



**VISIT ALEXANDRIA PRESENTS**

**WHAT'S NEW IN 2016?**

**January 14, 2016**



*The Lyceum: Alexandria's History Museum*



## **SPECIAL THANKS TO OUR CORPORATE SPONSOR**

**Burke &  
Herbert  
Bank**

*At Your Service Since 1852*

## **AND OUR CHARTER MEMBERS**

GEORGE WASHINGTON'S  
**MOUNT ★ VERNON**



*Carluccio's*



Alexandria Hotel  
Association

**Jan. 29 - Feb. 7, 2016**

**EXTRAORDINARY**

*Alexandria*  
**restaurant  
week**

**OVER 60 RESTAURANTS WITH \$35 MENUS!**

**[AlexandriaRestaurantWeek.com](http://AlexandriaRestaurantWeek.com)**



**Browse Menus - Make Reservations**



**Explore the sites and stories  
that inspired the series.**

★ A NEW PBS ORIGINAL SERIES ★

**MERCY  
STREET**

PREMIERES SUN JAN 17 10/9c



Discover more than two dozen exhibits, tours and events.

**[VisitAlexandriaVA.com/MercyStreet](http://VisitAlexandriaVA.com/MercyStreet)**

EXTRAORDINARY

*Alexandria*

**Patricia Washington**  
President & CEO  
Visit Alexandria

EXTRAORDINARY

*Alexandria*

**Hon. Allison Silberberg**

Mayor

City of Alexandria

EXTRAORDINARY

*Alexandria*

**Jim Mackay**

Director

The Lyceum, Alexandria's History Museum

EXTRAORDINARY

*Alexandria*

**Claire Mouledoux**  
Director of Communications  
Visit Alexandria

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*Alexandria*

**Mercy Street 101**

EXTRAORDINARY



# Get Mercy Street certified!

Train your colleagues, staff and  
ALL docents and front desk staff  
so that visitors have the  
extraordinary Mercy Street-inspired  
experience we've been promoting.



# What is Mercy Street?



- PBS' first American drama in ten years
- Broadcast nationwide
- Inspired by real events in Civil War Alexandria
- Six-part series
- Premiering on Sunday, January 17 at 10 pm
- Follows "Downton Abbey" during six episodes of Downton's finale season

EXTRAORDINARY

# Alexandria

**To capitalize on Mercy Street, Alexandria presents more than two dozen new visitor experiences in 2016**



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

EXTRAORDINARY



# Visitor Information

Alexandria connection and Mercy Street related  
sites, exhibits, events and tours:

[VisitAlexandriaVA.com/MercyStreet](http://VisitAlexandriaVA.com/MercyStreet)

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# Visitor Information

**Alexandria Visitor Center**

221 King Street

(703) 746-3301

**Rack cards**

**Posters**

EXTRAORDINARY



# Visitor Information

## Social Media

Hashtag	#ExtraordinaryALX
Facebook	/VisitAlexandriaVA
Twitter	@AlexandriaVA
Instagram	@VisitAlexVA

**[blog.VisitAlexandriaVA.com](http://blog.VisitAlexandriaVA.com)**



# PBS Information

Series information, episodes and content

[www.pbs.org/mercy-street/home/](http://www.pbs.org/mercy-street/home/)

## Social Media

Hashtag **#MercyStreetPBS**

Twitter **@PBS**

Instagram **@pbsofficial**

EXTRAORDINARY

# Alexandria

## Elevator Speech

PBS' first American drama in ten years is inspired by real events in Civil War Alexandria, Virginia.



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

EXTRAORDINARY



# Elevator Speech

In celebration of the show, Alexandria is launching **more than two dozen new tours, exhibits and events in 2016.**

**Premiering on Sunday, January 17 at 10 pm on PBS, Mercy Street will follow the final season of “Downton Abbey” for six episodes.**

EXTRAORDINARY

# Alexandria

## Elevator Speech

Mercy Street is set in **1862** in **Alexandria** during the **Civil War**.

The series follows the lives of two volunteer nurses on opposite sides of the conflict; nurse **Mary Phinney**, a staunch New England abolitionist, and **Emma Green**, a young Confederate belle.



EXTRAORDINARY

# Alexandria

## Elevator Speech

The two collide at **Mansion House Hospital**, which was the Green family's luxury hotel that has been taken over and transformed into a Union Army Hospital.



Mercy Street set



The real hospital in Alexandria

EXTRAORDINARY

# Alexandria

## Elevator Speech

Produced by Ridley Scott and filmed in Virginia.

Many characters are based on real people.



PBS worked with an all-star team of historical advisors including **Audrey Davis, Director of the Alexandria Black History Museum.**

EXTRAORDINARY

# Alexandria

## Major Themes

Civil War medicine

Changing role of women

African Americans claiming their freedom



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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## Brief History

Alexandria is the only place where personal stories of the **Union and Confederacy converge in a city setting.**

Alexandria was the **longest Union occupied territory of the Civil War.**

EXTRAORDINARY



# Brief History

Virginia seceded from the Union  
on May 23, 1861.

Due to the city's **proximity to Washington, DC**,  
Alexandria was quickly taken over as part of the  
**defenses of Washington.**

EXTRAORDINARY

# Alexandria

## Brief History

More than 30 buildings were taken over  
as hospitals.



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

EXTRAORDINARY

*Alexandria*

Frequently Asked Questions

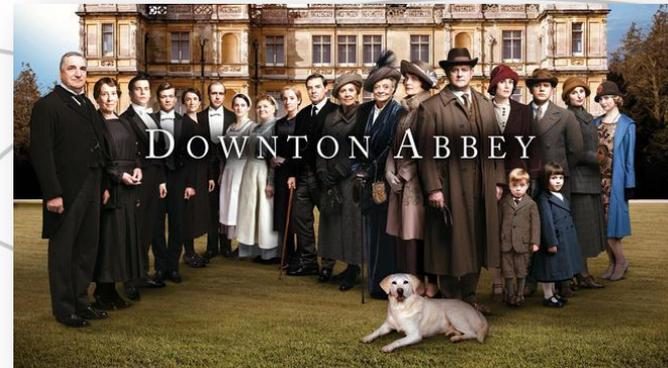
EXTRAORDINARY

# Alexandria

## When does the show air?

**Premieres January 17 and runs for 6 episodes**

- *Airs Sunday nights at 10 pm after Downton Abbey*
- *Episodes posted Sunday nights on PBS.org at 12:01 am (just after midnight)*



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# Where can I watch?

**Broadcast TV**: PBS stations nationwide

**Streaming**: Each episode starts streaming at 12:01 am  
Sunday night on all platforms.

*Desktop and Mobile*: For a limited time, full episodes will be on  
the website at [www.pbs.org/show/mercy-street/](http://www.pbs.org/show/mercy-street/)

*Streaming Devices (Apple TV, Roku, Amazon Fire, etc)*: Find info  
about PBS streaming channels/apps:

[www.pbs.org/anywhere/home/](http://www.pbs.org/anywhere/home/)

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# Where is Mercy Street in Alexandria?

- Mercy Street is a fictional nickname created for the show
- Recommend starting visit at **Fairfax Street**, location of:
  - Former Mansion House Hospital
  - Carlyle House (the Green family home featuring a Mansion House Hospital exhibit)
  - Stabler-Leadbeater Apothecary Museum (featuring Green family exhibit)

EXTRAORDINARY



# Why is the show called Mercy Street?

*From Co-Executive Producer Lisa Wolfinger:*

“The name of the actual place, ‘Mansion House Hospital’ and the streets around it, King Street and Fairfax Street said very little about the series. So we came up with a fictional nickname for the street that led from the docks to the hospital: ‘Mercy Street.’ It fit thematically-- nurses were referred to as ‘Angels of Mercy’ and the theme of ‘mercy’ is in all the literature of the period.”

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# Alexandria

## Where is the show filmed?

- In Virginia in the Richmond area
- Richmond has a robust film industry and infrastructure, offering a good value which attracted the production



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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# Alexandria

## Where is the show filmed?

- Interiors were filmed in Richmond
- Exteriors in nearby Petersburg
- Petersburg has similar streetscapes to Old Town Alexandria but is a much quieter town that was not disrupted by shutting down areas for weeks at a time



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# Alexandria

## What are some of the sites I can visit?

- Mansion House Hospital (exterior view)
- Carlyle House
- Stabler-Leadbeater Apothecary Museum
- Alexandria Black History Museum



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## More related museums and sites:

- Lyceum – Alexandria’s History Museum
- Fort Ward Museum & Historic Site
- Contrabands and Freedmen Cemetery
- Ivy Hill Cemetery
- Lee-Fendall House
- The Athenaeum
- Gadsby’s Tavern Museum

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**If I have just an hour or two, what should I do first to explore the stories told in Mercy Street?**

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*Alexandria*

# Mansion House Hospital - Exterior



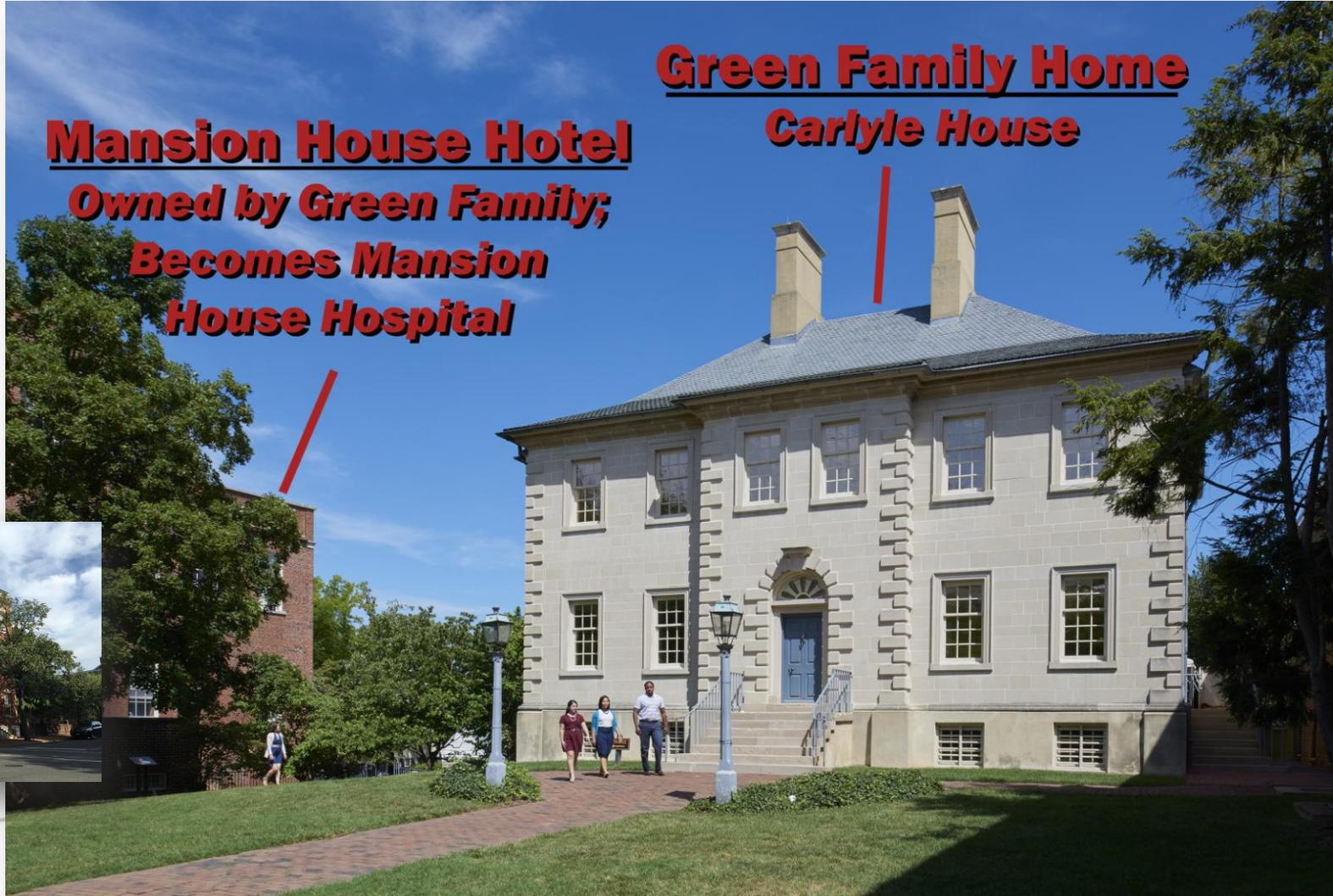
**133 N. Fairfax St.**

EXTRAORDINARY

# Alexandria

**Mansion House Hotel**  
***Owned by Green Family;***  
***Becomes Mansion***  
***House Hospital***

**Green Family Home**  
***Carlyle House***



EXTRAORDINARY



# The Real Mansion House from PBS' Mercy Street *Carlyle House Property Through the Years*

<p>Front View, looking Southeast</p>	<p>Not part of property</p>		
<p><b>Carlyle House Built</b></p>	<p><b>James Green Buys Property</b></p>	<p><b>James Green Expands Hotel</b></p>	<p><b>Hotel Addition Removed</b></p>
<p><b>1752</b></p> <p>Back View, looking Northwest</p> <p>Carlyle Family Home</p> <p>N. Fairfax St.</p> <p>Cameron St.</p> <p>Potomac River Shoreline</p> <p>N. Lee St.</p> <p>By the 1790's, the Potomac River gets filled in, creating present-day N. Lee St.</p>	<p><b>1848</b></p> <p>Bank of Alexandria Built in 1807</p> <p>N. Fairfax St.</p> <p>Cameron St.</p> <p>Green Family Home</p> <p>N. Lee St.</p> <p>Green lives in Carlyle House; turns the former Bank of Alexandria into Mansion House Hotel</p>	<p><b>1855</b></p> <p>In 1861, Hotel becomes Mansion House Hospital during Civil War</p> <p>N. Fairfax St.</p> <p>Cameron St.</p> <p>N. Lee St.</p> <p>The set of PBS' Mercy Street is inspired by this phase of the Mansion House Hotel</p>	<p><b>1970s</b></p> <p>Marks still visible where central hotel addition was removed</p> <p>N. Fairfax St.</p> <p>Cameron St.</p> <p>N. Lee St.</p> <p>Site Appears as it Does Today</p>

See [VisitAlexandriaVA.com/MercyStreet](http://VisitAlexandriaVA.com/MercyStreet) for more information plus Mercy Street-inspired tours, exhibits and events



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# Alexandria

## Mansion House Hospital - Exterior



133 N. Fairfax St. today



During Civil War

EXTRAORDINARY

# Alexandria

## Mansion House Hospital - Exterior



^ 133 N. Fairfax St. today



^ During Civil War

Set in Petersburg >



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# Carlyle House

Green family home

Exhibit *Who These Wounded Are: The Extraordinary  
Stories of the Mansion House Hospital*



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# Stabler-Leadbeater Apothecary Museum

## Green Family Exhibit



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# Book a Tour

If planning in advance, contact the **Alexandria Visitor Center** at **703-746-3301** or **ask@visitalexva.com** and see **VisitAlexandriaVA.com/MercyStreet**



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## If I have a weekend to explore:

- Book the “**Have Mercy**” package at Kimpton’s Hotel Monaco Alexandria
- **Book a tour** from list at [www.VisitAlexandriaVA.com/MercyStreet](http://www.VisitAlexandriaVA.com/MercyStreet)  
(some require advanced reservation)

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## If I have a weekend to explore:

- Check special events and lectures at [www.VisitAlexandriaVA.com/MercyStreet](http://www.VisitAlexandriaVA.com/MercyStreet)
- Visit more historic sites and exhibits – see list at [www.VisitAlexandriaVA.com/MercyStreet](http://www.VisitAlexandriaVA.com/MercyStreet)
- Visit **Jackson 20** and **Blackwall Hitch** for **Civil War-era throwback cocktails**

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# How to handle sensitive questions

Visitor feels “One side of the war is getting more coverage than another.”

- Recommend history resources on PBS.org
- Mercy Street and our sites present **all sides of the story** from diverse perspectives so that people can understand the **human side** and how the war **affected people living in Alexandria at the time.**



# How to handle sensitive questions

Visitor says “I heard the City of Alexandria is evaluating Confederate monuments and street names.”

- **City Council has appointed an advisory group** to make recommendations about Confederate memorials and street names
- Go to [alexandriava.gov/confederate](http://alexandriava.gov/confederate) for updates and to submit feedback

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# How do I get involved?

Create a cocktail, menu item, event,  
watch party or other Mercy Street-  
inspired activity or promotion

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# Some Dos and Don'ts

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# **DON'T use "Mercy Street" in the name of your product**

Legally that would require a license from PBS.

## NOT LEGAL Examples:

- Beyond Mercy Street - NO
- From Fairfax Street to Mercy Street - NOPE

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# DO use “Mercy Street-inspired” in your product description

You can say “Inspired by PBS’ Mercy Street”  
in the description of your  
product/event/exhibit/promotion or  
“Mercy Street-inspired” to describe a category  
of things

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# **DO create a clever name using series themes and character names of real historical figures.**

Examples:

- “Have Mercy” package at Hotel Monaco Alexandria
- “Lee’s Temptation” cocktail at Jackson 20; “Confederate Flip” cocktail at Blackwall Hitch
- “Beyond the Battlefield” walking tour by Lee-Fendall House
- “Green Family Exhibit” at the Stabler-Leadbeater Apothecary Museum
- “Medical Heroism in Alexandria” land and water tour by DC Military Tours and Potomac Riverboat Co.

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**DO alert Visit Alexandria so we  
can promote**

**Contact Sara Stanton**

**sstanton@visitalexva.com | 703-652-5373**

**with your Mercy Street-inspired items.**

**Use #MercyStreetPBS #AlexandriaVA and  
#ExtraordinaryALX**

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# How to get marketing materials

Contact Melanie Fallon at the

Alexandria Visitor Center

[mfallon@visitalexandria.com](mailto:mfallon@visitalexandria.com) | 703-746-3301

for posters and rack cards

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# How to handle press inquiries

Direct to Claire Mouledoux at Visit Alexandria  
[cmouledoux@visitalexva.com](mailto:cmouledoux@visitalexva.com) | 703-652-5367

Claire coordinates with PBS,  
the City government, and local sites and partners

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*Alexandria*

Spread the word about Alexandria  
experiences and tune in!

Sun., Jan. 17

10 p.m.

PBS



[VisitAlexandriaVA.com/MercyStreet](http://VisitAlexandriaVA.com/MercyStreet)

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What's New in 2016

EXTRAORDINARY

Alexandria

# Carlyle House

Green family home



Exhibit *Who These Wounded Are: The Extraordinary  
Stories of the Mansion House Hospital*

Opens January 19, 2016

**V**IRTUE  
FEED & GRAIN

ALEXANDRIA, VA  
**LENA'S**  
wood-fired pizza & tap

ALEXANDRIA ★ RESTAURANT ★ PARTNERS  
**arp**

**PALETTE 22**

The  
**MAJESTIC**  
est. 1932

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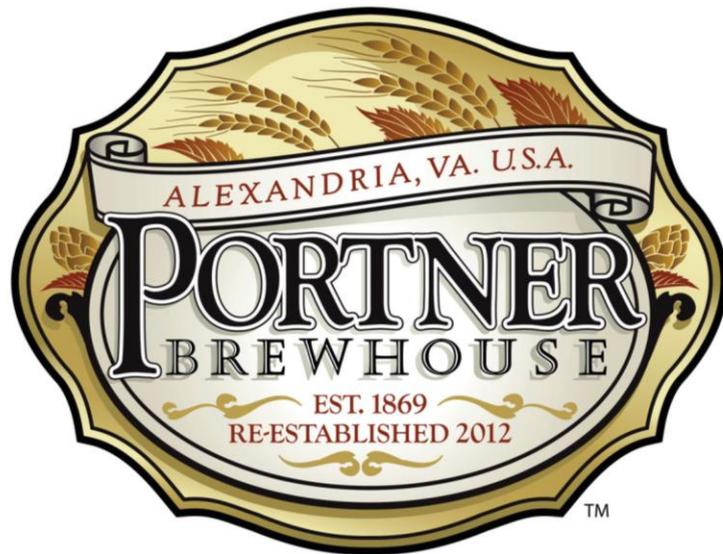
*Alexandria*



**Opening Late Spring 2016**

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**Opening Summer 2016**

EXTRAORDINARY

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# Port City Brewing Co.



The Washington Post

Going Out Guide

## It's official: Port City is the best small brewery in America



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# Hank's Pasta Bar

Early 2016



# Common Table

March/Spring 2016



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*Alexandria*



# Buzz Bakeshop

Open now



# Swing's Coffee

100<sup>th</sup> Anniversary

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# The Birchmere

## 50<sup>th</sup> Anniversary



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# Hilton Alexandria Old Town



**New Look, New Restaurant**

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# Morrison House, A Kimpton Hotel



April 2016

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*Alexandria*

# Travel Research and 2016 Consumer Trends

Vito Fiore

Marketing & Research Manager

Visit Alexandria

# #1: Economy Facing Crosswinds

## Risks:

- ↑ dollar
- ↓ global trade

## Opportunities:

- ↓ gas prices = \$1,000 extra per household
- ↑ job market

**2016 forecast: +2.6% GDP**



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## #2: Travel Industry Defying Gravity.....For Now

- **Room demand > GDP growth** for 6 straight years (2015: 2.9% vs. 2.5%)\*
- 69 consec months RevPAR growth\*\*
- **Room supply/demand gap narrowing\*\***
- Occ highest in upscale and higher\*\*
- 2016? Back to reality: **room demand to fall behind eco growth** (2.2% vs 2.6%)\*
- **RevPAR forecast: +5.7% for 2016\*\***



\*Adam Sacks, Oxford Economics

\*\*Smith Travel Research

## #3: International Outlook

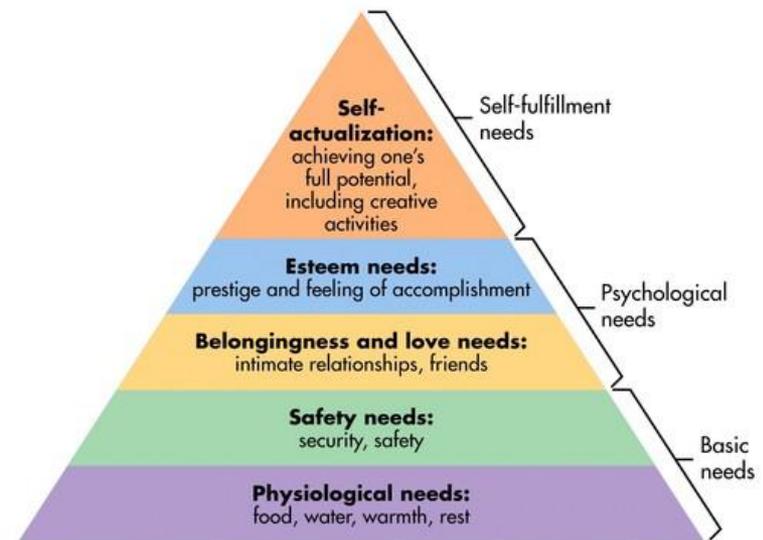
- **Canada arrivals ↓8% \***
- **U.K. recovering**
- Europe soft
- **Emerging markets ↓**
- China growing slowly
- Risks: exchange rate, social, political factors
- IPW coming to DC in 2017





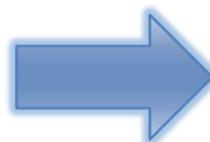
# #5: Hi-Tech + Hi-Touch: The Role of Human Relationships

- Must be in digital space, but **personal service can't be replaced**
- Role for trusted info, local experts
- **Context**, not content is king
- Technology draws us apart, but sharing economy rebuilding human relationships, we are wired to need
- Points → Perks



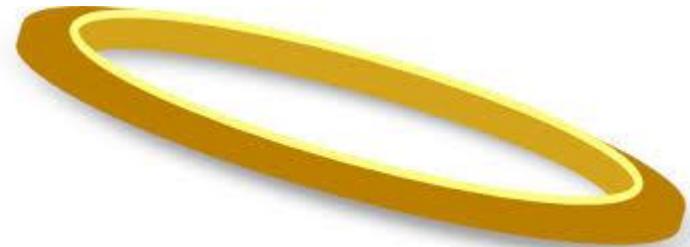
## #6: Big Data and the Rise of Anticipatory Technology

- Marketer was in control, then consumer in control, **now devices in control**
- 5.9 billion smartphones by 2020 (source: *Rohit Talwar, Fast Future*)
- We're being tracked → data
- Screens → sensors; anticipatory technology



## #7: Economic Development Halo Effect

- Tourism promotion ↑ reputation of a community across multiple attributes
- “Pure Michigan” case study  
Michigan = “good place to live”:
  - Just saw ads: ↑ 65%
  - Just visited: ↑ 70%
  - Ads + Visited: ↑ 146%
- Longwoods research (10 cases):
  - ↑ good place to live
  - ↑ start a family
  - ↑ start a business



Source: Longwoods Research

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Alexandria

## #8: Power of a Passionate Brand

- People react well to a brand/organization that looks like it loves what it does
  - Mission first → bottom line
- Businesses with a higher purpose



## #9: Millennial Mythbusting

- Life stage more important than generation
- Older millennials  $\leftarrow \rightarrow$  "Gen X"
- Millennials :
  - $\uparrow$  technology more
  - Share their story
  - Shorter, more frequent trips
  - $\downarrow$  repeat trips
  - $\uparrow$  Education  $\rightarrow$   $\uparrow$  debt  $\rightarrow$  later marriage, house, kids



EXTRAORDINARY

*Alexandria*

## #10: Who are the New Travelers?

- ↑ **Millennials** → soon largest traveling generation
- ↑ **Single** travelers
- Airbnb, other **sharing concepts as entry point**: introducing new travelers = opportunity?



Any questions? Contact:

**Vito Fiore**

[vfio@visitalexva.com](mailto:vfio@visitalexva.com)

January 14, 2016



## DEVELOPMENT & BUSINESS GROWTH IN ALEXANDRIA

Christina Mindrup | *Vice President, Real Estate*

ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP

# City of ALEXANDRIA



ALEXANDRIAideal.com



## KEY LANDMARKS

- |                                     |  |
|-------------------------------------|--|
| 1. Landmark Mall                    | 6. United States Patent and Trademark Office |
| 2. BRAC - 153 - Mark Center         | 7. The Birchmere Music Hall                  |
| 3. Inova Alexandria Hospital        | 8. Potomac Yard Shopping Center              |
| 4. T.C. Williams High School        | 9. Alexandria City Hall                      |
| 5. George Washington Masonic Temple | 10. Tompkins Center for Art Center           |



Metro Station  
 BLUE LINE  
 YELLOW LINE



King Street Trolley



VRE / Amtrak Station

Residential Area

Public Park

Ronald Reagan Washington National Airport



# POTOMAC YARD

New infill Metro Station will service Office, Hotel, Retail & More



1. Project Site Location - Potomac Yard, Land Bay H
2. New Metrorail Station - 898 WLF
3. Potomac Yard Town Center - 687 WLF
4. Crystal City - 1.85 miles

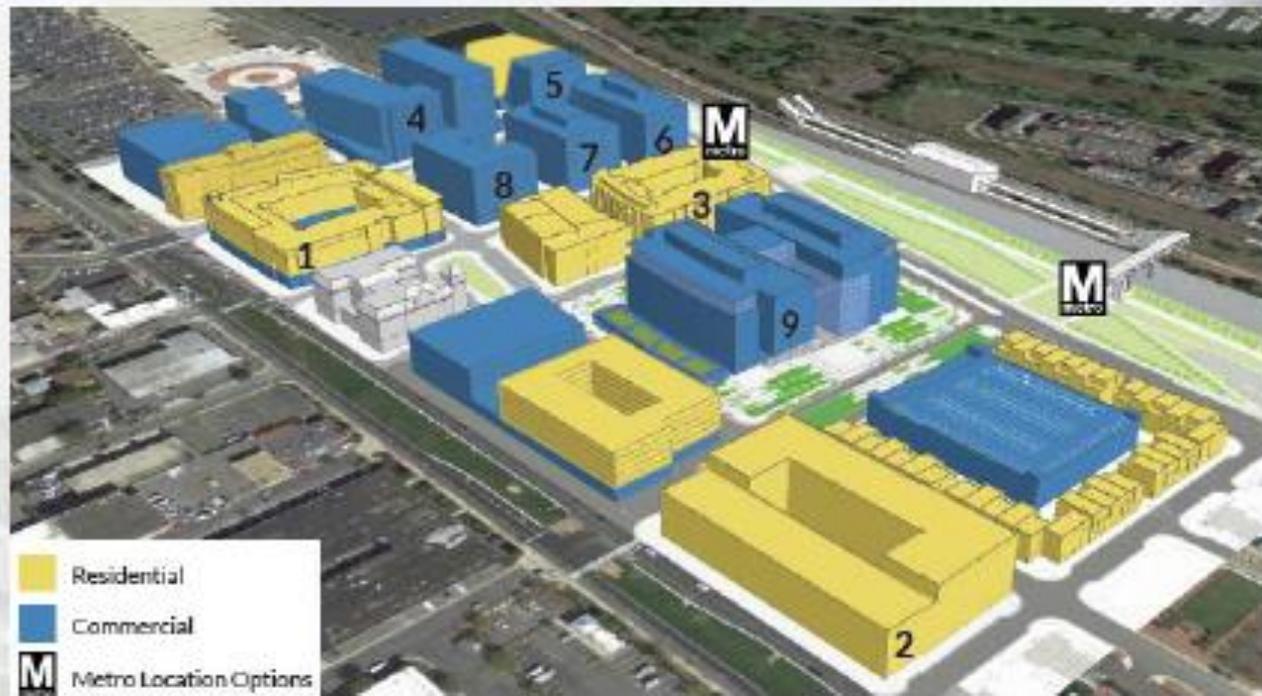
5. The Pentagon - 2.84 miles
6. The National Mall - 4.5 miles
7. US Capitol Building - 5.5 miles
8. Ronald Reagan National Airport - 2.2 miles





# THE EXCHANGE AT POTOMAC YARD

Town Center includes office and retail, hotel, GSA tenant site

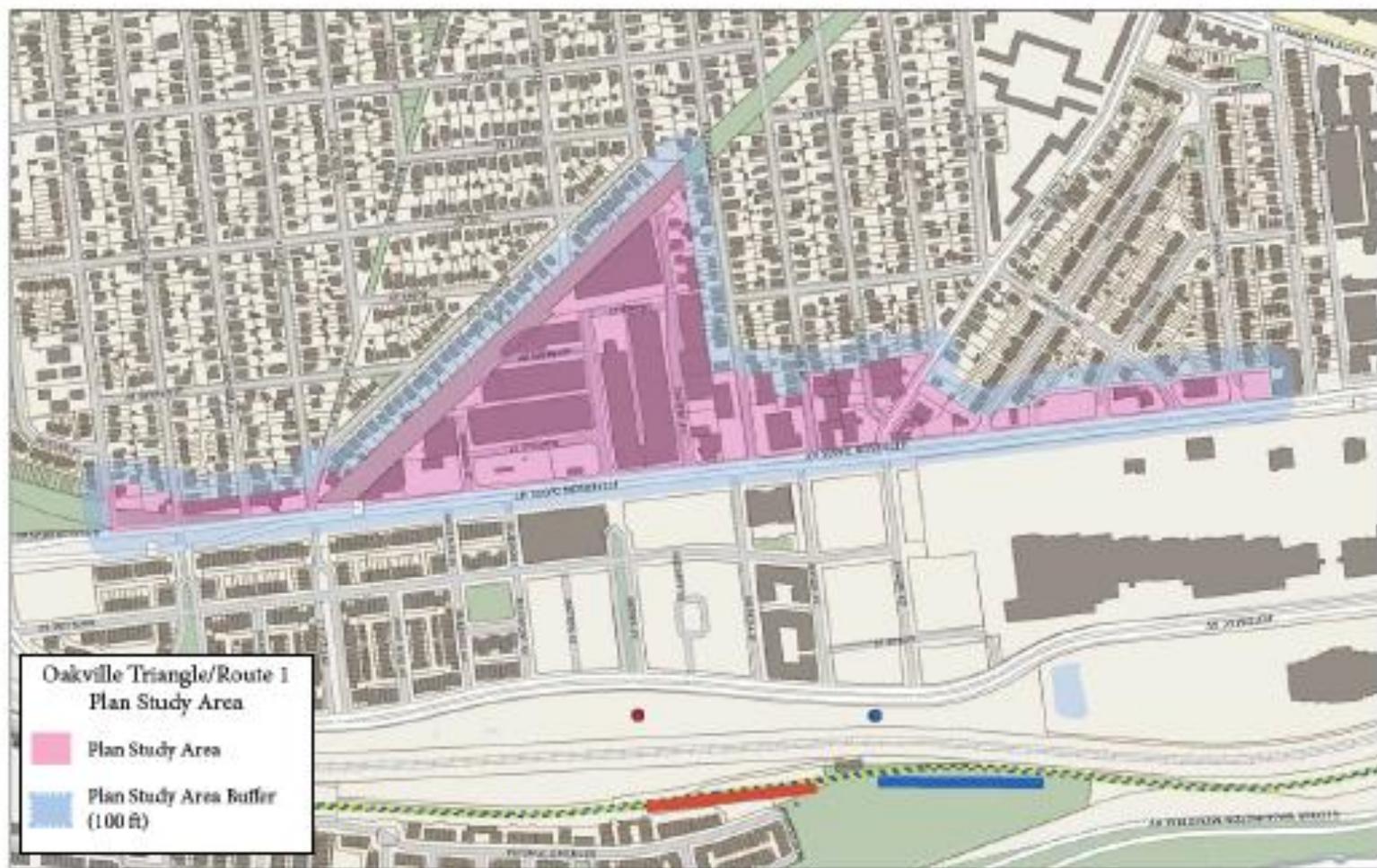


JBG and MRP  
825 Multifamily residential units  
1.5M of office development  
200,000 SF retail space  
Under construction

# OAKVILLE TRIANGLE

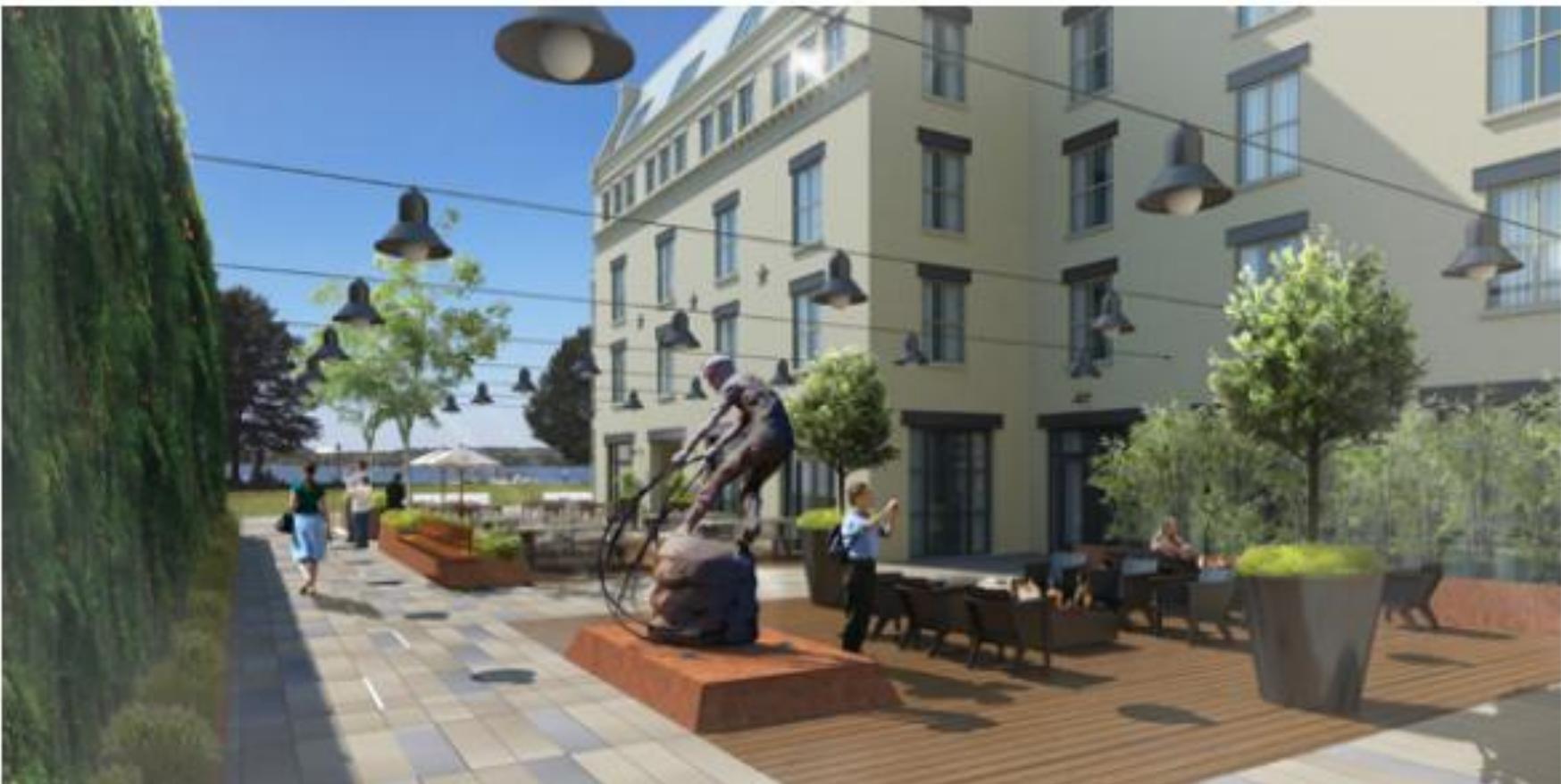
StoneBridge  
Carras  
mix of  
residential,  
office and  
retail  
Reuse of  
warehouses

Construction  
start- end of  
2016





**WATERFRONT**



# HOTEL INDIGO- ALEXANDRIA

Carr City Centers  
121 room boutique hotel  
Signature restaurant  
Under Construction!



# ROBINSON TERMINAL SOUTH



EYA and JBG  
280,000 sf retail and residential  
vacant warehouses- former Washington Post  
Construction start- early 2016



North Elevation on Prince Street



West Elevation Facing The Strand

# OLD DOMINION BOAT CLUB

200 The Strand Street  
New boat club & parking lot  
Construction start- year-end 2015



View From Southeast Corner

# ROBINSON TERMINAL NORTH



City Interests/Rooney Properties/Manhattan Construction  
239,000 SF of residential, retail, hotel and cultural space  
Construction start- mid 2016

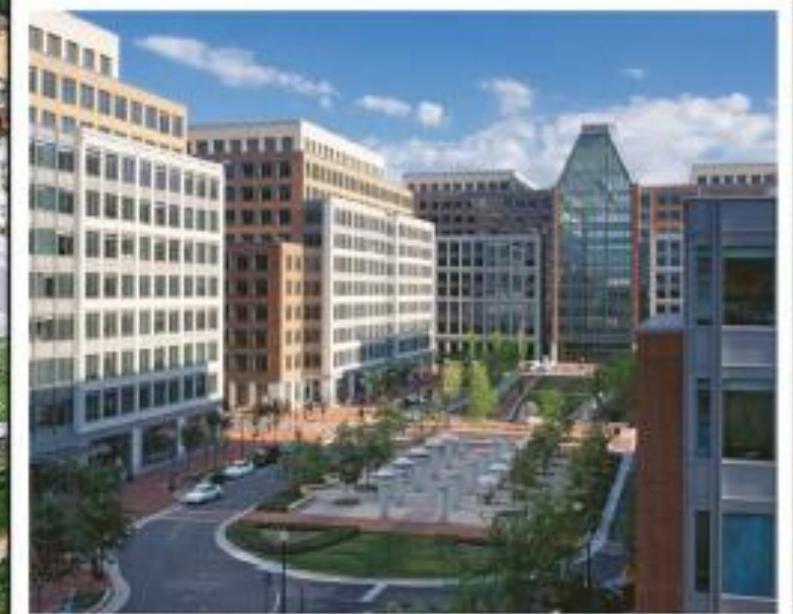


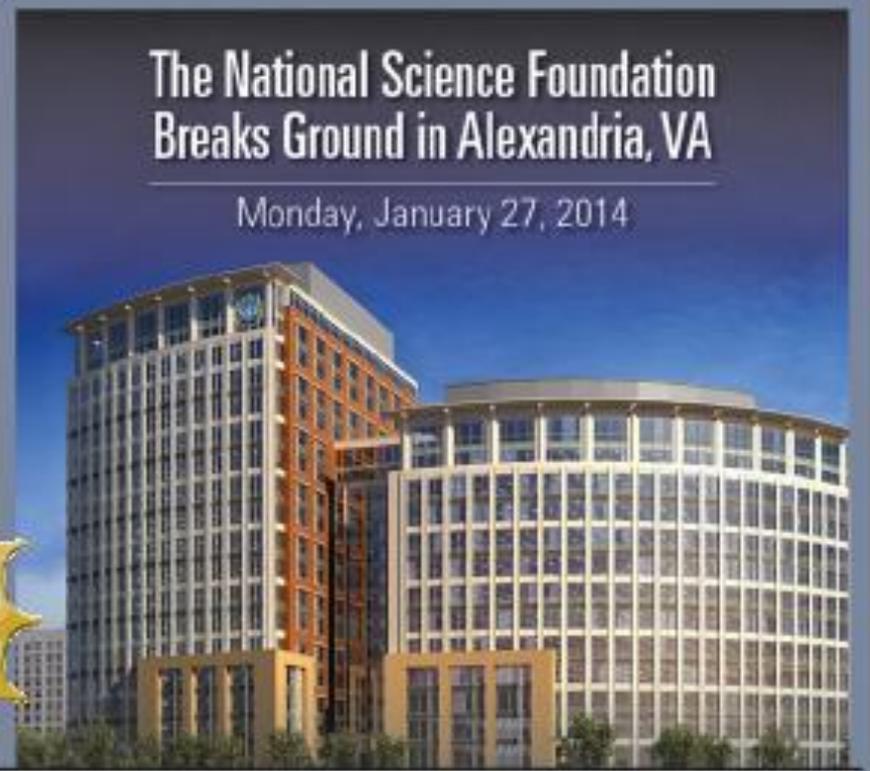
# CARLYLE AND EISENHOWER AVENUE

Office, Hotel and Multi-Family Residential on Metro

NSF

USPTO







# EISENHOWER GATEWAY

Paradigm  
477 Multifamily  
residential units  
Under construction!



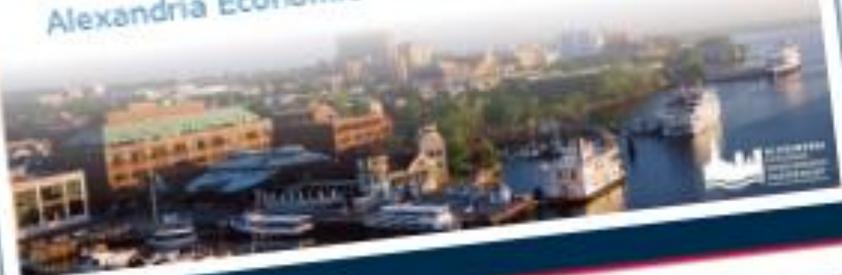


# SUBSCRIBE FOR WEEKLY NEWS

Every Monday morning

## This Week in Economic Development

The week of August 10 - 16, 2015  
Alexandria Economic Development Partnership



### Contact Us

If you have questions this weekly update, please contact the AEDP staff:

Stephanie Landrum  
President & CEO  
[Stephanie@AlexDev.org](mailto:Stephanie@AlexDev.org)

Christina Minkov  
Vice President, Commercial Real Estate

### Events & Activities

The Capital Press & the Banker Labs DC Summer Accelerator Series continues this week, four distinct frameworks of instruction designed to ignite ideas, careers, and businesses. These events, centered around **entrepreneurship and transition**, **business administration**, **growth management**, and **government contracting**, will help attendees examine their career, business, and life from a new perspective (sessions held at Capital Post, 625 N. Washington St., Suite 425).

- Welcome to the Government Market, presented by Daniel Ceroni, Vice President and CLO, Global Talent at Delltek (Wed. 8/12 at 8:00 AM, [www.alexandria.com](http://www.alexandria.com))
- How to Use Design Thinking, presented by Tim Ogilvie, CEO of Peer Insight (Wed. 8/12 at 9:00 AM, [www.alexandria.com](http://www.alexandria.com))

The Alexandria SBDC and Visit Alexandria are co-sponsoring the Retail Monday Summer Series aimed at retail and restaurant businesses. This week two programs will focus on restaurants. The first is titled Food Retail Basics which explores what to do when you have developed the next great food product. From Farmers Markets to Retail Stores, learn how to

Look for this box at the bottom of our homepage, and submit your email address!

AlexandriaIdeal.com



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### STAY CONNECTED



Online Form Builder

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## Small Business Programs and Connections

**Gloria Flanagan**

Assistant Director

Alexandria Small Business Development Center

# Top Three Things to Remember

- Our services are free to City of Alexandria businesses
- We can save startups time and hassle
- Our focus is on solving problems and making connections

Any questions? Contact Gloria Flanagan at [gflanagan@alexandriasbdc.org](mailto:gflanagan@alexandriasbdc.org) or 703-778-2961.

We are co-located with Visit Alexandria and AEDP at 625 N Washington St., Suite 400 in Old Town.



# Our Resources for Hospitality

- We can make referrals if you are considering an expansion, build-out, or new location
- We have experts that you can consult with free of charge in a variety of areas:
  - Restaurant/retail industry experts
  - HR and employer issues
  - Social media
  - Health department
  - Legal issues



# Our New Initiatives for 2016

- Our theme for this year is *Making Connections that Count*
- We are starting a new mentoring program and are looking for potential mentors that:
  - Have expertise in various hospitality industries
  - Have experience with different specifics of starting or growing a business
- More information on the program will be available soon



EXTRAORDINARY

*Alexandria*

**Tom Kaiden**  
Chief Operating Officer  
Visit Alexandria

EXTRAORDINARY

*Alexandria*

# MGM National Harbor Resort Project Overview



EXTRAORDINARY

*Alexandria*

## Key Stats:

- Opening 4<sup>th</sup> Quarter 2016
- \$1.3 billion construction cost
- 70% of projected revenue=gaming
- 25,000 patrons/day
- 3600 employees
- 4800 parking spaces
- 308 hotel rooms (74 suites)
- 3000 slot machines
- 140 table games



EXTRAORDINARY

# Alexandria

## Amenities:

- 12 restaurants—partnering with 3 celebrity chefs (Jose Andres, Voltaggio brothers, Marcus Samuelsson)
- Also “market style” food court, sports bar (no betting), no buffet
- Upscale retail chains
- Spa/salon---27,000 sq ft



EXTRAORDINARY

# Alexandria

## Entertainment:

- Upscale—not a traditional eastern urban casino, more a Vegas-style resort
- 3000 seat theater (4000 if standing room). Can convert to large meeting space/dining hall with rounds.
- 120-150 shows/year
- Conservatory (1/3 larger than Bellagio and on 2 levels). Will change out conservatory display 5 X per year. Each changeout costs \$2.5 million.



EXTRAORDINARY

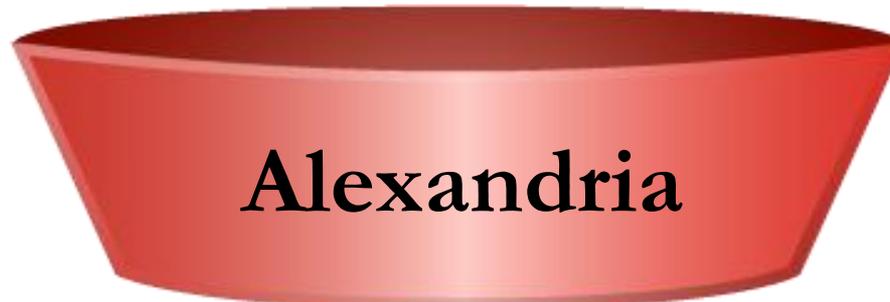
*Alexandria*

**Visit Alexandria  
Marketing Tools**

EXTRAORDINARY



## VISIT ALEXANDRIA MARKETING FUNNEL



- Advertising
- P.R.
- Meetings Sales
- International
- Web, Social Media



- VisitAlexandriaVA.com
- Publications
- Visitor Center
- Local Advertising



- Product/Service Line
- Pricing & Promotions
- Customer Service
- Invitation to Return

EXTRAORDINARY



# MARKETING TOOLS

[VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)



*Minutes from DC yet*  
**A WORLD AWAY**

On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant [arts and culture](#); and a welcoming, walkable lifestyle. Alexandria is the relaxed and refined home base for your DC vacation and an unforgettable getaway of its own.

**LET'S GET CARRIED AWAY**



*How Will  
Alexandria  
Move  
You?*

• Contact: Lia Wik,  
Destination Travel  
Network



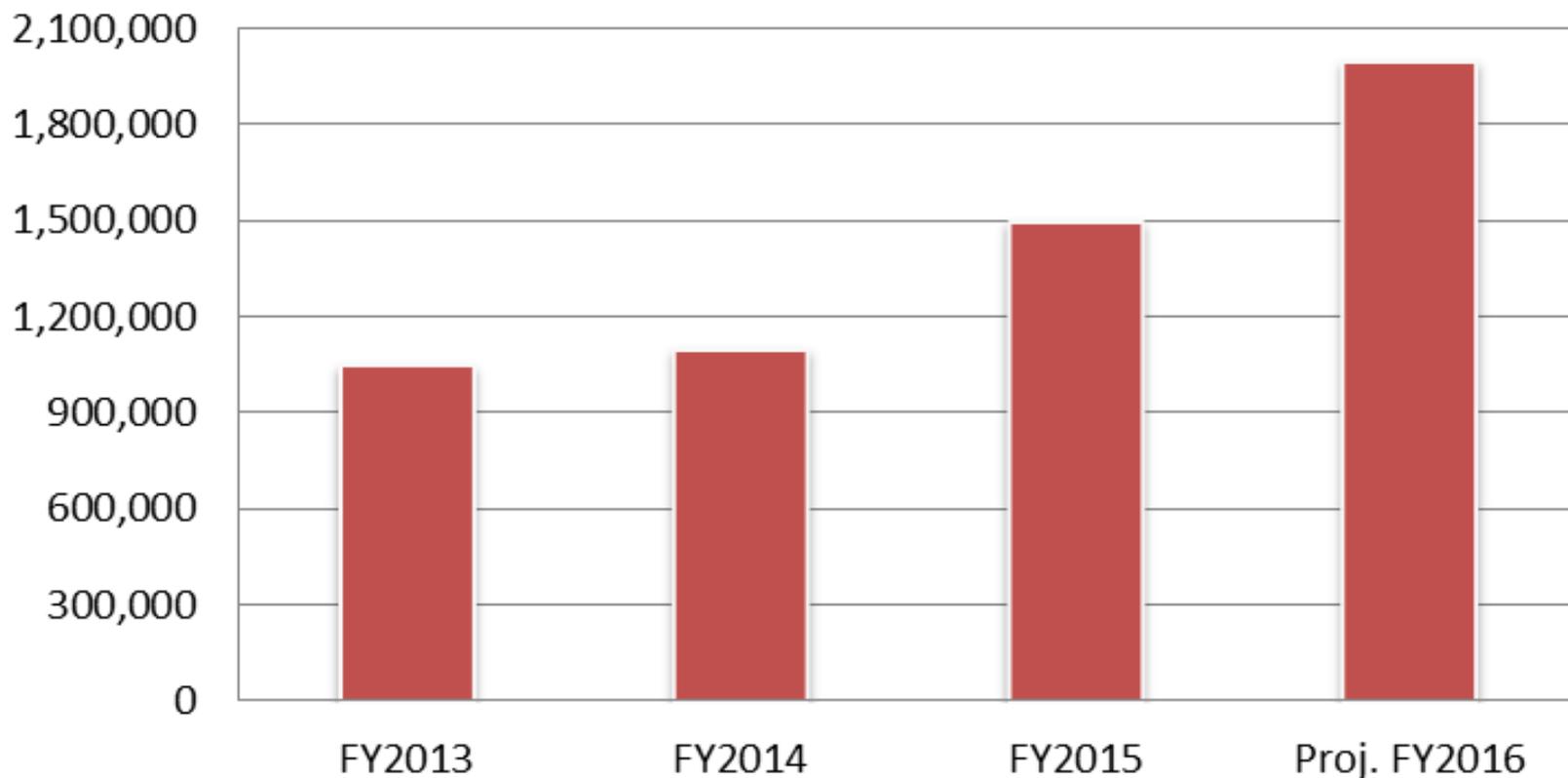
EXTRAORDINARY



# MARKETING TOOLS

[VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)

## Web Traffic



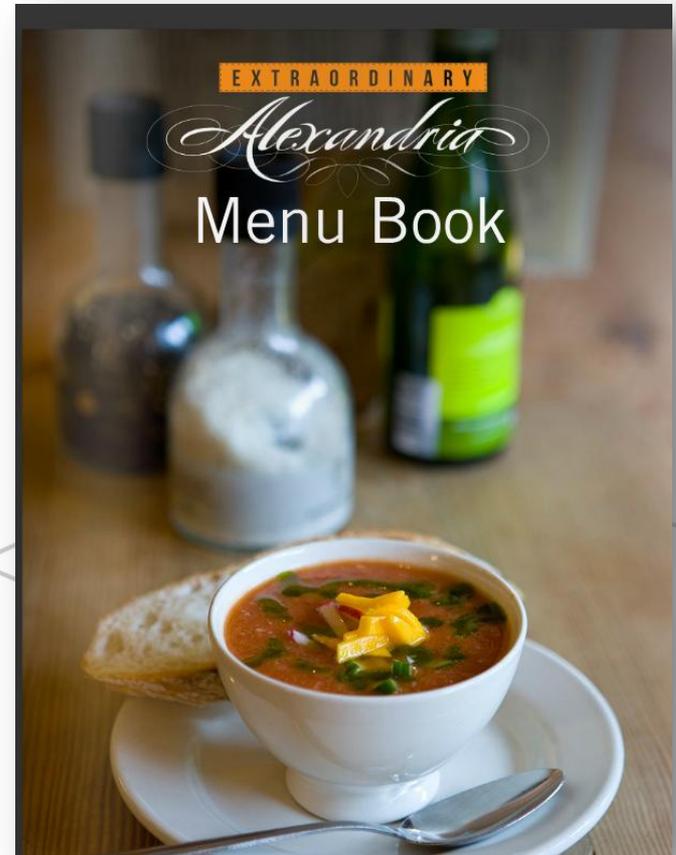
EXTRAORDINARY

*Alexandria*

## MARKETING TOOLS

### NEW: Official Alexandria Menu Book

- Latest Feature on [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)
- Modeled on Restaurant Week Book
- Organized by Meal and Neighborhood
- Menu listings from \$25/month
- Timing: Monthly
- Contact: Meredith Sasser

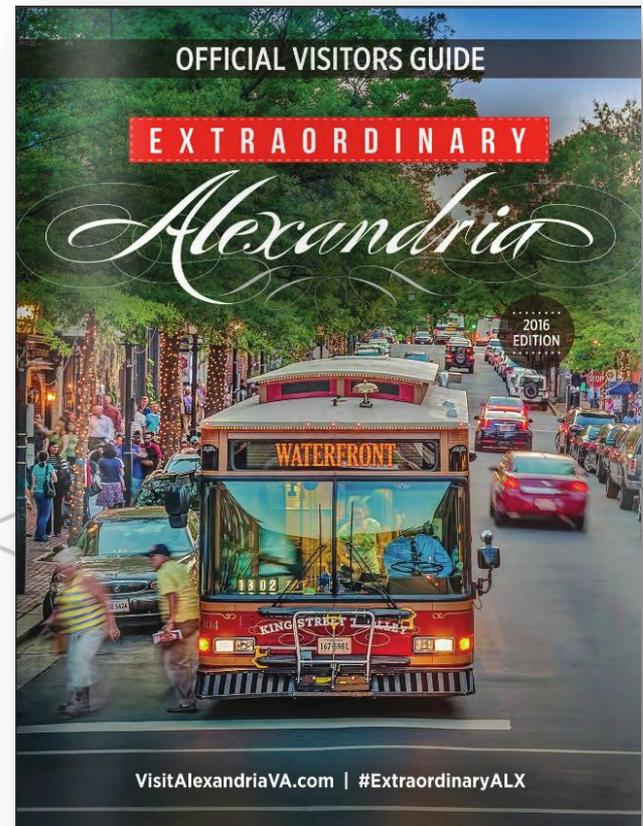




## MARKETING TOOLS

### Official Alexandria Visitors Guide

- 350,000 copies
- Free Listing
- Paid Advertising from \$200/month
- Timing: July 1 (listing)  
October 1 (ads)
- Contact: Rebecca Velinsky,  
Where Magazine



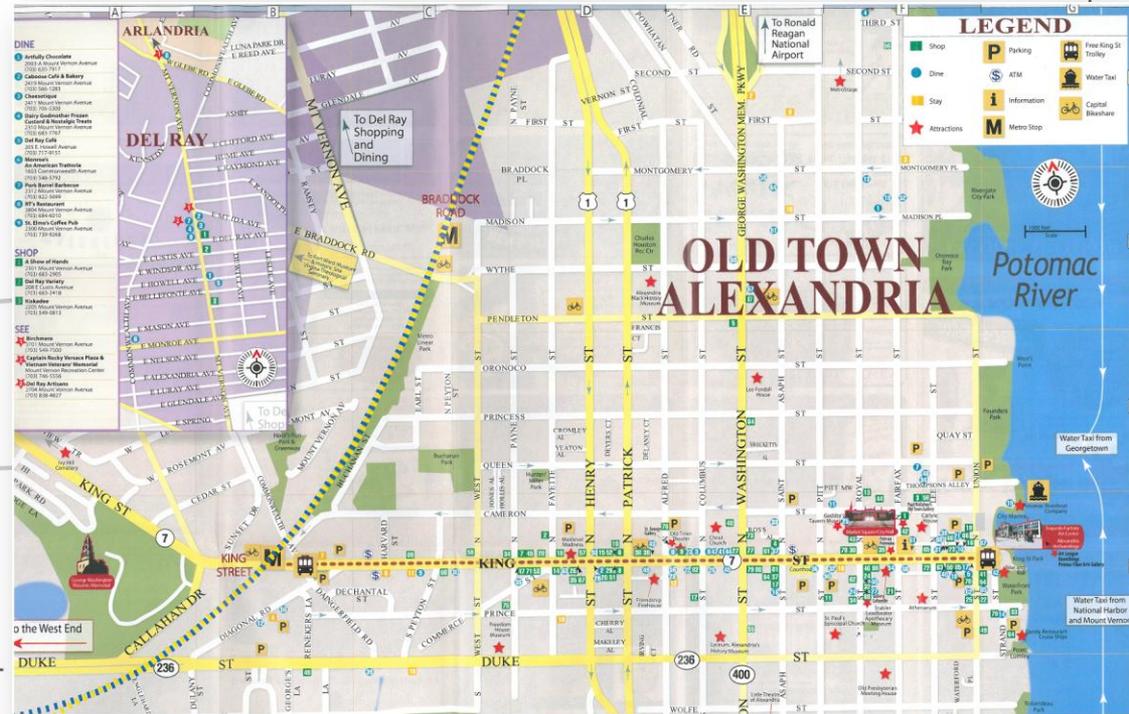
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Alexandria

# MARKETING TOOLS

## Official Alexandria Map

- 320,000 copies
- Free Listing
- Paid Advertising from \$125/month
- Timing: April 1
- Contact: Rebecca Velinsky, Where Magazine



EXTRAORDINARY

*Alexandria*

## MARKETING TOOLS

### Visitor Center

- 60,000 walk-in visitors/year
- Free brochure slot
- Digital advertising signboard from \$100
- Ticketing Events & Attractions
- Timing: Immediate
- Contact: Melanie Fallon



EXTRAORDINARY



## MARKETING TOOLS

### King Street Trolley

- 900,000 passengers/yr
- Digital advertising signboard
- Paid advertising from \$133/month
- Design included
- Timing: Immediate
- Contact: Meredith Sasser



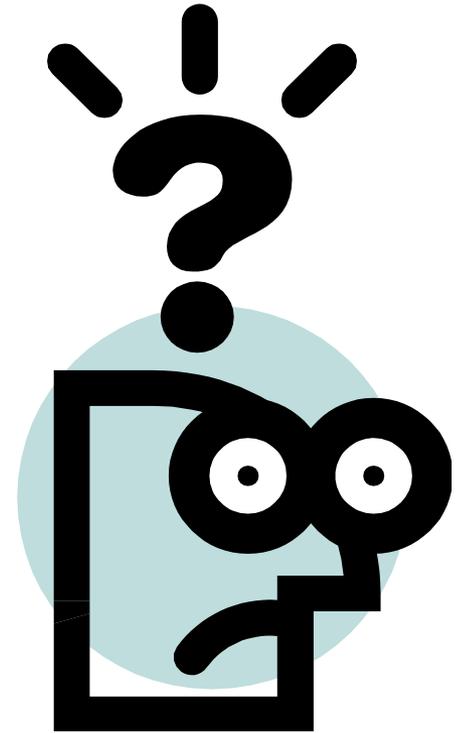
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## Want to Know More?

- Info tables today
  - Member Marketing - Meredith
    - Lia Wik, DTN
    - Rebecca Velinsky, Where
  - Meetings/Sales – Lorraine, Robin, Brooke, Megan
  - Visitor Center – Melanie
  - Mercy Street/Social Media – Misha and Sara
  - Economic Development – Christina (AEDP) and Gloria (SBDC)
- One page “cheat sheet”
- Call or e-mail Meredith... anytime!

[msasser@visitalexva.com](mailto:msasser@visitalexva.com) | 703-652-5365



**Thank you!**

EXTRAORDINARY

*Alexandria*

**Visit [AlexandriaVA.com](http://AlexandriaVA.com)**

**Burke &  
Herbert  
Bank**

At Your Service Since 1852