



2019 Annual Meeting

SEPTEMBER 23, 2019
BIRCHMERE MUSIC HALL

VISIT
Alexandria

Karen Kotowski

Visit Alexandria Board Chair

The Bitchmate

No 22305

GENERAL ADMISSION

MONDAY
SEPTEMBER 23, 2019

VISIT
Alexandria
PRESENTS

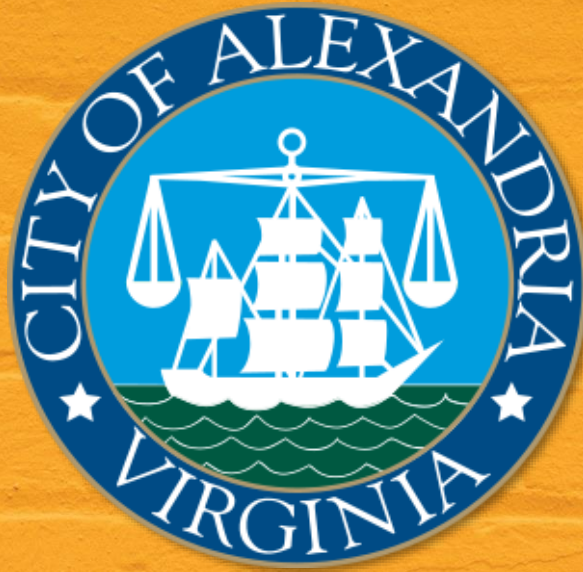
GARY OELZE



Thank you for entertaining music
lovers at your legendary music
hall for over 50 years.

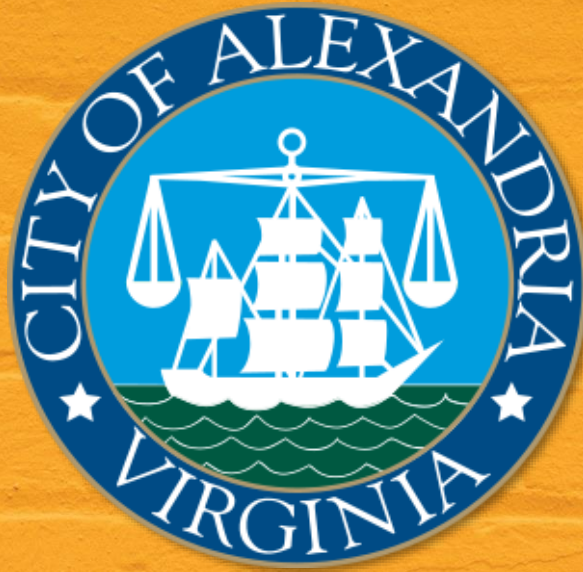
ADMIT ONE • NO REFUNDS • NO EXCHANGES





Elizabeth Bennett-Parker

**Vice Mayor
City of Alexandria**



Mark Jinks

**City Manager
City of Alexandria**

Burke & Herbert Bank

At Your Service Since 1852®

David Boyle

President

Burke & Herbert Bank

VIRGINIA
IS FOR
50 YEARS
OF LOVE **LO**  **ERS®**

Watch the Virginia is For Lovers “50 Years of Economic Impact” video at:
https://www.youtube.com/watch?v=y_dfEDOPrX8



Rita McClenny

President & CEO

Virginia Tourism Corporation

50 Years of Tourism Promotion Makes a Difference



- Virginia tourism \$1.3 billion (1969)
↑ to \$26 billion (2018)
- 6.4% annual growth rate
- **Virginia is for Lovers®** was established in 1969
- Inducted into the Madison Avenue Advertising Walk of Fame

Power of Tourism Promotion



VIRGINIA
50 YEARS OF LOVE
IS FOR
LOVERS



- Tourism = Sound investment for local government
- Tourism = Instant revenue generator
- \$1 Virginia tourism → \$7 in tax revenue (Alexandria ROI similar 6:1)
- Brands (including travel destinations) require consistent investment
- One of **Amazon's** six decision drivers was finding a “community where employees will enjoy living with recreational and educational opportunities.”

VISIT
Alexandria



Patricia Washington

President & CEO

Visit Alexandria

VIRGINIA
IS FOR
50 YEARS
OF LOVE **LO**  **ERS®**

50 Years Makes a Difference

1969



\$42 million

2018



~~\$287 million~~
\$859 million



FY 2019 Headlines

Federal Government Shutdown



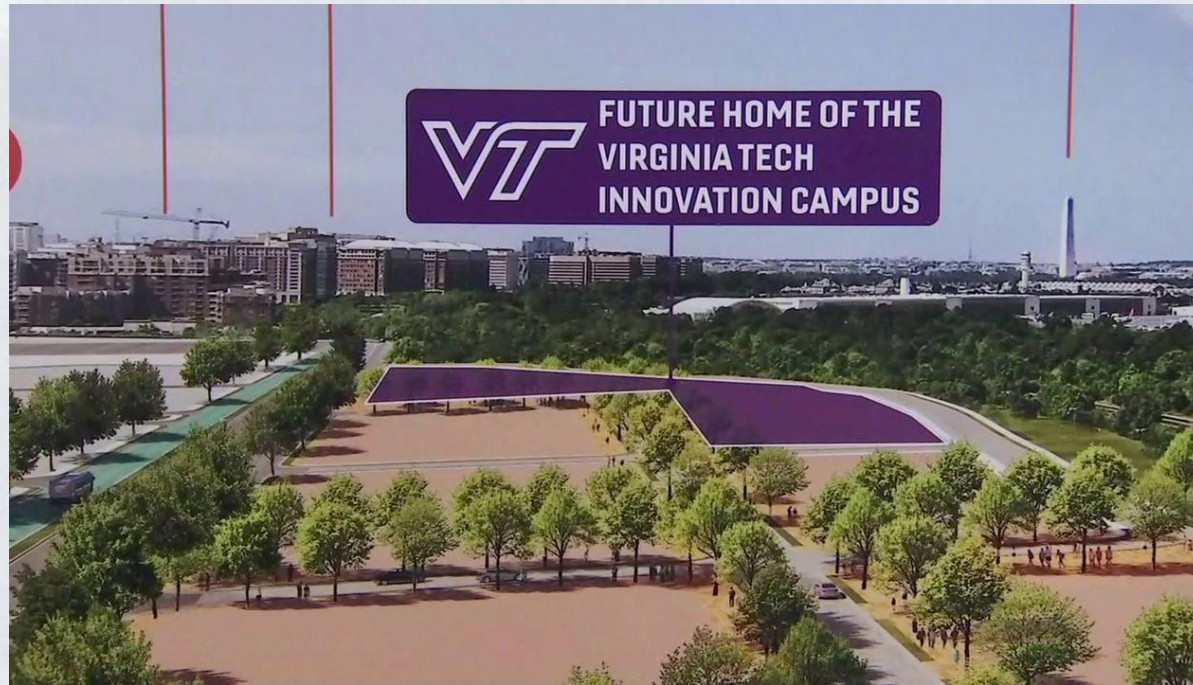
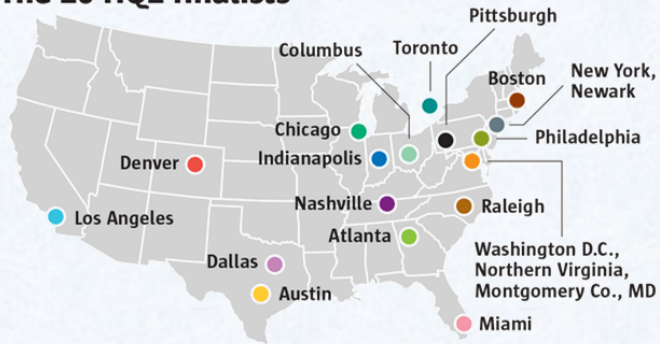
Metro Summer Platform Improvement



Amazon & Virginia Tech



The 20 HQ2 finalists



VISIT
Alexandria

Best Small City



BEST SMALL CITIES IN THE U.S.

— Condé Nast Traveler Readers'
Choice Awards, 2018

1. Charleston, SC
2. Santa Fe, NM
3. Savannah, GA
- 4. Alexandria, VA**
5. Sarasota, FL
6. Sedona, AZ
7. Monterey, CA
8. Asheville, NC
9. Greenville, SC
10. Key West, FL
11. Portland, ME
12. Napa, CA
13. Palm Springs, CA
14. Newport, RI
15. Santa Barbara, CA



Condé Nast Traveler



Getty

4. 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
Alexandria

"Best Small City" Tourism Budgets

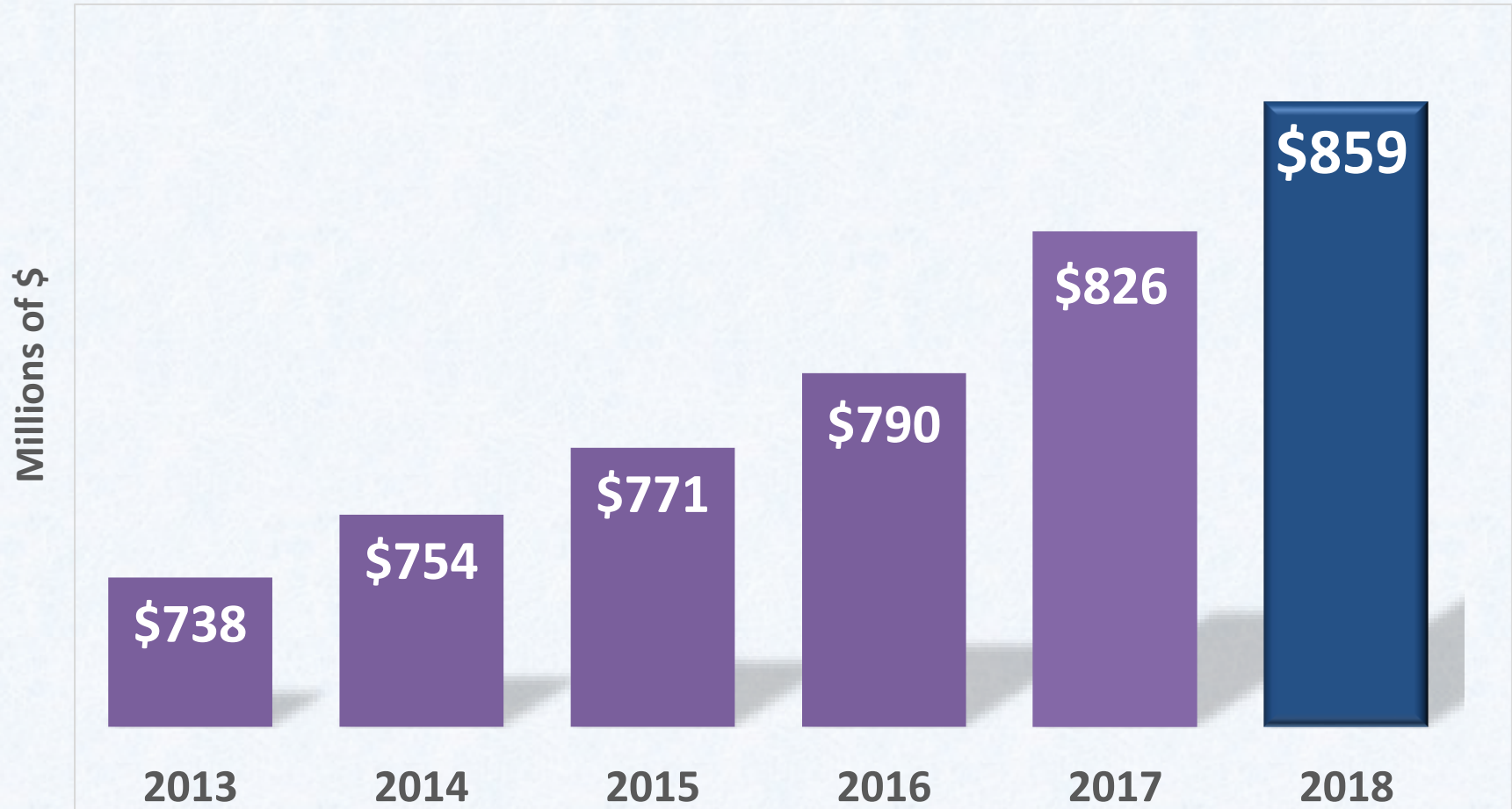




FY 2019 Economic Impact

Visitor Spending in Alexandria

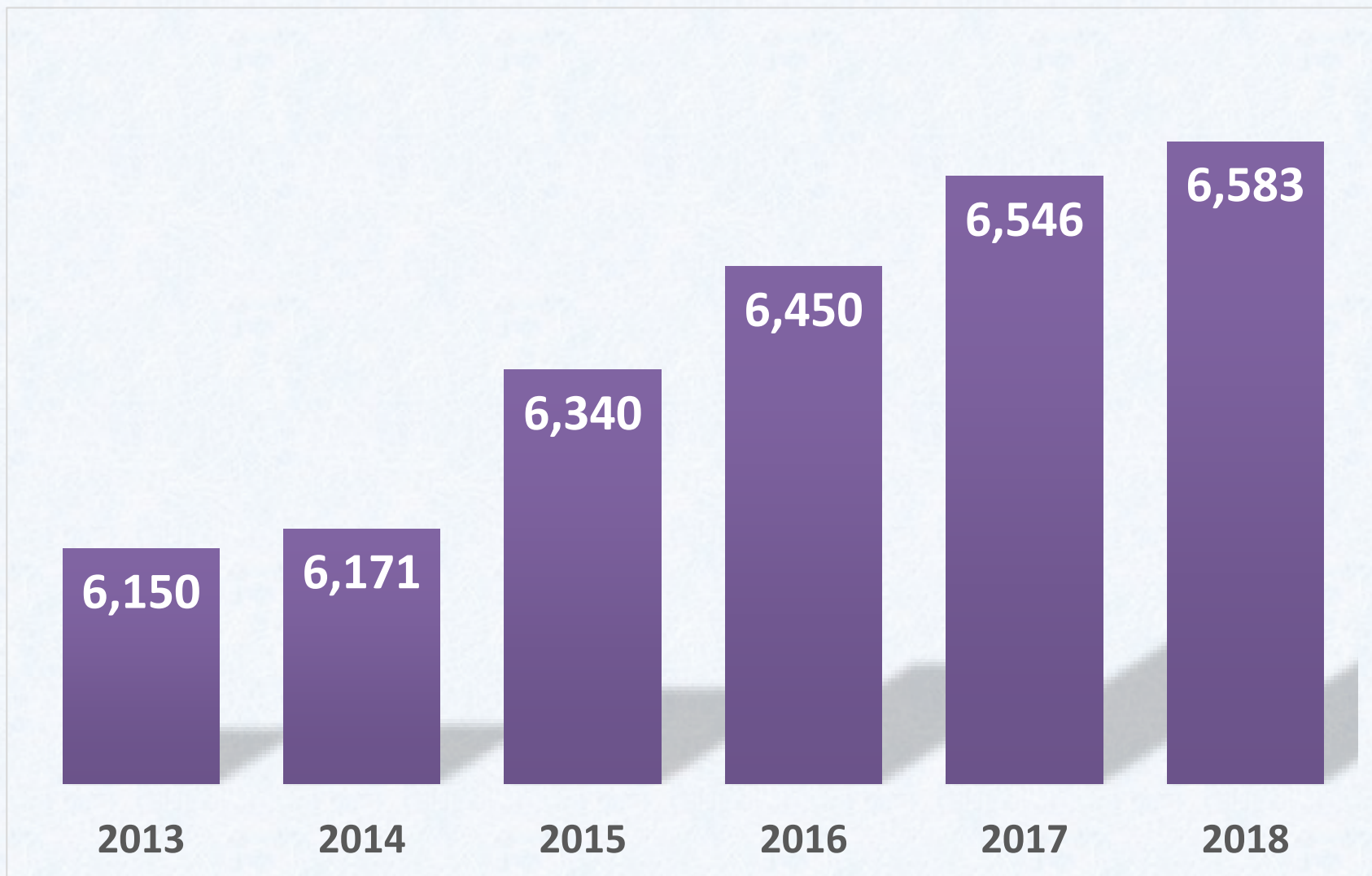
(Home location = 50+ miles)



Source: 2018 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation



Jobs Supported by Tourism

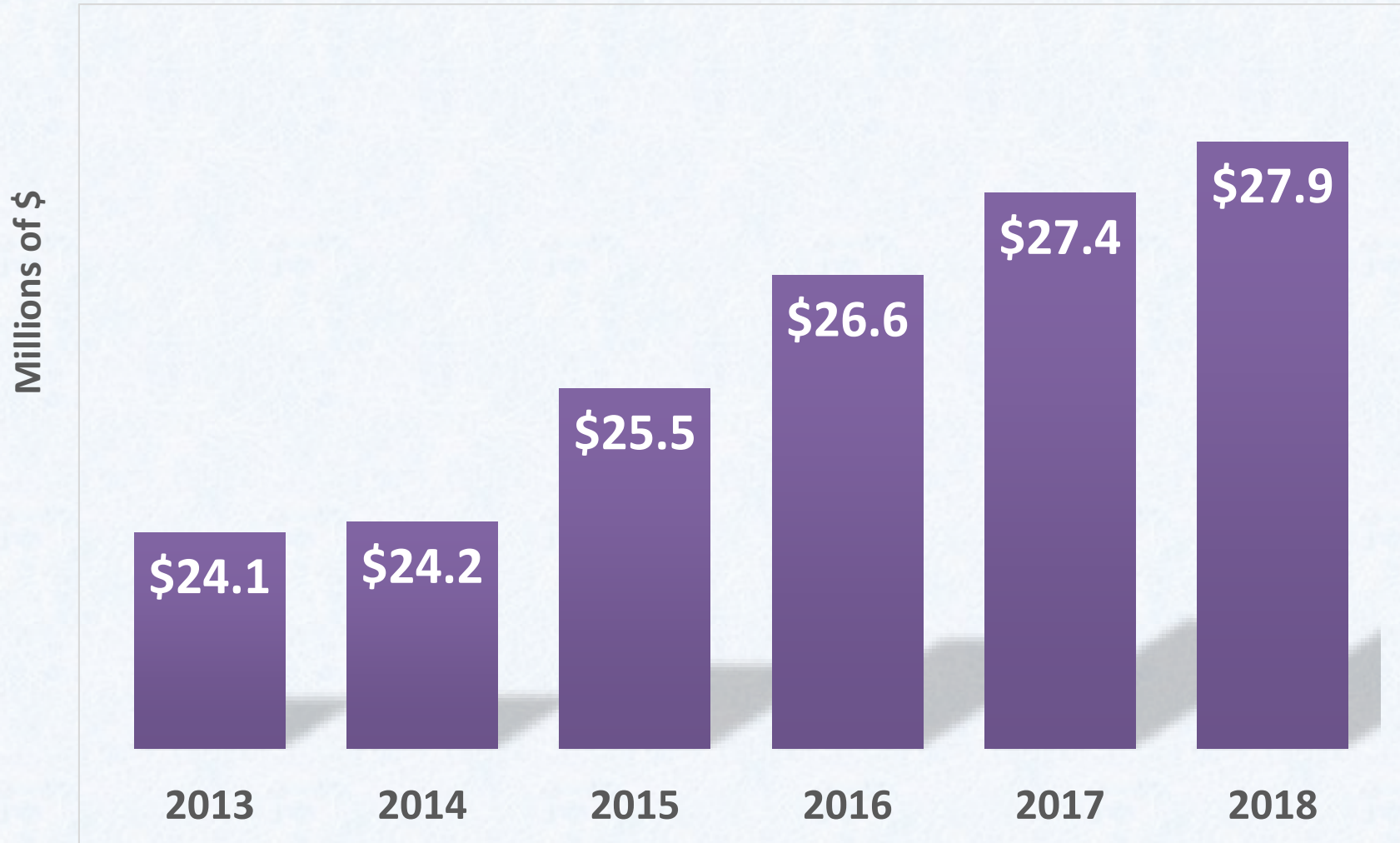


Source: 2018 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation



Alexandria Tax Receipts from Tourism

(Home location: 50+ miles)

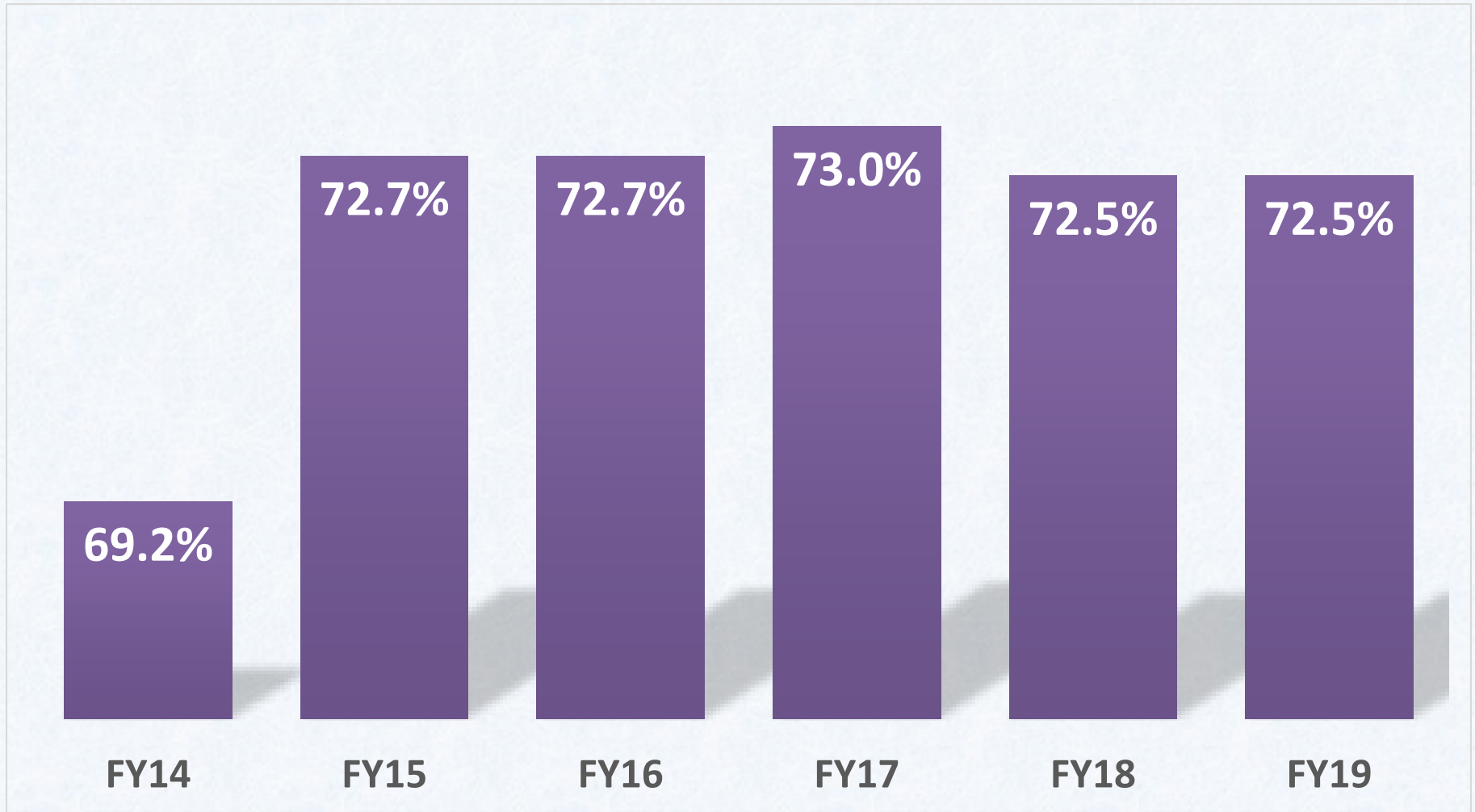


Source: 2018 *Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation

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

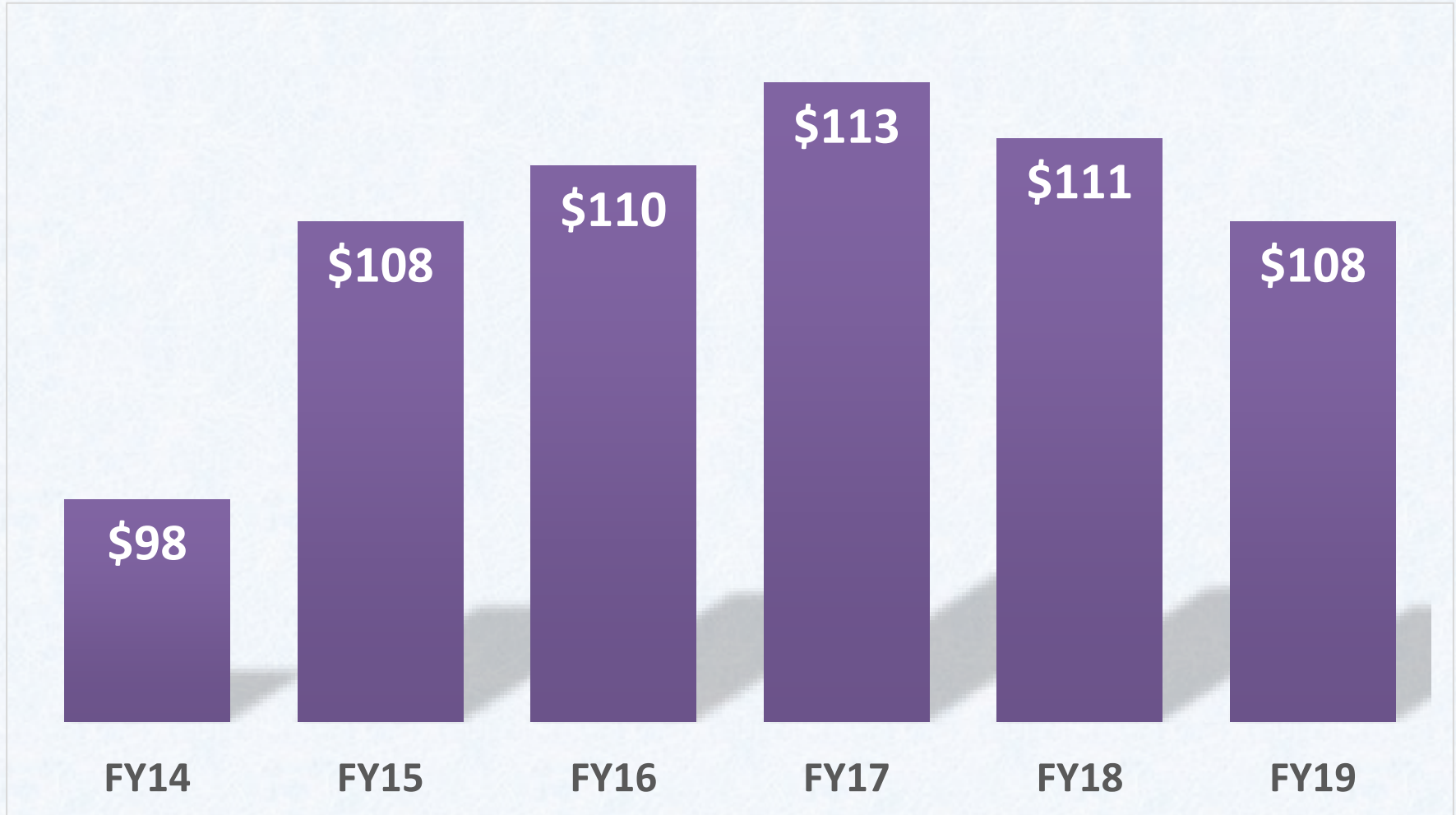


Occupancy

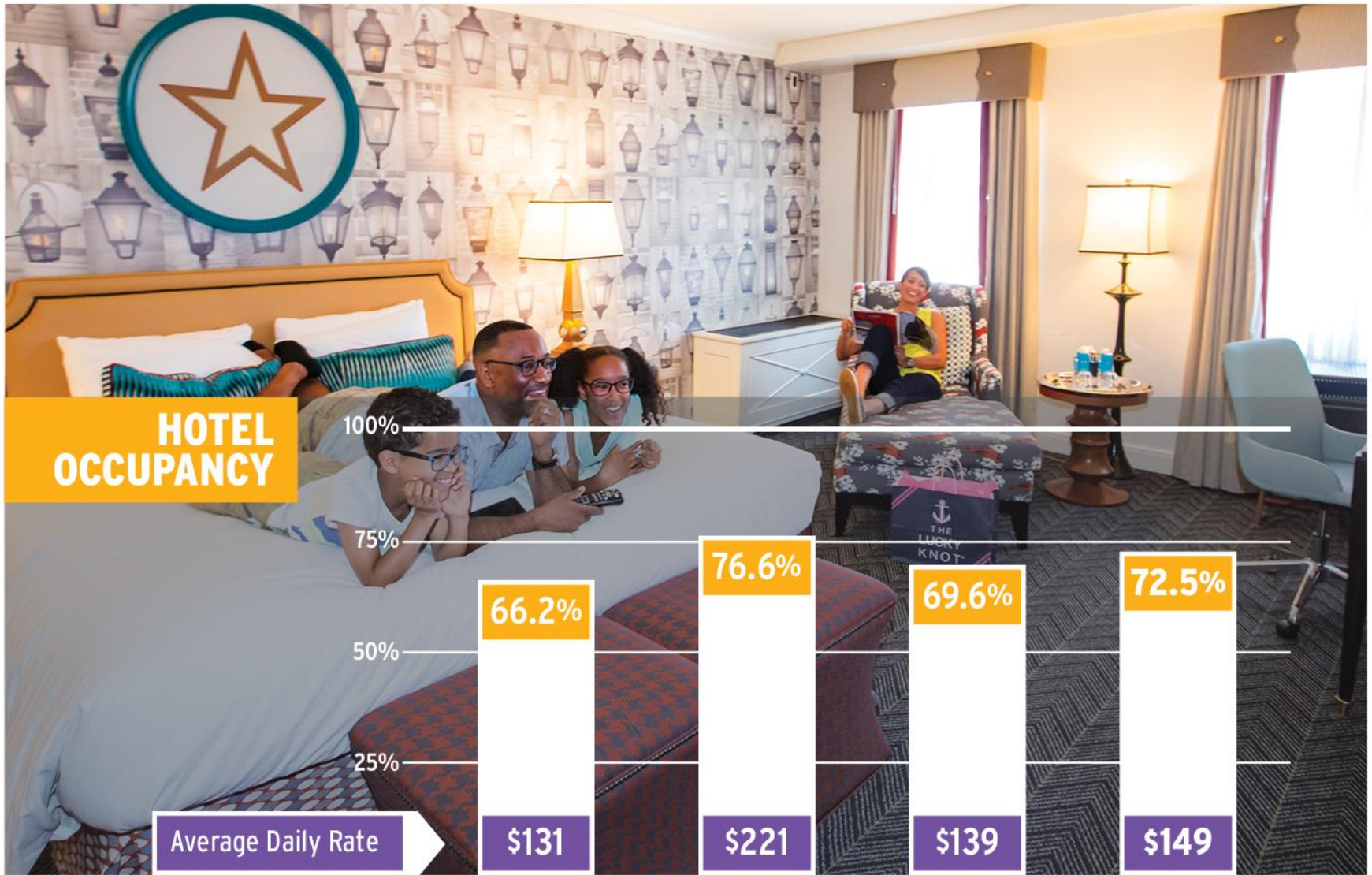


Source: STR; Fiscal years run July through June

Revenue Per Available Room (RevPAR)



Source: STR; Fiscal years run July through June



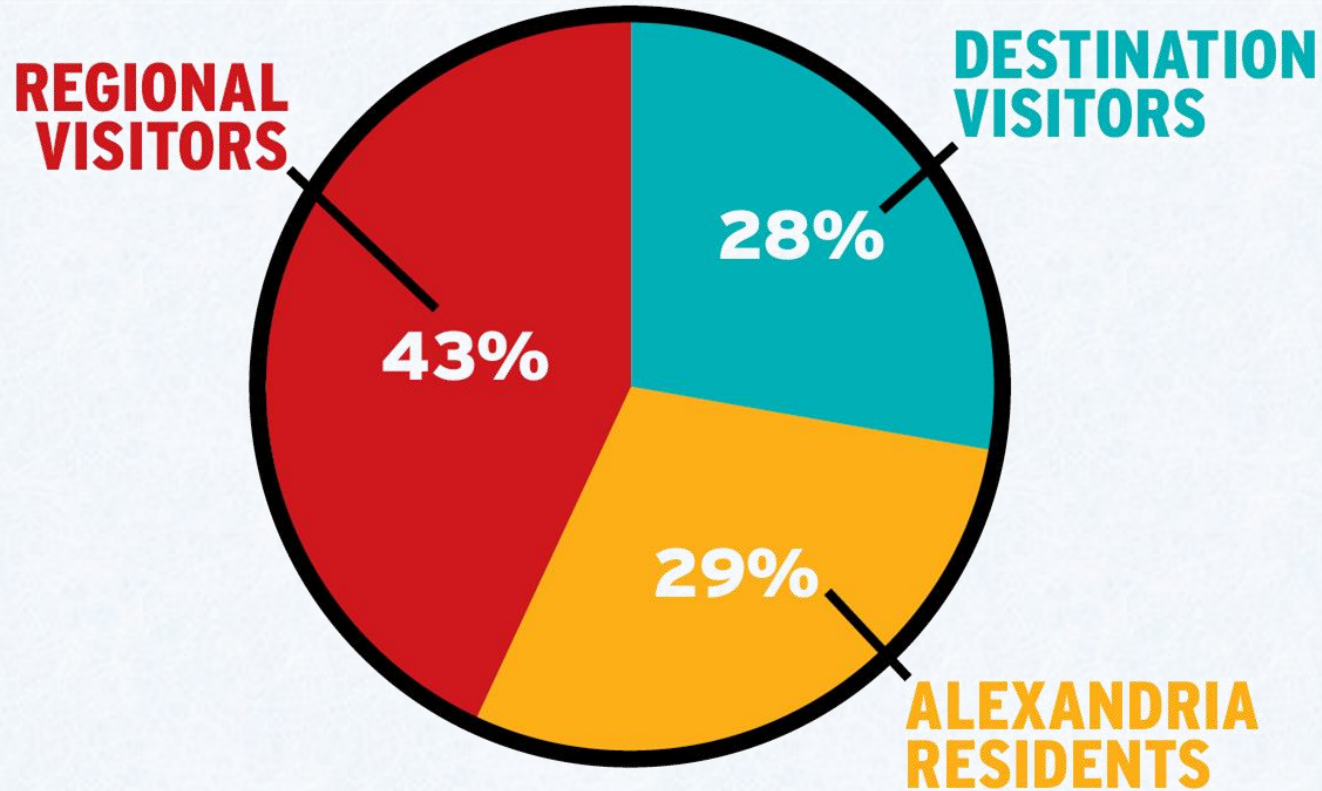
NATIONAL

D.C.

D.C. SUBURBS

ALEXANDRIA

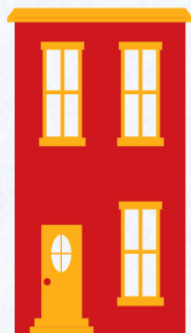
Non-Residents Pay 71% of Consumption Taxes



Source: 2016 Visa credit card sales, meals, and lodging transaction data, VisaVue

Visitors Support All Alexandrians

**Non-residents generated
\$46 million in city tax revenue, which equals**



Saving the
average household
\$673
per year



Educating
2,691
Alexandria
public school
students

Source: 2016 Visa credit card transaction data extrapolation, VisaVue



FY 2019 Initiatives

MARKETING MIX

**ADVERTISING
SALES
WEB
PUBLIC RELATIONS
RESEARCH
EVENTS & ACTIVATION
VISITOR & MEMBER SERVICES
SOCIAL MEDIA
PUBLICATIONS
INTERNATIONAL
PROMOTIONS**

Top 5 Best Small City

Leveraging the Accolade



**BEST
SMALL
CITIES
IN THE U.S.**

— Condé Nast Traveler Readers' Choice Awards, 2018

1. Charleston, SC
2. Santa Fe, NM
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10. Key West, FL
11. Portland, ME
12. Napa, CA
13. Palm Springs, CA
14. Newport, RI
15. Santa Barbara, CA

VISIT
Alexandria

Watch the “Alexandria Named Top 5 Small City by Condé Nast Traveler”
video at:

<https://www.youtube.com/watch?v=FVy5aK9-ISM>

New Video & Photo Assets



New Video & Photo Assets



Metro Shutdown Mitigation

TRAVEL OPTIONS DURING SUMMER 2019 ALEXANDRIA METRO STATIONS CLOSURE

Provided by Visit Alexandria

CONNECTING ALEXANDRIA TO WASHINGTON, D.C.

	WATER TAXI Connecting Alexandria and the Wharf Additional service available to: Georgetown, Nationals Park, National Harbor, Mount Vernon	Est. Cost: \$10.00 – \$12.00 one way More info: PotomacRiverboat.com	30 MINUTES
	RIDESHARE (Lyft/Uber) First time Lyft users, save \$5 with this code: VISITALK19 More info: Lyft.com/Uber.com	Est. Cost: \$15.00 – \$20.00 one way More info: Lyft.com/Uber.com	20 MINUTES
	TAXI Connecting Old Town Alexandria to Downtown D.C.	Est. Cost: \$17.00 – \$21.00 More info: AlexandriaYellowCab.com	20 MINUTES
	VIRGINIA RAILWAY EXPRESS Connecting the Alexandria Amtrak Station with L'Enfant Plaza and Union Station in Washington, D.C.	Est. Cost: \$7.00 one way More info: VRE.org Note: Not available midday or weekends	25 MINUTES
	CAR Various locations throughout Alexandria and Washington, D.C.	Est. Cost: Fuel \$2.00+; parking garage \$15 - \$20 (all day garage) or \$2.30/hour (meters) More info: DCParking.org	20 MINUTES
	CAPITAL BIKESHARE Various locations throughout Alexandria and Washington, D.C.	Est. Cost: \$4.00 one way More info: CapitalBikeshare.com	45 MINUTES
	METROBUS Various stops throughout Alexandria and Washington, D.C.	Est. Cost: \$1.75 one way More info: WMATA.com	60 MINUTES
	METROWAY Connecting Braddock Road Metro with Crystal City Metro. Features dedicated coach-only lanes to beat traffic. Service every 6-15 minutes.	Est. Cost: \$1.75 one way More info: MetroWayVA.com	30 MINUTES
	CARSHARE (Zipcar)	Est. Cost: \$10.00/hour More info: Zipcar.com	20 MINUTES

VISIT
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VisitAlexandriaVA.com/MetroOptions

Businesses Report Mixed Impacts from Metro Shutdown

A new survey reveals some businesses are seeing a decrease in revenue from the closure of all Metro stations in the Alexandria area.

BY BETH LAWTON
JUN. 24, 2019 9:00 A.M.

WHERE TO PARK IN OLD TOWN ALEXANDRIA

Parking Garages and Lots



Parking Garages

- 1 S. Union St Garage | 115 S. Union St
\$10 flat rate, overnight parking available (additional cost may apply)
- 2 Thompson's Alley Garage | 10 Thompson's Aly
\$2.50/hr (\$10 daily max), \$2 evening weekend flat rate
- 3 The Alexandria Hotel Garage | 104 S. Pitt St
\$15 flat rate, overnight parking available (additional cost may apply)
- 4 Sola Garage | 225 S. Union St
\$7 flat rate
- 5 Torpedo Factory Garage | 102 N. Union St
\$7/hr (\$14 daily max)
- 6 N. Union St Garage | 220 N. Union St
\$2.50/hr (\$10 daily max), \$2 evening weekend flat rate
- 7 Market Square Garage | 106 N. Fairfax St
\$2.50/hr (\$10 daily max), \$2 evening weekend flat rate
- 8 Courthouse Square Garage | 111 S. Pitt St
\$2.50/hr (\$10 daily max), \$2 evening weekend flat rate
- 9 N. Alfred St Garage | 117 N. Alfred St
\$5/hr (\$25 daily max, \$10 evening max)
- 10 Hilton Hotel Garage | 1707 King St
\$6/hr (daily max \$14)
- 11 King St Station Garage | 1800 Diagonal Rd
\$5/hr (\$15 daily max, \$8 evening/weekend max)
- 12 The Strand Building Garage | 110 S. Union St
\$10 flat rate, evening and weekend hours only
- 13 Tavern Square Garage | 1418 Cameron St
\$5/hr (\$13 daily max, \$5 evening/weekend Max), closed Sunday
- 14 King St Garage | 1150 Cameron St
\$5/hr (daily max \$14), closed weekends
- 15 Diagonal Rd Garage | 1700 Diagonal Rd
\$5/hr (daily max \$14), closed weekends
- 16 Edmundson Plaza Garage | 1701 Duke St
\$5/hr (daily max \$10), closed weekends
- 17 The Strand Lot | 206 Strand St
\$5-10 flat rate
- 18 Queen N. Lee Lot | 300 N. Lee St
\$2 flat rate, evening/weekend hours only
- 19 Cameron St Asphalt Lot | 117 Cameron St
\$2.50/hr (\$10 daily max, \$2 evening weekend flat rate)
- 20 King St Lot | 1500 King St
\$1.75/hr (2 hour max time)
- 21 Henry Patrick Lot | 116 S. Henry St
\$2.50/hr (\$10 daily max, \$2 evening weekend flat rate)
- 22 Union Station | 110 Cullinan Dr
\$2.50/hr (\$15 daily max), \$2 evening weekend flat rate

Surface Parking Lots

On-street parking is also available at metered spaces along King St and most side streets (\$1.75/hr for max of 2 or 3 hours). Please refer to specific restrictions on the signage for more details.

Parking Entrances
Trolley/Bus Stops
Bikeshare
Area Attractions
Visitor Center
Water Taxi

703.746.HELP
www.alexandriava.gov/parking
Rates as of May 2019



ALEXANDRIA SPECIAL OFFERS FOR METRO RIDERS

The City of Alexandria is grateful for your patience during Metro's Platform Improvement Project.

As a thank you, you'll find special offers for Metro riders when you show your Metro SmarTrip® card at participating Alexandria restaurants, shops, attractions and more September 9-15, 2019. You can even get a free Key to the City museum pass that can be used through December 31.

Learn more at
VisitAlexandriaVA.com/Metro.

Sign up for free news and emergency alerts at alexandriava.gov/eNews.

VISIT Alexandria
GO Alex




VISIT
Alexandria

"50 Ways to Love Your Summer" Campaign

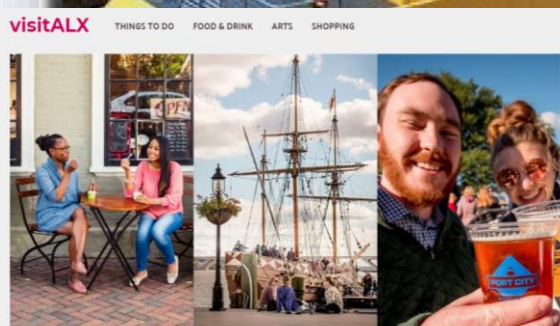
**LOVE
YOUR
SUMMER**
HOTEL PACKAGE

**WITH
\$200**
IN ADDED VALUE



OLD TOWN
Alexandria

LEARN
MORE




50 Ways to Love Your Summer in Alexandria

BY CAROLINE SECREST MAY 2, 2019 4310 VIEWS

Alexandria
EST. 1749

UNLOCK ALEXANDRIA'S HISTORY WITH THE

 **KEY TO
THE CITY**
MUSEUM PASS

\$44 Value for \$15
Includes 9 Historic Alexandria sites plus 40% discount to Mount Vernon

- Alexandria History Museum at The Lyceum
- George Washington's Mount Vernon (40% discount coupon)
- Carlyle House Historic Park
- Friendship Firehouse Museum
- Stabler-Leadbeater Apothecary Museum
- Lee-Fendall House Museum & Garden
- George Washington Masonic National Memorial Observation Deck
- Alexandria Black History Museum
- Gadsby's Tavern Museum
- Freedom House Museum

VisitAlexandriaVA.com/KeytotheCity



VISIT
Alexandria

Updated Meetings Strategy



Visitor Center Garden Redesign



Waterfront Park Opening



King Street Corridor Initiative

Beautification



Programming



Marketing



**STOP SCROLLING.
START STROLLING.**

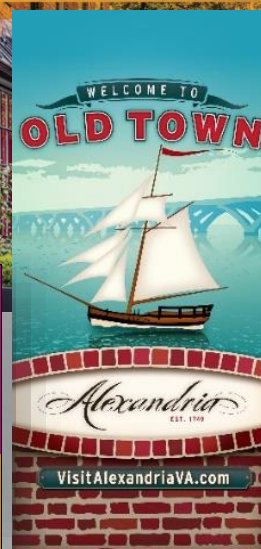
Next time, browse without a browser. Spend an afternoon strolling Old Town's King Street mile, the largest collection of independent boutiques in the D.C. region. Step inside local shops offering curated selections of stationery, vintage barware, sustainable fashion and more. Shop national favorites like Warby Parker and West Elm. See why the best finds aren't delivered, they're discovered.

OLD TOWN
Alexandria
VisitAlexandriaVA.com/OldTown
#VITALX



**STOP SCROLLING.
START STROLLING.**

OLD TOWN
Alexandria
BROWSE
INDIE
SHOPS



VISIT
Alexandria

Portside in Old Town Programming



Portside in Old Town Fall Festival

Port City Fall Beer Garden

Boat Parade of Lights

Portside in Old Town Summer Festival

Port City Summer Beer Gardens

Portside in Old Town Programming



SUMMER FESTIVAL RESULTS

12,000 attendees

60% from beyond Alexandria

70% said Portside was the main reason they were in Old Town

87% more likely to visit Old Town in the future

76% patronized local restaurants and bars

44% shopped at local stores

Portside in Old Town Programming

“Art installations, concerts and festivals have helped turn Old Town Alexandria’s revamped Waterfront Park into one of the area’s coolest outdoor event spaces.”

The Washington Post

King Street Corridor Initiative Marketing



MARKETING

New regional ad campaign:
"OLD TOWN, NEW VIBE"

5.5 MILLION
advertising impressions (first four months)

24% INCREASE
in unique page views for Old Town content

66% INCREASE
in time on site for Old Town content





FY 2019 Results

2.3 MILLION WEB VISITS ↑ 14%



MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



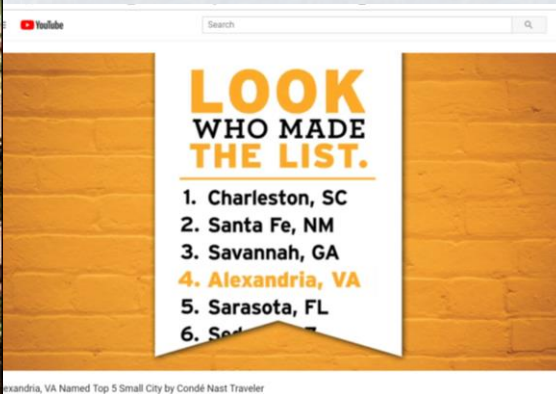
Minutes from DC yet
A WORLD AWAY

Explore Alexandria



VISIT
Alexandria

281,000 ENGAGED WEB VISITS FROM ADVERTISING ↓ 4%



Visit Alexandria VA
Sponsored

...e to Alexandria for summer happenings, from tall ship pirate cruises to
filled beer gardens!



BLOG.VISITALEXANDRIAVA.COM

7 Ways to Soak Up Alexandria's Waterfront This Summer

From new waterfront dining to Potomac river boat cruises, live music,...

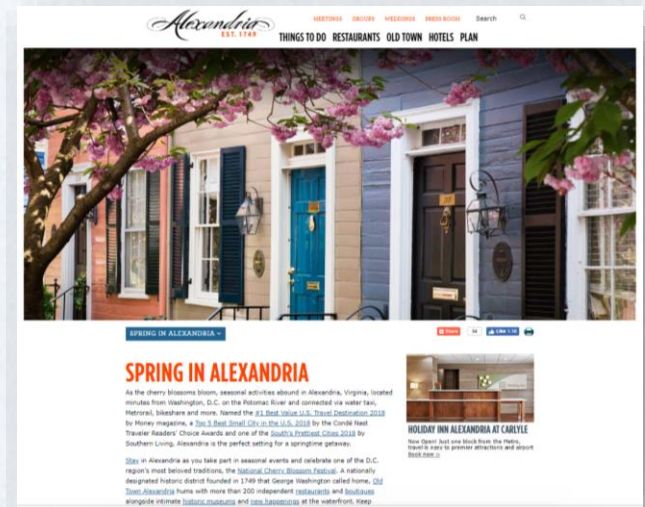
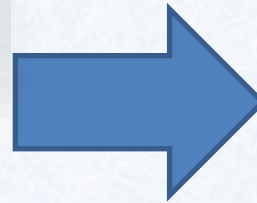
2.4K

207 Comments 630 Shares

Like

Comment

Share



visitALX THINGS TO DO FOOD & DRINK ARTS SHOPPING



Top 13 Reasons to Visit Alexandria This Holiday Season

VISIT
Alexandria

1,190 PRESS HITS ↑ 2%

ARCHITECTURAL
DIGEST

BuzzFeed

Chicago Tribune

 Expedia®

Forbes

meetings
PEOPLE • PLACES TODAY

MEN'S JOURNAL

METRO.co.uk

The National

Newsweek



SHAPE

ShermansTravel

Southern Living

Today's
Parent

TRAVEL+
LEISURE

 USA TODAY™

The
Washington
Post

Women'sHealth

VISIT
Alexandria

What They're Saying About Us

THE BEST CITIES IN THE U.S. – 2018 READERS' CHOICE AWARDS

“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.”

Condé Nast
Traveler

“Alexandria, Virginia, a very charming city, is quite affordable [and a] lovely, quick escape in the lower 48 in the U.S.”



“Discover this Northern Virginia city's rich African-American history through a tour of sites including the Freedom House Museum and the Contrabands and Freedmen Cemetery Memorial.”



WHY YOU SHOULD VISIT ALEXANDRIA, PART OF AMAZON'S NEW NEIGHBORHOOD

“And if Alexandria has a talent for innovation now, it will be kicked up another gear with the highly-anticipated arrival of Amazon HQ2. The global giant's second headquarters will open in National Landing, an area that includes Alexandria's burgeoning Potomac Yard neighborhood.”

The Telegraph

What They're Saying About Us

“Alexandria is a history lesson come to vibrant, exhilarating life. You'll also find a thriving scene of independent restaurants and one-of-a-kind boutiques housed in beautifully preserved historic buildings.”



“Alexandria has the charm of a small town and the food and entertainment scene of a big city. Its well-preserved history, trendy vibe, and proximity to the power of Washington, D.C., afford the suburb its unique flavor.”



WHY ALEXANDRIA, VIRGINIA IS YOUR NEXT LGBTQ DESTINATION

“This is Alexandria, located outside D.C. and easy to get to. I was left feeling with a sense of superb happiness that I'm still thinking about to this day.”



What They're Saying About Us

ACCOLADES

Top 5 Best Small City in the U.S.

Condé Nast Traveler
Readers' Choice Awards, 2018

Top Trending Destinations of 2018

Expedia, 2018

The Coolest Suburbs in America

Apartment Therapy, 2019

America's Greenest Cities

CubeSmart, 2019

**Most Dog-Friendly Vacation
Destinations in the U.S.**

Expedia, 2019

Safest Cities in America

SmartAsset, 2018

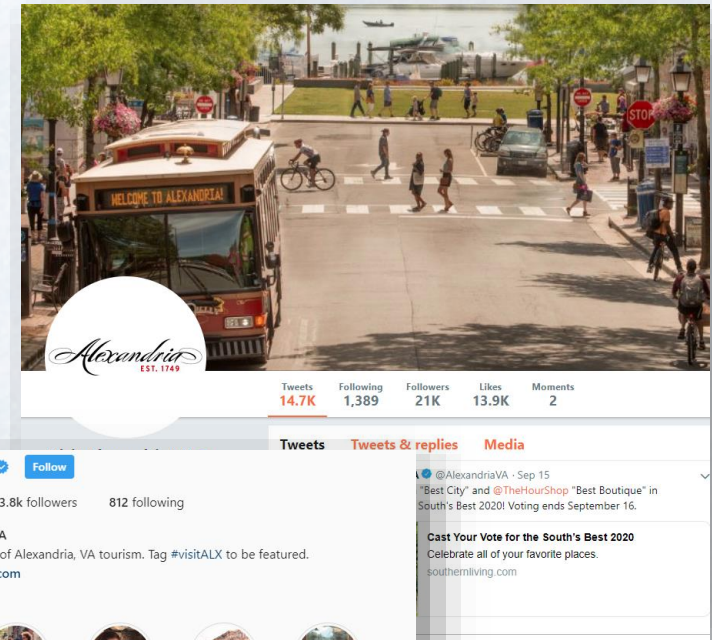
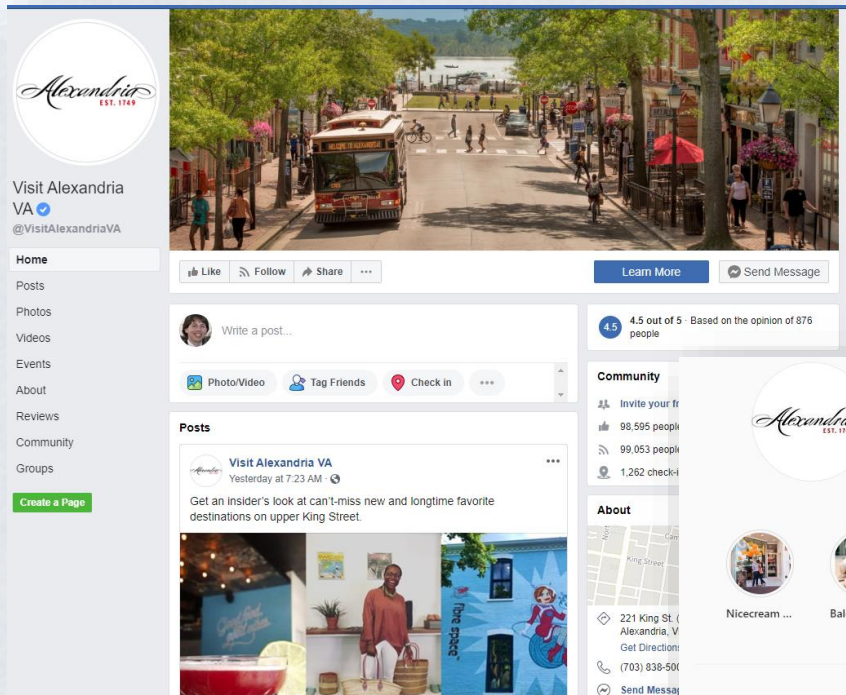
Ice Cream Cone Capital Of The United States

Forbes, 2019

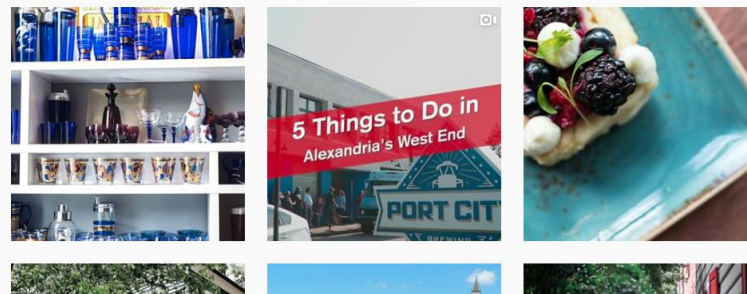
Best Bike Cities in America

Bicycling, 2018

141,000 SOCIAL MEDIA FOLLOWERS 8%



#visitALX



VISIT
Alexandria

\$46 MILLION MEETING LEADS \uparrow 2%



VISIT
Alexandria

78,500 VISITOR CENTER GUESTS ↑ 1%



VISIT
Alexandria

382 MEMBERS ↑ 6%



VISIT
Alexandria



FY 2020 Preview

Neighborhood Promotion



Neighborhood Promotion

visitALX

THINGS TO DO FOOD & DRINK ARTS SHOPPING

f t i p in



Things to Do in Alexandria's West End



BY CAROLINE SECREST SEPTEMBER 19, 2019 976 VIEWS

SHARE [FACEBOOK](#) [TWITTER](#)

Visit a buzzing small-batch brewery, wander through rejuvenating green spaces and savor satisfying Ethio

visitALX

THINGS TO DO FOOD & DRINK ARTS SHOPPING



Video: 5 Things to Do in Alexandria's Del Ray Neighborhood



PLAN

Share Like

CARLYLE & EISENHOWER

In the southwestern part of the city, Carlyle and the Eisenhower Valley is Alexandria's contemporary counterpoint to historic [Old Town](#). Known as an "economic engine of Alexandria," with scores of businesses taking root here, the neighborhood celebrates the spirit of science and innovation. The [National Science Foundation](#) is located in Carlyle, along with the [U.S. Patent and Trademark Office](#), which is home to the [National Inventors Hall of Fame](#) museum. Take in Alexandria's history at the [African American Heritage Park](#) and the [Edmonson Sisters sculpture](#). Outdoor spaces host community events and pop-up shops, and the [dining scene](#) keeps the mix of old and new fresh, with local favorites like Table Talk and Sweet Fire Donna's anchoring new spots like Whiskey & Oyster and Tequila and Taco.



Alexandria's Original
Ghost & Graveyard Tour

GHOST & GRAVEYARD TOUR

As seen on the History Channel. Listen to ghost stories, legends, folklore and unsolved mysteries! Reserve your space [»](#)

VISIT
Alexandria

Neighborhood Videos

Watch the “Things to Do in the West End” video at:

<https://www.youtube.com/watch?v=r9dRCTGdkK4>

Watch the “Things to do in Carlyle and Eisenhower” video at:

<https://www.youtube.com/watch?v=MRggXUQDos0>

Watch the “Things to do in Del Ray” video at:

<https://www.youtube.com/watch?v=Q0Z5F52AYWM>

Tall Ship *Providence* Arrival



King Street Corridor Growth & Sustainability Plan



New Consumer Research



Destination  Analysts

VISIT
Alexandria

Topline Research Takeaways

Product strengths:

- Waterfront
- Walkability
- DC proximity

Opportunities:

- Accolades
- ↑ Length-of-stay
- ↑ Awareness

Personas:

- Historic/Small-town charm
- Active/High-energy
- High quality/High value



New Destination Ad Campaign



VISIT
Alexandria

New Strategic Direction for Meetings

The Leadership Collection™ at Alexandria

George Washington Leadership
Institute at Mount Vernon

Building Momentum



McChrystal Group



A SINGLE SPARK...

CAN START A BLAZE OF INSPIRATION.

Ignite your breakthrough thinking in a destination that has influenced leaders for centuries. Just minutes from D.C., Alexandria is fueled by a spirit of innovation that dates back to George Washington and continues today.

Named the 2018 #1 Best Value U.S. Travel Destination by *MONEY* and a Top 5 Small City by *Condé Nast* readers, Alexandria's walkable, nationally-designated historic district hums with restaurants, boutiques and intimate museums alongside four-star boutique and brand-name conference hotels accommodating groups up to 800. Inspire your attendees with authentic experiences and out-of-the ordinary venues.

Introducing The Leadership Collection™ at Alexandria

Now affordable access is at your fingertips to three nationally-recognized programs featuring groundbreaking content and facilitators. A growing hub for innovation and a hidden gem for executive to mid-size meetings, Alexandria is the ideal location to motivate, inspire and develop leaders.

Find out more at AlexandriaLeadershipCollection.com or (703) 652-5360.

Alexandria
EST. 1749

MeetAlexandriaVA.com

VIRGINIA IS FOR LOVERS



Watch the “Meet in Alexandria” 3-minute video here:
<https://www.youtube.com/watch?v=Nhdlx2ee1ZI>

An aerial photograph of the Alexandria, Virginia waterfront at sunset. The sun is low on the horizon, casting a warm orange glow over the city and the water. In the foreground, numerous boats are docked at a long pier. Behind the pier, several large buildings are visible, including a prominent white building with a clock tower and a large brick building. The city skyline extends into the background under a hazy sky.

VISIT *Alexandria*

VisitAlexandriaVA.com | #visitALX

Thank you.

Thanks to Our Valued Partner



City of Alexandria

Thanks to Our Valued Partner

**VIRGINIA
IS FOR
LOVERS®**

Virginia Tourism Corporation

VISIT
Alexandria

Thanks to Our Charter Members

GEORGE WASHINGTON'S
MOUNT ★ VERNON

POTOMAC
RIVERBOAT COMPANY

**Burke &
Herbert
Bank**

At Your Service Since 1852®



Alexandria Hotel Association

VISIT
Alexandria

Thanks to Our Host for This Evening

The Birchmere

King Street Corridor Initiative

Thanks to Our Partners



City Manager's Office

*Department of Project
Implementation*

*Department of Recreation, Parks &
Cultural Activities*

*Department of Transportation &
Environmental Services*

Office of Historic Alexandria



FOUNDING FUNDERS

Lead Partners

Alexandria Hotel Association

Alexandria Restaurant Partners

Asana

Carr Hospitality

TTR Sotheby's International Realty

Community Contributors

Alexandria Chamber of Commerce

EYA

Port City Brewing Company

Tall Ship Providence Foundation

Neighborhood Partners

Chadwicks Restaurant

Old Town Business Association

Pizzeria Paradiso

Potomac Riverboat Company

Urbano 116 and Augie's Mussel House

