

City of Alexandria, Virginia

# Marketing in Alexandria 101

a presentation by

**The Alexandria Marketing Fund Committee**

September 18, 2012



# Objectives of Today's Workshop



- Learn about the Alexandria Marketing Fund and how organizations can benefit from funding and technical assistance
- Introduce and meet resources available to help as you formulate an application
- Learn about the elements of a successful application and what common mistakes to avoid
- Hear about examples of grants awarded to projects, and how grant dollars were used



# Marketing Fund Committee



- 9-member City Commission, appointed by City Council
- Alexandria residents with experience and expertise in:
  - Marketing & Communications
  - Advertising Agency
  - Public Relations
  - Media Buyer
  - Graphic Design & Production
  - Media Relations/Media Outlet

Booz | Allen | Hamilton



AMERICAN ADVERTISING DISTRIBUTORS OF NORTHERN VIRGINIA

# Marketing Fund Committee Membership



- **Corry Robb**, Senior Strategic Planner, *Chair*
- **Nancy Belmont**, Belmont, Inc.
- **Patricia Gaston**, Booz Allen Hamilton
- **Laura Machanic**, New Target, Inc.
- **Roger Parks**, American Advertising Distributors of Northern Virginia
- **Joanna Pineda**, Matrix Group International, Inc.
- **Scott Shaw**, Fishbowl, Inc.



# Marketing Fund Coordinating Council



- **Paul Smedberg**, *City Council Liaison*
- **Andrea Blackford**, Office of Communications
  
- **Pat Miller**, Alexandria Commission for the Arts
- **Vacant**, Alexandria Convention & Visitors Association (ACVA)
- **Stephanie Landrum**, Alexandria Economic Development Partnership (AEDP)
- **Lance Mallamo**, Office of Historic Alexandria



ALEXANDRIA  
COMMISSION  
FOR THE ARTS



*Office of Historic Alexandria*

*Virginia*  
**Alexandria**  
CONVENTION & VISITORS ASSOCIATION  
VISITALEXANDRIAVA.COM



**ALEXANDRIA**  
ECONOMIC  
DEVELOPMENT  
PARTNERSHIP



# What We Do

- Provide **seed funding** to foster public/private partnerships and to promote Alexandria as a destination for visiting, shopping, dining and doing business
- Encourage collaborative partnerships among businesses and organizations
- Provide **MATCHING** funds (no 100% funding)



# Marketing Fund Goals



- Foster **new and innovative** marketing projects that enhance the long-range marketing priorities of the City and that will become self-sustaining projects independent of Marketing Fund support
- Encourage **collaboration** on marketing initiatives among Alexandria civic, non-profit and business organizations.
- Increase awareness of Alexandria's diverse **retail, dining, hospitality, cultural attractions** and other businesses among audiences including residents and visitors.
- Generate additional business **sales and tax revenues** in Alexandria.





# The Application Process

- Applicants are encouraged to call, email or meet with a member of the Coordinating Council while preparing their application
- Submit applications in advance of the published deadlines- **Application is all ONLINE**
- Once submitted, the Committee and Coordinating Council read the submissions and generate a list of questions, notes and feedback
- The Coordinating Council gives this list to the applicant, who may be asked to create an addendum to their application prior to the grant award meeting





# The Grant Award Meeting

- Applicants are each given **5 minutes** to address the Marketing Fund Committee and present their project
- The meeting is **open to the public**, and all discussions are held in a public forum
- Following all presentations, the **Committee deliberates** and makes grant decisions
- If successfully awarded a grant, the applicant must then submit an official letter of request for funding, as well as **interim and final performance reports**

# What Makes a Great Application?



- Innovative and forward-thinking ideas & tactics
- Clear objectives & outcomes
- Evidence of partnerships and collaboration including financial participation
- Clear budget, with delineation of marketing expenses
- Plan for evaluating & measuring success
- Plan for sustainability

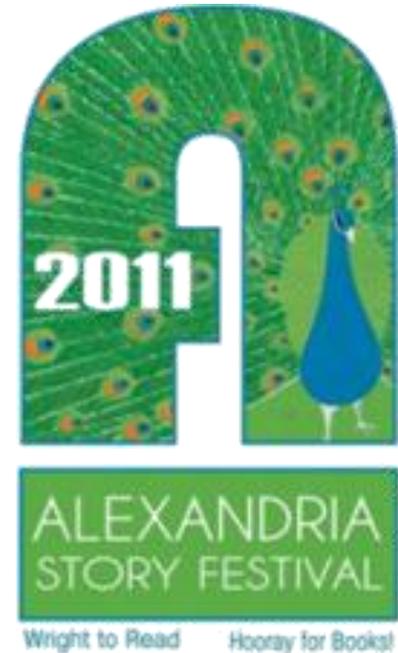


# Examples of Successful Projects



## 2<sup>nd</sup> Annual Alexandria Story Festival- 2011

- First-time applicant (funded a 2<sup>nd</sup> time in 2012)
- \$1,000 grant
- One-day event held at ACPS school
- Marketing & advertising to encourage families to stay in Alexandria for lunch and activities related to the event



# Examples of Successful Projects



## Arlandria-Chirilagua Business Association

- First-time applicant
- \$15,000 grant
- New Website
- Shopping directory sent via direct mail



# Examples of Successful Projects



## Torpedo Factory Artists Association (TFAA)

- Repeat applicant, new project
- \$19,075 grant
- Advertising campaign in four key publications that target tourists and visitors

**TORPEDO FACTORY ART CENTER • ART HAPPENS HERE ON THE WATERFRONT IN OLD TOWN ALEXANDRIA**

**Observe Artists  
Ask Questions  
Buy Original Artwork**

Mention this ad to receive a free special gift from the art center gift shop!

82 ARTIST STUDIOS • 6 GALLERIES • ALEXANDRIA ARCHAEOLOGY MUSEUM

**Torpedo Factory ART CENTER** OPEN DAILY 10AM-6PM • THURSDAYS 'TIL 9PM  
ARTISTS' HOURS VARY • 703.838.4565  
105 N. UNION STREET, ALEXANDRIA, VA 22314  
[www.torpedofactory.org](http://www.torpedofactory.org)

This ad was made possible through the support of the Alexandria Marketing Fund.

# Examples of Successful Projects



## Alexandria Food & Wine Festival

- First-time applicant
- \$11,225 grant
- One-day event in Carlyle
- Marketing & Advertising



*Alexandria's*  
FOOD & WINE  
FESTIVAL





# How it Works

- The Alexandria Marketing Committee reviews applications three times per year:
  - February, July and September
- Approximately \$150,000 in grants are awarded each fiscal year
- A list of all the projects awarded \$\$ is available online at:  
[www.AlexandriaVA.gov/MarketingFund](http://www.AlexandriaVA.gov/MarketingFund)
- How do you get started?



# Your Marketing Fund Action Plan



- Read and review the online application
- Meet with a member of the Marketing Fund Coordinating Council
- Prepare your application and budget
- Prepare a 5-minute presentation to the Marketing Fund
- Answer questions from Marketing Fund members



# Frequently Asked Questions



- How much money can I apply for?
- Can I request funds for multiple years?
- What types of expenses are eligible?
- How does the matching requirement work?
- If I get funded, can I get a check right away?
- Can I apply multiple times?



# AlexandriaVA.gov/MarketingFund



CITY OF *Alexandria* VIRGINIA  
ALEXANDRIAVA.GOV

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Home Communications & Public Information

## Communications & Public Information

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### Alexandria Marketing Fund Application & Guidelines

- What's New
- Expenses Eligible for Fund Support
- Applicant Funding Responsibilities
- Repeat Funding Consideration
- Reporting Requirements
- Evaluation Criteria
- Download Application Preview Form
- Marketing Fund Committee Members
- Marketing Fund Coordinating Council Members
- FY 2012 Grant List

The Alexandria Marketing Fund is a grant program providing seed money in the form of matching funds for new and innovative marketing programs. The Fund also provides funding for the expansion of ongoing or pre-existing programs. The Fund is designed to increase revenues within the City by fostering public/private partnerships that promote Alexandria as a destination for visiting, shopping, dining and doing business. The Fund seeks to support marketing programs that demonstrate how they will become financially self-sustaining over time.

The Fund is administered by the [Alexandria Marketing Fund Committee](#). City Council appropriates monies for the fund on an annual basis and the Alexandria Marketing Fund Committee reviews and approves applications for funding.

The [Marketing Fund Coordinating Council](#) provides advisory support to the Marketing Fund Committee, providing preliminary application review and feedback to applicants as well as to the Marketing Fund Committee.

#### What's New

- Marketing in Alexandria 101 Workshop, Tuesday, September 18:



#### QUICK LINKS

- ▶ About the City of Alexandria
- ▶ Mayor & City Council
- ▶ Boards & Commissions
- ▶ City Government
- ▶ City Departments
- ▶ Podcasts
- ▶ Emergency Preparedness
- ▶ FYI Alexandria
- ▶ How Do I?
- ▶ City News Releases

#### HOW DO I...

- Obtain and review public documents and records?
- Find volunteer opportunities?
- Find neighborhood parks?
- Apply for a marriage license?
- Pay my taxes or parking citation?
- Find information about parking?
- Speak at a City Council meeting?
- Search property and sales data?
- Get information about permits?
- Learn more about Verizon