

City of Alexandria, Virginia

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MEMORANDUM

DATE: APRIL 11, 2006

TO: HONORABLE MAYOR, AND MEMBERS OF CITY COUNCIL

FROM: JAMES HARTMANN, CITY MANAGER *JH*

SUBJECT: BUDGET MEMO# 105 : PLANS TO MAKE THE OLD TOWN ARTS  
FESTIVAL SELF-SUSTAINING

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This memorandum is in response to Councilman Krupicka's request for staff to advise of what plans are in place to make the Old Town Arts Festival self-sustaining.

Currently, the Old Town Arts Festival is produced and promoted by Howard Alan, Inc., who has a three-year contract with the City. Costs associated with city services are paid for by Howard Alan in order to produce the event and include costs for police, trash pick-up, code enforcement and general services. The costs for these reimbursed services for the most recent Arts Festival approximated \$20,000. City support of \$25,000 for the Arts Festival is contained in the Non-departmental budget and covers costs for entertainment, prizes, jurors, volunteer expenses and staff time.

Making the Arts Festival self-sustaining is worth exploring, but often festivals like this do require some sort of direct public subsidy. First Night is an example of this. As the Arts Festival Executive Committee plans its future, looking into other funding models is one of the activities that they should pursue.