

City of Alexandria, Virginia

19
11-27-01

MEMORANDUM

DATE: NOVEMBER 14, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER ^S

SUBJECT: MONTHLY FINANCIAL REPORT FOR THE PERIOD ENDING
OCTOBER 31, 2001

ISSUE: Receipt of the City's Monthly Financial Report for the period ending October 31, 2001.

RECOMMENDATION: That City Council receive the following Monthly Financial Report for the period ending October 31, 2001.

DISCUSSION: This report provides financial information on revenues and expenditures of the General Fund for the period July 1, 2001 through October 31, 2001. This report presents revenues and expenditures for the same period for Fiscal Year 2001 for comparative purposes (Attachments 1 and 2), and also provides a summary of selected economic indicators (Attachment 3). FY 2002 revenues through October 31, 2001 total \$99.8 million. While it is early in the fiscal year, some expected revenue decreases are becoming a reality. General Fund expenditures through the end of October total \$101.0 million, or 14.4 percent, higher than expenditures at the same time last year. The three primary reasons for the expenditure increase relate to an increase in budgeted transfers to the City's capital project funds, an increase in budgeted transfers to the School Operating Fund, as well as increased vehicle replacement funding.

Year-to-date revenues are beginning to show some impact (in transient lodging and restaurant meals taxes) from the terrorist attack on the Pentagon, the three week suspension of flights into and out of Reagan Washington National Airport, the gradual resumption of flights, and reduced business travel. Sales tax collected by merchants in September will not be remitted to the City until November, therefore some revenue trends cannot be assessed at this time. However, it appears that sales tax revenues were slowing prior to September. While it is expected that tourism and business travel will increase from the extremely low levels of mid-September, it is not known by how much and by when. This is because tourism and business travel levels will be impacted by the status of Reagan Washington National Airport, airline scheduling and the public's perceptions of flying safety, as well as the state of the national economy and corporate travel budgets. How the real estate market will be affected is not yet known. As a result, projecting current year revenues is a much more complicated task with more unknowns than usual. Finance and OMB staff are paying close attention to every tax revenue category for the foreseeable future. In addition, as the Federal Reserve cuts interest rates, the City's earnings on

Monthly Financial Report for the Period Ending October 31, 2001

its short term investments will also substantially decline. Staff projects a \$3.7 million interest earnings budget shortfall based on current market conditions.

In order to help stem the loss of tourism and business travel, the Alexandria Convention and Visitors Association (ACVA) and the Alexandria Hotel Association have amended their marketing plans to target their efforts to groups and individuals (such as potential tourists who live within driving distance of Alexandria) who might be convinced to visit or hold their business meetings in Alexandria. Also, the provision of free parking at meters on City streets and in City parking garages after 5 p.m. and on weekends from October through the end of December is expected to help the City's economy and tax revenues.

REVENUES (Attachment 1): As of October 31, 2001, actual General Fund revenues totaled \$99.8 million. It should be noted that revenue totals early in the fiscal year are highly sensitive to small changes in the timing of receipts and bear little relationship to final revenues. In addition, as discussed above, lower revenues from some taxes are beginning to reflect some of the effects of events of September 11. Lower interest rates have already impacted interest earnings. Staff is closely monitoring revenues each month and will begin to project additional end-of-year revenues based on trends over the next few months.

Real Estate Taxes: Second half real estate taxes were due November 15. Revenues to date are \$11.3 million higher than collections at this time last year. This is primarily attributable to the unexpected early receipt of \$8 million in second half 2001 real estate tax payments received from a single major tax service provider in late October (two weeks earlier in FY 2001 than in FY 2000 when the taxes were paid by that provider in early November). Final analysis cannot be completed for the remaining 2001 calendar year real estate tax revenues until receipts are tabulated after November 15. However, since the calendar year projected real estate tax revenues were based on 2001 assessments, actual real estate revenues should be very close to budgeted revenues.

Personal Property Taxes: Personal property tax bills, which were mailed by August 10, 2001, were due on October 5, 2001. The FY 2002 Approved Budget includes a \$29.6 million revenue projection for tax revenue collected directly by the City and includes an additional \$20.1 million of intergovernmental revenue that the City collects from the Commonwealth under the provisions of the Personal Property Tax Relief Act of 1998 (PPTRA). The State's share of the local personal property tax payment this year is 70.0 percent of most taxpayers' payments. The State's share for FY 2001 was 47.5 percent. The total for all budgeted revenues related to the personal property tax for FY 2002 is \$49.7 million.

To date, the City has collected and recorded \$27.6 million in personal property tax revenue and has received reimbursement from the Commonwealth of \$18.5 million for total personal property tax receipts of \$46.1 million. This represents a \$3.6 million, or 8.5 percent, increase when compared to receipts collected at the same time last year. Personal property tax revenue increases to date primarily result from a two-percent increase in the number of bills mailed for tax on vehicles this year compared to last year, the average assessment of those bills increasing

Monthly Financial Report for the Period Ending October 31, 2001

by five percent, as well as a 14 percent increase in business personal property tax revenues. Staff will continue to monitor personal property tax revenues closely as final tabulations are made though November. Enforcement of City decals begin on November 15 and many taxpayers have traditionally waited until that date to pay the tax. However, with most vehicle owners now responsible for only 30% of their vehicle tax, more taxpayers may have paid their personal property taxes earlier this year. It appears that the total budgeted revenues related to the personal property tax of \$49.7 million will be achieved.

(amounts in millions)

Personal Property Tax (in millions)	Actual to Date FY 2001	Budget FY 2002	Actual to Date FY 2002
City share	\$ 31.2	\$ 29.6	\$ 27.6
Commonwealth reimbursement	<u>11.3</u>	<u>20.1</u>	<u>18.5</u>
Total	\$ 42.5	\$ 49.7	\$ 46.1

Local Sales and Use Taxes: Businesses remit sales tax to the Commonwealth within 30 days of the end of the month in which sales occurred. The Commonwealth wires the City's portion of the sales tax approximately one month later. Sales taxes received by the City in October represent revenues collected by merchants in August. Revenues to date, in the amount of \$3.3 million, represent a 3.2 percent increase over the prior year. While the slower decrease reflects some slowing of the economy, the effects of the events of September 11, 2001 on local sales will not be evident until sales taxes for September and subsequent months are received. The State has extended the due date until November 15 for sales tax returns from firms affected by the terrorist attacks. This will make sales tax revenue projections more difficult.

Consumer Utility Taxes: Consumer utility taxes are collected by the utility companies one month after billing and are remitted to the City the following month. The consumer utility tax revenue in this report represents utility services provided to consumers through August.

**City of Alexandria Consumer Utility Tax Receipts
For the two months ended August 31, 2001 and 2000**

Utility	FY 2002 Year to Date Receipts	FY 2001 Year to Date Receipts	Increase/ (Decrease)	Notes
Telephone - Tax on Local Services	\$1,412,961	\$1,143,872	\$269,089	See following paragraph
Electricity	1,399,993	941,263	458,730	FY 2002 revenues include one payment paid early
Water	680,964	473,500	207,464	FY 2002 revenues include one payment paid early
Natural Gas	444,657	295,470	149,187	

Monthly Financial Report for the Period Ending October 31, 2001

Telephone tax collections included \$0.1 million in revenue from one provider that paid early, and a payment of almost \$0.1 million from one provider for two years of back taxes. The remaining difference is attributable to the increased number of lines for new development and additional phone lines from existing customers.

Business License Taxes: The City's business license tax is due March 1. Collections to date, in the amount of \$1.0 million, represent filings by new businesses and payments on delinquent accounts. Since tax payments due on March 1 are based largely on calendar year 2001 business gross receipts, it is expected that business license tax revenues will be negatively impacted by the drop in economic activity related to the events of September 11 and afterward.

Transient Lodging Taxes: Transient lodging taxes are remitted to the City within one month after collections. Therefore, the revenue reflected in this report represents collections by hotels through September 2001. Collections total \$1.3 million, or 13.6 percent, lower than last year. Hotel occupancy rates dropped significantly after September 11 and are not likely to recover to previous levels for some time. As discussed above, these revenues are still subject to a great deal of uncertainty and are likely to fall significantly short of budget expectations in the months ahead.

Restaurant Meals Tax: Meals and Alcoholic beverage taxes are due to the City within 30 days of the month the sales occurred. Collections to date for sales through September are approximately \$2.0 million, somewhat less than collections at this time last year. As discussed above, restaurants are also dependent on tourists and the events of September 11, 2001 have negatively impacted almost all restaurants. These revenues are still subject to a great deal of uncertainty and are likely to fall short of budget expectations in the coming months.

Real Estate Recordation Taxes: Real estate recordation tax revenues are collected by the Clerk of the Circuit Court and remitted to the City the following month. Collections, in the amount of \$0.7 million, increased \$0.2 million, or 54.9 percent, over collections at this time last year. The increase is primarily attributable to several large commercial property sales at the beginning of the fiscal year.

Other Local Taxes: The increase in other local taxes is primarily attributable to an increase in the City's E-911 tax from \$0.25 per line to \$0.50 per line effective September 15, 2000.

Revenues from the Federal Government: The City's General Fund revenues from the federal government are primarily for federal prisoner per diem. The City has billed \$1.8 million for housing federal prisoners through the period ending October 31, 2001; however, only \$1.3 million has been received as of October 31. The federal government generally pays the City for housing federal prisoners between 45 and 60 days after the end of the billing period.

Revenues from the Commonwealth: Revenues from the Commonwealth increased \$8.7 million, or 58.4 percent, over the prior year. This is primarily a result of an increase in reimbursements from the Commonwealth for vehicle personal property tax relief. As discussed

Monthly Financial Report for the Period Ending October 31, 2001

above in the personal property tax section, the FY 2002 Approved Budget includes \$20.1 million to reflect the City's reimbursement of the 70.0 percent vehicle personal property tax relief due from the Commonwealth to most vehicle owners. For FY 2001 the City was reimbursed for 47.5 percent for most vehicles.

As of October 31, 2001, the City has billed and received \$18.5 million from the Commonwealth for PPTRA, an increase of \$7.2 million over that received in FY 2001. The remaining increase is attributable to the timing of payments for the City's highway maintenance reimbursements from the state.

Licenses and Permits: Revenues increased \$0.5 million, or 33.1 percent, over collections at this time last year. This increase is primarily attributable to permits issued for new residential units.

Charges for Services: The increase is primarily attributable to the early timing of payments from tax service providers for refuse collection charges included in the City's real estate tax billings as discussed above.

Revenue from Use of Money and Property: Revenues decreased \$0.7 million largely due to declining market interest rates on City short term investments. Based on current interest rates, staff projects that FY 2002 revenue from money and property will decrease by \$3.7 million from the budgeted \$9.2 million in revenues. This large decrease is due to the substantial federal fund rate reductions approved by the Federal Reserve Board (from 6.0 percent in January of 2001 to 2.0 percent in November of 2001).

Other Revenue: Other revenues include gifts and donations, damage recoveries and recovered costs.

EXPENDITURES (Attachment 2): As of October 31, 2001, actual General Fund expenditures totaled \$101.0 million, an increase of \$12.7 million, or 14.4 percent, over expenditures for the same period last year. The increase is primarily attributable to increases of \$2.2 million for cash capital, \$4.4 million in additional transfers to the School Operating Fund, and \$1.7 million in annual equipment replacement funding charges made at the beginning of the fiscal year. While many of the costs associated with the September 11, 2001 terrorist attack, such as Police and Fire overtime, will be reimbursed by the federal government and are not charged to the General Fund, estimates of costs that may or may not be reimbursed by the federal and state governments are still being analyzed and negotiated. Except as noted below, this expenditure pattern reflects the Approved FY 2002 Budget.

Judicial Administration: Expenditures represents the second quarter payments to regional organizations that provide legal, correctional and animal welfare and control services.

Other Planning Activities: General Fund expenditures in this category reflect the first two quarter contribution payments to community agencies.

Monthly Financial Report for the Period Ending October 31, 2001

City Attorney: Expenditures to date reflect outside legal fees which are budgeted in a non department account and charged to the City Attorney's office. Staff will recommend an appropriations transfer in the context of the June transfer resolution to match these expenditures with budget authority.

Fire: Expenditures to date reflect annual equipment replacement charges made at the beginning of the fiscal year.

Police: Expenditures to date reflect annual equipment replacement charges made at the beginning of the fiscal year.

Transit Subsidies: The decrease from FY 2001 reflects the timing of payment for quarterly contributions. Second quarter payments for FY 2001 were made in October, while some of these payments were made after October 31 for FY 2002. State transit aid and gas tax revenue balances also allowed the City to reduce its General Fund payments to the Washington Metropolitan Area Transit Authority operating budget.

Mental Health/Mental Retardation/Substance Abuse: Expenditures to date reflect annual equipment replacement charges made at the beginning of the fiscal year.

Recreation: Expenditures reflect seasonal employee costs incurred during the summer.

Other Education Activities: Expenditures to date reflect the second quarter contribution payment to the Northern Virginia Community College.

Non-Departmental: General Fund expenditures in this category reflect budgeted expenditures for the City's contributions to the public safety pension plan, senior citizens' rent relief, payment for the City's liability insurance, and the public safety radio system maintenance charges.

Cash Matches (MH/MR/SA, Human Services, Library and Miscellaneous Grants): To comply with grant awards, the City's share funding is transferred from the General Fund to the Special Revenue Fund at the end of the fiscal year.

ATTACHMENTS:

Attachment 1 - Comparative Statement of Revenues

Attachment 2 - Comparative Statement of Expenditures & Transfers by Function

Attachment 3 - Selected Economic Indicators

STAFF:

Mark Jinks, Assistant City Manager for Fiscal and Financial Affairs

D. A. Neckel, Director of Finance

Laura Triggs, Deputy Director of Finance/Comptroller

**CITY OF ALEXANDRIA, VIRGINIA
COMPARATIVE STATEMENT OF REVENUES
GENERAL FUND
FOR THE PERIODS ENDING OCTOBER 31, 2001 AND OCTOBER 31, 2000**

	FY2002 APPROVED BUDGET	FY2002 REVENUES THRU 10/31/01	% OF BUDGET	FY2001 REVENUES THRU 10/31/00
General Property Taxes				
Real Property Taxes.....	\$ 163,620,000	\$ 23,099,694	14.1%	\$ 11,752,133
Personal Property Taxes.....	29,597,220	27,621,616	93.3%	31,158,657
Penalties and Interest.....	2,000,000	383,046	19.2%	476,557
Total General Property Taxes	\$ 195,217,220	\$ 51,104,356	26.2%	\$ 43,387,347
Other Local Taxes				
Local Sales and Use Taxes.....	\$ 21,600,000	\$ 3,288,817	15.2%	\$ 3,187,851
Consumer Utility Taxes.....	15,000,000	3,938,575	26.3%	2,854,105
Business License Taxes.....	20,800,000	971,548	4.7%	762,213
Transient Lodging Taxes.....	6,200,000	1,327,800	21.4%	1,537,399
Restaurant Meals Tax.....	8,700,000	1,991,187	22.9%	1,996,900
Tobacco Taxes.....	1,600,000	416,484	26.0%	430,442
Motor Vehicle License Tax.....	2,300,000	1,869,334	81.3%	1,827,906
Real Estate Recordation.....	1,400,000	671,813	48.0%	433,605
Other Local Taxes.....	3,528,000	852,292	24.2%	592,208
Total Other Local Taxes	\$ 81,128,000	\$ 15,327,850	18.9%	\$ 13,622,629
Intergovernmental Revenues				
Revenue from the Federal Government.....	\$ 4,290,000	\$ 1,310,752	30.6%	\$ 1,142,929
Revenue from the Commonwealth.....	39,218,000	23,711,334	60.5%	14,970,501
Total Intergovernmental Revenues	\$ 43,508,000	\$ 25,022,086	57.5%	\$ 16,113,430
Other Governmental Revenues				
Fines and Forfeitures.....	\$ 4,376,000	\$ 1,239,845	28.3%	\$ 1,379,395
Licenses and Permits.....	3,800,000	1,851,939	48.7%	1,391,727
Charges for City Services.....	9,068,600	2,191,067	24.2%	1,517,662
Revenue from Use of Money & Property..	9,208,730	2,839,921	30.8%	3,564,376
Other Revenue.....	359,000	231,556	64.5%	219,540
Total Other Governmental Revenues	\$ 26,812,330	\$ 8,354,328	31.2%	\$ 8,072,700
TOTAL REVENUE	\$ 346,665,550	\$ 99,808,620	28.8%	\$ 81,196,106
Appropriated Fund Balance				
General Fund.....	3,506,000	-	-	-
Reappropriation of FY 2001 Encumbrances And Other Supplemental Appropriations..	4,637,080	-	-	-
TOTAL	\$ 354,808,630	\$ 99,808,620	28.1%	\$ 81,196,106

33.3% of Fiscal Year Completed
32.69% of Payrolls Processed

Attachment 2

CITY OF ALEXANDRIA, VIRGINIA
COMPARATIVE STATEMENT OF EXPENDITURES & TRANSFERS BY FUNCTION
GENERAL FUND
FOR THE PERIODS ENDING OCTOBER 31, 2001 AND OCTOBER 31, 2000

FUNCTION	FY2002 APPROVED BUDGET	FY2002 EXPENDITURES THRU 10/31/01	% OF BUDGET	FY2001 EXPENDITURES THRU 10/31/00
Legislative & Executive.....	\$ 4,633,195	\$ 1,318,249	28.5%	\$ 1,220,701
Judicial Administration.....	\$ 24,661,767	\$ 8,383,916	34.0%	\$ 7,647,086
Staff Agencies				
Information Technology Services.....	\$ 6,464,373	\$ 1,964,865	30.4%	\$ 1,384,047
Management & Budget.....	906,525	203,203	22.4%	181,894
Finance.....	7,161,029	2,171,109	30.3%	1,868,730
Real Estate Assessment.....	947,458	243,035	25.7%	274,391
Personnel.....	2,002,799	682,480	34.1%	575,780
Planning & Zoning.....	3,152,394	784,183	24.9%	516,334
Other Planning Activities.....	2,063,648	989,313	47.9%	860,033
City Attorney.....	1,340,573	471,586	35.2%	380,551
Registrar.....	755,861	250,641	33.2%	256,164
General Services.....	8,979,446	2,870,190	32.0%	2,749,249
Total Staff Agencies	\$ 33,774,106	\$ 10,630,605	31.5%	\$ 9,047,173
Operating Agencies				
Transportation & Environmental Services.....	\$ 20,962,341	\$ 6,425,614	30.7%	\$ 5,739,992
Fire.....	25,405,132	8,516,768	33.5%	7,545,789
Police.....	35,619,737	12,119,203	34.0%	10,762,376
Transit Subsidies.....	2,923,687	945,107	32.3%	1,594,356
Housing.....	1,003,853	257,929	25.7%	240,789
Mental Health/Mental Retardation/ Substance Abuse.....	551,906	289,103	52.4%	235,660
Health.....	6,421,731	1,650,621	25.7%	683,957
Human Services.....	7,038,593	2,196,608	31.2%	2,097,691
Historic Resources.....	2,120,035	649,115	30.6%	618,225
Recreation.....	14,226,779	5,184,155	36.4%	4,806,455
Total Operating Agencies	\$ 116,273,794	\$ 38,234,223	32.9%	\$ 34,325,290
Education				
Schools.....	\$ 107,269,189	\$ 25,548,096	23.8%	\$ 21,176,392
Other Educational Activities.....	12,923	6,462	50.0%	6,509
Total Education	\$ 107,282,112	\$ 25,554,558	23.8%	\$ 21,182,901
Capital, Debt Service and Miscellaneous				
Debt Service.....	\$ 16,353,036	\$ 1,306,001	8.0%	\$ 1,392,275
Non-Departmental.....	7,777,422	2,189,219	28.1%	2,422,617
Cash Capital.....	12,020,000	12,020,000	100.0%	9,846,000
Contingent Reserves.....	1,197,189	-	-	-
Total Capital, Debt Service and Miscellaneous	\$ 37,347,647	\$ 15,515,220	41.5%	\$ 13,660,892
TOTAL EXPENDITURES	\$ 323,972,621	\$ 99,636,771	30.8%	\$ 87,084,043
Cash Match (Mental Health/Mental Retardation/ Substance Abuse, Human Services and Library) Transfers to the Special Revenue Fund.....	26,753,179	-	-	-
Transfer to DASH.....	4,082,830	1,359,582	33.3%	1,181,554
TOTAL EXPENDITURES & TRANSFERS	\$ 354,808,630	\$ 100,996,353	28.5%	\$ 88,265,597

Attachment 3

CITY OF ALEXANDRIA
SELECTED ECONOMIC INDICATORS

	<u>Current Year</u>	<u>Prior Year</u>	<u>Percent Change</u>
<u>Consumer Price Index (CPI-U)</u> for the Washington-Baltimore, DC-MD-VA-WV Area (As of September 30, 2001) (Source: Published bi-monthly by United States Department of Labor, Bureau of Labor Statistics)	111.7	108.7	2.8%
<u>Unemployment Rates</u> Alexandria Virginia (As of September 30, 2001) (Source: United States Department of Labor, Bureau of Labor Statistics)	2.7%	1.6%	68.8%
	3.1%	2.6%	19.2%
United States (As of October 31, 2001) (Source: United States Department of Labor, Bureau of Labor Statistics)	5.4%	3.9%	38.5%
<u>Interest Rates</u> (As of October 31, 2001)			
Prime Rate	5.50%	9.50%	<42.1%>
Federal Fund Rate (Source: SunTrust Economic Monitor)	2.51%	6.53%	<61.6%>
<u>New Business Licenses</u> (During October) (Source: Finance Department, Business Tax Branch)	109	73	49.3%
<u>New Commercial Construction</u> (As of September 30, 2001)			
Number of New Building Permits	8	5	60.0%
Value of New Building Permits (Source: Fire Department Code Enforcement Bureau)	\$29.7 million	\$20.5 million	44.9%
<u>Residential Real Estate Indicators</u> (for the six months ended June 30, 2001)			
Residential Dwelling Units Sold	2,047	1,716	19.3%
Average Residential Sales Price (Source: Department of Real Estate Assessments)	\$243,459	\$227,467	7.0%

19
11-27-01

AGENDA

**MONTHLY FINANCIAL REPORT
11-27-01**

ECONOMIC, BUDGET AND ACTION REPORT

- PRESENTATIONS -

- (1) City Revenue Impact and Actions - Mark Jinks
- (2) ACVA - JoAnne Mitchell
- (3) AEDP - Paula Riley
- (4) Chamber of Commerce - Ken Moore and Bill Reagan
- (5) DHS/**JobLink** - Meg O'Regan and Dennis McKinney

19
11-27-01



Economic, Budget and Action Report

November 27, 2001

- City of Alexandria
- Alexandria Convention and Visitors Association
- Alexandria Economic Development Partnership
- Alexandria Chamber of Commerce / Small Business Development Center
- Department of Human Services / JobLink

19
11-27-01



Key City Revenue Categories

	Budget (\$ in millions)	%	<u>October Revenues</u>
Sales Tax	\$21.6	+4%	-8%
Transient Lodging	\$6.2	+6%	-35%
Restaurant Meals	\$8.7	+3%	+3%
Interest Earnings	\$9.2	-19%	-43%



Airline Travel Levels Problematic

- Business and leisure air travel down 25% nationally
- Reagan National Airport not at full capacity
 - Operating level = 45% of flights
 - Passenger load = 50% of normal
- Phase III approval pending
- Additional Phases?



State Revenue Status through October

- Revenues YTD lagging 7.8%
- \$890 million revenue shortfall likely
- Individual income tax gap = 6.3%
- Corporate income tax gap = 68.3%
- Sales tax gap = 8.5%



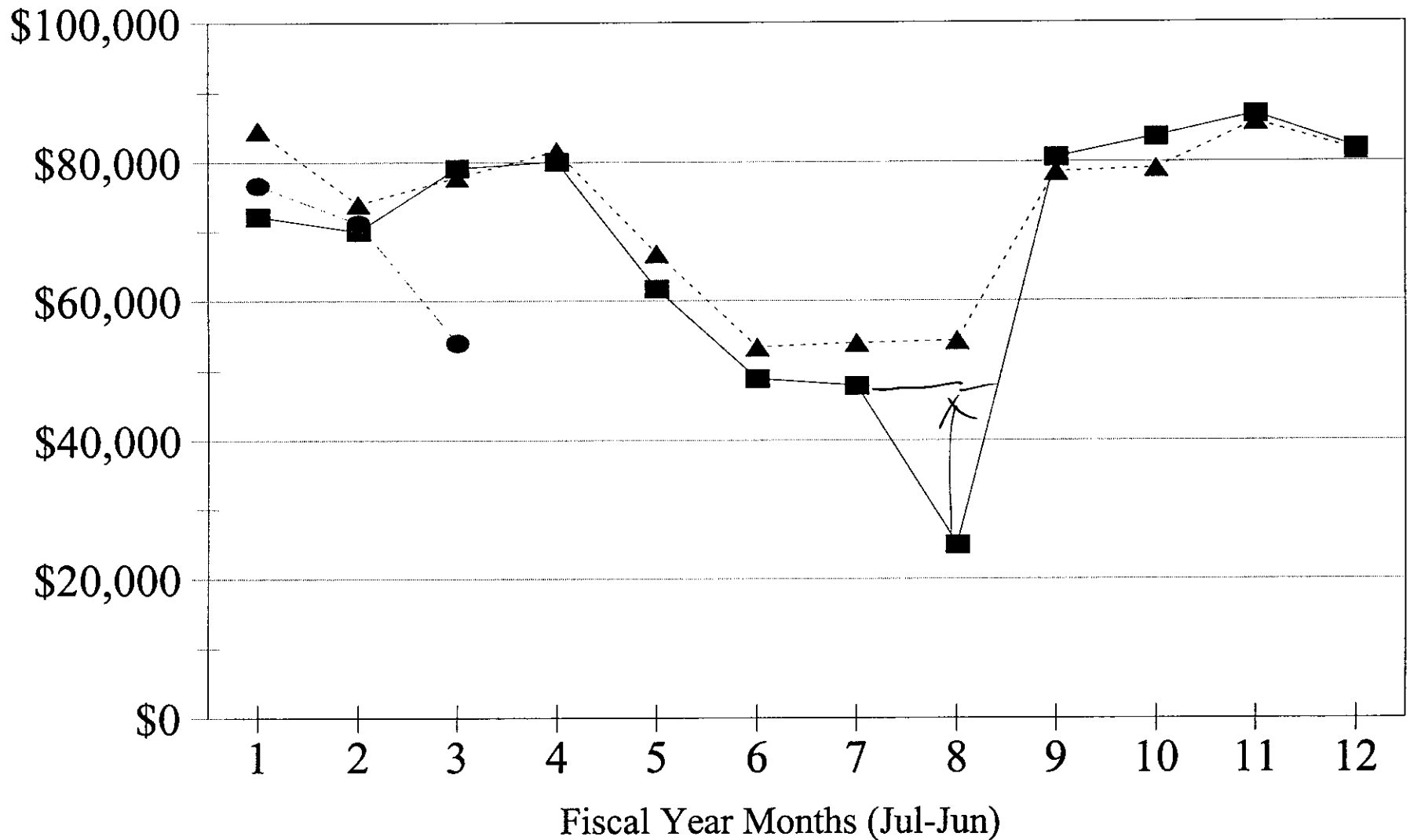
Actions by the City

- Leadership on reopening Reagan National Airport
- Budget Contingency Plans developed
- Public Safety expenditures increased
- Dulles Airport shuttle during October
- Free public parking after 5 pm and on weekends
- Free DASH shuttle
- Marketing fund advertising support

Alexandria Hotels

\$1 Hotel Tax

■ Fiscal Year 2000 ▲ Fiscal Year 2001 ● Fiscal Year 2002





ACVA – Marketing, Sales and Advertising

- Meetings and Groups
 - Developed meetings package
 - Letter to association CEO's
 - Mailing to federal contractors
 - Daily update of web site
 - Nine trade publication ads
 - Reception for 200 meeting planners



ACVA – Leisure / Business

- Newspaper postcard inserts
- Direct mail to Mid-Atlantic database
- Ads in travel/lifestyle publications
- AMTRAK station kiosk ads



ACVA – Public Relations

- Local and Regional
 - New releases and letter
 - Numerous media interviews
- Trade Media – Meetings Groups
 - Media releases, calls to trade publications
 - Interviews with trade publications



ACVA – General Information

Releases, updates and follow up

- Ground transportation
- Packages/new products
- Alexandria events
- Free parking



ACVA – Member and Visitor Services

- Member support, surveys and emails
- Visitor info updates
- Visitor assistance



Alexandria Economic Development Partnership

- Update on SBA Economic Injury Disaster Loan Program
 - 20 Applications received
 - 12 Applications approved (\$1.1 million)
 - 1 Application pending
- AEDP Economic Outreach Efforts
- AEDP Business Survey
 - E-mail survey to 1,000 businesses
 - 123 responses

31% by 6/1
17.5% by 7/3
13% by 8/3
10% by 9/3

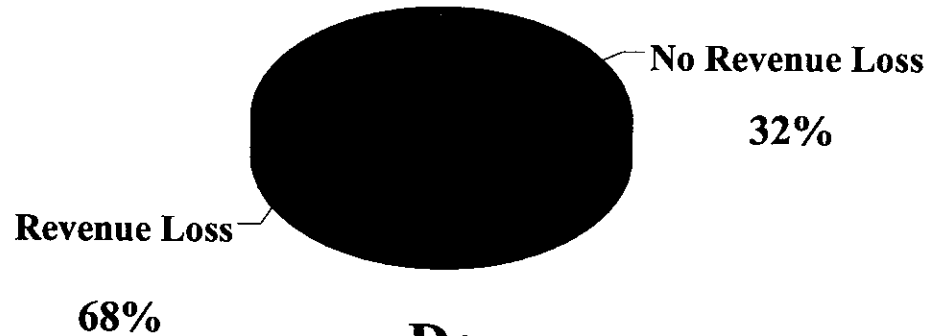
6/1
7/3
8/3
9/3



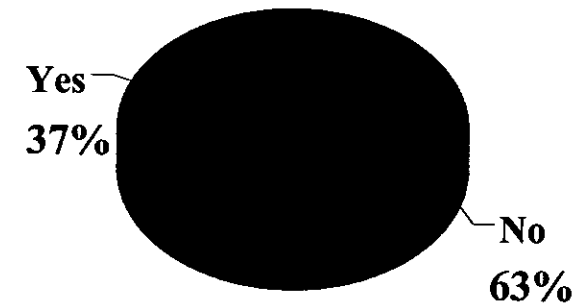
AEDP Business Survey

Highlights

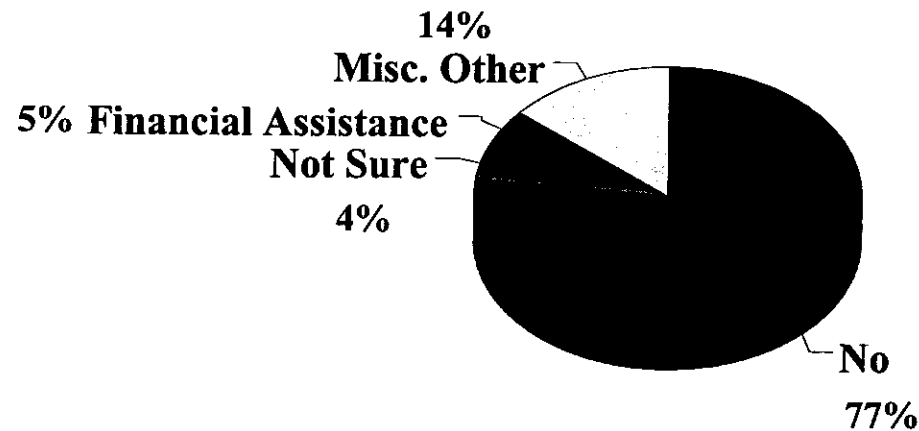
Sales Revenue



Layoffs, etc.



Does your company need assistance?





Alexandria Chamber of Commerce - Alexandria SBDC Outreach

- Business Recovery Workshop (10/23)
- Follow up to clients and attendees
- Ongoing contact with businesses
- Lesson: requests for assistance lag event



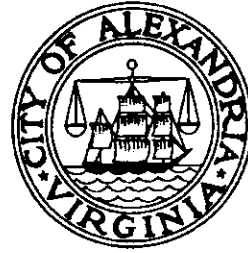
Alexandria Chamber of Commerce - SBDC Disaster Loan Activity

- 43 inquiries
- 18 one-on-one meetings
- 9 loan packages aided
- 4 re-submissions aided



Alexandria Chamber of Commerce - Ongoing and Future SBDC Efforts

- 100% focus on recovery efforts
- Two additional staff positions contingent on \$100,000 Commerce Department grant award
- Business Preparedness Series (next 12/14)
- Subcontractor event (early 2002)
- CEO roundtable (2002)
- Further information sessions (2002)

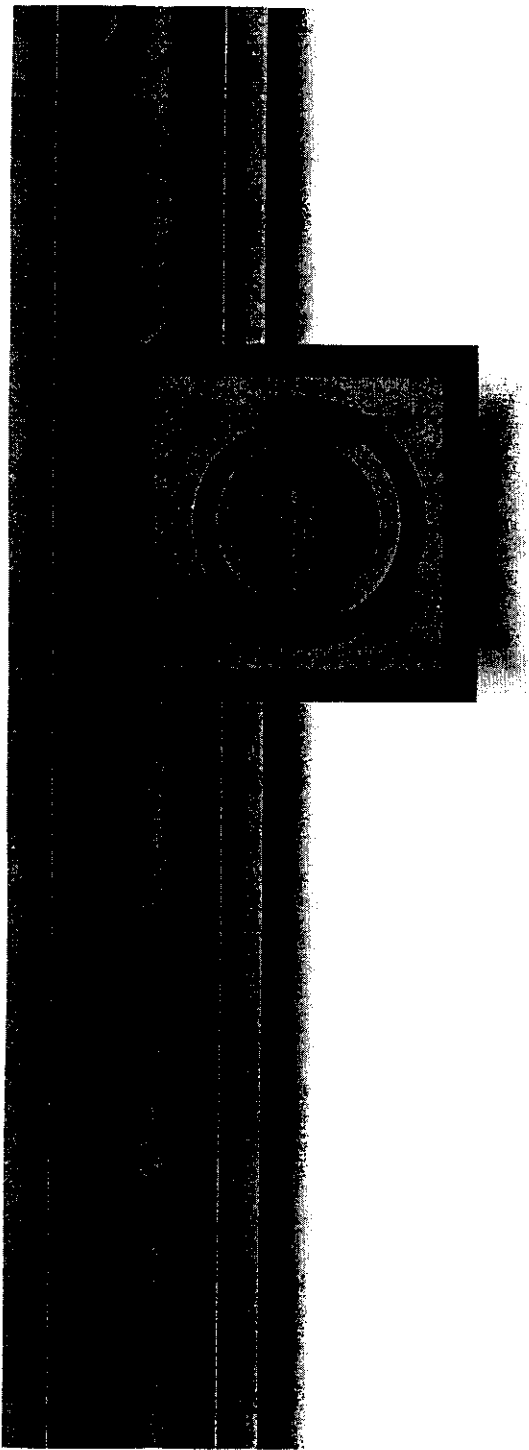


**DEPARTMENT
OF
HUMAN SERVICES
RESPONSE**

9/11 Attack on America

November 2001





Many Alexandria residents have experienced a direct economic impact.

- Residents have lost their jobs and are concerned about mortgage, rent, car payments, and food and clothing.
- Human Services has seen a steady increase over the past two months and has developed new strategies.



Service Impact

- **70 new emergency service cases**
- **As of November 2001, the Alexandria Salvation Army assisted 475 households in the region**
- **As of November 2001, Alexandria Catholic Charities received 192 applications from households in the region**

11/27/2001



Service Impact

- **Emergency services clients served in October 2001 represent a 25% increase over the number served in August 2001**
- **Emergency services clients served in October 2001 represent a 36% increase over those served in October 2000**

11/27/2001



Service Impact

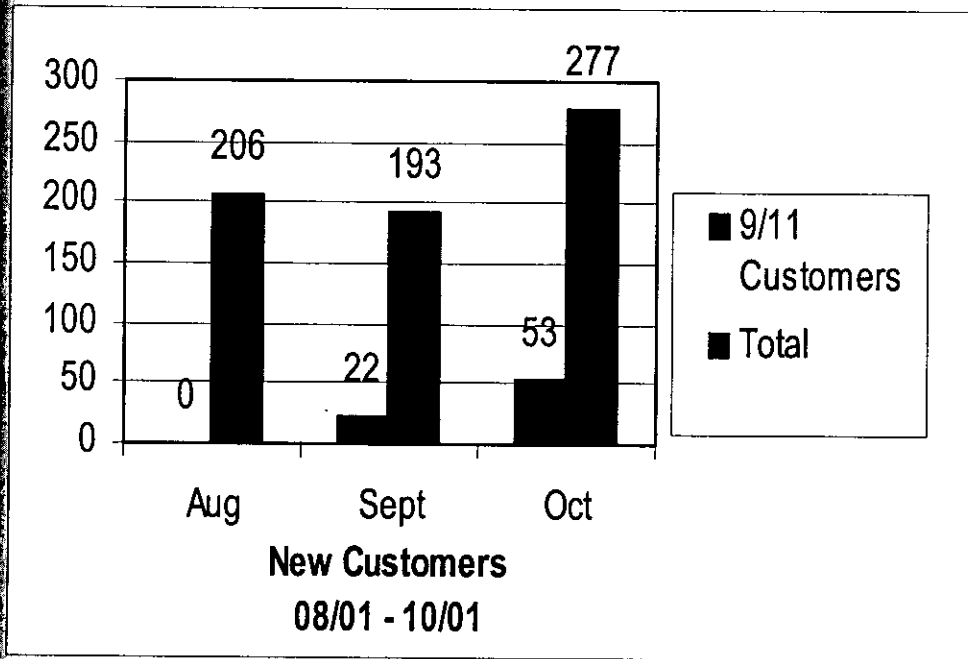
- **The Temporary Assistance to Needy Families (TANF) program experienced a 10% increase between August and October 2001**
 - August 2001 TANF - 92
 - September 2001 TANF - 100
 - October 2001 TANF - 101

- **The Food Stamp (FS) program experienced a 44% increase between August and October 2001**
 - August 2001 FS - 257
 - September 2001 FS - 248
 - October 2001 FS - 358

11/27/2001



Service Impact



- Number of new *JobLink* customers increased by 34% from August 2001 to October 2001

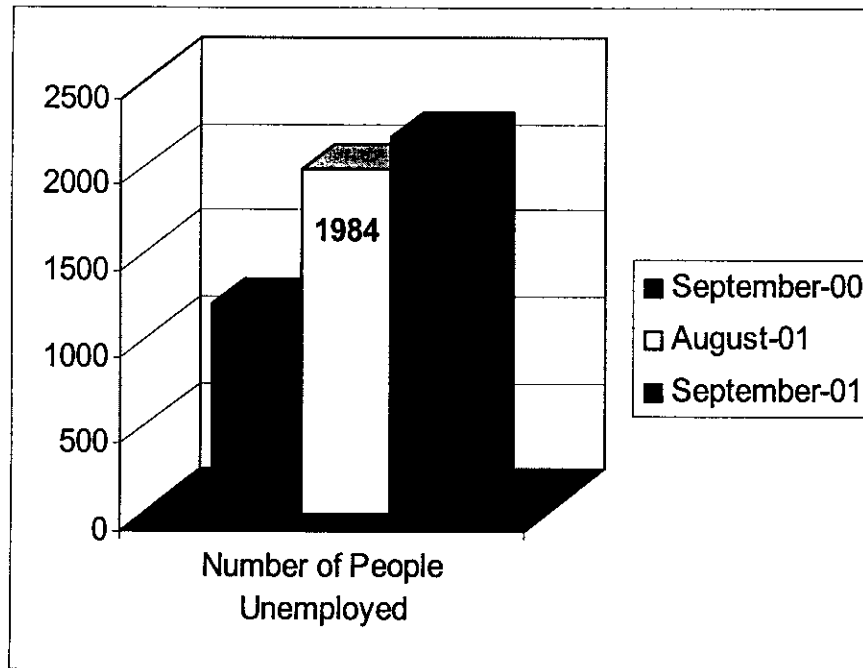
- In September, 11% of *JobLink* customers identified themselves as jobless due to “The Attacks on America”

- In October, 19% identified themselves as jobless due to “The Attacks on America”

11/27/2001



Service Impact



As reported by the Virginia Employment Commission:

- In September 2000, the City had an unemployment rate of 1.6%
- In August 2001, the City had an unemployment rate of 2.4% (an increase of 50% over September 2000)
- In September 2001, the City had an unemployment rate of 2.7% (an increase of 12.5% over August 2001)

11/27/2001



Response to Increased Service Needs

- **The Department of Human Services 9/11 brochure was developed and is available in English, Spanish, and four other languages**
- **The Alexandria Services Fund raised \$2,220 in donations, some of which will be matched by the William D. Euille Foundation**
- **The Virginia Department of Housing and Community Development allocated an additional \$50,000 for the Homeless Intervention Program**
- **The Department of Human Services developed and distributed 2,500 “stick-on” labels in eight languages promoting cultural tolerance**

11/27/2001



Response to Increased Service Needs

- **Participation on the Governor's Post Attack Conference**
- **Provided orientations at the Washington Airport Authority, the Alexandria Convention and Visitors Association, and the Association of Hotel Human Resource Managers**
- **Staffed information booths at Reagan National Airport where 61 customers registered for services**

11/27/2001



Response to Increased Service Needs

- **Presentation given to laid-off United Airlines employees at Dulles International Airport**
- **Hosted a job fair for 556 job seekers in October for Lord & Taylor and On-Site Sourcing; 10 times the usual response**
- **Sent “Notice of Service” letters to 100 local companies and 21 local hotels**

11/27/2001



Response to Increased Service Needs

- **Alexandria/Arlington & Fairfax County Consortium was awarded a \$9.5 million National Emergency Grant**
- **The Alexandria/Arlington Workforce Consortium received \$200,000 in Rapid Response funding from the Virginia Employment Commission**
 - **Occupations currently being served resulting from airport “layoffs”**
 - **Baggage Handlers**
 - **Customer Service Representatives**
 - **Ticket Agents**
 - **Ground Control Crew Members**
 - **Pilot**
 - **Servers/Hostesses**
 - **Shuttle Bus Operators**

11/27/2001



Response to Increased Service Needs

- **Transitional Training courses serving “Attack on America” Customers:**
 - **Medical Billing**
 - **English as a Second Language**
 - **Automated Office Skills**
 - **A+ Certification**

- **Other training funds available**
 - **H-1B Grant - for hi-tech and medical-tech training**
 - **Metro Tech - for hi-tech and bio-technology**
 - **Workforce Investment Act Adult Dislocated Workers**
 - **Workforce Investment Act Youth Employment**

11/27/2001



Response to Increased Service Needs

- ***JobLink's Public Service Announcement in English and Spanish***
 - targeted to the unemployed due to the “Attacks on America”
 - broadcast on four major networks and cable channels
- ***JobLink's Hotline***
 - provides employment information and assistance to callers unemployed due to the “Attacks on America”
 - provides callers with personal employment assistance
- **Anticipated Community Outreach Campaign**
 - multi-media approach

11/27/2001



19, 11/27/01

City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 20, 2001
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*
SUBJECT: MARKETING FUND STATUS

In follow up to a request made at the November 27th City Council meeting, the following information is provided in regard to the City's Marketing Fund. Through the first five and a half months of the fiscal year, the Fund's \$100,000 budget has been used to fund four marketing initiatives totaling \$51,442. As a result, \$48,558 remains in the Fund for the balance of the fiscal year. If the Fund becomes fully depleted before the end of the fiscal year, I will let you know.

cc: Mark Jinks, Assistant City Manager
Roger Parks, Chair, Marketing Fund Committee

