

ACVA Update

I. ACVA Brand and Image Research Study is now complete

ACVA presented the results of a brand and image study in December. The study tested more than 50 descriptions to identify brand attributes that: 1) are authentic to Alexandria, 2) motivate travel, and 3) distinguish Alexandria from its competition. The study included 21 interviews with community leaders, 1400 surveys completed by travelers, and 386 surveys completed by the Alexandria community.

The research concluded that Alexandria's tourism marketing should focus on:

- Historic ambiance
- Showcase for period architecture
- Charming
- Has great restaurants
- Offers interesting mix of retail shops

The research also evaluated the slogan, "The Fun Side of the Potomac," which has been in use for 10 years. The slogan received a neutral-to-positive response from consumers, but a primarily negative response from residents. The "Fun Side" while not negative, is not viewed as the best market position for Alexandria.

II. Response to Economic Sustainability Work Group

In accordance with the recommendations of the Economic Sustainability Work Group, ACVA is quickly moving forward on:

1. Becoming more web-focused. ACVA's current website is being modified to create an e-mail database and offer online reservations. A completely new site will be launched by the end of the summer. ACVA is discontinuing the use of TheFunSideofthePotomac.com and has begun to use VisitAlexandriaVA.com
2. A full-service advertising agency with expertise in tourism branding will be employed at the start of the new fiscal year and a new brand will be launched in the Fall of 2008.

III. National Harbor Initiatives

ACVA is lead for marketing initiatives to draw visitors from National Harbor to Alexandria

- Information kiosks at waterfront
- Video for water taxis, in-room commercial at Gaylord, in-room

commercial for Vacation Channel
Convention sales materials and events to draw meetings/offsite events to Alexandria
Rack brochure for distribution at National Harbor
In-room advertising at Gaylord National
Expanded visitor center hours

ACVA's Fun Side Forum on February 22 will be devoted to a comprehensive update on National Harbor-related initiatives. Additional events to build relationships with concierges and the sales team at Gaylord National are in development.

IV. New ACVA Sales & Marketing Initiative "Alexandria Destination Weddings"

Objective - Take advantage of market that is growing by 14%

Goals - Position Alexandria as premier Mid-Atlantic wedding destination; expand experience into "mini-vacation" for guests; create new partnerships with Alexandria businesses

Launch - at Fun Side Forum, January 25 at Christ Church Auditorium

New Initiatives -

Wedding landing page www.MyAlexandriaWedding.com

Marketing & sales literature, participation in regional wedding shows, sales outreach

orals
1-8-08

City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 8, 2008
TO: JAMES K. HARTMANN, CITY MANAGER
CC: THE HONORABLE MAYOR & MEMBERS OF THE CITY COUNCIL
FROM: COUNCILMAN ROB KRUPICKA & COUNCILMAN JUSTIN M. WILSON
SUBJECT: METRORAIL EXPANSION

After a number of years work, the Ad Hoc Transportation Policy & Program Task Force has completed its work, and the City Council is poised to adopt the first comprehensive overhaul of our Transportation Master Plan in decades. We applaud the work of the Task Force, the Staff and the community, who collaborated on this important effort. We believe that the emphasis on multi-modal transit to serve the current and future needs of our City is essential.

With the adoption of the principles of the Economic Sustainability Work Group, it is clear that there are a few elements that need to be included within the Draft Transportation Master Plan prior to its adoption.

Potomac Yard MetroRail: The Adopted Transportation Master Plan should make clear that a MetroRail at Potomac Yard is an essential transportation priority for Alexandria and bringing that infrastructure to fruition shall be the policy of the City. The Plan should ensure that no additional development or redevelopment (beyond what has currently been approved by the City Council) shall occur within Potomac Yard without a clear plan for how such redevelopment will contribute to the development and funding of a MetroRail station within Potomac Yard.

Eisenhower Valley MetroRail: The Adopted Transportation Master Plan should also explicitly call for a new Metro Station in the center of the Eisenhower Valley. Any development or redevelopment planning efforts that occur in the center of the Eisenhower Valley should explicitly include a plan to incorporate and fund a new MetroRail station.

We would appreciate it if Staff could propose changes to the draft Transportation Master Plan that would address these two concepts prior to the Plan adoption by the Planning Commission and City Council.

cc: Faroll Hamer, Director, Planning & Zoning
Rich Baier, Director, Transportation & Environmental Services
Tom Culpepper, Deputy Director, Transportation & Environmental Services
Jim Maslanka, Division Chief, Transportation & Environmental Services
Larry Robinson, Chairman, Ad Hoc Transportation Policy & Program Task Force