

## City of Alexandria, Virginia

## MEMORANDUM

DATE: APRIL 8, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER <sup>PS</sup>

SUBJECT: BUDGET MEMO # 11 : FY 2003 PROPOSED CITY FUNDING OF THE ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

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Attached to this memorandum is a letter from the Alexandria Convention and Visitors Association (ACVA) which indicates support for the proposed FY 2003 budget funding level of \$1,339,052. While this represents a \$96,983, or 7.8%, increase over the FY 2002 City funding level, it does not fund \$79,929 of ACVA's FY 2003 request. This increase is one of the few supplementals proposed for funding in FY 2003, and reflects the fact that ACVA has done an excellent job of marketing the City, particularly after September 11. Helping to ameliorate the partial funding of ACVA's requested funding increase are \$150,000 for local tourism promotion and activities, and \$60,000 for regional tourism promotion which will be received by the City from one-time federal emergency economic development assistance. However, funding limitations, and the establishment of priorities within those limitations, resulted in the DASH About not being recommended in the City's proposed base budget for ongoing funding in FY 2003.

Attachment: March 28, 2002 Letter from Wanda McKeon, ACVA Chair

Staff: Mark Jinks, Assistant City Manager  
Carol Moore, Acting Deputy Director, Office of Management and Budget



VIRGINIA

March 28, 2002

Alexandria Convention  
& Visitors Association  
221 King Street  
Alexandria, VA 22314

703.838.4200  
703.388.9119  
fax 703.838.4683  
www.FunSide.com

Accommodations:  
703.296.1000

The Honorable Kerry J. Donley  
Alexandria City Council  
City Hall  
Alexandria, VA 22314

Dear Mayor Donley and Members of City Council:

On behalf of the Board of Governors of the Alexandria Convention & Visitors Association, I would like to express our support for the City Manager's proposed Fiscal Year 2003 allocation to the ACVA.

As we all know, the events of the past six months have shown us, more than ever, the importance of tourism to a healthy city economy. ACVA strives to continue to provide tourism tax dollars to help fund the City's much needed programs. While the City Manager's proposal falls short of fully funding the ACVA's FY 2003 Business Plan, with creative modification of our plan, we feel sure we will meet our goals and objectives for the coming year.

We look forward to working in partnership with each of you and with the City Manager and his staff to further the success of Alexandria's tourism industry.

Sincerely,

  
Wanda McKeon  
Chairman of the Board  
Alexandria Convention & Visitors Association

cc. P. Sunderland

cc. Mark  
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CITY MANAGER'S OFFICE  
ALEXANDRIA, VA