

APRIL 21, 2025

# COUNTDOWN TO THE SUMMIT

Virtual Q&A



# AGENDA

- ▶ Introduction and Project Scope
- ▶ April 10 Countdown to the Summit Highlights
- ▶ Input Session
- ▶ Q&A
- ▶ Next Steps: Continue the Conversation

# OUTCOMES

- ▶ Provide an update of key takeaways-what we've heard so far
- ▶ Gain insights from different perspectives about economic and commercial development in Alexandria





**STRATEGIES**

# THEORY INTO PRACTICE

Committed to **holistic thinking** and  
**sustainable development.**

We design strategies that will  
support your community's  
**vision for the future.**

**1995**

YEAR FOUNDED

**600+**

ENGAGEMENTS

**425+**

CLIENTS

**44**

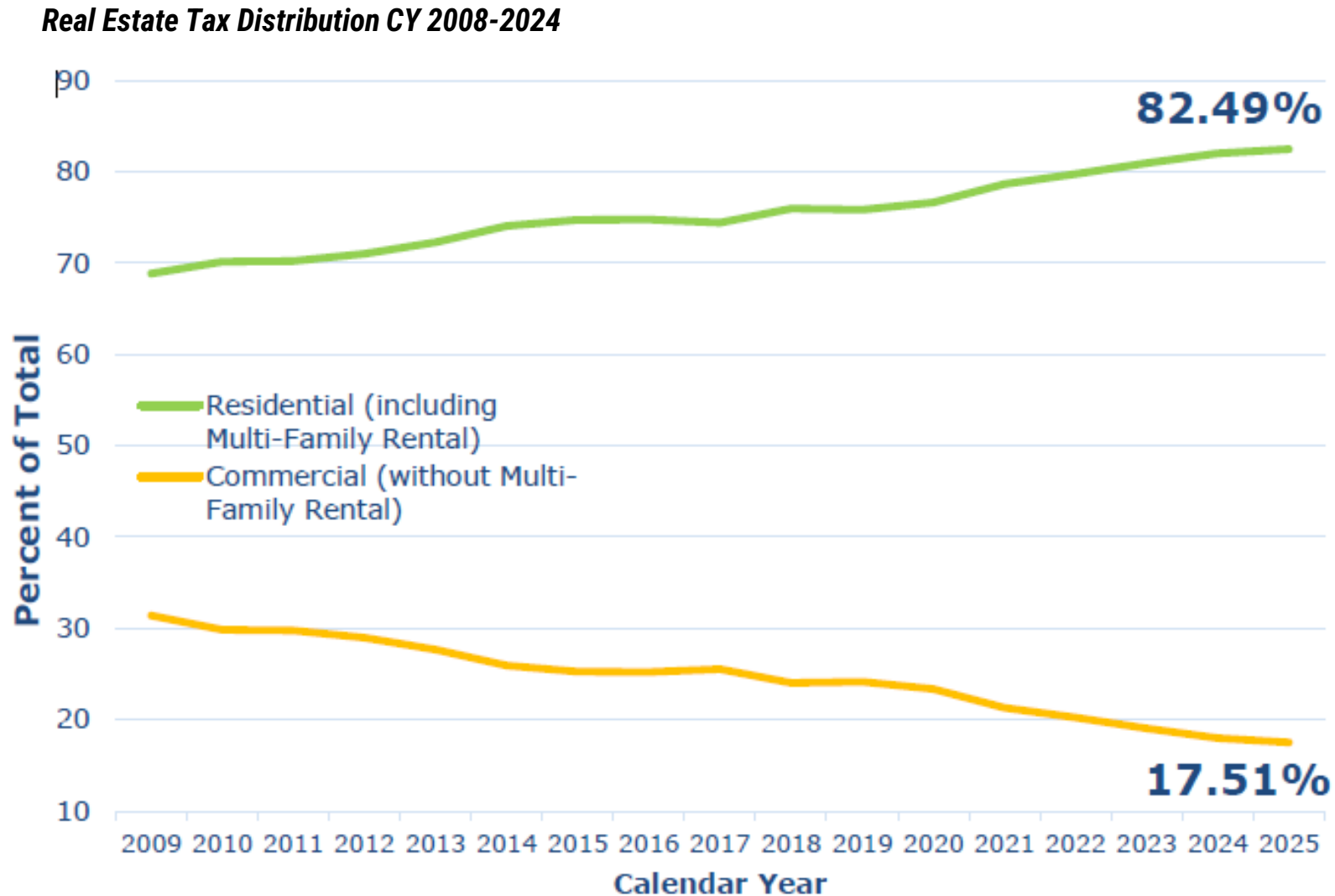
STATES

**7**

COUNTRIES

# WHAT IS OUR GOAL?

- ▶ Develop a strategic framework that enhances Alexandria's competitive position and fosters equitable economic development in the face of a changing landscape.





# 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



20+

## COUNTDOWN TO THE SUMMIT EVENT ATTENDEES

Economic Development, Commercial Uses, and Investment



376

## VIRTUAL PRE-SUMMIT SURVEY REpondENTS



471+

## 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*



# COUNTDOWN TO THE SUMMIT: PRIOR EVENT HIGHLIGHTS

A Conversation About Economic  
Development, Commercial Uses,  
& Investment

## COUNTDOWN TO THE **ALEXANDRIA** **ECONOMIC SUMMIT**

Thursday, April 10, 2025  
5:30-7:00pm

Charles Houston Recreation Center,  
901 Wythe Street, Alexandria, VA 22314  
NO REGISTRATION IS NECESSARY





# WHAT DOES ECONOMIC DEVELOPMENT LOOK LIKE TO YOU?

*Countdown to the Summit April 10 Attendee Responses*



# PLEASE RANK THESE THEMES IN ORDER OF IMPORTANCE TO THE FUTURE HEALTH OF THE ECONOMY 1=MOST IMPORTANT

*Countdown to the Summit April 10 Attendee Responses*



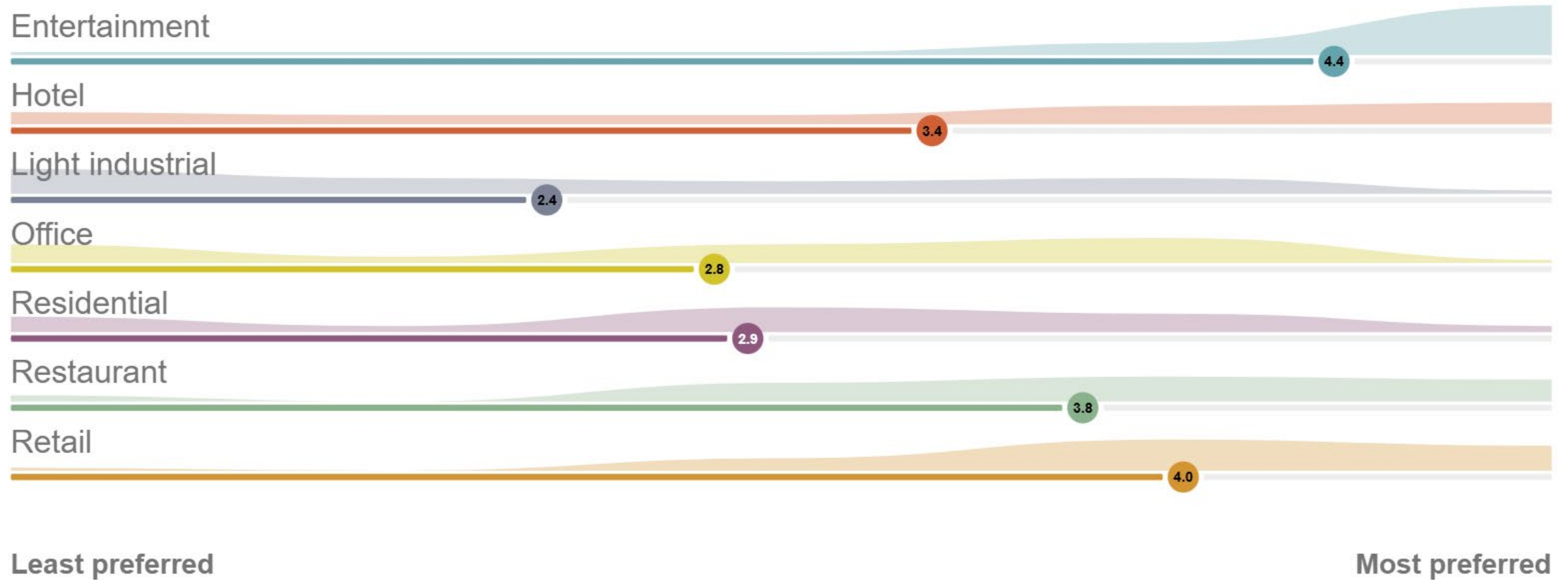
# WHAT ARE ALEXANDRIA'S COMPETITIVE ADVANTAGES IN REAL ESTATE AND DEVELOPMENT?

*Countdown to the Summit April 10 Attendee Responses*



# ON A SCALE OF 1-5, HOW WOULD YOU PRIORITIZE USES IN FUTURE DEVELOPMENTS?

*Countdown to the Summit April 10 Attendee Responses*





# ARE THERE OTHER EMERGING INDUSTRIES OR GROWTH AREAS WE SHOULD CONSIDER?

## *Countdown to the Summit April 10 Attendee Responses*

- ▶ Sports tourism, sports practice facilities, winter sports facilities
- ▶ Large meeting and convention space, small-sized multi-purpose convention center
- ▶ Creative industries, media companies, digital based businesses
- ▶ Performing arts space/center, music venues, outdoor spaces with a stage for multiple uses
- ▶ Experiential entertainment and retail
- ▶ Expand tourism benefits beyond Old Town with other uses elsewhere; regional tourism
- ▶ Nighttime economy: extended business hours, late-night transportation, nightclubs
- ▶ Incubator space/place for innovation
- ▶ Associations
- ▶ Food hall
- ▶ Distilleries
- ▶ Higher education facility
- ▶ Clean energy, climate mitigation, and resilience

INPUT SESSION

# MEETING GUIDELINES

## Setting the tone

- ▶ Assume positive intent.
- ▶ Listen to understand; remain open-minded and avoid judging ideas prematurely.
- ▶ Be mindful of inclusive engagement and share the discussion space.
- ▶ Be aspirational, bold, and strategic; we want to hear your ideas and questions.

## How to engage

- ▶ To participate in the discussion, please use Mentimeter. Directions are on the next slide.
- ▶ To ask a question please add it to the Zoom Q&A.

# Please go to [menti.com](https://menti.com)

Code: 5951 1743





SUBMITTED

Q&A

# CONTINUE THE CONVERSATION

**Economic Summit**

**May 8, 2025**

**3pm-7pm**

**Westin Alexandria**

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

