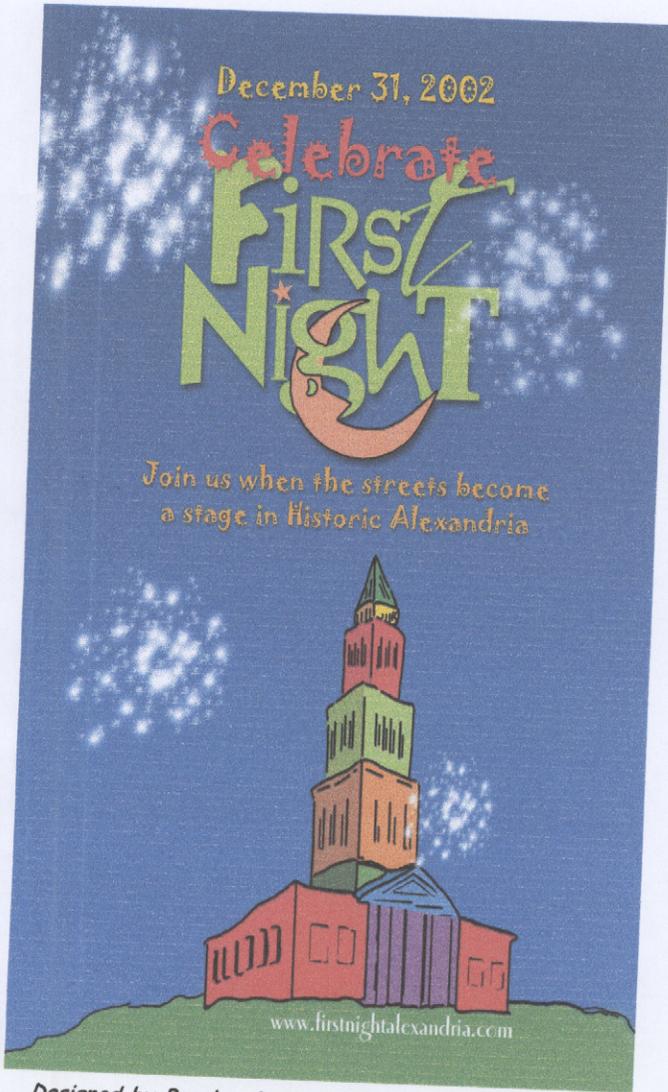


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Year End Report



Designed by Brecher Design Group

Prepared For:

Kerry Donley

December 31, 2002



December 31, 2002 Overview

As the movie *Fields of Dreams* said, "Build it and they will come". First Night Alexandria attracted approximately 7000 people on December 31, 2002, up from 5500 in 2001. First Night Alexandria continues to be a fun, safe, family celebration for the New Year that is alcohol free, accessible and affordable for all.

December 31, 2002 began with Channel 4 (NBC) and 7 (ABC) reporting live from Alexandria's Market square and the George Washington National Masonic Memorial respectively. On December 30, Channel 9 (CBS) covered the packing of venue supply boxes by volunteers in preparation for the celebration. All networks (ABC, CBS, NBC and Fox) interviewed First Night attendees on the streets and in businesses throughout Alexandria and carried them prominently on their evening newscasts. WTOP and WMAL conducted live radio interviews. Alexandria's own Radio Del Ray had three reporters roaming the event with live webcasts. The Washington Times and Washington Post covered this Alexandria event; the Alexandria Gazette (*a First Night Alexandria media partner*) provided extensive coverage.

First Night volunteers and staff had created an expanded program with 51 performing acts made up of over 225 performers on 34 stages within 21 venues. On this night alone, more than 130 volunteers assisted with every aspect of the event, along with members of Alexandria's Police and Fire departments and the DASH bus system. It is truly a community event. The weather was wonderful and Alexandria was poised for its New Year's Eve celebration.

Attendees were given a survey card and asked what would be helpful in planning our event for December 2003. We received a 5.4% response from paid attendees, up from 2% last year, and they are still coming in. Forty responding attendees volunteered to help in 2003. What did they tell us?

- **Where did they come from?** 42.4% from Alexandria, 17.2% from Northern VA, 2% other Virginia cities, 23.3% from Maryland, 7.1% from DC and 8.1% from other states.
- **Would they have come to Old Town Alexandria December 31, 2002 if it weren't for First Night?** 79% responded *no*. 6% said *maybe*.
- **How did they hear about First Night?** 39% from the newspaper, 34% word-of-mouth, 11% www, 9% TV/Radio, 6% other PR.
- **How did they come to Alexandria for First Night?** 71% car, 15% Metro, 11% walk, 3% Bus/VRE.
- **If not an Alexandria resident, how long did they plan to be in Alexandria?** 11% of the respondents were out-of-towners, with an average stay of 2.1 nights.
- **Was this their first First Night Alexandria?** 53.1% said no - with 4 FNAs as the average.
- **Did they spend money other than the cost of admission, and if so how much?** 94% said yes, with over \$350,000 ROI to Alexandria (*see ROI section*).
- **How did they rate their FNA experience?** 97.7% rated it as *Wonderful, Fun and/or Entertaining*

In addition to raw numbers, many more respondents gave us feedback. A few representative comments include:

"We've lived in the area for 30 years and regret that we haven't come sooner."

"Great idea, wish we had something like this in Fort Lauderdale."

"... this type of night is perfect for families who would like to celebrate the New Year's together."

"... one of my New Year's resolutions is to spend more time (and \$) in Alexandria."

"Very nice atmosphere, and seems very safe late in the evening"

"A bit belated Thank You to all who worked to produce the First Night Alexandria event this year. Even though we live in Belle Haven (minutes from Old Town) we decided to get a room at the Hilton for New Years Eve. From the Face Painting and Puppets at the

School, the Harpist in the Lobby of the Hilton to the tremendous performers at the Masonic Temple IT WAS SPECTACULAR.

We retired at 11:00pm to the hotel with the children and watched the fireworks at midnight from the window of our room. Our children, mom & dad and the neighbors daughter had the best New Years Eve in our memory..."

We also had a number of suggestions for 2003 that we will address. Some include:

"Put the map on the web sight."

"Need for better and quicker transportation... Maybe more busses, more often"

"More and better signage ..."

"Need more food venues ..."

"More and bigger venues for next year."

"More kids activities please ... great idea!!!!!"

Media Coverage

Alexandria and FNA received coverage in every major daily newspaper in the region and many local newspapers. First Night Alexandria was covered on Channel 4, 5, 7, 8, 9 and Comcast 10. On radio, FNA got play on WMAL-AM, WASH-FM, WTOP-AM, WHUR-FM, WBIG, WJZW, NPR and all night coverage by Radio-Del Ray. Alexandria and First Night were mentioned on television news more than 68 different times on all local networks and cable in a 48-hour period. The total ad value, if FNA and/or Alexandria had to pay for this coverage, would well exceed \$300,000. This year Jade Walsh of *Just-a-Click* Marketing provided outstanding media relations at bargain basement costs.

Entertainment

Attendees could choose from an expanded selection of venues and entertainment. Venues increased from 15 to 21, stages from 28 to 34, acts from 45 to 51 and entertainers from 100 to over 200. There was something for everyone, children and adults, strollers to seniors. All ages enjoyed entertainment from face painters, storytellers, magicians, clowns and puppeteers to gospel, blues, country, rap, rock, bluegrass, opera, folk, Latin Salsa, Irish music and dance, German music and dance to modern dance and Scottish Fiddler to Celtic Harpist. The festivities culminated with a fireworks display at midnight on the Masonic Memorial grounds. The vast majority of the participating talent is local and was screened by volunteers chaired by VP and Board member Nora Partlow of St. Elmos Coffee Pub. FNA spent approximately \$53,000 on talent, venues and fireworks.

ROI in dollars from First Night Alexandria - (primarily paid to Alexandria Businesses)

- Direct costs paid to support the entertainment and venues - \$53,000
- FNA paid for printing programs, brochures, buttons, posters, PR support and other promotions and advertising - \$24,428 (*does not include the thousands of dollars of donated promotions and advertising support*)
- Cost of City support paid by FNA such as busses, police, etc. - \$8,742
- Staffing costs in support of the event. - \$39,500
- Miscellaneous costs such as fees, dues, insurance, supplies, volunteer support, etc. - \$6,195
- Estimated dollars spent in Alexandria by FNA and attendees to FNA - \$350,000

True Cost of First Night Alexandria

Many companies and individuals came together to make FNA a success. Over 150 volunteers gave their time and talent before, during and after December 31, 2002. Alexandria's businesses, churches and historical facilities opened their doors to provide stages for talent at no or little cost to First Night. Many companies provided their service free of charge or at a greatly discounted rate. For example, for the second year in a row, The Huffman Press printed 10,000 promotional brochures for the cost of paper only. Brecher Design Group created all the graphics for First Night including our brochures, buttons, programs and ads for a fraction of their normal fee. The Alexandria Guide donated 5000 refrigerator magnets for promotional distribution. Base Technology created and hosted our web site at no cost to First Night. The Alexandria Gazette donated ads and provided extensive coverage throughout the year.

This year volunteers received handsome and functional First Night aprons courtesy of Bill Euille and Mike Thornburg of Logo Capital. All the entertainers worked for significantly reduced fees. Although FNA spent just over \$130,000 in direct costs for this wonderful event, if it weren't for all the in kind supporters, the true direct cost would have been closer to \$500,000.

Venues

Every performing group, venue host and volunteer was sent a request for feedback.

Of the 21 venue hosts, eight have responded to date and all said they would participate again in 2003. Tremendous thanks go out to the following venues hosts.

A Likely Story
Alleyne AME Zion Church
Amtrak Train Station
Campagna Center
Christ Church
Embassy Suites
Friendship Firehouse
Gallerie La Taj
G.W. Masonic National Memorial
Hilton Alexandria Old Town
Imagine Artwear

Jefferson-Houston School
Little Theatre of Alexandria
Lyceum
Nickells & Scheffler
Old Presbyterian Meeting House
Red Cross
Regent University
Society of Human Resource Management
Uptowner Café
Washington Street United Methodist
Church

Fund Raising

In March 2001 First Night Alexandria had a deficit. Thanks to the efforts of Bill Euille who came forward to lead the fund raising campaign for 2001, FNA came current on all its bills and had a small surplus. Bill Euille also chaired the campaign for 2002 and with increased participation by the FNA Board of Directors solicited funds from the Alexandria business community. Like many other not-for-profits, contributions in 2002 were not as forthcoming as in the past. Although FNA fell about \$6000 short in our net income goal, our increase in attendance coupled with the surplus from 2001, have enabled FNA to be current on all bills and maintain a small surplus. Corporate sponsors who contributed cash and/or in-kind contributions include:

A.G. Edwards
Alexandria Chamber of Commerce
Alexandria Commission for the Arts
Alexandria Convention & Visitors Assn.
Alexandria Gazette
Alexandria Guide
Alexandria Toyota
Base Technology
BB&T
Brecher Design Group
BriarTek, Inc.
Burke & Herbert Bank
City of Alexandria
Colonial Parking
Corporate Sportswear

Dominion Virginia Electric
Embassy Suites Hotel
William D. Euille
The Huffman Press
IDI Foundation
INOVA Alexandria Hospital
KSMET
MADD
Meetings and Events of Distinction
Nextel Communications
Radio Del Ray
Regent University
Renner and Company
St. Elmo's Coffee Pub
Virginia American Water Company

Crescent Resources
DASH
DeVry University

Virginia Commerce Bank
Washington Gas Company
Weichert Realtors

Please remember these supporting companies when you are shopping for services.

In large part it is because of the cash donations, pro bono or well below market fees for services contributed by the above individuals and organizations, that First Night Alexandria was able to meet all of its financial obligations following the December 31 event - and have cash in the bank to begin the organizing efforts for 2003.

Volunteer Feedback

We are currently in the process of gathering input from our volunteers to help plan for 2003.

Entertainers Feedback

We received responses from 26 acts to date with all but one (*who is already booked*) indicating their desire to participate again in 2003. Each performer was also asked about the number of people who attended their performances. Nearly all of the performers indicated their venues were at or above capacity and that the crowds were controlled and attentive. This confirms that if we want to attract additional people to come to Alexandria for First Night, we must secure additional venues and performers, necessitating greater financial support from the community.

First Night Alexandria Board

Leadership is paramount to the success of First Night Alexandria and such leadership begins with the Board of Directors. Each individual who served on the Board brought his or her own expertise to the group. Board members for fiscal year 2002/2003 are:

President

David Martin
Covington and Burling

Vice President, Volunteers

Joan Goehler
Community Volunteer

Vice President, Talent

Nora Partlow
St. Elmo's Coffee Pub

Secretary/Treasurer

Ken Moore
Alexandria Chamber of Commerce

Directors

Bob Bell

Capital One Financial Services

Charles Collum

Burke & Herbert Bank

Michael Geissinger

Alexandria Guide

Scott Mitchell

St. Elmo's Coffee Pub

Bill Outlaw

Federal Highway Administration

John Renner

Renner & Company

Michael Tapscott

Regent University

First Night Alexandria Staff

The team for First Night serve pro bono or at greatly reduced fees in order to keep the cost of this community oriented event to a minimum. They are responsible for bringing life to the vision of the FNA Board, the City of Alexandria and the Alexandria Arts Commission for all to enjoy.

Ann M. Dorman, CMP

Executive Director

Richard F. Dorman, CAE

Executive Vice President

Jade Walsh

Communications Director

Judy Ingemunson

Volunteer Coordinator

The indirect benefit to Alexandrians, the business community and the City itself is as valuable as the direct dollar impact on the community, if not greater. The atmosphere created during this special evening provided all those who attended with an opportunity to come together as a community in a safe environment, to celebrate a new beginning as a family and as a community.

Finally, before moving forward, we must add that none of this would have been possible without the outspoken as well as financial commitment of the City of Alexandria, the City Council, Parks and Recreation Department and its Special Events Committee, the DASH bus system, and the Alexandria Commission for the Arts. Each and every individual who was approached, without exception, did whatever was within his or her power to help us every step of the way.

The Future - On February 12, 2002, 24 volunteers, venue hosts, performers, board members, representatives of city services and other stakeholders

participated in a strategic planning session to begin shaping future events. Blend this effort with the increased feedback from attendees, venues, performers and volunteers, and we have the beginning of a solid plan for the 2003 event. Following is an overview of some of the areas of focus.

Length of Event - We had a number of requests to increase the youth and/or children's events and to have the events run later into the evening. Also, attendees indicated an interest in having many of the venues remain open past 11pm.

Scope of Event - The consensus remains that this is an *Old Town* event. However, more venues should be added to fill in along the route, to include expansion east of Washington Street to the river.

Venues - Although we expanded our venues this year with the addition of the Campagna Center, Embassy Suites, Nickells & Scheffler, Old Presbyterian Meeting House, Society of Human Resource Management and the Washington Street United Methodist Church, it is necessary to find larger venues for dancing with the capacity to accommodate the crowds who come to hear some of the better known entertainers. This will be one of our greater challenges in 2003.

Performers - The reviews from the 2002 performers have been so positive that we hope to bring many of them back in 2003, while adding more as we add venues. There was tremendous diversity in the performers on December 31, 2002. However, considering that most of our attendees were veteran First Nighters, we must expand the breadth of entertainment to keep them coming back.

Retail Benefit - As we noted earlier, a high percentage of First Night attendees do not live in Alexandria. While we know from their feedback they spend money while here on New Year's Eve, we want them to come back throughout the year. Retailers who open their places of business to First Night as venues have a terrific opportunity to be exposed to people who might not otherwise visit. A possible value added is to develop a plan to bring those visitors back into the shops after First Night. This will be a focus for us in 2003.

Food - This was one of the major comments we addressed in 2002. We added a number of food areas for 2002 reducing this concern considerably. However, it remains an issue. The food vendors we added this year were Alexandria businesses and we plan on keeping our focus on Alexandria business as we expand the food options.

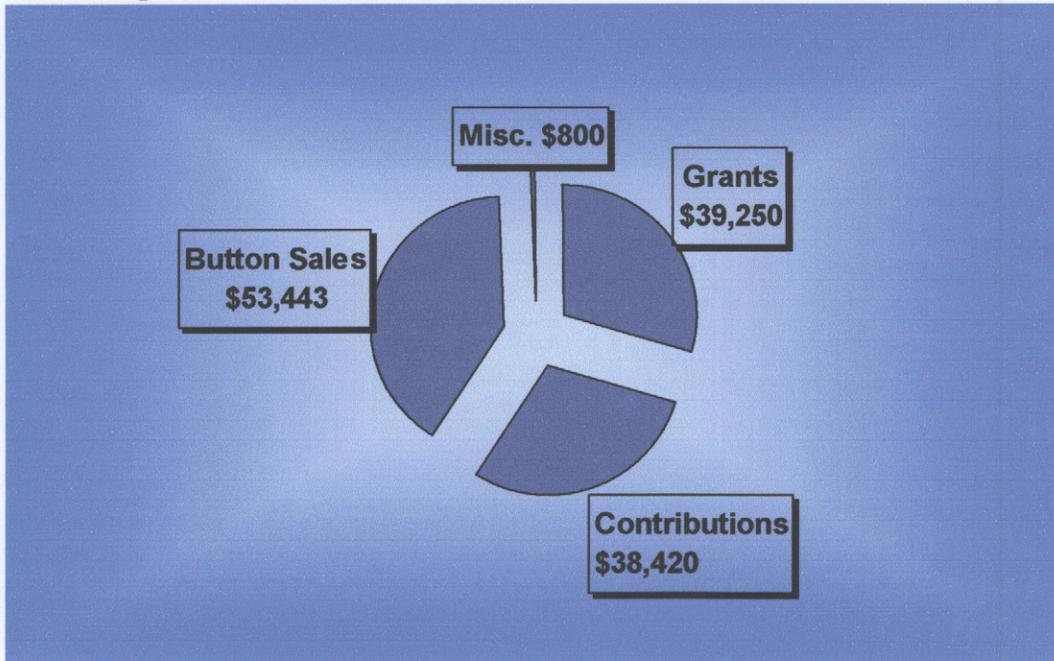
Board Expansion - As this event grows so must our FNA Board of Directors. It has been the desire of the Board to be composed of business leaders in Alexandria. The Board members realize that for this event to grow and continue to serve the community it must have the support of Alexandria businesses. We plan on expanding our Board from its current size of eleven to fifteen with the addition of key Alexandria business leaders.

And finally, First Night Alexandria is and will continue to be a fun, safe, family celebration that is alcohol free, accessible and affordable for all. We utilize the visual and performing arts, created by and for the community to welcome in the New Year with family and friends in a community way. First Night Alexandria is a 501 (c) (3) non-profit organization. Contributions to First Night Alexandria are tax deductible.

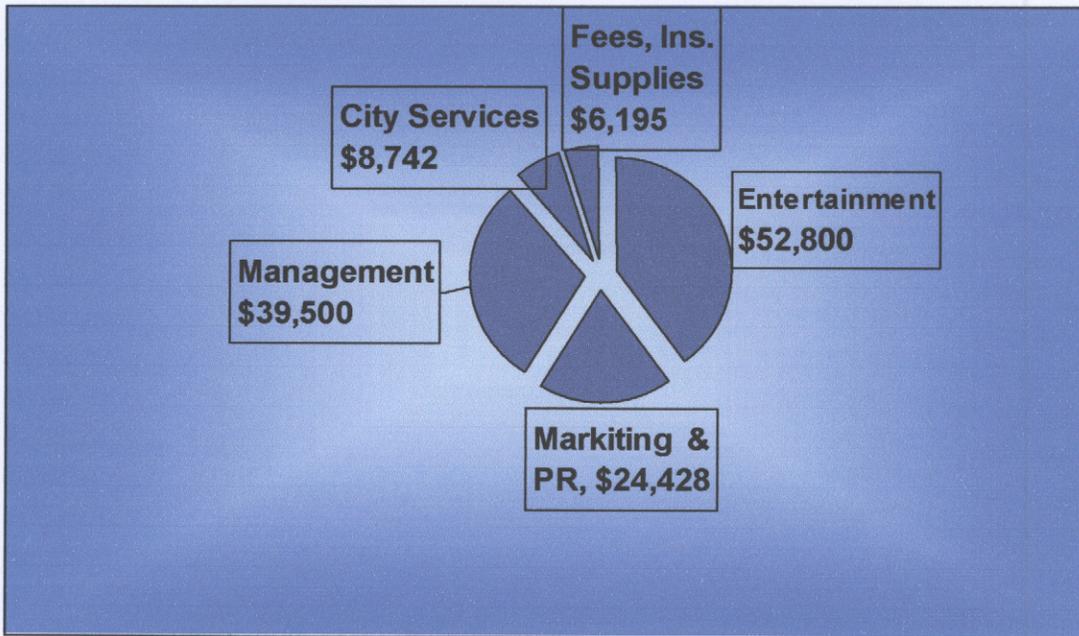
Report prepared March 14, 2003 by

Meetings & Events
DISTINCTION^{of}

First Night Alexandria '02 Income - \$132K



First Night Alexandria '02 Expenses - \$132K



Pre-Audit Financials



2003-2004 Board of Directors

OFFICERS

President

Nora Partlow

St. Elmo's Coffee Pub

Laura Machanic

New Target Internet Design

President Elect

Ken Moore

Alexandria Chamber of Commerce

Scott Mitchell

St. Elmo's Coffee Pub

Vice President, Development

John Renner

Renner & Company

Fred Parker

Hard Times Café

Mary Anne Russell

Embassy Suites Hotel

Vice President, Volunteers

Joan Goehler

Community Volunteer

Donald Simpson, Jr.

Simpson Development

Secretary/Treasurer

Charles Collum

Burke & Herbert Bank

Michael Tapscott

Regent University

Immediate Past President

David Martin

Covington & Burling

STAFF

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Jade Walsh

Communications

Michael Geissinger

Alexandria Guide

Judy Ingemunson

Volunteers

Charlotte Hall

Potomac Riverboat Company