



May 6, 2019

Mayor and Members of City Council
City of Alexandria
301 King Street
Alexandria, VA 22314

Dear Mayor Wilson and Members of City Council:

On behalf of the board of the 372 members of Visit Alexandria, I would like to express our appreciation and endorsement of the proposed revisions to night and weekend parking rates in the 5 City-owned garages this summer during Metro's Platform Improvement Project. We know that these changes were reviewed and recommended by the Traffic & Parking Board on April 22.

We also support the revised parking rates because:

- The closure of all 4 Alexandria Metro stations this summer will make it harder for many customers to patronize our local businesses
- Providing discounted parking for evenings and weekends this summer will send a powerful message that Alexandria is welcoming, responsive and "open for business"
- Our garages are currently underutilized outside the normal business day, while street parking is scarce. On nights and weekends, many visitors currently drive excessively in search of street parking which exacerbates Old Town traffic.
- Creating a wider price range between street and garage parking will encourage garage parking, thereby freeing up more street parking and enabling more space turnover
- The City of Alexandria collected \$7.8 million in sales, meals and lodging taxes for the first 3 months of FY 2019. So, every 1% of business preserved during the Metro closure through this parking incentive translates into roughly \$78,000 in tax receipts to the City's general fund.

For all of these reasons we encourage you to approve the proposed parking rate changes this summer. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Karen Kotowski".

Karen Kotowski, Board Chair, Visit Alexandria

Cc: Mark Jinks, City Manager
Emily Baker, Deputy City Manager
Yon Lambert, Director of Transportation & Environmental Services
Stephanie Landrum, President & CEO, Alexandria Economic Development Partnership
Joe Haggerty, President & CEO, Alexandria Chamber of Commerce
Trae Lamond, President, Old Town Business