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4-9-13

In 2011 you told us...





to bring back  
the fireworks.  
**So we did!**

You told us you wanted  
more food vendors...  
so we brought in food trucks!



If you weren't in Old Town Alexandria on December 31, 2012, you missed another terrific Old Town New Year's Eve Party!

Professor Art Safari's fourth annual Fun Hunt was just one of 15 activities throughout Old Town on the afternoon of the 31<sup>st</sup> from art activities at the Torpedo Factory Art Center sponsored by **Dominion Virginia Power**, to an olive oil tasting at Olio and pet friendly activities at King Street Garden Park, there was something all afternoon for all ages.

While the local media had little time between the fiscal cliff and NFL playoff games to visit Alexandria, they made time to check out the buzz of food trucks and the return of fireworks!

200 teams participated in the fourth annual **First Night Alexandria** Fun Hunt. The Fun Hunt combined navigation, geography, history and FUN during the afternoon. At 6:00 pm prizes were awarded preceding an evening of entertainment in 20 different indoor venues. This year's Fun Hunt was sponsored by **Dominion Virginia Power**.

*First Night is truly an Alexandria tradition. Each year our streets are teeming with First Night participants observing New Year's Eve in a safe, family-friendly celebration of the Arts. I can't think of a better way to Ring in the New Year.*

Kerry Donley  
Virginia Commerce Bank





**First Night Alexandria** was presented in four “spotlight” areas, with venues within an easy walk. Once you were in Alexandria, traffic and driving were kept to a minimum. The George Washington Masonic Memorial, with three unique performance spaces and plenty of free parking, was a one stop destination for many people.

Lower King Street, with its collection of fine dining restaurants shared center stage with an encore performance by the College of William and Mary’s Stairwells who warmed up the crowd for dancin’ in the street to the tunes of Ray Casiano. Ray’s enthusiasm and down-right fun music kept the crowd swinging and celebrating to welcome Alexandria’s own favorite son, Mayor Bill Euille.



The Mayor welcomed the crowd and started the countdown to midnight's spectacular fireworks display on the Potomac River!

It was a great ending to a great day.

*As the Mayor of Alexandria I am proud to be associated with this fun and affordable New Year's Eve celebration. It is the perfect ending for all of the holiday festivities that take place in this great city. We hope you will join us on December 31<sup>st</sup> for an Old Town New Year's Eve party!*

William D. Euille



*The City came alive this New Year's Eve!  
With new, daytime activities for kids of  
all ages, a stellar performance by Bonnie  
Rideout and many other fine musicians  
and a fireworks finale on the Potomac  
River, it was truly an evening to remember.  
Everyone who was there shared in the magic.*

Carol Supplee  
Imagine Artwear



The success of **First Night Alexandria**, in fact the event itself would not be possible without the support of our terrific volunteers on December 31<sup>st</sup>.

These volunteers sell admission badges at all the venues and provide information to attendees, approximately half of whom traditionally come from outside Alexandria. For their efforts, they receive free admission, a box dinner sponsored by **Safeway** and a souvenir apron – all of which were made possible because of the sponsorship of the **Alexandria Hotel Association** and **LCOR**.



For several years we have offered free admission badges to active members of the military. We were able to continue that practice this year with a generous sponsorship by **Culmen International**. Several hundred members of the armed forces took advantage of this offer and many brought their families. It's our way to say thank you for all they do around the world for us.

We can never adequately thank the army of supporters **First Night Alexandria** enjoys. **First Night Alexandria** is a private, non-profit organization that has an independent Board of Directors. The City of Alexandria, through various grants, provides approximately 30% of the \$230,000 budget to produce the event; the generosity of businesses and individuals provides 24%. The final 46% of the budget comes from the sale of admission badges, the price of which is purposely kept low to make it a budget-friendly way for families to spend New Year's Eve together!

Imagine – more than 100 performances for just \$20! Children 12 and under have been and continue to be free when accompanied by a paying adult. Free admission badges are offered to residents of several homeless shelters in Alexandria and to the families of the first responders that are working on New Year's Eve. Please take note of our sponsors listed in this report; **First Night Alexandria** could not do this without them!

Since 2010 **First Night Alexandria** has partnered with the **Alexandria Convention & Visitors Association** in marketing Alexandria as a destination for New Year's Eve and to attend First Night. This partnership has provided regional marketing that a small non-profit such as First Night could not afford. We are indebted to the incredible staff of **ACVA** for helping to spread the word about how much fun you can have in Alexandria, staying, shopping, dining and attending First Night!



These  
businesses  
and  
individuals  
make it all  
possible.  
We are  
grateful  
for their  
generosity  
and hope  
you will  
thank them  
too when  
you do  
business.

## **First Night Alexandria 2012 Sponsors**

### **Premiere Sponsors**

City of Alexandria  
Alexandria Commission for the Arts  
Alexandria Marketing Fund

### **Badge Sponsor**

Virginia Paving

### **Military Sponsor**

Culmen International

### **Web Site Sponsor**

New Target Internet Design

### **Fun Hunt Sponsor**

Dominion Virginia Power

### **Volunteer Sponsors**

Alexandria Hotel Association  
LCOR Alexandria

### **Transportation Sponsor**

Alexandria Toyota

### **Accounting Sponsor**

Halt, Buzas & Powell, LTD

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AlexandriaNews.org  
Mount Vernon Gazette  
Mount Vernon Voice  
Zebra

### **Design Sponsor**

Brecher Design Group

### **Printing Sponsor**

Fannon Fine Printing

### **Loyal Supporters**

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& Visitors Association (ACVA)  
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(AFBA)  
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Meetings & Events of Distinction  
Old Town Business & Professional Assn.  
Safeway  
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### **Retail Sponsors**

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Old Dominion Boat Club  
Pork Barrel BBQ  
Pro Feed Pet Nutrition Centers  
Rotary Club of Alexandria  
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Group of Wells Fargo Advisors  
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**Friends of First Night Alexandria**

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Potomac Riverboat Company  
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Eileen Cassidy Rivera  
George & Martha Sawyer  
SBG Technology Solutions  
Jeanne Theismann

Public safety personnel from the Alexandria Police, Sheriff, and Fire departments are partners with **First Night Alexandria**. They keep us safe on December 31<sup>st</sup> and every other day of the year. We especially want to thank Sgt. Joseph Seskey of the Alexandria Police Department. He and his team coordinate all the public safety efforts at special events in the City of Alexandria, including First Night. Thank you!

The following Alexandria businesses, non-profit organizations and churches opened their doors for this successful community celebration. We thank them and hope you will be back to visit them throughout the year.

Alexandria City Hall  
Alexandria's Union Station  
American Legion Post 24  
The Athenaeum  
Bittersweet  
Christ Church  
Downtown Baptist Church  
Durant Arts Center  
Embassy Suites Hotel  
George Washington Masonic Memorial  
Hooray for Books  
Imagine Artwear  
Indus Imports  
Jefferson-Houston School  
Little Theatre  
Lyceum  
Nickells & Sheffler  
Old Presbyterian Meeting House  
St. Paul's Church  
Torpedo Factory Art Center

We thank  
our  
business  
supporters  
and hope  
you will  
be back to  
visit them  
throughout  
the year.

Facts and figures that make a difference to all our wonderful sponsors.



**56%** of respondents came from outside Alexandria. Many of them from Arlington and Fairfax Counties, Maryland and Washington, DC.



Hotels in Alexandria love First Night. Many of them offer special packages including admission badges and the **Alexandria Hotel Association** is a sponsor! **16%** of those who answered our survey stayed in a hotel and **44%** said they stayed two or more nights.



**84%** of respondents rated their experience at First Night as fun or entertaining.



Attendees responding to our survey spent an average of **\$40** in addition to the price of admission, not including hotels. Individual expenditures were up from 2011 as was attendance!



During 2012 **56%** of all expenses paid for **First Night Alexandria** were paid directly to the City of Alexandria or Alexandria businesses and individuals.



Many restaurants in Old Town were specifically mentioned as destinations for dinner on New Year's Eve. Survey respondents ate at **50** different establishments in Alexandria as well as at the popular food trucks.



First Night Alexandria's **largest single expense** continues to be great entertainment.



The sale of admission badges covers only **46%** of the operating costs of **First Night Alexandria**.



**77%** of survey respondents said they would not have come to Alexandria on New Year's Eve if there were not a First Night!



Was this your first First Night? **51%** were new attendees; **49%** have come before an average of four times!



Online badge sales have gone from **12%** in **2010** to over **60%** in **2012**.

## Our Numbers

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### Income

Ticket sales	\$106,000
Grants	68,600
Corporate sponsors	44,100
Individual contributions	8,600

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### Expenses

Entertainment	\$74,523*
Marketing	41,000
Management and administration	47,000
City services	12,190
Fees, insurance, postage, supplies	17,300

*\*To share our success, performers were given a small "bonus" in addition to their fee and \$3,000 was donated to the music programs at ACPS.*

### *Wowza!*

*What an awesome time was had by my hubby and me. Far exceeded any expectations we may have had. Have lived here three years but this was our virgin participation. Wish we'd done it before. Would recommend this event to anyone who'd listen!*

2012 Attendee

We are indebted to each member of the board of directors for their time and energy.

**Honorary Chair**  
Mayor William D. Euille

**2012 Board of Directors**

**Officers**

**Kerry Donley**  
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**Eileen Cassidy Rivera**  
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**Lori Arrasmith Quill**

**Carol Supplee**  
Imagine Artwear

**Jeanne Theismann**  
Alexandria Gazette Packet



2013  
fund  
raising  
has  
already  
begun!

The number of attendees coupled with the growing number of returnees requires **First Night Alexandria** to continue its evolution. The ongoing success of First Night Alexandria will require the effort of more than a few dedicated volunteers and businesses supported by a dynamic Board of Directors and the best City partnership anywhere! To remain a true community event, support must expand to meet the demand.

Lend your support to keep this family-friendly community celebration of the New Year through the performing arts going. Help us with a tax-deductible contribution today. Your contributions will help provide what we need to hire all the performers for **First Night Alexandria** on December 31, 2013.

Please visit:  
[FirstNightAlexandria.org/donate](http://FirstNightAlexandria.org/donate)  
and make your contributions

**Thank you for your support!!!!**



#### **First Night Alexandria Staff**

**Ann M. Dorman, CMP**  
Executive Director

**Richard F. Dorman, CAE**  
Executive Vice President

**Joseph Shumard**  
Volunteers

**Brecher Design Group**  
Design

**Fannon Fine Printing**  
Printing

**Bob Bell**  
**Jeanne Theismann**  
**James Bordner**  
Photography

*You can feel a new vibe on New Year's Eve in Alexandria, starting in the early afternoon when families walk the historic streets to collect clues for the Fun Hunt, to the evening when performers throughout Old Town get people on their feet dancing to the music and laughing out loud right up to the stroke of midnight when everyone flocks to the finale and fireworks like no other. First Night Alexandria is **THE** Washington, D.C. metropolitan region's #1 destination to ring in the New Year!*

Eileen Cassidy Rivera



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