

VISIT **alexandria**

FISCAL YEAR 2023 ANNUAL REPORT

TOP 10
BEST CITIES
IN THE US

Travel + Leisure, 2023



FISCAL YEAR 2023 ANNUAL REPORT

Dear Friends and Members:

In FY 2023, the Visit Alexandria team worked on multiple fronts to highlight Alexandria's position as a vibrant, welcoming and ever-evolving community. Those efforts paid big dividends, burnishing Alexandria's reputation as a world-class destination.

Alexandria broke onto *Travel + Leisure's* list of top 10 Best Cities in the U.S. for the first time, among destinations like New York, Honolulu, Charleston and Chicago. *Money* magazine named Alexandria to its short list of Best Places to Travel in 2023 among global destinations. For the 5th year in a row, *Condé Nast Traveler* readers voted Alexandria one of America's top five small cities. Most recently, Alexandria sustained our Top 10 Travel + Leisure ranking for a second year and, just announced, snagged #3 on *Condé Nast Traveler's* best small cities list.

We leveraged these national accolades to launch our "Best Kept Shh!" marketing campaign in March 2023. Understanding that other destinations were spending heavily in the post-COVID period, we challenged our new creative team to design a campaign that would stand apart in a crowded media marketplace. It generated a strong visitor response, and was bolstered by new branding that emphasized Alexandria's waterfront and evolving visitor scene. We also used this year to broaden COVID recovery and the benefits of tourism with the "Expand Your ALX" campaign, encouraging visitors and locals alike to get out into Alexandria's neighborhoods.

Our sales team set new records in lead generation and conversion, and membership hit a new high. We expanded special events, assuming production lead for the Alexandria Scottish Christmas Walk Parade, securing new corporate sponsors and building record attendance for the Alexandria Holiday Boat Parade of Lights and Portside in Old Town Summer Festival.

All of the accomplishments in this intense, productive and gratifying year are ultimately a credit to you—our members, City of Alexandria leaders, Virginia Tourism partners, board and staff. Your collective impact generated a record \$81 million in sales, meals and lodging tax revenues for our City. That revenue from millions of visitors supports key City services that touch the lives of 160,000 Alexandrians every day. Thank you for your commitment, and the privilege to share your stories.



Kate Ellis
Board Chair

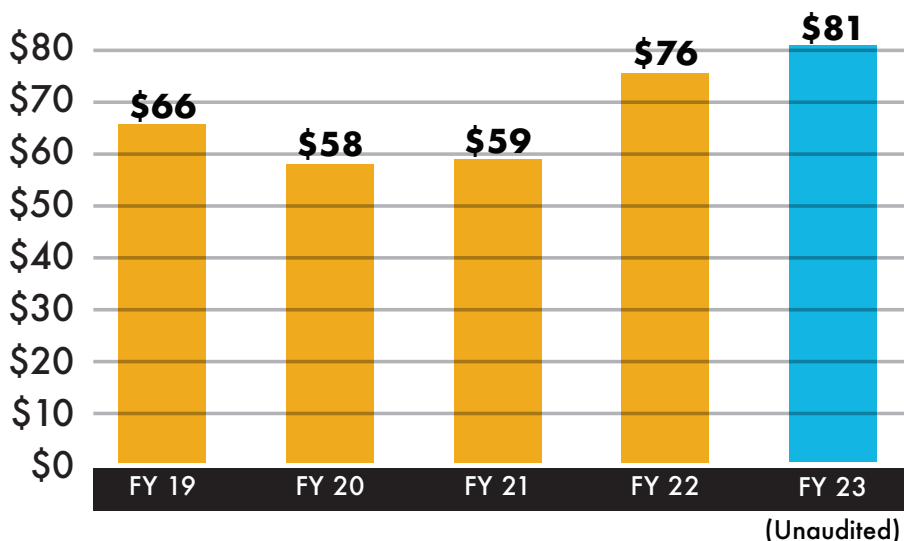


Patricia Washington
President & CEO

COMMUNITY & ECONOMIC IMPACT

ALEXANDRIA CONSUMPTION TAX RECEIPTS

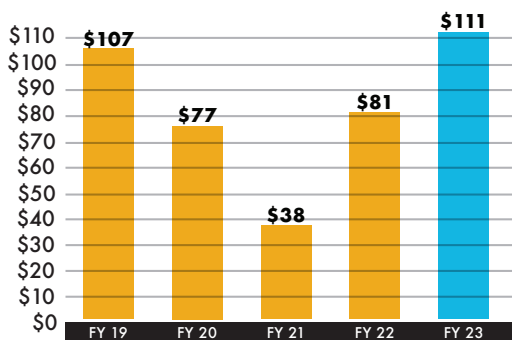
Sales, Meals & Lodging Receipts (\$ Million)



Alexandria relies on consumption tax revenues to support core City services and minimize the tax rate for residents. In Fiscal Year 2023, those receipts reached \$81 million, surpassing the previous record set in FY 2022, and up 23% from pre-pandemic levels.

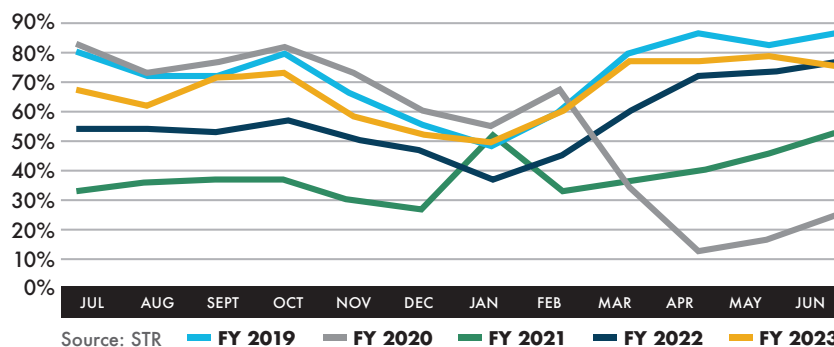
Source: FY 19-23, City of Alexandria Revenue Dept.

REVENUE PER AVAILABLE ROOM (REVPAR)



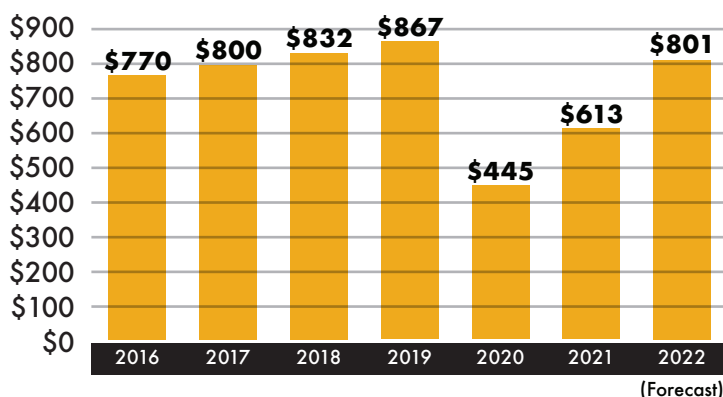
Source: STR

HOTEL OCCUPANCY FY 19-23



Hotel occupancy returned to pre-pandemic (2019) levels by midyear. Coupled with significant increases in average daily rate (ADR), the hotel sector is again on strong footing, with revenue per available room (RevPAR) back up to \$111, surpassing our pre-pandemic high.

DIRECT SPENDING (\$ Million)



Each fall, the Commonwealth of Virginia releases data for all municipalities measuring the economic impact of spending in the prior calendar year by travelers (residing 50+ miles away). The graph to left demonstrates the steady advance of destination visitor spending, the drastic impact of the COVID pandemic and the upward trajectory of Alexandria's destination tourism recovery since 2020.

* Source: 2022 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts of actual taxes and receipts from visitors traveling from a radius 50+ miles outside of Alexandria. Note: because of the change in VTC's research partner in 2021, data reported in prior years is not directly comparable to data reported here.



National Acclaim

Alexandria's national reputation continues to grow. On the strength of multiple top 10 rankings in national media, and 6 straight years of annual media coverage exceeding 1,000+ stories, our city has a stronger foothold in national awareness. Alexandria is consistently playing on the stage with major U.S. destinations with both larger staffs and larger budgets. Our communications team has established Alexandria as a sought-after authentic, inclusive and evolving destination with contemporary experiences and historic roots. They have cultivated top-tier media relationships and continue to invest in creating fresh content that tells our story to receptive audiences globally, regionally and locally.



1000+ STORIES FOR 6 YEARS IN A ROW

Condé Nast
Traveler

TRAVEL+
LEISURE

the knot

msn

BBC
TRAVEL

Southern Living

The Washington Post

BuzzFeed

Forbes

WorldAtlas

thrillist

Money

GOOD
HOUSEKEEPING

”

With postcard-perfect cobblestone streets and quick access to the wineries of northern Virginia, Alexandria is an easy city to love. But these days, the reason to go is to see how effectively the city is confronting its own history...Today, the Freedom House Museum has three new exhibitions honoring the people who were forcibly brought here. Meanwhile, the African American Heritage Trail, which opened in 2020, follows the Potomac River and encompasses nearly 200 years of history at 11 stops.

— *Travel + Leisure*

Money:
“Best Places
to Travel”

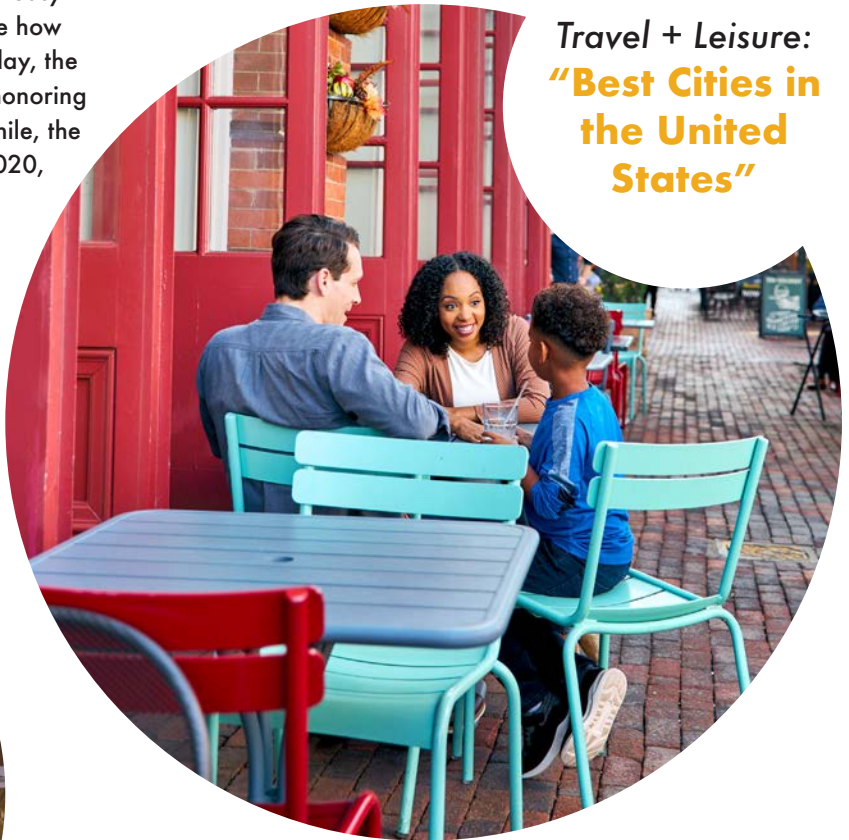


”

Nestled on the Potomac River, Alexandria is a historic city just five miles away from the nation’s capital. For many travelers, it serves as a lux jumping-off point for D.C.-area visits, but it’s also a top destination in its own right. Along the King Street Mile in Old Town, you’ll find charming cobblestone streets lined with lanterns, outdoor cafes, Instagram-worthy murals and trendy bars. There’s also a vibrant art community – explore the many galleries or peek in at artists at work at the Torpedo Factory Art Center.

— *Money*

Travel + Leisure:
“Best Cities in
the United
States”



Condé Nast Traveler
“Best Small Cities
in the U.S.”

#3

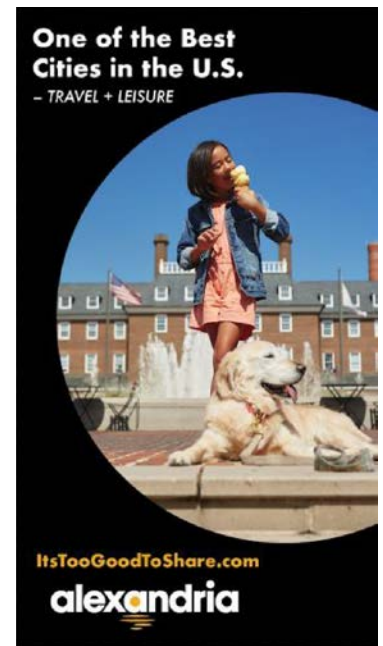


FY 2023 Highlights

ADVANCING THE BRAND

FY 2023 was a pivotal year for Alexandria's marketing, as we launched a new advertising campaign, brand and neighborhood marketing initiative, all driven by an expanded media buy and new research platform. Utilizing additional Virginia Tourism Corporation support as part of the American Rescue Plan, we were able to position Alexandria to move beyond COVID recovery and into a new phase reflecting the evolution of our city into a nationally recognized destination.

LAUNCHED NEW "BEST KEPT SHH!" ADVERTISING CAMPAIGN



INTRODUCED NEW BRANDING



LAUNCHED "EXPAND YOUR ALX" CAMPAIGN

to extend tourism benefits throughout all Alexandria neighborhoods



ALEXANDRIA SCOTTISH CHRISTMAS WALK PARADE

EVENT MANAGEMENT
TRANSITIONED TO
VISIT ALEXANDRIA



SALES TEAM SET RECORD
\$10.6 MILLION
IN MEETINGS BOOKED

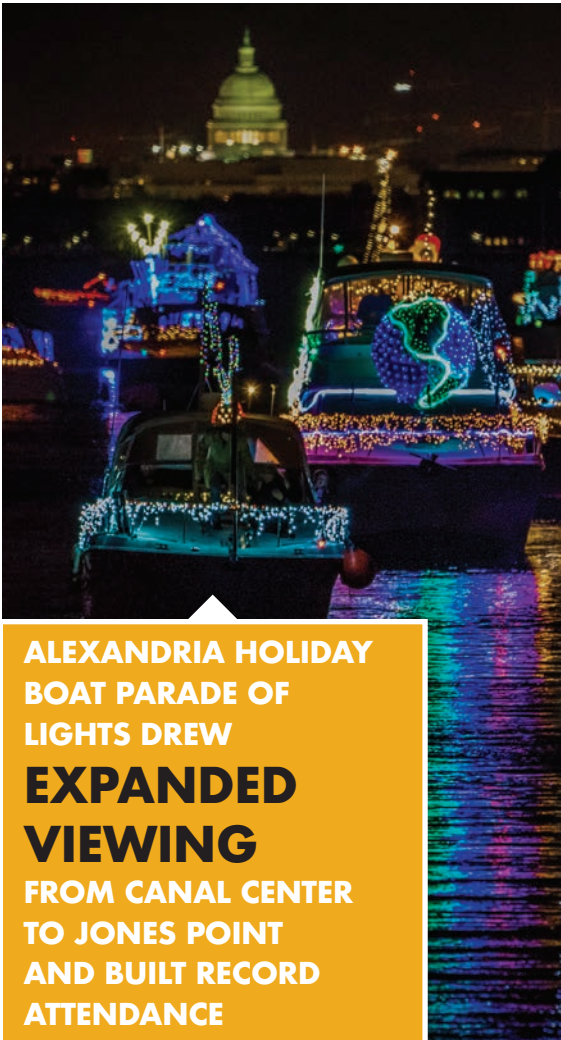


PORTSIDE IN OLD TOWN SUMMER FESTIVAL

**RECORD ATTENDANCE
OF 23,000**



ALEXANDRIA HOLIDAY
BOAT PARADE OF
LIGHTS DREW
**EXPANDED
VIEWING**
FROM CANAL CENTER
TO JONES POINT
AND BUILT RECORD
ATTENDANCE



CITY
RENOVATED
RAMSAY
HOUSE
**VISITOR
CENTER**

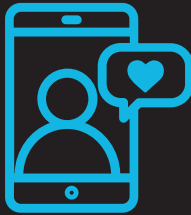


Emphasizing Quality

An important strategic shift for Alexandria this year was increasing our emphasis on quality over quantity across all marketing channels. Facing a significant increase in competitive destination media spending in the post-COVID environment, our strategy for long-term revenue development and sustainability was to build greater awareness across a variety of paid, owned, and earned channels. This resulted in declines in some traditional metrics, but record revenue generation.

JULY 2022–JUNE 2023

FISCAL YEAR 2023 PERFORMANCE



Digital Marketing Impressions:
186 million, +18%



Meeting Sales Leads:
55.7 million, +20%



National/International Press Hits:
296, +34%
(1,043 total press hits)



Web Visits:
2.5 million, -16%



Social Media Followers:
193,000, +7%



Members:
456, +7%



COMMITTED TO DIVERSITY, EQUITY AND INCLUSION

As a key voice representing our city globally, Visit Alexandria is committed to ongoing learning, accountability and leadership by example. Our internal Core Team guides the organization's integration of DEI principles across all of our work and helps us advance the City's goals to be more equitable and inclusive. Key metrics that we track each year include:

MARKETING:

- 100% of Visit Alexandria's most-run video ads included a BIPOC person as a lead
- 100% of print advertisements included BIPOC representation
- 100% of digital banner campaigns include BIPOC representation
- 83% of Visit Alexandria's top 10 paid social media posts had BIPOC representation (non-video, including people, measured by impressions)

MANAGEMENT:

- 38% of organization-wide employees are BIPOC
- 31% of board is BIPOC
- 33% of senior management positions are BIPOC, including CEO

INDUSTRY LEADERSHIP:

Visit Alexandria supported Destinations International in the introduction of the travel industry's first collective DEI assessment tool. Across five performance criteria, Visit Alexandria scored in the top tier (Optimizing) once, and in the second tier (Managing) for four other metrics. This suggests a reasonable baseline, with room for future learning and improvement.



PREVIEWING FISCAL YEAR 2024

Fiscal Year 2024 will establish a foundation for the next phase of Visit Alexandria's work. Our vision is an Alexandria that embraces change and maps a future that continues to grow revenues and enhance our tourism product.

We begin with an increased emphasis on video, because in 2023, that is how consumers want to receive information. Video content plays to Alexandria's strengths, with our city's breadth of experiences, flair, architecture and neighborhoods. Look for new neighborhood videos, short form "Best Of" verticals, a new holiday shoot and an immersive Old Town video itinerary.

Our diversity initiatives will broaden to encompass accessibility both online and in-person, as we seek to become more welcoming to visitors of all abilities. We will also capitalize on the resources and relationships of our new public relations agency to increase our outreach to and coverage by Spanish-language media.

Sustainability will increasingly guide our work as we partner with the City's Office of Climate Action to ensure we promote responsible travel and resource-sensitive hospitality. Sustainability for Alexandria is not just environmental, it is also economic, cultural and historic. We want Alexandria's tourism benefits to accrue to all neighborhoods and residents, to enable visitors to have a more complete, authentic and local Alexandria experience.

Increased marketing efficiency will also be a hallmark of FY 2024 as we fully deploy Datafy, our new research tool to optimize destination, meetings and regional campaigns ("Best Kept Shh!," "Being the Best at Being Small" and "Expand Your ALX"). With the completion of two RFPs, one for public relations and another for media buying, we also will ensure that two key agency relationships go through a competitive bidding process that drives value.

Sustainability will also be a key theme internally. Over the past several years we have recruited and cultivated a high-performing team—their retention, compensation and career development will be essential to sustaining Visit Alexandria's long-term performance. We also seek to maintain the momentum of new programs undertaken over the past three years with American Rescue Plan (ARPA) funding. These include increased media advertising, neighborhood marketing, creative development and special events. In FY 2024 we must determine whether they can be sustained with new sources of ongoing support.

The visitor economy is expanding and evolving, and with it Visit Alexandria is evolving too. Our responsibility now goes beyond revenue generation, economic development, and brand building to encompass the destination management and partnerships that strengthen sustainability, accessibility, and inclusion for all Alexandrians and our guests. We embrace this expanded mission, and embark on it with confidence, grounded in the strength of our partnerships with you—our members, City, Commonwealth, board and staff. Thank you!



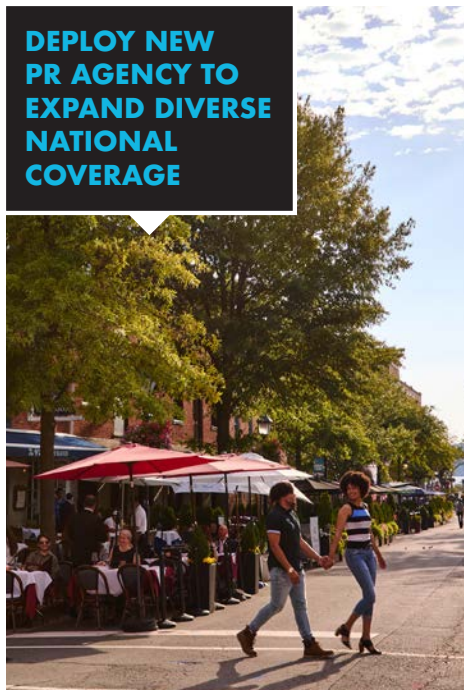
**EXPAND VIDEO
ACROSS MEDIA
PLATFORMS**



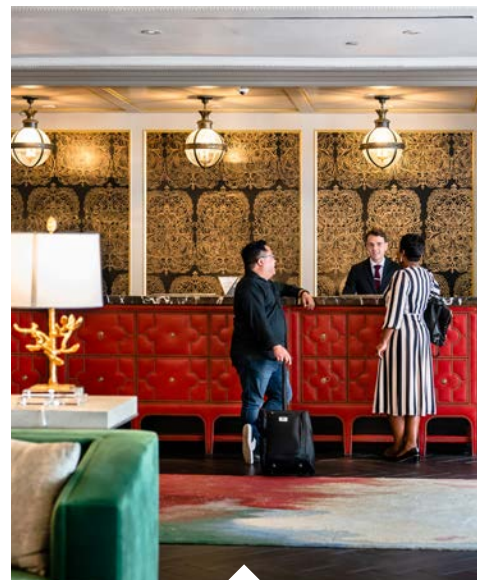
**BE "GO-TO"
DESTINATION FOR
SMALL MEETINGS**



**SUSTAIN MAJOR
NATIONAL ACCOLADES**



**DEPLOY NEW
PR AGENCY TO
EXPAND DIVERSE
NATIONAL
COVERAGE**



**OPTIMIZE ADVERTISING WITH
DATAFY RESEARCH TOOL**



**CONDUCT
COMPETITIVE
MEDIA
BUYING RFP**



**CONTINUE CAREER DEVELOPMENT
& SUCCESSION PLANNING FOR
BOARD, EXECUTIVE & STAFF**

VISIT ALEXANDRIA MEMBERS: WORKING TOGETHER

THANKS TO OUR CHARTER MEMBERS:

Alexandria Hotel Association
Burke & Herbert Bank
George Washington's
Mount Vernon

Bold: New Member

1823

1799 Prime Steak & Seafood

219 Restaurant
3 Sisters
A Galerie - Antiques and Fine Art
A la Lucia
AAA Mid-Atlantic
Abyssinia Market & Coffee House
Ada's on the River
African American Hall of Fame
Aldo's Italian Kitchen
Alexandria African-American
Heritage Park
Alexandria Archaeology Museum
Alexandria Arts Forum
Alexandria Bier Garden
Alexandria Black History Museum
Alexandria Chamber of Commerce
Alexandria Colonial Tours
Alexandria Cupcake
Alexandria Department of
Recreation, Parks and Cultural
Activities
Alexandria Economic
Development Partnership
Alexandria Film Festival
Alexandria Food Tours
Alexandria Ghosts
Alexandria Harmonizers
Alexandria History Museum
at The Lyceum
Alexandria History Tours
Alexandria Library
Alexandria Living Magazine
Alexandria Seaport Foundation
Alexandria Singers
Alexandria Small Business
Development Center
Alexandria Symphony Orchestra
Alexandria the Great Tours
Alexandria Transit Company
Alexandria Visitor Center
The Alexandrian Old Town
Alexandria, Autograph Collection
Alliance Nationwide Exposition
Ally Charter Bus Washington, D.C.

ALX Community - Atrium
ALX Community - Waterfront
American Horticultural Society's
River Farm
American in Paris Boutique
America's Favorite Gourmet Popcorn
Amtrak Alexandria Union Station
Andy's Pizza Old Town
Annex - Old Town
The Antique Guild
AR Workshop Alexandria
Arlandria Chirilagua Business
Association
Art League, Inc.
Art on the Avenue
Artistic Artifacts
Aslin Beer Company
The Athenaeum
Augie's Mussel House
BARCA Pier & Wine Bar
Barkhaus
Bashford & Pitt
Bastille Brasserie & Bar
BATHUS
Beeliner Diner
Bellacara
Ben & Jerry's Ice Cream
The BEST Gift Shop
Beulah Baptist Church
Birchmere
Bistro Eighteen90
Bistro Sancerre
Blackwall Hitch
Bloom Fresh Flowers
Bloomers
Blue Fern Travel - Fork & Fizz Tours
Boxwood
Brabo Brasserie
Brabo Tasting Room
Branch Event Planning
Brockett House
Bugsy's Pizza Restaurant & Sports Bar
Building Momentum
Burke & Herbert Bank
Buzz Bakeshop
By Asa Photography
Café du Soleil
Cafe Pizzaiolo
Cameron Cafe
Cameron Run Regional Park
The Campagna Center

Canal Center Events
Captain Gregory's
Captain Rocky Versace Plaza and
Vietnam Veterans' Memorial
Carlyle Council
Carlyle House
Carr Hospitality
Casa Rosada Artisan Gelato
Cedar Knoll
Chadwicks
Chart House Restaurant
Cheesetique
Chewish Deli
Chinquapin Park Recreation Center
Chop Shop Taco
Christ Church
Chrysalis Chiropractic
Citrus & Sage
City Cruises
City Kitchen
Climb UPton
Clyde's at Mark Center
**Colonial Parking Garage
(Embassy Suites)**
Comfort One Shoes
Contrabands and Freedmen
Cemetery Memorial
Courtyard by Marriott -
Alexandria Pentagon South
Courtyard by Marriott Alexandria
Old Town/Southwest
Cowo & Crèche
The Creamery
Cris Logan Art
Cualtzin Salon
Dairy Godmother Frozen Custard
& Nostalgic Treats
Daniel O'Connell's Irish
Restaurant & Pub
DC Livery
Dejan Studio Jewelry
Del Ray Artisans
Del Ray Business Association
Del Ray Cafe
Delia's
Destination DC
Discovery Map
Dishes of India
The Dog Park
Dolci Gelati
Don Taco
Donna Lewis
Doyle's Outpost
EC Home Collections

Eddie's Little Shop & Deli
Eisenhower Partnership
El Pulgarcito
Elaine's
Electric Cafe
Elo's Italian
Embassy Suites by Hilton
Alexandria Old Town
Emmy Squared
Encore Consignment Boutique
Envy Us Beauty Supply
Escape Room Live
ESP Tea & Coffee
Evening Star Cafe
The Executive Cafe
The Executive Diner
Fairfield Inn & Suites Alexandria
West/Mark Center
Falafel Inc.
Federal Conference
fibre space
First Night Alexandria
Fiscus Glassworks
Fish Market
Fleet Transportation
Fontaine
Fort Ward Museum & Historic Site
Foster's Grille
Fountains Day Spa
Foxtrot
Frances Valentine
Frank Pepe Pizzeria Napoletana
Fraternal Order of Eagles
Freedom House Museum
Freeman
Friendship Firehouse Museum
Gadsby's Tavern Museum
Gadsby's Tavern Restaurant
Galactic Panther Art Gallery
The Garden Del Ray
The Genius Genus
The George of Old Town
George Washington Birthday
Celebration Committee
The George Washington Masonic
National Memorial
George Washington Town House
George Washington's Distillery
& Gristmill
George Washington's Mount Vernon
Get Fit Studio
Glory Days Grill
GOGO Charters Washington, D.C.

Gold Works
Goodies Frozen Custard & Treats
Gossypia
Grape + Bean Rosemont
Gravestone Stories
Greenstreet Gardens
Gunston Hall
Hampton Inn & Suites -
Alexandria Old Town Area South
Handover by the Slice
Hank's Oyster Bar
Happy Place
Harambee Books & Artworks
Hard Times Cafe
Haute Dogs & Fries
Hen Quarter
Hilton Alexandria Mark Center
Hilton Alexandria Old Town
Hilton Garden Inn Alexandria
Old Town National Harbor
Historic Garden Week's Alexandria Tour
Hobson Hall
Holiday Inn Alexandria Carlyle
Holistic Hair Studio
Hollin Hall & the Meeting House at
Mount Vernon Unitarian Church
Holy Cow
Hooray for Books!
Hops N Shine
Hosts Global
Hotel AKA Alexandria
Hotel Indigo Old Town Alexandria
The Hour Shop
Hummingbird
Hyatt Centric Old Town Alexandria
Il Porto
Imagine Artwear
Indochien
Indus Imports
Intertribal Creatives
The Italian Place
Jeni's Splendid Ice Creams
Josephine Brasserie & Bar
Joyous Events
Jula's on the Potomac
Julian Tours
Junction Bakery & Bistro
K Aubrey Flowers
Kaizen Tavern
Kelly Loss Photography
Kilwins
King & Rye

King Street Souvenirs
 King Street Tavern
 King's Jewelry
 King's Ransom
 Kismet Modern Indian
 Kisso Asian Bistro
 KungFu Kitchen
 Kyo Gallery
Lady Camellia Pastry & Tearoom
 Landini Brothers
 Laporta's Restaurant
 Laura Hatcher Photography
 Lavender Moon Cupcakery
 Le Vintage - The Old Town Wine Shop
 Lee-Fendall House Museum & Garden
**LEGO® Discovery Center
 Washington, D.C.**
 Lena's Wood-Fired Pizza & Tap
Liberty House
 The Light Horse
 Little Theatre of Alexandria
 Lloyd House
Look Again Resale Shop
 Lorien Hotel & Spa
 Los Cuates
 Lost Boy Cider
 Lost Dog Cafe
 Lotus Blooms
Lowery's Dial
 The Lucky Knot
Made in ALX
 Mae's Market and Cafe
 Mai Thai Restaurant
 The Majestic
 Makeda Ethiopian Restaurant
 Manumission Tour Company
 Market 2 Market
 Martz Gray Line of Washington DC
 Mary M. Gates Learning Center
 at United Way Worldwide
 Mason and Greens
 Mason Social
Matt & Tony's
 McChrystal Group
 McEneaney Associates Inc.

Meadowlark Botanical Gardens
 MGM National Harbor
 Miami Vibes
 Mia's Italian Kitchen
 Michael's on King
Mieza Blendery
 Misha's Coffee - King Street
 Misha's Coffee - Prince Street
 Momo Sushi & Cafe
 Morrison House Old Town Alexandria,
 Autograph Collection
 Mount Purmon Cat Café & Wine Bar
 Mount Vernon Inn
Ms. Moxie's Moon Shop
 MSP AMC
 Murphy's Irish Pub
 Murray-Dick-Fawcett House
Museum of the Bible
 Myron Mixon's Pitmaster Barbeque
 Mystique Jewelers
 Nando's Peri-Peri
Nasime
 National Charter Bus Alexandria
 National Harbor
 National Industries for the Blind
 National Inventors Hall of Fame
 National Law Enforcement Museum
 National Museum of the United
 States Army
 National Retail Federation
 Neighborhood Provisions
 Nightly Spirits Haunted Tours
 Nomad Event Systems
 Northside 10
 Oak Steakhouse
Occoquan Regional Park
 Office of Historic Alexandria
Old ALX Tours, LLC
 Old Town Books
 Old Town Business
Old Town Deli
Old Town Editions
 Old Town Farmers Market
Old Town North Alliance
 The Old Town Shop

Old Town Trolley Tours
 Old Virginia Tobacco Co.
 Pacers Running Store Alexandria
 Pasara Thai Restaurant
 Patagonia
 Patina Polished Living
 Patricia Palermino Studio
 Pedego Electric Bikes
 Penny Post
 The Peoples Drug
 Picnic & Peonies
 Piece Out
 PIES Fitness Yoga Studio
Pink & Brown Boutique
 The Pita House
 Planet Wine
Pohick Bay Golf Course
Pohick Bay Regional Park
 Pop's Old Fashioned Ice Cream Co.
 Pork Barrel BBQ
 Port City Brewing Company
 Potomac Paddle Club
Prince of Wales House
 Principle Gallery
 Railbird Kitchen
 Ramparts Tavern & Grill
 The Rectory on Princess
 Red Barn Mercantile
 RedRocks Neapolitan Bistro
 Residence Inn Alexandria Old
 Town South at Carlyle
 Residence Inn by Marriott
 Alexandria Old Town/Duke Street
Reston Limousine
 Robinson Landing
 Rock It Grill
 Rocket Fizz Alexandria
 Rocklands Barbeque and Grilling
 Company
Roha Ethiopian Restaurant
 Route 66 Ventures, LLC
Row House
Royal Nepal
 Royal Restaurant
 RT's Restaurant

The Rub Chicken & Beer
 Rus Uz - Alexandria
 Rustico Restaurant
 Sacred Circle
 Salon deZEN
 Salon Monte
Scott's Music Place
 Scramble
 Serafino Fine Italian Leather &
 Accessories
 ShadowLand Family
 Entertainment Center
 Sheraton Suites Old Town Alexandria
 She's Unique
 Shiloh Baptist Church
 The Shoe Hive
 Shooter McGee's
 Shop Made in VA
 Silver Diner
 Silverman Galleries Antiques &
 Antique Jewelry
Simon Pearce
 Sisters Thai and the Magnolia
 Dessert Bar
 Smoking Kow BBQ
Snouts & Stouts
 Sonder
 Sonoma Cellar
 Southside 815
 The Spice & Tea Exchange of
 Alexandria
 Spice Kraft Indian Bistro
 SpringHill Suites Alexandria Old
 Town/Southwest
 St. Elmo's Coffee Pub - Del Ray
 St. Elmo's Coffee Pub - Old Town North
 Stabler-Leadbeater Apothecary
 Museum
Strictly Ebikes
 String Quartet of Northern Virginia
 The Study
 Stylists at North
 Sugar House Day Spa and Salon
Sunrise of Old Town
 Sweet Fire Donna's
 Swing's Coffee
 Synergy Float Center
 T.J. Stone's Grill House & Tap Room
 Table Talk
 Tall Ship Providence
 Taqueria Picoso
 Taverna Cretekou
 Ted's Montana Grill
 Ten Thousand Villages
 Tequila & Taco
 Thai Signature
 Theismann's Restaurant & Bar
Thompson Italian

Threadleaf & Company
 Toastique
 Today's Cargo
 Topgolf National Harbor
 Torpedo Factory Art Center
 Trademark Drink and Eat
Trice Alley Flat
 Turkish Coffee Lady
 The Twig
 Twist Boutique
Umbrella Dry Drinks
 Union Square
 Union Street Public House
 Unlimited Biking: Alexandria
 Urbano 116
 USA Guided Tours DC
Vamoose Bus
 Van Dorn Diner
Vaso's Kitchen
 Vaso's Mediterranean Bistro
 Vermilion
Veronica's Bakery
 Via Volcán Coffee
Vida Style
 Vintage Mirage
 VIP Alexandria Magazine
Virginia Theological Seminary
Virginia's Darling
 Virtue Feed & Grain
 Visit Alexandria
 Vola's Dockside Grill and Hi-Tide
 Lounge
 Volunteer Alexandria
VSD Photography
 Warehouse
 Washington Sailing Marina
 Wear Ever Jewelry
Wegmans
 Wellness Junction
 West End Business Association
 The Westin Alexandria Old Town
 The Wharf
 Wheel Nuts Bike Shop
 Whiskey & Oyster
**WhyHotel by Placemakr,
 Alexandria**
 Windows Catering Company
 Wine Gallery 108
Winkler Botanical Preserve
 Woodlawn & Pope-Leighey House
Workhouse Arts Center
 Your Life Energy Holistic Center
 Yunnan by Potomac - a Noodle House
Zen Press Juice
**Zikrayet Lebanese Restaurant
 & Lounge**



BOARD OF GOVERNORS



EXECUTIVE COMMITTEE

BOARD CHAIR

Kate Ellis

GM, Hotel Indigo Old Town Alexandria

VICE CHAIR

Denise Jackson

Senior Vice President, Management Solutions Plus

TREASURER

Stuart Fox

C.F.O., Route 66 Ventures

EXECUTIVE COMMITTEE AT-LARGE

Phillip Blane

General Manager, Hotel Heron (incoming)

Ben Fiore-Walker (outgoing)

Town Crier, City of Alexandria

Sarah Taylor

Assistant City Manager, City of Alexandria

SECRETARY (non-voting)

Patricia Washington

President & CEO, Visit Alexandria

BOARD OF GOVERNORS

Martha Beckford (incoming)

Associate Director of Sales, City Cruises

C.J. Cross

Founder, Hops N Shine

Shawn Halifax (incoming)

Executive Director, Woodlawn and Pope-Leighey House

Amy Jackson

Vice Mayor, City of Alexandria

Trae Lamond (outgoing)

Owner, Chadwicks Restaurant

Mark Mathews

Vice President, Research Development and Industry Analysis, National Retail Federation

Nicole McGrew

Owner, Threadleaf

Niamh O'Donovan (outgoing)

Company President, Daniel O'Connell's Irish Bar & Restaurant

Stacey Price

Founder, Shop Made in Virginia

David President

Director of Sales & Marketing, Hilton Old Town Alexandria

Jahmond Quander (incoming)

Founder, 1799 PRIME Steak & Seafood

Mary Rinaldo (outgoing)

Regional VP, City Cruises

Merrone Teklu

Director, ERP Resources



VISIT ALEXANDRIA TEAM



STAFF

Patricia Washington
President & CEO

Carla Bascope-Hebble
Vice President of Sales

Rebecca Doser
Director of Communications

Rhiannon From
Manager of Administration

Misha Enriquez
Director of Marketing

Melanie Fallon
Vice President of Member & Visitor Services

Vito Fiore
Vice President of Marketing & Research

Evan Jenkins
Digital Content Associate

Tom Kaiden
Chief Operating Officer

Trisha Meisner
Director of Member Relations

Lilly Mitchell
Senior Business Development Manager

Claire Mouledoux
Senior Vice President of Communications

Kim Olsen
Destination Sales Manager

Caroline Secrest
Communications Manager

Elissa Staley
Director of Special Events & Partnerships

Suzanne Thibeault
Meeting Support Specialist

VISITOR CENTER STAFF & VOLUNTEERS:

Jacquelyn Austin
Clay Clarke
Nancy Elder

Lily Fanning
Taylor Hancock
Jeff Herre

Nate Jones
Lisa McClure
Jay Middleton

Steve Posner
Avery Turnage
Yuri Villacorta

Sydnee Williams
Max Zummo

FINANCIAL RESULTS

REVENUE:

City Allocation	\$4,452,800
Earned Income	\$717,424
TOTAL	\$5,170,224

EXPENSE:

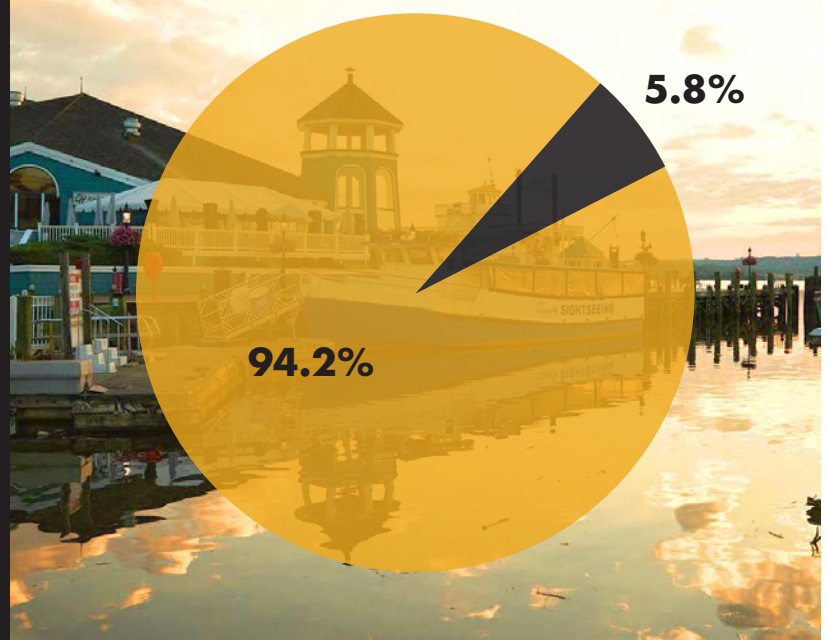
Marketing & Programs	\$4,888,710
General & Admin	\$298,336
TOTAL	\$5,187,046

CHANGE IN NET ASSETS:

TOTAL	(\$16,822)
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EXPENSE BREAKDOWN

- Marketing & Programs
- General & Admin



*Note: Financial results are preliminary internally generated reports, and subject to final modification with the completion of our annual external audit by the Han Group, LLC.



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