

**City of Alexandria, Virginia**  
**FY 2025 Proposed Operating Budget & CIP**  
**Budget Questions & Answers**

**April 4, 2024**

**Question:**

What would be the approximate cost to hold an economic development summit with a level of outreach equivalent to Zoning for Housing?

**Response:**

An economic development summit on the scale of Zoning for Housing would cost at least \$157,000. This estimate is based on the events series put on by the Department of Planning and Zoning as part of the Zoning for Housing initiative, which included the following:

- A two-day kick-off event in Spring 2023 with catering, full translation services, audio/visual production for web broadcast, and professional event planning services (\$42,000)
- A Fall 2023 kick-off event presenting initial findings following the Spring kick-off, with catering, translation, and A/V services (\$15,000)
- Additional events conducted by City staff without the need for further funding:
  - 6 dedicated Community Meetings
  - 3 work sessions between the Planning Commission and City Council
  - At least 8 regularly scheduled hearings and meetings with additional time scheduled for public comment

In addition to dedicated funding for events, the Office of Communications and Community Engagement recommends including \$100,000 for a City-wide informational mailer detailing the upcoming events and opportunities for comment.