

Alexandria City Academy

Session 1

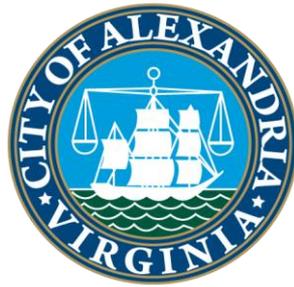
March 10, 2016



Welcome

Mark B. Jinks
City Manager





Overview of Government Organization

Jackie M. Henderson

City Clerk and Clerk of Council



City Manager Form of Government

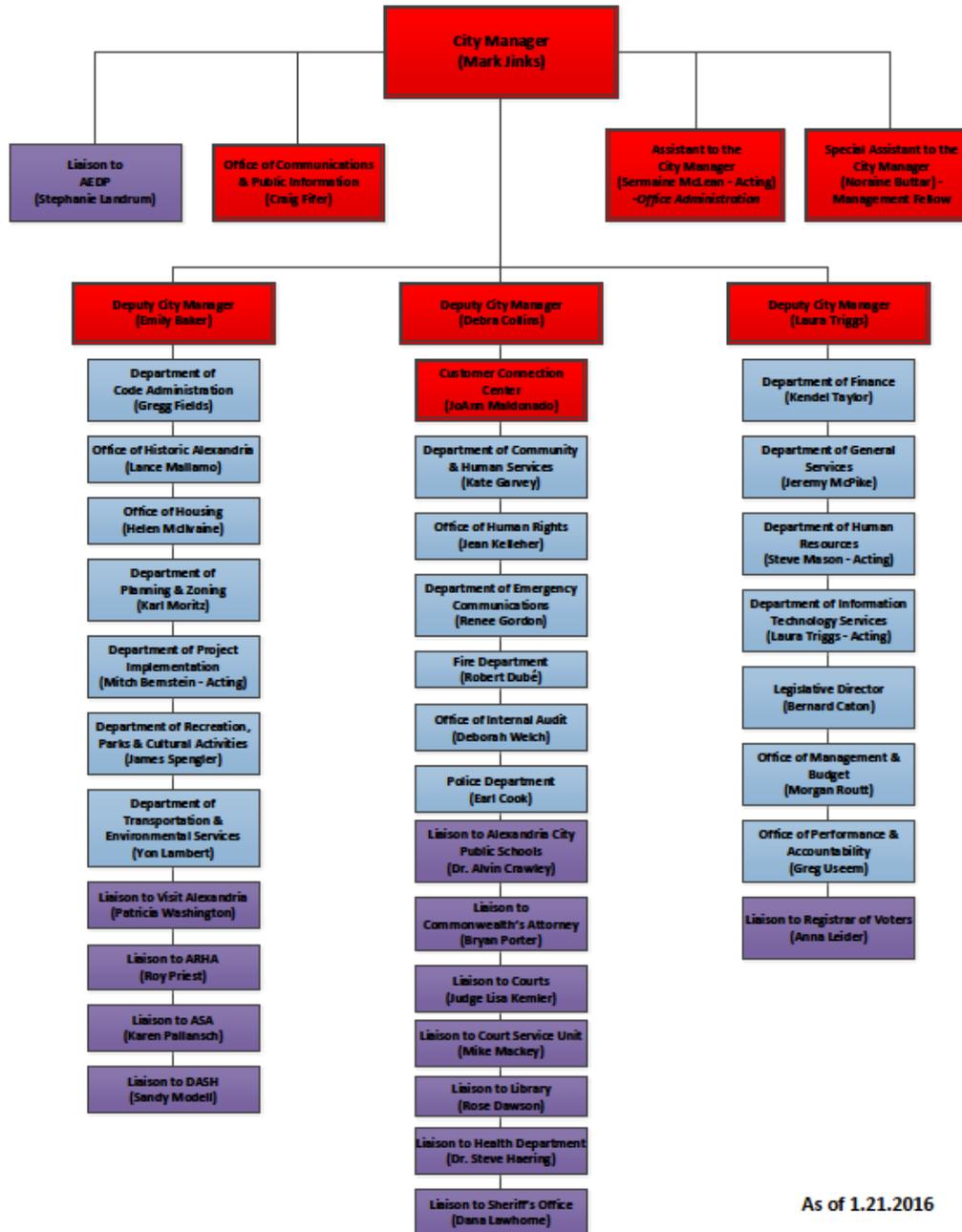
- City Council elected to 3-year term; all at-large
 - Mayor
 - Presides over Council meetings
 - Ceremonial head of government
 - May vote but may not veto
 - Vice Mayor selected by Council at Organizational/First Meeting of Council term

Alexandria City Council



Mayor Allison Silberberg
Vice Mayor Justin M. Wilson
Councilman Willie F. Bailey Sr.
Councilman John T. Chapman
Councilman Timothy B. Lovain
Councilwoman Redella S. "Del" Pepper
Councilman Paul C. Smedberg

City of Alexandria, VA
City Manager Reporting Structure





Roles & Responsibilities

- City Council
 - Policy-making body for local government
 - Adopts annual budget and sets tax rates
 - Authorizes issuance of bonds
 - Appoints City Manager, City Attorney, and City Clerk
 - Appoints members of boards and commissions
 - Establishes departments, agencies, and offices



Roles & Responsibilities

- City Manager
 - Chief executive officer of the City
 - Responsible for day-to-day operations of government
 - Appoints department heads
 - Develops docket for Council meetings
 - Prepares operating and capital improvement budgets



Roles & Responsibilities

- **City Attorney**
 - Legal advisor to all parts of City government
 - Renders opinions
 - Drafts ordinances and other legal documents
 - Represents the City in civil cases
 - Institutes and prosecutes legal proceedings
- **City Clerk**
 - Prepares and distributes Council docket
 - Keeps minutes of Council meetings
 - Responsible for board and commission appointments
 - Keeps official meeting records



City Departments

- 23 City departments
- All report to City Manager except Library and Health Department
- Approximately 2,500 full-time and 600 part-time/seasonal employees
- City works closely with other non-City agencies
 - Alexandria City Public Schools
 - Alexandria Redevelopment and Housing Authority
 - Alexandria Renew Enterprises



Council Protocols and Procedures

- Meets September to June
- Legislative meetings second and fourth Tuesdays
- Public hearings generally the Saturday after second Tuesday at 9:30 a.m.
- Council rules and procedures



Boards and Commissions Overview



75 Boards and Commissions

- Planning/Zoning
- Traffic/Transport.
- Archaeology
- Arts
- Parks and Rec
- Housing
- Budget
- Aging Services
- Libraries
- Historic Property
- Children/Youth
- Social Services
- Disabilities
- Waterfront
- Emergency Comm
- Public Health



Advisory, Policy Making, Regulatory

- Recommendations to City Council
- Study and analyze problems
- Support development and expansion of programs
- Recommendations on environment and impact
- Issues on aging
- Appropriateness of changes to buildings

Advertising of Openings

- Notice of vacancies are listed on website, Enewsed and social media
- Open for minimum of two weeks
- On-line application must be filled out
- Must live in City of Alexandria
- Positions are varied: citizens, business representatives, architects, certain areas of the City, students, older citizens



Appointments and Meetings

- City Council makes appointments
- Oath of Office
- All must follow State Freedom of Information Act (FOIA) guidelines
- Meetings are all open to public

EXTRAORDINARY

Alexandria

Visit Alexandria

March 17, 2016

Alexandria City Academy

EXTRAORDINARY

Alexandria

Patricia Washington

President & CEO

Visit Alexandria

Patricia@VisitAlexVA.com

EXTRAORDINARY



Mission

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets

EXTRAORDINARY



Visit Alexandria supports the City by:

- Increasing the economic benefits of tourism
- Diversifying the tax base
- Lessening dependence on real estate taxes



EXTRAORDINARY

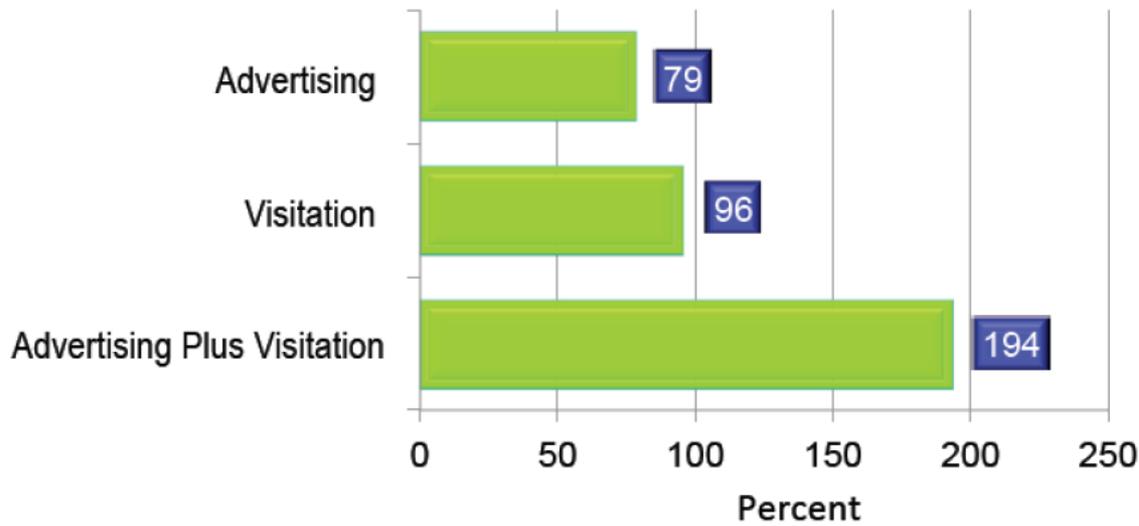
Alexandria

“Halo Effect” of Tourism Marketing on Economic Development

“A Good Place to Start a Business”



% Image Lift Across Nine DMOs



EXTRAORDINARY



Organization

- A 501 (c)(6) *nonprofit*
- A *Membership* based organization
 - Over **300** members, including restaurants, shops, attractions, etc.
 - We assist our members with unique marketing opportunities, web and Visitors Guide promotion, sales leads, media coverage, etc.
- *Independent* of city government, but with significant *funding* from general tax revenues
- Works in alignment with city government and economic development partners

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Alexandria

What do we mean by marketing?



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Economic Impact of Tourism

3.53 million visitors per year

\$24 million in tax revenue generated



\$300 tax savings per household

6,171 jobs supported

Advertising ROI (2014 vs 2010)
\$130:1 ➔ \$171:1 Visitor Spending
\$4:1 ➔ \$6:1 City Tax Revenues

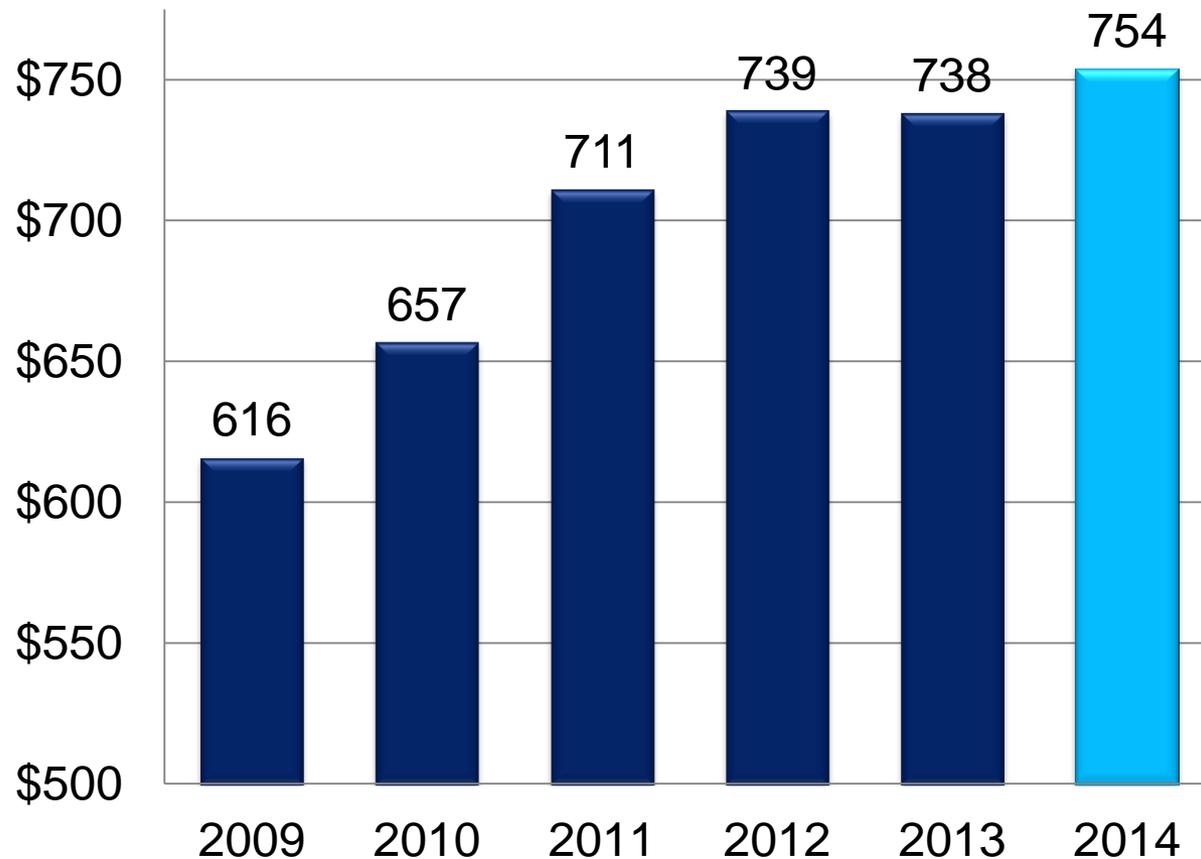
Sources: *2014 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation
2014 Advertising Effectiveness & ROI Study, Destination Analysts for ACVA

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.

EXTRAORDINARY



Visitor Spending in Alexandria (millions \$)

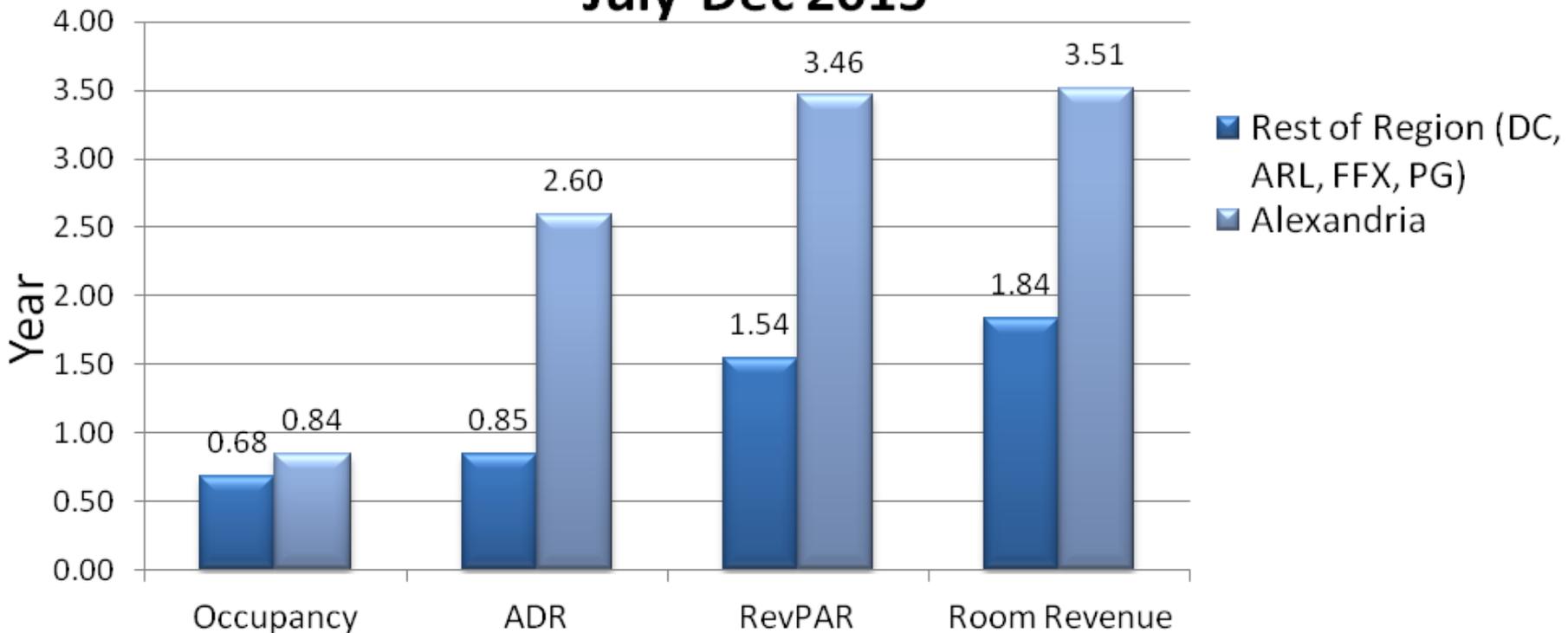


Source: 2014 Economic Impact of Domestic Travel on Virginia and Localities, Virginia Tourism Corporation

EXTRAORDINARY



Alexandria Lodging Performance vs Region July-Dec 2015

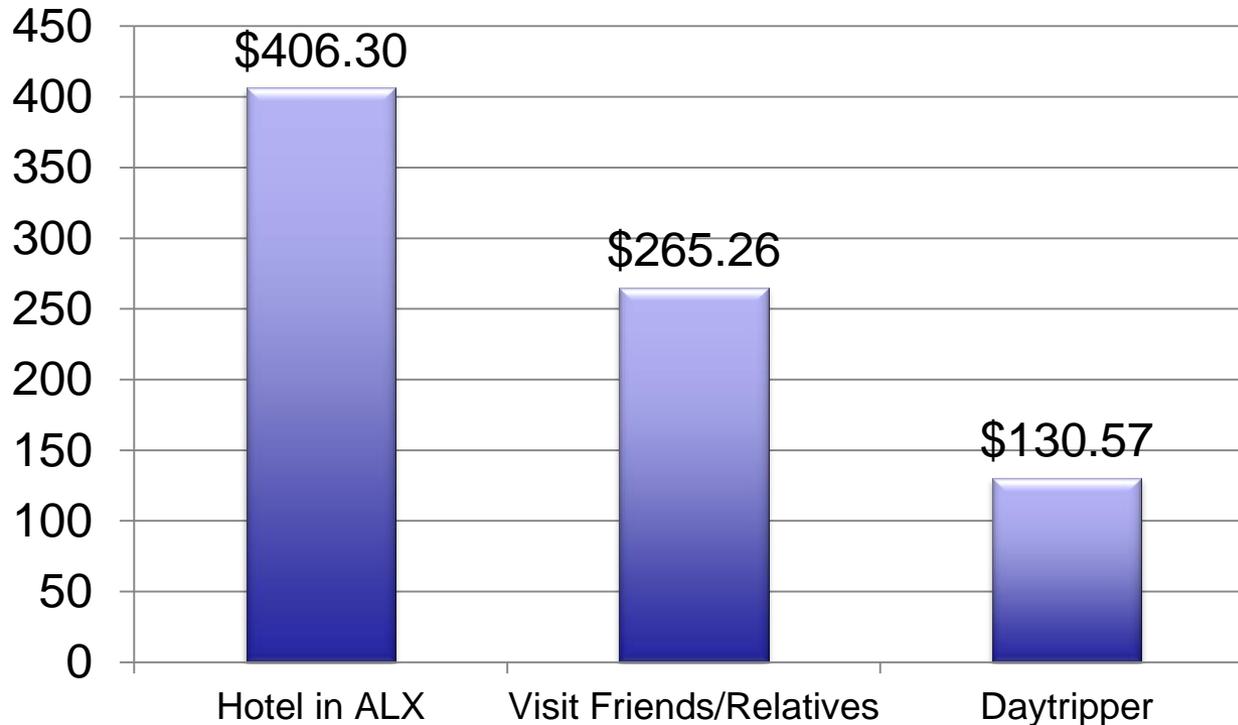


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Visitor Spending by Accommodation

Spending per trip



Source: 2014 Advertising Effectiveness & ROI Study, Destination Analysts for Visit Alexandria

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Visit Alexandria By The Numbers (FY15)

VisitAlexandriaVA.com

1.5 million visits (+30%)

Social Media

59,000 followers (+47%)

Meetings and Sales

\$5.6 million in group bookings (+2%)

\$1.3 million total impact on city tax revenue from these meetings

(DMAI Economic Impact Calculator)

Public Relations

889 total media stories generated

305 national/international stories (+7%)

Target Geographic Markets

Destination:

Philadelphia
Raleigh / Durham
Roanoke
Norfolk / Virginia Beach
Charlottesville
Pittsburgh

Regional:

DC Metropolitan Area
Richmond

International:

Canada
Europe



Target Audiences



Cosmopolitan & Discerning

- 51-69 affluent adults
- More experience-seeking and less price-sensitive
- Appreciate elegance, innovation and learning



Young, Urban Professionals

- 25-35 professional adults
- Enjoying new earning power and want to discover authentic destinations
- Seeking enriching and new experiences



Families

- Visiting the DC region
- Open to staying in an authentic location just minutes from the capital and a destination in itself

Target Audiences



International Travelers

- Focusing on travelers coming to the Washington, DC area and bringing them to Alexandria for an extended stay



Meeting Planners

- Enticing meeting and group planners to hold their large meetings and events



Business Travelers

- Targeting travelers who are coming to Washington, DC for business to stay on our side of the Potomac

Digital Channels

Google

gamut

DESTINATION
DCTM

twitter 

YuMe 

facebook

 triplelift

 NinthDecimal

VIRGINIA
IS FOR
LOVERS[®]

hulu

 MediaMath

Print Channels

Philadelphia
MAGAZINE

where
MAGAZINE

WASHINGTONIAN

Southern Living

The Roanoker
METROPOLITAN ROANOKE LIFESTYLES

THE LOCAL **PALATE**
FOOD CULTURE OF THE SOUTH

Alexandria  Times

Richmond Times-Dispatch

edible
DC

Northern Virginia
MAGAZINE

Richmond
magazine

Alexandria
Gazette Packet

Old Town Crier

THE WASHINGTON
Informer

Other Channels

Verifone[®]



Total Traffic
& Weather Network



Top Reasons People Come to Alexandria

Question: Which of the following were IMPORTANT to your decision to make this visit to Alexandria, VA?

Alexandria's restaurants and food scene is a key tourism motivator.

Its proximity to DC and easy access are also key factors driving visitation.

	Total
Restaurants, cuisine, food scene	46.3%
Proximity to Washington, DC	40.2%
Easy to get to by car, train, plane	38.7%
Clean and safe	33.6%
Friends or family in the area	33.0%
Walkable and easy to get around (do not need a car)	31.4%
Waterfront location	30.5%
Overall ambiance and atmosphere	30.1%
Historic significance	28.9%
Well-preserved 18th and 19th century architecture	22.5%
Alexandria is family-friendly	20.9%
Unique shopping opportunities	19.1%
Alexandria is upscale	17.0%
Museums and historic sites	16.4%
Public parks and green spaces	15.6%
Alexandria is a good value	15.2%
Art galleries/studios and other visual arts	14.8%
Alexandria is uncontrived and authentic	14.1%
Alexandria is romantic	13.7%
Special event and/or festival	12.3%
Nightlife	10.5%
I got a good deal on hotel, attractions or other travel components	8.6%
Theater and/or other performing arts/concerts/live music	5.5%
Base	512

Top Activities in Alexandria

Question: Which of the following activities and attractions did you participate in while in Alexandria, VA on this trip?

Dining in restaurants is the most common visitor activity, followed by shopping, strolling King Street and the Waterfront.

	Total
Dine in restaurants	59.8%
Shopping	42.4%
Stroll King Street ("Old Town")	41.8%
Visit the Waterfront	36.6%
Visit local friends/family	26.5%
Visit Alexandria's historic sites	21.0%
Torpedo factory Art Center	19.4%
Visit art gallery or antique / design store	17.8%
Visit Mount Vernon	16.2%
Take a history tour	10.9%
Attend a special event or festival	9.5%
Visit Del Ray neighborhood	7.9%
Boat Tour	6.9%
Birchmere Music Hall	6.7%
Bike Tour	6.5%
Participate in spa, yoga or other beauty / wellness activity	5.5%
Attend a business meeting	3.2%
Attend a conference	3.0%
Base	512

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Alexandria

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MEETINGS GROUPS WEDDINGS PRESS ROOM Search 

Alexandria

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN



ALEXANDRIA RESTAURANT WEEK

More than 60 participating restaurants in Old Town, Del Ray and the West End

Minutes from DC yet
A WORLD AWAY

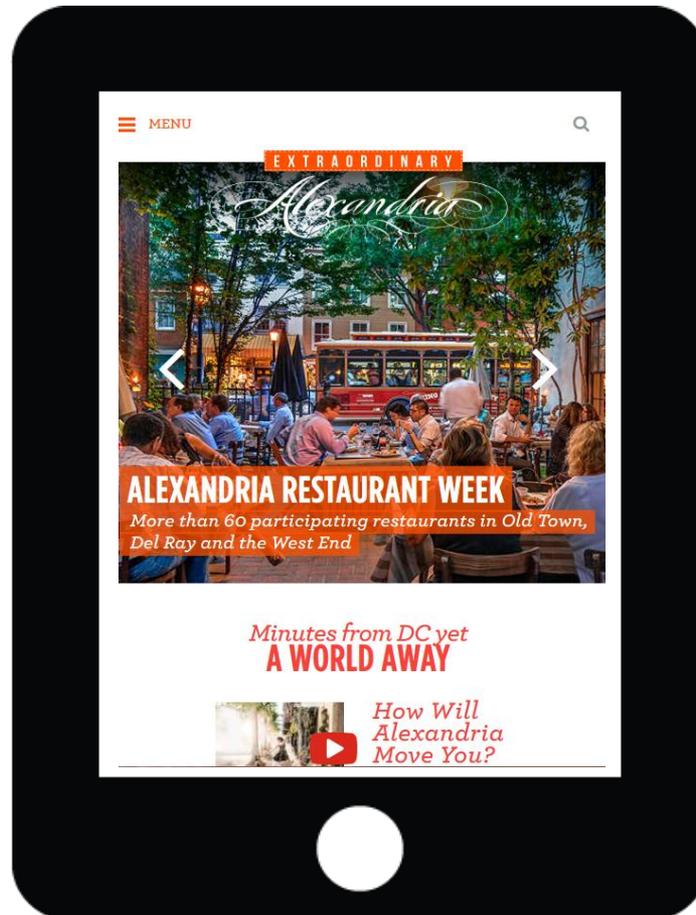
On the Potomac River within eyesight of Washington, DC, Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - an extraordinary backdrop for acclaimed, [chef-driven restaurants](#); a [thriving boutique scene](#); vibrant arts and culture; and a welcoming, walkable lifestyle. Alexandria is



*How Will
Alexandria
Move You?*

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Alexandria



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Email or Phone

Password

Log In

Keep me logged in

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Visit Alexandria VA is on Facebook.

To connect with Visit Alexandria VA, sign up for Facebook today.

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Visit Alexandria VA

Tourist Information · Event Planning

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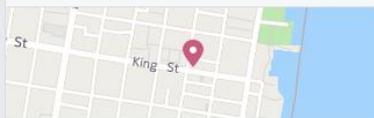
PEOPLE



59,965 likes

954 visits

ABOUT



221 King St
Alexandria, Virginia

(703) 746-3301

http://VisitAlexandriaVA.com/



Visit Alexandria VA

February 29 at 5:30am

Retrace the steps of the stars of Mercy Street in Alexandria, and see what they thought of our city! (Spoiler alert: they thought it was extraordinary!)

#ExtraordinaryALX



Video: See the Cast of PBS' Mercy Street in Alexandria

Around Alexandria with Mary Elizabeth Winstead, Tara Summers, and Hannah

Create Page

Recent

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011

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Alexandria

EXTRA Alex

A BLOG FOR ALL THINGS *Extraordinary* IN ALEXANDRIA, VA

[THINGS TO DO](#) [FOOD & DRINK](#) [ARTS](#) [SHOPPING](#) [VISITALEXVA.COM](#)



MOST ROMANTIC SPOTS IN ALEXANDRIA

February 12, 2015 - Posted by [Kelsey](#)

In Alexandria, love is in the air. It's also built into the architecture of our city, from the cobblestone streets and 18th century buildings to the historic waterfront, where many a romance has unfolded. Whether you're looking for a Valentine's Day date idea, a romantic weekend getaway or (shhh!) the best places to pop the question, ...

[LEARN MORE](#)

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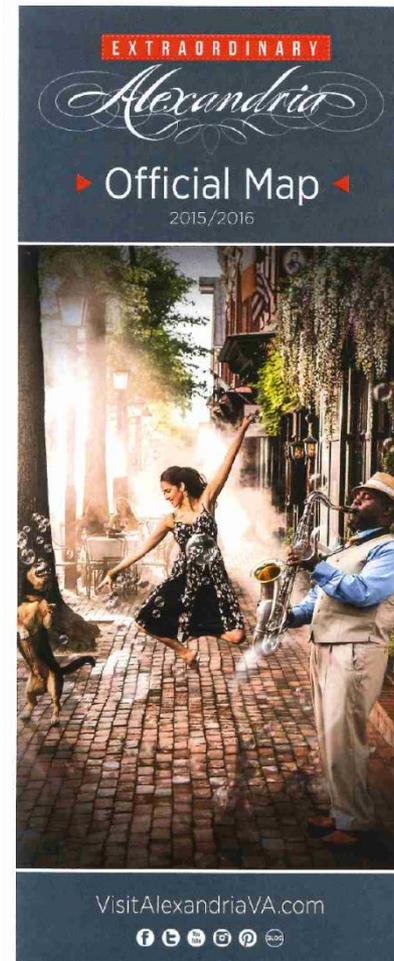
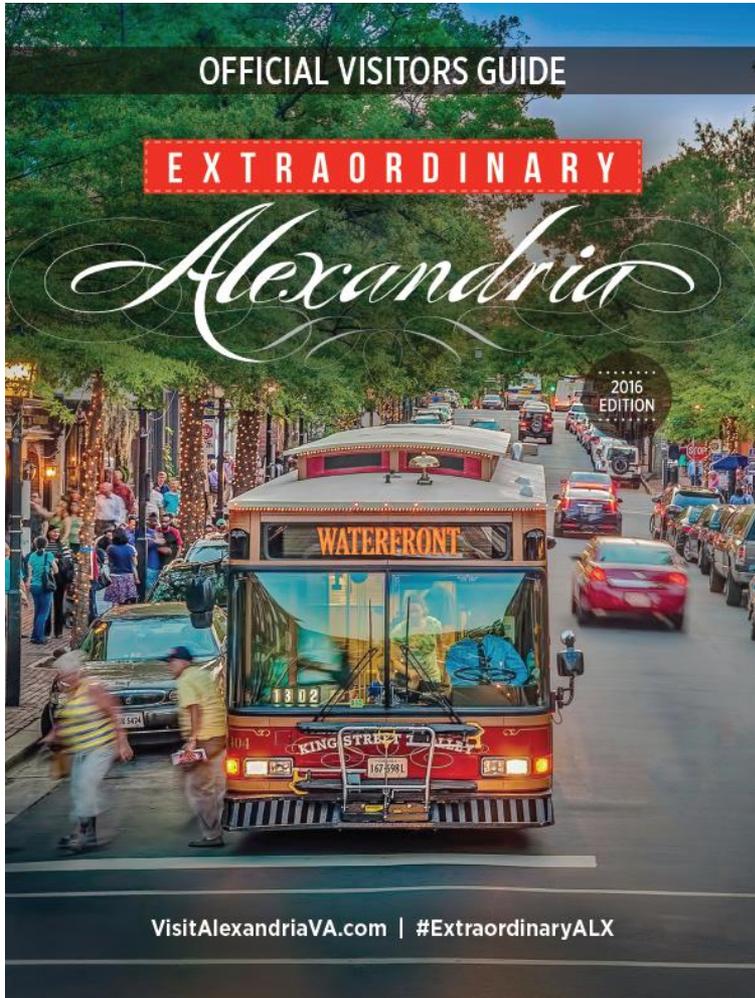


INSTANT ALEX



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Alexandria



minutes from D.C. yet

A WORLD AWAY

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Alexandria



How will Alexandria move you?

VisitAlexandriaVA.com | #ExtraordinaryALX

King Street :60 ad



https://www.youtube.com/watch?v=hFBSIq_EeJI

Pet Friendly :30 ad



<https://www.youtube.com/watch?v=bODZAHztgBw>



**Explore the sites and stories
that inspired the series.**

★ A NEW PBS ORIGINAL SERIES ★

MERCY STREET

PREMIERES SUN JAN 17 10/9c



Discover more than two dozen exhibits, tours and events.

Visit AlexandriaVA.com/MercyStreet

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Alexandria



VisitAlexandriaVA



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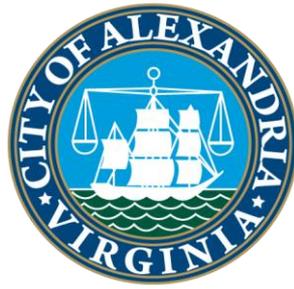


VisitAlexVA

EXTRA *Alex*
BLOG

ExtraAlex.com

VisitAlexandriaVA.com



Communications & Public Information

Craig Fifer, Director of Communications



Office of Communications & Public Information

- Our mission is to foster open, accountable and effective government by developing, coordinating and delivering meaningful and responsive communications for our community and colleagues.

- External Communications

- alexandriava.gov
- *Alexandria eNews*
- AlexTV (Web Video & Channel 70)
- Citywide Calendar of Events
- Emergency Alerts (not 911)
- Message Strategy
- News Media
- News Releases
- Social Media, Podcasts, and Webcasts
- Style Guide and Protocols

- Internal Communications

- *AlexNet*
- *AlexNews*
- Emails to All Employees
- Message Strategy



www.alexandriava.gov

- City's primary web site
- Launched in 1995
- Now more than 8 million page views per year

A screenshot of the City of Alexandria website homepage. The page features a dark blue header with navigation menus for "Departments", "Jobs", "Contact Us", "Live", "Play", "Services", "Business", "Government", "Projects & Plans", "Events", and "I want to...". A search bar is prominently displayed in the center. The main content area is divided into several sections: a Twitter feed on the left with the handle @ALEXANDRIAVAGOV and two tweets about primary elections; a central section titled "FY 2017 Proposed Budget" featuring a circular image of the city's clock tower and a text box stating that City Manager Mark B. Jinks presented the budget on February 23; and a right-hand sidebar with a list of news items including "Democratic and Republican Primary Elections", "FY 2017 Proposed Budget", "Provide Feedback on Potomac Yard Park Redesign", "Salute to Women Award Nominations", "Summer Camp Registration Begins Early", and "Winter Weather Preparedness". A "RATE OUR NEW WEBSITE" button is located in the top right corner.



RATE OUR NEW WEBSITE

Arts & Culture

Through engaging the community, encouraging participation, and facilitating access to arts and culture, the City builds a vibrant community for its residents, workers, and visitors.

Page updated on Jan 14, 2016 at 3:39 PM

RELATED CONTENT

- [About the City of Alexandria](#)
- [Mayor & City Council](#)
- [Boards & Commissions](#)
- [City Government](#)
- [City Departments](#)
- [City News Releases](#)

Arts in Alexandria

Through engaging the community, encouraging participation, and facilitating access to the arts, the City works with local artists and arts organizations to build a vibrant community for all of the City's residents, workers and visitors.

- [Office of the Arts](#)
- [Extraordinary Alexandria: Arts & Culture](#)
- [Mobile Art Lab](#)
- [Public Art in Alexandria](#)
- [Durant Center](#)
- [Arts Grant Program](#)



SHARE





Overview

Stay informed with Alexandria eNews!

The City of Alexandria's free **eNews** service lets you sign up to receive information on nearly **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent as email messages, text messages, or voice messages.

Don't miss out on important news and emergency alerts -- sign up or login today!

The following groups are currently available on Alexandria eNews:

- **General Information**

- Alexandria City Council
- Alexandria Library News
- Animal Watch
- Animal Welfare League News
- Boards and Commissions Vacancies
- Civic Engagement - "What's Next, Alexandria?"
- Economic Development Updates
- Election Information and Sample Ballots
- FYI Alexandria
- General City News Releases
- GIS News
- Job Opportunities
- New Website Features
- Notices of City Government Meetings
- Old Town Farmers' Market News

- **Public Safety**

- Code Administration Updates
- Construction/Permitting Requirements
- Crime Prevention Tips
- Emergency Management Tips & News
- Fire and Life Safety Tips & News
- Permit Center News & Updates
- Police News Releases
- Police Recruitment Information
- Severe Weather Alerts
- Smoke Detector Battery Reminders

- **Payment Deadline Reminders**

- Business License Tax
- Business Personal Property Tax
- Dog and Cat Licenses
- Federal Income Tax
- Personal Property Tax
- Real Estate Tax
- Residential Parking Permits
- Virginia Income Tax

- **Alexandria City Public Schools**

- ACPS Emergency Announcements

- **DASH Bus (Alexandria Transit Co.)**

- DASH News
- DASH Service Alerts

- **Planning and Zoning**

- Administrative Requests for SUPs
- All Community Meetings
- All General Information
- Arlandria
- Beauregard Corridor Plan
- Boards of Architectural Review
- Board of Zoning Appeals
- Braddock Road Metro Area
- Carlyle / Eisenhower East
- Eisenhower West Planning Study
- Historic Districts and Historic Preservation
- Hunting Creek
- Infill Development
- King Street
- Landmark / Van Dorn Updates
- Long Range Educational Facilities Plan
- Mt. Vernon Avenue Updates
- Open Space Planning
- Planning Commission
- Potomac Yard Updates
- Route 1 Planning
- Transportation and Land Use Planning
- Waterfront Planning

- **Housing**

- Affordable Housing Opportunities
- Housing Master Plan

- **Recreation, Parks and Cultural Activities**

- Arts News
- Cancellations and Field Closures
- Recreation General News

- **Historic Alexandria**

- Alexandria Archaeology
- Gadbsy's Tavern Museum "Tavern E-Times"
- Historic Alexandria News Releases

- **Health and Human Services**

- Aging News
- Alexandria Campaign on Adolescent Pregnancy News
- Behavioral Health and Human Services News
- Food Safety News for Businesses
- Health Department News



Communications & Public Information

- Communicating with the City
 - Phone
 - Emergency: 911
 - Everything Else: 703.746.HELP (4357)
 - Web and E-Mail
 - ***Call.Click.Connect.***
 - Social Media
 - Facebook: [alexandriava.gov/Facebook](https://www.facebook.com/alexandriava)
 - Twitter: @AlexandriaVaGov
 - In Person
 - Approximately 2,500 full-time employees at 75 City facilities and in the field



Questions?

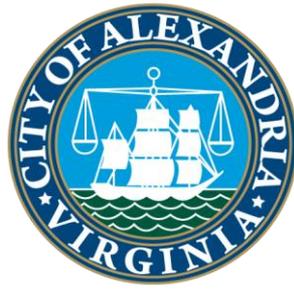
Office of Communications & Public Information

301 King St., Suite 3230

Alexandria, VA 22314

703.746.3960

www.alexandriava.gov/Communications



Department of Human Resources

**Steven J. Mason, Sr. HCS
Acting Director**



Human Resources Department

MISSION STATEMENT

Our Mission is to be a fair, competent, professional and responsive strategic human resources partner with all stakeholders of the City of Alexandria, internally and externally, with the ultimate goal of excellence in all we do.



Human Resources Department

Three Teams

Employee Relations &
Talent Management

Total Compensation

Operational Support



Human Resources Department

Employee Relations & Talent Management

Recruitment & Selection

Training & Organizational
Development

Actions/Disciplines & Grievances



Human Resources Department

Total Compensation

Benefits & Records

Classification & Compensation



Human Resources Department

Operational Support

Administrative Staff

Contracts

Acquisitions

Budget



Questions?

301 King St., Room 2510
Alexandria, VA 22314
703.746.3777

www.alexandriava.gov/Jobs
www.alexandriava.gov/HR