

**City of Alexandria, Virginia
FY 2024 Proposed Operating Budget & CIP
Budget Questions & Answers**

April 12, 2023

Question: What is the level of funding in the proposed budget for Visit Alexandria advertising, printing, and web site support and Alexandria Economic Development Partnership targeted business outreach and lead generation and business attraction?

Response:

Visit Alexandria Marketing, Advertising, Printing and Web Expense: The City provided an increase of \$149,800 or 3.9% over FY 2023 funding levels and Visit Alexandria prioritizes that funding based on their needs.

Visit Alexandria

Budget Item	FY 2024 Budgeted Amount
Printing w/ Visitor Guide	\$127,000
Web Site Support	\$162,000
Advertising	\$1,732,00

Alexandria Economic Development Partnerships: The City provided an increase of \$53,119 or 1.8% over FY 2023 funding levels and AEDP prioritizes that funding based on their needs.

Alexandria Economic Development Partnerships (AEDP)

Budget Item	FY 2024 Budgeted Amount
Targeted Business Outreach	\$29,796
Lead Generation and Business Attraction	\$100,000