

VISIT
Alexandria

2020 ANNUAL MEETING

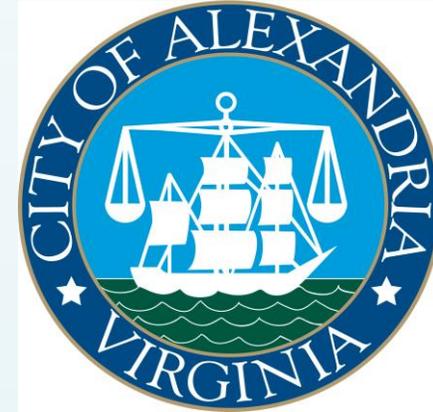
Resilience, Innovation & Community

will begin in

01

minute

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Resilience, Innovation & Community

will begin in

01

minute

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minute

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01

minute

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Alexandria Restaurant Partners

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Dolci Gelati

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Pizzeria Paradiso

Port City Brewing Company

Tall Ship Providence Foundation

TTR Sotheby's International Realty



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Resilience, Innovation & Community

2 for
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Silver Parrot
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NOW OPEN

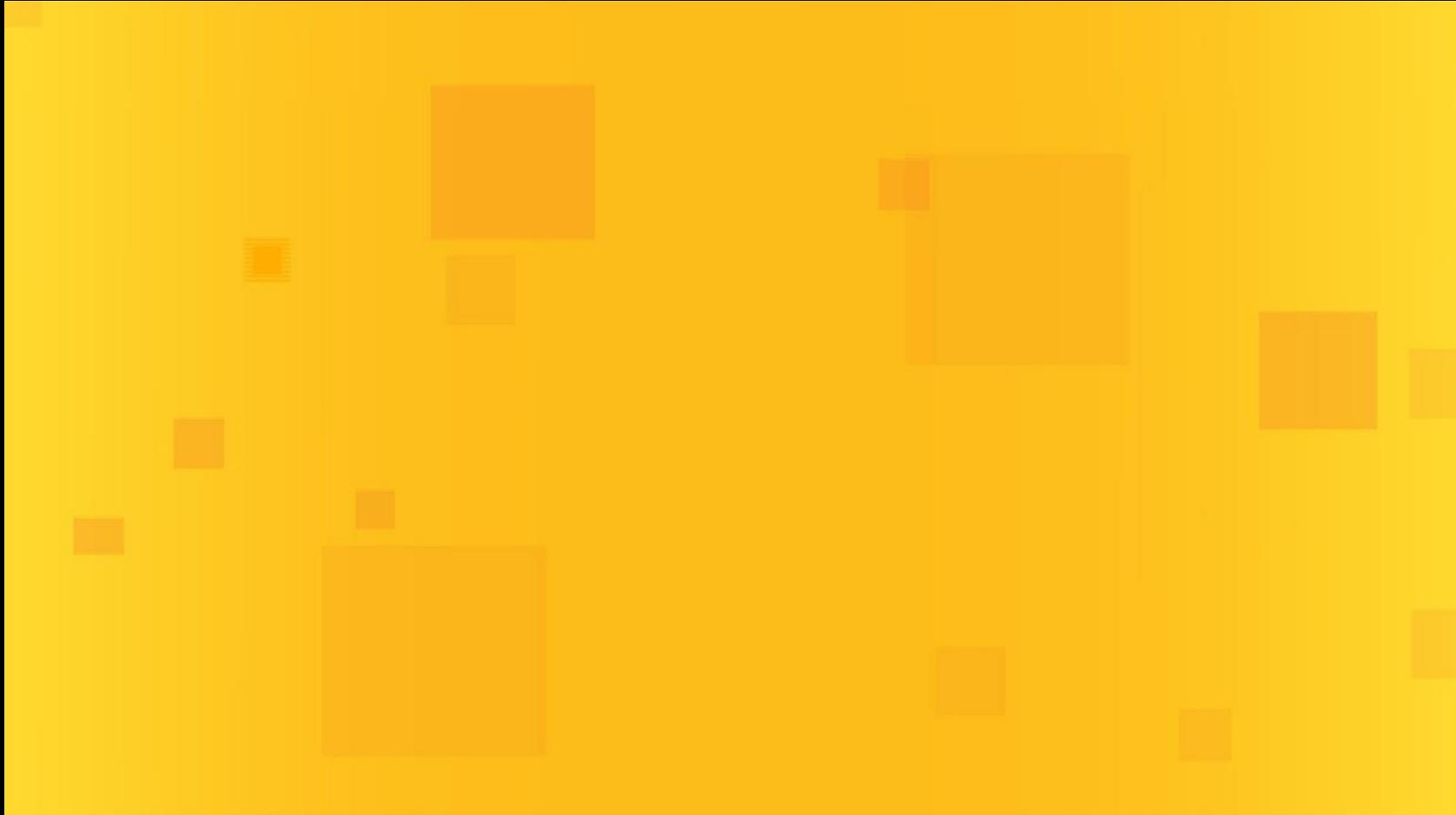
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VISIT
Alexandria

**2020
ANNUAL
MEETING**
Resilience, Innovation & Community

Kate Ellis

**Board Chair
Visit Alexandria**



Watch Burke and Herbert's 30-second video [here](#).

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**2020
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Resilience, Innovation & Community

Kate Ellis

**Board Chair
Visit Alexandria**



Hon. Justin Wilson

**Mayor
City of Alexandria**



Mark Jinks

City Manager of Alexandria

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Resilience, Innovation & Community

Kate Ellis

**Board Chair
Visit Alexandria**

Visit Alexandria Board of Governors

Kate Ellis

Chairperson of the Board (Alexandria Hotel Association President)

General Manager, Hotel Indigo Old Town Alexandria

Denise Jackson

Vice Chair (At-Large Representative)

Vice President, Client Partnership and Performance, MCI USA

Lori Swain

Treasurer (Association Representative)

Exec. Director, Natl Cancer Registrars Assoc.

Patricia Washington

Secretary (Non-Voting)

President & CEO of Visit Alexandria

Benjamin Fiore-Walker

Executive Committee At-Large (Historic/Preservation Representative)

Alexandria Town Crier

Emily Baker

Executive Committee At-Large

Deputy City Manager/City Manager's Designee

Elizabeth Bennett-Parker

Vice Mayor, City of Alexandria

Stuart Fox

Chief Financial Officer, Route 66 Ventures

Chelsea Anderson

Director of Marketing and Communications, HomeGrown Restaurant Group

Mary Rinaldo

Regional Vice President, Hornblower Cruises and Events

Trae Lamond

Owner/Manager, Chadwicks

Nicole McGrew

Founder/Owner, Threadleaf

Victoria Vergason

Founder/Owner, The Hour

Niamh O'Donovan

General Manager, Daniel O'Connell's Irish Restaurant & Bar

Larry Ponzi

Owner, St. Elmo's Cafe, Cafe Pizzaiolo, Market to Market

VISIT
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**2020
ANNUAL
MEETING**
Resilience, Innovation & Community

Patricia Washington

President & CEO

Visit Alexandria

FY 2020: Two Years in One

July 2019						
Su	Mo	Tu	We	Th	Fr	Sa
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December 2019						
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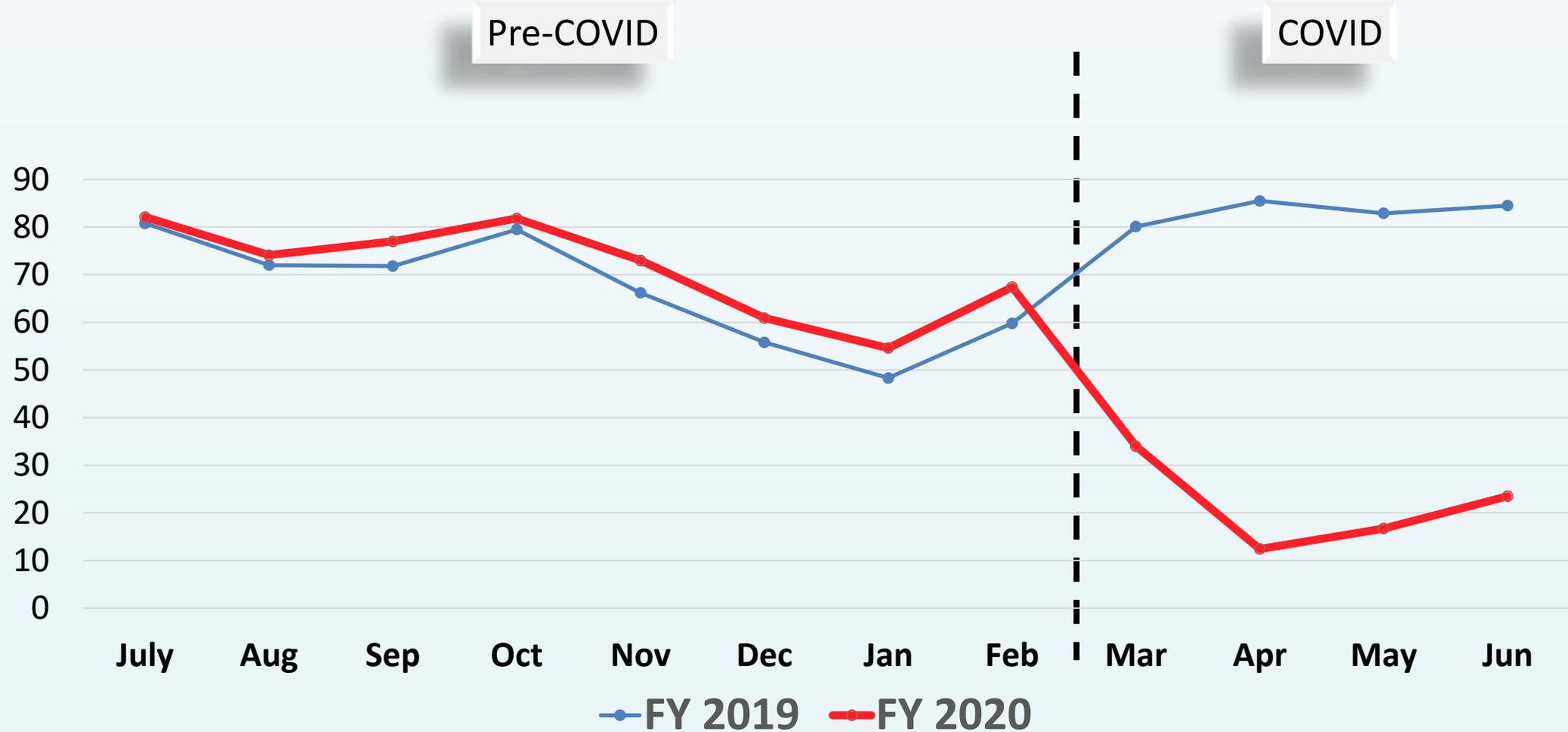
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April 2020						
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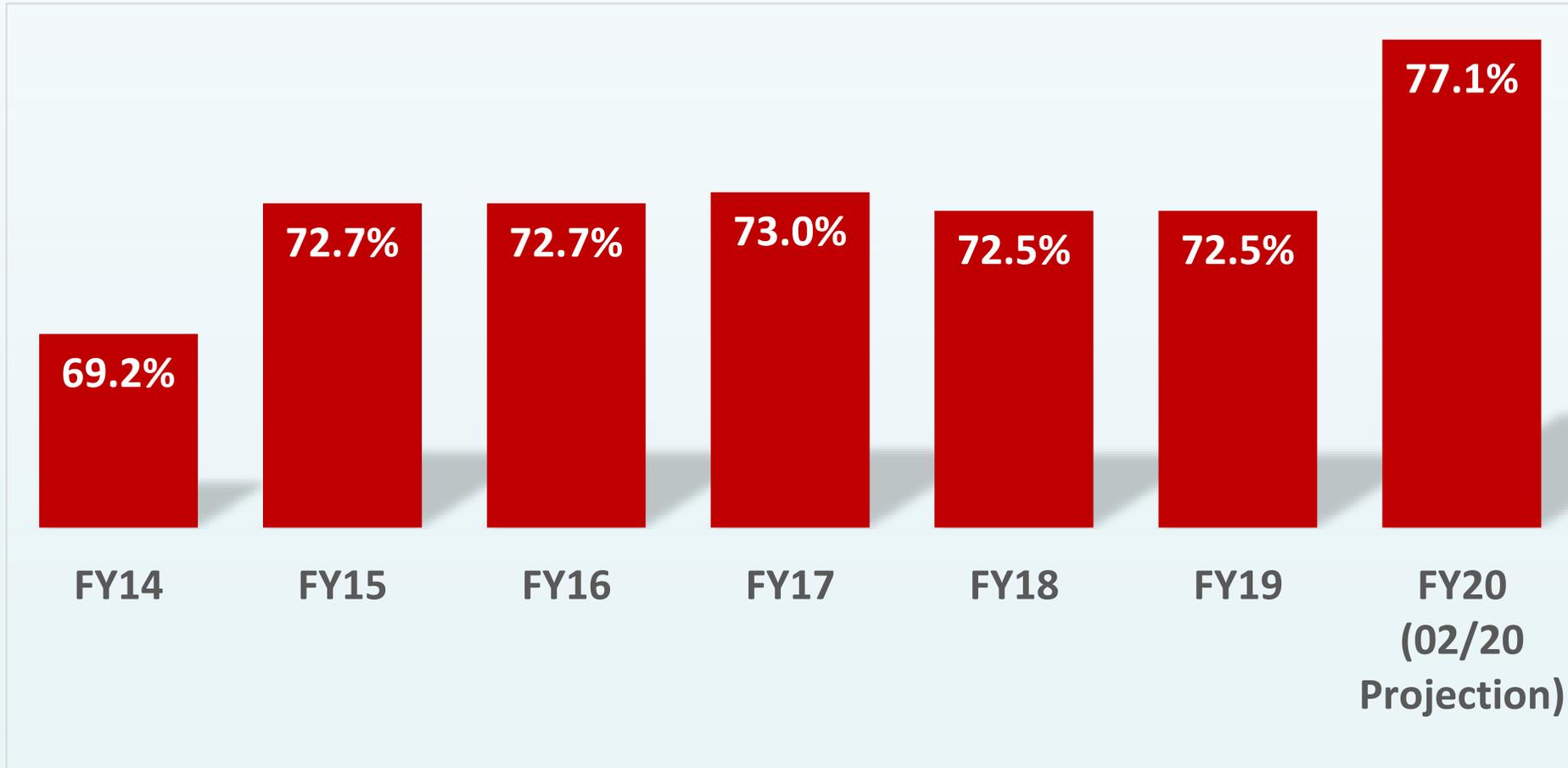
May 2020						
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June 2020						
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28	29	30				

Hotel Occupancy FY19 vs. FY20



Hotel Occupancy



Actual FY20 Occupancy: 55.7%



Year Over Year Performance

July 2019 – February 2020



Web Visits
+ 12%



Social Media Followers
+ 6%



Press Hits
+ 5%



Digital Marketing Impressions
+ 50%



Meetings Leads
+ 36%



Membership
+ 3%

#3 Best Small City

Condé Nast
Traveler



BEST SMALL CITIES IN U.S.

- Condé Nast Traveler Readers' Choice Awards, 2019

1. Charleston, SC
2. Santa Fe, NM
- 3. Alexandria, VA**
4. Savannah, GA
5. Key West, FL
6. Aspen, CO
7. Monterey, CA
8. Chattanooga, TN
9. Greenville, SC
10. Santa Barbara, CA

Look who made the list for the second year in a row! Virginia is now home to one of the top 3 small cities to visit in the U.S. A nationally designated historic district founded in 1749, Old Town Alexandria hums with more than 200 independent restaurants and boutiques alongside intimate historic sites and museums. At the heart of it all is renowned King Street, a walkable mile that leads to the Potomac riverfront, where you'll find our newest attraction—the tall ship Providence. And with Old Town just minutes away from both the National Mall and Mount Vernon, it's the perfect base for a legendary DC vacation.

OLD TOWN
Alexandria

#visitALX | VisitAlexandriaVA.com/OldTown



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LOVERS



Getty

3. Alexandria, VA

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, is a draw—for travelers and future residents alike. Most people imagine moving there shortly after setting foot in Old Town, walking the brick sidewalks, clocking street after street of perfectly preserved rowhouses from the 18th and 19th centuries. Walk down King Street, packed with boutiques, restaurants, and specialty shops, before landing at the waterfront, where you can watch the boats 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, and don't mind the actors in colonial garb performing for you. Like we said, you'll already be wrapped up in the fantasy.

VISIT
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Generated Press Coverage

**The Atlanta
Journal-Constitution**
Credible. Compelling. Complete.

Birmingham
magazine

Chicago Tribune

Condé Nast
Traveler

**The Dallas
Morning News**

DEPARTURES

Entertainment
WEEKLY

Fodor's



Forbes

MEN'S JOURNAL



**O THE OPRAH
MAGAZINE**

Parade

redbook

Southern Living

**TRAVEL+
LEISURE**



**The
Washington
Post**

VISIT
Alexandria

Generated Press Coverage

“...the ideal weekend getaway..”

Southern Living

A destination for civil rights landmarks

Chicago Tribune

One of “The most magical Christmas towns across the world”

**O THE OPRAH
MAGAZINE**



Watch Visit Alexandria's 30-second "Accolades" video ad [here](#).

Launched “Stay in the Moment” Campaign



Seize the day.

Stay in the moment.

Stay in Alexandria, minutes from D.C. and Mount Vernon. Explore the region by day and come home to a historic city where time slows to a stroll. Walk cobblestone streets and discover 200+ independent restaurants and shops in Old Town Alexandria. Wind along the newly expanded waterfront, home to the tall ship Providence, and end the day on a rejuvenating note as you relax riverside.

Alexandria
EST. 1749

Top 3 Best Small City in the U.S. 2019 - Condé Nast Traveler Readers' Choice Awards
VisitAlexandriaVA.com | #visitALX | VIRGINIA IS FOR LOVERS



Stay in the moment.

GET STARTED

Alexandria
EST. 1749

Watch Visit Alexandria's 15-second “Stay in the Moment” video ads [here](#).



THE LEADERSHIP COLLECTION AT ALEXANDRIA™



VISIT
Alexandria

Expanded Key to the City Attractions Package

Alexandria
EST. 1749

UNLOCK ALEXANDRIA'S HISTORY WITH THE

 **KEY TO
THE CITY**
ATTRACTIONS PASS

\$60 Value for \$20

Includes 9 Historic Alexandria sites plus 40% discount to Mount Vernon, Potomac Riverboat Water Taxi and Tall Ship *Providence*

- Alexandria Black History Museum
- Alexandria History Museum at The Lyceum
- Carlyle House Historic Park
- Freedom House Museum
- Friendship Firehouse Museum
- Gadsby's Tavern Museum
- George Washington Masonic National Memorial Observation Deck
- Lee-Fendall House Museum & Garden
- Stabler-Leadbeater Apothecary Museum
- George Washington's Mount Vernon (40% Discount)
- Potomac Riverboat Water Taxi by Hornblower (40% Discount)
- Tall Ship *Providence* (40% Discount)

VisitAlexandriaVA.com/KTC



Love Your Summer Campaign

STAY IN ALEXANDRIA &
GET FREE
WATER TAXI PASSES,
PARKING &
MUSEUM PASSES.



OLD TOWN
Alexandria

LEARN MORE

visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



50 Ways to Love Your Summer in Alexandria

BY CAROLINE SECRET MAY 2, 2019 4310 VIEWS



TRAVEL OPTIONS DURING METRO IMPROVEMENTS

Alexandria's four Metro stations will be closed for renovation during the summer of 2019, from **May 25 through September 6, 2019**. Fortunately, there are many convenient ways to travel the seven miles between Washington, D.C. and Alexandria during the Metro shutdown. Keep reading to learn about our favorite alternative transportation options, including the most convenient routes to and from Washington, D.C., and free shuttle service to/from Reagan National Airport, DC. Download our [GETTABLE PASS](#).

For more information on the Metro Platform Improvement Program, visit the [WMATA](#) website and sign up for [MetroAlerts](#) for the most up-to-date information. Be sure to also check the City of Alexandria's page [here](#) for updates and more information.

Free Shuttles to Nearby Metro Stations

Catch one of the following free shuttles from Alexandria's stations to other nearby stations. From there, you will be able to continue your journey on Metro throughout the D.C. region. Plan ahead by using this [shuttle schedule](#).

Free shuttle hours: Mon-Thurs.: 4:30 a.m.-midnight; Fri.: 4:30 a.m.-1:30 a.m.; Sat.: 6:30 a.m.-1:30 a.m.; and Sun.: 7:30 a.m.-11:30 p.m.



King Street Corridor Initiative

Beautification



Programming



King Street Corridor Initiative

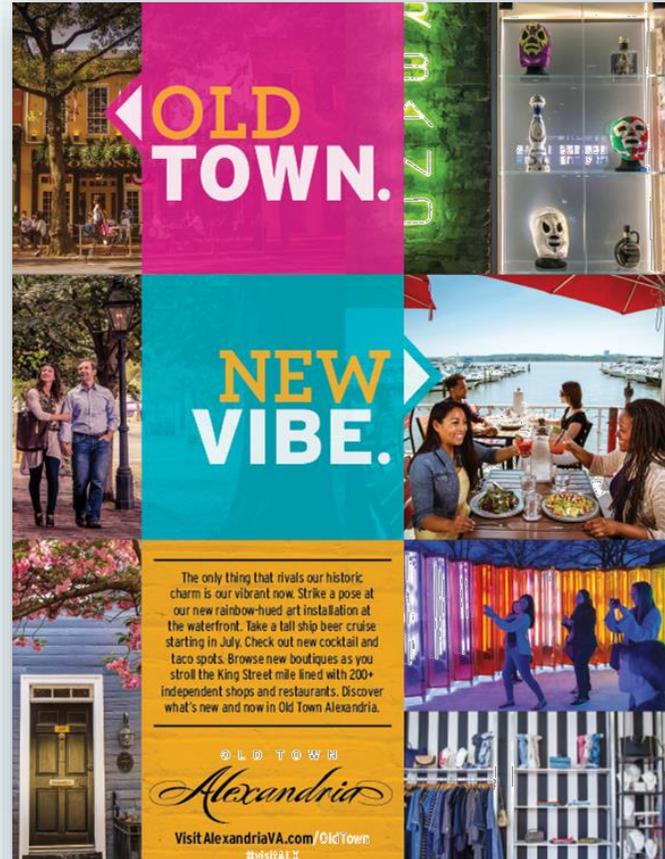
Marketing



**STOP SCROLLING.
START STROLLING.**

OLD TOWN
Alexandria

**BROWSE
INDIE
SHOPS**



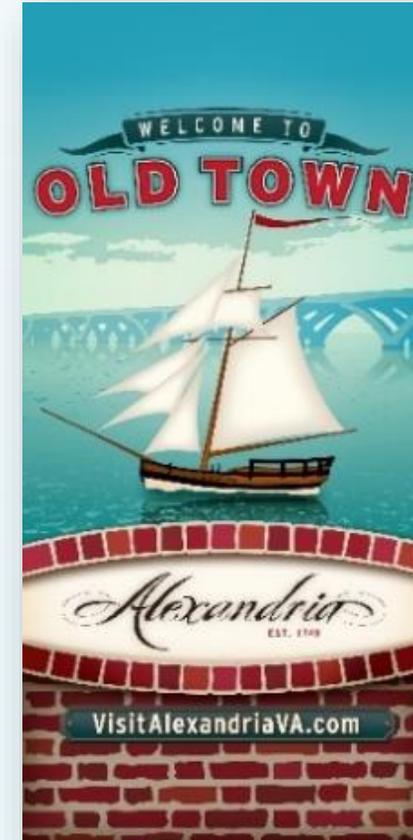
OLD TOWN.

NEW VIBE.

The only thing that rivals our historic charm is our vibrant now. Strike a pose at our new rainbow-hued art installation at the waterfront. Take a tall ship beer cruise starting in July. Check out new cocktail and taco spots. Browse new boutiques as you stroll the King Street mile lined with 200+ independent shops and restaurants. Discover what's new and now in Old Town Alexandria.

OLD TOWN
Alexandria

Visit AlexandriaVA.com/OldTown
#visitALX



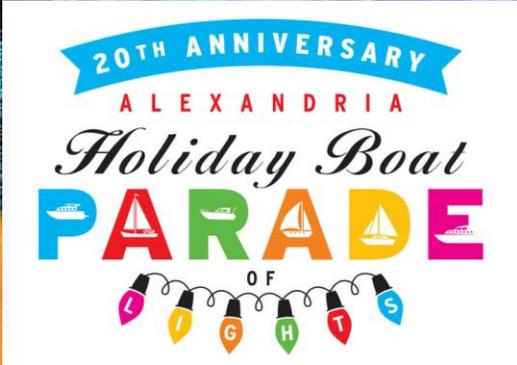
WELCOME TO
OLD TOWN

Alexandria
EST. 1799

Visit AlexandriaVA.com



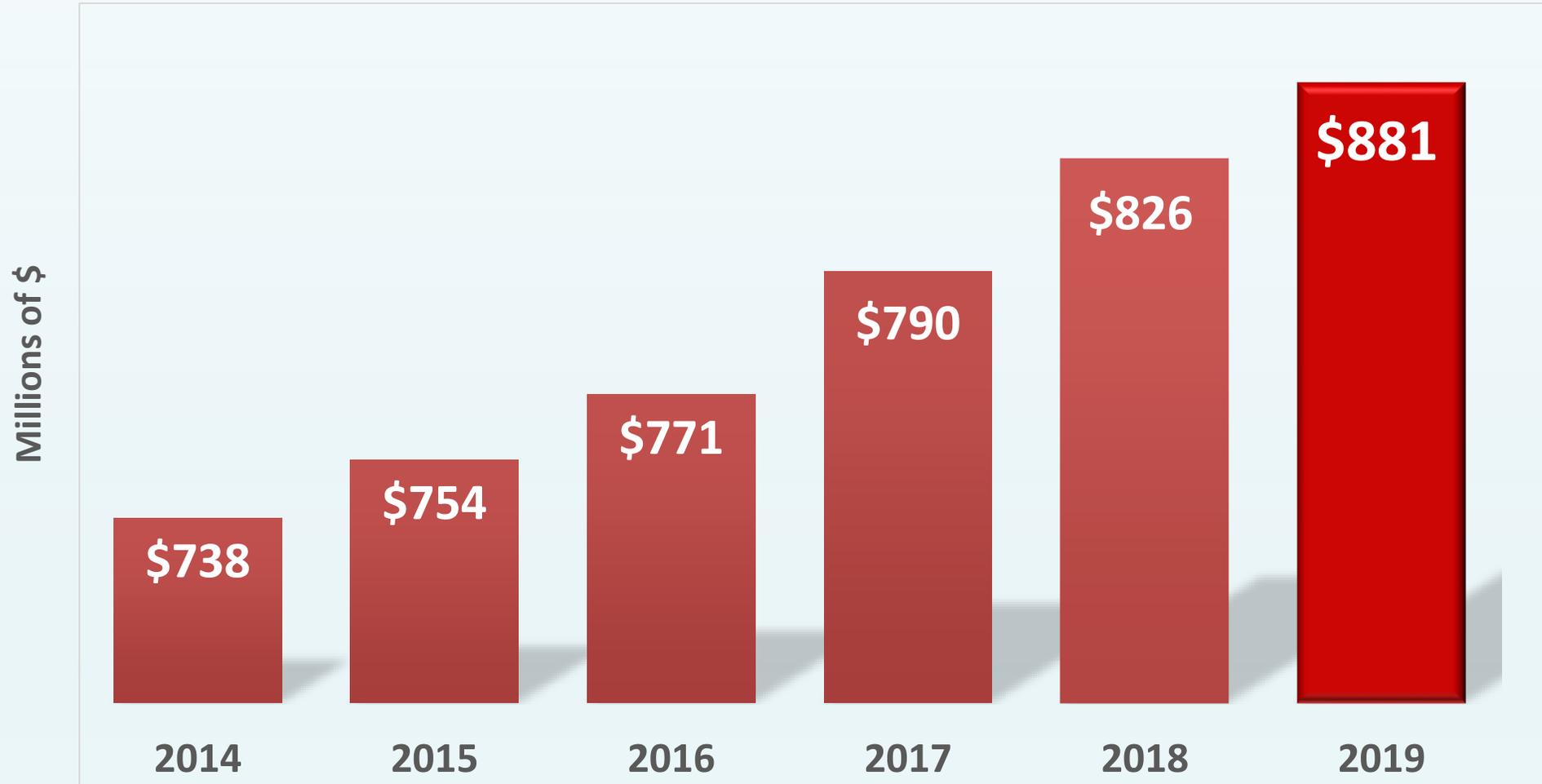
Alexandria's Biggest Holiday Weekend



VISIT
Alexandria

2019 Visitor Spending in Alexandria

(Home location = 50+ miles)

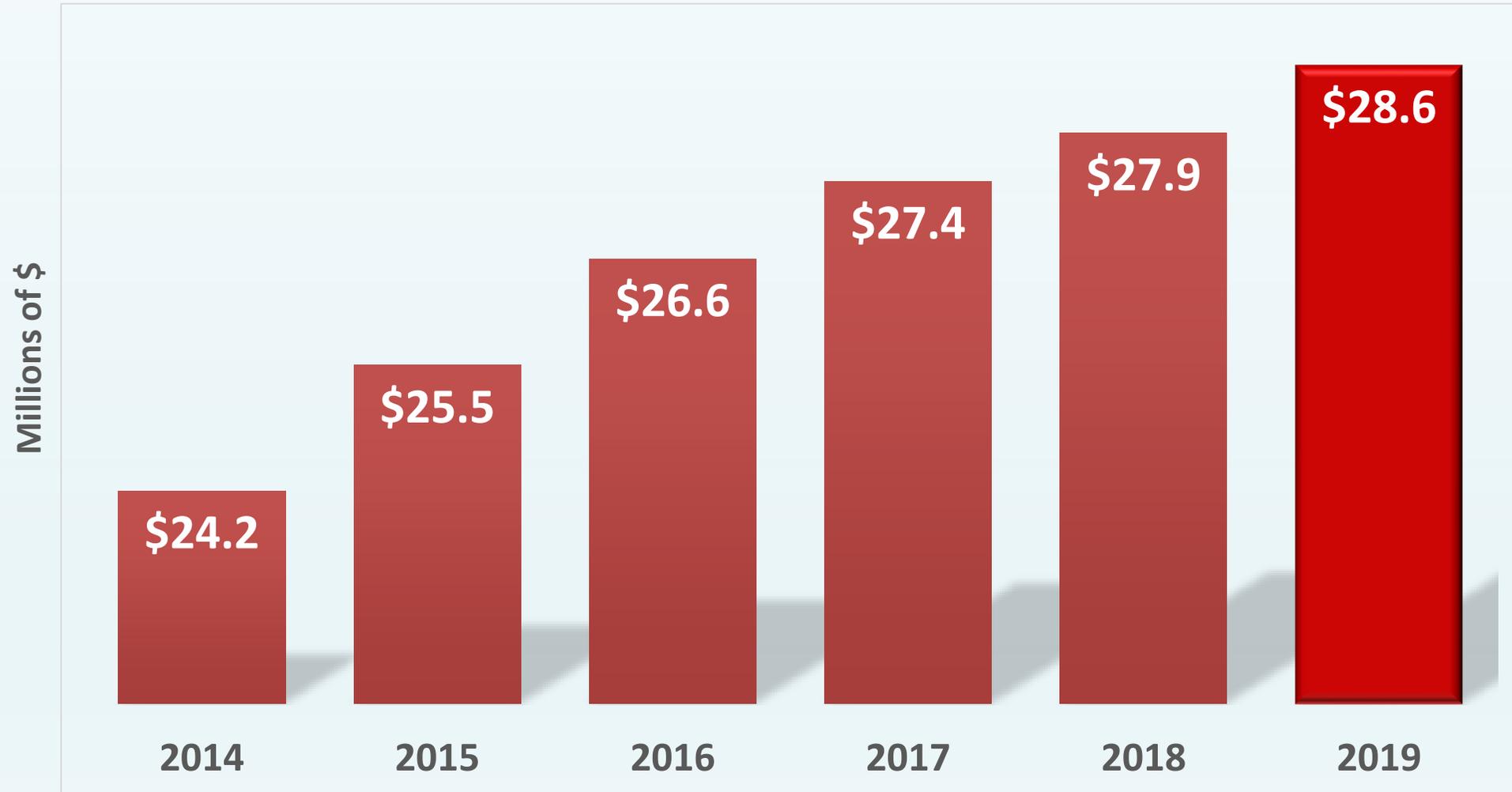


Source: 2019 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation



2019 Alexandria Tax Receipts from Tourism

(Home location: 50+ miles)



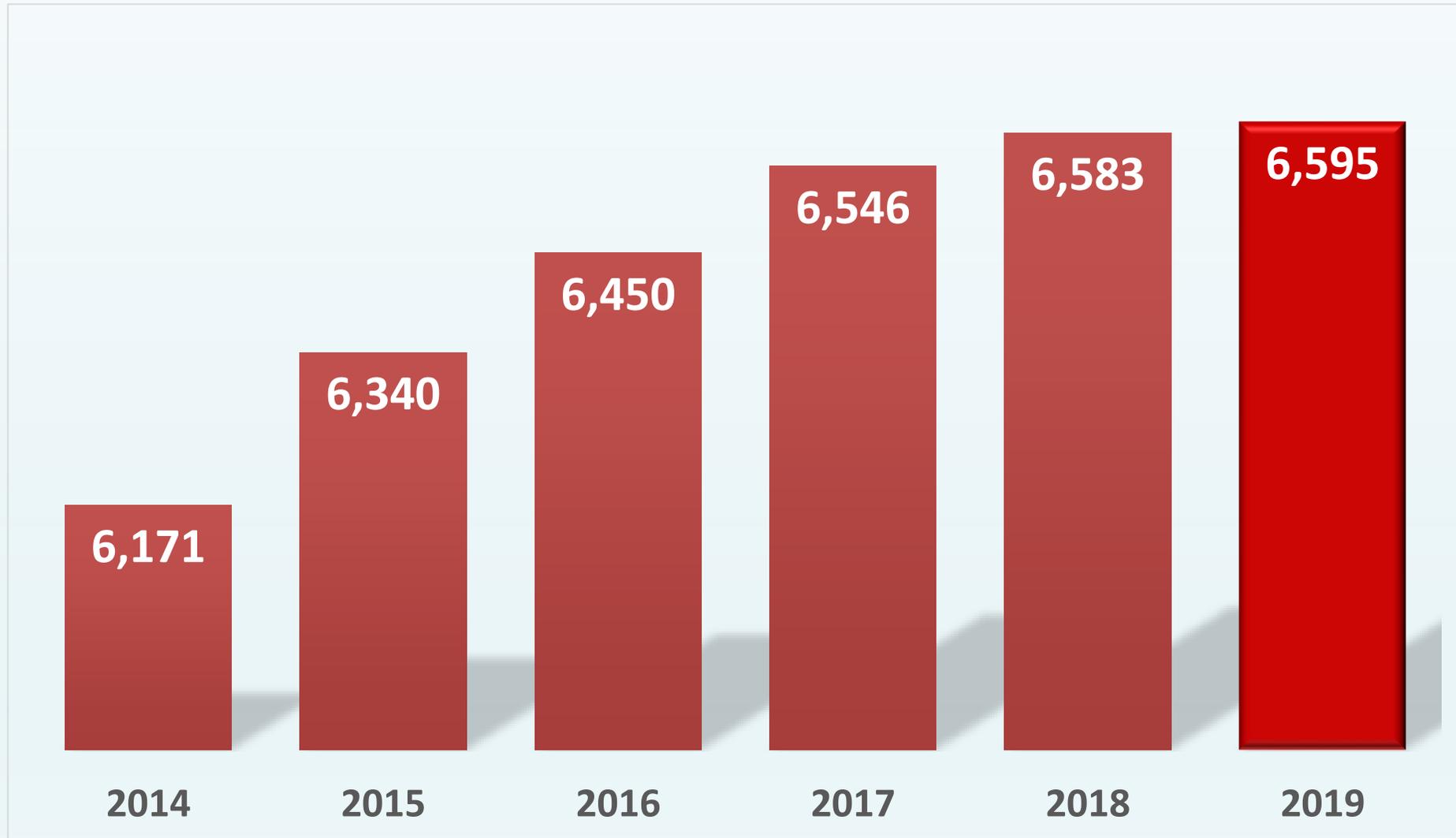
Source: 2019 Economic Impact of Domestic Travel on Virginia and Localities, Virginia

Tourism Corporation

Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.



2019 Jobs Supported by Tourism



Source: 2019 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation



March 12, 2020

U.S. LIMITS TRAVEL AFTER W.H.O. CITES PANDEMIC



A drive-through testing station in Denver on Wednesday as the effects of the coronavirus pandemic began to come into stark relief.

Trump Suspends Most Flights From Europe for 30 Days, but Excludes the U.K.

By PETER BAKER
 WASHINGTON — President Trump on Wednesday night blocked most visitors from continental Europe to the United States and vowed emergency aid to workers and small businesses as the World Health Organization declared the coronavirus a global pandemic, stock markets plunged further and millions of people cut themselves off from their regular lives.

In a prime-time address from the Oval Office, Mr. Trump outlined a series of measures intended to tackle the virus and its economic impact as he sought to reassure Americans that he was taking the crisis seriously after previously playing down the scope of the outbreak. He said he would halt travelers from Europe other than Britain for 30 days and asked Congress to support measures like a payroll tax cut.

"The virus will not have a chance against us," Mr. Trump declared in his 10-minute speech, reading from a teleprompter in an uncharacteristic monotone. "We are all in this together."

The president's address came as the virus sent stock markets deeper into a meltdown, prompted the N.C.A.A. to bar coaches from its iconic March Madness annual basketball tournament and forced the N.B.A. to suspend its season altogether after one of its players tested positive. Schools, universities, businesses, theaters and sports stadiums shut their doors. And the

A Global Chorus of Responses, Without Harmony or a Conductor

By MARK LANDLER
 LONDON — In Frankfurt, the president of the European Central Bank warned that the coronavirus could trigger an economic crash as dire as that of 2008. In Berlin, the German chancellor warned the virus could infect two-thirds of her country's population. In London, the British prime minister rolled out a nearly \$40 billion rescue package to cushion his economy from the shock.

As the toll of those afflicted by the virus continued to soar and financial markets from Tokyo to New York continued to swoon, world leaders are finally starting to find their voices about the gravity of what is now officially a pandemic.

Yet it remains less a choir than a cacophony — a dissonant babble of politicians all struggling, in their own way, to cope with the manifold challenges posed by the virus, from its crushing burden on hospitals and health care workers to its economic devastation and rising death toll.

The choir also lacks a conductor, a role played through most of the post-World War II era by the United States.

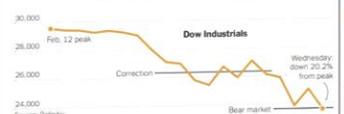
President Trump has failed to work with other leaders to fashion a common response, preferring to promote his border wall over the scientific advice of his own medical experts. In an Oval Office address on Wednesday

Baffling Virus Results in a Leadership Void

By ANEMONA HARTOCOLLIS
 The day after colleges across the country suspended classes over fears of the coronavirus, Abigail Lockhart-Calipio, a freshman from San Antonio, ran across the Harvard campus trying to get answers.

Her lectures were being replaced by online classes. Her residence hall was being cleared out. She, like thousands of others in her shoes, had a million questions: What was going to happen to her financial aid? Where would she stay? What about her credits?

The abrupt disruption of the semester caused widespread concern and a feeling of chaos on campuses across the country. Administrators saw spring break as a chance to reset the clock in the battle against the coronavirus. One after the other, like dominoes,



Dow Ends 11-Year Win Streak As Outbreak Menaces Economy

By BEN CASSELMAN
 The broader S&P 500 was off nearly 5 percent for the day, though down less than 20 percent from its peak less than a month ago.

The full economic toll of the outbreak will not be clear for months. But there is mounting evidence that it will be severe.

Airlines are warning of empty

Colleges Tell Students to Pack and Go, but Some Can't Go Home



Mitchell Saron, a freshman at Harvard, prepared on Wednesday for his departure from campus.

Monday, March 9, 2020
 Mostly cloudy 48-55 • Temperature: Morning: 48-55 • 12: 50

WHO declares virus a global pandemic

D.C. calls state of emergency as cases rise

By JENNA PETERSON, FENEK NURKOVIC AND DEBORA SOLOV

The World Health Organization declared a state of emergency Wednesday that allows her to enforce quarantines and cancellations to slow the spread of the coronavirus, an major disaster and organizations to end around the nation's capital for the rest of the month.

The Episcopal Diocese of Washington and Virginia said churches including Washington National Cathedral would close for two weeks. The Walter E. Washington Convention Center canceled upcoming events, as did the promoter of concerts at the Ardmore, the 9:30 Club, the Lincoln Theater and U Street Music Hall.

Organizers said parts of the annual Cherry Blossom Festival would be shifted. The Park & Ball Marathon had its city permit pulled, and the St. Patrick's Day parade scheduled for Sunday was postponed indefinitely.

Many colleges and schools announced plans to close for deep cleaning or more to contain disease.

Senators announced six new coronavirus bills, including two not limited to any known source of infection, bringing the total number of confirmed cases in the District, Maryland and Virginia.

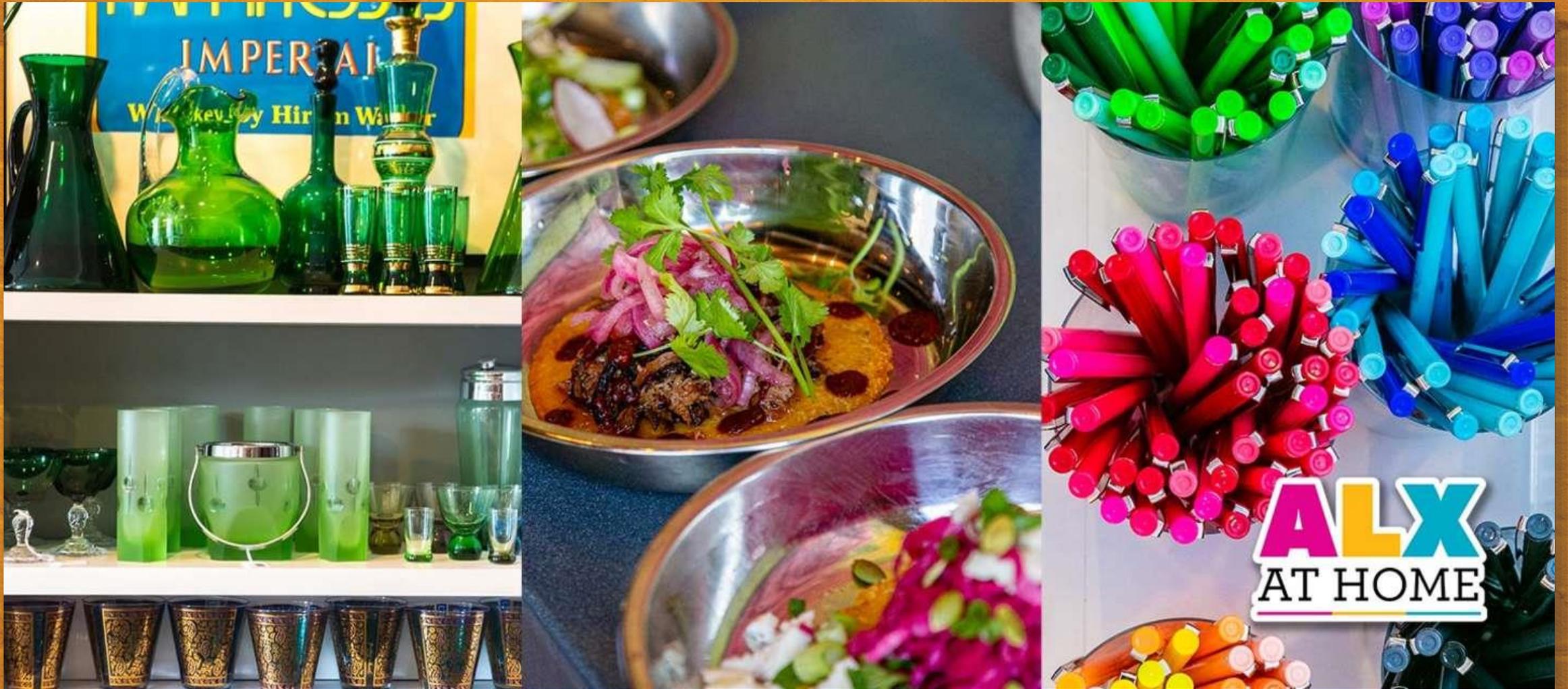
Workers in protective suits and respirators enter the Life Care Center in Kirkland, Wash., to begin disinfection procedures. Washington state has the highest number of coronavirus cases and deaths in the United States, with many of the deaths linked to the Kirkland facility.

Job losses mount as fear janks the gears of industry
 NBA suspends season; NCAA bans fans from basketball tournaments

WASHINGTON (AP) — The virus will not have a chance against us," Trump said. "We are all in this together."



March 16: ALX at Home Launches



ALX
AT HOME

VISIT
Alexandria

ALX at Home



Retail Offerings

From virtual shopping to DIY projects to take home, see what Alexandria's independent boutiques are offering.

[Learn More >](#)



Restaurant Offerings

From curbside pickup to ready-to-make dinners to take home, enjoy your favorite Alexandria restaurants at home.

[Learn More >](#)



Attractions Offerings

Take a virtual tour of Mount Vernon, get some fresh air on an unlimited "Ride it Out" bike ride and more.

[Learn More >](#)



Wellness Offerings

From free home workout plans to free live virtual Barre classes, stay fit from home.

[Learn More >](#)



Arts Offerings

Enjoy the arts from home with virtual exhibits, at-home activities, special offers and more.

[Learn More >](#)

ALX at Home



COCKTAILS TO-GO

Tired of trying to play mixologist at home? Enjoy a cocktail to-go or delivered straight to your door from these Alexandria restaurants and bars. From a dark and stormy to get through this difficult time to a daiquiri that pairs perfectly with daydreaming, find your favorite drinks below and enjoy a toast at home. Pair your drinks with grab-and-go meals as each order must include a meal for every two cocktails purchased. Customers are limited to four cocktails per order. Visit the [ALX at Home](#) web hub to view restaurants with special offers as well as even more Alexandria experiences to enjoy from the comfort of your own home.

Cheers!



BASTILLE: BATCHED LIBATIONS FOR AT-HOME HAPPY HOUR



CAPTAIN GREGORY'S: COCKTAILS TO-GO

📍 Locations: CAPTAIN GREGORY'S



CHADWICKS: 32 OZ. HIGHBALLS FOR \$12, BATCHED COCKTAILS TO-



FARMERS' MARKET TO-GO

Accessing fresh food from your favorite Alexandria Farmers' Market vendors just got easier. Through the Farmers' Market To-Go program you can pre-order items from dozens of local vendors and pick your order up at Alexandria's [regular farmers' market locations](#) during their regular times. **See below for a list of participating vendors you can order ahead from.** While Alexandria's Farmers' Markets have resumed on-site transactions, the to-go program is still a safe and easy way to shop. Customers are asked to wear face coverings and maintain six feet of physical distancing when picking up orders. Please follow safe food handling practices, including washing all fruits and vegetables in accordance with FDA guidance for cleaning produce.

Enjoy More Alexandria Favorites From Home

Visit the [ALX at Home](#) web hub to experience even more of Alexandria from the comfort of your own home, and find more than 200 ways to support the independent businesses that make our city so special. From FaceTime shopping at local boutiques to curbside pickup at your favorite restaurants to virtual ghost tours, stay connected to what you love about Alexandria's small businesses.

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Alexandria

ALX at Home



Weekly Virtual Experiences
[View Schedule >](#)



Old Town Books' Virtual Storytime
[April 21 >](#)



Mind the Mat's Wellness
[April 28 >](#)



ALX AT HOME Share 6 Like 45

HOLIDAYS AT HOME

While the holidays look much different this year, there are still plenty of ways to **celebrate Mother's Day from home**. Purchase the perfect Mother's Day gift from one of Alexandria's independent [boutiques](#). Treat the lady in your life to a special meal ordered from one of Alexandria's [restaurants](#). Keep reading to learn about special offers from local businesses. For more ways to enjoy the best of Alexandria from the comfort of your own home, visit [ALX at Home](#).

6 At-Home Date Night Ideas

From taking a virtual ghost tour together by candlelight to setting up a speakeasy in your living room, there are plenty of creative ways to keep the romance alive.

[Get Inspired >](#)

Upgrade Your At-Home Wardrobe

From milestone celebrations to date night, find looks for every occasion from Alexandria's boutiques.

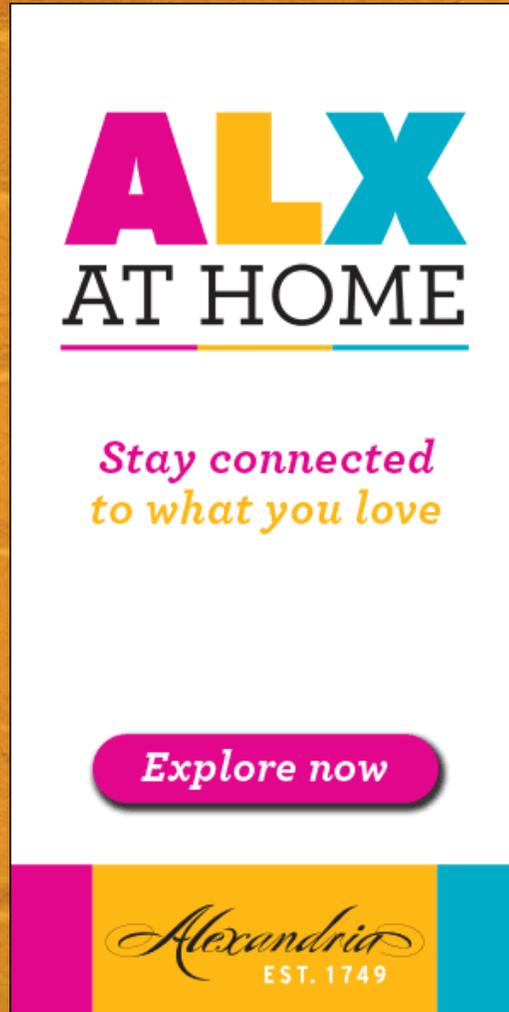
[Shop Local >](#)

Travel the World with Takeout

Enjoy a transcontinental culinary adventure without leaving home with takeout from these 20+ Alexandria restaurants.

[Bon Appétit! >](#)

ALX At Home By the Numbers



- 4.9 million paid marketing impressions
- 117 press hits
- 247,000 pageviews on ALX at Home landing pages
- 116,000 pageviews on member offer listings

Virtual Visitor Center



ITINERARY INSPIRATION



VIRTUAL TOUR



VIRTUAL VISITOR GUIDE

VISIT
Alexandria

**2020
ANNUAL
MEETING**
Resilience, Innovation & Community

Marketing Responsibly



- In partnership with the Alexandria Health Department
- Commitment to going above and beyond
- 400+ businesses participating





MEETINGS IN ALEXANDRIA ▾

Share Like 0

ALEXANDRIA HOTEL SAFETY PROTOCOL

Alexandria's hotels have a history of placing cleanliness and safety for employees and guests as a top priority. As meetings begin to return, our hotels are going above and beyond local, state and federal health requirements to ensure the wellbeing of your attendees and provide attendees a comfort level for them to attend. For a glance at our city-wide hotel commitment to you and your guests, please scroll down and feel confident that Alexandria is ready for you.

Hotel Safety and Sanitation

Take a quick peek at Alexandria hotels' commitment to safety.

COURTYARD BY MARRIOTT - ALEXANDRIA PENTAGON SOUTH +

EMBASSY SUITES BY HILTON ALEXANDRIA OLD TOWN +



Share 5 Like 1

TRAVEL INFORMATION

Frequently Asked Questions about Coronavirus (COVID-19)

Updated: July 2, 2020 at 11 a.m. EST

Please find answers to frequently asked questions related to the novel coronavirus (COVID-19) situation below. For information for meeting planners, please click [here](#).

WHAT IS THE LATEST ON HOW COVID-19 IS IMPACTING ALEXANDRIA? +

ARE ANY MUSEUMS OR ALEXANDRIA?

HOW CAN I LEARN WHY ARE CURRENTLY OPEN?



Share Like 0

ALEXANDRIA'S COMMITMENT TO HEALTH & SAFETY

Alexandria is committed to reducing risk so visitors and locals alike can relax in our vibrant, historic city. From our ALX Promise program of above-and-beyond safety standards to face mask fashion tips, learn more about our health and safety efforts below.

Face coverings are required in Virginia at all indoor public places, except when eating, drinking or exercising, and businesses are maintaining 6 feet of physical distancing where appropriate. Please bring a face covering with you whenever you go out, as it is not always possible to maintain 6 feet of physical distancing along the city's sidewalks, parks and paths.

PHYSICAL DISTANCING GUIDE

*Alexandria examples of
6 feet or more.*

VisitAlexandriaVA.com

1 Spite House



1 Del Ray mural



30 Port City bottles



1 King Street Trolley



1 waterfront table



3 dogs



2 colorful doors



1 green torpedo at the
Torpedo Factory
Art Center



1 boutique window



visitALX

THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



6 Tips for Making Face Masks Fashionable from Alexandria Style Experts



BY CAROLINE SECREST

JUNE 22, 2020

8706 VIEWS



WHERE TO GET FACE MASKS IN ALEXANDRIA



Washable Face Masks

[Learn More >](#)



DIY Mask Making Kits

[Learn More >](#)



Bandanas & Scarves

[Learn More >](#)



WHAT'S OPEN IN ALEXANDRIA



THINGS TO DO IN ALEXANDRIA NOW

Alexandria Restaurants Open for Outdoor Dining Right Now

Please remember that **face coverings** are required anytime you are unable to maintain six feet of physical distancing and must be worn indoors when not seated at your table.

Del Ray and Arlandria Outdoor Dining





THINGS TO DO ▾

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THINGS TO DO IN ALEXANDRIA NOW

Whether you're a visitor coming to Alexandria for the first time, a local searching for the perfect activity for entertaining family from out of town or just looking to explore a new neighborhood, we're here to welcome you. Our independent restaurants and boutiques, historic sites and attractions and hotels are taking the necessary precautions to create a [responsible and welcoming](#) environment for visitors. Learn about reopening dates and phases [here](#) and read our [FAQs](#). Grab your [face covering](#) and explore the top things to do in Alexandria now.



Stroll the King Street Mile

Known as one of America's "Great Streets," picturesque [King Street](#) is lined with more than 200 independent [shops](#) and [restaurants](#), with architecture dating back to the 18th and 19th centuries. Grab a scoop of your favorite flavor in the "Ice Cream Cone Capital of the U.S." Don a face mask for popping into boutiques along King Street, or enjoy window shopping and shop small from home, with online shopping and curbside pickup options available at many of the city's retail spots.



See new public art at the waterfront

Head to Alexandria's revamped Waterfront Park to view Olealekan Jeyifous' [Wrought, Knit, Labors, Legacies](#), which frames Alexandria's African American history through the lens of the city's industrial and merchant history from the 17th to 20th centuries. Once a prosperous port city that was home to one of the largest domestic slave trading firms in the country, Alexandria was a major center for shipping and manufacturing with an economy inextricably tied to the work of enslaved and free African Americans. Read more about Jeyifous' thoughts on the piece in this [Forbes article](#).



Get lost in Alexandria's architectural wonder

Founded in 1749, Alexandria is an architecture lover's dream destination with structures spanning several centuries and styles, from Georgian to Victorian to Mid-Century Modern. Grab a cool drink from locals' favorite, [Misha's Coffee](#), then stroll Alexandria's most picturesque block, Captain's Row, discover the skinniest historic house in the U.S., Spite House, and [more](#).



Get spooked on an evening ghost tour

With centuries-old historic streets, Alexandria is filled with legends and lore. Take a lantern-led outdoor tour through Old Town with [Alexandria Colonial Tours](#).

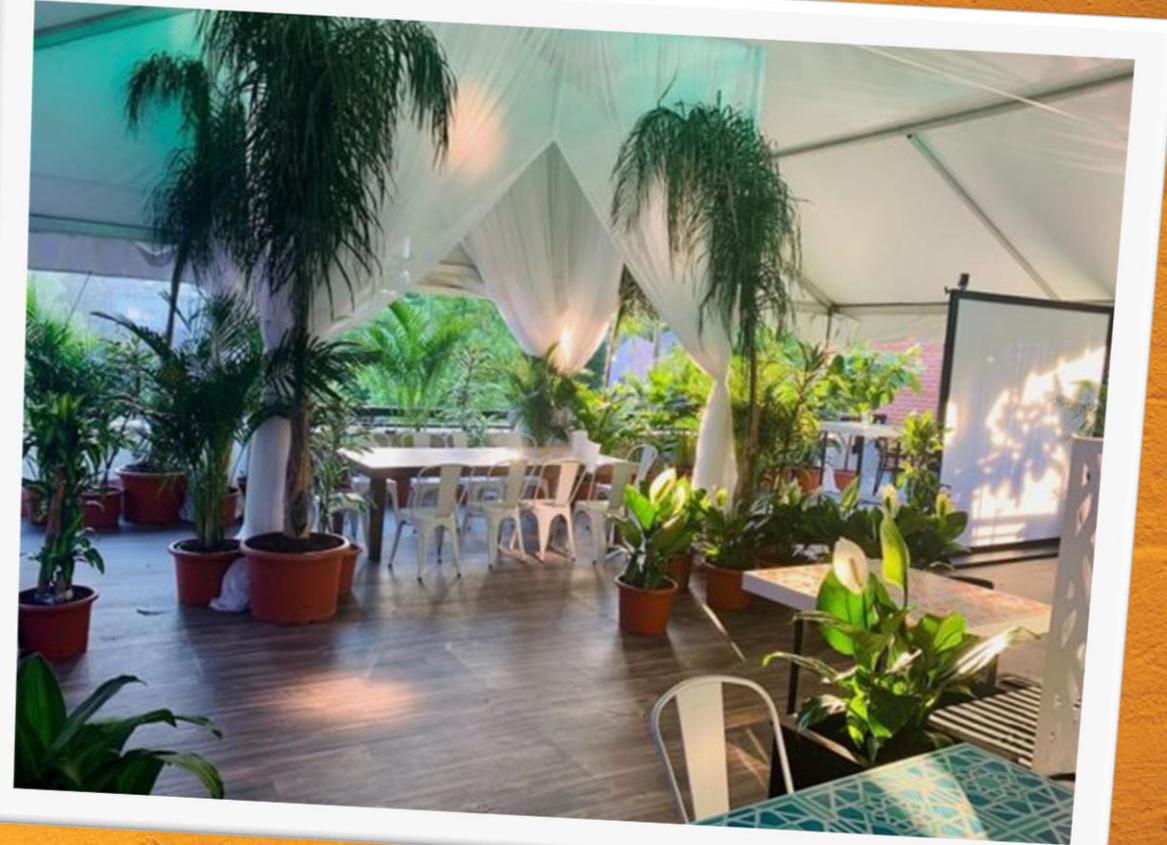


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Sweet Fire Donna's in Carlyle



Lena's Wood Fired Pizza in Del Ray



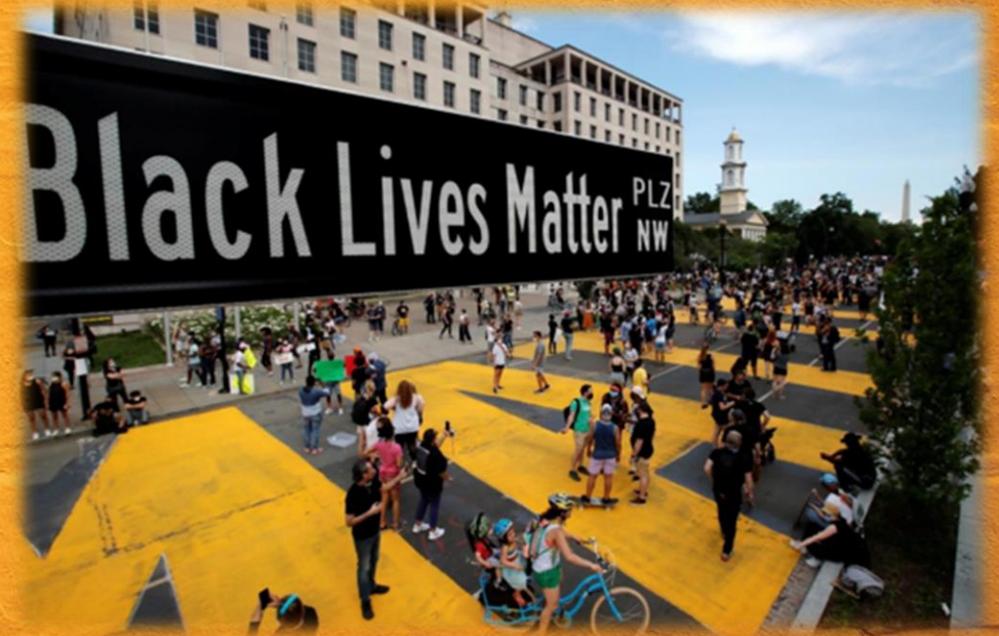
Taqueria Picoso in West End

Visitor Center Reopened June 11



The New York Times

How Black Lives Matter Reached Every Corner of America



Social Equity Officer and Freedom House



Jaqueline N. Tucker Named City of Alexandria's First Race and Social Equity Officer



Office of Historic Alexandria



Equal Justice Initiative



The National Memorial for Peace and Justice

Located in Montgomery, Alabama



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Alexandria

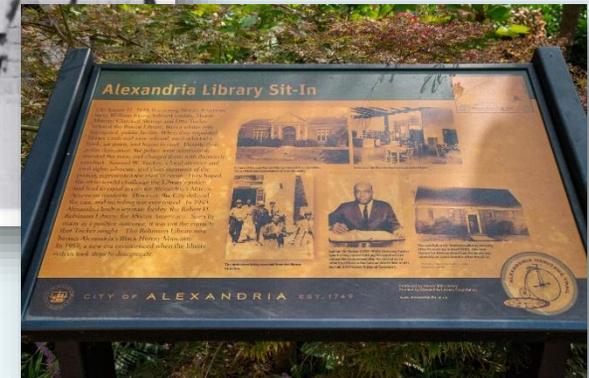
Visit Alexandria Black History and Travel Initiative



New photography and video



New interpretive trails





Black Lives Matter: Equity & Inclusion



GREAT WALKS IN ALEXANDRIA

Duke Street Black History Trail

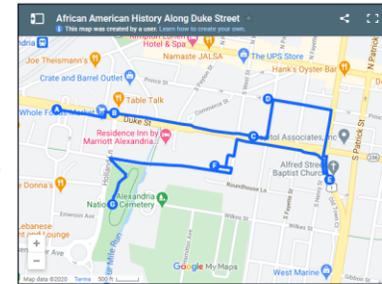


African American history tour in Alexandria makes a comeback for Juneteenth



Old Town's Duke Street corridor is rich with historical significance, embedded with hidden narratives and plenty of plaques for the eagle-eyed passerby:

- Begin at the site of the **Brin Slave Jail** for a reckoning of Alexandria's role in the domestic slave trade.
- Then, head east toward and look for the **Edmonson Sisters sculpture**, a tribute to two teenage sisters who were born into slavery and attempted escape, later becoming vocal and visible abolitionists. The piece was sculpted by bronze work artist Erik Blome.
- See **Freedmen House Museum**, once the headquarters for one of the nation's largest internal slave trading firms and now a site sharing the stories of those who passed through it.
- Take a detour onto Prince St. to see the plaque for **L'Ouverture Hospital**, which served Black soldiers and those escaping enslavement during the Civil War.
- Stop by **Alfred Street Baptist Church**, Alexandria's oldest African American congregation, founded in the early 19th century within its first Black neighborhood, called "The Bottoms."
- Then, visit **Shiloh Baptist Church**, one of the city's oldest active churches. Drawing its name from a biblical term for "place of peace," the church was formed as an oasis during the Civil War for the formerly enslaved.
- End your journey at **African American Heritage Park** and linger by the bronze tree memorial titled "Truths that Rise from the Roots - Remembered," created by Jerome Meadows and carved with the names of Black Alexandrians who shaped the city.



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THINGS TO DO

FOOD & DRINK

ARTS

SHOPPING



24 Black-Owned Businesses in Alexandria to Support Right Now



BY CAROLINE SECREST

JUNE 15, 2020

56443 VIEWS

4 WASHINGTON



INEQUALITY IN AMERICA

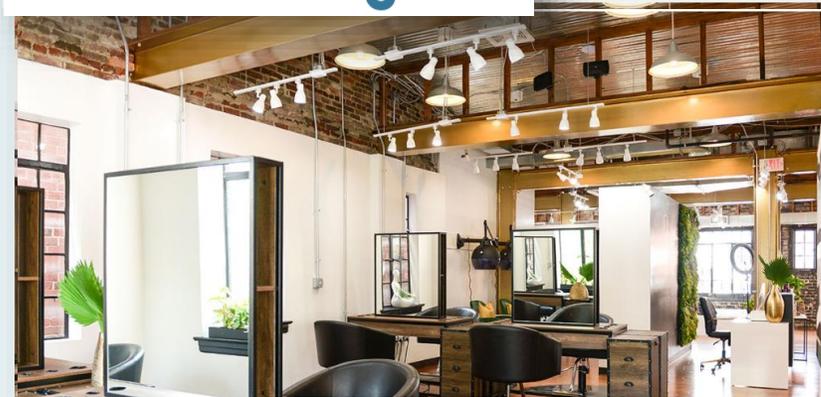
SUPPORTING BLACK OWNED BUSINESSES IN ALEXANDRIA

4:58 79°

4

@NBCWASHINGTON

Northern Virginia



SHOPPING

42 Black-owned Life And Style Businesses In Northern Virginia

From luxury salons to fitness studios, these local shops of Northern Virginia offer a must-try service for everyone.

Conde Nast
Traveler

THE INTEL

7 Black History Museums Across the U.S. Worth Visiting

These museums are dedicated to local heroes and legends.

BY SHERYL NANCE-NASH

July 23, 2020

Alexandria Black History Museum, Virginia

In the heart of the Parker-Gray Historic District, the [Alexandria Black History Museum](#) is in a 1940s structure that was originally the Robinson Library, the Black community's first public library. Inside, you'll find stories like that of Ferdinand Day, the first Black chairman of a public school board in Virginia, who helped desegregate higher education. Then there's Lewis Henry Bailey, who was sold from the Alexandria Slave Pen—part of the headquarters for the largest domestic slave trading firm in the United States, Franklin and Armfield. When Bailey was emancipated in 1863, he walked from Texas back to Alexandria and went on to found five churches and two schools. "We tell the deep, wonderful, untold stories and hope mistakes and horrors aren't repeated," says museum director Audrey Davis.

Forbes

Alexandria, Virginia's Waterfront Park Adds Olalekan Jeyifous Installation 'Wrought, Knit, Labors, Legacies'



Chadd Scott Contributor 
Arts

I cover the intersection of art and travel.



'Wrought, Knit, Labors, Legacies' by Olalekan Jeyifous at the Alexandria, VA waterfront.  @LAURA HATCHER PHOTOGRAPHY LLC

How can art bridge America's racial divide? How can it empower underrepresented black voices? How can it encourage productive conversations leading to greater understanding and equality?

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GREAT WALKS IN ALEXANDRIA



**Self-Guided
Architecture Stroll**

[Get Inspired >](#)



**Old Town Art Photo
Walk**

[Start Snapping >](#)



Waterfront Walk

[Feel Refreshed >](#)



**Duke Street Black
History Trail**

[Dive Deeper >](#)



Del Ray Mural Stroll

[Start Strolling >](#)



Green Getaways

[Get Outside >](#)

First Lady of Virginia Lauds Alexandria

WASHINGTON
BUSINESS JOURNAL



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Some things you can find

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Some things

Watch Visit Alexandria's 15-second "Only in ALX" video ad [here](#).

Meetings Shift to Regional Focus

SPECIAL ADVERTISING SECTION

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VA

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Named a "Top 3 Small City in the US" by the 2019 Condé Nast Traveler Readers' Choice Awards, historic Alexandria, Va., offers a relaxed, walkable setting with a small town feel and the amenities of a cosmopolitan city. Situated just minutes from Washington, D.C., this waterfront city is easily accessible to major highways, Reagan National Airport and AMTRAK.

Tap into the city's entrepreneurial spirit that dates back to George Washington and continues today. Choose among a diverse collection of hotels and meeting facilities with state-of-the-art technology for hybrid events. Enjoy the ease of planning with our full-service team of destination experts providing concierge service to you and your delegates. Alexandria has a community-wide dedication to your well-being and is ready to welcome you back.

CONTACT

Lorraine Lloyd, Sr. VP Sales and International Marketing
(703) 652-5360
LLloyd@VisitAlexVA.com
VisitAlexVA.com/WhyMeet

50
Hotels
& UNIQUE VENUES

#3
Small City in the U.S.
(Condé Nast Traveler Readers' Choice Awards, 2019)

Baltimore 1 hr, 46 miles
New York 4 hrs, 235 miles
Philadelphia 2.5 hrs, 146 miles
Pittsburgh 4 hrs, 249 miles
Richmond 1.5 hrs, 105 miles
Raleigh 4 hrs, 274 miles

3
Nationally Recognized
LEADERSHIP INSTITUTEs

15
Hotels Offering
ALX Extra Perks

3rd
oldest
HISTORIC DISTRICT IN U.S.

Over 200
Restaurants, Shops & Attractions

39 THE MEETING PROFESSIONAL, AUGUST 2020



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11TH ANNUAL *Alexandria*
SIDEWALK SALE
SATURDAY & SUNDAY | OLD TOWN & DEL RAY
AUGUST 15-16



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ALEXANDRIA

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Our Editors' Favorite
Cities of the Year

DEPARTURES

Pay a virtual visit to these locations
right from your screen

Forbes

How to support Southern eateries
during the COVID-19 crisis

Southern Living

Can't go to Europe?
You can still get your Old World fix



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#PeterAlexander #KristenWelker #TodayShow

Peter And Kristen Share How They're Spending The Summer During The Pandemic | TODAY

Best weekend escapes from Washington, D.C.

ESSENCE

The best girlfriend getaways around the world

TRAVEL+
LEISURE

Why Alexandria, Virginia, is a safe, smart choice
for a roadtrip right now

Forbes

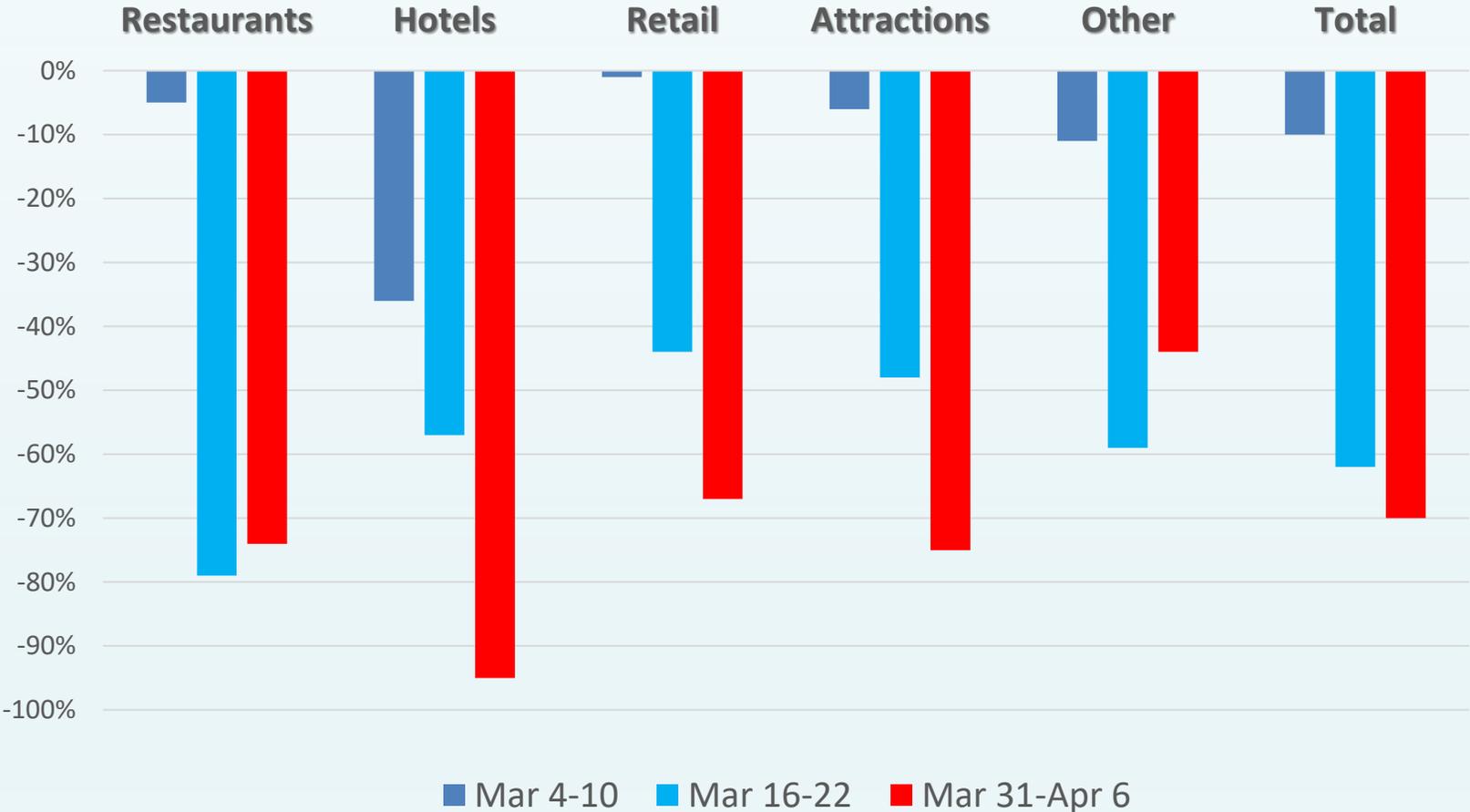
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Member Support

Alexandria Business Impact Survey



Virtual Convenings

EXECUTION

First Pandemic Campaign
\$100 online; \$20 to shop when we open (514 conv; \$68.8K; AT \$133)

New Ways to Communicate
Zendesk (web bots/knowledge center)
Numa (phone)
Online store enhancements

Shoe Renewal
6% click through; 8 campaigns; personalized

Digital Product Ads
Only ad spend now

Apparel Custom Make Up Capsules
Landmark Collection (est 4-6 weeks) to move apparel

Kathy Dalby

Managing Change

- Risk/Anxiety: the inherent denominator of change
- The importance of strategic vision
- The importance of effective communication
- Credibility: the inherent source of leadership authority
- Collaboration/compromise the essential force multiplier

GEORGE WASHINGTON LEADERSHIP INSTITUTE

00:10:49 / 01:38:53

► McChrystal's Four Behaviors for High Performing Leaders



SELF-AWARENESS

Recognizing and regulating strengths, weaknesses, and tendencies to seize opportunities and mitigate risks



PURPOSEFUL CONNECTIONS

Building high-impact networks through compelling communication, trust-based relationships, and connecting people to a larger purpose



APPLIED CURIOSITY

Scanning, sifting, synthesizing, and sharing information in a focused way to foster productive creativity and innovation



TOLERANCE OF TENSION

Leveraging paradoxes and diverse perspectives to make decisions, solve complex challenges, and take action

Dues Relief Plan

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A WORLD OF BUSINESS
OPPORTUNITIES**
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- Dues reduced by 50%
- Five extra months

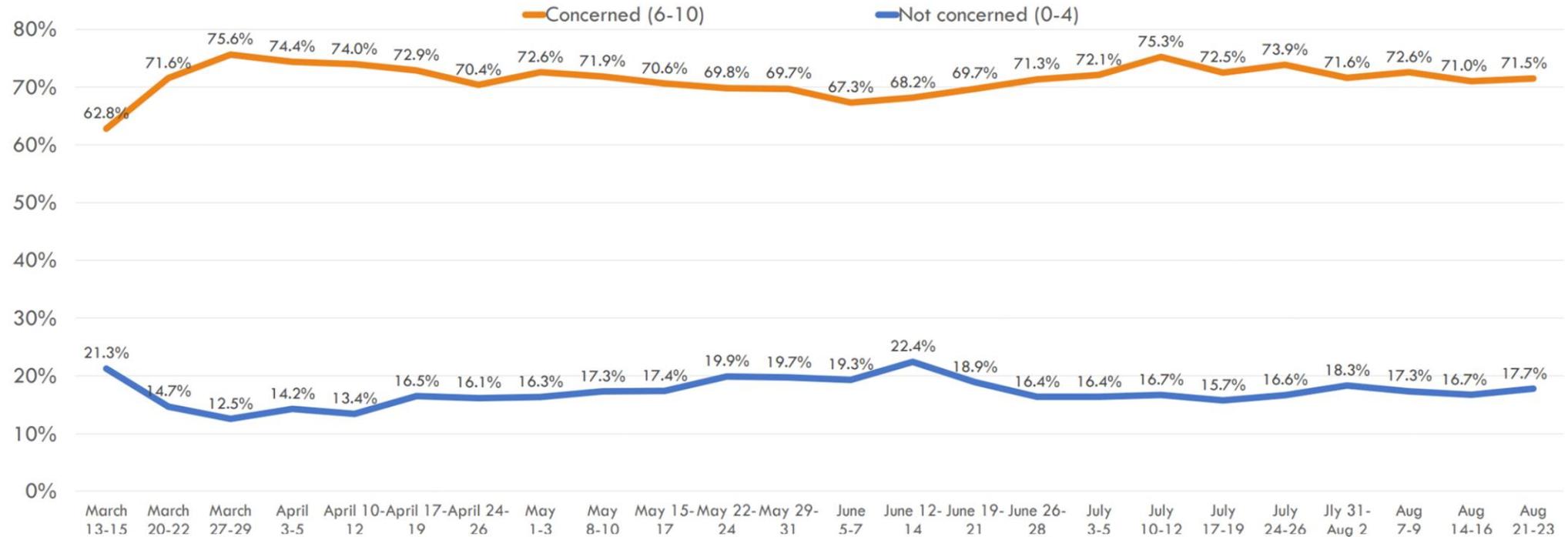
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Data-Driven Planning

Safety Concerns Persist

Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)



(Base: Waves 1-24. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys. Data collected March 13-15 20-22 27-29 April 3-5 10-12 17-19 24-26 May 1-3 8-10 15-17 22-24 29-31 June 5-7 12-14 19-21 26-28 July 3-5 10-12 17-19 24-26 July 31-Aug 2 Aug 7-9 14-16 and 21-23 2020)



Early Travel Positivity Signs

AMERICANS' TRAVEL STATE-OF-MIND

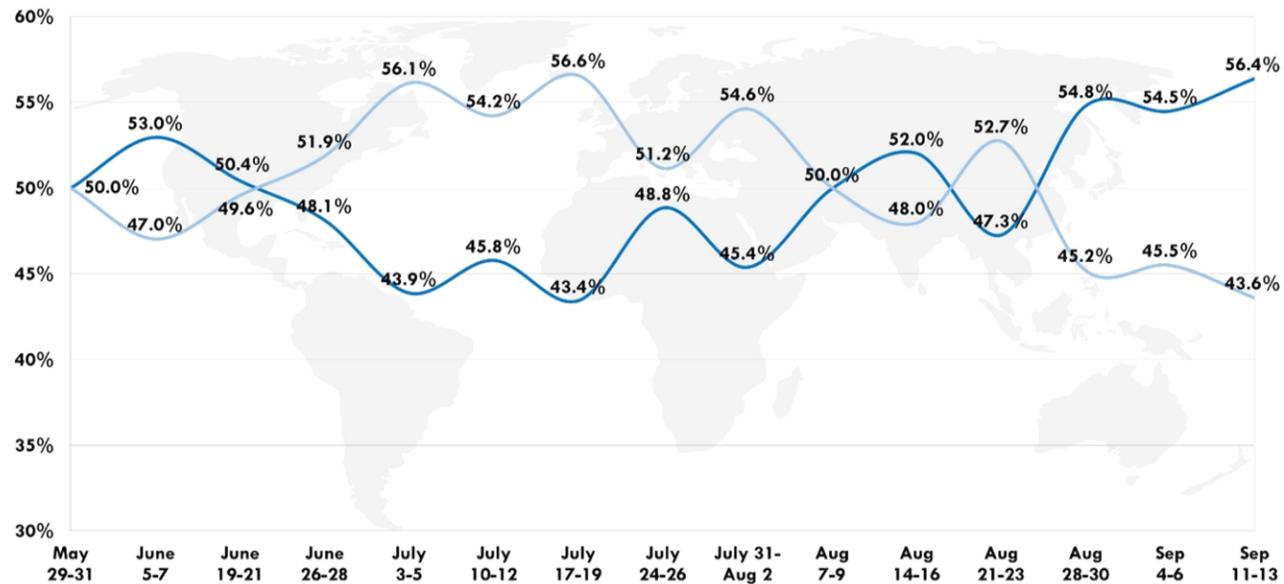
MAY 29 – SEPTEMBER 13



READY TO TRAVEL



NOT READY TO TRAVEL

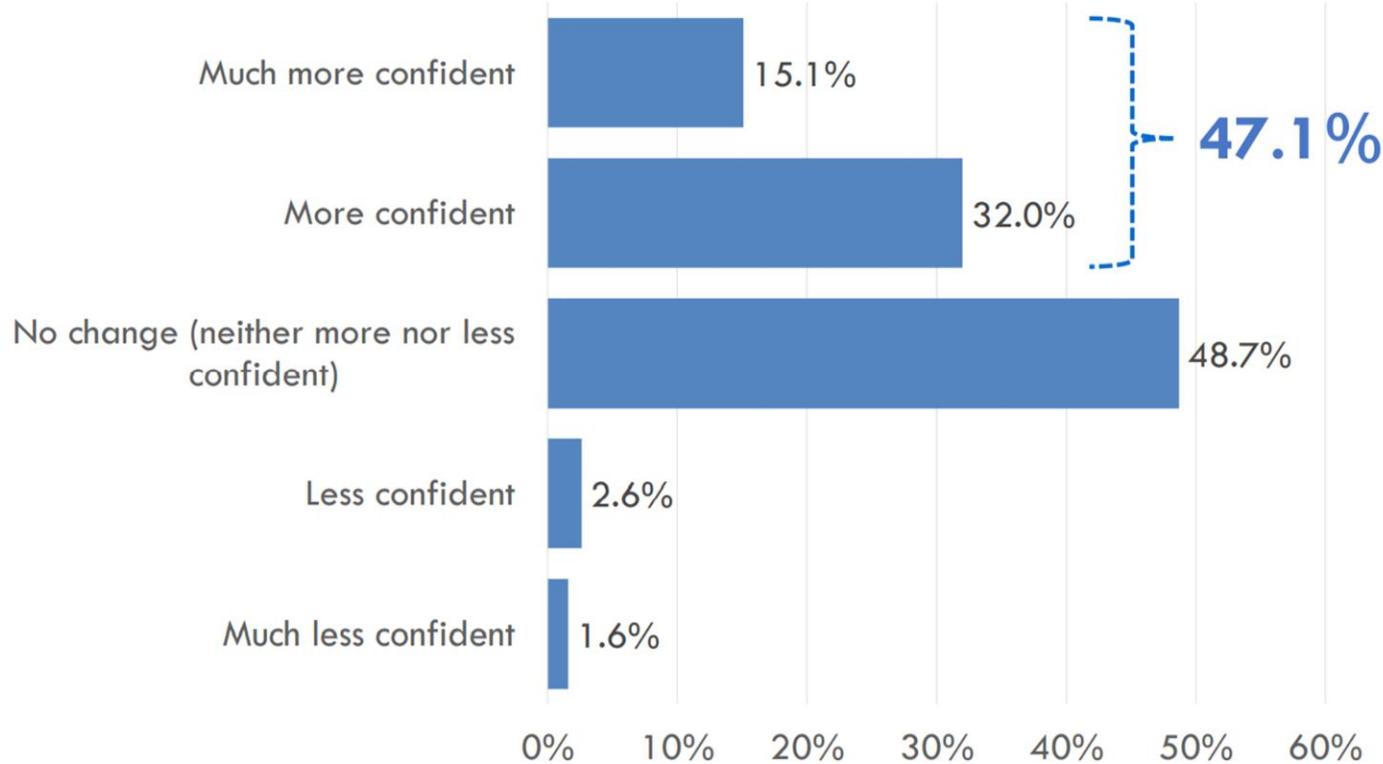


QUESTION: WHEN IT COMES TO GETTING BACK OUT AND TRAVELING AGAIN, WHICH BEST DESCRIBES YOUR CURRENT STATE OF MIND? (SELECT ONE)

(Base: Waves 12-13 and 15-27. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)



Travel Inspires Confidence



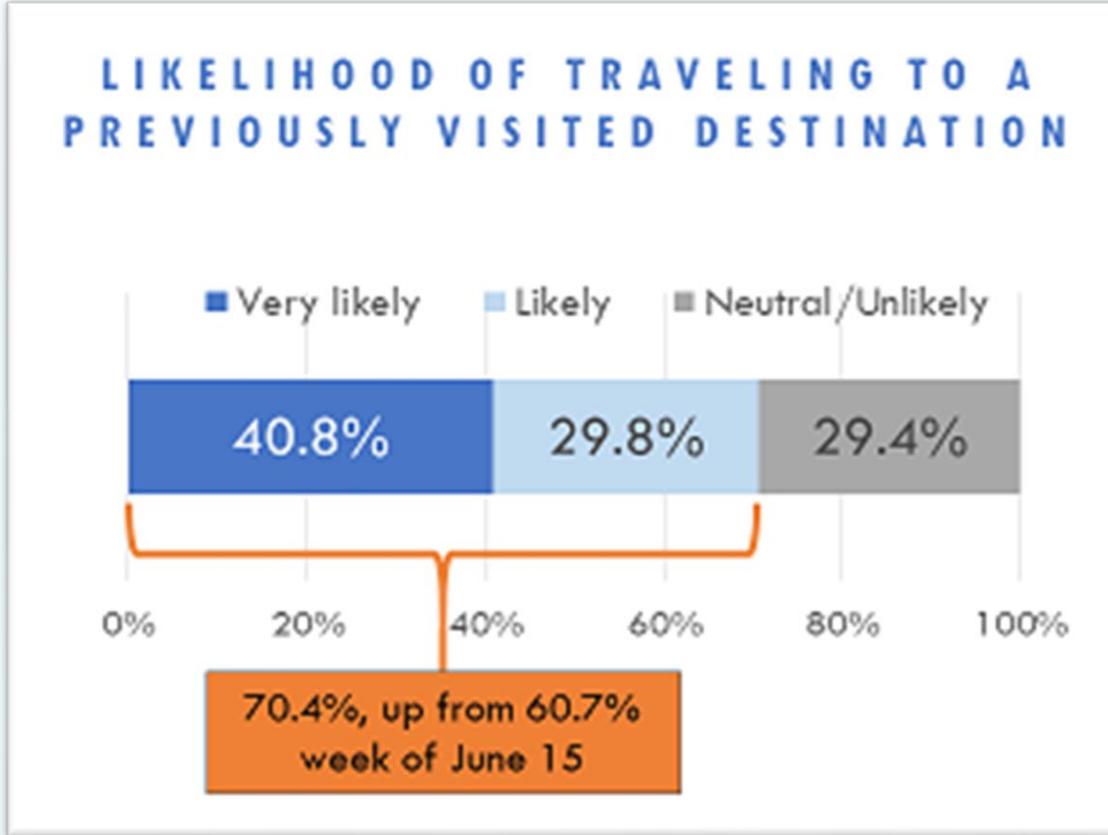
Question: Did taking this trip(s) make you more or less confident that you can travel safely in the time of the Coronavirus? (Select one)

My experiences on my summer leisure trip(s) have made me _____ I can travel safely.

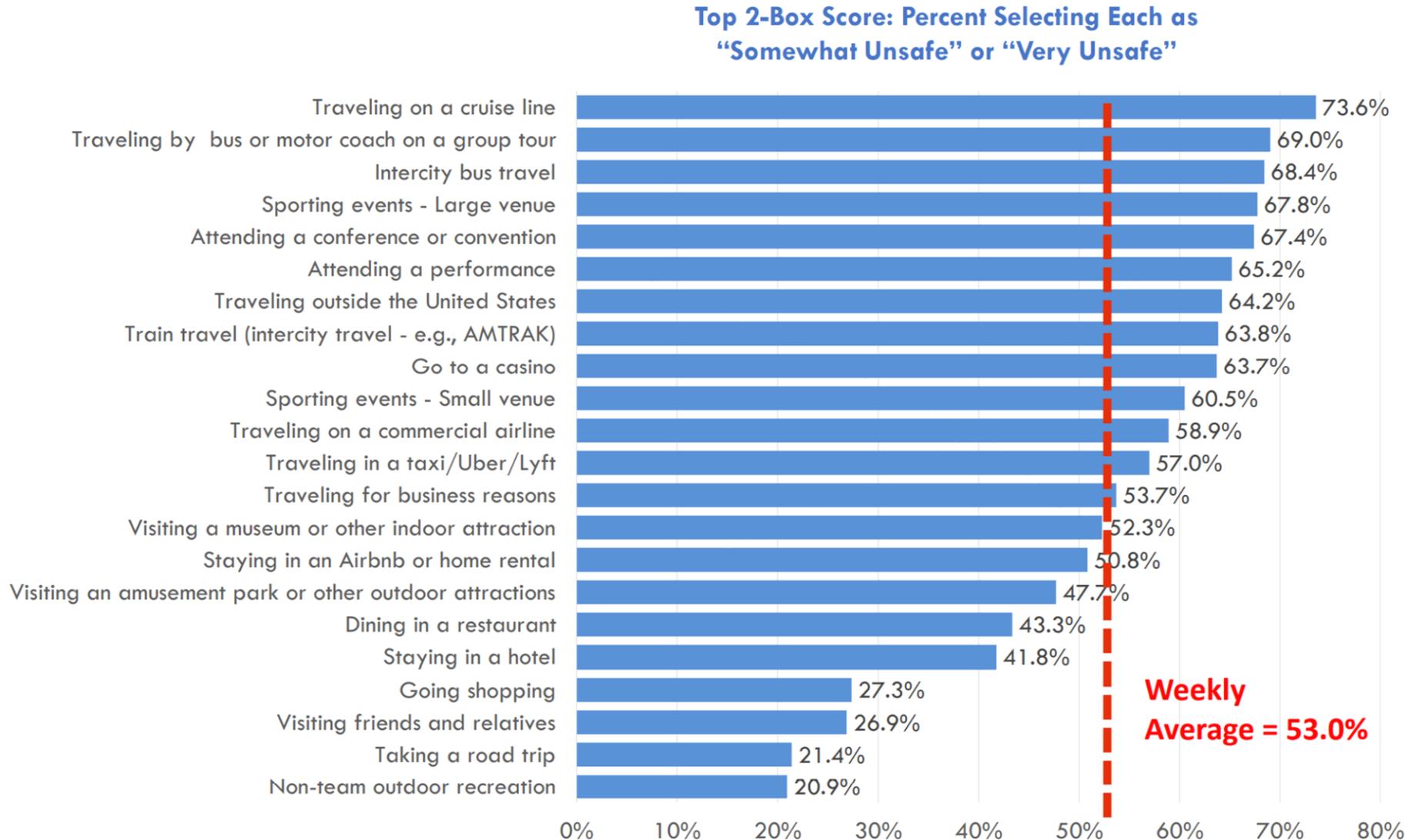
(Base: Wave 27. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



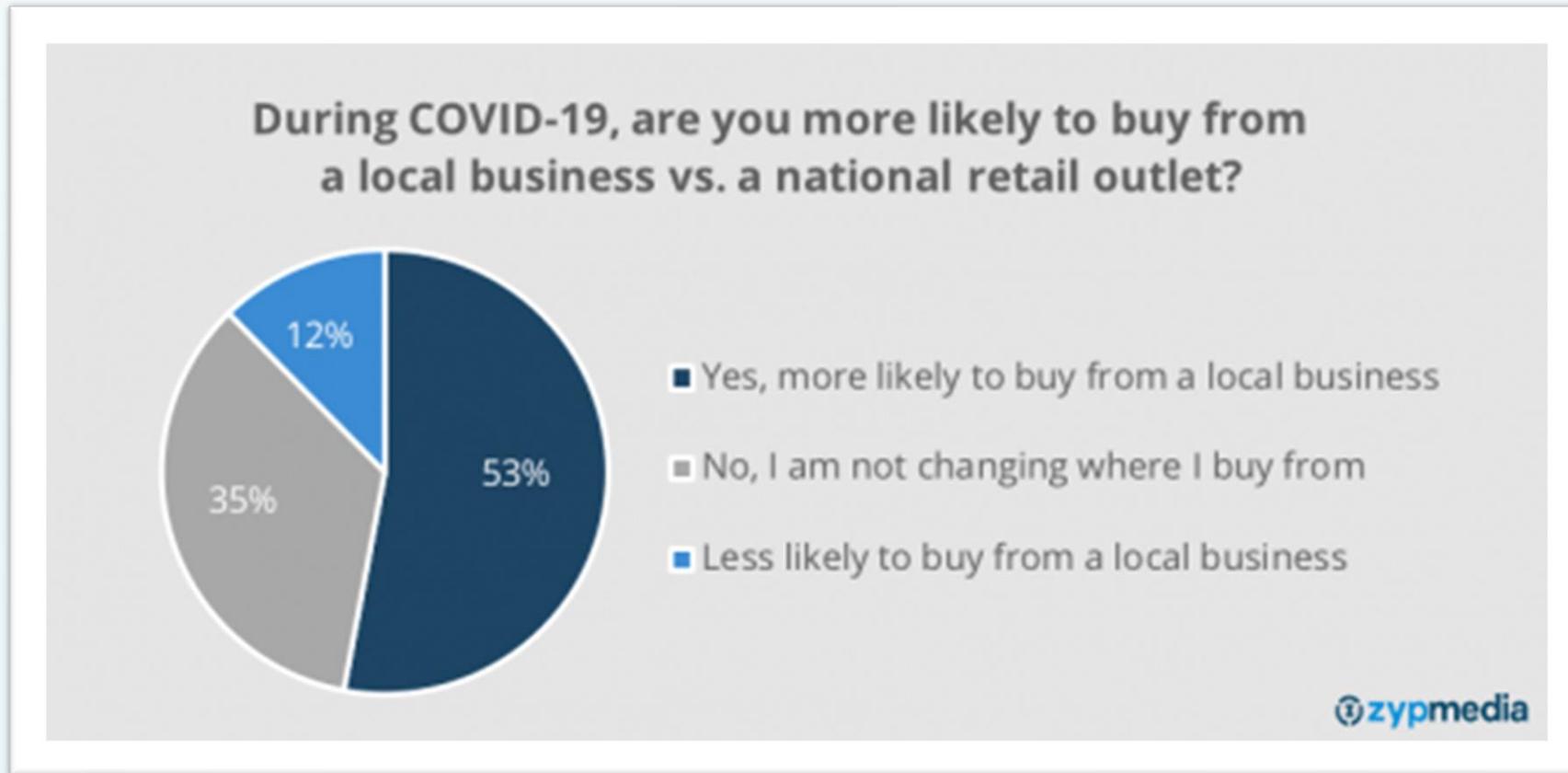
Familiar and Close



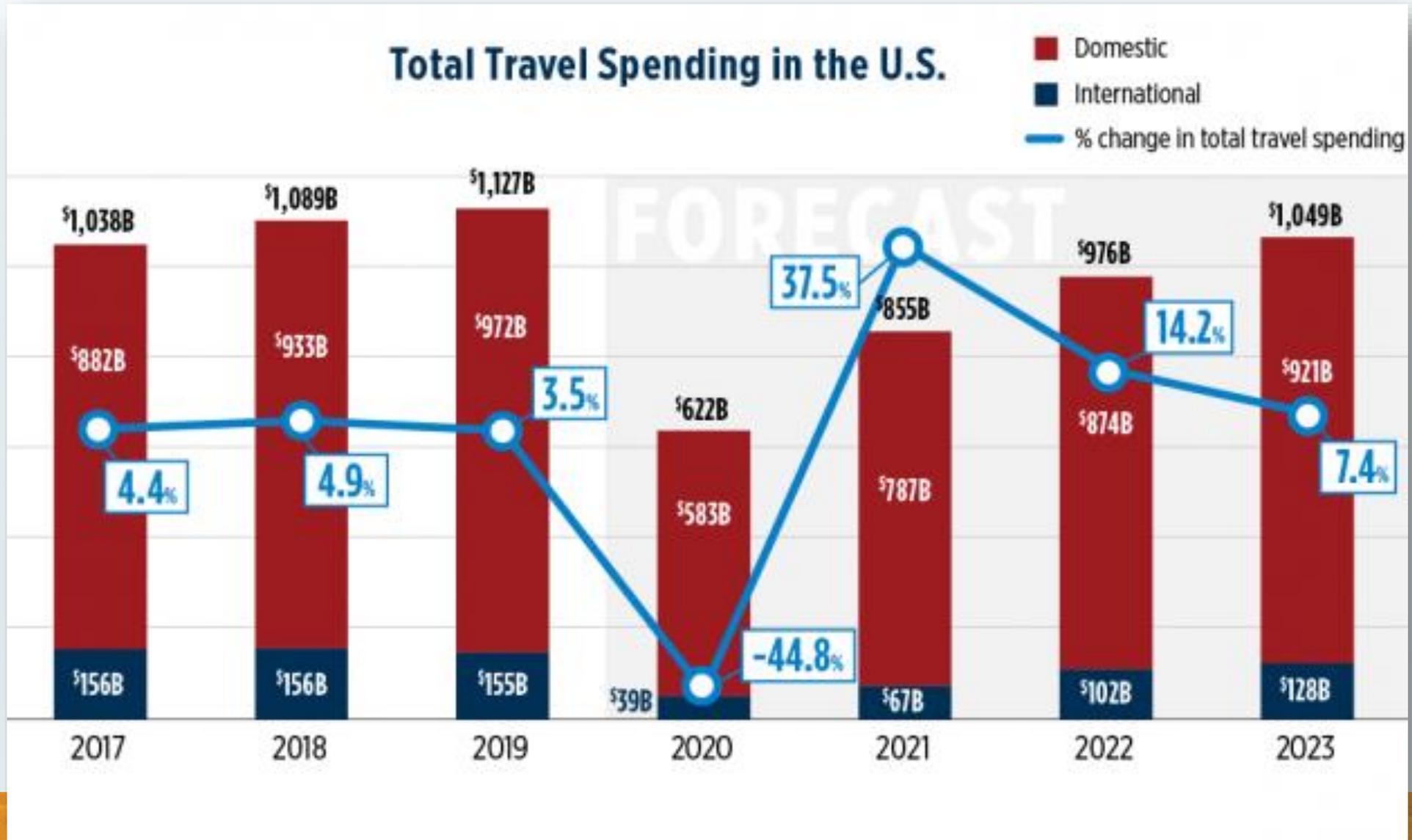
Perception of Relative Risk



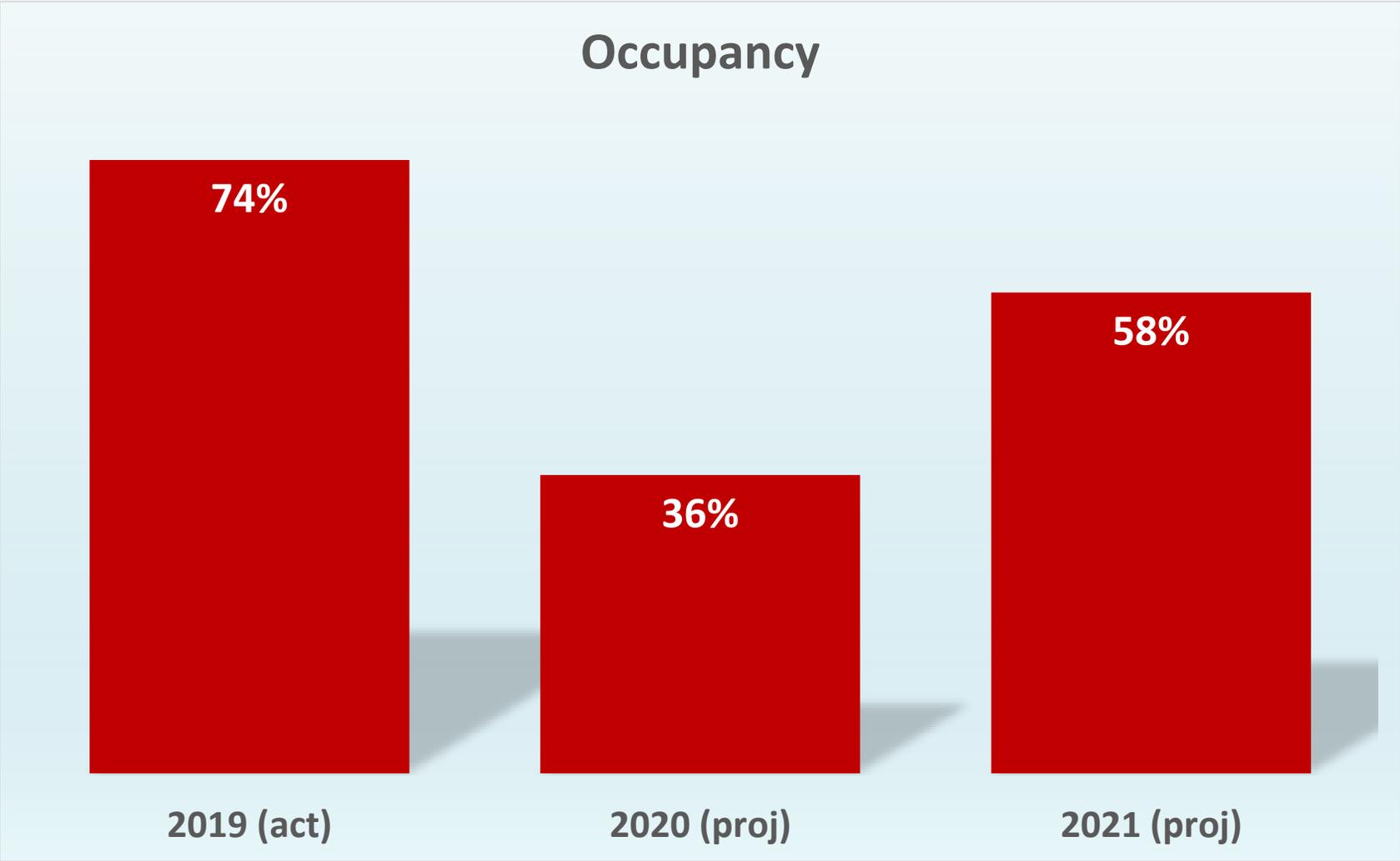
Supporting Local Businesses



Travel Recovery Outlook



Alexandria Hotel Forecast



Source: STR Custom Forecast, June 2020 (calendar year)

How Much Do You Miss the Following? (% Saying "Miss Terribly" or "Miss A Lot")



Vacations
(68.4%)



Dining in Restaurants
(59.9%)



Planning Travel
(56.1%)



Weekend Getaways
(52.8%)



Live Concert/Musical Performance
(35.1%)



Going to Museums
(33.4%)

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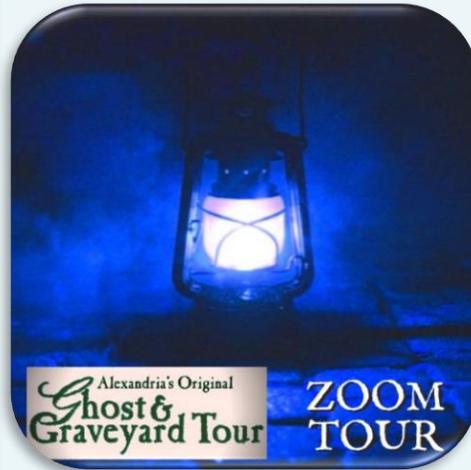
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What's Ahead?

Hybrid Meetings and Micro-Weddings



Virtual Experiences & Resources for Meeting Planners



Regional Promotions

Expanded Shop Small Initiative for the Holidays



Alexandria Virtual Holiday Program



Winter Restaurant Week To-Go



Black History and Travel Initiative

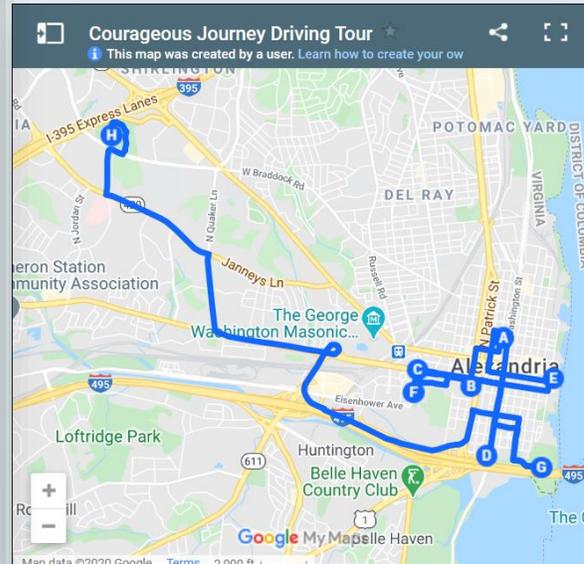
COURAGEOUS JOURNEY DRIVING TOUR



1. Barrett Branch Library, Site of 1939 Alexandria Sit-In

717 Queen St.

In 1939, [Barrett Branch Library](#) hosted one of the nation's earliest recorded civil rights [sit-ins](#), organized by then 26-year-old lawyer Samuel W. Tucker. Five young African American men separately entered the library and requested a card. When denied, they each quietly sat and began to read. Once Tucker's teenage lookout informed him that the police were en route, Tucker ensured that local press outlets were in place to photograph the young men leaving, unforced. The sit-in catalyzed the creation of the segregated Robert Robinson library, which Tucker refused in principle to patronize, now the site of [Alexandria's Black History Museum](#). Robinson Library remained in use until desegregation in the 1960's. Look for the interpretive panels near the entrance to learn more.



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- Expand outward as conditions improve
- Ad spend ramps up in spring

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Community.



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Thank you.

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An aerial photograph of Alexandria, Virginia, at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, a marina is filled with numerous boats docked at piers. The city buildings are visible in the background, with some lights beginning to turn on. The sky is a mix of orange, yellow, and blue.

VISIT *Alexandria*

VisitAlexandriaVA.com | #visitALX

Please contact us at ask@visitalexva.com with any comments, questions, or ideas.

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