

ALEXANDRIA
Scottish Christmas
Walk Parade



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ALEXANDRIA
Holiday Boat
PARADE
OF
L I G H T S
sponsored by
amazon

Saturday, December 3, 2022

Patricia Washington

Visit Alexandria, President & CEO

Alexandria's Biggest Holiday Weekend

- These two signature events of the holiday season deliver a variety of benefits that **raise the City's profile and deliver economic impact.**
- **Press coverage** from local, regional and national media including Conde Nast Traveler, The Washington Post, Oprah Daily, Southern Living, Fodor's Travel and more!
- **Economic benefit to retailers, restaurants and hotels.** This weekend of events generated **hotel occupancy 14 percentage points higher** than on adjacent weekends in 2019.



2022 Parade Day Strategies



Integrated emergency plan across the full day



Increased messaging about viewing locations and transportation options



Disperse audiences across the waterfront for the Boat Parade



Implement new traffic mitigation measures for the Boat Parade

Alexandria Scottish Walk Parade

Saturday, December 3, 2022 | 11 AM to 1 PM

Assembly

Streets adjacent to Lyles Crouch Traditional Academy 530 S Saint Asaph

Step-off

Intersection of Wolfe & S Saint Asaph

Grandstand

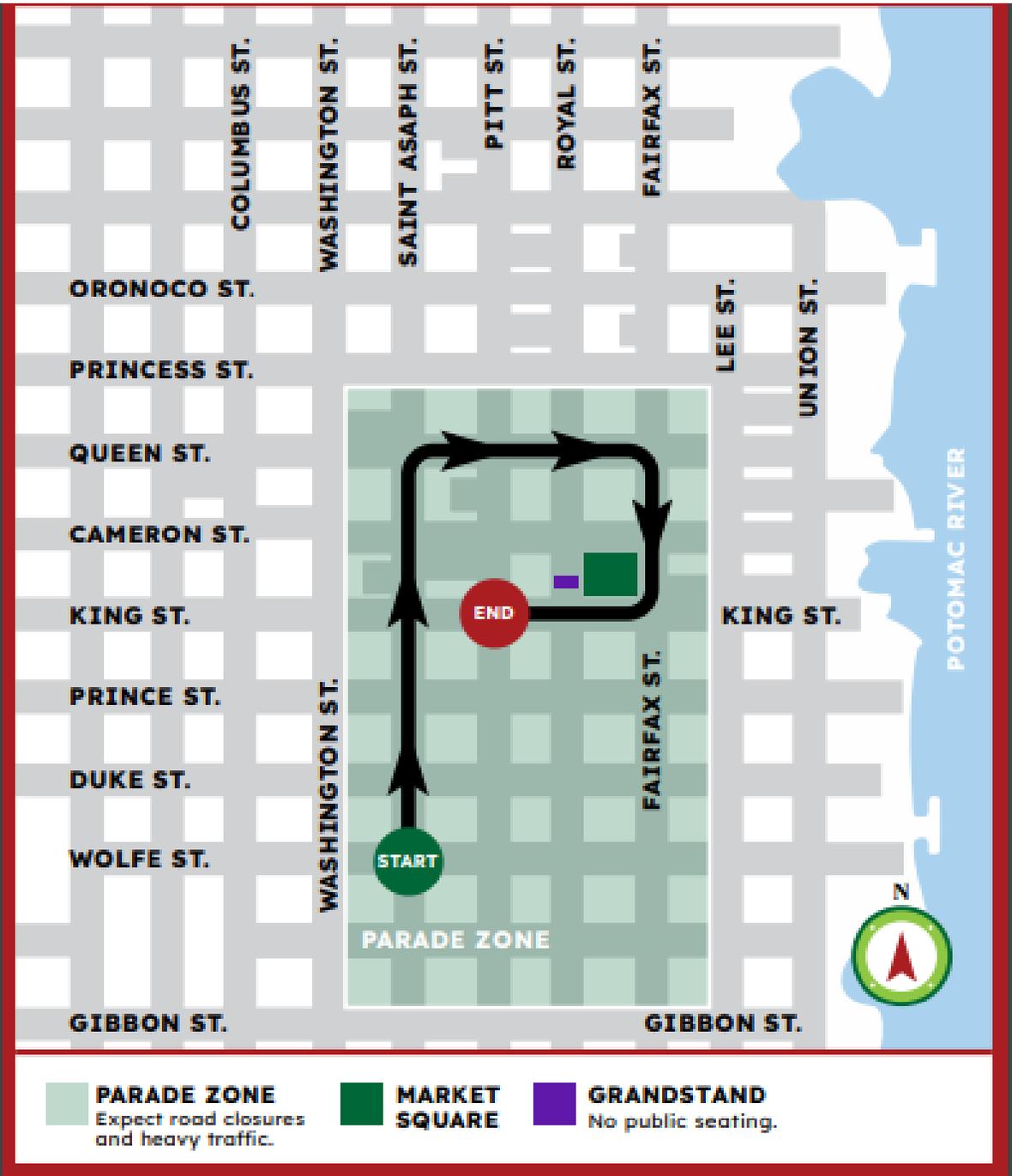
Intersection of King & Royal

Dispersal

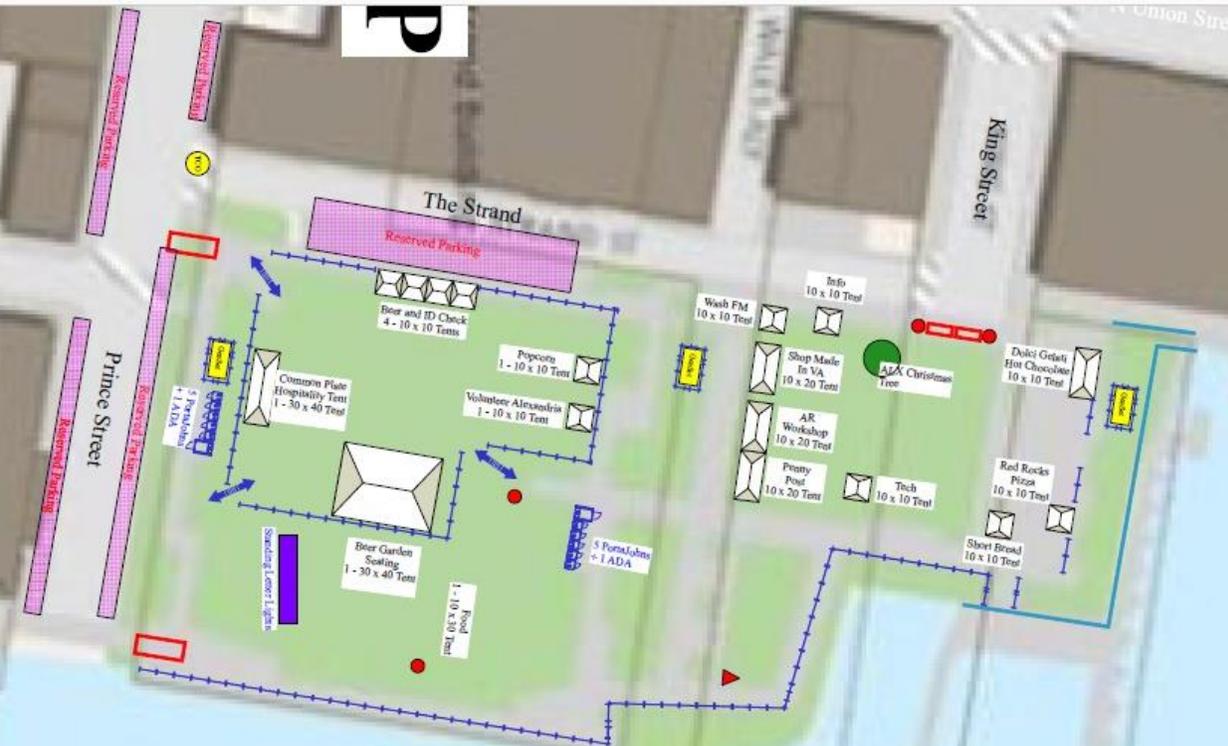
Intersection of King & Pitt Street. All units head South on Pitt Street.

Restrooms

Grandstand: Portables behind the stage (King and N Royal Street)



Boat Parade



Boat Parade Dockside Festivities, Waterfront Park from 2-8 PM

- Food and beverages from Augie's Mussel House, Urbano 116, Mason Social, RedRocks Old Town, Dolci Gelati, America's Favorite Gourmet Popcorn, Allens Scottish Shortbread, Port City Brewing Co.
- Activities (2-5:30 PM) from Penny Post, AR Workshop, Shop Made in Virginia and WASH-FM
- Parade 5:30 – 6:30 PM

NEW Old Town North Family Event 2-7 PM

- Oronoco Bay Park programmed by Old Town North Alliance and Old Town North Community Partnership
- Canal Center Plaza

Proposed Boat Parade Traffic Plan

- Starting at 2 PM through the evening - **one way traffic on Union Street** northbound between Duke and Cameron Streets
- Increased APD presence at intersections
- Pedestrians only on Unit block, 100 block and 200 block of King St.
- Local traffic only on 100 block of Prince St. (cobblestones)



Key	 Two Way Traffic	 Traffic Control Officer
 Road Closed Sign	 One Way Traffic	
 Road Closed Ahead Sign	 Closed Roads	
 Directional Detour Sign	 Local Traffic Only	

Traffic Plan

Future Communications & Updates

- Event press release with final traffic plan details
- Mailer to residents and businesses
- Collaboration with City of Alexandria Office of Communications & Public Information
- Webpages
 - ALXScottishWalk.com
 - ALXBoatParade.com

