

Alexandria Economic Development Partnership, Inc.

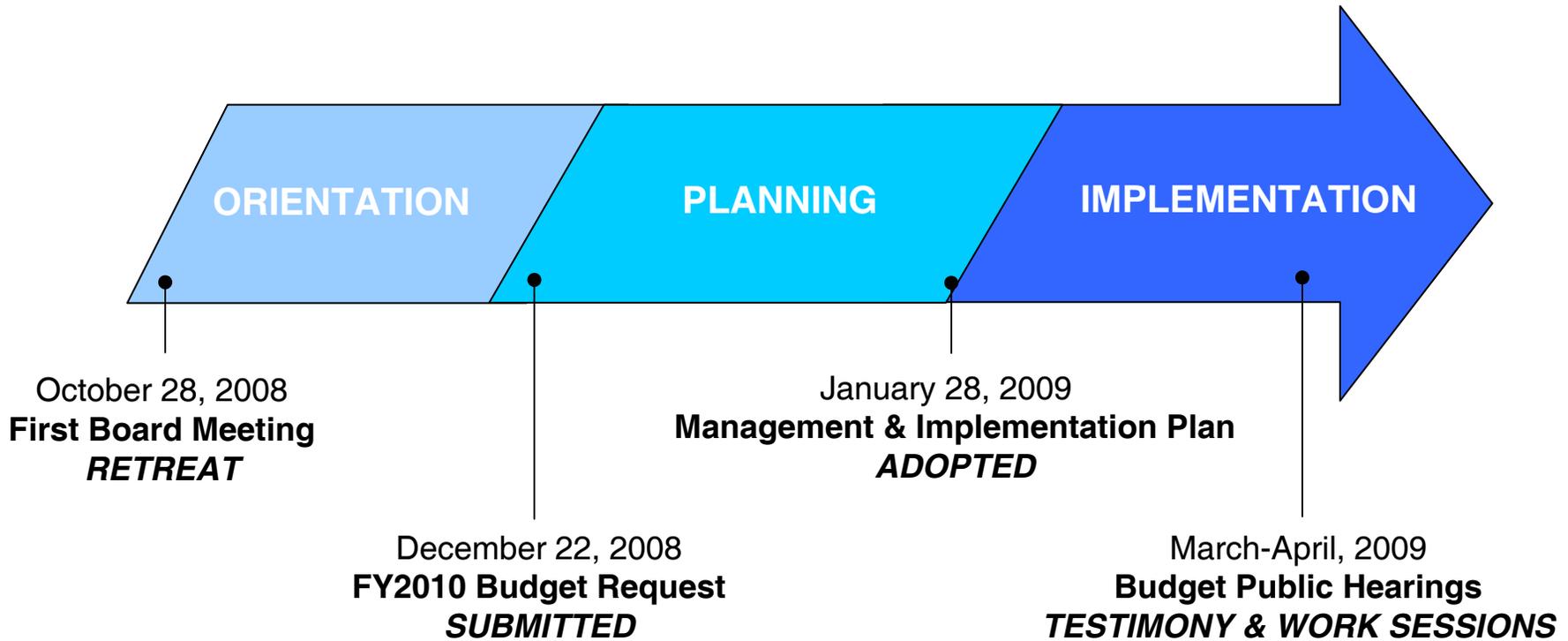


City Council Work Session

April 14, 2009



Alexandria Economic Development Partnership, Inc.



Alexandria Economic Development Partnership, Inc.



Vision & Mission

Alexandria should be a vibrant, creative, diverse City where large and small businesses can locate and grow while enhancing the community's quality of life.

AEDP's mission is to promote the City of Alexandria as a premier location for businesses by capitalizing on its assets including multiple Metro stations, historical character and riverfront location, in order to enhance the City's tax revenue and increase employment opportunities.



Management & Implementation Plan

- Lays out major projects of focus for FY2009 and FY2010
- Provides foundation for budget request
- Maps out roles/responsibilities of staff and Board members
- Is directly linked to the Economic Sustainability Work Group recommendations



Major Projects of Focus

- Attracting Federal Government agencies & contractors
- Expanding Association & Nonprofit segment
- Retaining key private office tenants
- Strengthening retail and tourism infrastructure
- Revitalizing Landmark Mall
- Promoting new commercial development
- Encouraging new niches around IP and creative arts & design



SWOT & Market Analysis

- Identifies target industries and rates opportunities based on various criteria
- Provides a competitive market analysis amongst Alexandria and neighboring jurisdictions
- Highlights opportunities to capture additional contracting activity
- Provides background information and themes for marketing campaigns



Targeted Industries

- Federal Agencies
- Federal Contractors
 - Direct and indirect contractors following federal agencies
 - “Free agent” contractors looking for a premium location
- Membership Organizations & Associations
- Professional Service Firms
 - Boutique Cluster
 - Venture Capital/Private Equity
- Lightning Strikes
 - Headquarters
 - Niche Industry Segments
 - Universities & Colleges
 - Major Research Institutions



Measuring & Accountability

Status of Implementation for Fiscal Year 2009

55.6%

Completed Projects

Practice

- AEDP Branding & website redesign
- Database of economic development/business media contacts
- Catalogue BRAC impacted properties
- Work with Office of Economic Adjustment and ADC to share & learn from best practices
- Prioritize Targeted Industries for Recruitment
- Lease Expiration Monitoring Program

Policy

- Established an Independent AEDP Board of Directors
- Develop and schedule presentations with Alexandria civic organizations
- Revamped Research Functions
- Reformatted Local Economic Indicators Report (LEIRs)
- Actively participate in Small Area Plan and other planning processes
- Submit written and/or oral testimony during at least 50% of public hearings on economic development issues

Perception

- Identify bottlenecks in City government interaction with private sector
- Implemented Mechanism for Information Dissemination

Alexandria Economic Development Partnership, Inc.



AEDP FY 2010 Budget Request

“Resources for economic development need to be significantly increased including staffing and other budget categories such as marketing. AEDP, as now organized, is under-resourced compared to peer economic development organizations elsewhere.”

- Mayor's Economic Sustainability Work Group

BFAAC urges the City to make implementation of the Economic Sustainability Work Group a priority with increased focus and resources for the necessary planning, policy guidance, oversight and control of City spending on economic development activities.

Alexandria Economic Development Partnership, Inc.



AEDP Baseline Request

General Fund request, 5% reduction over FY 2009 level

\$661,028

- Would allow for continued existing level of service
- No new projects or initiatives

Alexandria Economic Development Partnership, Inc.



Landmark Promotion & Investment Program

Consultants: \$60,000
Promotional Materials \$5,000
Total Investment: \$65,000

Seeking advisors, investors, new owner/developer to create Alexandria's "new" Landmark Mall and associated office, hotel and residential development



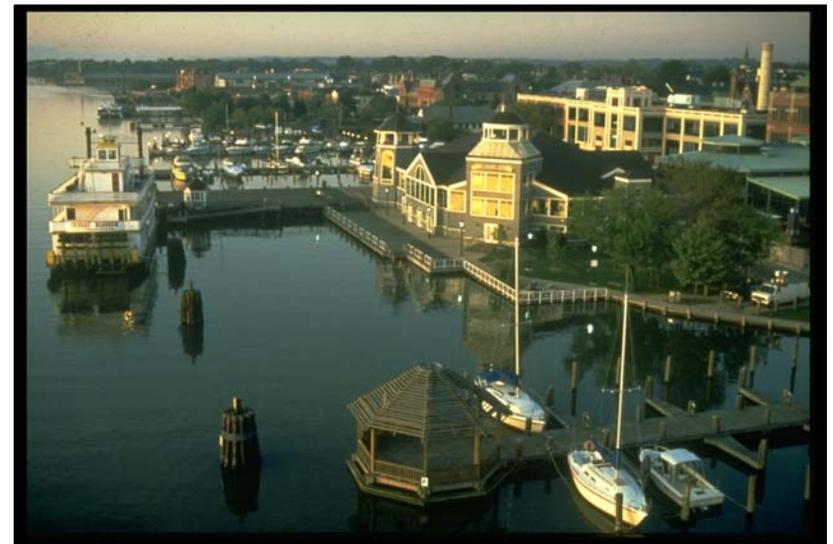
Alexandria Economic Development Partnership, Inc.



Waterfront Promotion & Investment Program

Consultants: \$45,000
Promotional Materials \$5,000
Total Investment: \$50,000

Identify development partners and investors, working on a parallel path with the SAP process



Alexandria Economic Development Partnership, Inc.



Retail & Restaurant Attraction Program

Retail Leasing Consultant: \$65,000

Retail Demand Research: \$12,000

Total Investment: \$79,000*

Conduct a retail demand study for the entire City of Alexandria, identify gaps in supply and demand; contract with a retail leasing specialist



* \$57,000 (FY 2009 contingent reserves)
\$22,000 (FY 2010 general fund)

Alexandria Economic Development Partnership, Inc.



Feasibility Study- Tourism Infrastructure

Tourism Infrastructure Consultant: \$25,000

Total Investment: \$25,000

Determine the need for and the possible size of a meeting/ conference center, museum or other type of facility in Alexandria



Alexandria Economic Development Partnership, Inc.



Study- Building on the Arts

Facilitator/Consultant Services: \$15,000

Total Investment: \$15,000

Discuss the demands and needs of artists, identify areas of the City that would be considered prime for arts development with anchors already in place





Total Investment for New Projects & Initiatives

Landmark	\$65,000
Waterfront	\$50,000
Retail/Restaurant	\$79,000
Tourism Infrastructure	\$25,000
<u>Arts Community</u>	<u>\$15,000</u>
	\$234,000 *

* \$57,000 from FY 2009 contingent reserves
\$177,000 from FY 2010 general fund



Stephanie Pace Brown

President & CEO

Alexandria Convention & Visitors Association

FY 2010 Budget Work Session

- Mission
- State of Tourism
- Program Summary with Results
- Vision for the Future

Mission

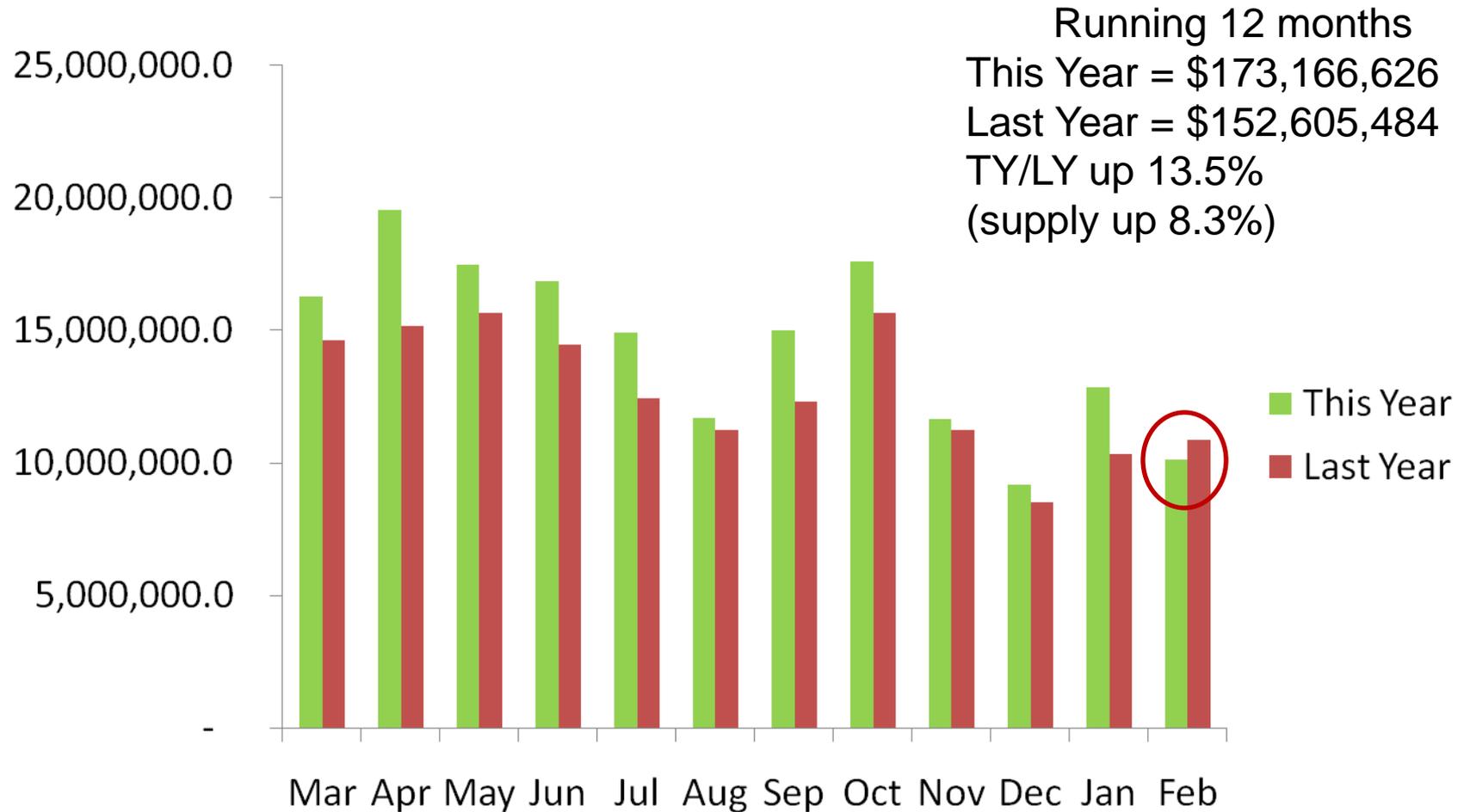
- The mission of the ACVA is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.
- Supplemental funding provided in FY 09 to promote Alexandria – shopping and dining in particular – to residents and neighbors

Mission

- ACVA serves a community of businesses that includes 312 members
 - 25 hotels, 81 restaurants, 55 attractions, 86 shops
- Provide educational programs, networking events, coordinated sales and marketing efforts

State of Tourism

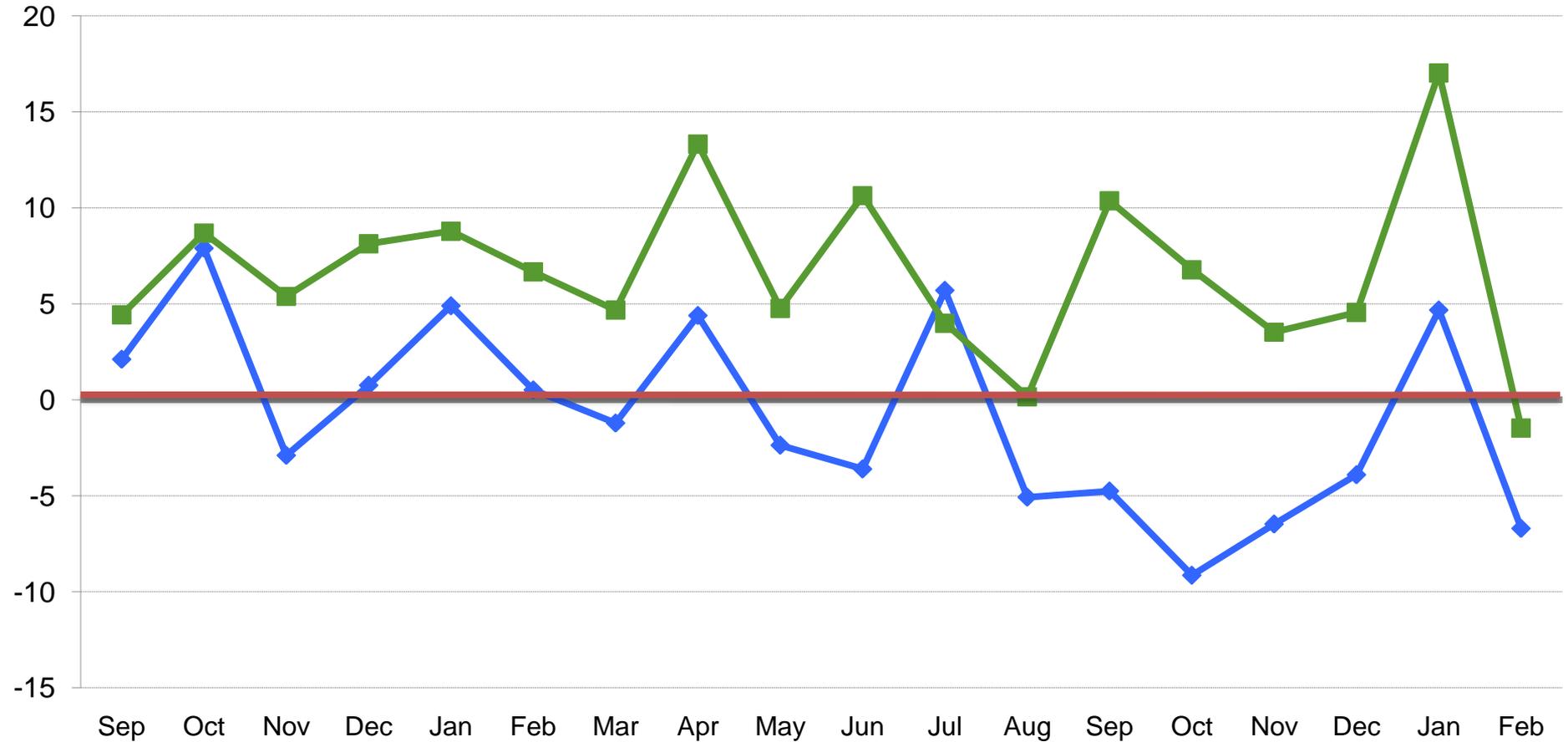
Measured by Citywide Hotel Revenue



* Does not include Residence Inn Carlyle or Lorien

State of Tourism

Measured by Occupancy and Daily Rate



Occupancy ADR

* Does not include Residence Inn Carlyle or Lorien

Program Summary

- Marketing
- Sales
- Public Affairs
- Visitor Services

Marketing

- Paid Advertising Campaigns
 - Tourist
 - Destination
 - Regional
- Website
- Seasonal Promotions
 - 12 Days of Holiday Giveaways
 - Summer of Historic Savings



Advertising

- Destination (\$447,067++)
 - Targets key demographic within 5-hour drive
 - Focuses on building awareness to create new business
 - Promotes overnight stay
- Tourist (\$106,220)
 - Targets pre-destination leads generated by partners
 - Targets visitors after arrival in DC, VA & National Harbor
 - Promotes day-trips
- Regional (\$301,039)
 - Targets Alexandria’s residents and neighbors in D.C. metropolitan area
 - Uses King Street Trolley
 - “New”
 - Call-to-action
 - Qualifies for partnership
 - Promotes shopping and dining
- Groups/Meetings/Conventions (\$25,000)



SHOP, DINE & CELEBRATE

VISITALEXANDRIAVA.COM



Advertising: Destination

- MNI Luxury Group
 - Food & Wine, InStyle, Town & Country, Travel & Leisure, Cooking Light, Country Living, Food & Wine, House Beautiful, This Old House
- Southern Living
- Preservation Magazine
- AAA World
- Online
 - Travelocity
 - Google AdWords

Southern Living
SPECIAL HOME ISSUE
Town & Country
COMFORT
FREQUENT-FLIER SECRETS: MAKING THE MOST OF YOUR TRAVEL
TRAVEL + LEISURE
THE RESULTS ARE IN
WORST AWARDS
2008
HOTELS SPAS CRUISES AND MORE

CHARM-VILLE
IS JUST ACROSS THE RIVER

SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, posh hotels, chic boutiques, fine retail stores, art & antique galleries, historic attractions, and award-winning restaurants, Alexandria is the perfect place to shop, dine and celebrate. Start your visit at the Alexandria Visitors Center at Ransay House, located at 221 King Street — open from 9:00 a.m. to 8:00 p.m. daily.

GETTING HERE IS EASY:

- Water Taxi to Alexandria
- Free King Street Trolley with Frequent Stops Between the King Street Metro and the Waterfront. Every 15 Minutes. 11:30am-10pm Daily

— Our Official Trolley, Noted in the
National Historic Register #4

Virginia Alexandria
VISITALEXANDRIAVA.COM
888.448.7885

© 2008 Alexandria Association of Greater Alexandria
All rights reserved. 434.312.3146

Advertising: Tourist



Virginia Travel Guide

Official DC Visitors Guide

DC Pre-Destination Map

Where Magazine

Gaylord Magazine

Old Town Trolley Maps

Old Town Trolley Side Billboards

Go Smithsonian Digital Guide

where

CHICAGO

It's
gone

CHARM-VILLE
IS JUST ACROSS THE RIVER

SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, posh hotels, chic boutiques, fine retail stores, art & antique galleries, historic attractions, and award-winning restaurants, Alexandria is the perfect place to shop, dine and celebrate. Start your visit at the Alexandria Visitors Center at Ramsay House, located at 221 King Street — open from 9:00 a.m. to 8:00 p.m. daily.

GETTING HERE IS EASY:

- Walk! Toll-free Alexandria
- Free King Street Trolley with Frequent Stops Between the King Street Metro and the Waterfront. Every 15 Minutes. 11:30am-10pm Daily

— Official Welcome Ambassador to the

Virginia
Alexandria
VISITALEXANDRIA.VA.COM
888.448.7885

FREE TROLLEY

© 2016 Alexandria Convention & Visitors Bureau. All rights reserved. VISITALEXANDRIA.VA.COM



Advertising: Regional

- Two Campaigns
 - End of September through mid December
 - March to early June
- Regional Magazines
 - Washingtonian, Northern VA, Capitol File
- Weekly Newspapers
 - Blade, Connection Papers, Alex Times, Old Town Crier, Examiner
- Washington Post: Express, Sunday Source, Weekend
- Radio: Fall only, 75 spots per week for 6 weeks



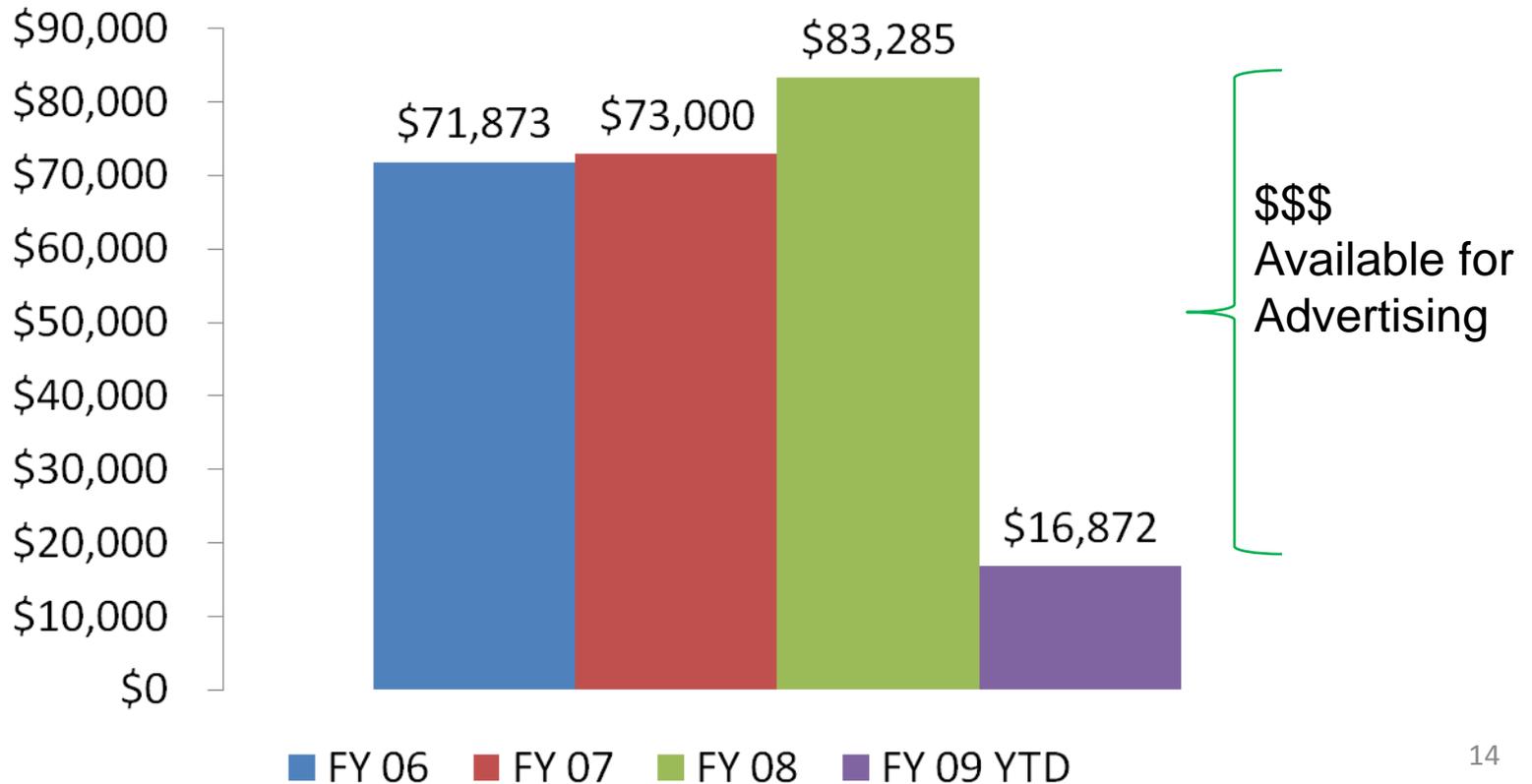
Added Value

Free + Bonus + Partners

Added Value

Design costs subcontracted to media buyer and included in media commission

Complete redesign of ads and brand in FY 09



Added Value



Joint advertising with Metro valued at \$134,000

- 160 Interior Rail Cards, 20 Dioramas, 20 In-station Posters, 1000 Interior Bus Cards, 20 Queen-size Bus Posters

Plus: City PSA

- 12 Taillight Posters
- 100 Interior Bus Posters

Plus: Festival of the Arts \$15,000

- 300 Interior Bus Cards
- 5 Dioramas
- 80 Interior Rail Cards

TAKE METROBUS OR METRORAIL TO THE FREE KING STREET TROLLEY...

SHOP, DINE & CELEBRATE ON ALEXANDRIA'S HISTORIC MAIN STREETS. GETTING HERE IS EASY:

- **Metrorail or Metrobus 28A, 28B, 29N or REX to King Street Station**
- **Free King Street Trolley With Frequent Stops from the King Street Metro to the Waterfront, Every 20 Minutes, 11:30am-10pm Daily**

M opens doors

KING STREET TROLLEY FREE

CITY OF ALEXANDRIA VA

ALEXANDRIA

VisitAlexandriaVA.com

Chief Marco Farrot Olivie

Metro-operated parking lots are free on weekends and federal holidays. One-way cards with full parking fee are the only accepted form of payment for parking except at metered parking and at Alexandria, Tyngsboro-Barnstable, Leap Frog Center, New Carrollton, Rhode Green and Yonkers/Atlantic-BMU where major credit cards are also accepted. Visit the Trip Planner at MetroOpenTrips.com or call 202-637-7000 (TTY 202-638-3780).

Added Value

Negotiated added value worth \$358,079

- Free ads totaling \$144,135
 - Nov 08/April 09: Newsweek, SI, The Week, Time, US News & World Report; plus MNI reader service
 - Where Guest Book
 - Old Town Trolley Inside Billboards
- Remnant ads purchased at discount valued at \$64,643
 - AAA World: saved \$50,142
 - Southern Living: saved \$3,200
 - Preservation: saved \$11,301
- Negotiated ad-ons valued at \$149,301
 - Free color, ad rate levels

Seasonal Promotions

- Seasonal Direct Mail
 - Fall, Holidays, Summer
- 12 Days of Holiday Giveaways
- Alexandria's Inaugural Restaurant Week
- Buy Alexandria
- Alexandria's Summer of Historic Savings



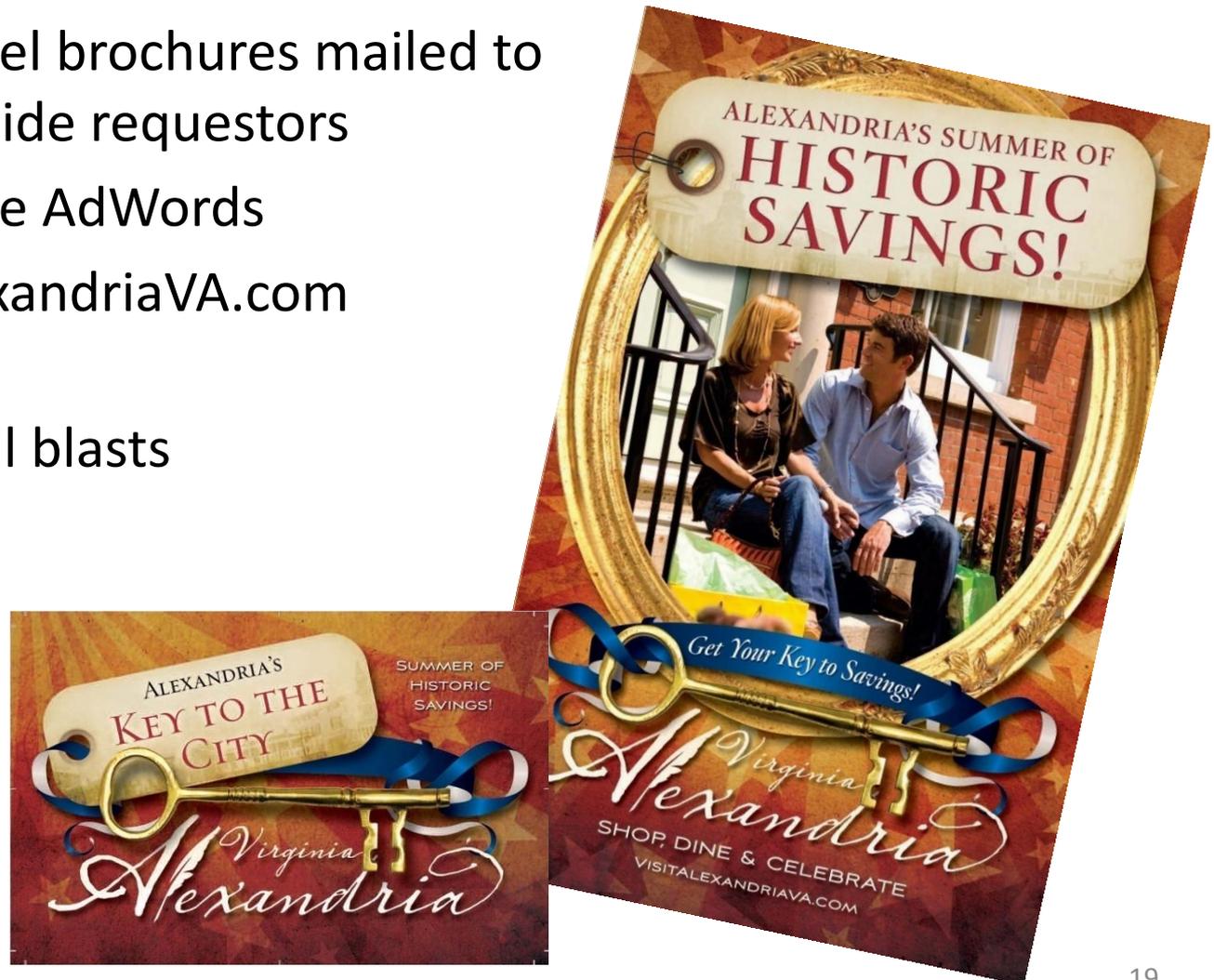
Summer of Historic Savings

- Key to the City Pass features free admission to historic sites and special offers from 60 businesses.
 - Available with reservation booked on VisitAlexandriaVA.com May 1 through August 31.
 - ACVA pays the historic sites for each redeemed ticket (50% of regular price)
 - Historic sites that are regularly free included for publicity
 - Coupons at no cost to businesses
 - All Alexandria hotels opted in
- Also available for sale at the Visitors Center
 - Half price with AMEX



Summer of Historic Savings

- 48,000 six-panel brochures mailed to past Visitor Guide requestors
- \$35,000 Google AdWords
- Ad on VisitAlexandriaVA.com homepage
- Monthly e-mail blasts



VisitAlexandriaVA.com



46° CLOUDY SEARCH Enter your Search

Virginia Alexandria ORDER THE VISITORS GUIDE

ABOUT ALEXANDRIA | ATTRACTIONS & ACTIVITIES | HOTELS | RESTAURANTS & NIGHTLIFE | SHOPPING

WEDDINGS | MEETING & GROUP TOURS | MEDIA & PR | MEMBERS | CALENDAR OF EVENTS | MY ITINERARY

SEARCH FOR hotels

Check In Date: 04-20-2009
 Check Out Date: 04-23-2009
 Rooms Needed: 1
 Adults: 1 Children: 0

SEARCH

E-NEWSLETTER access alexandria

Sign up for our e-newsletter for access to inside information about upcoming events, shopping, dining, getaway packages and special promotions.

OUR DOLLARS COUNT Sweepstakes

The Alexandria community of residents, visitors and workers are invited to participate in the Our Dollars Count Sweepstakes. Just shop, dine, or entertain at participating businesses to receive a Game Card. Enter for a chance to win one of five \$200 Visa Gift Cards each month, May through September, 2009.

read more

A Special Thanks to our Sponsors:
 Alexandria Hotel Association and
 NINAS DANDY

Alexandria Neighborhoods

Old Town & Parker Gray

Find history living at every turn in the 3rd oldest historic district in the nation. Colonial architecture lends itself to unique shops and restaurants. Dogs are optional, but always welcome.

Charm-ville
 Is More Affordable Than You Think

Nationally recognized for its early-American architecture, variety of hotels, unique boutiques, award-winning restaurants and inexpensive historic attractions, as well as quick and easy access to the many free Washington D.C. sites, Alexandria is the perfect getaway to shop, dine and celebrate.

Getting Around - Maps - Transportation - Itineraries

Located in the heart of the greater Washington area, across the river from National Harbor and close to three major airports, getting here is easy.

Calendar of Events

- Apr 18, 09 70th Annual Historic Garden Tour of Alexandria
- Apr 18, 09 Friends of Carlyle House Annual Herb Sale
- Apr 25, 09 AIA Walking Tour of Old Town

About Alexandria | Attractions & Activities | Hotels | Restaurants and Nightlife | Shopping | Contact Us
 Site Map | Weddings | Meeting & Group Tours | Media and Public Relations | Members and Community

copyright © 2004-2009 visitalexandriava.com powered by simpleview

46° CLOUDY SEARCH Enter your Search

Virginia Alexandria ORDER THE VISITORS GUIDE

ABOUT ALEXANDRIA | ATTRACTIONS & ACTIVITIES | HOTELS | RESTAURANTS & NIGHTLIFE | SHOPPING

WEDDINGS | MEETING & GROUP TOURS | MEDIA & PR | MEMBERS | CALENDAR OF EVENTS | MY ITINERARY

SEARCH FOR hotels

Check In Date: 04-20-2009
 Check Out Date: 04-23-2009
 Rooms Needed: 1
 Adults: 1 Children: 0

SEARCH

Print this page

Return to Listings

La Muse

108 N. Patrick Street
 Alexandria, VA 22314
 Contact Name: Debra Monahan
 Phone: (703) 683-1696

Want to laugh? Enjoy the bright colors and unique crafts in this whimsical store. Home & office decor, jewelry, apparel, stationery and a splash of DC by American artisans. Located in Old Town, just steps away from King Street...and far from ordinary. Dogs (and well-behaved children) welcome!

Website | Add to Itinerary | General | Special Offers

Pet-friendly: Yes

SEARCH FOR hotels

Check In Date: 04-20-2009
 Check Out Date: 04-23-2009
 Rooms Needed: 1
 Adults: 1 Children: 0

SEARCH

E-NEWSLETTER access alexandria

Sign up for our e-newsletter for access to inside information about upcoming events, shopping, dining, getaway packages and special promotions.

TROLLEY king street

Running 11:30 a.m. to 10 p.m. daily, this free trolley runs between N. Union Street and the King Street Metro station, making lots of stops for hopping on and off to check out all the shops, restaurants and attractions found along Old Town's main thoroughfare.

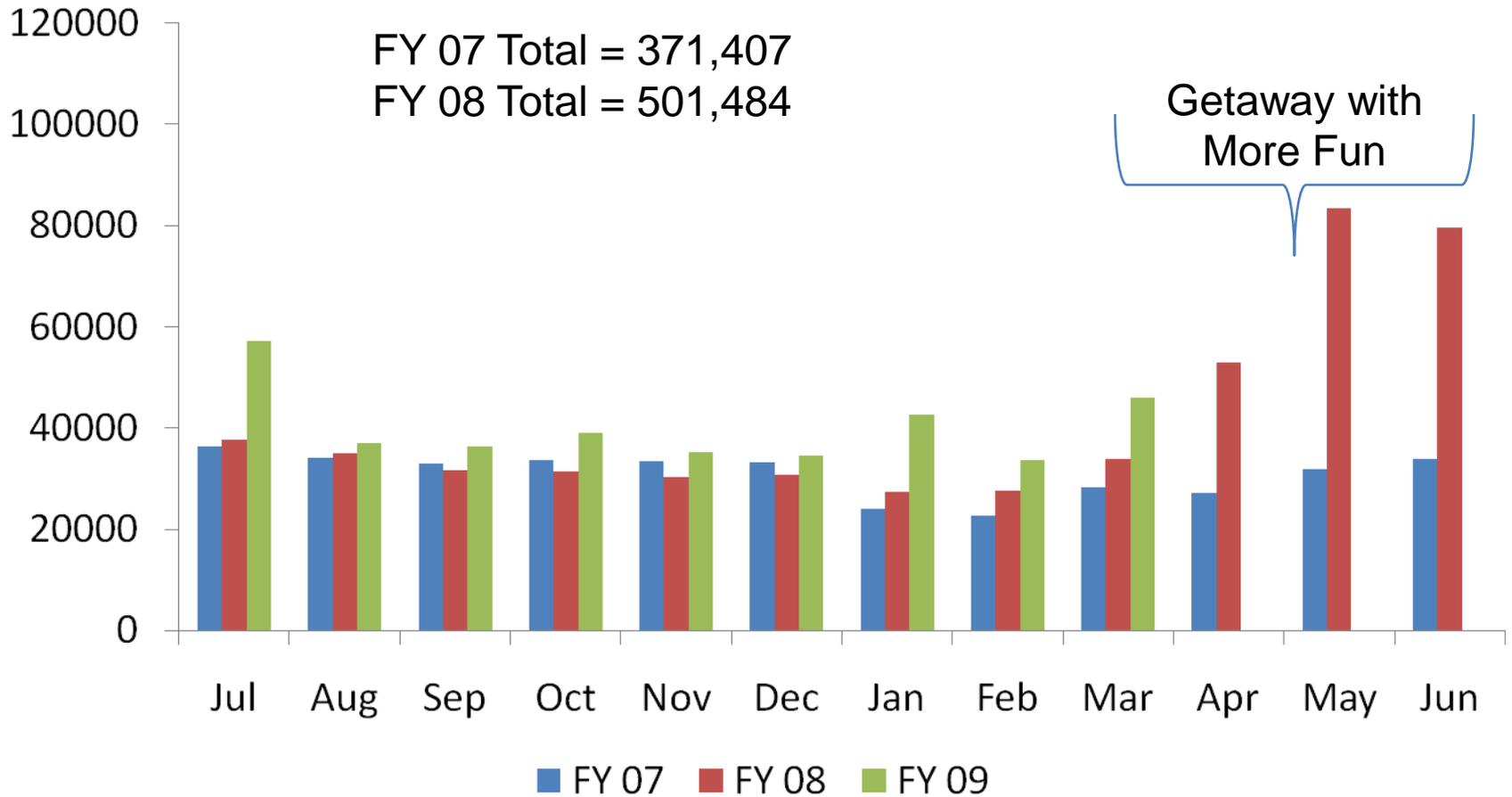
read more

more information

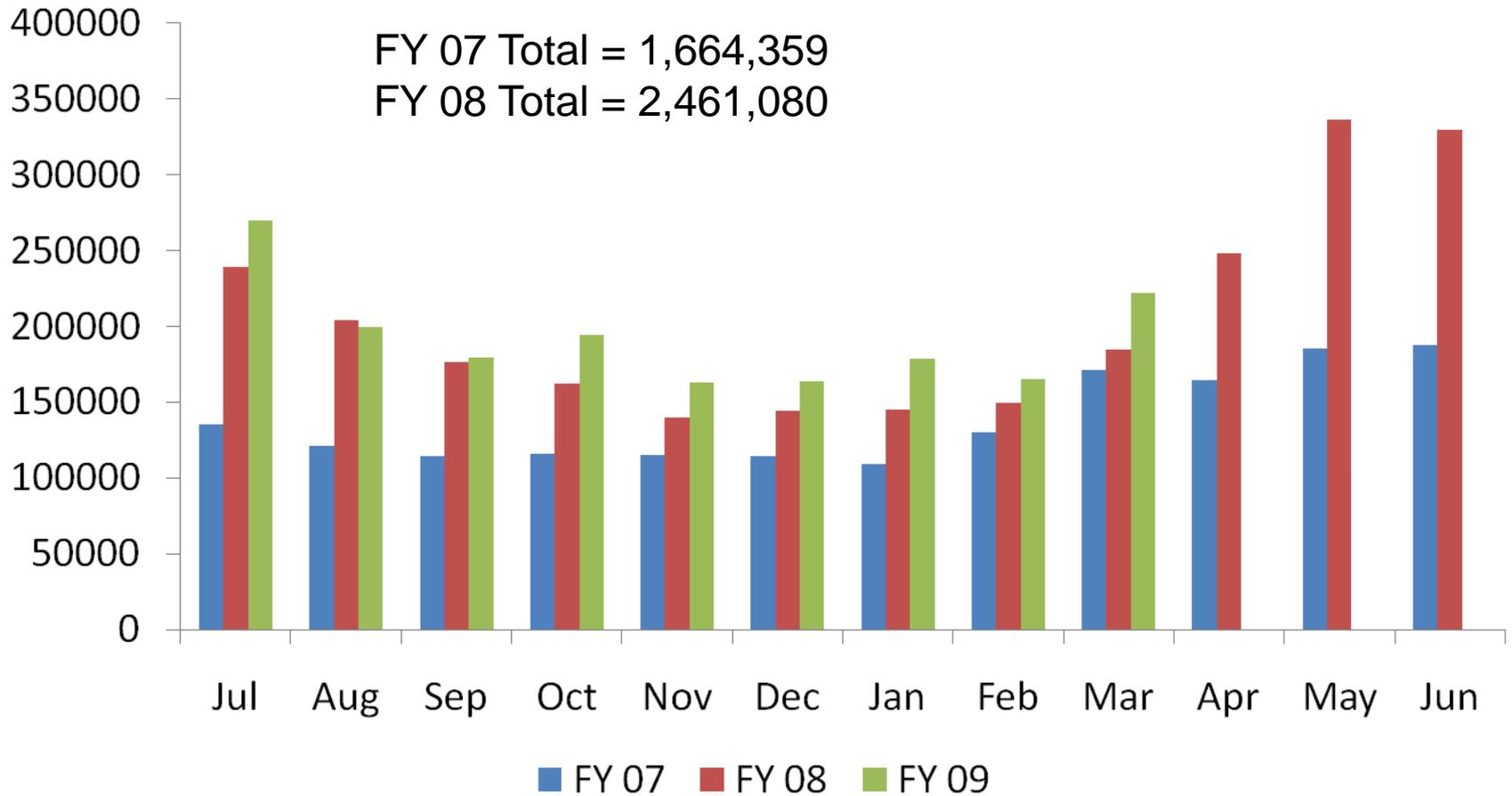
Old Ray & Arlandria
 Carlyle & Eisenhower Valley
 West End

more information

Website Total Visits



Website Total Page Views



On Deck in Marketing

- Retain ad creative and media plan to save media commission and design cost
 - From standard 15% to 6.5%
- Integrate online paid advertising, SEO and e-mail with specialist agency
 - Focus on e-mail list development and organic web visits
- Online restaurant reservations – *first destination in the nation to offer citywide restaurant reservations*



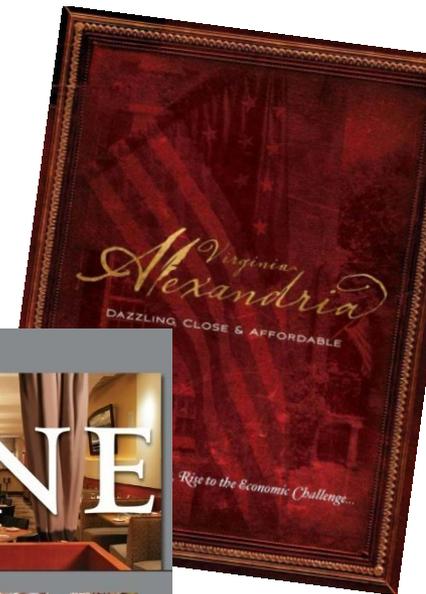
SEARCH FOR
restaurant reservations
Find the perfect restaurant for you!

Date: 18 Mar 2009
Time: 12:00
Number in Party: 2

SUBMIT

Sales Program

- Branded Collateral with Revitalization theme
 - Event Planner, “Pop-up”, Postcard, E-news
 - \$388 million in improvements in Alexandria hotel collection
- Local Campaign: *Meet Alexandria*
- Regional Campaign: *Dazzling, Close & Affordable*
- Direct Sales (Personal Contacts)
- Tradeshows
- National Harbor
 - Readerboard
 - Google alerts
- Weddings



Local Campaign: *Meet Alexandria*

- Letter from Mayor Euille to 400 Alexandria association executives
- Citywide sales blitz to 213 association planners
 - 26 participants from 14 hotels and attractions
- Meeting planner breakfast
 - Certification points as incentive



Regional Campaign: *Dazzling, Close and Affordable*

- High impact direct mail to 2,000 corporate meeting planners in mid-Atlantic
 - Meet close to home
- Google AdWords Campaign
 - \$10,000; geotargeted
- CVB Hot Rates
 - Non-traditional planners
 - SMERF
 - Database of 70,000 planners
 - Offered to industry at no charge





Direct Sales Activities

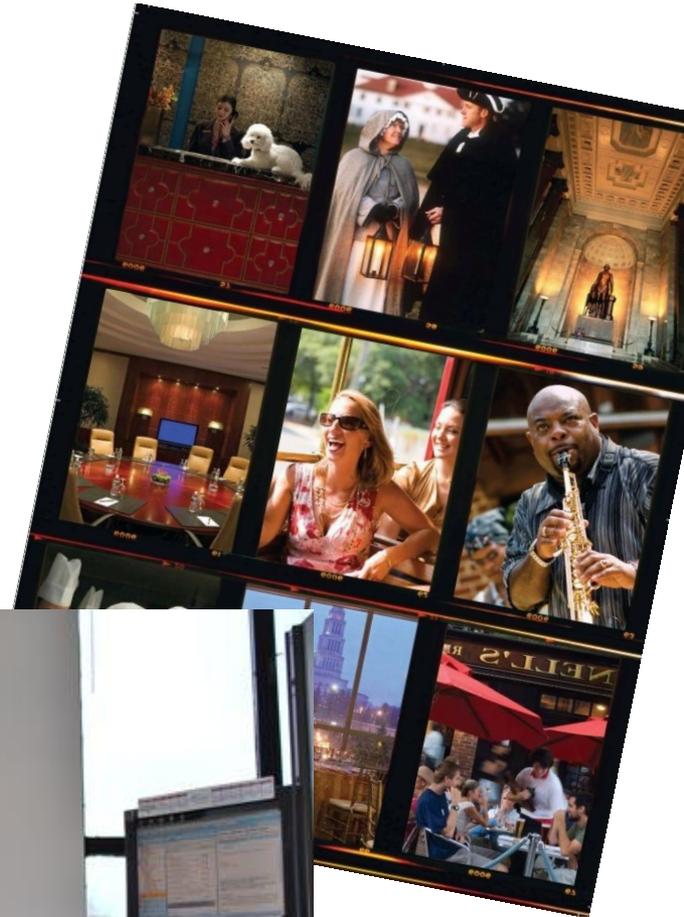
- CSI account managers FAM
- Ice Cream Blitz
- Putting on the Glitz
- Government Sales Blitz
- Society of Government Meeting Planners monthly meeting sponsor
- PMPI's MACE water taxi sponsorship
- AMPS golf outing
- VTC Meeting Planner Event





Tradeshows

- 9 Tradeshows
 - First 6 generated 30 RFPs with estimated revenue of \$2 million
 - Pre-mailer for each show
 - Follow-up with leads
- Partner participation pays 50% of total budget



Sales Programs Results

	FY 07	FY 08	FY 09 YTD Change
Actualized Revenue	\$2,264,808	\$2,687,801	19%
Estimated Revenue	\$25,178,891	\$28,067,316	-15%
Face-to-Fact	719	842	198%
Other Contacts*	33,086	39,870	-16%



* Due primarily to increased resistance to blast e-mails

Sales Program Added Value

Partner support doubles activity. ACVA budget of \$43,000 matched by industry.

- Co-op plan presented each July
- Sales Blitzes
 - \$5,800 in cash and services, 32 member partners
- Putin' on the Glitz
 - \$13,275 in cash and services, 27 partners
- Tradeshows
 - Attended 8 shows with 9 partners
 - \$11,340 in cash and services

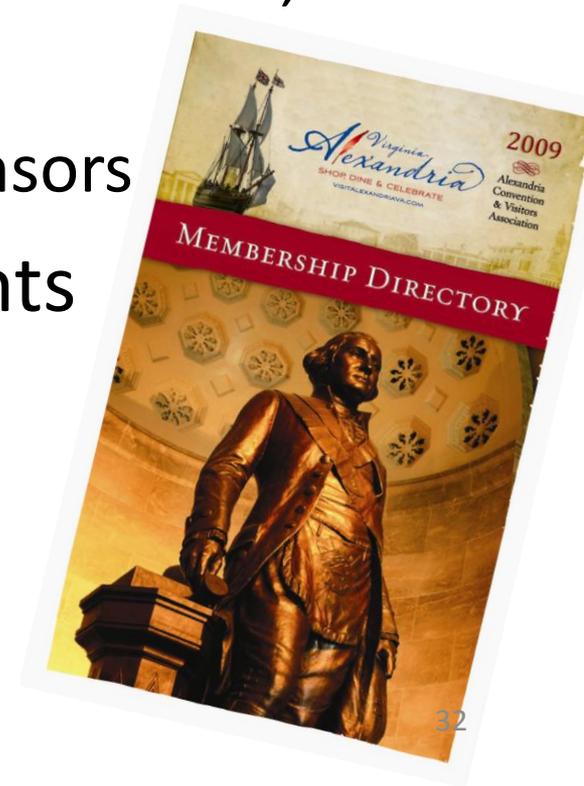


On Deck for Sales

- Target DC, Arlington and Chicago associations
- Increase Online exposure
 - Meeting planner sites, Google AdWords (pending results), enhance content on VisitAlexandriaVA.com
 - Enhance e-list through opt-in contest
- ABA Marketplace 2010
- Host one large event for meeting planners and build quarterly educational program

Public Affairs

- Membership recruitment and retention
 - \$300 to become a member
 - Growing membership despite 15 who closed, former vendors, etc.
 - Membership directory paid by sponsors
- Networking and educational events
- Publications
- Media Relations



Networking and Educational Events



Tourism Marketing Forums supported by host locations – usually at no charge to ACVA

- September: *Annual Meeting* (100)
- November: *Portrait of Alexandria Visitors and the Newest Ways to Reach Them* (60)
- December: *Holiday Social and Superstar Awards* (45)
- February: *Overview of Economic Development Organizations and Business Associations* (40)
- March: *Membership Appreciation with Help Desks* (60)
- First Annual Membership Appreciation Week (40)
 - Open house with tutorials by each department

Publications

- Official Alexandria Visitors Guide
 - Editorial by ACVA staff
 - 400,000 copies per year
 - Advertiser supported
 - \$20,000 income
 - Goes out for bid this summer
 - 2,000k/mo. Distributed at National Harbor
- Old Town Map
 - 300,000 copies per year
 - Advertiser supported
 - Heavy distribution by water taxi and trolley





Media Relations

- FY 2008 value of earned media \$1.7 million; up 48%
- FY 2008 total impressions of 82 million
- FY 2008 hosted 80 journalists
- Department in transition during 2009
 - 11-year employee retired
 - Staff vacancy frozen
 - Media consultant worked with staff; aggressive 2010 plan in creation

Visitor Services

- Visitor Center served 68,000 guests in FY 2008
 - Extended hours in FY 2009
 - Slight reduction to meet FY 10 budget cut
 - Ticket sales for historic sites and special events
- Motor coach parking passes
- Gift Shop
 - Featuring new logo items
 - Realigned to improve profitability
- Brochure Distribution
 - Paid racks
 - Bulk requests
 - Reader service and other individual fulfillment



Vision: Short Term

- Optimize results as a marketing organization
- Increase relevance of website to locals and neighbors to serve member businesses and increase spending
- Continue to enhance website content
- Build cohesiveness in the tourism industry, offering collaborative programs and educational resources
- Introduce better-than-ever media relations plan
- Continue to play supportive role with City departments and economic development agencies

Vision: Long Term

- Participate in City planning initiatives to include tourism infrastructure
- Encourage development of demand generators to support growing hotel supply and optimize visitor spending
 - Create demand through marketing
 - Product Development
- Transform Alexandria's visitor experience from overnight getaway to longer visits with more spending