

City of Alexandria, Virginia
FY 2026 Proposed Operating Budget & CIP
Budget Questions & Answers

March 26, 2025

Question:

Can the OMB itemize the funds (both in direct payments and staff time) towards the parades that take place in Alexandria and inquire with AEDP, Visit Alexandria or other relevant agencies about the revenue benefits to the City associated with these events?

Response:

For FY 2024, each of the parades received up to \$25,000 in support for direct city expenses (such as police, fire, T&ES, etc.) which is included in the RPCA budget. This is in-kind support and is not a direct cash contribution to the event. Each of the event organizers is charged for all other expenses above \$25,000, including permits. Direct payments included \$95,000 to Visit Alexandria for the Scottish Walk and \$88,000 for the Boat Parade. RPCA does not have any information about the revenue from donations for any of the parades.

Visit Alexandria does conduct some analysis of revenue impact from each event, but it is limited as the metrics they use are from an entire month, not just during the time of the parades or event. Intercept surveys have been used in the past but only show demographic data about the attendees and not spending levels of attendees.