

EXTRAORDINARY

Alexandria





Dear ACVA Members, Partners & Friends:

At the Alexandria Convention & Visitors Association (ACVA), 2014 was an important transitional year. We advanced an aggressive new marketing approach to promote a vibrant tourism sector. We launched a new brand — “Extraordinary Alexandria” — reflecting the authentic contemporary experience in our inspirational historical City.

We were undeterred by a fall federal government shutdown and a harsh winter, making up for lost time with a record-setting spring/summer. Highlights of ACVA’s activity in the past year include:

- **6:1 advertising Return On Investment (ROI)**
- **1.1 million visitors to VisitAlexandriaVA.com (+ 5% over last year)**
- **\$5.5 million in meetings and group bookings (+ 4% over last year)**
- **900 media stories (+28% over last year)**

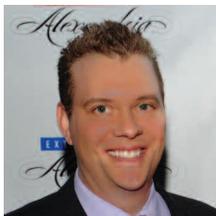
At the same time, our City leaders were taking bold steps negotiating for a new waterfront and hiring world-class designers, the Olin Partnership, to plan a spectacular public space that will transform Alexandria’s future.

That long term vision defines Alexandria. Just as a young aspiring surveyor, George Washington, sketched our shoreline to advance its development in the 18th century, so today must we carry on that tradition ensuring that our waterfront supports Alexandria’s modern civic values of hospitality, innovation, diversity and independence.

If there is a hallmark of Alexandria, it is that the City is constantly evolving. Our ability to adapt to and anticipate change ensures that the Alexandria experience remains vibrant, relevant, authentic and extraordinary. At ACVA it is our privilege to serve the tourism community by promoting Alexandria’s extraordinary experience to our guests from around the world. We look forward to working with you in 2015 to continue this vital mission.

Tobias Arff
2014 Chair

Patricia Washington
President & CEO



Community Impact



Tourism enriches the lives of all Alexandrians. Our visitors from all over the globe create a vibrant, culturally rich city that supports the widest spectrum of culture, heritage, outdoor recreation, dining, shopping, hospitality and transportation. Those amenities contribute to Alexandria’s unparalleled quality of life. Yet there is also a direct economic impact — in jobs created, economic activity and tax revenues. According to the latest data from the Virginia Tourism Corporation, tourism supported 6% of Alexandria’s 100,000 jobs. It contributed \$5,000 per resident in economic activity, and reduced the average tax bill of every household by more than \$300.

6,000
Jobs

\$5,000
Per Person
in Economic
Activity

\$300
Per
Household
in Tax
Savings

Advertising Return on Investment

Investing in tourism is also smart fiscal policy. According to research firm Destination Analysts, our 2014 “Extraordinary Alexandria” campaign generated an incremental \$176 million in economic activity for Alexandria’s businesses. And that translated into \$6 million in local tax receipts that would not have occurred without the ad campaign — a 6:1 return on public investment.¹ As a point of comparison, ACVA conducted a Return On Investment (ROI) study in 2010 with the same methodology, and found a 4:1 ROI at that time. The increase from 4:1 to 6:1 is a positive indicator of the impact of the new “Extraordinary Alexandria” marketing campaign.

6:1
Advertising
Return on
Investment

Employment²

Year	Alexandria Jobs
2013	6,150
2012	6,158
2011	6,067
2010	5,598
2009	6,017

Visitor Spending²

Year	Visitor Spending
2013	\$738M
2012	\$739M
2011	\$711M
2010	\$657M
2009	\$616M

City Tax Revenue²

Year	Revenue
2013	\$24,070,000
2012	\$23,748,000
2011	\$23,130,000
2010	\$22,400,000
2009	\$21,552,000

¹ Source: 2014 Advertising Return on Investment Study, Destination Analysts, San Francisco, CA. Data is based on 4,800 consumer surveys.

² Source: 2013 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation. Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

At ACVA, we employ the full spectrum of the marketing mix to achieve our mission.

Who We Are and How We Do It



In the current environment, research shows that the average customer interacts with a destination 23 times before that person actually visits. Our job is to ensure that Alexandria's information is attractive and available at every point along the customer's decision journey.

Advertising — ACVA launched the new “Extraordinary Alexandria” brand last year with a \$1.6 million investment to generate awareness and intent to travel. The campaign repositions Alexandria as a vibrant, contemporary, welcoming destination with historic authenticity. 60% of our advertising is now digital (online, digital TV, paid search) and 40% is traditional (magazine, newspaper, radio, outdoor).

Meetings & Conference Sales — Our team of 4 sales professionals works directly with meeting planners, government groups, association executives, event organizers and wedding planners to recruit groups to Alexandria's hotels, attractions and businesses. Our high-touch, “Meetings Made Extraordinary” approach consistently distinguishes Alexandria from the competition.

Public Relations — PR is a highly credible and cost efficient marketing medium that also extends the geographic reach of our marketing nationally. Our Communications team places positive stories nationally, internationally and locally to increase awareness of Alexandria and communicate the array of assets here. Employing a blend of outside PR agency expertise and contacts with our in-house knowledge and personal follow-up, we've seen rapid growth in national coverage of Alexandria.

Social Media — Across all industries, “word-of-mouth” is the most relied-upon and trusted source of information in consumer decision making. Now, through social media, there is an efficient electronic medium for “word-of-mouth” referrals. ACVA's new dedicated social media approach has enabled Alexandria to quadruple our presence on Facebook, Twitter, Pinterest, and Instagram in one year.

Web — The critical point of fulfillment is our web site, VisitAlexandriaVA.com. More than a million people use it to learn about Alexandria and to personalize their visit to their interests. Our content-first approach ensures that events, activities, lodging and dining are just a click away.

International — Working with our Capital Region partners, ACVA leverages a \$50,000 seed investment to achieve \$250,000 in total global marketing, including sales to overseas tour operators, domestic receptive operators, online travel agencies and consumers, supported by tradeshow participation, sales presentations and trade and media familiarization trips.

Publications — Our marketing continues after visitors arrive in town, with our Official Visitors Guide and Official Map that ensure that Alexandria's guests get the most out of their trip. With a combined circulation of 750,000 copies, we provide advertising vehicles for members to cost effectively leverage ACVA's destination marketing investment.

Visitor Services — Our Visitor Center at the corner of King and Fairfax provides personal, concierge-style services to guests ensuring that they stay longer, return for future visits and tell their friends.

Targeting a 5 Hour Radius of Alexandria



Who We Target

Geographically

Our primary destination markets are within a 5 hour radius of Alexandria — close enough to be within a day's drive, far enough to require an overnight stay. Secondly we promote within the region to encourage area residents to dine, shop and experience our events and attractions. Through public relations and digital advertising, we reach the entire nation.

Psychographically

Based on last year's research, we are now primarily targeting two market segments that offer the greatest economic impact and consistency with Alexandria's product strengths and branding:



Cosmopolitan & Discerning

- 45-64 affluent adults
- More experience-seeking and less price-sensitive
- Appreciate elegance, innovation and learning



Young, Urban Professionals

- 25-40 professional adults
- Enjoying new earning power and want to discover authentic destinations
- Seeking enriching and new experiences



“Virginia is for lovers and
I’m smitten with Alexandria.”

— *Toronto Star*

Top 10 New Initiatives in 2014

In FY 2014, ACVA initiated change on every front. Our marketing plan looks radically different today than it did just a year ago. And despite the external challenges of the fall government shutdown and the extended winter weather, those changes are paying dividends as evidenced by the results on the opposite page.

1. **“Extraordinary Alexandria”** — Launched our new brand with a \$1.6 million ad campaign to showcase a vibrant, contemporary Alexandria.
2. **Digital Advertising** — Reflecting changing consumer behavior, we changed our media mix from 20% digital/80% traditional to 60% digital/40% traditional.
3. **International Marketing** — Introduced new marketing partnerships to reach Canada and Western Europe that are already paying dividends.
4. **National Public Relations** — Created a national PR program with support from an outside agency to extend pitching capacity and expand our list of national contacts.
5. **Social Media** — Contracted a dedicated social media coordinator to promote Alexandria daily through Facebook, Twitter, Instagram and Pinterest.
6. **Refreshed Visitor Center** — Redesigned Visitor Center and introduced new management to create an extraordinary concierge-style approach and offer on-site ticket sales.
7. **Blog Launch** — Introduced the ExtraAlex blog to tell deeper level stories and increase visitor engagement.
8. **Extraordinary Membership Benefits** — Opened up new member marketing programs through VisitAlexandriaVA.com, the King Street Trolley and Official Visitor Guide & Map and member forums to enable members to leverage the Extraordinary Alexandria brand inexpensively. Offered new research to inform member decision making.
9. **Holiday Summit** — Created a new partnership among Alexandria’s major event organizers, the retail community, attractions, hotels and City of Alexandria staff to drive a unified marketing effort for the holiday season.
10. **Business Planning** — Wrote new operations plan unifying strategy, budget, performance measures, tactics, timing, responsibility, budget and individual work plans, integrated with the City of Alexandria.

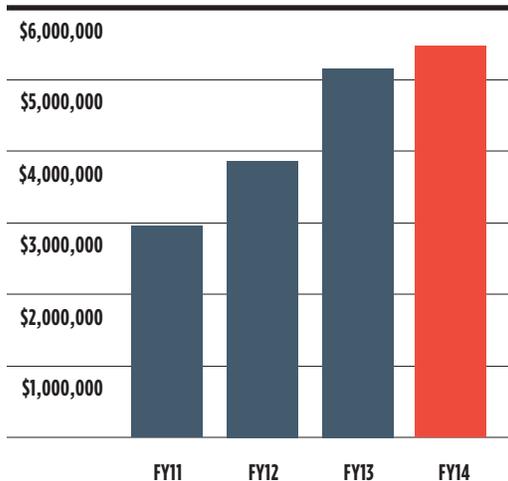
ACVA 2014 — By The Numbers



Sales

- \$ 34.5 million in leads generated (+2%)
- \$ 17.3 million economic impact (source: Destination Marketing Assoc. Intl. Event Impact Calculator)
- \$ 5.5 million in Actualized Sales Revenue (+5%)

Sales



Marketing Partnerships

- Capital Region USA — International Marketing Initiative
- Northern Virginia Visitors Consortium — Canadian Marketing Initiative
- Key to the City — 9 Local Historic Sites
- Presidents Passport — Mount Vernon, Monticello, Montpelier, Alexandria & Charlottesville
- Holiday Summit, Sidewalk Sale & Black Friday — Old Town Boutique District, Citywide Retailers, Attractions
- Restaurant Weeks
- First Night Alexandria

Advertising

- 6:1 Return on Investment
- 115 million impressions (+15%)

Public Relations

- 900 total stories (+23%)
- 253 national stories (+83%)
- 17.3 million print circulation (+3%)
- \$762,000 print value (+12%)

Electronic Marketing

- 1.1 million visits to ACVA web site (+5%)
- 40,000 social media followers (+368%)
- 5,360 unique visits to meetings web site (+188%), with 41% increase in time on site

Attendance

- Alexandria Visitor Center — 67,000
- National Harbor Water Taxi — 135,000
- King Street Trolley Ridership — 791,000

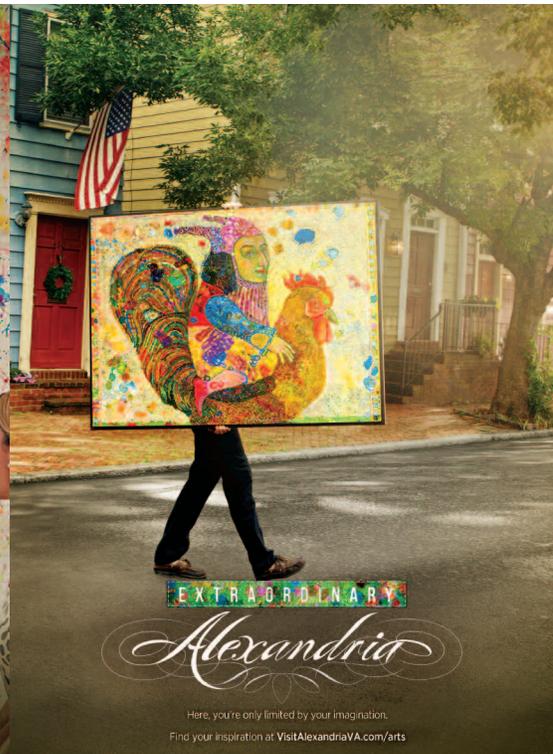
“These Old Towns are the Prettiest Little Escapes”
 – *The Huffington Post*

Extraordinary Alexandria

In 2014 we launched a new brand—Extraordinary Alexandria. It emerged from over 1,000 interviews with visitors, residents, and business and civic leaders as we sought to uncover Alexandria’s distinct authentic character. We discovered a community that has grown up. Confident in its historic character and neighborhood roots, Alexandria has become a global destination featuring chef-driven cuisine, unique tours and attractions, boutique retail, and contemporary hotels. The new “Extraordinary” brand was specifically designed to showcase the new Alexandria.

Alexandria Brand Pillars:

- Authentic Architecture & History
- Epicurean Delights
- Thriving Arts & Culture
- Romantic Escape
- Independent Boutique Shopping
- Picturesque Waterfront
- Redefined Luxury
- Minutes from DC, but a World Away





#ExtraordinaryALX

EXTRAORDINARY

Alexandria

Must be the Cobblestones.

For great date ideas go to VisitAlexandriaVA.com/Dates

Yellow or Blue Line to King St-Old Town Metro Station • Free Trolley to the Waterfront

Mission: To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets.

Financial Results for FY 2014

ACVA completed Fiscal Year 2014 with a balanced budget of \$3.46 million, coming within 2% of budget on both revenues and expenses¹. We remain committed to lean, but fiscally strong management. Last year, our auditors, Clifton Larson Allen, reviewed ACVA's financial reporting and controls and gave both a clear and positive review. They also assessed our operating reserve and, at 5 weeks, found it to be one-third the level of comparable peers across the country. It is our long-term goal to build that rainy-day fund, but in the current economic environment, we will continue to operate with a lean reserve. On the net income side, our budget reflects a strong emphasis on marketing, with 87 cents of every dollar being spent on marketing.

Revenue

City Allocation	\$ 3,161,683
Earned Income (commissions, dues, grants, sales)	298,868
	\$ 3,460,551

Expenses

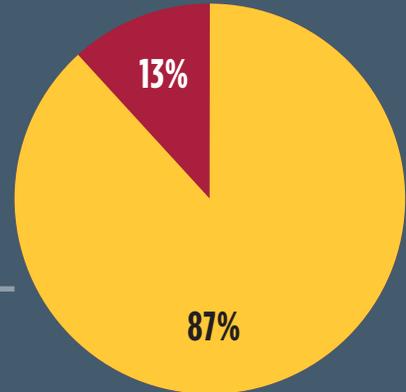
Marketing	\$ 2,999,724
General & Administrative	457,630
	\$ 3,457,354

Net Income

Net Income	\$ 3,197
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Expense Breakdown

- ACVA Marketing Program
- General & Administrative



¹ Preliminary financials, subject to final review and audit.



d²
decoriumdesign
INTERIOR DESIGN



RESTAURANT



A man in a red and white checkered button-down shirt and khaki pants walks alongside a woman in a light pink sleeveless top and a bright red skirt. She is carrying a black shoulder bag and wearing gold strappy sandals.

A man in a dark grey suit, white shirt, and patterned tie walks towards the camera. Behind him, a woman in a vibrant pink dress is visible.

A woman with curly hair, wearing a purple sleeveless top and a dark skirt, sits at an outdoor cafe table. She is smiling and holding a glass of wine. The table is set with a white tablecloth, plates of food, and condiments.

Another woman with short dark hair, wearing a white patterned top, sits at the same table, looking towards the woman in purple. They appear to be in conversation.

2

Looking Ahead to 2015 & Beyond



As we enter 2015, Alexandria is at a key point of inflection. We are diversifying from a regional destination with strong reliance on government travel to a global destination with a stronger leisure and commercial mix. This transition will occur over the next several years, and already we are achieving key milestones of progress.

This past year, there was a major breakthrough on the waterfront. The landscape design of Olin Partners, the brokered deal to move the Old Dominion Boat Club, and the recruitment of restaurants and developers all represent key elements of a transforming waterfront.

In Carlyle, the National Science Foundation broke ground on their new headquarters, which promises an important new source of visitation when it opens in 2017. Continuing development of Potomac Yards and its potential to add a 5th Metro stop will further expand our position as a city of neighborhoods. Across the river, our neighbors in National Harbor opened the Tanger Outlet mall, added the Capital (ferris) Wheel, and broke ground on the MGM casino, which will include a 3000 seat entertainment complex, all creating additional attractions that will complement the Alexandria experience.

Overall, these expansions hold great potential for 2016 and beyond, and have vital strategic implications for the near term. Our emphasis must be on brand building and positioning Alexandria to take full advantage of its diversifying experience and assets.

In 2015, we will approach this brand development on multiple fronts. Our advertising strategy will become more focused in terms of message and markets. We will drive the “Extraordinary Alexandria” brand deeper with an aspirational campaign that promotes Alexandria as a sophisticated escape just minutes from the nation’s capital. Our images will feature more water in anticipation of our waterfront development. And our marketing will place a greater geographic weight on mid-Atlantic and southern markets within a 5-hour radius, because of our competitive advantage and existing brand identity there.

Our sales team will emphasize the new “Meetings Made Extraordinary” branding, as we continue to diversify the mix of meetings, and decrease government reliance. The pilot international marketing program that was such a success last year will continue with our partnerships in Canada and Western Europe.

On the communications front we will continue our dedicated national PR effort that saw a 28% rise in coverage this past year. The Alexandria asset mix is complex, and our story is particularly well told in the long and highly credible form of journalism.

Recognizing that more and more consumers are using smart phones and tablets, we will develop a new responsive web site this year that can automatically adjust the delivery of our content to devices of different sizes. It will also provide us with a state-of-the-art storytelling platform to highlight new content, photography and video.

"DC has competition from its older, stylish sister across the river."

— *K Street Magazine*

Our member marketing programs will also expand with greater emphasis on marketing programs that enable individual businesses to leverage the Extraordinary Alexandria brand by participating together in affordable ACVA-sponsored marketing co-ops on our web site, Official Visitor Guide, Official Map, Visitor Center and King Street Trolley. These opportunities will be further enhanced with member-oriented research analysis and insight that enables members to make ROI-based marketing choices in an increasingly complex advertising environment.

Finally, our organization will also initiate its own rebranding this year with a name change from Alexandria Convention & Visitors Association to "Visit Alexandria." The new name is designed to more simply and clearly define our mission.

We are excited about the important work ahead, as we build business in the short term and build a reputation for the long term. It is our honor to do this work with you, our strong partners and members. At the same time, we know that our competitors are not standing still and that our government-centric regional economy faces ongoing challenges. Together we are a powerful force to write the next chapter of Alexandria's storied history, as we undertake this important work for our great city — Extraordinary Alexandria.



“Top 10 Best Downtowns 2014”

— *Livability.com*

FY 2014 ACVA Members

"An American Musical Landscape"	Collingwood Library & Museum	Hollin Hall - The Meeting House	Old Town Experience
@home real estate lounge & design center	Columbia Firehouse	Hollin Hall Pastry Shop	Old Town Theater
216 - A City Bed & Breakfast	Comfort Inn & Suites Alexandria	Hooray for Books!	Old Town Trolley Tours
219 Restaurant	Comfort Inn Alexandria Landmark	Hotel Monaco Alexandria, a Kimpton Hotel	Olde Towne Gemstones
529 Kids Consign	Comfort One Shoes	Huntington Creek Garden Club	Olea Restaurant
A la Lucia	Courtyard by Marriott - Alexandria Pentagon South	Il Porto	Olio Tasting Room
A Main Event - Caterers Creating Delicious	Courtyard by Marriott Alexandria Old Town/Southwest	Imagine Artwear	Olivera Music Entertainment
Acme Mid-Century + Modern	Creamery	Imperfections - Antiques and Great Stuff	Overwood
Affordable Signs & Banners	Crowne Plaza Old Town Alexandria	Indigo Landing	Pacers Running Store Alexandria
Alexandria Archaeology	Current Boutique	Indus Imports	Panera Bread
Alexandria Arts Forum	Dairy Godmother Frozen Custard & Nostalgic Treats	Irish Walk	Patricia Palermo Studio
Alexandria Chamber of Commerce	Dandy Restaurant Cruise Ships	Ivy Hill Cemetery Historical Preservation Society	Paul McGehee's Old Town Gallery
Alexandria Colonial Tours	Daniel O'Connell's Restaurant & Pub	Jackson 20	Pendleton Woolen Mills
Alexandria Economic Development Partnership	Dash's of Old Town	John Strongbow's Tavern	Pink & Brown Organic & Trendy Children's Boutique
Alexandria Library	DC Livery	Julian Tours	Pink Palm of Alexandria
Alexandria Singers	DC Metro Food Tours	Kaizen Tavern	Pita House Family Restaurant
Alexandria Small Business Development Center	DC Metro Magazine & Alexandria Guide	Keenthings	Pizzeria Paradiso
Alexandria Symphony Orchestra	Decorium	King Street Blues	Pompanoousc Mills
Alexandria Tours	Del Ray Artisans	King Street Clothiers	Popped! Republic
Alexandria Transit Company	Del Ray Cafe	King's Jewelry	Pork Barrel BBQ
Alexandria's Footsteps to the Past	Del Ray Variety	Kiskadee	Port City Brewing Company
Allstate Insurance	Delia's Mediterranean Grill & Brick Oven Pizza	Kit & Caboodle	Post Carlyle Square Apartment Homes
AMERICA!	Dishes of India	La Bergerie	Potomac Bead Company
An American in Paris Inc.	Diva Designer Consignment & Other Delights	La Cuisine	Potomac Belle Charters
Antique Guild	Dog Park	La Fromagerie Cheese and Wine Bistro	Potomac Fiber Arts Gallery
Arlandria Chirlagua Business Association	Eamonn's - A Dublin Chipper	La Madeleine	Potomac Riverboat Company
Art League, Inc.	East Coast Entertainment	La Tasca	Potomack Company
Art on the Avenue	Eisenhower Consignment	Landini Brothers Inc.	Precision Meetings & Events
Artfully Chocolate	Eisenhower Partnership	Landmark Mall	Principle Gallery
Artfully Chocolate Bistro	Elinor Coleman's Vintage Mirages	Laporta's Restaurant	Pure Prana Yoga Studio
ASCO Conference Center	Embassy Suites Alexandria	Lavender Moon Cupcakery	raparts Tavern
Asian Bistro	Entertainment Cruises	Lawrence Miller & Company	Red Barn Mercantile
Athenaeum	European Country Living	Layla's Lebanese Restaurant	RedRocks Neapolitan Bistro
Austin Grill and Tequila Bar	Evening Star Cafe	Lee-Fendall House Museum & Garden	Residence Inn by Marriott Alexandria at Carlyle
AV Actions, Inc.	Extra Perks	Leonora's Bridal Accessories	Residence Inn by Marriott, Alexandria - Old Town
Bastille	Faccia Luna	Light Horse Restaurant	Restaurant Eve
Bellacara	fibre space	Little Theatre of Alexandria	Reston Limousine
Ben & Jerry's Ice Cream	Finn & Porter	Lorien Hotel & Spa, a Kimpton Hotel	REVEL Style
Bertucci's Italian Restaurant	Fireflies Bar & Restaurant	Lotus Blooms	Royal Restaurant
Best Western Mount Vernon - Fort Belvoir	First Night Alexandria	Lou Lou	Royal Thai with Sushi Bar
Best Western Old Colony Inn	Fish Market	Lucky Knot	RT's Restaurant
Bike and Roll Alexandria	Flat Iron Steak & Saloon	Lyceum, Alexandria's History Museum	Sacred Circle
Bilbo Baggins Restaurant	Fleet Transportation	Maggie Jane's	Salon Amarti
Birchmere	Fontaine Caffe & Creperie	Mai Thai Restaurant	Sangjun Thai Restaurant
Bishop Boutique	Fort Ward Museum & Historic Site	Majestic	Savio's Restaurant
Bittersweet Catering-Cafe-Bakery	Foster's Grille	Marie Louise Meyer	ShadowLand Family Entertainment Center
Bombay Curry Company	Fountains Day Spa	Martz Gray Line of Washington DC	Share Wine Lounge & Small Plate Bistro
BRABO by Robert Wiedmaier	Freedom House	Mary M. Gates Learning Center at United Way Worldwide	Sheraton Suites Alexandria
Brahm Opticians	Friendship Firehouse	Massage Solstice	She's Unique Jewelry & Gifts
Bread and Chocolate	Gadsby's Tavern Museum	McEneaney Associates Inc.	Shoe Hive
Bugsy's Pizza Restaurant & Sports Bar	Gadsby's Tavern Restaurant	Medieval Madness at John Strongbrows Tavern	Shooter McGee's
Burke & Herbert Bank	Gallery Lafayette	Medieval Times Baltimore/Washington	Silver Parrot
BW Art, Antiques & Collectibles	George Washington Birthday Celebration Committee	Meetings & Events of Distinction	Silverman Galleries Antiques & Antique Jewelry
Caboose Cafe & Bakery	George Washington Masonic Memorial	Metropolitan School of the Arts	simpleview, inc.
Campagna Center	Geranio Ristorante	MetroStage	Society Fair
Candi's Candies	Get Out and Give Back	Mint Condition	Southside 815
Caphe Banh Mi	Gold and Silver de Cristina	Monroe's An American Trattoria	Spice & Tea Exchange of Old Town, Alexandria
Capital Boudoir	Gold Works	Montague & Son - The Birkenstock Store	SpringHill Suites Alexandria Old Town/Southwest
Caprese Restaurant, A Mediterranean Grill	Gossypia	Morris Visitor Publications	St. Elmo's Coffee Pub
Carlyle Club	GRAPE + BEAN Wine Bar	Morrison House, a Kimpton Hotel	St. George Gallery
Carlyle House	Grille at Morrison House	Mount Vernon: George Washington's Estate & Gardens	Stabler-Leadbeater Apothecary Museum
Casa Felipe	Gunston Hall Plantation	Murphy's Irish Pub	State Department Federal Credit Union
Chadwicks	Halo	Museum Framing	Stephen Gosling Photography
Chariots for Hire	Hampton Inn & Suites - Alexandria Old Town Area South	Mystique Jewelers	Stone Realty Services
Chart House Restaurant	Hampton Inn Old Town King Street Metro Station	Nando's Peri-Peri	Stuart Nordin Home & Design
Cheesetique	Hank's Oyster Bar	National Inventors Hall of Fame and Museum	Studio Antiques and Fine Art, Inc.
Christ Church	Hard Times Cafe	National Museum of the Marine Corps	Sugar Cube
Christmas Attic	Harmon's Horse-Drawn Hayrides and Carriages	Newseum	Sugar House Day Spa and Salon
Christopher H. Jones Antiques	Henry Hart	Nick's Nightclub	Sweet Root Village
Circe of Alexandria	Hilton Alexandria at Mark Center	Office of Historic Alexandria - Lloyd House	T.J. Stone's Grill House & Tap Room
Clayborne Apartments	Hilton Alexandria Old Town	Old Presbyterian Meeting House	Taverna Crelekou
Club Managers Association of America	Holiday Inn & Suites, Alexandria - Historic District	Old Town Business & Professional Association	Tchoupitoulas - Tradition with a Twist
Clyde's at Mark Center	Holiday Inn Express & Suites Alexandria Fort Belvoir	Old Town Crier Inc.	Teasim Old Town
Coco Blanca			Ted's Montana Grill

ACVA Members Continued

Tempo Restaurant
 Ten Thousand Villages
 The Hour Cocktail Collection
 The Wharf
 Theismann's Restaurant & Bar
 Tisara Photography
 To Your Taste Catering
 Today's Cargo
 Top Golf Alexandria
 Torpedo Factory Art Center
 Trademark
 Tres Hermanas
 Trinity United Methodist Church
 Truly-Life Eco Gifts
 Tyler Business Services, Inc.
 Union Street Public House
 United Motorcoach Association
 Urban Angler
 Van Bommel Antiek Haus
 Vermilion
 Victoria at Home
 Villa Di Este Restaurant
 Virginia Shop
 Virginia Theological Seminary
 Virtue Feed & Grain
 Warehouse Bar & Grill

Washington Metro Area Transportation Authority
 Waterfront Market
 West End Business Association
 Westin Alexandria
 Whole Foods Market Old Town
 Why Not?
 Windows Catering Company
 Woodlawn - Frank Lloyd Wright's Pope-Leighey House
 Zento Japanese Restaurant

Charter Members:

Alexandria Hotel Association

Bike and Roll Alexandria

Burke & Herbert Bank

Mount Vernon: George Washington's Estate, Museum & Gardens

Potomac Riverboat Company

Waterfront Market & Café

ACVA Staff

Patricia Washington

President and CEO

Melanie Fallon

Visitor Services Manager

Vito Fiore

Office Manager & Research Analyst

Megan Hosford

Sales Manager

Tom Kalden

Chief Operating Officer

Lorraine Lloyd

Senior Vice President of Sales

Kelsey Michael

Communications Assistant & Writer

Claire Mouldoux

Director of Communications

Melissa Ritchie

Sales Manager

Robin Roane

Senior Sales Manager

Meredith Sasser

Membership & Promotions Manager

Alfonso Wright

Digital Marketing Manager

Visitors Center Staff & Volunteers

Jacquelyn Austin
 Sarah Buchanan
 Melanie Fallon, Manager
 Scott Fallon
 Jeff Herre
 Marilyn Howe
 Barbara Kenniston
 Charles McCaffrey
 Ann McCracken
 Jay Middleton
 Elizabeth Montgomery
 Renee Roberts
 Bitsy Unkle

FY 2014 ACVA Board of Governors

Executive Committee

Board Chair

Tobias Arff
 General Manager
 Kimpton Hotels, Lorian Hotel

Vice Chair/Incoming Board Chair

Vic Parra
 President & CEO
 United Motorcoach Association

Treasurer

Jody Manor
 Bittersweet Catering, Café, Bakery

Secretary

Patricia Washington
 President & CEO
 Alexandria Convention & Visitors Association

Officer At-Large

Mike Barber
 General Manager
 Washington Suites Alexandria

Officer At-Large

Henry Hart
 General Counsel
 Society for Human Resource Management

Board of Governors

Mayor's Representative

Paul Smedberg
 Member
 Alexandria City Council

City Manager's Representative

Mark Jinks
 Deputy City Manager
 City of Alexandria

Alexandria Hotel Association President¹

Charlie Banta
 General Manager
 Hilton Alexandria Old Town

Alexandria Hotel Association President²

Mary Anne Russell
 General Manager
 Embassy Suites Alexandria

Association Representative²

Karen Kotowski
 CEO
 Convention Industry Council

At-Large Representative¹

Rob Kaufman
 President
 PMA Properties

At-Large Representative¹

Willem Polek
 CEO, Potomac Riverboat Company

At-Large Representative²

Andrea Barthello
 Co-Founder & COO
 Think Fun

At-Large Representative²

Charlotte Hall
 Vice President
 Potomac Riverboat Company

Attraction Representative

Stephen Marks
 Managing Partner
 Bike and Roll, Washington DC

Historic Representative¹

Christopher Jones
 Owner
 Christopher H. Jones, Antiques

Historic Representative²

Susan Hellman
 Director
 Carlyle House

Hotel Representative²

Rich Casale
 General Manager
 Westin Alexandria

Restaurant Representative¹

Kyong Yi
 Owner
 Fontaine Caffé & Creperie

Restaurant Representative²

Annee Gillett
 Director of Catering
 Alexandria Kimpton Hotels

Restaurant Representative²

Jeff Swedarsky
 Founder
 DC Metro Food Tours

Retail Representative & Incoming Treasurer³

Debra Arnett
 Owner
 Del Ray Variety

Retail Representative³

Amy Rutherford
 Owner
 Red Barn Mercantile

¹ Completed board service with our thanks 6/30/14

² Newly elected board member 7/1/14

³ Newly elected executive committee member 7/1/14

Thanks to Our Partner

**Burke &
 Herbert
 Bank**

At Your Service Since 1852[®]



www.VisitAlexandriaVA.com

Alexandria Convention & Visitors Association
625 N. Washington St., Suite 400, Alexandria, VA 22314
703.652.5369

