City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 11, 2006

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO #102: RETURN ON ECONOMIC DEVELOPMENT INVESTMENTS

In followup to Councilman Smedberg's inquiry, the following response is provided to his question, "Are we getting a return on City economic development investments?"

Measuring returns on economic development activities is easier in some areas than others. For example, City initiatives which brought the U.S. Patent and Trademark Office to Alexandria are clearly measurable in regards to direct jobs created and direct taxes paid. The indirect benefit is harder to measure, but the physical "bricks and mortar" type of economic development is quantifiable. A more difficult area to measure is the impact of "softer" economic development activities, such as those typically carried out by ACVA and AEDP.

AEDP has measured its success in two primary ways. One way is its quarterly economic development statistical report (Attachment I). This report contains Citywide macro-economic measures (office vacancy rate, unemployment rate, etc.) that AEDP influences. While AEDP influences these measures, it is not possible to develop a causal direct link between these statistics and specific AEDP actions and initiatives. This is because AEDP is only one of a number of influencers of the economic activity which drive these statistics.

AEDP also seeks to measure the economic impact of their specific work with business clients who locate in the City, who chose to expand in the City, or who decide not to leave the City. AEDP reports on all of their measures to the AEDP Board of Directors. These measures set a unit tax impact measure based on the type of business and the size of the business. AEDP then measures a return-on-investment. The attached FY 2005 Year End Report (Attachment II) provides those measures.

AEDP's measures (which were developed by City and AEDP staff in the 1990's) in regards to tax revenues are not particularly strong, and have flaws in their logic and calculation method. For instance,

- "Successes" count both firms AEDP invested a lot of staff time working with, as well as firms AEDP did only minor work with.

- "Losses" of businesses whom AEDP worked with but have moved out of the City or who did not move into the City are not counted.

- The tax revenue impacts were overstated in each single year, but understated for multiple years.

- The tax calculation data used is outdated.

A page from AEDP's annual report, which displays their measures of impact, is attached (Attachment III). As part of formulating the future of economic development in Alexandria, AEDP's performance measures need reworking to better identify the direct causal relationship between AEDP activities and the impact those activities have on the City.

ACVA's measures of economic impact and other actions or measures provided data which provides a closer link to ACVA's activities and marketing programs. On the macro level benchmarks the City's hotel (occupancy, average daily rate, and revenue per room) against the same data for the entire region (Attachment IV). ACVA also tracks (Attachment V):

- Requests by potential tourists for marketing materials as a direct response to a specific ACVA marketing program;
- Telephone inquiries by state;
- Web site statistics;
- Marketing department statistics;
- Sales department statistics;
- Media results by media outlet/circulation and dollar value of stories which ACVA assisted in developing; and
- Visitor Center statistics.

ACVA provides all of the above statistics monthly to its Board of Governors.

Attachments:
I. AEDP Quarterly Economic Development Statistical Report
II. AEDP FY 2005 Year End Success Report
III. AEDP Annual Report - page 3
IV. ACVA Regional Hotel Statistics
V. ACVA Statistics and Measures

A E D P

LOCAL ECONOMIC INDICATORS — December 2005
Alexandria Economic Development Partnership, Inc.

PUBLISHED REPORT DATE	Dec. 2005	Sept. 2005	June 2005	March 2005	Dec. 2004
PRIME INTEREST RATE	Dec.05	Sept. 05	Jun. 05	Dec. 04	Sept. 04
Source: Federal Reserve Board	7.00%	6.50%	5.58%	5.25%	4.58%
CONSUMER PRICE INDEX	Sept. 05	Jul. 05	Mar. 05	Dec. 04	Sept. 04
U.S. City Average	198.80%	195.40%	193.20%	190.70%	189.90%
Washington-Baltimore Metro Area	126.70%	125.00%	122.70%	121.30%	120.80%
Source: U.S. Department of Labor					
UNEMPLOYMENT RATE	Sept. 05	Jul. 05	Mar. 05	Dec. 04	Sept. 04
Alexandria	2.7%	2.6%	2.7%	1.8%	1.8%
Virginia	3.5%	3.5%	3.4%	3.0%	3.3%
U.S.	4.8%	5.2%	5.4%	5.1%	5.1%
Source: Virginia Employment Commission					
UNEMPLOYMENT COMPENSATION	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
Initial Claims Filed	2,333	2,216	3,087	2,494	2,340
Weekly Benefit Payments	$15,341	$16,751	$ 20,444	$ 15,297	$ 16,197
Total Benefit Payments	$4,254,866	$4,673,605	$ 5,650,469	$ 4,084,650	$ 4,291,927
Average Weekly Benefit Payments	$277.35	$279.00	$ 276.39	$ 267.02	$ 264.98
Source: Virginia Employment Commission					
ALEXANDRIA EMPLOYMENT*	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
Construction	n/a	n/a	3,908	4,056	4,059
Manufacturing	n/a	n/a	1,366	1,539	1,520
Transp., Comm., Utilities	n/a	n/a	4,321	4,512	2,316
Trade	n/a	n/a	11,104	11,788	11,419
Fin., Insur., Real Estate	n/a	n/a	6,621	6,616	6,493
·vices	n/a	n/a	50,587	49,644	51,790
·overnment	n/a	n/a	15,451	15,902	15,863
Local	n/a	n/a	7,574	7,920	7,849
State	n/a	n/a	1,014	1,067	1,057
Federal	n/a	n/a	6,863	6,915	6,957
Agriculture & Mining Related	n/a	n/a	0	0	0
Total*	n/a	n/a	93,358	94,057	93,466
Source: Virginia Employment Commission			**1 QTR 04: 91,010**	**4 QTR 03: 91,701**	**3 QTR 03: 90,193**
*May not total due to data suppression.					
NEW BUSINESS LICENSES*	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
	245	288	259	247	280
Source: City of Alexandria Department of Finance. * A single business may apply for numerous licenses and some businesses who obtain licenses may never start operations. New licenses also reflect transfers in business ownership.					
OFFICE MARKET STATISTICS	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
Vacancy Rates:					
Alexandria	6.68%	9.82%	11.71%	13.08%	9.27%
Northern Virginia	10.89%	12.01%	13.11%	13.27%	13.37%
Washington D.C. Metro Area	9.50%	11.90%	11.20%	10.90%	10.90%
Alexandria Net Office Space Absorption	111,549	581,163	163,280	1,438,412	1,383,174
Alexandria Advertised Rent — Class A	$28.93	$28.43	$ 27.65	$ 27.61	$ 27.32
Source: Grubb & Ellis of Metropolitan Washington					
INDUSTRIAL SPACE STATISTICS	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
Vacancy Rate — Alexandria	7.00%	6.20%	7.80%	4.80%	4.70%
Source: CoStar					
RESIDENTIAL RENTAL STATISTICS*	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
Alexandria Market Effective Rental Rate:	$1,238	$1,282	$ 1,253	$ 1,200	$ 1,210
Alexandria Market Vacancy Rates:	1.60%	1.50%	3.00%	2.30%	1.80%
* Includes average of both Class A & B properties both high-rise and garden-style					
Source: Delta Associates					
CONSTRUCTION	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
Residential Starts (# of units)	53	78	51	124	26
Commercial Starts	0	3	4	2	1
Residential Starts Value	$7,818,206	$92,525,665	$9,780,200	$ 1,730,000	$ 5,345,000
Commercial Starts Value	$0	$72,750,000	$120,511,335	$ 1,037,000	$ 7,983,762
Commercial Square Feet	0	592,079	995,060	14,999	25,612
Source: Alexandria Fire Department, Code Enforcement Division					

LOCAL ECONOMIC INDICATORS — December 2005

'TAIL SALES*	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
.exandria	$592,600,309	$634,761,527	$557,952,091	$626,807,643	$561,706,454
Virginia	$24,140,244,193	$24,762,466,183	$21,785,256,043	$25,266,102,353	$22,881,751,400

* Reflects actual sales by quarter
Source: City of Alexandria Department of Finance; Virginia Department of Taxation

MEALS TAX*	3 QTR 05	2 QTR 25	1 QTR 05	4 QTR 04	3 QTR 04
* Reflects actual meals sales tax by quarter	$2,410,300	$ 2,594,205	$ 2,215,248	$ 2,368,791	$ 2,320,384

Source: City of Alexandria Department of Finance

LODGING TAX*	3 QTR 05	2 QTR 05	1 QTR 05	4 QTR 04	3 QTR 04
* Reflects actual lodging sales tax by quarter	$1,612,578	$ 2,217,435	$ 1,634,637	$ 1,610,653	$ 1,729,169

Source: City of Alexandria Department of Finance

HOTEL OCCUPANCY	Sept. 05	Jun. 05	Mar. 05	Dec. 04	Sept. 04
Occupancy rate	73.40%	83.90%	78.80%	49.00%	71.90%
Average Daily Rate	$113.81	$112.58	$ 111.12	$ 101.14	$ 108.35

Source: Alexandria Convention & Visitors Association

METRO RIDERSHIP(Avg. Wkdy. Boardings)	Sept. 06	Jun. 05	Mar.05	Dec. 04	Sept. 04
Braddock Road	4,413	4,484	4,138	3,771	4,198
King Street	8,470	8,838	7,830	6,500	6,902
Eisenhower Avenue	1,741	2,046	1,719	1,495	1,731
Van Dorn Street	3,810	4,135	3,626	3,181	3,775
ALEXANDRIA TOTAL	18,434	19,503	17,313	14,947	16,606
Systemwide	701,489	734,510	682,573	604,425	662,569

Source: Washington Metropolitan Area Transit Authority

VRE RIDERSHIP – Alexandria Station*	Sept. 05	Jun. 05	Mar.06	Dec. 04	Sept. 04
Northbound Off	475	522	502	450	506
Northbound On	17	36	37	38	39
Southbound On	735	761	751	668	744
Southbound Off	15	38	37	34	37

Average Weekday Ridership
Source: Virginia Railway Express

ASSESSED PROPERTY VALUES	2005	2004	2003	2002	2001
Total Commercial (includes apt. bldgs.)	$ 10,314,385,600	$ 8,567,286,200	$ 7,352,520,600	$ 6,712,662,000	$6,393,415,100
Commercial	$ 7,226,283,300	$ 5,996,634,100	$ 5,087,599,700	$ 4,692,830,700	$4,659,190,100
Apartments	$ 3,088,102,300	$ 2,570,652,100	$ 2,264,920,900	$ 2,019,831,300	$1,734,225,000
Total Residential	$ 16,272,323,600	$ 13,245,349,200	$ 11,191,849,700	$ 8,893,563,000	$7,573,896,600
Non-locally Assessed Public Service Prop.	$ 772,940,700	$ 768,359,800	$ 681,555,300	$ 662,429,600	$665,037,500
Avg. Assessed Value SF Units	$ 563,092	$ 474,681	$ 409,613	$ 333,362	$288,589
Avg. Assessed Value Condominiums	$ 287,765	$ 216,571	$ 177,079	$ 135,648	$112,561

Source: City of Alexandria Department of Real Estate Assessments

FEDERAL CONTRACT AWARDS	2004	2003	2002	2001	2000
Defense	n/a	$ 1,298,444,643	$ 961,903,000	$ 835,440,000	$921,731,000
Non-Defense	n/a	$ 505,744,534	$ 486,922,405	$ 363,686,607	$296,191,981
TOTAL	n/a	$ 1,804,189,177	$ 1,448,825,405	$ 1,199,126,607	$1,182,922,981

Source: U.S. Department of Commerce

REGIONAL - NORTHERN VIRGINIA

COMMERCIAL CONSTRUCTION	2004	2003	2002	2001	2000
Projects	282	244	235	283	375
Square Feet	12,068,082	14,181,931	15,888,980	15,177,883	27,479,169
Construction Value	$ 1,176,651,661	$ 1,487,810,074	$ 1,459,853,939	$ 1,203,660,260	$2,183,442,326

Source: Metropolitan Washington Council of Governments

HOUSING (Includes SF/TH/Condo)	Sept. 05	Jun. 05	Mar.05	Dec. 04	Sept. 04
Total Units Sold	2,377	3,561	2,260	2,801	2,760
Total Units Sold Year to Date	23,270	14,723	5,718	32,735	24,597
Average Sale Price — Reporting Month	$543,170	$521,836	$504,081	$ 441,253	$ 440,150
Total Active MLS* Listings	6,693	4,061	2,034	1,645	3,540

*MLS is the Multiple Listing Service for Northern Virginia; Northern Virginia consists of the counties of Fairfax and Arlington and the cities of Alexandria, Fairfax and Falls Church.
Source: Northern Virginia Association of Realtors

AIRPORT PASSENGERS	12 mo. Thru 9/05	12 mo. Thru 07/05	12 mo. thru 04/05	12 mo. thru 12/04	12 mo. thru 09/04
Ronald Reagan Washington National	17,509,161	17,169,096	16,523,299	15,943,859	15,607,068
Washington Dulles International	27,719,646	27,520,074	25,703,612	22,872,064	20,295,409

Source: Metropolitan Washington Airports Authority

For more information: Call AEDP at 703-739-3820 or visit www.alexecon.org

The Alexandria Economic Development Partnership, Inc. | *September 2005*

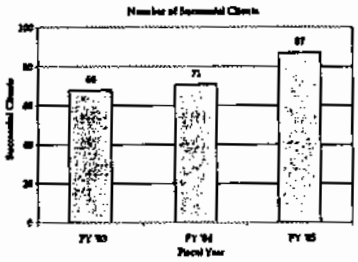
AEDP
FY 2005 Year End Success Report

FY 2005 Year in Review

All of the economic indicators used to gauge our success as an organization increased in FY'05.

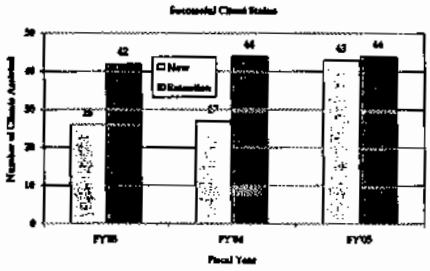
- Number of successful clients
- Job growth
- Square footage absorption
- Estimated tax revenue
- Return on investment

Number of Successful Clients

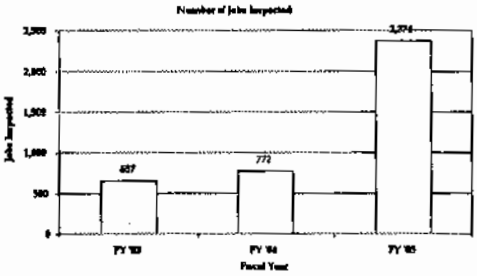


The number of successful clients increased by 16 in the last year, showing a 23% increase over FY'04

Successful Client Status



Number of Jobs Impacted

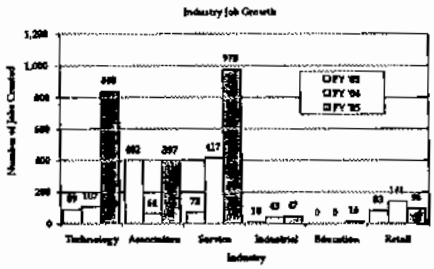


Number of Jobs Impacted Facts…

The FY'05 year witnessed job growth of 208% over the previous fiscal year, impacting 1,602 additional jobs.

New data tracking software called CoStar Tenant™ allows our office to more accurately record the number of staff employed by each of AEDP's successful companies.

Industry Job Growth

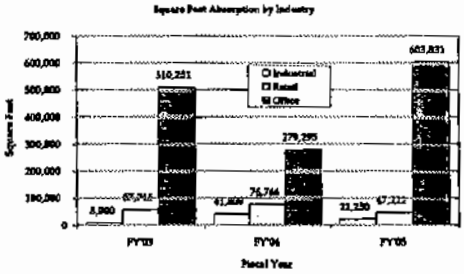


Industry Job Growth Facts…

The strongest growth has occurred in three specific industries: Service, Technology, and Associations.

These numbers show that AEDP has been successful in implementing the goals of its Strategic Plan and economic development agenda.

Square Feet Absorption by Industry



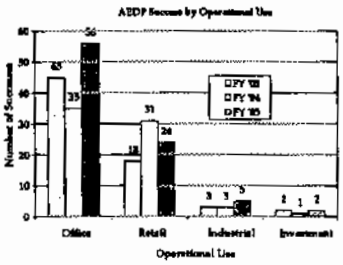
Square Feet Absorption by Industry Facts…

SF absorption between FY'03-FY'04 was down, yet tax revenue was up. This trend indicates that over time,

Alexandria was assisting more small companies and businesses while continuing to increase the City's tax base.

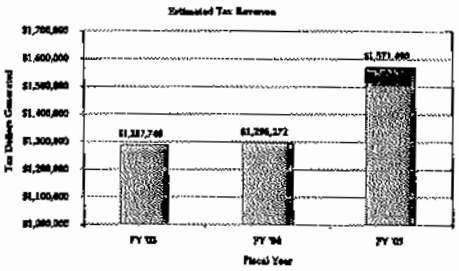
Absorption was back on the rise again in FY'05.

Success by Operational Use



The highest demand for space has been in the office sector, followed by retail and industrial.

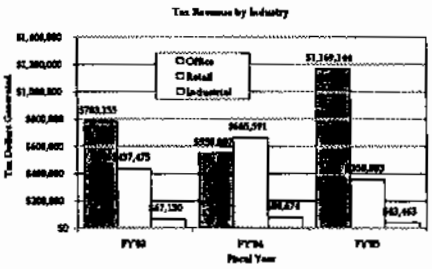
Estimated Tax Revenue



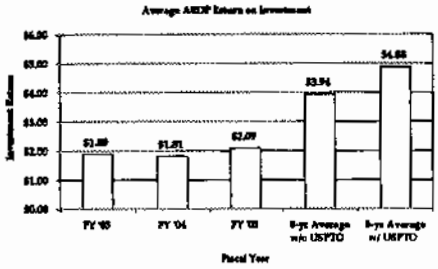
Estimated Tax Revenue Facts…

- The 87 businesses AEDP assisted in FY'05 generated nearly $1.6 million in tax revenue for the City.
- Increases in tax revenue in FY'05 were up 21%, a $275,000 gain over last year.

Tax Revenue by Industry



Return on Investment



Return on Investment Facts…

The average return on investment for AEDP since 1998: $4.88

To simplify, for every dollar spent on AEDP in the last 8 years, AEDP has generated an average of almost five dollars in return.

Conclusion

The Alexandria Economic Development Partnership, Inc. continues to be highly successful investment for the City of Alexandria. Over the last 8 years…

Amount of money invested in AEDP: $5.1 million
Amount of money AEDP has generated: $25 million

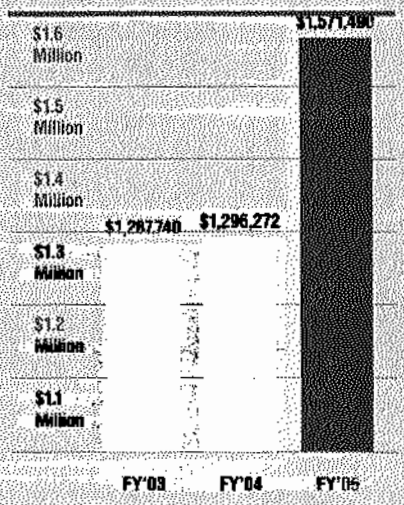
Return on Investment

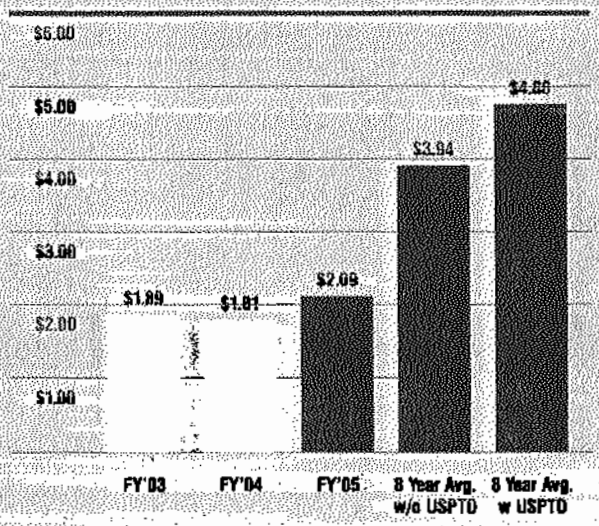
For every dollar the City has invested in the Alexandria Economic Development Partnership, Inc. over the years, AEDP's return on investment has consistently been greater. The return on investment figures cited below illustrate the financial vitality of the AEDP organization, and the role of economic development in stimulating investment enterprise for the City of Alexandria.

For example, in FY'05, the total operating budget for AEDP, including both City and Industrial Development Authority (IDA) funding, was $753,685. Matching this number against the tax revenue generated in FY'05, this equates to a $2.09 return on the City's investment. AEDP is able to more than double its annual expenditures, and propagate very high financial returns.

In addition to the published figures of the last three years, the graph below also shows AEDP's average return on investment over the last 8-year period. Excluding the USPTO project, which was the most significant economic catalyst during this time period, the average return on investment is $3.94. When the USPTO is included, the average return amounts to $4.88. **To simplify, for every City dollar allocated to AEDP in the last 8 years, AEDP has generated an average of almost five dollars in return.** During the last 8 years, AEDP has received a total of $5,132,018 and given back over $25,048,968.

"AEDP—a major source of tax revenue"





ALEXANDRIA CONVENTION VISITORS ASSOCIATION
Hotel Report

OCCUPANCY

City of Alexandria

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
00	78.5%	70.4%	75.7%	81.0%	67.2%	50.5%	49.8%	60.8%	78.3%	87.6%	86.6%	87.1%	72.8%	5.0%
01	81.3%	76.7%	77.5%	82.6%	68.1%	52.6%	59.1%	64.0%	79.6%	84.1%	82.9%	83.5%	74.3%	2.1%
02	78.7%	71.9%	54.8%	64.6%	56.8%	48.4%	48.3%	58.6%	70.7%	81.6%	79.2%	78.3%	66.0%	-11%
03	72.9%	67.1%	66.8%	70.3%	59.0%	49.2%	46.3%	53.9%	65.2%	71.5%	75.0%	78.0%	64.6%	-2%
04	72.2%	65.0%	64.0%	73.3%	60.1%	49.7%	49.0%	59.2%	74.2%	82.3%	81.0%	82.8%	67.7%	5%
05	77.9%	69.3%	71.9%	81.0%	63.1%									
%	8%	7%	12%	11%	5%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

Metroplitan Washington (DC, Nova, Southern MD)

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
97	N/A	N/A	N/A	N/A	63.4%	45.8%	52.6%	60.6%	71.6%	82.7%	83.0%	80.9%	N/A	N/A
01	78.6%	74.7%	77.9%	81.5%	67.6%	51.3%	57.6%	64.7%	76.7%	78.9%	78.9%	80.2%	72.4%	1%
02	73.9%	69.0%	53.8%	63.7%	56.9%	46.9%	50.0%	60.8%	69.4%	79.2%	76.5%	76.7%	64.7%	-11%
03	71.6%	66.9%	67.1%	70.2%	58.8%	47.7%	51.2%	59.2%	68.4%	70.6%	74.1%	77.6%	65.3%	1%
04	74.7%	67.4%	70.0%	76.6%	62.1%	49.8%	52.3%	64.9%	76.5%	79.7%	79.5%	82.0%	69.6%	7%
05	77.1%	70.4%	72.4%	79.8%	63.1%									
%	3.2%	4.5%	3.4%	4.2%	1.6%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	

Attachment IV

5/5

ALEXANDRIA CONVE[illegible]ON VISITORS ASSOCIATION
Hotel [illegible]ort

AVERAGE DAILY RATE (ADR)

City of Alexandria

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
96	77.33	75.75	78.87	79.32	76.79	70.31	73.10	76.82	79.46	82.95	85.09	83.42	78.27	N/A
01	95.12	94.45	102.72	103.12	97.75	91.90	103.17	99.92	104.11	110.39	108.09	105.16	101.33	9%
02	97.53	96.39	96.32	99.81	95.46	89.51	95.01	94.99	101.49	109.41	107.60	105.63	99.10	-2%
03	101.61	99.84	104.10	105.67	96.83	91.57	93.12	94.98	101.67	102.78	103.39	100.09	99.64	1%
04	97.37	97.50	103.04	102.49	97.90	93.09	97.50	101.86	106.64	107.22	110.80	107.58	101.92	2%
05	102.10	102.58	108.35	109.38	104.56									
%	5%	5%	5%	7%	7%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

Metropolitan Washington

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%=/-
97	N/A	N/A	N/A	N/A	95.96	85.65	101.35	100.19	101.60	103.62	107.52	99.69	N/A	N/A
01	108.28	106.96	123.91	127.55	117.76	108.70	127.85	120.67	126.19	127.20	125.37	119.28	119.98	8%
02	108.10	104.64	109.86	114.39	108.13	99.91	105.52	111.79	116.58	125.23	122.02	115.42	111.80	-7%
03	106.38	102.27	117.68	120.24	107.39	98.86	104.04	109.30	117.00	114.28	116.35	113.28	110.59	-1%
04	105.04	98.74	116.75	117.61	109.89	102.25	106.06	115.70	123.27	120.91	125.19	120.89	113.53	3%
05	110.59	107.53	124.01	130.65	119.43									
%	5%	9%	6%	11%	9%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

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ALEXANDRIA CONVENTION VISITORS ASSOCIATION
Hotel Report

REVENUE PER ROOM (RevPar)

City of Alexandria

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
96	N/A	N/A	N/A	N/A	50.15	35.89	40.15	45.22	61.88	74.55	73.22	72.51	N/A	N/A
01	77.29	72.41	79.62	85.15	66.75	48.29	61.01	63.99	82.83	92.87	89.57	87.84	75.64	10%
02	76.75	69.35	52.76	64.49	54.20	43.28	45.85	55.66	71.77	89.23	85.19	82.68	65.93	-13%
03	74.08	67.03	69.56	74.29	57.12	45.01	43.09	51.22	66.33	73.49	77.58	78.03	64.74	-2%
04	70.31	63.43	66.27	75.10	58.79	46.30	47.80	60.29	79.16	88.25	89.70	89.06	69.54	7%
05	79.54	71.10	77.89	88.55	65.94									
%	13%	12%	18%	18%	12%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

Metropolitan Washington

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg	%+/-
97	N/A	N/A	N/A	N/A	60.81	39.27	53.32	60.74	82.57	85.69	89.29	80.62	N/A	N/A
01	85.07	79.92	96.56	104.00	79.62	55.46	73.70	78.08	96.81	100.36	98.88	95.67	87.01	8%
02	79.89	72.25	59.10	72.90	61.57	46.83	52.77	67.98	80.88	99.17	93.40	88.51	72.94	-16%
03	76.13	68.45	78.95	84.46	63.13	47.11	53.26	64.70	80.07	80.72	86.19	87.96	72.59	0%
04	78.41	66.58	82.09	90.11	68.20	50.87	55.46	75.08	94.31	96.31	99.59	99.12	79.68	10%
05	85.28	75.74	89.76	104.32	75.38									
%	9%	14%	9%	16%	11%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

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ALEXANDRIA CONVENTION VISITORS ASSOCIATION

Fun Side Accommodation Taxes

Lodging Tax Revenue 5.5%

FY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
96	$289,332	$239,108	$272,102	$321,305	$227,597	$161,455	$149,264	$165,251	$260,469	$334,440	$320,440	$304,714	$3,045,477
97	$285,819	$250,479	$255,845	$447,925	$222,596	$180,391	$175,841	$189,285	$275,826	$367,680	$341,747	$311,830	$3,305,264
98	$296,685	$251,947	$273,959	$374,027	$241,020	$190,198	$172,118	$212,521	$323,456	$409,263	$371,117	$381,883	$3,498,194
99	$368,622	$310,882	$324,365	$460,156	$305,783	$228,415	$205,679	$256,190	$433,325	$458,078	$503,208	$447,249	$4,301,954
00	$379,019	$337,279	$412,704	$455,652	$327,208	$243,277	$240,197	$288,264	$451,854	$521,880	$541,956	$498,144	$4,677,261
01	$473,358	$382,876	$459,263	$496,765	$379,383	$281,709	$330,566	$323,024	$493,163	$533,113	$562,794	$514,849	$5,230,863
02	$440,197	$389,495	$307,517	$385,892	$312,774	$244,096	$254,891	$288,715	$424,705	$516,620	$530,566	$466,036	$4,561,504
03	$427,795	$371,951	$422,492	$452,713	$338,745	$276,740	$240,710	$286,086	$440,662	$452,868	$507,040	$489,400	$4,707,202
04	$440,957	$406,258	$427,223	$525,868	$381,812	$308,759	$285,966	$349,732	$554,909	$585,643	$615,240	$561,660	$5,444,027
05	$525,608	$449,818	$514,643	$602,005	$422,927								$2,515,001
%	19%	11%	20%	14%	11%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-54%

3 non-filers

$1 Room Night Tax

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
00	$72,193	$69,998	$79,250	$80,131	$61,693	$48,879	$47,940	$54,877	$80,745	$83,643	$86,758	$82,045	$848,152
01	$84,647	$73,935	$77,826	$81,649	$66,789	$53,415	$53,976	$54,292	$78,648	$79,108	$ 85,669	$81,633	$871,587
02	$76,667	$71,154	$55,041	$65,497	$54,609	$46,779	$45,374	$50,822	$68,533	$76,312	$ 82,908	$75,600	$769,296
03	$73,801	$64,894	$67,076	$70,946	$57,516	$50,493	$42,804	$50,802	$71,192	$74,107	$ 79,741	$80,410	$783,782
04	$77,517	$70,628	$67,205	$83,209	$65,528	$55,379	$49,697	$58,378	$82,721	$85,094	$ 87,668	$82,433	$865,457
05	$82,080	$78,253	$78,767	$88,282	$64,825								$392,207
%	6%	11%	17%	6%	-1%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-55%

3 non-filers

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION

Meals Sales Tax

Meal Tax

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	%+/-
96	495,495	482,884	490,165	497,554	455,040	502,626	368,922	410,939	510,112	513,880	536,356	540,444	5,804,417	n/a
97	492,001	497,709	476,462	513,905	477,346	504,936	435,183	437,256	519,950	527,181	546,758	534,390	5,963,077	3%
98	521,599	511,217	490,208	533,601	473,934	519,147	455,358	447,586	530,587	556,196	580,015	578,967	6,198,415	4%
00	635,946	601,788	617,347	662,986	577,709	652,248	532,681	576,019	692,231	674,948	710,594	696,628	7,631,125	12%
01	679,585	663,816	700,490	693,947	630,881	717,203	605,241	608,954	730,279	734,021	757,062	777,449	8,298,928	9%
02	719,818	699,702	671,779	696,378	647,025	782,055	618,733	630,576	754,106	737,470	766,331	790,742	8,514,715	3%
03	714,590	715,491	709,197	709,314	671,385	747,293	614,703	569,752	742,426	720,825	794,439	782,804	8,492,219	0%
04	737,858	746,658	711,662	750,466	710,207	788,181	642,538	688,693	798,904	802,025	833,757	825,334	9,036,283	6%
05	788,514	746,740	781,367	815,983	587,610								**3,720,214**	-59%
%	7%	0%	10%	9%	-17%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		

81 non-filers

Retail Sales Tax

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	%+/-
00	1,493,638	1,414,571	1,731,141	1,626,784	1,706,484	1,657,817	1,643,634	1,445,261	1,805,840	1,684,740	1,721,259	1,871,365	19,802,533	7%
01	1,541,855	1,645,996	1,739,234	1,671,735	1,539,350	2,179,389	1,642,100	1,500,208	1,918,277	1,803,125	1,752,135	1,797,402	20,730,806	5%
02	1,715,643	1,573,174	1,601,030	1,679,795	1,587,916	2,276,121	1,384,194	1,515,057	1,833,916	1,736,953	1,821,020	1,591,526	20,316,345	-2%
03	1,857,334	1,847,275	1,719,859	1,606,265	1,349,678	2,718,156	1,532,047	1,458,026	1,805,140	1,750,796	1,775,484	1,796,066	21,216,125	4%
04	1,764,274	1,702,586	1,994,554	1,849,717	1,741,425	2,392,896	1,635,426	1,640,120	1,979,662	1,814,434	1,919,456	2,107,336	22,541,886	6%
05	1,898,767	1,776,897	1,941,401	1,876,996									7,494,061	-67%
%	8%	4%	-3%	1%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-67%	

1/10/2005

Data provided by the City of Alexandria
Totals may increase due to late filings.

ALEXANDRIA CONVENTION VISITORS ASSOCIATION
FY04 Labe[illegible] [illegible]lication/State

FY 04	04VIFL Guide	04AAA World	04Nat. Geo. Travelr	04Good Hskpg.	04NYT Shwcse	05Pres. Mag.	05Great Vac. Getaways	TOTAL	04Bdgt. Tvl. VHTA	04AAA Wd. GWTA	04AAA Wd. NVVC	04Nat. Geo. GWTA	05AAA Wd. GWTA	TOTAL	Web EmailsFY04	Web EmailsFY05
NY	88	1	78	156	70	15	343	**751**	40			38	3	**81**	491	126
PA	120	56	46	176	14	13	288	**713**	24	96	48	20	33	**221**	593	189
NJ	67	99	51	85	37	7	268	**614**	13	76	134	25	44	**292**	526	113
VA	93	3	41	72	5	9	138	**361**	14	104	8	20	39	**185**	1246	415
OH	76		40	77	4	11	87	**295**	17			16		**33**	264	79
CA	58		89	100	3	22	6	**278**	44			47		**91**	424	135
FL	45		70	81	7	7	2	**212**	32		1	35		**68**	298	83
MD	42	5	23	50	1	9	75	**205**	11	104	5	10	46	**176**	340	131
NC	58		14	60		12	42	**186**	8		1	6		**15**	247	87
CT	10		12	26	17	4	84	**153**	8			5		**13**	95	29
TX	45		47	84	3	15		**194**	27			17		**44**	249	89
IL	38		43	71	2	11	2	**167**	11			17		**28**	236	72
TN	26		13	31	8	4		**82**	8			3		**11**	106	35
MA	20		28	40	7	5	20	**120**	10			13		**23**	145	35
MI	40		31	61	4	5	21	**162**	11			13	1	**25**	156	67
GA	25		20	44	1			**90**	8			11		**19**	109	46
WI	14		29	40	6	11		**100**	5			11		**16**	116	22
IN	20		18	47	4	3	1	**93**	4			10		**14**	88	36
KY	22		10	29		2	1	**64**	2			3		**5**	67	18
MO	24		23	34	1			**82**	8			14		**22**	89	34
WA	9		18	20		1	1	**49**	8			7		**15**	79	26
LA	7		14	22				**43**	3			7		**10**	86	31
AZ	9		16	26	2	3		**56**	8			6		**14**	64	24
WV	23			34	1			**58**	1			6		**7**	14	11
SC	14		10	25	1	2		**52**	5			6		**11**	78	30
MN	16		18	29	1	1	1	**66**	5			5		**10**	67	26
AL	14		10	25				**49**	4			6		**10**	67	18
AR	16		5	23		2		**46**	4			3		**7**	32	10
CO	15		13	20		3	1	**52**	6		1	7		**14**	80	27
DE	4	3	8	17		5	1	**38**	3	29		3	11	**46**	48	13
OK	8		4	20	1			**33**	4			2		**6**	57	15
IA	12		16	18		1		**47**	4			8	1	**13**	43	12
NV	5		7	17	1		1	**31**	7			2		**9**	33	6
MS	15		7	14		1		**37**	5			3		**8**	27	7
KS	4		7	19		2		**32**				4		**4**	67	24
DC	3	1	6	3	2		1	**16**		8		4	2	**14**	94	32
UT	3		5	11		1		**20**	2			3		**5**	21	10
NE	11		4	10				**25**	2			2		**4**	25	5
Othr	55		49	73	6	11	7	**201**	16			32		**48**	327	89
FOR	26		47	1	5			**79**	4			21		**25**	274	44
	1200	**168**	**990**	**1,791**	**214**	**198**	**1,391**	**5,952**	**396**	**417**	**198**	**471**	**180**	**1,662**	**7,468**	**2,301**

* leads are generated through Publications that may run beyond FY04 - FY05 leads will start coming out mid-year

GRAND TOTAL: **7,614**

1/10/2005

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ALEXANDRIA CONVENTION & VISITORS ASSOCIATION
TELEPHONE TRACKING
by State
FY 2004

State	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOT
VA	179	73	84	60	40								
PA	33	36	28	27	25								
MD	63	32	26	26	21								
NJ	31	31	21	10	12								
CA	36	44	31	24	14								
NY	24	31	16	13	22								
FL	43	19	11	14	21								
DC	23	11	8	14	3								
OH	18	20	18	26	8								
IL	13	9	8	7	11								
TX	14	13	9	18	8								
NC	17	16	8	11	6								
MI	9	10	9	0	2								
GA	6	9	4	6	1								
MA	9	3	2	5	3								
TN	3	5	0	1	4								
CT	3	2	4	0	1								
MO	14	6	4	5	7								
Canada	3	1	7	5	2								
KY	5	1	2	1	0								
MN	1	2	6	8	3								
WA	0	5	2	5	2								
AL	2	1	4	1	2								
UT	1	1	4	3	1								
Others*	65	53	45	41	35								
TOTAL	**615**	**434**	**361**	**331**	**254**								

Marketing Depa. .ient Statistics

Web Site Statistics 04

GENERAL STATISTICS:	July*	Aug**	Sept***	Oct	Nov ^	Dec	Jan^^	Feb	Mar>	Apr	May	Jun>>	TOTAL
Total Page Views	91,804	62,885	65,427	57,621	67,633	44,136	50,862	56,409	72,635	61,883	63,360	65,472	760,127
Monthly Unique Visitors	19,640	11,594	12,178	10,500	15,229	8,767	9,269	10,414	12,859	11,139	11,898	11,429	144,916
Total Visits	22,504	13,633	14,535	12,681	17,356	10,391	10,901	12,292	15,427	13,157	14,075	13,624	170,576
First Time Visitors	18,440	10,578	11,244	9,651	14,096	7,993	8,343	9,585	11,736	10,215	11,053	10,531	133,465
Repeat Visitors	4,064	3,055	3,291	3,030	3,260	2,398	2,558	2,707	3,691	2,942	3,022	3,093	37,111
Monthly Returning Visitors	1,200	1,016	934	849	1,133	774	926	829	1,123	924	845	898	11,451
AVERAGES:													
Avg. Page Views Per Visitor	4.7	5.4	5.4	5.5	4.4	5.0	5.5	5.4	5.7	5.6	5.3	5.7	5.3
Avg. Visit Length	3:34	4:14	4:11	4:17	3:10	3:58	4:02	4:06	4:10	4:03	4:01	4:05	4:29
MOST REQUESTED PAGES:													
	(Home) Calendar Maps Transport. Hotel List	(Home) Maps Calendar Transport. Hotel List	(Home) Festival Maps Calendar Transport.	(Home) Maps Transport. Dining List Calendar	(Home) Hol. Events Hotel Pkgs Calendar Transport.	(Home) Coupon: Dining Calendar Dining List Coupon: Shop	(Home) Hotel List Calandar Dining List Transport.	(Home) Dining List Maps Transport. Calendar	(Home) Maps Hotel List Dining List Transport.	(Home) Maps Dinng List Hotel List Attractions	(Home) Maps Dining List Hotel List Attractions	(Home) Hotel List Dining Maps Tours	

Notes:

** EU/July 11 @ 11AM (Qty: 10,085) & NYT Great Destinations /July 24 (QTY: 421,345 - .6% CTR)*

*** EU - Art Festival Flash/August 21 (Qty: 12,996)*

****Festival/Hurricane Isabel*

^ NYT Great Getaways Nov.14 (Qty: 460,631) & EU/Nov. 11 (Qty:13,652 - .7% CTR))

^^ EU/Jan.29 (Qty: 13,455)

> EU/Mar. 30 (Qty: 14,445)

>> Web down 4 days (June 3-6)

Web Site Statistics 05

GENERAL STATISTICS:	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Total Page Views	83,934	71,436	73,977	68,014	78,754	63,921							
Monthly Unique Visitors	13,537	11,458	12,181	11,397	17,186	11,404							
Total Visits	16,334	13,915	14,469	13,585	19,697	13,618							
First Time Visitors	12,506	10,474	11,205	10,500	16,028	10,299							
Repeat Visitors	3,828	3,441	3,264	3,085	3,669	3,319							
Monthly Returning Visitors	1,031	984	976	897	1,158	1,105							
AVERAGES:													
Avg. Page Views Per Visitor	6.2	6.2	6.07	6.0	4.6	5.6							
Avg. Visit Length	4:12	4:13	4:06	3:46	2:45	3:30							
MOST REQUESTED PAGES:													
	(Home) Dining Hotel List Calendar Maps	(Home) Dining Hotel List Maps Attrac.	(Home) Dining Fall for Arts Maps Hotel List	(Home) Calendar Dining Hotel List Maps	(Home) Dec. Calend Find Alex Hotel Pckgs. Nov. Calend	(Home) Dec. Calend Dining Maps Hotel Listings							

Notes:

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Marketing Department Statistics

Web Site: Requests for Guides

Mo/Yr	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY01	212	199	214	223	163	238	*617	555	527	529	444	388	4,309
FY02+	358	106	218	226	234	195	375	536	492	498	**407	387	4,032
FY03	321	325	***625	369	291	^202	^^522	439	^^^480	>341	467	626	5,008
FY04	< 1,242	~ 599	~~ 846	734	<< 1,018	602	>>1,563	1,369	– 1479	˙832	520	951	11,755
FY05	x371	xx724	xxx472	393	XX466	308							

Notes: *+FY02 - Sept. 11 & Anthrax*

** Web Site Contest Postcard Dropped Jan. 8 (Qty: 28,189)*
*** EMail Update/May 31 @ 9PM (Qty: 7,408)*
**** Email Update/Sept. 17 @ 10PM (Qty: 11,234) - Contest*
^ CTA leading to holidays - Holiday Planner (Qty: 440)
^^ Email Update January 29 @ 8PM (Qty: 10,276)
xxRequest Form down 8/12-8/16
^^^ Iraq War
> Iraq War; Email Update April 12 @ 11PM (Qty: 10,775)
< NYT Email/July 24 (QTY: 421,345)/Festival & EU/July 11 (Qty: 10,085)
~ EU - Art Festival Flash/Aug. 21 (Qty: 12,996)
~~ Festival/Hurricane Isabel
xxxFestival/Hurricane Ivan and Jeanne
<< NYT Email Nov.14 (Qty: 460,631) & EU/Nov. 11 (Qty:13,652)
>>U/Jan. 29 (Qty: 13,455)/New Visitors Guide
– EU/Mar. 30 (Qty: 14,445)
˙Request form down 2 days this month
xRequest form down July10-19; forms not processing correctly
XXHoliday DM piece, Eblast, NYT Great Getaways

800 Telephone Calls

Mo/Yr	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY01	842	928	986	791	617	654	819	855	735	848	862	570	9,507
FY02	447	459	425	624	505	418	482	517	625	841	582	531	6,456
FY03	618	485	400	388	478	291	398	383	401	520	505	517	5,384
FY04	806	634	668	485	408	476	543	515	656	509	630	548	6,878
FY05	615	434	361	331	254								615

Notes:

Online Reservations (Total Room Nights)

Mo/Yr	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY02	18	90	31	41	22	37	7	21	42	47	51	49	456
FY03	61	43	53	*26	26	26	7	**11	***20	***52	28	29	382
FY04	65	41	~21	10	8	11	3	17	20	36	125	41	398
FY05	27	15	x19	23	6	35							

Notes:

** Sniper*
*** Major snow storm*
**** Iraq War*
~ Festival/Hurricane Isabel
x Festival/Hurricane Ivan and Jeanne

Online Reservations Revenue

Mo/Yr	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY02	$1,733	$9,212	$3,902	$4,214	$2,610	$2,925	$603	$1,973	$5,145	$6,979	$6,827	$5,898	$52,021
FY03	$6,717	$4,243	$5,546	$3,522	$2,308	$2,696	$524	$869	$2,194	$5,858	$2,695	$3,350	$40,522
FY04	$5,927	$4,303	$2,141	$1,126	$672	$1,409	$267	$1,518	$2,304	$4,495	$16,506	$5,576	$46,244
FY05	$3,143	$1,715	$1,701	$2,023	$454	$2,882							$11,918

Notes:

See Above

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Marketing Department Statistics

Dash About Ridership

Mo/Yr	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Calendar YR 01					2,163	9,552	12,005	11,778	6,719	7,314	4,611	6,381	58,360
Calendar YR 02	3,631	5,184	5,660	6,468	8,663	15,480	12,475	11,926	8,131	8,706	6,789	5,573	98,706
Calendar YR 03	*3,353	**2,418	6,032	7,671	10,278	9,295	13,159	14,176	***8,564	10,389	8,595	5,811	99,741
Calendar YR 04	4,683	6,217	6,992	9,832	13,934	11,219	15,075	x12603	xx11706	xxx12744	XX6663	XXX5280	116,948
Calendar YR 05													
+ / - %													

Notes:

** First month of limited service (no Friday)*
***No service due to snowstorm one weekend*
****Festival/Hurricane Isabel*
x Hurricane bonnie/charley
xxLabor Day/Art Festival/Hurricane Ivan and Jeanne
xxxColumbus Day weekend
XXThanksgiving Weekend
XXXChristmas Weekend

Email Update	FY02	FY03			FY04						FY05		
Date Sent	05/31/02	09/17/02	1/29/03	4/15/03	7/11/03	8/21/03***	11/12/03	1/29/04	3/30/04****	6/15/04	8/17/04	11/9/04	
Qty Sent	7,408	11,238	10,278	10,776	10,085	12,996	13,688	13,457	15,413	15,348	15,604	16,546	
Total Responses	642	1484	767	672	837	1220	1121	977	1038	1020	890	1889	
Response Rate	8.67%	13.21%*	7.46%	6.24%	8.30%	9.39%	8.19%	7.26%	6.74%	6.64%	5.70%	11.41%	
Cost	$3,475**	$2,063	$1,650	$1,500	$1,800	$2,363	$1,988	$1,688	$1,200	$1,200	$1,200	$1,200	
CPR	$5.41	$1.39	$2.15	$2.23	$2.15	$1.94	$1.77	$1.73	$1.16	$1.17	$1.35	$0.64	
Total Opt Out	155	284	114	55	99	99	118	69	84	75	96	99	
Opt Out %	2.09%	2.53%	1.11%	0.51%	0.98%	0.76%	0.86%	0.51%	0.58%	0.49%	0.62%	0.60%	

**Weekend Contest Giveaway*
***Includes one-time set-up fees*
****Festival of the Arts Flash Email*
*****New design concept*

Alexandria Conventio isitors Association
FY 2005 Media Hosted - FAMs

Date	Source	Journalist	Media Outlet	Type	Geo Coverage	Circ/Reach	Days Hosted
July							
July 16-18	ACVA	Alex Augunas	Golden Times	Community	New Jersey	100,000	
August							
September							
Sept. 14	ACVA	Trisha Blanchet	Dog-Friendly Mid-Atlantic	Guidebook	National		1
							3
October							
Oct. 2-4	ACVA	Sharon Lauder	Houston Tribune	Daily	Houston		3
Oct. 8	ACVA	Bill Whitman	Hemispheres Magazine	In-Flight	United Air Lines		
Oct. 9	ACVA	Maryalice Yakutchik	Philadelphia Style	Monthly	Philadelphia		2
Oct. 14-15	VTC	Beth Adams Smith	Chespeake Bay Marinas	Guidebook	Regional		2
Oct. 22-23	ACVA	Julian Smith	Moon Handbooks	Guidebook	International		2
Oct. 22-23	ACVA	Tom Price	Frommer's DC for Dummie	Guidebook	International		2
Oct. 22-23	ACVA	Fran Golden	Boston Herald	Daily	Boston		2
Oct. 27	ACVA	George Mathews	CNN	Network Feed	National		1
November							
Nov. 4	ACVA	Sandra Phillips	Drive I-95	Guidebook	North America		1
Nov. 9	ACVA		Travel Channel	TV	North America		
Nov. 21	ACVA	Mitchell Miller	WTOP	Alex Party	Regional		
Nov. 21	ACVA	Photographer	Washington Post	Alex Party	Regional		
Nov. 21	ACVA	Photographer	Washington Times	Alex Party	Regional		
Nov. 21	ACVA	Photographer	Channel 5	Alex Party	Regional		
Nov. 21	ACVA	Photographer	Channel 9	Alex Party	Regional		
December							
Dec. 2-5	ACVA	Angela Fox	Lifetime Radio for Women	Radio	National		
Dec. 2-6	ACVA	Cassandra Vanhooser	Southern Living	Magazine	Regional		
Dec. 1-3	ACVA	Kent St. John	GoNomad.com	Internet	International		
Dec. 6-9	ACVA	Beth Rubin	Frommer's	Guidebook	International		
January							
	ACVA	Trish Foxwell	Boston Herald	Daily	Boston		
	ACVA	Rita Cook	Premier Bride Magazine	Monthly	National		
			The Learning Channel				
February							
	ACVA	Julian Smith	Moon Handbooks	Guidebook	National		

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Alexandria Convention Visitors Association
Media Results FY 2005

Pub/Air Date	Media Outlet	Subject	Region	Type	Circulation	Ad Rate	Value
Prior to July							
(April 2004)	Senior Directions	Alexandria History	South	Monthly	34,000	n/a	1,630.00
(June)	Garden State Woman	Destination	NJ	Bi-Monthly	50,000	n/a	n/a
(June 17)	Northern Virginia Journal	USO Weekend	Regional	Daily	n/a	n/a	n/a
(June 20)	Chicago Tribune	USO Weekend	Chicago, IL	Daily	621,870	834.06	417.03
(June 20)	Intelligencer	USO Weekend	Doylesville, PA	Daily	44,595	192	11,520.00
(June 24)	Reading Eagle	Ghost Tours	Reading, PA	daily	62,589	33.28	1098.24
(June 29)	CNN.com	Revolutionary Roots	International	n/a	n/a	n/a	n/a
(June 27)	Express Times	USO Weekend	Easton, PA	Daily	49,113	46	1,380.00
July							
(July 9, 16)	Washington Post - Weekend	USO Weekend	Regional	Weekend	811,940	352.9	11,676.28
(July 18)	Washington Post - Metro	USO Weekend	Regional	Daily	811,940	352.9	21,174.00
(July 15)	Washington Post - Extra	USO Weekend	Regional	Daily	811,940	49	11,760.00
(July 8-14)	Alexandria Gazette Packet	USO Weekend	Regional	Weekly	16,500	2325.4	6,976.20
(July 22-28)	Alexandria Gazette Packet	USO Weekend	Regional	Weekly	16,500	1661	8,305.00
(July 2004)	Old Town Crier	USO Weekend	Regional	Monthly	40,000	2325.4	9,301.60
(July 22)	Mount Vernon Voice	USO Weekend	Regional	Monthly	10,000	16.9	1014
(July 11)	Sunday Capital	USO Weekend	Annapolis, MD	Sunday	46,766	22.2	1,420.80
	Mt. Vernon Gazette	USO Weekend	Regional	Weekly	15,500	16.9	583.05
(July 16-22)	Washington Business Journal	USO Weekend	Regional	Weekly	15,940	1290	1,290
(July 23)	Pentagram	USO Weekend	Regional	Monthly	7,000	22.28	1,230.12
(July 11)	Richmond Times Dispatch	USO Weekend	Richmond, VA	Daily	196,432	175	875
(July 15)	Washingtonpost.com	USO Weekend	International	n/a	n/a	n/a	n/a
(July 13)	Our Kids Weekly (online)	USO Weekend	International	n/a	n/a	n/a	n/a
(June 16)	DC Dance Net (online)	USO Weekend	International	n/a	n/a	n/a	n/a
(July 16)	AOL City Guide (online)	USO Weekend	International	n/a	n/a	n/a	n/a
(July 14-16)	WMAL 630	USO Weekend	Regional	radio	n/a	n/a	n/a
	WRC-TV NBC News 4 @ 11pm	USO Weekend	Regional	TV	218,990	n/a	3,438
	CNN Live Sunday	USO Weekend	National	TV	464,000	n/a	1,339
	CNN Sunday Morning	USO Weekend	National	TV	481,000	n/a	1,388
	WJLA-TV ABC 7 News @ 6pm	USO Weekend	Regional	TV	64,095	n/a	526
	Weekend Primetime Report	USO Weekend	Regional	TV	50,000	n/a	n/a
	Primetime Report - Channel 8	USO Weekend	Regional	TV	50,000	n/a	n/a
(July 15)	Express	USO Weekend	Regional	Daily	n/a	40	100
(July 11)	Record	USO Weekend	Hackensack, NJ	Sunday	222,701	157.98	789.9
	Today - NBC	USO Weekend	National	TV	5,878,000	n/a	33,637

Alexandria Conve..tio isitors Association
Media Results FY 2005

(July 18)	New York Times	Travel Advisory	New York	daily	1,735,059	886	3,101
(July 7)	Traveling with Kal Radio Program	Destination	Connecticut		n/a	n/a	n/a
(July 31)	WTOP radio interview	Alexandria as Arts Dest	DC Metro	Sat. air	n/a	n/a	n/a
(July 13)	WLG1370 radio interview	Destination	Baltimore	weekday	n/a	n/a	n/a
(July 18)	The Post & Courier	Destination	Charleston	Daily	n/a	140.15	11,912.75
August							
(August 22)	Richmond Times Dispatch	Destination	Richmond, VA	Daily	229,818	106	n/a
(August 15)	Record	Destination	Hackensack, NJ	Sunday	222,701	157.98	n/a
September						n/a	n/a
(September 2)	Alexandria Gazette Packet	Festival of the Arts	Regional	Weekly	15,020	n/a	n/a
(September 5)	Washington Post- Weekend	Festival of the Arts	Regional	Weekend	811,940	352.9	n/a
(September 5)	The Sunday Capital	Festival of the Arts	Local	Weekend	49,266	38.97	n/a
(September 9)	Mount Vernon Gazette	Festival of the Arts	Local	Weekly	15,500	21.23	n/a
October							
October	FYI Alexandria	Holidays	Residents	Quarterly	n/a	n/a	n/a
(Oct-Nov)	Home & Design	Festival of the Arts, AND [	Regional	Bi-Monthly	70,000	n/a	n/a
(Oct 7)	Alexandria Gazette Packet	Partner of the Year	Local	Weekly	16,500	n/a	n/a
(Oct 7)	Alexandria Gazette Packet	Holidays/Alex	Local	Weekly	16,500	n/a	n/a
(Oct 8)	Smarter Living	Destination	Cambridge, MA	Web	n/a	n/a	n/a
(Oct 8)	Washington Business Journal	Outdoor Dining	Regional	Weekly	15,940	n/a	n/a
(Oct 8)	Smarter Living	Destination	Web	n/a	n/a	n/a	n/a
(Oct 9)	Times & Transcript	Virginia Ghost	NB	Daily	42,000	21.60	86.40
(Oct 10)	Honolulu Star Bulletin	Virginia Ghost	Hawaii	Daily	64,000	60.71	242.84
(Oct 10)	Austin American-Statesman	Destination	Austin, TX	Sunday	234,409	377.5	n/a
(Oct 10)	8 Connecticut Newspapers	Haunted Alexandria	Northeast	Sunday	776,577	n/a	n/a
(Oct 10)	Austin American-Statesman	Destination	Austin	Sunday	234,409	n/a	n/a
(Oct 24)	Frederick News Post	Virginia Ghost	Maryland	Sunday	41,707	23.92	119.60
(Oct 24)	Interest Alert	NVVC Tourism Stats	Folsom, CA	Web clip	n/a	n/a	n/a
(Oct 24)	Lycos Finance - Raging Bull	NVVC Tourism Stats	Andover, MA	Web clip	n/a	n/a	n/a
(Oct 24)	National Hispanic Corporate Council	NVVC Tourism Stats	Arlington, VA	Web clip	n/a	n/a	n/a
(Oct 24)	WATE-TV	NVVC Tourism Stats	Knoxville, TN	Web clip	n/a	n/a	n/a
(Oct 24)	Washington Business Journal	NVVC Tourism Stats	Regional	Web clip	n/a	n/a	n/a
(Oct 24)	Popular Mechanics	NVVC Tourism Stats	NYC	Web clip	n/a	n/a	n/a
(Oct 24)	Yahoo! Finance Canada/Australia	NVVC Tourism Stats		Web clip	n/a	n/a	n/a
(Oct 28)	Alexandria Gazette Packet	Fun Side Forum	Local		16,500	n/a	n/a
(Oct 30)	20 TV Stations - 17 Media Markets	Haunted Alexandria	National	TV	959,441	n/a	31,252
(Oct - Dec)	ASU Travel Guide	Lodgings	Industry	Quarterly	51,200	n/a	n/a

Alexandria Convention & Visitors Association
Media Results FY 2005

(Oct)	Convention South	Meeting Destination		Monthly	16,000	3,375.00	3,375
(Oct)	FYI Alexandria	Holiday Program	Local	Quarterly	130,000	n/a	n/a
November							
(Nov)	The Agenda News	Holidays in Alex.	n/a	n/a	n/a	n/a	n/a
(Nov - Dec)	AAA World	NVVC Map	Regional	Bi-Monthly	59,000		
(Nov 7)	Ocean County Observer	Holiday Program		Sunday	17,000	29.25	1,755
(Nov 7)	Home News Tribune	Holiday Program		Sunday	69,588	193.28	11,596.80
(Nov 7)	Asbury Park Sunday Press	Holiday Program		Sunday	225,057	75.37	4,522.20
(Nov 15)	The Washington Times	Holiday Program		Daily	100,228	92.00	874.00
(Nov 17)	Alexandria Gazette Packet	Holiday Program	Local	Weekly	15,020	11.71	1,349.58
(Nov)	Association of Meeting Professionals	Destination	Industry	Monthly	n/a	n/a	n/a
(Nov 21)	The Philadelphia Inquirer	Scottish Walk Weekend	Regional	Sunday	750,780	483	483
(Nov 21)	The Washingon Post	Holiday Program	Regional	Sunday	1,007,487	667.00	8,671
(Nov 22)	The Washington Post	Canine Holiday Party	Regional	Daily	699,929	667.00	7,337
(Nov 22)	The Washington Times	Canine Holiday Party	Washington, DC	Daily	100,228	92.00	828.00
(Nov 25)	Alexandria Gazette Packet	Canine Holiday Party	Local	Weekly	15,020	11.71	228.35
December							
(Dec)	45 TV Runs	Holiday Boat Parade	National	TV	4,090,573	n/a	26,545.00
(Dec 2)	Alexandria Gazette Packet	Boat Parade	Local	Weekly	15,020	11.71	193.22
(Dec 04)	Style Magazine	Alexandria Getaway	Baltimore	Bi-Monthly	55,000	4.120.00	12,360.00
(Dec 8)	Fox 5, Channel 9	Dog Party	Wash, DC	TV	141,900	n/a	1,521.00
(Dec 8)	WTOP News	Dog Party	Wash, DC	Radio	n/a	n/a	
(Dec 8)	Alexandria Gazette Packet	Boat Parade	Local	Weekly	15,020	11.71	456.69
(Dec 8)	Alexandria Gazette Packet	Decorating Contest	Local	Weekly	15,020	11.71	87.83
(Dec 8)	Alexandria Gazette Packet	ACVA Superstars	Local	Weekly	15,020	11.71	102.46
(Dec 9)	The Washington Post	Boat Parade	Regional	Daily	699,929	667.00	13,001
(Dec 11)	Travel Lady Magazine	Scottish Christmas	Dallas, TX	Monthly	n/a	n/a	n/a
(Dec 12)	The Daily Break	Holiday Coverage	SE VA	Sunday	234,540	192.28	12,930.83
(Dec. 12)	Virginian Pilot	Holiday Coverage	Norfolk	Sunday	233,576	192.28	16,632

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION
Sales Department Activities

Group Tourism Actualized Revenue

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
99	2,117	943	886	21,385		6,700	19,000		105,600	47,146	16,204	28,806	248,788
00	4,308	139,334	77,616	5,392	87,518	9,480	1,200						
01	19,506	63,968	40,538	49,608	110,435	5,217	20,850	43,537	23,043	19,138	201,837	144,658	742,335
02	8,666	17,500	5,287	108,435	142,371	18,753	23,435	71,439	23,317	105,001	47,628	89,474	694,402
03	21,385	23,666	100,602	106,189	177,258	11,939	39,064	15,397	98,905	40,500	122,939	57,701	815,545
04	81,925	167,399	157,762	341,151	463,463	15,730	75,544	51,557	85,182	38,900	23,809	138,773	1,641,195
05	100,224	20,962	398,222	489,185	37,360	28,503							1,074,456

Estimated Revenue

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
03	1,324,680	213,150	617,941	831,275	132,375	670,500	486,900	1,796,127	611,100	1,586,600	1,370,347	581,230	10,222,225
04	1,184,766	572,470	551,429	506,957	313,776	1,107,302	772,490	849,854	1,455,888	1,806,901	1,540,985	$1,294,939	11,957,757
05	844,153	869,037	1,002,808	1,630,262	1,095,726	797,245							6,239,231

Qualified Group Tourism Leads

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
99	10	17	21	8	16	16	13	13	15	19	18	13	179
00	9	10	16	9	17	7	13	16	14	8	21	9	149
01	15	21	29	35	23	29	43	38	36	31	44	35	379
02	29	31	31	22	26	18	38	56	36	24	21	21	353
03	37	21	60	57	22	28	47	46	35	50	47	32	482
04	38	40	49	52	26	23	33	41	63	51	46	46	508
05	49	59	49	56	62	36							311

ALEXANDRIA CONVENTION & VISITORS ASSOCIATION
Sales Department Activities

Qualified Trade Show Leads ACVA/Other

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
99													
00			250		50				32	380	20	0	732
01	45	116	116	0	0	0	29	68	41	18	120	0	553
02	0	0	210	14	0	83	136	68	105	19	76	90	801
03	0	98	185	*	53	0	36	113	50	38	30	41	644
04	11	31	114		56	46	54	115	100	303	105	145	1080
05	0	131	126		53								310

FAM Tours/Site Inspections/Sales Calls/Events /Tradeshows

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
99		1	1	2	2		1	1	3	1	2	1	15
00	1		1			1	1					2	6
01	1	2	3	2	7	4	1	1	5	2	2	2	32
02	4	2	0	2	74	0	54	1	0	2	42	1	182
03	0	2	1	42	23	43	0	5	86	1	15	161	379
04	3	2	18	25	39	19	22	30	50	17	36	16	277
05	3	32	15	49	12	6							117

Direct Mail/Eblast

FY	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
03	759	908	998	891	456	614	1005	615	2671	1456	5588	5230	21191
04	388	244	2275	1400	976	1338	392	2291	1568	2138	2535	282	15827
05	1815	382	2051	744	1753	4986							11731

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ALEXANDRIA CONVENTION VISITORS / ASSOCIATION MARKETING STATISTICS
CITY OF ALEXANDRIA

VISITOR CENTER WALK-IN STATISTICS

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
FY 2000	13,798	12,533	10,429	11,275	7,011	5,827	2,771	4,209	6,934	11,826	8,805	8,963	104,381
FY 2001													0
FY 2002	12,130	9,433	5,773	7,456	5,347	5,731	2,603	4,545	7,014	10,742	7,864	8,663	87,301
FY 2003	9,303	7,684	6,947	7,029	5,219	5,151	2,655	2,023	6,716	8,733	8,125	8,092	77,677
FY 2004	7,720	6,999	5,487	9,181	7,267	4,618	2,521	4,125	5,999	8,169	7,374	8,310	77,770
FY 2005	9,232	7,050	7,487	7,915	4,893	4,664							

INQUIRIES													
FY 2000	2,543	2,151	1,420	1,432	1,967	1,175	1,027	754	2,030	4,736	2,603	3,171	25,009
FY 2001	353	262	184	243	72			296	445	534	231	312	2,932
FY 2002					1,084	2,638	1,520	1,757	1,861	998	863	2,999	13,720
FY 2003	1,261	956	874	1,620	820	830	1,474	1,038	1,144	2,153	1,052	1,620	**14,842**
FY 2004	2,868	1,757	1,735	3,407	1,721	786	833	1,684	1,242	1,094	869	969	10,112
FY 2005	1,019	637	613	1,756	824	290							5,139

ALEXANDRIA CONVE[illegible] [illegible]ISITORS ASSOCIATION
VISITOR CENTER GUEST BOOK SIGN-IN - FY 2005-FOREIGN

FY 2005	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
NORTH AMERICA/CARIBBEAN													
CANADA	35	5	4	39	49	3							135
MEXICO	4	0	0	0	0	7							11
OTHER	0	0	3	18	0	0							21
SOUTH AMERICA													
ARGENTINA	0	0	0	9	0	6							15
BRAZIL	0	2	2	0	3	3							10
OTHER	8	7	1	6	5	25							52
EUROPE													
AUSTRIA/SWITZERLAND	5	1	4	3	2	0							15
BELGIUM/NETHERLANDS/LUXEMB	3	1	2	3	5	6							#REF!
FRANCE	32	17	11	7	9	9							85
GERMANY	21	32	27	19	6	0							105
ITALY	2	0	12	6	0	0							20
SPAIN	0	3	1	4	3	0							11
OTHER	8	3	14	22	0	7							54
ENGLAND	55	51	52	68	35	17							278
SCOTLAND	0	0	0	0	12	3							15
WALES/IRELAND	12	0	3	0	3	1							19
OTHER/SCANDINAVIA	0	0	6	4	6	3							19
MIDDLE EAST													
EGYPT	2	1	2	2	0	0							7
ISRAEL	0	0	0	0	0	2							2
OTHER	0	0	0	2	2	2							6
ASIA/PACIFIC													0
CHINA	0	0	0	0	2	2							4
JAPAN	6	7	15	38	2	3							71
KOREA	6	1	0	6	5	3							21
SOUTHEAST ASIA	0	2	0	7	5	0							14
OTHER	0	0	0	0	7	3							10
AFRICA	3	4	8	0	0								15
SOUTH AFRICA	0	0	0	0	0	1							1
OTHER	0	0	0	0	0	1							1
AUSTRALIA/NEW ZEALAND	14	4	14	15	7	3							57
TOTAL	**216**	**141**	**181**	**278**	**168**	**110**	**0**	**0**	**0**	**0**	**0**	**0**	**1094**

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ALEXANDRIA CONVENTION VISITORS ASSOCIATION

VISITOR CENTER GUEST BOOK SIGN-IN - FY 2005 - DOMESTIC

FY 2005	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	TOTAL
VA	156	145	132	114	104	106							757
CA	152	136	113	120	87	41							649
MD	89	41	40	61	18	33							282
PA	98	69	39	59	28	34							327
TX	128	48	87	50	30	6							349
NY	101	53	37	50	35	12							288
NJ	45	37	13	42	26	13							176
FL	83	57	35	47	29	31							282
OH	63	39	21	23	14	13							173
IL	88	22	41	25	12	9							197
NC	40	20	54	37	17	9							177
WA	38	12	28	39	8	12							137
MI	69	33	31	32	18	6							189
GA	37	11	26	12	18	3							107
MA	26	5	12	40	2	21							106
MN	19	13	19	23	18	6							98
CO	26	21	19	25	16	10							117
WI	21	23	17	28	11	0							100
TN	11	21	13	15	8	4							72
AZ	15	9	19	21	5	12							81
CT	12	7	9	10	5	1							44
OK	16	15	5	7	5	7							55
DC	18	9	7	5	12	10							61
MO	18	15	28	31	0	4							96
AL	36	6	8	4	5	4							63
DE	2	0	6	0	5	2							15
SC	13	6	17	5	19	6							66
IN	43	22	15	27	8	8							123
IA	18	4	11	1	0	3							37
UT	3	2	14	5	0	5							29
LA	24	12	5	4	0	1							46
KY	10	10	6	8	4	2							40
KS	40	3	6	15	7	0							71
MS	13	4	0	0	4	0							21
WV	8	9	9	4	2	0							32
NE	17	2	4	6	5	2							36
NV	13	5	4	10	7	2							41
AR	3	2	5	23	5	2							40
Othr	2	0	3	0	0	0							5
TOTAL	1614	948	958	1028	597	440	0	0	0	0	0	0	5585

ACVA PERFORMANCE INDICATORS
for
Fiscal Year 2005

	FY 2005	FY 2004	%	FY 2005	%	2005 National	%	GDP
	Alex	Alex	+/-	Greater Wash	+/-	National calendar	+/-	
Revenue Generation								3.8%
Room Tax Collected	6,255,486	5,444,027	15%					
$1 per room night	936,646	865,457	8%					
Food Tax Collected	9,628,015	9,094,135	6%					
Gross Retail Sales	23,812,277	22,541,886	6%					
Hard Measurements								
Hotel Occupancy	71%	66%	8%	70%	2%	4%		
Hotel ADR	$ 107.43	$ 101.40	6%	$ 124.29	10%	4%		
Hotel RevPar	$ 87.55	$ 77.91	12%	$ 87.55	12%	8%		

GDP based on 1st Quarter 2005 - U. S. Bureau of Economic Analysis

Attachment V

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ECONOMIC IMPACT FIGURES

for

Fiscal Year 2005

City of Alexandria

SPENDING		DOLLARS	LOCAL TAXES		TAX REC'D
Lodging (20.4%)	$	113,736,109.09	5.50%	$	6,255,486.00
Meals (28.3%)	$	157,780,974.87	3%	$	4,733,429.25
Public Transport (17.4%)	$	97,010,210.70			
Auto Transport. (16.1%)	$	89,762,321.39	1%	$	897,623.21
General Retail (9.8%)	$	54,637,934.76	1%	$	546,379.35
Admission/Recreation (8%)	$	44,602,395.72			
Total	$	557,529,946.52		$	12,432,917.81
$1 per room night tax				$	936,646.00
Total direct taxes collected for overnight visitors.				$	13,369,563.81

* These figures are estimates based on visitors who stay in Alexandria hotels. Day trippers or those staying with friends and relatives or any other area hotels are not included.
% spending is based on Virginia Tourism Corporation figures.

PLEASE NOTE: only 26% of all visitors stay in Alexandria hotels.
74% of visitors are not counted in this economic impact.

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