



City of Alexandria

City Council Chambers at
Del Pepper Community
Resource Center
4850 Mark Center Drive
Alexandria, VA 22311

Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 20, 2017

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK B. JINKS, CITY MANAGER /s/

DOCKET TITLE:

Introduction and First Reading. Consideration. Passage on First Reading of an Ordinance Eliminating the Alexandria Marketing Committee and Coordinating Council.

ISSUE: The proposed ordinance abolishes the Alexandria Marketing Committee and Coordinating Council.

RECOMMENDATION: That Council: (1) Adopt the proposed ordinance eliminating the Alexandria Marketing Committee and Coordinating Council on first reading and set the ordinance for public hearing and final passage on October 14, 2017, and (2) Thank the Members of the Alexandria Marketing Committee and Coordinating Council for their service to the City.

BACKGROUND: City Council established the Alexandria Marketing Committee in 1993 as an economic development initiative to oversee the administration of the City's Marketing Fund. The goals of the Marketing Fund were established by Council and were amended in 2005, 2007 and 2011 to continuously improve the process and outcomes of the expenditure of City Marketing funds that the Committee approved.

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: Over recent years, the number of new Marketing Fund applicants dropped significantly and repeat projects were no longer eligible for funding. During the FY 2018 budget process the Marketing Fund was eliminated. 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: None.

ATTACHMENTS:

1. Ordinance Cover Sheet
2. Ordinance

STAFF:

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