

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

**April 29, 2025**

**Question:**

How has the city historically supported small businesses Saturday? What is the total amount of resources (broken down by department and initiatives/programs) budgeted in FY 26 to support small businesses? How many small businesses do we expect to serve?

**Response:**

**How has the city historically supported small businesses Saturday?**

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. The City has also provided free parking for some events, averaging about \$8,000 per year.

**What is the total amount of resources (broken down by department and initiatives/programs) budgeted in FY 26 to support small businesses?**

Much of the funding included in the FY 2026 proposed budget to support small businesses is included as part of the overall funding provided to AEDP and Visit Alexandria, including the small business team in AEDP and Visit Alexandria communications and marketing. The following are increased investments included in the proposed budget for economic development including small businesses.

AEDP: Business Accelerator: \$200,000

Visit Alexandria: Sustaining Advertising: \$250,000 (total marketing including not limited to small business)

Other Economic Development Agencies: \$100,000 (Permit Expediting)

**How many small businesses do we expect to serve?**

The Business Accelerator is expected to serve a cohort of 15-20 entrepreneurs.