

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 24, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER ^S

SUBJECT: BUDGET MEMO # 18 : FIRST NIGHT ALEXANDRIA

First Night Alexandria is requesting one-time funding in the amount of \$25,000 to support its visual and performing arts New Year's Eve 2001 celebration. To help ensure success, First Night Alexandria is establishing a Fundraising Advisory Board, an advisory group composed of the Alexandria Hospitality community, a youth council, and a communications plan. First Night Alexandria is organizing its budget efforts around being an on-going annual project rather than a one-night event.

As a result of the testimony by David Martin at the April 17 Budget Public Hearing, attached is the following information for your review:

- First Night Alexandria draft budget (Attachment I)
- First Night Alexandria 2001 draft timeline (Attachment II)
- First Night Alexandria FY 2002 Board of Directors list (Attachment III)
- Experience of Richard F. Dorman and Ann M. Dorman (Attachment IV)

It should be noted that the budget and timeline are drafts and will be presented for action by the First Night Board of Directors on April 30.

Attachments

cc: Mark Jinks, Assistant City Manager
 Valerie Moore, Budget/Management Analyst

FIRST NIGHT ALEXANDRIA 2001		BUDGET		
April 1, 2001-March 31, 2002		<u>Working Draft</u>		
Updated: April 14, 2001				
		2001	3/31/1998	3/31/1999
REVENUE		Budget	Actual	Budget
City of Alexandria		25,000.00		
ACA Grant		4,795.00		
Other Grants		10,000.00	14,307.36	9,728.00
Corporate/Business Donations		12,000.00	10,500.00	10,750.00
Civic Association Donations		0.00		
MADD 5k Run Proceeds		1,000.00	1,057.09	526.25
Individual Contributions		3,500.00	2,699.11	4,150.00
Button Sales		55,000.00	53,524.00	51,520.43
United Way/CFC		0.00	1,288.20	576.73
Interest		1,000.00	1,273.77	955.18
Total Revenue		112,295.00	84,649.53	78,206.59
EXPENSES				
Accounting		500.00		1,232.75
Admission Buttons		3,000.00	2,250.00	2,537.00
Advertising		3,000.00	793.00	2,008.00
Artist Fees		30,000.00	25,761.03	29,498.00
City Buses		3,500.00	2,437.00	2,375.00
City Facilities		2,500.00	2,238.75	1,470.00
City Police		3,000.00	1,937.09	2,517.71
Computer and Printer		0.00	0.00	1,292.07
Conference		0.00	2,496.87	0.00
Dues		800.00	904.00	357.00
Fireworks		3,500.00	2,500.00	2,500.00
Fireworks Cleanup		1,500.00	1,000.00	1,000.00
Graphics		1,000.00		
Insurance		2,500.00	2,300.00	1,950.00
Masonic Temple		1,500.00		
Office Supplies		1,750.00	1,660.31	1,506.18
Payroll Taxes		0.00	2,524.51	1,416.41
Postage		1,500.00	1,273.85	1,474.52
Printing Other		3,000.00	389.79	2,841.58
Printing Program		3,500.00	2,238.86	3,270.85
Rent		0.00		1,000.00
Salary Director		26,250.00	21,000.00	18,504.00
Salary Staff		0.00	9,000.00	6,714.00
Signage		1,000.00	251.96	0.00
Staff Bonus		0.00	3,000.00	0.00
Technical Support		3,500.00	2,877.00	3,412.00
Telephone		500.00	2,112.50	2,019.84
Venue Fees		1,000.00	740.00	820.00
Contingencies		0.00	0.00	0.00
Total Expenses		98,300.00	91,686.52	91,716.91
Surplus / (deficit)		13,995.00	(7,036.99)	(13,510.32)

DRAFT
FIRST NIGHT ALEXANDRIA 2001
TIMELINE

January

1. Complete review of event.
2. Prepare annual report and recommendations for new year.
3. Pay all artists and other event related bills.
4. Prepare financial reports to assess financial outcome of event.
5. Mail all thank you letters and prepare for volunteer thank you party.
6. Identify graphics people and adjust logo for new year.

February

1. Begin recruitment of volunteers to head the following areas: PR for event, PR for volunteers, artistic development, volunteer recruitment, volunteer schedulers and volunteer set up.
2. Update entire sponsorship package.
3. Secure all "in kind" services from the prior year and identify any holes that might need filled for upcoming year.
4. Begin development of new/additional venues.
5. Establish Board of Directors committees and assign jobs.
6. Meet with the fundraising committee and establish plan and timeline for new year.
7. Meet with financial committee and do budget for new year.

March

1. Work on fundraising plan and begin implementation.
2. Begin work on a mid-year fundraising event.
3. Mail sponsorship request to all sponsors who participated last year.
4. Begin to gather ideas for the 2001 celebration.
5. Unveil new logo.
6. Get new budget approval.
7. Secure Giant and other button outlets.
8. Develop call for artists.
9. Begin insurance search.
10. Secure PSA's with local radio stations to run "call to artist" in May and June.
11. Develop timeline for graphics people.

April

1. Update call to artist list and write PSAs for Call to Artists.
2. Secure verbally any performers from prior years.
3. Continue fundraising and soliciting in-kind contributions.
4. Firm up plans for a fundraising event.
5. Begin to solicit ideas for the visual arts side of event.
6. Secure a hotel for "night of" headquarters.

May

1. Send out all call to artists and begin to run PSAs (deadline for artists is usually June 15th).
2. Begin to assemble artistic review panel.
3. Review budget, continue fundraising and continue visual arts search.
4. Contact city; what needs to be done for new year.

June

1. Send out venue requests-set date for artistic review.
2. Continue fundraising.
3. Develop timeline for P/R for event and P/R for volunteer people.
4. Review artists proposals and begin to develop program.
5. Art work for buttons (usually discount if ordered before July 1st).
6. Meet with city special events people.
7. Get bids for fireworks and plan finale.
8. Secure insurance company (list all venues).
9. Poster development and printer.
10. Secure Washington Gas to print small posters and Metro to do overrun of large poster.
11. Begin search for someone to organize the 5K.

July

1. Review budget and fundraising goals.
2. Confirm button sales outlets, button prices and beginning sales dates.
3. Initiate community publicity.
4. Continue artist search and development.
5. Continue to develop program.
6. Artistic review committee meets and reviews all materials.
7. All venues secured and contracts received.
8. Contact DASH about shuttle service.
9. Contact Colonial Parking about parking lots.
10. Call technical person to see if they can do FNA web site.

August

1. Visual and performing arts review and continue to put together program.
2. Fill any program holes by recruiting artists.
3. Begin work on newsletter.
4. Meeting with City special events committee.
5. Food committee meets and begins work on recruiting food people.
6. Order buttons for discount.
7. Work on finale.
8. See about inserts in Washington Gas bill, Dominion Electric and banking newsletter.
9. Contact Comcast about PSA for December.
10. Meet with event P/R volunteer and volunteer recruiting P/R person.
11. Set distribution deadlines with button outlets.

September

1. Program 80% complete.
2. Contracts out to artists and program work beginning.
3. All logos and names of sponsors ready for the program.
4. Get upc code from Giant for the back of program for printer.
5. Select bus company.
6. Do detailed map for program.
7. Finalize shuttle route and parking lots.
8. Review budget and fundraising goals.
9. Meet with all volunteer committee people.
10. Plan pamphlet, poster and program distribution for November and December.
11. Newsletter finalized.
12. First call for volunteers mailed out.
13. Organize communications; secure cell phones, ham radio operators lined up.
14. Secure fireworks company.

October

1. Newsletter mailed out.
2. Review budget.
3. Update fundraising plans.
4. Remind graphics people of METRO poster deadline, Washington Gas poster deadline, program deadline and others.
5. Finalize all artists selections, send all contracts out.
6. Finalize all radio and television PSAs.
7. Step up publicity.
8. Posters finalized and ready to print.
9. Program finalized and ready to print.
10. Apply for DMV mini-grant.
11. VPC steps up recruitment.
12. Meet with VPC and define goals.
13. Mail out "adopt a venue" requests.
14. Work on volunteer food.
15. Make sure programs will be printed in time for your deadline with button outlets.

November

1. Review all bills that must be paid by 12/31.
2. Alexandria Commission for the Arts grant due.
3. Assemble programs and buttons for Giant and other button distribution outlets.
4. Deliver all buttons and programs to all button distribution outlets.
5. Site visits should be arranged for any artists that request it.
6. Publicity stepped up.
7. WRAP and MADD press events.
8. Double check that all PSAs are set to run in December.
9. Follow up on all Adopt a Venue requests.
10. Meet with volunteer schedulers to begin assembling all materials to send out to volunteers.

11. Set shifts and number of volunteers needed at each site.
12. Meet with PR person to discuss deadlines.
13. Meet with PR for volunteers' person to discuss faxing PSAs to community publications.
14. Meet with set up people to discuss details.
15. Get prices for chair rental.
16. Meet with technical person to go over details for FNA.
17. Set date for FNA press conference in late December.
18. Meet with headquarters hotel and firm up plans for gaining access on 12/30.
19. Define "Night of" duties with chief volunteers.
20. Recruit your Zone Monitors.
21. Finalize insurance and name all CO-insured.
22. Posters should be printed and ready to go up.
23. Secure a spot for volunteer thank you party in January.

December

1. All media PSAs should be running.
2. Buttons go on sale.
3. All posters should be up.
4. Chair delivery arranged.
5. "Night of" duties should be discussed with all concerned.
6. Reminders set to all artists with a copy of Schedule A.
7. Final meeting with city is scheduled.
8. Secure all permits.
9. Work on site instructions for each venue and arrange to have boxes delivered on 30th.
10. Do Timeline for all Zone Monitors.
11. Send "thank you" package to all sponsors.
12. Put final touches on the press conference.
13. Get invitation to volunteer thank you ready to send out.

**FIRST NIGHT ALEXANDRIA
BOARD OF DIRECTORS
FY 2001
Updated 4/10/01**

President

David Martin, Esq.
318 Mansion Drive
Alexandria, VA 22302
(H) 703/836-4915
(W) 202/942-2929
martind@sec.gov
Term Exp. 3/31/03

Vice President

David Kelly
(MADD)
9140 Oshad Lane
Springfield, VA 22152
(H) 703/912-5629
(W) 202/974-2498
tjtaikin@ix.netcom.com
Term Exp. 3/31/03

Secretary

William (Bill) Outlaw
(TRIP-The Road Information
Program)
513 Franklin Street
Alexandria, VA 22314
(H) 703/836-7799
(W) 202/466-6706
(F) 202/785-4722
outlaw@tripnet.org
Term Exp. 3/31/03

Maynard Ball, AIA
SmithGroup Incorporated
1875 Eye Street NW, Suite 250
Washington, DC 20006
(H) 703/356-3188
(W) 202/842-2100
(F) 202/974-4500
mball@dc.smithgroup.com
Term Exp. Exp. 3/31/03

Bill Cleveland
2121 Jamieson Ave., #501
Alexandria, VA 22314
(H) 703/504-0444
(W) 703/370-7095
billclev@home.com
Term Exp. 3/31/03

Ken Moore, President & CEO
Alexandria Chamber of Comm.
801 N. Fairfax St., #402
Alexandria, VA 22314
(W) 703/549-1000
(F) 703/739-3895
kmoore@alexchamber.com
Term Exp. 3/31/03

Nora Partlow
St. Elmo's Coffee Pub
2300 Mt. Vernon Avenue
Alexandria, VA 22301
(H) 703/998-4533
(W) 703/739-9268
(F) 703/838-2037
norastelmos@aol.com
Term Exp. 3/31/03

Scott Mitchell
St. Elmo's Coffee Pub
2300 Mt. Vernon Avenue
Alexandria, VA 22301
(W) 703/739-9268
(F) 703/838-2037
E-Mail address?
Term Exp. 3/31/03

Staff, EVP

Richard F. Dorman, CAE
Meetings and Events of Distinction, LLC
2724 Kenwood Avenue
Alexandria, VA 22302
(H) 703/998-5614
(F) 703/998-0526
RFDorman@aol.com

Executive Director

Ann M. Dorman, CMP
Meetings and Events of Distinction, LLC
2724 Kenwood Avenue
Alexandria, VA 22302
(H) 703/998-5614
(F) 703/998-0526
AnnDorman@aol.com

Volunteer Coordinator

Joan R. Goehler
515 Prince Street
Alexandria, VA 22314
(H) 703/299-8889

FNA Office

421 King Street, Suite 300
Alexandria, VA 22314
703/838-4200, ext. 210

RICHARD F. DORMAN, CAE

President/CEO

Richard F. Dorman, CAE is a seasoned association executive with over twenty-nine years of professional experience in exempt organizations, including seventeen years as chief executive officer. Mr. Dorman formed the *Catalyst Group of Alexandria* to provide management and consulting services for trade, professional, educational and philanthropic organizations worldwide.

Mr. Dorman is a frequent national speaker as well as international trainer on such association issues as board and staff leadership, association organizational structures, governance and strategic positioning, to name a few. In recognition of his leadership in the association community, he was honored as a Fellow by the American Society of Association Executives as one of the first thirty-six to be selected for this honor.

Known as a change and turnaround agent, Mr. Dorman brings a unique blend of skills to his association clients. Years of service as a board member for a number of associations, such as the Greater Washington Society of Association Executives, successful leadership of diverse organizations, business acumen and hands-on broad experience provide the foundation for Dorman's innovative solutions to everyday and strategic issues. His chairmanship of the American Society of Association Executives' Peer Review Committee and team leader and member on numerous association management reviews, are a notable complement to his years of association leadership.

The *Catalyst Group of Alexandria* provides such customized consulting and management services as:

- Board, staff, and chapter leadership training
- Association governance evaluation and redesign
- Association operations and activities assessment
- Staffing and management options reviews
- CEO coaching
- Temporary executive staffing
- Strategic positioning
- Self-Managed Groups/Open Space Technology

Detailed up-front planning and clearly defined and mutually agreed upon outcomes enable the *Catalyst Group of Alexandria* to get the job done. This is just one of the reasons why 100% of clients have been recommended to the *Catalyst Group of Alexandria* and over 90% contract with us for more than one project.

Catalyst Group of Alexandria

The association solution – management and consulting

2724 Kenwood Ave., Alexandria, Virginia 22302 Ph: 703.998.5614. Fax: 703.998.0526

E-mail: RFDorman@aol.com

RICHARD F. DORMAN, CAE
Catalyst Group of Alexandria
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E-mail: RFDorman@aol.com

Associations, foundations and other exempt organizations served.

- American Academy of Physician Assistants
- American Congress on Surveying and Mapping
- American Society for Artificial Internal Organs
- American Society of Association Executives
- American Society for Professionals in Infection Control and Epidemiology
- American Museum Association
- American Podiatric Medical Association
- Alexandria Aces (association CEO networking group)
- Assembly of Governmental Employees
- Association for Healthcare Philanthropy
- Awards and Recognition Association
- Employee Services Management Association
- Executive Suites Association
- Geospatial Information & Technology Assn.
- Greater Washington Society of Association Executives
- Colorado Association of Mortgage Brokers
- Illinois Homecare Council
- Illinois Mortgage Brokers Association
- International Function Point Users Group
- International Special Events Society
- Mid-West Veterinary Conference
- Medic Alert Foundation International
- National Assembly of Local Arts Agencies
- National Association of Mortgage Brokers
- National Association of Enrolled Agents
- National Association of Postmasters of the United States
- National Association of Realtors
- National Electrical Manufactures Association
- National Wooden Pallet and Container Association
- National Society of Fund Raising Executives / New Jersey Chapter
- New York Association of Mortgage Brokers
- Ohio Association of Realtors
- Ohio Council for Home Care
- Ohio Dental Association
- Ohio Society of Association Executives
- Oklahoma Public Employees Association
- Oracle Applications Users Group
- POW/MIA Families
- Project Management Institute
- Saint Jude Children's Research Hospital Foundation
- Smart Card Forum
- Society for Marketing Professional Services
- Society of Satellite Professionals International
- Quality Management Institute
- United States Chamber of Commerce / Assn. of American Chambers of Commerce in Latin America
- World Airline Entertainment Association
- Vision Council of America



MEETINGS AND EVENTS OF DISTINCTION, LLC

Meetings and Events of Distinction was formed in March 2000 by Ann M. Dorman, CMP, a 20-year veteran of the association and telecommunications industries. Ann has experience managing local, regional and national meetings and has had particular success in developing new programs. Past and present clients include a diverse range of for profit and not-for-profit organizations. Meetings and Events of Distinction takes pride in providing clients with a full range of services. We form strategic partnerships with specialists ranging from graphic designers and communication specialists to set designers, exhibit managers and video producers. These strategic partnerships bring together the exact skills required to meet clients' every need.

Our Services Include ...

Planning, management and implementation of:

Seminars	Conferences	Expositions
Special events	Fund raising events	Corporate awards programs
Sponsorship programs	Site selection	VIP events
On-site event management	Press events	Community outreach
Teleconferences	Live satellite broadcasting	Event volunteers

Additional Services Provided by Strategic Partners Include ...

- Graphic design and print management
- Public relations
- Internal communications
- Press releases and press kits
- Media relations
- Executive media training
- Promotional campaigns

Client List (Past and Present) ...

Adhesive and Sealant Council Incorporated (ASC)
 American Council of Independent Laboratories (ACIL)
 Cable in the Classroom
 Cable Television Public Affairs Association (CTPAA)
 First Night Alexandria (FNA)
 International Special Events Society (ISES)
 National Cable Television Association (NCTA)
 Rachel M. Schlesinger Concert Hall and Arts Center
 St. Jude Children's Research Hospital
 Warner Cable Communications
 Women in Cable and Telecommunications

AWARDS/RECOGNITIONS

1980 CableACE Award
1985 Women in Cable and Telecommunications Chapter Leadership Award
1992 Columbus Literacy Council Friend of Literacy Award
2000 *Convention South Magazine*, 101 Meeting Planners to Watch in 2001

WHAT CLIENTS SAY

- "I'm glad you're here. I don't know how we would have pulled this off without your help."
- "I can't believe how calm you remain under pressure."
- "You have a knack for seeing what needs to happen and getting it done. You make it look easy."
- "With you here, I know I don't have to think about this project again."
- "Working with Ann was an experience I shall long treasure. Can't imagine going through the process without her assistance."
- "We all so enjoy working with Ann! Her can-do attitude, professionalism and creative problem solving made the last event a snap for us."

These comments reflect the style and professionalism clients experience working with Ann. It's why 100% of her business is generated through referral and 80% of her clients since 1999 hired her more than once.
