

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 23, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER^S

SUBJECT: BUDGET MEMO# 38: UPDATE ON PARK ALEXANDRIA PROGRAM

This memo is an update to the Park Alexandria program Budget Memo #16. As stated in the memo, the program, which is designed to help alleviate on-street parking problems in the Old Town area, as well as promote Alexandria businesses, originally had nine participating parking garages and 25 participating shops and restaurants, but had waned over time to three or four remaining members. In the summer of 2001, the Chamber voted to revive the task force.

On April 18, 2002, staff attended the Park Alexandria meeting hosted by the Alexandria Chamber of Commerce. In attendance were Charlotte Hall, Potomac Riverboat Company and Chair of the Park Alexandria task force; Ken Moore, Alexandria Chamber of Commerce; Steve Nearman, local business owner; Matt Andrews, KSMET; Jim Lawler, Colonial Parking; Art Alabin, Central Parking, and OMB staff members Carol Moore and Sheryl Hesano.

Concerns included merchant awareness and participation, public awareness and participation, possible redesign of the program, and available monies to promote and market the program. After considerable discussion, the following action items were agreed upon: meetings will be set up with the Old Town Business Association, KSMET and garages to brainstorm and promote the program; stores and restaurants will be contacted/recontacted to generate interest; design/redesign of logo, signage in garages, advertisement in restaurants, rules and length of participation will take place; public awareness campaigns will be launched to include ads in local papers and in hotel rooms, public service announcements via Comcast and the radio, and inclusion of the program on websites and scroll bars of the Chamber, the Alexandria Convention and Visitors Association and KSMET; and education/re-education of restaurant owners, managers and staff, garage owners and staff and employees of Sun Trust Bank who help facilitate the program. Some of the more immediate actions will be taken by the Chamber in the coming weeks. The Chamber has indicated that they have funds available to get Park Alexandria revitalized.

The task force agreed to meet again on May 22.

Staff: Carol Moore, Acting Deputy Director, Office of Management and Budget
Sheryl Hesano, Budget/Management Analyst, Office of Management and Budget