

# Historic Alexandria

**Mission Statement:** The mission of the Office of Historic Alexandria (OHA) is to inspire, educate, and foster an appreciation among members of the public for Alexandria's unique history and historic places in Alexandria.

## Expenditure and Revenue Summary

Expenditure By Classification	FY 2008 Actual	FY 2009 Approved	FY 2010 Approved	% Change 2009-2010
Personnel	\$2,495,687	\$2,494,935	\$2,306,365	-7.6%
Non-Personnel	\$732,271	\$825,617	\$730,365	-11.5%
Capital Goods Outlay	\$10,865	\$4,500	\$4,500	0.0%
<b>Total Expenditures</b>	<b><u>\$3,238,823</u></b>	<b><u>\$3,325,052</u></b>	<b><u>\$3,041,230</u></b>	<b>-8.5%</b>
<b>Funding Sources</b>				
Internal Service	\$3,014	\$0	\$0	0.0%
Special Revenue Fund	\$214,550	\$411,660	\$507,907	23.4%
<b>Total Designated Funding Sources</b>	<b><u>\$217,564</u></b>	<b><u>\$411,660</u></b>	<b><u>\$507,907</u></b>	<b>23.4%</b>
<b>Net General Fund Expenditures</b>	<b><u>\$3,021,259</u></b>	<b><u>\$2,913,392</u></b>	<b><u>\$2,533,323</u></b>	<b>-13.0%</b>
<b>Total Department FTE's</b>	<b>29.5</b>	<b>29.4</b>	<b>26.8</b>	<b>-8.8%</b>

### Highlights

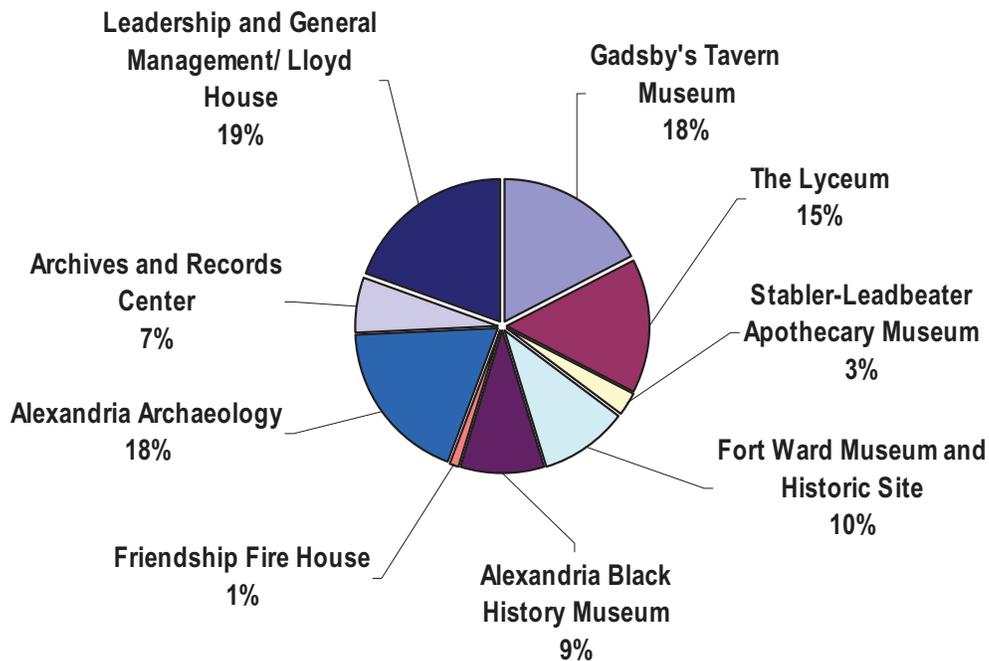
- In FY 2010, the approved General Fund budget decreases by \$380,069 (13.0%).
- FY 2010 personnel costs decrease \$183,570 or 7.6% due to the reduction of positions totaling 2.6 FTEs. These include both part time and full time positions. More information on these positions is provided in the OHA summary of budget changes page.
- Total non-personnel costs decrease \$95,252 or 11.5% primarily due to reductions in National Harbor Initiative Programs; Lloyd House, Black History Museum, and Archaeology research and interpretive projects; Archives records storage; and brochures. These reductions are discussed in the OHA summary of budget changes pages.
- In addition to the budget reductions above, the temporary suspension of the City's Computer Replacement Program results in a \$15,466 savings in non-personnel expenditures.
- A variety of fees and other revenue raising measures totaling \$98,597 are approved for implementation in FY 2010 to pay for OHA activities. These revenue raising measures are discussed on the following pages.

# Historic Alexandria

## Selected Performance Measures

Selected Performance Measures	FY 2008 Actual	FY 2009 Approved	FY 2010 Approved
% of visitors to City historic sites rating their overall experience as good to excellent	96%	96%	95%
% of visitors who state they have gained an appreciation of local history	N/A	96%	95%
Total number of visitors/program participants served	145,444	143,500	136,500
Lyceum \$ of revenue earned	\$ 100,509	\$ 95,000	\$ 100,000

## FY 2010 Approved Expenditures by Activity



# Historic Alexandria

## Program Level Summary Information

### Expenditure Summary

Expenditure By Program	FY 2008 Actual	FY 2009 Approved	FY 2010 Approved	% Change 2009-2010
Historic Resources	\$3,238,823	\$3,325,052	\$3,041,230	-8.5%
<b>Total Expenditures</b>	<b>\$3,238,823</b>	<b>\$3,325,052</b>	<b>\$3,041,230</b>	<b>-8.5%</b>

### Staffing Summary

Authorized Positions (FTE's) by Program	FY 2008 Actual	FY 2009 Approved	FY 2010 Approved	% Change 2009-2010
Historic Resources	29.5	29.4	26.8	-8.8%
<b>Total Full Time Equivalents</b>	<b>29.5</b>	<b>29.4</b>	<b>26.8</b>	<b>-8.8%</b>

### Historic Alexandria Programs and Activities

#### Historic Resources

Gadsby's Tavern Museum  
 The Lyceum  
 Stabler-Leadbeater Apothecary  
 Museum  
 Fort Ward Museum & Historic Site  
 Alexandria Black History Museum  
 Friendship Fire House  
 Alexandria Archaeology  
 Archives & Records Center  
 Leadership & General Management/  
 Lloyd House

### Dept Info

#### Department Contact Info

703.838.4554  
<http://oha.alexandriava.gov/>

#### Department Head

Lance Mallamo  
 703.838.4554  
[Lance.Mallamo@alexandriava.gov](mailto:Lance.Mallamo@alexandriava.gov)

# Historic Alexandria

## Historic Resources Program

The goal of Historic Resources is to preserve significant buildings, places, sites, documents and artifacts on behalf of City residents, and to foster an appreciation for Alexandria's significant role in American history through public use, education and enjoyment of these resources.

Program Totals	FY 2008 Actual	FY 2009 Approved	FY 2010 Approved
% of Total All Funds Budget	100%	100%	100%
Total Expenditures	\$3,238,823	\$3,325,052	\$3,041,230
Less Revenues	\$214,550	\$411,660	\$507,907
Net General Fund Expenditures	\$3,024,273	\$2,913,392	\$2,533,323
Program Outcomes			
% of visitors to City historic sites rating their overall experience as good to excellent	96%	96%	95%
% of visitors who state they have gained an appreciation of local history	N/A	N/A	95%

### Activity Data

LEADERSHIP AND GENERAL MANAGEMENT/Lloyd House – The goal of Leadership and General Management is to administer and promote public access to the City-owned historic resources in order to enhance and encourage public use. This function is housed in and also manages Lloyd House. This activity also includes the new National Harbor initiatives operated by OHA.	FY 2008 Actual	FY 2009 Approved	FY 2010 Approved
Expenditures	\$597,061	\$746,908	\$587,256
FTE's	3.9	3.9	2.9
Total number of visitors/program participants served	145,444	143,500	136,500
OHA operating costs per resident	\$22.27	\$23.17	\$22.28
% of department outcomes achieved	96%	95%	95%

GADSBY'S TAVERN MUSEUM – The goal of Gadsby's Tavern Museum is to actively preserve and interpret this historic landmark and its collections in order to foster an appreciation by City residents and the general public of its historic value.			
Expenditures	\$510,547	\$546,513	\$532,017
FTE's	4.6	4.6	4.1
# of visitors/program participants	24,139	25,000	25,000
Cost per visitor/program participant	\$21.15	\$21.86	\$21.28
% of visitors who rated their experience as good to excellent	99%	95%	95%

THE LYCEUM – The goal of The Lyceum is to actively preserve and interpret this historic landmark and its collections in order to foster an appreciation by City residents and the general public of its historic value.			
Expenditures	\$500,859	\$466,768	\$460,355
FTE's	4.8	4.8	4.8
# of visitors/program participants	33,195	32,000	32,000
\$ of revenue earned	\$100,509	\$95,000	\$100,000
Cost per visitor/program participant	\$15.09	\$14.59	\$14.39
% of visitors who rated their experience and good to excellent	94%	95%	95%

# Historic Alexandria

## Historic Resources Program, continued

### Activity Data

<b>STABLER-LEADBEATER APOTHECARY MUSEUM</b> – The goal of the Stabler-Leadbeater Apothecary Museum is to actively preserve and interpret this historic landmark and its collections in order to foster an appreciation by City residents and the general public of its historic value.	<b>FY 2008 Actual</b>	<b>FY 2009 Approved</b>	<b>FY 2010 Approved</b>
Expenditures	\$137,341	\$82,341	\$81,619
FTE's	1.0	1.0	1.0
# of visitors/program participants	10,111	10,000	8,000
Cost per visitor/program participant	\$13.58	\$8.23	\$10.20
% of visitors who rated their experience and good to excellent	99%	95%	95%

<b>FORT WARD MUSEUM AND HISTORIC SITE</b> – The goal of Fort Ward is to actively preserve and interpret this historic landmark and its collections in order to foster an appreciation by City residents and the general public of its historic value.			
Expenditures	\$361,818	\$359,455	\$304,444
FTE's	3.6	3.6	3.1
# of visitors/program participants*	30,398	32,000	32,000
Cost per visitor/program participant	\$11.90	\$11.23	\$9.51
% of visitors who rated their experience as good to excellent	97%	96%	95%

\*Includes visitors or program participants to main museum building only.

<b>ALEXANDRIA BLACK HISTORY MUSEUM</b> – The goal of the Alexandria Black History Museum is to present programs that foster tolerance and understanding among all cultures and to stimulate appreciation for the diversity of the African American experience.			
Expenditures	\$335,791	\$314,643	\$287,253
FTE's	3.1	3.1	3.1
# of visitors/program participants	6,947	8,500	8,500
# of public programs provided	84	70	65
Cost per public program provided	\$3,670	\$4,495	\$4,419
Cost per visitor	\$48.34	\$37.02	\$33.79
% of visitors who rate their experience as good to excellent	87%	95%	95%

<b>FRIENDSHIP FIRE HOUSE</b> – The goal of Friendship Fire House is to actively preserve and interpret this historic landmark and its collections in order to foster an appreciation by City residents and the general public of its historic value.			
Expenditures	\$29,605	\$29,023	\$29,291
FTE's	0.5	0.5	0.5
# of visitors	3,935	6,000	5,000
Cost per visitor	\$7.52	\$4.84	\$5.86
% of visitors who rated their experience as good to excellent	93%	96%	96%

# Historic Alexandria

## Historic Resources Program, continued

### Activity Data

<b>ALEXANDRIA ARCHAEOLOGY</b> – The goal of Alexandria Archaeology is to discover and preserve our 13,000-year heritage in order to enhance the City's historic character and public appreciation of Alexandria's diverse past and significant archaeological collection.	<b>FY 2008 Actual</b>	<b>FY 2009 Approved</b>	<b>FY 2010 Approved</b>
Expenditures	\$553,605	\$548,385	\$560,079
FTE's	5.0	5.0	5.0
# of cubic feet of archaeological collections	3,228	3,300	3,300
# of visitor/program participants	29,183	30,000	26,000
Cost per resident	\$3.90	\$3.86	\$3.94
% of visitors who rated their experience as good to excellent	100%	98%	98%
<b>ARCHIVES AND RECORDS CENTER</b> – The goal of the Archives and Records Center is to manage the records created by all City of Alexandria agencies, and to document the activities and functions of City government.			
Expenditures	\$212,196	\$231,016	\$198,916
FTE's	3.0	3.0	2.4
# of boxes received and destroyed	3,049	2,500	2,500
# of research/records requests processed	2,763	1,200	1,200
Cost per box received and destroyed	\$69.60	\$92.41	\$79.57
% of boxes processed that met governmental standards	97%	98%	98%
% of requests fulfilled within five days	96%	96%	95%

# Historic Alexandria

## Summary of Budget Changes

### Adjustments to Maintain Service Levels

Activity	Adjustment	FTE	FY 2010 Approved
<b>Archives and Records Mgmt.</b>	<i>Software Maintenance Agreement</i>	<b>(0 FTE)</b>	<b>\$1,975</b>

For TRIM Context 6 annual maintenance support from Tower Software. TRIM is an Electronic Document and Records Management System. This contract was previously paid by ITS.

### Expenditure Reductions

Activity	Reduction Option	FTE	FY 2010 Approved
<b>Leadership &amp; General Mngmt</b>	<i>Historical Interpretation</i>	<b>(0 FTE)</b>	<b>(\$55,000)</b>

As per the National Harbor initiatives, OHA will reduce paid interactive street characters and performers of period entertainment (musicians, acrobats, etc.) along waterfront and main business corridors on most weekends through the year, except during periods of prime tourist activity (Memorial Day, July 4, Christmas Walk, Presidents Day). OHA will seek grants, corporate sponsors or volunteer performers to sustain the program during other times of the year.

<b>Multiple</b>	<i>Various Non-Personnel</i>	<b>(0 FTE)</b>	<b>(\$23,461)</b>
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OHA will reduce numerous non-personnel expenditures which include: professional services, printing, and an \$870 reduction (14.5%) to the \$6,000 contribution to Alexandria Pipe and Drums. Relating to professional services, OHA will no longer be able complete various research and interpretive projects at the Lloyd House, Black History Museum, and Archaeology Facility. Additionally, the Archives and Records Center will reduce expenditures on off-site storage facilities. Records will be relocated to the Archives and Records Center. The printing reduction results in OHA reducing the number of brochures they print. It should be noted that most OHA brochures are available on the City's website.

<b>Archives and Records Mgmt,</b>	<i>Eliminate Records Clerk</i>	<b>(0.6 FTE)</b>	<b>(\$22,649)</b>
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OHA proposes to eliminate one 25 hour part-time Records Center Clerk position. The PT Records Center Clerk performs clerical work involving the performance of routine clerical tasks, i.e., filing, storing, retrieving, and delivering of records and files. The elimination of this position will result in the transfer of the above duties to remaining staff, resulting in slower processing of City records and longer response times in records retrieval for City departments.

<b>Fort Ward</b>	<i>Eliminate Curator I Position</i>	<b>(0.5 FTE)</b>	<b>(\$40,859)</b>
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OHA proposes eliminating one 20 hour part time Curator I position. This action will result in a reduction of curatorial services, exhibits and programs at Fort Ward Museum and Historic Site. Curatorial duties necessary to maintain collections at Fort Ward will be transferred to curators at other OHA facilities, resulting in diminished museum services at The Lyceum and Gadsby's Tavern Museum.

# Historic Alexandria

## Summary of Budget Changes

### Expenditure Reductions, continued

Activity	Reduction Option	FTE	FY 2010 Approved
<b>Leadership &amp; General Mngmt</b>	<i>Eliminate Research Historian</i>	<b>(1.0 FTE)</b>	<b>(\$89,314)</b>
<p>OHA proposes the reduction of one full time Research Historian position. The Research Historian position in the Office of Historic Alexandria is primarily responsible for conducting original research on local history. Duties include: answering specific requests for historical information, local history research, writes articles on local history, makes articles available to the public, organizes and maintains departmental historic research files, and attends and presents historical research at local symposiums and to City commissions as necessary. Elimination of the Research Historian position will result in the transfer of research activities necessary for the operation of the Office of Historic Alexandria to the staff at individual OHA sites and/or activities.</p>			
<b>Black History Museum</b>	<i>Seasonal Staffing</i>		<b>(\$10,512)</b>
<p>OHA proposes to eliminate the part time roster staff that covers the museum on Saturdays, when the museum is open, but full-time staff is off. The Museum Director proposes to rotate Saturday coverage among full-time staff, so that one staff member covers opening the facility one Saturday per month throughout the year. This will allow the museum to remain open six days per week, while still reducing personnel costs.</p>			
<b>Gadsby's Tavern Museum</b>	<i>Eliminate Secretary I Position</i>	<b>(0.5 FTE)</b>	<b>(\$30,924)</b>
<p>OHA proposes the elimination of one 20 hour part-time Secretary I position at Gadsby's Tavern. This position performs a wide variety of routine secretarial and office management duties for the museum including: preparation and maintenance of all records, reports, and documents that are used in conducting the administrative management activities of the museum. The elimination of the position will result in a loss of museum services at Gadsby's Tavern Museum. Administrative duties will be transferred to remaining museum staff members. Staff will be responsible for a greater workload which will have an overall negative impact on Museum services as a whole.</p>			

# Historic Alexandria

## Summary of Budget Changes

### Fees for Services

Activity	Fee Adjustment	FY 2010 Approved
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<b>Lyceum</b>	<i>Site Rental Fee Increase</i>	<b>\$8,125</b>
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OHA is proposing to increase the following rental fees for use of the Lyceum Assembly Room: (1) Wedding Reception (from \$1,800 to \$2,000); (2) Wedding Reception After Six Hours (from \$225 to \$250 per hour); (3) Open Exhibit Galleries (from \$100 to \$50 per gallery); (4) Parties, Special Events, Fundraisers (from \$300 to \$325 per hour); (5) Meetings, Seminars and Workshops (from \$60 to \$75 per hour).

<b>Leadership &amp; General Management</b>	<i>Site Rental Fee Increase</i>	<b>\$2,150</b>
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OHA is proposing to increase the following rental fees for use of the Lloyd House: (1) Parties, Special Events, Fundraisers: Mon - Thursday (from \$225 to \$250 per hour); (2) Parties, Special Events, Fundraisers: Friday - Saturday (from \$275 to \$300 per hour); (3) Parties, Meetings, Seminars and Workshop (from \$60 to \$75 per hour); (4) Wedding Reception (from \$1,800 to \$2,000)

<b>Black History Museum</b>	<i>Site Rental Fee Adjustments</i>	<b>\$350</b>
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OHA is proposing to decrease the following rental fees for use of the Black History Meeting Room: (1) Meeting (from \$80/hour to \$75/hour); OHA proposes to increase (2) Use of the Piano (from \$75 to \$100); (3) Parties Special Events, Fundraisers (from \$130 to \$150 per hour).

<b>Fort Ward</b>	<i>Site Rental Fee Increase</i>	<b>\$100</b>
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OHA is proposing to increase the following rental fee for use of the Fort Ward Library: (from \$25 to \$40 per use)

<b>Leadership and General Management</b>	<i>New OHA Membership Program</i>	<b>\$22,000</b>
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Until FY 2009, admission to most OHA museum facilities was free. In FY 2009 OHA adopted a "Pay what you can, but you must pay something" policy at The Lyceum, Alexandria Black History and Friendship Firehouse Museums. This policy requires visitors to pay a self determined amount above one cent for admission to those facilities. Due to specific logistical considerations, Fort Ward and Alexandria Archaeology Museums have continued to maintain a free admission policy.

For FY 2010, OHA proposes to establish a new centralized membership program that will support all museums in the Office of Historic Alexandria system. This new affordable membership program envisions \$22,000 in new revenues for OHA, and will enhance the use of OHA facilities. Members of the new OHA program would receive free admission to all OHA sites, discounts at all museum shops and invitations to special events, lectures, tours, and activities designed specifically for members. It is believed that this new membership program will enhance public enjoyment of OHA museums, and result in greater appreciation of the heritage of Alexandria.

Membership Fee Schedule:

Individual \$40; Family/Dual \$60; Sustainer \$100; Friend \$250; Patron 500; Contributor \$1,000; Benefactor \$2,500.

# Historic Alexandria

## Summary of Budget Changes

### Fees for Services, continued

Activity	Fee Adjustment	FY 2010 Approved
<b>Alexandria Archaeology</b>	<i>Archaeology Plan Review Fee</i>	<b>\$20,000</b>
<p>Currently, the Office of Historic Alexandria expends at least \$257,204 dollars in staff time and benefits to provide plan review for new development in compliance with City codes. There are currently no fees associated with City archaeological preservation services. OHA is requesting a new archaeological plan review fee, or an increase in existing development fees, to generate \$20,000 in new revenues for Alexandria Archaeology. The goal of this fee is to improve cost recovery for a service that OHA is required to complete at no charge. The current fee proposal is based on 10% of existing plan review fees.</p>		
<p><u>Plan Review Fee Schedule</u></p>		
<p>(1) Subdivisions: Preliminary: \$480, Final: \$370 (2) Development site Plan/SUP: \$500 (3) Final Site Plan Review: \$750 (4) Rezoning: \$330 (5) Zoning Board Appeal Review: \$65.</p>		
<b>Friendship Firehouse</b>	<i>Friendship Firehouse Birthday Bash</i>	<b>\$4,000</b>
<p>The Office of Historic Alexandria proposes a new children's birthday party activity at Friendship Firehouse Museum for FY 2010. Tentatively called Red Hot Birthday Bash, the two hour birthday party for ages 4-9 would feature an interpretive program by OHA educators focused on the history and practice of firefighting, and how teamwork and prevention are essential elements of fire safety. There would then be an interactive activity related to fire equipment and apparatus, followed by a private party in the second floor museum reception room. OHA projects \$4,000 in new revenue based on 10 bookings at \$400 each.</p>		
<b>Leadership &amp; General Management</b>	<i>Lloyd House Birthday Bash</i>	<b>\$15,900</b>
<p>The Office of Historic Alexandria proposes a new two-hour children's birthday party in the main parlor at Lloyd house for FY 2010. The new initiative will be themed as a child's tea party of the early twentieth century when Mayor and Mrs. William Smoot owned Lloyd House. The party will include an etiquette based instructional activity and period entertainment led by "Nanny Rose." OHA projects \$6,000 in new revenue based on 10 bookings at \$600 each. Additionally, OHA has assumed responsibility for the Alexandria forum and projects revenues \$9,900 for FY10.</p>		
<b>Alexandria Archaeology</b>	<i>Adult Archaeology Camp</i>	<b>\$6,000</b>
<p>The Office of Historic Alexandria proposes a new adult archaeology camp, where participants will receive training in archaeological methods and surveying and actually "dig" a partially excavated site. OHA projects \$6,000 in new revenue based on 20 participants at \$300 each.</p>		
<b>Gadsby's Tavern Museum</b>	<i>Additional Public Programs</i>	<b>\$19,972</b>
<p>The Office of Historic Alexandria proposes to increase the number of sessions for popular public programs already sponsored at Gadsby's Tavern Museum for FY 2010. These include 18th Century classes, Individual and Group Interpretive Tours and increased rentals made possible due to the completion of capital projects in FY 2009.</p>		