


City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 20, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: COUNCIL CONSIDERATION OF THE PROPOSED ADDITION OF THE WASHINGTON WIN SPRINT ONE-MILE RACE TO THE 2010 GEORGE WASHINGTON BIRTHDAY PARADE

ISSUE: Council consideration of the proposed addition of the “Washington Win Sprint” one-mile race to the 2010 George Washington Birthday Parade.

RECOMMENDATION: That City Council approves the request to add the “Washington Win Sprint” one-mile race to the 2010 George Washington Birthday Parade scheduled for Monday, February 15, 2010.

BACKGROUND: The FY 2010 City budget reflects a reduction of \$150,000 in the City's budget for special events. As a result, City staff has been working with parade organizers to assist staff in finding ways to reduce costs and, if possible, raise private funds to reimburse the City for direct expenses associated with parades.

DISCUSSION: As a result of budget reductions, the City has requested that the George Washington Birthday Celebration Committee reimburse the City thirty-percent of direct costs associated with the annual George Washington Parade. The proposed “Washington Win Sprint” one-mile race would provide the Committee with an additional revenue source.

The proposed one-mile race will immediately precede the parade utilizing existing resources in support of the parade. As a result, no additional costs to the City are expected. In addition, the race will utilize a portion of the 2010 parade route, resulting in no additional street closures or parking restrictions. To further lesson the impact on residents in Old Town, the George Washington Birthday Celebration Committee will secure and encourage parking in a garage for race entrants.

Participation in the race will be limited to 250 to 300 sprinters, and is expected to last no more than fifteen minutes. Approval of the race is requested for 2010 only, and a recommendation to continue the race in subsequent years will be decided after a full evaluation.

The following is a description of the proposed Washington Win Sprint one-mile race route (Attachment):

The race will start on Queen Street at the intersection of Royal Street. The race assembly area will be on Queen Street between North Royal and North St. Asaph Streets. The race will continue east on Queen Street to North Fairfax Street and head south to Wilkes Street. The race will continue west on Wilkes Street to South Royal Street. The race will continue north on South Royal Street to the end at the parade reviewing stand at the intersection of King and Royal Streets. Runners will disburse on to Market Square.

Staff will be contacting the presidents of the Old Town Civic Association and the Old Town Business and Professional Association to get their comments prior to the January 26 Council meeting.

ATTACHMENT: Proposed 2010 “Washington Win Sprint” one-mile race

STAFF:

Jack Browand, Director, Marketing, Public Relations and Special Events, RPCA
James Neurhor, Superintendent, T&ES
Joseph Seskey, Special Operations, Police
Cheryl Lawrence, Director, Special Events, RPCA

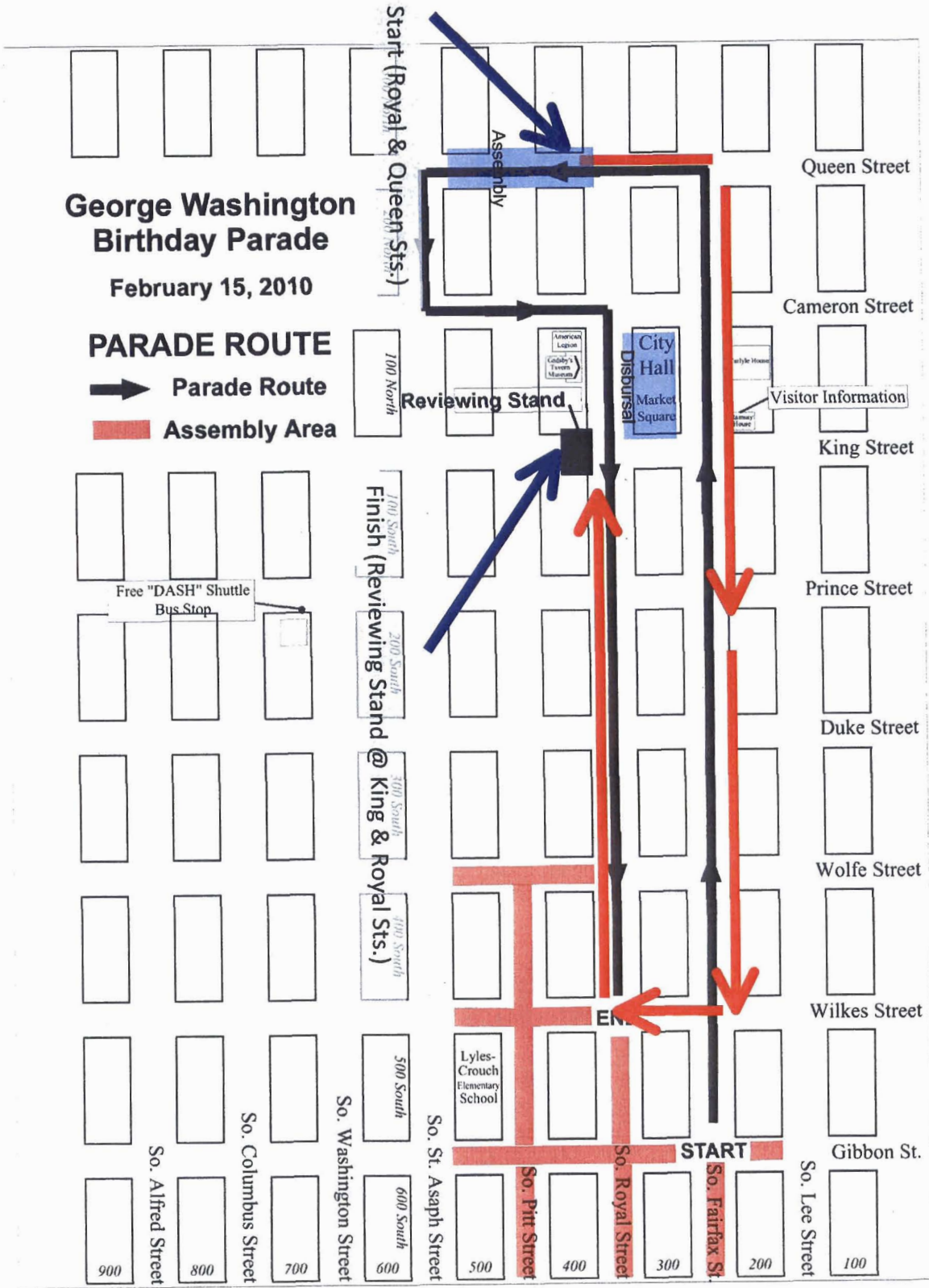
“Washington Win Sprint” One Mile Course

George Washington Birthday Parade

February 15, 2010

PARADE ROUTE

- ➔ Parade Route
- █ Assembly Area



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The George Washington Birthday Celebration

February 2010 in Alexandria, Virginia

Cherry Challenge

Cherry-inspired dishes created & featured by Alexandria chefs for one week February 1-7. Visit AlexandriaVA.com for more information and participating restaurants.

George Washington Classic 10K Race & 2K Fun Run

Certified course plus 2K Fun Run through Eisenhower Valley. Prizes, T-shirts, refreshments. The first race of the season, rain or shine. Saturday, February 13, 8 AM - 11 AM. Register in advance or on-site. Tickets \$30.

Mount Vernon's Birthday Celebration

Saturday, February 13 through Monday, February 15, 9 AM - 4 PM. Admission is FREE on Monday!

Washington's Birthnight Banquet & Ball

Tavern fare, toasts to Washington & 18th-century dancing at Gadsby's Tavern Museum! Saturday, February 13, 5:30 PM. Tickets \$100; \$50 for Ball only (9 PM).

Revolutionary War Reenactment

A battle between the "redcoats" and Washington's army, with historic camp and demonstrations, at Ford Ward Park. Free! Sunday, February 14, 10 AM - 3 PM (Skirmish at 2 PM).

Washington Birthday Parade

America's largest birthday parade for Washington, held in historic Old Town. Monday, February 15, 1 PM - 3 PM. Free DASH Bus from Eisenhower & King Street Metros.

For more information go to VisitAlexandriaVA.com or call 703.746.3301

For event status call 703.991.4474.

Free admission to many of Alexandria's Historic sites on February 15, including:

- Friendship Firehouse Museum and Lee-Fendall House Museum, 10 A.M. - 4 P.M.
- The Lyceum, Gadsby's Tavern Museum, Carlyle House and Christ Church, 11 A.M. - 4 P.M.
- Stabler-Leadbeater Apothecary Museum, 1 P.M. - 4 P.M.

General George Washington, shown here as Commander-in-Chief, one of three amazing life-size figures on display at the Donald W. Reynolds Museum and Education Center at Mount Vernon Estate & Gardens.



George Washington

The Celebration of the Birth of George Washington In Alexandria, Virginia

The George Washington Birthday Celebration Committee is one of the very oldest community organizations in Alexandria. From the time of the Revolutionary War, the people of this City have celebrated the birthday of George Washington. Whether through marching in parades, reenacting historic events, musical performances, or English Country Dancing at the birthnight balls, our citizens consider an annual remembrance of the Father of Our Country to be important and worthwhile.

Over more than two hundred years, both military and civilian volunteers from many quarters of the community arranged these celebrations. At present, the Alexandria City Council appoints the members of the George Washington Birthday Celebration Committee to plan and carry out the City's annual celebration.

Comprehensive information about the 2010 George Washington Birthday Celebration may be found on the Web at the address <http://www.washingtonbirthday.net>. For a report on the status of events or to contact the Committee by telephone or fax call 703-991-4474 at any time. The sponsored events of the 2010 Celebration are listed below:

"Walking with Washington"

Sundays, February 7, 14, 21, and 28; 2010 (1:30 PM-3:30 PM)

Sundays in February, weather permitting. "Walking with Washington," a two-hour, fifteen block guided walking tour of Old Town exploring George Washington's 50-year relationship with Alexandria. Admission is Free. Tour begins at the fountain in Market Square in front on City Hall (near the northeast intersection of King and Royal Streets). Reservations are not required.

George Washington Photo Contest

Come to any (or all) of George Washington Birthday Celebration events in February and bring your camera! The fourth annual George Washington Photo Contest is open to amateurs and professionals of all ages! Entry is open until the end of March 2010 and contest rules and entry forms may be found on the Committee website at www.washingtonbirthday.net/.

The Cherry Challenge

Sunday, January 31 through Sunday, February 7, 2010

Fast becoming a very popular event, the second annual Cherry Challenge features "cherry-inspired" dishes of participating Alexandria restaurants during the first week of February, 2010. Each person who orders one of these special dishes will receive a ballot so that they can judge the menu item on taste, presentation and creativity. Check on the Website (www.washingtonbirthday.net) for a list of participating restaurants. The restaurant whose dish gets the highest scores will receive a handsome plaque and be featured in the committee's signature event, the George Washington Birthday Parade, on February 15, 2010.

George Washington Classic 10-K Race

Saturday, February 13, 2010 (8:00 AM-11:00 AM)

This year there is a new certified course through Eisenhower Valley and along Holmes Run through beautiful Alexandria Parklands. Race benefits the George Washington Birthday Celebration and the Alexandria Police Youth Camp. A 2-K Fun Run will also be held. Prizes, Tee Shirts & Refreshments. 8:00 a.m. Rain or Shine. \$25; After February 10: \$30 (Spectators Free!) For registration or additional information, visit www.washingtonbirthday.net/.

Birtnight Banquet & Ball

Saturday, February 13, 2010 (5:30 PM-11:00 PM)

Held at Gadsby's Tavern Museum (134 N. Royal Street, Alexandria, VA 22314) in the historic ballroom, this is an evening of eighteenth-century dining and dance recreating the balls held in 1798 and 1799, which were attended by George Washington. As a center of political, financial and social life in early Alexandria, participants should expect to encounter many notables of that time. Period costumes optional, after-five attire encouraged. The Dance Master gives classes in English Country Dancing in the weeks prior to this event. Reservations are required as this event always sells out! Tickets are \$100 each for the Banquet & Ball and \$50 each for the Ball only. Additional program information and registration is available on line at <http://www.washingtonbirthday.net/>.

Revolutionary War Encampment & Skirmish

Sunday, February 14, 2010 (10:00 AM-3:00 PM)

The Revolutionary War Encampment is a special one-day event held at Fort Ward Park (4301 W. Braddock Road, Alexandria); it is part of the City-wide George Washington Birthday Celebration. For the twenty-ninth time this event will bring together more than 250 troops from reenactment units headquartered along the Atlantic Coast. They represent authentic regiments that fought in the Revolutionary War on both the American and British sides. Each regiment gives camp and tactical demonstrations, participates in battle reenactments and has a comprehensive education program. These recreated units are composed of men and women who portray the Revolutionary War soldier and his military camp as "living history." At 2 p.m. there will be a "skirmish" between American and British forces, which will demonstrate battle tactics in use during the Revolutionary War.

Friendship Veterans Fire Engine Association Breakfast & Meeting

Monday, February 15, 2010 (9:00 AM-10:30 AM)

The Friendship Fire Company was established in 1774. It was the first volunteer fire company in Alexandria and is one of the twelve most honored fire companies in the United States. The Friendship Veterans Fire Engine Association sponsors this meeting at the Holiday Inn and Suites (625 First Street, Alexandria) where a hearty breakfast is served. Those in attendance are treated to the first appearance of the day by George Washington and an address by a distinguished speaker. Tickets are \$25 and may be purchased on line at <http://www.washingtonbirthday.net/> or by calling (703) 751-6416.

Historic Alexandria Open House

Monday, February 15, 2010 (10:00 AM until 4:00 PM); Free Admission

The Lyceum, Alexandria's History Museum (210 South Washington Street) 703-838-4994

Friendship Firehouse Museum (107 South Alfred Street) 703-838-3891

Gadsby's Tavern Museum (134 North Royal Street) 703-838-4242

Stabler-Leadbeater Apothecary Museum (105-107 South Fairfax Street) 703-838-3852

Carlyle House Historic Park (121 North Fairfax Street) 703-549-2997

Lee-Fendell House Museum & Garden (614 Oronoco Street) 703-548-1789

Museums are open for free tours and special events throughout the day. Complete information and a link to each site is available at <http://www.washingtonbirthday.net/>. Call the individual sites for more information.

Wreath Laying Ceremony

at the Tomb of the Unknown Soldier of the Revolution

Monday, February 15, 2010 (11:00 AM)

Colonial military units gather for a special ceremony honoring the fallen soldiers of the Revolutionary War at the tomb of the Unknown Soldier of the Revolution in the courtyard of the Old Presbyterian Meeting House (321 South Fairfax Street). George Washington and honored guests of the Celebration arrive by carriage to take part in this tribute and to hear remarks by a prominent citizen.

George Washington Birthday Parade

Monday, February 15, 2010 (1:00 PM-3:00 PM)

The citizens of Alexandria, Virginia extend a cordial invitation to the largest parade celebrating the birthday of George Washington in the USA! The modern Parade dates back to at least 1881 and features bands, floats, wagons, horses, historic reenactment units, youth groups, and special performances. The parade progresses through the streets of Old Town where Washington once walked. More than 150 units (and 3,500 individuals) participate each year attracting more than 50,000 spectators. In 2010 the theme of the Parade will be the celebration of the 100th anniversary of the founding of the George Washington Masonic Memorial Association and the Grand Marshal will be James Rees, Executive Director of Mount Vernon Estate and Gardens. Information about the parade route and transportation (including driving directions, parking, and free shuttle bus services) is available on line at <http://www.washingtonbirthday.net/>.

George Washington Symposium

This Event will not be held in 2010.

George Washington Memorial Award by the Masonic Fraternity

This Event will not be held in 2010.