

EXHIBIT NO. 1

WS  
3-9-10

**CITY COUNCIL WORK SESSION**

**WITH**

**THE ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION (ACVA),**

**THE ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP (AEDP)**

**AND**

**THE SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

**TUESDAY, MARCH 9, 2010**

**5:00 PM**

**CITY COUNCIL WORK ROOM**

**AGENDA**

- 5:00 p.m. I. Welcome and Introduction Mayor William D. Euille
- 5:05 p.m. II. Alexandria Convention and Visitors Association  
Charlotte Hall, Chair  
Stephanie Brown, CEO, ACVA
- Council Discussion
- 5:55 p.m. III. Alexandria Economic Development Partnership  
Allison Cryor DiNardo, Chair  
Val Hawkins, CEO, AEDP
- Council Discussion
- 6:45 p.m. IV. Small Business Development Center  
Marcy Anderson, Chair  
Bill Reagan, Executive Director, SBDC
- Council Discussion
- 7:00 p.m. V. Adjournment

*Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 703-746-4500 (TTY/TDD 838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.*



**Alexandria Convention & Visitors Association**  
421 King Street, Suite 300  
Alexandria, Virginia 22314  
t: 703.746.3300 | f: 703.746.3314

**Alexandria Visitors Center at Ramsey House**  
221 King Street  
Alexandria, Virginia 22314  
t: 703.746.3301 | toll free: 800.388.9119

WS  
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3-9-10

March 5, 2010

Dear Alexandria City Council Member:

The Board of Governors and the staff of the Alexandria Convention & Visitors Association are looking forward to meeting with you on Tuesday, March 9 at 5:00. Thank you for making time to hear about our work program, its outcomes, and our future plans for increasing revenues from visitor spending.

Each year, Alexandria attracts more than 3.3 million visitors. In 2008 visitor spending totaled \$645 million and generated \$22 million in City tax revenue. This spending increase topped 2007 by 10 percent and was the fourth largest increase in Virginia (about half of the jurisdictions experienced a decrease in visitor spending).

This binder contains samples of recent sales and marketing initiatives. I will present additional details about these campaigns during the work session, but wanted you to have an opportunity to review these materials in advance, if you wish.

We look forward to an engaging discussion.

With best regards,

Stephanie Pace Brown  
President & CEO

Copies: City Manager's Office  
City Attorney

*Corporate Sponsors:*  
Dandy Restaurant Cruise Ships  
George Washington's Mount Vernon Estate & Gardens  
Potomac Riverboat Company  
Alexandria Hotel Association

TAB 1 ::

Publications

Both the Official Visitors Guide and Map are published for the ACVA by Morris Visitor Publications, the publisher of Where Magazine, who won the contract after a competitive bid produced five highly qualified finalists. 400,000 copies of the Visitors Guide and 300,000 copies of the Map are distributed annually. ACVA is guaranteed minimum revenue of \$30,000; up from \$20,000. The next edition of the Map will include an insert for Del Ray, and West End business will be included with a directional arrow and full listing. The 2011 edition of the Visitors Guide is being redesigned to provide more powerful editorial content and to highlight major tourism assets.

TAB 2 ::

Advertising

ACVA targets three primary segments with paid advertising: the Destination market for overnight stays; the Tourist market to reach regional visitors; and, the Regional marketing to target Alexandria's residents and neighbors for shopping, dining and special events. Advertising media includes online, magazines, newspapers, radio and direct mail. We focus heavily on the efficiency of the media buy – in other words get as much advertising for the money as possible. Last year, the negotiated added value totaled \$358,000.

TAB 3 ::

Promotions

Promotions are an important technique for emphasizing aspects of Alexandria's brand. Visitors come to Alexandria for our uniquely charming combination of "historic ambiance and contemporary flair." Boutique Week shines a spotlight on independently owned shops, while Restaurant Week announced that Alexandria's culinary scene stands on its own. Ninety percent of restaurants who responded to our survey said that Alexandria Restaurant Week increased their business.

The Key to the City Pass was developed to package Alexandria's historic sites with the ever-popular coupon book and is given as a booking incentive for hotel reservations made on VisitAlexandriaVA.com. We also provide it to Alexandria hotels that use it in packages and as a guest amenity.

TAB 4 ::

Group Sales

ACVA's three-person group sales team made more than 32,000 contacts last year, resulting in actualized revenue of \$2.5 million. More than 1,200 leads valued at \$26 million were distributed to Alexandria businesses.

TAB 5 ::

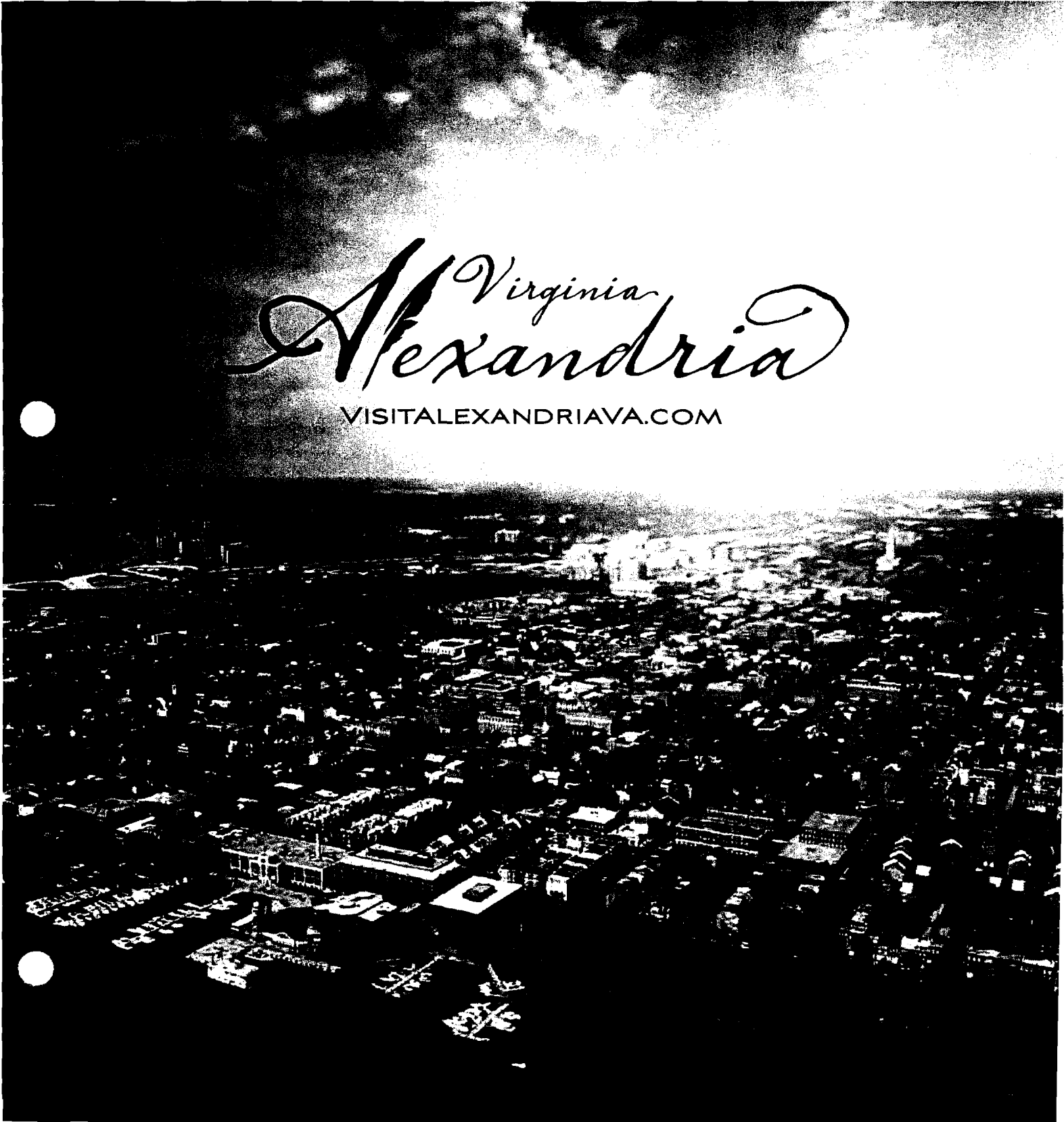
Media Highlights

A small sample of media clips is included in your binder. One full-time media relations position has been frozen since November 2008.

2009 ANNUAL REPORT

Virginia  
*Alexandria*

VISITALEXANDRIAVA.COM



## Our Mission

The mission of the Alexandria Convention & Visitors Association is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.

# THE FISCAL YEAR 2009 ACVA BOARD OF GOVERNORS

## Executive Committee

**Chairman of the Board  
AHA President**  
John Varghese  
*General Manager, Westin Alexandria*

**Vice Chair/Acting Chair  
At-Large Representative**  
Charlotte Hall  
*Vice President,  
Potomac Riverboat Company*

**Treasurer  
Hotel Manager/Owner**  
Charlie Banta  
*General Manager, Hilton Mark Center*

**Secretary**  
Stephanie Pace Brown  
*President and CEO, ACVA*

**Officer At-Large  
Retail Owner/Manager**  
Robert Lorenson  
*Owner, The Virginia Shop*

**Officer At-Large  
City Manager's Representative**  
Mark Jinks  
*Deputy City Manager, City of Alexandria*

## Board of Governors

**Mayor's Representative**  
Ludwig Gaines  
*Member, Alexandria City Council*

**At-Large Representative**  
John Renner  
*Owner, Renner and Company*

**Attraction Representative**  
Tara Zimnick-Calico  
*Director of Events,  
Torpedo Factory Art Center*

**Historic Preservation**  
Ellen Stanton  
*Chair, Historic Alexandria  
Resources Commission*

**Hotel Manager/Owner**  
Kevin Brockway  
*General Manager,  
Hilton Alexandria Old Town*

**International/National  
Association Executive**  
Dr. Suzanne Cook  
*Senior Vice President of Research,  
U.S. Travel Association*

**International/National  
Association Executive**  
Bill Connors  
*Executive Director & COO,  
National Business Travel Association*

**Restaurant Manager/Owner**  
Wendy Albert  
*Owner, Tempo Restaurant*

**Restaurant Owner/Manager**  
Troy Clayton  
*Owner, Geranio Ristorante*

**Retail Owner/Manager**  
Cindy McCartney  
*Owner, Diva*

## ACVA Staff

**President and CEO**  
Stephanie Pace Brown

**Vice President of Sales**  
Lorraine Lloyd

**Director of Public Affairs**  
Merrie Morris

**Director of Marketing**  
Anna Jones

**Group Sales Manger**  
Brian Chung

**Sales Manger**  
Elizabeth Knutsen

**Communications Manager**  
Emily Hellewell

**Manager of Visitor Services**  
Renee Cardone

**Internet Content and  
Promotions Specialist**  
Meredith Kirkpatrick

**Office Manager, Executive Assistant**  
Brandi Lee

## Environmentally Conscious

ACVA is conserving resources by making this report available online.

**Dear ACVA Members, Tourism Partners and Alexandria Residents:**

As we look forward together to a more promising economic future, we will build upon a foundation of renewal laid by our City, business community and residents to welcome visitors arriving from across the region and around the world.

The promise of National Harbor, looming with uncertainty at the beginning of the year, came to fruition and provided a return on investment for the many new amenities and marketing initiatives funded by the City as recommended by the National Harbor Collaborative Task Force. The Alexandria-National Harbor Water Taxi carried 100,000 passengers during its first season, and the King Street Trolley was used by more than 640,000 passengers. A new advertising campaign targeting Alexandria's residents and neighbors launched in September 2008 with supplemental funding provided by the City to stimulate shopping and dining in Alexandria.

Alexandria's hoteliers have invested more than \$388 million in new construction and renovations in recent years, bringing the total number of rooms in Alexandria to 4,500, and adding to the City's unique collection of inspired cuisine and independently owned shops to heighten the contemporary flair and world-renowned historic ambiance that attracts millions of visitors to the City each year.

This uniquely charming balance was the focus of a new brand identity that debuted in January. The "Fun Side of the Potomac" was replaced by a new logo, advertising, printed materials, and website with the tagline, "Shop, Dine and Celebrate on America's Historic Main Streets."

It has been a prolific year for the ACVA, the City of Alexandria, and its business community. We have strived together to sustain Alexandria's tourism economy in challenging times, and we are enthusiastic about the opportunities that lay ahead.

*Charlotte A. Hall*

**Charlotte Hall**  
2010 Chair



*Stephanie Pace Brown*

**Stephanie Pace Brown**  
President and CEO



- Visitor Spending Increased
- Hotel Room Revenue Increased
- City's Tourism Tax Revenues Increased



## ALEXANDRIA VISITORS CONTRIBUTE \$22 MILLION TO CITY'S TAX BASE

Total visitor spending topped \$645 million in 2008 generating \$21.7 million in City taxes and supporting 6,023 jobs with payroll of \$111 million. Despite unprecedented national declines in tourism, visitor spending in Alexandria rose 10.3 percent compared to 2007.

Citywide, hotel room revenue rose 15 percent during 2008 for total revenue of \$171 million. Demand for Alexandria hotel rooms increased 7.8 percent with 1,102,133 rooms sold. Room supply increased 9.5 percent, leading to a decline in occupancy of 1.6 percent to total 67.1 percent.

Jobs Increased 7.5%

Year	Alexandria Jobs
2009	6,023
2008	5,600

Spending Up 10.3%

Year	Visitor Spending
2009	\$645M
2008	\$585M

Tax Revenue Up 11.3%

Year	Revenue
2009	\$21,700,000
2008	\$19,500,000

Source: Alexandria Bureau of Economic Development, Alexandria Convention and Visitors Bureau



## NEW BRAND SHOWCASES HISTORIC AMBIANCE AND CONTEMPORARY FLAIR

*Guided by an intensive brand research study conducted in the fall of 2007, the ACVA repositioned Alexandria as a destination with historic ambiance and contemporary flair. A new logo and creative design articulated the sophisticated appeal of Alexandria, and an aggressive media plan distributed that message to target audiences. Enhanced tools – both online and in print – debuted to better serve visitors; meeting planners; residents and neighbors; and, ultimately, the Alexandria tourism industry and City tax base.*

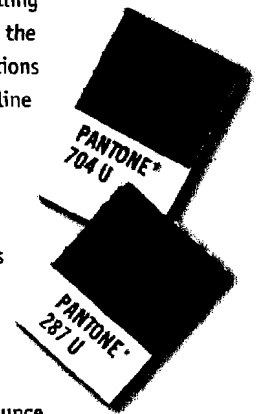
The all new destination website, VisitAlexandriaVA.com, was released in November. The dramatic design of the site was complemented by significantly enhanced tools that improved both the user experience and selling opportunities. The Travelocity booking engine on Alexandria’s site ranked in the top 20 destinations in the Travelocity system, with reservations totaling \$100,000 in FY 2009. In April, online restaurant reservations were added through Alexandria-based Fishbowl, the trusted leader in permission-based online marketing for the restaurant industry, making VisitAlexandriaVA.com the first destination site in the country to integrate dining technology.



Additional features of the new site included an interactive history timeline and neighborhood portals that allow users to browse shops, restaurants, hotels, attractions and events for specific areas of the City. Member listings were expanded to feature a photo gallery, special offers, and individual calendars. The site is driven by state-of-the-art technology to control content that is integrated with member and sales databases.

Use of VisitAlexandriaVA.com topped 500,000 visits and 2.4 million page views during FY 2009. The bounce rate improved 11 percent and the average time users spent on the site increased 23 percent.

The spring advertising campaign sported a new logo and creative design driven by the results of last year’s brand study. Designed by Abrials & Partners, the logo illustrates the rich heritage and contemporary vibrancy of Alexandria, accompanied by effective copy and engaging photography by Ben Fink.



**“THE ALEXANDRIA ORIGINALS FEATURED ON VISITALEXANDRIAVA.COM HIGHLIGHT THE CITY’S UNIQUENESS.”**

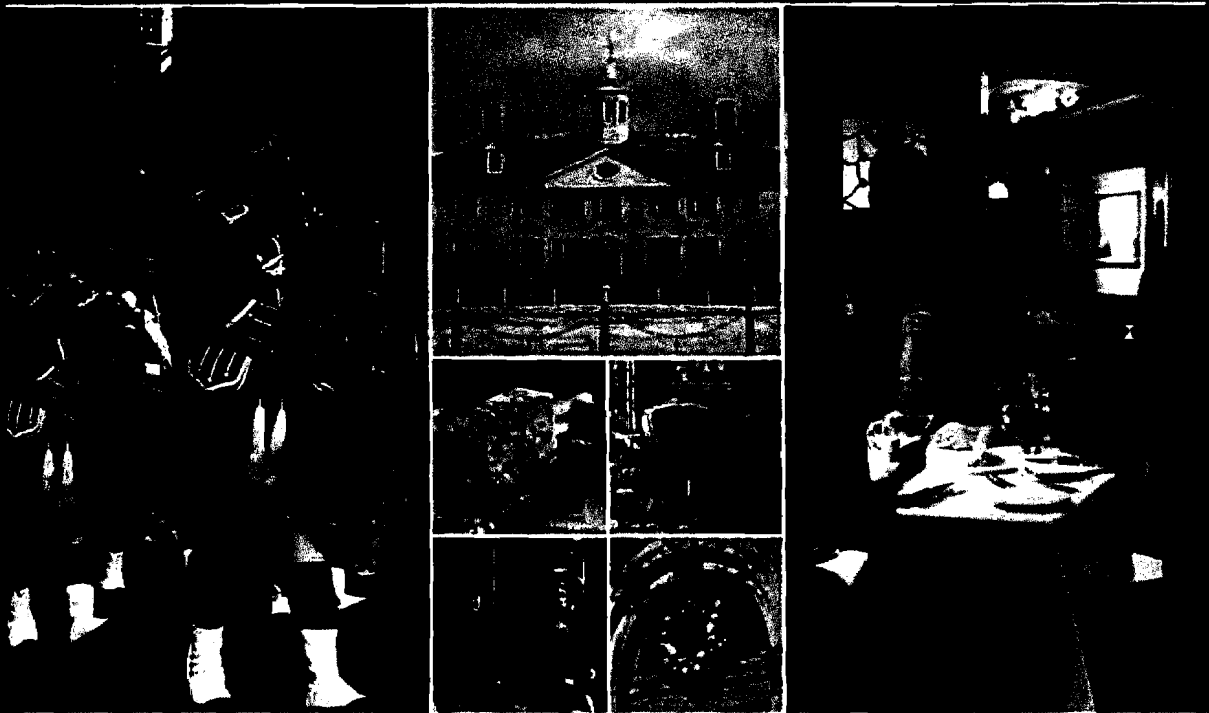
Paul Morton, The Little Theatre of Alexandria





# CHARM-VILLE

IS MORE AFFORDABLE THAN YOU THINK



## SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, variety of hotels, unique boutiques, award-winning restaurants and inexpensive historic attractions, as well as quick and easy access to the many free Washington D.C. sites, Alexandria is the perfect getaway to shop, dine and celebrate. **Plan your visit at [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)!**

**"VISIT US ONLINE FOR 'ALEXANDRIA ORIGINALS' LIKE ME ... AND MY ACCLAIMED RECIPE FOR BOUILLABAISSE!"**  
— Chef Cathal Armstrong, Restaurant Eve

### A LOCATION TO CELEBRATE:

- Next to Washington, D.C.
- 9 Miles to Mount Vernon
- Easy Metro Access
- Free King Street Trolley
- WaterTaxi to D.C. & National Harbor



Questions? Call 888.442.2331 to talk with a travel counselor at the Alexandria Visitors Center.

Book your travel to Alexandria at our Web site for guaranteed low rates from Travelocity® and other special offers.



# Virginia Alexandria

[VISITALEXANDRIA.VA.COM](http://VISITALEXANDRIA.VA.COM)

888.442.2331

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## MARKETING INITIATIVES INVITE VISITORS TO “SHOP, DINE & CELEBRATE”

Building on the strategy established in 2008, the 2009 advertising campaign targeted three segments:

**Destination:** Targeting a key demographic of women ages 25 to 64 within a five-hour drive of Alexandria, the destination advertising focused on culinary and lifestyle publications including Food & Wine, Town & Country, In Style, Travel & Leisure, Cooking Light, Country Living, House Beautiful, Real Simple, Southern Living, and AAA World.

**Tourist In-Market:** Promoting daytrips by targeting visitors in D.C., Northern Virginia and National Harbor, this advertising segment used D.C.-area publications with a proven track record, including Where, Smithsonian Guide, the D.C. Visitors Guide & Map, and Gaylord Magazine to target visitors after their arrival in the region.

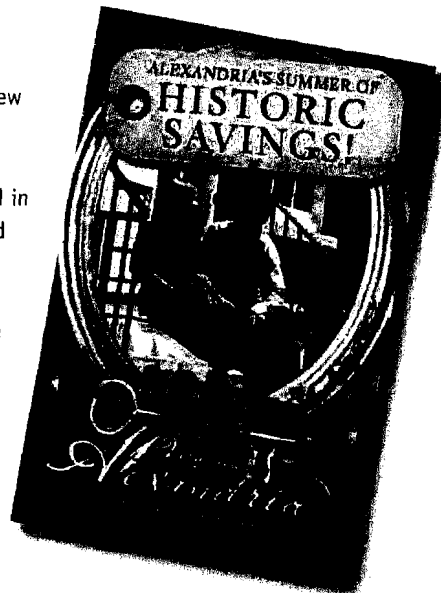
**Regional:** Developed with \$300,000 in dedicated funding authorized by the Alexandria City Council, the regional campaign targets Alexandria’s residents and neighbors. Spotlighting shopping and dining in the city, it featured both print and radio.

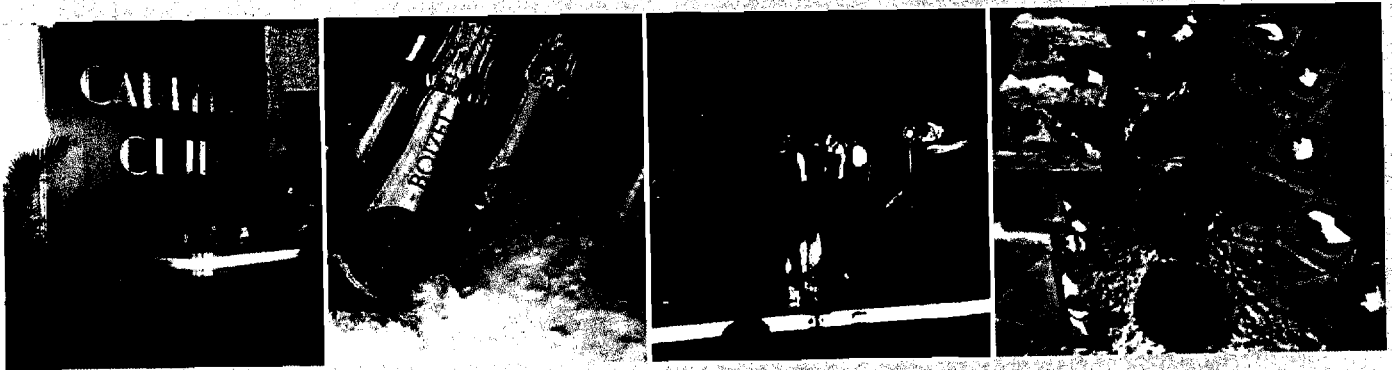
The Regional Campaign was greatly enhanced by a cooperative marketing program with the Washington Metropolitan Area Transportation Authority that provided advertising in the Metro system valued at \$134,000. The cooperative marketing encouraged the use of Metrorail, Metrobus and the free King Street Trolley to visit Alexandria. Foskey Phillips, ACVA’s media buyer, negotiated \$358,000 in free advertising and enhanced value. Together, these efforts increased the total value of our advertising budget by 50 percent.

## SEASONAL PROMOTIONS HIGHLIGHT SPECIAL VALUE

“The 12 Days of Holiday Giveaways” sweepstakes launched with the new website to generate registrations for Access Alexandria, a monthly e-newsletter. ACVA members contributed \$12,000 in prizes that were awarded daily for 12 days following Christmas. The promotion resulted in more than 1,200 additions to the electronic marketing database – and 12 happy winners of creatively themed prizes.

“The Summer of Historic Savings” campaign showcased the Key to the City Pass, created as an incentive to book hotel reservations on VisitAlexandriaVA.com. The Pass featured free admission to nine historic sites plus 60 special offers. Nearly 1,000 books were distributed to visitors May 1 – Labor Day, 2009. A second edition was printed with more than 1,000 pre-orders with distribution expected to reach 2,500 from Labor Day through Christmas.





THE "PUTTIN' ON THE GLITZ" CLIENT EVENT  
 TYPIFIED WHAT THE SALES TEAM DID SO WELL  
 THROUGHOUT THE YEAR.



**"THE ORIGINALS SHOW  
 HOW WARM AND WELCOMING  
 ALEXANDRIA IS."**

Kyong Yi, Fontaine Cafe & Creperie



## SELLING A \$388 MILLION MAKEOVER

*Focusing on a multi-year \$388 million investment by the Alexandria hotel industry, "Alexandria: A Dazzling Destination, Close & Affordable" was launched to highlight Alexandria's collection of hotels, chef-driven restaurants, boutiques and legendary experiences. "Meet Alexandria" was developed in response to the sinking economy that was exacerbated by a backlash against meetings and incentive travel in the fall of 2008.*

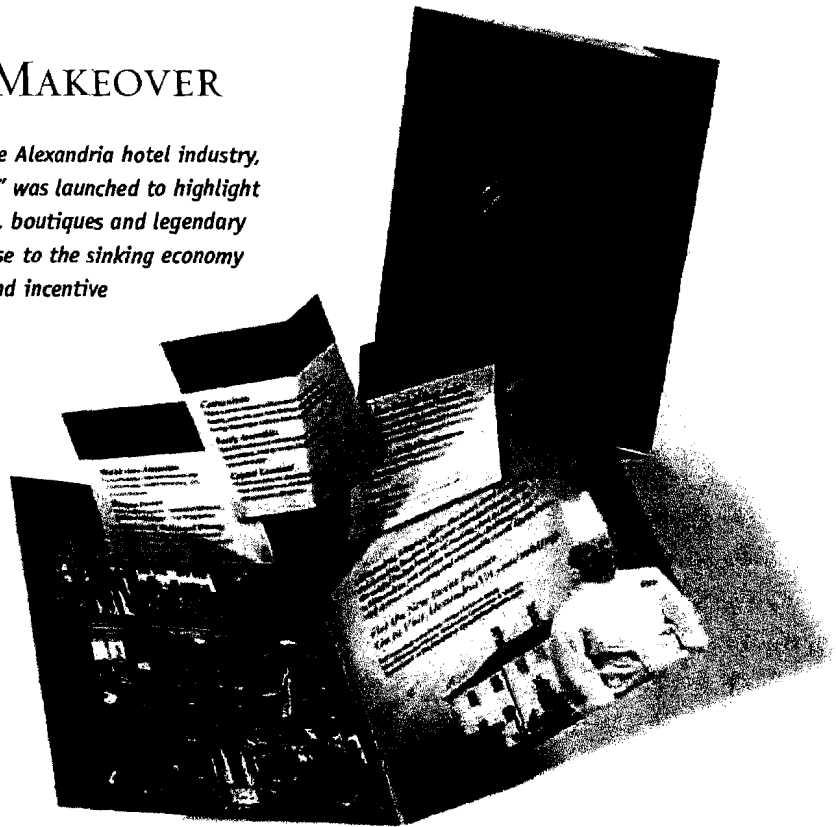
"Meet Alexandria" encouraged local businesses, residents and City employees to bring events with which they were affiliated to Alexandria with outreach that included a letter from Alexandria Mayor William D. Euille to CEOs based in Alexandria. The campaign was supported by a city-wide sales blitz targeting 213 associations based here and a networking-education breakfast attended by 28 meeting planners at the Holiday Inn Hotel & Suites.

"Keep It in Alexandria" supported the grassroots effort with incentives targeting sales teams at Alexandria hotels and attractions to refer any business they could not accept to the ACVA to keep the business within the City. The program generated 32 leads and \$454,580 in estimated revenue and the team received additional inquiries as a result of referrals by ACVA members.

The destination campaign targeted meeting planners in the region with a rejuvenation theme. A Personal Revitalization Package contest was promoted to tradeshow attendees, on the website and through direct mail. The promotion generated 29 leads and 11 definite bookings.

The "Puttin' on the Glitz" client event typified what the sales team did so well throughout the year. Working with 27 partners, they coordinated with Celebrate Productions and the Carlyle Club to host 250 planners and organizers for an evening of cocktails and canapés along with such indulgences as massages, hair styling, makeup applications and fortune telling. Rejuvenation indeed!

The ACVA sales team participated in 10 tradeshows and hosted the popular "Bring Back the Memories Ice Cream Blitz." These efforts, combined with online advertising, direct mail, and more than 32,000 contacts during the year, resulted in actualized revenue of \$2.5 million. More than 1,200 leads valued at \$26 million were distributed to Alexandria businesses.





## "ALEXANDRIA: THE CHOICE OF PRESIDENTS" CELEBRATES AN INAUGURATION

The Inauguration of Barack Obama drew an estimated audience of 1.8 million to the nation's capital in January 2009. Mindful of its historic past, Alexandria's celebration of the Presidential Inauguration provided a warm welcome for thousands of visitors.

The ACVA initiated Alexandria's Inaugural Restaurant Week to capitalize on media exposure and to disperse hotel guests throughout the City. Thirty restaurants offered "Choice of Presidents" menus that were showcased on a promotional micro website. A JumboTron simulcast of the swearing-in ceremony was presented to an estimated audience of 1,400 at Market Square.

The Potomac Riverboat Company offered Inaugural Water Taxi service from Alexandria to the District of Columbia, opening a promotional window that resulted in media coverage on CNN and every local television station. Five stories appeared in the Washington Post which proclaimed, "Alexandria rocked."

Promotions included a full-page announcement sponsored by the Alexandria Gazette-Packet and online advertising. Posters for Restaurant Week were displayed throughout the City, and 10,000 flyers were distributed to hotel guests at check-in. Two micro websites were developed to announce ever-changing logistical details and promote special activities.

During January, website visits increased 55 percent to 42,602, including 4,000 visits to the inaugural website plus more than 11,000 to the Restaurant Week site. Total room revenue in the City increased 30 percent to nearly \$13 million during January.

**"VISIT US ONLINE  
FOR MORE ALEXANDRIA  
ORIGINALS LIKE ME!"**

Shannon Overmiller, Executive Chef  
The Majestic





## FY 2009 COMMUNICATIONS, MEMBERSHIP AND VISITOR SERVICES

In January, a re-organization was completed to create the Department of Public Affairs, unifying outreach to members, media, and the community.

ACVA's growing membership reflected enthusiasm for the new brand identity. Membership grew to 312 businesses and individuals, representing all of the commercial neighborhoods of the City. ACVA events offered members educational and networking opportunities. Six Tourism Marketing Forums were offered, drawing average attendance of 70. The popular Tourism Training Program, an overview of Alexandria designed for front-line hospitality employees, returned with sessions presented to the King Street Trolley drivers and concierges of Gaylord National.

The Official Visitors Guide and Official Old Town Map continued as important benefits for members, with advertising rates remaining steady, allowing more advertisers than ever to appear in both publications. 400,000 copies of the Guide and 300,000 copies of the Map were distributed.

During the first annual Membership Appreciation Week, more than 40 member businesses visited the ACVA offices for website training and to learn about sales and marketing opportunities. In an event co-sponsored by the ACVA and the Office of Historic Alexandria, the Virginia Tourism Corporation brought their sought-after VTC Help Desk to the Lyceum, with 13 VTC tourism experts assisting more than 50 tourism-related businesses.



## FY 2009 MEDIA OUTREACH

Earned media continued to enhance ACVA's marketing reach with a focus on leisure travelers. Two media familiarization (FAM) tours highlighted media outreach efforts. Seven journalists participated in a Girls' Getaway FAM weekend, visiting 20 Alexandria businesses. A second FAM tour put journalists in the drivers' seats, inviting them to visit individually to experience a customized itinerary. The innovative approach attracted 11 journalists, with results expected throughout the next year.

A total of 40 journalists were hosted, garnering coverage in publications including USA Today, AAA Horizon, Los Angeles Times, and Miami Herald.

Media outreach by the ACVA during the Presidential Inauguration resulted in print coverage of the Inaugural Water Taxi reaching a circulation of 10 million, plus CNN and local television outlets. The Market Square simulcast and the Restaurant Week promotion received strong local coverage, as well as the Huffington Post and MSNMoney.com.

During FY 2009, media outreach resulted in coverage in publications totaling 54 million in circulation, valued at \$1.2 million.



## FY 2009 VISITOR SERVICE INITIATIVES

The Alexandria Visitors Center at Ramsay House extended its hours to serve evening visitors, now open 10 a.m. to 8 p.m., April through December, and 10 a.m. to 5 p.m. January through March. The popular evening hours fueled a 13 percent increase in visitation totaling 78,000. The lower level was enhanced with a 20-minute promotional video that provides a lively overview of the City.

A new line of merchandise was introduced to showcase the new Alexandria logo. The script "Alexandria" with its red feather is available on t-shirts, sweatshirts, caps, mugs, key chains, mouse pads, and other favorite souvenirs.

In addition to promoting the City's attractions, shops, restaurants and hotels, the Visitors Center staff provided critical support to the City's major events. Ticket sales this year included nearly 400 tickets for the Historic Homes and Gardens Tour, and First Night ticket revenue totaling \$7,000.



**"GO TO VISITALEXANDRIAVA.COM  
TO LEARN HOW YOU TOO CAN  
BECOME AN ORIGINAL."**

Nora Partlow, St. Elmo's Coffee Pub



## FY 2009 ACVA MEMBERS

"An American Musical Landscape"  
216 - A City Bed & Breakfast  
A la Lucia  
A Show of Hands  
Abrials & Partners  
Account  
ACKC  
Affordable Signs & Banners  
Alexandria & Arlington Bed & Breakfast Network  
Alexandria Archaeology  
Alexandria Black History Museum  
Alexandria Chamber of Commerce  
Alexandria City Council  
Alexandria Colonial Tours  
Alexandria Economic Development Partnership  
Alexandria Guide Magazine  
Alexandria Symphony Orchestra  
Alexandria Tours  
Alexandria Transit Company  
Alexandria Union Cab Company  
Alexandria's Footsteps to the Past  
Amalia's Cantina Seafood Restaurant  
America!  
American Horticultural Society  
American In Paris Fashion & Couture Inc.  
American Legion Post 24  
Antique Guild  
Apple Seed  
Architectural Ceramics  
Art League, Inc.  
Art on the Avenue  
Arts Afire Glass Gallery  
Asian Bistro  
ASIS International  
Athenaeum  
Attlee Weddings and Portraits  
Banana Tree  
Barkley Square Gourmet Dog Bakery & Boutique  
Bastille  
Bellacara  
Beltway Transportation Service  
Best Western Old Colony Inn  
Bike and Roll  
Bilbo Baggins Restaurant  
Birchmere  
Bittersweet Café  
Bizim Collection  
Bombay Curry Company  
Brenda Stone, GRI  
Brides & Weddings of Northern Virginia  
Bugsy's Pizza Restaurant & Sports Bar  
8W Art, Antiques & Collectibles  
Caboose Cafe & Bakery  
Cafe Salsa  
Campagna Center  
Candi's Candies  
Carafe WineMakers - A Micro Winery  
Carlyle Center - A Regus Property  
Carlyle Club  
Carlyle House  
Celebrate Productions  
Chadwicks  
Chariots for Hire  
Chart House Restaurant  
Chateau Animaux  
Cherry Blossom Weddings & Events, LLC  
Chester Simpson  
Chevys Fresh Mex  
Christ Church  
Christmas Attic Inc.  
Chuck Fazio Media  
Circe  
City of Alexandria  
Club Managers Assoc of America  
Clyde's at Mark Center  
Collingwood Library & Museum  
Comfort Inn Alexandria  
Comfort Inn Alexandria Landmark  
Comfort One Shoes  
Conrad's Furniture Gallery

Courtyard by Marriott - Alexandria  
Pentagon South  
Courtyard by Marriott Alexandria  
Crowne Plaza Old Town Alexandria  
Dairy Godmother Frozen Custard & Nostalgic Treats  
Dandy Restaurant Cruise Ships  
Daniel O'Connell's Restaurant & Pub  
Dash's of Old Town  
Days Inn Alexandria  
DC Livery  
DC Metro Food Tours  
Decorium  
Del Mere Grille  
Del Ray Artisans  
Del Ray Business Assoc  
Dishes of India  
Diva Designer Consignment & Other Delights  
Duke's Market Cafe  
East Coast Entertainment  
Eisenhower Partnership  
Elder Crafters of Alexandria Inc.  
Elinor Coleman's Vintage Mirage  
Ellen Stanton  
Embassy Suites Alexandria  
Embellishments of Alexandria  
Enchanted Florist  
eye2eye Optometry Corner  
Farrah Olivia by Morou  
Finn & Porter  
First Night Alexandria  
Fish Market  
Fleet Transportation  
Flying Fish Restaurant  
Fontaine Caffe & Creperie  
Fort Ward Museum & Historic Site  
Fountains Day Spa  
Freedom House  
Full Cup Fine Lingerie  
Fusion Meetings & Events  
Gadsby's Tavern Museum  
Gadsby's Tavern Restaurant  
Gala Events, Inc.  
Gallery Lafayette  
Gallery West  
George Washington Birthday Celebration Committee  
George Washington Masonic Memorial  
Geranio Ristorante  
Global Events Washington  
Gold Works  
Golden Rhodes  
Gossypia  
Grape + Bean  
Gunston Hall Plantation  
Hampton Inn & Suites - Alexandria  
Old Town Area South  
Hampton Inn Old Town King Street Metro Station  
Hangar Aviation Specialties  
Hank's Oyster Bar  
Hard Times Cafe  
Harmon's Horse-Drawn Hayrides and Carriages  
Hawthorn Suites LTD Alexandria  
Hilton Alexandria at Mark Center  
Hilton Alexandria Old Town  
Holiday Inn - Eisenhower Metro Center  
Holiday Inn Hotel & Suites - Historic District Alexandria  
Hollin Hall - The Meeting House  
Hooray for Books!  
Hotel Monaco Alexandria  
Huntington Creek Garden Club  
Hysteria  
Il Porto  
Imagine Artwear  
Imperfections - Antiques and Great Stuff  
Indigo Landing  
Indulge Mobile Spa  
International Assoc of Chiefs of Police  
Irish Walk  
Jackson 20

Jake's of Old Town  
Jamieson Grille  
JJ's Hallmark  
Joe Theismann's Restaurant  
John Q. Adams Center for the History of Otolaryngology  
Julian Tours  
Kelly's Art & Frame, Inc.  
King Street Blues  
King's Jewelry  
Kit & Caboodle  
Knit Happens  
La Bergerie  
La Cuisine  
La Muse  
La Strada  
La Tasca  
Landini Brothers Inc.  
Laporta's Restaurant  
Lavender Moon Cupcakes  
Lawrence Miller & Company  
Layla's Lebanese Restaurant  
Le Tache Lingerie & Couples Boutique  
Lee-Fendall House Museum & Garden  
Little Theatre of Alexandria  
Lorien Hotel & Spa  
Los Tios Grill  
Lyceum, Alexandria's History Museum  
Mai Thai Restaurant  
Majestic  
Mango Mike's  
Marie Louise Meyer  
Martz Gray Line of Washington DC  
Masaya Thai  
McEneaney Associates Inc.  
Medieval Madness  
Medieval Times Baltimore/Washington Meetings and Events of Distinction  
MetroStage  
Monday's Child  
Monroe's An American Trattoria  
Montague & Son - The Birkenstock Store  
Morris Visitor Publications  
Morrison House  
Morrison House's The Grille  
Murphy's Irish Pub  
Mystery Dinner Playhouse  
Mystique Jewelers  
National Business Travel Assoc  
National Harbor  
National Museum of the Marine Corps  
Newseum  
Nick's Nightclub  
Northern Virginia Executive Town Car & Limo Svcs Inc  
Office of Historic Alexandria  
Old Presbyterian Meeting House  
Old Town Business & Professional Assoc  
Old Town Crier Inc.  
Old Town Experience  
Old Town Massage Center, Inc.  
Old Town Pendleton Shop  
Olde Towne Gemstones  
Olde Towne Horse & Carriage  
Overwood  
P&C Art Inc.  
Pat Troy's Restaurant & Pub  
Patricia Palermo Studio  
Patrick's Designs LLC  
Paul McGehee's Old Town Gallery  
Phillips Flagship  
Pink & Brown  
Pita House Family Restaurant  
Pizzeria Venti  
Poppi Inc.  
Potomac Bead Company  
Potomac Belle Charters  
Potomac Riverboat Company  
Preferred Offices at King Street Station  
Prince Michel Winery Tasting Room & Gift Boutique  
Quinn Essential Hair Salon  
Ramparts

Random Harvest  
Raw Silk  
Red Barn Mercantile  
Red Roof Inn Alexandria  
Red, Hot & Blue  
Renner & Company, CPA, P.C.  
Residence Inn by Marriott Alexandria at Carlyle  
Residence Inn by Marriott, Alexandria - Old Town  
Restaurant Eve  
Reynolds Maps Inc.  
Robert Cummings Photography  
Royal Restaurant  
RT's Restaurant  
Sacred Circle  
Scoop Grill & Homemade Ice Cream  
Seagar's Restaurant and Lounge  
Seichou Karate Ltd.  
Sheraton Suites Alexandria  
She's Unique  
Shoe Hive  
Shooter McGee's  
Silver Parrot  
Smart Source Computer & AV Rental  
Smoothy Spa - Nail, Skin, Permanent  
Southside 815  
Special Libraries Assoc  
St. Elmo's Coffee Pub  
St. Paul's Episcopal Church  
Stabler-Leadbeater Apothecary Museum  
Stanton Gallery  
Stardust Restaurant  
Studio Antiques and Fine Art, Inc.  
Sugar Cube  
Sugar House Day Spa and Salon  
Sunspot Productions  
Suzanne Cook  
Taverna Cretekou  
Team Rover Adventures  
Tempo Restaurant  
Ten Thousand Villages  
Thailand on Royal Street  
Tisara Photography  
Today's Cargo  
Torpedo Factory Art Center  
Torpedo Factory Food Pavilion  
Toumobile Sightseeing  
Travelhost Magazine - Metro DC  
Treat  
Trojan Antiques  
Two Nineteen Restaurant  
U.S. Patent & Trademark Office Museum  
Union Street Public House  
Van Bommel Antiek Haus  
Vermilion  
Villa Di Este Restaurant  
Virginia Commerce Bank  
Virginia Shop  
Virginia Theological Seminary  
Vista Graphics  
Warehouse Bar & Grill  
Washington Metro Area Transportation Authority  
Washington Suites Alexandria  
Waterfront Gourmet  
Well Dunn Catering Inc.  
Wedding Financial Planning Services  
West End Business Assoc  
Westin Alexandria  
Wharf  
Wheel Nuts LLC  
Whistle Stop Hobbies  
Why Not?  
Windows Catering Company  
Windsor Room and Duke's Bar & Grill  
Winterthur Museum Store  
Woodlawn - Frank Lloyd Wright's Pope-Leighey House  
Wyndham

### Strategic Partners:

Alexandria Hotel Association

Dandy Restaurant  
Cruise Ships

Mount Vernon: George  
Washington's Estate &  
Gardens

Potomac Riverboat Company

Pro-bono Legal Services:  
Vorys, Sater, Seymour &  
Paase LLP

Andrew Palmieri  
277 S. Washington Street,  
Suite 310  
Alexandria, VA 22314









**Foskey Phillips**

**Alexandria CVA  
FY0910  
DESTINATION**

Description	18-Feb-10 Circulation	Gross Impressions	Issue Date	Ad Size	Freq	Net Cost	Gross Rate*	Sp Close	Mat Close
<b>MNI LUXURY GROUP</b>									
<i>Food &amp; Wine, In Style, Town&amp; Country Travel &amp; Leisure</i>									
<b>Sep issues release in Aug and Oct release in Sep</b>									
Raleigh/Durham	24,190	55,637	Sep-09	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	15-Jun-09	22-Jun-09
		55,637	Oct-09	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	20-Jul-09	27-Jul-09
		55,637	Nov-09	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	17-Aug-09	24-Aug-09
		55,637	Apr-10	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	8-Jan-10	15-Jan-10
New Jersey Metro	147,780	339,894	Sep-09	Page 4c	1x/book	\$ 22,593.00	\$ 24,165.47	15-Jun-09	22-Jun-09
		339,894	Oct-09	Page 4c	1x/book	\$ 22,593.00	\$ 24,165.47	20-Jul-09	27-Jul-09
		339,894	Apr-10	Page 4c	1x/book	\$ 22,593.00	\$ 24,165.47	8-Jan-10	15-Jan-10
Norfolk/Richmond	40,300	92,690	Sep-09	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	15-Jun-09	22-Jun-09
		92,690	Oct-09	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	20-Jul-09	27-Jul-09
		92,690	Nov-09	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	17-Aug-09	24-Aug-09
		92,690	Apr-10	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	8-Jan-10	15-Jan-10
Harrisburg/Lancaster/York	14,120	32,476	Sep-09	Page 4c	1x/book	\$ 4,628.25	\$ 4,950.38	15-Jun-09	22-Jun-09
		32,476	Oct-09	Page 4c	1x/book	\$ 4,628.25	\$ 4,950.38	20-Jul-09	27-Jul-09
		32,476	Apr-10	Page 4c	1x/book	\$ 4,628.25	\$ 4,950.38	8-Jan-10	15-Jan-10
Philadelphia	59,790	137,517	Sep-09	Page 4c	1x/book	\$ 9,826.85	\$ 10,510.80	15-Jun-09	22-Jun-09
		137,517	Oct-09	Page 4c	1x/book	\$ 9,826.85	\$ 10,510.80	20-Jul-09	27-Jul-09
		137,517	Apr-10	Page 4c	1x/book	\$ 9,826.85	\$ 10,510.80	8-Jan-10	15-Jan-10
Sub Total Luxury Group	286,180					\$ 158,462.10	\$ 169,491.06		

**MNI HOME GROUP**

*Cooking Light, Country Living,  
Food & Wine, House Beautiful, and  
This Old House, and eff 10/1/09 Real Simple*

Richmond	73,021	167,948	Sep-09	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	15-Jun-09	22-Jun-09
sans Food & Wine (rate discounted)		167,948	Oct-09	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	13-Jul-09	20-Jul-09
		167,948	Nov-09	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	17-Aug-09	24-Aug-09
		167,948	Apr-10	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	8-Jan-10	15-Jan-10
Westchester County	35,257	81,091	Sep-09	Page 4c	1x/book	\$ 4,653.75	\$ 4,977.65	15-Jun-09	22-Jun-09
		81,091	Oct-09	Page 4c	1x/book	\$ 4,653.75	\$ 4,977.65	13-Jul-09	20-Jul-09
		81,091	Apr-10	Page 4c	1x/book	\$ 4,653.75	\$ 4,977.65	08-Jan-10	15-Jan-10
Southern New Jersey	83,296	191,580	Sep-09	Page 4c	1x/book	\$ 8,569.70	\$ 9,166.15	15-Jun-09	22-Jun-09
sans Food & Wine (rate discounted)		191,580	Oct-09	Page 4c	1x/book	\$ 8,569.70	\$ 9,166.15	13-Jul-09	20-Jul-09
		191,580	Apr-10	Page 4c	1x/book	\$ 8,569.70	\$ 9,166.15	08-Jan-10	15-Jan-10

Sub Home Group 191,574 \$ 66,982.55 \$ 71,644.54

*Rates reflect a negotiated 15% discount from ratecard*

**VALUE ADDED**

Value added MNI Reader's Service page  
w/guarantee of 500,000 in circ per month for  
3 months. Added Value: \$37,000

**News Group bonus for 09 or 10  
in Northern Virginia Network or another market of  
Circulation 139,410**

Page 4c 1x/book  
nc nc pickup ad  
Added Value \$38,130

Total MNI \$ 225,444.65 \$ 241,135.60

<b>Southern Living - Mid Atlantic Living</b>	365,000	839,500	Sep-09	Page 4c	1x	\$ 12,512.00	\$ 13,382.84	24-Jun-10	1-Jul-09
		839,500	Dec-09	Page 4c	1x*	\$ 7,157.00	\$ 7,655.13		
		839,500	May-10	Page 4c	1x	\$ 12,512.00	\$ 13,382.84	23-Feb-10	4-Mar-10
<b>Sub Total Southern Living</b>						<b>\$ 25,024.00</b>	<b>\$ 34,420.80</b>		

**AAA World** 2,200,000 5,060,000 Jul/Aug 09 Page 4c 1x \$ 16,575.00 \$ 17,728.62 8-May-09 22-May-09  
Page inside back cover and Inside back

banner				cover + banner ad						
<b>American Heritage</b> Historic Guide to Virginia Fall/09	200,000	460,000	Sep-09	Page 4c	1x	\$ 2,500	\$ 2,674.00	10-Jul-09	17-Jul-09	
<b>CRUSA The Capitol Region Guic</b> (now an annual publication)	195,000	448,500	2010 avail 11/27/09	1/4 pg 4c	1x	\$ 3,344.75	\$ 3,577.54	28-Jul-09	7-Aug-09	
<b>Preservation Magazine</b>	178,153	409,752	Nov/Dec 09	Cover 2	1x	\$ 5,000.00	\$ 5,348.00	9-Sep-09	21-Sep-09	
<b>Contingency</b>						\$ -	\$ -			
<b>Total Destination Travel FY 09/10</b>		12,509,526				\$ 285,045.40	\$ 304,884.56			
<b>*Gross rate is @6.5%</b>										

\*Southern Living Dec issue is a remnant rate

# Alexandria in the News

# Alexandria Destination & Event Coverage



# TOWN & COUNTY

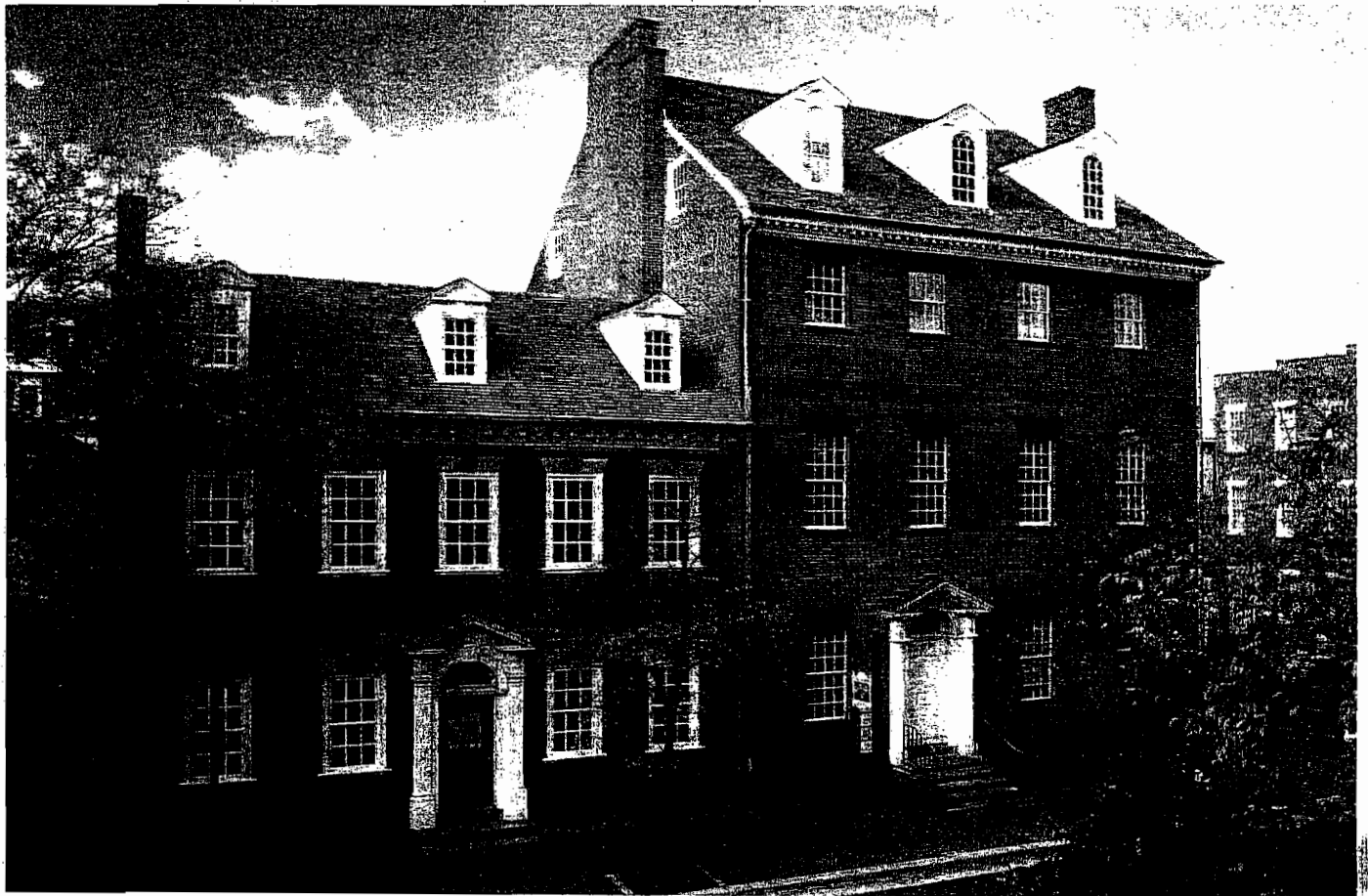
FREDERICKSBURG, VA. OCTOBER 17, 2000 THE FREE LANCE STAR

>> Cozy up to fall's comforts P3

RECALLING FREDERICKSBURG'S MATTHEW FONTAINE MAURY, 'PATHFINDER OF SEAS' P5

Alexandria, Fredericksburg's history-rich, flourishing neighbor, extends a welcoming hand P8

## TAKE A TRIP IN TIME



George Washington and other notables enjoyed Alexandria's Gadsby's Tavern, an 18th-century social hub still attracting the public as a museum.

ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION

## REMEDY

*A dose of Alexandria's history might be just the tonic to restore your spirits*

BY GWEN WOOLF  
THE FREE LANCE STAFF

**A** NOTE FROM Martha Washington asked for castor oil. Robert E. Lee sought whitewash and lavender leaves (good for migraines). James Monroe and George Mason also were customers.

Back in early America, the town druggstore in Alexandria, sold everything from cough syrup to shoe polish to paint to perfume. Also marijuana, cocaine, heroin and strychnine—for medicinal uses, of course. No prescription required. Need dental work, bloodletting or a limb amputated? Yep, the drugstore could help you with those, too.

The apothecary, the city of Alexandria's newest museum, among nine leading historical attractions highlighted in a special "Key to the City" pass being offered by the Alexandria Convention and Visitors Association.

By booking a night or more in an Alexandria hotel through Travelocity, a visitor gets free admission to the nine sites as well as discounts for restaurants and stores. The pass was originally intended for use this summer, but has been so popular that it has been extended through Jan. 3.

### THE STANDS STILL

A quaint piece of Americana, the Stabler-Leadbeater Apothecary Museum, one of the oldest pharmacies in the nation, is literally a time capsule.

When the proprietors closed

### ATTRactions

The "Key to the City" special program runs through Jan. 3. For each night booked at an Alexandria hotel through the Travelocity booking machine at VisitAlexandriaVA.com, visitors get a pass at hotel check-in for one free admission to nine of the city's leading attractions and more than 60 special offers from shops, restaurants and attractions. The pass is valued at \$26.

Visitors not planning to spend the night can buy the pass for \$12 at the Alexandria Visitor Center at Ramsay House, 221 King St., 703/746-3301. Brochures, maps and a free parking pass also are available there.

The pass attractions include: Alexandria Archaeology Museum, 105 North Union St. (Torpedo Factory Art Center, third floor). 703/838-4399; alexandriava.gov/archaeology

Alexandria Black History Museum, 902 Wythe St. 703/838-4356; 703/519-3391 (recorded events line); alexandriava.gov/bhrc

Carlyle House Historic Park, 121 North Fairfax St. 703/549-2997; nvrpa.org/parks/carlylehouse/index.php

Fort Ward Museum and Historic Site, 4301 West Braddock Road. 703/838-4848; alexandriava.gov/fortward

Friendship Firehouse Museum, 107 South Alfred St. 703/838-3891; alexandriava.gov/friendship

Gadsby's Tavern Museum, 134 North Royal St. 703/838-4242; gadsbystavern.org

Lee-Fendall House Museum and Garden, 614 Oronoco St. 703/548-1789; leefendallhouse.org

Stabler-Leadbeater Apothecary Museum, 105-07 South Fairfax St., 703/838-3852; apothecarymuseum.org

The Lyceum, 201 South Washington St. 703/838-4994; alexandriava.gov/lyceum

up shop in 1933 due to the Depression, they left the two-building business at 105-107

South Fairfax exactly as it was—shelf-lined walls with hand-blown medicine bottles behind long wooden counters, and glass cases with medicines such as Pepto-Bismol as well as eyeglasses, baby bottles, sewing machines, surgical instruments and even bright blue bottles of poison.

Left behind were medicine recipe books, handwritten ledgers, orders and invoices and some 8,000 artifacts, such as pill rollers, mortars and pestles, spices, flavoring extracts and liniment "for man and beast." The store has a churchlike quality, thanks to an 1850 Gothic Revival renovation.

If the first-floor retail shop is impressive, the upstairs manufacturing room, where the remedies were actually mixed from herbs and plant material, is stunning. Drawers, boxes and canisters with handwritten labels are stacked to the ceiling; some still contain vestiges of the original contents. Drawer No. 6, for example, contains "anti-asthmatic, anodyne for infants and aphrodisiac." One potion is called "Dragon's Blood." Paint chips indicate the colors available for sale.

Graffiti is scribbled on walls. Personal lockers sport faded pinups. Fastened above the doorway is a turkey leg—perhaps a good-luck charm to ward off evil spirits? A trap door in the floor of an adjacent room would have led to a rope platform, an early freight elevator.

Built in 1792 by Quaker Edward Stabler, the apothecary was passed down in the family to John Leadbeater in 1852 and



The Stabler-Leadbeater Apothecary still looks the way Edward Lead



Built in 1839, The Lyceum is Alexandria's history museum.

served as a pharmacy for 141 years. Legend has it that Lee was shopping in the store in 1859 when J.E.B. Stuart arrived with orders for him to put down abolitionist John Brown's uprising at Harpers Ferry.

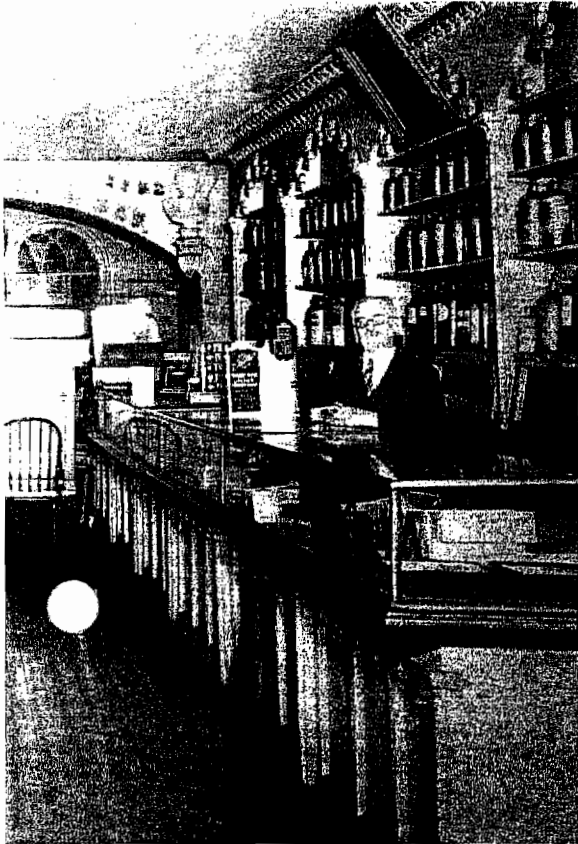


Friendship Fire Museum: 1855

Union soldiers frequented the apothecary when Alexandria was occupied during the Civil War; after the First Battle of Manassas they stood in line to buy "Hot Drops," a cough remedy featuring paprika and alcohol.



Gadsby's features 1



ALEXANDRIA LIBRARY SPECIAL COLLECTIONS

theater Jr. (left) and Edward Stabler (shown in 1930) left it.



GWEN WOOLF

The Carlyle House dates to 1753.



GWEN WOOLF

Museum shows black contributions.



GWEN WOOLF

Lee-Fendall House: Ties to family.



GWEN WOOLF

Archaeology Museum volunteer Joan Amicko cleans artifacts.



19th-century dancing.



GWEN WOOLF

A Union headquarters was the model for the Fort Ward Museum.

## ALEXANDRIA OFFERS SHOPPING, DINING, ARTS

BY GWEN WOOLF  
THE FREE LANCE-STAR

**A**ALEXANDRIA has many similarities to Fredericksburg, its neighbor 50 miles to the south.

Both are situated on rivers—Alexandria on the Potomac and Fredericksburg on the Rappahannock—and were seaports in their day. Both are tourist cities, rich in Colonial and Civil War history, and both claim George Washington and Robert E. Lee as famous residents.

Much of Old Town Alexandria stands on tracts of land originally owned by Margaret Brent, a 17th-century lawyer who also owned much land in present-day Stafford County.

Both cities have walkable downtown districts, with charming, 18th- and 19th-century architecture, restaurants, antiques shops and boutiques. Both are arts towns.

Alexandria was founded in 1749, 21 years after Fredericksburg. Today, Alexandria is much larger, with a population of nearly 144,000, compared with Fredericksburg's nearly 23,000 residents.

Located six miles from Washington, Alexandria has an air of sophistication and affluence about it, with many well-heeled professionals making their homes there.

Besides sightseeing at historic sites, it's the kind of place where people might go for a romantic weekend, a girls' getaway or to one of its numerous festivals. For example, an annual arts festival on King Street draws thousands. The holidays are highlighted by a Scottish Christmas Walk, boat parade of lights and First Night events.

People throng to the Saturday farmers market at Market Square to buy produce, baked goods,

SEE ALEXANDRIA, PAGE 10



GWEN WOOLF

The farmers market at Market Square is a popular and colorful weekly attraction.

The company was so successful that at one point it owned 11 buildings in town, supplied nearly 500 pharmacies in the Washington area and sold its products throughout the mid-Atlantic region.

After the business shut down in 1933, the contents were purchased at auction by the Friends of the American Pharmaceutical Association and the building was acquired by the Landmarks Society of Alexan-

dria, which reopened it as a museum in 1939. The city received the museum as a gift in 2006. Volunteers are still cataloguing the trove of artifacts and documents

SEE TOUR, PAGE 10

## ALEXANDRIA: A lively atmosphere

FROM PAGE 9

plants, flowers and crafts.

Bustling King Street is Old Town Alexandria's key artery, lined with inviting shops and restaurants. But there are many businesses on the adjoining streets as well.

For instance, the Boutique District, two blocks wide and 11 blocks long, is a collection of 19 shops featuring one-of-a-kind items such as fashions, jewelry, silver, children's items, Christmas items, antiques and collectibles—"services and goods you don't find at the mall," says Elizabeth Todd, owner of The Shoe Hive. See the Web site ([oldtownboutiquedistrict.com](http://oldtownboutiquedistrict.com)) for a store directory.

No visit to Alexandria would be complete without a visit to the Torpedo Factory Art Center (105 N. Union St.). Built to produce torpedoes during World War II, the large facility now houses 82 art studios, six galleries and The Art League School. The center offers everything from paintings, sculpture and photography to jewelry, ceramics, enamels and glass art.

The waterfront behind the Torpedo Factory is a lively place, with a marina, restaurants and a nice view of the river. Another way to see the sights is a nighttime dinner/dance cruise on the Potomac aboard Nina's Dandy, which passes the Kennedy Center and Washington monuments. A water taxi to Georgetown, Mount Vernon and National Harbor also is available.

Old Town has many interesting places to visit. For example, Grape+Bean (118 S. Royal St.) has a tasting bar for its multiple kinds of "eco-friendly" coffee and wine. It also sells artisanal cheese, breads, chocolate and other gourmet foods.

At Carafe Wine Makers (111 S. Alfred St.), a "micro-winery,"



David Gwathmey, the owner of Grape+Bean, brews a cup in the Clover coffee maker.

BEN FINK

customers can join in the fun and make their own wine.

Downtown spas such as Fountains Day Spa (422 S. Washington St.) and Sugar House Day Spa and Salon (111 N. Alfred St.) offer relaxing massages, facials and more.

Alexandria is known for its cuisine, and a number of young celebrity chefs have swapped jobs at tony Washington restaurants for Old Town eateries. One of them is executive chef Anthony Chittum, who serves modern American cuisine with Italian touches at Vermilion (1120 King St.). Another is nationally acclaimed chef Cathal Armstrong at Restaurant Eve (110 S. Pitt St.).

A bar named PX (728 King St.), styled after a 1920s-era speakeasy, is dripping with romance, with its dimly lit lounge and creative, exotic cocktails.

Sommelier Todd Thrasher also is a partner with Armstrong in the restaurant downstairs, Eamonn's A Dublin

**DIGGING MONTPELIER:** Today through Oct. 23, Montpelier, 1395 Constitution Highway, Montpelier Station, Orange County. Work with trained archaeologists as they excavate the recently discovered Madison-era North Kitchen. Reservations needed. 540/672-2728, ext. 160.

## TOUR: Alexandria pays homage to past

FROM PAGE 9

### WHERE WASHINGTON DANCED

George Washington, who grew up around Fredericksburg, also called Alexandria home. He was among many notables (including Thomas Jefferson, James Monroe, James Madison and the Marquis de Lafayette) who dined at the elegant Gadsby's Tavern, the community's 18th-century social center.

The tavern hosts an annual Birthright Ball in the elegant upstairs room, re-creating the scene where Gen. and Mrs. Washington danced in 1798 and 1799. Much of the room's interior was purchased and moved to the Metropolitan Museum of Art in 1917, but chandeliers, mirrors, fireplaces and an overhead musician's gallery remain. Other events also are held there, including yoga classes—what would George think?

Also upstairs are the 1785 tavern's bedrooms, where male guests would sleep three to a bed—with their boots on—or on bedding on the floor. It wasn't the Westin, but it was better than sleeping on the cold ground for travelers of the day. (A bed key tightened the ropes under the mattress, hence the phrase "sleep tight.") Rooms in the adjoining hotel, added in 1792, had nicer furnishings with more privacy.

Travelers would drink (a specialty was rum punch), smoke, eat, read newspapers, discuss politics, do business and socialize in the first-floor taproom.

The tavern also has a rare surviving ice well and a modern restaurant serving such fare as peanut soup and Chesapeake Bay crab cake sandwiches.

### BECOMING AN AMERICAN

Washington also visited the nearby Carlyle House, the grandest home in Alexandria at the time, which still evokes the "wow" reaction from a visitor. Besides its size, the house has a stone façade that stands out in a city where brick exteriors predominate.

Carlyle was a prominent merchant from Scotland who helped found Alexandria. A supporter of the Revolutionary War, Carlyle hosted British Gen. Edward Braddock when he was planning the early campaigns of the French and Indian War.

Death stalked the Carlyle House. Carlyle had seven children with his first wife, Sarah, and four with his second wife, Sybil. Both wives died, and only three of the 11 children lived past the age of 8.

Apparently a dried cat (now on display) that had been placed inside a chimney—a custom meant to stave off misfortune—didn't help much.

After the house left the family's possession, in the 1800s a hotel was built in front of it that obscured the view of the house from the street. The home fell

SEE TOUR, PAGE 11

**DISCOVERING GUNSTON HALL:** "Architecture in the Afternoon" tour, tomorrow, 2 p.m., Gunston Hall, Mason Neck. A 90-minute tour of the architecture of George Mason's home, including a first-ever stop in the cellar. Recommended for adults and ages 12 and up. Regular admission. 703/550-9220; GunstonHall.org.

# COVER STORY

TOWN & COUNTY FREDERICKSBURG, VA. SATURDAY, OCTOBER 17, 2009 THE FREE LANCE-STAR

11

## TOUR: Where Washington, Jefferson, Monroe, Lee walked the streets

FROM PAGE 10

into disrepair until it was restored in the 1970s and the hotel was torn down.

Of interest to Fredericksburg residents will be the fact that the stately Palladian-style house, completed in 1753, was built of Aquia sandstone quarried in Stafford County. The stone was replaced with limestone during the house's restoration, but a remnant of Aquia stone can be seen under the eaves at the front door. In addition, displayed upstairs in the architecture room is the original Aquia sandstone keystone, plus an interior wall of sandstone bearing chisel marks.

Visitors can view the public rooms, filled with 18th-century furnishings, as well as family bedrooms, including Lee's room where his tutor was his roommate. ("That's creepy," commented a little girl visiting from Oklahoma.)

A film shown in the servants' quarters explains Carlyle's evolution from a European to an American.

A charming garden in the back features crape myrtles and a gazebo.

### A LEE PRESENCE

Civil War Confederate commander Robert E. Lee, who also has connections with the Fredericksburg area, is represented at the Lee-Fendall house.

Lee's father, Henry "Light Horse Harry" Lee (who once owned Stratford Hall in Westmoreland County), sold the property that became the Lee-Fendall House in 1784 to his cousin Philip Fendall. Over the generations, some 37 members of the Lee family lived in the house, which is the only remaining Lee family home still open to the public in Alexandria.

Washington and Lafayette also visited the house, and Light Horse Harry Lee wrote Washington's eulogy ("First in war, first in peace, and first in the hearts of his countrymen") in the dining room. Young Robert lived across the street before he went to West Point.

The house left the Lee family's possession in 1903. A later occupant was famous labor leader John L. Lewis, president of the United Mine Workers.

The home is the only historic attraction in Alexandria whose interior is decorated in the Victorian-era style of 1850-70. A restored garden is often rented out for private parties and weddings.

### DIGGING ALEXANDRIA

Tucked into a third-floor corner at the Torpedo Factory Art Center is the Alexandria Archaeology Museum, where archaeologists and volunteers lovingly clean and document the millions of artifacts excavated around town that will later be preserved and stored or displayed.

"Privies are gold mines for archaeologists," offers volunteer Joan Amicko, 77, one of the "Lab Ladies" working on a recent Friday. She was using a toothbrush to wash tiny fragments still to be identified.

Others were marking pieces of broken European creamware and pottery and putting them back together like a jigsaw puzzle.

"I enjoy the learning experience," says Montie Kust, who, at 87, is the oldest volunteer. A one-time Radio City Music Hall Rockette, she joins the group of volunteers who range from high school and college student interns to retired professors and Foreign Service personnel. They work under the guidance of an archaeologist.

"We have a feeling they were a lot like us," said one volunteer, talking about the people who once owned the artifacts they handle.

There's also lots of hands-on fun for museum visitors.

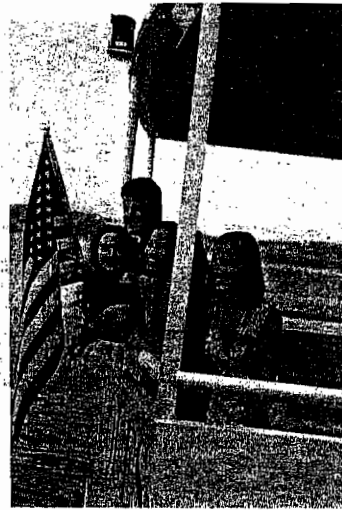
The museum's holdings cover all time periods of city history. The oldest item is a 13,000-year-old Paleo-Indian Clovis point found at Freedman's Cemetery.

### HISTORY OVERVIEW

The Lyceum connects all the strands of community history with its collections and educational programs.

Built in 1839 in the shape of a Greek temple, the building was traditionally used by the public for intellectual and cultural pursuits and the display of odd scientific specimens.

The building was used at various times as a library, a Union hospital



**The Water Taxi takes visitors to and from Alexandria to National Harbor, Mount Vernon and Georgetown.**

during the Civil War, a private residence, an office building and, in 1974, as the nation's first Bicentennial visitors center.

Now known as Alexandria's History Museum, The Lyceum has returned to its original purpose with lectures, concerts and social events as well as permanent and changing exhibits from its collections, including artifacts, silver, furniture, photographs, maps and original art.

(A tip: Tourists are welcome to use The Lyceum's parking lot—the only free parking in town—as home base.)

### BLACK ALEXANDRIA

An enlightening addition to Alexandria's historical attractions is the Alexandria Black History Museum. As in other Virginia cities, slavery was a fact of life in Colonial Alexandria. Blacks made a tremendous contribution to the fabric of the city and its neighborhoods.

The displays serve as a reminder that many great houses and plantations in Virginia were made possible by slave labor.

They also invite the visitor to

ponder the essential paradox of the Revolution: "How could one group of people searching for freedom in the New World deprive another group of the same rights?"

The museum highlights the city's African-American heritage with exhibits from its collections, but also has a thriving contemporary presence, with concerts, exhibits and lectures.

One hero in Alexandria black history was lawyer Samuel Wilbert Tucker. He organized a nonviolent sit-in by five blacks at the segregated Alexandria library (The Lyceum) in 1939—two decades before the civil rights movement began in earnest. The end result was that Alexandria built a separate library for blacks in 1940; the Robinson Library is now incorporated into the Black History Museum.

### FIGHTING FIRES

The Friendship Fire Museum tells the story of the city's first volunteer fire company, organized in 1774. The current firehouse dates to 1855.

Exhibits show early firefighting equipment, such as hand-drawn fire engines and leather water buckets. There's also a display of ceremonial objects, such as parade uniforms, banners and other regalia.

### CIVIL WAR ALEXANDRIA

Civil War buffs won't want to miss Fort Ward Museum and Historic Site. Immediately after Virginia seceded in 1861, Alexandria was occupied by Union troops. As a large map in the museum shows, Fort Ward was part of a ring of 164 Union forts and batteries built to protect Washington during the Civil War. Ironically, the fort was never attacked.

The fifth-largest of these installations, the fort today is the best-preserved. Visitors can explore a 45-acre expanse of original earthwork walls and a reconstructed gun bastion, ceremonial entrance gate and officers' hut.

The museum building was modeled after a Union headquarters building, and contains many Civil War artifacts.

Of particular interest is a display

SEE TOUR, PAGE 12

**HISTORIC HALLOWS' EVE TOURS:** Saturday, Oct. 31, Blandford Cemetery, Crater Road, Petersburg. Guided walking tours every 15 minutes from 6–7:45 p.m. by costumed interpreters. Participants are encouraged to bring a flashlight. Tickets are adults, \$7; children under 12, \$5. Reservations required at Blandford Church Reception Center, 111 Rochelle Lane. 804/733-2396.

## TOUR: Civil War fort saved

FROM PAGE 11

on Union Col. Elmer Ellsworth, who was shot and killed in 1861 while taking down a Confederate flag on a hotel on King Street, an event known as "The Marshall House Incident." (The Hotel Monaco now occupies the site of the Marshall House.)

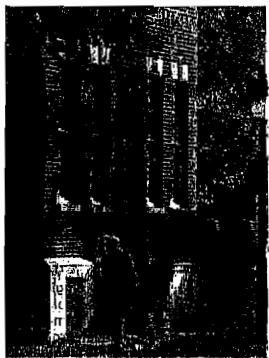
As the first officer killed in the war, his death made him a martyred hero, stirring Northern patriotism. A section of the flag and other memorabilia are displayed.

Fort Ward regularly hosts lectures and living-history events.

### OTHERWISE

The special "Key to the City" attractions whet the appetite for more exploration in Alexandria. The pass is a good excuse to expand a day trip to a regional vacation.

Gwen Woolf is Town & County magazine editor with The Free Lance-Star. Contact her at 540/374-5432 or [gwoolf@freelancestar.com](mailto:gwoolf@freelancestar.com).



ERIK KVALSVIK  
A couple walk Old Town streets in the fall.

# A DOGGONE GOOD TIME

BY GWEN WOOLF  
THE FREE LANCE-STAR

**O**LD TOWN Alexandria is so cosmopolitan that you might find yourself sharing a sidewalk with a Dane, a German and a French *femme fatale*. That is, a Great Dane, a German shepherd and a French poodle. At happy hour, you might find a Boston terrier and an Alaskan husky sniffing about the day's news over a water bowl, then grabbing a biscuit from a bakery. A collie might cap off the evening feeling the wind in his fur with a cruise on the Potomac River.

In dog-friendly Alexandria, canines have a tail-wagging good time. It's common to see a variety of breeds strolling down the historic streets with their humans at the end of leashes—even more so on festival days or at regular events like the Saturday farmers market. Merchants often place water bowls conveniently outside their shops, and many even bring their own dogs to work as store mascots.

"This town is Doggie Central," says one store owner.

Bentley, an 8-year-old Bedlington terrier, is official greeter at Patrick's, a fine linens and home décor store at 106 N. St. Asaph St. Some customers call the canine "the mayor of St. Asaph."

Bentley "loves the ladies," says owner Troy Englert, who says several women bring the dog treats every morning. "He's the biggest bagel thief in town," he adds. Sometimes Bentley's relatives Chelsea and Shannon also join in the fun.

Englert says he works long hours, so having the dog around is comforting, and the customers love having canine company.

Bentley lets Englert know when he needs anything. "It's all about him," says



GWEN WOOLF

Dogs bring their humans to Old Town Alexandria's streets.

Englert. "I work for Bentley." In a town that draws many tourists to its attractions, dog lovers are pleased to find that some downtown hotels also put out a welcome mat for four-legged guests.

The Hotel Monaco, a luxury boutique hotel on King Street, goes a step further with a doggie happy hour in its open-air courtyard Tuesdays and Thursdays from 5 to 8 p.m. from April through October. Besides liquid refreshments, the canine guests get complimentary gourmet dog snacks. Their people can enjoy food and drink at the adjacent restaurant, Jackson 20.

At Halloween, dogs and their owners dress up in costumes, with prizes given for the "Best-Dressed Couple," "Most Glamorous" and "Top Dog."

The hotel even has its own director of pet relations, a bichon frisé named Charlie. Guests can contact the front desk for information on for-hire pet sitting, dog walking and pet spa services. And, if you don't have a pet with you, the hotel is glad to lend you a goldfish for your room.

Many shops and businesses, such as Enchanted Florist

and Burke & Herbert Bank, welcome dogs with open arms and dog biscuits. Pets are often seen chowing down with their humans at restaurants with outdoor dining.

Some shops cater specifically to four-legged customers. Chateau Animaux, a dog and cat bakery boutique, offers healthy dog treats and pet accessories. Barkley Square is another dog bakery and boutique that offers treats, gifts and furnishings for the furry set. People stores such as The Dairy Godmother frozen custard shop also sell doggy fare, such as puppy pops and Squirrels, a baked dog treat.

There also are a number of off-leash dog parks in the city where joyful frolicking is encouraged.

For dogs wishing to be well-educated, the Olde Towne School for Dogs teaches the rules of obedience and social etiquette and also provides doggie day care and grooming services. Training often takes place on public sidewalks, so dogs are socialized to interact with humans.

Christ Church, where George Washington worshipped, has a Blessing of the Pets each fall.

### PET PLACES

**Pet-friendly hotels:** Crowne Plaza, Hawthorn Suites Ltd., Holiday Inn Hotel & Suites, Hotel Monaco, Morrison House, Red Roof Inn, Residence Inn by Marriott, Sheraton Suites, Washington Suites, Westin

**Doggie happy hour:** Hotel Monaco, 480 King St.; 703/549-6080; [doggiehappyhour.com](http://doggiehappyhour.com); April-October

**Pet boutiques, treats:** Barkley Square Gourmet Dog Bakery & Boutique, 2006 Mount Vernon Ave.; 703/548-3644; [barkleysquarebakery.com](http://barkleysquarebakery.com); Chateau Animaux (formerly called Fetch); a dog and cat bakery and boutique, 101A St. Asaph St.; 703/518-5188; [chateau-animaux.com](http://chateau-animaux.com); Dairy Godmother, 2310 Mount Vernon Ave.; 703/683-7767; [thedairygodmother.com](http://thedairygodmother.com).

**Off-leash dog parks:** [alexandriava.gov/recreation/info/default.aspx?id=12284#dog](http://alexandriava.gov/recreation/info/default.aspx?id=12284#dog)

**Canine Cruises:** Potomac Riverboat Co.; 877/511-2628; [potomacriverboatco.com/special\\_events.php#canine](http://potomacriverboatco.com/special_events.php#canine)



GWEN WOOLF

Pet water bowls outside shops are a common sight in Alexandria.

What could be more fun than a canine cruise around Alexandria's seaport? Potomac Riverboat Co. offers 40-minute canine cruises on Thursdays evenings from May through August.

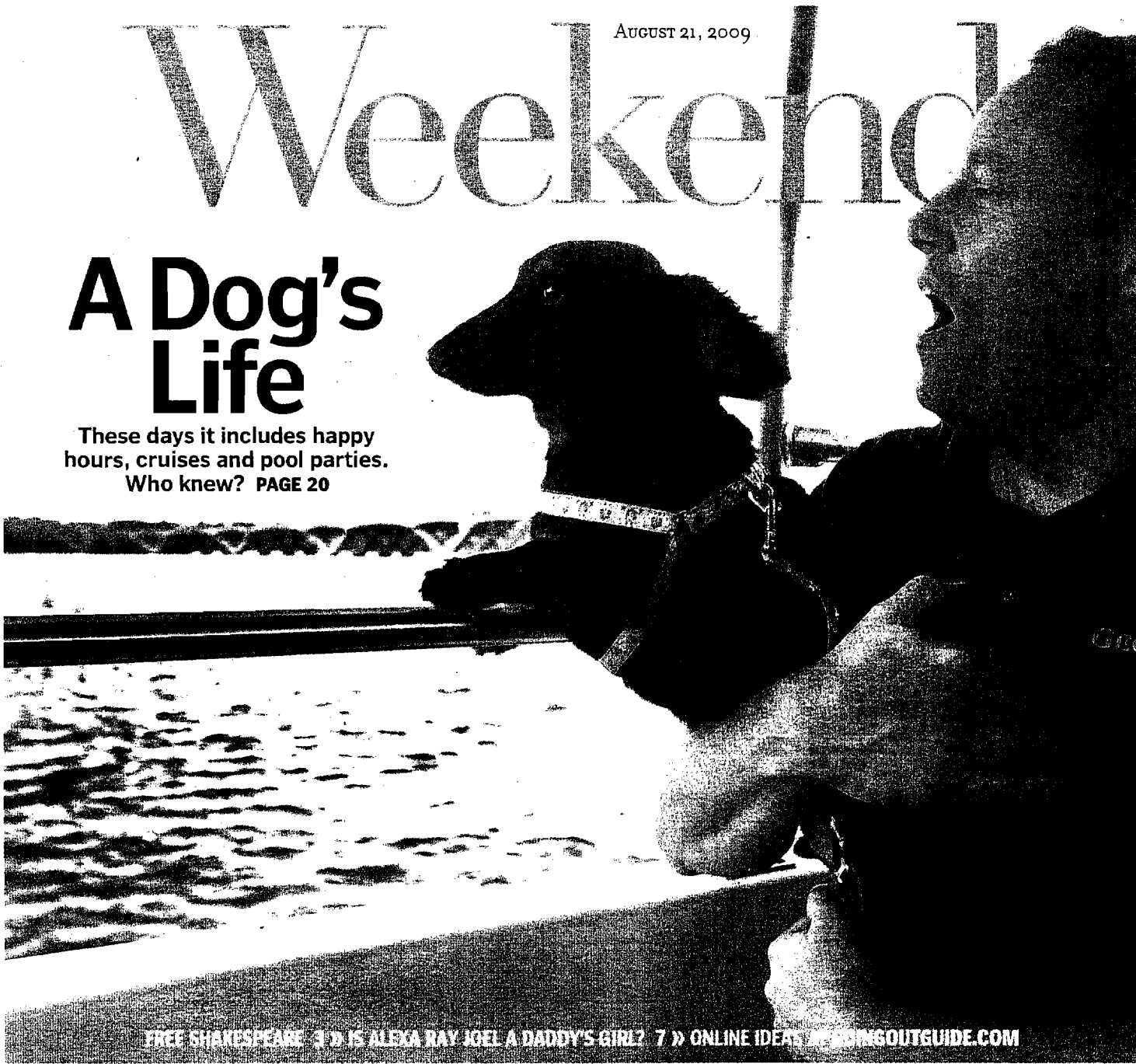
Why is Alexandria so pet-friendly? One reason is that many of the residents are couples or singles without children but with disposable income to spend on their beloved furry companion Lucky dogs.

August 21, 2009

# Weekend

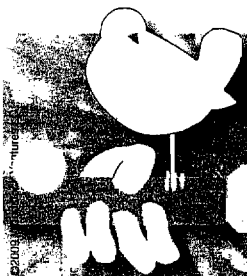
## A Dog's Life

These days it includes happy hours, cruises and pool parties. Who knew? PAGE 20



FREE SHAKESPEARE 3 » IS ALEXA RAY JGEL A DADDY'S GIRL? 7 » ONLINE IDEAS [WASHTONOUTGUIDE.COM](http://WASHTONOUTGUIDE.COM)

BY RICHARD A. LIPSKI — THE WASHINGTON POST



## Woodstock at 40

In August 1969, the Woodstock music festival enthralled half a million. The press mostly ignored it. But a 17-year-old kid snagged a press pass and shot 300 photos. They've been sitting in a basement. We've got them.

NOW OPEN!

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## All Paws on Deck

There is a reason dogs enjoy hanging their head out the window of a moving car: The rush of new smells is pure ecstasy for their over-sensitive noses.

So you can imagine what an entire river of new scents can do to a dog.

Potomac Riverboat Company in Alexandria offers weekly cruises along the Potomac River that cater to canines during the summer. On a recent excursion, about 20 dogs took a ride on the Admiral Tilp, their noses twitching, eager to catch every passing scent.

One such dog was Lindsey, a golden doodle from Silver Spring. Lindsey's owners, Alixe and Donald Park brought their granddaughter, Alexis Jacobsen, 12. The trio had taken the cruise last summer and had such a good time they decided to return. When asked what she thought Lindsey enjoyed most about the ride, Alexis answered, "She likes the open air."

The cruise, which occurs Thursdays at 7 and 8 p.m., lasts about 40 minutes and takes riders along the Potomac before turning around at National Harbor. The boat then heads north to the U.S. Naval Research Laboratory before looping back to the dock. Larger dogs stay on the first level, while smaller dogs are carried up the spiral staircase to the second level.

Alexandria's Tom and Mary Ann Walker cruised with their Irish setters Dealer and Allie.

"It combines the two things we love the most: being on a boat and being with our dogs," Tom Walker said.

During the ride, tour guide Mark Koehle pointed out major landmarks and discussed area history. At times his commentary bordered on corny (the bow is referred to as the bow-wow, and he occasionally "translated" his speech for the four-legged crowd), but the dog lovers played along.

By the time the boat pulled back into the dock, a dozen dogs were waiting for the 8 p.m. ride. Noses sniffing the air, they were ready for a new adventure.

**WHERE IS IT?** The boat is docked at 3 Cameron St., Alexandria, behind the Torpedo Factory Art Center.

**WHEN IS IT?** Thursdays at 7 and 8 p.m. through Sept. 3.

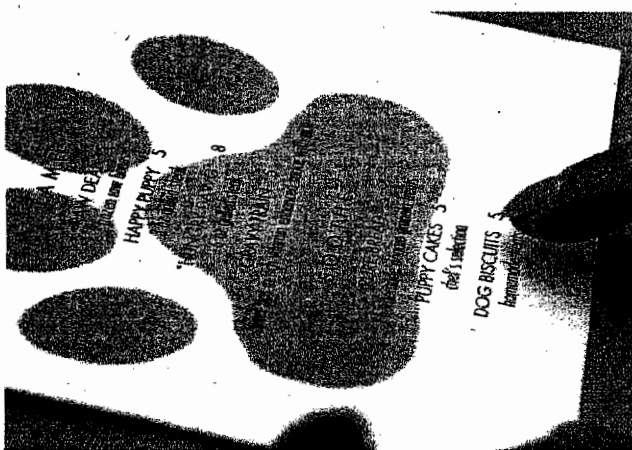
**HOW MUCH DOES IT COST?** \$15, \$9 ages 2 to 11. Dogs ride free. Reservations are not required but are encouraged.

**WHAT ELSE DO I NEED TO KNOW?** The ship has one water dish, so it might be worth bringing your own as well as some water. Dogs must be leashed.

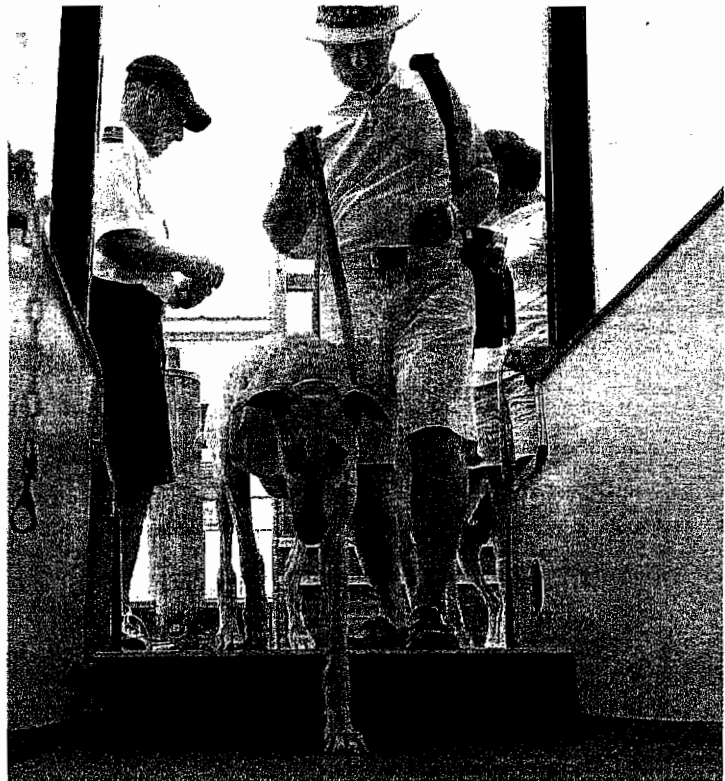
**WHERE CAN I FIND MORE INFORMATION?** Call 703-684-0580 or visit [www.potomacriverboatco.com](http://www.potomacriverboatco.com).

**IF YOU LIKE THIS, CHECK OUT:** Go on a hike; there are plenty of new smells in the woods. K9 Trailblazers take leashed dogs on hikes all around the area. The next hike is Aug. 29 at Little Bennett Regional Park in Clarksburg. For more information, visit [www.k9trailblazers.org](http://www.k9trailblazers.org).

PHOTOS ABOVE AND BELOW BY RICKY CAROTT — THE WASHINGTON POST



ABOVE, golden retriever Chase sinks his teeth into a frozen raw bone at Art and Soul on Capitol Hill, where the Pooch Patio Menu includes beef tips and puppy cakes. LEFT, Jake, a golden doodle, gets acquainted with Chase while waiting for a Bowser Beer on the patio. Itching to get out on the water? Take your dog on a cruise. RIGHT, David Miller and Goliath are on board for a doggy cruise in Alexandria. ON THE COVER: Peter Blomberg and with Charlie.



THE WASHINGTON POST WEEKEND/PATRICK, AUGUST 21, 2009

BY RICHARD A. IPSKI — THE WASHINGTON POST



# Alexandria: By George, this town parties!

Virginia town across from nation's capital can claim: Washington really slept here.

By RUTH ROVNER  
Special to the Times

Located on the Potomac River just across from Washington, D.C., Alexandria is one town that can truly boast that George Washington slept here.

His family home was 10 miles away in Mount Vernon, but our first president had close ties to Alexandria, Va., a seaport town founded in 1749. He had a townhouse here, drilled his first troops in Market Square in 1754, had a pew at Christ Episcopal Church and had both business and social activities in Alexandria.

What's more, it was young George Washington who put Alexandria on the map — literally. When he was a 17-year-old surveyor's apprentice, he helped lay out its streets and drew its first map in the 1750s.

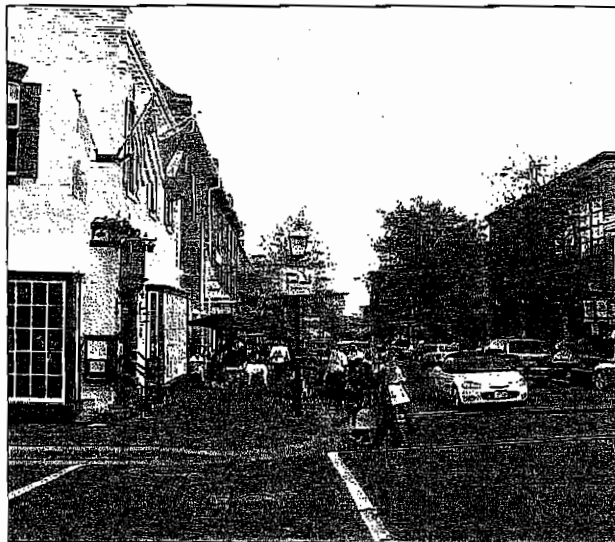
The town honors its most famous resident with the nation's largest George Washington Birthday Parade, and it hosts other special events during President's Day Weekend, which this year will be celebrated from Feb. 13-15.

Monday, Feb. 15 is the official President's Day holiday, and it's the 278th anniversary of Washington's birth. That's the day for Alexandria's festive parade, which starts at 1 p.m. It will cover a one-mile route through the cobblestone streets of Old Town, where Washington lived, worshipped, and conducted business. Each year, the parade draws crowds that number over 3,000.

**The Birthright Ball**  
The weekend besides other festivities includes the parade.

On Saturday evening, a gala Birthright Banquet and Ball will be held in Gadsby's Tavern, which is where George Washington celebrated his birthday in 1798 and 1799. Those who want to get into the full spirit will come dressed in colonial attire (this is suggested but not required). Although many weekend events are free, this one is ticketed (\$100 for banquet and ball, or \$50 for ball only, with reservations required).

On Sunday, Feb. 14, a two-hour guided tour, "Walking with Washington," is offered. The free tour in Old Town will highlight the sites with special connections to Washington's life here.



Old Town Alexandria, Va., is packed with interest and is easy to explore. It remains the center of social life.

For true history buffs, there's also a free Revolutionary War re-enactment Feb. 14 at Fort Ward Park, with demonstrations throughout the day including a Revolutionary War skirmish between the Redcoats and the Colonial Army. This takes place at 2 p.m.

Clearly, for those who want to celebrate President's Day Weekend in full style, Alexandria is the place to be. But at any time of the year, visitors can enjoy the historic attractions of this town, which is an easy day trip from the nation's capital (and easily accessible via the Washington Metro).

They can even visit quite a few sites specifically associated with George Washington, with the help of a self-guided walking-tour brochure available from the Alexandria Convention and Visitors Bureau.

Old Town Alexandria, Va., is packed with interest and is easy to explore. It remains the center of social life.

## Town that's easy to explore

And as we discovered on a recent trip, this beautifully restored port city is especially easy to explore, because almost everything of interest is in the historic Old Town. This compact area, with cobblestone streets and old-fashioned street lamps, has over 1,000 historic buildings dating from the 18th and 19th centuries.

As we strolled up and down the streets of Old Town, we especially focused on the sites associated with George Washington.

For instance, Gadsby's Tavern at 134 Royal St. was frequented by Washington in the days when taverns were the center of social life.

It consists of two buildings: One part is now a museum, and the other is the tavern itself, where visitors can dine in colonial surroundings.

Continuing to follow in Washington's footsteps, we visited Christ Church, an English country-style church where he had his own pew. And we took a guided tour of the Lee-Fendall House, where Washington and his friend, "Light Horse Harry" Lee, a Revolutionary War general who was father of Robert E. Lee, often got together. The Confederate patriot is another well-known historical figure who grew up in this town.

On the tour, we saw period furniture and heard about the history of a house that was home to several generations of Lee's family.

The most comprehensive site related to the first president is the George Washington Masonic National Memorial. This is not in walking distance of the other sites, but it's well worth a visit for presidential history buffs. This stately building features a 17-foot bronze statue of Washington, plus an extensive collection of memorabilia related to him. And dramatic murals depict key events in his life.

Back in Old Town, we also enjoyed a variety of historic sites that gave us the general flavor of colonial America. For instance, the Stabler-Leadbeater Apothecary Shop at 105 Fairfax St. was the most historic drugstore we'd ever seen. Founded in 1792, this was where Washington and his contemporaries got their drug and cosmetic supplies. Opened in 1792, it was run by the same family until 1933, when it closed during the Depression. Now, as an historic site, it features an impressive collection of hand-blown glass containers and early medical wares.

Also on Fairfax Street, the Carlyle House was considered Alexandria's grandest home. It was built in 1762 by John Carlyle, a Scottish merchant. Three years later, Gen. Edward Braddock made this his headquarters. He and five colonial governors mapped out their strategy for raising funds for the French and Indian War in this elegant home, which now offers guided tours.

But not every building in Old Town relates to colonial history. Indeed, Old Town Alexandria is not a museum but a charming place where 21st century residents live and work. For instance, we enjoyed exploring King Street, lined with trendy shops and restaurants.

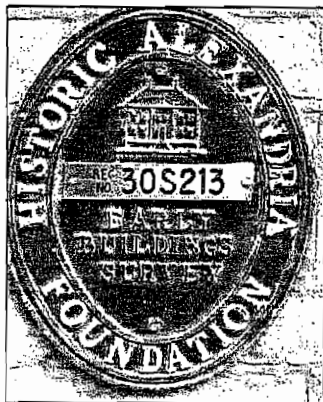
## Don't miss the Torpedo

Another highlight was the Torpedo Factory Art Center at 106 Union St. This was originally a factory built in 1918 to manufacture torpedo shell cases. In an ingenious example of creative re-use, it is now an Art Center where over 165 artists create, exhibit and sell their works. Here, we enjoyed exploring the varied studios and stopping in to admire the works and meet the artists.

Indeed, for a small town, Alexandria offers a wide variety of attractions. And whether it's the Torpedo Factory Art Center or the historic sites, George Washington's home town extends a warm welcome to 21st century visitors on President's Day weekend or any other time.

For general information visit Web site [www.VisitAlexandriaVA.com](http://www.VisitAlexandriaVA.com) or call the Alexandria Convention and Visitors Association at 703-746-3300

For information on Washington birthday events throughout February, use the same website as follows: [www.VisitAlexandriaVA.com/CalendarofEvents/](http://www.VisitAlexandriaVA.com/CalendarofEvents/)



# 3-Hour Weekend

## GEORGE WASHINGTON MASONIC MEMORIAL

### More history than mystery in Alexandria

A virgin sacrifice, a murdered pontiff, a lost symbol: That may be what you're hoping to learn about on a tour of the towering George Washington Masonic Memorial in Alexandria. What you'll learn instead is the Freemasons' love of all things George Washington.

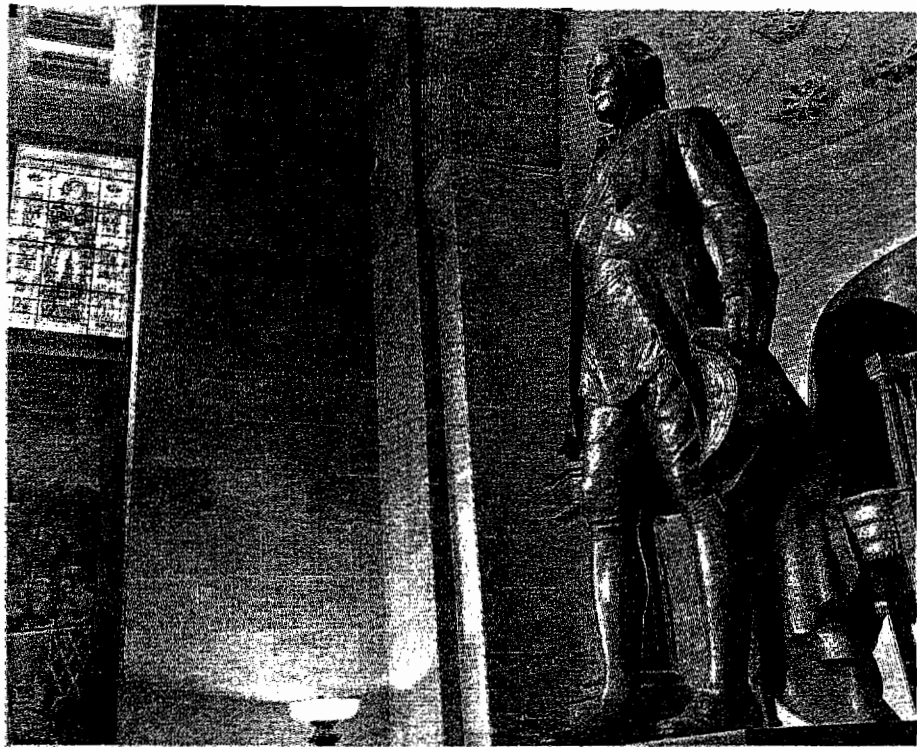
"George Washington epitomized what the Freemasons wanted to be," said tour guide Stephanie Blaher as she started the tour in Memorial Hall. Washington joined the Freemasons when he was 20 years old and in his retirement served as the charter master of the Alexandria lodge.

Four massive marble columns line each side of the dimly lit hall. Behind them are large murals showcasing Washington by Allyn Cox. (Cox's work can also be seen in the U.S. Capitol.) The focal point of the hall is a 17-foot, seven-ton statue of Washington holding a gavel in one hand and a hat in the other.

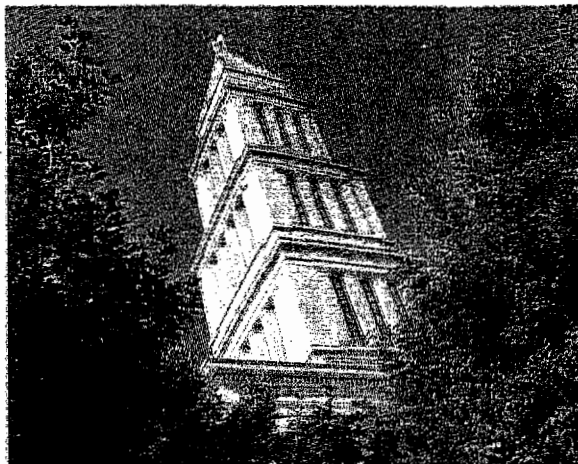
Parts of the movie "National Treasure: Book of Secrets" were filmed at the memorial, but the building feels far less steeped in history than you might imagine. The building's cornerstone was laid in 1923, and the last room wasn't completed until 1983. If you ask your tour guide to explain some of the Freemasons' symbols, her explanation is likely to be far less romantic than a novelist would conjure. The Freemasons date back to the 1600s in Europe. They used symbols, she said, because at the time many people couldn't read.

What the 300-foot-tall memorial does have and what makes it worth the trip is the view from the top. You can see the National Cathedral, the Washington Monument, the U.S. Capitol and National Harbor from the observation deck on the ninth floor. Another cool thing about the memorial: Since the top is more narrow than the bottom, the elevators ascend diagonally at a 7.5-degree angle. You can feel yourself leaning to the side of the elevator as you go up.

The tour will take you to most of the floors where you will find small, bare and fairly undistinguished rooms with low ceilings. The eighth floor feels like a chapel, and the larger second floor is all about George



BILL O'LEARY/THE WASHINGTON POST



The Masonic Memorial, left, in Alexandria is featured in "National Treasure: Book of Secrets." Above, George Washington's statue and a stained-glass window with Ben Franklin's likeness are the highlights of a hall seen in the movie.

Washington — hey, his name is on the building! The second floor contains some rather bizarre, random artifacts: a pin made from the wood of Washington's coffin, a knee buckle worn by a Freemason at Washington's funeral; a strand of Washington's hair. Learn Washington's last words before he died at the age of 67. "Tis well." The same could be said for his Masonic Memorial.

— Moira E. McLaughlin

**Where is it?** 101 Callahan Dr., Alexandria

**When is it?** Through March 31, hours are 10 a.m.-4 p.m. every day except Sunday, noon-4. Access to the upper floors is by tour only. Tours are 10 a.m., 11:30 a.m., 1:30 p.m. and 3 p.m.

**How much is it?** Free!

**If you have more than three hours:** Check out the Art League at 105 N. Union St., Alexandria, where printmaker Kathleen Stafford displays her work inspired by her time in West Africa.

**Want more about the Masons?** The House of the Temple of the Scottish Rite on 16th Street — which has a prominent role in Dan Brown's "The Lost Symbol" — is open Monday-Thursday from 10 a.m. to 4 p.m. Tours there are \$7.33 for adults, \$3.33 for students and seniors, and free for kids younger than 18. (If you don't get the joke about 33 cents, your guide will be happy to explain it to you.)

# 3-Hour Weekend

The Washington Post

DECEMBER 4, 2009

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## SCOTTISH WALK

### A jaunty jaunt in Alexandria

Every year tens of thousands of Washingtonians head to Alexandria to celebrate all things Scottish. Clans march proudly down the street wearing their family tartan, pipe and drum bands fill the air with traditional jigs and reels, and Scottish terriers tarry.

From the Christmas marketplace to the parade, home tours to Scotch whisky tastings, the event offers plenty to enjoy, but with so many options it can be hard to whittle it all down to a manageable three-hour weekend adventure. That's where we come in. We have created the itinerary; all you have to do is don your kilt.

**Saturday 10:50 a.m.** Arrive at the King Street Metro station. With many streets in downtown Alexandria closed, and thousands of people watching the parade, parking will be limited. Take the Metro and hop on the King Street Trolley. It leaves every 20 minutes, so don't miss the 10:50 ride!

**11 a.m.** The trolley stops at the 100 block of North Washington Street, which happens to be a block from the parade route. The parade begins at 11 a.m. with the grand marshal, Alexandria Police Chief Earl Cook, leading the way along South St. Asaph Street. Not far behind will be the first pipe band of the parade, the Washington Scottish Pipe Band of St. Andrew's Society of Washington.

You also don't want to miss the kids from the Campagna Center who will follow the Washington Scottish Pipe Band. Of the more than 150 units marching in the parade, these kids are arguably the most excited, says walk co-chair Nicole Duncan. For nearly 40 years proceeds from the weekend have supported the center, which provides academic support for more than 1,500 Alexandria children.

**11:45 a.m.** Travel south along the parade route, then make a right at Wilkes Street and another right at Washington Street to warm up with hot cider at the Campagna Center (418 S. Washington St.). While there, buy heather and greens and tickets for the home tour. There are five homes on the tour, and tickets cost \$30 if you get them today, but \$35 at the door.

The closest home to the center is 631 S. St. Asaph St. You will also have enough time to check out 623 S. Pitt St. (one block east of the St. Asaph Street home) and 123 Wolfe St.



PHOTOS BY MARVIN JOSEPH/THE WASHINGTON POST

Aaron Chisholm, 4, left, watches the pipe and drum bands, above, in last year's Scottish Christmas Walk.



(three blocks northeast of the Pitt Street home).

**12:30 p.m.** From the Wolfe Street home head three blocks northwest to Market Square (301 King St.) to catch the end of the parade. More than 50 clans are scheduled to march and the majority are toward the end. These kilt-clad folk will precede the guest of honor: Santa Claus riding in an antique fire-truck.

**1 p.m.** Stick around Market Square for the mass band performance featuring the six area pipe and drum bands in the parade. Trolleys will begin running their usual route once the parade ends so all you have to do is hop aboard at Market Square!

— Amy Orndorff

**WHERE IS IT?** All over downtown Alexandria.

**WHEN IS IT?** The parade runs from 11 a.m. to approximately 1 p.m. Home tours run from 11 a.m. to 4 p.m.

**HOW MUCH IS IT?** The parade is free, home tour tickets cost \$30 in advance and \$35 at the door.

**WHERE CAN I FIND MORE INFORMATION?** Call 703-549-0111 or visit [www.scottishchristmaswalk.com](http://www.scottishchristmaswalk.com).

**IF YOU HAVE MORE THAN THREE HOURS:** The Christmas Marketplace will be open Friday from 9 a.m. to 5 p.m. at George Washington Masonic Memorial (101 Callahan Dr.). Admission is free. The Taste of Scotland, which features food and rare scotches, is Friday from 8 to 11 p.m. at the Masonic Memorial. Tickets are \$100.

THE WASHINGTON POST • FRIDAY

# WEEKEND

# Ho

# Hibernation Celebration

Winter's here, and it's time to chill with four weekend escapes that won't put a deep freeze on your finances.

BY MARILYN ODESSER-TORPEY

November 24, 2009 online  
January 2010 magazine

## Wild West

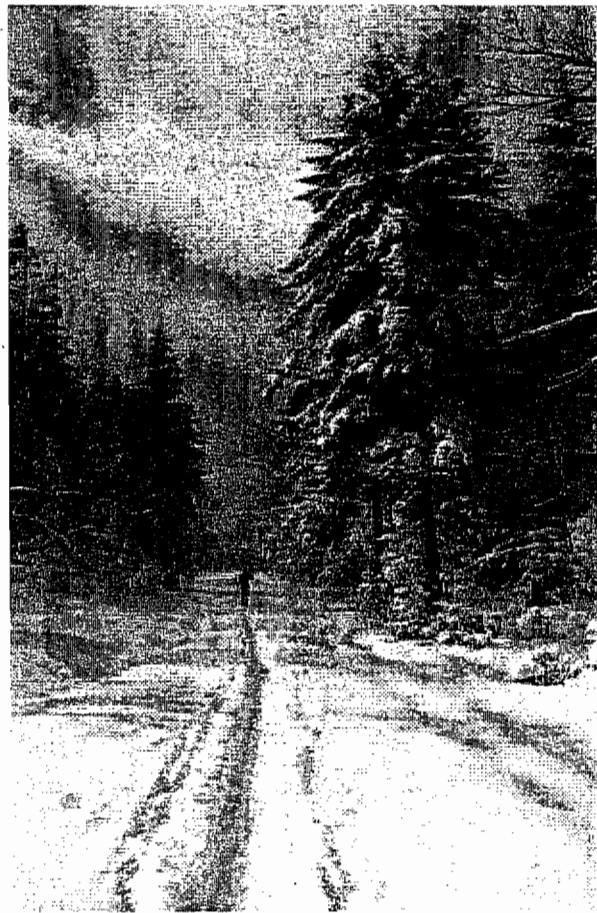
Located high in the Alleghenies in Northeast West Virginia, Tucker County is home to the 6,000-plus-acre, winter-sports-centric **Canaan Valley Resort State Park**. But if the word "resort" makes you think of Aspen-like glitz, you're barking up the wrong mountain. There's no need to gild this gloriously wild territory. Looking at it now, it's hard to believe this same land was virtually stripped bare in the early 20th century by lumbering and coal mining.

**Drive time:** Five-and-a-half hours.

**Stay here:** Davis has one of those don't-blink-or-you'll-miss-it downtowns with an old-fashioned look and feel, so it's a real surprise to find the elegant **Meyer House Bed & Breakfast** (Third Street and Thomas Avenue, 304-259-5451, meyerhousebandb.com; rooms \$90-\$150). Proprietor Cindy Robeson and husband Jon have turned this Victorian residence into a warm, four-guestroom haven, and Cindy's multi-course breakfasts are lavish and luscious.

If there's no room at the inn, check out the **Tucker County Convention and Visitors Bureau** website (canaanvalley.org) for accommodations ranging from no-frills lodges and hotels to luxurious condos and cabins.

**Eat here:** If you're in the mood for seafood, the **Golden Anchor Restaurant** (Route 32 South, Canaan Valley; 304-866-2722, goldenanchorcabins.com; entrées \$13.95-\$27.95) flies in a fresh supply daily from Baltimore. (Try the smoked trout dip.)



## George Was Here



In 1777, our first president may have spent his birthday freezing at Valley Forge. Other years, though, George Washington hosted some pretty hot parties in Alexandria, Va. And this lively little city hasn't stopped celebrating since.

Lots of luminaries loved Alexandria. Washington's **Mount Vernon** is only 16 minutes south; Robert E. Lee's family moved to the city when he was a small child; and former president Gerald Ford lived here. Between the museums, historic homes, art galleries and performance venues, you could spend your entire vacation concentrating on history and culture in **Old Town**. But take some time to venture into hip surrounding neighborhoods like Del Ray and Arlandria. Each has its unique personality, artisan food offerings and boutique shopping.

**Drive time:** Three hours.

**Stay here:** You literally get a home away from home at **216: A City B&B** (216 S. Fayette St., 703-548-8118, 216bandb.com). Instead of a room or a suite, you can kick back in a three-story, three-bedroom historic townhouse just a block away from the heart of Old Town. Innkeepers Kathryn and Charlie Huettner have thought of everything, from cold beer, chilled mugs and wines, to fresh fruit and pastries. The nightly rate (\$225 for two; \$50 each additional guest) includes a private continental breakfast.



**Eat here:** With its almost 140 restaurants, deciding where to eat in Old Town can be a mind-boggling experience. For light fare, **Fontaine Caffe & Creperie** (119 S. Royal St., 703-535-8151, fontainecaffe.com) serves savory and sweet crêpes (\$5.95-\$12.95)—including veggie and gluten-free selections—filled with local and seasonal ingredients. Order a *boulée de cidres* (a bowl of sparkling hard cider) to go with your meal.

Named for the circa-1880 Old Town building in which it's housed, the recently opened **Columbia Firehouse** (109 S. St. Asaph St., 703-683-1776, columbiafirehouse.com; entrées \$16-\$23) is a great place for steaks. Add a crab cake (for an extra \$12), and start with a kettle of mussels (\$9) prepared one of three intriguing ways. At **Raw Silk Indian Restaurant & Lounge** (719 King St., 703-706-5701, rawsilkaalexandria.com; entrées \$14-\$22), you get dinner and bellydancing on Thursday evenings.

**To-do list:** In the late 18th century, **Gadsby's Tavern** (134 N. Royal St., 703-838-4242,

## Sweet Retreat

Chocolate isn't just kids' stuff—and these days, neither is the town that chocolate built. Regardless, Hershey still knows how to break out all the bells, whistles and colored lights (more than 3 million of them) to create the quintessential family holiday celebration destination.

**Drive time:** 90 minutes.

**Stay here:** As part of the **Hotel Hershey's** \$67 million Grand Expansion launched last spring in conjunction with its 75th anniversary, this top-of-the-line lodging landmark has opened 10 new four- to six-bedroom Woodside Cottages (100 Hotel Road, 717- 533-2171, [hersheypa.com](http://hersheypa.com)). Guests can rent individual rooms (\$449-\$549)—some with fireplaces—or an entire cottage with a communal great room. Or try a lower-priced—but still fabulous—room at the hotel (\$239-



\$299) or lodge (\$179-\$209). Overnight stays at all Hershey properties include free admission to **Hershey Gardens** and the new **Hershey Story, the Museum on Chocolate Avenue**.

**Eat here:** Another Grand Expansion addition, **Harvest** (717-534-8800; lunch averages \$13, dinner \$18-\$28) is named for its locavore-friendly, seasonal fare with culinary influences from all parts of the country. The rosemary- and garlic-braised lamb shanks are fall-off-the-bone good, and the dessert shooters are great fun.

Serious foodies can reserve a place at the Friday-evening chef's table in the hotel's **Circular Dining Room** for a six-course fixed-price dinner (\$75, \$110 with wine). In lieu of the expansive Sunday brunch at the Circular Dining Room (\$40/adults), a breakfast-foods-only version—sans carving station and raw seafood bar—is available (\$17/adults, \$8.50/kids).

**To-do list:** See Charles Dickens' great, great grandson perform a one-man, 26-character interpretation of *A Christmas Carol* (\$40 with English-style tea, \$99 with four-course dinner).

Be dazzled by the nearly 600 illuminated, animated drive-thru displays at **Hershey Sweet Lights** (\$20/car) and the transformation of Hersheypark into **Christmas Candy Lane** (\$10.95), complete with rides, entertainment, a 50-foot decorated tree and all nine of Santa's reindeer.

After the holidays, many non-skiing resorts go into hibernation mode. But Hershey remains in high gear,

## All Wet

Be sure to pack your long underwear and your bathing suit for a winter trip to the Poconos' **Great Wolf Lodge** (One Great Wolf Drive, Scotrun; 866-958-9653, [greatwolf.com](http://greatwolf.com)). Admission to its almost 80,000-square-foot **indoor waterpark** is included for all guests. As far as family vacations go, this is the total package, without the hassle of traveling to a Florida theme park. There's even an on-site spa for Mom and Dad. And if you really can't get through winter without snow, **Camelback Mountain** (One Camelback Road, Tannersville; 570-629-1661, [skicamelback.com](http://skicamelback.com)) is only a few miles down the road.

**Drive time:** 90 minutes.

**Stay here:** Basic one- to three-bedroom family suites sleep four (\$319.95-\$429.95 in winter). Some have gas fireplaces, whirlpools, and/or private balconies or patios. Themed options for kids feature bunk beds tucked away in an en-suite "wolf cave," "tent" or "log cabin."

**Eat here:** Great Wolf Lodge has a variety of in-house eating options. Enjoy pastries, hot breakfast sandwiches and coffee at **Bear Paw Sweets & Eats**. **Camp Critter Bar & Grill** has salads and sandwiches (average \$11.95) and a full breakfast buffet, including made-to-order omelets and waffles (\$15/adults, \$10/children). Dinner at the **Loose Moose Cottage** features prime rib carving and wok stations, plus seafood (\$20/adults, \$12/kids).

**To-do list:** With 17 slides (including the coaster-like Rocket), a four-story interactive treehouse fort, a wave pool, roughhouse rafting, tame tubing, and two giant hot tubs (one just for the grown-ups), Great Wolf's waterpark is a destination in itself. Just so you don't get too pruny, take some time away from the water to play **MagiQuest**, a live-action adventure game using magic wands to seek out treasures and complete multi-level missions. Wands must be purchased (starting at \$14.99) and are reusable during current and future lodge stays. And there's a one-time fee for game activation (\$10.99).

Adults can treat themselves to a signature Caribbean Body Scrub (\$135) or Aroma Body Wrap (\$80) at **Elements Spa**. Little girls can enjoy an ice-cream-scented mani or pedi (\$49) at **Scoops Kid Spa**.



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### Alexandria, Virginia - Dog Friendly Dining, Happy Hours, Shopping and Snacks

By Sheridan Alexander, About.com

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### Introduction to Dog Friendly Alexandria

August 3, 2009  
updated



Pets line up for the Potomac Riverboat Company Canine Cruise.

Photo Credit: Courtesy of Alexandria Convention and Visitors Association

In dog friendly Alexandria, Virginia, it is not unusual to see confident and well-behaved resident dogs going about their daily routines, each with his or her devoted human following along on a leash. A fun day for dogs in Alexandria might include: a romp in the local dog park; a stop by the bank for a friendly welcome and a free treat; several stops along the way for sips of water from sidewalk bowls provided by local shopkeepers; a stop at the florist for a free treat; lunch at an outdoor cafe; shopping for a new accessory to wear to the weekly seasonal canine river cruise and mingling with other two and four-legged friends in the courtyard at happy (or yappy) hour, where there are...more yummy treats.

Visiting canines and their families are able to enjoy all of these attractions, events and more, making Alexandria one of the best destinations anywhere for pet friendly vacation fun and sightseeing that all family members can enjoy together. For some fun pet friendly suggestions, see:

- [Dog Friendly Dining and Happy Hours](#)
- [Pet Friendly Shopping and Snacks](#)
- [Top Dog Friendly Attractions and Things to Do](#)
- [About the Potomac Riverboat Company and Canine Cruises](#) (pictured above)



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August 3, 2009  
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## Alexandria VA - A Top Dog Friendly Destination

Top Ten Attractions and Things to Do for Canines and Their Humans

By Sheridan Alexander, About.com

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For visitors traveling with pets, Alexandria, Virginia is more than just a place to find a pet-friendly hotel. In the Old Town and Del Rey areas of Alexandria, a special *head over paws* fondness for dogs is reflected in the number of specialty shops, dog-friendly attractions and regularly schedule events that focus on canine camaraderie.

Visiting pooches and their families are able to enjoy all of these attractions, events and more, making Alexandria one of the best destinations anywhere for pet friendly vacation fun and sightseeing that *all* family members can enjoy together. Here are our top ten Alexandria pet picks:

### 1. Find a Great Pet Friendly Hotel



*Morrison House Hotel in Old Town Alexandria - Photo: Courtesy of George Alexander*

First things first. There are over 15 pet friendly hotels in Alexandria in price ranges to suite most travel budgets. Three Kimpton hotels, long known for their exceptional pet friendly policies and innovative pet packages, are conveniently located in the heart of historic Old Town: Hotel Monaco Alexandria, Morrison House and the Lorien Hotel and Spa. Kimpton amenities include honor bars stocked with both pet and people treats, pet bedding and bowls and more.

[Pet Friendly Alexandria Hotels - Compare Prices](#)

### 2. Dog Friendly Dining, Happy Hours, Shopping and Snacks



*Barkley Square Bakery and Boutique celebrates a birthday - Photo: Courtesy of Barkley Square*

Pets are not permitted by law to enter indoor restaurant areas, however many Alexandria restaurants offer seasonal outdoor seating areas where permit pets to join the family while dining outside. Also, extremely popular in Alexandria, regularly and seasonally scheduled dog friendly happy hours provide a wonderful chance for "everyone" to mingle with new friends. A number of specialty shops sell homemade and healthy pet treats, pet accessories, pet couture and more.

[More About Where to Find Dog Friendly Dining, Happy Hours, Shopping and Snacks](#)

### 3. Enjoy a Canine Cruise on the Mighty Potomac

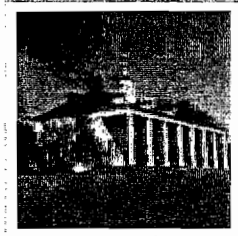


If you are visiting during the months from May to August, plan to include a Thursday evening in your stay to enjoy Potomac Riverboat Company's popular Canine Cruise. The cruise, which explores the Alexandria seaport, lasts about 40 minutes. Reservations are not required, but it is always a good idea to book ahead of time if possible because space is limited.

[More About Potomac River Cruises in Alexandria](#)

*Potomac Riverboat Canine Cruises - Photo: Courtesy of Alexandria Convention and Visitors Association*

#### **4. Visit George Washington's Mount Vernon Estate**

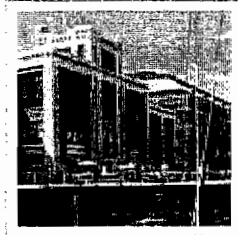


George Washington's Mount Vernon Estate, the most popular historic estate in the United States, is a highlight for anyone visiting the Alexandria, Virginia / Washington, D.C. area. Mount Vernon welcomes visitors to bring dogs on leashes during daytime visiting hours. Forty-five acres of the estate are open to the public offering plenty to see and explore, however, canine visitors are not permitted in the buildings, including the Mansion, the theaters of the Ford Orientation Center and the galleries of the Donald W. Reynolds Museum and Education Center.

[Mount Vernon Estate Website](#)

*George Washington's Mount Vernon Estate - Photo: Courtesy of George Alexander*

#### **5. Explore the Torpedo Factory Art Center**



Housed in a building originally constructed in 1918 as the U.S. Naval Torpedo Station, the world renowned Torpedo Factory Art Center features the artwork in a variety of media of over 165 visual artists. Well-behaved dogs on leashes are welcome to visit the Torpedo Factory, where, by the way, several artists display and commission wonderful portraits of dogs. Located along Alexandria's Potomac River waterfront, the Torpedo Factory is free and open daily with extended evening hours on Thursday.

[More About the Torpedo Factory](#)

*The Torpedo Factory Art Center - Photo: Courtesy of George Alexander*

#### **6. Learn About Alexandria on a Pet Friendly Walking Tour**



Footsteps to the Past, a family-operated business owned by a ninth generation Virginian, offers several pet-friendly guided walking tours that explore the history, architecture, art and heritage of Alexandria. If you prefer to explore on your own, visit this [Self-Guided Walking Tour of Alexandria](#).

[Footsteps to the Past Website](#)

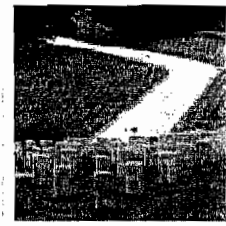
*Historic Captain's Row in Old Town Alexandria - Photo: Courtesy of George Alexander*

**7. Go for a Walk on the Mount Vernon Trail**

The Mount Vernon Trail, one of the most popular hiking, jogging and biking trails in Virginia, goes right through Old Town Alexandria with portions leading out of town toward Arlington and Mount Vernon. The views are amazing and this is a great option for getting a little exercise, although on nice weekends it can be doggone crowded. Also remember that the general rules for taking pets into pet friendly national parklands operated by the National Park Service require that all pets stay on leashes no longer than six feet in length and that owners clean up after their pets.

[More About the Mount Vernon Trail from the National Park Service](#)

**8. Visit Arlington National Cemetery**



Nearby Arlington National Cemetery, a short drive from Alexandria, receives more than four million visitors each year. Whether paying tribute to a lost loved one or taking a journey through history, a visit to the hallowed grounds of Arlington National Cemetery is an interesting, powerful and memorable experience. Common sense, courtesy and sensitivity are in tall order here, but leashed pets are allowed on the grounds of Arlington National Cemetery as long as the owner properly cleans up after his or her pet and as long as the presence of a pet does not adversely affect or disrespect the cemetery grounds, funeral activities or other visitors.

*Arlington National Cemetery - Photo: Courtesy of George Alexander*

[More About Arlington National Cemetery](#)

**9. Dog Parks - Dog Exercise Areas and Fenced Dog Parks**

The Alexandria Department of Recreation, Parks, and Cultural Activities provides 17 Dog Exercise Areas and Fenced Dog Parks with designated areas for dogs and their owners to enjoy and exercise without disrupting other uses of the parks. Dog owners who believe their pets are not safe in an open exercise area are encouraged to visit a fenced dog park. Leash laws must be respected when using other park areas. The three most convenient parks for Old Town Alexandria visitors are: Founders Park at Oronoco Street and Union Street and Windmill Hill Park at Gibbon and Union Streets (both unfenced), plus a fenced dog park, Montgomery Park at the corner of Fairfax and 1st Streets.

[See All Alexandria Dog Parks and Dog Park Rules](#)

**10. Attend a Special Holiday Celebration or Community Event**



*Scottish Christmas Walk Parade - Photo by Jeremy Harvey: Courtesy of the Alexandria CVA*

Alexandria is a great destination for seasonal festivals and special events. Many, but not all, events are pet-friendly. The annual St. Patrick's Day Parade activities always begin with the [Fun Dog Show](#), one of the biggest fun dog events in the Washington, D.C. area. After the show, the owners and dogs are invited to lead the parade as it marches down King Street. In early December, the popular annual [Scottish Christmas Walk Parade](#) includes Scottie dog groups among the array of Scottish themed participants. If you are planning to attend a special event with your dog, call the sponsoring organization or visit the event website to confirm that it is a dog-friendly event before making your final plans.

[Visit the Alexandria Convention and Visitors Association Events Calendar](#)

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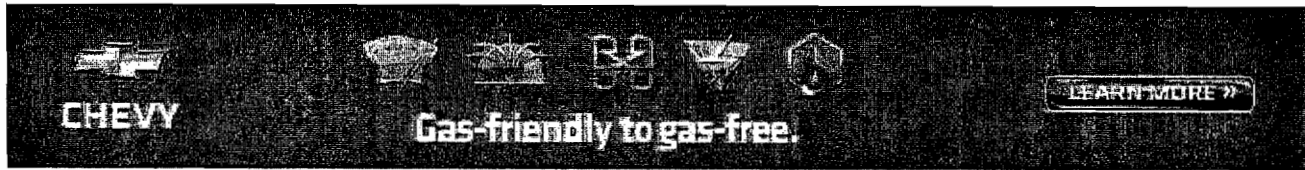
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By Sheridan Alexander, About.com

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### Dog Friendly Dining and Happy Hours



Many Alexandria restaurants allow seasonal outdoor pet friendly dining.

*Photo Credit: Courtesy of Alexandria Convention and Visitors Association*

**Dog Friendly Dining in Alexandria** - Pets are not permitted by law to enter indoor restaurant areas, however many Alexandria restaurants offer seasonal outdoor seating where pets are permitted to join the family while dining outside. If you are looking for a place to enjoy pet friendly outdoor dining, look for an outdoor cafe where other dogs are with their owners or water bowls are placed near the dining area. When in doubt, just ask the host or hostess about their policy.

- **Pat Troy's Ireland's Own**

**111 N. Pitt Street, Alexandria, Virginia**

A popular dog friendly Old Town restaurant, Pat Troy's welcomes four-legged friends on the dog friendly area of the patio and offers a special [Doggie Menu](#), which features chopped chicken, chopped burger, beef stew and lamb stew. Open seven days a week.

**Dog Friendly Happy Hours** - Dog friendly happy hours have been popular in Alexandria for several years, offering visiting pooches and their *peeps* a wonderful way to enjoy travel time together while mingling with new friends.

- **Hotel Monaco - Doggie Happy Hour**

**480 King Street, Alexandria, Virginia**

Held from April through October every Thursday and Thursday from 5 to 8 p.m., this Doggie Happy Hour is a favorite Alexandria tradition. Canine attendees receive complimentary gourmet treats and water, while their human companions may order regional American cuisine from the adjacent tavern style restaurant, [Jackson 20](#).

- **Barkley Square Gourmet Dog Bakery and Boutique Happy Yappy Hour**

**2006 Mt. Vernon Avenue, Alexandria, Virginia**

Located in the trendy Del Ray neighborhood of Alexandria, Barkley Square's Thursday evening Happy Yappy Hours take place on the patio from 6 to 9 p.m. The Canine Cantina menu offers several gourmet dog meals including dogs and beans, frittatas and turkey meatballs. Human visitors may enjoy wine, beverages and light fare. [More about Barkley Square](#)

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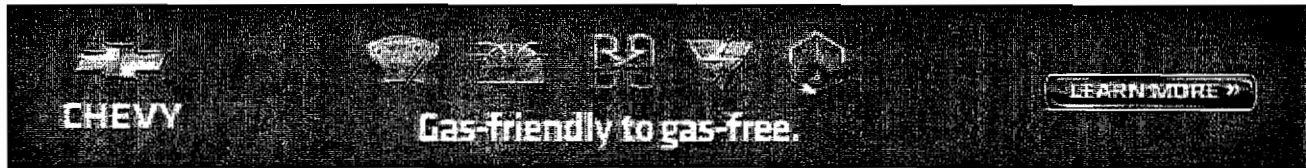
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- Labor Day Resort Destinations
- Mr. Vanderbilt's Bedroom at Biltmore House
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# About.com Southeast US Travel



## Alexandria, Virginia - Dog Friendly Dining, Happy Hours, Shopping and Snacks

By Sheridan Alexander, About.com

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### Pet Friendly Shopping and Snacks



Kristina Robertson, owner of Barkley Square Gourmet Dog Bakery and Boutique, and her Chihuahua Cocoa welcome visitors to the shop.

*Photo: Courtesy of Barkley Square*

In addition to a number of chain pet supply stores in the Alexandria, Virginia area, there are several specialty shops that offer a variety of gourmet pet snacks, healthy pet foods, accessories and more:

- **[Barkley Square Gourmet Dog Bakery and Boutique and Karina by Kristina](#)  
2006 Mount Vernon Avenue, Alexandria, Virginia**

Located in the trendy Del Ray neighborhood of Alexandria, Barkley Square is a great place to find fresh baked human-edible gourmet pet treats, custom pet birthday and special occasion cakes, pet couture, accessories and gifts. Many gourmet and specialty items also may be ordered [online](#). Throughout the year, Barkley Square hosts a number of special pet-centered events, including the popular Thursday evening [Happy Yappy Hour](#).

Barkley Square's sister company, [Karina by Kristina](#) offers an array of pet services including professional pet sitting and

dog walking for local residents and area visitors. Recognized by readers of the *Alexandria Times* as the 2008 Best Pet Care Provider of Alexandria, Virginia, the company provides hotel room pet sitting and dog walking services at special rates including a special bakery treat for many pet friendly Alexandria hotels. Pet services may be arranged by contacting your pet friendly hotel concierge.

- **Chateau-Animaux**

**101-A South Saint Asaph Street, Alexandria, Virginia**

Chateau-Animaux opened in Old Town Alexandria in January 2009. The Old Town store is the second retail location operated by the owners of the popular Chateau-Animaux store located along Capitol Hill's historic Barracks Row in Washington, D.C. Among the company's honors, *Pet Product News International*, named Chateau-Animaux the 2008-2009 national Pet Retailer of the Year, and in 2009, it was selected as Washington's Best Pet Shop in the annual *Washington City Paper* Reader's Poll. (*continued next page*)

## Pet Friendly Shopping and Snacks - continued

*(continued from previous page)*

- *Chateau-Animaux - continued from previous page*

Chateau-Animaux in Old Town specializes in dog and cat accessories and treats, including decorative bakery treats and biscuits made with all-natural, human-grade ingredients, which contain no wheat, corn or soy. The store also hosts frequent host dog and cat adoption events. Orders are also accepted online.

- **The Dairy Godmother**

**2310 Mount Vernon Avenue, Alexandria, Virginia**

This popular Del Ray neighborhood shop, which attracted a surprise visit from President Obama and his daughters shortly after their arrival in Washington, D.C., features freshly made Wisconsin-style frozen custard. In addition to the refreshing treats for humans, the Dairy Godmother features Puppy Pops, made from plain yogurt, peanut butter and either pumpkin or banana. Dogs also enjoy the shop's extremely popular Squirrel shaped baked pet treats. When visiting the Dairy Godmother, note that animals are not allowed to enter the shop. The shop is open daily, most days until 10 p.m., making this a great stop for a nice after dinner treat.

- **Nature's Nibbles**

**2601 Mount Vernon Avenue, Alexandria, Virginia**

Also located in the Del Ray neighborhood, Nature's Nibbles specializes in natural and organic alternatives to commercial pet foods. Visit the store in Del Ray or the website for more information.

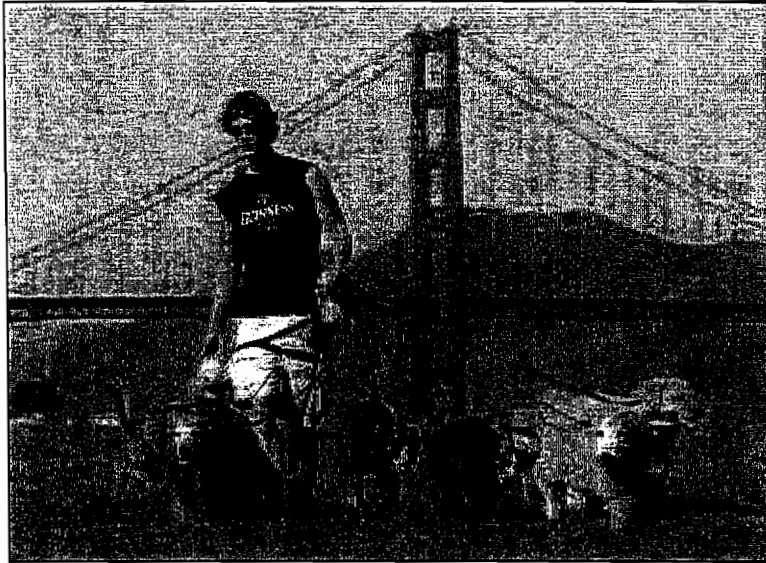
- **The Olde Towne School for Dogs**

**529 Oronoco Street, Alexandria, Virginia**

In addition to being one of the premier Metropolitan Washington, D.C. Area facilities for the education of dogs and their owners, the Olde Towne School for Dogs, situated in the heart of historic Old Town Alexandria, offers a large retail space which features a wide selection supplies and accessories for dogs and cats. The store is open daily.

August 5, 2009

### Top 10 pet-friendly cities of 2009



Pauli Sakuma / AP file



By Sandy Robins, contributor

#### Grab your leash, and go!

There's no question that destinations that cater to visitors with pets are reaping the benefits of that doggie dollar — especially in these economic times.

Consequently, it's getting more difficult to pick the top 10 pet-friendly cities in America, as the list continues

to grow by leaps and bounds.

These cities have earned their bones based on the variety of pet-friendly hotels, restaurants, tourist amenities and pet events that will ensure that your pooch will have a grrreat time.



Hotel Monaco

Charlie the Director of Pooch relations with manager Nick Gregory at Hotel Monaco's Yappy Hour.



#### Alexandria, Va.

This is a wonderful pet destination as the city plays host to fabulous pet-centric events. The hub of canine activity is the Hotel Monaco at 480 King Street that hosts a Yappy Hour on Tuesdays and Thursdays from 5-8 p.m., from April through October. Cats are invited too, if they are brave enough to attend.

Also, be sure to take your dog on a walking tour of the city. The most popular one is Alexandria's Footsteps to the Past as it traces the history of the town George Washington once called home.

**Must do:** Treat your dog to a meal at Pat Troys Irelands Own at 111 N. Pitt Street. The famous doggie menu features chopped chicken, chopped burger, beef stew and lamb stew. Each entrée is served with a bone.



**TRAVEL**



# Art in Alexandria

Meet the artists in the open studios of the Torpedo Factory. BY JENNIFER V. COLE

To say the art scene thrives in Alexandria is like saying George Washington dabbled in politics. Wander the cobblestone streets of Old Town and you're as likely to pass an art exhibition as a restaurant—more than 120 galleries dot the landscape. But if you prefer your paintings fresh off the easel and pottery just out of the kiln, then you owe yourself a visit to the Torpedo Factory Art Center.

This industrial warehouse on the Potomac River waterfront was a production facility for torpedo shell casings. Now three floors of open studios put artists front and center—from painters and jewelry-makers to sculptors and handbag designers. It's a living museum. A mall with a pulse.

The best part? You're *expected* to investigate every nook and cranny. As photographer Jim D. Steele says, "Don't be shy about coming in, looking over my shoulder, and asking me what I'm doing. We want people to pose questions. That's why we're here."

There's no right or wrong way to explore. But here are a few must-stops.

**TORPEDO FACTORY ART CENTER:** 105 North Union Street, Alexandria, VA 22314; [www.torpedofactory.org](http://www.torpedofactory.org) or (703) 838-4565.



▲ **Matthew Harwood**  
studio 222

**Medium:** PAINTING/  
WATERCOLOR

**The Draw:** Matthew brings the classic design process to each of his watercolors, including building a 3-D scale model of each sketch. The result is a collection of paintings with an illusion of depth and dramatic perspective. Think of him as a modern-day Brunelleschi, who gave life to the Duomo in Florence, Italy.



▲ **Pat Monk**  
studio 33

**Medium:** SCULPTURE

**The Draw:** From his work as a physicist on the Manhattan Project to his role in helping to found the Torpedo Factory, this 88-year-old sculptor with a quiet wit and gentle manner is a man who knows things. Pat's massive steel works give a nod to scientific whimsy, such as *Fully Rounded Lust*, a torus-shaped piece that looks like a Cheerio spilled from King Kong's cereal bowl.

▼ **Rosemary Feit Covey**  
studio 224

**Medium:** PRINTMAKING

**The Draw:** Few people continue the art of wood engraving, a fine art printmaking technique. Stop by and learn about the practice from one of the world's most notable artisans in the field. No whit-tled owls or tree frogs here—Rosemary's works can be found in the permanent collections of the National Museum of American History; the New York Public Library; and the Papyrus Institute in Cairo, Egypt. —turn to page 8



PHOTOGRAPHS: ROBBIE CAPONETTO

## TRAVEL

“Don’t be shy about coming in, looking over my shoulder, and asking me what I’m doing. We want people to pose questions. That’s why we’re here.” **Jim D. Steele**



◀ **Robert Rosselle**  
*studio 311*

**Medium: CERAMICS**

**The Draw:** Robert’s MO: to encourage people to look beyond the obvious. Peer inside the opening of a seemingly simple vase or urn to discover any of a number of miniature worlds he’s created. Fairies by moonlight, nymphs, intricate landscapes, netherworlds of Dante’s inferno—they never cease to surprise.

**Jim D. Steele**  
*studio 343*

**Medium: PHOTOGRAPHY**

**The Draw:** Jim has had a studio at the Torpedo Factory since 1985, making him a weathered veteran and living history of the place; he knows *everyone*. An energetic, incredibly even-keeled man—he was a Boeing engineer before he strapped on his Nikon D20—he’ll patiently guide you through his entire process. It’s not uncommon for budding photographers to stop by his studio for guidance. ●



### **An Artists’ Haven**

For a creative energy to flourish in a community such as Alexandria, you need more than galleries. You need deep roots. In the eclectic Del Ray neighborhood, the **Del Ray Artisans** work to foster the arts on a grassroots level. This nonprofit center holds monthly public art shows, sponsors semiannual workshops, and even runs a summer art camp for kids.

2704 Mount Vernon Avenue, Nicholas A. Colasanto Center, Alexandria, VA 22301; [www.thedelrayartisans.org](http://www.thedelrayartisans.org) or (703) 838-4827.

Special Edition

# *Wander* VIRGINIA!

& THE MID-ATLANTIC STATES

DESTINATIONS & LEISURE MAGAZINE

*West Coast*

Featuring the best of the best from  
Virginia, D.C., Kentucky, Maryland, Massachusetts,  
Tennessee, Tennessee and West Virginia



## Alexandra's Original Ghost & Graveyard Tour

### Alexandria, VA

Follow an 18th century costumed guide by lantern light through the haunted streets of Old Town Alexandria hearing ghost stories, legends and folklore. On this entertaining tour you'll hear about unsolved mysteries and angry ghosts looking for revenge

Each tour is a one-hour, six-block stroll and at tour's end your guide will abandon you in a graveyard! Reservations suggested.

August & September

Wednesday - Sundays 7:30 pm

Fridays and Saturdays 7:30 and 9:00 pm

October 7:30 nightly

Fridays and Saturdays 7:30 and 9:00 pm

Recently, Alexandra's Original Ghost & Graveyard Tour guides recreated the haunting 19th century love story of Laura Schafer and Charles Tenneson for the Travel Channel.

The episode related the heartbreaking 1878 tale of the beautiful Laura and the devoted Charles. It aired on the Travel Channel's program "Weird Travels" in December. The segment was filmed at the quaint Old Town shop, The House in the Country, on Fairfax Street in Alexandria.

#### **The story -**

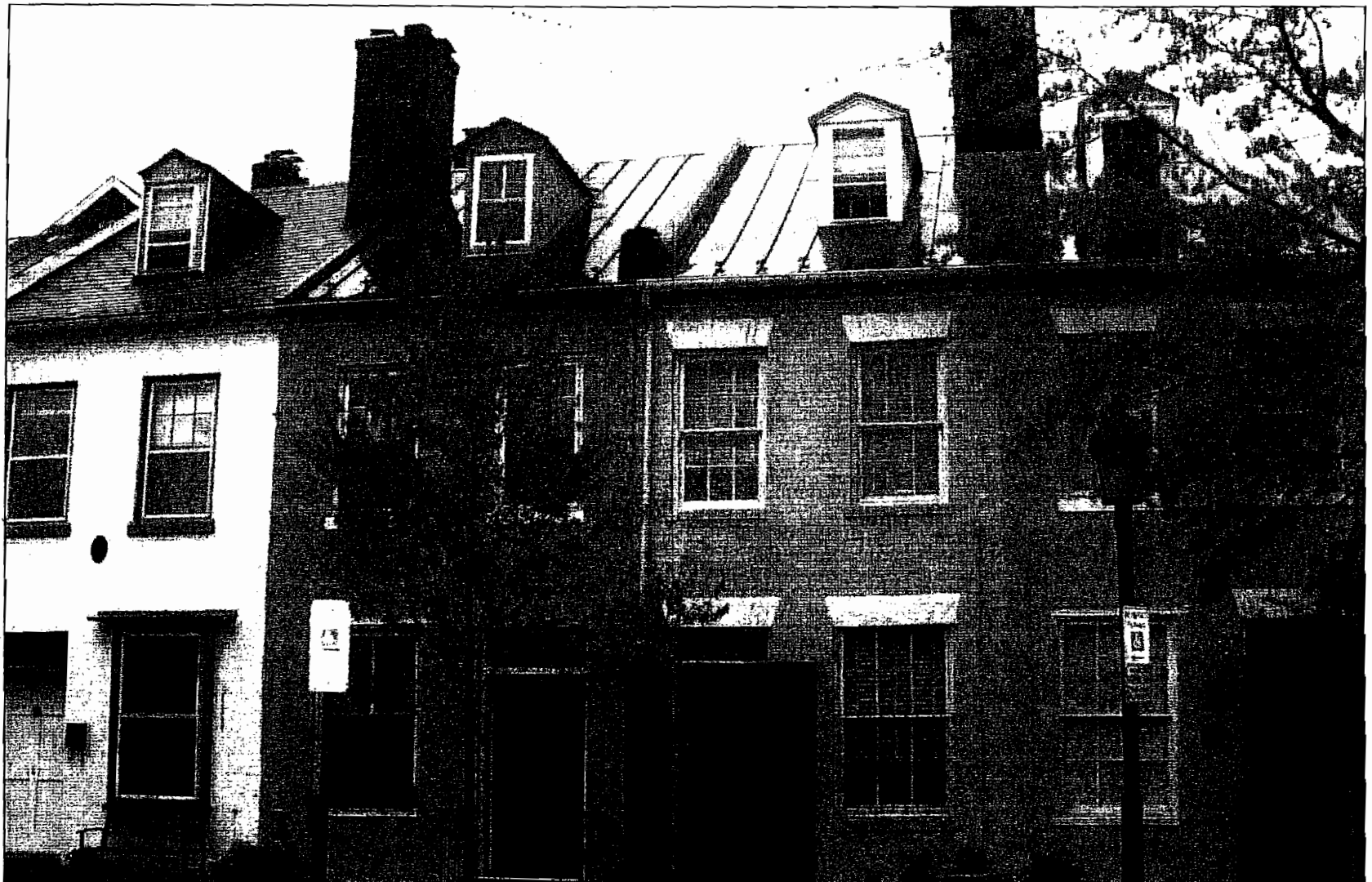
In the mid-1860s, this building was the home of the Schaeffer family. Young Laura was upstairs in her wedding gown, preparing for her special day. It is speculated that she stepped too close to the fireplace, and the long train of her wedding dress caught fire. The guests were down in the garden, unable to hear her screams. The next day Laura died of her burns. A few weeks later, her fiance committed suicide.

Laura's ghost is said to visit the shop occasionally. Some people have even reported her presence in the restroom. To hear more about this tragic tale turns out – join us on our Ghost & Graveyard Tour!

Nashua, New Hampshire  
The Telegraph  
**TRAVEL**

Sunday Editor: Sandy Bucknam | 594-6485 | fax: 882-2681 | sbucknam@nashuatelegraph.com

SUNDAY, NOVEMBER 1, 2009 | PAGE D-12



ABOVE: A street in Old Town in Alexandria, Va., is lined with historic homes. BELOW: Nationals Park is all ablaze in lights during a night game.

Correspondent photos by MICHAEL SCHUMAN

By MICHAEL SCHUMAN  
Correspondent

WASHINGTON - Yet another tour of the U.S. Capitol seems like capital punishment. Seeing the big monuments again reeks of monumental boredom. Ford's Theater? Too much drama.

You have seen the primary visitor attractions in the nation's capital, perhaps to the point where you can actually give the tour at Ford's Theater. ("Booth leaped from the president's box; caught his leg on

#### ON THE NET

[www.destinationdc.com](http://www.destinationdc.com)

[www.washington.org](http://www.washington.org)

"Sic Semper Tyrannis!") You have been there, done that, perhaps on an eighth-grade school trip, perhaps on a family vacation.

But Washington, D.C., has an abundance of small and not-so-small museums and historic sites waiting to intrigue, especially for those who have already seen the major national monuments and Smithsonian museums. Consider the following nine attractions for a second, or even a first, trip.

#### The Newseum

The Newseum may not be news considering it reopened here April 11, 2008, with a splash of publicity following a previous life in Arlington, Va. However, news broadsides detailing the 16th-century wars between the Catholics and the Huguenots in France prove that gathering and printing of news pre-dates traditional newspapers.

A look at blogs like those of Huffington and Drudge bring the story into the 21st century. Touchscreens and mini-theaters offer elaborations, while kids can try broadcasting their own newscasts.

A chunk of the Berlin Wall, adorned with varicolored graffiti on the West German side, bland as cardboard on the East German side, symbolizes the spread of news beyond the concrete barrier.

One of many theaters records oral histories of reporters who covered the 9/11 terrorist attacks, while front pages from across the world covering the event fill a wall. The San Francisco Examiner headline screams out in bold type a one-word headline most thought but didn't have the nerve to print: "BASTARDS!" Obviously, the Examiner believed it was fit to print.

For more information, visit [www.newseum.org](http://www.newseum.org).

#### Lincoln's Cottage

If you are like most people, you had no idea that Abraham Lincoln had a summer retreat to escape the heat of both the war and the city. The comfy, sprawling Gothic Revival retreat did not open to the public until February 2008.

# Hidden D.C.

## Visit sites less traveled in the nation's capital

That makes it no less important in historic annals. Three miles and a 30-minute horse ride (and a 30-minute car ride today) from the White House, it was in this home that Lincoln worked on the Emancipation Proclamation. The retreat is minimally furnished but long on tales and conversations reenacted on tape and video.

Visitors hear about the time he greeted nighttime guests in his night clothes - with little concerned about how un-presidential he looked - and how he had to get the OK from his wife about moving back to the White House for the winter on the same day he made the vital decision of firing Gen. George McClellan. Here, visitors meet Abraham Lincoln, the man - not the icon on the penny.

For more information, visit [www.lincolncottage.org](http://www.lincolncottage.org).

#### Nationals Park

There is everything but a winning baseball team at the new Nationals Park in Washington, D.C.

The former Montreal Expos play in a light, airy and green ballpark on the banks of the Anacostia River. It is a smooth-riding Lexus compared to their former home, the bloated and dated RFK Memorial Stadium. Nationals Park, opened in 2008, is roughly a block from the metro, and, yes, the 14 cherry blossom trees in center field plaza are real.

Take the time to peruse the four wall-sized displays filled with vintage photos and commentary detailing the history of baseball in the nation's capital. For example, the National League's Washington Statesmen played from 1886-90 on Swampoodle Grounds, and Mickey Mantle once hit a 565-foot home run in Washington's old Griffith Park in 1953.

Concession stands have names such as Pentagon Pizza and Steak of the Union, and the concourse is clean and spacious. It's simply a wonderful place to watch a game and regular ballpark tours are given as well.

For more information, visit

[washington.nationals.mlb.com](http://washington.nationals.mlb.com).

#### Old Town Alexandria

Alexandria, Va., was once part of Washington, D.C., but there are few remnants of the federal government in the old city today.

The brick and cobblestone sidewalks and specialty shops along King and its side streets are more reminiscent of Charleston, S.C., or Savannah than Washington. The stores have names such as The Shoe Hive and Hysteria.

Consider stopping at The Warehouse Bar and Grill (214 King St.) for the tops in cheeseburgers. The caricatures on the restaurant walls are of regular diners; try to see if any are in attendance when you're there.

The Stabler-Leadbeater Apothecary Museum (105-107 South Fairfax St.) dates to 1792 and look as it did when it permanently shut its doors during the Great Depression. King Street ends at The Torpedo Factory Art Center on the Potomac River, which once actually churned out torpedoes, but today is home to artists crafting everything from stained glass to ceramics to sculptures to oils.

For more information, visit <http://www.vistalexandriava.com>.

#### International Spy Museum

Gadgets is a museum hallmark. Check out James Bond's favorite car, an Aston-Martin DB5, and a gun-in-a-lipstick container that women in the KGB used. Hidden cameras are concealed in everything from a coat to a cigarette pack. For unlucky agents who were caught, there are items such as a

rectal tool kit issued by CIA personnel that could be hidden you-know-where.

The Cold War era is synonymous with spying, and visitors enter the Cold War galleries through a mine-like faux tunnel. The passageway replicates a portion of an actual tunnel created by British and American army engineers leading from the American sector of West Berlin to a point in Communist-controlled East Berlin, where three East German-Soviet

communication cables met. If you're small or agile enough, crawl on your hands and knees through duct work to spy on unsuspecting museum-goers below.

For details, visit [www.spy-museum.org](http://www.spy-museum.org).

#### Museum of Women in the Arts

The National Museum of Women in the Arts had its genesis when American art collectors Wilhelmina and Wallace Holladay tried seeking out information on a 17th-century Flemish artist named Clara Peeters.

The Holladays had admired a still life painted by Peeters that was exhibited in a European museum. But they could find no references to her - or hardly any other female artist - in any respected art history text.

The Holladays felt that a museum showcasing women artists was in order.

Mary Cassatt is likely the most recognizable name among artists here, but the earliest piece is "Portrait of a Noblewoman" by Lavinia Fontana, a Renaissance-period oil. Perhaps the museum's signature work is Mexican Frida Kahlo's oil on masonite, "Self-Portrait Dedicated to Leon Trotsky," the only Kahlo in any permanent collection in Washington.

For more information, visit [www.nmwa.org](http://www.nmwa.org).

#### Chesapeake and Ohio Canal

Much of the mule-driven canal boat ride on the century-and-a-half-old Chesapeake and Ohio Canal is placid and relaxing, while a National Park Service tour guide in period garb fills you in on life

in D.C. in the 1870s. Then you suddenly experience 19th-century state-of-the-art engineering as water fills the the canal bed, and your watercraft seems to magically rise 8 feet, putting you on a level view of the buildings of the Georgetown section in northwestern Washington.

Visitors can also bike or hike the flat, hard-packed, dirt towpath or take a guided walking tour with a ranger. Topics fill a wide range, from the canal's history to the canal's significance during the Civil War. There are a visitor center and boat rides at the Great Falls Tavern in Maryland, but much of that facility is being renovated, and closures may take place.

For more information, visit [www.nps.gov/choh](http://www.nps.gov/choh).

#### Old Post Office Pavilion

Every city seems to have a stellar example of adaptive reuse of an grand old building.

In Washington, it is the Old Post Office, Washington's first skyscraper, standing 12 stories tall and located a few blocks from the White House. A spacious building with high ceilings, the structure also offers one of the city's best views via a 270-foot-high observation deck.

Food retailers offer every cuisine from Middle Eastern to Chinese, from Greek to all-American deli sandwiches. Shops sell imports from Africa and Latin America along with sterling silver jewelry and, as might be expected in the capital of patriotism, American flags and flag accessories such as key chains and umbrellas. Musicians, from classical guitarists to rhythm and blues artists, entertain around lunch time or in the early afternoon almost daily.

Visit [www.oldpostofficedc.com](http://www.oldpostofficedc.com) for more information.

#### Theodore Roosevelt Island

Teddy Roosevelt didn't sleep here or live here. And the only way to get to this island between the Potomac and Little rivers, one of the least known and least visited national memorials in the Washington D.C. area, is the way the conservationist president would have liked: by foot.

A pedestrian bridge extends from the George Washington Memorial Parkway to the island. There are no cars allowed here, and bicycles are not permitted, either.

Paths through the flora- and fauna-filled woods lead to a 17-foot-high statue of statue of Roosevelt, and four granite tablets nearby are inscribed with quotes reflecting Roosevelt's philosophy on manhood, youth, the state and nature, such as, "The Nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased and not impaired in value."

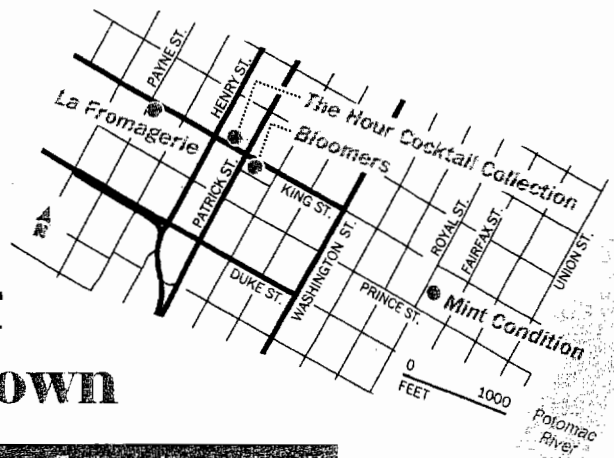
For more information, visit [www.nps.gov/tris](http://www.nps.gov/tris).

# Boutique Week



# 2014

## What's new in Old Town



Alexandria's retail scene includes a trove of classic cocktail wares and a one-stop shop for indulgent sleepwear



### 1 THE HOUR COCKTAIL COLLECTION

Owner (and cocktail connoisseur) Victoria Vergason stocks this four-month-old barware outpost with vintage pieces from her personal collection — think gleaming silver shakers and exquisite glasses from the 1930s, '40s and '50s — as well as a sprinkling of new items. Our pick: festive **double old-fashioned glasses** by Georges Briard, which Vergason suggests using to serve Manhattans or Scotch on the rocks (\$38 for seven). 1015 King St., 703-224-4687

**3 MINT CONDITION**  
Open since June, owner Toni Henderson's two-story consignment shop is packed with wearable — and refreshingly affordable — secondhand goods. Don't miss the like-new designer handbags, such as this **rose-gold leather Coach hobo** (\$240), and fall-friendly dresses. For \$158, this Neiman Marcus **vintage-inspired tweed coat** with au courant fur trim is a sartorial steal. 114 S. Royal St., 703-836-6468



**4 BLOOMERS**  
A sister store to neighboring beauty retailer Bellacara, this small lingerie and loungewear boutique teems with lacy, silky and satiny offerings from the likes of Hanky Panky, MaryGreen, Belabumbum and Eberjey. Rounding out the assortment of high-end underpinnings are tights by Hue and shapewear from Spanx, as well **pretty pajama sets**. This ultra-soft and cozy option from Fleur't gets a grown-up touch from elegant lace accents and the top's faux-wrap styling (\$163). 924 King St., 571-312-0852

Chat with the Post's fashion team Tuesdays at noon at [washingtonpost.com/fashion](http://washingtonpost.com/fashion) and follow us on Twitter: @WashPostFashion.

**2 LA FROMAGERIE**  
After a day of strolling through Old Town, take a reprieve inside Sebastien and Mary Tavel's artisan cheese shop, which is stocked with farmstead cheeses from the mid-Atlantic region, fresh milk from local dairies and imported beers from microbreweries.



The shop's well-edited selection of culinary extras includes this **baked-brie kit**, which comes with an ovenproof baking dish with lid and a bamboo spreader (\$17.99). 1222 King St., 703-862-7157

PHOTOGRAPHS BY JAMES M. THRESHER

BRICKSKELLER PHOTOGRAPH BY ERIN HARTIGAN

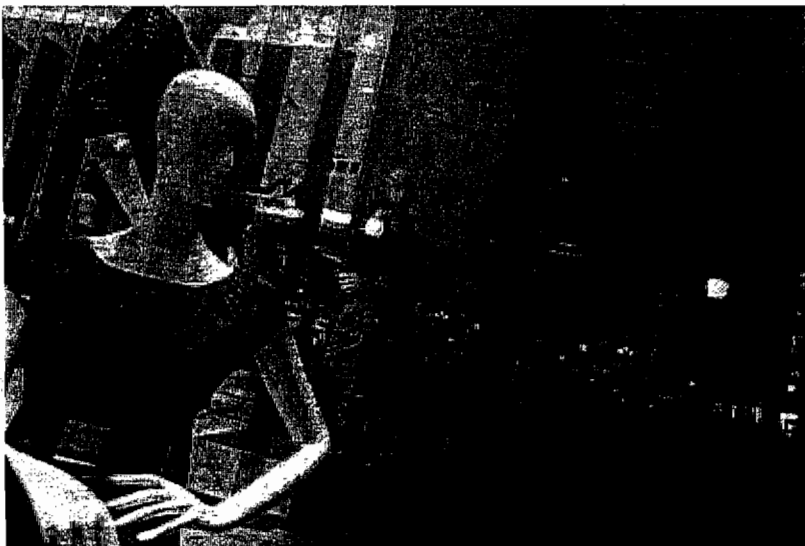


# \$1,000 Shopping Spree Up for Grabs

## Alexandria Boutique Week kicks off Saturday

By CARISSA DIMARGO

Updated 3:01 PM EST, Wed, Oct 7, 2009



Getty Images

There's no such thing as a free lunch, but you could end up with a free shopping spree -- which, trust us, is WAY better than some boring old soup and salad, anyway.

Alexandria Boutique Week runs Oct. 10-18, when retailers will offer discounts, special events or free gifts. And they're also giving away a \$1,000 shopping spree, which is pretty much putting blinders on everything else.

The grand prize, worth more than \$1,000, includes a night's stay for two at the Morrison House hotel in Old Town, and gift cards to more than a dozen neighborhood shops, including Diva Designer Consignment and La Muse.

You've just gotta be willing to do a little legwork first. Download the entry form and get it stamped by at least five of the participating retailers. Then submit your form by Oct. 22, either at one of the shops or via mail. ([See more details here.](#))

Discounts and deals for the week include 15 percent off dog costumes at Barkley Square (2006 Mt. Vernon Ave.), a free gift with purchase from Bellacara (1000 King St.), Hysteria (125 S. Fairfax St.) and



## Alexandria Boutique Week Seeing Results for Retailers

Posted on Oct 14, 2009

Filed Under News , Community,

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By Gale Curcio

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Enter to Win Tickets to an Advance Screening of  
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Send your name, address and phone number to [jarundel@localkicks.com](mailto:jarundel@localkicks.com)  
**IN THEATRES FRIDAY, NOVEMBER 6!**



Photo by John Arundel/Local Kicks

Ready to serve: Elizabeth Mason (center) and the crew at Periwinkle at Potomac Greens, which Mason founded in 2005 as "a warm and friendly boutique with DC's working woman in mind." The shop has complete wardrobing options to take any woman from work to play, including suits, cocktail dresses, fun tops, jeans, shoes and accessories.

*Alexandria, Virginia* - With five more shopping days left in Alexandria Boutique Week, owners of the 50 participating boutiques are having mixed results, but all are very enthusiastic that Boutique Week will ultimately help their businesses.

## DIGITAL KICK



W  
Go to Di



## JUST IN

- Mexico-to-U.S. Heroin Cocaine Trafficker Co Trial
- Alexandria Woman St Leaving Halloween Pa
- Community Questions Indicted Sex Offender
- Building Contractor N Failing to Pay \$500K Employment Taxes
- Robbery at Alexandria

## EDITORIAL

"It is already a huge success," said Vikki Birkett, owner of Embellishments of Alexandria. "I couldn't have done a better job as a single boutique. This 'co-op' of boutiques has much more punch as a group, and I hope the city, the Chamber of Commerce and the Alexandria Convention and Visitors Association (ACVA) continue their good work to strengthen retail sales and tourism in Alexandria. I believe Stephanie Brown and her staff at ACVA has done a marvelous job promoting this event."

Red Barn Mercantile hasn't seen that same response, owner Amy Rutherford said. "We have had only a few folks come in for stamps thus far and one person returns their passport to us. We are looking forward to a good week ahead, though."

"We expect to see an increase in traffic and a marginal increase in sales. I think this is a great interactive way to get people in our stores, most of which people have never been in before. If Red Barn Mercantile can get a handful of new and loyal customers then it will all be worth it."

Kate McMahon, manager at Ten Thousand Villages said that they have had a lot of people coming in with flyers and using the coupons to purchase items, while Vivian Bacon, the manager of Decorium Gifts and Home, said she had only received a few.

As of Tuesday afternoon, Joe Egerton of Arts Afire said that he had stamped 20 flyers and had eight large sales with the discount coupon. "We had a good weekend," Egerton said.

Birkett is hoping to reach customers that haven't yet discovered Embellishments and upper King Street, while Rutherford said, "We are hoping to introduce Red Barn Mercantile to shoppers. I feel like this is a great opportunity to make new customers more than increase sales."

McMahon is looking for similar results – "increased traffic, increased sales and increased notability."

All of the merchants agreed that the event was very well publicized and that ACVA had done a formidable job getting the word out.

While most of the stores have various promotions, Ten Thousand Villages was probably the most interesting – buy 10 ornaments and get the 11th one free, or buy five nativity sets and get the sixth one at 20 percent off. With nativity sets from 20 different countries, there are many to choose from.

"I can't believe the response! With 15 percent off, the Longchamps handbags are flying off the shelf," Birkett said. "I'm reordering as we speak. I haven't counted the customers, but I'm running out of stamps and game cards."

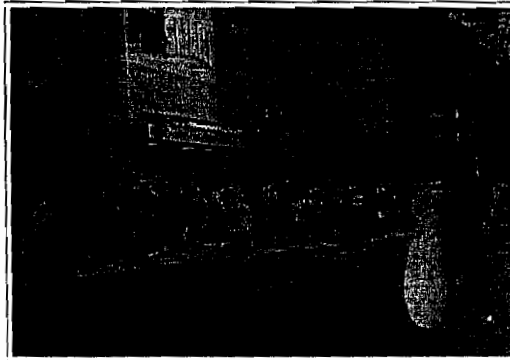


Photo by John Arundel/Local Kicks  
This was the scene on Black Friday last November at Potomac Yards: Over 900 anxious Holiday shoppers camped out overnight to snag big deals on electronics at Best Buy. It was a scene that Old Town boutique owners might have craved in a tough economy.



Photo by Gale Curcio/Local Kicks  
Ten Thousand Villages features this line created by a family business from the Left Bank using century-old Phoenician blowing techniques.



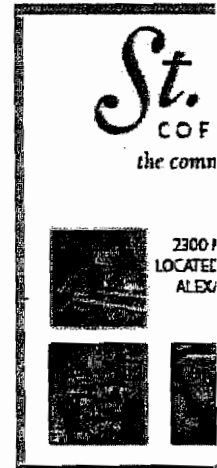
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# Restaurant Week

# WEEKEND

## going out guide

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### ALEXANDRIA RESTAURANT WEEK

Friday-Jan. 24

Expand your culinary horizons at Alexandria's Restaurant Week through Jan. 24. Nearly 50 restaurants are participating, and the deals include \$35 pre-fixe three-course dinners, \$35 dinners for two and \$3.50 sweet treats. Need recommendations? The Post's Julia Beizer's top choices include Columbla Firehouse, Fontaine Cafe & Creperie and Cheesetique. For a complete list of participating restaurants, visit [www.visitalexandriava.com](http://www.visitalexandriava.com) or call 703-746-3301.

# Local Living

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Fax: 703.518.3001

Mail: Community Events

Alexandria/Arlington Local Living

The Washington Post, 526 King St.

Suite 515, Alexandria, Va. 22314

**Details:** Announcements are accepted on a space-available basis and must be received at least 14 days before the Thursday publication date. Include event name, dates, times, exact address, prices and a publishable contact phone number.

BETSY SPILL



### Alexandria Restaurant Week

Restaurant Week is back to lure diners during the slow season. The 50 participating venues from casual to haute cuisine will offer three-course dinners for \$35, \$45 dinners for two (the sweet treat) for \$55. You can grab fish at the waterfront Ocean House, sample French cuisine at Bastille, or check out tracks 20 in the recently opened Hotel Monaco. Or you could just satisfy your sweet tooth at Artfully Chocolate. Kingsbury Collections.

Mark Berman

Start Friday through Jan. 21. Locations on: [103.726.3361](http://103.726.3361)  
[www.aalexandria.com/restaurantweek](http://www.aalexandria.com/restaurantweek)

# Alexandria Has a Restaurant Week, Too

Some restaurants also have dinner for two for \$35

By ASHA BEH

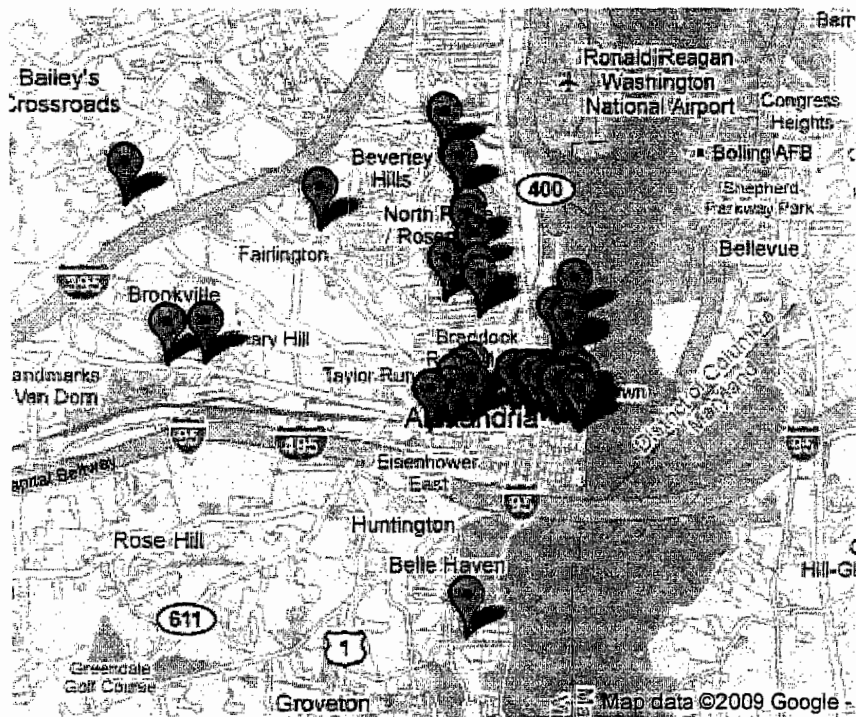
Updated 9:42 AM EST, Fri, Jan 22, 2010



clipart.com

D.C. Restaurant Week is halfway over, but that doesn't mean the meals for semi-steals has to be over.

From Jan. 15 through 24, bravely cross the Potomac to sample the deals at Alexandria Restaurant Week. Check it out:



View [Alexandria Winter Restaurant Week 2010 - Participating Restaurants](#) in a larger map

Some of the more than 50 restaurants participating will offer three-course dinners for a flat \$35, while a few are only charging that same price for dinner for two. [Alexandria](#) also has a special sweet treat deal for \$3.50.

But read [the map](#) carefully, [Capital Spice](#) cautions:

In some cases you've got free reign to pick from the entire menu, while in others you've got everything but your entree set from the get-go.

And it's not just about King Street, either. Some of the participants are on Del Ray's Mount Vernon Avenue, and further down Duke Street.

First Published: Jan 13, 2010 9:37 AM EST

**Find this article at:**

<http://www.nbcwashington.com/around-town/events/Alexandria-Has-a-Restaurant-Week-Too-81317957.html>

Check the box to include the list of links referenced in the article.

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# Restaurant Week a hit with participants

BY CHUCH HAGEE

Alexandria's second Restaurant Week has been assessed by restaurateurs as a winner. Of the 18 establishments that responded to an evaluation questionnaire, 16 said that the event increased their business. The other two said "keep trying."

But, all felt it was worth the effort and supported its continuance.

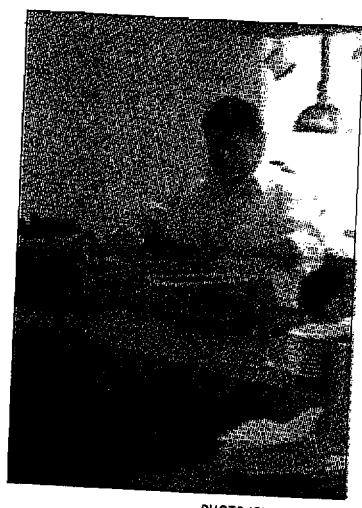
"The results were well-balanced," said Stephanie Brown, president and CEO of the Alexandria Convention and Visitors Association, which organized and publicized the event. "Most indicated that it increased their business — particularly those that offered the \$35 dinner for two,"

Held January 15 through 24, this was Alexandria's second Restaurant Week. The first, in 2009, was popular, but coincided with President Barack Obama's inauguration, skewing results. This was ACVA's first stand-alone attempt.

Of this year's 50 participating restaurants, 18 offered dinner for two at \$35.

"These proved to be the most popular with diners," Brown said. Others offered three-course, prix fixe dinners, and two establishments, Artfully Chocolate and Bittersweet, presented special desert items at \$3.50.

"Our job is to increase tax revenues for the city," Brown



PHOTO/CHUCK HAGEE

An Overwood chef prepares various dishes in full view of patrons.

said. "But we also feel this event really helps to build the Alexandria brand and [help] the city to become known as a culinary destination."

An informal ACVA survey of participating restaurants asked them to evaluate the week based on a scale of one to four: "(1) Forget about it; (2) It's a new event, keep trying; (3) Restaurant Week increased sales; and (4) Restaurant Week significantly increased sales."

This year's list of 50 participating eateries contained 15 more than in 2009.

A sampling of restaurateurs who did not respond to the survey also had positive reactions.

"For us, it went very well," said Debbie Tait, manager of Old Town's The Wharf. "The next time though, we want to

do lunch as well as dinner. We definitely plan to participate next year."

According to Emily Soderman, manager of La Tasca, "We had a really good week sales-wise. It definitely had a good impact on our business."

That comment was buttressed by Dan Lichens, owner of Fire-Flies in Del Ray. "I felt it went really well," he said. "I would estimate that it increased our business by about 20 percent."

"It's ... great to participate in something that is locally organized," said Joe Chapman, general manager of Overwood in Old Town. "It gave us great exposure."

All expenses for promoting 2010 Restaurant Week were borne by ACVA, according to Brown. One of the most effective elements of that promotion was putting the menus of participants on the ACVA website. There were also print ads, radio spots and other advertising venues brought into play. "Visits to our website, VisitAlexandriaVA.com, were up 47 percent from January 10 to 24," Brown said.

"We did not ask the restaurants to contribute to the promotion costs as is done in the District of Columbia. We funded it through our regional campaign supplemental appropriation for Alexandria residents and neighbors. This was a real grassroots effort," Brown explained.

# ACVA Corporate Coverage

# Hoping to lure visitors, tourism industry parties like it's 1799

BY CHUCK HAGEE

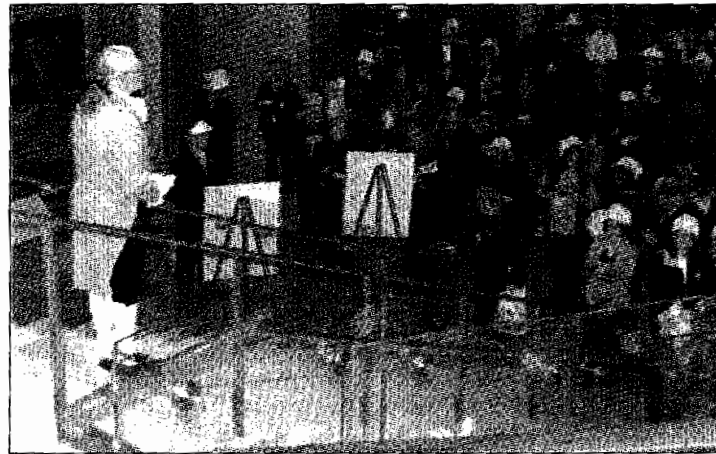
Alexandria tourism and businesses received increased national exposure last month as representatives of the American Bus Association gained first-hand exposure to some of the city's restaurants, tourist attractions and history. It was all part of ABA's 2010 Marketplace initiative, which the Alexandria Convention and Visitors Association viewed as an opportunity for Alexandria businesses to showcase themselves to this market segment.

In addition to touring the city and various venues, 1,400 ABA delegates were treated to a history-themed reception, "Party Like It's 1799," in the Donald W. Reynolds Museum and Education Center of Mount Vernon Estate. Designed to highlight

the area, ACVA's event was one of six staged by various area tourism organizations.

"The spirit of cooperation made this event possible," said Stephanie Pace Brown, president and CEO of ACVA. "Everyone came together because of the unique opportunity ABA presented us. This was a team effort both throughout Northern Virginia and Alexandria."

Attendees to the conference, held at Gaylord National Resort and Convention Center, began arriving January 13 for familiarization tours of the region, including Alexandria. Focusing on the region's historical significance, tour companies including Alexandria Colonial Tours, Alexandria Footsteps to the Past, and D.C. Metro Food Tours gave walking tours of Old Town, its historical sites, restau-



PHOTO/MERRIE MORRIS

Corkey Palmer of Gadsby's Tavern Museum, in period dress, welcomes ABA representatives wearing tri-corner hats and "mob caps" to ACVA's event, "Party Like It's 1799."

rants and businesses.

"Participating in the ABA Marketplace was a huge opportunity for my company," said Jeff Swedarsky, co-owner of D.C. Metro Food Tours which combines historical walking tours with special dining offerings by local restaurants. "As a small, relatively new family-run business, we gained a great deal of exposure to potential clients".

Swedarsky said about 40 motor coach representatives said they would like to include his services in their tours.

During Alexandria's evening party at Mount Vernon Estate, volunteer re-enactors from Gadsby's Tavern Museum performed colonial dances and made toasts to honor George and Martha Washington, whose 250th wedding anniversary was celebrated January 6. ACVA presented all guests with handmade tri-corner hats and "frilly mob caps" as they posed for photos with "The General" and enjoyed Martha Washington's recipe for rum punch.

"The point of our participa-

tion was to represent all of Alexandria," said Gretchen Bulova, director of Gadsby's Tavern Museum. "We also hosted a small group at the museum as part of a familiarization tour. I'm hoping that we see more booked tours in the next six months as a result of this event."

More than 10 Alexandria organizations provided 30-plus volunteers to make the city's participation possible, according to ACVA.

During the Monday night dine around, 10 restaurants officially participated with some offering ABA delegates special appetizers, according to Merrie Morris, director of ACVA public affairs. Gadsby's Tavern Restaurant, Overwood, Union Street Public House and Bilbo Bag-gins provided complimentary refreshments during the D.C. Metro Food Tour.

A trade organization, the ABA represents about 950 motorcoach and tour operator companies throughout the United States and Canada, many of which bring tours to Alexandria. More than 2,700 travel and group tour industry representatives attended the conference.

## BUSINESS CALENDAR

### FEBRUARY 4

**West End Business Association** - Networking Happy Hour

**Time:** 5:30 to 7:30 p.m.

**Location:** Hilton Mark Center, 5000 Seminary Road

**Information:** [www.alexandriaweba.com](http://www.alexandriaweba.com)

**Location:** Holiday Inn Hotel and Suites, 625 First St.

**Information:** [www.alexchamber.com](http://www.alexchamber.com)

### Alexandria Rotary Club

- Speaker: Jordan Drake, Social Media and Your Business

**Time:** 12:15 p.m.

TOURISM

# Tourism spending rises 10 percent in Alexandria

By Missy Frederick  
Staff Reporter

During a time when the tourism industry has been hit hard by economic storms, Alexandria has seen something many of its competitors have not: the silver lining.

Alexandria's tourism business experienced a better-than-expected 2008, and the city is building on those results with new marketing campaigns and more hotel development.

"It truly was the best of times and worst

of times," said Stephanie Brown, CEO of the Alexandria Convention and Visitors Association.

Tourism officials announced Sept. 24 at the group's annual meeting that visitor spending in 2008 topped \$645 million, up 10.3 percent over 2007.

That spending generated \$21.7 million in tax revenue for the city, and hotels brought in \$171 million in revenue.

However, Alexandria's hotels were not immune to the economic slowdown. Even

though revenue per available room, the industry's formula for determining success, was up 5.1 percent from 2007, averaging \$104.48, occupancy dropped to 67.1 percent, 1.6 percent less than the previous year.

During 2008, tourism got a boost from the opening of the Gaylord National Hotel and Convention Center at National Harbor, which connects its visitors to Alexandria via water taxi. The water taxi service carried 100,000 passengers during its first season.

The year also marked the beginning of a \$388 million investment by Alexandria hotels in new construction and renovations, which continued into this year. Last year saw the opening of hotels such as the Hotel Monaco, and others, including the Lorien Hotel & Spa, followed in 2009.

Alexandria tourism officials used the city's new hotels and restaurants — such as Robert Wiedmaier's Brabo — in its "Shop, Dine &

Celebrate" advertising campaign, the city's first regional marketing program, which included ads in Metro stations.

City officials are still trying to determine how Alexandria will handle the storm during the rest of this year and into 2010. Revenue per available room was down 5.4 percent for the first six months of 2009, though the number of rooms sold was up 5.5 percent.

Alexandria's news came at the same time the state was announcing its own successes.

Gov. Tim Kaine said at a Sept. 29 news conference that visitor spending was up according to the latest figures, which are a year behind the local statistics. In 2007, tourism spending in Virginia, generally ranked 10th nationally, rose in the ranks for the first time since 1993. Virginia is now ranked eighth, bringing in \$19.2 billion in revenue, a 5.8 percent hike over the year before.

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## City Tourism Up In A Down Year

THURSDAY, OCTOBER 1 2009  
By [Chuck Hacee](#)



Paraphrasing a line from "A Tale of Two Cities," Alexandria Convention and Visitors Association President and CEO Stephanie Brown opened the organization's annual meeting last Thursday with, "It has truly been the best of times — and worst of times — a year of challenges of historic proportions."

She told the audience of ACVA members assembled at the Sheraton Suites on North St. Asaph Street that this year "will post the steepest declines the tourism industry has ever experienced. But it has also been a year of renewal that has laid the foundation for success as we look forward together to a more promising economic future."

Part of that foundation was the announcement that Alexandria "achieved the fourth largest increase in visitor spending in the Commonwealth in 2008," according to statistics released by the Office of the Governor. That accounted for a rise of 10.3 percent in spending amounting to \$645 million, supporting more than 6,000 jobs with a payroll of \$111 million, according to the state's Economic Impact Estimates of tourism.

An investment of more than \$388 million in new construction and renovations by Alexandria's lodging industry has produced more than \$171 million in annual room revenue helping to contribute \$21 million to the city's tax base. This represents an 11 percent increase.

Citing the value of ACVA's public-private partnership in achieving that recognition, Chairwoman and Potomac Riverboat Company Vice President Charlotte Hall presented the 2009 Partner of the Year Award, established in honor of ACVA founding member and former City Councilman David Speck, to Hubert Herre and Durwood Gould.

Herre serves as general manager and Gould as director of sales of the Old Town Crowne Plaza Hotel and Holiday Inn Hotel and Suites. Herre is also president of the Alexandria Hotel Association. In recognizing the two Partners of the Year, Hall noted that, "In spite of these economically challenging times, twice as many partners stepped forward this year than last, for a total of 80." She also cited many organizations and individuals that work with ACVA in promoting Alexandria as a tourism destination.

Hall recognized Bob Lorenson, owner of the Virginia Shop, as a retiring member of the ACVA Board, presenting him with a glass plaque. A member since 2005, Lorenson served on the executive committee as both vice chairman and member-at-large.

**CLICK HERE TO DOWNLOAD THIS WEEK'S EDITION OF THE ALEXANDRIA TIMES**

WEDNESDAY, OCTOBER 1, 2009 | AN UNUSUAL EXPERIMENT

**Races Turn Red, Blue, Bittersweet**

**MOST COMMENTED**    **MOST EMAILED**

- Local Mom Takes Aim at "Gun Show Loophole"
  - Frustrated by Comcast
  - Hughes' Eligibility for City Council Qu
  - Secret WWII operation at "P.O. Box" bears lessons for today
  - YOUR VIEWS | Neighborhood Repr is Needed in Alexandria
  - Englin Files Smoking Ban Bill
  - Your Views | Do We Want Teachers Janitors?
  - Our View | Will Sex Sell in Old Town
  - No Recession Here
  - As New Rec Center Opens, Another Turn
- 
- My View - The art of bounty hunting
  - Puppy Dog Tales | Georgia On My M
  - Former Titan, Current Trumpeter Wil D.C. Concert
  - A really big 'shoe' traces origin of fo
  - Puppy Dog Tales | Daisy for Chief of
  - Living Landscape Fund: The gift that giving
  - Old Town Merchants/Donna Shor A encyclopedia on drums
  - Small vintners, big values
  - City woman uses home in special en
  - Old Town Merchants/Hangar Aviatio

Mayor Bill Euille noted, "As I travel throughout the world I constantly get compliments about Alexandria and how charming it is. We are very lucky to have such an organization as ACVA representing our city to the world."

Translating that "charm" into economic data were ACVA's two keynote speakers, Gregory H. Leisch, founder and CEO of Delta Associates, and Suzanne Cook, PhD, senior vice president of research at the U.S. Travel Association.

"Generally speaking the recession is over," Leisch said in opening his presentation detailing the economic realities facing the nation and Alexandria. "But, good luck surviving the recovery.

"During this recession consumers lost \$13 trillion of their wealth," he said. "That's \$46,000 for every man, woman and child in the United States. The big question is, has this created a 'new normal' for consumer spending in the future?"

"Even though the recession is technically over, the consumer is still in a funk. This recession is much like the one of the early 80s," he said.

Monthly job losses have slowed, leading economic indicators have turned upward, and the manufacturing index is now above 50 — all positive signs. But "recovery will be slow," Leisch noted. "There will be few if any new jobs."

He also pointed out that Americans are saving more. "Savings have increased dramatically," he said. "It's now running at 5 percent — more like the rest of the world. But, consumer confidence and spending will not return to pre-recession levels until 2013," he predicted.

Leisch raised the possibility that the 2013 date may be optimistic because the new savings habits, with less extravagant spending, may now be the U.S. population's "new normal." He saw this indicator as good for the overall economic picture but bad for tourism, retail sales and entertainment spending.

One warning signal he sighted was, "We are gaining jobs in the upper income brackets and losing jobs in the lower income categories." But, he emphasized, the Washington Metro Area is one of three areas in the nation where job growth has been the greatest, joined by New York and Boston.

He predicted a 40,000-job swell in the D.C. area between 2010 and 2014, with Northern Virginia gaining the most.

"We are a company town and that company is the U.S. government," Leisch said. Some of the worst areas in the nation for job growth and the recession's impact are Phoenix, Chicago and San Francisco.

Cook followed the presentation with some insight on her expertise, the travel industry. "We have many more tough days ahead before we can even consider popping the champagne corks," she said. "In the travel business frugality reigns. Americans are trading down."

Overall domestic airline travel is down 3.5 percent, she said. Domestic business travel is down 6.3 percent, and international travel is down 10.2 percent.

Even though Alexandria lodging bookings are up 5.5 percent for the year, lodging revenues are actually down 5.4 percent, according to Cook.

"Travel and tourism nationwide will lose \$68 billion in 2009," she said. Regardless of those stark statistics and predictions, Brown told the audience, "ACVA, the city and the business community have strived together to sustain Alexandria's tourism economy. We are enthusiastic about the opportunities that lay ahead."

Brown highlighted some of ACVA's accomplishments over the past year to drive her point home, including a new destination website, VisitAlexandriaVA.com, launching in November with enhanced tools to improve the user's experience. The organization also updated its advertising strategy, targeting tourists and destinations in local, regional and national markets.

ACVA has also refocused its meetings and group sales team on the multi-year \$388 million investment in Alexandria hotels with the theme of rejuvenation and "Meet Alexandria" and "Keep it in Alexandria." This is designed as a "two-pronged approach" to confront "the economy and backlash against meetings and incentive travel," according to Brown.

A new brand identity for the city replaced the "Fun Side of the Potomac" slogan with "Shop, Dine and Celebrate on America's Historic Main Streets," as well.

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## NEWS



PHOTO BY CHUCK FAZIO  
Charlotte Hall and Stephanie Pace Brown are flanked by Hubert Herre (far right) and Durwood Gould, both awarded tourism partner of the year award.

# Tourism Weathers Economic Downturn

ACVA annual meeting mixes realism with optimism.

By TODD GEORGE LAS  
GAZETTE PACKET

bucking a steep downward trend hitting the tourism industry, visitor spending in the city of Alexandria hit \$645 million in 2008, a 10.3 percent increase since 2007. The spending of the city's 3.3 million annual visitors contributed \$21.7 million in taxes to the city, an increase of \$2.1 million over the previous year. The city managed these gains even as the tourism industry reported an 11.9 percent decline in overall spending during the first six months of the year.

The figures were reported in the Alexandria Convention and Visitor's Association 2009 Annual

Report, featured during the association's annual membership meeting last Thursday, Sept. 24, at the Sheraton Suites.

ACVA President and CEO Stephanie Pace Brown called the past 12 months "a year of renewal" in which an overhauled marketing approach helped insulate against the downturn and laid a foundation on which to build in the future.

The retooling yielded an entirely new slogan, with "Shop, Dine, and Celebrate" replacing the decade-old "The Fun Side of the Potomac" — and the accompanying logo on key chains, shot glasses, and other merchandise. A new destination Web site was launched — [visitalexandriava.com](http://visitalexandriava.com) — drawing 500,000 visits and integrating an online dining reservation system. Boutique and Restaurant Weeks were inaugurated. Local involvement also increased; ACVA membership grew 25 percent during the year, to 312 businesses and organizations.



PHOTO BY CHUCK FAZIO  
ACVA President/CEO Stephanie Pace Brown addresses the meeting.

Brown later gave credit for the increase in tourism to the opening of National Harbor, which drew visitors looking for a quaint alternative to the monumental convention complex across the Potomac, and \$388 million spent over several years by the hotel in

SEE CITY IS OASIS, PAGE 30

ALEXANDRIA GAZETTE PACKET • OCTOBER 8-14 2009 • 3

# City Is Oasis for Tourist Industry

FROM PAGE 3

dustry on renovation and new room construction. The inauguration helped boost hotel occupancy, she said, but its relative brevity contributed only so much to the year-long figures.

Suzanne Cook, senior vice president of research at the U.S. Travel Association and member of ACVA's Board of Governors, offered a dose of reality in delivering the meeting's keynote address on the state of the industry. She noted that visitor volume and spending figures are down in all of tourism's major categories for the first six months of this year. Overall, the industry is projected to lose \$68 billion this year, she said, though Alexandria stands to do "significantly less bad" than other destinations.

Cook described leisure travelers' behavior — vacationing closer to home, taking packaged vacations, employing frequent flyer miles and credit card points — as "cautious consumption."

"Travelers are looking for the deal," she said.

**IN RESPONSE** to this renewed frugality, ACVA earlier this year amended the punchy "Charmville" tagline to read: "Charmville is more affordable than you think." They also highlighted the city's free attractions and promoted a value-oriented "Key to the City" to draw the cost-conscious.

Cook said to expect 2010 to bring a partial recovery but also said she didn't expect travel figures to return to 2000 levels until 2013. "There are some positive indicators," she said. "But we have some rough days ahead of us before we pop that bottle of champagne."

ACVA Chair Charlotte Hall presented the David G. Speck Tourism Partner of the Year Award to Hubert Herre and Durwood Gould, both of the Crowne Plaza Old Town Alexandria and Holiday Inn, for their efforts in support of the association.

Mayor Bill Euille later addressed the crowd, saying that Alexandria has earned a global reputation as a charming, historic city, and that "tourism is one of the major solutions to the dilemma" of surviving a downturn. Paul Smedberg, city council member and mayoral appointee to the

ACVA Board of Governors, also emphasized tourism's importance to the city's fiscal health.

Cook's address was prefaced by economic overview given by market analyst Gregory H. Leisch, founder and CEO of Delita Associates, who offered a mixed bag of statistics indicating that the worst has passed, but a long recovery lies ahead. He also noted that consumer sentiment is low and an "unprecedented" savings rate hovers in the 5 percent range.

"While that's good for the economy, it's bad for tourism and retail," Leisch said. "Generally speaking, the recession's over," he said. "Good luck surviving the recovery."

The D.C. region has lost jobs during 2009, though fewer than other large metro areas in the U.S. "We are the boat with the smallest hole," said Leisch. Cook's remarks made a similar point; in a key indicator tracking revenue per available room, the D.C. metro area was down 7.1 percent so far in 2009 — the least impacted of the top 25 markets in the country — while the national average was down 18.7 percent.

Brown joked that she'd considered titling the association's annual report, "Thank God We're Not Phoenix."

**THE ACVA** was organized in 1997 as a public-private partnership with the city of Alexandria, which provides 95 percent of the association's roughly \$2 million budget, funded principally by the city's hotel taxes. The non-profit's board of governors is appointed by the city council, though the association functions independently.

For Brown, the afternoon's presentations acknowledged that tourism remains a critical element of the city's economy, noting that the city's 6.5 percent lodging tax brought in \$9.6 million in fiscal 2009, and \$960,000 was collected from an additional \$1 per night room tax.

She later echoed Cook's realistic outlook on the economy: "Flat is the new up, so if we can maintain that, we'll consider it a success."

"You can't recreate Alexandria," Brown later commented. "People love coming to Old Town and [the ACVA's] job is to remind them of what's special about Alexandria and inform them of what's new."

3/9/2010

*Alexandria*

CONVENTION & VISITORS ASSOCIATION

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**FY 2011 Budget Work Session  
with City Council**



# FY 2011 Budget Work Session

- Mission
- Alexandria's Tourism Economy
- Program Summary
- Strategic Planning Outcomes

# ACVA's Mission

- The mission of the ACVA is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.
- Supplemental funding provided in FY 09 & FY 10 to promote Alexandria – *shopping and dining in particular* – to residents and neighbors

# Alexandria's Tourism Economy

- 3.3 million domestic visitors annually
- Visitors spent **\$645 million** in 2008, up 10.3%
- Visitor spending generated **\$21.7 million** in City taxes, up 11.4%
- Tourism supports **6,023 jobs** in Alexandria with a payroll of \$111 million

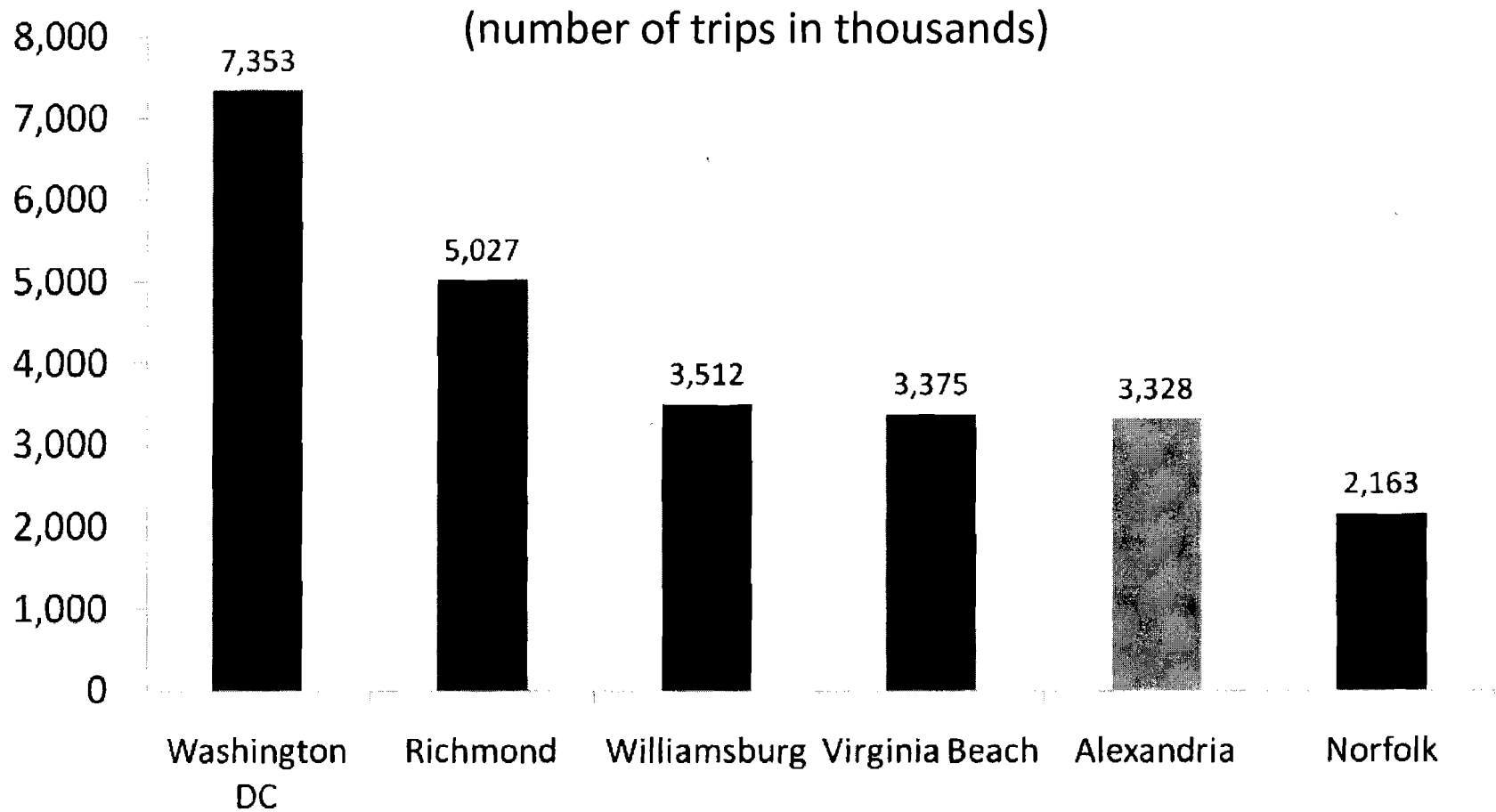
*Sources: TNS Travels America,  
Virginia Tourism Corporation and  
U.S. Travel Association*

*Virginia  
Alexandria*

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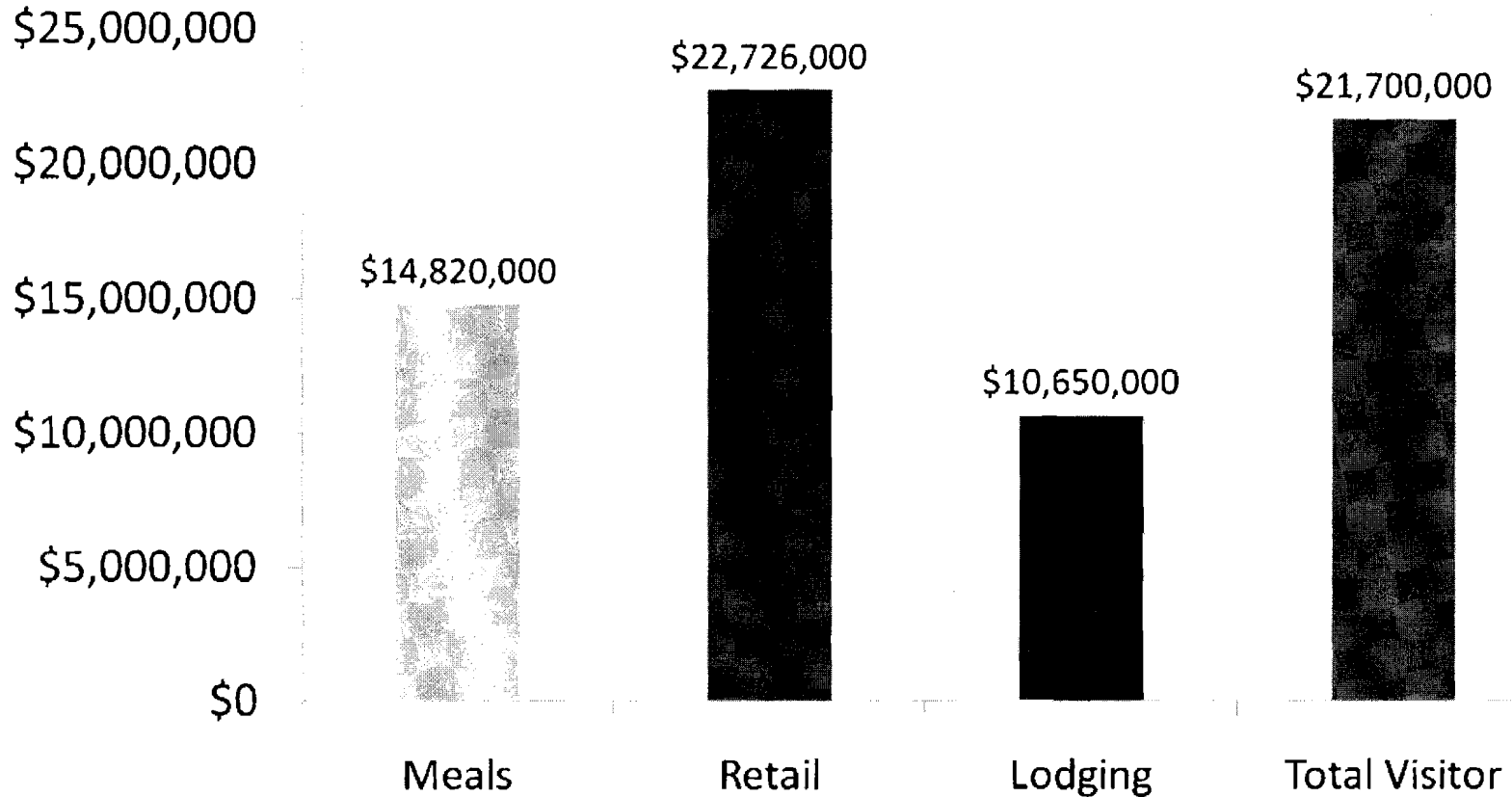
# Domestic Trip Volume Compared to Other Cities



*Less than half of Alexandria's visitors come by way of Washington DC*

# Relative Tax Revenue

(Fiscal Year)

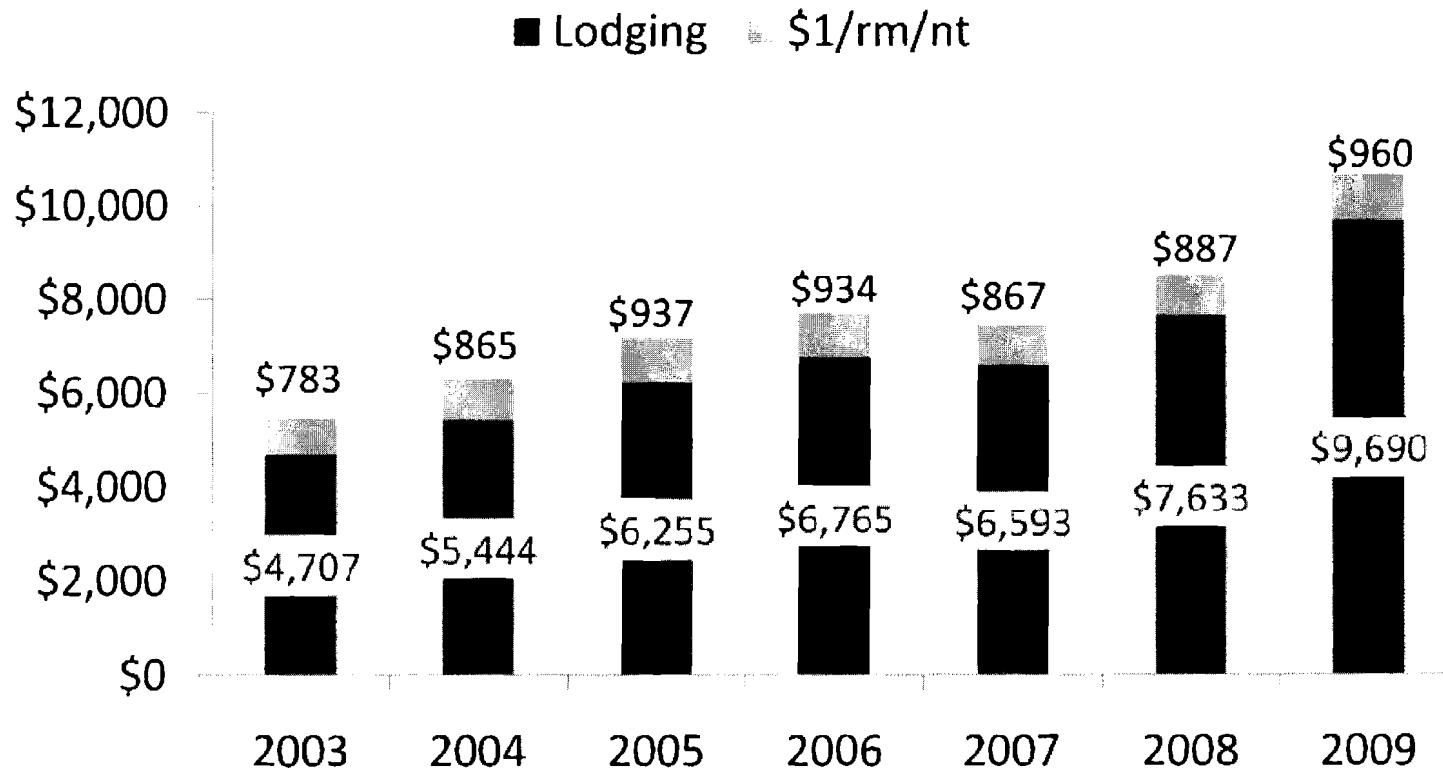


*Total city taxes generated by visitor spending is estimated by the US Travel Association for the Virginia Tourism Corporation (\$22 million is 2008 estimate, shown here with 2009 city tax data)*

# Lodging Tax Revenue

(Fiscal Year, in thousands)

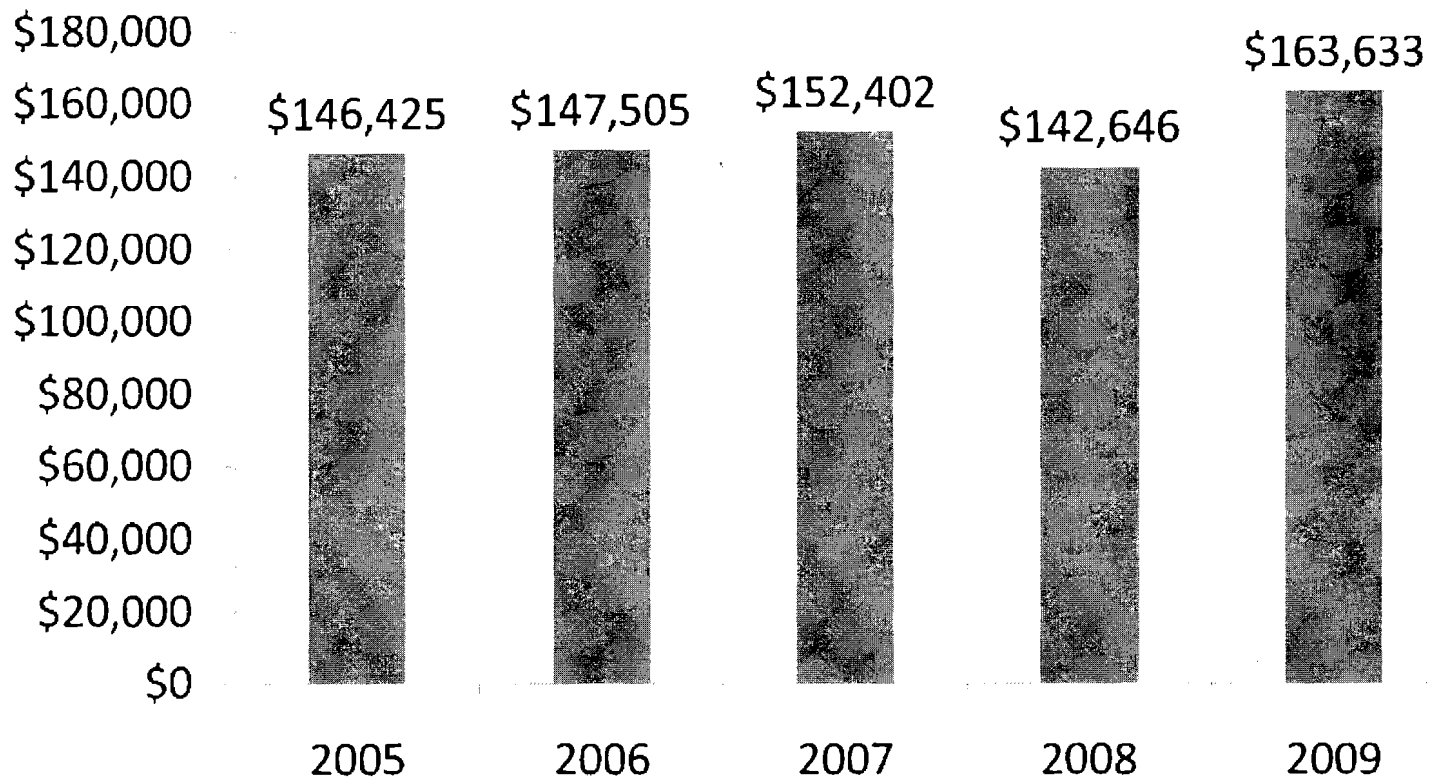
*Citywide total room revenue topped \$163,633,000 in 2009*



Source: City of Alexandria, increased 1% point start 2009

# Total Citywide Room Revenue

(Calendar Year, in thousands)

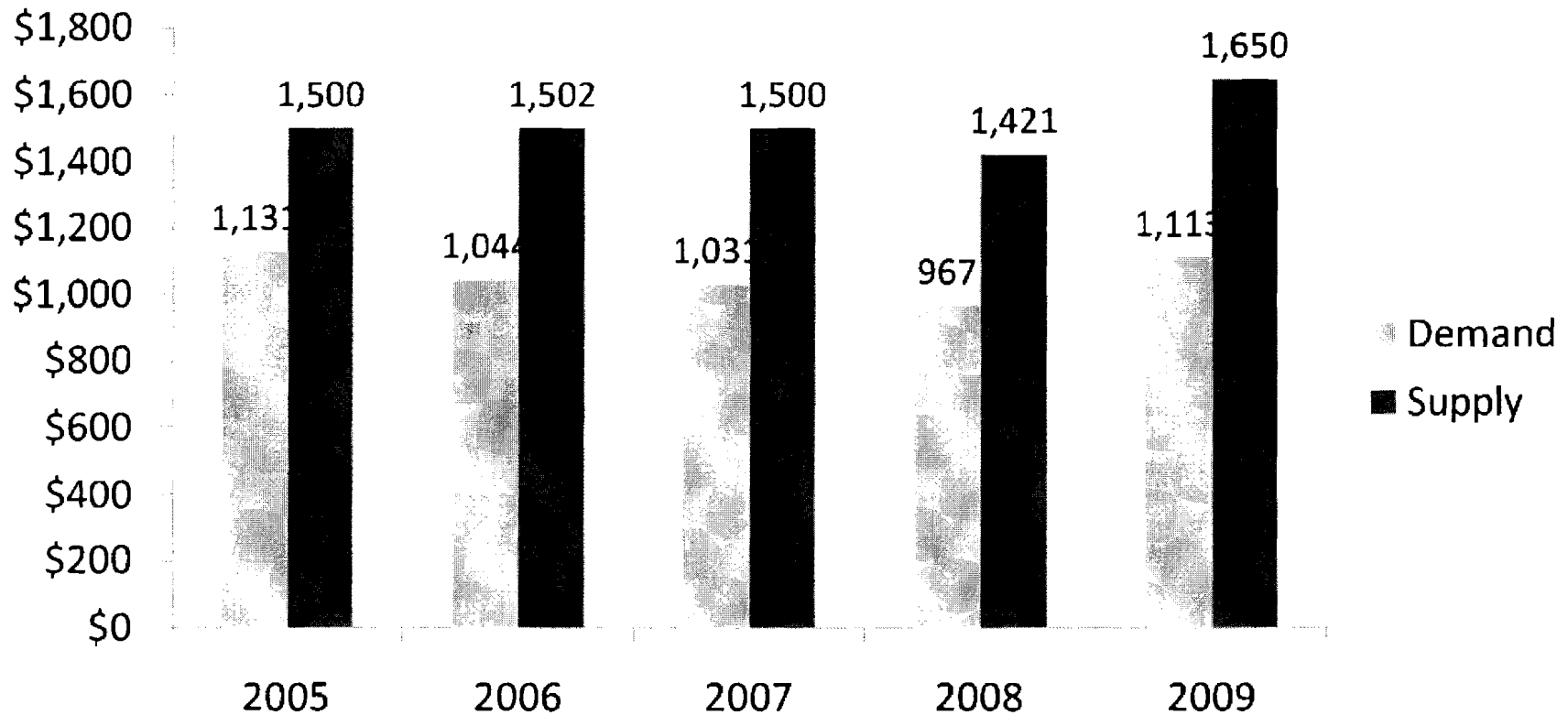


Source: Smith Travel Research

# Total Citywide Room Supply vs. Demand

(Calendar Year, in thousands)

*More rooms are being sold, but the gap has widened pointing to a need for demand generators in the market.*

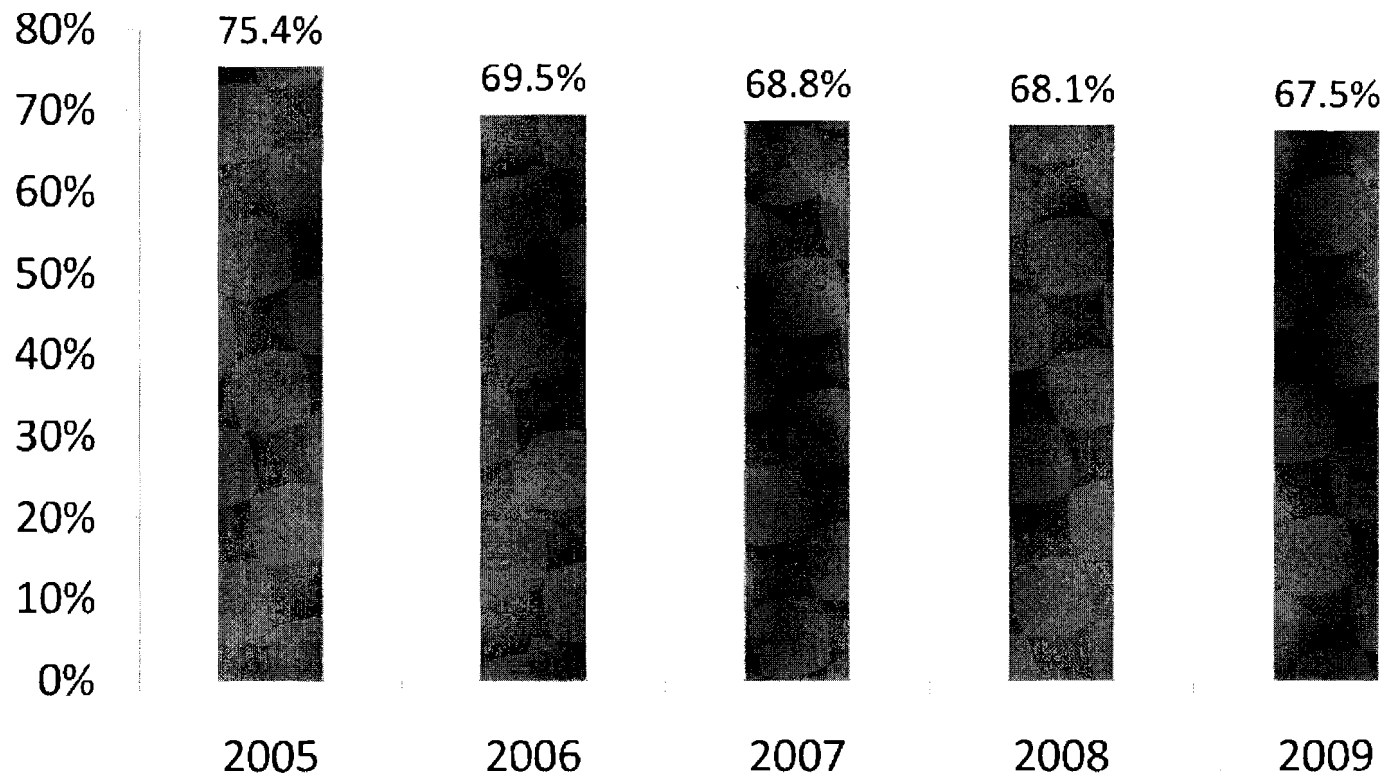


Source: Smith Travel Research, total number of rooms X 365 nights



# Total Citywide Hotel Occupancy

(Calendar Year, in thousands)



*Source: Smith Travel Research, number of rooms sold/number of available rooms*

# ACVA Program Summary

- Marketing
  - Advertising, Website, Direct Mail, Seasonal Promotions
- Group Sales
  - Tradeshows, FAM tours, Sales Calls, Events, Industry Sponsorships
- Public Affairs
  - Media Relations, Corporate Communications, Membership, Publications, Networking/Education Events
- Visitor Services
  - Visitors Center, Parking Passes, Distribution

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# Advertising

## Leisure Tourism Target Segments

*68% of Alexandria visitors come for leisure purpose and spend \$734/party*

### 1. Destination (\$487,883++)

- Targets 5-hour drive radius; promotes overnight stays

### 2. Tourist (\$106,142)

- Targets pre-destination leads generated by partners, and visitors after arrival in DC, VA & National Harbor; promotes day-trips

### 3. Regional (\$257,204)

- Targets Alexandria's residents and neighbors in D.C. metropolitan area; promotes shopping, dining and events

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# Advertising: Destination

## MNI Luxury and Home Groups

- Food & Wine, InStyle, Town & Country, Travel & Leisure, Cooking Light, Country Living, Food & Wine, House Beautiful, This Old House

## Southern Living

## Preservation Magazine

## American Heritage

## AAA World

## Online

- Pay-per-click
- Banner

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# Advertising: Tourist

*Virginia Travel Guide*

*Official DC Visitors Guide*

DC Pre-Destination Map

*Where Magazine*

*Where Guest Book*

Where Map

Old Town Trolley Maps

Old Town Trolley Side Billboards

*Go Smithsonian Print Pub*

Cherry Blossom Festival Program

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# Advertising: Regional

- Regional Magazines
  - Washingtonian, Northern VA, Capitol File
- Weekly Newspapers
  - Blade, Connection Papers, Alex Times, Old Town Crier, Examiner
- Washington Post: Express, Weekend
- Radio: Fall only, 30 spots per week for 8 weeks

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MORE OF WHAT YOU LOVE.  
SO CLOSE TO HOME.

**SHOP, DINE & CELEBRATE  
ON ALEXANDRIA'S HISTORIC MAIN STREETS**

Naturally, you can't do it all in one day. So we've put together a list of events, shops, and restaurants to help you get the most out of your visit. And we've made it so easy to get here, you'll want to come back again and again.

- March 1-31: 100th Anniversary Network Festival
- March 6: St. Patrick's Day Celebration & Parade
- March 11: 12th Annual Antiques & Alexandria
- March 21: Urban Farm Music Fest
- March 27: Annual Home Tour & Wine Tasting
- April 11: 4th Annual Spring Festival
- April 17: 27th Annual St. Patrick's Day Parade

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Fast Facts: 6.5m live, 800 shops, 100+ restaurants, 100+ parks, 100+ museums, 100+ historic sites

# Advertising: Added Value

*Negotiated bonus value worth \$419,765 :  
adding 50% to advertising impact*

- Free ads totaling \$101,960
  - Fall/09 NOVA Editions of Newsweek, SI Time, US News
  - Nov/Dec 09 Preservation Magazine editorial + online
  - Old Town Trolley (in DC) inside billboards
- Remnant ads purchased at discount valued at \$74,620
  - AAA World: saved \$29,030
  - Southern Living: saved \$11,100
  - Preservation: saved \$13,000
  - American Heritage: saved \$12,500
  - Cherry Blossom Festival: saved \$3,000
  - Go Smithsonian: saved \$5,390
- Negotiated ad-ons valued at \$243,185

Virginia  
*Alexandria*

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# Special Promotions Punctuate Brand Focus

*“Historic Ambiance and Contemporary Flair”  
differentiates Alexandria and motivates travel*

- Key to the City
  - Admission to 9 historic sites, plus 60 coupons
- Boutique Week
  - Highlights unique shopping
- Restaurant Week
  - Defines Alexandria as a culinary destination
- *Up Next: Experience Alexandria*
- *Up Next: Alexandria Arts Portal*

Virginia  
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# Key to the City Pass

- Developed to highlight historic sites
- Booking incentive for hotel reservations on [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)
  - Booked \$85K in room revenue in 2009
- Admission to 9 historic sites
  - ACVA reimburses sites
- 60 coupons
  - Free participation for businesses
- Now offered by hotels in packages and as guest amenity




# First Annual Boutique Week

- 50 participating shops
- Sweepstakes for \$1,000 shopping spree and stay at Morrison House
  - Collect 5 stamps to enter
- 3,400 web visits to micro site
- 200 completed entries

ALEXANDRIA

October 10-18, 2009



Shop to win a \$1000 Shopping Spree  
and Getaway in the Heart of Alexandria

50 Alexandria shops offer discounts, free gifts and  
special events during Alexandria's first Boutique Week.

For more information and a list of participating boutiques visit  
[AlexandriaBoutiqueWeek.com](http://AlexandriaBoutiqueWeek.com)

*Alexandria*  
VIRGINIA

# Second Annual Alexandria Restaurant Week

- 50 participating restaurants
  - \$35 three-course, \$35 dinner for two,  
or \$3.50 sweet treats
- Website up 47%
- 27,000 page views on  
micro site
- 90% of survey respondents  
said ARW increased business



# Website Total Visits

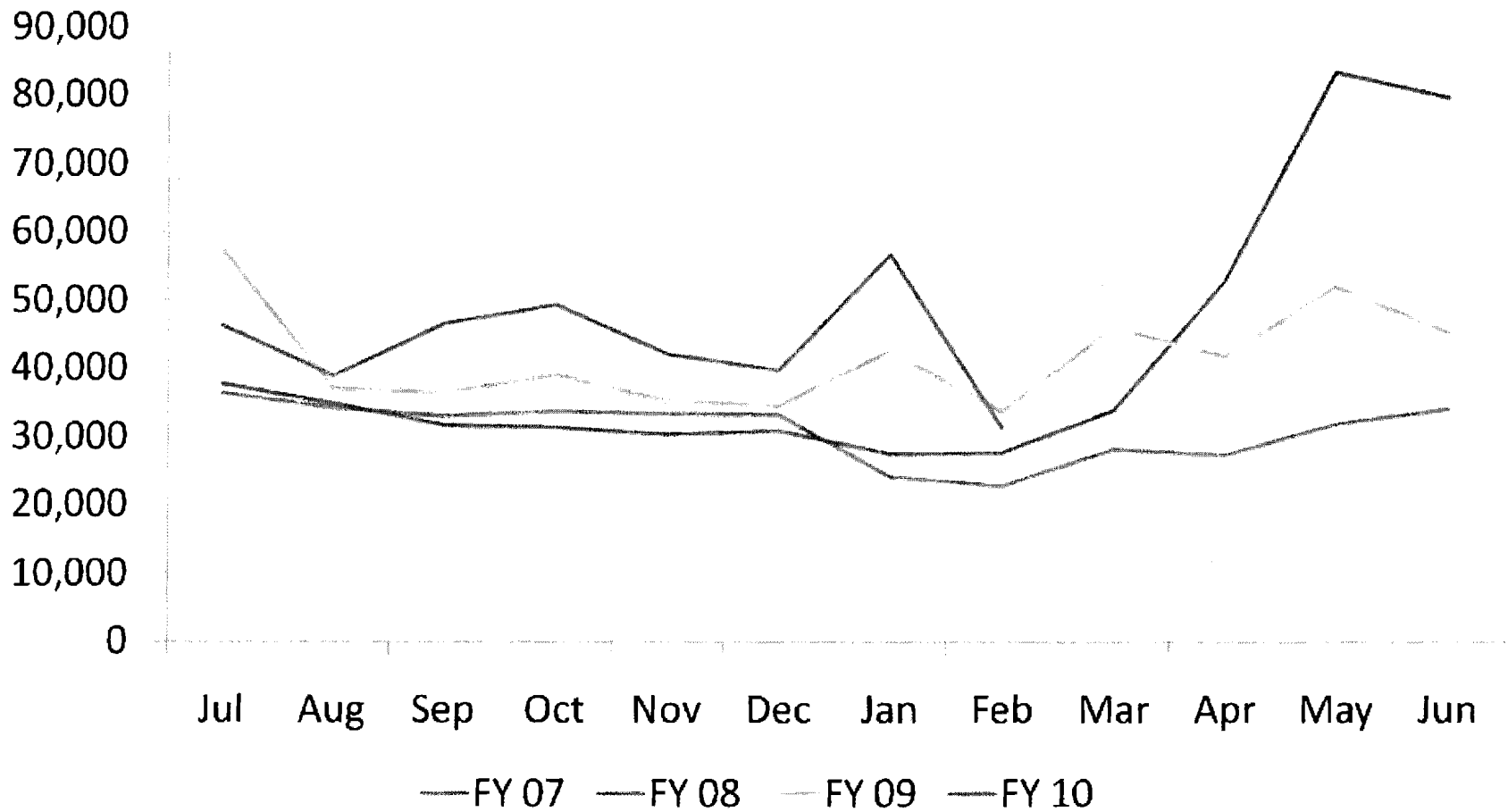
FY 07 Total = 371,407

FY 08 Total = 501,480

FY 09 Total = 500,335

Online Ads = \$219K

Online Ads = \$125K



# Sales Program

- Branded Collateral with Revitalization theme
  - Event Planner, “Pop-up”, Postcard, E-news
  - \$388 million in improvements in Alexandria hotel collection
- Regional Campaign: *Dazzling, Close & Affordable*
- Direct Sales (Personal Contacts)
  - Tradeshows
  - FAM tours
  - Sales calls
  - Events
  - Industry Sponsorships
- National Harbor
  - Readerboard
  - Google alerts
- Weddings



# Tradeshows

- 10 Tradeshows with 13 partners
  - generated 30 RFPs YTD with estimated revenue of \$1 million
  - Pre-mailer for each show
  - Follow-up with leads
- Partner participation pays 50% of total budget, expanding ACVA budget by more than \$11,000



# FAMs & Events

## American Bus Association 2010 Marketplace

- Partnered with Washington, D.C., Maryland & Virginia
  - 3200 delegates
  - Familiarization tours (2), Sight Seeing Tour, Official ABA-Dine Around
  - In Pursuit of Happiness – Party Like It's 1799 (1400 delegates)
  - 60 tradeshow appointments – 12 leads \$97,058 estimate revenue
- Capital Region USA – CRUSA reps (VA1); Brazilian FAM; Bahrain Airlines; Germany and Switzerland; Mid-Atlantic Receptive







# New Sales Initiatives

- Corporate Socially Responsible Programs
  - Partnering with Volunteer Alexandria
- Website Initiatives
  - Keep It Green in Alexandria
    - Website launching in April with green hotels, experiences, Eco-City Alexandria, meeting planner resources
  - Legendary Experiences
  - Incentives Page

*Virginia*  
*Alexandria*

SHOP, DINE & CELEBRATE

VISITALEXANDRIAVA.COM

# Sales Program Results

	FY 08	FY 09	FY 10 Estimate	FY 10 Change
Actualized Revenue	\$2,687,801	\$2,687,112	\$1,917,057	+37%
Estimated Revenue	\$28,067,316	\$28,070,123	\$14,240,774	+8%
Face-to-Face	842	724	466	-39%
Other Contacts	39,870	36,805	19,550	+7%

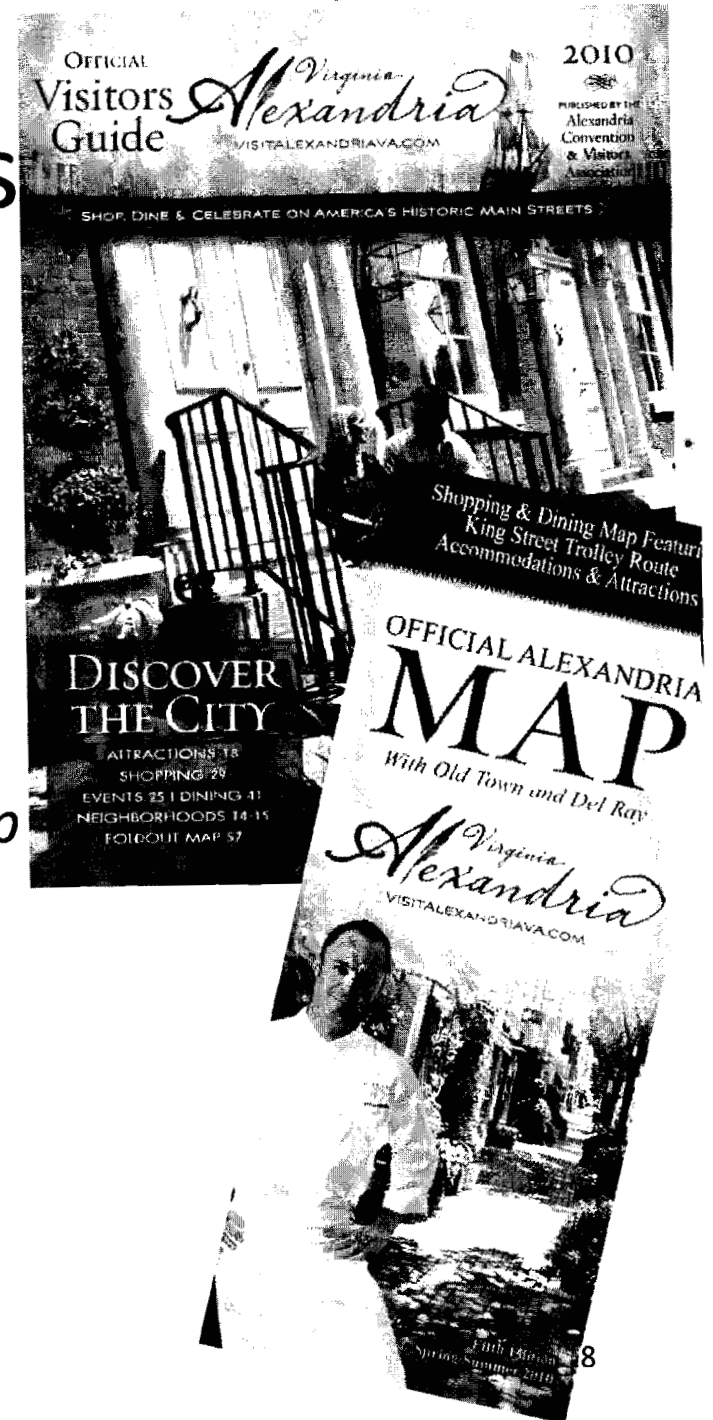
*Virginia*  
**Alexandria**

SHOP, DINE & CELEBRATE

VISITALEXANDRIAVA.COM

# Publications

- Official Alexandria Visitors Guide
  - Editorial by ACVA staff
  - 400,000 copies per year
  - Advertiser supported
  - \$30,000 income – up from \$20,000
  - 2,000k/mo. Distributed at National Harbor
- Old Town Map: *Now the Alexandria Map*
  - 300,000 copies per year
  - Advertiser supported
  - Heavy distribution by water taxi and trolley



# Strategic Planning Outcomes

Discussion



**Alexandria Convention & Visitors Association**  
421 King Street, Suite 300  
Alexandria, Virginia 22314  
t: 703.746.3300 | f: 703.746.3314

**Alexandria Visitors Center at Ramsay House**  
221 King Street  
Alexandria, Virginia 22314  
t: 703.746.3301 | toll free: 800.388.9119

March 5, 2010

Dear Alexandria City Council Member:

The Board of Governors and the staff of the Alexandria Convention & Visitors Association are looking forward to meeting with you on Tuesday, March 9 at 5:00. Thank you for making time to hear about our work program, its outcomes, and our future plans for increasing revenues from visitor spending.

Each year, Alexandria attracts more than 3.3 million visitors. In 2008 visitor spending totaled \$645 million and generated \$22 million in City tax revenue. This spending increase topped 2007 by 10 percent and was the fourth largest increase in Virginia (about half of the jurisdictions experienced a decrease in visitor spending).

This binder contains samples of recent sales and marketing initiatives. I will present additional details about these campaigns during the work session, but wanted you to have an opportunity to review these materials in advance, if you wish.

We look forward to an engaging discussion.

With best regards,

Stephanie Pace Brown  
President & CEO

Copies: City Manager's Office  
City Attorney

*Corporate Sponsors:*  
Dandy Restaurant Cruise Ships  
George Washington's Mount Vernon Estate & Gardens  
Potomac Riverboat Company  
Alexandria Hotel Association



TAB 1 ::

Publications

Both the Official Visitors Guide and Map are published for the ACVA by Morris Visitor Publications, the publisher of Where Magazine, who won the contract after a competitive bid produced five highly qualified finalists. 400,000 copies of the Visitors Guide and 300,000 copies of the Map are distributed annually. ACVA is guaranteed minimum revenue of \$30,000; up from \$20,000. The next edition of the Map will include an insert for Del Ray, and West End business will be included with a directional arrow and full listing. The 2011 edition of the Visitors Guide is being redesigned to provide more powerful editorial content and to highlight major tourism assets.

TAB 2 ::

Advertising

ACVA targets three primary segments with paid advertising: the Destination market for overnight stays; the Tourist market to reach regional visitors; and, the Regional marketing to target Alexandria's residents and neighbors for shopping, dining and special events. Advertising media includes online, magazines, newspapers, radio and direct mail. We focus heavily on the efficiency of the media buy – in other words get as much advertising for the money as possible. Last year, the negotiated added value totaled \$358,000.

TAB 3 ::

Promotions

Promotions are an important technique for emphasizing aspects of Alexandria's brand. Visitors come to Alexandria for our uniquely charming combination of "historic ambiance and contemporary flair." Boutique Week shines a spotlight on independently owned shops, while Restaurant Week announced that Alexandria's culinary scene stands on its own. Ninety percent of restaurants who responded to our survey said that Alexandria Restaurant Week increased their business.

The Key to the City Pass was developed to package Alexandria's historic sites with the ever-popular coupon book and is given as a booking incentive for hotel reservations made on VisitAlexandriaVA.com. We also provide it to Alexandria hotels that use it in packages and as a guest amenity.

TAB 4 ::

Group Sales

ACVA's three-person group sales team made more than 32,000 contacts last year, resulting in actualized revenue of \$2.5 million. More than 1,200 leads valued at \$26 million were distributed to Alexandria businesses.

TAB 5 ::

Media Highlights

A small sample of media clips is included in your binder. One full-time media relations position has been frozen since November 2008.

2009 ANNUAL REPORT

Virginia  
*Alexandria*

VISITALEXANDRIAVA.COM



## Our Mission

The mission of the Alexandria Convention & Visitors Association is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.

# THE FISCAL YEAR 2009 ACVA BOARD OF GOVERNORS

## Executive Committee

### Chairman of the Board AHA President

John Varghese  
*General Manager, Westin Alexandria*

### Vice Chair/Acting Chair At-Large Representative

Charlotte Hall  
*Vice President,  
Potomac Riverboat Company*

### Treasurer Hotel Manager/Owner

Charlie Banta  
*General Manager, Hilton Mark Center*

### Secretary

Stephanie Pace Brown  
*President and CEO, ACVA*

### Officer At-Large Retail Owner/Manager

Robert Lorensen  
*Owner, The Virginia Shop*

### Officer At-Large City Manager's Representative

Mark Jinks  
*Deputy City Manager, City of Alexandria*

## Board of Governors

### Mayor's Representative

Ludwig Gaines  
*Member, Alexandria City Council*

### At-Large Representative

John Renner  
*Owner, Renner and Company*

### Attraction Representative

Tara Zimmnick-Calico  
*Director of Events,  
Torpedo Factory Art Center*

### Historic Preservation

Ellen Stanton  
*Chair, Historic Alexandria  
Resources Commission*

### Hotel Manager/Owner

Kevin Brockway  
*General Manager,  
Hilton Alexandria Old Town*

### International/National Association Executive

Dr. Suzanne Cook  
*Senior Vice President of Research,  
U.S. Travel Association*

### International/National Association Executive

Bill Connors  
*Executive Director & COO,  
National Business Travel Association*

### Restaurant Manager/Owner

Wendy Albert  
*Owner, Tempo Restaurant*

### Restaurant Owner/Manager

Troy Clayton  
*Owner, Geranio Ristorante*

### Retail Owner/Manager

Cindy McCartney  
*Owner, Diva*

## ACVA Staff

### President and CEO

Stephanie Pace Brown

### Vice President of Sales

Lorraine Lloyd

### Director of Public Affairs

Merrie Morris

### Director of Marketing

Anna Jones

### Group Sales Manger

Brian Chung

### Sales Manger

Elizabeth Knutsen

### Communications Manager

Emily Hellewell

### Manager of Visitor Services

Renee Cardone

### Internet Content and Promotions Specialist

Meredith Kirkpatrick

### Office Manager, Executive Assistant

Brandi Lee

## Environmentally Conscious

ACVA is conserving resources by making this report available online.



**Dear ACVA Members, Tourism Partners and Alexandria Residents:**

As we look forward together to a more promising economic future, we will build upon a foundation of renewal laid by our City, business community and residents to welcome visitors arriving from across the region and around the world.

The promise of National Harbor, looming with uncertainty at the beginning of the year, came to fruition and provided a return on investment for the many new amenities and marketing initiatives funded by the City as recommended by the National Harbor Collaborative Task Force. The Alexandria-National Harbor Water Taxi carried 100,000 passengers during its first season, and the King Street Trolley was used by more than 640,000 passengers. A new advertising campaign targeting Alexandria's residents and neighbors launched in September 2008 with supplemental funding provided by the City to stimulate shopping and dining in Alexandria.

Alexandria's hoteliers have invested more than \$388 million in new construction and renovations in recent years, bringing the total number of rooms in Alexandria to 4,500, and adding to the City's unique collection of inspired cuisine and independently owned shops to heighten the contemporary flair and world-renowned historic ambiance that attracts millions of visitors to the City each year.

This uniquely charming balance was the focus of a new brand identity that debuted in January. The "Fun Side of the Potomac" was replaced by a new logo, advertising, printed materials, and website with the tagline, "Shop, Dine and Celebrate on America's Historic Main Streets."

It has been a prolific year for the ACVA, the City of Alexandria, and its business community. We have strived together to sustain Alexandria's tourism economy in challenging times, and we are enthusiastic about the opportunities that lay ahead.

*Charlotte A. Hall*

**Charlotte Hall**  
2010 Chair



*Stephanie Pace Brown*

**Stephanie Pace Brown**  
President and CEO



- Visitor Spending Increased
- Hotel Room Revenue Increased
- City's Tourism Tax Revenues Increased



## ALEXANDRIA VISITORS CONTRIBUTE \$22 MILLION TO CITY'S TAX BASE

Total visitor spending topped \$645 million in 2008 generating \$21.7 million in City taxes and supporting 6,023 jobs with payroll of \$111 million. Despite unprecedented national declines in tourism, visitor spending in Alexandria rose 10.3 percent compared to 2007.

Citywide, hotel room revenue rose 15 percent during 2008 for total revenue of \$171 million. Demand for Alexandria hotel rooms increased 7.8 percent with 1,102,133 rooms sold. Room supply increased 9.5 percent, leading to a decline in occupancy of 1.6 percent to total 67.1 percent.

### Jobs Increased 7.5%

Year	Alexandria Jobs
2009	6,023
2008	5,600

### Spending Up 10.3%

Year	Visitor Spending
2009	\$645M
2008	\$584M

### Tax Revenue Up 11.3%

Year	Revenue
2009	\$ 21,700,000
2008	\$ 19,500,000

Source: Virginia Tourism Corporation, U.S. Travel Association and Smith Travel Research

## NEW BRAND SHOWCASES HISTORIC AMBIANCE AND CONTEMPORARY FLAIR

*Guided by an intensive brand research study conducted in the fall of 2007, the ACVA repositioned Alexandria as a destination with historic ambiance and contemporary flair. A new logo and creative design articulated the sophisticated appeal of Alexandria, and an aggressive media plan distributed that message to target audiences. Enhanced tools – both online and in print – debuted to better serve visitors; meeting planners; residents and neighbors; and, ultimately, the Alexandria tourism industry and City tax base.*

The all new destination website, VisitAlexandriaVA.com, was released in November. The dramatic design of the site was complemented by significantly enhanced tools that improved both the user experience and selling opportunities. The Travelocity booking engine on Alexandria's site ranked in the top 20 destinations in the Travelocity system, with reservations totaling \$100,000 in FY 2009. In April, online restaurant reservations were added through Alexandria-based Fishbowl, the trusted leader in permission-based online marketing for the restaurant industry, making VisitAlexandriaVA.com the first destination site in the country to integrate dining technology.



Additional features of the new site included an interactive history timeline and neighborhood portals that allow users to browse shops, restaurants, hotels, attractions and events for specific areas of the City. Member listings were expanded to feature a photo gallery, special offers, and individual calendars. The site is driven by state-of-the-art technology to control content that is integrated with member and sales databases.

Use of VisitAlexandriaVA.com topped 500,000 visits and 2.4 million page views during FY 2009. The bounce rate improved 11 percent and the average time users spent on the site increased 23 percent.

The spring advertising campaign sported a new logo and creative design driven by the results of last year's brand study. Designed by Abrials & Partners, the logo illustrates the rich heritage and contemporary vibrancy of Alexandria, accompanied by effective copy and engaging photography by Ben Fink.

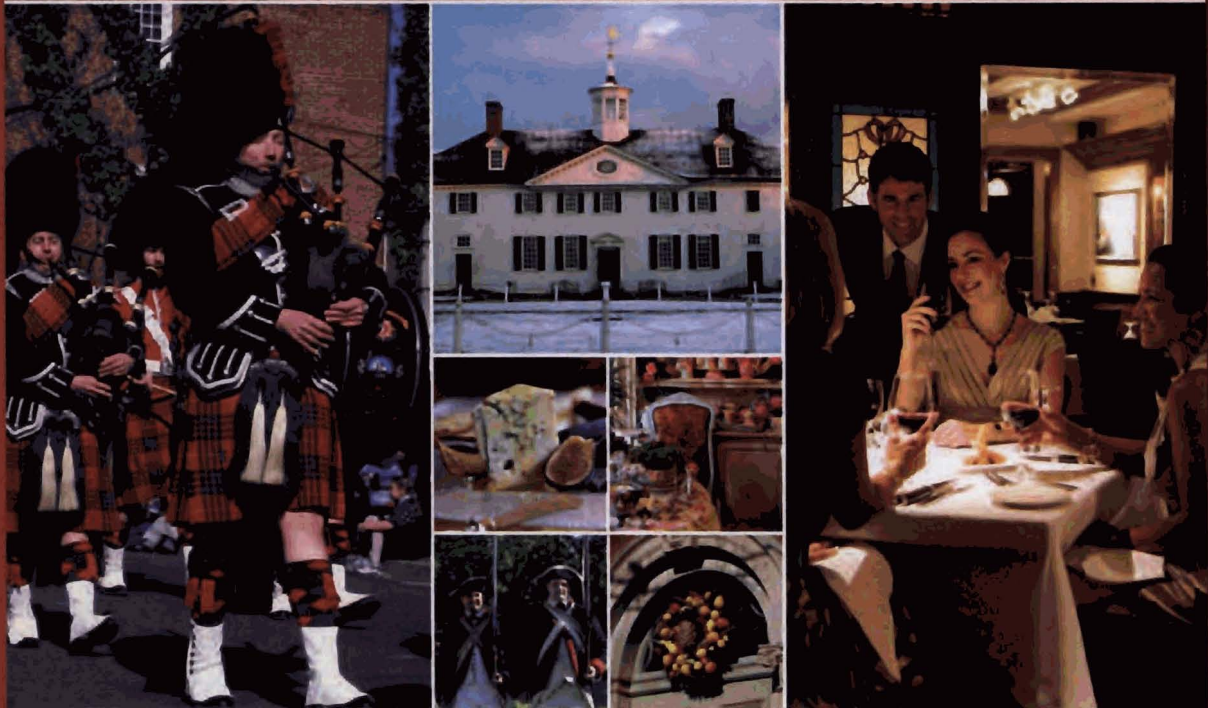
**"THE ALEXANDRIA ORIGINALS FEATURED ON VISITALEXANDRIA.VA.COM HIGHLIGHT THE CITY'S UNIQUENESS."**

Paul Morton, The Little Theatre of Alexandria



# CHARM-VILLE

IS MORE AFFORDABLE THAN YOU THINK



## SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, variety of hotels, unique boutiques, award-winning restaurants and inexpensive historic attractions, as well as quick and easy access to the many free Washington D.C. sites, Alexandria is the perfect getaway to shop, dine and celebrate. **Plan your visit at [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com)!**

**"VISIT US ONLINE FOR 'ALEXANDRIA ORIGINALS' LIKE ME ... AND MY ACCLAIMED RECIPE FOR BOUILLABAISSE!"**

— Chef Cathal Armstrong, Restaurant Eve

### A LOCATION TO CELEBRATE:

- Next to Washington, D.C.
- 9 Miles to Mount Vernon
- Easy Metro Access
- Free King Street Trolley
- WaterTaxi to D.C. & National Harbor



**Questions?** Call 888.442.2331 to talk with a travel counselor at the Alexandria Visitors Center.

Book your travel to Alexandria at our Web site for guaranteed low rates from Travelocity® and other special offers.



Virginia  
*Alexandria*

[VISITALEXANDRIA.VA.COM](http://VISITALEXANDRIA.VA.COM)

888.442.2331

powered by  
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## MARKETING INITIATIVES INVITE VISITORS TO “SHOP, DINE & CELEBRATE”

Building on the strategy established in 2008, the 2009 advertising campaign targeted three segments:

**Destination:** Targeting a key demographic of women ages 25 to 64 within a five-hour drive of Alexandria, the destination advertising focused on culinary and lifestyle publications including Food & Wine, Town & Country, In Style, Travel & Leisure, Cooking Light, Country Living, House Beautiful, Real Simple, Southern Living, and AAA World.

**Tourist In-Market:** Promoting daytrips by targeting visitors in D.C., Northern Virginia and National Harbor, this advertising segment used D.C.-area publications with a proven track record, including Where, Smithsonian Guide, the D.C. Visitors Guide & Map, and Gaylord Magazine to target visitors after their arrival in the region.

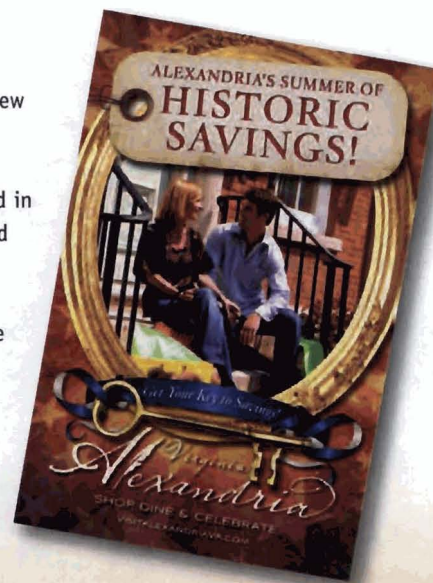
**Regional:** Developed with \$300,000 in dedicated funding authorized by the Alexandria City Council, the regional campaign targets Alexandria’s residents and neighbors. Spotlighting shopping and dining in the city, it featured both print and radio.

The Regional Campaign was greatly enhanced by a cooperative marketing program with the Washington Metropolitan Area Transportation Authority that provided advertising in the Metro system valued at \$134,000. The cooperative marketing encouraged the use of Metrorail, Metrobus and the free King Street Trolley to visit Alexandria. Foskey Phillips, ACVA’s media buyer, negotiated \$358,000 in free advertising and enhanced value. Together, these efforts increased the total value of our advertising budget by 50 percent.

## SEASONAL PROMOTIONS HIGHLIGHT SPECIAL VALUE

“The 12 Days of Holiday Giveaways” sweepstakes launched with the new website to generate registrations for Access Alexandria, a monthly e-newsletter. ACVA members contributed \$12,000 in prizes that were awarded daily for 12 days following Christmas. The promotion resulted in more than 1,200 additions to the electronic marketing database – and 12 happy winners of creatively themed prizes.

“The Summer of Historic Savings” campaign showcased the Key to the City Pass, created as an incentive to book hotel reservations on VisitAlexandriaVA.com. The Pass featured free admission to nine historic sites plus 60 special offers. Nearly 1,000 books were distributed to visitors May 1 – Labor Day, 2009. A second edition was printed with more than 1,000 pre-orders with distribution expected to reach 2,500 from Labor Day through Christmas.





THE “PUTTIN’ ON THE GLITZ” CLIENT EVENT  
 TYPIFIED WHAT THE SALES TEAM DID SO WELL  
 THROUGHOUT THE YEAR.



**“THE ORIGINALS SHOW  
 HOW WARM AND WELCOMING  
 ALEXANDRIA IS.”**

Kyong Yi, Fontaine Cafe & Creperie



## SELLING A \$388 MILLION MAKEOVER

*Focusing on a multi-year \$388 million investment by the Alexandria hotel industry, "Alexandria: A Dazzling Destination, Close & Affordable" was launched to highlight Alexandria's collection of hotels, chef-driven restaurants, boutiques and legendary experiences. "Meet Alexandria" was developed in response to the sinking economy that was exacerbated by a backlash against meetings and incentive travel in the fall of 2008.*

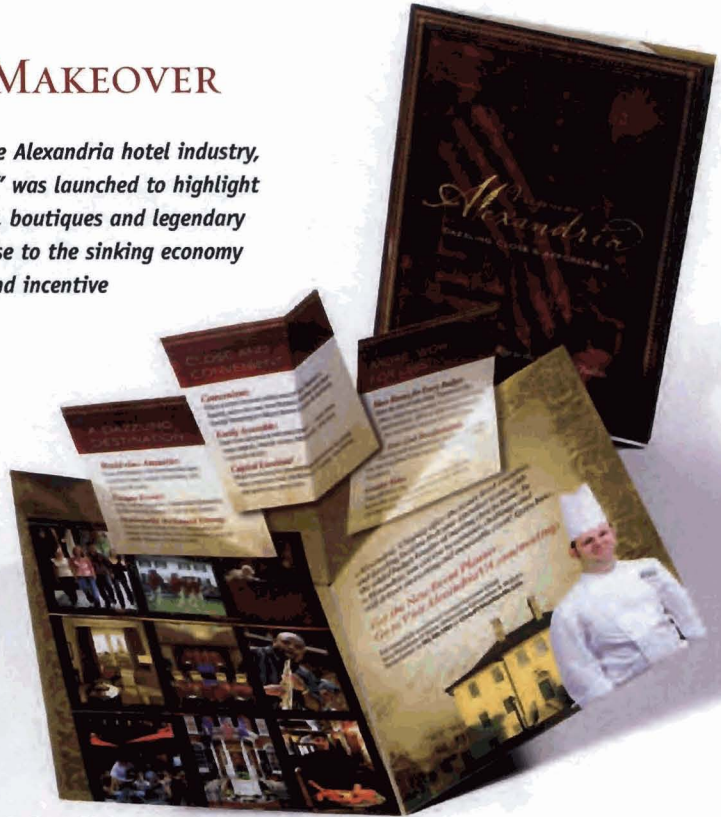
"Meet Alexandria" encouraged local businesses, residents and City employees to bring events with which they were affiliated to Alexandria with outreach that included a letter from Alexandria Mayor William D. Euille to CEOs based in Alexandria. The campaign was supported by a city-wide sales blitz targeting 213 associations based here and a networking-education breakfast attended by 28 meeting planners at the Holiday Inn Hotel & Suites.

"Keep It in Alexandria" supported the grassroots effort with incentives targeting sales teams at Alexandria hotels and attractions to refer any business they could not accept to the ACVA to keep the business within the City. The program generated 32 leads and \$454,580 in estimated revenue and the team received additional inquiries as a result of referrals by ACVA members.

The destination campaign targeted meeting planners in the region with a rejuvenation theme. A Personal Revitalization Package contest was promoted to tradeshow attendees, on the website and through direct mail. The promotion generated 29 leads and 11 definite bookings.

The "Puttin' on the Glitz" client event typified what the sales team did so well throughout the year. Working with 27 partners, they coordinated with Celebrate Productions and the Carlyle Club to host 250 planners and organizers for an evening of cocktails and canapés along with such indulgences as massages, hair styling, makeup applications and fortune telling. Rejuvenation indeed!

The ACVA sales team participated in 10 tradeshows and hosted the popular "Bring Back the Memories Ice Cream Blitz." These efforts, combined with online advertising, direct mail, and more than 32,000 contacts during the year, resulted in actualized revenue of \$2.5 million. More than 1,200 leads valued at \$26 million were distributed to Alexandria businesses.





## “ALEXANDRIA: THE CHOICE OF PRESIDENTS” CELEBRATES AN INAUGURATION

The Inauguration of Barack Obama drew an estimated audience of 1.8 million to the nation’s capital in January 2009. Mindful of its historic past, Alexandria’s celebration of the Presidential Inauguration provided a warm welcome for thousands of visitors.

The ACVA initiated Alexandria’s Inaugural Restaurant Week to capitalize on media exposure and to disperse hotel guests throughout the City. Thirty restaurants offered “Choice of Presidents” menus that were showcased on a promotional micro website. A JumboTron simulcast of the swearing-in ceremony was presented to an estimated audience of 1,400 at Market Square.

The Potomac Riverboat Company offered Inaugural Water Taxi service from Alexandria to the District of Columbia, opening a promotional window that resulted in media coverage on CNN and every local television station. Five stories appeared in the Washington Post which proclaimed, “Alexandria rocked.”

Promotions included a full-page announcement sponsored by the Alexandria Gazette-Packet and online advertising. Posters for Restaurant Week were displayed throughout the City, and 10,000 flyers were distributed to hotel guests at check-in. Two micro websites were developed to announce ever-changing logistical details and promote special activities.

During January, website visits increased 55 percent to 42,602; including 4,000 visits to the inaugural website plus more than 11,000 to the Restaurant Week site. Total room revenue in the City increased 30 percent to nearly \$13 million during January.

“VISIT US ONLINE  
FOR MORE ALEXANDRIA  
ORIGINALS LIKE ME!”

Shannon Overmiller, Executive Chef  
The Majestic







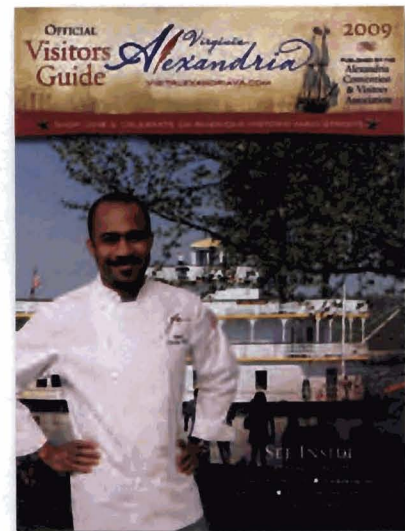
## FY 2009 COMMUNICATIONS, MEMBERSHIP AND VISITOR SERVICES

In January, a re-organization was completed to create the Department of Public Affairs, unifying outreach to members, media, and the community.

ACVA's growing membership reflected enthusiasm for the new brand identity. Membership grew to 312 businesses and individuals, representing all of the commercial neighborhoods of the City. ACVA events offered members educational and networking opportunities. Six Tourism Marketing Forums were offered, drawing average attendance of 70. The popular Tourism Training Program, an overview of Alexandria designed for front-line hospitality employees, returned with sessions presented to the King Street Trolley drivers and concierges of Gaylord National.

The Official Visitors Guide and Official Old Town Map continued as important benefits for members, with advertising rates remaining steady, allowing more advertisers than ever to appear in both publications. 400,000 copies of the Guide and 300,000 copies of the Map were distributed.

During the first annual Membership Appreciation Week, more than 40 member businesses visited the ACVA offices for website training and to learn about sales and marketing opportunities. In an event co-sponsored by the ACVA and the Office of Historic Alexandria, the Virginia Tourism Corporation brought their sought-after VTC Help Desk to the Lyceum, with 13 VTC tourism experts assisting more than 50 tourism-related businesses.



## FY 2009 MEDIA OUTREACH

Earned media continued to enhance ACVA's marketing reach with a focus on leisure travelers. Two media familiarization (FAM) tours highlighted media outreach efforts. Seven journalists participated in a Girls' Getaway FAM weekend, visiting 20 Alexandria businesses. A second FAM tour put journalists in the drivers' seats, inviting them to visit individually to experience a customized itinerary. The innovative approach attracted 11 journalists, with results expected throughout the next year.

A total of 40 journalists were hosted, garnering coverage in publications including USA Today, AAA Horizon, Los Angeles Times, and Miami Herald.

Media outreach by the ACVA during the Presidential Inauguration resulted in print coverage of the Inaugural Water Taxi reaching a circulation of 10 million, plus CNN and local television outlets. The Market Square simulcast and the Restaurant Week promotion received strong local coverage, as well as the Huffington Post and MSNMoney.com.

During FY 2009, media outreach resulted in coverage in publications totaling 54 million in circulation, valued at \$1.2 million.



## FY 2009 VISITOR SERVICE INITIATIVES

The Alexandria Visitors Center at Ramsay House extended its hours to serve evening visitors, now open 10 a.m. to 8 p.m., April through December, and 10 a.m. to 5 p.m. January through March. The popular evening hours fueled a 13 percent increase in visitation totaling 78,000. The lower level was enhanced with a 20-minute promotional video that provides a lively overview of the City.

A new line of merchandise was introduced to showcase the new Alexandria logo. The script "Alexandria" with its red feather is available on t-shirts, sweatshirts, caps, mugs, key chains, mouse pads, and other favorite souvenirs.

In addition to promoting the City's attractions, shops, restaurants and hotels, the Visitors Center staff provided critical support to the City's major events. Ticket sales this year included nearly 400 tickets for the Historic Homes and Gardens Tour, and First Night ticket revenue totaling \$7,000.



**"GO TO VISITALEXANDRIAVA.COM  
TO LEARN HOW YOU TOO CAN  
BECOME AN ORIGINAL."**

Nora Partlow, St. Elmo's Coffee Pub



## FY 2009 ACVA MEMBERS

### "An American Musical Landscape"

216 - A City Bed & Breakfast  
A la Lucia  
A Show of Hands  
Abrials & Partners  
Account  
ACKC  
Affordable Signs & Banners  
Alexandria & Arlington Bed & Breakfast Network  
Alexandria Archaeology  
Alexandria Black History Museum  
Alexandria Chamber of Commerce  
Alexandria City Council  
Alexandria Colonial Tours  
Alexandria Economic Development Partnership  
Alexandria Guide Magazine  
Alexandria Symphony Orchestra  
Alexandria Tours  
Alexandria Transit Company  
Alexandria Union Cab Company  
Alexandria's Footsteps to the Past  
Amalia's Cantina Seafood Restaurant  
America!  
American Horticultural Society  
American in Paris Fashion & Couture Inc.  
American Legion Post 24  
Antique Guild  
Apple Seed  
Architectural Ceramics  
Art League, Inc.  
Art on the Avenue  
Arts Afire Glass Gallery  
Asian Bistro  
ASIS International  
Athenaeum  
Attlee Weddings and Portraits  
Banana Tree  
Barkley Square Gourmet Dog Bakery & Boutique  
Bastille  
Bellacera  
Beltway Transportation Service  
Best Western Old Colony Inn  
Bike and Roll  
Bilbo Baggins Restaurant  
Birchmere  
Bittersweet Café  
Bizim Collection  
Bombay Curry Company  
Brenda Stone, GRI  
Brides & Weddings of Northern Virginia  
Bugsy's Pizza Restaurant & Sports Bar  
BW Art, Antiques & Collectibles  
Caboose Cafe & Bakery  
Cafe Salsa  
Campagna Center  
Candi's Candies  
Carafe WineMakers - A Micro Winery  
Carlyle Center - A Regus Property  
Carlyle Club  
Carlyle House  
Celebrate Productions  
Chadwicks  
Chariots for Hire  
Chart House Restaurant  
Chateau Animaux  
Cherry Blossom Weddings & Events, LLC  
Chester Simpson  
Chevys Fresh Mex  
Christ Church  
Christmas Attic Inc.  
Chuck Fazio Media  
Circe  
City of Alexandria  
Club Managers Assoc of America  
Clyde's at Mark Center  
Collingwood Library & Museum  
Comfort Inn Alexandria  
Comfort Inn Alexandria Landmark  
Comfort One Shoes  
Conrad's Furniture Gallery

Courtyard by Marriott - Alexandria  
  Pentagon South  
Courtyard by Marriott Alexandria  
Crowne Plaza Old Town Alexandria  
Dairy Godmother Frozen Custard & Nostalgic Treats  
Dandy Restaurant Cruise Ships  
Daniel O'Connell's Restaurant & Pub  
Dash's of Old Town  
Days Inn Alexandria  
DC Livery  
DC Metro Food Tours  
Decorium  
Del Merei Grille  
Del Ray Artisans  
Del Ray Business Assoc  
Dishes of India  
Diva Designer Consignment & Other Delights  
Duke's Market Cafe  
East Coast Entertainment  
Eisenhower Partnership  
Elder Crafters of Alexandria Inc.  
Elinor Coleman's Vintage Mirage  
Ellen Stanton  
Embassy Suites Alexandria  
Embellishments of Alexandria  
Enchanted Florist  
eye2eye Optometry Corner  
Farrah Olivia by Morou  
Finn & Porter  
First Night Alexandria  
Fish Market  
Fleet Transportation  
Flying Fish Restaurant  
Fontaine Caffe & Creperie  
Fort Ward Museum & Historic Site  
Fountains Day Spa  
Freedom House  
Full Cup Fine Lingerie  
Fusion Meetings & Events  
Gadsby's Tavern Museum  
Gadsby's Tavern Restaurant  
Gala Events, Inc.  
Gallery Lafayette  
Gallery West  
George Washington Birthday Celebration Committee  
George Washington Masonic Memorial  
Geranio Ristorante  
Global Events Washington  
Gold Works  
Golden Rhodes  
Gossypia  
Grape + Bean  
Gunston Hall Plantation  
Hampton Inn & Suites - Alexandria  
  Old Town Area South  
Hampton Inn Old Town King Street  
  Metro Station  
Hangar Aviation Specialties  
Hank's Oyster Bar  
Hard Times Cafe  
Harmon's Horse-Drawn Hayrides and Carriages  
Hawthorn Suites LTD Alexandria  
Hilton Alexandria at Mark Center  
Hilton Alexandria Old Town  
Holiday Inn - Eisenhower Metro  
  Center  
Holiday Inn Hotel & Suites - Historic  
  District Alexandria  
Hollin Hall - The Meeting House  
Hooray for Books!  
Hotel Monaco Alexandria  
Huntington Creek Garden Club  
Hysteria  
Il Porto  
Imagine Artwear  
Imperfections - Antiques and Great Stuff  
Indigo Landing  
Indulge Mobile Spa  
International Assoc of Chiefs of Police  
Irish Walk  
Jackson 20

Jake's of Old Town  
Jamieson Grille  
JJ's Hallmark  
Joe Theismann's Restaurant  
John Q. Adams Center for the History of Otolaryngology  
Julian Tours  
Kelly's Art & Frame, Inc.  
King Street Blues  
King's Jewelry  
Kit & Caboodle  
Knit Happens  
La Bergerie  
La Cuisine  
La Muse  
La Strada  
La Tasca  
Landini Brothers Inc.  
Laporta's Restaurant  
Lavender Moon Cupcakes  
Lawrence Miller & Company  
Layla's Lebanese Restaurant  
Le Tache Lingerie & Couples Boutique  
Lee-Fendall House Museum & Garden  
Little Theatre of Alexandria  
Lorien Hotel & Spa  
Los Tios Grill  
Lyceum, Alexandria's History Museum  
Mai Thai Restaurant  
Majestic  
Marie Louise Meyer  
Martz Gray Line of Washington DC  
Masaya Thai  
McNamee Associates Inc.  
Medieval Madness  
Medieval Times Baltimore/Washington  
Meetings and Events of Distinction  
MetroStage  
Monday's Child  
Monroe's An American Trattoria  
Montage & Son - The Birkenstock Store  
Morris Visitor Publications  
Morrison House  
Morrison House's The Grille  
Murphy's Irish Pub  
Mystery Dinner Playhouse  
Mystique Jewelers  
National Business Travel Assoc  
National Harbor  
National Museum of the Marine Corps  
Newseum  
Nick's Nightclub  
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Office of Historic Alexandria  
Old Presbyterian Meeting House  
Old Town Business & Professional Assoc  
Old Town Crier Inc.  
Old Town Experience  
Old Town Massage Center, Inc.  
Old Town Pendleton Shop  
Olde Towne Gemstones  
Olde Towne Horse & Carriage  
Overwood  
P&C Art Inc.  
Pat Troy's Restaurant & Pub  
Patricia Palermo Studio  
Patrick's Designs LLC  
Paul McGehee's Old Town Gallery  
Phillips Flagship  
Pink & Brown  
Pita House Family Restaurant  
Pizzeria Venti  
Poppi Inc.  
Potomac Bead Company  
Potomac Belle Charters  
Potomac Riverboat Company  
Preferred Offices at King Street Station  
Prince Michel Winery Tasting Room & Gift Boutique  
Quinn Essential Hair Salon  
Ramparts

Random Harvest  
Raw Silk  
Red Barn Mercantile  
Red Roof Inn Alexandria  
Red, Hot & Blue  
Renner & Company, CPA, P.C.  
Residence Inn by Marriott Alexandria  
  at Carlyle  
Residence Inn by Marriott, Alexandria  
  - Old Town  
Restaurant Eve  
Reynolds Maps Inc.  
Robert Cummings Photography  
Royal Restaurant  
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Sacred Circle  
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Seichou Karate Ltd.  
Sheraton Suites Alexandria  
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Southside 815  
Special Libraries Assoc  
St. Elmo's Coffee Pub  
St. Paul's Episcopal Church  
Stabler-Leadbeater Apothecary  
  Museum  
Stanton Gallery  
Stardust Restaurant  
Studio Antiques and Fine Art, Inc.  
Sugar Cube  
Sugar House Day Spa and Salon  
Sunspot Productions  
Suzanne Cook  
Taverna Cretekou  
Team Rover Adventures  
Tempo Restaurant  
Ten Thousand Villages  
Thailand on Royal Street  
Tisara Photograph  
Today's Cargo  
Torpedo Factory Art Center  
Torpedo Factory Food Pavilion  
Tourmobile Sightseeing  
Travelhost Magazine - Metro DC  
Treat  
Trojan Antiques  
Two Nineteen Restaurant  
U.S. Patent & Trademark Office  
  Museum  
Union Street Public House  
Van Bommel Antiek Haus  
Vermilion  
Villa Di Este Restaurant  
Virginia Commerce Bank  
Virginia Shop  
Virginia Theological Seminary  
Vista Graphics  
Warehouse Bar & Grill  
Washington Metro Area  
  Transportation Authority  
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Woodlawn - Frank Lloyd Wright's  
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Suite 310  
Alexandria, VA 22314







**Foskey Phillips**

**Alexandria CVA  
FY0910  
DESTINATION**

Description	18-Feb-10 Circulation	Gross Impressions	Issue Date	Ad Size	Freq	Net Cost	Gross Rate*	Sp Close	Mat Close
<b>MNI LUXURY GROUP</b>									
<i>Food &amp; Wine, In Style, Town&amp; Country Travel &amp; Leisure</i>									
<b>Sep issues release in Aug and Oct release in Sep</b>									
Raleigh/Durham	24,190	55,637	Sep-09	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	15-Jun-09	22-Jun-09
		55,637	Oct-09	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	20-Jul-09	27-Jul-09
		55,637	Nov-09	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	17-Aug-09	24-Aug-09
		55,637	Apr-10	Page 4c	1x/book	\$ 4,975.90	\$ 5,322.22	8-Jan-10	15-Jan-10
New Jersey Metro	147,780	339,894	Sep-09	Page 4c	1x/book	\$ 22,593.00	\$ 24,165.47	15-Jun-09	22-Jun-09
		339,894	Oct-09	Page 4c	1x/book	\$ 22,593.00	\$ 24,165.47	20-Jul-09	27-Jul-09
		339,894	Apr-10	Page 4c	1x/book	\$ 22,593.00	\$ 24,165.47	8-Jan-10	15-Jan-10
Norfolk/Richmond	40,300	92,690	Sep-09	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	15-Jun-09	22-Jun-09
		92,690	Oct-09	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	20-Jul-09	27-Jul-09
		92,690	Nov-09	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	17-Aug-09	24-Aug-09
		92,690	Apr-10	Page 4c	1x/book	\$ 6,853.55	\$ 7,330.56	8-Jan-10	15-Jan-10
Harrisburg/Lancaster/York	14,120	32,476	Sep-09	Page 4c	1x/book	\$ 4,628.25	\$ 4,950.38	15-Jun-09	22-Jun-09
		32,476	Oct-09	Page 4c	1x/book	\$ 4,628.25	\$ 4,950.38	20-Jul-09	27-Jul-09
		32,476	Apr-10	Page 4c	1x/book	\$ 4,628.25	\$ 4,950.38	8-Jan-10	15-Jan-10
Philadelphia	59,790	137,517	Sep-09	Page 4c	1x/book	\$ 9,826.85	\$ 10,510.80	15-Jun-09	22-Jun-09
		137,517	Oct-09	Page 4c	1x/book	\$ 9,826.85	\$ 10,510.80	20-Jul-09	27-Jul-09
		137,517	Apr-10	Page 4c	1x/book	\$ 9,826.85	\$ 10,510.80	8-Jan-10	15-Jan-10
Sub Total Luxury Group	286,180					\$ 158,462.10	\$ 169,491.06		

**MNI HOME GROUP**

Foskey Phillips

Alexandria CVA  
 FY0910  
 DESTINATION

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Sub Total Luxury Group	286,180					\$ 158,462.10	\$ 169,491.06		

**MNI HOME GROUP**



*Cooking Light, Country Living,  
Food & Wine, House Beautiful, and  
This Old House, and eff 10/1/09 Real Simple*

Richmond	73,021	167,948	Sep-09	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	15-Jun-09	22-Jun-09
sans Food & Wine (rate discounted)		167,948	Oct-09	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	13-Jul-09	20-Jul-09
		167,948	Nov-09	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	17-Aug-09	24-Aug-09
		167,948	Apr-10	Page 4c	1x/book	\$ 6,828.05	\$ 7,303.28	8-Jan-10	15-Jan-10
Westchester County	35,257	81,091	Sep-09	Page 4c	1x/book	\$ 4,653.75	\$ 4,977.65	15-Jun-09	22-Jun-09
		81,091	Oct-09	Page 4c	1x/book	\$ 4,653.75	\$ 4,977.65	13-Jul-09	20-Jul-09
		81,091	Apr-10	Page 4c	1x/book	\$ 4,653.75	\$ 4,977.65	08-Jan-10	15-Jan-10
Southern New Jersey	83,296	191,580	Sep-09	Page 4c	1x/book	\$ 8,569.70	\$ 9,166.15	15-Jun-09	22-Jun-09
sans Food & Wine (rate discounted)		191,580	Oct-09	Page 4c	1x/book	\$ 8,569.70	\$ 9,166.15	13-Jul-09	20-Jul-09
		191,580	Apr-10	Page 4c	1x/book	\$ 8,569.70	\$ 9,166.15	08-Jan-10	15-Jan-10

Sub Home Group 191,574  
Rates reflect a negotiated 15% discount from ratecard

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Page 4c 1x/book  
nc nc pickup ad  
Added Value \$38,130

Total MNI \$ 225,444.65 \$ 241,135.60

<b>Southern Living - Mid Atlantic Li</b>	365,000	839,500	Sep-09	Page 4c	1x	\$ 12,512.00	\$ 13,382.84	24-Jun-10	1-Jul-09
		839,500	Dec-09	Page 4c	1x*	\$ 7,157.00	\$ 7,655.13		
		839,500	May-10	Page 4c	1x	\$ 12,512.00	\$ 13,382.84	23-Feb-10	4-Mar-10
<b>Sub Total Southern Living</b>						\$ 25,024.00	\$ 34,420.80		

**AAA World** 2,200,000 5,060,000 Jul/Aug 09 Page 4c 1x \$ 16,575.00 \$ 17,728.62 8-May-09 22-May-09  
Page inside back cover and Inside back

banner				cover + banner ad						
<b>American Heritage</b> Historic Guide to Virginia Fall/09	200,000	460,000	Sep-09	Page 4c	1x	\$ 2,500	\$ 2,674.00	10-Jul-09	17-Jul-09	
<b>CRUSA The Capitol Region Guic</b> (now an annual publication)	195,000	448,500	2010 avail 11/27/09	1/4 pg 4c	1x	\$ 3,344.75	\$ 3,577.54	28-Jul-09	7-Aug-09	
<b>Preservation Magazine</b>	178,153	409,752	Nov/Dec 09	Cover 2	1x	\$ 5,000.00	\$ 5,348.00	9-Sep-09	21-Sep-09	
<b>Contingency</b>						\$ -	\$ -			
<b>Total Destination Travel FY 09/10</b>		12,509,526				\$ 285,045.40	\$ 304,884.56			
<b>*Gross rate is @6.5%</b>										

\*Southern Living Dec issue is a remnant rate

# Destination



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# Alexandria in the News

# Alexandria Destination & Event Coverage

# TOWN COUNTY

FREDERICKSBURG, VA. OCTOBER 17, 2009 THE FREE LANCE-STAR

>> Cozy up to fall's comforts P3

RECALLING FREDERICKSBURG'S MATTHEW FONTAINE MAURY, 'PATHFINDER OF SEAS' P5

Alexandria, Fredericksburg's history-rich, flourishing neighbor, extends a welcoming hand P8

## TAKE A TRIP IN TIME



George Washington and other notables enjoyed Alexandria's Gadsby's Tavern, an 18th-century social hub still attracting the public as a museum. ALEXANDRIA CONVENTION AND VISITORS ASSOCIATION



ALEXANDRIA LIBRARY SPECIAL COLLECTIONS  
 Theater Jr. (left) and Edward Stabler (shown in 1930) left it.



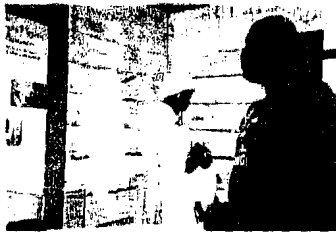
IRIA CONVENTION AND VISITORS ASSN  
 avern's Birthnight Ball  
 th-century dancing.



A Union headquarters was the  
 model for the Fort Ward Museum.



The Carlyle House dates to 1753.



Museum shows black contributions.



Lee-Fendall House: Ties to family.



Archaeology Museum volunteer  
 Joan Amicko cleans artifacts.

## ALEXANDRIA OFFERS SHOPPING, DINING, ARTS

BY GWEN WOOLF  
 THE FREE LABEL STAFF

**A**LEXANDRIA has many similarities to Fredericksburg, its neighbor 50 miles to the south.

Both are situated on rivers—Alexandria on the Potomac and Fredericksburg on the Rappahannock—and were seaports in their day. Both are tourist cities, rich in Colonial and Civil War history, and both claim George Washington and Robert E. Lee as famous residents.

Much of Old Town Alexandria stands on tracts of land originally owned by Margaret Brent, a 17th-century lawyer who also owned much land in present-day Stafford County.

Both cities have walkable downtown districts, with charming, 18th- and 19th-century architecture, restaurants, antiques shops and boutiques. Both are arts towns.

Alexandria was founded in 1749, 21 years after Fredericksburg. Today, Alexandria is much larger, with a population of nearly 144,000, compared with Fredericksburg's nearly 23,000 residents.

Located six miles from Washington, Alexandria has an air of sophistication and affluence about it, with many well-heeled professionals making their homes there.

Besides sightseeing at historic sites, it's the kind of place where people might go for a romantic weekend, a girls' getaway or to one of its numerous festivals. For example, an annual arts festival on King Street draws thousands. The holidays are highlighted by a Scottish Christmas Walk, boat parade of lights and First Night events.

People throng to the Saturday farmers market at Market Square to buy produce, baked goods,

SEE ALEXANDRIA, PAGE 10



The farmers market at Market Square is a popular and colorful weekly attraction.

The company was so successful that at one point it owned 11 buildings in town, supplied nearly 500 pharmacies in the Washington area and sold its products throughout the mid-Atlantic region.

After the business shut down in 1933, the contents were purchased at auction by the Friends of the American Pharmaceutical Association and the building was acquired by the Landmarks Society of Alexan-

dria, which reopened it as a museum in 1939. The city received the museum as a gift in 2006. Volunteers are still cataloguing the trove of artifacts and documents

SEE TOUR, PAGE 10

**DISCOVERING GUNSTON HALL:** "Architecture in the Afternoon" tour, tomorrow, 2 p.m., Gunston Hall, Mason Neck. A 90-minute tour of the architecture of George Mason's home, including a first-ever stop in the cellar. Recommended for adults and ages 12 and up. Regular admission. 703/550-9220; GunstonHall.org.

# COVER STORY

TOWN & COUNTY FREDERICKSBURG, VA. SATURDAY, OCTOBER 17, 2009 THE FREE LANCE-STAR

11

## TOUR: Where Washington, Jefferson, Monroe, Lee walked the streets

FROM PAGE 10

into disrepair until it was restored in the 1970s and the hotel was torn down.

Of interest to Fredericksburg residents will be the fact that the stately Palladian-style house, completed in 1753, was built of Aquia sandstone quarried in Stafford County. The stone was replaced with limestone during the house's restoration, but a remnant of Aquia stone can be seen under the eaves at the front door. In addition, displayed upstairs in the architecture room is the original Aquia sandstone keystone, plus an interior wall of sandstone bearing chisel marks.

Visitors can view the public rooms, filled with 18th-century furnishings, as well as family bedrooms, including an 11th-century room where his tutor was his roommate. ("That's creepy," commented a little girl visiting from Oklahoma.)

A film shown in the servants' quarters explains Carlyle's evolution from a European to an American.

A charming garden in the back features crape myrtles and a gazebo.

### A LEE PRESENCE

Civil War Confederate commander Robert E. Lee, who also has connections with the Fredericksburg area, is represented at the Lee-Fendall house.

Lee's father, Henry "Light Horse Harry" Lee (who once owned Stratford Hall in Westmoreland County), sold the property that became the Lee-Fendall House in 1784 to his cousin Philip Fendall. Over the generations, some 37 members of the Lee family lived in the house, which is the only remaining Lee family home still open to the public in Alexandria.

Washington and Lafayette also visited the house, and Light Horse Harry Lee wrote Washington's eulogy ("First in war, first in peace, and first in the hearts of his countrymen") in the dining room. Young Robert lived across the street before he went to West Point.

The house left the Lee family's possession in 1903. A later occupant was famous labor leader John L. Lewis, president of the United Mine Workers.

The home is the only historic attraction in Alexandria whose interior is decorated in the Victorian-era style of 1850-70. A restored garden is often rented out for private parties and weddings.

### DIGGING ALEXANDRIA

Tucked into a third-floor corner at the Torpedo Factory Art Center is the Alexandria Archaeology Museum, where archaeologists and volunteers lovingly clean and document the millions of artifacts excavated around town that will later be preserved and stored or displayed.

"Privies are gold mines for archaeologists," offers volunteer Joan Amicko, 77, one of the "Lab Ladies" working on a recent Friday. She was using a toothbrush to wash tiny fragments still to be identified.

Others were marking pieces of broken European creamware and pottery and putting them back together like a jigsaw puzzle.

"I enjoy the learning experience," says Montie Kust, who, at 87, is the oldest volunteer. A one-time Radio City Music Hall Rockette, she joins the group of volunteers who range from high school and college student interns to retired professors and Foreign Service personnel. They work under the guidance of an archaeologist.

"We have a feeling they were a lot like us," said one volunteer, talking about the people who once owned the artifacts they handle.

There's also lots of hands-on fun for museum visitors.

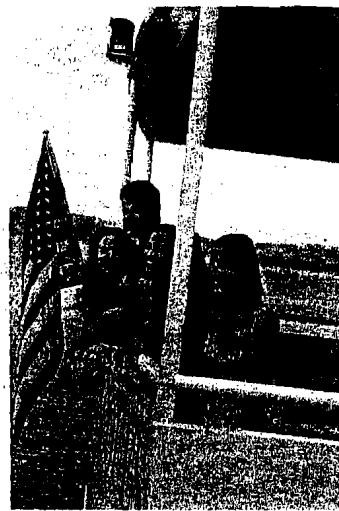
The museum's holdings cover all time periods of city history. The oldest item is a 13,000-year-old Paleo-Indian Clovis point found at Freedman's Cemetery.

### HISTORY OVERVIEW

The Lyceum connects all the strands of community history with its collections and educational programs.

Built in 1839 in the shape of a Greek temple, the building was traditionally used by the public for intellectual and cultural pursuits and the display of odd scientific specimens.

The building was used at various times as a library, a Union hospital



BEN FINK

The Water Taxi takes visitors to and from Alexandria to National Harbor, Mount Vernon and Georgetown.

during the Civil War, a private residence, an office building and, in 1974, as the nation's first Bicentennial visitors center.

Now known as Alexandria's History Museum, The Lyceum has returned to its original purpose with lectures, concerts and social events as well as permanent and changing exhibits from its collections, including artifacts, silver, furniture, photographs, maps and original art.

(A tip: Tourists are welcome to use The Lyceum's parking lot—the only free parking in town—as home base.)

### BLACK ALEXANDRIA

An enlightening addition to Alexandria's historical attractions is the Alexandria Black History Museum. As in other Virginia cities, slavery was a fact of life in Colonial Alexandria. Blacks made a tremendous contribution to the fabric of the city and its neighborhoods.

The displays serve as a reminder that many great houses and plantations in Virginia were made possible by slave labor.

They also invite the visitor to

ponder the essential paradox of the Revolution: "How could one group of people searching for freedom in the New World deprive another group of the same rights?"

The museum highlights the city's African-American heritage with exhibits from its collections, but also has a thriving contemporary presence, with concerts, exhibits and lectures.

One hero in Alexandria black history was lawyer Samuel Wilbert Tucker. He organized a nonviolent sit-in by five blacks at the segregated Alexandria library (The Lyceum) in 1939—two decades before the civil rights movement began in earnest. The end result was that Alexandria built a separate library for blacks in 1940; the Robinson Library is now incorporated into the Black History Museum.

### FIGHTING FIRES

The Friendship Fire Museum tells the story of the city's first volunteer fire company, organized in 1774. The current firehouse dates to 1855.

Exhibits show early firefighting equipment, such as hand-drawn fire engines and leather water buckets. There's also a display of ceremonial objects, such as parade uniforms, banners and other regalia.

### CIVIL WAR ALEXANDRIA

Civil War buffs won't want to miss Fort Ward Museum and Historic Site. Immediately after Virginia seceded in 1861, Alexandria was occupied by Union troops. As a large map in the museum shows, Fort Ward was part of a ring of 164 Union forts and batteries built to protect Washington during the Civil War. Ironically, the fort was never attacked.

The fifth-largest of these installations, the fort today is the best-preserved. Visitors can explore a 45-acre expanse of original earthwork walls and a reconstructed gun bastion, ceremonial entrance gate and officers' hut.

The museum building was modeled after a Union headquarters building, and contains many Civil War artifacts.

Of particular interest is a display

SEE TOUR, PAGE 12

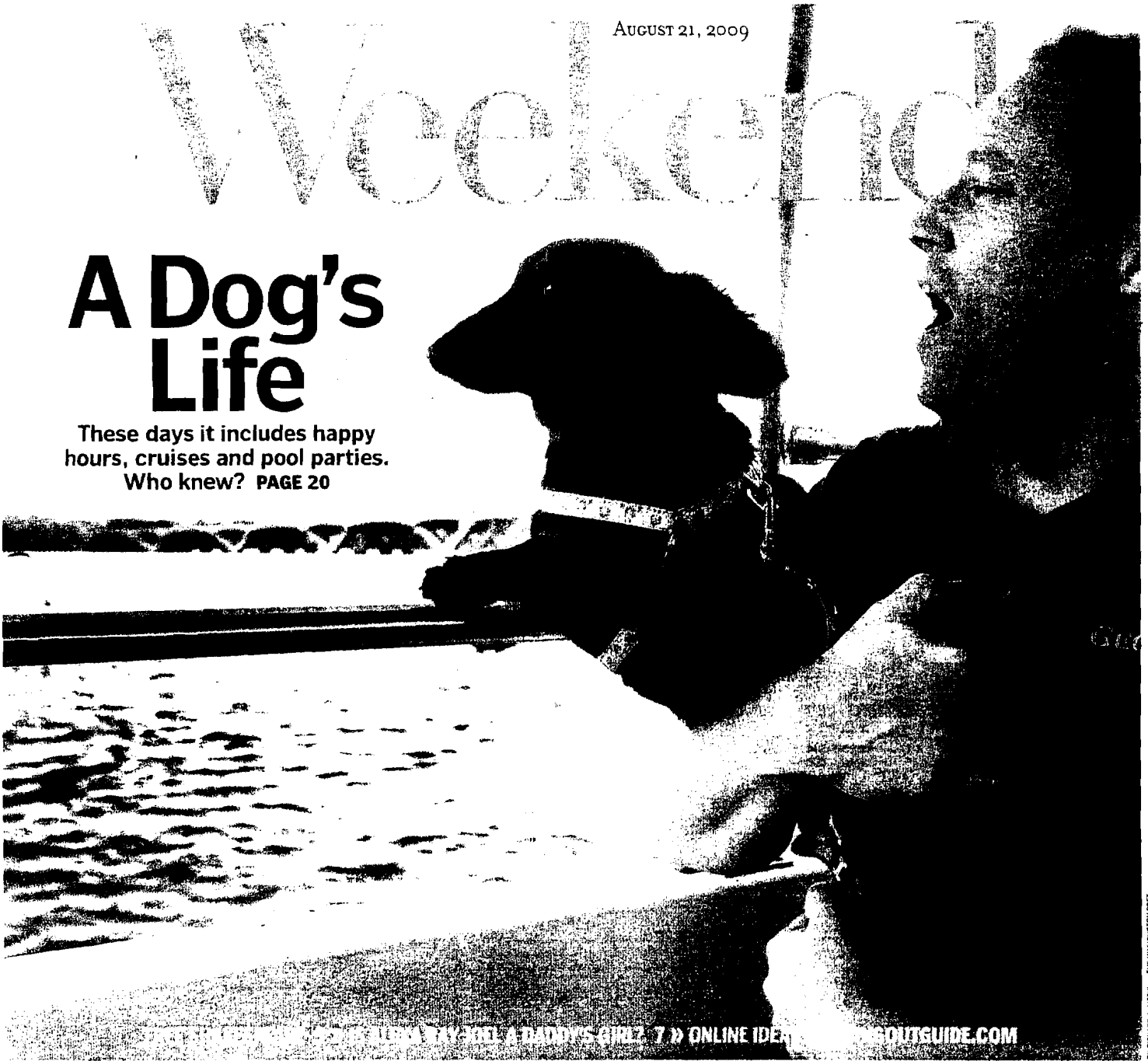


August 21, 2009

# Weekend

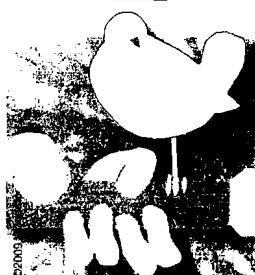
## A Dog's Life

These days it includes happy hours, cruises and pool parties. Who knew? PAGE 20



...THE ALPHABET ... A DADDY'S GIRL? 7 > ONLINE IDEAS ... OUTSGUIDE.COM

BY RICHARD A. LIPSKI — THE WASHINGTON POST



# Woodstock at 40

In August 1969, the Woodstock music festival enthralled half a million. The press mostly ignored it. But a 17-year-old kid snagged a press pass and shot 300 photos. They've been sitting in a basement. We've got them.

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# Alexandria: By George, this town parties!

Virginia town across from Washington's capital can claim: Washington really slept here.

By RUTH ROVNER

Special to the Times

Located on the Potomac River just across from Washington, D.C., Alexandria is one town that can truly boast that George Washington slept here.

His family home was 10 miles away in Mount Vernon, but our first president had close ties to Alexandria, Va., a seaport town founded in 1749. He had a townhouse here, drilled his first troops in Market Square in 1764, had a pew at Christ Episcopal Church and had both business and social activities in Alexandria.

What's more, it was young George Washington who put Alexandria on the map — literally. When he was a 17-year-old surveyor's apprentice, he helped lay out its streets and drew its first map in the 1750s.

The town honors its most famous resident with the nation's largest George Washington Birthday Parade, and it hosts other special events during President's Day Weekend, which this year will be celebrated from Feb. 13-15.

Monday, Feb. 15 is the official President's Day holiday, and it's the 278th anniversary of Washington's birth. That's the day for Alexandria's festive parade, which starts at 1 p.m. It will cover a one-mile route through the cobblestone streets of Old Town, where Washington lived, worshipped, and conducted business. Each year, the parade draws crowds that number over 3,000.

## The Birthright Ball

The weekend besides other festivities includes the parade. On Saturday evening, a gala Birthright Banquet and Ball will be held in Gadsby's Tavern, which is where George Washington celebrated his birthday in 1796 and 1799. Those who want to get into the full spirit will come dressed in colonial attire (this is suggested but not required). Although many weekend events are free, this one is ticketed (\$100 for banquet and ball, or \$50 for ball only, with reservations required).

On Sunday, Feb. 14, a two-hour guided tour, "Walking with Washington," is offered. The free tour in Old Town will highlight the sites with special connections to Washington's life here.



Old Town Alexandria, Va., is packed with interest and is easy to explore. It remains the center of social life.

For true history buffs, there's also a free Revolutionary War re-enactment Feb. 14 at Fort Ward Park, with demonstrations throughout the day including a Revolutionary War skirmish between the Redcoats and the Colonial Army. This takes place at 2 p.m.

Clearly, for those who want to celebrate President's Day Weekend in full style, Alexandria is the place to be. But at any time of the year, visitors can enjoy the historic attractions of this town, which is an easy day trip from the nation's capital (and easily accessible via the Washington Metro).

They can even visit quite a few sites specifically associated with George Washington, with the help of a self-guided walking-tour brochure available from the Alexandria Convention and Visitors Bureau.

Old Town Alexandria, Va., is packed with interest and is easy to explore. It remains the center of social life.

## Town that's easy to explore

And as we discovered on a recent trip, this beautifully restored port city is especially easy to explore, because almost everything of interest is in the historic Old Town. This compact area, with cobblestone streets and old-fashioned street lamps, has over 1,000 historic buildings dating from the 18th and 19th centuries.

As we strolled up and down the streets of Old Town, we especially focused on the sites associated with George Washington.

For instance, Gadsby's Tavern at 134 Royal St. was frequented by Washington in the days when taverns were the center of social life.

It consists of two buildings: One part is now a museum, and the other is the tavern itself, where visitors can dine in colonial surroundings.

Continuing to follow in Washington's footsteps, we visited Christ Church, an English country-style church where he had his own pew. And we took a guided tour of the Lee-Fendall House, where Washington and his friend, "Light Horse Harry" Lee, a Revolutionary War general who was father of Robert E. Lee, often got together. The Confederate patriot is another well-known historical figure who grew up in this town.

On the tour, we saw period furniture and heard about the history of a house that was home to several generations of Lee's family.

The most comprehensive site related to the first president is the George Washington Masonic National Memorial. This is not in walking distance of the other sites, but it's well worth a visit for presidential history buffs. This stately building features a 17-foot bronze statue of Washington, plus an extensive collection of memorabilia related to him. And dramatic murals depict key events in his life.

Back in Old Town, we also enjoyed a variety of historic sites that gave us the general flavor of colonial America. For instance, the Stabler-Leadbeater Apothecary Shop at 105 Fairfax St. was the most historic drugstore we'd ever seen. Founded in 1792, this was where Washington and his contemporaries got their drug and cosmetic supplies. Opened in 1792, it was run by the same family until 1939, when it closed during the Depression. Now, as an historic site, it features an impressive collection of hand-blown glass containers and early medical wares.

Also on Fairfax Street, the Carlyle House was considered Alexandria's grandest home. It was built in 1762 by John Carlyle, a Scottish merchant. Three years later, Gen. Edward Braddock made this his headquarters. He and five colonial governors mapped out their strategy for raising funds for the French and Indian War in this elegant home, which now offers guided tours.

But not every building in Old Town relates to colonial history. Indeed, Old Town Alexandria is not a museum but a charming place where 21st century residents live and work. For instance, we enjoyed exploring King Street, lined with trendy shops and restaurants.

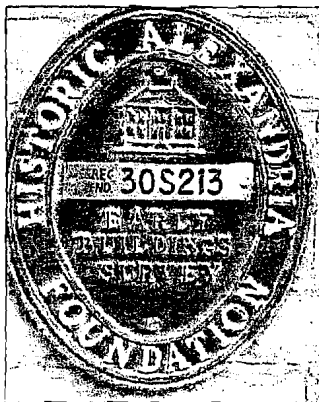
## Don't miss the Torpedo

Another highlight was the Torpedo Factory Art Center at 105 Union St. This was originally a factory built in 1916 to manufacture torpedo shell cases. In an ingenious example of creative reuse, it is now an Art Center where over 165 artists create, exhibit and sell their works. Here, we enjoyed exploring the varied studios and stopping in to admire the works and meet the artists.

Indeed, for a small town, Alexandria offers a wide variety of attractions. And whether it's the Torpedo Factory Art Center or the historic sites, George Washington's home town extends a warm welcome to 21st century visitors on President's Day weekend or any other time.

For general information visit Web site [www.VisitAlexandriaVA.com](http://www.VisitAlexandriaVA.com) or call the Alexandria Convention and Visitors Association at 703-746-3300.

For information on Washington birthday events throughout February, use the same website as follows: [www.VisitAlexandriaVA.com/CalendarofEvents/](http://www.VisitAlexandriaVA.com/CalendarofEvents/)



## SCOTTISH WALK

### A jaunty jaunt in Alexandria

Every year tens of thousands of Washingtonians head to Alexandria to celebrate all things Scottish. Clans march proudly down the street wearing their family tartan, pipe and drum bands fill the air with traditional jigs and reels, and Scottish terriers tarry.

From the Christmas marketplace to the parade, home tours to Scotch whisky tastings, the event offers plenty to enjoy, but with so many options it can be hard to whittle it all down to a manageable three-hour weekend adventure. That's where we come in. We have created the itinerary, all you have to do is don your kilt.

**Saturday 10:50 a.m.** Arrive at the King Street Metro station. With many streets in downtown Alexandria closed, and thousands of people watching the parade, parking will be limited. Take the Metro and hop on the King Street Trolley. It leaves every 20 minutes, so don't miss the 10:50 ride!

**11 a.m.** The trolley stops at the 100 block of North Washington Street, which happens to be a block from the parade route. The parade begins at 11 a.m. with the grand marshal, Alexandria Police Chief Earl Cook, leading the way along South St. Asaph Street. Not far behind will be the first pipe band of the parade, the Washington Scottish Pipe Band of St. Andrew's Society of Washington.

You also don't want to miss the kids from the Campagna Center who will follow the Washington Scottish Pipe Band. Of the more than 150 units marching in the parade, these kids are arguably the most excited, says walk co-chair Nicole Duncan. For nearly 40 years proceeds from the weekend have supported the center, which provides academic support for more than 1,500 Alexandria children.

**11:45 a.m.** Travel south along the parade route, then make a right at Wilkes Street and another right at Washington Street to warm up with hot cider at the Campagna Center (418 S. Washington St.). While there, buy heather and greens and tickets for the home tour. There are five homes on the tour, and tickets cost \$30 if you get them today, but \$35 at the door.

The closest home to the center is 631 S. St. Asaph St. You will also have enough time to check out 623 S. Pitt St. (one block east of the St. Asaph Street home) and 123 Wolfe St.



PHOTOS BY MARVIN JOSEPH/THE WASHINGTON POST

**Aaron Chisholm, 4, left,** watches the pipe and drum bands, above, in last year's Scottish Christmas Walk.



(three blocks northeast of the Pitt Street home).

**12:30 p.m.** From the Wolfe Street home head three blocks northwest to Market Square (301 King St.) to catch the end of the parade. More than 50 clans are scheduled to march and the majority are toward the end. These kilt-clad folk will precede the guest of honor: Santa Claus riding in an antique fire-truck.

**1 p.m.** Stick around Market Square for the mass band performance featuring the six area pipe and drum bands in the parade. Trolleys will begin running their usual route once the parade ends so all you have to do is hop aboard at Market Square!

— Amy Orndorff

**WHERE IS IT?** All over downtown Alexandria.

**WHEN IS IT?** The parade runs from 11 a.m. to approximately 1 p.m. Home tours run from 11 a.m. to 4 p.m.

**HOW MUCH IS IT?** The parade is free, home tour tickets cost \$30 in advance and \$35 at the door.

**WHERE CAN I FIND MORE INFORMATION?** Call 703-549-0111 or visit [www.scottishchristmaswalk.com](http://www.scottishchristmaswalk.com).

**IF YOU HAVE MORE THAN THREE HOURS:** The Christmas Marketplace will be open Friday from 9 a.m. to 5 p.m. at George Washington Masonic Memorial (101 Callahan Dr.). Admission is free. The Taste of Scotland, which features food and rare scotches, is Friday from 8 to 11 p.m. at the Masonic Memorial. Tickets are \$100.

THE WASHINGTON POST • FRI

# WEEKEND

# Ho

## George Was Here ←

In 1777, our first president may have spent his birthday freezing at Valley Forge. Other years, though, George Washington hosted some pretty hot parties in **Alexandria, Va.** And this lively little city hasn't stopped celebrating since.

Lots of luminaries loved Alexandria. Washington's **Mount Vernon** is only 16 minutes south; Robert E. Lee's family moved to the city when he was a small child; and former president Gerald Ford lived here. Between the museums, historic homes, art galleries and performance venues, you could spend your entire vacation concentrating on history and culture in **Old Town**. But take some time to venture into hip surrounding neighborhoods like Del Ray and Arlandria. Each has its unique personality, artisan food offerings and boutique shopping.

**Drive time:** Three hours.

**Stay here:** You literally get a home away from home at **216: A City B&B** (216 S. Fayette St., 703-548-8118, 216bandb.com). Instead of a room or a suite, you can kick back in a three-story, three-bedroom historic townhouse just a block away from the heart of Old Town. Innkeepers Kathryn and Charlie Huettner have thought of everything, from cold beer, chilled mugs and wines, to fresh fruit and pastries. The nightly rate (\$225 for two; \$50 each additional guest) includes a private continental breakfast.



**Eat here:** With its almost 140 restaurants, deciding where to eat in Old Town can be a mind-boggling experience. For light fare, **Fontaine Caffee & Creperie** (119 S. Royal St., 703-535-8151, fontainecaffe.com) serves savory and sweet crêpes (\$5.95-\$12.95)—including veggie and gluten-free selections—filled with local and seasonal ingredients. Order a *boulée de cidres* (a bowl of sparkling hard cider) to go with your meal.

Named for the circa-1880 Old Town building in which it's housed, the recently opened **Columbia Firehouse** (109 S. St. Asaph St., 703-683-1776, columbiafirehouse.com; entrées \$16-\$23) is a great place for steaks. Add a crab cake (for an extra \$12), and start with a kettle of mussels (\$9) prepared one of three intriguing ways. At **Raw Silk Indian Restaurant & Lounge** (719 King St., 703-706-5701, rawsilkaalexandria.com; entrées \$14-\$22), you get dinner and bellydancing on Thursday evenings.

**To-do list:** In the late 18th century, **Gadsby's Tavern** (134 N. Royal St., 703-838-4242,

## All Wet

Be sure to pack your long underwear and your bathing suit for a winter trip to the Poconos' **Great Wolf Lodge** (One Great Wolf Drive, Scotrun; 866-958-9653, [greatwolf.com](http://greatwolf.com)). Admission to its almost 80,000-square-foot **indoor waterpark** is included for all guests. As far as family vacations go, this is the total package, without the hassle of traveling to a Florida theme park. There's even an on-site spa for Mom and Dad. And if you really can't get through winter without snow, **Camelback Mountain** (One Camelback Road, Tannersville; 570-629-1661, [skicamelback.com](http://skicamelback.com)) is only a few miles down the road.

**Drive time:** 90 minutes.

**Stay here:** Basic one- to three-bedroom family suites sleep four (\$319.95-\$429.95 in winter). Some have gas fireplaces, whirlpools, and/or private balconies or patios. Themed options for kids feature bunk beds tucked away in an en-suite "wolf cave," "tent" or "log cabin."

**Eat here:** Great Wolf Lodge has a variety of in-house eating options. Enjoy pastries, hot breakfast sandwiches and coffee at **Bear Paw Sweets & Eats**.

**Camp Critter Bar & Grill** has salads and sandwiches (average \$11.95) and a full breakfast buffet, including made-to-order omelets and waffles (\$15/adults, \$10/children). Dinner at the **Loose Moose Cottage** features prime rib carving and wok stations, plus seafood (\$20/adults, \$12/kids).

**To-do list:** With 17 slides (including the coaster-like Rocket), a four-story interactive treehouse fort, a wave pool, roughhouse rafting, tame tubing, and two giant hot tubs (one just for the grown-ups), Great Wolf's waterpark is a destination in itself. Just so you don't get too pruny, take some time away from the water to play **MagiQuest**, a live-action adventure game using magic wands to seek out treasures and complete multi-level missions. Wands must be purchased (starting at \$14.99) and are reusable during current and future lodge stays. And there's a one-time fee for game activation (\$10.99).

Adults can treat themselves to a signature Caribbean Body Scrub (\$135) or Aroma Body Wrap (\$80) at **Elements Spa**. Little girls can enjoy an ice-cream-scented mani or pedi (\$49) at **Scoops Kid Spa**.



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August 3, 2009  
updated

## Alexandria VA - A Top Dog Friendly Destination

Top Ten Attractions and Things to Do for Canines and Their Humans

By Sheridan Alexander, About.com

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For visitors traveling with pets, Alexandria, Virginia is more than just a place to find a pet-friendly hotel. In the Old Town and Del Rey areas of Alexandria, a special *head over paws* fondness for dogs is reflected in the number of specialty shops, dog-friendly attractions and regularly schedule events that focus on canine camaraderie.

Visiting pooches and their families are able to enjoy all of these attractions, events and more, making Alexandria one of the best destinations anywhere for pet friendly vacation fun and sightseeing that *all* family members can enjoy together. Here are our top ten Alexandria pet picks:

### 1. Find a Great Pet Friendly Hotel



Morrison House Hotel in Old Town Alexandria - Photo: Courtesy of George Alexander

First things first. There are over 15 pet friendly hotels in Alexandria in price ranges to suite most travel budgets. Three Kimpton hotels, long known for their exceptional pet friendly policies and innovative pet packages, are conveniently located in the heart of historic Old Town: Hotel Monaco Alexandria, Morrison House and the Lorien Hotel and Spa. Kimpton amenities include honor bars stocked with both pet and people treats, pet bedding and bowls and more.

[Pet Friendly Alexandria Hotels - Compare Prices](#)

### 2. Dog Friendly Dining, Happy Hours, Shopping and Snacks



Barkley Square Bakery and Boutique celebrates a birthday - Photo: Courtesy of Barkley Square

Pets are not permitted by law to enter indoor restaurant areas, however many Alexandria restaurants offer seasonal outdoor seating areas where permit pets to join the family while dining outside. Also, extremely popular in Alexandria, regularly and seasonally scheduled dog friendly happy hours provide a wonderful chance for "everyone" to mingle with new friends. A number of specialty shops sell homemade and healthy pet treats, pet accessories, pet couture and more.

[More About Where to Find Dog Friendly Dining, Happy Hours, Shopping and Snacks](#)

### 3. Enjoy a Canine Cruise on the Mighty Potomac

## **7. Go for a Walk on the Mount Vernon Trail**

The Mount Vernon Trail, one of the most popular hiking, jogging and biking trails in Virginia, goes right through Old Town Alexandria with portions leading out of town toward Arlington and Mount Vernon. The views are amazing and this is a great option for getting a little exercise, although on nice weekends it can be doggone crowded. Also remember that the general rules for taking pets into pet friendly national parklands operated by the National Park Service require that all pets stay on leashes no longer than six feet in length and that owners clean up after their pets.

[More About the Mount Vernon Trail from the National Park Service](#)

## **8. Visit Arlington National Cemetery**



*Arlington National Cemetery - Photo: Courtesy of George Alexander*

Nearby Arlington National Cemetery, a short drive from Alexandria, receives more than four million visitors each year. Whether paying tribute to a lost loved one or taking a journey through history, a visit to the hallowed grounds of Arlington National Cemetery is an interesting, powerful and memorable experience. Common sense, courtesy and sensitivity are in tall order here, but leashed pets are allowed on the grounds of Arlington National Cemetery as long as the owner properly cleans up after his or her pet and as long as the presence of a pet does not adversely affect or disrespect the cemetery grounds, funeral activities or other visitors.

[More About Arlington National Cemetery](#)

## **9. Dog Parks - Dog Exercise Areas and Fenced Dog Parks**

The Alexandria Department of Recreation, Parks, and Cultural Activities provides 17 Dog Exercise Areas and Fenced Dog Parks with designated areas for dogs and their owners to enjoy and exercise without disrupting other uses of the parks. Dog owners who believe their pets are not safe in an open exercise area are encouraged to visit a fenced dog park. Leash laws must be respected when using other park areas. The three most convenient parks for Old Town Alexandria visitors are: Founders Park at Oronoco Street and Union Street and Windmill Hill Park at Gibbon and Union Streets (both unfenced), plus a fenced dog park, Montgomery Park at the corner of Fairfax and 1st Streets.

[See All Alexandria Dog Parks and Dog Park Rules](#)

## **10. Attend a Special Holiday Celebration or Community Event**



*Scottish Christmas Walk Parade - Photo by Jeremy Harvey: Courtesy of the Alexandria CVA*

Alexandria is a great destination for seasonal festivals and special events. Many, but not all, events are pet-friendly. The annual St. Patrick's Day Parade activities always begin with the [Fur Dog Show](#), one of the biggest fun dog events in the Washington, D.C. area. After the show, the owners and dogs are invited to lead the parade as it marches down King Street. In early December, the popular annual [Scottish Christmas Walk Parade](#) includes Scottie dog groups among the array of Scottish themed participants. If you are planning to attend a special event with your dog, call the sponsoring organization or visit the event website to confirm that it is a dog-friendly event before making your final plans.

[Visit the Alexandria Convention and Visitors Association Events Calendar](#)

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- Seasonal Events and Holidays
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- Ten Outstanding Attractions
- Top Hotels and Resorts

**Dog Friendly Happy Hours** - Dog friendly happy hours have been popular in Alexandria for several years, offering visiting pooches and their *peeps* a wonderful way to enjoy travel time together while mingling with new friends.

- **Hotel Monaco - Doggie Happy Hour**  
**480 King Street, Alexandria, Virginia**

Held from April through October every Thursday and Thursday from 5 to 8 p.m., this Doggie Happy Hour is a favorite Alexandria tradition. Canine attendees receive complimentary gourmet treats and water, while their human companions may order regional American cuisine from the adjacent tavern style restaurant, [Jackson 20](#).

- **Barkley Square Gourmet Dog Bakery and Boutique Happy Yappy Hour**  
**2006 Mt. Vernon Avenue, Alexandria, Virginia**

Located in the trendy Del Ray neighborhood of Alexandria, Barkley Square's Thursday evening Happy Yappy Hours take place on the patio from 6 to 9 p.m. The Canine Cantina menu offers several gourmet dog meals including dogs and beans, frittatas and turkey meatballs. Human visitors may enjoy wine, beverages and light fare. [More about Barkley Square](#)

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### Most Popular

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- Labor Day Resort Destinations
- Mr. Vanderbilt's Bedroom at Biltmore House
- The Amtrak Auto Train
- Arlington National Cemetery



dog walking for local residents and area visitors. Recognized by readers of the *Alexandria Times* as the 2008 Best Pet Care Provider of Alexandria, Virginia, the company provides hotel room pet sitting and dog walking services at special rates including a special bakery treat for many pet friendly Alexandria hotels. Pet services may be arranged by contacting your pet friendly hotel concierge.

- **Chateau-Animaux**

- **101-A South Saint Asaph Street, Alexandria, Virginia**

- Chateau-Animaux opened in Old Town Alexandria in January 2009. The Old Town store is the second retail location operated by the owners of the popular Chateau-Animaux store located along Capitol Hill's historic Barracks Row in Washington, D.C. Among the company's honors, *Pet Product News International*, named Chateau-Animaux the 2008-2009 national Pet Retailer of the Year, and in 2009, it was selected as Washington's Best Pet Shop in the annual *Washington City Paper* Reader's Poll. *(continued next page)*

## Pet Friendly Shopping and Snacks - continued

*(continued from previous page)*

- Chateau-Animaux - continued from previous page

- Chateau-Animaux in Old Town specializes in dog and cat accessories and treats, including decorative bakery treats and biscuits made with all-natural, human-grade ingredients, which contain no wheat, corn or soy. The store also hosts frequent host dog and cat adoption events. Orders are also accepted online.

- **The Dairy Godmother**

- **2310 Mount Vernon Avenue, Alexandria, Virginia**

- This popular Del Ray neighborhood shop, which attracted a surprise visit from President Obama and his daughters shortly after their arrival in Washington, D.C., features freshly made Wisconsin-style frozen custard. In addition to the refreshing treats for humans, the Dairy Godmother features Puppy Pops, made from plain yogurt, peanut butter and either pumpkin or banana. Dogs also enjoy the shop's extremely popular Squirrel shaped baked pet treats. When visiting the Dairy Godmother, note that animals are not allowed to enter the shop. The shop is open daily, most days until 10 p.m., making this a great stop for a nice after dinner treat.

- **Nature's Nibbles**

- **2601 Mount Vernon Avenue, Alexandria, Virginia**

- Also located in the Del Ray neighborhood, Nature's Nibbles specializes in natural and organic alternatives to commercial pet foods. Visit the store in Del Ray or the website for more information.

- **The Olde Towne School for Dogs**

- **529 Oronoco Street, Alexandria, Virginia**

- In addition to being one of the premier Metropolitan Washington, D.C. Area facilities for the education of dogs and their owners, the Olde Towne School for Dogs, situated in the heart of historic Old Town Alexandria, offers a large retail space which features a wide selection supplies and accessories for dogs and cats. The store is open daily.

## TRAVEL



▲ Pat Monk  
studio 33

Medium: SCULPTURE

**The Draw:** From his work as a physicist on the Mannattan Project to his role in helping to found the Torpedo Factory, this 88-year-old sculptor with a quiet wit and gentle manner is a man who knows things. Pat's massive steel works give a nod to scientific whimsy, such as *Fully Rounded Lust*, a torus-shaped piece that looks like a Cheerio spilled from King Kong's cereal bowl.

▼ Rosemary Feit Covey  
studio 224

Medium: PRINTMAKING

**The Draw:** Few people continue the art of wood engraving, a fine art printmaking technique. Stop by and learn about the practice from one of the world's most notable artisans in the field. No whit-tled owls or tree frogs here—Rosemary's works can be found in the permanent collections of the National Museum of American History; the New York Public Library; and the Papyrus Institute in Cairo, Egypt. ➔ turn to page 8

# Art in Alexandria

Meet the artists in the open studios of the Torpedo Factory. BY JENNIFER V. COLE

To say the art scene thrives in Alexandria is like saying George Washington dabbled in politics. Wander the cobblestone streets of Old Town and you're as likely to pass an art exhibition as a restaurant—more than 120 galleries dot the landscape. But if you prefer your paintings fresh off the easel and pottery just out of the kiln, then you owe yourself a visit to the Torpedo Factory Art Center.

This industrial warehouse on the Potomac River waterfront was a production facility for torpedo shell casings. Now three floors of open studios put artists front and center—from painters and jewelry-makers to sculptors and handbag designers. It's a living museum. A mall with a pulse.

The best part? You're *expected* to investigate every nook and cranny. As photographer Jim D. Steele says, "Don't be shy about coming in, looking over my shoulder, and asking me what I'm doing. We want people to pose questions. That's why we're here."

There's no right or wrong way to explore. But here are a few must-stops.

TORPEDO FACTORY ART CENTER: 105 North Union Street, Alexandria, VA 22314; [www.torpedofactory.org](http://www.torpedofactory.org) or (703) 838-4565.



▲ Matthew Harwood  
studio 222

Medium: PAINTING/  
WATERCOLOR

**The Draw:** Matthew brings the classic design process to each of his watercolors, including building a 3-D scale model of each sketch. The result is a collection of paintings with an illusion of depth and dramatic perspective. Think of him as a modern-day Brunelleschi, who gave life to the Duomo in Florence, Italy.



PHOTOGRAPHS: ROBBIE CAPONETTO

SPECIAL EDITION

# VIRGINIA!

& THE MID-ATLANTIC STATES

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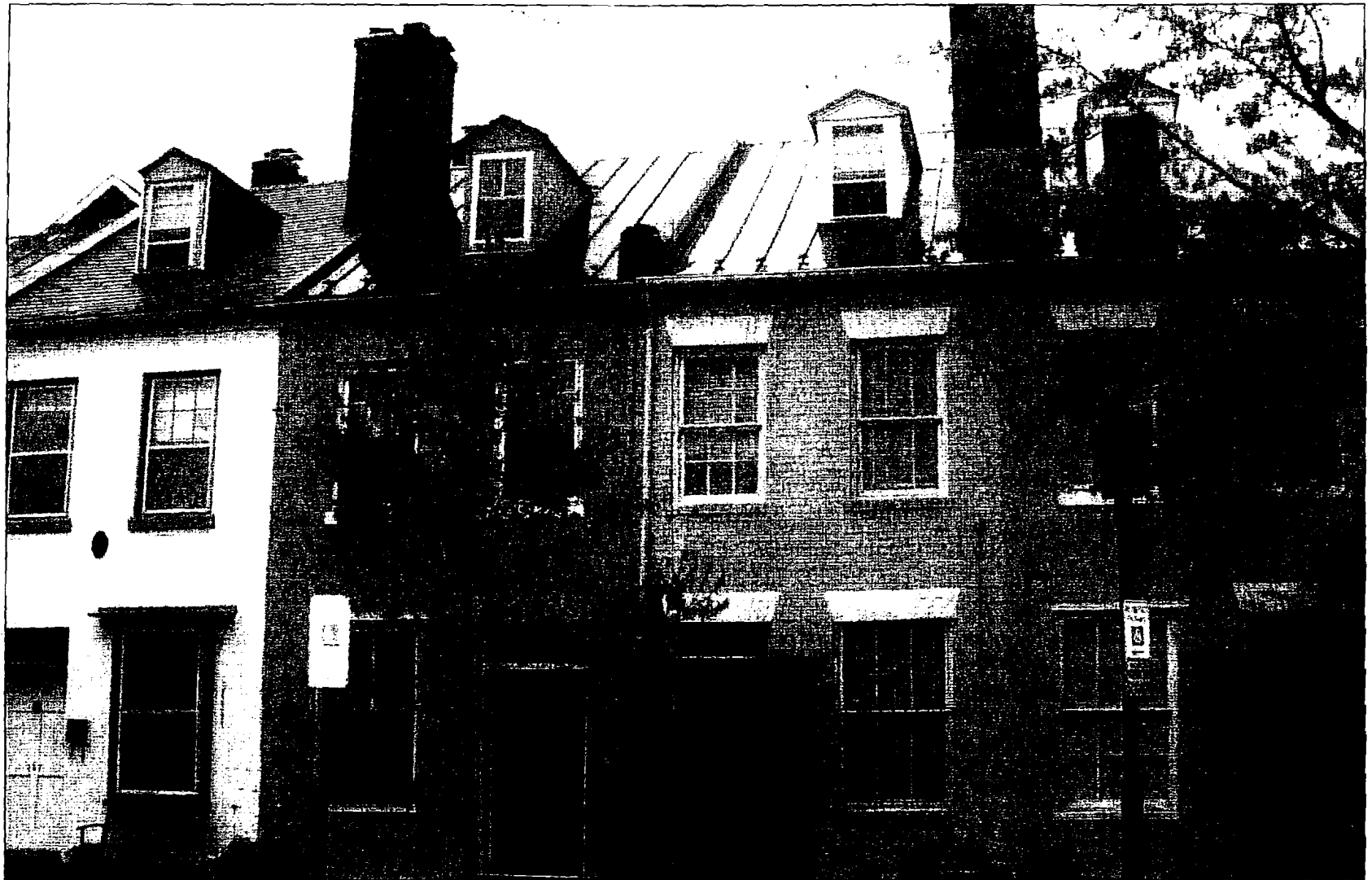
THE VIRGINIA TRAVEL GUIDE  
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TRAVEL GUIDE

Nashua, New Hampshire  
The Telegraph

# TRAVEL

Sunday Editor: Sandy Bucknam | 594-6485 | fax: 882-2681 | sbucknam@nashuatelegraph.com

SUNDAY, NOVEMBER 1, 2009 | PAGE D-12



Correspondent photos by MICHAEL SCHUMAN

ABOVE: A street in Old Town in Alexandria, Va., is lined with historic homes. BELOW: Nationals Park is all ablaze in lights during a night game.

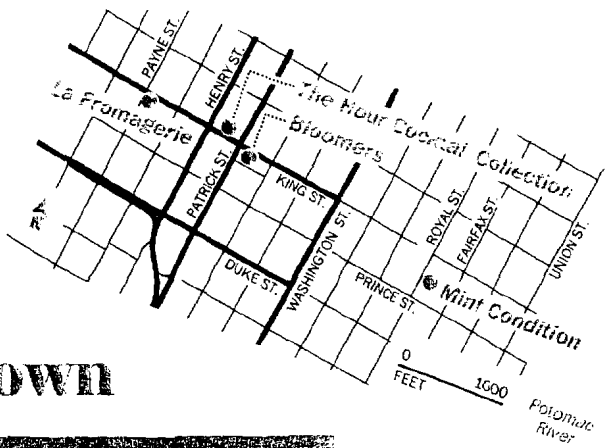
# Boutique Week



BY HOLLY E. THOMAS

# 22314

## What's new in Old Town



Alexandria's retail scene includes a trove of classic cocktail wares and a one-stop shop for indulgent sleepwear.



### 1 THE HOUR COCKTAIL COLLECTION

Owner (and cocktail connoisseur) Victoria Vergason stocks this four-month-old barware outpost with vintage pieces from her personal collection — think gleaming silver shakers and exquisite glasses from the 1930s, '40s and '50s — as well as a sprinkling of new items. Our pick: festive **double old-fashioned glasses** by Georges Briard, which Vergason suggests using to serve Manhattans or Scotch on the rocks (\$38 for seven). 1015 King St., 703-224-4687

### 2 LA FROMAGERIE

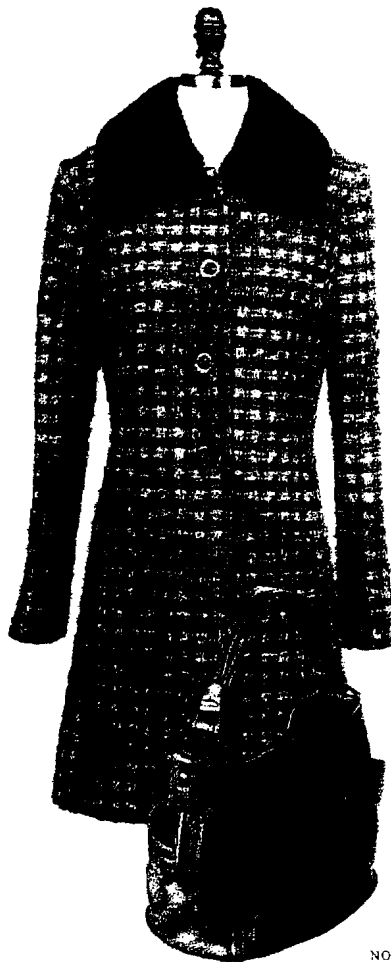
After a day of strolling through Old Town, take a reprieve inside Sebastien and Mary Tavel's artisan cheese shop, which is stocked with farmstead cheeses from the mid-Atlantic region, fresh milk from local dairies and imported beers from microbreweries.

The shop's well-edited selection of culinary extras includes this **baked-brie kit**, which comes with an ovenproof baking dish with lid and a bamboo spreader (\$17.99). 1222 King St., 703-862-7157



### 3 MINT CONDITION

Open since June, owner Toni Henderson's two-story consignment shop is packed with wearable — and refreshingly affordable — secondhand goods. Don't miss the like-new designer handbags, such as this **rose-gold leather Coach hobo** (\$240), and fall-friendly dresses. For \$158, this Neiman Marcus **vintage-inspired tweed coat** with au courant fur trim is a sartorial steal. 114 S. Royal St., 703-836-6468



### 4 BLOOMERS

A sister store to neighboring beauty retailer Bellacara, this small lingerie and loungewear boutique teems with lacy, silky and satiny offerings from the likes of Hanky Panky, MaryGreen, Belabumbum and Eberjey. Rounding out the assortment of high-end underpinnings are tights by Hue and shapewear from Spanx, as well **pretty pajama sets**. This ultra-soft and cozy option from Fleur't gets a grown-up touch from elegant lace accents and the top's faux-wrap styling (\$163). 924 King St.; 571-312-0852

Chat with the Post's fashion team Tuesdays at noon at [washingtonpost.com/fashion](http://washingtonpost.com/fashion) and follow us on Twitter: @WashPostFashion.

BRICKSKELLER PHOTOGRAPHY BY ERIN HARTIGAN

PHOTOGRAPHS BY JAMES M. THRESHER

# \$1,000 Shopping Spree Up for Grabs

## Alexandria Boutique Week kicks off Saturday

By CARISSA DIMARGO

Updated 3:01 PM EST, Wed, Oct 7, 2009



Getty Images

There's no such thing as a free lunch, but you could end up with a free shopping spree -- which, trust us, is WAY better than some boring old soup and salad, anyway.

Alexandria Boutique Week runs Oct. 10-18, when retailers will offer discounts, special events or free gifts. And they're also giving away a \$1,000 shopping spree, which is pretty much putting blinders on everything else.

The grand prize, worth more than \$1,000, includes a night's stay for two at the Morrison House hotel in Old Town, and gift cards to more than a dozen neighborhood shops, including Diva Designer Consignment and La Muse.

You've just gotta be willing to do a little legwork first. Download the entry form and get it stamped by at least five of the participating retailers. Then submit your form by Oct. 22, either at one of the shops or via mail. ([See more details here.](#))

Discounts and deals for the week include 15 percent off dog costumes at Barkley Square (2006 Mt. Vernon Ave.), a free gift with purchase from Bellacara (1000 King St.), Hysteria (125 S. Fairfax St.) and

"It is already a huge success," said Vikki Birkett, owner of Embellishments of Alexandria. "I couldn't have done a better job as a single boutique. This 'co-op' of boutiques has much more punch as a group, and I hope the city, the Chamber of Commerce and the Alexandria Convention and Visitors Association (ACVA) continue their good work to strengthen retail sales and tourism in Alexandria. I believe Stephanie Brown and her staff at ACVA has done a marvelous job promoting this event."

Red Barn Mercantile hasn't seen that same response, owner Amy Rutherford said. "We have had only a few folks come in for stamps thus far and one person returns their passport to us. We are looking forward to a good week ahead, though."

"We expect to see an increase in traffic and a marginal increase in sales. I think this is a great interactive way to get people in our stores, most of which people have never been in before. If Red Barn Mercantile can get a handful of new and loyal customers then it will all be worth it."

Kate McMahon, manager at Ten Thousand Villages said that they have had a lot of people coming in with flyers and using the coupons to purchase items, while Vivian Bacon, the manager of Decorium Gifts and Home, said she had only received a few.

As of Tuesday afternoon, Joe Egerton of Arts Afire said that he had stamped 20 flyers and had eight large sales with the discount coupon. "We had a good weekend," Egerton said.

Birkett is hoping to reach customers that haven't yet discovered Embellishments and upper King Street, while Rutherford said, "We are hoping to introduce Red Barn Mercantile to shoppers. I feel like this is a great opportunity to make new customers more than increase sales."

McMahon is looking for similar results -- "increased traffic, increased sales and increased notability."

All of the merchants agreed that the event was very well publicized and that ACVA had done a formidable job getting the word out.

While most of the stores have various promotions, Ten Thousand Villages was probably the most interesting -- buy 10 ornaments and get the 11th one free, or buy five nativity sets and get the sixth one at 20 percent off. With nativity sets from 20 different countries, there are many to choose from.

"I can't believe the response! With 15 percent off, the Longchamps handbags are flying off the shelf," Birkitt said. "I'm reordering as we speak. I haven't counted the customers, but I'm running out of stamps and game cards."

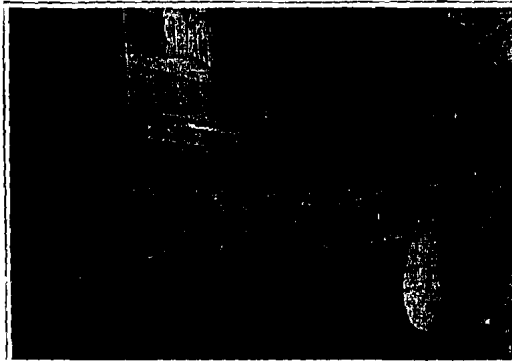


Photo by John Arunde/Local Kicks  
This was the scene on Black Friday last November at Potomac Yards: Over 900 anxious Holiday shoppers camped out overnight to snag big deals on electronics at Best Buy. It was a scene that Old Town boutique owners might have craved in a tough economy.



Photo by Gale Curcio/Local Kicks  
Ten Thousand Villages features this line created by a family business from the Left Bank using century-old Phoenician blowing techniques.



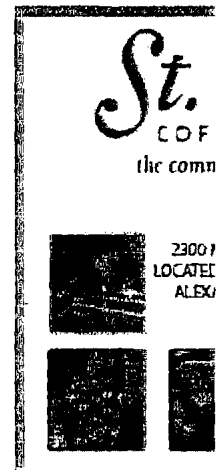
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# Restaurant Week

# WEEKEND

## goingoutguide

### **ALEXANDRIA RESTAURANT WEEK**

**Friday-Jan. 24**

Expand your culinary horizons at Alexandria's Restaurant Week through Jan. 24. Nearly 50 restaurants are participating, and the deals include \$35 pre-fixe three-course dinners, \$35 dinners for two and \$3.50 sweet treats. Need recommendations? The Post's Julia Beizer's top choices include Columbia Firehouse, Fontaine Cafe & Creperie and Cheesetique. For a complete list of participating restaurants, visit [www.visitalexandriava.com](http://www.visitalexandriava.com) or call 703-746-3301.

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**Details:** Announcements are accepted on a space-available basis and must be received at least 14 days before the Thursday publication date. Include event name, dates, times, exact address, prices and a publishable contact phone number.

BETSY SPHILL



### Alexandria Restaurant Week:

Restaurant Week is back to lure diners during the slow season. The 50 participating venues, from casual to haute cuisine, will offer three-course dinners for \$30, \$35 dinners for two or "sweet treats" for \$3.50. You can grab fish at the waterfront Chart House, sample French cuisine at Bastille, above, or check out Jackson 20 in the recently opened Hotel Monaco. Or you could just satisfy your sweet tooth at Arrully Chocolate Kingsbury Confections.

— Mark Berman

Start Friday through Jan. 24. Locations vary. 703/746-3301.  
[www.alexandriarestorantweek.com](http://www.alexandriarestorantweek.com)

# Alexandria Has a Restaurant Week, Too

## Some restaurants also have dinner for two for \$35

By ASHA BEH

Updated 9:42 AM EST, Fri, Jan 22, 2010



clipart.com

D.C. Restaurant Week is halfway over, but that doesn't mean the meals for semi-steals has to be over.

From Jan. 15 through 24, bravely cross the Potomac to sample the deals at Alexandria Restaurant Week. Check it out:

## Restaurant Week a hit with participants

BY CHUCH HAGEE

Alexandria's second Restaurant Week has been assessed by restaurateurs as a winner. Of the 18 establishments that responded to an evaluation questionnaire, 16 said that the event increased their business. The other two said "keep trying."

But, all felt it was worth the effort and supported its continuance.

"The results were well-balanced," said Stephanie Brown, president and CEO of the Alexandria Convention and Visitors Association, which organized and publicized the event. "Most indicated that it increased their business — particularly those that offered the \$35 dinner for two."

Held January 15 through 24, this was Alexandria's second Restaurant Week. The first, in 2009, was popular, but coincided with President Barack Obama's inauguration, skewing results. This was ACVA's first stand-alone attempt.

Of this year's 50 participating restaurants, 18 offered dinner for two at \$35.

"These proved to be the most popular with diners," Brown said. Others offered three-course, prix fixe dinners, and two establishments, Artfully Chocolate and Bittersweet, presented special desert items at \$3.50.

"Our job is to increase tax revenues for the city," Brown



PHOTO/CHUCK HAGEE

An Overwood chef prepares various dishes in full view of patrons.

said. "But we also feel this event really helps to build the Alexandria brand and [help] the city to become known as a culinary destination."

An informal ACVA survey of participating restaurants asked them to evaluate the week based on a scale of one to four: "(1) Forget about it; (2) It's a new event, keep trying; (3) Restaurant Week increased sales; and (4) Restaurant Week significantly increased sales."

This year's list of 50 participating eateries contained 15 more than in 2009.

A sampling of restaurateurs who did not respond to the survey also had positive reactions.

"For us, it went very well," said Debbie Tait, manager of Old Town's The Wharf. "The next time though, we want to

do lunch as well as dinner. We definitely plan to participate next year."

According to Emily Soderman, manager of La Tasca, "We had a really good week sales-wise. It definitely had a good impact on our business."

That comment was buttressed by Dan Lichens, owner of Fire-Flies in Del Ray. "I felt it went really well," he said. "I would estimate that it increased our business by about 20 percent."

"It's ... great to participate in something that is locally organized," said Joe Chapman, general manager of Overwood in Old Town. "It gave us great exposure."

All expenses for promoting 2010 Restaurant Week were borne by ACVA, according to Brown. One of the most effective elements of that promotion was putting the menus of participants on the ACVA website. There were also print ads, radio spots and other advertising venues brought into play. "Visits to our website, VisitAlexandriaVA.com, were up 47 percent from January 10 to 24," Brown said.

"We did not ask the restaurants to contribute to the promotion costs as is done in the District of Columbia. We funded it through our regional campaign supplemental appropriation for Alexandria residents and neighbors. This was a real grassroots effort," Brown explained.

# ACVA Corporate Coverage

# Hoping to lure visitors, tourism industry parties like it's 1799

BY CHUCK HAGEE

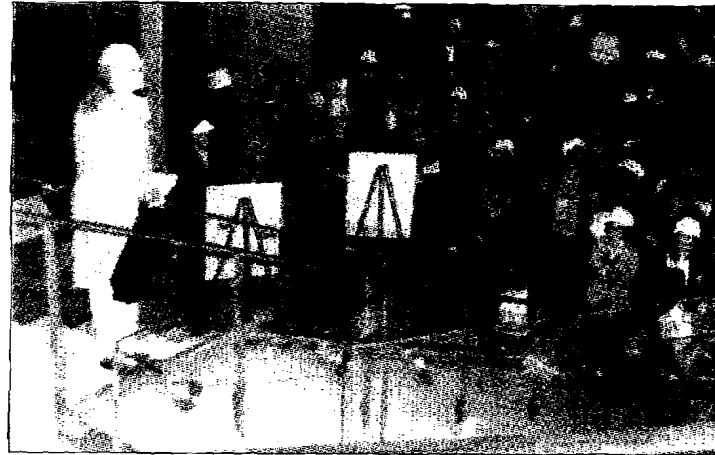
Alexandria tourism and businesses received increased national exposure last month as representatives of the American Bus Association gained first-hand exposure to some of the city's restaurants, tourist attractions and history. It was all part of ABA's 2010 Marketplace initiative, which the Alexandria Convention and Visitors Association viewed as an opportunity for Alexandria businesses to showcase themselves to this market segment.

In addition to touring the city and various venues, 1,400 ABA delegates were treated to a history-themed reception, "Party Like It's 1799," in the Donald W. Reynolds Museum and Education Center of Mount Vernon Estate. Designed to highlight

the area, ACVA's event was one of six staged by various area tourism organizations.

"The spirit of cooperation made this event possible," said Stephanie Pace Brown, president and CEO of ACVA. "Everyone came together because of the unique opportunity ABA presented us. This was a team effort both throughout Northern Virginia and Alexandria."

Attendees to the conference, held at Gaylord National Resort and Convention Center, began arriving January 13 for familiarization tours of the region, including Alexandria. Focusing on the region's historical significance, tour companies including Alexandria Colonial Tours, Alexandria Footsteps to the Past, and D.C. Metro Food Tours gave walking tours of Old Town, its historical sites, restau-



PHOTO/MERRIE MORRIS

Corkey Palmer of Gadsby's Tavern Museum, in period dress, welcomes ABA representatives wearing tri-corner hats and "mob caps" to ACVA's event, "Party Like It's 1799."

rants and businesses.

"Participating in the ABA Marketplace was a huge opportunity for my company," said Jeff Swedarsky, co-owner of D.C. Metro Food Tours which combines historical walking tours with special dining offerings by local restaurants. "As a small, relatively new family-run business, we gained a great deal of exposure to potential clients."

Swedarsky said about 40 motor coach representatives said they would like to include his services in their tours.

During Alexandria's evening party at Mount Vernon Estate, volunteer re-enactors from Gadsby's Tavern Museum performed colonial dances and made toasts to honor George and Martha Washington, whose 250th wedding anniversary was celebrated January 6. ACVA presented all guests with handmade tri-corner hats and "frilly mob caps" as they posed for photos with "The General" and enjoyed Martha Washington's recipe for rum punch.

"The point of our participa-

tion was to represent all of Alexandria," said Gretchen Bulova, director of Gadsby's Tavern Museum. "We also hosted a small group at the museum as part of a familiarization tour. I'm hoping that we see more booked tours in the next six months as a result of this event."

More than 10 Alexandria organizations provided 30-plus volunteers to make the city's participation possible, according to ACVA.

During the Monday night dine around, 10 restaurants officially participated with some offering ABA delegates special appetizers, according to Merrie Morris, director of ACVA public affairs. Gadsby's Tavern Restaurant, Overwood, Union Street Public House and Bilbo Bag-gins provided complimentary refreshments during the D.C. Metro Food Tour.

A trade organization, the ABA represents about 950 motorcoach and tour operator companies throughout the United States and Canada, many of which bring tours to Alexandria. More than 2,700 travel and group tour industry representatives attended the conference.

## BUSINESS CALENDAR

### FEBRUARY 4

**West End Business Association** - Networking Happy Hour

**Time:** 5:30 to 7:30 p.m.

**Location:** Hilton Mark Center, 5000 Seminary Road  
**Information:** www.alexandriawebs.com

**Location:** Holiday Inn Hotel and Suites, 625 First St.

**Information:** www.alexchamber.com

### Alexandria Rotary Club

- Speaker: Jordan Drake, Social Media and Your Business

**Time:** 12:15 p.m.

# Tourism spending rises 10 percent in Alexandria

By Missy Frederick  
Staff Reporter

During a time when the tourism industry has been hit hard by economic storms, Alexandria has seen something many of its competitors have not: the silver lining.

Alexandria's tourism business experienced a better-than-expected 2008, and the city is building on those results with new marketing campaigns and more hotel development.

"It truly was the best of times and worst

of times," said Stephanie Brown, CEO of the Alexandria Convention and Visitors Association.

Tourism officials announced Sept. 24 at the group's annual meeting that visitor spending in 2008 topped \$645 million, up 10.3 percent over 2007.

That spending generated \$21.7 million in tax revenue for the city, and hotels brought in \$171 million in revenue.

However, Alexandria's hotels were not immune to the economic slowdown. Even

though revenue per available room, the industry's formula for determining success, was up 5.1 percent from 2007, averaging \$104.48, occupancy dropped to 67.1 percent, 1.6 percent less than the previous year.

During 2008, tourism got a boost from the opening of the Gaylord National Hotel and Convention Center at National Harbor, which connects its visitors to Alexandria via water taxi. The water taxi service carried 100,000 passengers during its first season.

The year also marked the beginning of a \$388 million investment by Alexandria hotels in new construction and renovations, which continued into this year. Last year saw the opening of hotels such as the Hotel Monaco, and others, including the Lorien Hotel & Spa, followed in 2009.

Alexandria tourism officials used the city's new hotels and restaurants — such as Robert Wiedmaier's Brabo — in its "Shop, Dine &

Celebrate" advertising campaign, the city's first regional marketing program, which included ads in Metro stations.

City officials are still trying to determine how Alexandria will handle the storm during the rest of this year and into 2010. Revenue per available room was down 5.4 percent for the first six months of 2009, though the number of rooms sold was up 5.5 percent.

Alexandria's news came at the same time the state was announcing its own successes.

Gov. Tim Kaine said at a Sept. 29 news conference that visitor spending was up according to the latest figures, which are a year behind the local statistics. In 2007, tourism spending in Virginia, generally ranked 10th nationally, rose in the ranks for the first time since 1993. Virginia is now ranked eighth, bringing in \$19.2 billion in revenue, a 5.8 percent hike over the year before.

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Mayor Bill Euille noted, "As I travel throughout the world I constantly get compliments about Alexandria and how charming it is. We are very lucky to have such an organization as ACVA representing our city to the world."

Translating that "charm" into economic data were ACVA's two keynote speakers, Gregory H. Leisch, founder and CEO of Delta Associates, and Suzanne Cook, PhD, senior vice president of research at the U.S. Travel Association.

"Generally speaking the recession is over," Leisch said in opening his presentation detailing the economic realities facing the nation and Alexandria. "But, good luck surviving the recovery."

"During this recession consumers lost \$13 trillion of their wealth," he said. "That's \$46,000 for every man, woman and child in the United States. The big question is, has this created a 'new normal' for consumer spending in the future?"

"Even though the recession is technically over, the consumer is still in a funk. This recession is much like the one of the early 80s," he said.

Monthly job losses have slowed, leading economic indicators have turned upward, and the manufacturing index is now above 50 — all positive signs. But "recovery will be slow," Leisch noted. "There will be few if any new jobs."

He also pointed out that Americans are saving more. "Savings have increased dramatically," he said. "It's now running at 5 percent — more like the rest of the world. But, consumer confidence and spending will not return to pre-recession levels until 2013," he predicted.

Leisch raised the possibility that the 2013 date may be optimistic because the new savings habits, with less extravagant spending, may now be the U.S. population's "new normal." He saw this indicator as good for the overall economic picture but bad for tourism, retail sales and entertainment spending.

One warning signal he sighted was, "We are gaining jobs in the upper income brackets and losing jobs in the lower income categories." But, he emphasized, the Washington Metro Area is one of three areas in the nation where job growth has been the greatest, joined by New York and Boston.

He predicted a 40,000-job swell in the D.C. area between 2010 and 2014, with Northern Virginia gaining the most.

"We are a company town and that company is the U.S. government," Leisch said. "Some of the worst areas in the nation for job growth and the recession's impact are Phoenix, Chicago and San Francisco."

Cook followed the presentation with some insight on her expertise, the travel industry. "We have many more tough days ahead before we can even consider popping the champagne corks," she said. "In the travel business frugality reigns. Americans are trading down."

Overall domestic airline travel is down 3.5 percent, she said. Domestic business travel is down 6.3 percent, and international travel is down 10.2 percent.

Even though Alexandria lodging bookings are up 5.5 percent for the year, lodging revenues are actually down 5.4 percent, according to Cook.


"Travel and tourism nationwide will lose \$68 billion in 2009," she said. "Regardless of those stark statistics and predictions, Brown told the audience, "ACVA, the city and the business community have strived together to sustain Alexandria's tourism economy. We are enthusiastic about the opportunities that lay ahead."

Brown highlighted some of ACVA's accomplishments over the past year to drive her point home, including a new destination website, VisitAlexandriaVA.com, launching in November with enhanced tools to improve the user's experience. The organization also updated its advertising strategy, targeting tourists and destinations in local, regional and national markets.

ACVA has also refocused its meetings and group sales team on the multi-year \$388 million investment in Alexandria hotels with the theme of rejuvenation and "Meet Alexandria" and "Keep it in Alexandria." This is designed as a "two-pronged approach" to confront "the economy and backlash against meetings and incentive travel," according to Brown.

A new brand identity for the city replaced the "Fun Side of the Potomac" slogan with "Shop, Dine and Celebrate on America's Historic Main Streets," as well.

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