



Preparing for National Harbor: Alexandria's Collaborative Process





National Harbor Collaborative

- Mayor Euille
- Alexandria Chamber of Commerce, *Chair*
- City Managers Office, *Deputy City Manager*
- Office of Historic Alexandria, *Director*
- Transportation & Environmental Services, *Director*
- Planning & Zoning, *Deputy Director*
- Rec., Parks & Cultural Activities, *Director*
- Alexandria Convention & Visitors Assoc., *Pres.*



National Harbor Collaborative

- Alex. Chamber of Commerce, *Chair*
- Alex. Economic Development Partnership, *Pres.*
- Alex. Small Business Development Center, *Dir.*
- Old Town Business & Professional Assoc., *Pres.*
- Alexandria Transit, *General Manager*
- Alexandria Waterfront Associates
- Alexandria Waterfront Committee, *Chair*
- Old Town Civic Association, *President*
- Torpedo Factory Arts Center, *President*



National Harbor Collaborative

23 Individuals

10 Organizations

6 City Departments



Framework

A framework was adopted to prioritize ideas and focus recommendations.

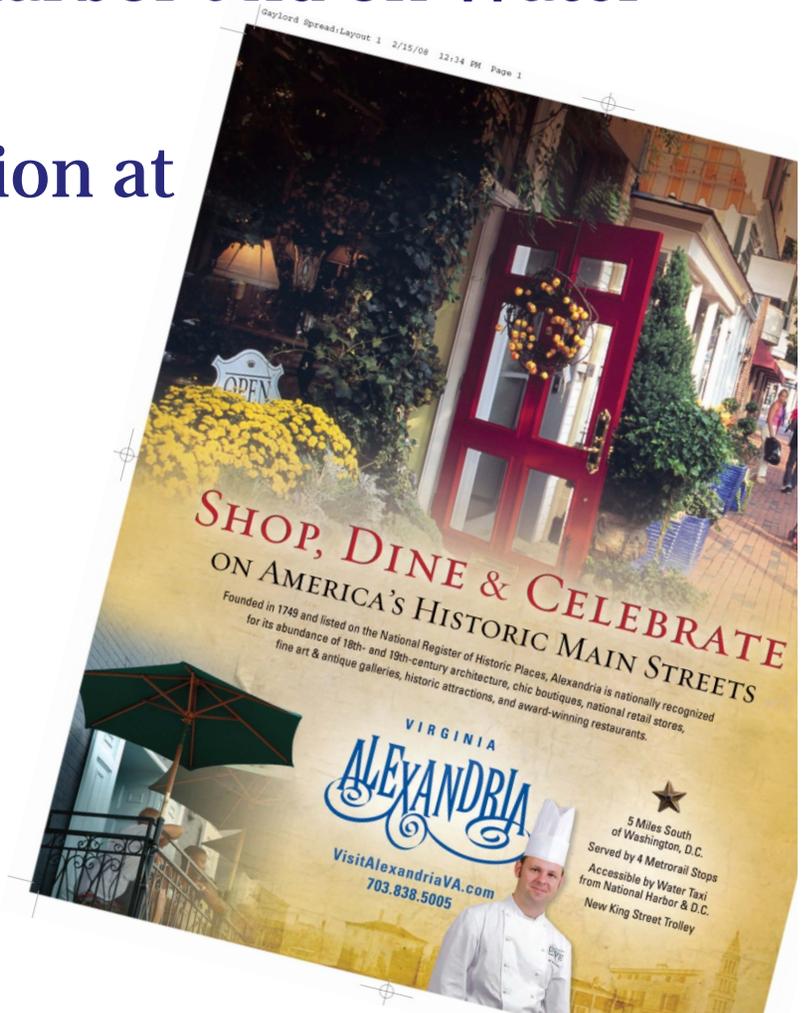
The goals of the collaborative became:

- Attract
- Welcome
- Orient
- Disperse



Recommendations: Attract

- Visitors Guide at National Harbor and on Water Taxi
- Rack Brochure for Distribution at National Harbor and Gaylord National
- Advertising
 - Expanded presence in Where
 - In-room ads on Gaylord Television, and Gaylord magazine







Recommendations: Welcome

Transforming Alexandria's back door to a welcoming port of entry.

Improve the Aesthetics of the Marina

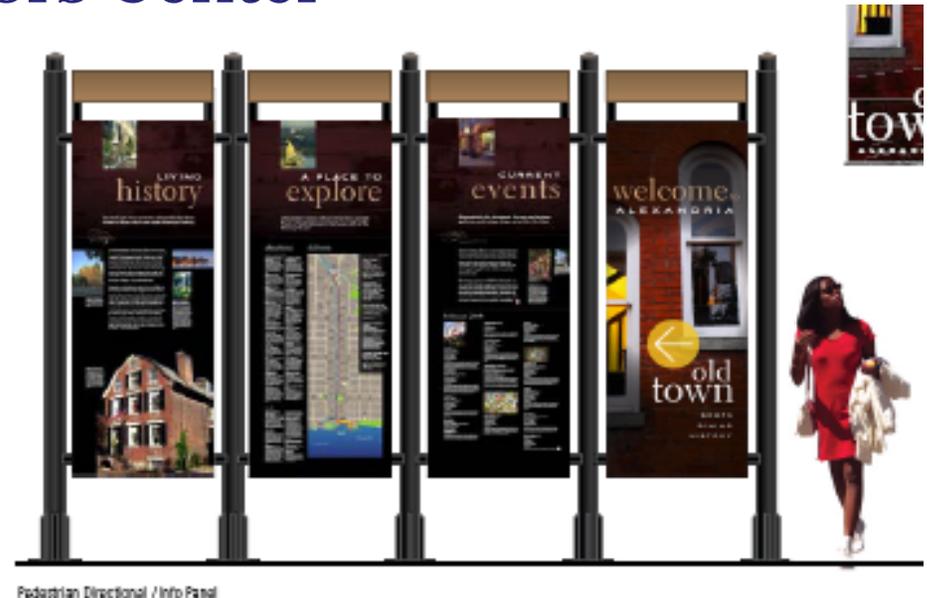
- Lighting
- Façade improvements to Torpedo Factory
- Benches
- Planters
- Bollards





Recommendations: Orient

- **Water Taxi Video**
 - Required in City's agreement with Potomac Riverboat Company
- **Informational Kiosks**
- **Directional Banners**
- **Extended Hours at Visitors Center**



Pedestrian Directional / Info Panel



Recommendations: Disperse

- **King Street Trolley**
 - Marketed pre-destination, and in orientation materials
- **Old Town Map**
 - Distributed on Water Taxi and Trolley
- **Discover Carts**
- **Cell Phone**
- **History Tour**





Recommendations: Other

- **Business Development: Seminars to Improve Store/Restaurant Fronts and Service**
- **Security**
- **Restrooms Improvements**
- **Measurement**





Early Results

- **Water Taxi Ridership**
 - 400-500 on a good day
 - Created regional transportation hub
- **Trolley Ridership**
 - 8,000 in second week; 13,000 last week
- **Visitors Center**
 - 2,000 users 5-8 p.m. during first month

