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City of Alexandria, Virginia

Presented By:

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City of Alexandria, Virginia



Our Message:

- **Marketing and educational campaign encouraging the community to buy in Alexandria**
- **Spending our dollars here has direct benefits to the City tax base, strengthens local business, and supports essential services**



City of Alexandria, Virginia



Our Goals:

- Encourage the community to shop, dine, entertain, and buy essentials in Alexandria
- Boost local business and increase tax revenue by taking advantage of the holiday shopping season
- Promote the message that buying where you live and/or work is good for the environment



City of Alexandria, Virginia

Our Strategy:

- A strong partnership between ACVA, AEDP, the Chamber of Commerce, the City's Communications office, and SBDC that will reach City residents, businesses and visitors
- Each collaborating organization will use their resources and tools to aggressively communicate the *Buy Alexandria, Our Dollars Count* message to their core constituents



City of Alexandria, Virginia



Our Tools:

- Direct pitch to broadcast, print and online media
- Use Web sites, eNews, mailings, flyers, Channel 70
- Develop window clings for local business and bumper stickers for vehicles
- Create a banner to be used in parades and at events



City of Alexandria, Virginia

Our Approach:

Promote *Buy Alexandria, Our Dollars Count* directly to the community

- Mayor's Unity Breakfast
- Holiday Tree Lighting
- Chamber of Commerce State of Business Luncheon
- Scottish Walk Parade
- Holiday on The Avenue
- *Mayor Euille Today* television show
- First Night Alexandria



City of Alexandria, Virginia



Our Pitch:

- As we navigate an uncertain financial future, it is critical to support local businesses and government with our business
- Buying in Alexandria and spending our dollars here will strengthen our economy, and help sustain the excellent services Alexandrians are accustomed to receiving



City of Alexandria, Virginia



What is the State of Alexandria's Economy? Find Out at the State of Alexandria Business Luncheon

Thursday, December 4

11:30 am – 1 pm

Embassy Suites, 1900 Diagonal Road

Learn how Alexandria compares with the Northern Virginia Region and the nation in the areas of retail sales, tax revenue, commercial and retail leasing activity, tourism, and other key economic indicators. Plus, take a look ahead at our economic future and find out what resources are available for your business to help you manage through uncertainty.



City of Alexandria, Virginia



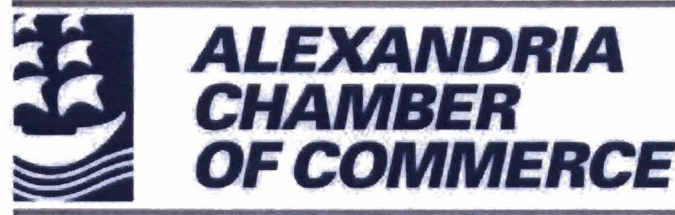
Keynote Speaker:
Greg Leisch
of Delta Associates
a leader in economic forecasting

Local economic indicators will be presented by:

- **Stephanie Landrum of the Alexandria Economic Development Partnership**
- **Mark Jinks, Deputy City Manager**
- **Bill Reagan of the Small Business Development Center (which is hosted by the Alexandria Chamber)**
- **Stephanie Brown of the Alexandria Convention and Visitor's Association**



City of Alexandria, Virginia



We'll be looking at the current local economy and looking ahead to how each of the agencies represented is responding to the economic circumstances.

We will also explore the resources available for businesses, facilitated by Andrew Palmieri of the Vorys law firm, chairman of the Chamber's Government Relations Committee.

Attendees will receive a copy of AEDP's local economic indicators report.



City of Alexandria, Virginia



We'll be providing information on the just launched "Buy Alexandria, Our Dollars Count" campaign in the City and how both business and residents can be part of it!

Register online at alexchamber.com

Reservations required:

**Lunch is \$30 for Chamber members,
 \$40 for non-members**



City of Alexandria, Virginia

Alexandria Economic Development Partnership, Inc.



Reaching Out to Major Employers

USPTO = 8000+

Alexandria City Public Schools = 2500+

INOVA Alexandria Hospital = 2000

***Encouraging the daytime population
to participate as well***



City of Alexandria, Virginia

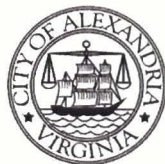
Alexandria Economic Development Partnership, Inc.



Reaching Out to the Business Community

*Supporting the local business community by
encouraging Alexandria businesses to
purchase goods and services from each other*

**Communicating with the volunteer-based
business associations around the City**



City of Alexandria, Virginia



New ACVA Website

- Feature authentic chefs and merchants
- Focus on Alexandria neighborhoods
- Mapping & convenient transportation
- Promote Free King Street Trolley



The holidays in Alexandria are filled with warmth, glow and 12 fantastic giveaways. The hotels, restaurants, shops and attractions in Alexandria have gotten in the giving spirit. From dinner, Potomac River cruises, VIP tours, gift cards to local retailers, and combined in 12 unique, themed packages. One prize package will be awarded 2008 through January 8, 2009.

Register to win one of the 12 Days of Holiday Giveaways. Simply interested in winning? Then complete and submit the form at the bottom of the page. You'll be signed up to receive Access Alexandria, a monthly email keeping you the latest in shopping, dining, events, accommodations and hotel packages in Alexandria. Looking for the perfect gift? Discover dozens great gift ideas, with which you can give a gift that will be truly loved!

Please see official rules for details and exclusions.



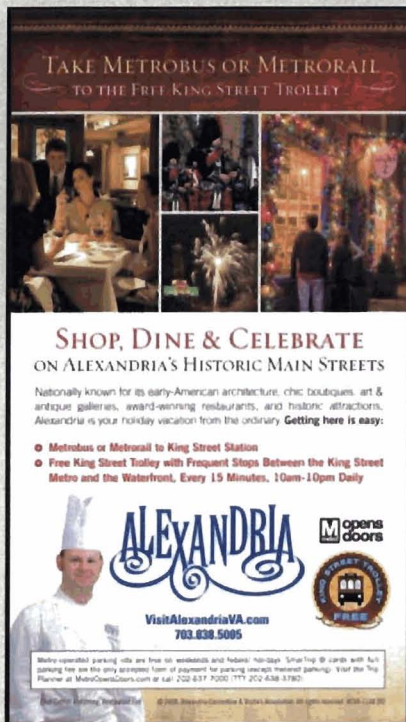
- December 8, 2008, First Day: A.D.
- Overnight stay in Hilton Alexandria on New Year's Eve or a night stay in a hotel
 - \$100 gift certificate to Granite Restaurant
 - Dinner for two at Chevy Chase Inn
 - A First Night Alexandria Package with a stay at the hotel
 - \$75 gift card to The Christmas Art

Special Holiday Promotion

- 12 Days of Holiday Giveaways
- Promote dozens of great gift ideas in Alexandria
- Increase the



Regional Advertising (\$300,000)



Target Audience:
Alexandria's residents
and neighbors in the
Washington, D.C. area

Strategy:
Use King Street Trolley
and Metrorail cooperative
marketing to promote
Alexandria shopping and
dining experiences

Regional Marketing

Meeting Initiative

Encourage local associations
and corporations to host
meetings in Alexandria

- Letter from Mayor Euille
- Meeting planner sales blitz

Encourage City employees and
residents to promote Alexandria
to professional contacts.



City of Alexandria, Virginia



City of Alexandria, Virginia