



TEAM

O'CONNELL'S

EXTRAORDINARY

Alexandria



Dear Members, Partners & Friends:

We are pleased to share with you this *Visit Alexandria 2016 Annual Report*. By all accounts, we can take pride in our collective effort and investment that produced record tourism revenues, city tax receipts, hotel occupancy, media coverage, and web traffic for Alexandria. Thank you for the partnership that has made tourism & hospitality a major contributor to the city's economy and quality of life.

At Visit Alexandria our job is to brand and market Alexandria in a highly competitive, fast changing environment. While our marketing reach is global, the brand is built on local authenticity. The care, quality, and continuous improvement of the Extraordinary Alexandria experience makes Alexandria a buzzed about destination and drives people to our city again and again.

The investment in the visitor experience and the results of consistent branding and marketing continue to reap dividends and make the tourism industry a bright spot in the regional economy. Highlights of Visit Alexandria's results in FY2016 include:

- **\$771 million in visitor spending (record)**
- **\$25.5 million in City tax revenue from visitor spending (record)**
- **72.9% hotel occupancy**
- **1.88 million web visits (record)**

This report documents many accomplishments from the past year, including the launch of the national PBS series, *Mercy Street*, the creation of the MGM Readiness Task Force, a new health care meetings initiative, the merger of our visitor and member services areas, and dramatic growth in earned income.

But this report does not just document the past—it also looks to the future. These are pivotal times. City councils across America are being squeezed by the concurrent needs to assure public safety, attract high-paying jobs, protect the environment, assist the most vulnerable, facilitate smooth transit, and educate our children for the 21st century, and to do it all with decreasing federal and state support. There is only one way to achieve those objectives—through strong economic growth. In Alexandria, a huge part of our economic engine is powered by the resources, reputation and quality of life that tourism delivers.

Fiscal 2017 brings broad economic challenges, but also unique local opportunities. These include the opening of MGM, *Mercy Street* season two, and Washington, DC's first ever hosting of the U.S. Travel Association's IPW convention. We share this plan to seize the new opportunities and invite you to come alongside us again this year, and continue the progress that we have made together for the city we love, because it deserves our very best.

Victor Parra
2016 Chair



Patricia Washington
President & CEO



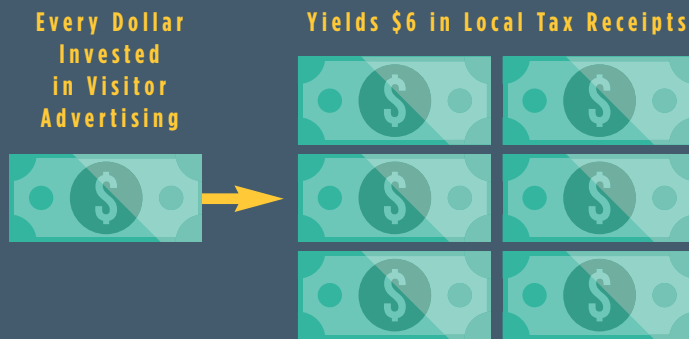


Power of Place

Attracting visitors is essential to the unique quality of life that all of us enjoy in Alexandria. We need a critical mass of activity to support historic preservation, locally-owned retail, an array of dining options, cultural amenities, and a job-producing economy. It is the blend of global visitors and local residents that makes Alexandria a vibrant place to live, work and visit—a symbiosis where we provide our guests with an independent, authentic American experience, and they provide us with cultural diversity and economic vibrancy.

Economic Impact

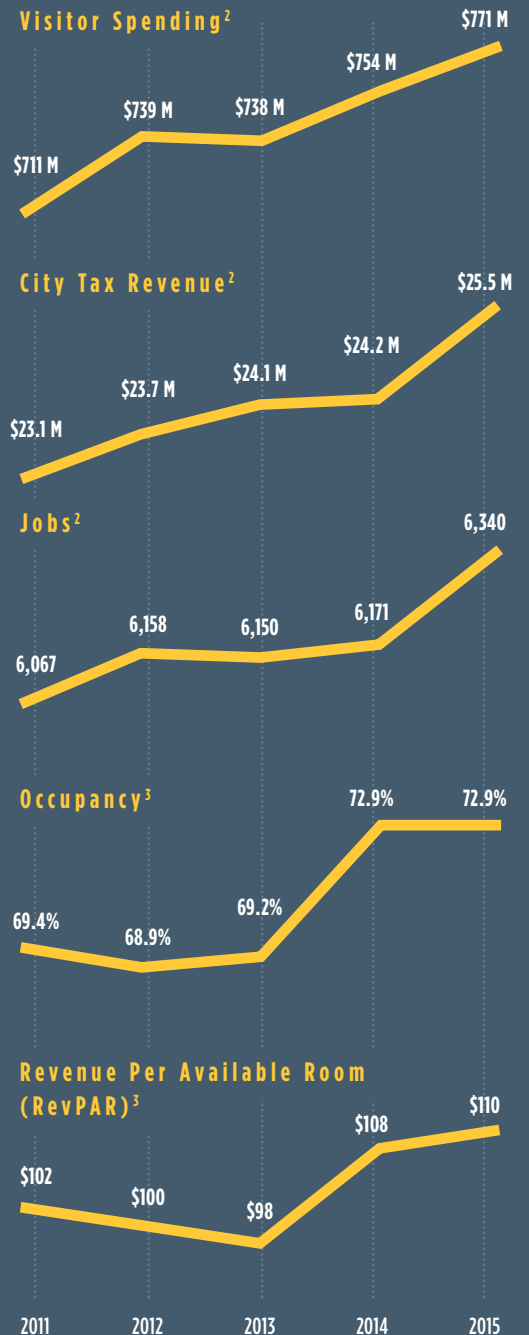
Beyond our quality of life, Alexandria visitors also generate jobs, business and tax revenues that fund essential City services. Every dollar invested in visitor advertising yields \$171 in economic activity and \$6 in local tax receipts. Visitors save the average Alexandria household over \$350 per year in taxes.¹



(1) Source: Advertising Effectiveness and ROI Study, Destination Analysts, San Francisco, 2014.

(2) Source: 2015 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

(3) Source: Smith Travel Research Monthly Report, June 2016.



Mission: To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets.

Who We Are and How We Do It

At Visit Alexandria, we employ an integrated marketing approach to achieve our mission. In the current environment, research shows that the average customer interacts with 38 websites before booking. Our job is to ensure that the Alexandria brand ‘cuts through the clutter’, catches the eye and is available at every point along the customer’s decision journey.

Advertising — Visit Alexandria relaunched our brand in 2013 to reposition Alexandria as a vibrant, contemporary, welcoming destination with historic authenticity. Two-thirds of our advertising is now digital (online, paid search, boosted social, search engine optimization) and one third is traditional (TV, radio, print).

Meetings & Conference Sales — Our team of four sales professionals works directly with meeting planners, government groups, association executives, event organizers and wedding planners to recruit groups to Alexandria’s hotels, attractions and businesses. Our high-touch, “Meetings Made Extraordinary” approach distinguishes Alexandria from the competition in the small and mid-size meetings segment.

Public Relations — PR is a highly credible and cost-efficient marketing medium that extends the geographic reach of our marketing nationally and internationally while maintaining a strong presence in DC regional media. Our Communications team has increased our network of top-tier national contacts by hiring a New York City-based PR firm in late FY16 with an increasing payoff as the team cultivates these new relationships.

Social Media — Across all industries, “word-of-mouth” is the most relied-upon and trusted source of information in consumer decision making. The Visit Alexandria team creates compelling content that resonates authentically with our fans and followers, which they in turn share with their networks. Visit Alexandria’s dedicated full-time social media staff ensures up-to-the-minute content and a constant presence on Facebook, Twitter, Instagram, LinkedIn and the latest social media platforms.

Web — The critical point of fulfillment is our website, VisitAlexandriaVA.com. Traffic has more than doubled over the last five years to almost 1.9 million visits annually. Our content-first approach ensures that visitors can personalize their visit to their interests with up-to-the-minute events, activities, lodging, and dining information just a click away.

International — Working with our Capital Region partners, Visit Alexandria leverages a \$50,000 annual investment to achieve a \$250,000 global marketing presence, including: sales to overseas tour operators, domestic receptive operators, online travel agencies and consumers. We support these efforts with tradeshow participation, sales presentations, and trade and media familiarization trips. In 2017, our region will host IPW, the world’s largest travel show.

Publications — Our marketing continues after visitors arrive in town. Our Official Visitor Guide and Official Map help Alexandria’s guests get the most out of their trip. With a combined circulation of 670,000 copies, we provide advertising vehicles for members to cost effectively leverage Visit Alexandria’s destination marketing investment.

Visitor & Member Services — Our Visitor Center at the corner of King and Fairfax provides personal, concierge-style information and ticketing to ensure guests stay longer, return for future visits and share their exceptional experience with their friends. It’s also the inbound call center and hub for fulfillment and member marketing, where individual businesses can optimize their listings, distribute brochures and sign up for programs.





Major 2016 Initiatives

1. **Website** — Expanded content, launched responsive design and added visual storytelling through new videos and photography. Traffic rose 22% to over 1.88 million.
2. **Digital Advertising** — Refined data-driven media buying with A/B testing and enhanced analytics and targeting.
3. **Public Relations** — Leveraged *Mercy Street*, major trends, special events and Canada press tours to generate over 900 stories. Film office served 23 projects with an estimated economic impact of \$68,000.
4. **Agency Selection** — Conducted rigorous request for proposal (RFP) process to select new marketing agencies for public relations, advertising creative, media buying, paid search and search engine optimization (SEO).
5. **International** — Continued three-year partnership with Northern Virginia Visitors Consortium leveraging a \$10,000 investment to create a \$150,000 Canadian marketing effort. Expanded partnership with Capital Region USA to gain new tour operator deals and international media coverage.
6. **Meeting Sales** — Launched new health care and wedding initiatives to uniquely position Alexandria in small and mid-size group/meeting markets. Elevated to “Valued Partner” designation with HelmsBriscoe, the world’s largest site selection firm, which produced 20% increase in leads.
7. **Social Media** — Insourced social media function to ensure dedicated, full-time commitment to Facebook, Twitter, Instagram and LinkedIn. Followers now up to 85,000 (+42%).
8. **Member & Visitor Services** — Integrated member and visitor services to maximize marketing effectiveness, ease for members and depth of information for visitors.
9. **Research Tools** — Commissioned independent website effectiveness study which found \$42 of economic impact per unique website visitor. Six of every 100 website visitors end up taking a trip to Alexandria that they would not have otherwise taken.¹
10. **MGM Task Force** — Convened high-level task force of community, business and City leaders to ensure Alexandria’s market readiness for MGM National Harbor Resort opening in late 2016. Met directly with MGM management and regional partners to explore marketing collaboration.
11. **Mercy Street** — Worked with PBS to support their national TV series spotlighting civil-war era Alexandria. Convened history partners to plan and launch over 25 new *Mercy Street*-inspired experiences, collaborated with PBS on marketing and PR, and produced premiere event with cast and producers in collaboration with Alexandria Film Festival.

(1) Source: VisitAlexandriaVA.com Website ROI Study, Destination Analysts, San Francisco, 2016.

FY 2016 Timeline

- July**
 - Responsive website launch
 - Summer Social
- August**
 - Sidewalk Sale
 - Summer Restaurant Week
- September**
 - Annual Meeting
 - VA Tourism awards
 - Visit Alexandria \$50,000 grant
- October**
 - RFP meetings with prospective agencies
- November**
 - *Mercy Street* premiere at Alexandria Film Festival
 - Black Friday/Small Business Saturday
- December**
 - Holiday promotion
 - Convened MGM Readiness Task Force
- January**
 - *Mercy Street* debuts on PBS
 - "What's New in 2016" member meeting
- February**
 - Strategic planning retreat with four marketing/PR agencies
 - Historic site partners report *Mercy Street* related visit increases ranging from 14% to 158%
- March**
 - MGM Readiness recommendations presented to City Council
 - Breakfast & Blossoms meeting planner event
- April**
 - Health care meetings initiative launched
 - Two-year website effectiveness study completed
- May**
 - Alexandria 101 tourism training
 - Canadian press tours – Ontario & Quebec
- June**
 - Metro Safetrack visitor communications tools created
 - Attended IPW 2016 to cultivate leads for 2017 convention in DC



Visit Alexandria 2016 — By the Numbers

Lodging

- 72.9% occupancy
- \$151 average daily rate
- \$110 revenue per available room (highest ever)

Advertising

- 113 million impressions
- *Mercy Street* partnership becomes first national TV presence
- \$171:1 ROI in visitor spending for each dollar of advertising
- \$6:1 ROI in local tax receipts for each dollar of advertising

Visitor & Member Services

- 61,000 visitors served by Alexandria Visitor Center
- 326 members in organization
- 88% renewal rate

Meetings Sales

- \$37.5 million in leads generated (new record)
- \$13.1 million economic impact
- 67,000 international web visits (record)
- 77 international travel trade familiarization visits

Public Relations

- 925 total stories (+4% increase)
- 25.3 million print circulation (+17%)
- \$1.4 million print value (+24%)

Digital Marketing

- 1.88 million visits to Visit Alexandria website (+22%)
- \$42 per unique website visitor economic impact
- 85,000 social media followers (+42%)
- 372,000 blog views (+81%)



Media Coverage

Public relations is the most sought-after form of marketing, because it carries unmatched credibility, breadth and depth. But PR is also the hardest and most labor-intensive coverage to obtain, because it simultaneously demands authentic experience and rapid response.

In FY 16 Visit Alexandria doubled down on public relations, adding a new communications position and hiring a New York-based travel PR firm late in the year. The investment is already paying off with gains in the quality and quantity of coverage. A sample of our 925 media hits appears below:

Southern LivingTRAVEL+
LEISURE® AFARBetter
Homes
and Gardens.The Dallas Morning NewsMEN'S JOURNALLIVING
MARTHA STEWARTAAA WORLDParentsFOOD & WINELos Angeles TimesleSoleil

In The News

“Brick sidewalks and cobblestone alleys lead to independent stores ranging from Scottish regalia to a doggie boutique, nine historic sites within 1 square mile and a much-praised culinary scene.”

— Discover Richmond

“By the time the series’ [Mercy Street] second season debuts, don’t be surprised to see King Street filled with hoop-skirted cosplayers and Ken Burns fangirls.”

— Washington City Paper

“The city’s fresh attractions pair beautifully with timeless favorites, making for a culturally rich and lively escape for all tastes and ages... Alexandria’s modern-day vitality makes its heritage shine even brighter.”

— VegWorld

“From President Washington to President Obama, Alexandria’s visitor appeal is not only presidential but also cultured and refined with an artsy, fun vibe.”

— AAA World

“On the Potomac River, just minutes from Washington, D.C., the city hums with a cosmopolitan feel against an extraordinary historic backdrop. Luxurious accommodations are just steps from historic sites, galleries, boutiques and restaurants, where visitors can turn a ‘Mercy Street’ excursion into a weekend getaway.”

— Pittsburgh Tribune Review

“Nearly three centuries of history draw visitors to the brick streets of Old Town in Alexandria. But after dark, secret doors open to intimate lounges where cocktail hour shimmers late into the night.”

— Dallas Morning News

“Few places offer the chance to shop for chic shoes, designer clothes, delightful home decor, offbeat antiques and choice vintage amid a setting of outstanding period architecture and landmarks.”

— The Roanoke Times

“This fantastic little town is teeming with great restaurants, historic homes, boundary-pushing cocktail bars, and killer coffee shops.”

— Thrillist

Financial Results for FY 2016

Visit Alexandria completed Fiscal Year 2016 with strong results. Revenues were up 4% from budget due to across-the-board growth in all our earned income categories including: membership, sponsorship, commissions, grants and Visitor Center sales. Meanwhile, we held expenses within 1% of budget. That combination enabled Visit Alexandria to generate net income of \$89,000 and to increase our operating reserves from 1.07 months to 1.41 months. This marks important progress toward our long-term operating reserve goal of 3.0 months, as recommended by our auditors to be consistent with industry peers.¹

Revenue

City Allocation	\$ 3,192,274
Earned Income (commissions, dues, grants, sales)	418,652
	\$ 3,610,926

Expenses

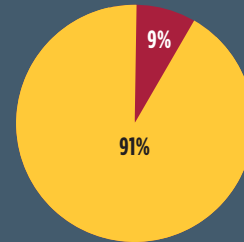
Marketing	\$ 3,207,014
General & Administrative	307,032
	\$ 3,514,046

Net Income

Net Income	\$ 96,880
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Expense Breakdown

- Marketing
- General & Administrative



(1) At the time of publication, our auditors, Clifton Larson Allen, were completing their annual review of Visit Alexandria's FY16 financial reporting and controls, and we anticipate another clear and positive report.





Alexandria Accolades

At Visit Alexandria, we are honored to represent this special community and all of its assets. Our thanks to all of you who worked hard to earn Alexandria these well-deserved accolades:

- **Best Cities to Live in America** — Niche (2016)
- **#1 Best Downtown in America** — Livability (2016)
- **#1 Most Romantic City in the U.S.** — Amazon (2016)
- **Best Small Towns to Visit in America** — Curbed (2016)
- **The 25 Healthiest Cities in America** — Niche (2016)
- **The 25 Best Cities for Millennials in America** — Niche (2016)
- **Best Cities for Entrepreneurs** — Livability (2016)
- **Top 20 Most Charming Small Cities in the U.S.** — RentLingo (2016)
- **Top City in D.C. Region for LGBT Inclusive Policies** — Human Rights Campaign (2015)
- **8th Most Festive City in the US** — Amazon (2015)
- **Best Cities to Visit for Christmas** — Casual Travelist (2015)
- **5th Safest City in America** — SmartAsset (2015)
- **#1 Digital City in the United States** — The Digital Cities Survey (2015)
- **Bicycle Friendly Community Silver Level** — League of American Bicyclists (2015)

Looking Ahead to 2017



Alexandria tourism is coming off a record year, with revenues reaching \$771 million, so it would be easy to get complacent. But effective marketing is not about celebrating the past, it is about anticipating the future.

The national outlook for 2017 is less certain. With stagnating GDP, a rising supply of hotel room inventory, and weaker exchange rates for international currencies, the travel sector faces headwinds in the coming year. Smith Travel Research has recently revised its 2017 occupancy forecast downward to a -0.3% loss.

Closer to home however, several unique opportunities in the DC market may enable us to buck the national trend. The most immediate and visible is the opening of the MGM National Harbor Resort. This new attraction is forecast to attract 9 million visitors/year after it opens in December. MGM's proximity helps create a critical mass of visitor destinations along the South Potomac including Mount Vernon, National Harbor, MGM, and Alexandria. Geography positions Alexandria as the epicenter and hub of these attractions. Already, we are convening these partners to capitalize on our collective strength. Other key events in the coming year include the presidential inauguration, the second season of PBS's *Mercy Street* series and the IPW international travel convention in June.

Here is how Visit Alexandria is preparing to seize the FY17 opportunities before us. On the advertising front, we're launching Extraordinary 3.0—the next evolution of our brand campaign. With a new, nimble creative agency, Machinery, we are adapting to changing consumer trends that place higher importance on authenticity and fun. We are moving from merely saying “extraordinary” to showing “extraordinary” with a playful, romantic campaign. Our new “Alex and Andria” platform enables us to show off the contrasts that make Alexandria unique, while deeply reinforcing the brand name of our city.

Our FY17 media buy will employ a blend of broadcast and digital marketing. Our primary objective in destination markets is awareness and in regional markets is engagement. Key destination strategies include renewing our partnership with PBS to reach a national TV audience through the *Mercy Street* series, radio and online video in 5 high-efficiency destination markets, and the integration of our paid search and search engine optimization under a single agency. In the regional market we'll use both digital and print, with a heavy emphasis on social media to leverage original blog content and support promotions and events like Restaurant Week and Holiday Shopping.

Our expanded communications team will work with a New York City-based agency, Lou Hammond Group, who bring their wealth of national contacts and a home presence in the world's largest media market. A content-based strategy underpins the entire marketing effort. The strategy ensures that our website, social media channels, blog and user-generated content are fresh, and give our customers a reason to return.



The Meeting Sales team approaches FY 17 with several key initiatives. First is an aggressive push to work with key Virginia and DC partners on the June 2017 IPW travel show to showcase Alexandria to travel industry leaders from around the world. Second are targeted initiatives into the health care and weddings markets. Third is the introduction of a parallel content-driven strategy to build Alexandria's awareness and credibility with key segments.

Our new integrated Member & Visitor services team approaches FY 17 with a plan to make it easier for all members to leverage the power of VisitAlexandriaVA.com to market themselves and capitalize upon the website's 1.9 million visits/year. With an improved member portal and hands-on staff support, working with Visit Alexandria will be easier and more productive than ever. Our restaurateurs will also benefit from more affordable access to the Official Alexandria Menu Book.

Administratively, Visit Alexandria's executive team will increase our public presence to ensure that we are listening to community needs and communicating our sector's value. The organization will continue its push for board and staff diversity. We will establish an enhanced visual dashboard of key metrics. This will make it easier for staff and board to monitor our progress and accountability toward key deliverables.

In summary, we enter FY 2017 fully cognizant of national and macroeconomic challenges, but also laser-focused on the unique opportunities that will enable Alexandria to outperform the market in the coming fiscal year. With an outstanding visitor product, a clear marketing plan, and a passionate staff, we look forward to working closely with all of you to achieve the very best for our city.



FY 2016 Visit Alexandria Members



- 216 - A City Bed & Breakfast
- 219 Restaurant
- 529 Kids Consign
- A Galerie - Antiques and Fine Art
- A la Lucia
- A Main Event - Caterers Creating Delicious
- AAA Mid-Atlantic
- AAAE Conference Center
- Acme Mid-Century + Modern
- Alexandria Archaeology
- Alexandria Arts Forum
- Alexandria Black History Museum
- Alexandria Chamber of Commerce
- Alexandria Colonial Tours
- Alexandria Cupcake
- Alexandria Economic Development Partnership
- Alexandria Hotel Association
- Alexandria Film Festival
- Alexandria Framing
- Alexandria Library
- Alexandria Singers
- Alexandria Small Business Development Center
- Alexandria Symphony Orchestra
- Alexandria Tours
- Alexandria Transit Company
- Alexandria's Footsteps to the Past
- Altura Wine & Gourmet
- AMERICA!
- An American in Paris Inc.
- An American Musical Landscape
- Antique Guild
- Arlandria Chirlagua Business Association
- Art League, Inc.
- Art on the Avenue
- Ashlar Restaurant & Bar
- Asian Bistro
- Athenaeum
- Austin Grill and Tequila Bar
- B & C Jewelers
- Bastille
- Bellaacara
- Ben & Jerry's Ice Cream
- Bertucci's Italian Restaurant
- Best Western Mount Vernon - Fort Belvoir
- Best Western Old Colony Inn
- Big Bus Tours
- Bike and Roll Alexandria
- Bilbo Baggins Restaurant
- Birchmere
- Bistrol Royal
- Bittersweet Catering-Café-Bakery
- Blackwall Hitch
- Bloomers
- Blueprint Chocolatiers
- Bombay Curry Company
- Bon Vivant Cafe + Farm Market
- Brabo Restaurant
- Brabo Tasting Room
- Bread and Chocolate
- Bugsy's Pizza Restaurant & Sports Bar
- Burke & Herbert Bank
- Buzz Bake Shop
- BW Art, Antiques & Collectibles
- Campagna Center
- Caphe Banh Mi
- Capitol Post
- Caprese Restaurant, A Mediterranean Grill
- Captain Gregory's
- Carluccio's
- Carlyle Club
- Carlyle House
- Casa Felipe
- Casa Rosada Artisan Gelato
- Chadwicks
- Chariots for Hire
- Chart House Restaurant
- Cheesetique
- Chinquapin Park Recreation Center
- Christ Church
- Christmas Attic
- Circe of Alexandria
- City Kitchen
- Cyde's at Mark Center
- Columbia Firehouse
- Comfort Inn & Suites Alexandria
- Comfort Inn Alexandria Landmark
- Comfort One Shoes
- Convention Industry Council
- Courtyard by Marriott - Alexandria Pentagon South
- Courtyard by Marriott Alexandria Old Town/Southwest
- Creamery
- Crowne Plaza Old Town Alexandria
- CSI Washington, DC
- Cualtzin Salon
- Curated
- Current Boutique
- Dairy Godmother Frozen Custard & Nostalgic Treats
- Dandy Restaurant Cruise Ships
- Daniel O'Connell's Restaurant & Pub
- Dash's of Old Town
- DC Livery
- DC Metro Magazine & Alexandria Guide
- DC Military Tours
- Decorium
- Dejan Studio Jewelry
- Del Ray Artisans
- Del Ray Business Association
- Del Ray Cafe
- Delia's Mediterranean Grill & Brick Oven Pizza
- Destination DC
- Discover Alexandria
- Dishes of India
- Dog Park, The
- Dolci Gelati
- Don Taco
- Dos Amigos
- Duchess M
- Eamonn's - A Dublin Chipper
- East Coast Entertainment
- Eisenhower Consignment
- Eisenhower Partnership
- Elinor Coleman's Vintage Mirage
- Embassy Suites Alexandria
- Entertainment Cruises
- Escape Quest, Inc.
- Escape Room Live
- Evening Star Cafe
- Extra Perks
- Faccia Luna
- fiore space
- Finn & Porter
- Fireflies Bar & Restaurant
- First Night Alexandria
- Fish Market
- Fleet Transportation
- Fontaine Caffe & Creperie
- Food Tour Corporation
- Fort Ward Museum & Historic Site
- Foster's Grille
- Fountains Day Spa
- Fraternal Order of Eagles ALVA Aerie 871
- Freedom House
- Friendship Firehouse
- Gadsby's Tavern Museum
- Gadsby's Tavern Restaurant
- George Washington Masonic National Memorial
- George Washington's Mount Vernon
- Geranio Ristorante
- Gold Works
- Gossypia
- Greenstreet Gardens
- Grille at Morrison House
- Gunston Hall
- Hampton Inn & Suites - Alexandria Old Town Area South
- Hampton Inn Old Town King Street Metro Station
- Hank's Oyster Bar
- Hank's Pasta Bar
- Hard Times Café
- Harmon's Horse-Drawn Hayrides and Carriages
- Haute Dogs & Fries
- Hen Quarter
- Hilton Alexandria at Mark Center
- Hilton Alexandria Old Town
- Hilton Garden Inn
- Holiday Inn Alexandria at Carlyle
- Holiday Inn & Suites, Alexandria - Historic District
- Holiday Inn Express & Suites Alexandria Fort Belvoir
- Holistic Touch
- Hollin Hall - The Meeting House
- Holy Cow
- HomesCafe
- Hooray for Books!
- Hour Shop, The
- Hunting Creek Steak
- Huntington Creek Garden Club
- Il Porto
- Imagine Artwear
- Indigo Landing
- Ivy Hill Cemetery Historical Preservation Society
- Jackson 20
- Jeanne Griffin Interior Design: Studio & Boutique
- John Strongbow's Tavern
- Julian Tours
- Keenthings
- Kilwins
- Kimpton Hotel Monaco Alexandria
- Kimpton Lorien Hotel & Spa
- Kimpton Morrison House
- King Street Blues
- King Street Tavern
- King's Jewelry
- La Bergere
- La Cuisine
- Ladyburg Bath & Body Apothecary
- La Fromagerie Cheese and Wine Bistro
- La Tasca
- Landini Brothers Inc.
- Landmark Mall
- Laporta's Restaurant
- Lawrence Miller & Company
- Lee-Fendall House Museum & Garden
- Lena's Wood Fired Pizza & Tap
- Light Horse Restaurant
- Little Theatre of Alexandria
- Live Oak Restaurant
- London Curry House
- Lotus Blooms
- Lou Lou
- Lyceum, Alexandria's History Museum
- Mackie's Bar and Grill
- Magnolia's on King
- Mai Thai Restaurant
- Majestic, The
- Marcela's Yoga Boutique
- Martz Grey Line of Washington, DC
- Mary M. Gates Learning Center at United Way Worldwide
- Mason Social
- McEneaney Associates Inc.
- Medieval Madness at John Strongbow's Tavern
- Meetings & Events of Distinction
- Metropolitan School of the Arts
- MetroStage
- Mint Condition
- Monroe's An American Trattoria
- Morris Visitor Publications
- Murphy's Irish Pub
- Myron Mixon's Pitmaster Barbeque
- Nando's Peri-Peri
- National Cancer Registrars Association
- National Inventors Hall of Fame
- Newseum
- Nick's Restaurant & Nightclub
- Office of Historic Alexandria - Lloyd House
- Old Presbyterian Meeting House
- Old Town Boutique District
- Old Town Business & Professional Association
- Old Town Experience
- Old Town Trolley Tours
- Oldie Towne Gemstones
- Olio Tasting Room
- Overwood
- Pacers Running Store Alexandria
- Patricia Palermo Studio
- Pendleton Woolen Mills
- Periwinkle Boutique
- Pita House Family Restaurant
- Pizzeria Paradiso
- Planet Wine
- Popped! Republic
- Pop's Old Fashioned Ice Cream Co.
- Pork Barrel BBQ
- Port City Brewing Company
- Partner's Brewhouse
- Post Carlyle Square Apartment Homes
- Potomac Bead Company
- Potomac Belle Charters
- Potomac Riverboat Company
- Potomack Company
- Precision Meetings & Events, Inc.
- Principle Gallery
- Pure Prana Yoga Studio
- PX Lounge
- Ramparts Tavern
- Red Barn Mercantile
- RedRocks Neapolitan Bistro
- Residence Inn by Marriott Alexandria at Carlyle
- Residence Inn by Marriott, Alexandria-Old Town
- Restaurant Eve
- Reston Limousine
- Rock It Grill
- Rocklands Barbeque and Grilling Company
- Rouge Fine Catering
- Royal Thai with Sushi Bar
- RT's Restaurant
- Rustico Restaurant
- Sacred Circle
- Salon deZen
- Scratch Weddings
- Serenity Day Spa
- ShadowLand Family Entertainment Center
- Shakthi South Asian Cuisine
- Sheraton Suites Alexandria
- She's Unique Jewelry & Gifts
- Shoe Hive, The
- Shooter McGee's
- Silver Parrot
- Silverman Galleries Antiques & Antique Jewelry
- Society Fair
- Sonoma Cellar
- Southside 815
- Specs New York
- Spice & Tea Exchange of Old Town, Alexandria
- Sport & Health
- SpringHill Suites Alexandria Old Town/Southwest

Members Continued

Stabler-Leadbeater Apothecary Museum
 St. George Gallery
 Stephen Gosling Photography
 Stone Realty Services
 Stuart Nordin Home & Design
 Studio Antiques and Fine Art, Inc.
 Sugar House Day Spa and Salon
 Sugar Cube
 Sugar Shack
 sushi bar
 Susquehanna Antique Company, Inc.
 Sweet Fire Donna's
 T.J. Stone's Grill House & Tap Room
 Taverna Cretekou
 Ted's Montana Grill
 Teasim Old Town
 Tempo Restaurant
 Ten Thousand Villages
 Theismann's Restaurant & Bar
 To Your Taste Catering
 Today's Cargo
 Top Golf Alexandria
 Torpedo Factory Art Center
 Trademark Drink and Eat
 Trinity United Methodist Church
 Truly-Life Eco Gifts
 TSALT
 tu-anh boutique
 Twig, The
 Union Street Public House
 United Motorcoach Association
 Vermillion
 Virtue Feed & Grain
 Vola's Dockside Grill and Hi-Tide Lounge
 Warehouse Bar & Grill

Washington Metro Area Transportation Authority
 Waterfront Market, The
 West End Business Association
 Westin Alexandria
 Wharf, The
 Wheel Nuts
 Whim Pop
 Whole Foods Market Old Town
 Why Not?
 Windows Catering Company
 Wine & Design Alexandria
 Woodlawn - Frank Lloyd Wright's Pope-Leighey House
 Your Life Energy Holistic Center
 Zento Japanese Restaurant

Charter Members:

Alexandria Hotel Association

Blackwall Hitch

Burke & Herbert Bank

George Washington's Mount Vernon

Potomac Riverboat Company

Visit Alexandria Staff

Patricia Washington
 President & CEO

Lafayette Barnes
 Graphic Designer

Adele "Misha" Enriquez
 Social Media and Content Specialist

Melanie Fallon
 Director of Member & Visitor Services

Vito Fiore
 Director of Marketing & Research

Megan Hosford
 Sales Manager

Tom Kaiden
 Chief Operating Officer

Sara Lepley
 Customer Relationship Marketing
 & Communications Coordinator

Lorraine Lloyd
 Senior VP, Sales

Claire Mouldedoux
 V.P. of Communications

Jackie Reilly
 Project Assistant (shared)
 Alexandria Partners for Economic Growth

Robin Roane
 Senior Sales Manager

Leah Spellman
 Communications Manager

Sara Stanton
 Communications Assistant & Writer

Alfonso Wright
 Digital Marketing Manager

Visitor Center Staff & Volunteers

Chuck Aldrich
 Jacquelyn Austin
 Sarah Buchanan
 Jeff Herre
 Marilyn Howe
 Kathy Jacobs
 Nate Jones
 Barbara Kenniston
 Andy Maginn
 Charles McCaffrey
 Jay Middleton
 Renee Roberts
 Bitsy Unkle
 Raymond Williams

Visit Alexandria Board of Governors

Executive Committee

Board Chair (outgoing)
 Vic Parra
 President & CEO, United Motorcoach Association

Vice Chair (outgoing)
 Amy Rutherford
 Owner, Red Barn Mercantile

Treasurer/Incoming Board Chair
 Mary Anne Russell
 GM, Embassy Suites/HGI Alexandria

Incoming Vice Chair
 Karen Kotowski
 CEO, Convention Industry Council

Incoming Treasurer
 Lori Swain
 Executive Director, National Cancer
 Registrars Association

Executive Committee At-Large
 Emily Baker
 Deputy City Manager, City of Alexandria

Secretary (non-voting)
 Patricia Washington
 President & CEO, Visit Alexandria

Hotel Association President (outgoing)
 Tobias Arff
 General Manager, Kimpton Lorien Hotel & Spa

Incoming Hotel Association President
 Ian Harvey
 Holiday Inn Alexandria - Carlyle

Board of Governors

Rebecca Aloisi (incoming)
 VP for Marketing, George Washington's Mount Vernon

Bill Butcher (incoming)
 Founder/President, Port City Brewing Co.

Richard Casale
 General Manager, Westin Alexandria

Annee Gillett
 Manager, Eat Good Food Group

Charlotte Hall
 Vice-President, Potomac Riverboat Co.

Susan Hellman
 Director, Carlyle House

Stephen Marks (outgoing)
 Managing Partner, Bike and Roll, Washington, DC

Jeff Swedarsky
 Founder, FTC4Lobe

Elizabeth Todd (incoming)
 Owner, The Shoe Hive

Justin Wilson
 Vice Mayor, City of Alexandria



EXTRAORDINARY

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Visit Alexandria

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