

**VISIT**  
**alexandria**

**FISCAL YEAR 2024**  
**ANNUAL REPORT**

**TOP 3**  
**BEST**  
**SMALL CITIES**

*Condé Nast Traveler*





## FISCAL YEAR 2024 ANNUAL REPORT

Dear Friends and Members:

As we complete Fiscal Year 2024 and begin Fiscal 2025, Visit Alexandria enters a key moment of transition and opportunity. Over the past 12 years, under the leadership of Patricia Washington, Visit Alexandria has achieved progress that we could never have imagined at the start of her tenure. Patricia led us to national recognition in major travel publications. And this recognition was no “flash in the pan.” We have sustained Top 5 Small City rankings in *Condé Nast Traveler* for 6 straight years, top U.S. city inclusion in *Travel + Leisure* for three years in a row and generated over 1,000 media hits 8 years in a row. Alexandria is no longer a surprise—we are on the map.

That reputational success transcends travel—the economic development “halo effect” of our coverage increases the public perception that Alexandria is a great place to live, work, play and locate a business. Tax revenues from sales, meals and lodging receipts generated record revenues again this year. With an estimated 70% of them coming from non-residents, the hospitality sector supports City services and saves the average Alexandria household \$820/year in taxes.

And Alexandria’s 160,000 residents also appreciate the amenities that come along with a vibrant visitor economy. Thriving main streets and neighborhoods are at the heart of enthusiastic resident responses describing what *they* appreciate most about their hometown.

But, make no mistake, we are just getting started. A new chapter begins this year with the arrival of President & CEO Todd O’Leary. Todd brings to Alexandria 25+ years of marketing, communications and partnership experience from Sonoma County, San Francisco and Milwaukee. His national network and renown within the destination management organization (DMO) industry offers a new opportunity to inject cutting-edge strategies and expertise to elevate Alexandria to the next level.

In FY 2025 the Board of Governors and I are excited to work with Todd and his team to undertake a strategic planning initiative that will engage members, partners, and stakeholders in charting a course for the next 5-10 years. This is Alexandria’s inflection point, as we embrace change and move forward together. On behalf of all 160,000 residents, thank you for your partnership as, together, we write the next exciting chapter of Alexandria’s story.

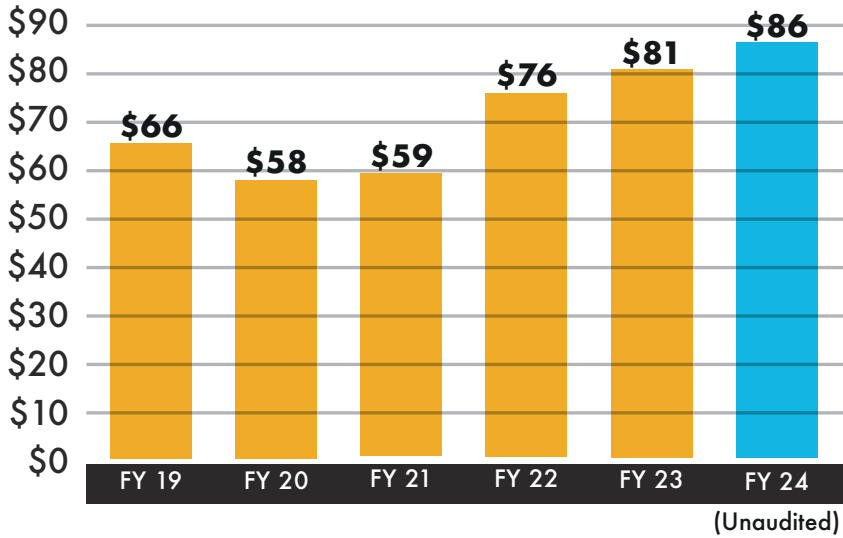


**Kate Ellis**  
Board Chair

# COMMUNITY & ECONOMIC IMPACT

## ALEXANDRIA CONSUMPTION TAX RECEIPTS

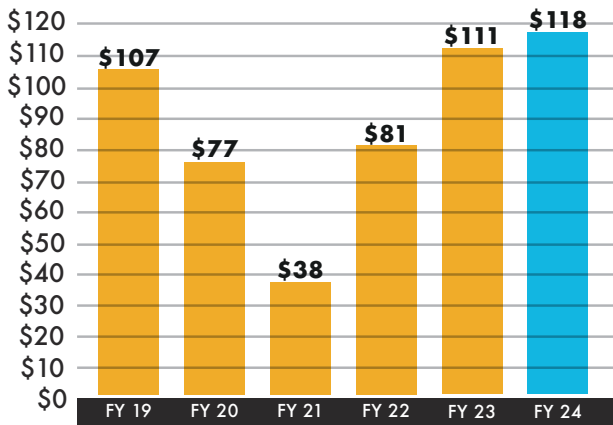
Sales, Meals & Lodging Receipts (\$Million)



Spending by visitors contributes to consumption tax revenues for the City of Alexandria. These revenues support core City services and minimize the tax rate for residents. In Fiscal Year 2024, those receipts reached \$86 million, surpassing the previous record set in FY 2023, and up 30% from pre-pandemic levels.

Source: FY 19-24, City of Alexandria Revenue Dept.

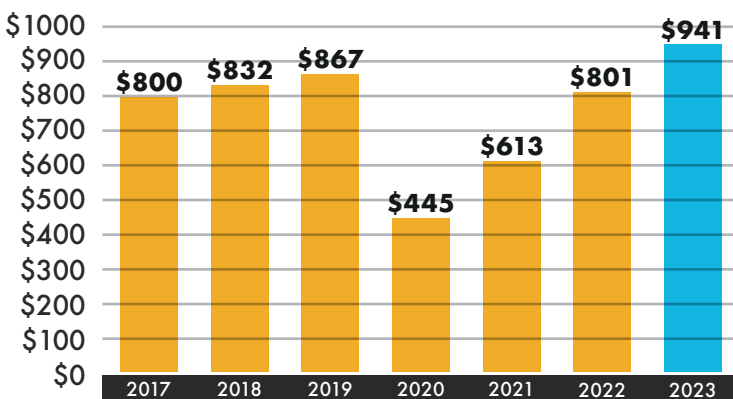
## REVENUE PER AVAILABLE ROOM (REVPAR)



Source: STR

Revenue per Available Room (RevPAR) is the most closely watched performance indicator of the hospitality sector. It incorporates both hotel occupancy and average daily rate to show the economic performance of regional hotels. In FY 2024, Alexandria's collective RevPAR reached \$118, up 6% from the prior year.

## DIRECT SPENDING (\$ Million)



Each Fall, the Commonwealth of Virginia releases data for all municipalities measuring the economic impact of visitor spending in the prior calendar year by travelers (residing 50+ miles away). The graph below demonstrates the completion of Alexandria's pandemic recovery with record spending now exceeding the prior pre-pandemic high.

Source: 2023 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 Visit Alexandria Annual Reports is not directly comparable to data reported here.





# National Reputation

Visit Alexandria continues to strengthen the city’s reputation and awareness regionally, nationally and internationally through savvy media relations strategies and press relationships. National accolades and top-tier media coverage influence travel decisions and lift Alexandria’s reputation as a place to visit, live, work and start a business.

In FY 2024, the PR team increased national coverage by 8% year-over-year and maintained our standing on accolade lists in *Condé Nast Traveler*, *Travel + Leisure*, *Southern Living* and more. Hosted press trips yielded feature coverage exploring Alexandria’s black history and culture in *Fodor’s Travel*, *Garden & Gun* and *Wanderlust* (UK), plus a foothold in the national Spanish-language media landscape from a dedicated group press tour for Hispanic media.



1,000+ MEDIA STORIES FOR 8 YEARS IN A ROW





”

Alexandria, Virginia, located just outside of Washington, D.C., is a destination in its own right. The waterfront town, which has also been highlighted as one of the best places to live in Virginia and one of the best cities in the U.S., is a perfect blend of modern conveniences and historic charm.

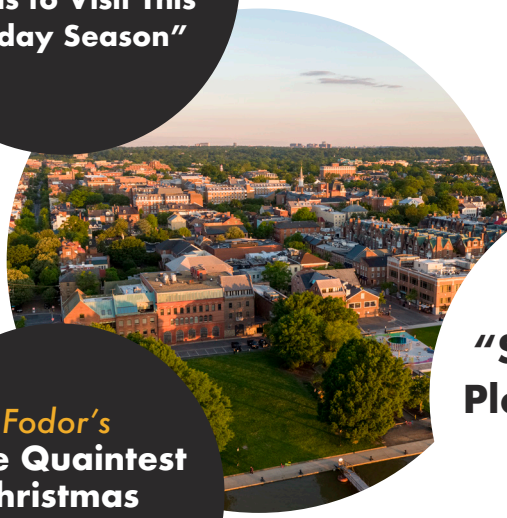
– *Travel + Leisure*

*El Diario NY:*  
“**Alexandria en Virginia tiene mucho que ofrecer**”  
[Alexandria in Virginia has a lot to offer]

Southern Living  
“**South’s Best Cities**”



*The Weather Channel*  
“**The Best Christmas Towns to Visit This Holiday Season**”



*Fodor’s*  
“**The Quaintest Christmas Villages Across the U.S.**”

*Garden & Gun:*  
“**Seven Southern Places to Uncover Black History and Culture**”

*AARP:*  
“**5 Small Towns That Will Bring Your Hallmark Christmas Movie Dreams to Life**”

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

*Architectural Digest*  
“**Most Beautiful Streets in the World**”  
(King Street)



”

Just across the Potomac River from D.C., Alexandria may feel like a small town when compared to our nation’s capital, but there’s tons to explore in this historic city. Walk the cobblestoned streets that are lined with locally owned boutiques, delicious restaurants, and charming storefronts. When the riverfront is sparkling and there’s a nice breeze in the air, you’ll forget why you ever wanted to endure the hustle and bustle of D.C. in the first place.

– *Southern Living*

*La Prensa:*  
“**Alexandria, lugar ideal para el desarrollo cultural y económico de los hispanos**”  
[Alexandria, the ideal place for the cultural and economic growth of Hispanics]

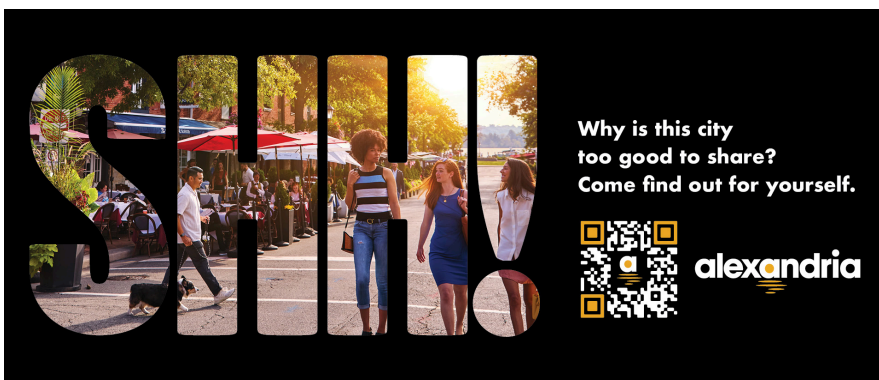
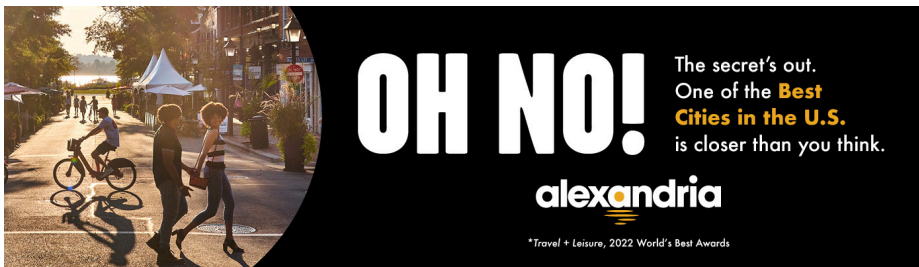
*Wanderlust (UK):*  
“**Marching On: Where to Learn About African American History in the US Capital Region**”

# FY 2024 Highlights

## MARKETING AT THE NEXT LEVEL

Adapting to changing consumer preferences, Visit Alexandria radically expanded our video content across all media in FY 2024. Our “Best Kept Shh!” ad campaign expanded to incorporate and leverage Alexandria’s national accolades. We made each advertising dollar go farther by deploying new research tools to refine our targeting and hiring premier data-driven media buying agency, Love Communications. Our sales team’s aggressive efforts on the meetings side delivered record business volume to match our leisure growth. Collectively, this integrated approach of communications, marketing and sales produced record results.

### “BEST KEPT SHH!” ADVERTISING CAMPAIGN HIGHLIGHTS NATIONAL ACCOLADES IN YEAR TWO







**MULTI-PLATFORM  
VIDEO STRATEGY  
INCREASED  
CONSUMER VIEWS  
BY 47%**



**NEW AGENCY,  
LOVE COMMUNICATIONS,  
BRINGS STATE-OF-THE-ART DATA  
EXPERTISE TO MEDIA BUYING**



**PR TEAM WINS TOP  
NATIONAL AWARD FOR  
"BEST  
IN-HOUSE  
TEAM—  
NONPROFIT/ASSOCIATION"**

**\$500K IN AMERICAN RESCUE PLAN (ARPA) HELPS DRIVE  
OVER 200 MILLION  
DIGITAL IMPRESSIONS**



**NEW PRESIDENT & CEO,  
TODD  
O'LEARY  
RECRUITED FROM  
SONOMA COUNTY**



**MEETINGS BOOKED JUMP 30%  
TO RECORD \$14 MILLION**





# Key Performance Indicators

Visit Alexandria updated our Key Performance Indicators in FY 2024 to reflect a strategic emphasis on quality over quantity. Visit Alexandria's ultimate goal is a thriving community with growing revenues that support small business and City services. The new measures below are designed to better capture the controllable outputs that yield those results.

JULY 2023–JUNE 2024

## FISCAL YEAR 2024 PERFORMANCE



**Meeting Leads  
Converted:  
\$13.5 million  
+36%**



**National Press Hits:  
151  
+8%  
(1,004 total press hits)**



**Web Users:  
2.2 million  
+12%**



**Engaged Web  
Sessions:  
1.5 million  
+6%**



**Video Views:  
25.4 million  
+47%**



**Digital Marketing  
Impressions:  
219 million  
+16%**



**Total Members:  
456  
even**



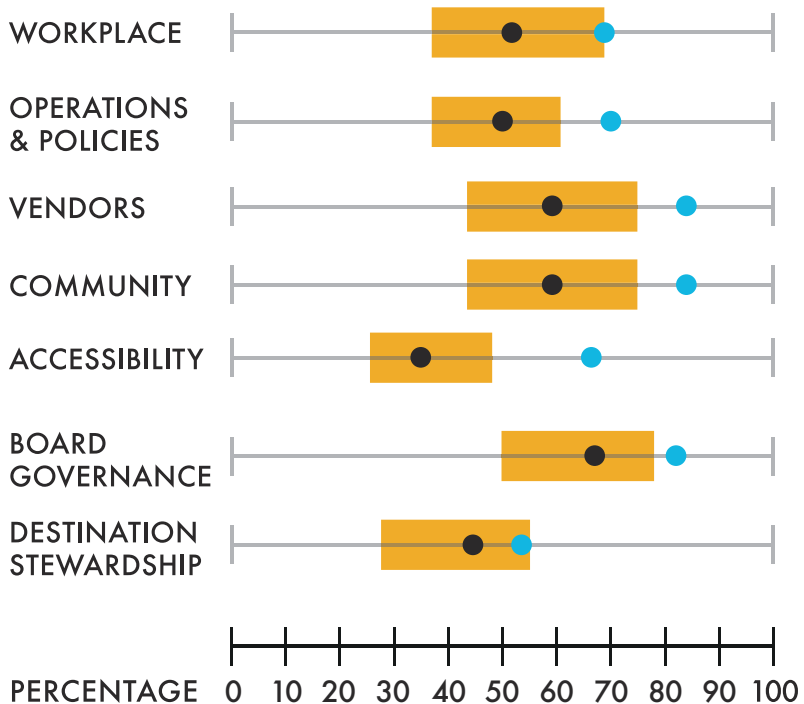
**Visitor Center  
Traffic:  
67,000  
+12%**



# DIVERSITY, EQUITY AND INCLUSION

Diversity, Equity and Inclusion (DEI) is a core value, reflecting Visit Alexandria’s commitment to set the highest standard of social impact, and be an exemplar to our community and our industry. Our advertising, digital and social media actively incorporate the diversity of Alexandria’s residents and visitors to reinforce a message of welcome and inclusion. We launched our accessibility initiative this year to include the roughly one quarter of Americans with some form of disability. In FY 2024, our management composition also reflected DEI values, with people of color comprising half of Visit Alexandria’s staff and one third of the board.

## INDUSTRY LEADERSHIP:



We continue to participate in our industry’s premier Social Impact assessment tool, from Destinations International. In FY 2024 Visit Alexandria scored at or above the “best practices” level for all 7 criteria.

- BEST PRACTICE RANGE
- OUR SCORE
- MEDIAN SCORE



# PREVIEWING FISCAL YEAR 2025

Visit Alexandria has an ambitious agenda for Fiscal Year 2025. We understand that a variety of external and internal factors will shape the year ahead, and we embrace the change that is required to stay at the forefront of our industry.

We appreciate the strong support of City Council, who recently demonstrated their confidence in and appreciation for the hospitality sector's economic impact and ROI. With \$86 million in consumption taxes (over two-thirds paid by non-residents), Council pledged incremental marketing support in FY 2025. This will enable Visit Alexandria to sustain the gains we made over the prior three years with American Rescue Plan (ARPA) funding, which has now expired. We appreciate the City's confidence and are focused on demonstrated revenue growth that justifies expanded investment in the hospitality sector as a driver of residential quality of life and tax base diversification.

We're also excited that the City is planning to initiate an Economic Summit in FY 2025 facilitated by our partners at Alexandria Economic Development Partnership. We look forward to joining that vital planning and visioning discussion to maximize our collective economic impact for all residents and businesses. This community-wide economic planning will work hand-in-glove with Visit Alexandria's own strategic planning initiative. Combining these two critical elements at the same time will establish a foundation for the strategies and tactics that guide us into 2026 and beyond.

In the more immediate term, there are multiple opportunities before us in FY 2025. A presidential inauguration in January offers its quadrennial opportunity to drive incremental revenues in an identified priority period. May 23 to June 8, the Washington, DC metro area will host WorldPride, a global-level event forecast to attract 3 million participants over two weeks. This will also be the year that we work with local, regional and statewide partners to plan for the nation's 250<sup>th</sup> birthday, which will take place in 2026.

FY 2025 will also feature deeper integration of marketing, communications and sales that will coordinate and consolidate our work with agencies and staff. We'll also expand the "Best Kept Shh!" campaign to encompass meetings advertising as that team leverages Alexandria's unique position in the small and midsize meetings segment. As part of Visit Alexandria's priority to be welcoming and inclusive to all travelers, our accessibility initiative expands in year 2.

In FY 2025, our advertising will introduce a new holiday campaign, "Merry Me", filmed last winter, and built around the Hallmark-style theme and warmth. We'll also expand our neighborhood program, including Spanish-language video content that builds on last year's successes. This local content enhances our authenticity and community sustainability, ensuring that the benefits of the hospitality sector are felt throughout all parts of our great city.

Sustainability also remains a key human resources priority. Over the last decade we have recruited and cultivated a high-performing team—their retention, compensation and career development are essential to sustaining Visit Alexandria's long-term performance.

In summary, FY 2025 will be a pivotal year for Visit Alexandria. We embrace this transition, and embark on it with confidence, grounded in the strength of our partnerships with you—our members, City, Commonwealth, board and community. Thank you!





**WELCOME  
WORLDPRIDE DC,  
MAY 23-JUNE 8**



**LAUNCH "MERRY ME"  
HOLIDAY CAMPAIGN**

AUTOGRAPH  
COLLECTION



**DEVELOP STRATEGIC PLAN  
FOR VISIT ALEXANDRIA**



**LEVERAGE JANUARY  
PRESIDENTIAL INAUGURATION**



**PREPARE FOR  
AMERICA 250**



**EXPAND NEIGHBORHOOD  
PROGRAM AND SPANISH  
LANGUAGE CONTENT**



# VISIT ALEXANDRIA MEMBERS: WORKING TOGETHER

## THANKS TO OUR CHARTER MEMBERS:

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

### **Bold:** New Member

1799 Prime Steak & Seafood  
1823 Restaurant  
219 Restaurant  
3 Sisters  
A Galerie - Antiques and Fine Art  
A la Lucia  
**a.lounge+bar**  
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 City Council  
Alexandria Colonial Tours  
Alexandria Cupcake  
Alexandria Department of  
Recreation, Parks and Cultural  
Activities  
Alexandria Economic Development  
Partnership  
Alexandria Economic Development  
Partnership - Small Business  
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 Symphony Orchestra  
Alexandria the Great Tours  
Alexandria Transit Company  
Alexandria Visitor Center  
**Alice Cocktail Bar**  
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  
Amtrak Alexandria Union Station  
Andy's Pizza Old Town  
Annex - Old Town  
AR Workshop Alexandria  
Archer Old Town Alexandria  
Arlandria Chirilagua Business  
Association  
Art League, Inc.  
Art on the Avenue  
Artistic Artifacts  
Aslin Beer Company  
**Atlas Brew Works**  
Augie's Mussel House  
**Bad Ass Coffee of Hawaii**  
**Ballyshanners**  
BARCA Pier & Wine Bar  
Bashford & Pitt  
Bastille Brasserie & Bar  
BATHUS  
Beeliner Diner  
Bellacara  
**Benny Diferza's Pizza**  
Beulah Baptist Church  
Birchmere  
**Bishop's Terrace**  
Bistro Eighteen90  
Bistro Sancerre  
Blackwall Hitch  
Bloomers  
Blue Fern Travel - Fork & Fizz Tours  
**Bollywood Masala**  
Boxwood  
Brabo Brasserie  
Brockett House  
Bugsy's Pizza Restaurant & Sports  
Bar  
Building Momentum  
Burke & Herbert Bank  
Buzz Bakeshop  
**By Asa Photography**  
Cafe Pizzaiolo  
Cameron Cafe  
Cameron Run Regional Park  
Canal Center Events  
**Capo Italian Deli**  
Captain Gregory's  
Captain Rocky Versace Plaza and

Vietnam Veterans' Memorial  
Carlyle Council  
Carlyle House  
Carr Hospitality  
**Casa Luna**  
Casa Rosada Artisan Gelato  
Cedar Knoll  
Chadwicks  
Chart House Restaurant  
Cheesetique  
Chewish Deli  
Chinquapin Park Recreation Center  
Chop Shop Taco  
Christ Church  
Citrus & Sage  
City Cruises  
City Kitchen  
Climb UPton  
Clyde's at Mark Center  
**Colonial Parking Garage  
(Embassy Suites)**  
Comfort One Shoes  
**Commonwealth Academy**  
**Conklyn's Florist**  
Contrabands and Freedmen  
Cemetery Memorial  
Courtyard by Marriott - Alexandria  
Pentagon South  
Courtyard by Marriott Alexandria  
Old Town/Southwest  
**Cowo & Crêche**  
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  
**Del Ray Pizzeria & Draft  
House**  
Delia's  
**Derek Lamar Studios**  
Destination DC  
Discovery Map  
Dishes of India  
Dolci Gelati  
Don Taco  
Donna Lewis  
**East West Audio Visual**  
Eddie's Little Shop & Deli  
Eisenhower Partnership  
El Pulgarcito

Elaine's  
Electric Cafe  
Embassy Suites by Hilton  
Alexandria Old Town  
Emmy Squared Pizza  
Encore Consignment Boutique  
Envy Us Beauty Supply  
**epIQ Creative Group**  
**Era Boutique**  
ERP Resources  
Escape Room Live  
ESP Tea & Coffee  
**E'terie Bar and Grill**  
Evening Star Cafe  
**Fantastical Glass**  
fibre space  
Fiscus Glassworks  
Fish Market  
Fleet Transportation  
Fontaine  
Fort Ward Museum & Historic Site  
Foster's Grille  
Fountains Day Spa  
**Frances Valentine**  
**Frank Pepe Pizzeria  
Napoletana**  
**Frankie's Kitchen  
& Cocktail Bar**  
Fraternal Order of Eagles  
Freedom House Museum  
Freeman  
Friendship Firehouse Museum  
Gadsby's Tavern Museum  
Gadsby's Tavern Restaurant  
Galactic Panther Art Gallery  
**George Katsos Music**  
George Washington Birthday  
Celebration Committee  
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  
Gossypia  
**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  
**Hi/Fi Tex-Mex BBQ**  
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  
Hotel AKA Alexandria  
Hotel Heron  
Hotel Indigo Old Town Alexandria  
Hummingbird  
Hyatt Centric Old Town Alexandria  
**Hypergoat Cafe**  
Il Porto  
Imagine Artwear  
Indochien  
Indus Imports  
Intertribal Creatives  
Jeni's Splendid Ice Creams  
**JJ&T Entertainment**  
Josephine Brasserie & Bar  
Joyous Events  
Jula's on the Potomac  
Julian Tours  
Junction Bakery & Bistro  
Kelly Loss Photography  
**Kiln**  
Kilwins  
King & Rye  
King Street Souvenirs  
King Street Spa  
King Street Tavern  
King's Jewelry  
King's Ransom  
Kismet Modern Indian  
Kisso Asian Bistro  
KungFu Kitchen  
Kyo Gallery  
**La'Baik**  
Lady Camellia Pastry & Tearoom

Landini Brothers  
 Laporta's Restaurant  
 Laura Hatcher Photography  
 Lavender Moon Cupcakery  
 Lee-Fendall House Museum & Garden  
**LEGO® Discovery Center Washington, D.C.**  
 Lena's Wood-Fired Pizza & Tap  
 Little Theatre of Alexandria  
 Lloyd House  
**Local Motion Project**  
**Look Again Resale Shop**  
 Los Cuates  
 Lost Boy Cider  
 Lost Dog Cafe  
 Lotus Blooms  
 Lowery's Dial  
**Madame Coco Emporium & Everything Chocolate**  
 Made in ALX  
 Mae's Market and Cafe  
 Mai Thai Restaurant  
 Makeda Ethiopian Restaurant  
 Manumission Tour Company  
 Market 2 Market  
 Martz Bus  
 Mary M. Gates Learning Center at United Way Worldwide  
 Mason and Greens  
 Mason Social  
 Matt & Tony's  
 McChrystal Group  
 McNearney Associates Inc.  
 Meadowlark Botanical Gardens  
 MGM National Harbor  
 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 Purrnon 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  
**Mystic BBQ & Grill**  
 Mystique Jewelers  
 Nando's Peri-Peri  
 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  
**Negus Winery and Meadery Tasting Room**  
 Neighborhood Provisions  
 Nightly Spirits Haunted Tours  
 Northside 10  
**Nothing Bundt Cakes Bakery**  
**Nothing in Between**  
 Oak Steakhouse  
 Occoquan Regional Park  
 Office of Historic Alexandria  
 Old House Cosmopolitan Grill  
 Old Town Books  
 Old Town Business  
 Old Town Deli  
 Old Town Farmers Market  
 Old Town Trolley Tours  
 Old Virginia Tobacco Co.  
**Orkney Springs Distillery**  
 Pacers Running  
 Pasara Thai Restaurant  
 Patina Polished Living  
 Pedego Electric Bikes  
 Penny Post  
 Picnic & Peonies  
 Piece Out  
 PIES Fitness Yoga Studio  
 Pink & Brown Boutique  
**Pippin Toy Co.**  
 Planet Wine  
 Pohick Bay Golf Course  
 Pohick Bay Regional Park

Pop's Old Fashioned Ice Cream Co.  
 Pork Barrel BBQ  
 Port City Brewing Company  
 Pride on the Avenue  
 Prince of Wales House  
 Principle Gallery  
 Railbird Kitchen  
 Ramparts Tavern & Grill  
**RDSL Audiovisual**  
 Red Barn Mercantile  
 Residence Inn by Marriott Alexandria Old Town/Duke Street  
 Rocket Fizz Alexandria  
 Rocklands Barbeque and Grilling Company  
**Roha Ethiopian Restaurant**  
 Rosemont Cellar  
 Route 66 Ventures, LLC  
 Row House  
 Royal Nepal  
 Royal Restaurant  
 RT's Restaurant  
 Rus Uz - Alexandria  
 Rustico Restaurant  
 Sacred Circle  
 Salon deZEN  
 Salon Monte  
**San Antonio Bar & Grill**  
 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  
 Shooter McGee's  
 Shop Made in VA  
 Silverman Galleries Antiques & Antique Jewelry  
 Simon Pearce  
 Sisters Thai and the Magnolia Dessert Bar  
 Sonoma Cellar  
 Southside 815  
 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  
 Stylists at North  
 Sugar House Day Spa and Salon  
 Sunrise of Old Town  
 Sweet Fire Donna's  
 Swing's Coffee  
 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  
 The Alexandrian Old Town Alexandria, Autograph Collection  
 The Antique Guild  
 The Athenaeum  
 The BEST Gift Shop  
 The Campagna Center  
**The Crazy Mason Milkshake Bar**  
 The Creamery  
 The Dog Park  
 The Executive Cafe  
 The Executive Diner  
 The Garden Del Ray  
**The Genius Genus**  
 The George of Old Town  
 The George Washington Masonic National Memorial  
**The Greenery by TLC**  
 The Hour Shop  
 The Italian Place  
 The Light Horse  
 The Lucky Knot  
**The MacMillan Spirit House**  
 The Majestic  
 The Old Town Shop  
 The Peoples Drug  
 The Pita House  
 The Rectory on Princess  
 The Rub Chicken & Beer  
 The Shoe Hive  
 The Spice & Tea Exchange of Alexandria  
**The St. James**  
 The Study  
 The Tasting Room  
 The Twig

The Warehouse  
**The Washington Tattoo**  
 The Westin Alexandria Old Town  
 The Wharf  
 Theismann's Restaurant & Bar  
 Thompson Italian  
 Threadleaf & Company  
 Toastique  
 Today's Cargo  
**Together We Bake**  
**Top Shelf Stays**  
 Topgolf National Harbor  
 Torpedo Factory Art Center  
 Trademark Drink and Eat  
 Trice Alley Flat  
 Turkish Coffee Lady  
 Twist Boutique  
 Umbrella Dry Drinks  
**Union Sandwich Co.**  
 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  
 Vintage Mirage  
 Virginia Theological Seminary  
 Virginia's Darling  
 Virtue Feed & Grain  
 Visit Alexandria  
 Vola's Dockside Grill and Hi-Tide Lounge  
 Volunteer Alexandria  
**VSD Photography**  
**Washington Metropolitan Philharmonic Association**  
 Washington Sailing Marina  
 Wear Ever Jewelry  
 Wegmans  
 West End Business Association  
 Whiskey & Oyster  
**White Lily Shoppe**  
 Windows Catering Company  
 Wine Gallery 108  
 Winkler Botanical Preserve  
 Woodlawn & Pope-Leighey House  
 Yunnan by Potomac - a Noodle House  
**Zen Press Juice**  
**Zuki Moon**





# VISIT ALEXANDRIA 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

Emily Baker (incoming)

Deputy City Manager, City of Alexandria

Phillip Blane

General Manager, Hotel Heron

Sarah Taylor (outgoing)

Assistant City Manager, City of Alexandria

### SECRETARY (non-voting)

Todd O'Leary (incoming)

President & CEO, Visit Alexandria

Patricia Washington (outgoing)

President & CEO, Visit Alexandria

## BOARD OF GOVERNORS

Julie Almay (incoming)

Vice President of Media & Communications, George Washington's Mount Vernon

Ken Abrom (outgoing)

General Manager, Holiday Inn, Alexandria-Carlyle

Katya Ananieva (incoming)

She's Unique

Tobias Arff (incoming)

Area General Manager, Sage Hospitality Group

Chad Barth (incoming)

Vice President Mid-Atlantic, City Cruises

Martha Beckford (outgoing)

Associate Director of Sales, City Cruises

C.J. Cross

Founder, Hops N Shine

Shawn Halifax (outgoing)

Executive Director, Woodlawn and Pope-Leighey House

Amy Jackson

Vice Mayor, City of Alexandria

Jason Longfellow

Director, Kyo Gallery

Nicole McGrew

Owner, Threadleaf

Marilyn Patterson (incoming)

Chief Experience Organizer, Joyous Events

Stacey Price (outgoing)

Founder, Shop Made in Virginia

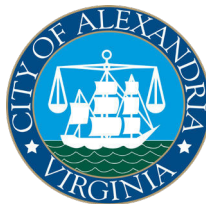
Jahmond Quander

Founder, 1799 Prime Steak & Seafood

Merrone Teklu (outgoing)

Director, ERP Resources

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MARYLAND  
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CAPITAL REGION USA

Burke  
& Herbert  
Bank

# VISIT ALEXANDRIA TEAM

## STAFF

### Todd O’Leary

President & CEO (*incoming*)

### Patricia Washington

President & CEO (*outgoing*)

### Carla Bascope-Hebble

Vice President of Sales

### Rebecca Doser

Director of Communications

### Misha Enriquez

Director of Marketing

### Melanie Fallon

Vice President of Member & Visitor Services

### Vito Fiore

Vice President of Marketing & Research

### Rhiannon From

Manager of Administration

### Tom Kaiden

Chief Operating Officer

### Trisha Meisner

Director of Member Relations

### Lilly Mitchell

Senior Business Development Manager

### Claire Mouledoux

Senior Vice President of Communications

### Allison O’Keefe

PR and Communications Manager

### Kim Olsen

Destination Sales Manager

### Caroline Secrest

Senior Digital Content Manager

### Suzanne Thibeault

Destination Sales Manager

## VISITOR CENTER STAFF & VOLUNTEERS:

Jacquelyn Austin

Kristie Bryson

Clay Clarke

Nancy Elder

Nana Essien

Jeff Herre

Nate Jones

Finn McBride

Lisa McClure

Jay Middleton

Steve Posner

Avery Turnage

Yuri Villacorta

## FINANCIAL RESULTS

### REVENUE:

City Allocation \$4,695,800

Earned Income \$625,029

**TOTAL \$5,320,829**

### EXPENSE:

Marketing & Programs \$4,950,678

General & Admin \$403,642

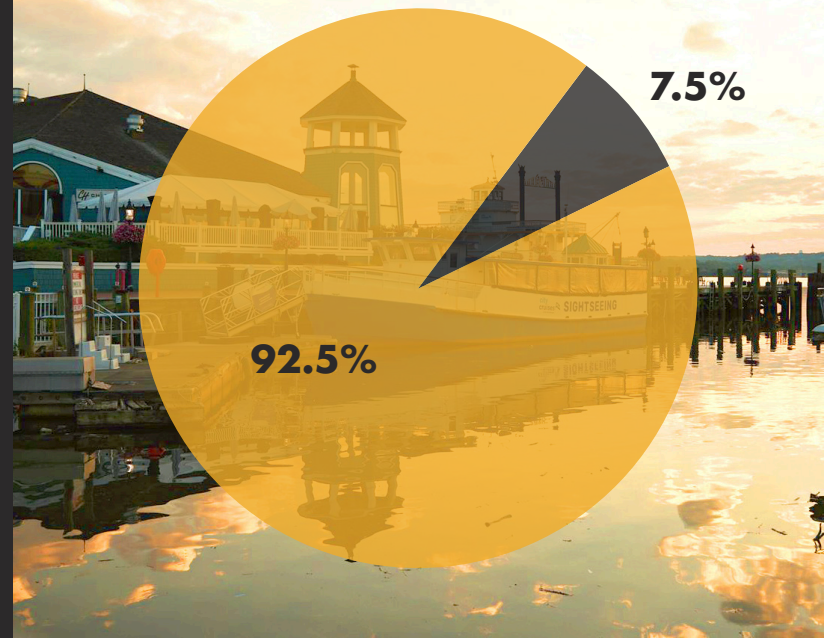
**TOTAL \$5,354,320**

### CHANGE IN NET ASSETS:

**TOTAL (\$33,491)**

## 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.





**alexandria**

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