

# *Company is Coming to Alexandria!!!*

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## ***National Harbor Opportunity Launching in April, 2008***

### Frequently Asked Questions

#### **What is National Harbor?**

Across the Potomac and just south of the Woodrow Wilson Bridge in Prince George's County, MD, National Harbor/Gaylord is a 300-acre, mixed-used development that will include five hotels as well as the Gaylord National Resort and Convention Center, the largest such development on the East Coast.

#### **Who is developing National Harbor?**

National Harbor is being developed by the Peterson Companies, one of the largest privately owned development companies in the region. Founded in the early 1970s by Milton Peterson, the company has developed Fair Lakes, Burke Centre, Franklin Farm, and spearheaded the redevelopment of downtown Silver Spring.

#### **When does National Harbor open?**

The National Harbor waterfront, along with the Gaylord National Resort and Convention Center, will open in April 2008.

#### **What will National Harbor include?**

National Harbor will include five hotels - Hampton Inn and Suites, Residence Inn by Marriott, Westin, W Aloft, and a Wyndham Resorts Timeshare. The hotel inventory for the property is 4,000 hotel rooms which is comparable to Alexandria's entire stock of 4,098 rooms. The Gaylord Resort and Convention Center will feature 470,000 square feet of convention, meeting and exhibition space. Nearly one million room nights have been reserved to date.

National Harbor will feature ten white table cloth restaurants such as McCormick and Schmick's and Gaylord will have seven restaurants on site. The development will also include luxury condominiums and commercial office space. It is estimated approximately 40,000 square feet of retail space will be on site. Four piers and two marinas will provide recreation and fishing activities.

Forty-two acres of green space have been set aside to provide habitat and quiet space.

### **What is the National Harbor Collaborative?**

In December 2006, Mayor Bill Euille asked the Alexandria Chamber of Commerce to convene a meeting of stakeholders to discuss how Alexandria can seize the opportunity being presented by National Harbor across the river.

The stakeholders include the City of Alexandria, the Alexandria Chamber of Commerce, Alexandria Convention and Visitors Association, Alexandria Economic Development Partnership, Alexandria Small Business Development Center, Alexandria Transit Company (DASH), Alexandria Waterfront Associates, LP, Alexandria Waterfront Committee, Old Town Business and Professional Association, Old Town Civic Association, and the Torpedo Factory Art Center. A list of members and contact information is attached.

Some of the issues the collaborative is addressing include:

- Hospitality and Visitor Reception
- Water Taxi Service
- Visitor Orientation
- Overall Appearance of the Marina and King Street
- Lighting
- Coordinated Signage/Way Finding
- Seating
- Food Pavilion
- Security
- Transportation for Visitors and Residents along the King Street Corridor
- Noise Pollution
- Marketing
- Preparing Alexandria Businesses and Restaurants
- Informing and Involving Alexandria Residents
- Parking Access
- Entertainment and Activities
- Preparing Alexandria Events and Attractions
- Collaboration with Prince George's County

The collaborative has been meeting monthly to identify priority recommendations for the City Council and will present them in September 2007. The City Council has designated \$700,000 in the FY 2008 budget to provide transportation and fund the necessary improvements.

### **What is the new Potomac River water taxi service?**

Potomac Riverboat Company will operate the new water taxi which will provide passenger service between National Harbor/Gaylord in Maryland and Old Town Alexandria, Virginia. Two water taxis will run seven days a week, every half hour between 10 a.m. and 10 p.m. The initial schedule may be adjusted based upon the needs of each community. Each water taxi can accommodate 99 passengers. Current cost estimates are \$12.00 for a round-trip ticket.

## ***National Harbor Collaborative Members***

### ***City of Alexandria***

Mayor Bill Euille, 703- 838-4500, [alexvamayor@aol.com](mailto:alexvamayor@aol.com)  
Mark Jinks, Deputy City Manager, 703-838-4300, [Mark.Jinks@alexandriava.gov](mailto:Mark.Jinks@alexandriava.gov)  
Rich Baier, Director, Dept. of Transportation & Environmental Services, 703- 838-4966,  
[Rich.Baier@alexandriava.gov](mailto:Rich.Baier@alexandriava.gov)  
Rich Josephson, Deputy Director, Planning and Zoning, 703-838-4666,  
[Richard.Josephson@alexandriava.gov](mailto:Richard.Josephson@alexandriava.gov)  
Kathleen Beeton, Urban Planner, 703-838-4666, [Kathleen.Beeton@alexandriava.gov](mailto:Kathleen.Beeton@alexandriava.gov)  
Roger Blakeley, Deputy Director, Dept. of Recreation, Park & Cultural Activities, 703-838-4842,  
[Roger.Blakeley@alexandriava.gov](mailto:Roger.Blakeley@alexandriava.gov)  
Aimee Vosper, Landscape Architect Supervisor, 703-838-5041,  
[Aimee.Vosper@alexandriava.gov](mailto:Aimee.Vosper@alexandriava.gov)

### ***Alexandria Chamber of Commerce***

Christine Michaels, President/CEO, 703-739-3802, [cmichaels@alexchamber.com](mailto:cmichaels@alexchamber.com)  
Rick Dorman, Chairman, 703-998-5614, [rfdorman@aol.com](mailto:rfdorman@aol.com)  
Lonnie Rich, Past Chair, 703-836-7441, [lrich@rgrclaw.com](mailto:lrich@rgrclaw.com)

### ***Alexandria Convention and Visitors Association***

Lorraine Lloyd, Acting Executive Director, 703-838-4200, ext. 209, [Llloyd@funside.com](mailto:Llloyd@funside.com)

### ***Alexandria Economic Development Partnership***

Stephanie Landrum, Acting Executive Director, 703-739-3820, [landrum@alexecon.org](mailto:landrum@alexecon.org)

### ***Alexandria Small Business Development Center***

Bill Reagan, Executive Director, 703-778-2958, [billr@alexandriasbdc.org](mailto:billr@alexandriasbdc.org)

### ***Alexandria Transit Company (DASH)***

Sandy Modell, General Manager, 703-370-3274, ext. 612, [Sandy.Modell@alexandriava.gov](mailto:Sandy.Modell@alexandriava.gov)

### ***Alexandria Waterfront Associates LP***

Gary Baker, 703-684-0222, [gbrealco@erols.com](mailto:gbrealco@erols.com)

### ***Alexandria Waterfront Committee***

Susan Pettey, Chair, 703-548-8209, [spettey@verizon.net](mailto:spettey@verizon.net)

### ***Old Town Business and Professional Association***

Charlotte Hall, President, Potomac Riverboat Company, 703-684-0580, [prcboats@aol.com](mailto:prcboats@aol.com)

### ***Old Town Civic Association***

Townsend "Van" Van Fleet, President, 202-638-3569, [vvanfleet@vmgthehill.com](mailto:vvanfleet@vmgthehill.com)

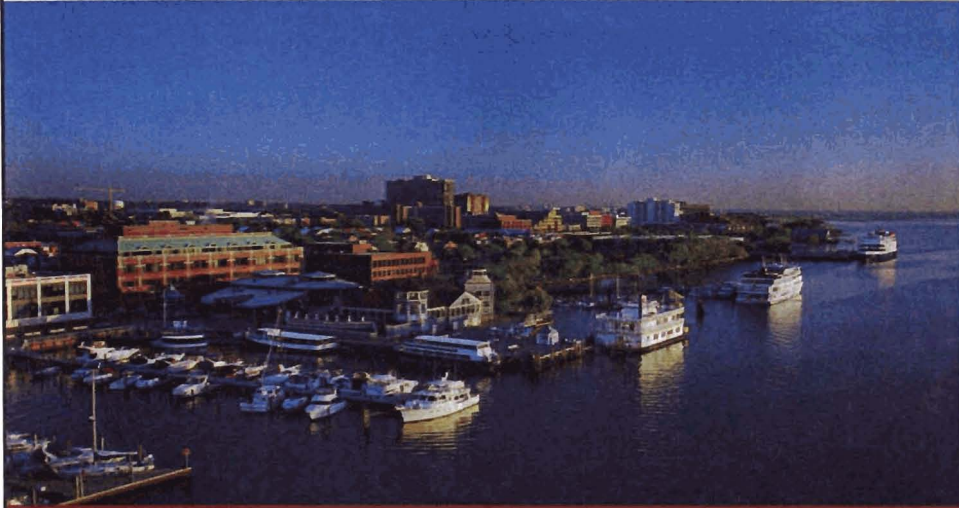
### ***Torpedo Factory Art Center***

Marian Van Landingham, 703-548-4318, [vadelmvl@aol.com](mailto:vadelmvl@aol.com)

***Coordinator, National Harbor Collaborative***, Jan Day Gravel, 703-827-8727, [jan.daygravel@verizon.net](mailto:jan.daygravel@verizon.net)



**National Harbor Collaborative  
Company is Coming to  
Alexandria!**



Shop, Dine and Celebrate on America's Historic Main Streets

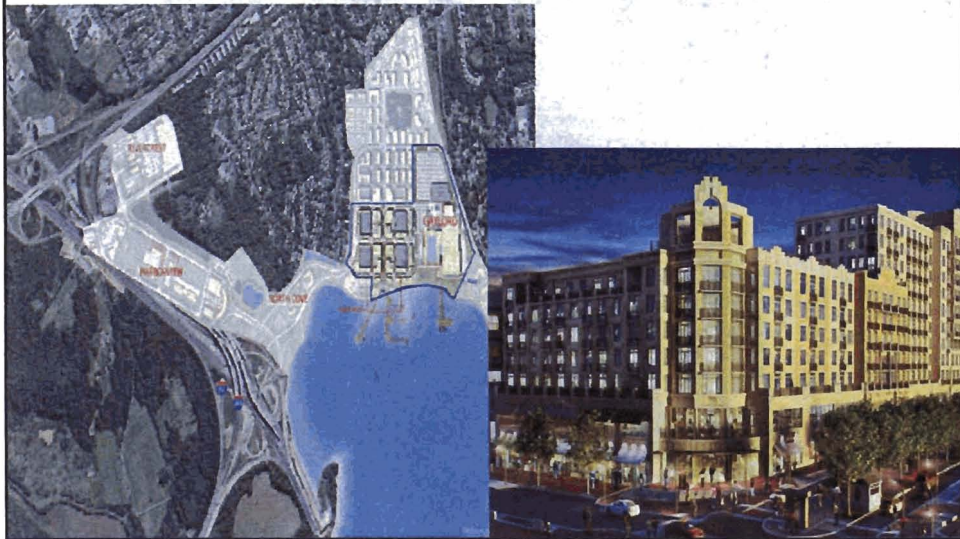


**National Harbor Collaborative  
National Harbor/Gaylord**





## National Harbor Collaborative National Harbor/Gaylord



## National Harbor Collaborative Members

- City of Alexandria**
- Alexandria Chamber of Commerce**
- Alexandria Convention and Visitors Association**
- Alexandria Economic Development Partnership**
- Alexandria Small Business Development Center**
- Alexandria Transit Company (DASH)**
- Alexandria Waterfront Associates, LP**
- Alexandria Waterfront Committee**
- Old Town Business and Professional Association**
- Old Town Civic Association**
- Torpedo Factory Art Center**

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## *Issues Identified River to the Rails*

- **Hospitality and Visitor Reception**
- **Water Taxi Service**
- **Visitor Orientation**
- **Overall Appearance of the Marina and King Street**
- **Lighting**
- **Coordinated Signage/Way Finding**
- **Seating**
- **Food Pavilion**
- **Security**



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## *Issues Identified River to the Rails*

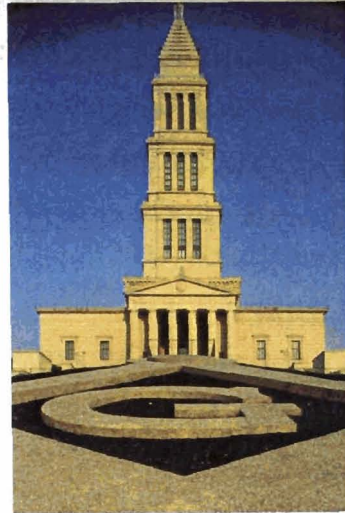
- **Transportation for Visitors and Residents along the King Street Corridor**
- **Noise Pollution**
- **Marketing**
- **Preparing Alexandria Businesses and Restaurants**
- **Informing and Involving Alexandria Residents**
- **Parking Access**
- **Entertainment and Activities**
- **Preparing Alexandria Events and Attractions**
- **Collaboration with Prince George's County**

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## Transportation Concepts

- **Frequency**
- **Shuttle Types**
- **Shuttle Stops**
- **Amenities**



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## Transportation Concepts



- **Passenger service between Old Town and National Harbor/Gaylord**
- **Operates every half hour**
- **Initially seven days a week 10 a.m. - 10 p.m.**

**ALEXANDRIA - NATIONAL HARBOR WATER TAXI**

Starting April 2008

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## Transportation Concepts



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## Overall Appearance and Maintenance of City Marina

- Provide more seating, trash receptacles, bicycle racks and related furniture
- Screen the fire suppression system
- Remove floating debris from river more frequently



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## Food Court and Chart House Improvements

- Explore exterior improvements to building façade and landscaping
- Enhance existing lighting and landscaping
- Explore outdoor carts and sales of non-food and food items
- Review existing SUP for food court
- Explore feasibility of use of space under Chart House for public restrooms, welcome center



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## Coordinated Signage and Related Elements

### Signage

- To direct visitors from the marina to King Street shuttle
- Provide visual elements to draw people in: banners, arches at end of pier, foot of unit block of King Street, interpretative signage panels

### Lighting

- Develop plan for appropriate exterior lighting at the City Marina to King and Strand Streets

### Security

- Identify appropriate security measures
- Provide more security

### Programming of public space

- Entertainment at gazebo



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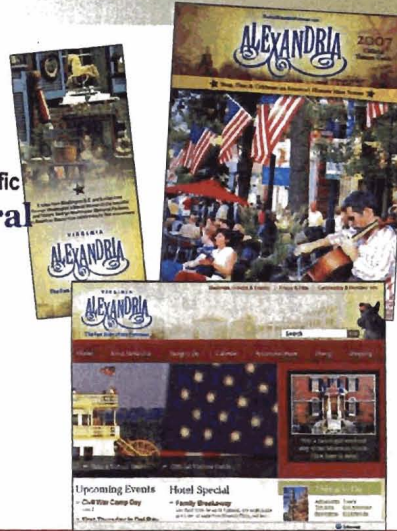
## Strategies to Reach National Harbor Leisure Visitors

### Expanded Visitor Services

- Extended hours at Ramsay House Visitor Center
- Satellite visitors center or kiosk at Waterfront
- Co-ordinate/communicate visitation traffic

### Targeted Marketing Collateral and Distribution

- Alexandria Official Visitors Guide
- Alexandria informational rack brochure
- ACVA Web site
- City of Alexandria Web site
- Informational video in-room and on water taxi and trolleys
- In-room advertising opportunities
- Podcasts
- Direct mail



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## Strategies to Reach National Harbor Meetings and Groups

### Pursue overflow room blocks

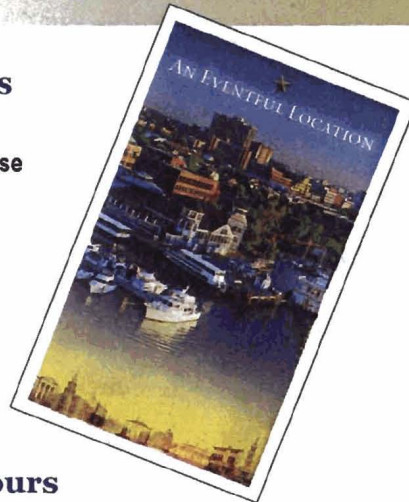
- Old Town Collection of Hotels
- Capitol Services, Inc. (Official in-house Destination Meeting Company)

### Pursue ancillary meetings

### Promote off-property events

- Fun Agendas
- Team Building
- Dine-Arounds
- Spouse Tours

### Pre- and Post-Convention Tours



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## Strategies to Inform Local Tourism Stakeholders

- **Develop themed messages to launch an educational campaign**
- **Educate stakeholders on Alexandria stories and messages**
- **Emphasize the need to be hospitable, informed, and prepared**
- **Publicize helpful resources and information**



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## Community Outreach

- **March 13 "Don't Miss the Boat" Forum**
- **Fun Side Forums**
- **Old Town Business and Professional Association**
- **Old Town Civic Association**
- **Civic Associations' Updates**
- **Informal Updates**
- **Meeting with Restaurateurs**
- **Attractions/Events Forum**
- **Workforce Preparedness**
- **City and Organizations' Websites**
- **Email Updates**

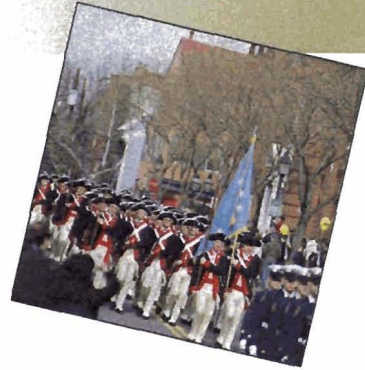


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## Next Steps

- Collaborative and task groups will continue to meet during the summer
- Involve other stakeholders as needed
- Prioritize recommendations for FY 2008 budget allocation
- Host community forums for additional input
- Present short and long term recommendations to City Council in September



*Roll out the cobblestone  
carpet to welcome  
our guests.*

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