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First Night
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First Night Alexandria
City Council
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I'm John Renner,
the 2006 President of First Night Alexandria,
and I'm here tonight
to deliver First Night's 2005 Annual Report
to you--
to our supporters--
and to the City.

I am proud to tell you that--
as it enters its second decade--
First Night Alexandria
is stronger than ever.

On New Years Eve 2005, 12,000 people joined together
to ring in the new year
at First Night Alexandria.

Thanks to your support, and the support of our sponsors,

12,000 people enjoyed 69 performing acts
on 36 stages
within 28 venues
including 23 from the Torpedo Factory to the Masonic Temple and
PTO
and 5 on Mount Vernon Avenue—
and topped off the evening with a spectacular display of fireworks.

Thanks to your support, and the support of our sponsors, a dedicated group of Alexandria teens planned and carried out their own teen venue that included the finale of a year-long talent competition, a DJ, and dancing.

Thanks to your support, and the support of our sponsors... First Night Alexandria attracted about \$630,000 of business to our City this past New Year's Eve.

When you consider the sales tax on that revenue, the meals tax, hotel tax and business license tax, The City made a good investment—

First Night Alexandria generated more than enough tax revenue for the City to cover the cost of the City's contribution to the event.

First Night Alexandria is extremely grateful for the support it receives from the City of Alexandria. But First Night Alexandria does not rely solely on its support from the City.

First Night Alexandria is able to raise one third of its operating budget From the generosity of Alexandria businesses and individuals who help sponsor the event.

Another third of First Night's operating budget Is funded by the sale of admission badges.

Here are some interesting facts:

- 57% of First Night attendees come from outside Alexandria.
- First Night attendees mentioned 74 Alexandria restaurants by name as destinations for dinner on First Night.
- Old Town hotels had occupancy rates between 51% and SOLD OUT on First Night.
- 79% of First Night attendees would not have come to Alexandria without First Night.
- 93% of First Night attendees rated their First Night experience as fun, entertaining, or wonderful.

Thanks to your support, and the support of our sponsors...

First Night Alexandria
Is a SUCESSFUL PUBLIC PRIVATE PARTNERSHIP

that brings together
people of all ages—
from our youngest citizens at the childrens' venues
to our teens
to adults and seniors

for a safe, fun evening
to celebrate New Years eve.

To build on this success,

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we must continue to work together
to make First Night Alexandria
better than ever.

We thank the City, our sponsors and our attendees
for your support,
and we look forward to celebrating
with all of you

for years to come.

I'd like to recognize some of the people
who help make First Night happen...

Would all First Night board members, sponsors and volunteers
please stand.

Thank you.