

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 17, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO # 98 : REGIONAL MARKETING INITIATIVE

As you are aware, the Alternative budget includes \$100,000 to further enhance a proposed regional marketing initiative which is aimed at drawing more Washington, D.C. area residents to dine and shop in Alexandria. Given the slowing economy and decline in consumer spending, this marketing initiative can help the City gain in market share of regional consumer spending. Given its marketing experience, ACVA would serve as the lead in this effort.

These new marketing funds, coupled with the new King Street trolley service, would appear to qualify for Metro's "Joint Promotions Program." If regional marketing funds are included in the FY 2009 budget, any advertising purchased with those funds qualify for the Metro match simply by including a phrase such as, "Take Metro to the King Street Trolley (to Shop, Dine and Celebrate on Alexandria's Historic Main Streets)." ACVA believes that this message enhances the appeal of the marketing and fits easily into radio, newspaper, or direct mail.

The value of qualifying media purchased would be matched by the value of media available through Metro, including: in station dioramas, bus interior ads, bus backs, bus sides, train interior ads, and in station posters. Some of these opportunities include production of the printed pieces by Metro. The program would further enable Alexandria to provide promotional materials in Metro stations, printed by Metro for 12 cents each. This program would increase significantly the value of the City's investment in a regional marketing campaign.