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4-22-14

Jackie Henderson

From: Ann Dorman <adorman@meetingsandeventsofdistinction.com>
Sent: Monday, April 21, 2014 12:45 PM
To: William Eulle; Allison Silberberg; Paul Smedberg (SmedbergPC@aol.com); delpepper@aol.com; Justin Wilson (justin@justin.net); Tim Lovain (tlovain@dennymiller.com); John Chapman (J.Taylor.Chapman@gmail.com); Rashad Young
Cc: Mark Jinks; Michele Evans; Jackie Henderson
Subject: First Night Alexandria annual report
Attachments: Annual Report PDF.pdf

Dear Mr. Mayor, members of council, Mr. Manager

First Night Alexandria is looking forward to presenting its 2013 annual report to you tomorrow evening. We will bring hard copies for each of you but also wanted to send you this PDF for your information. Eileen Cassidy Rivera, First Night's board president, will be making the presentation and has some very enlightening numbers to give you such as:

- Approximately half of attendees come from outside the City of Alexandria – in fact they come from all over the world.
- Survey respondents told us that 21% of them stayed in a hotel and 45% of those stayed more than one night.
- Survey respondents also told us that on average they spent \$30 in addition to their admission badge while at First Night.
- 70 different restaurants were mentioned by survey respondents as ones they visited on New Year's Eve.

This is just a sampling! We look forward to seeing you tomorrow.

Ann

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Join us December 31, 2014 for First Night Alexandria
#FNA20th
www.FirstNightAlexandria.org