

City of Alexandria, Virginia

# MGM Readiness Task Force Recommendations

March 29, 2016



# MGM National Harbor Overview



- \$1.3 billion casino resort
- Opening 4<sup>th</sup> Quarter 2016
- 125,000 sq feet casino
- 3000 slot machines
- 140 table games
- 4800 parking spaces
- 120-150 shows/year
- 308 hotel rooms (74 suites)
- 12 restaurants (3 w/ celebrity chefs)
- 27,000 sq ft spa/salon
- Upscale retail chains
- 800-seat ballroom

CONSERVATORY



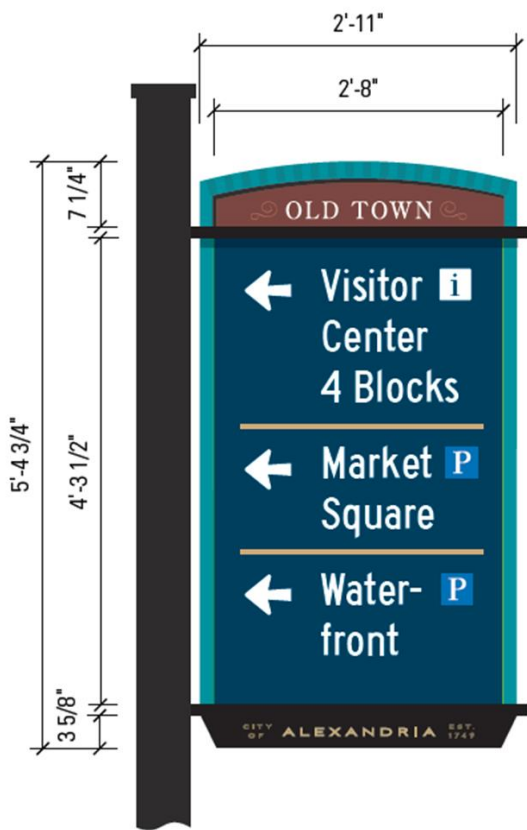
# **Convening a Task Force**



- **Modeled on 2007 National Harbor Task Force**
- **20 local leaders: City staff, economic development, business leaders and citizens**
- **Goals:**
  1. Communicate MGM scope to Alexandria community
  2. Develop productive working relationship with MGM leadership
  3. Identify collaboration opportunities that support Alexandria residents and businesses
  4. Identify risks that can be mitigated
  5. Assess our strengths/weaknesses—a catalyst for needed improvements in infrastructure and service



# Wayfinding Signage



- **Purpose:** Assist visitors with identifying off-street parking options in Old Town
- **Cost:** \$200,000 (CIP)
- **Timing:** July 2016-June 2017

# Retail Training



- **Purpose:** front-line staff training for retail, hotels, restaurants and attractions that promote extraordinary customer service, strategic business practice and local area knowledge
- **Cost:** \$10,000 (Operating Budget)
- **Timing:** October 2016

# International Trade Shows



- **Purpose:** Coordinate with MGM sales team to attend international trade shows as part of Capital Region USA consortium to raise visibility of the Alexandria-National Harbor area
- **Cost:** \$5,000 (Operating Budget)
- **Timing:** Nov. 2016 & June 2017



# Marina Refresh



- **Purpose:** Critical first impression and highest aesthetic priority. New welcome signage, ongoing cleaning of waterfront garbage and debris, and enhanced seating.
- **Cost:** \$45,000 (Operating Budget)
- **Timing:** July 2016-June 2017



# Public Programming

- **Purpose:** Coordinated program of performing arts for the waterfront: paid performers, pop-ups, historical tours and re-enactments
- **Cost:** \$30,000 (Operating Budget)
- **Timing:** April-June 2017





# Flowers & Tree Wells



- **Purpose:** Plantings and maintenance of trees along King Street and other areas of Old Town, key maximizing revenue capture for restaurants and retail in this corridor. Part of overall Old Town tree initiative to largely replace trees that have died or otherwise needed to be removed.



# Recommendations Advanced:

|                           | <b>C.I.P.</b> | <b>Operating</b> |
|---------------------------|---------------|------------------|
| Wayfinding Signage        | \$200,000     |                  |
| Retail Training           |               | \$10,000         |
| International Trade Shows |               | \$5,000          |
| Marina Refresh            |               | \$45,000         |
| Public Programming        |               | \$30,000         |
| Total                     | \$200,000     | \$90,000         |