

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

**April 2, 2025**

**Question:**

What would be the staff and fiscal impact to set up an agency tasked with executing medium and large events in the city (many that are supported by Rec Dept. and/or Visit Alexandria) much like "Events DC" in Washington- <https://eventsdc.com/> ?

**Response:**

The following table lists the current medium and large City events, including the direct financial support provided by the City.

Large Events FY 25 Direct Funding	
City Birthday	\$80,000
Jazz Fest	\$30,000
Tree Lighting	\$8,000
Tons of Trucks	\$15,000
Scottish Walk	\$120,000
Boat Parade	\$88,000
Portside (no funding in FY25)	\$80,000
First Night*	\$45,000
GW parade*	\$55,000
St. Patrick's Day Parade*	\$25,000
<b>TOTAL</b>	<b>\$526,000.00</b>

\*The producers of these events provide additional funds, ranging from approximately \$20,000 to \$50,000 per event.

Event costs include direct City support including, but not limited to, police, fire, medic, and trash. The staff cost for current event production staff is approximately \$165,000. For the City to produce all signature events and to expand event offerings would require adding 4 FTEs (total approximately \$300,000) and the transferring of total financial support in the table above to the City's events budget. Additional funding in the amount of \$60,000 to \$100,000 would also be needed to cover the funds currently provided by external event sponsors.