

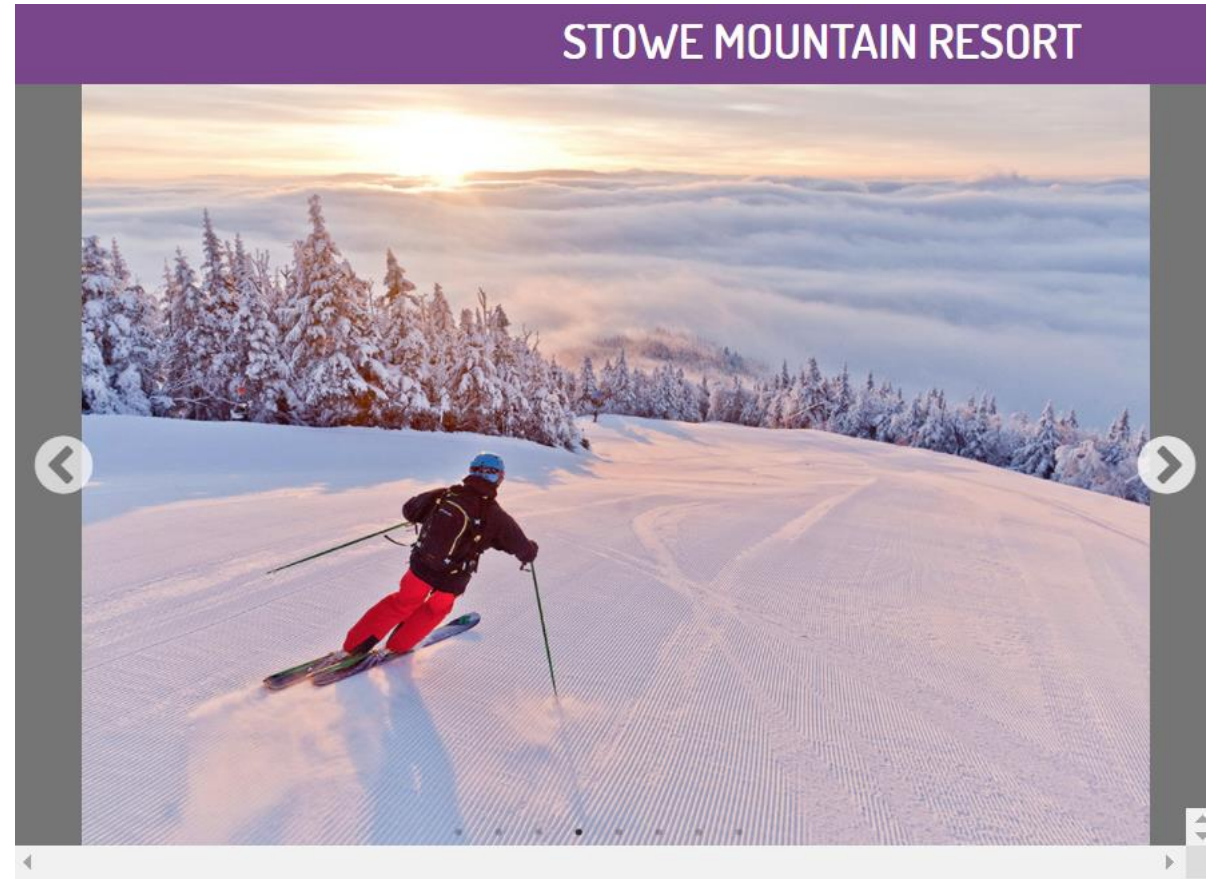


Business Case for Biking

Tom Kaiden, COO, Visit Alexandria

Stowe, Vermont

“Ski Capital of the East”



The Ski Capital of the East!

Stowe Mountain Resort is a renowned world-class, family-friendly destination, offering year-round amenities. Travelers are drawn from across the globe to this dynamic mountain and the legendary community of this passionate, quintessential New England ski town

VISIT
Alexandria

365 Days in a Year

January

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February

Su	Mo	Tu	We	Th	Fr	Sa
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

Su	Mo	Tu	We	Th	Fr	Sa
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

Su	Mo	Tu	We	Th	Fr	Sa
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June

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13	14	15	16	17	18	19
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27	28	29	30			

July

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

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22	23	24	25	26	27	28	
29	30	31					

September

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October

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31						

November

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28	29	30				

December

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

43 Prime Ski Days

January							February							March							April								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
					1	2			1	2	3	4	5	6			1	2	3	4	5	6					1	2	3
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13	4	5	6	7	8	9	10		
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31																													

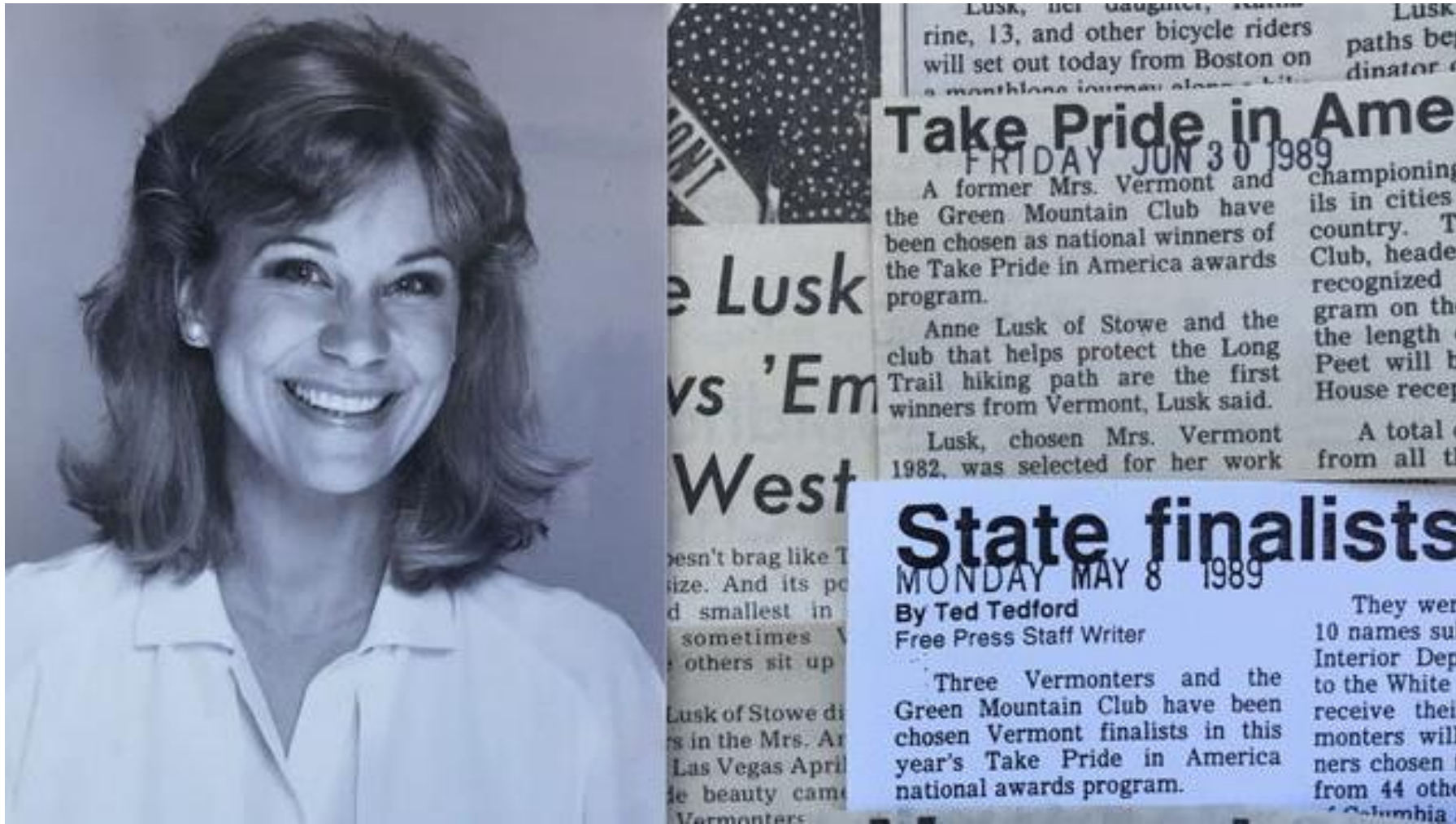
May							June							July							August						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30	31				
30	31																										

September							October							November							December								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
			1	2	3	4						1	2			1	2	3	4	5	6					1	2	3	4
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12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18		
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25		
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							31																						

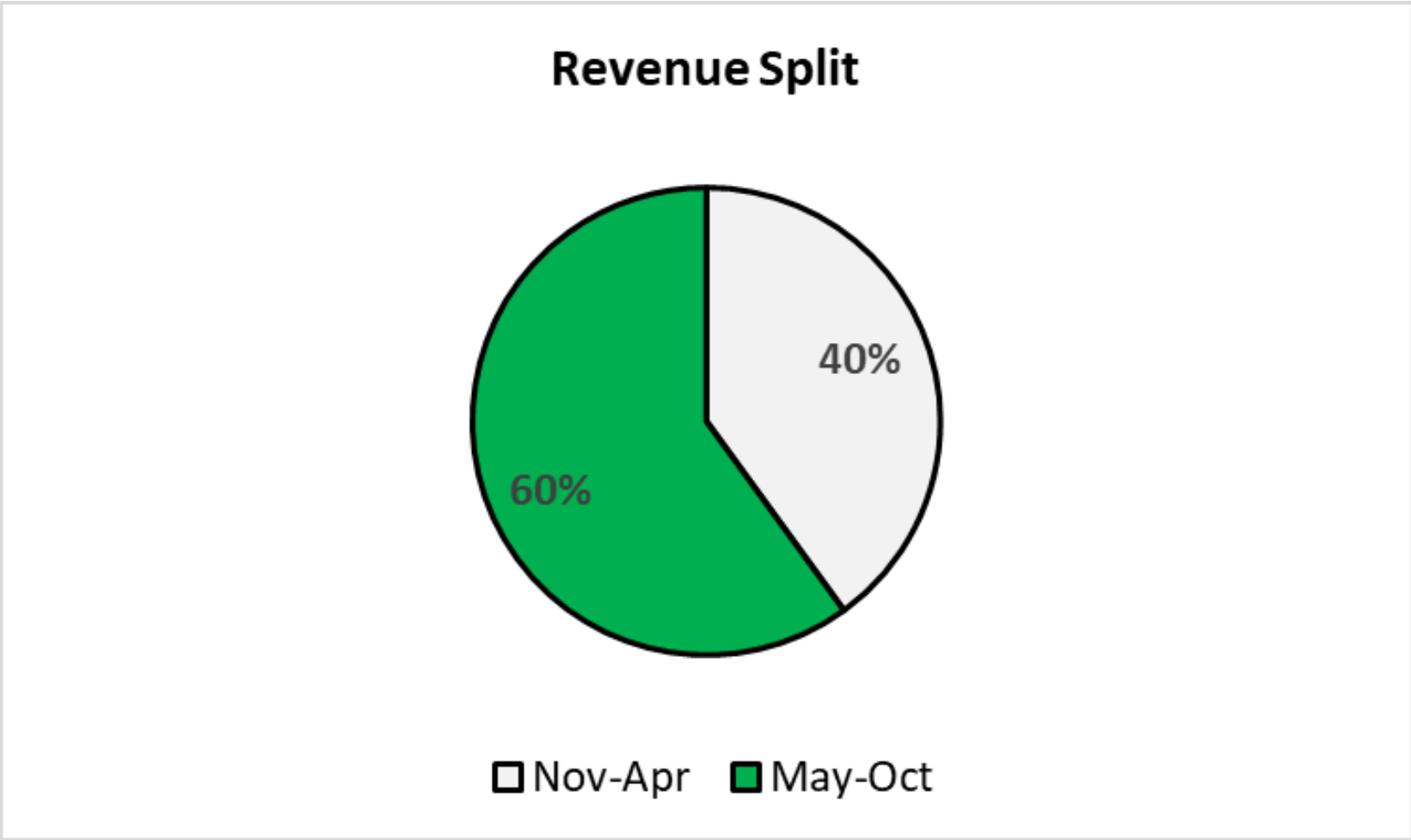
Mortgage Payments Due All 12 Months



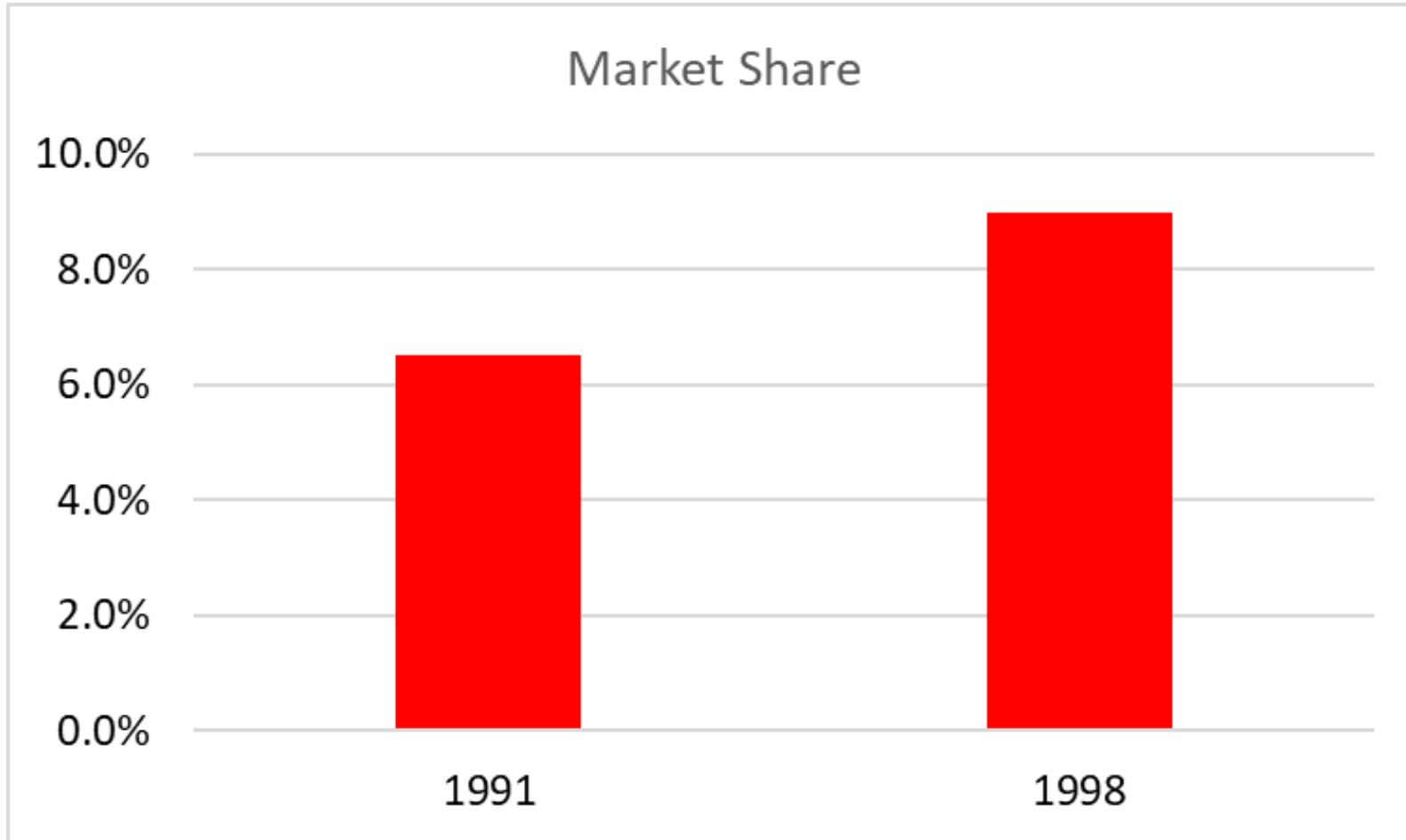
Anne Lusk, Rec Path Champion



Summer > Winter in “Ski Capital of the East”



Stowe Share of Vermont Tourism



Alexandria, Virginia

Health & Fitness

Alexandria Named A 2018 Best Bike City In America

Between scenic trails and safety improvements, Alexandria is on the way up as a bike city.



Emily Leayman, Patch Staff

Posted Mon, Oct 15, 2018 at 10:28 am ET

Like 31

Share



Reply



ALEXANDRIA, VA—Between a scenic bike route on the Mount Vernon Trail to bike lanes in Old Town and bikeshare stations, you might not be surprised to learn Alexandria was named one of the 2018 Best Bike

VISIT
Alexandria

Alexandria, Virginia

Road warriors: Bike lane debate stokes tensions within community

December 5, 2013

1341



By Derrick Perkins (Photo/Anna Harris)

City Hall's suddenly controversial plan for adding bike lanes to a stretch of King Street just outside of Old Town threatens to reignite the contentious debate over cyclists and their place in Alexandria.

Seminary Road Diet Spurs Heated Discussion At City Council

When Councilmember Amy Jackson brought up a motion regarding Seminary Road, heated debate ensued near the end of the council meeting.

Emily Leayman, Patch Staff
Posted Thu, Dec 12, 2019 at 1:09 pm ET | Updated Thu, Dec 12, 2019 at 3:35 pm ET

Like 46 Share

Reply (1)



Heated discussion about the Seminary Road diet ensued at the Dec. 10 Alexandria City Council meeting. (City of Alexandria)

ALEXANDRIA, VA — As the road diet on Seminary Road continues to spur divisiveness among Alexandria residents, one council member

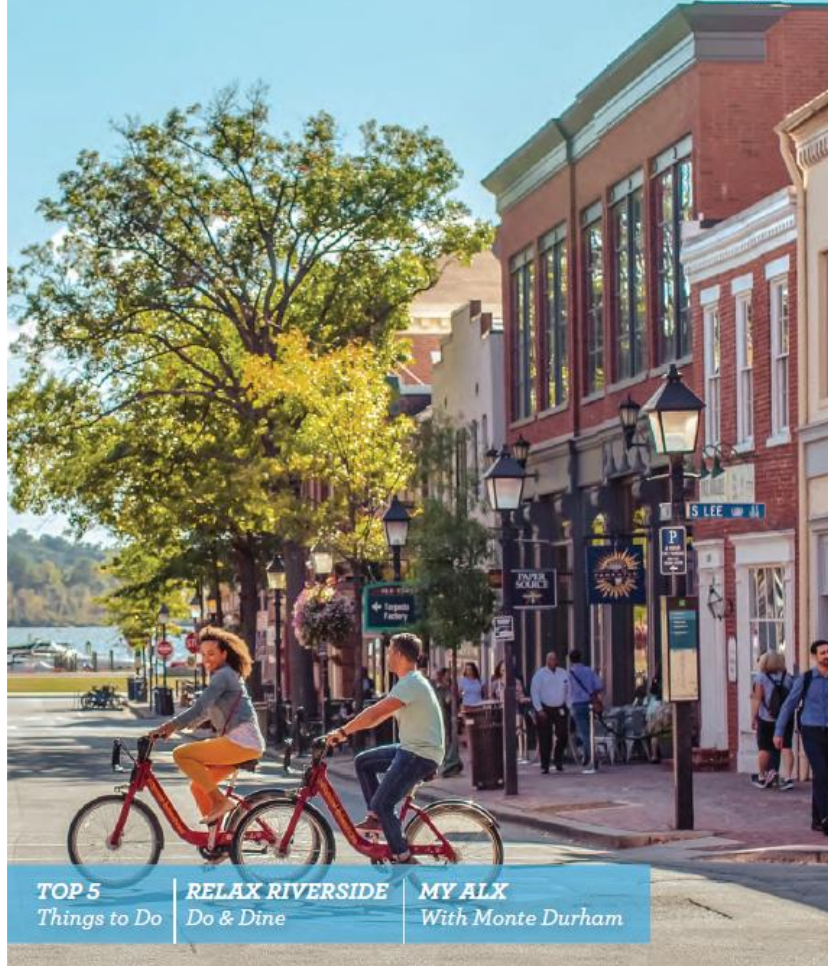


OFFICIAL VISITOR GUIDE 2020

ALEXANDRIA

VisitAlexandriaVA.com

Alexandria
EST. 1749



TOP 5

Things to Do

RELAX RIVERSIDE

Do & Dine

MY ALX

With Monte Durham



A 5-MILE PORTION OF ALEXANDRIA'S MOUNT VERNON TRAIL IS FORMALLY DESIGNATED AS PART OF THE **EAST COAST GREENWAY.**

<https://www.youtube.com/watch?v=uyXJ-kghvj4&t=1s>

VISIT
Alexandria

Making the Case



ARTS IMPROVE HEALTHCARE

Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—**SHORTER HOSPITAL STAYS**, better pain management, and less medication.

ARTS PROMOTE TRUE PROSPERITY

The arts are **FUNDAMENTAL TO OUR HUMANITY**. They enrich and inspire us—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and **BRING US TOGETHER** regardless of ethnicity, religion, or age. When times are tough, art is safe for the ache.

ARTS STRENGTHEN THE ECONOMY

The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a **\$699 BILLION** industry (2012), which represents **4.3 PERCENT** of the nation's GDP—a larger share of the economy than transportation and agriculture. The nonprofit arts industry alone generates **\$135 BILLION** in economic activity annually (spending by organizations and their audiences) that supports **4.1 MILLION JOBS** and generates **\$22.3 BILLION** in government revenue.

ARTS ARE GOOD FOR LOCAL MERCHANTS

Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and beverages. Attendees who live outside the county in which the arts event takes place **SPEND TWICE AS MUCH** as their local counterparts (\$36.95 vs. \$17.40)—valuable revenue for local businesses and the community.

ARTS HAVE SOCIAL IMPACT

University of Florida's researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher civic welfare, and **LOWER CRIME AND POVERTY RATES**. The arts are used by the U.S. military to promote troop force and family readiness, resilience, retention and for the successful reintegration of veterans into family and community life.

ARTS MEAN BUSINESS

The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2015 analysis of Dun & Bradstreet data counts **702,771 BUSINESSES** in the U.S. involved in the creation or distribution of the arts that employ **2.9 MILLION PEOPLE**—representing 3.9 percent of all businesses and 1.9 percent of all employees.

ARTS DRIVE TOURISM

Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip grew steadily between 2003-2013 (**FROM 18 TO 26 PERCENT**), while the share attending concerts and theater performances grew from **14 TO 18 PERCENT**.

ARTS ARE AN EXPORT INDUSTRY

U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—as arts trade **SURPLUS OF \$47 BILLION**.

ARTS SPARK CREATIVITY AND INNOVATION

The Conference Board reports that creativity is among the top five applied skills sought by business leaders—with **72 PERCENT** saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. The *Ready to Innovate* report concludes, "The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium." Nobel laureates in the sciences are **17 TIMES MORE LIKELY** to be actively engaged in the arts than other scientists.

ARTS IMPROVE ACADEMIC PERFORMANCE

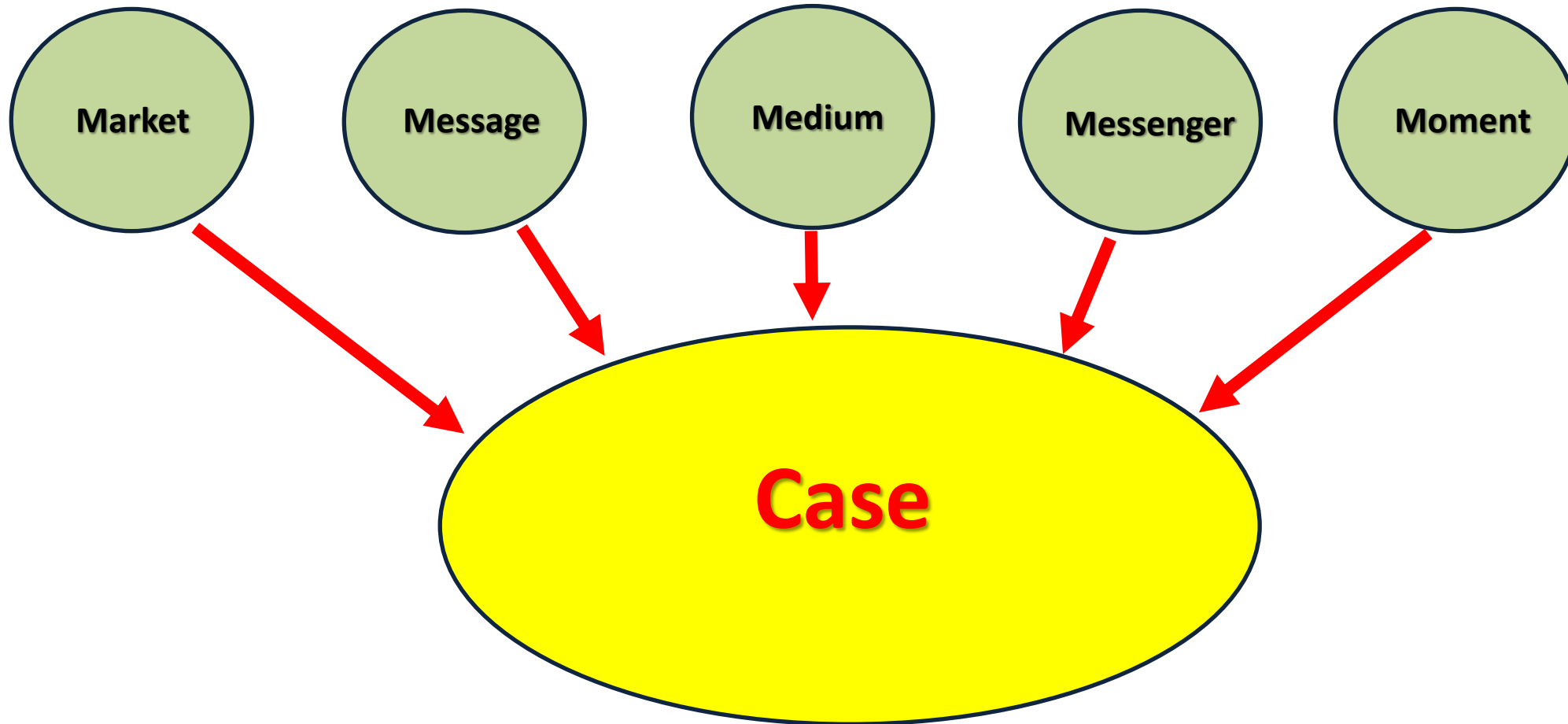
Students with an education rich in the arts have higher GPAs and standardized test scores and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with four years of arts or music in high school average **100 POINTS HIGHER ON THE SAT** than students with just one-half year of arts or music.

Top 10 Reasons
TO SUPPORT THE ARTS

Making the Case



Target Message to Market



Market, Message, Moment, Medium, Messenger

Market	Private Landowners	Businesses	Town officials	Transportation Dept	Travelers	Media
Message	Recreation, property value, safety	Revenue, customer satisfaction	Legacy--Tax receipts, environment, quality of life, tax	ID Dept goals--pro bike or pro-roads? Grants?	Top Ten Must Do, attraction	Cool stories, trends, overcoming odds
Moment	In advance	In advance	Start to finish	Planning cycle capital projects	Planning phase, arrival	Situational, round-ups, listicles
Medium	One-to-one, talk	Chamber, Rotary	Public hearings, letters to the editor	One-to-one	Signage, Visitors bureau, web, guide, Tripadvisor, social media	One-to-one
Messenger	Positive neighbors	Respected business leaders, peers	Elected official, champion, citizens,	Champion, state elected officials, planning dept	Front-line service staff	Other media, PR staff

The background of the image shows a scenic view of the Alexandria waterfront. In the foreground, several boats are docked at a pier, including a large white and yellow ferry named 'MAGNA'S DANDY'. A larger white and yellow ferry is also docked at a wooden pier. In the middle ground, there are buildings, including a prominent blue-roofed building. The background features a wide river and a city skyline under a clear blue sky. A large yellow paper overlay with a textured, crumpled appearance covers the top half of the image.

Thank You!

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Alexandria

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