

City of Alexandria, Virginia

17
11-27-01

MEMORANDUM

DATE: NOVEMBER 16, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: CONSIDERATION OF WAIVING THE DOCKING FEES AT THE CITY MARINA FOR THE 2001 ANNUAL FESTIVAL OF LIGHTS AND PARADE OF BOATS

ISSUE: Consideration of waiving the docking fees at the City Marina for the Annual Festival of Lights and Parade of Boats. The Parade of Boats was a pilot program in 2000 coordinated by the Alexandria Convention and Visitors Association (ACVA). The ACVA would like to offer the program again this year on December 8, 2001.

RECOMMENDATIONS: That City Council:

- 1) Approve waiving the docking fees for up to a maximum of 20 transient boats participating in the Annual Festival of Lights and Parade of Boats, from Friday evening, December 7, through Sunday morning, December 9, to serve as an incentive for boaters to participate in this event; and
- 2) Approve waiving the docking fees for two nights during the 2002 summer boating season for a boat 40 feet or less, as part of a weekend package for the winner of the "Dockside Competition" for the best decorated boat, subject to the conditions discussed in this memorandum.

DISCUSSION: The Alexandria Convention and Visitor's Association requests that the City waive docking fees for the Annual Festival of Lights and Parade of Boats 2001. This year, the ACVA is leading the efforts in hosting a joint festival of lights for the Alexandria and D.C. Waterfronts. Boats will arrive Friday, December 7, and on Saturday, December 8, the boats will line up at the City Marina in formation to sail to the D.C. Waterfront.

The schedule of events currently includes a welcome reception/meeting hosted by the Old Dominion Boat Club, at S. Strand Street from 4:00-5:00 p.m. for the captains and crews of the participating boats. At approximately 4:45 p.m.- 5:00 p.m. the boats will line up for the parade, and from 5:00 p.m.-6:00 p.m. the boats will sail to the D.C. Waterfront to the Washington Channel where they will parade for another hour along the D.C. Waterfront. They will be judged and awarded boat prizes in

two categories for “*Best Parade of Boats*” and “*Best Holiday Spirit.*” A reception will follow hosted by the Capital Yacht Club for the boaters, where the Capital Yacht Club will award the prizes.

ACVA has also requested that the City waive the docking fees for two nights during the 2002 summer boating season as part of a weekend package for the winner of the best decorated boat competition. This prize package fee waiver, if approved by Council, is recommended to be restricted to boats of 40 feet or less (no commercial vessels) and fees would not be waived during the following three peak summer boating event periods: the Alexandria Waterfront Festival (June 7-9); the week of July 4th (July 1-7); and Labor Day weekend (August 30-September 2).

FISCAL IMPACTS: The docking fee for transient boats is \$5 for up to 4 hours. The overnight docking fee is \$1 per boat-foot. The estimated maximum foregone revenue for the two-night summer prize package is \$80. The ACVA estimates that no more than five boaters will take advantage of docking on Friday, December 7, and Saturday, December 8, based on the fee waiver from last year for this event. As a result, staff estimates that the foregone docking fee revenue will be less than \$600 in total.

ATTACHMENT: 2001 Annual Festival of Lights & Parade of Boats Description and Summary from the Alexandria Convention and Visitors Association

STAFF: Sandra Whitmore, Director, Recreation, Parks and Cultural Activities
Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities
Kirk Kincannon Deputy Director, Recreation, Parks and Cultural Activities



Alexandria & Washington, D.C.'s

2001 Annual Festival of Lights & Parade of Boats

December 8, 2001

Alexandria Schedule:

Welcome Reception: 4 p.m.
The Old Dominion Boat Club

Boat Parade: 5 - 6 p.m.*
Alexandria Waterfront

** Boats will depart for D.C. in time for the Water Street Waterfront Parade*

Prizes awarded include Best of Parade and Best Holiday Spirit.

Complimentary slips will be available at Alexandria Marina.
Each slip has one 30 amp outlet (See form).

REGISTRATION FORM

Please fax to Lorraine Lloyd at 703.838.4683
Call 703.838.4200 ext. 209 or email Llloyd@FunSide.com for more information.

Boat Name _____ Captain _____

Address _____

Daytime Phone _____ Email _____

Boat Information

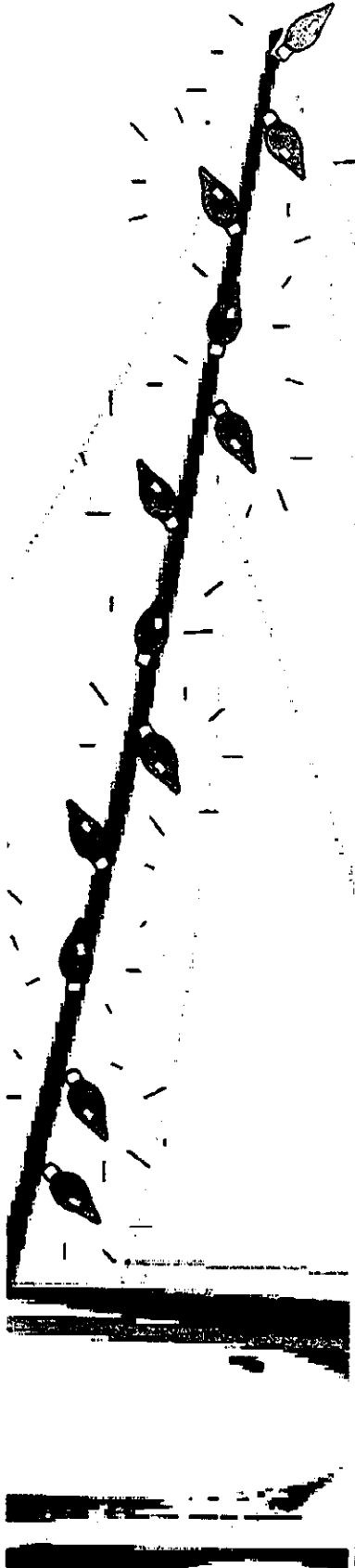
Length _____ Beam _____ Power/Sail _____

Decorating Theme (if applicable) _____

No. of Crew Members _____

Will require slip. Friday Night Saturday Daytime Saturday Night

Alexandria Parade _____ D.C. Parade _____





V I R G I N I A

Boat Parade of Lights
Alexandria Waterfront
December 8, 2001
5:00PM – 6:00PM

Alexandria Convention
& Visitors Association
221 King Street
Alexandria, VA 22314

703.838.4200
800.388.9119
Fax 703.838.4683
www.FunSide.com

Accommodations:
800.296.1000

Description: A primary marketing objective for the ACVA is to increase visitation, both regional and local, to Alexandria over the holiday season. For the past several years, our Campaign, Twinkling Lights and Historic Nights (now Historic Holidays Celebration), has been successful. Last year we added a new element to the calendar of events, the 2000 Boat Parade of Lights. Due to the success of this inaugural event, the ACVA is seeking to make this an annual event during the holiday season. This year, the ACVA is leading the efforts in hosting a joint festival of lights for the Alexandria and D.C. Waterfronts.

Purpose: To initiate an annual Parade of Lights for Alexandria, that will continue to grow each year.
To provide an enticing event to our holiday program, to increase tourism and local visitation
To promote the Alexandria Waterfront as a recreational boating destination thereby bringing in additional tax revenue to the city
To highlight our seaport heritage

Partners: Washington Waterfront Association, Potomac River Yacht Clubs Association, Old Dominion Boat Club, Alexandria Dept of Recreation, Parks and Cultural Activities, Capitol Yacht Club, Washington Sailing Club, Recreational Boating and Fishing Foundation; Chart House Restaurant, Old Town Crier, Boat US, West Marine, Potomac Riverboat Company, Stellas Restaurant, MacNair Travel (also seeking prize donations from Alexandria shops and businesses)

Participants: 25 –30 boats; targeting Alexandria boat owners, Potomac River Yacht Clubs Assn (21 clubs with memberships from 50-600), local marinas not affiliated with Yacht Clubs, Washington Sailing Club (solicitation began in August)

Contest: A panel of judges will determine the best boats in five different categories. Prizes will be awarded at the closing reception and promoted to the public through the media

Promotion: ACVA has taken the initiative to have the date of the parade

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categories. Prizes will be awarded at the closing reception and promoted to the public through the media

Promotion: ACVA has taken the initiative to have the date of the parade changed, so that it will take place on a weekend that is better for Alexandria. As our lead time is much greater than last year (3 weeks) we have included this event in our Historic Holidays

*Alexandria Hotel Association
Dandy Restaurant Cruise Ships*

THE FUN SIDE OF THE POTOMAC

Celebration (formerly Twinkling Lights, Historic Nights) brochures that will be distributed to 60,000. It will be included in our media advertising campaign and actively marketed through press releases to local and travel trade publications. In addition, the event is listed on our website and a host of other site, boating and travel related. Last year we had television coverage during the event and anticipate doing so again this year.

Evaluation: The success of last years inaugural program was overwhelming, and even more so, considering the short lead time we had to promote participation and public attendance. The parade event is being bundled with other events taking place the weekend of December, to encourage usage of Alexandria hotels, shops, restaurants and other businesses.