

PROCLAMATION

WHEREAS, Campagna Center began the annual tradition of an Alexandria Christmas event 58 years ago in 1966 as “A Colonial Christmas;” and

WHEREAS, 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, this year marks the third year of partnership between Campagna Center, Visit Alexandria and the City of Alexandria to produce the Alexandria Scottish Christmas Walk Parade together. The parade is part of the rich tapestry of Alexandria’s holiday experiences showcased in Visit Alexandria’s tourism promotion which aims to generate visitor spending throughout the season, supporting small businesses, hospitality jobs and City tax revenue; 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; and

WHEREAS, Alexandria is one of the top Christmas towns in the nation, recognized by Conde Nast Traveler, Southern Living, Good Housekeeping and more; and

WHEREAS, Campagna Center and the City of Alexandria are celebrating over 56 years of Alexandria Head Start, a comprehensive child development program that enhances school readiness for hundreds of preschool children each year; and 45 years of Campagna Kids, a licensed before- and after-school program that serves more than 1000 children at 11 sites across the City; and

WHEREAS, Visit Alexandria serves as the premiere nonprofit destination marketing and management organization for Alexandria, Virginia, which is dedicated to increasing tourism spending from travelers residing more than 50 miles away. Tourism spending grew 17.6% to a record \$941 million in calendar year 2023, saving the average Alexandria household \$822 per year.

WHEREAS, the “halo effect” of destination marketing raises the city’s reputation not only as a tourism destination but also as a place to live, work and start a business.

NOW, THEREFORE, I, JUSTIN M. WILSON, Mayor of the City of Alexandria, Virginia, and on behalf of the Alexandria City Council, do hereby proclaim December 7, 2024, as the:

"53rd 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 26th day of November 2024.

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

ATTEST:

Gloria A. Sitton, CMC City Clerk