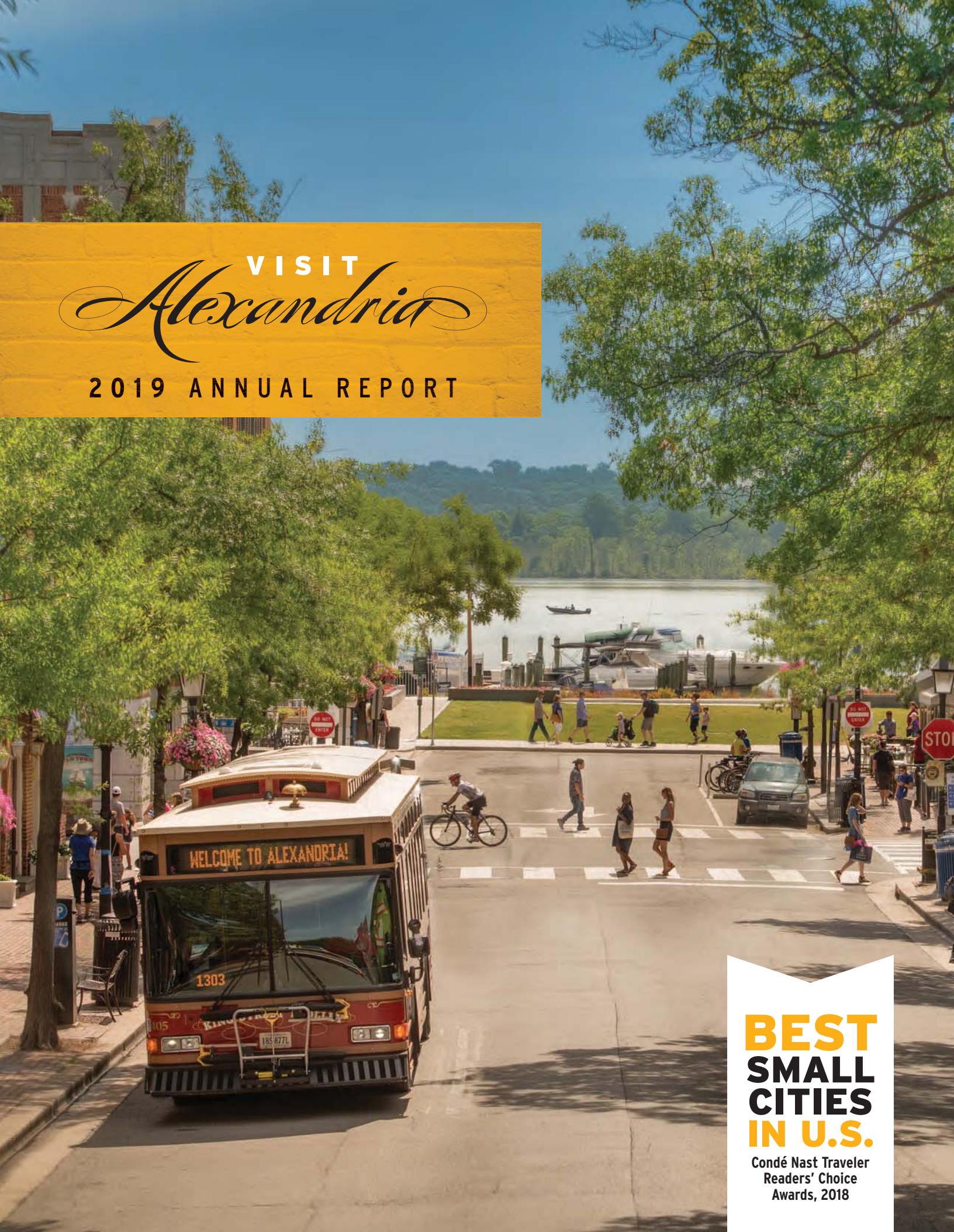


# VISIT *Alexandria*

2019 ANNUAL REPORT



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

Condé Nast Traveler  
Readers' Choice  
Awards, 2018





## 2019 ANNUAL REPORT

Dear Friends and Members:

This was a challenging year for Alexandria. With a 35-day federal government shutdown to start the year and a 107-day Metro shutdown over the summer, we faced significant economic obstacles. But through planning and resilience, our business community addressed those challenges and posted another record year of revenues.

In FY 2019, we established new records for web traffic, media coverage, meetings leads, economic activity and tax generation. The travel sector employs 7% of our workforce and generates more than 70% of our City's lodging, meals and sales tax receipts, saving the average Alexandria household \$673/year. Most importantly, it provides our residents with a contemporary, amenity-rich community that builds civic pride, cultural diversity and quality of place.

At Visit Alexandria, we recognized the changing competitive landscape in the D.C. region and expanded our scope to meet that challenge. With critical support from the City and private sector "Founding Funders," Visit Alexandria spearheaded with the City the King Street Corridor Initiative to increase Old Town's competitiveness through beautification, marketing and programming. This pilot project was planned, funded and launched within six months. It is our hope that the early FY 2019 results shown in this report, and the continuation of the initiative in FY 2020, demonstrate the potential of regional marketing and placemaking.

Alexandria's quality of place was apparent to others as well. In 2019, the Alexandria/Arlington partnership "National Landing" outshone 237 other bidders to land Amazon HQ2 and Virginia Tech's Innovation Campus. Alexandria was also selected by the readers of Condé Nast Traveler as one of the top five small cities in America alongside some of the country's best-known travel destinations. That accomplishment follows on the heels of last year's selection by Money magazine as the #1 value destination in the country.

As Visit Alexandria begins FY 2020, we remain nimble and committed to seizing new opportunities. That includes a second year of the King Street Corridor Initiative, a new advertising campaign, new videos and photography to enhance our storytelling, and the launch of our executive meetings program—The Leadership Collection at Alexandria.

To all our partners, we thank you for your passion and investment in Alexandria. You are transforming our community, from new attractions and public space on our waterfront, to creative restaurants, craft brewing and neighborhood boutiques. It's our honor to work beside you to welcome our guests and enhance the lives of all Alexandrians.



**Karen Kotowski**  
Chair

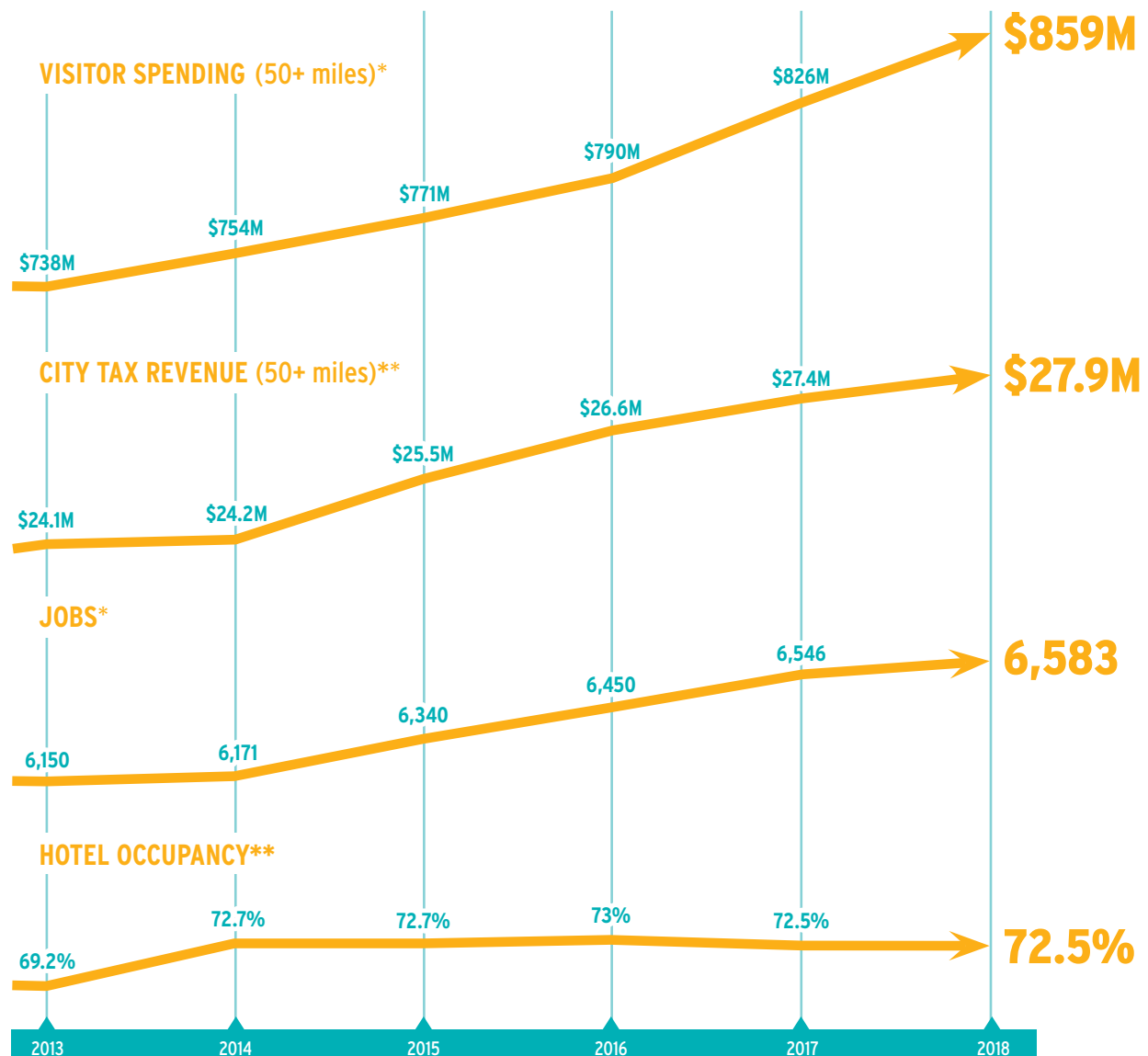


**Patricia Washington**  
President & CEO



# RECORD VISITOR ECONOMY

Alexandria's tourism sector continues to thrive, expanding another \$33 million last year to \$859 million. For the fifth straight year, Alexandria has sustained hotel occupancy above 70% and generated record spending and tax receipts.



\*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 of actual taxes and receipts from visitors traveling from a radius 50+ miles outside of Alexandria.

\*\*Source: Smith Travel Research, Destination Report, 2019. Occupancy shown is FY 2014-FY 2019.



# WHAT VISIT ALEXANDRIA DOES

Visit Alexandria uses an integrated destination marketing approach to generate overnight visitors and regional day visitors that increase revenues and advance Alexandria's global reputation.

## MARKETING MIX

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

## 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

## 2019 HIGHLIGHTS



Condé Nast Top 5 Best Small City in U.S.  
Leveraged national award in advertising and video



Waterfront Park Opening



New Meetings Video & Strategy



Metro Station Closure Mitigation



50 Ways to Love Your Summer  
Campaign & Hotel Package



Visitor Center Garden Renovation





In Fiscal Year 2019, Visit Alexandria introduced the King Street Corridor Initiative—a public-private partnership whose goal is increasing vibrancy and maintaining the competitiveness of Alexandria’s historic downtown retail corridor and waterfront. The pilot program’s three pillars are beautification, marketing and programing, with Visit Alexandria leading marketing and larger scale programming in Waterfront Park.

## 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



Portside in Old Town Fall Festival

Port City Fall Beer Garden

Alexandria Holiday Boat Parade of Lights

Portside in Old Town Summer Festival

Port City Summer Beer Garden



## PORTSIDE IN OLD TOWN 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



# MEASURING OUTCOMES

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



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**2.3 MILLION** WEB VISITS | **↑15%**

---

**281,000** ENGAGED ADVERTISING LEADS\* | **↓4%**

---

**1,190** MEDIA STORIES | **↑2%**

---

**141,000** SOCIAL MEDIA FOLLOWERS | **↑8%**

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**\$46 MILLION** MEETING LEADS | **↑2%**

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**382** MEMBERS | **↑6%**

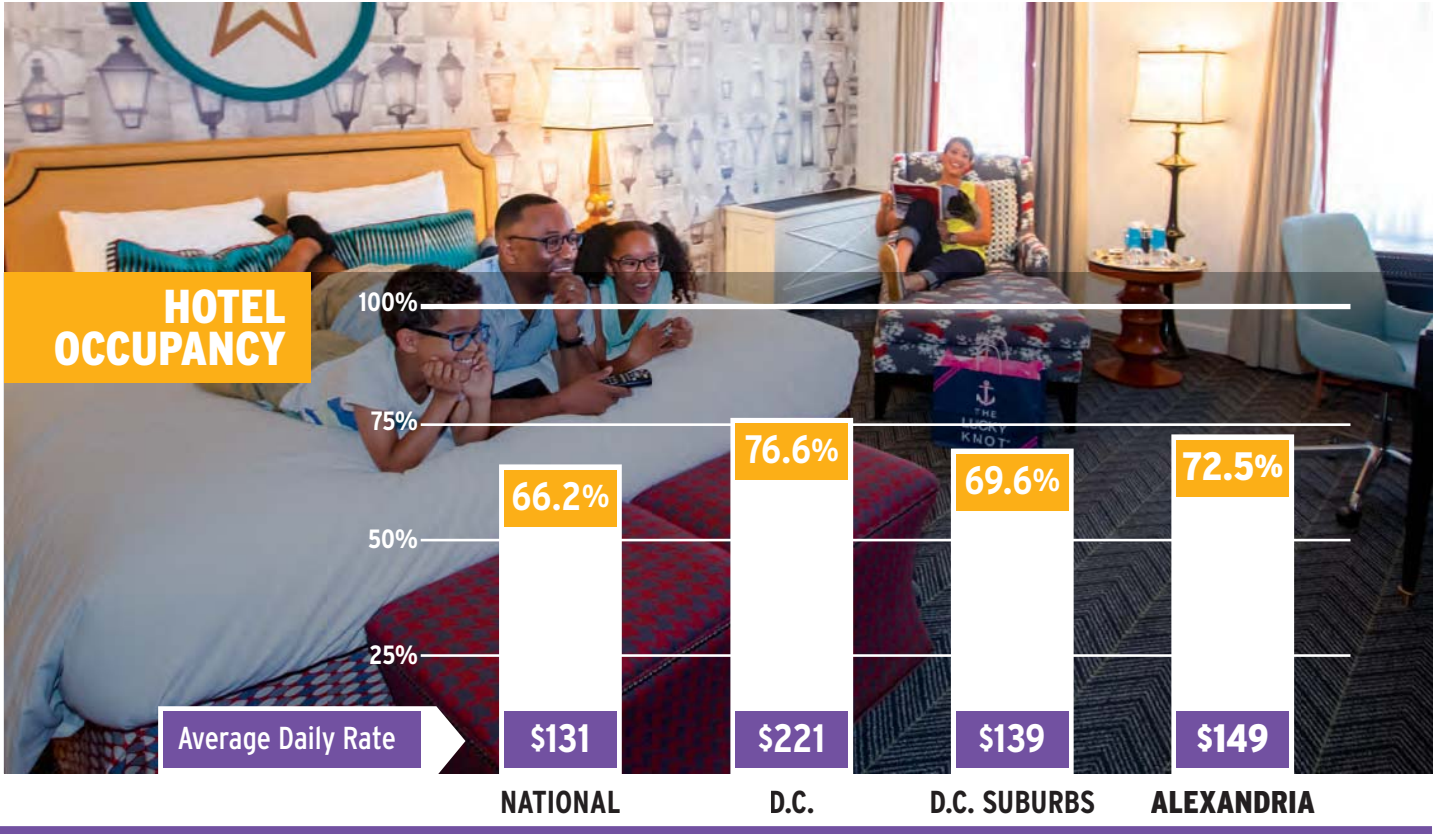
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**78,500** VISITOR CENTER GUESTS | **↑1%**

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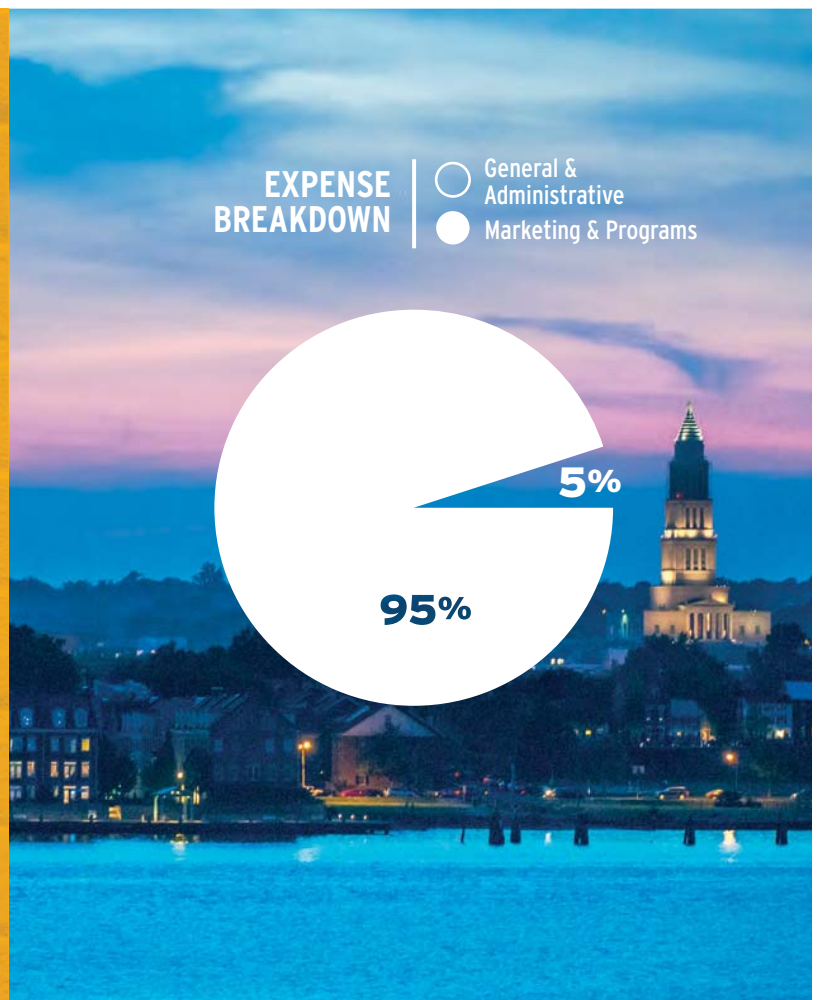
\*Engaged advertising leads are direct consumer clicks from Visit Alexandria advertising that result in a web visit of at least 2 minutes, at least 2 pages, a newsletter sign-up or visitor guide request.





## FINANCIAL RESULTS

<b>REVENUE:</b>	
CITY ALLOCATION	\$3,317,777
EARNED INCOME	\$624,009
<b>TOTAL</b>	<b>\$3,941,786</b>
<b>EXPENSE:</b>	
MARKETING & PROGRAMS	\$3,715,676
GENERAL & ADMIN	\$213,653
<b>TOTAL</b>	<b>\$3,929,329</b>
<b>NET INCOME</b>	
<b>TOTAL</b>	<b>\$12,457</b>



# ALEXANDRIA A TOP 5 BEST SMALL CITY

Alexandria headlines don't happen by accident. Visit Alexandria's public relations team cultivates media relationships and hosts travel writers to place top stories across the country and around the world. That effort paid off this year with record media coverage (1,190 press hits), capped off by *Condé Nast Traveler's* recognition of Alexandria as a Top 5 City in the U.S. alongside Charleston, Savannah and Santa Fe!



## 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.”



“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.”



“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.”







## ADDITIONAL MEDIA COVERAGE

ARCHITECTURAL  
DIGEST

BuzzFeed

Chicago Tribune

Expedia®

Forbes

meetings  
PEOPLE + PLACES  
TODAY

MEN'S JOURNAL

METRO.co.uk

The National

Newsweek

ALL  
THINGS  
CONSIDERED

SHAPE

ShermansTravel

Southern Living

Today's  
Parent

TRAVEL+  
LEISURE

USA TODAY

The  
Washington  
Post

Women'sHealth

## 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





# PREVIEWING 2020

Having worked through the shutdown challenges of Fiscal Year 2019, we are excited to start a new year with multiple opportunities ahead. Continued enhancements to our waterfront, the public opening of tall ship Providence, the completion of the Metro improvements, and the initial stages of Amazon and Virginia Tech's Innovation Campus provide important building blocks to promote Alexandria and attract visitors. Our program of work will capitalize on these new opportunities.







New Destination Ad Campaign



The Leadership Collection at Alexandria™ Meetings Program



King Street Corridor Initiative Growth & Sustainability Plan



Consumer Research Release



Tall Ship Providence Opening



Expanding Neighborhood Promotion



# VISIT ALEXANDRIA MEMBERS WORKING TOGETHER

## Thanks to our Charter Members:

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

## Thanks to our Founding Funders of the King Street Corridor Initiative:

Alexandria Chamber of Commerce  
Alexandria Hotel Association  
Alexandria Restaurant Partners  
Asana  
Carr Hospitality  
Chadwicks Restaurant  
EYA  
Old Town Business Association  
Pizzeria Paradiso  
Port City Brewing Company  
Potomac Riverboat Company  
Tall Ship Providence Foundation  
TTR Sotheby's International Realty  
Urbano 116 & Augie's Mussel House

## Bold: New members

219 Restaurant  
3 Sisters  
529 Kids Consign  
A Galerie - Antiques and Fine Art  
A la Lucia  
**A|VA Apparel**  
AAA Mid-Atlantic  
Acme Mid-Century + Modern  
African American Hall of Fame  
Alexandria African-American Heritage Park  
Alexandria Archaeology Museum  
Alexandria Arts Forum  
Alexandria Black History Museum  
Alexandria Chamber of Commerce  
Alexandria Colonial Tours  
Alexandria Cupcake  
Alexandria Department of Recreation, Parks and Cultural Activities  
Alexandria Economic Development Partnership  
Alexandria Film Festival  
**Alexandria Harmonizers**  
Alexandria Library  
Alexandria Living Magazine  
Alexandria Singers  
Alexandria Small Business Development Center  
Alexandria Symphony Orchestra  
Alexandria Tours  
Alexandria Transit Company  
Alexandria Visitor Center  
The Alexandrian, Autograph Collection  
Alexandria's Footsteps to the Past  
Alexandria's Footsteps to the Past Ghost Tours  
Alexandria's History Museum at The Lyceum  
**Al's Steak House**  
**ALX Community**  
Amtrak Alexandria Union Station  
The Antique Guild  
AR Workshop Alexandria  
Arlandria Chirilagua Business Association  
Art League, Inc.  
Art on the Avenue  
**Artistic Artifacts**  
**Aslin Beer Company**  
The Athenaeum  
**Augie's Mussel House**  
**B Doughnut**

The Basilica of Saint Mary  
Bastille Brasserie & Bar  
Bellacara  
**Beulah Baptist Church**  
Big Bus Tours  
Bike and Roll Alexandria  
Bilbo Baggins Restaurant  
Birchmere  
Bistro Eighteen90  
**Bistro Sancerre**  
Blackwall Hitch  
Bloomers  
Blueprint Chocolatiers  
Bombay Curry Company  
Bon Vivant Cafe + Farm Market  
Brabo Brasserie  
Brabo Tasting Room  
**Brave Spirits Theatre**  
Bugsy's Pizza Restaurant & Sports Bar  
**Building Momentum**  
Burke & Herbert Bank  
Buzz Bakeshop  
Cafe 44  
Cafe Pizzaiolo  
**Cameron Run Regional Park**  
The Campagna Center  
Caphe Banh Mi  
**The Capital Wheel**  
Caprese Restaurant, A Mediterranean Grill  
Captain Gregory's  
Captain Rocky Versace Plaza and Vietnam Veterans' Memorial  
Carlyle Club  
Carlyle Council  
Carlyle House  
**Carpe DC Food Tours**  
Casa Rosada Artisan Gelato  
**Catch on the Ave**  
Cedar Knoll  
Chadwicks  
**Charlie's on the Avenue**  
Chart House Restaurant  
Cheesetique  
Chinquapin Park Recreation Center  
**Chop Shop Taco**  
Christ Church  
The Christmas Attic  
City Kitchen  
Clyde's at Mark Center  
Columbia Firehouse  
Comfort Inn & Suites Alexandria  
Comfort One Shoes  
Contrabands and Freedmen Cemetery Memorial  
Courtyard by Marriott - Alexandria Pentagon South  
The Creamery  
CSI Washington, DC  
Cualtzin Salon  
Dairy Godmother Frozen Custard & Nostalgic Treats  
Daniel O'Connell's Irish Restaurant & Pub  
Dash's of Old Town  
DC Livery  
DC Metro Food Tours  
Dejan Studio Jewelry  
Del Ray Artisans  
Del Ray Business Association  
Del Ray Cafe  
Delia's Mediterranean Grill & Brick Oven Pizza  
Destination DC  
Discover Alexandria Tours  
Discovery Map

Dishes of India  
**Diya Indian Cuisine**  
The Dog Park  
Dolci Gelati  
Don Taco  
**Donna Lewis**  
Early Times Emporium  
Eisenhower Partnership  
Embassy Suites Alexandria  
Encore Consignment Boutique  
Entertainment Cruises  
Escape Room Live  
Evening Star Cafe  
Events Industry Council  
**The Executive Cafe**  
**The Executive Diner**  
Fairfield Inn & Suites Alexandria West/Mark Center  
**Federal Conference**  
fibre space  
Finn & Porter  
First Night Alexandria  
Fish Market  
**The Flats on King**  
Fleet Transportation  
Fontaine  
Fort Ward Museum & Historic Site  
Foster's Grille  
Fountains Day Spa  
Fraternal Order of Eagles  
Freedom House Museum  
Friendship Firehouse  
**From Head to Tail Grooming Spa**  
Fusion Meetings & Events  
Gadsby's Tavern Museum  
Gadsby's Tavern Restaurant  
Garden Club of Alexandria  
George Washington Birthday Celebration Committee  
The George Washington Masonic National Memorial  
George Washington's Distillery & Gristmill  
George Washington's Mount Vernon  
**Get Fit Studio**  
**The Getaway Driver**  
Go Ape Zip Line & Treetop Adventures  
**GOGO Charters Washington, D.C.**  
Gold Works  
Gossypia  
Greenstreet Gardens  
Gunston Hall  
Hampton Inn & Suites - Alexandria Old Town Area South  
Hampton Inn Old Town King Street Metro Station  
Hank's Oyster Bar  
Hank's Pasta Bar  
Hard Times Cafe  
Haute Dogs & Fries  
Hawwi Ethiopian Restaurant  
**Health and Beauty for Life**  
Hen Quarter  
Hilton Alexandria Mark Center  
Hilton Alexandria Old Town  
Hilton Garden Inn  
The Hive  
Holiday Inn Alexandria Carlyle  
Holiday Inn Express & Suites Alexandria Fort Belvoir  
Holiday Inn Hotel & Suites Alexandria - Old Town  
Hollin Hall & the Meeting House at Mount Vernon  
Unitarian Church  
Holy Cow  
Hooray for Books!  
**Hops N' Shine**  
Hotel Indigo Old Town Alexandria





The Hour  
 Hummingbird  
 Hyatt Centric Old Town Alexandria  
 Il Porto  
 Imagine Artwear  
 International Spy Museum  
 The Italian Place  
 Ivy Hill Cemetery Historical Preservation Society  
**Izalia Laser Hair Removal & Rejuvenation Spa**  
 Jackson 20  
**Java Grill**  
 Julian Tours  
 Junction Bakery & Bistro  
 Kilwins  
 Kimpton Lorien Hotel & Spa  
 King Street Tavern  
 King's Jewelry  
**Kisso Asian Bistro**  
 Kyo Gallery  
 La Tasca  
 La Trattoria  
 Landini Brothers  
 Laporta's Restaurant  
**Laura Hatcher Photography**  
 Lavender Moon Cupcakery  
 Lee-Fendall House Museum & Garden  
 Lena's Wood-Fired Pizza & Tap  
**Let's Roam**  
**The Light Horse Restaurant**  
 Little Theatre of Alexandria  
 Live Oak Restaurant  
 Lloyd House  
 Local Motion Studio  
**Los Cuates**  
**Lost Boy Cider**  
 Lost Dog Cafe  
**Lotus Blooms**  
 The Lucky Knot  
 Mackie's Bar and Grill  
 Magnolia's on King  
 Mai Thai Restaurant  
 Main Event Caterers  
 The Majestic  
**Makeda Ethiopian Restaurant**  
 Manumission Tour Company  
 Martz Gray Line of Washington DC  
 Mary M. Gates Learning Center at United Way  
 Worldwide  
 Mason Social  
**McChrystal Group**  
 McEanearney Associates Inc.  
 Meetings & Events of Distinction  
 Meggrolls  
 Metropolitan School of the Arts  
 MetroStage  
 Mia's Italian Kitchen  
 Mint Condition  
 Misha's Coffee  
 Momo Sushi & Cafe  
 Morris Visitor Publications  
 Morrison House, Autograph Collection  
 Mount Vernon Inn  
 Murphy's Irish Pub  
 Myron Mixon's Pitmaster Barbeque  
**Mystique Jewelers**  
**Namaste**  
 National Cancer Registrars Association  
 National Harbor  
 National Inventors Hall of Fame  
**National Law Enforcement Museum**  
**National Museum of the United States Army**

Nectar Coffee & Wine Bistro  
 Newseum  
 Nicecream  
 Nick's Nightclub  
 Nightly Spirits  
 Northside 10  
**Oak Steakhouse**  
 Office of Historic Alexandria  
**Old House Cosmopolitan Grill**  
 Old Presbyterian Meeting House  
**Old Town Books**  
 Old Town Boutique District  
 Old Town Business  
 Old Town Farmers Market  
 The Old Town Shop of Alexandria  
 Old Town Trolley Tours  
 Pacers Running Store Alexandria  
 Patina Polished Living  
 Patricia Palermino Studio  
**Pedego Electric Bikes**  
**Pendleton Carry Out Co.**  
 Penny Post  
**The People's Drug**  
 Periwinkle Boutique  
 The Pita House  
 Pizzeria Paradiso  
 Planet Wine  
 Popped - America's Favorite Gourmet Popcorn  
 Pop's Old Fashioned Ice Cream Co.  
 Pork Barrel BBQ  
 Port City Brewing Company  
 Potomac Conference Center  
 Potomac Riverboat Company  
 The Potomack Company  
 Precision Meetings & Events  
 Principle Gallery  
**Python Vapes & Cigars**  
**Queen Bee Designs**  
 Ramparts Tavern & Grill  
 Red Barn Mercantile  
 RedRocks Neapolitan Bistro  
 Residence Inn Alexandria Old Town South  
 at Carlyle  
 Residence Inn by Marriott Alexandria  
 Old Town/Duke Street  
 River Farm - American Horticultural Society  
**Riverside Taco Company**  
 Robinson Landing  
 Rock It Grill  
 Rocklands Barbeque and Grilling Company  
 Rouge Fine Catering  
 RT's Restaurant  
**Rus Uz - Alexandria**  
 Rustico Restaurant  
 Sacred Circle  
 Salon deZEN  
 Sand and Steel Fitness  
**Scramble**  
 Sculpt'd  
 Serafino Fine Italian Leather & Accessories  
 ShadowLand Family Entertainment Center  
 Sheraton Suites Old Town Alexandria  
 She's Unique Jewelry & Gifts  
**Shiloh Baptist Church**  
 The Shoe Hive  
 Shooter McGee's  
 Silver Parrot  
 Silverman Galleries Antiques & Antique Jewelry  
 Smoking Kow BBQ  
 Society Fair  
 Sonoma Cellar

Southside 815  
 Specs New York  
 The Spice & Tea Exchange of Alexandria  
 SpringHill Suites Alexandria Old Town/Southwest  
 St. Elmo's Coffee Pub  
 St. Paul's Episcopal Church  
 Stabler-Leadbeater Apothecary Museum  
 Studio Antiques and Fine Art, Inc.  
 The Study  
 Stylists at North  
 Sugar House Day Spa and Salon  
 Sugar Shack Donuts  
 Sunday in Saigon  
 sushi bar  
 Sweet Fire Donna's  
 Swing's Coffee  
**Synergy Float Center**  
 T.J. Stone's Grill House & Tap Room  
**Tall Ship Providence**  
 Taverna Cretekou  
 Ted's Montana Grill  
 Tempo Restaurant  
 Ten Thousand Villages  
**Tequila & Taco**  
 Theismann's Restaurant & Bar  
**The Thornton Apartments**  
**Threadleaf**  
**Toastique**  
 Today's Cargo  
 Topgolf Alexandria  
 Torpedo Factory Art Center  
 Trademark Drink and Eat  
 Triple Craft  
 Truly-Life Eco Gifts  
 TSALT  
 tu-anh  
 The Twig  
 Twist Boutique  
**Union Square**  
 Union Street Public House  
**Urbano 116**  
 USA Guided Tours DC  
 Vaso's Mediterranean Bistro  
 Vermilion  
**Village Brauhaus**  
 Vintage Mirage  
 Virtue Feed & Grain  
 Visit Alexandria  
 Vola's Dockside Grill and Hi-Tide Lounge  
 Volunteer Alexandria  
 The Warehouse  
 Washington Metro Area Transportation Authority  
 Washington Sailing Marina  
 Wear Ever Jewelry  
 West End Business Association  
 The Westin Alexandria Old Town  
 The Wharf  
 Wheel Nuts Bike Shop  
 Whiskey & Oyster  
 Windows Catering Company  
 Wine & Design Alexandria  
**Wine Gallery 108**  
 Woodlawn & Pope-Leighey House  
 Workhouse Arts Center  
 Your Life Energy Holistic Center  
**Yunnan by Potomac - a Noodle House**  
 Zelsman Powers Group

# VISIT ALEXANDRIA BOARD OF GOVERNORS



## EXECUTIVE COMMITTEE

### Board Chair

Karen Kotowski  
Principal, K2 Association Advisors

### Vice Chair

Annee Gillett  
Sage Hospitality

### Treasurer

Lori Swain  
Executive Director, National Cancer  
Registrars Association

### Alexandria Hotel Assoc. President

Kate Ellis  
GM, Hotel Indigo Old Town Alexandria

### Executive Committee At-Large

Emily Baker  
Deputy City Manager, City of Alexandria

### Secretary (non-voting)

Patricia Washington  
President & CEO, Visit Alexandria

## BOARD OF GOVERNORS

### Rebecca Aloisi

VP for Marketing,  
George Washington's Mount Vernon

### Elizabeth Bennett-Parker

Vice Mayor, City of Alexandria

### Bill Butcher

Founder/Owner, Port City Brewing Co

### Ben Fiore-Walker

Town Crier, City of Alexandria

### Charlotte Hall (Outgoing)

Coordinator,  
Community Give Back Program  
Alexandria Restaurant Partners

### Ian Harvey (Outgoing)

GM, Holiday Inn Eisenhower at Carlyle

### Denise Jackson (Incoming)

Vice President, MCI USA

### Trae Lamond

Owner, Chadwicks Restaurant

### Nicole McGrew (Incoming)

Owner, Threadleaf

### Mike Nelson (Incoming)

GM, The Alexandrian & Morrison House

### Larry Ponzi

Owner, St. Elmo's/Café Pizzaiolo

### Victoria Vergason

Founder/Owner, The Hour







# VISIT ALEXANDRIA IS LISTENING

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

## STAFF

**Patricia Washington**  
President & CEO

**Carla Bascope-Hebble**  
Director of Group Sales

**Mary Cruz**  
Group Sales Administrative Assistant

**Misha Enriquez**  
Social Media & Visual Production Manager

**Melanie Fallon**  
Director of Member & Visitor Services

**Vito Fiore**  
Director of Marketing & Research

**Tom Kaiden**  
Chief Operating Officer

**Lorraine Lloyd**  
Senior Vice President, Sales

**Trisha Meisner**  
Member Relations Manager

**Claire Mouldoux**  
Vice President of Communications

**Robin Roane**  
Senior Sales Manager

**Caroline Secrest**  
Communications Assistant & Writer

**Leah Spellman**  
Director of Communications

**Elissa Staley**  
King Street Corridor Initiative Event Manager

**Alfonso Wright**  
Digital Marketing Manager

## VISITOR CENTER STAFF & VOLUNTEERS

**Jacquelyn Austin**

**Stephanie Bandy**

**Kate Casper**

**Clay Clarke**

**Ann Dorman**

**Jeff Herre**

**Spencer Hoag**

**Nate Jones**

**Malcolm Kerr**

**Lauren Larsen**

**Jay Middleton**

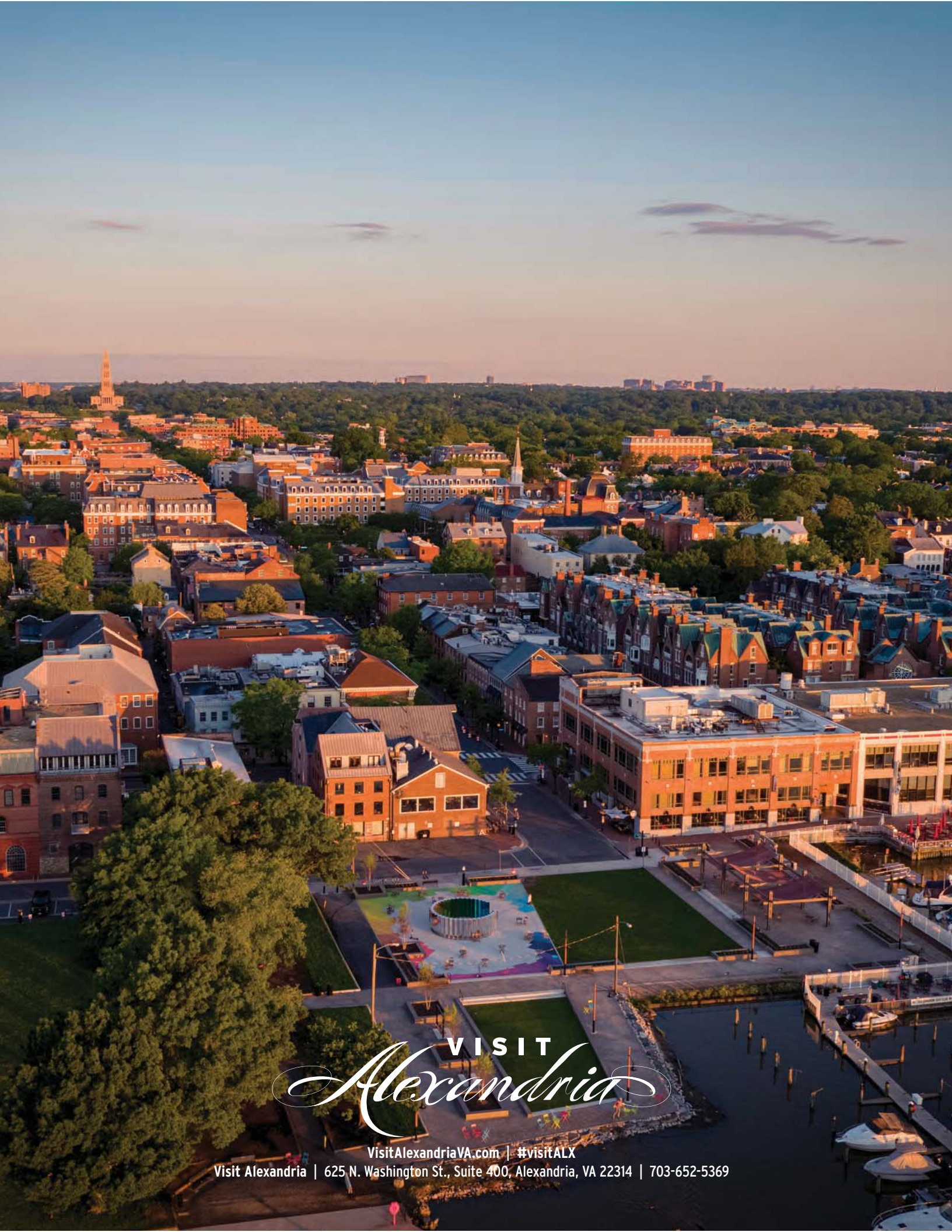
**Steve Posner**

**Bitsy Unkle**

**Ben Woolsey**

**VISIT**  
*Alexandria*





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