

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

April 17, 2025

**Question:**

What programs currently support small independently owned retailers? Do any of these programs support marketing and promotion? If so, how much funding has been committed over the past 5 years? What is the Visit Alexandria budget for retail marketing for regional visitors (within the DMV)?

**Response:**

**What programs currently support small independently owned retailers?**

- a. Visit Alexandria: Regularly promotes individual businesses, neighborhoods and events. As part of that work, it has provided in-kind marketing support through marketing plans for Plaid Friday and Small Business Saturday, and execution of Summer & Winter Restaurant Weeks and Sidewalk Sale.
- b. Alexandria Economic Development Partnership (AEDP): Free website creation and hosting program- two of eight recipients were independently owned retailers.
- c. In Fall 2023, [AEDP launched a new small business team](#)-4 staff people, as well as small business counselors, all of whom provide direct assistance to small business, including independently owned retailers. Services offered include one-on-one counseling and workshops, connections with the local community and guidance on access to capital.

**Do any of these programs support marketing and promotion?**

Yes

**If so, how much funding has been committed over the past 5 years?**

It is impossible to segment out the retail portion because Visit Alexandria markets the overall destination experience collectively. Visit Alexandria's marketing collectively promotes the entire mix of sectors that make up the overall destination experience—retail, restaurants, attractions, lodging. Visit Alexandria reported it does not market sectors separately. With that said, it has spent over \$30,000 on several retail promotions including: Holiday retail ("Shop Small", Plaid Friday, Small Business Saturday, etc.), King Street Shopping Guide, promoted shopping reel, Sidewalk Sale, and paid search related to shopping terms.

**What is the Visit Alexandria budget for retail marketing for regional visitors (within the DMV)?**

Regional media	FY 20	FY 21	FY 22	FY 23	FY 24	FY 25	FY 26
(\$000)	Actual	Actual	Actual	Actual	Actual	Budget	Budget
	389	447	542	361	516	527	327