

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 2010 Actual	FY 2011 Approved	FY 2012 Approved	% Change 2011-2012
Personnel	\$2,399,199	\$2,311,179	\$2,343,974	1.4%
Non-Personnel	\$582,399	\$694,909	\$958,297	37.9%
Capital Goods Outlay	\$0	\$4,500	\$4,500	0.0%
Total Expenditures	\$2,981,598	\$3,010,588	\$3,306,771	9.8%
Funding Sources				
Internal Service	\$0	\$0	\$0	0.0%
Special Revenue Fund	\$383,631	\$509,013	\$510,901	0.4%
Total Designated Funding Sources	\$383,631	\$509,013	\$510,901	0.4%
Net General Fund Expenditures	\$2,597,967	\$2,501,575	\$2,795,870	11.8%
Total Department FTE's	26.9	26.0	26.0	0.0%

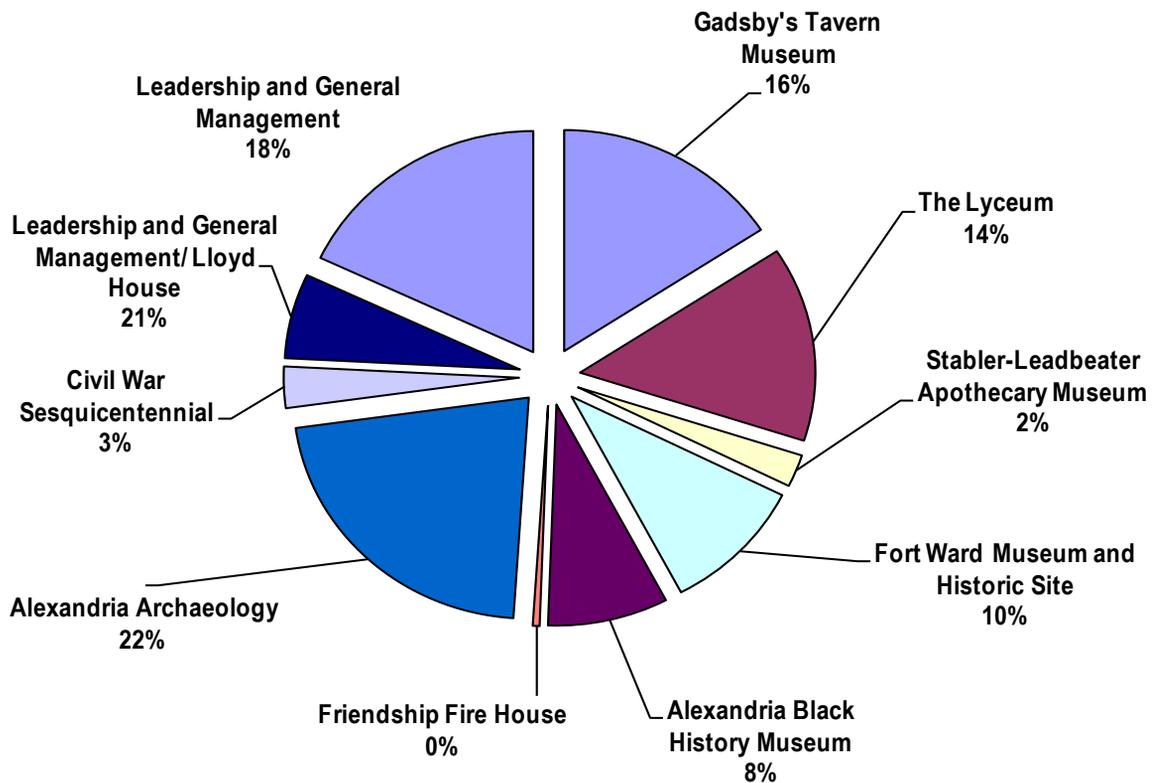
Highlights

- In FY 2012 the General Fund budget for the Office of Historic Alexandria (OHA) increases by \$294,295, or 11.8%.
- FY 2012 personnel costs increase by \$32,795 , or 1.4%. Personnel increases associated with merit step increases and benefit costs increases were offset by new employees hired at salaries less than their predecessors (which also decreases benefits costs).
- Total non-personnel costs increase by \$263,388, or 37.9%. Non-personnel increases reflect a number of initiatives to allocate costs to user departments: telecommunications system costs from ITS (\$5,155); postage costs from Non-Departmental (\$10,800); and bank fee charges associated with visitor credit card payments from Non-Departmental (\$4,900). Those increases were offset by a budgeted reduction (\$37,720) in electricity costs based on historical data and estimated FY 2012 costs.
- Additionally in non-personnel, \$100,000 was included to initiate Civil War Sesquicentennial heritage tourism publications, marketing, public programs and interpretive materials. The approved budget included \$25,000 for this initiative, and City Council added \$75,000 as part of the Add/Delete process to fund Civil War Sesquicentennial heritage tourism promotions and activities. This will be undertaken in conjunction with ACVA.
- City Council added \$150,000 in non-personnel as part of the Add/Delete process to fund the Fort Ward Archeological Study Stages II-A (\$75,000) and II-B (\$75,000).
- Additionally, as part of the Add/Delete process, City Council designated \$110,000 for Fort Ward master planning in City Council contingent reserves.

Selected Performance Measures

Selected Performance Measures	FY 2010 Actual	FY 2011 Approved	FY 2012 Approved
% of visitors to City historic sites rating their overall experience as good to excellent	95%	95%	95%
% of visitors who state they have gained an appreciation of local history	95%	95%	95%
Total number of visitors/program participants served	162,700	120,000	155,000

FY 2012 Approved Expenditures by Activity



Historic Alexandria

Program Level Summary Information

Expenditure Summary

Expenditure By Program	FY 2010 Actual	FY 2011 Approved	FY 2012 Approved	% Change 2011-2012
Historic Resources	\$2,981,598	\$3,010,588	\$3,306,771	9.8%
Total Expenditures	\$2,981,598	\$3,010,588	\$3,306,771	9.8%

Staffing Summary

Authorized Positions (FTE's) by Program	FY 2010 Actual	FY 2011 Approved	FY 2012 Approved	% Change 2011-2012
Historic Resources	26.9	26.0	26.0	0.0%
Total Full Time Equivalents	26.9	26.0	26.0	0.0%

Historic Alexandria Programs and Activities

Dept Info

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
 Civil War Sesquicentennial

Department Contact Info

703.746.4554
<http://oha.alexandriava.gov/>

Department Head

Lance Mallamo
 703.746.4554
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 2010 Actual	FY 2011 Approved	FY 2012 Approved
Total Expenditures	\$2,981,598	\$3,010,588	\$3,306,771
Less Revenues	\$383,631	\$509,013	\$510,901
Net General Fund Expenditures	\$2,597,967	\$2,501,575	\$2,795,870
Program Outcomes			
% of visitors to City historic sites rating their overall experience as good to excellent	95%	95%	95%
% of visitors who state they have gained an appreciation of local history	95%	95%	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 2010 Actual	FY 2011 Approved	FY 2012 Approved
Expenditures	\$493,396	\$592,167	\$594,826
FTE's	2.9	2.9	2.9
*Total number of visitors/program participants served	162,700	120,000	155,000
OHA operating costs per resident	\$18.33	\$25.09	\$21.33
% of department outcomes achieved	97%	75%	95%

* FY 2010 attendance includes 33,122 visitors/participants not reflected in a specific activity (Historic Alexandria History Center and Waterfront Shop).
 FY 2012 does not include projected attendance at that facility, as there is uncertainty regarding occupancy of the space in FY 2012. Additionally in FY 2012, the increase of 35,000 visitors/participants is attributed to the Civil War Sesquicentennial. Of that total, 11,500 is not captured in a specific activity (major public event at Market Square, programs at NVCC, and programs at City parks other than Fort Ward.)

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	\$513,938	\$533,502	\$520,880
FTE's	4.1	4.1	4.1
# of visitors/program participants	22,434	18,000	23,000
Cost per visitor/program participant	\$22.91	\$29.64	\$22.65
% 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			
Expenditures	\$448,430	\$454,550	\$470,733
FTE's	4.8	4.8	4.8
# of visitors/program participants	23,986	32,000	35,000
Cost per visitor/program participant	\$18.70	\$14.20	\$13.45
% of visitors who rated their experience and good to excellent	95%	95%	95%

Historic Alexandria

Historic Resources Program, continued

Activity Data

STABLER-LEADBEATER APOTHECARY MUSEUM – 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.	FY 2010 Actual	FY 2011 Approved	FY 2012 Approved
Expenditures	\$97,123	\$78,060	\$78,282
FTE's	1.0	1.0	1.0
# of visitors/program participants	8,179	7,000	8,500
Cost per visitor/program participant	\$11.87	\$11.15	\$9.21
% of visitors who rated their experience and good to excellent	99%	95%	95%
FORT WARD MUSEUM AND HISTORIC SITE – 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	\$307,371	\$298,903	\$328,891
FTE's	3.1	3.1	3.1
# of visitors/program participants*	34,178	30,000	40,000
Cost per visitor/program participant	\$8.99	\$9.96	\$8.22
% of visitors who rated their experience as good to excellent	95%	95%	95%
*Includes visitors or program participants to main museum building only.			
ALEXANDRIA BLACK HISTORY MUSEUM – 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	\$319,801	\$267,866	\$273,550
FTE's	3.1	2.6	2.6
# of visitors/program participants	6,692	6,500	7,000
Cost per visitor/program participant	\$47.79	\$41.21	\$39.08
% of visitors who rate their experience as good to excellent	100%	90%	90%
FRIENDSHIP FIRE HOUSE – 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	\$25,081	\$17,377	\$15,521
FTE's	0.5	0.2	0.2
# of visitors/program participants	4,104	2,500	3,000
Cost per visitor/program participant	\$6.11	\$6.95	\$5.17
% of visitors who rated their experience as good to excellent	90%	95%	90%

Historic Alexandria

Historic Resources Program, continued

Activity Data

ALEXANDRIA ARCHAEOLOGY – 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.	FY 2010 Actual	FY 2011 Approved	FY 2012 Approved
Expenditures	\$571,190	\$567,854	\$719,217
FTE's	5.0	5.0	5.0
# of cubic feet of archaeological collections	3,236	3,300	3,200
# of visitor/program participants	30,005	24,000	27,000
Cost per resident	\$4.02	\$4.00	\$5.06
% of visitors who rated their experience as good to excellent	100%	98%	98%
ARCHIVES AND RECORDS CENTER – 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	\$205,268	\$200,309	\$204,871
FTE's	2.4	2.4	2.4
# of boxes received and destroyed	4,906	2,500	2,500
# of research/records requests processed	1,158	1,200	1,200
Cost per box received and destroyed	\$41.84	\$80.12	\$81.95
% of boxes processed that met governmental standards	99%	98%	98%
% of requests fulfilled within five days	99%	95%	95%
CIVIL WAR SESQUICENTENNIAL - The goal of providing funding for the Civil War Sesquicentennial commemoration is to promote heritage tourism activities associated with the Civil War 150th commemoration. Activities and events will take place from FY 2012 to FY 2015.			
Expenditures	\$0	\$0	\$100,000
FTE's	0.0	0.0	0.0
# of visitors/program participants	-	-	30,000
% of visitors who rated their experience as good to excellent	N/A	N/A	95%
% of visitors who express an increase in their understanding of the Civil War	N/A	N/A	95%

Historic Alexandria

Summary of Budget Changes

Adjustments to Maintain Current Service Levels

Activity	Adjustment	FTE	FY 2012 Approved
Utilities	<i>Electricity Costs</i>		(\$37,720)
<p>The Utilities/Electricity budget for the Office of Historic Alexandria (OHA) is reduced by \$37,720. The reduction is based on historical expenditures and estimated costs for FY 2012.</p>			

Supplemental Adjustments

Activity	Adjustment	FTE	FY 2012 Approved
Civil War Sesquicentennial Funding	<i>Advertising</i>		\$100,000
<p>Funding is provided for heritage tourism activities associated with the Civil War 150th commemoration. Requested funding will develop and implement a Civil War marketing plan in conjunction with ACVA targeted specifically for national audiences, as well as interpretive programs and publications to enhance understanding of war and Alexandria's significant role within the conflict, for both visitors to and residents of Alexandria. Funding in the amount of \$25,000 for this initiative was included in the proposed budget, and City Council added an additional \$75,000 during the Add/Delete process.</p>			
Fort Ward Archaeological Study			\$150,000
<p>This funding approved by City Council during the Add/Delete process will allow the Office of Historic Alexandria (OHA) the multi-year Fort Ward Archaeological Survey, first authorized in FY 2010 and projected to continue over three to four years. Phase I of the Survey began in 2009 with Ground Penetrating Radar (GPR) analysis of select locations within Fort Ward Park covering an area of approximately two acres. In October 2010, an archaeological consultant contract was signed to survey and confirm 38 potential burial sites identified in the earlier GPR analysis.</p> <p>During the Add/Delete process, City Council added \$75,000 to fund Stage II-A of the Fort Ward Archeological Survey. This phase of the project would extend GPR surveying, and subsequent archaeological "ground truthing" to some additional areas of the 45 acre park, seeking to locate additional burial areas, as well as subterranean Native American, African American, and Civil War cultural resources that must be incorporated into park management planning initiatives and protected from future park development projects. An additional \$75,000 was provided to fund Stage II-B of the project. This phase of the project will further study the areas where storm drain improvements may be considered to be located to ensure that no burials or other significant archeological features are in areas which a storm drainage project may disturb.</p> <p>Additionally, as part of the Add/Delete process, City Council designated \$110,000 for Fort Ward master planning in City Council contingent reserves.</p>			