

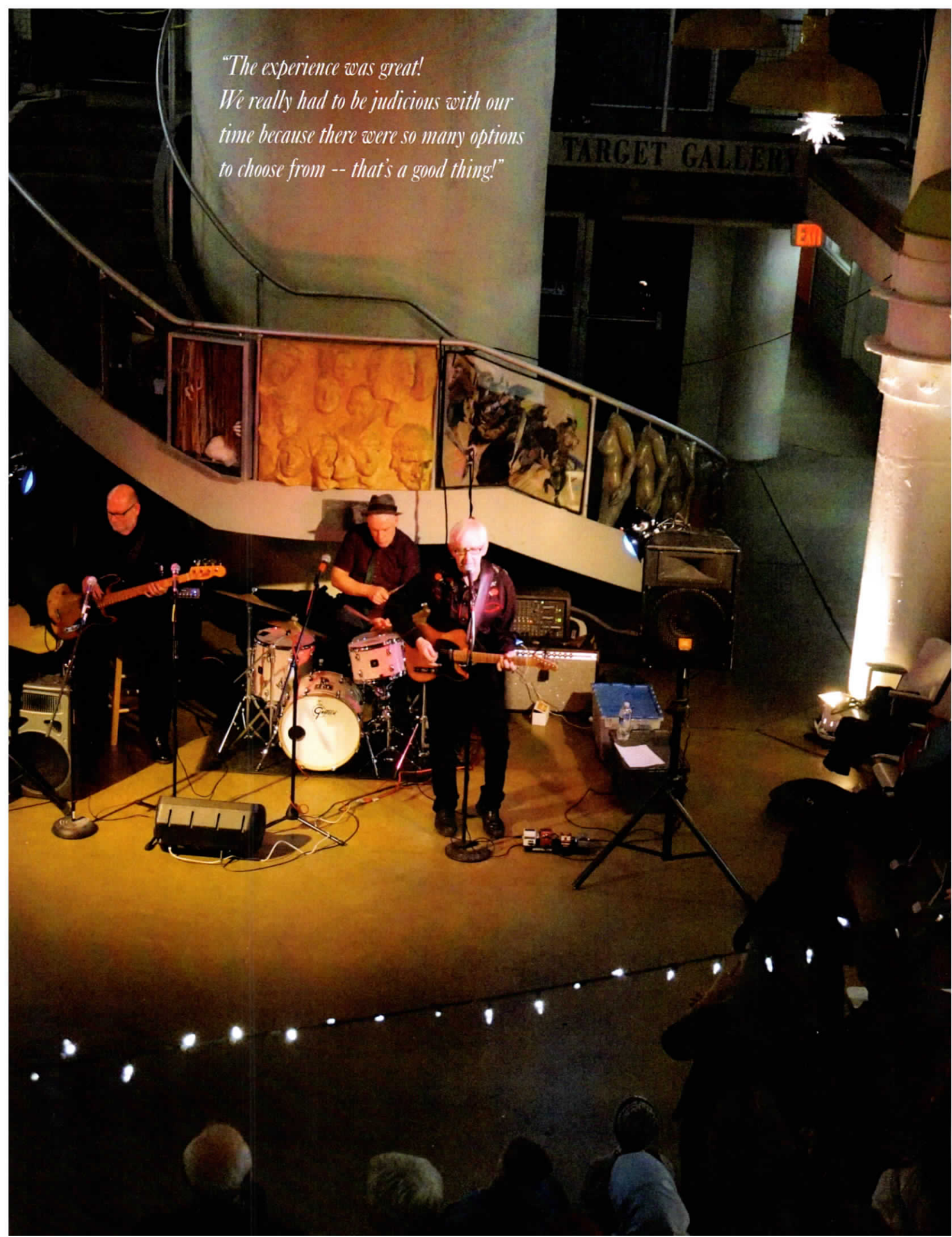
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First Night Alexandria Annual Report 2016

HUZZAH!



*"The experience was great!
We really had to be judicious with our
time because there were so many options
to choose from -- that's a good thing!"*



HUZZAH!

First Night has become an
Institution in Alexandria!



Started in 1994, this regional community celebration of the new year through the performing arts attracts more than 10,000 people to Old Town on December 31. An all-day event - with activities in the afternoon for families, starting with the brain teasing Fun Hunt - the evening kicks off at 7:00 pm with award-winning performances in 25 indoor venues. There's truly something for everyone at First Night Alexandria!

"I have never seen as many happy people in one place. First Night is a real treasure for our city. Nothing but happy faces in all of the venues!"

Christopher Reddick
The National Capital Bank

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. 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 **Harris Teeter** and a souvenir apron – all of which were made possible because of the sponsorships from the **Alexandria Hotel Association**, **Burke & Herbert Bank**, **LCOR** and **Ulliman Schutte Construction**.



"I'm a long-time resident of Alexandria and have attended First Night for many years. I'm really grateful for the opportunity to attend such nice performances and I thank you for all you do to make it possible!"



Do you know that First Night Alexandria is NOT a part of the City of Alexandria?

First Night Alexandria is a private, non-profit organization that has an independent Board of Directors. The **City of Alexandria** has been, and continues to be, a large financial and civic partner and supporter. Through various grants the City provides approximately 21% of the approximately \$250,000 budget to produce the event; the generosity of businesses and individuals contributes another 25.5%. The final 53.5% 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 couples, young professionals and families to spend New Year's Eve together! Imagine, 147 performances for just \$30! Children 12 and younger are 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 first responders working on New Year's Eve. You're not going to find that anywhere else in the mid-Atlantic region!

Please take note of our sponsors listed in this report - First Night Alexandria could not do this without them! A big thanks and genuine appreciation goes to our army of supporters! Their continued participation is vital to our financial success!

Since 2010, First Night Alexandria has partnered with **Visit Alexandria** in marketing the City 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 **Visit Alexandria's** incredible staff for helping to spread the word about how much fun you can have in Alexandria, staying, shopping, dining and attending First Night!

For several years we have offered free admission badges to active members of the military. Several hundred members of the armed forces take advantage of this offer and many bring their families. It is our way to say thank you for their dedication to keeping our freedoms alive!

"I can honestly say this was the best NYE I've had in nearly a decade, even with the fact I didn't have a crew with me. Definitely gonna try convincing people to join me this coming year!"



HUZZAH!

Because First Night is all about great performances, in 2011 the First Night Alexandria Board of Directors wanted to do something to foster music programs in the public schools. It is our way of encouraging the next generation of First Night performers. Each year we've made contributions to the music programs at George Washington and Francis Hammond Middle Schools and TC Williams High School. In 2014 we added Jefferson Houston School to the list. The contributions made in the spring of 2017 bring the total contributions to \$28,846!



"Thank you for pulling off such a spectacular event with First Night! It was my first time attending and we had the best time—it was such a magical way to ring in the new year."

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 2016 Sponsors

Presenting Sponsors

City of Alexandria



Dominion Virginia Power



Premier Sponsor

Alexandria Commission
for the Arts

Badge Sponsor

Virginia Paving

Website Sponsor

New Target Internet Design

Fun Hunt Sponsor

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McGuire Woods LLP
Meetings & Events of Distinction
Old Town Business
& Professional Association
Visit Alexandria

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Speck-Caudron Investment Group
of Wells Fargo Advisors
Sport & Health Old Town
ThinkFun
UnWined
Walsh, Colucci, Lubeley, Emrich
& Walsh

Restaurant Sponsors

Hen Quarter
a la Lucia
Il Porto Ristorante
Bittersweet
Alexandria Cupcake
King Street Blues

Friends of First Night Alexandria

Alexandria Committee of Police
Will Bailey
Barbara Bodine
Suzanne Brock
Del Ray Citizens Association
Kerry & Eva Donley
Ann & Rick Dorman
Kary & Jim Ewalt
Firefighters & Friends
Jan Gravel
Joseph Haggerty
Lynn Hampton & Denny Ault
Matt & Kirsten Hurlburt
Deborah Johnson
Virginia Kinneman
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Peter Lapage
Gary & Lynette Matz
Laurie MacNamara
Karen & John Pallansch
John & Bonnie Porter
Lori & Lee Quill
Chris Reddick
Rebecca Richardson
Eileen Cassidy Rivera

Public safety personnel from the Alexandria Police, Sheriff and Fire departments are partners with First Night Alexandria. They keep us safe on December 31st and every other day of the year. We are truly grateful for their support.

The following Alexandria businesses, non-profit organizations and churches open 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 Library Kate Waller
Barrett Branch
Alexandria's Union Station
Alfred Street Baptist Church
American Legion Post 24
Christ Church
Downtown Baptist Church
Duchess M
Durant Arts Center
George Washington
Masonic Memorial
Fraternal Order of Eagles 871
Hooray for Books!
Imagine Artwear
Little Theatre of Alexandria
Lloyd House
Long & Foster
The Lyceum
Mount Vernon Recreation Center
Pompanoosuc Mills
Principle Gallery
Old Presbyterian Meeting House
Society for Human Resource
Management (SHRM)
St. Paul's Church
Torpedo Factory Art Center
Washington Street United
Methodist Church

We are indebted to each member of the Board of Directors for their time and energy.

2016 Honorary Chair

Mayor Allison Silberberg

2016 Board of Directors

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*"Thanks for a wonderful First Night in a new venue.
The church was perfect for my show and the place was
packed for every performance."*

First Night Alexandria performer

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

*W***HEREAS** 80% of online sales came from outside Alexandria, many of them from Arlington, Fairfax County and 23% from Maryland and Washington, DC. 22% came from outside the Washington, DC metro area.

*W***HEREAS** hotels in Alexandria love First Night; the Alexandria Hotel Association is a sponsor! Many of them offer special packages which include First Night admission badges. 27% of survey respondents stayed in a hotel and 47.5% said they stayed two or more nights.

*W***HEREAS** according to research from Visit Alexandria ... First Night Alexandria activity created an increase in occupancy that represents approximately 992 hotel room nights. Visit Alexandria's 2014 Advertising Effectiveness and ROI Study found an average spending of \$406/party staying in a hotel – resulting in approximately \$400,000 in additional visitor spending in Alexandria just from First Night overnight guests.

*W***HEREAS** 88% of survey respondents rated their experience at First Night as fun or entertaining.

*W***HEREAS** 29% of survey respondents said this was their first time attending First Night, while 46% have attended from between three to 10 years, 16% have come for 10 years or more.

*W***HEREAS** 33% of survey respondents said they spent a range of \$50-\$200 in addition to the price of admission, not including hotels.

*W***HEREAS** 61% of all expenses paid by First Night Alexandria were paid directly to the City of Alexandria or Alexandria businesses and individuals.

*W***HEREAS** 80% of survey respondents said they ate out in Alexandria on New Year's Eve. Many restaurants in Old Town were specifically mentioned as destinations for dinner. Over 52 different food establishments in Alexandria were mentioned as dinner spots for respondents!

*W*HEREAS since 2001, First Night Alexandria and those who attend have returned more than \$6.25 million to the City of Alexandria and its businesses for goods, services and fees.

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

*W*HEREAS the sale of admission badges covers only 53.5% of the operating costs of First Night Alexandria. The rest comes from our sponsors, supporters, the City and other donations.

*W*HEREAS 80% of survey respondents said they would not have come to Alexandria on New Year's Eve if there were not a First Night!

*W*HEREAS online badge sales have gone from 12% in 2010 to 51% in 2016.

*W*HEREAS while First Night is and has always been the largest family-friendly New Year's Eve celebration in the region, it is a celebration of choice for everyone. 81% of survey respondents told us they came without children

and

*W*HEREAS First Night is the best event in town, so sayeth Channel Four.

Therefore the number of attendees, along with the growing number of returnees, requires First Night Alexandria to continue its evolution. The ongoing success of First Night Alexandria, a public-private partnership, 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.



2016 Financials

Income	\$251,321
Ticket sales	\$130,667
City grants	\$55,082
Corporate sponsors	\$51,975
Individual contributions	\$11,875
Miscellaneous	\$1,722

Expenses	\$258,482
Entertainment	\$121,355
Marketing	\$43,747
Management and administration	\$63,777
City services	\$14,030
Fees insurance, postage and supplies	\$15,573

Fundraising for the December 31, 2017
celebration of First Night Alexandria
has already begun!

Lend your support to keep this budget-friendly,
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 the means to hire
all the performers for First Night Alexandria on
December 31, 2017.

Go to firstnightalexandria.org/donate
and make your contribution...

THANK YOU FOR YOUR SUPPORT!!



HUZZAH!

"First Night Alexandria is a great event that attracts fun seekers from across the world looking to experience the charm of Old Town."

Lucy Kitchin, Jones Lang LaSalle

