

POST-EVENT RESULTS AND STATS 2025

The Sixth Annual Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, held on Sunday, May 18, 2025, reinforced its status as one of the largest and most impactful and influential single-day events in the city of Alexandria. Crowd levels soared into the tens of thousands; visibility for the event broadened; and the upbeat vibe and goodwill gave participants and spectators a truly memorable experience. It also allowed the organization to again raise significant funds to give to its three charities of choice! To date, the Festival organization has raised over \$175,000 for local charitable organizations!

This year, the Festival:

- Presented 127 fast, exotic, elegant, world-class automobiles
- Drew an estimated 40,000 to 50,000 spectators to the lower King Street area
- Placed 25 named sponsors and strategically integrated their canopies into the Festival area
- Hosted 300 participants at the memorable High-Octane Ball held the night before
- Increased lower Old Town business and restaurant foot traffic by double for the day
- Donated \$35,000 to three local charities: ALIVE!, Community Lodgings, and National Breast Center Foundation

On top of that, the event generated widespread print, broadcast and online media coverage that helped spread the word about the Festival, its sponsors, and its commitment to the community.

Net assessment: All media elements were effectively utilized assuring extensive reach and coverage across the metro D.C. area as well as within the Alexandria community.

Media coverage included the following:

- *The Washington Post*
- *NBC 4 Washington*
- *The Washington Examiner*
- *Virginia Living Magazine*
- *Washingtonian Magazine*
- *Washington Life Magazine*
- *Metro Weekly*
- *Kid Friendly DC*
- *Alexandria Times*
- *Alexandria Living Magazine*
- *The Zebra Press*
- *WJLA*

Northern Virginia MAGAZINE

ALXnow
wtop

Alexandria Gazette Packet

- *The Old Town Crier*
- *DCist*
- *Alexandria Gazette*
- *Patch*
- *Mommy Poppins*
- *ALX Now*
- *Auto Evolution*
- *Classic Motorsports Magazine*
- *Northern Virginia Magazine*
- *Living Local DMV*
- *WTOP News*



This translates into an overall potential reach number of 28.5 million!

- The combined print media coverage is estimated to have reached more than 1 million readers
- The combined online pageview reach is an even larger number
 - *The Washingtonian* alone posts over 3.25 million monthly pageviews
 - WJLA online reaches over one million followers
- The combined numbers of followers on *Facebook*, *Twitter* and *Instagram* represent an even larger potential audience
- This is an increase from 19.4 million from last year

Word-of mouth, official posters, car club newsletters, and other events also contributed to generating interest, participation, and fun in the event.

Website and Social Media:

The Old Town Festival of Speed & Style's Website and social media platforms (primarily Instagram, YouTube and Facebook) also produced substantial results for the period leading up to the May 18, 2025 event, with 39,886 total Website visits and 28,163 total social media traffic visits.

Website Visits 2025

January:	1,098
February:	2,170
March:	3,789
April:	4,901
May:	21,652
June:	693

Account insights

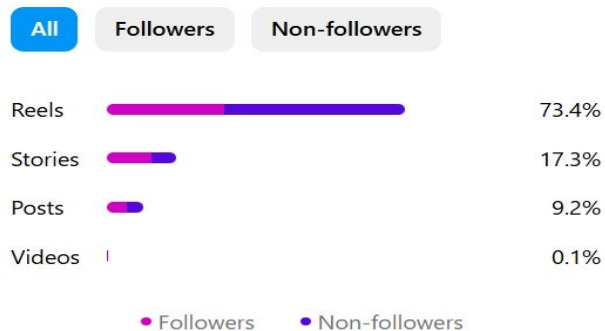
Views ⓘ

49,138

Views

Followers	46.3%
Non-followers	53.7%
<hr/>	
Accounts reached	17,157

By content type



Results from Partnership with Visit Alexandria

Visit Alexandria recognizes that the Old Town Festival of Speed & Style is a well-run major event grounded in the community that attracts a large audience, including D.C. regional and overnight visitors. This valuable event has become a signature event of the spring season that helps drive visitation to Alexandria and increases spending in local businesses.

Visit Alexandria publicized the Old Town Festival of Speed & Style through dedicated promotions as well as by featuring the Festival as part of its spring seasonal marketing campaign. The Old Town Festival of Speed & Style Facebook/Instagram Ad Campaign generated:

- The 2025 campaign generated 1.4 million advertising impressions (a 40+ percent increase over the previous year's event) and over 24,000 link clicks to FestivalofSpeedandStyle.com
- The Festival was featured with its own clickable slide in the Spring Facebook/Instagram carousel ad which delivered over 1.2 million impressions
- Visit Alexandria included the Festival in its "Top Spring Events" *Instagram Reel* and boosted with paid promotion
 - The *Reel* received over 120,000 views and 1,500 interactions
- Speed & Style was featured on Visit Alexandria's [website homepage](#) in May and as a featured event on the [events calendar](#)
 - The Visit Alexandria homepage received 19,729 page views in May, with 14,162 active users
- **E-Newsletter**
 - Visit Alexandria was a featured widget highlighting Speed & Style in the May *Alexandria Insider* consumer e-newsletter that goes out to Visit Alexandria's 35,000+ subscribers
 - The May issue of *Alexandria Insider* was opened by 12,552 recipients. The Speed & Style event listing was clicked 164 times
- They expanded the ad radius to include both the DC region and overnight drive markets. 58 percent of clicks from this year's campaign came from outside the D.C. region. To account for differing planning windows, [Visit Alexandria](#) began the ads for the destination audience on April 22, while the ads for the D.C. regional audience launched May 18
- [Visit Alexandria's](#) paid search campaign generated four times more impressions than last year, indicating growing organic search interest for this event, and events like it

Charities:

For 2025, the selected charities to receive the benefit of the proceeds were:

ALIVE!: The largest private safety net for the needy in Alexandria, addressing short to long-term needs for those less fortunate. www.alive-inc.org

Community Lodgings: Founded in 1987, the mission of Community Lodgings is to lift families from homelessness and instability to independence and self-sufficiency through transitional housing, affordable housing, and youth education programs. <https://communitylodgings.org>

National Breast Center Foundation: The National Breast Center Foundation (now known as the Breast Center Collective) exists to improve the lives of women by removing barriers that prevent them from getting proper screening, diagnosis, and education about breast cancer. <https://nationalbreastcenterfoundation.org>



Plans for 2026:

The Organizing Committee for the Old Town Festival of Speed & Style is now preparing for next year's event – the **Seventh Annual Festival, set for Sunday, May 17, 2026**. For that, the team is planning on adding some new features to deepen the richness, uniqueness, and cachet of the event, and anticipate bringing more fun and attention to Alexandria while raising more funds for its selected charities.

May 18, 2025



2026 Dates and Times:

The Seventh Annual Old Town Festival of Speed & Style, presented by Burke & Herbert Bank:

- **Sunday, May 17, 2026 — 10:00 a.m. to 3:00 p.m.**
- Lower blocks of King Street and around the Market Square area

The Seventh Annual High-Octane Ball, powered by Land Rover Alexandria:

- **Saturday, May 16, 2026 — 7:00 p.m. to 11:00 p.m.**
- Land Rover of Alexandria, Alexandria, VA

The Organization:

The Old Town Festival of Speed & Style is a single-day, free event held annually in Alexandria, VA, on the lower blocks of King Street near Old Town's waterfront, and around Market Square. Now in its sixth year, the Festival featured more than 120 rare and unusual supercars from around the world for up close viewing enjoyment.

As an event, the Festival celebrates the heart and spirit of the Alexandria, VA community and highlights the elegance and style of Old Town – on a national level. The Festival is now recognized as one of the premiere car events in the Mid-Atlantic region, and is considered one of the largest annual events in Alexandria, VA.

As an organization, the Old Town Festival of Speed & Style is a 501(c)(3) non-profit, charitable corporation chartered to generate funds to be donated to Alexandria-based non-profit organizations.

To date, The Old Town Festival of Speed & Style has raised over \$175,000 – all given to caring selected local charitable organizations.

The Old Town Festival of Speed & Style Organizing Committee is comprised of approximately 20 Alexandria residents, car enthusiasts and business leaders who are involved in the planning of this event. They all volunteer their time. The Board of Directors is comprised of five committee members who have been elected to provide organizational oversight, fiscal management and overall direction, leadership and guidance.

For additional information and routine updates, please visit: <https://www.festivalofspeedandstyle.com/>

Prepared by: Rick Myllenbeck
Founder/Chairman
The Old Town Festival of Speed & Style
rmyllenbeck@yahoo.com
Mobile: 925.784.9027
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