

**City of Alexandria, Virginia  
FY 2023 Proposed Operating Budget & CIP  
Budget Questions & Answers**

**March 23, 2022**

**Question:** What is capacity and cost if the City were to provide event management services for the GW & St. Patrick's Day parades.

**Response:**

The budget to support managing the Scottish Christmas walk event was developed after the Campagna Center approached with a request for the City to take over management of the event. Staff worked closely with the Campagna Center over several months to confirm the costs. Staff has not been approached by the organizers of either the George Washington Birthday Parade or the St. Patrick's Day Parade and does not have detailed information regarding the event costs.

However, based on the analysis done with the Scottish Walk, staff estimates that managing both parades would require the addition of 0.5 FTE for an event planner at a cost of \$48,000 per year. In addition, funding in the amount of \$43,175 would be required to support additional costs associated with the George Washington Birthday Parade and \$56,650 for the St. Patrick's Day Parade. These funds cover expenses such as support for road closures, security, marketing, viewing stands, portable toilets, and day-of staffing. This represents an additional \$147,825.

This would be in addition to funding the City already provides for general parade support to offset a portion of the City's direct costs. The City currently budgets funding in the amount of \$40,000 total to support all parades.