

Alexandria, VA

Mayor Kerry J. Donley

Mayor's Local Business Outreach Program

Once a Week at 4:30 in the afternoon, you will find the Mayor of Alexandria, Virginia and a member of City Council meeting one-on-one with an Alexandria business executive. These meetings are better known as the Mayor's Local Business Outreach Program.

Whether it is donning a hard hat or experiencing a hands-on simulation in technology, the Mayor meets with an array of Alexandria businesses. Manufacturers, retailers, associations and technology companies welcome the opportunity to engage in one-on-one conversation with the Mayor and City officials.

The Mayor began the Program to identify the needs and concerns of Alexandria's existing businesses to further ensure their retention and expansion. These one-on-one meetings between business executives, the Mayor and City officials complement other business retention activities. Goals include alerting local businesses of services provided by local government, as well as providing local government with a better understanding of the challenges confronting businesses. Implicit in the success of the program is follow-up on specific issues or questions identified during the outreach meetings.

Since 1994, the Mayor has listened and discussed various topics with more than 200 Alexandria businesses. Some of the topics discussed include taxes, transportation, parking and crime. These meetings have also introduced the Mayor to several businesses seeking expansion opportunities in the City. The ability to address all issues is critical in the retention efforts and the Mayor prides himself on the quick response to each company's needs.

The Mayor has also had the opportunity to recruit members of the business community to share their expertise by serving on one of the many Alexandria boards or commissions. The continued partnership of the government and business community has proven to create a much needed open door, user-friendly relationship.

This Program has resulted in partnerships between the business community and the government that have helped establish the dynamics for the City of Alexandria, Virginia. This partnership has pooled talent, energy and resources to reach an ultimate goal - making Alexandria, Virginia a premier location to live, work and do business.



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"Our local outreach program has been a tremendous success in keeping businesses in Alexandria, despite a competitive relocation market, and it allows us to learn more about what makes a successful business in our city."

Program has been running seven years

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