

copy to CMO

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October 19, 2001

EXHIBIT NO. 1

oral (C)
10-23-01



The Honorable Kerry J. Donley
Mayor, City of Alexandria
City Hall, Suite 2300
301 King Street
Alexandria VA 22314

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

Dear Mayor Donley:

In light of the continuing downturn in the economy, we congratulate you for taking quick steps to help welcome people back into Alexandria. As a supportive measure, we respectfully request that the City Council consider implementing during the month of December "Tax-Free Days," a program where certain days are designated free of sales tax.

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Like you and your colleagues on the City Council, we are concerned about the Alexandria economy. The unusual events of the past weeks have created a significant loss of revenue to area merchants. You and the City Council began addressing the issue by adding a shuttle bus from Dulles airport and by providing free parking on a trial basis. For these actions, we salute you. And while we do not wish to diminish the City's current efforts, our leadership believes that Tax-Free Days will provide additional incentives for improving commerce in our city. Indeed, other local jurisdictions such as the District of Columbia have implemented similar programs to much success.



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Of course, we recognize that tax-free days may reduce the city's revenue. However, we believe this important gesture will hearten the buying public and increase their investment in Alexandria's merchant trade during the holiday season, increasing the total revenue of the community at large. Further, this program would involve designated days for the period of one month only and may be advertised as a temporary holiday offer rather than a permanent program. Tax-Free Days is a win for all because it lends a helping hand to businesses and citizens at a time when both may be facing more difficult times ahead.



Announced early, Tax-Free Days would signify our strong commitment to help the public, businesses, and the local economy. We ask your careful consideration of the suggestion and we stand ready to assist you and the City Council in further developing such a program.

Vorys, Sater,
Seymour
and Pease LLP

Sincerely,

Lynn Hampton
Chairman

Ken Moore
President & CEO

