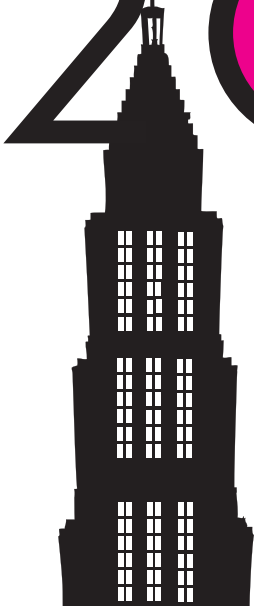


**FIRSTNIGHT**

ALEXANDRIA

2008



**ANNUAL**

REPORT

As the **MAYOR** OF ALEXANDRIA

and a sponsor of

**First Night Alexandria,**

I am proud to be associated with this **fun and**

**affordable New Year's Eve**

**celebration.** It is the perfect

ending for all of the holiday festivities that take place in this

# GREAT CITY

from the holiday tree lighting the evening after Thanksgiving to all

The Campagna Center events the first weekend in December right

through to December 31<sup>st</sup>. **We hope you will join us on**

## December 31<sup>st</sup>

when the city of  
**ALEXANDRIA**  
becomes a stage.



Honorable **William D. Euille** Mayor, City of Alexandria

## 2008 Year in Review

# WOW...



**N**ew Year's Eve really howled through Alexandria! December 31, 2008 (we hope) will go down in history as the coldest and most wind-swept New Year's Eve in recent memory. We're looking forward to milder weather on December 31, 2009!

**I**n spite of the wind we had nearly 300 runners for the Second Ever King Street Mile, presented by First Night Alexandria and **Pacers Running Store**. Those hearty souls ran right into the wind at 5:00 pm from Market Square to Union Station to kick off the activities. They welcomed the warmth of the train station at the end of that race! Runners included three members of City Council – **Rob Krupicka**, **Paul Smedberg**, and **Justin Wilson**. Deputy City Manager **Mark Jinks** also ran. Special thanks to our Mayor **Bill Euille**, and Deputy Mayor **Del Pepper** for participating in the awards ceremony; and to **Virginia Paving** and **Fitness Together** for sponsoring.

**I**n spite of the cold the streets, sidewalks and venues were filled with revelers. Attendees tell us they want more and bigger venues. They

want more entertainment. 64% of the people who attended First Night Alexandria came for the first time. Historic Alexandria presents challenges because we just don't have that many large buildings with good acoustics to accommodate large audiences. We are so grateful to the churches and businesses that allow us to use their buildings on New Year's Eve.

This year we had 30 venues with 38 stages accommodating 66 acts and more than 178 performances – the highest numbers in the 14 year history of First Night Alexandria.

**Colonial Parking** offered free parking at several locations including the Patent and Trademark complex on Eisenhower Avenue, **Embassy Suites Hotel** and the Hilton Hotel after 5:00 pm.

Unfortunately the finale and fireworks this year had to be cancelled because of the high winds. As a matter of fact, we learned many fireworks displays along the eastern part of the country were cancelled on New Year's Eve because of the weather.



was it  
COLD!

# Vorys

was thrilled to associate with First Night Alexandria as a major sponsor. **First Night Alexandria** successfully assembles the civic, business and performing arts constituencies as a single Alexandria community, ringing in the New Year in a safe, entertaining, family-oriented environment.

**As a corporate sponsor of this event,** we found the **First Night Alexandria team** to be **extremely accommodating and effective in promoting its sponsors through various forms of print and electronic media.** Our law firm was pleased to kick-off our 100<sup>th</sup> anniversary

year by welcoming 2009 as part of the First Night Alexandria celebration.

**Andrew Palmieri**, Vorys Legal Counsel

**FIRST  
NIGHT  
ALEXANDRIA**

is a community-centered

**celebration of  
the performing arts.**

You can't find anything better on

**NEW  
YEAR'S  
EVE.**

**Daniel Fannon**, Fannon Fine Printing

**It's gratifying**

**to watch the**

**high energy**

**exchange**

**between**

**attendees and**

**performers.**

**Mike Geissinger**, Alexandria Guide Magazine

First  
Night **is a**  
**win/win for**  
**both the Old**  
**TOwn business**  
**and residential**  
**community.**

## 2008 Year in Review

The success of First Night Alexandria, in fact the event itself, would not be possible without the support of more than 125 volunteers on December 31<sup>st</sup>. These volunteers make it possible to sell admission badges at all venues and to provide information to attendees, half of whom came from outside Alexandria. For their efforts, they receive free admission, a box dinner and a souvenir apron – all of which was made possible because of the sponsorship of the **Alexandria Hotel Association, McLaughlin Ryder Investments,** and **Virginia American Water.** We can never adequately thank the army of supporters First Night Alexandria enjoys.



**F**irst Night Alexandria is a private, non-profit organization that has an independent Board of Directors. The City of Alexandria, through various grants, provides nearly one-third of the approximate \$200,000 budget to produce the event; the generosity of businesses and individuals provides the second third. The final third of the budget comes from the sale of admission badges, the price of which is purposely kept low to make it an affordable way for all to spend New Year's Eve together! Imagine - 178 performances for just \$20! Children 12 and under have been and continue to be free when accompanied by a paying adult. For the past several years, we have also offered free admission to active military personnel.



**What  
motivates  
me**

is the wonderful  
live performances on  
New Year's Eve - seeing  
old and young all swinging  
to the music - and being  
able to **stroll from  
show to  
show!**

We  
loved  
the  
event

First Night Attendee

## 2008 First Night Alexandria Sponsors

These are the individuals and businesses that have supported First Night each and every year since 2001, ensuring that Alexandria becomes a stage on New Year's Eve. Without their consistent support, First Night would not be possible.

### **THANK YOU!**

The Honorable Bill Euille,  
Mayor, Alexandria

Alexandria Chamber  
of Commerce

Alexandria Commission  
for the Arts

Alexandria Convention  
and Visitors Association

Alexandria Gazette

Brecher Design Group

City of Alexandria

Colonial Parking

DASH (Alexandria Transit)

Embassy Suites Hotel

David and Martha Martin

Meetings & Events  
of Distinction

Old Town Business and  
Professional Association

### **Race Sponsors**

Pacers Running Store

Virginia Paving

Fitness Together

Nike

### **Badge Sponsor**

Vorys Law Firm

### **Teen Venue Sponsor**

The Honorable Bill Euille,  
Mayor, Alexandria

### **Volunteer Sponsors**

Alexandria Hotel Association

McLaughlin Ryder Investments

Virginia American

Water Company

### **Web Site Sponsor**

New Target Internet Design

### **Accounting Sponsor**

Halt, Buzas and Powell

### **Transportation Sponsor**

Jack Taylor's

Alexandria Toyota

### **Print Media Sponsor**

Alexandria Gazette Packet

### **Loyal Supporters**

Alexandria Guide Magazine

Armed Forces

Benefit Association

Club Managers

Association of America

Deer Park Water

DeVry University

Extra Space Storage

Fannon Fine Printing

Gratitude Enterprises

LCOR

Mt. Vernon Gazette

Old Dominion Boat Club

ThinkFun

### **Friends of First Night**

BB&T

Burke & Herbert Bank

Clarke & Sampson

Comcast

Dominion

Forum One Communications

IDI Companies

Rotary Club of Alexandria

All of these sponsors are acknowledged at [www.FirstNightAlexandria.org](http://www.FirstNightAlexandria.org) which continues to receive thousands of visitors. More than 71,000 visits were recorded to the First Night Alexandria home page in 2008. An average of 4.79 pages were viewed during each visit and visitors spent more than four minutes per session! **New Target Internet Design** ([www.newtarget.com](http://www.newtarget.com)) built and hosts the First Night Alexandria web site.

Along with these community-minded organizations, the following Alexandria businesses, non-profit organizations, and churches opened their doors for this successful community celebration. We thank them and hope you will be back to visit them throughout the year.

Alexandria City Hall  
Alexandria Red Cross  
Alexandria's Union Station  
Alleyne AME Zion Church  
American Academy of Otolaryngology  
The Athenaeum  
The Atrium Building  
Bizim Collection  
The Campagna Center  
The Cash Grocer Building  
Christ Church  
Durant Memorial Center  
Embassy Suites  
George Washington Masonic Memorial  
Hooray for Books

Hotel Monaco  
Imagine Artwear  
Jefferson-Houston School  
Little Theatre  
Lyceum  
Meade Memorial Episcopal Church  
Nickells & Sheffler  
Old Presbyterian Meeting House  
St. Paul's Episcopal Church  
Society for Human Resource Management  
Torpedo Factory  
United States Patent and Trademark Atrium  
Uptowner Café  
Washington Street United Methodist Church  
Westin Hotel

**Please take note of our **s**ponsors**  
**listed in this report; we **c**ouldn't **d**o**  
**this with**o**ut them!**

## 2008 First Night Alexandria Fun Facts

**67% of attendees**

**came from outside Alexandria;**

many of them from Arlington and Fairfax Counties.

- **Hotels in Old Town love First Night** - many offer special packages including admission badges.
- 87% of the attendees rated their experience as wonderful, fun or entertaining.
- **For every five adults who attend First Night Alexandria** there is one child under the age of 13
- **Average expenditure of attendees** over and above the price of their badge was \$51.41.
- **Approximate return to Alexandria** each year averages \$400,000
- **Many restaurants** were specifically mentioned on surveys as destinations for dinner or a snack on December 31<sup>st</sup>.
- **First Night Alexandria** has very low overhead for administrative costs. The total cash outlay is approximately \$200,000. Once you include all of the pro bono support provided, the total cost of producing this event exceeds \$500,000!
- **First Night Alexandria's** largest single expense continues to be great entertainment!
- **The sale of admission badges** covers only one-third of the operating costs of First Night Alexandria.
- **Only 15% of respondents** said they would have come to Alexandria on New Year's Eve if there was not a First Night

## 2008 First Night Alexandria by the Numbers

### Attendance

8,000 to 10,000

• **Stages** 38 • **Venues** 30

• **Performing acts** 66 **Total**

**performances** 178 • **Where did**

**they come from?** Alex/33% Va, MD,

DC/57%, Other/10% • **71% of attendees**

came by car, 53% rode the bus or trolley to venues • **How did they hear about** First

Night Alexandria? 22% of respondents said

through the internet; 41% were either previous attendees, lived in Alexandria or were told

by a friend or relative about it; 33% read

about it in the newspaper or saw

a story on TV. Less than 1%

heard about it on the

radio.

### Income:

Badge Sales • \$79,000

Grants • \$62,800

Corporate Sponsors • \$46,000

Individual Contributions • \$5,757

### Expenses:

Entertainment • \$64,000

Marketing • \$45,000

Management & Administration • \$45,000

City Services • \$26,000

Fees, Insurance, Supplies • \$14,000



I  
**LOVED**

your **First Night!!** We brought friends from out of the area and we all had a wonderful time. All the venues and performers were great and the various door-helpers, etc. made it all seem super well-organized and user-friendly. Congrats to all who organized and worked on this - we will definitely come back again!

**First Night Attendee**

What a wonderful **family activity**  
to spend New Year's Eve!

**EXCELLENT**  
**festivities!** We went to the

magic show, the Church, Tango quartet,

Barbershop quartet, joke telling/clowns/boat

making at the school, and several other events!

Thoroughly enjoyed them **ALL!**

**We** realize weather will always be a challenge and today's economic climate will also force us to examine our expenses. The board remains committed to First Night Alexandria and its mission to provide an affordable, enjoyable New Year's Eve celebration which makes the City alive.

**We** are indebted to each member of the board for their time and energy.

### **Honorary Chair**

Mayor William D. Euille

### **2008 Board of Directors**

#### **Officers**

Michael Geissinger

President

Alexandria Guide Magazine

Mary Anne Martins

Secretary/Treasurer

Virginia Commerce Bank

Charlotte Hall

President-elect

Potomac Riverboat Company

#### **Directors**

Mike Anderson

**Mango Mike's**

Monica Bell

**Gratitude Enterprises**

Kerry Donley

**Virginia Commerce Bank**

Daniel Fannon

**Fannon Fine Printing**

John Irvine

**Virginia Paving**

Laura Machanic

**New Target Internet Design**

Sean McEneaney

**McEneaney Associates Realtors**

Page Moon

**Focus Data Solutions**

Fred Parker

**Hard Times Café**

Carol Supplee

**Imagine Artwear**

Chris Wolz

**Forum One Communications**

#### **Staff**

Ann M. Dorman, CMP

Executive Director

Richard F. Dorman, CAE

Executive Vice President

Katrina Lucas

Media and PR

sofiEvents

Ginny Kelly

Volunteers

Lauren Smith

Do More With LES

Design:

**Brecher Design Group**

Photographs:

**Michael Geissinger &  
Barbara Brecher**

Printing:

**Fannon Fine Printing**

**First Night Alexandria** continues to be the best all  
around way to spend **New Year's Eve** in the area.

It's **fun** for everyone and the variety and high quality  
of live musical performances are **fantastic.**

**I'll never miss it!**



**421 King Street Suite 300  
Alexandria, Virginia 22314**

**[www.firstnightalexandria.org](http://www.firstnightalexandria.org)**