

PROCLAMATION

WHEREAS, the Campagna Center began the annual tradition of an Alexandria Christmas event 59 years ago in 1966 as “A Colonial Christmas”; and

WHEREAS, the Campagna Center in partnership with the Saint Andrew’s Society of Washington, D.C., Old Presbyterian Meeting House, the Scottish Government, and the City of Alexandria renamed the parade in 1970 to celebrate the City’s Scottish heritage, Alexandria’s unique quality of life, and the mission of the Campagna Center; and

WHEREAS, the City of Alexandria endorses as themes of the Scottish Christmas Walk Parade the celebration of Scotland, the holidays, and the City of Alexandria. Alexandria is one of the top Christmas towns in the nation, recognized by Condé Nast Traveler, Southern Living, Good Housekeeping and more; and

WHEREAS, this year marks the fourth year of partnership between Campagna Center, Visit Alexandria, and the City of Alexandria to produce the Alexandria Scottish Christmas Walk Parade together; and

WHEREAS, the parade is now part of the rich tapestry of Alexandria’s holiday experiences showcased in Visit Alexandria’s tourism promotion activities, which generates visitor spending throughout the season, supporting small businesses, hospitality jobs and city tax revenue; and

WHEREAS, visitor spending in Alexandria reached \$1 billion in calendar year 2024. Revenues generated by visitor spending support core city services, saving the average Alexandria household \$832 per year and supporting over 5,700 Alexandria jobs. The “halo effect” of destination marketing raises the city’s reputation not only as a tourism destination but also as a desirable place to live, work and start a business.

NOW, THEREFORE, I, ALYIA GASKINS, Mayor of the City of Alexandria, Virginia, and on behalf of the Alexandria City Council, do hereby proclaim December 6, 2025, as the:

"54th ANNIVERSARY of THE ALEXANDRIA SCOTTISH CHRISTMAS WALK PARADE"

In the City of Alexandria, and I encourage the citizens of Alexandria to observe this with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Alexandria to be affixed this 25th day of November 2025.

MAYOR ALYIA GASKINS

On behalf of the City Council
of Alexandria, Virginia

ATTEST:

Gloria Sitton, CMC City Clerk