

## PROCLAMATION

**WHEREAS**, the City of Alexandria, Virginia, is major travel destination the world over; its combined offering of history, commerce, and culture are among its top draws for visitors; and combining these three entities successfully in the travel industry is no small feat, and requires great and resourceful leaders; and

**WHEREAS**, Patricia Washington, President and CEO of Visit Alexandria, is one such leader; and

**WHEREAS**, her leadership and collaboration approach has strengthened and advanced citywide partnerships for the betterment of community and economy; and

**WHEREAS**, during her 12-year tenure, Washington has led Visit Alexandria, the nonprofit visitor marketing organization for the City of Alexandria, to achieve extraordinary milestones for the city's economy, including record visitor spending, hotel occupancy, consumption tax revenues, press hits, website visitation, digital marketing impressions, and event attendance; under her aegis, Visit Alexandria has been instrumental to revenue generation in the City of Alexandria with sales, meals and lodging tax receipts growing from \$55 million to more than \$84 million per year. Non-resident tax contributions now save the average Alexandria household more than \$750 per year in taxes; and

**WHEREAS**, the telling of Alexandria's African American experience – an integral part of our city's history and existence – has expanded through her partnering with the City's Office of Historic Alexandria (OHA); the **"Drop In"** and **"Expand your ALX"** campaigns are demonstrations of her pioneering creativity; and

**WHEREAS**, under her leadership, a newly developed national media relations strategy has generated extensive coverage and earned Alexandria top rankings as a travel destination: last year the city was recognized by **Travel + Leisure** among the "Best Places to Travel;" it was also voted by **Condé Nast Traveler** as a 2023 "Top 3 Best Small City" in the U.S., and this year her mentorship guided her staff to win the 2024 **PRSA Anvil Award** as the nation's Best Non-Profit In-House Communications Team.

**NOW, THEREFORE, I, JUSTIN M. WILSON**, Mayor of the City of Alexandria, Virginia, and on behalf of the Alexandria City Council, do hereby recognize, celebrate, and show deepest appreciation for the many works of:

### **"PATRICIA WASHINGTON"**

for her leadership of Visit Alexandria, and in our city, and I call this observance to the attention of all our citizens; and I extend to her every good wish today on the occasion of her upcoming retirement after a lengthy, and storied career.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the City of Alexandria to be affixed this 11th day of June, 2024.

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**MAYOR JUSTIN M. WILSON**  
On behalf of the City Council  
of Alexandria, Virginia

ATTEST:

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Gloria A. Sitton, CMC      City Clerk