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DATE: January 12, 2009

RE: Response to Motorcoach Task Force Report

FROM: Stephanie Brown, President & CEO

We applaud the excellent work that has been done by staff over the last couple of months to synthesize the opinions of the task force into a coherent framework for review by its members.

The tourism industry in Alexandria, particularly the ACVA, has participated in this process with a sincere desire to find solutions that mitigate the impact of motorcoaches for residents of Old Town, while not impeding on the rights of business to thrive in the City. Although the focus of the task force has been on groups who arrive in Old Town by motorcoach, all forms of transportation are part of the fabric of the tourism economy that currently generates almost \$20 million per year in excise taxes to the City of Alexandria.

We support the framework you have developed as a rational approach to minimizing the distance driven by any one coach, and by systematically dispersing the coaches to reduce impacts for residents. If these goals are supported by residents, then we are committed to continuing our collaboration to create a regulatory system that accomplishes these goals.

I want to emphasize that the industry is willing to accept regulation only in deference to the needs of the community and that there is no inherent advantage to the industry in this system of regulation. We may find it difficult to support this framework if it is not perceived by residents as meeting their goals. As with any regulatory system, it is a burden to the industry to administer and it will be very difficult to work against the impression that Alexandria is unfriendly to visitors.

Our first preference in representing the interests of the tourism industry is to have no regulations that apply only to one type of commercial transportation. However, we believe that a system endorsed by residents is worth trying for a designated time period. Further, there must be adequate time allowed in the process for business organizations to work within our governance structures to formally adopt policy.

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