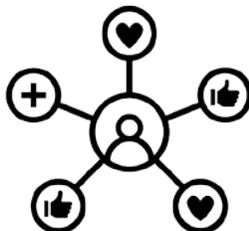


FISCAL YEAR 2021 PERFORMANCE

JULY 2020 - JUNE 2021



WEB VISITS
2.3 Million
+8%



SOCIAL MEDIA FOLLOWERS
165,000
+8%



PRESS HITS
1,000+
5 straight years



BLOG PAGEVIEWS
785,000
+31%



DIGITAL MARKETING IMPRESSIONS
125 Million
+110%



405 MEMBERS
+5%



DEDICATION TO DIVERSITY & EQUITY

The Black Travel Alliance launched the Black Travel Scorecard in 2020 to evaluate travel brands on not just what they say, but also what they do. They asked travel brands to publicly communicate their metrics in key areas.

MARKETING:

- 100% of Visit Alexandria's most-run video ads included a Black person as a lead
- 86% of print advertisements included Black representation
- 91% of digital banner campaigns include BIPOC representation
- 80% of Visit Alexandria's top 10 paid social media posts (measured by impressions) had BIPOC representation
- 67% of total national writers who were hosted by Visit Alexandria were BIPOC

MANAGEMENT:

- CEO is Black
- 40% of employees in management positions are BIPOC (2 of 5)
- 35% of organization-wide employees are BIPOC (9 of 26)
- 13% of Board members and 20% of Executive Committee are Black

PRESS COVERAGE

Visit Alexandria's communications team secured more than 1,000 press hits for the fifth consecutive year. With COVID severely limiting special events and in-person press visits, the team shifted approaches including hosting 11 *virtual* deskside visits with national media, 17 writers on their first trips to Alexandria since the pandemic started and working with local news stations to garner nearly 100 broadcast clips, a 58% year-over-year increase.

MEDIA COVERAGE

1,000+ STORIES

Condé Nast
Traveler

TRAVEL+
LEISURE

woman's day

Southern Living

Fodor'sTravel

The Washington Post

THE OPRAH
MAGAZINE

Roadtrippers

msn

Forbes

Pathfinders
TRAVEL The Best Magazine for People of Color

TODAY

ESSENCE

USA TODAY

**BUSINESS
INSIDER
INDIA**

”

There's never been a better time for travelers to explore **hidden gems right within their own backyard**, as many want to get away but are still concerned with the safety of traveling via plane, train or other modes of public transportation. You're sure to love your time in this **charming riverside city**.

—*Essence*



Courtesy of Visit Alexandria/Sam Kittner

TOP 3 BEST SMALL CITY IN U.S.

Condé Nast Traveler Readers' Choice Awards, 2021

3. Alexandria, Virginia

Washingtonians are all in on the secret, but it's no surprise the rest of the world is catching up: Alexandria, Virginia, the charming, historic city just across the Potomac River from **our nation's capital**, draws travelers and would-be residents alike. Most folks start to imagine moving there just after setting foot in Old Town, once they've strolled the red-brick sidewalks, clocking street after street of perfectly preserved rowhouses from the 18th and 19th centuries. When you visit, scope out King Street, packed with boutiques, restaurants, and specialty shops; then land at the waterfront, where you can watch the boats bobbing on the water before touring the Torpedo Factory Art Center, a collective of galleries and artists' studios. End the day at Gadsby's Tavern, where some of our founding fathers used to drink—don't mind the actors in colonial garb.

”

I was enchanted by the **King Street shops** and **bustling waterfront restaurants** in cobblestoned **Old Town**—and by the **progressive Del Ray neighborhood**. I recall thinking, **‘I could live here.’**

—*Roadtrippers*

”

Given its close proximity to Washington, D.C., **Alexandria offers the best of both worlds:** small-town charm and urban access.

—*Southern Living*

PREVIEWING FISCAL YEAR 2022

As we began Fiscal Year 2022, several initiatives were already underway. We will launch a new website in the spring to improve our user experience and increase search ranking. It will feature mobile-first design, faster page speed, new mapping, and inspirational visuals.

Thanks to American Rescue Plan funding from the City to support business recovery, we'll increase advertising this year by 34%. We'll relaunch our "Stay in the Moment" campaign, add new paid media, reach out to new audiences of color, increase our presence in several of our most historically high-efficiency channels, and continue to leverage our Condé Nast Traveler Best Small Cities ranking. We are especially excited to launch our new "Drop-In" campaign focused on the \$109 billion Black travel market.

We'll be advancing meetings recovery through key partnerships and in-person site visits. We know that 4 out of 5 meeting planners who visit Alexandria book their event with us. We are also thrilled to have the return of signature special events, including the Alexandria Holiday Boat Parade of Lights and Portside in Old Town Festival produced by Visit Alexandria.

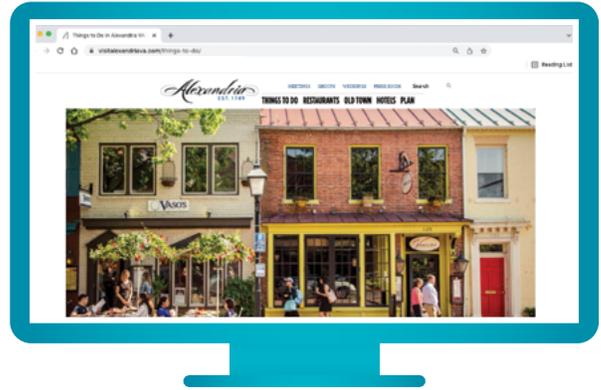
Our content first strategy will feature these areas of emphasis: waterfront, outdoors, neighborhoods, shopping, inclusive history, and weddings.

Ultimately, our top priority at Visit Alexandria is maintaining momentum and completing the economic recovery of Alexandria's visitor-based economy. Our strategies will remain nimble and adaptive. We have learned from the past two years that, despite constantly changing environmental and health conditions, consumers are hungry for the ever-evolving Alexandria experience. Our marketing will continue to capitalize upon those opportunities by promoting Alexandria's dynamic environment, authentic culture, and historic backdrop.





"Stay in the Moment" ad campaign relaunches



New website in Spring 2022



New Spanish language ad campaign introduced



"Drop-in" campaign created for Black travel market



Neighborhoods and waterfront will be featured



Special events return

VISIT ALEXANDRIA MEMBERS WORKING TOGETHER

Thanks to our Charter Members:

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

219 Restaurant
3 Sisters
529 Kids Consign
A Galerie - Antiques and Fine Art
A la Lucia
Abyssinia Market & Coffee House
Ada's on the River
African American Hall of Fame
Aldo's Italian Kitchen
Alexandria Aces
Alexandria African-American Heritage Park
Alexandria Archaeology Museum
Alexandria Arts Forum
Alexandria Black History Museum
Alexandria Chamber of Commerce
Alexandria Clay Cooperative
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 History Museum at The Lyceum
Alexandria Library
Alexandria Living Magazine
Alexandria Seaport Foundation
Alexandria Singers
Alexandria Small Business Development Center
Alexandria Symphony Orchestra
Alexandria the Great Tours
Alexandria Transit Company
Alexandria Visitor Center
The Alexandrian Old Town Alexandria, Autograph Collection
All Pro Charter
The Allen S. Lichter, MD Conference Center
Ally Charter Bus Washington, D.C.
Al's Steak House
ALX Community - Atrium
ALX Community - Waterfront
American Horticultural Society's River Farm
America's Favorite Gourmet Popcorn
Amtrak Alexandria Union Station
The Antique Guild
AR Workshop Alexandria
Arlandia Chirilagua Business Association
Art League, Inc.
Art on the Avenue
Artistic Artifacts
The Athenaeum
Augie's Mussel House
BARCA Pier & Wine Bar
Barkhaus
Bashford & Pitt
Bastille Brasserie & Bar
Bellacara
Belle Haven Marina
Ben & Jerry's Ice Cream
The BEST Gift Shop
Beulah Baptist Church
Birchmere
Bistro Eighteen90

Bistro Sancerre
Blackwall Hitch
Bloomers
Blue Fern Travel - Fork & Fizz Tours
Boxwood
Brabo Brasserie
Brave Spirits Theatre
Bugsy's Pizza Restaurant & Sports Bar
Building Momentum
Burke & Herbert Bank
Buzz Bakeshop
Cafe 44
Café du Soleil
Cafe Pizzaiolo
Cameron Cafe
Cameron Run Regional Park
The Campagna Center
Caphe Banh Mi
The Capital Wheel
Captain Gregory's
Captain Rocky Versace Plaza and Vietnam Veterans' Memorial
Carlyle Council
Carlyle House
Casa Rosada Artisan Gelato
Cedar Knoll
Celtic Wedding Music
Chadwicks
Chart House Restaurant
Cheesetique
Chewish Deli
Chinquapin Park Recreation Center
Chop Shop Taco
Christ Church
Chrysalis Chiropractic
City Cruises Anchored by Hornblower
City Kitchen
Clyde's at Mark Center
Columbia Firehouse
Comfort One Shoes
Contrabands and Freedmen Cemetery Memorial
Courtyard by Marriott - Alexandria Pentagon South
Courtyard by Marriott Alexandria Old Town/Southwest
The Creamery
CSI Washington, DC
Cualtzin Salon
Dairy Godmother Frozen Custard & Nostalgic Treats
Daniel O'Connell's Irish Restaurant & Pub
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
Donna Lewis
Doyle's Outpost
Eisenhower Partnership
Electric Café
Elizabeth's Counter
Elo's Italian

Embassy Suites by Hilton Alexandria Old Town
Emmy Squared
Encore Consignment Boutique
Entertainment Cruises (Hornblower Cruises)
Envy Us Beauty Supply
Escape Room Live
ESP Tea & Coffee
Evening Star Cafe
The Executive Cafe
The Executive Diner
Fairfield Inn & Suites Alexandria West/Mark Center
Federal Conference
Fern Exposition & Event Services
fibre space
Finn & Porter
First Night Alexandria
Fish Market
The Flats on King
Fleet Transportation
Fontaine
Fort Ward Museum & Historic Site
Foster's Grille
Fountains Day Spa
Fraternal Order of Eagles
Freedom House Museum
Fresh Baguette
Friendship Firehouse Museum
From Head to Tail Grooming Spa
Gadsby's Tavern Museum
Gadsby's Tavern Restaurant
Galactic Panther Art Gallery
The Garden Del Ray
The George of Old Town
George Washington Birthday Celebration Committee
The George Washington Masonic National Memorial
George Washington's Distillery & Gristmill
George Washington's Mount Vernon
Get Fit Studio
Glory Days Grill
GOGO Charters Washington, D.C.
Gold Works
Goldfinch
Goodies Frozen Custard & Treats
Gossypia
Greenstreet Gardens
Gunston Hall
Hampton Inn & Suites - Alexandria Old Town Area South
The Handover
Hank & Mitzi's Italian Kitchen
Hank's Oyster Bar
Harambee Books & Artworks
Hard Times Cafe
Haute Dogs & Fries
Hawwi Ethiopian Restaurant
Hazel O. Salon
Hen Quarter
Hilton Alexandria Mark Center
Hilton Alexandria Old Town
Hilton Garden Inn Alexandria Old Town National Harbor
Historic Garden Week's Alexandria Tour
The Hive
Holiday Inn Alexandria Carlyle
Holiday Inn Hotel & Suites Alexandria - Old Town
Holistic Hair Studio
Hollin Hall & the Meeting House at Mount Vernon Unitarian Church
Holy Cow
Home on Cameron
Hooray for Books!
Hops N Shine

Hosts Global
 Hotel Indigo Old Town Alexandria
 The Hour Shop
 Hummingbird
 Hyatt Centric Old Town Alexandria
 Il Porto
 Imagine Artwear
 inq Tattoos
 International Spy Museum
 Intertribal Creatives
 The Italian Place
 J Shea
 Java Grill
 Jeni's Splendid Ice Creams
 Julian Tours
 Junction Bakery & Bistro
 Kaizen Tavern
 Kelly Loss Photography
 KH Giving
 Kidcreate Studio
 Kilwins
 Kimpton Lorient Hotel & Spa
 King & Rye
 King Street Souvenirs
 King Street Tavern
 King's Jewelry
 King's Ransom
 Kismet Modern Indian
 Kisso Asian Bistro
 KungFu Kitchen
 Kyo Gallery
 Landini Brothers
 Laporta's Restaurant
 Laura Hatcher Photography
 Lavender Moon Cupcakery
 Lee-Fendall House Museum & Garden
 Lena's Wood-Fired Pizza & Tap
 The Light Horse
 Lilly Pulitzer
 Little Theatre of Alexandria
 Lloyd House
 Los Cuates
 Lost Boy Cider
 Lost Dog Cafe
 Lotus Blooms
 The Lucky Knot
 Mackie's Bar and Grill
 Made in ALX
 Mae's Market and Cafe
 Magnolia's on King
 Mai Thai Restaurant
 The Majestic
 MANSE
 Manumission Tour Company
 Market 2 Market
 Martz Gray Line of Washington DC
 Mary M. Gates Learning Center at
 United Way Worldwide
 Mason and Greens
 Mason Social
 McChrystal Group
 McEneaney Associates Inc.
 Mia's Italian Kitchen
 Michael's Little Italy
 Mint Collective
 Mint Condition
 Misha's Coffee - King Street
 Misha's Coffee - Prince Street
 Momma's Hemp
 Momo Sushi & Cafe
 Monday's Child
 Morrison House Old Town Alexandria,
 Autograph Collection
 Mount Purrnon Cat Café & Wine Bar
 Mount Vernon Inn
 Murphy's Irish Pub
 Myron Mixon's Pitmaster Barbeque
 Mystique Jewelers
 Namaste Jalsa Restaurant & Bar
 Nando's Peri-Peri
 National Cancer Registrars Association
 National Charter Bus Alexandria
 National Harbor
 National Industries for the Blind
 National Inventors Hall of Fame
 National Law Enforcement Museum
 National Museum of the United States Army
 Neighborhood Provisions
 Nicecream
 Nightly Spirits
 Nomad Event Systems
 Northside 10
 Oak Steakhouse
 Office of Historic Alexandria
 Old Hat Bar
 Old House Cosmopolitan Grill
 Old Town Books
 Old Town Business Association
 Old Town Farmers Market
 The Old Town Shop
 Old Town Sock Co.
 Old Town Trolley Tours
 Old Virginia Tobacco Co.
 Pacers Running Store Alexandria
 Pasara Thai Restaurant
 Passionately Pets
 Patagonia
 Patina Polished Living
 Patricia Palermino Studio
 Pedego Electric Bikes
 Penny Post
 The Peoples Drug
 Pho Nam
 Picnic & Peonies
 Piece Out
 PIES Fitness Yoga Studio
 The Pita House
 Planet Wine
 PLNT Burger
 Pop's Old Fashioned Ice Cream Co.
 Pork Barrel BBQ
 Port City Brewing Company
 Potomac Paddle Club
 Praha Beads and Jewelry
 Principle Gallery
 PSAV
 Queen Bee Designs
 Ramparts Tavern & Grill
 The Rectory on Princess
 Red Barn Mercantile
 RedRocks Neapolitan Bistro
 Residence Inn Alexandria Old Town South
 at Carlyle
 Residence Inn by Marriott Alexandria
 Old Town/Duke Street
 Riverside Taco Company
 Robinson Landing
 Rock It Grill
 RocketFizz Alexandria
 Rocklands Barbeque and Grilling Company
 Rouge Fine Catering
 Royal Restaurant
 RT's Restaurant
 The Rub Chicken & Beer
 Rus Uz - Alexandria
 Rustico Restaurant
 Sacred Circle
 Salon deZEN
 Salon Monte
 Sardi's Pollo A La Brasa
 Sephora
 Serafino Fine Italian Leather & Accessories
 ShadowLand Family Entertainment Center
 Sheraton Suites Old Town Alexandria
 She's Unique Jewelry & Gifts
 Shiloh Baptist Church
 The Shoe Hive
 Shooter McGee's
 Shop Made in VA
 Silver Parrot
 Silverman Galleries Antiques & Antique Jewelry
 Sisters Thai and the Magnolia Dessert Bar
 Smoking Kow BBQ
 Sonder
 Sonoma Cellar
 Southside 815
 The Spice & Tea Exchange of Alexandria
 Spice Kraft Indian Bistro
 SpringHill Suites Alexandria Old Town/Southwest
 St. Elmo's Coffee Pub
 Stabler-Leadbeater Apothecary Museum
 Stitch Sew Shop
 String Quartet of Northern Virginia
 The Study
 Sugar House Day Spa and Salon
 Sunday in Saigon
 sushi bar
 Sweet Fire Donna's
 Swing's Coffee
 T.J. Stone's Grill House & Tap Room
 Table Talk
 Tall Ship Providence
 Taqueria Picoso
 Taverna Cretekou
 Ted's Montana Grill
 Tempo Restaurant
 Ten Thousand Villages
 Tequila & Taco
 Thai Signature
 Theismann's Restaurant & Bar
 The Thornton Apartments
 Threadleaf
 Toastique
 Today's Cargo
 Topgolf National Harbor
 Torpedo Factory Art Center
 Trademark Drink and Eat
 Tranquil Healthcare
 Truly-Life Eco Gifts
 tu-anh
 Turkish Coffee Lady
 The Twig
 Twist Boutique
 T-ZO Vietnamese
 Union Square
 Union Street Public House
 Unlimited Biking: Alexandria
 Urbano 116
 USA Guided Tours DC
 Van Dorn Diner
 Vaso's Mediterranean Bistro
 Vermilion
 Via Volcán Coffee
 Village Brauhaus
 Vintage Mirage
 VIP Alexandria Magazine
 Virtue Feed & Grain
 Visit Alexandria
 Vola's Docksides Grill and Hi-Tide Lounge
 Volunteer Alexandria
 The Warehouse
 Washington Sailing Marina
 Wear Ever Jewelry
 West End Business Association
 The Westin Alexandria Old Town
 The Wharf
 Wheel Nuts Bike Shop
 Whiskey & Oyster
 Windows Catering Company
 Wine Gallery 108
 Wooboi Hot Chicken
 Woodlawn & Pope-Leighey House
 Yagút St.
 Your CBD Store
 Yunnan by Potomac - a Noodle House

VISIT ALEXANDRIA BOARD OF GOVERNORS



EXECUTIVE COMMITTEE

Board Chair

Kate Ellis
GM, Hotel Indigo Old Town Alexandria

Vice Chair

Denise Jackson
Vice President, MCI USA

Treasurer

Stuart Fox
C.F.O., Route 66 Ventures

Executive Committee At-Large

Ben Fiore-Walker
Town Crier, City of Alexandria

Emily Baker
Deputy City Manager, City of Alexandria

Secretary (non-voting)

Patricia Washington
President & CEO, Visit Alexandria

BOARD OF GOVERNORS

Chelsea Anderson (Outgoing)
Homegrown Restaurant Group

Elizabeth Bennett-Parker (Outgoing)
Former Vice Mayor, City of Alexandria

C.J. Cross (Incoming)
Founder, Hops N Shine

Tristan Harris
GM, Embassy Suites

Amy Jackson (Incoming)
Vice Mayor, City of Alexandria

Trae Lamond
Owner, Chadwicks Restaurant

Mark Mathews
Vice President, Research Development
and Industry Analysis, National
Retail Federation

Nicole McGrew
Owner, Threadleaf

Niamh O'Donovan
Company President, Daniel O'Connell's
Irish Bar & Restaurant

Emma Quinn
Manager of Programming & Marketing,
Building Momentum

Mary Rinaldo
Regional VP, City Cruises Anchored
by Hornblower

Victoria Vergason
Founder/Owner, The Hour



VIRGINIA
IS FOR
LOVERS

WASHINGTON, DC
MARYLAND
VIRGINIA
CAPITAL REGION USA

Burke &
Herbert
Bank
At Your Service Since 1852*

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 virtually or at your location.

STAFF

Patricia Washington
President & CEO

Carla Bascope-Hebble
Vice President of Sales

Lindsey Chase
Destination Sales Manager

Mary Cruz
Destination Sales Associate Manager

Rebecca Doser
Communications Manager

Misha Enriquez
Social Media & Visual Production Manager

Melanie Fallon
Vice President of Member & Visitor Services

Vito Fiore
Vice President of Marketing & Research

Tom Kaiden
Chief Operating Officer

Trisha Meisner
Member Relations Manager

Lilly Mitchell
Business Development Manager

Claire Mouldoux
Senior Vice President of Communications

Caroline Secrest
Communications Associate & Writer

Elissa Staley
Event & Partnership Manager

Alfonso Wright
Digital Marketing Manager

VISITOR CENTER STAFF

Leila Abarca
Jacquelyn Austin
Leah Devendorf
Taylor Hancock
Jeff Herre
Nate Jones
Lisa McClure
Jay Middleton
Steve Posner
Clara Reynolds
Ayman Silva
Virtue Williams
Max Zummo



FINANCIAL RESULTS

REVENUE:

CITY ALLOCATION	\$3,656,000
EARNED INCOME	\$240,006
TOTAL	\$3,896,006

EXPENSE:

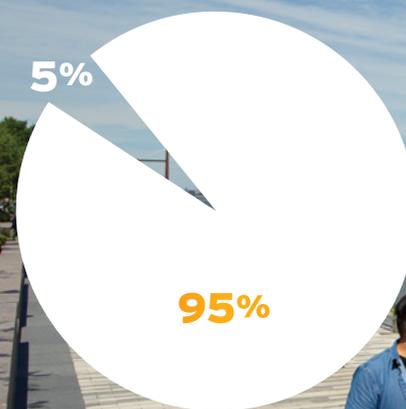
MARKETING & PROGRAMS	\$3,643,768
GENERAL & ADMIN	\$210,209
TOTAL	\$3,853,977

CHANGE IN NET ASSETS:

TOTAL	\$42,029
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EXPENSE BREAKDOWN

- General & Administrative
- Marketing & Programs





VISIT
Alexandria

VisitAlexandriaVA.com | #visitALX

Visit Alexandria | 277 South Washington Street | Suite 210 | Alexandria, VA 22314 | 703-652-5369