



CELEBRATING OUR PAST.
UNLOCKING OUR FUTURE.

2026 ANNUAL MEETING



THANK YOU!

SONOVA

SYMPHONY ORCHESTRA *of* NORTHERN VIRGINIA

VISIT
alexandria
30 YEARS



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Board Chair,
Visit Alexandria

Director of Global
Technology

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Hon.
Alyia Gaskins
Mayor



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James Parajon

City Manager



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Todd O'Leary

President & CEO,
Visit Alexandria



The background of the entire image is a faded, orange-tinted photograph of an outdoor cafe scene. In the foreground, two women are seated at a table, smiling and looking towards the camera. They are holding drinks. In the background, there are large patio umbrellas and other people, creating a relaxed, social atmosphere. The overall color scheme is a warm, monochromatic orange.

Looking Back: 30 Years of Visit Alexandria

View video [HERE.](#)

VISIT
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30 YEARS



Todd O'Leary

President & CEO,
Visit Alexandria



THANK YOU!

Visit Alexandria founders
Past and present elected officials
Past and present city leaders
Past and present board members
Past and present staff members

VISIT
alexandria
30 YEARS

TOURISM CHAMPION AWARD



2026 TOURISM CHAMPION AWARD

Charlotte Hall



An aerial photograph of the Alexandria harbor and city skyline, showing numerous boats docked at the quay and buildings along the waterfront. The image is overlaid with a semi-transparent orange filter.

VISIT
alexandria
30 YEARS

THE POWER OF TOURISM TODAY

alexandria commemorates America's 250th





UNLOCK YOUR STORY



MORE FY26 HIGHLIGHTS



Guide to Late Summer Shopping in Alexandria



Late summer shopping shines across [Alexandria's boutiques](#), with independently-owned shops, seasonal events like [Tax Free Weekend](#) and [Sidewalk Sale](#), plus hidden gems to be found across the city. So stop scrolling and start *strolling* the streets of Alexandria with our guide to summer shopping.

Shopping in Alexandria

King Street Shopping Guide



The largest collection of independent boutiques in the D.C. region rests along the King Street mile. Explore popular categories of shops below and find your new favorite!

Shop King Street

Tax-Free Weekend



This weekend, No Tax Weekend rewards those who shop local at participating shops. Save money on back to school clothing, gifts, home decor and more.

Find Deals



The background of the slide is a photograph of an outdoor cafe or rooftop lounge. Several people are seated at tables, some under large patio umbrellas. The scene is bright and sunny, with a city skyline visible in the distance. The entire image is overlaid with a semi-transparent orange filter.

Fiscal Year 2026 in Review

View video [HERE.](#)

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Todd O'Leary

President & CEO,
Visit Alexandria



An aerial photograph of the Alexandria harbor and city skyline, overlaid with a semi-transparent blue filter. The image shows the harbor with several boats docked at piers, and the city buildings in the background.

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UNLOCKING OUR FUTURE



Visit Alexandria FY27 Operating Plan
Read the full plan [HERE.](#)

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Claire Mouledoux
SVP, Marketing & Communications



Mary Rinaldo
SVP, Operations & Finance

ORGANIZATIONAL GOAL #1

Evolve Go to Market Strategy

ORGANIZATIONAL GOAL #2

Develop and Execute
Enhanced Technology Strategy

ORGANIZATIONAL GOAL #3

Grow Private Revenue

ORGANIZATIONAL GOAL #4

Lead Tourism Sector

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Todd O'Leary

President & CEO,
Visit Alexandria



INTRODUCING
JC Rivera

DIRECTOR OF SALES



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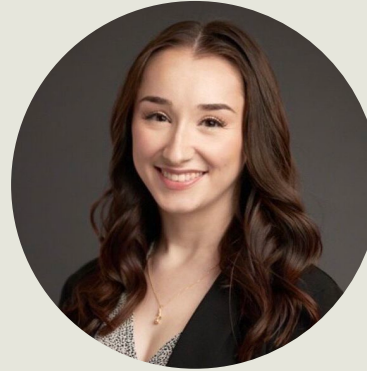


Todd O'Leary

President & CEO,
Visit Alexandria



TEAM VISIT ALEXANDRIA





THANK YOU!

to our Board of Governors





Our Story, Shared by Members

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