

APRIL 22, 2025

# ECONOMIC SUMMIT UPDATE

City Council Legislative Meeting



# AGENDA

- ▶ Summary
- ▶ Review of Project Goal & Process
- ▶ Highlight stakeholder engagement to date
- ▶ Note initial takeaways and conditions from engagement
- ▶ Provide summit agenda summary

# SUMMARY

## ► Purpose

- City Council update on Economic Summit.

## ► Council Action

- Receive as information

## ► Key Elements of Discussion

- Review of Project Goal & Process
- Highlight stakeholder engagement to date
- Note initial takeaways and conditions from engagement
- Provide summit agenda summary



Photo credit: Sam Kittner

# PROJECT GOAL

To host an **economic summit** that engages the community around issues and opportunities in economic growth.

To develop a **strategic framework and action plan** to foster **equitable economic development** in Alexandria.

# WHAT INFORMS THE STRATEGIC FRAMEWORK?



## WHAT YOU TELL US

- ▶ Meetings with community residents and local leaders
- ▶ Roundtable discussions and community events
- ▶ Stakeholder interviews and surveys



## WHAT THE DATA TELL US

- ▶ Economic assessment
- ▶ Benchmarking vs. competitors & peer cities
- ▶ Industry and employment analysis



## WHAT OUR EXPERIENCE TELLS US

- ▶ Strategies & initiatives
- ▶ Best practices
- ▶ Trends in economic development



# STAKEHOLDER ENGAGEMENT TO DATE



75+

## ROUNDTABLE AND INTERVIEW ATTENDEES

Alexandria City Public Schools • Business Associations • Board and Commissions • City Council  
Civic Leadership • Community Members • Economic Development Organizations • Large employers  
• Real Estate and Development • Small Businesses • Tourism • Workforce and Higher Education



35+

## COUNTDOWN TO THE SUMMIT EVENT ATTENDEES

Economic Development, Commercial Uses, and Investment • Virtual Q&A



376

## VIRTUAL PRE-SUMMIT SURVEY RESPONDENTS



486+

## COMMUNITY TOUCHPOINTS

# WHAT WE'VE HEARD SO FAR: KEY TAKEAWAYS

1

## **Equitable Growth**

*Strategic investment for all of Alexandria*

2

## **Real Estate**

*Repurposing assets, creating experiences*

3

## **Business Retention and Attraction**

*Economic diversification*

4

## **Small Businesses Support**

*Access to resources*

5

## **Entrepreneurship and Commercialization**

*Locally-grown innovation, national impact*

6

## **Workforce**

*Reskilling and resilience*

7

## **Creative Placemaking**

*Placekeeping, arts, and culture*

8

## **Community Engagement**

*Community awareness and input*

9

## **Resource Alignment**

*Inter-organizational cooperation*

10

## **Connectivity**

*Linking catalyst sites and neighborhoods*

# CURRENT CONDITIONS | MENU



## PEER ASSESSMENT

### DEMOGRAPHICS

Population Trend    Population Change

Population Share of MSA

Population Drivers

Socioeconomic Comparisons

### EMPLOYMENT & INDUSTRIES

Employment Trend    Employment Recovery

Employment Share of MSA

Employment Annual Change

Major Industries

Industry Employment Share of MSA

Net Employment Change by Industry

Industry Trends    Industry Specialization

### COMMERCIAL OCCUPIERS

Occupier Summary    Occupier Ratios



## WORKFORCE & MOBILITY

### OCCUPATION STRUCTURE

Occupation Employment

Occupation Employment Trends

Occupation Employment Net Change

Occupation Employment Net Flow

### COMMUTING DYNAMICS

Commuting Trends

Commuting Demographics

Where Residents Work

Where Workers Live



## LAND USE & REDEVELOPMENT

### RESIDENTIAL PROPERTY

Housing & Income Maps

### COMMERCIAL PROPERTY

Commercial Real Estate Comparisons

Commercial Real Estate Share of MSA

Commercial Real Estate Maps

Leading Commercial Occupier Maps

Infrastructure & Priority Districts

Pedestrian Access



## FISCAL POSITION

### TAX REVENUES

Municipal Tax Revenues

### PROPERTY TAX BASE

Property Tax Components

### DEBT RATIOS

Municipal Debt Ratios (to expenses and assets)

### ENROLLMENT TRENDS

Public School Enrollment



# SUMMIT AGENDA

- Welcome and Opening Remarks
- Keynote Presentation
- Key Findings Presentation
- Panel Discussion
- Breakout Sessions
- Small Group Report Out
- Q&A Session
- Closing Remarks and Next Steps

**Economic Summit**

**May 8, 2025**

**3pm-7pm**

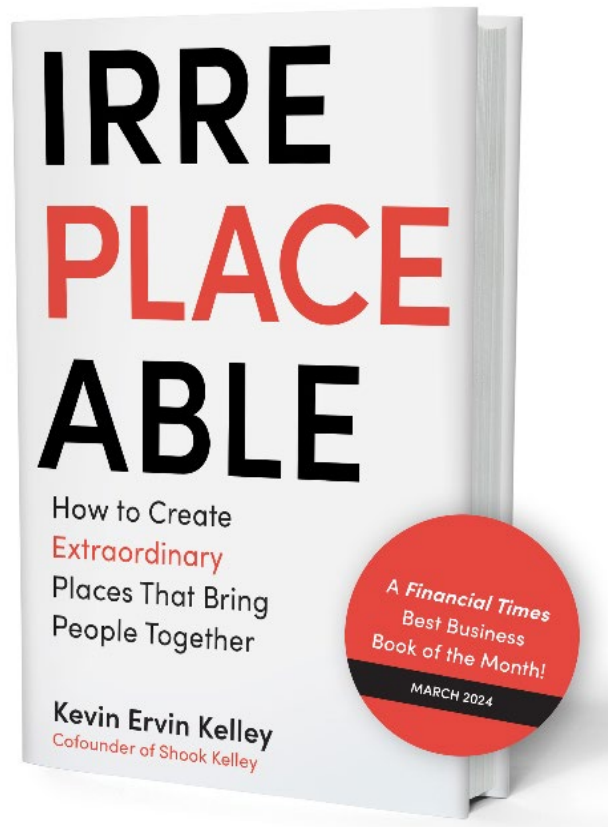
**Westin Alexandria**

<https://www.alexandriava.gov/EconomicSummit>



# KEYNOTE PRESENTATION

- ▶ Kevin Ervin Kelley, AIA
- ▶ Architect, experience designer and co-founder of Shook Kelley strategic design firm
- ▶ Author



Kevin Ervin Kelley is the co-founder and principal of Shook Kelley, a strategy + design firm founded in 1992 with offices in Charlotte, NC and Los Angeles, CA. Shook Kelley specializes in the art and science of *Convening*: bringing people together around a physical place, space, idea, forum and experience. The firm's client list includes well-known brands such as Harley-Davidson, Whole Foods, Kraft, Coca-Cola, Harris Teeter and more.

Trained as an architect, Kevin realized early in his career that design is a strategic weapon for any business in any industry. Kevin's specialty is getting inside the minds of consumers and figuring out how the physical environment affects a consumer's choice, comfort, retention and purchase behavior. This is a skill and technology that every consumer-based company can benefit from.

Kevin is a much sought after lecturer and presenter for various conferences around the country. He has taught courses on branding and marketing for the professional development program at Harvard University's Graduate School of Design and has previously served as a professor within the College of Architecture at the University of North Carolina, Charlotte.





# CITY COUNCIL GUIDANCE

Next steps:

- 1. No action needed.**

