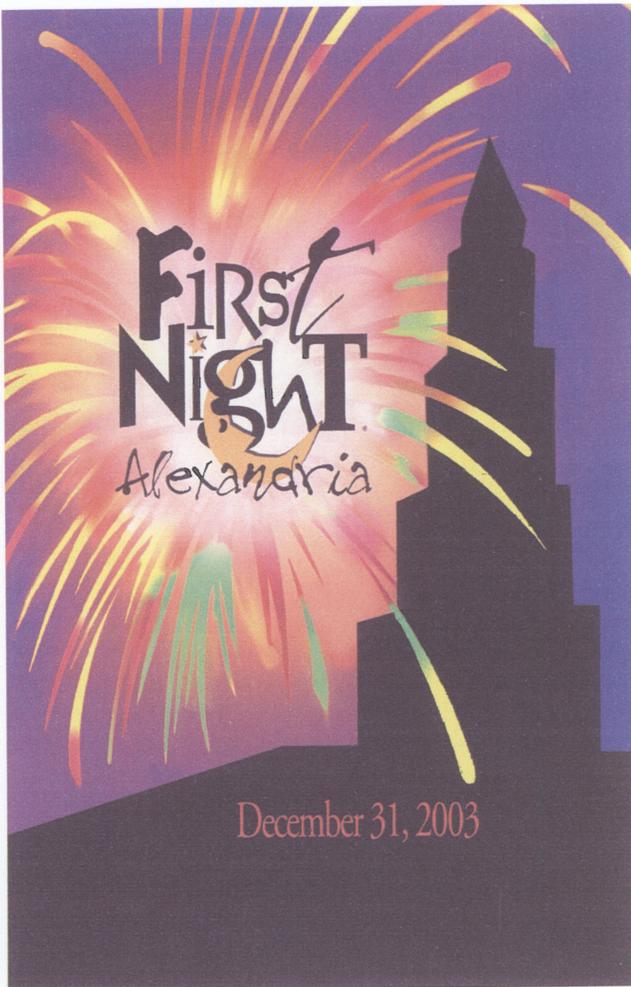


Submitted by
First Night Committee

26
3-9-04

Year End Report



Designed by Brecher Design Group

Prepared For

CITY OF
ALEXANDRIA

December 31, 2003

Meetings & Events
of
DISTINCTION



December 31, 2003 Report

How far has First Night Alexandria come since it was dark in December 2000 and why?

➤ December 31, 2000

- No community wide New Year's event
- No family friendly fun
- No enthusiasm on the streets of Alexandria
- No press
- Fewer people in Alexandria
- Fewer opportunities for Alexandria's businesses
- First Night Alexandria on the threshold of insolvency

➤ December 31, 2003

- A successful community event that 97% of the attendees rated as WONDERFUL, FUN, or ENTERTAINING
- Hundreds of children getting their faces painted and having fun at Jefferson Houston School
- A new teen venue sponsored by DeVry University at the Campagna Center
- Twenty-four Alexandria businesses and organizations opened their doors with thirty-four stages for over 200 entertainers
- Alexandria streets full of families enjoying each other and the performing arts
- 63% of attendees came from outside of Alexandria
- 10,000 revelers enjoying Alexandria, its restaurants and hotels in a safe environment filled with excitement
- ABC Channel 7 interviewing Mayor Bill Euille at the Embassy Suites Hotel
- Vice Mayor Del Pepper dancing with Professor Art Safari and Sprocket the robot from Momentum Marketing

- CBS Channel 9 interviewing First Night President Nora Partlow and Executive Director Ann Dorman
- Both Fox 5 and NBC transmitting LIVE from the Masonic Temple for the countdown and fireworks
- Extensive coverage in the January 1, 2004 *Washington Post* (with pictures) on the "family-friendly" atmosphere in Alexandria
- Embassy Suites Hotel was sold out and the Hilton Old Town had over 55 walk ins who booked rooms on December 31st
- A financially viable First Night Alexandria organization

But enough of the facts and figures, what did the attendees say about their experience?

"The kids entertainment at Jefferson Houston was excellent, our daughter was delighted."

"We have attended other New Year's Eve celebrations in other cities but Alexandria's far surpassed all the others."

"Every volunteer radiated genuine friendly warmth in offering help & direction."

"It's a GREAT community service. I have never been with so many sober people having fun on New Year's Eve."

"Thank you!!! Such a wholesome family friendly evening!!!! Loved it!!!!"

"FANTASTIC family friendly entertainment. We will definitely be back."

"This was by far the best New Year's Eve I've had in recent memory. I was very impressed by the high quality of the performers. I plan to make this a new tradition and will recommend First Night to others. Thank you so much!!"

"First Night is a great place for me to spend time with my 10 year old son. We had a fine time."

"Well organized, volunteers were great!! Atmosphere WONDERFUL ... I was proud of Alexandria."

"It was a GREAT way to get familiar with the city organizations ... Walking around Old Town ... Shopping was fun ... "

What made the difference ... other than the weather? Alexandrians who believe in Alexandria, in the need for a safe, fun, family community New Year's Eve celebration; Alexandrians who came forward three years ago with little more than faith and hard work. Following is a list of those who stepped to the plate for Alexandria.

Triple Crown Sponsors

- ★ The Honorable,
Bill Euille, Mayor
- ★ Alexandria Commission
for the Arts
- ★ Brecher Design Group
- ★ City of Alexandria
- ★ Colonial Parking
- ★ Crescent Resources
- ★ DASH
- ★ The Huffman Press
- ★ KSMET
- ★ MADD
- ★ David and Martha
Martin
- ★ Meetings and Events of
Distinction
- ★ St. Elmos Coffee Pub
- ★ Virginia American Water
Company

The following supporters have joined these Triple Crown Sponsors.

Youth Council Sponsor

- ★ *DeVry University*

Volunteer Sponsors

- ★ *Brecher Design Group*
- ★ *Burke & Herbert Bank & Trust
Company*
- ★ *Jeppesen - a Boeing Company*

Loyal Supporters

- ★ Alexandria Chamber of
Commerce
- ★ Alexandria Convention and
Visitors Association
- ★ Alexandria Gazette
- ★ Alexandria Guide
- ★ Mark S. Allen Law Office
- ★ BB&T
- ★ BriarTek, Inc.
- ★ Circe Day Spa
- ★ The Community PhoneBook
- ★ Conklyn's Florist
- ★ Embassy Suites Hotel
- ★ The Flower Market
- ★ Just-A-Click Marketing
- ★ LCOR, Inc. of Alexandria
- ★ McEnearney Associates, Inc.
- ★ New Target Internet Design
- ★ Radio Del Ray
- ★ The Redmon Group
- ★ Regent University
- ★ Renner and Company, CPA

- ★ Dolly Riegert Team at Prudential Carruthers Realtors
- ★ Riggs Bank
- ★ Simpson Development Company
- ★ Virginia Commerce Bank

- ★ Wachovia Bank
- ★ Patty Taylor and Lillie Tobash at Weichert Realtors

Each member of the Board of Directors of First Night Alexandria graciously gave of his or her time, pro bono assistance and/or financial support.

Along with these community minded organizations the following Alexandria businesses opened their doors for this successful community celebration.

Venues

- | | |
|---|--|
| ★ GW Masonic Memorial | ★ Nickells & Scheffler |
| ★ Alexandria Union Station | ★ Alexandria Red Cross |
| ★ Hilton Hotel Old Town | ★ Friendship Firehouse |
| ★ Athenaeum | ★ Wachovia Bank |
| ★ Regent University | ★ Washington Street United Methodist Church Hall |
| ★ Embassy Suites Hotel | ★ The Lyceum |
| ★ Society of Human Resources Management | ★ Campagna Center |
| ★ Uptowner Café | ★ Little Theatre |
| ★ A Likely Story | ★ Old Presbyterian Meeting House |
| ★ Alleyne AME Zion Church | ★ The Art League of Alexandria |
| ★ Jefferson Houston School | ★ Torpedo Factory Art Center |
| ★ Imagine Artwear | |
| ★ Lorraine Aprile Salon | |

Now that we know what made the difference, what does this success mean to Alexandria? *OTHER THAN THE FUN OF IT ALL*

First Night Alexandria ... Overview of the numbers

- 10,000 attendees
- 63% from outside Alexandria
- 97% of the attendees rated their experience as WONDERFUL, FUN, or ENTERTAINING
- Over 200 room nights spent in Alexandria
- 94% of responding attendees spent money in Alexandria other than admission badges

- Average spent per person was \$72
- Approximate return to Alexandria ... \$644,431
- Although First Night Alexandria's cash outlay is approximately \$145,000, once you include all the pro-bono support provided, the total cost of producing this event approaches \$500,000.
- First Night Alexandria's largest expense is entertainment at \$60,248
- Admission badge sales produced the largest source of income at 41% of the revenue
- 78% of attendees would not have come to Alexandria on New Year's Eve if it were not for First Night

What improvements do the attendees suggest for First Night Alexandria?

- Need more and bigger venues
- More and better signage of venues and bus routes
- Kiosks with snacks, water, hot drinks and light food
- Main street(s) should be closed to traffic and have only busses on the street.
- Need to have more dancing opportunities
- Maintain and continue to expand entertainment variety
- Try to keep a continuous venue configuration; less empty space between venues

Top Ten Entertainers

- | | |
|--|-----------------------------|
| ★ Bonnie Rideout (<i>Rated number one</i>) | ★ Not So Modern Jazz Band |
| ★ DeVinci's Notbook | ★ Al Pettaway and Amy White |
| ★ The Fireworks | ★ A cappella groups |
| ★ The Stairwells | ★ Stephen Swan Quintet |
| ★ Bill Kirchen | ★ Mike Rose |

Restaurants where First Night revelers said they ate.

- | | |
|------------------------|--------------------|
| ➤ Joe Theismann's | ➤ Lex Cajun Grill |
| ➤ Hard Times Café | ➤ Mango Mike's |
| ➤ Nickells & Scheffler | ➤ Simply Fish |
| ➤ The wrap restaurant | ➤ 219 |
| ➤ Thai Restaurant | ➤ Le Gaulois |
| ➤ Fish Market | ➤ Las Tapas |
| ➤ Dukes | ➤ Majestic Café |
| ➤ Landini Brothers | ➤ Bistro Lafayette |
| ➤ Bullfeathers | ➤ Bilbo Baggins |
| ➤ The Perfect Pita | |

First Night Teen Task Force

Teens

- ★ Raymond Ejiofor
- ★ Lorena Granados
- ★ Carmen Paniagua
- ★ Jeincy Paniagua
- ★ Libby Paniagua
- ★ Maurice Powell

- ★ Shannon Scott
- ★ Mirenda Soo-Hoo
- ★ William Tarpeh
- ★ Courtney Wu

Parents

- ★ Bunny Honduras

- ★ Cheryl Tarpeh
- ★ Dora Wu

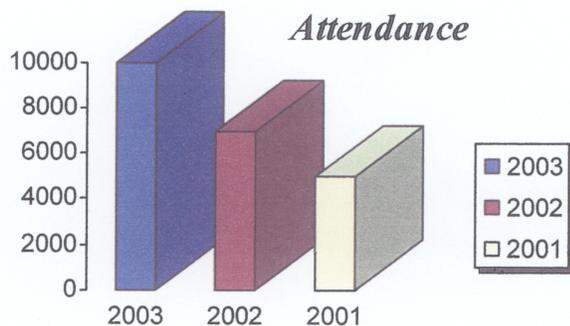
DeVry Advisor

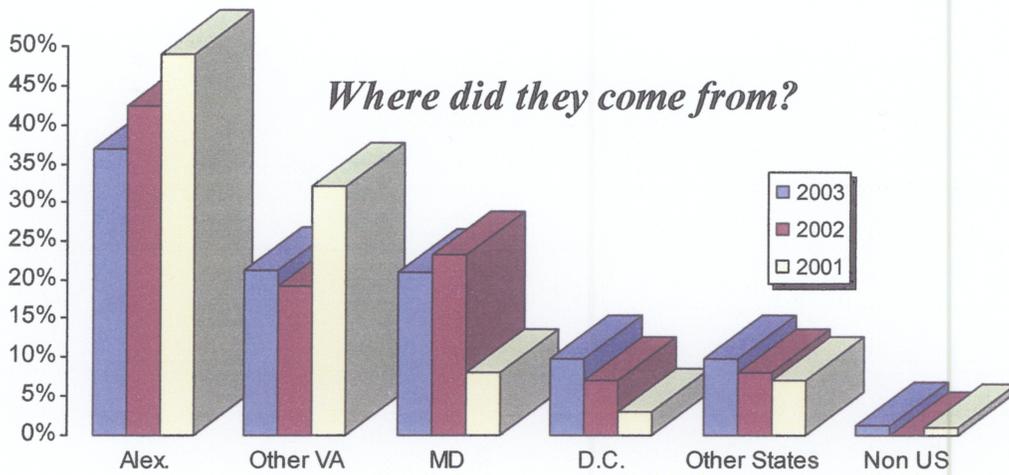
- ★ Prof. Wendy McKean
DeVry University

Challenges for 2004 and Beyond

How do we continue our success? First Night Alexandria has reached a crucial crossroad. Although the weather is always a key success element, it is, contrary to some suggestions, not under our control. What we can influence is the future of this vital community event. The number of attendees coupled with the growing number of returnees (*51% with an average of 4.6 years*) require First Night Alexandria continue its evolution. The continued success of First Night Alexandria will require the effort of more than a few dedicated volunteers and businesses supported by a dynamic Board of Directors. To remain a true community event, support must expand to meet the demand.

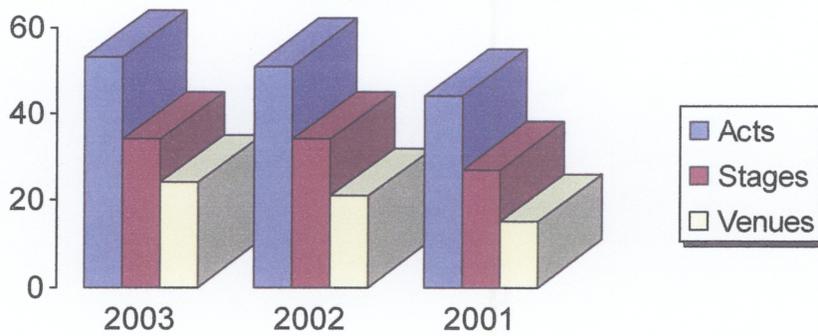
Attendee Survey Responses



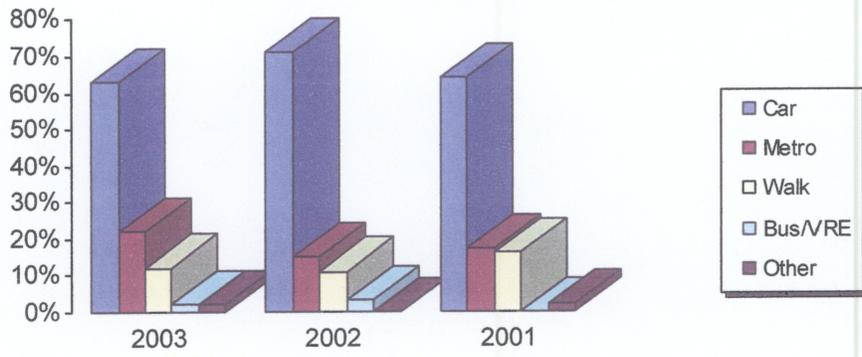


Attendee Survey Responses

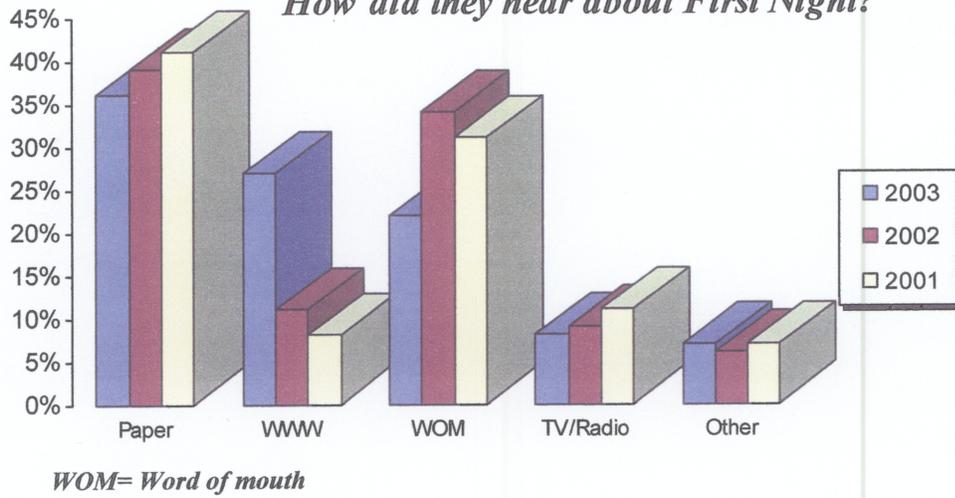
2003 performing acts up 21%, stages up 26% and venues up 60% over 2001



How did they get to Alexandria?

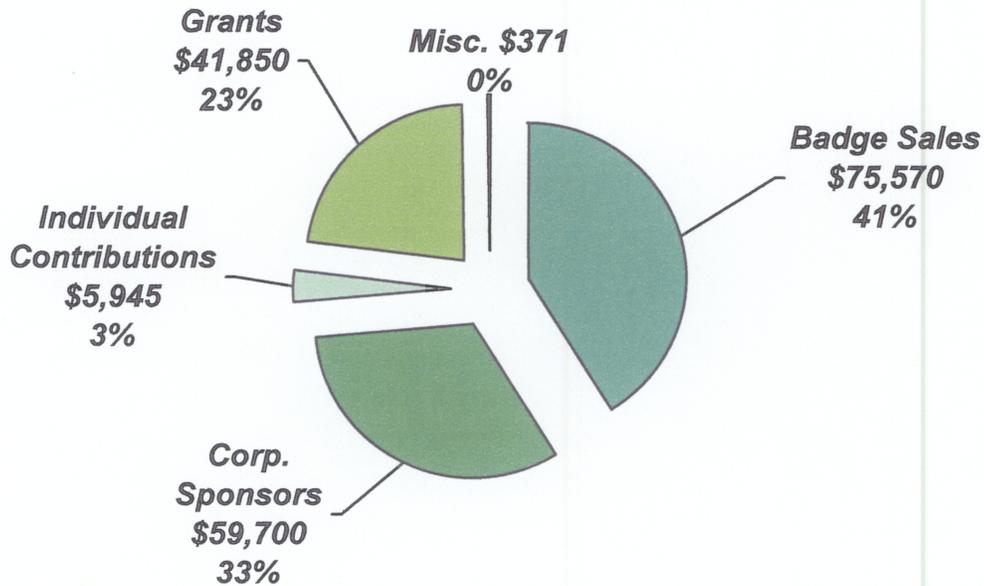


How did they hear about First Night?

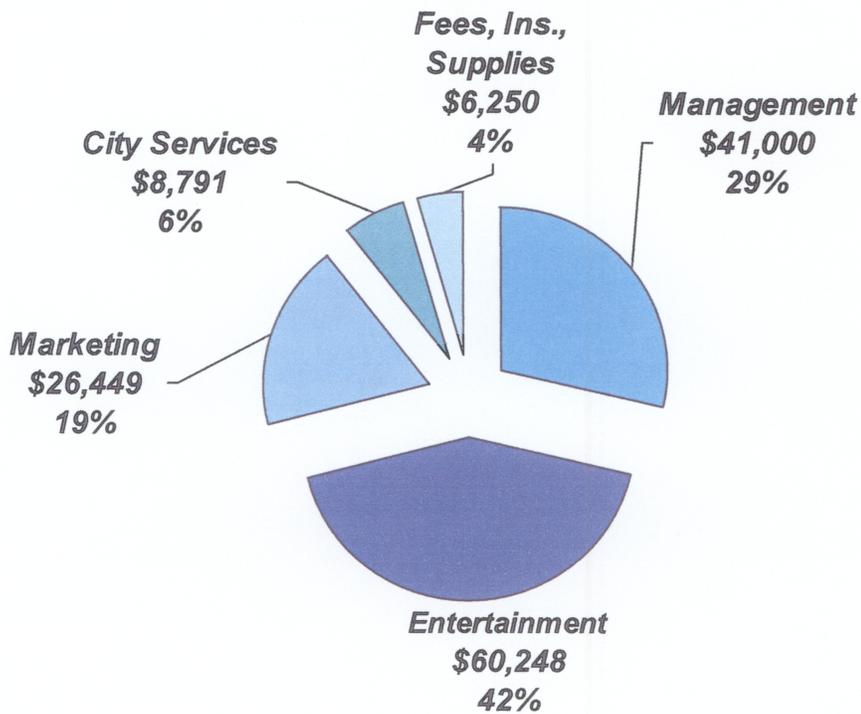


2003 Income and Expenses

Income



Expenses



2002/2003 Board of Directors



Top Row Left to Right:

Vice President,
Volunteers
Joan Goehler
DJS Enterprises

Mary Anne Russell
Embassy Suites Hotel

Immediate Past
President
David Martin
Covington & Burling

Donald Simpson, Jr.
Simpson Development

Fred Parker
Hard Times Café

Charlotte Hall
Potomac Riverboat
Company

Laura Machanic
New Target Internet
Design

Robert Bell
Capital One Financial
Services

Vice President,
Development
John Renner
Renner & Company

Michael Geissinger
Alexandria Guide

Front Row L to R
Barbara Brecher
Brecher Design Group
(Graphic Designer for
FNA)

Ann M. Dorman, CMP
Executive Director

President
Nora Partlow
St. Elmo's Coffee Pub

Secretary/Treasurer
Charles Collum
Burke & Herbert Bank

Not Pictured

President Elect
Ken Moore
Alexandria Chamber of
Commerce

Scott Mitchell
St. Elmo's Coffee Pub

Richard F. Dorman, CAE
Exec. Vice President

Jade Walsh
Just-A-Click
Communication