

Over the past 24 years, the Committee and fund provided matching grants to local business associations and non-profits, encouraging both to market the City within the region to potential retail and restaurant customers, as well as to potential attendees of arts and entertainment events. These efforts resulted in additional private sector revenues as well as additional taxes paid to the City as a result of increased economic activity.

DISCUSSION: During the FY2018 budget process the Marketing Fund was eliminated- over recent years, the number of new applicants dropped significantly and repeat projects were no longer eligible for funding. The associated funding was repurposed to focus on targeted marketing projects such as advertising targeting MGM National Harbor's guests, the expansion of a retail pop-up program and one-time funding to provide a concierge-style orientation to the new workforce of the National Science Foundation.

As a result of the elimination of funding, the Alexandria Marketing Committee and related Coordinating Council no longer have a reason or purpose and both bodies should be dissolved.

FISCAL IMPACT: n/a

ATTACHMENTS:

Ordinance and ordinance cover sheet.

STAFF:

Stephanie Landrum, Alexandria Economic Development Partnership
Christina Zechman Brown, City of Alexandria