



Alexandria City Academy

Session 2

September 18, 2014

EXTRAORDINARY

Alexandria

What is ACVA?

September 18, 2014

Alexandria City Academy

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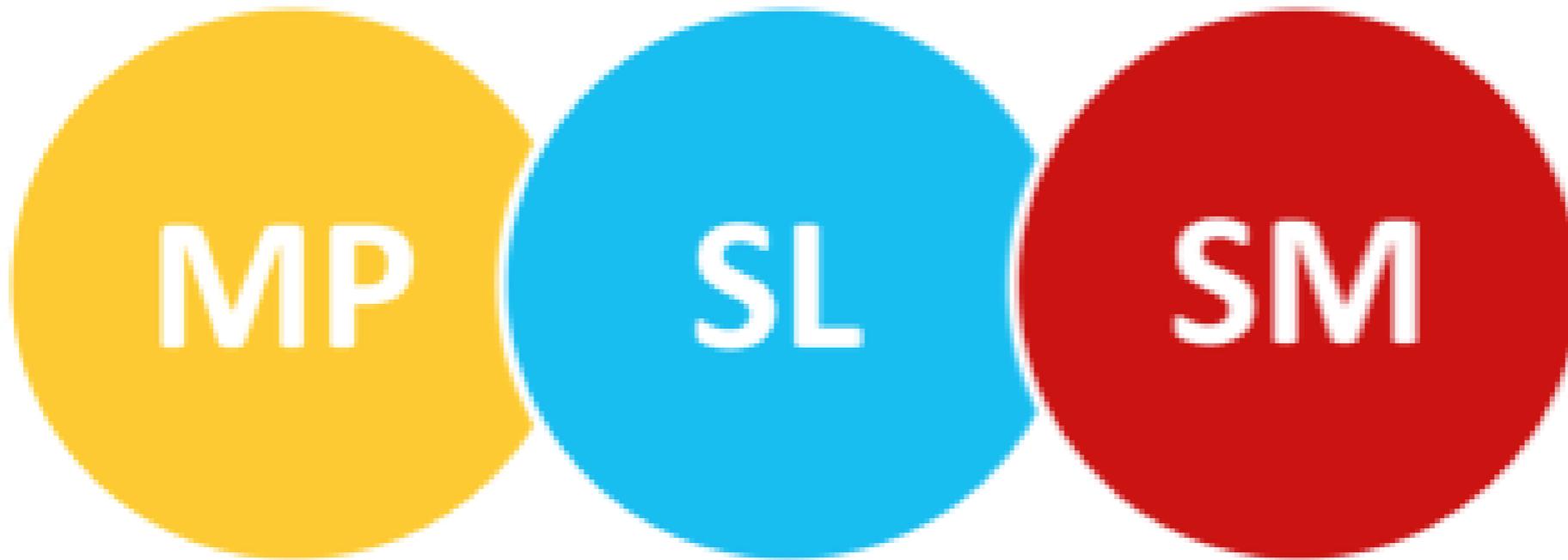
Alexandria

Patricia Washington
President & CEO
Alexandria Convention & Visitors Association

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Alexandria

ACVA's Overall Goal



through a fully-integrated brand campaign

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Alexandria

Supporting the City of Alexandria's Goal

to generate gains in
visitor spending and tax
revenues

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Organization

- A 501 (c)(6) *nonprofit*
- A *Membership* based organization
 - Over **300** members, including restaurants, shops, attractions, etc.
 - We assist our members with unique marketing opportunities, web and Visitors Guide promotion, sales leads, media coverage, etc.
- *Independent* of city government, but with significant *funding* from general tax revenues
- Our principal job? Marketing the city of Alexandria to potential visitors near and far, and serving them when they are here

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What do we mean by marketing?

Advertising

Meeting and
Group Sales

Website and
Social Media

Public
Relations

Member
Services

Visitors
Center

Official
Visitors
Guide & Map

Research

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In FY2014...

Media Impressions

115 million impressions (+15%)

VisitAlexandriaVA.com

1.12 million visits (+5%)

Meetings and Sales

\$5.5 million in group bookings (+4%)

Public Relations

898 media stories generated (+28%)

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\$739 million in 2012 Visitor Spending

+4% over 2011

+26% over 2007

\$23.7 million in city tax revenue

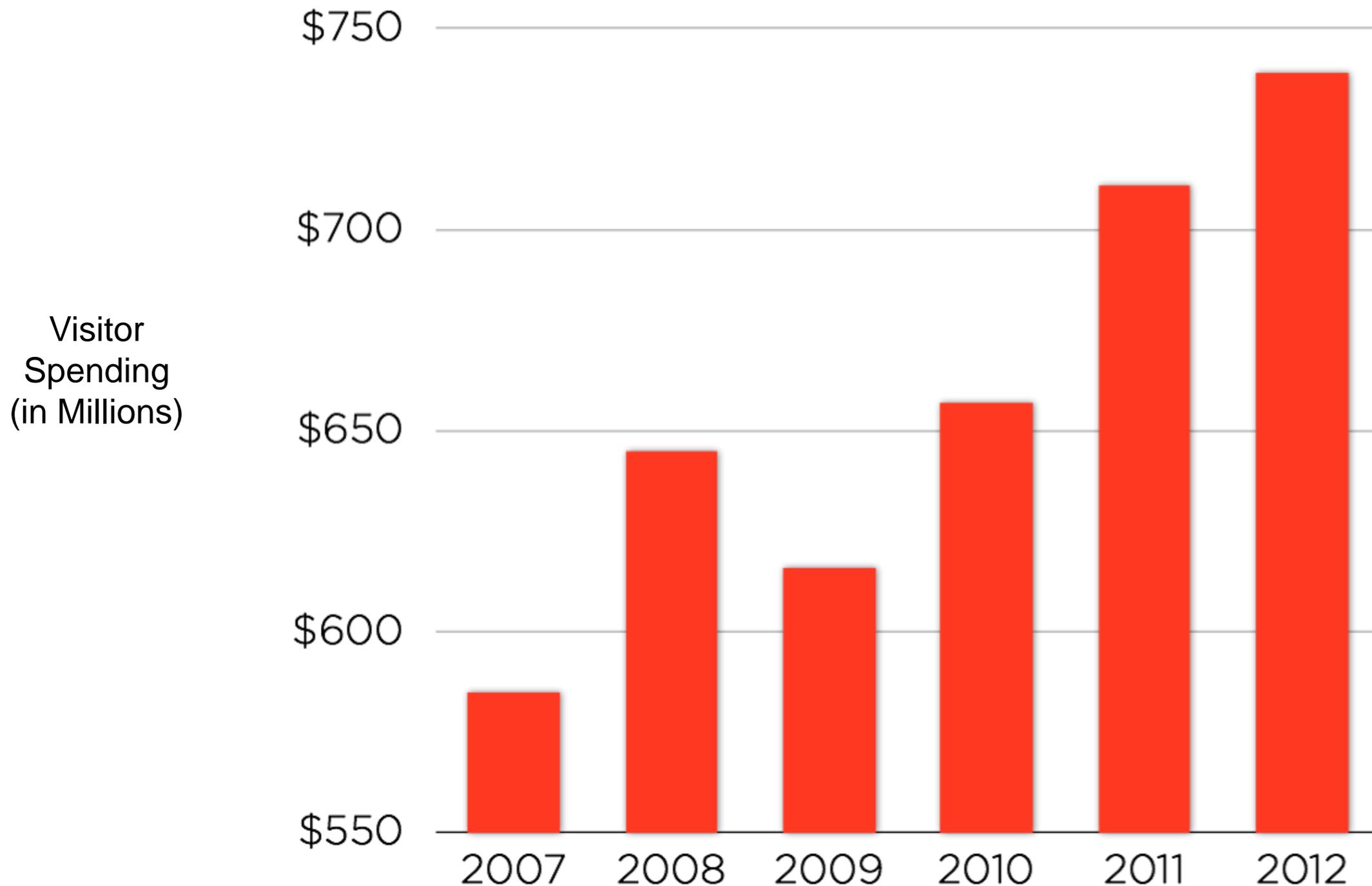
4:1 Return on Investment (2010)

6,158 jobs

+1.5% over 2011

**2013 stats not yet available*

Visitor Spending in Alexandria



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Alexandria

Campaigns

Destination

Regional

Tourist-in-Market

Target Audiences



Cosmopolitan & Discerning

- 45-64 affluent adults
- More experience-seeking and less price-sensitive
- Appreciate elegance, innovation and learning



Young, Urban Professionals

- 25-40 professional adults
- Enjoying new earning power and want to discover authentic destinations
- Seeking enriching and new experiences



Young Families

- Visiting the DC region
- Open to staying in an authentic location just minutes from the capital and a destination in itself

Target Audiences



International Travelers

- Focusing on travelers coming to the Washington, DC area and bringing them to Alexandria for an extended stay



Meeting Planners

- Enticing meeting and group planners to hold their large meetings and events



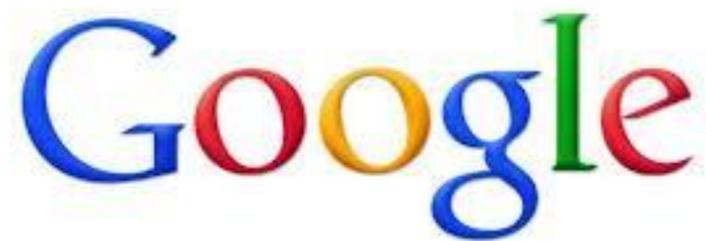
Business Travelers

- Targeting travelers who are coming to Washington, DC for business to stay on our side of the Potomac

Target Geographic Markets



DIGITAL PARTNERS



PRINT TITLES

Destination Campaign

Philadelphia
MAGAZINE

Cooking Light

The Roanoker
METROPOLITAN ROANOKE LIFESTYLES



Pittsburgh
MAGAZINE®

TRAVEL+
LEISURE

FOOD & WINE
INSPIRATION SERVED DAILY

Southern Living

REAL SIMPLE
LIFE MADE EASIER

REGIONAL CAMPAIGN

The Washington Post

Alexandria  Times

washingtonexaminer.com

Potomac
ALMANAC

Baltimore
MAGAZINE

WASHINGTONIAN.COM

McLean
CONNECTION

ALEXANDRIA
Gazette Packet 

Total Traffic
& Weather Network

Richmond Times-Dispatch

TimesDispatch.com


CLEAR CHANNEL
OUTDOOR

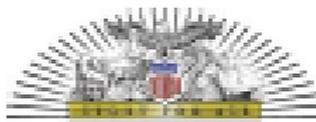
LAMAR


Old Town Crier
From the Bay to the Blue Ridge

The
Arlington
Connection

Great Falls
CONNECTION

Mount Vernon Gazette


THE SUN

THE WASHINGTON
Informer

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Alexandria

Conceptual Trailheads for Brand

1. Authentic Architecture & Heritage
2. Thriving Arts Culture
3. Redefined Luxury: Simple but Perfectly Done
4. Romantic Escape
5. Rich Diversity of Offerings
6. Healthful Living
7. Epicurean Delights

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Alexandria

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Alexandria

ARTS
EDITION

IT'S IN OUR CULTURE
LOCAL SHOPS AND GALLERIES
MIX ART INTO YOUR EVERYDAY.

**NAMED A TOP
ARTPLACE 2013**
ART AND CREATIVITY
ARE INHERENT IN
EVERYTHING WE DO.

STATE OF THE ART
SIGNATURE CULTURAL
FESTIVALS AND EVENTS.

ARTS POWERHOUSE
WATCH CREATIVITY UNFOLD
AT THE TORPEDO FACTORY
ART CENTER.

**ALL THE WORLD'S
A STAGE**
EXPERIENCE LIVE THEATER,
AN AWARD-WINNING
SYMPHONY AND THE
LEGENDARY BIRCHMERE
MUSIC HALL.

*Here, you're only limited
by your imagination.*

Find your inspiration at VisitAlexandriaVA.com/arts

Painting by Torpedo Factory Art Center artist **Anna Shakeeva**

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Alexandria

DINING
EDITION



Chef
Carmel Armstrong
Wine & Spirits

EPICUREAN ESCAPE:
OLD TOWN'S HISTORY,
ARCHITECTURE AND CULTURE
THROUGH FOOD.

MASTERS OF MIXOLOGY:
TASTE LOCAL CRAFT BREWS
AND SIP AWARD-WINNING
CRAFT COCKTAILS.

PRESIDENTIAL HOTSPOTS:
FIRST FAMILY FAVORITES
FROM THE OBAMAS TO
GEORGE WASHINGTON.

TANTALIZING SEAFOOD:
ARTFULLY SERVING
THE FRESHEST CATCH.

*There's an art to extraordinary dining.
Find your flavor at VisitAlexandriaVA.com/dining*

must be the
COBBLESTONES

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Minutes from Washington, D.C., but a world away.
Plan your weekend getaway at VisitAlexandriaVA.com

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BOOK NOW



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Things to Do

Hotels

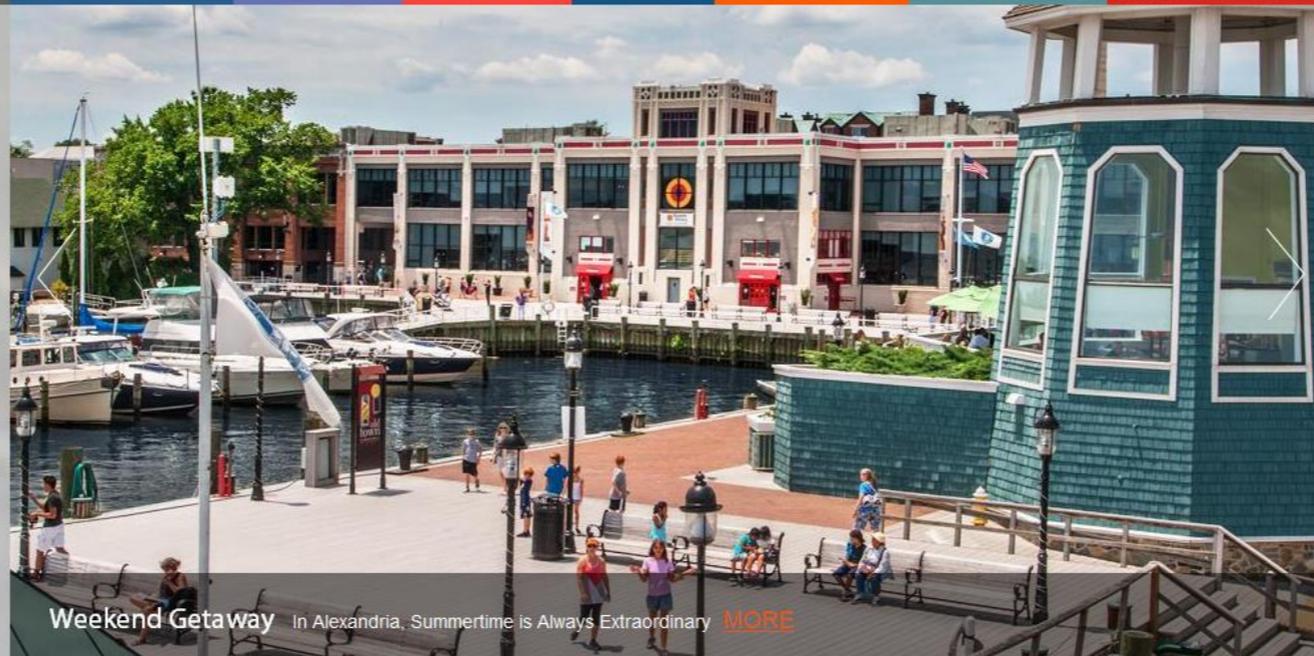
Restaurants

Events

Shopping

Planning Tools

About



Weekend Getaway In Alexandria, Summertime is Always Extraordinary [MORE](#)

Alexandria, Virginia

Minutes from Washington, DC but a World Away



On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its **rich history** and beautifully preserved 18th- and 19th-century architecture - an **extraordinary** backdrop for a thriving **boutique scene**; acclaimed, chef-driven **restaurants**; vibrant **arts and culture**; and a welcoming, walkable lifestyle.

Get carried away in **Old Town's** enchanting waterfront setting, **Del Ray's** artsy and eclectic scene, and neighborhoods beyond. Whether you're planning a **romantic escape**, **family vacation**, **girlfriends getaway**, or organizing an important

Welcome to Extraordinary Alexandria



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Alexandria

EXTRA Alex

A BLOG FOR ALL THINGS *Extraordinary* IN ALEXANDRIA, VA

[THINGS TO DO](#) [FOOD & DRINK](#) [ARTS](#) [SHOPPING](#) [VISITALEXVA.COM](#)



TOP 5: WAR OF 1812 SIGNATURE WEEKEND EVENTS

August 25, 2014 - Posted by Molly

It's the moment you've all been waiting for! After nearly a year of special events, tours and exhibits honoring Alexandria's role in the War of 1812, the celebration will close with the much-anticipated Signature Event Weekend on August 30-31.

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Blog

Blog.VisitAlexandriaVA.com

Alexandria Meetings

MeetAlexandriaVA.com



Questions?

Alexandria Convention & Visitors Association

625 N. Washington St. Suite 400

Alexandria, VA 22314

703.652.5362

www.visitalexandriava.org



Questions?

Alexandria Economic Development Partnership, Inc.

625 N. Washington St., Suite 400

Alexandria, VA 22314

703.739.3820

www.alexecon.org



Affordable Housing

Mildrilyn Davis
Director, Office of Housing



Housing Agencies and Missions

- **City of Alexandria: Office of Housing**
 - Policy development for affordable housing
 - Affordable housing development and preservation
 - Home purchase and home rehabilitation programs
 - Landlord-tenant relations
 - Fair housing testing and education
- **Alexandria Redevelopment and Housing Authority (ARHA)**
 - Public Housing
 - Housing Choice (Section 8) Vouchers
 - Tax-Exempt Bonds
 - Redevelopment, Preservation



Our Challenge



Incomes and Housing Costs

- **From 2000 to 2014:**
 - HUD median income for Washington, DC metropolitan area increased by **30%**, from \$82,800 to \$107,000
 - Average rent for market rate two bedroom unit in Alexandria increased by **70%**, from \$1,034 to \$1,753
 - Average assessed value of residential property increased by **156%**, from \$191,341 to \$490,442:
 - Single family: 160%, from \$260,907 to \$677,375
 - Condominiums: 171%, from \$106,875 to \$287,495



Typical Hourly Salary:

Retail Sales Person: \$18.75



Janitor: \$12.00



Housekeeper: \$12.50



Child Care Worker: \$24.51



Police Officer II: \$ 27.88



Auto Mechanic: \$24.03



Administrative Support II: \$20.67



Bus Driver: \$18.26



Hourly wage needed to rent, 2014 (not to exceed 30% of income):

1 Bedroom (\$1,399): \$26.90

2 Bedroom (\$1,753): \$33.71

Source: Web site (Indeed.com/salary); City of Alexandria 2014 Market Rent Survey
Wage: ((average rent/.3)*12months)/2,080 work hours per year

Who Needs Affordable and Workforce Housing

AFFORDABLE

Rental

2 persons @ 60% AMI (\$51,360)

Can Afford Rent @ \$1,284

- Two Food Preparation Workers
- Construction Worker and Housekeeper
- Licensed Practical Nurse (LPN)
- Teacher

Ownership

3 persons @ 80% AMI (\$77,340)

Can Afford \$282,000 Condo

- Fire Fighter
- Retail Manager and Medical Assistant
- Police Officer

WORKFORCE

Rental

2 persons @ 80% AMI (\$68,480)

Can Afford Rent @ \$1,712

- Teacher and Home Health Aide
- Accountant
- Librarian
- Bus Driver and Receptionist

Ownership

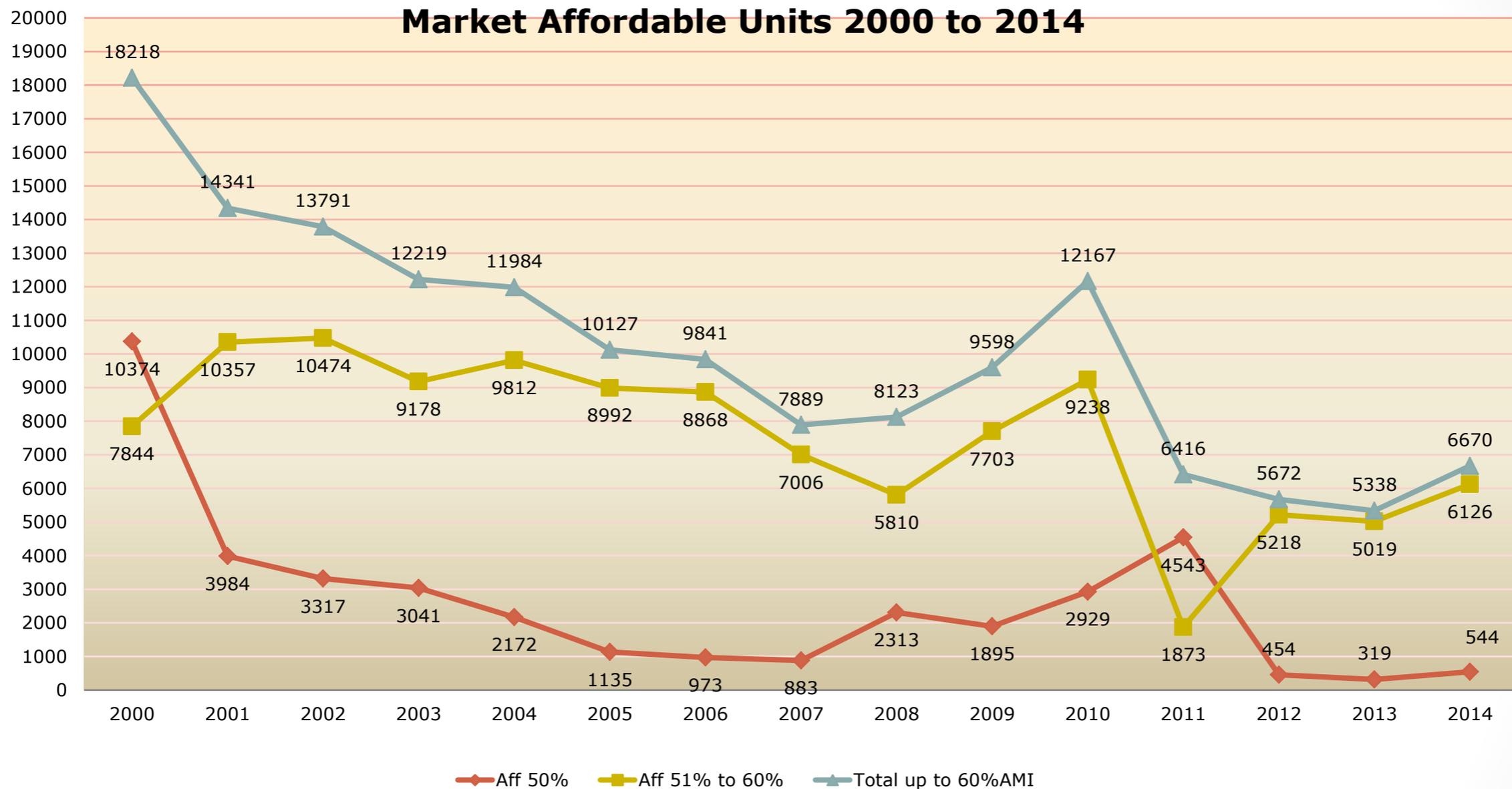
3 persons @ 120% AMI (\$116,560)

Can Afford: \$438,000 Condo

- School Psychologist
- Two Schoolteachers
- Electrician & Retail Manager



Threatened Assisted Rental Housing



- 871 assisted units of non-Resolution 830 units will face potential loss by June 2015
- An additional 480 units face threats from July 2015 – June 2020



Assisted Rental Housing

Assisted Housing Type	Number of Units
Resolution 830 (public housing and replacement units)	1,150
Non Resolution 830	
Project-Based Sec. 8	950
LIHTC and/or Tax Exempt Bonds	1,378
Set-aside rental units	79
Local assistance (incl. federal CDBG/HOME) only	159
TOTAL	3,716
Housing Choice Vouchers	1906

Need for Additional Publicly Assisted Units

- Currently 3,716 Publicly Assisted Rental Units
- 2010 Demand was approximately 14,000
- Market Rate Affordable Housing is continuing to decline
- ARHA Voucher Wait list has 7,850 households and the Public Housing Wait list has 6,804 households





Our Principles and Goals

Housing Master Plan Guiding Principles

- **Principle 1:** Variety of housing options at all incomes
- **Principle 2:** Housing choice for all ages and abilities
- **Principle 3:** Active partnerships
- **Principle 4:** Key priorities for distribution and preservation
 - Access to transportation and services
 - Strategic preservation or location opportunities
 - Geographic distribution
- **Principle 5:** Social and cultural diversity through mixed income communities
- **Principle 6:** Healthy and growing economy requires affordable housing



Housing Master Plan Goals

Goal 1: Preserve long-term affordability and physical condition of assisted and market affordable rental housing

Goal 2: Provide or secure affordable and workforce rental housing through strategic development and redevelopment

Goal 3: Provide affordable home purchase opportunities

Goal 4: Enable homeowners to remain in their homes



Housing Master Plan Goals

Goal 5: Provide safe, quality housing choices for households of all ages and abilities

Goal 6: Enhance public awareness of the benefits of affordable housing

Goal 7: Enhance public awareness of the benefits of healthy, well-designed, and energy efficient housing.





Our Resources



Office of Housing Major Funding Sources

	FY 2012	FY 2014	Approved FY 2015
Federal grants			
• Community Development Block Grant (CDBG)	\$1,142,519	\$652,478	\$659,371
• Home Investment Partnerships Program (HOME)	\$815,124	\$378,739	\$365,897
General Fund (Includes Dedicated Revenue)	\$1,921,705	\$2,313,228	\$2,436,813
Housing Trust Fund (developer contributions and program income)	\$511,500	\$2,525,000	\$970,000



Our Development and Preservation Activities



Voluntary Contribution Formula Update

Development Category	2005 Rates	2014 Rates
Non-Residential	\$1.50	\$1.85
Tier 1 Residential		
For-Sale	\$2.00	\$2.47
Rental	\$1.50	\$2.47
Tier 2 Residential	\$4.00	\$4.94



Bonus Density: Section 7-700

- Allows City approval of up to 20% increase in allowed density
 - may exceed 20% where allowed by Small Area Plan
- Requires dedicated affordable units in exchange for bonus
 - 1/3 of bonus units (or equivalent)
 - equivalency can be established with a different number of units if the size (square footage or number of bedrooms) of the units provided achieves an equivalent contribution
- Allows affordable units off-site
 - equivalent contribution value
- Allows cash in-lieu of on site units
 - equivalent contribution value



Current Set-Aside and Resale-Restricted Units

- Rental
 - 55 units in 12 market rental properties
 - 12 units in one market condominium property
- Ownership
 - 26 set-aside units in four developments
 - Additional 7 set-aside units with expiring covenants
 - 6 (2 properties) in FY 15; 1 in FY 17
 - 24 set-aside units with previously-expired covenants
 - 95 resale-restricted units via purchase assistance requirements

*figures exclude City-assisted affordable development projects



Pending Affordable Housing Contributions

- Units pledged under construction - 63
 - Braddock Metro Place - 10 units
 - Potomac Yard Landbay J - 8 units
 - Giant at Potomac Yard - 12 units
 - Park Meridian - 33 units
- Units pledged, not yet under construction - 118
 - Stevenson Ave - 9 units
 - Hoffman - 56 units
 - Mt Vernon Village Center - 28 units
 - The Delaney - 23 units (project revision pending)
 - Slater's Lane - 2 units (ownership)
- Outstanding pledged monetary contributions: \$26.1M
 - Payable when projects are completed



Beauregard Plan Affordable Housing

- Beauregard Small Area Plan calls for demolition of 2400 units
- Affordable housing provisions provide for 800 new (599) and preserved (201) affordable and workforce units, committed for a period of 40 years
- Development will span 30 years; process will be gradual
- Without Plan, current market affordable units could be lost through
 - Rent increases
 - Renovation and repositioning
 - Redevelopment within existing density/FAR



City-Funded Units Since FY 2007

- New Development – 150 units; City investment \$12.3M
 - The Station at Potomac Yard – 64
 - Beasley Square (rehab and new addition) - 8
 - Jackson Crossing (under construction) – 78
- Acquisition/Rehabilitation - 272 units; City \$14.5M
 - Arbelo/Lacy/Longview - 119
 - Beverly Park - 33
 - ParcView - 120
- Rehabilitation Only – 38 units; City \$1.4M
 - 612 Notabene – 10
 - Lynhaven Apartments (in progress) - 28
- ARHA Redevelopment/Rehab – 160 units; City \$15.3M
 - Alexandria Crossing/West Glebe – 84
 - Quaker Hill – 60
 - Miller Homes (James Bland replacement) - 16



City-Funded Project : Jackson Crossing

Under Construction by AHC, Inc.



Total Units: 78 City investment: \$2.5M plus City land (\$720K value)
Project financing includes Low Income Housing Tax Credits



Other Office of Housing Programs/Activities

- Home Rehabilitation Loans
\$90,000 construction cost limit; may be exceeded for lead-based paint
- Homeownership Assistance (special projects only)
up to \$50K depending on income; additional \$10K for City/ACPS employees
 - Homeownership Counseling
 - Condo Ownership Education
- Beauregard Relocation
- Landlord-Tenant Complaint Mediation
- Annual Rent/Vacancy Survey
- Fair Housing Testing Program
- Fair Housing Training



Questions?

Office of Housing
421 King St., Suite 200
Alexandria, VA 22314
703.746.4990

www.alexandriava.gov/Housing



Supplemental Slides: Current and Recent Projects

Current ARHA Project

- Redevelopment Underway
 - James Bland (134 public housing, 231 market rate units), ARHA. To be developed in 5 phases. Phases I, II and IV completed (80 ARHA units, 137 market units). Phase V (including Phase III) is underway, with the final 54 ARHA units and 94 market units. City investment: \$4.8M for 16 off-site replacement units



The Station at Potomac Yard



ParcView Apartments

Acquired by Wesley Housing Development Corporation with City assistance;
rehabilitation completed



Total units: 159 (120 after Rehab) City investment: \$9 million



Beverly Park Apartments

Acquired by Wesley Housing Development Corporation; rehabilitation completed



Total units: 41 (33 after rehab) City investment: \$2,000,000

Beasley Square

Sponsored by Harambee Community and Economic Development Corporation;
rehabilitation and new construction in progress; completed January 2011



Total Units: 8

City investment \$1,139,000

Arbelo Apartments

Acquired by Alexandria Housing Development Corporation from RPJ
Housing; rehabilitation in progress



Total units: 34
City investment:
\$3,500,000



Lacy Court Apartments

Acquired by Alexandria Housing Development Corporation from RPJ Housing; windows replaced; CDBG-R stimulus funds designated for energy & other improvements; major rehabilitation pending



Total units: 43

City investment: \$7,250,003

Longview Terrace Apartments

Acquired by Alexandria Housing Development Corporation from RPJ Housing; rehabilitation in progress



Total units: 41
City investment:
\$3,200,000

Quaker Hill

Previous investor's 99% interest in tax credit partnership acquired by the Alexandria Redevelopment and Housing Authority (ARHA); rehabilitation completed.



Total units: 60

City investment: \$4,700,000

Alexandria Crossing



Total Units: 84 public housing; 9 workforce; 1 RPO; 12 market
City investment: \$7,040,000



Questions?

Office of Housing
421 King St., Suite 200
Alexandria, VA 22314
703.746.4990

www.alexandriava.gov/Housing



Planning & Zoning

Karl Moritz
Acting Director



Questions?

Planning & Zoning

301 King St., Room 2100

Alexandria, VA 22314

703.746.4666

www.alexandriava.gov/Planning