

EXHIBIT NO. 1


10
10-9-07

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 3, 2007

TO: THE HONORABLE MAYOR AND MEMBER OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: CITY COUNCIL CONSIDERATION TO CHANGE THE ROUTE OF THE
2007 SCOTTISH CHRISTMAS WALK PARADE

ISSUE: City Council consideration to change the route of the 2007 Scottish Christmas Walk Parade.

RECOMMENDATION: That City Council approve the requested change to the 2007 parade route for the Annual Scottish Christmas Walk Parade scheduled for December 1, 2007 (Attachment 1).

DISCUSSION: The Campagna Center and City staff are requesting to change the route of the Annual Scottish Christmas Walk Parade, so that it will end at Market Square. The Campagna Center, the City's Special Events Committee, the Old Town Business and Professional Association (Attachment 2), and the Old Town Civic Association (Attachment 3) all support this recommendation. By bringing the parade to the central business district, visitors will have an opportunity to visit the shops and restaurants. It is expected that approximately 30,000 people will visit the City of Alexandria for the Scottish Christmas Walk.

The 2007 Annual Scottish Christmas Walk Weekend from November 29 through December 1 will mark the 37th year that The Campagna Center has hosted the annual event. Many elected officials and other dignitaries will participate in the parade, and, as indicated, ending the parade in the heart of Old Town would provide more visibility to this area. It is important to note that this year's parade will begin at 11:00 a.m. just as the Farmers' Market is ending.

The following is a description of the 2006 route (Attachment 4):

The 2006 route started at the intersection of Wilkes and South Pitt Streets and headed north on South Pitt Street to King Street and turned right. The route continued east on King Street to North Fairfax Street and turned left. The route continued north on North Fairfax Street and turned left on Queen Street. The route continued west on Queen Street to North St. Asaph Street and turned left. The route continued south on St. Asaph Street to Wilkes Street where the parade ended.

The following is a description of the proposed 2007 route (Attachment 1):

The 2007 proposed route starts at the intersection of Wilkes Street and South St. Asaph Street. The parade heads north on South St. Asaph Street to Queen Street. The parade turns right on Queen Street to North Fairfax Street, where it turns right and heads south on North Fairfax Street. The parade turns right on Duke Street to South Royal Street and turns right and heads north to the termination point at the intersections of North Royal Street and Cameron Street (Market Square).

FISCAL IMPACT: None

ATTACHMENTS:

- Attachment 1. The Campagna Center's Request to Change the 2007 Scottish Christmas Walk Parade Route
- Attachment 2. Email from the Old Town Business and Professional Association
- Attachment 3. Old Town Civic Association Letter of Support
- Attachment 4. 2006 Scottish Christmas Walk Parade Route

STAFF:

Kirk Kincannon, Director, Recreation, Parks and Cultural Activities
Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities
Jack Browand, Division Chief, Recreation, Parks and Cultural Activities
Cheryl Lawrence, Recreation Supervisor V, Recreation, Parks and Cultural Activities
Members, Special Events Committee



SERVING CHILDREN AND FAMILIES

Head Start Early Head Start Campagna Kids
21st Century Community Learning Center RSVP Wright to Read

August 20, 2007

Janet Barnett
Deputy Director
Recreation, Parks, and Cultural Affairs
City of Alexandria
1108 Jefferson Street
Alexandria, VA 22314

Dear Janet:

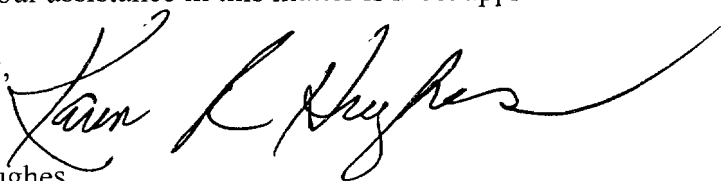
The Campagna Center will host its 37th Annual Scottish Christmas Walk Weekend from November 28 to December 1. More than 30,000 people will visit Alexandria for the festivities including the time-held tradition of ringing in the holiday season with the Walk Parade.

On July 16, a community advisory panel representing the different interests in Alexandria gathered to discuss changes to the Walk Weekend. One outcome was a strong recommendation by the committee to return the Walk Parade to its original route ending at Market Square rather than behind The Campagna Center. Many on the committee expressed that ending in the heart of Old Town would generate more traffic to local businesses and showcase Market Square.

The proposed parade route is marked on the enclosed map. In creating this route, we have consulted with representatives of the Saint Andrew's Society of Washington, D.C., Alexandria Police Department, Transportation and Environmental Services, and City's Special Events Committee.

The Walk Weekend promotional materials must reach the printer by the end of September. I would appreciate the opportunity to present this request before the City Council as early as possible. Your assistance in this matter is most appreciated.

Sincerely,


Karen Hughes
President and CEO
The Campagna Center

Encl: Parade Map

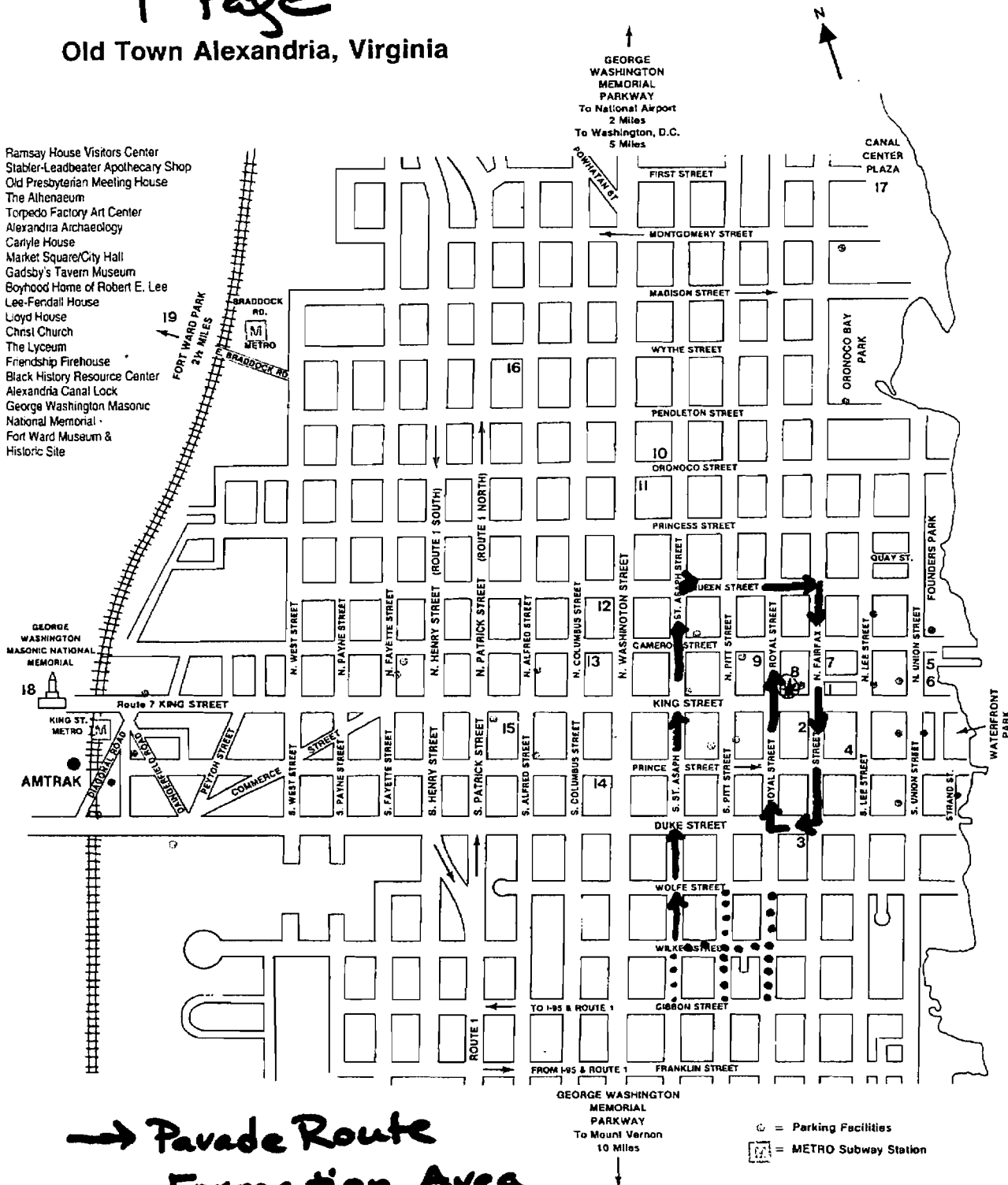
Attachment 1

Propose 2007 Parade Route

To: Jim Neuvohr
1 Page

Old Town Alexandria, Virginia

1. Ramsay House Visitors Center
2. Stabler-Leadbeater Apothecary Shop
3. Old Presbyterian Meeting House
4. The Athenaeum
5. Torpedo Factory Art Center
6. Alexandria Archaeology
7. Carlyle House
8. Market Square/City Hall
9. Gadsby's Tavern Museum
10. Boyhood Home of Robert E. Lee
11. Lee-Fendall House
12. Lloyd House
13. Christ Church
14. The Lyceum
15. Friendship Firehouse
16. Black History Resource Center
17. Alexandria Canal Lock
18. George Washington Masonic National Memorial
19. Fort Ward Museum & Historic Site



→ Parade Route

.... Formation Area



Review Stand



david
<david@goldworksusa.com>
09/25/2007 02:55 PM

To Janet Barnett <Janet.Barnett@alexandriava.gov>
cc <Jack.Browand@alexandriava.gov>
bcc
Subject The Scottish Walk parade approval from Old Town Business and Professional Association

Dear Janet

After a brief survey of OTBPA members I have come to the conclusion from many of our members replies that the route change has our approval. Of course those on Pitt St want the constuction to go away and the parade back like it was and those on Union St would love it to pass there. So there is something to consider for next year to make the parade longer yet again.

Per my conversation with Janet Barnett, The Campagna Center and the City of Alexandria seek the support from the Old Town Business and Professional Association in The Campagna Center's request to change the parade route for the 2007 Scottish Christmas Walk scheduled for December 1, 2007 and has secured our approval from OTBPA.

The proposed route for 2007 starts at the intersection of Wilkes Street and South St. Asaph Street. It heads north on South St. Asaph Street to Queen Street. It turns Right on Queen Street to North Fairfax Street, where it turns right and heads south on North Fairfax Street. It turns right on Duke Street to South Royal Street and turns right and heads north to the termination point at the intersections of North Royal Street and Cameron Street. The proposed route will end the Scottish Christmas Walk at Market Square.

Sincerely,

David M. Martin

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David M. Martin
President OTBPA
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Alexandria, Virginia 22314
703.683.0333
3 short blocks from King St. Metro
david@goldworksusa.com
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<VMGtheHill@aol.com>

09/28/2007 02:18 PM

To <Janet.Barnett@alexandriava.gov>

cc

Subject Re: Scottish Christmas Walk

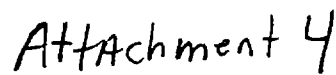
The Old Town Civic Association
Post Office Box 1213
Alexandria, Virginia 22313

Dear Ms. Barnett:

On the 27th of September, the Old Town Civic Association Board of Directors approved changing the Scottish Walk route to a new route that now will terminate at Market Square.

Townsend A. Van Fleet
President

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^{my}Potomac

(Zinc)

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