



**Mission:** To promote the City of Alexandria as a premier location for businesses by capitalizing on its assets including multiple Metro stations, historical character and riverfront location, in order to enhance the City's tax revenue and increase employment opportunities.

- Public-private partnership founded in 1992
- Organized as a 501(c)(6) to maximize flexibility as a business advocacy organization

# What We Do

- **BUSINESS ATTRACTION & SUPPORT**



- **PROMOTION of Alexandria as an IDEAL place for business**

- **LIAISON BETWEEN THE CITY AND BUSINESSES**

**Resulting in:**

- Filling vacant office & retail space
- Creating jobs



# Alexandria At-a-Glance



**Population: 144,301 people** (Del Ray – 28,541 – 1 mile)

Median household income	\$82,748	\$111,733
Median age	35.7	37.1
Residents with Bachelor's degree or higher	60.0%	60.9%

## Employment:

Private (76%)

Government (24%)

= 107,364 jobs

Unemployment rate: 4.7 % (Aug 2013)



## Housing:

2013 sales - 13.8% ↑

2,230

88

Median sales price

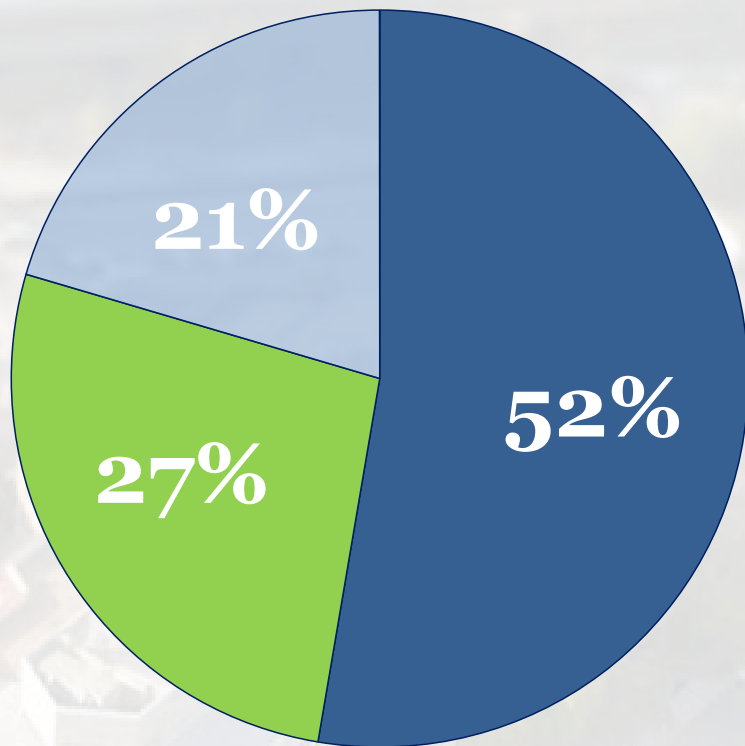
\$572,736

\$585,822

Sources: Population Facts - 2010 American Community Survey, Employment Facts – U.S. Bureau of Labor Statistics as of June 2012, Housing Facts – Metropolitan Regional Information System July 2012 reports, Costar

# Del Ray Retail

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■ **Neighborhood Goods & Services (NG&S)**

■ **Food & Beverage (F&B)**

■ **General Merchandise, Apparel, Furnishings & Other (GAFO)**

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# Retail Categories

**Neighborhood Goods & Services (NG&S)**



**Food & Beverages (F&B)**

**General Merchandise,  
Apparel, Furnishings &  
Other (GAFO)**



# Retailer's View: Del Ray

## DEMOGRAPHICS

- ▶ Population
- ▶ Median HH Income
- ▶ Daytime Population
- ▶ Education Level
- ▶ Traffic Counts

**Urban: 1/4, 1/2, 1 mile**  
**Suburban: 3, 5, 7 mi.**  
**Rural : 5, 10, 25 mi.**



## Urban Retail Markets (minimum)

Criteria	NG&S	F&B	GAFO
<b>Population</b>	1,000 in 1/4 m	7,500 in 1/2m	30,000 in 1 m
<b>Median HH Income</b>	\$35K in 1/4 m	\$45K in 1/2 m	\$50K in 1 m
<b>Daytime Population</b>	5,000 in 1/4 m	15,000 in 1/2 m	10,000 in 1/2 m
<b>Education</b>	20% B.A. in 1/4m	25% B.A. in 1/2m	25% B.A. in 1 m
<b>Traffic Counts</b>	5,000 AADT	7,500 AADT	15,000 AADT

Source: Vibrant Streets

## Urban Retail Markets - DEL RAY

	<b>DEL RAY</b>	<b>NG&amp;S</b>	<b>F&amp;B</b>	<b>GAFO</b>
<b>Population (1 mile radius)</b>	<b>28,541</b>	✓	✓	⊘
<b>Median HH Income</b>	<b>\$111K</b>	✓	✓	✓
<b>Daytime Population</b>	<b>12,554</b>	✓	⊘	⊘
<b>Education</b>	<b>60.9% B.A. or greater</b>	✓	✓	✓
<b>Traffic Counts</b>	<b>9,833</b>	✓	✓	⊘

Source: CoStar, Vibrant Streets and Census 2010



# Identifying Del Ray's Strengths

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Neighborhood Goods & Services



Food & Beverage



General Merchandise, Apparel,  
Furnishings & Other

## Example: Organic Grocery Store

	Neighborhood #1	Neighborhood #2	Neighborhood #3
<b>POPULATION</b> 10,000+ w/in 1.5 miles	20K	30K	25K
<b>AVG HOUSEHOLD INCOME</b> \$45,000	\$70K	\$65K	\$40K
<b>TRAFFIC COUNT</b> 12,500 AADT+	15K	10K	20K
<b>COMPETITIVE ENVIRONMENT</b> Low to moderate	High		Low
<b>APPROPRIATE SITE AVAILABLE</b>			25,000 SF Signed

Source: Vibrant Streets

# Marketing your Neighborhood

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## Strengths and Identity

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Demographics, parking, public transit, daytime population

## Economics

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Rental Rates, Taxes/S.F.



## Sales Volumes

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Performance of retail or restaurants





# Subscribe for Weekly Economic Development News- Every Monday!

**This Week in Economic Development**  
The week of August 19 - 25, 2013  
Alexandria Economic Development Partnership

**Events & Activities**

The Alexandria Marketing Fund Coordinating Council will meet to review applications submitted in the first FY2014 round and prepare feedback for the **Marketing Fund Committee**. AEDP staff serves on this Coordinating Council.

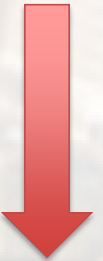
The August **Del Ray Business Association (DRBA)** monthly lunch will feature **Heath Hall, Co-Owner of Pork Barrel BBQ** who will share his success in growing the company using social media (Mon. 8/19 at 11:30 AM, Pork Barrel BBQ, 2312 Mount Vernon Ave., [more information](#)).

The **Old Town Business and Professional Association (OTBPA)** will hold their regular Board meeting (Tues. 8/20, 9:30 AM, AEDP offices, 625 N. Washington St., Suite 400).

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If you have questions this weekly update, please contact the AEDP

Look for this box at the bottom of our homepage, and submit your email address!

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# Multiple Ways to Keep up with Alexandria Business & Economic Development News

Facebook page for ALEXANDRIA ideal. The cover photo shows a modern building at night. The page includes a navigation bar with 'Admin Panel', 'Notifications', 'Like Page', 'Invite Friends', and 'Help'. The main content area features a post from 'ALEXANDRIA ideal' with 207 likes and several other posts from users and the organization.

Twitter profile for ALEXANDRIAideal (@ALEXANDRIAideal). The bio reads: "ALEXANDRIAideal is the official Twitter account for the Alexandria Economic Development Partnership (AEDP). Want more? Join the conversation. Link: #12bZWM Alexandria, VA AlexEcon.org". The profile shows 509 tweets, 280 followers, and 572 followers. Recent tweets include a post from May 18 about a new Bubble Tea cafe and a post from May 15 congratulating a team.

LinkedIn group page for ALEXANDRIA ideal. The page header includes the LinkedIn logo, account type (Basic), and user information (Stephanie Landrum). The group name is "ALEXANDRIA ideal: The Source for Commercial Real Estate News". The page features a "Discussions" tab with several posts, including "New Member of Your Group - Hello!" by Rebecca, "LRB Business Centers just secured a lease at 2050 Ballenger Avenue Suite 200, Alexandria for a second Executive Suite's location. We..." by Lorraine Barnes, and "Swing's Coffee has opened in Del Ray!" by Val P. There is also a "Latest Updates" section on the right showing new members and votes. A "LinkedIn Premium" banner is visible at the bottom right.