

Alexandria City Academy

Session 2

September 17, 2015

EXTRAORDINARY

Alexandria

Visit Alexandria

September 17, 2015

Alexandria City Academy

EXTRAORDINARY

Alexandria

Patricia Washington

President & CEO

Visit Alexandria

Patricia@VisitAlexVA.com

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Mission

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets

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Visit Alexandria supports the City by:

- Increasing the economic benefits of tourism
- Diversifying the tax base
- Lessening dependence on real estate taxes

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The Value of Tourism

- Generates visitor spending and tax revenue that supports city services
- Enhances economic stability of local shops, restaurants, museums, attractions
- Helps business and employee attraction
- Increases amenities that enhance quality of life
- Builds city's image nationally and internationally
- Promotes community pride



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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
- Works in alignment with city government and economic development partners

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What do we mean by marketing?



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Economic Impact of Tourism

3.53 million visitors per year

\$24 million in tax revenue generated



\$300 tax savings per household

6,171 jobs supported

Advertising ROI (2014 vs 2010)
\$130:1 ➔ \$171:1 Visitor Spending
\$4:1 ➔ \$6:1 City Tax Revenues

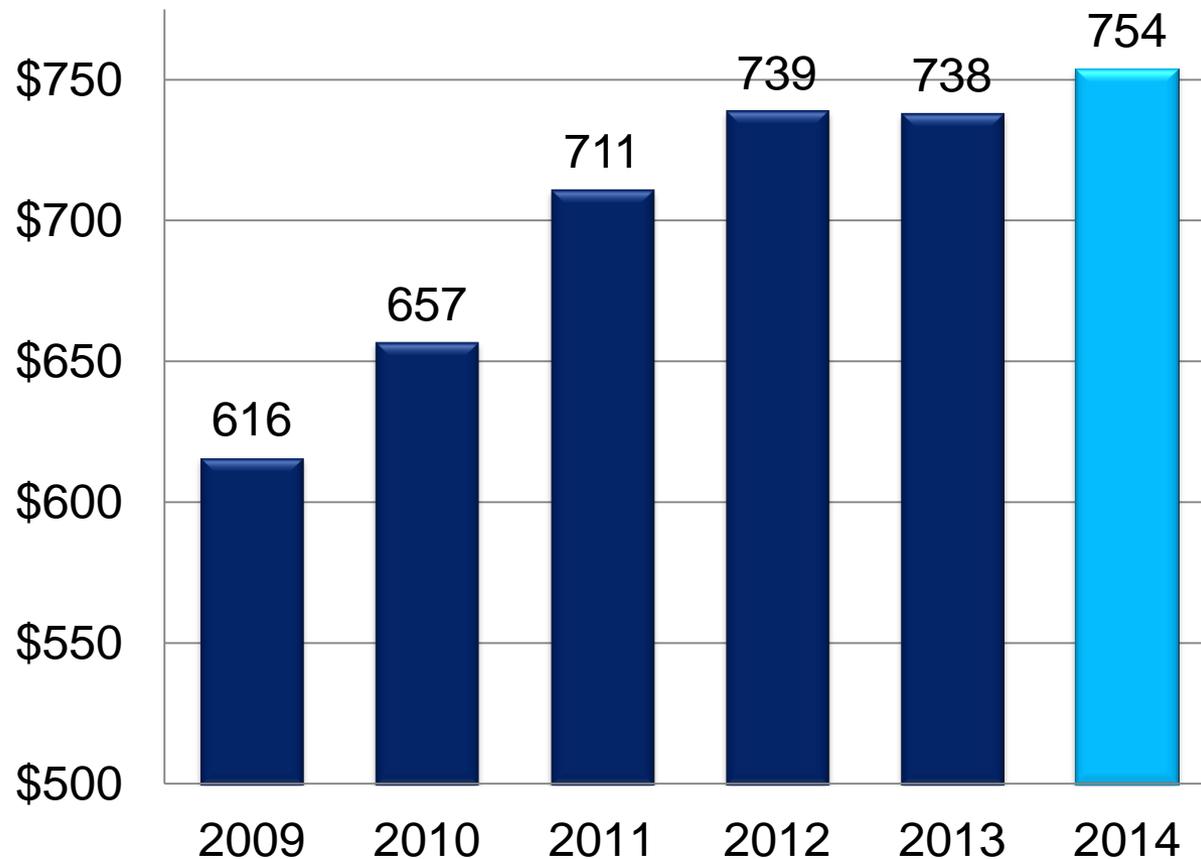
Sources: *2014 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation
2014 Advertising Effectiveness & ROI Study, Destination Analysts for ACVA

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

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Visitor Spending in Alexandria (millions \$)



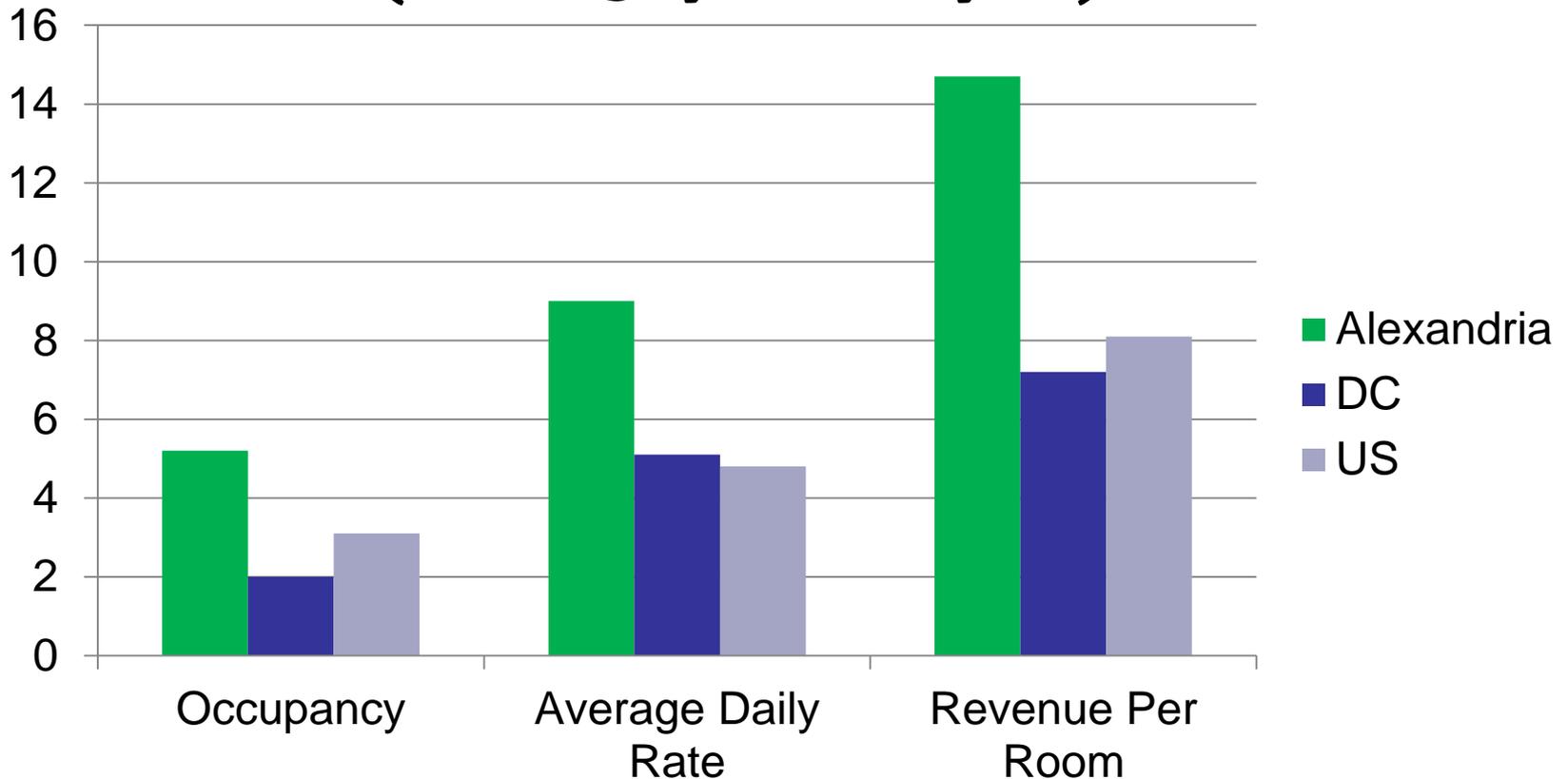
Source: 2014 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation

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Current Lodging Performance

(% change year over year)



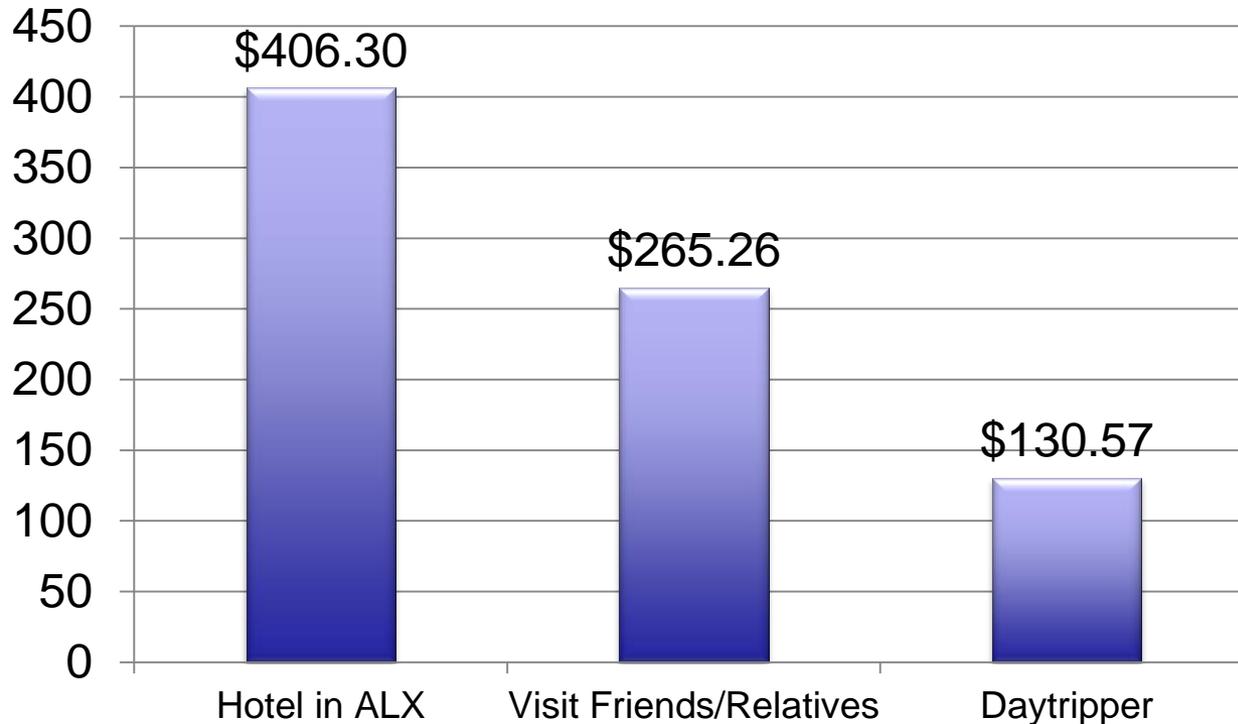
Source: Smith Travel Research data July 2014-June 2015 versus previous year

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Visitor Spending by Accommodation

Spending per trip



Source: 2014 Advertising Effectiveness & ROI Study, Destination Analysts for ACVA

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Visit Alexandria By The Numbers (FY15)

VisitAlexandriaVA.com

1.5 million visits (+30%)

Social Media

59,000 followers (+47%)

Meetings and Sales

\$5.6 million in group bookings (+2%)

\$1.3 million total impact on city tax revenue from these meetings

(DMAI Economic Impact Calculator)

Public Relations

889 total media stories generated

305 national/international stories (+7%)

Target Geographic Markets

Destination:

Philadelphia
Raleigh / Durham
Roanoke
Norfolk / Virginia Beach
Charlottesville
Pittsburgh

Regional:

DC Metropolitan Area
Richmond

International:

Canada
Europe



Target Audiences



Cosmopolitan & Discerning

- 51-69 affluent adults
- More experience-seeking and less price-sensitive
- Appreciate elegance, innovation and learning



Young, Urban Professionals

- 25-35 professional adults
- Enjoying new earning power and want to discover authentic destinations
- Seeking enriching and new experiences



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

Digital Channels

Google

gamut

destination
DCTM

twitter 

YuMe 

facebook

 triplelift

 NinthDecimal

VIRGINIA
IS FOR
LOVERS[®]

hulu

 MediaMath

Print Channels

Philadelphia
MAGAZINE

where
MAGAZINE

WASHINGTONIAN

Southern Living

The Roanoker
METROPOLITAN ROANOKE LIFESTYLES

THE LOCAL **PALATE**
FOOD CULTURE OF THE SOUTH

Alexandria  Times

Richmond Times-Dispatch

edible
DC

Northern Virginia
MAGAZINE

Richmond
magazine

Alexandria
Gazette Packet

Old Town Crier

THE WASHINGTON
Informer

Other Channels

Verifone[®]



Total Traffic
& Weather Network



Top Reasons People Come to Alexandria

Question: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA?

Alexandria's restaurants and food scene is a key tourism motivator.

Its proximity to DC and easy access are also key factors driving visitation.

	Total
Restaurants, cuisine, food scene	46.3%
Proximity to Washington, DC	40.2%
Easy to get to by car, train, plane	38.7%
Clean and safe	33.6%
Friends or family in the area	33.0%
Walkable and easy to get around (do not need a car)	31.4%
Waterfront location	30.5%
Overall ambiance and atmosphere	30.1%
Historic significance	28.9%
Well-preserved 18th and 19th century architecture	22.5%
Alexandria is family-friendly	20.9%
Unique shopping opportunities	19.1%
Alexandria is upscale	17.0%
Museums and historic sites	16.4%
Public parks and green spaces	15.6%
Alexandria is a good value	15.2%
Art galleries/studios and other visual arts	14.8%
Alexandria is uncontrived and authentic	14.1%
Alexandria is romantic	13.7%
Special event and/or festival	12.3%
Nightlife	10.5%
I got a good deal on hotel, attractions or other travel components	8.6%
Theater and/or other performing arts/concerts/live music	5.5%
Base	512

Top Activities in Alexandria

Question: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip?

Dining in restaurants is the most common visitor activity, followed by shopping, strolling King Street and the Waterfront.

	Total
Dine in restaurants	59.8%
Shopping	42.4%
Stroll King Street ("Old Town")	41.8%
Visit the Waterfront	36.6%
Visit local friends/family	26.5%
Visit Alexandria's historic sites	21.0%
Torpedo factory Art Center	19.4%
Visit art gallery or antique / design store	17.8%
Visit Mount Vernon	16.2%
Take a history tour	10.9%
Attend a special event or festival	9.5%
Visit Del Ray neighborhood	7.9%
Boat Tour	6.9%
Birchmere Music Hall	6.7%
Bike Tour	6.5%
Participate in spa, yoga or other beauty / wellness activity	5.5%
Attend a business meeting	3.2%
Attend a conference	3.0%
Base	512

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Alexandria

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MEETINGS GROUPS WEDDINGS PRESS ROOM Search

Alexandria

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



ALEXANDRIA RESTAURANT WEEK

More than 60 participating restaurants in Old Town, Del Ray and the West End

Minutes from DC yet 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 acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant arts and culture; and a welcoming, walkable lifestyle. Alexandria is



How Will
Alexandria
Move You?

EXTRAORDINARY

Alexandria

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MEETINGS GROUPS WEDDINGS PRESS ROOM Search

Alexandria

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



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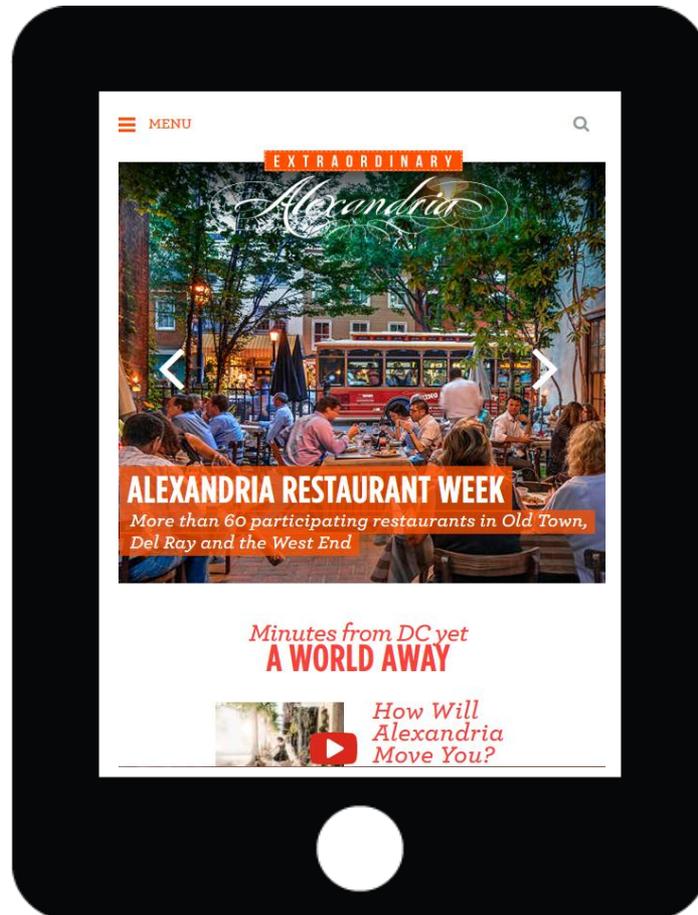
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How Will
Alexandria
Move You?

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Email or Phone Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Visit Alexandria VA is on Facebook.

To connect with Visit Alexandria VA, sign up for Facebook today.

[Sign Up](#) [Log In](#)

Visit Alexandria VA ✓
Event Planning · Tourist Information

[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More](#)

PEOPLE

★★★★★
52,028 likes
933 visits

ABOUT

Braddock Road Metro
West St
Parker Gray
400
Potomac River

625 N Washington Street, Suite 400
Alexandria, Virginia

(703) 746-3301

<http://VisitAlexandriaVA.com/>

APPS

Visit Alexandria VA
6 hrs · 🌐

Summer Restaurant Week + Outdoor Dining = Great Date Ideas in Alexandria!

Explore our date ideas for the ultra-romantic, the foodies and extraordinary suggestions for couples on a budget.

#ExtraordinaryALX

Great Date Ideas in Alexandria During Summer Restaurant Week 2015

EXTRAORDINARY

Alexandria

EXTRA Alex

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

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



MOST ROMANTIC SPOTS IN ALEXANDRIA

February 12, 2015 - Posted by [Kelsey](#)

In Alexandria, love is in the air. It's also built into the architecture of our city, from the cobblestone streets and 18th century buildings to the historic waterfront, where many a romance has unfolded. Whether you're looking for a Valentine's Day date idea, a romantic weekend getaway or (shhh!) the best places to pop the question, ...

[LEARN MORE](#)

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Search ...

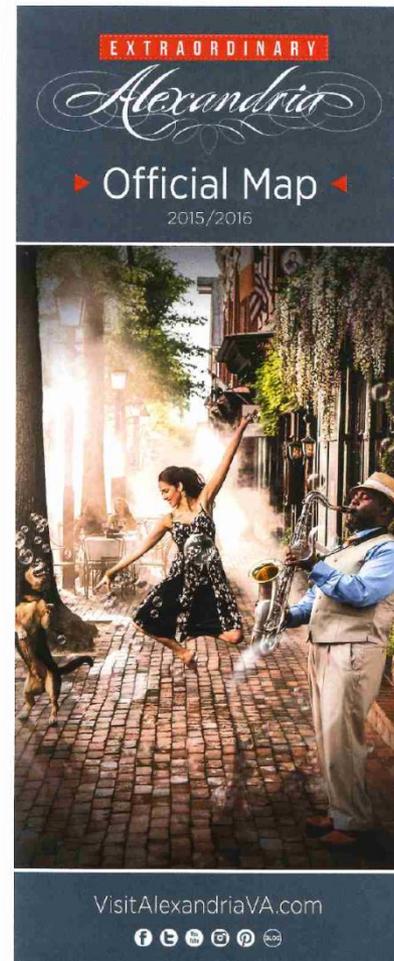


INSTANT ALEX



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Alexandria



minutes from D.C. yet

A WORLD AWAY

EXTRAORDINARY

Alexandria



How will Alexandria move you?

VisitAlexandriaVA.com | #ExtraordinaryALX

King Street :60 ad



https://www.youtube.com/watch?v=hFBSIq_EeJI

Pet Friendly :30 ad



<https://www.youtube.com/watch?v=bODZAHztgBw>

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Connect With Us!

Twitter

@AlexandriaVA

Facebook

/VisitAlexandriaVA

Instagram

/VisitAlexVA

Web

VisitAlexandriaVA.com

Blog

Blog.VisitAlexandriaVA.com

Alexandria Meetings

MeetAlexandriaVA.com

September 17, 2015



PRESENTATION TO THE ALEXANDRIA CITY ACADEMY

Stephanie Landrum | *President & CEO*

ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP



ECONOMIC DEVELOPMENT



- Collaboration
- Partnerships



- Sustainability
- Accountability



- Shared success





VISION & GOALS

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.

Grow the tax base

- ✓ Achieve an even blend of commercial to residential tax base
- ✓ Bring more jobs to the City
- ✓ Promote new commercial development

Diversify the economy

- ✓ More depth in federal agency cluster
- ✓ Leverage position relating to presence of USPTO
- ✓ Strengthening retail sector in Old Town and beyond

Attract & retain businesses

- ✓ Build on the commercial creative cluster
- ✓ Expand association and nonprofit cluster
- ✓ Branding of Alexandria



WHY ECONOMIC DEVELOPMENT

- Quality of Life
- Services
- Jobs/Resident Balance
- Consumer Choices
- Tax revenues/burden/diversification
- Neighborhood and City stability

Promoting our Principles:

- Vibrant
- Diverse
- Historic
- Beautiful
- Unique
Neighborhoods
- Urban Villages
- Great Community



ECONOMIC DEVELOPMENT ROI

Measuring Return on Investment

New Tenants

Jobs

Development Occupancy

Retained Tenants

Increased RE Values

+ Tax Revenue



CITY BUDGET REALITY





BALANCING THE CITY BUDGET

CURRENT
SITUATION





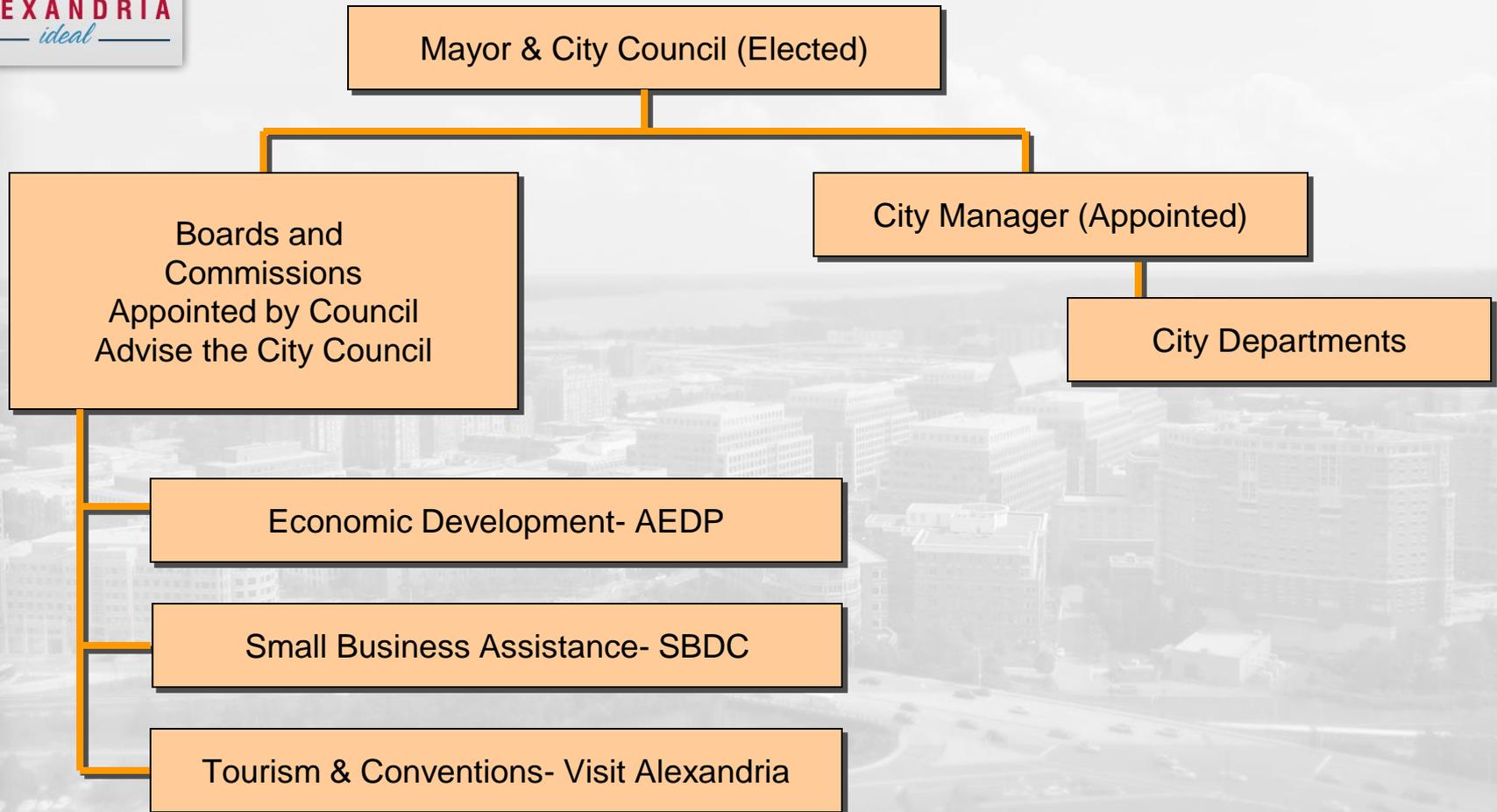
BALANCING THE CITY BUDGET

INCREASED
ECONOMIC
DEVELOPMENT





CITY GOVERNMENT STRUCTURE



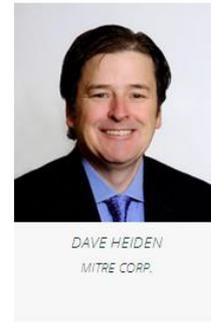
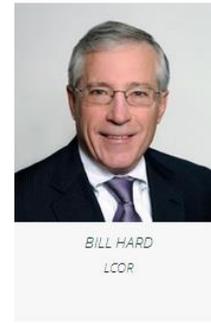


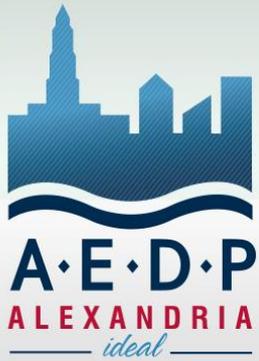
BOARD OF DIRECTORS

18 Members

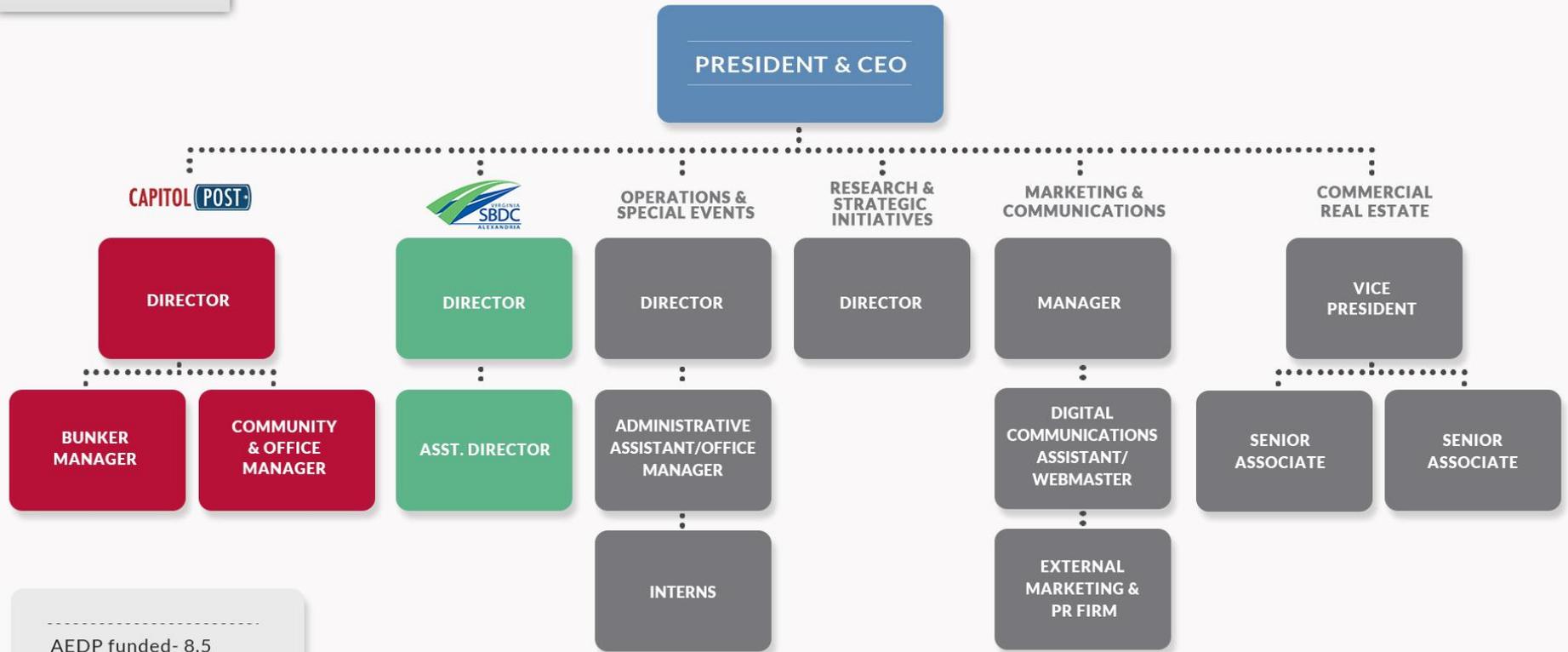
Areas of Expertise:

- Finance
- Real Estate
- Communications
- Land Use/ Development
- Entrepreneurship
- Research & Economics
- Hospitality
- Retail
- Trade Association





ORGANIZATIONAL CHART



 AEDP funded- 8.5
 SBDC funded - 2
 Capitol Post funded -3
TOTAL: 14

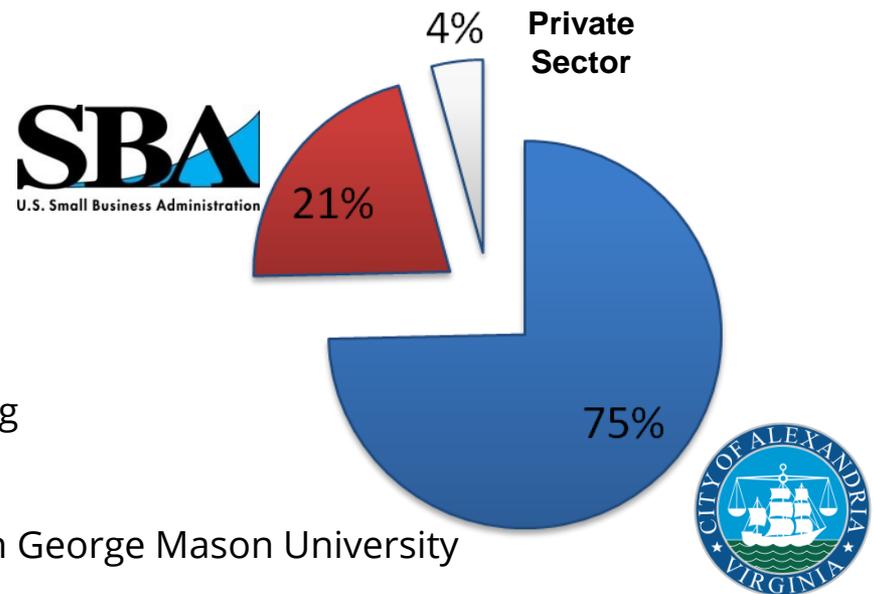
ALEXANDRIA SMALL BUSINESS DEVELOPMENT CENTER



Mission: To strengthen small businesses and promote economic growth by providing quality services such as management consulting, educational programs and access to business resources.

Funding: A mixture of local, federal and private dollars support the Center.

- Founded in 1996
- Organized as a 501(c)(3) to allow for fundraising
- Board of Directors includes representation from all funders
- Part of the Virginia SBDC Network, run through George Mason University





Mission: Capitol Post offers veterans in the Washington, DC region personalized guidance through mentoring, business counseling, and access to key resources, programs, and leaders. Our mission is to establish and cultivate the top community for veterans to start a business, grow a business, or explore a new career.



Funding: A mixture of grants, sponsorships and user fees support the Center.

- Founded in 2015
- Pursuing 501(c)(3) designation to allow for fundraising
- Part of Alexandria's commitment to fostering entrepreneurship & supporting small businesses.





INDUSTRIAL DEVELOPMENT AUTHORITY

Mission: To provide financing assistance to qualified businesses and organizations wishing to make an investment within the City of Alexandria.

Structure: A seven-member body appointed by the Alexandria City Council for staggered four-year terms, the IDA was created by ordinance of the City Council according to the Industrial Development and Revenue Bond Act of Code of Virginia.

Details: The IDA acts as a conduit, issuing bonds and lending proceeds to 501(c)(3) organizations, small manufacturers and others. The financial markets set interest rates on such bonds below comparable rates for taxable financings because bondholders can exclude interest on the bonds from their gross income.

ELIGIBLE PROJECTS

Under applicable federal and Virginia law, a variety of projects can be financed with bonds issued by the IDA including the following:



HEADQUARTERS AND OTHER FACILITIES FOR 501(C)(3) ORGANIZATIONS (Other than religious organizations)



MEDICAL FACILITIES



ELEMENTARY AND SECONDARY SCHOOL FACILITIES



POLLUTION CONTROL FACILITIES



HIGHER EDUCATION FACILITIES



PARKING FACILITIES



SMALL MANUFACTURING FACILITIES

Seamless Experience for Businesses:

Access to Multiple Resources in One Location



Gloria Flanagan,
*General Business, City
Processes & Minority-
& Women-owned
Certification*



Timm Johnson, *Finance
for Growth Stage*



Aaron Miller,
International Trade



Ray Sidney-Smith,
Social Media



Patra Frame,
*Human
Resources*



Marc Willson, *Retail
Operations &
Marketing*



Bob Podzius, *General
Business Planning & Product
Development*



Jack Parker, *General
Business & Financial
Planning & Bank Loans*



Christina Mindrup,
*Commercial Space &
Leasing*



John Boulware,
*Federal
Procurement*



Emily McMahan,
Veterans Issues



MARKETING ALEXANDRIA TO BUSINESS

ALEXANDRIA The State of the Market

MIDYEAR 2013

A.E.D.P. ALEXANDRIA ideal

Alexandria Economic Development Partnership
4224 N. Washington St., Ste. 400
Alexandria, VA 22314
703.779.3620
ALEXANDRIAideal.com

Join the conversation about the Alexandria market on leading social media sites:

- Facebook: [ALEXANDRIAideal](#)
- Twitter: [ALEXANDRIAideal](#)
- LinkedIn: [ALEXANDRIAideal](#)

Contact us for information on:

- Development opportunities
- Investment opportunities
- Alexandria market statistics
- and any questions on economic development topics.

This publication looks off our most recent research and data series on the City of Alexandria. Starting in Feb 2013, we will be publishing these reports twice a year and will provide the latest updates on the City's economy, the status of different development projects, insights into the office and retail markets, and restaurant sales performance. Each report will also feature a spotlight section that will go into more detail on a particular topic. With this information, we hope to provide a comprehensive overview of the City of Alexandria for real estate professionals, business owners, and the general public. If you would like to be included on any of this information between our major print items, please feel free to reach out to us.



A.E.D.P. ALEXANDRIA ideal

ideally located across the Potomac River from Washington, D.C., the City of Alexandria is a nation recognized as one of the best places to live and do business on the East Coast. Our rich heritage and the convenience of a prime waterfront location inside the Beltway, coupled with vibrant, diverse neighborhoods rich with retail and dining amenities, Alexandria's considerable history, superior quality of life and excellent growth opportunities make our community ideal for any business.

ideal FOR BUSINESS

JOBS & INCOME	HOUSING	TOURISM
<ul style="list-style-type: none"> 54.2% Unemployed 71.9% Unemployed Male 2.9% Unemployed Female <p>97,180 Total Jobs</p>	<p>\$485,000 Median home price</p> <p>AVERAGE DAYS ON THE MARKET 40</p> <p>Sales price to list 97.6% PRICE RATIO</p> <p>RESIDENT MOVEMENT</p>	
<p>RESIDENTS COME FROM 128 COUNTRIES, SPEAKING MORE THAN 80 LANGUAGES</p> <p>65,468 Households</p>	<p>63.9% Have a bachelor's degree or higher</p> <p>146,294 POPULATION</p>	<p>\$739M Visitor spending in 2013</p> <p>3.3M Visitors per year</p> <p>6,160 Jobs supported by tourism</p>
DEMOGRAPHICS		
<p>91.1% High school graduates or higher</p>		
EMPLOYMENT		
<p>MAJOR EMPLOYERS</p> <p>U.S. PATENT & TRADEMARK OFFICE</p> <p>NVCC (The Motley Fool)</p> <p>OBLON GRANT SPFLAVK</p>	<p>U.S. DoD HILTON INOVA (The Institute for Defense Analysis)</p> <p>ALEXANDRIA HOSPITAL</p>	<p>KEY INDUSTRIES (BY PERCENTAGE OF EMPLOYERS)</p> <ol style="list-style-type: none"> Professional, Scientific, and Technical Services Accommodation, Retail, and Food Services Manufacturing and Support Services Construction Health Care and Social Assistance

ideal FOR LIVING

<p>TOP 100 BEST COMMUNITIES FOR YOUNG PEOPLE</p>	<p>TOP ART PLACES</p>
<p>AMONG AMERICA'S TOP 50 CITIES (FOR GREENEST)</p>	<p>TOP FOODIE CITIES</p>
<p>MOST ROMANTIC CITY</p>	<p>TOP ART PLACES</p>

A.E.D.P. ALEXANDRIA ideal



ALEXANDRIAideal.COM



ALEXANDRIA IDEAL

RESOURCES

IN THE NEWS

ABOUT AEDP



SHARE



TSA RELOCATING TO ALEXANDRIA

The U.S. Transportation Security Administration (TSA) will move its headquarters to Alexandria and will be located at the Victory Center on the west end of the Eisenhower Avenue corridor.

ALEXANDRIA, VIRGINIA IS IDEAL FOR BUSINESS

ACCESS. ASSETS. ATMOSPHERE. ALEXANDRIA.

Ideally located just across the Potomac River from Washington, D.C., the City of Alexandria is nationally recognized as one of the best places to live and do business on the east coast. The Alexandria Economic Development Partnership works to



RESOURCES FOR BUSINESSES

Thinking about locating your business in Alexandria? Here's everything you need to know.



RESOURCES FOR BROKERS

City of ALEXANDRIA



ALEXANDRIAideal.com



KEY LANDMARKS

1. Landmark Mall
2. BRAC - 133 - Mark Center
3. Inova Alexandria Hospital
4. T.C. Williams High School
5. George Washington Masonic Temple
6. United States Patent and Trademark Office
7. The Birchmere Music Hall
8. Potomac Yard Shopping Center
9. Alexandria City Hall
10. Torpedo Factory Art Center

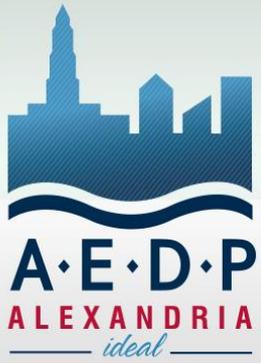


AWARDS & ACCOLADES

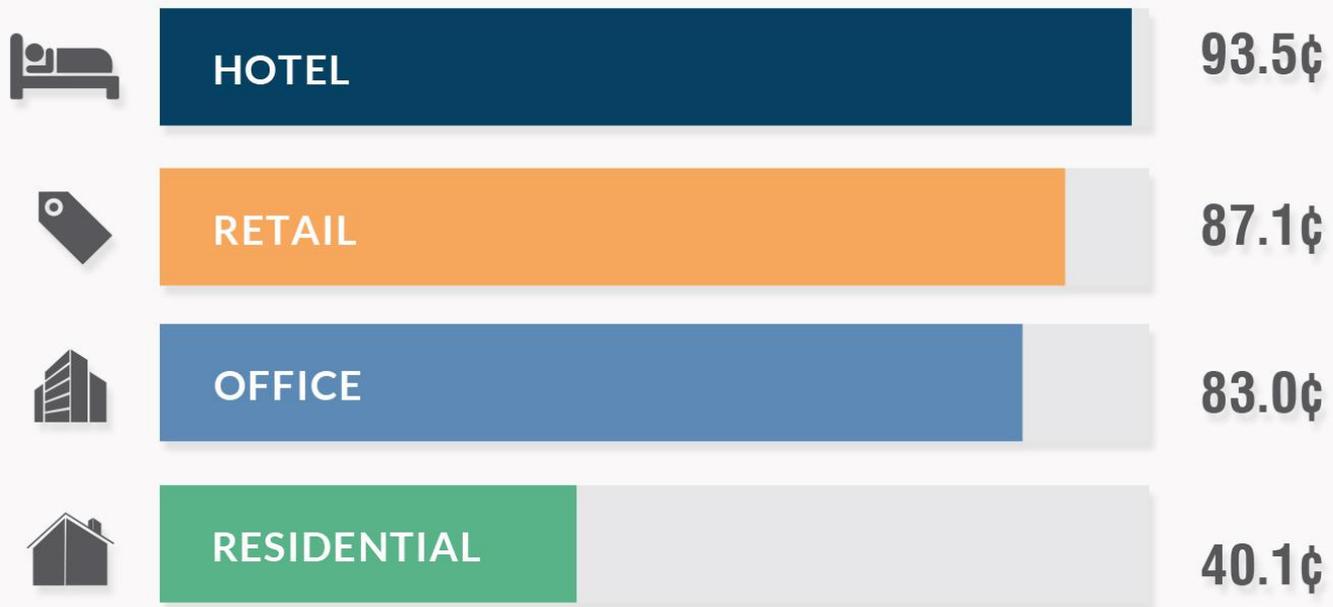
Arts, Tourism, Community, Economy, Education & More



- TOURISM: National Trust for Historic Preservation ***Distinctive Destination***
- PHILANTHROPY: Top City for ***Online Giving***, four years running out of 273 cities, Alexandria ranks #1 or #2
- ARTS: ***America's Top Art Places*** Mid-Sized Cities by AmericanStyle Magazine
- ENVIRONMENT: National Geographic Society's Top 50 ***Greenest Cities***
- AMBIANCE: One of the Nation's ***Most Romantic Cities*** as ranked by Amazon.com
- EDUCATION: Most ***Well-Read*** City in America, based on book, magazine and newspaper sales
- COMMUNITY: #5 of ***Top 10 Best Downtowns*** by Livability.com



NET TAX INCOME BY REAL ESTATE TYPE



RETENTION & ATTRACTION



AMERICAN
BANKRUPTCY
INSTITUTE



Nando's



AMERICAN COUNSELING
ASSOCIATION



Teaism

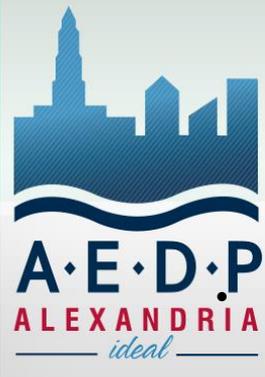


Sweet Fire Donna's
BARBECUE AND HOPS



Carluccio's





ALEXANDRIA OFFICE MARKET

22 Million Square Feet in More than 750 Buildings

Associations and Nonprofits

- 4th largest concentration in the United States, more than 400
- United Way, SHRM, Boat US, Salvation Army

Federal Government Agencies

- *US Patent & Trademark Office*- 2.5 million SF campus, 9,000 employees and growing
- *US Federal Courthouse, Eastern District*- 300,000 SF facility
- *BRAC 133, Pentagon Annex*- 1.2 million square feet in 2 towers, 6,400 employees
- *National Science Foundation*- 667,000 SF new facility to be constructed and occupied by the end of 2017



Federal Courthouse



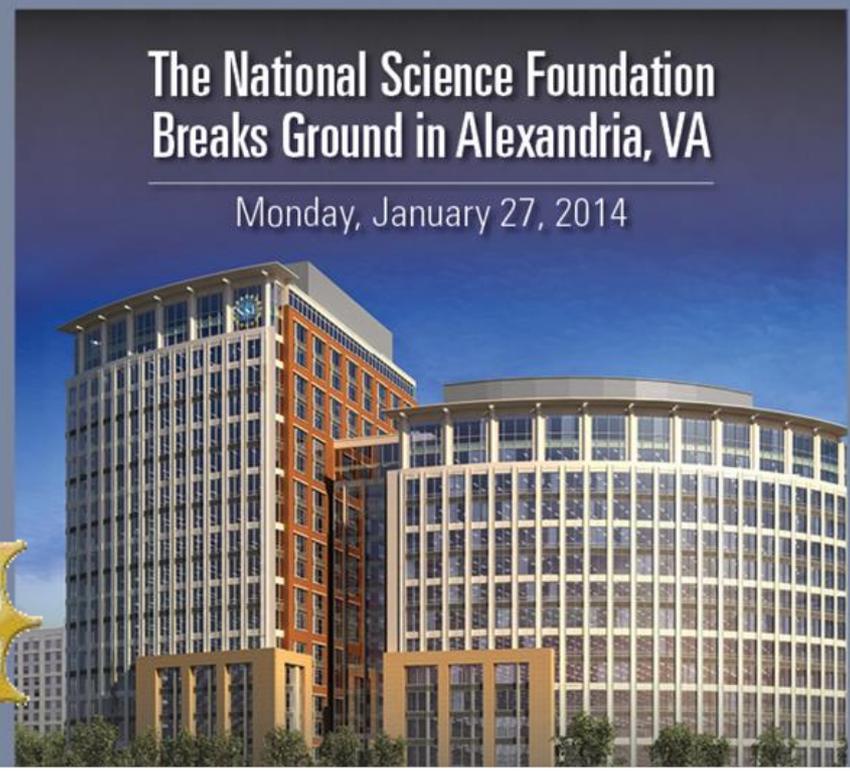
Old Church converted to office

Commercial Creatives

- Engineering, Architecture & Planning Firms
- Marketing, PR, Web Design & Branding Firms
- Artists, Galleries, Performance Venues



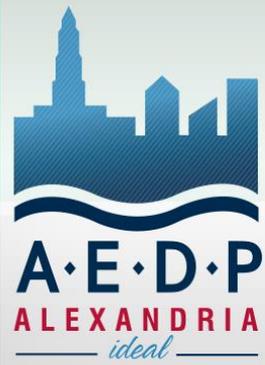
BRAC 133, Pentagon Annex



The National Science Foundation Breaks Ground in Alexandria, VA

Monday, January 27, 2014





NSF ECONOMIC & FISCAL IMPACTS

City's investment of \$23M in real estate tax abatement will produce:

- 2,100 new NSF jobs
- 1,800 new indirect jobs
- 30,000 annual visitors to NSF offices
- 90,000 hotel room nights per year
- \$83 million annual addition to the City economy
- \$51 million net new tax revenues to City over 15 years



ANOTHER FEDERAL ANCHOR IN 2017

Alexandria Times

Vol. 11, No. 34 Alexandria's only independent hometown newspaper AUGUST 20, 2015

Leaders laud advent of TSA in Eisenhower West

Federal tenant to move into long-vacant Victory Center in 2017

BY ERICH WAGNER AND CHRIS TEALE

City officials and business leaders are brimming with excitement following the announcement last week that the U.S. Transportation Security Administration will relocate to Alexandria.

The agency will move its approximately 3,400 employees

into 500,000 square feet of existing office space at Victory Center in the Eisenhower West neighborhood in 2017. The news came at the end of a multi-year bidding process, and more than a decade since the Victory Center last had an active tenant.

Officials are hopeful the advent of a large federal tenant will spark new economic activity in the Eisenhower West corridor, a neighborhood where plans for redevelopment

already are in the works.

Stephanie Landrum, CEO of the Alexandria Economic Development Partnership, said securing the TSA among her organization's top priorities for many months.

"Because of [Victory Center's] size and location, and even the way it's situated on the lot, the only likely tenant was going to be the federal government."

SEE TSA | 5



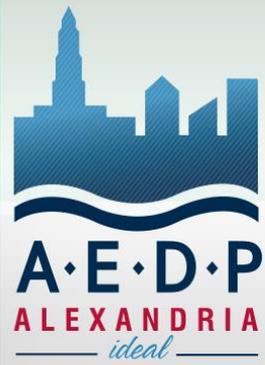
PHOTO/ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP

Local officials and business leaders lauded the announcement last week that the U.S. Transportation Security Administration would move into the long dormant Victory Center in Alexandria. They said the relocation will spur economic development in the Eisenhower West neighborhood.



- 640,000 SF office lease - 140,000 SF of which is new construction
- Technology and meeting center, with broadcast studio
- New parking garage and retail space on site





TSA ECONOMIC & FISCAL IMPACTS

City's investment of \$23M in real estate tax abatement will produce:

- Catalyst for new development & investment in Eisenhower West
- Decreases Alexandria's office vacancy rate by 3%
- 3,800 new TSA jobs
- \$16 million annual addition to the City economy
- Injection of riders to the Van Dorn Metro Station



CHALLENGES AHEAD FACING THE CITY

- Federal Government Sequestration & Uncertainty
- Demand cycles for different types of real estate
- Limited ability to create and/or impact the market
- The region is going to grow- the question is: do we manage growth or let it manage us?
- Increasing office vacancy region-wide
- Major office vacancies in Class B buildings in suburban locations
- Regional competition increasing- Metro's Silver Line
- Desire for more dense & flexible office space by tenants
- Smaller SF requirements per worker



SUBSCRIBE FOR WEEKLY NEWS

Every Monday morning

This Week in Economic Development

The week of August 10 - 16, 2015
Alexandria Economic Development Partnership



ALEXANDRIA
ECONOMIC
DEVELOPMENT
PARTNERSHIP

Events & Activities

The Capitol Post & the Bunker Labs DC **Summer Accelerator Series** continues this week- four distinct frameworks of instruction designed to ignite ideas, careers, and businesses. These events, centered around **entrepreneurship and transition, business administration, growth management, and government contracting**, will help attendees examine their career, business, and life from a new perspective (sessions held at Capitol Post, 625 N. Washington St., Suite 425).

- **Welcome to the Government Market**, presented by Daniel Carusi, Vice President and CLO, Global Talent of Deltek (Mon. 8/10 at 9:00 AM, [more information](#))
- **How to Use Design Thinking**, presented by Tim Ogilvie, CEO of Peer Insight (Weds. 8/12 at 9:00 AM, [more information](#))

The Alexandria SBDC and Visit Alexandria are co-sponsoring the **Retail Monday Summer Series** aimed at retail and restaurant businesses. This week two programs will focus on restaurants. The first is titled **Food Retail Basics** which explores what to do when you have developed the next great food product. From Farmers Markets to Retail Stores. [learn how to](#)



Contact Us

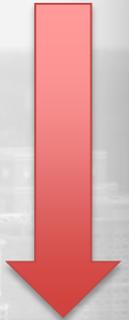
If you have questions this weekly update, please contact the AEDP staff:

Stephanie Landrum
President & CEO
Landrum@AlexEcon.org

Christina Mindrup
Vice President, Commercial Real Estate

Look for this box at the bottom of our homepage, and submit your email address!

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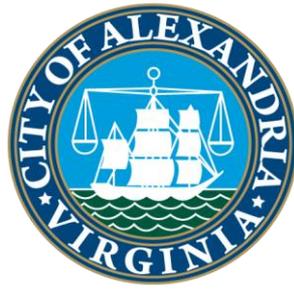


Online Form Builder



MULTIPLE WAYS TO KEEP UP WITH US!

Facebook, Twitter, Instagram & LinkedIn- Alexandria Ideal



Affordable and Workforce Housing

Helen McIlvaine
Acting Director, Office of Housing



Housing Agencies and Missions

- City of Alexandria - Office of Housing
 - Develops policy for affordable housing
 - Provides loans and technical assistance to nonprofit and private developers to develop/preserve affordable housing and negotiates affordable units in market rate properties
 - Provides home purchase assistance and home rehabilitation loan programs (also homebuyer training, foreclosure prevention, condo education, grants for rental accessibility)
 - Provides landlord-tenant services (annual rent survey; complaint resolution; mediation; relocation assistance, including Beauregard; fair housing testing and education)
- Alexandria Redevelopment and Housing Authority (ARHA)
 - Owns and operates public housing and affordable housing, including units that serve Alexandria's lowest income residents
 - Administers Housing Choice (Section 8) Voucher program to provide greater access to housing on the private market
 - Issues tax-exempt bonds
 - Redevelopment and preservation functions (e.g., Market Square)



Housing affordability challenge: incomes are not keeping pace with housing costs

- **From 2000 to 2015:**

- HUD median income for Washington, DC metropolitan area increased by **32%**, from \$82,800 to \$109,200
- Average rent for market rate two bedroom unit in Alexandria increased by **73%**, from \$1,034 to \$1,786
- Average assessed value of residential property increased by **166%**, from \$191,341 to \$509,853:
 - Single family: 207%, from \$228,402 to \$702,098
 - Condominiums: 183%, from \$106,875 to \$302,843



Typical 2015 Hourly Salary:

Retail Sales Person: \$11.64



Janitor: \$13.62



Housekeeper: \$12.19



Child Care Worker: \$14.71



Alexandria City Police Officer I (actual starting): \$23.01



Auto Mechanic: \$23.76



Administrative Assistant: \$23.48



ACPS Bus Driver (actual starting): \$17.77



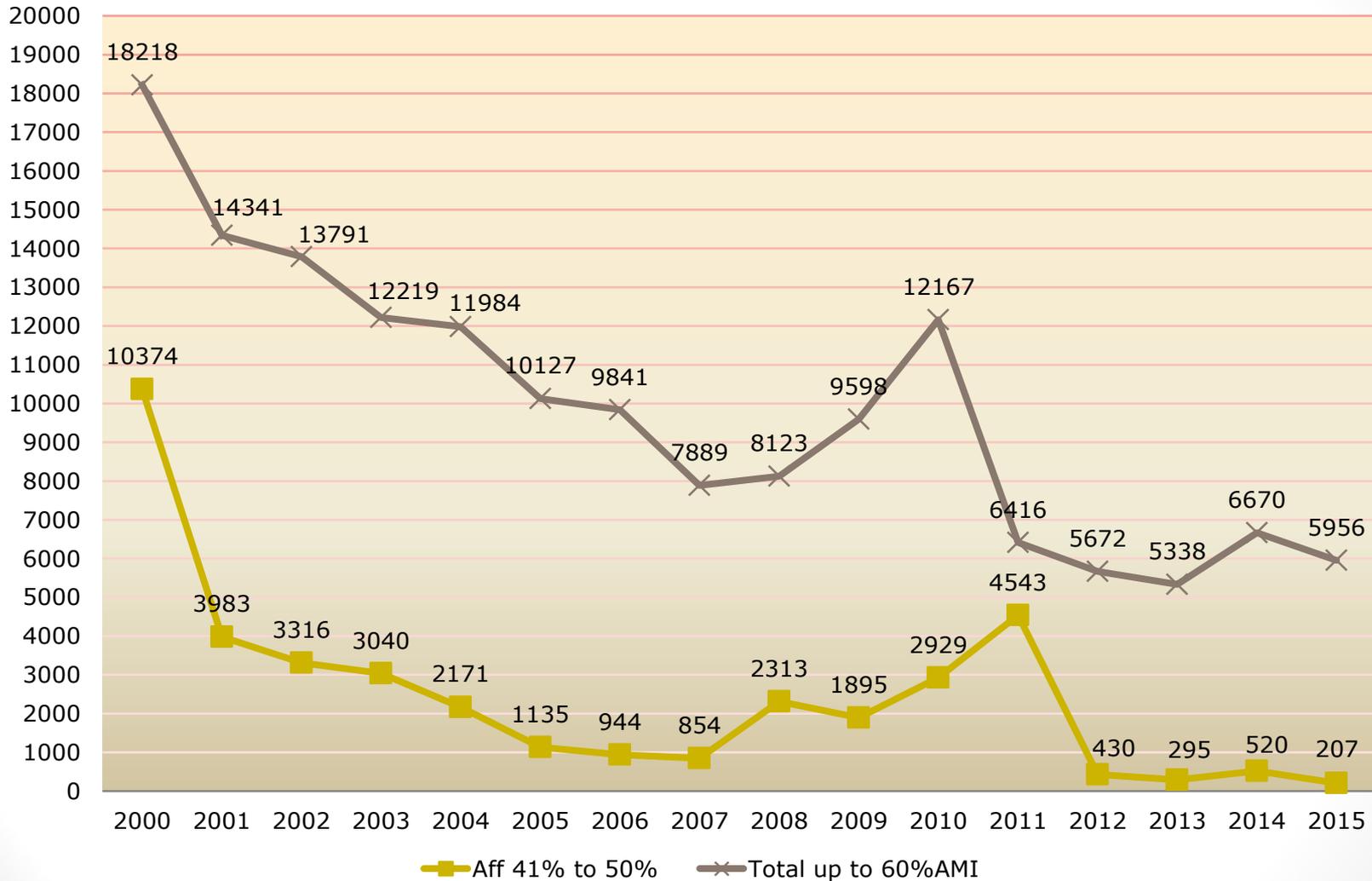
Hourly wage needed to rent, 2015 (not to exceed 30% of income):

1 Bedroom (\$1,460): \$28.08

2 Bedroom (\$1,786): \$34.35

Sources: National Housing Conference 2014 Paycheck to Paycheck (www.nhc.org) adjusted by 2.5% for 2015; City of Alexandria Police Department Starting Salaries (adjusted for 2,080 work hours per year); City of Alexandria Public Schools 2015-16 Support Salary Scale; City of Alexandria 2015 Market Rent Survey Wage: ((average rent/.3)*12months)/2,080 work hours per year

Market Affordable Rental Housing, 2000-2015



Source: Office of Housing January 2015 Apartment Survey (for buildings with 10 or more units)

Need for Additional Committed Affordable Units

- Currently 3,722 Publicly Assisted Rental Units
- Estimated demand for affordable housing in 2010 was approximately 14,000 units
- Supply of market rate affordable housing continues to decline
- Some assisted properties face expiration of affordability
- ARHA has more than 3,000 households on its public housing wait list (annual turnover is around 110)



Housing Master Plan Guiding Principles and Goals

- Housing options at all incomes (homeownership/rental)
- Housing choice for all ages and abilities
- Active partnerships with nonprofit and private developers
- Priorities for distribution and preservation of affordable units (TOD and geographic distribution)
- Social and cultural diversity through mixed income communities (“neighborhoods are inclusive and diverse”)
- Healthy and growing economy requires affordable housing – affordable development is an economic activity; local workers live and spend in the City
- Energy efficient and healthy/safe housing
- Educate community regarding benefits of affordable housing





Housing Master Plan
Target: 2,000 “New”
Committed
Affordable Units by
2025



Major Funding Sources for Housing (New \$)

	FY 2016
General Fund (Includes Dedicated Revenue non debt service)	\$2,449,000
Housing Trust Fund (projected developer contributions and program income)	\$1,420,000
Federal grants	
• Community Development Block Grant (CDBG)	\$673,000
• Home Investment Partnerships Program (HOME)	\$367,000
TOTAL	\$4,909,000



The City uses Voluntary Contributions for HTF Loans

Development Category	2015 Rates
Non-Residential	\$1.89
Tier 1 Residential	\$2.51
Tier 2 Residential	\$5.03

The Alexandria Housing Affordability Advisory Committee (AHAAC) considers loan applications for projects and makes recommendations regarding their approval to City Council



Bonus Density: Section 7-700

- City can approve bonus density
- Requires dedicated affordable units in exchange for bonus (usually 20%, but can be more in some small areas)
 - 1/3 of bonus units (or equivalent) onsite as affordable
 - Affordable offsite, if equivalent value
 - Cash, in lieu of units

Set aside units can be rental or ownership



Affordable Housing Contributions

- Units recently completed
 - Braddock Metro Place – 10 units
 - Station 650 – 8 units
 - Notch 8 – 12 units
- Units pledged under construction
 - Park Meridian – 30 units
 - The Delaney – 4 units (ownership)
- Units pledged/proffered, not yet under construction
 - Stevenson Ave – 9 units
 - Hoffman – 56 units
 - Mt Vernon Village Center – 28 units
 - Slater's Lane – 2 units (ownership)
 - Goodwin House (future II & III) - 6+ units
 - Memory Care – 2 beds
- Outstanding pledged monetary contributions: \$28+M (paid when projects are completed)

Affordable Housing Takes a Village : Housing Works Closely with Planning and Other City Departments





Beauregard Plan Affordable Housing

- Beauregard redevelopment = demolition of 2400+ existing garden apartment units over time
- Affordable housing plan requires 800 new affordable and workforce units, committed for a period of 40 years, including 400 for very low income households
- 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



Other Plans - Affordable Housing

- Affordable housing is among the community benefits that the City seeks in Small Area Plans
- Oakville Triangle: 65 units (most studios) affordable at 60% AMI is proposed for Triangle Site to accommodate likely future workers; other projects in Route 1 area will follow HMP and contribution formula
- Eisenhower West: A range of affordable housing options throughout Plan area; co-locate housing with a municipal facility
- Old Town North – TBD
- Preserving options for replacement ARHA-owned units



City-Funded Units Since FY 2007

The Station at Potomac Yard – 64

Beasley Square – 8 (senior)

Jackson Crossing (under construction) – 78

Arbelo/Lacy/Longview - 119

Beverly Park - 33

ParcView - 120

612 Notabene and 607 Notabene (in progress) – 17

Lynhaven Apartments (in progress) – 28

St. James Plaza (in progress) - 93

Alexandria Crossing/West Glebe – 84

Quaker Hill – 60

Miller Homes (James Bland replacement) – 16

Gateway at Beauregard-King (predevelopment) – 70+

Church of the Resurrection (predevelopment) – 132



Future Housing Opportunities -- and Challenges

- ARHA RFP – 5 redevelopment sites
- Ramsey Homes
- Beauregard
- Non profit development pipeline (including church sites)
- Mixed income affordable assisted living facility
- Small area planning initiatives and processes (Oakville, Eisenhower West, Old Town North)
- Alexandria Neighborhood Stabilization Program
- Mature programs - homeownership restricted re-sales

Will there be sufficient resources to take advantage of the opportunities ahead?



Questions?

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

www.alexandriava.gov/Housing

Community Development

Economic Development
– AEDP

Tourism
– ACVA

Office of Housing

Planning and Zoning



Planning and Zoning

Karl Moritz, Director

Jeff Farner, Deputy Director



Zoning
Public Counter



Eisenhower West Small Area Plan Community Meeting



Landmark Gateway Construction



Presentation Overview

- **Who we are**
- **What we do**
- **Major initiatives and projects**
- **How to get involved**
- **Contact us**



Ways We Engage

- **What's Next, Alexandria**
- **Community Meetings**
- **Advisory Groups and Committees**
- **Online Opportunities**
- **Community Events (Earth Day, Farmers Markets)**
- **Keypad Polling**



First, a little about you.



Keypad Polling

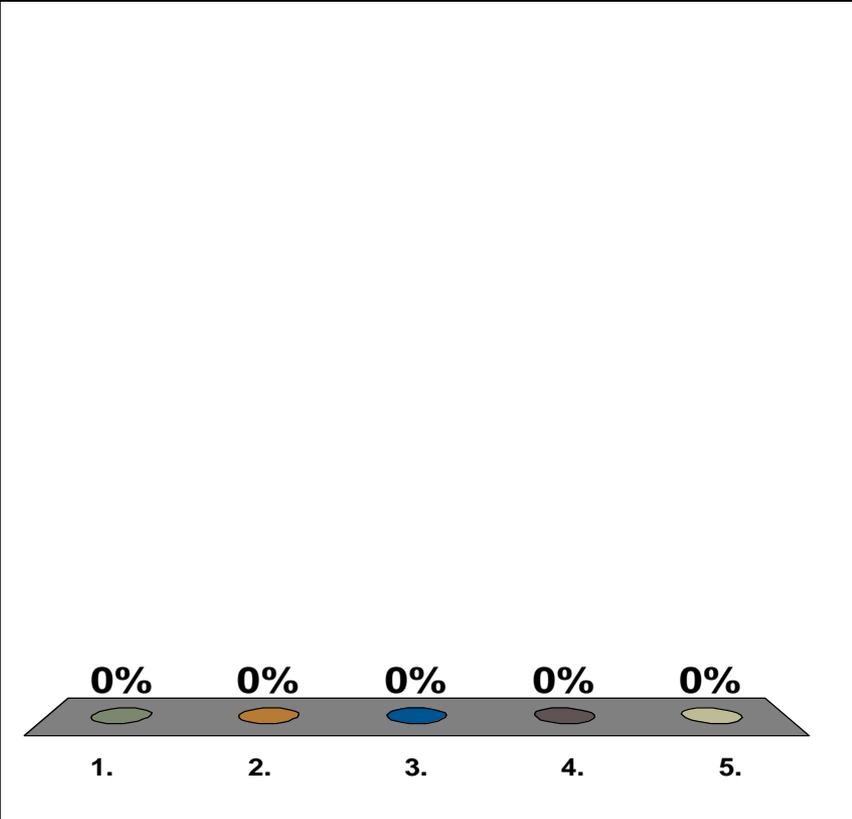
- ❑ One of many techniques used to gather community input
- ❑ Responses are anonymous
- ❑ Responses are recorded individually by keypad for correlation
- ❑ Responses can be reported back to the group immediately
- ❑ Your last response before polling closes is the one tabulated – you can change your mind or correct a mistake



How long have you lived or worked in Alexandria?

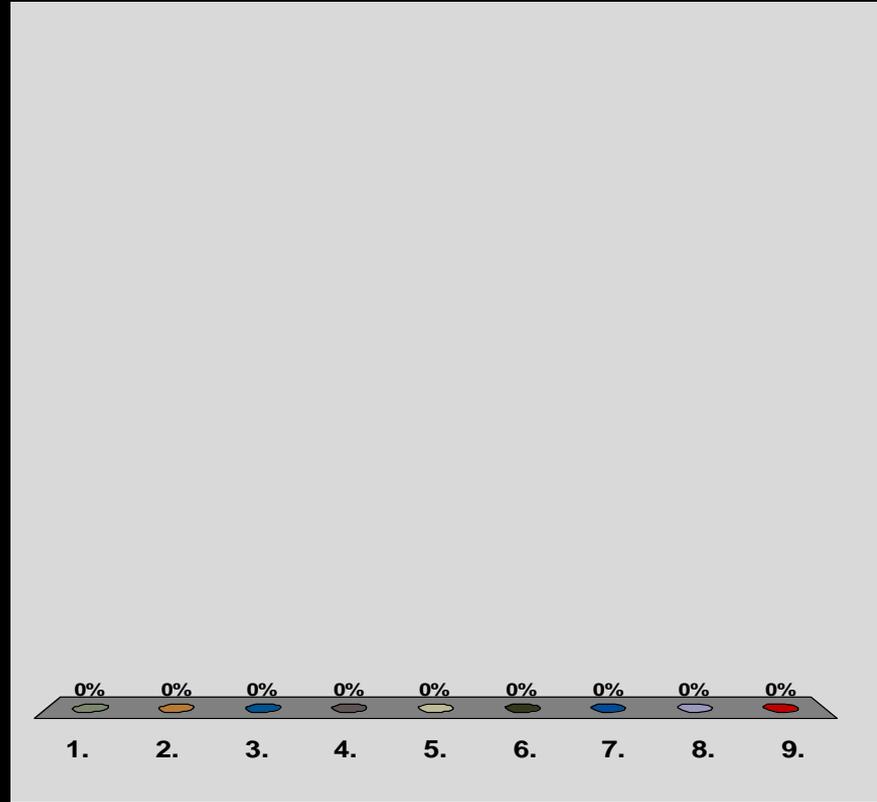
10

1. Up to 1 year
2. 1 to 2 years
3. 2 to 5 years
4. 5 to 10 years
5. More than 10 years



Where do you live?

1. Alexandria - Yellow Line to Potomac River
2. Alexandria - Quaker Lane to Yellow Line
3. Alexandria - West End (West of Quaker Lane)
4. Arlington County
5. Fairfax County
6. Other Northern Virginia
7. Washington, D.C.
8. Maryland
9. Other

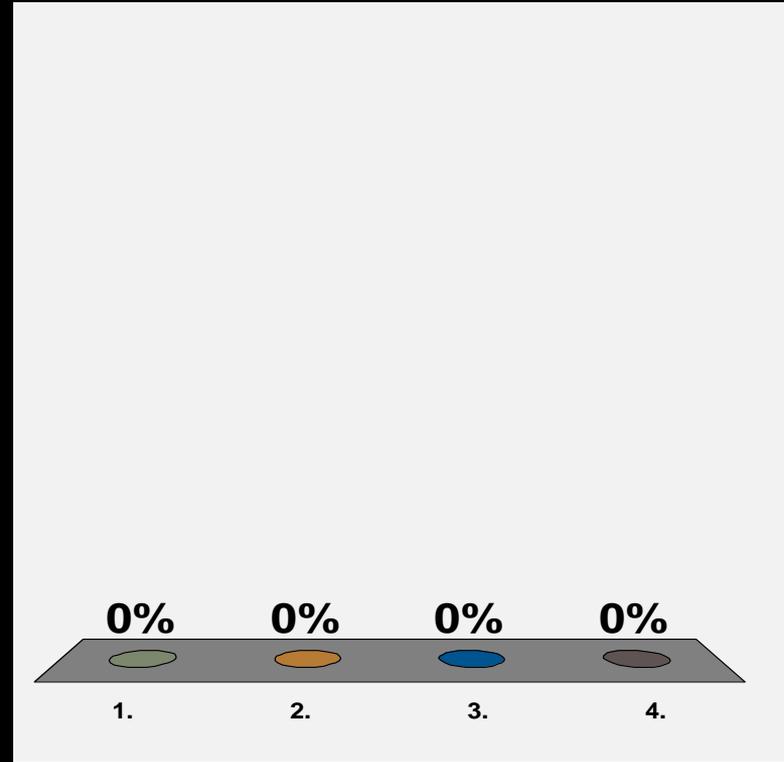


Test your knowledge and preconceptions about Alexandria and the people the City serves



Since 1960, what is Alexandria's average rate of population growth?

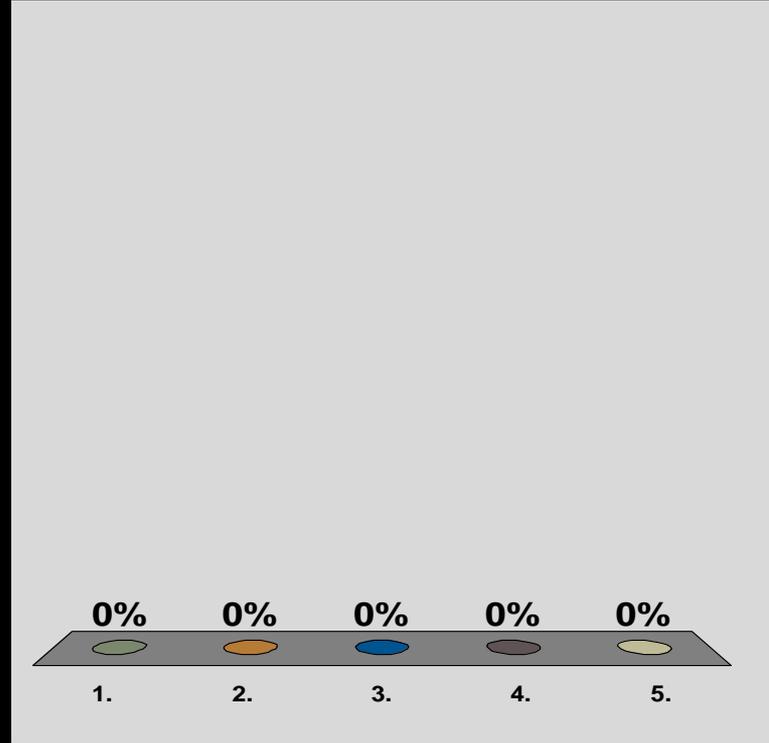
1. 0.5% per year
2. 0.9% per year
3. 1.8% per year
4. 2.9% per year



Among these, which group in Alexandria grew the fastest from 2000 to 2010?

10

1. Seniors - age 65 or older
2. Young workers – age 20 to 24
3. Hispanic of any race
4. Foreign born from Africa
5. People in poverty



Growth Rates for Alexandria Population Groups from 2000 to 2010

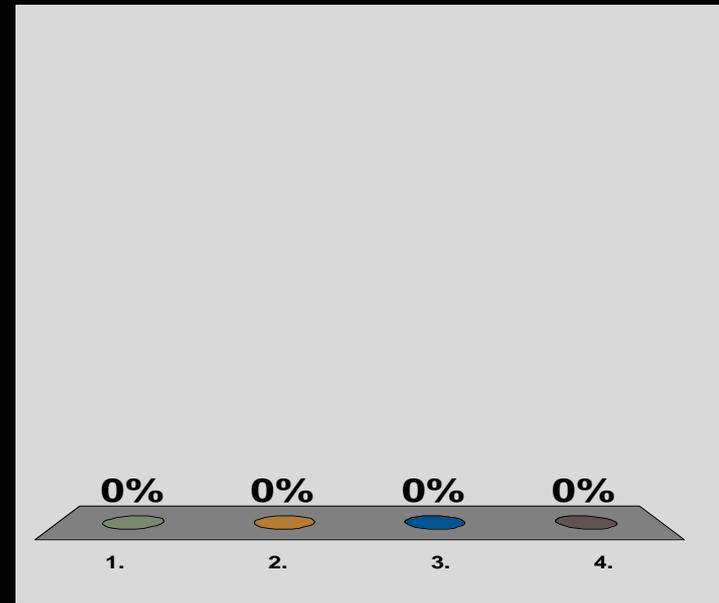
- ❑ The total population of Alexandria grew 9.2% to 140,000.
- ❑ Population 65 or older grew 10.3% to 12,806.
- ❑ Population aged 20 to 24 fell 17.8% to 8,142.
- ❑ Hispanic population grew 19.3% to 22,524.
- ❑ Foreign born from Africa grew 13.2% to 8,432.
- ❑ People in poverty grew 22.9% to 13,850, the fastest-growing of these groups.



Among 3,500 counties and independent cities in the U.S., where does Alexandria rank by share of people over 25 with a college degree?

- 1. 1st
- 2. 4th
- 3. 28th
- 4. 117th

10

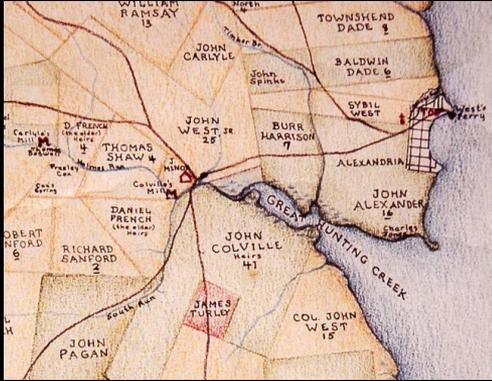


What is the Department of Planning & Zoning (P&Z)?

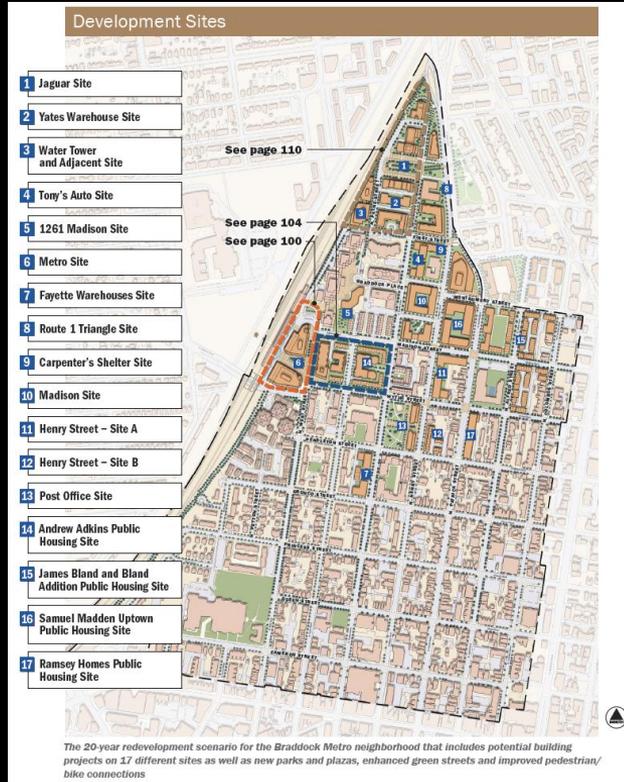
Planning and Zoning works closely with the community in each area of the City to carry out City Council's 2004-2015 Strategic Plan and Community Vision for vibrant, walkable neighborhoods, protected natural resources, and vital Main Street business districts.



Preserve Our History and Culture



Create Transit-Oriented Development



Building Height Examples 65-75 FEET

Analog from Alexandria



Analogs from elsewhere



Building Height Examples 90 FEET

Analogs from Alexandria



Analogs from elsewhere



Building Height Examples 120 FEET

Analog from Alexandria



Analogs from elsewhere



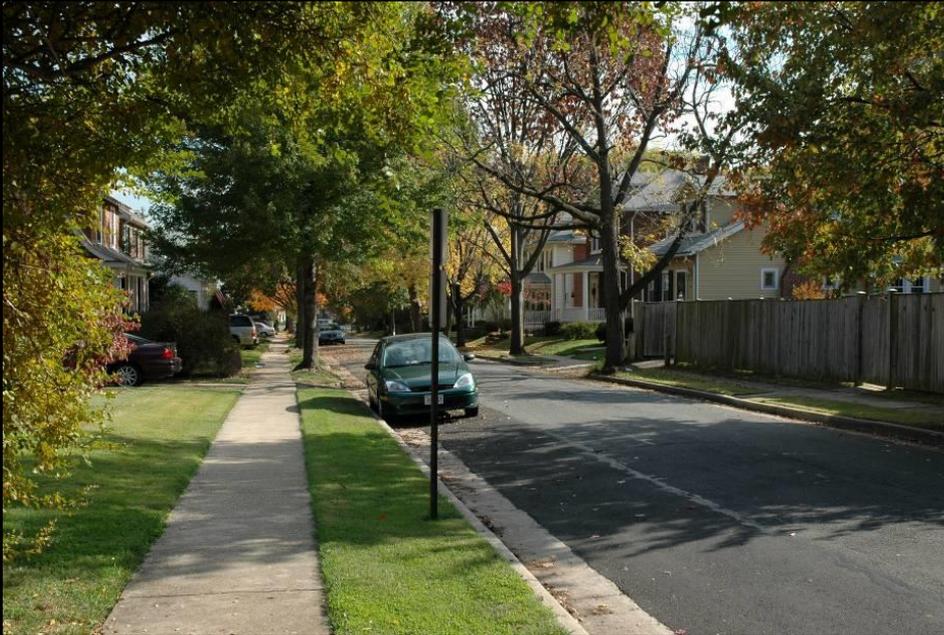
Create Livable Places with Housing Choices for All Residents



Strengthen Our Main Streets



Preserve and Enhance Neighborhoods

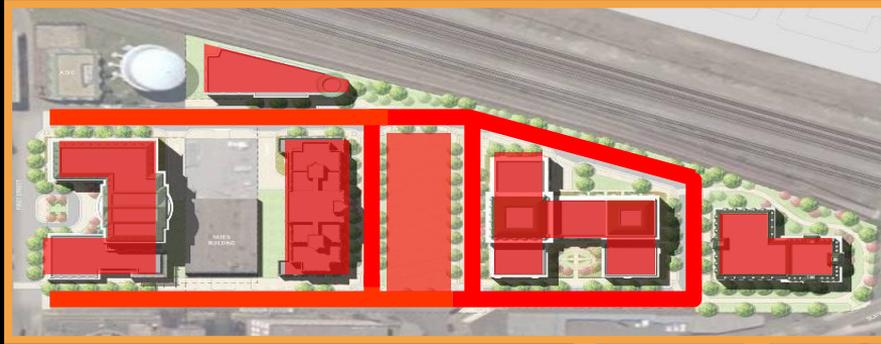


What is P & Z?

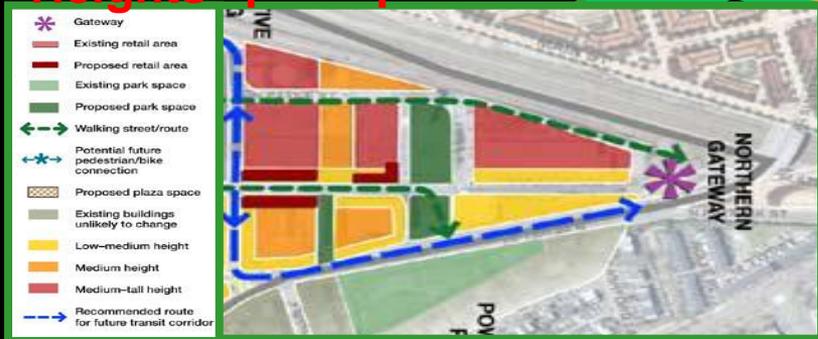
- **Neighborhood Planning & Community Development**
 - Long-Range Plans, Implementation, Forecasting
- **Zoning**
 - Day-to-Day Improvements to Property
- **Development Review**
 - Major Projects
- **Historic Preservation**
 - Character of Local Historic Districts
- **Commission/Committee Support**
 - Planning Commission, Board of Zoning Appeals, Old & Historic Alexandria Board of Architectural Review, Parker-Gray District Board of Architectural Review, Advisory Groups/Committees



Development Review Process



Design Options & Space



SUP

ADD

Area Plan



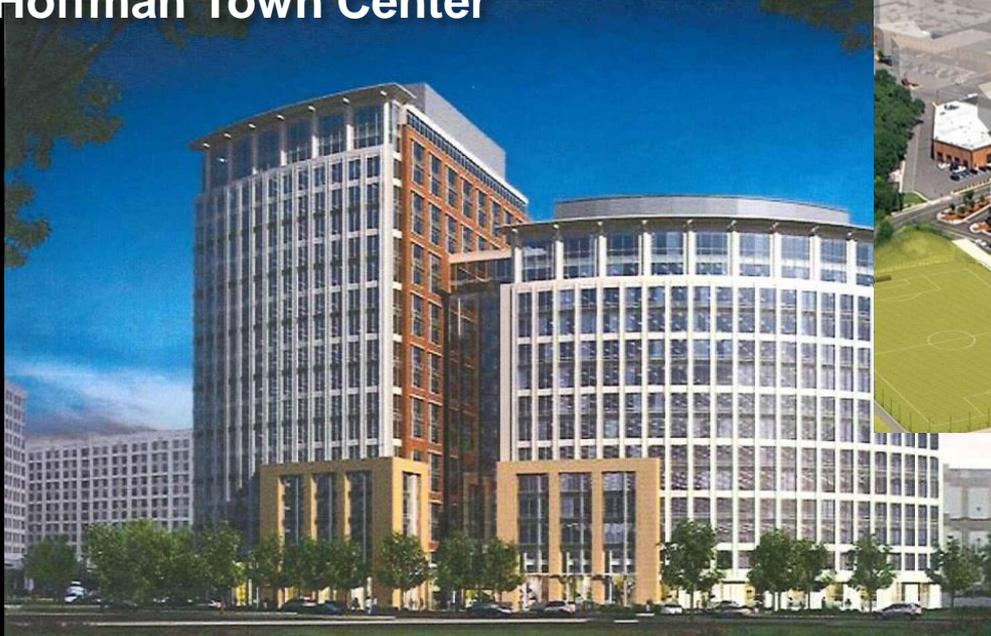
Current Projects and Initiatives

- **Waterfront Implementation with DPI**
- **Old Town North Small Area Plan**
- **Eisenhower West Small Area Plan**
- **Oakville Triangle/Route 1 Corridor**
- **Potomac Yard Development**
- **Transitway Corridors with TES**



Current Projects and Initiatives

**National Science Foundation
Hoffman Town Center**



Carlyle Plaza Two

Current Projects and Initiatives



Belle Pre

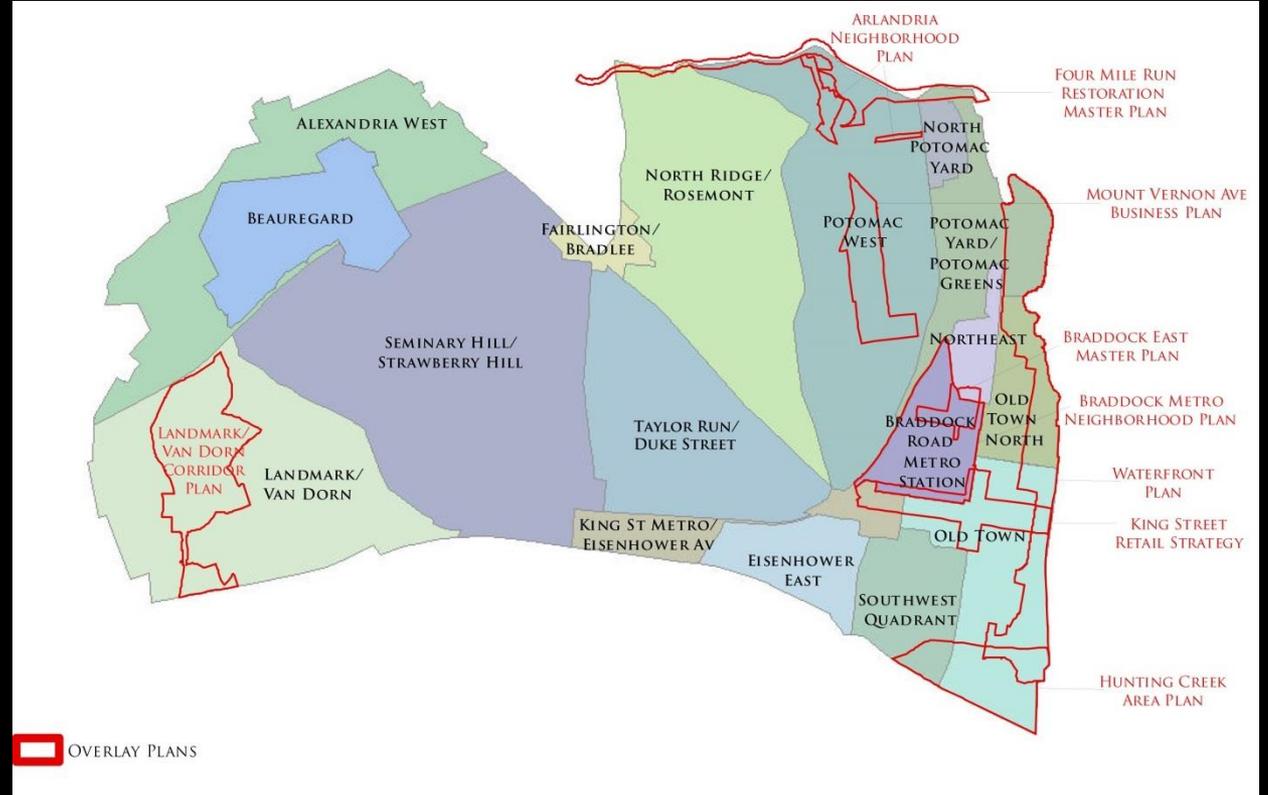


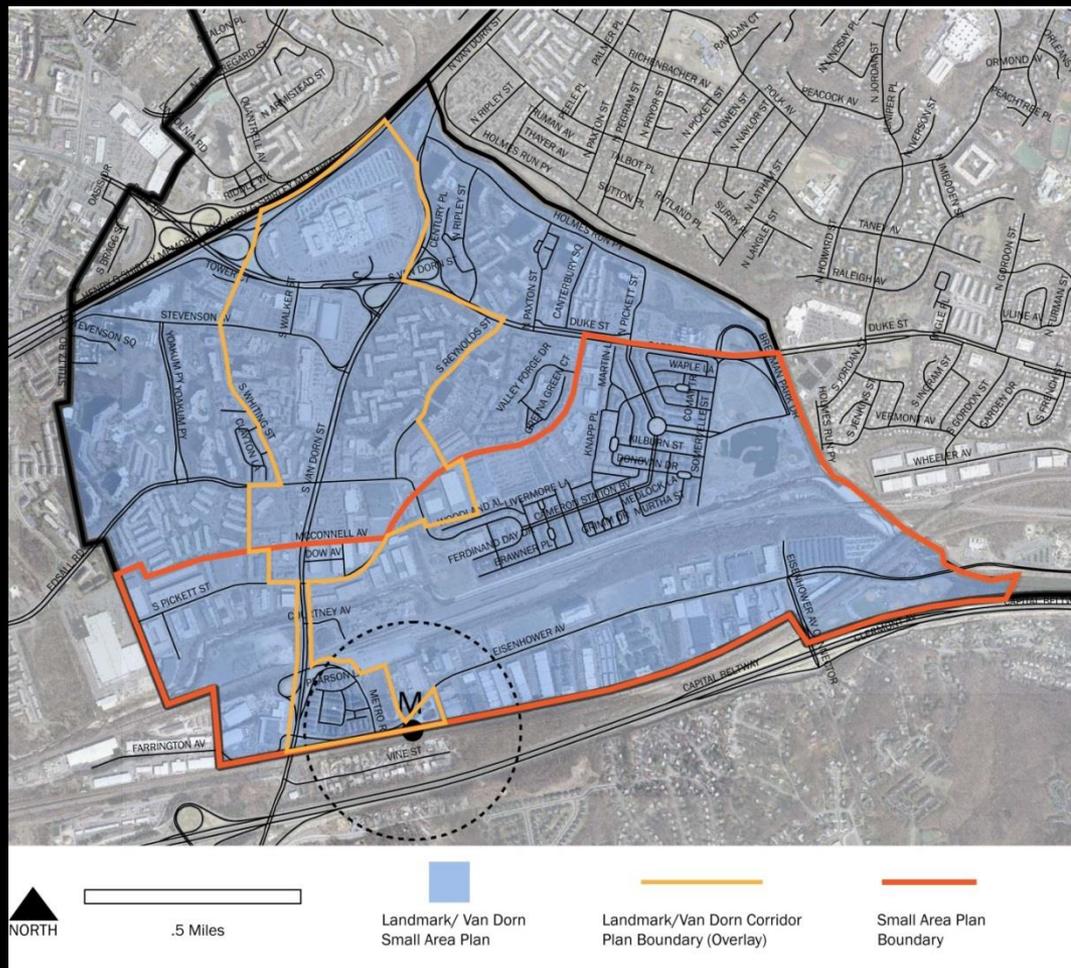
The Oronoco



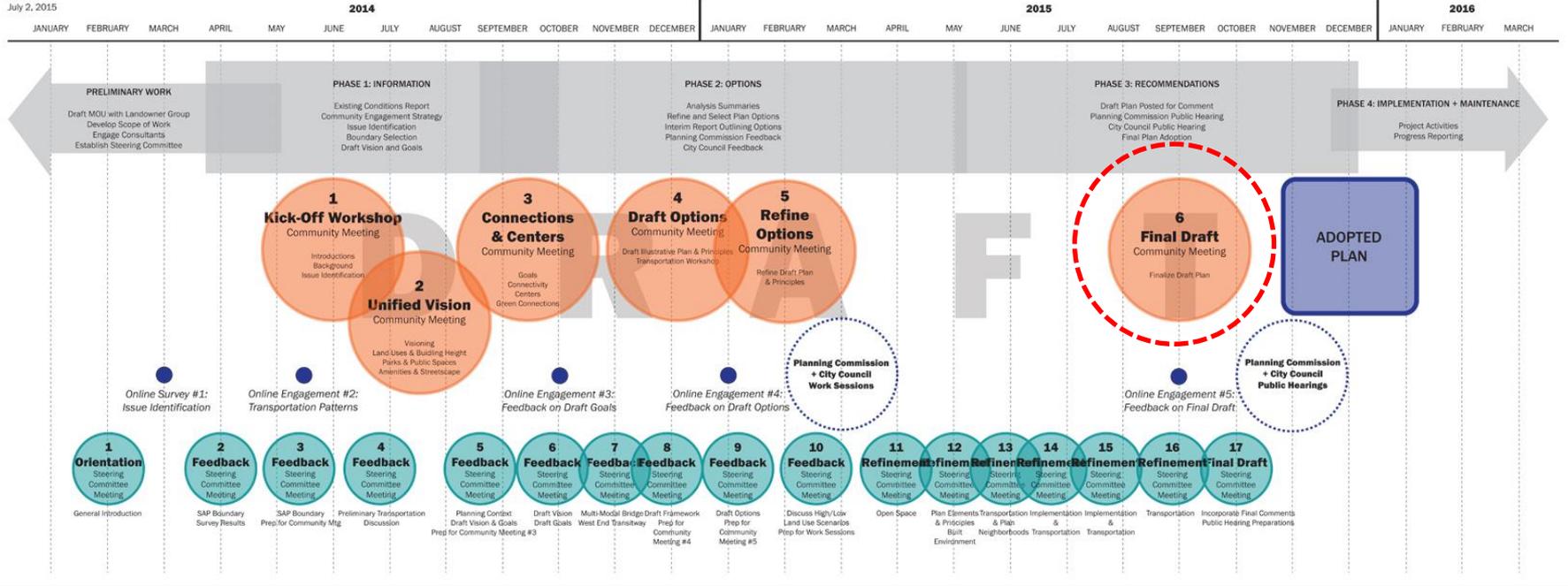
Citywide Master Plan

- **Small Area Plans (SAPs):** cover neighborhoods throughout the City
- **Chapters on specific topics** pertaining to entire City (i.e., Transportation, Open Space)

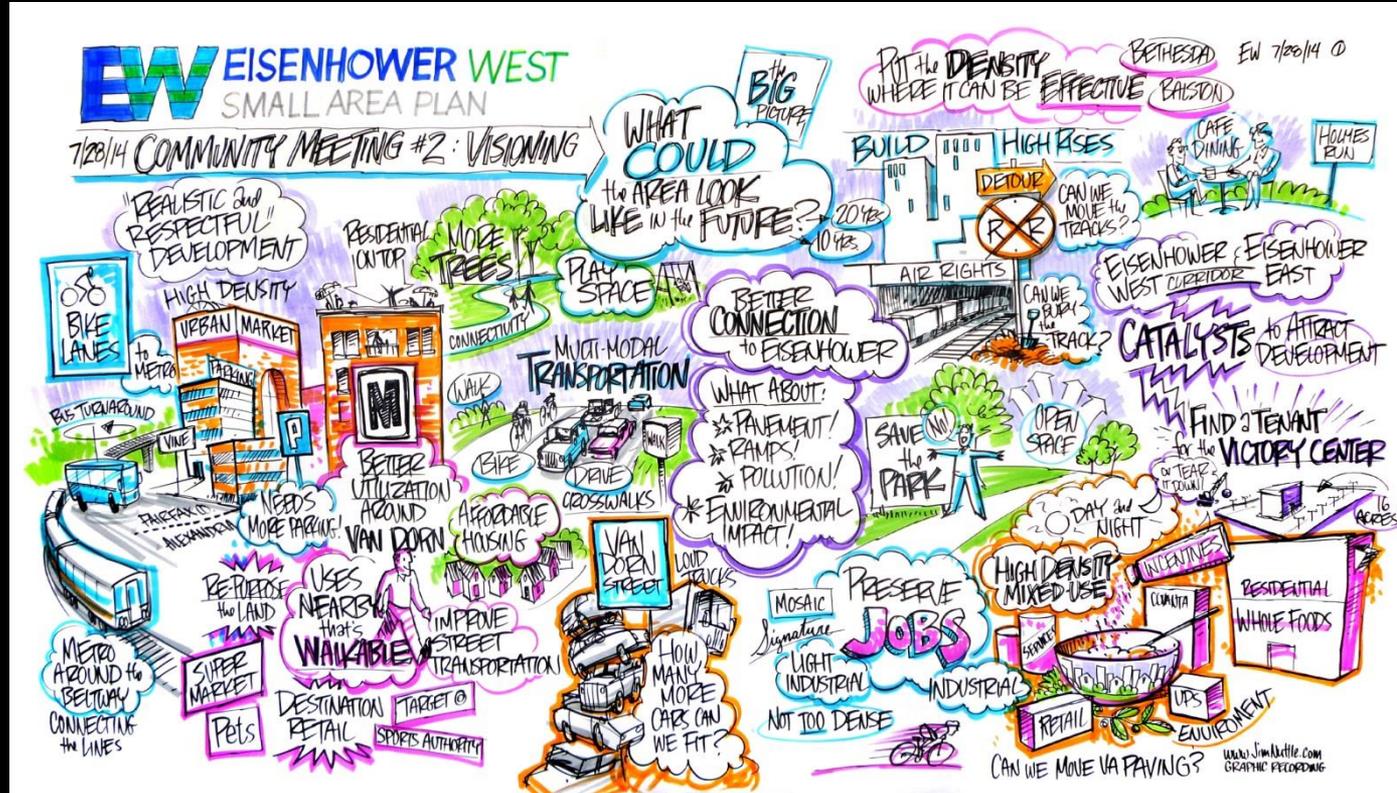




DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM
 DRAFT
 July 2, 2015

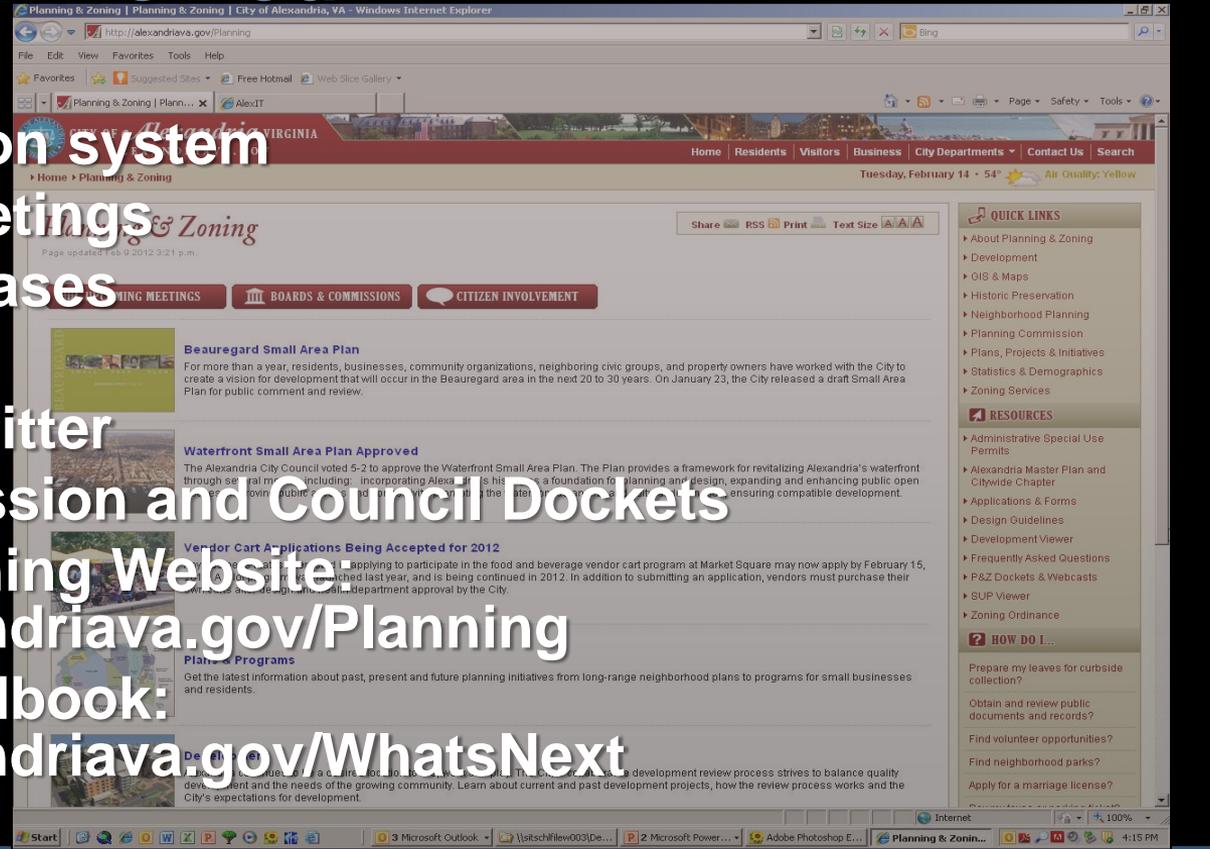


Eisenhower West Small Area Plan



How to Get Involved

- City Calendar
- E-news notification system
 - Community Meetings
 - Document Releases
 - AlexEngage
- Facebook and Twitter
- Planning Commission and Council Dockets
- Planning and Zoning Website:
<http://www.alexandriava.gov/Planning>
- **What's Next** Handbook:
<http://www.alexandriava.gov/WhatsNext>



Contact Information

- Department: 703.746.4666, www.alexandriava.gov/planning
- Land Use Services:
 - Alex Dambach, Division Chief, 703.746.3829, alex.dambach@alexandrava.gov
- Zoning:
 - Peter Leiberg, Zoning Manager, 703.746.3937, peter.leiberg@alexandrava.gov
- Historic Preservation: 703.746.3833
- Development:
 - Rob Kerns, Division Chief, 703.746.3811, rob.kerns@alexandriava.gov
- Neighborhood Planning and Community Development:
 - Carrie Beach, Division Chief, 703.746.3853, carrie.beach@alexandriava.gov
 - Pat Mann, 703.746.3857, pat.mann@alexandriava.gov
 - Radhika Mohan, 703.746.3850, radhika.mohan@alexandriava.gov

