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Presentation of First Night Alexandria Annual Report  
to City Council  
Tuesday, April 24, 2007

I'm Charlotte Hall  
Potomac Riverboat Company  
President-Elect First Night Alexandria

First Night Alexandria is extremely grateful to the City Council and Staff for its continued support of First Night Alexandria. We have a poster to thank the city and another to thank the Mayor for his personal commitment

Since the revival of First Night in 2001 the First Night Alexandria Board has annually recapped the event and presented its findings to the City Council.

The document in front of you does that for the December 31, 2006 event.

A few highlights:

- Approximately 12,000 people attended
- There were 43 stages
- 30 venues in Old Town and Del Ray
- There were 64 performing acts
- For a \$15 fee, attendees had the opportunity to experience 187 performances throughout the evening
- And a young couple got married on December 31 in Alexandria because they wanted fireworks for their wedding day!

When we surveyed our attendees they told us

- The average amount of money they individually spent over and above the price of their ticket was \$61
- The audience is split nearly 50/50 with Alexandria residents and visitors from outside the City.
- 99% of the attendees rated their experience as wonderful, fun or entertaining.

The estimated return to the City on its investment is approximately **half-a-million dollars**.

And finally, as we also like to do on this occasion, we would like to give you a preview of what the 2007 First Night Alexandria "look" will be (show new logo).

On behalf of the board of directors (**all should stand**), from the bottom of our hearts, thank you for all your support!