

City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 26, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: GRANT APPLICATION TO THE VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION/VIRGINIA TOURISM CORPORATION SESQUICENTENNIAL TOURISM MARKETING PROGRAM

ISSUE: Grant application to the Virginia Sesquicentennial of the American Civil War Commission.

RECOMMENDATION: That City Council:

- 1) Authorize a grant application to be submitted to the Virginia Sesquicentennial of the American Civil War Commission/Virginia Tourism Corporation, requesting \$5,000 in funding; and
- 2) If Council decides to proceed, authorize the City Manager to execute all necessary documents that may be required.

BACKGROUND: The General Assembly of Virginia created the Virginia Sesquicentennial of the American Civil War Commission in 2006 to prepare for and commemorate the sesquicentennial of the American Civil War. Among the goals of the Commission are to encourage civic, historical, educational, economic, and other organizations throughout Virginia to organize and participate in activities to expand the understanding and appreciation of the significance of the American Civil War. To assist this effort, the Commission has partnered with the Virginia Tourism Commission to sponsor grants of up to \$5,000 to local sesquicentennial committees for marketing funds to promote activities and educational materials associated with the Civil War sesquicentennial in Virginia. Applicants must match the grant, dollar for dollar.

In October 2007, the Historic Alexandria Resources Commission (HARC) accepted the City's invitation to establish and assume leadership of the Civil War commemoration, as the local sesquicentennial committee. Since that time, HARC has discussed the issue at its monthly meetings, held several community meetings to develop a public program for the

commemoration, and appointed sub-committees open to all interested community residents to recommend events and activities that will take place from 2011 to 2015. The Alexandria Convention and Visitors Association (ACVA) and Office of Historic Alexandria (OHA) have also worked together during this time to assist with the development of HARC's Sesquicentennial program, and are partnering on this grant application to increase tourism opportunities in the City.

If awarded this grant, funds will be used by ACVA and OHA to support the marketing and promotion of Sesquicentennial events and activities in 2011 including brochures, maps, advertisements and graphic design work. Awards will be announced by July 2010. The term of the grant is one year from the award date. The grant application was due on June 8, but an extension to June 9 has been granted the City, so as to obtain Council authorization.

FISCAL IMPACT: This grant requires a dollar-for-dollar match (\$5,000) from private or public sources, or from income earned from registration fees and fundraising activities. This match will be provided from existing donations accounts of the Office of Historic Alexandria.

STAFF:

Mark Jinks, Deputy City Manager

Stephanie Brown, President and CEO, ACVA

Lance Mallamo, Director, Office of Historic Alexandria