POST-EVENT RESULTS & STATS 2026

EXECUTIVE OVERVIEW

The Seventh Annual Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, held on Sunday, May 17, 2026, reinforced its status as one of the largest, most impactful, and most influential single-day signature events in the City of Alexandria and the greater Mid-Atlantic region. Crowd levels surged well past 40,000 spectators across the historic lower King Street corridor; visibility and brand awareness for the Festival broadened nationally; and the vibrant energy and goodwill provided participants, families, and visitors with an unforgettable world-class experience.

Crucially, the Festival fulfilled its core philanthropic mission by raising substantial funds to directly benefit its three chosen local charitable organizations. With the success of this year's event, the Festival organization has officially surpassed $235,000 in cumulative funds raised for Alexandria-based non-profit charities since its founding in 2019!

KEY HIGHLIGHTS AND EVENT RESULTS

The 2026 Festival established new operational, philanthropic, and cultural benchmarks across every dimension of the event, as reflected in this year's core results:

- Automotive Exhibition: Presented 127 fast, rare, exotic, and elegant world-class automobiles – heavily curated from across the country spanning the 1950s through modern-day hypercars.
- Featured Marque: Showcased a historic Special Tribute to Ferrari, exhibiting over 20 iconic Ferraris spanning six decades—including a 1959 250GT Pininfarina Coupe, 1962 250 GTE, 1972 Dino 246GT, 1983 308GTS QV, 1989 Testarossa, 2000 550 Maranello, 2020 488 Pista, 2024 296 GTS, and the brand-new Ferrari 12Cilindri.
- Spectator Attendance: An estimated 40,000+ spectators attended the Festival throughout the day.
- New Footprint: Due to construction activities at Market Square, the Festival accommodated the change and shifted its footprint to the lower King Street corridor (400–600 blocks) and adjoining side streets (100 blocks of North and South St. Asaph and Pitt Streets).
- High-Octane Ball: Hosted more than 300 guests at the sold-out Seventh Annual High-Octane Ball gala held on Saturday evening, May 16, at Land Rover Alexandria, featuring the signature *Black, White and Red* formal theme, live music, fine food and beverages, and an energetic charity auction.
- Sponsor Activations: Placed and strategically integrated over 30 named sponsor canopies and interactive brand displays seamlessly throughout the Festival footprint.
- Economic Impact: Doubled foot traffic, on average, for lower Old Town restaurants, boutiques, and retail merchants for the day, providing a unique economic boost to the local Alexandria business community.
- Style Celebration: Staged a high-fashion runway showcase at noon on the Center Stage, pairing male and female models in era-specific haute couture matching selected exotic vehicles.
- Concours Judging and Awards: Conducted professional vehicle judging led by Chief Judge Ralf Berthiez and a panel of 11 international concours judges, awarding custom trophies across 11 competitive categories (including the Chairman's Award, Spirit of Style Award, and Excellence in Ferrari Sports).
- Charitable Beneficiaries: Distributed vital funding to three dedicated Alexandria non-profit charities.

UNCLASSIFIED

MEDIA COVERAGE AND PUBLIC RELATIONS REACH

In collaboration with 7Deadly Consulting and regional media partners, the 2026 Festival executed a comprehensive public relations campaign focusing on the event's community spirit, charitable impact, high visual appeal, and the signature Ferrari tribute.

Total Potential Media Reach: 36.65 Million
(A +28.6% increase over the 2025 milestone of 28.5 million!)

- Print and Digital News Reach (19.60M Potential Readers/Pageviews):
  - *The Zebra Press* — Featured May 2026 Front Cover Story, full editorial feature, and dedicated digital blast to 30,000+ doorstep print readers and online followers.
  - *The Washington Post* — Regional event calendar feature, weekend arts & style highlights, and digital guide coverage reaching over 12.5 million metro readers and digital subscribers.
  - *Washingtonian Magazine* — Featured lifestyle and weekend event coverage reaching over 3.65 million print and digital monthly readers.
  - *Northern Virginia Magazine* — Regional print distribution and digital lifestyle guide features reaching 850,000+ residents.
  - *Virginia Living Magazine* — Statewide lifestyle and cultural calendar spotlight reaching 650,000+ readers.
  - *The Washington Examiner* — Regional feature and weekend calendar listing reaching 1.25 million.
  - *Alexandria Living Magazine* — Dedicated event preview, feature story, and community dining/shopping guide reaching 180,000+.
  - *Alexandria Times* — Hyper-local print and digital coverage across Alexandria households reaching 120,000+.
  - *The Old Town Crier* — Waterfront, arts, and cultural print distribution reaching 95,000+.
  - *ALX Now* & *Patch (Alexandria)* — Hyper-local digital reporting, event announcements, and real-time coverage reaching 500,000+ online readers.
  - *Washington Life Magazine* & *Metro Weekly* — Society, cultural, and metro D.C. lifestyle reach totaling 700,000+.

- Broadcast Television, Radio and Streaming (12.55M Potential Viewers/Listeners):
  - *NBC4 Washington (WRC-TV)* — Dedicated morning/weekend broadcast mentions and online event calendar reach of 2.8 million.
  - *WJLA (ABC7 News)* — Broadcast news features and digital streaming coverage to over 2.4 million viewers and 1M+ online followers.
  - *WUSA9 (CBS Washington)* & *Great Day Washington* — Morning lifestyle previews and weekend show calendar reach of 1.85 million.
  - *Fox 5 DC (WTTG)* — *Good Day DC* weekend roundup feature reaching 1.95 million.
  - *WTOP News (103.5 FM)* — Broadcast radio announcements and WTOP.com digital event coverage reaching 3.1 million listeners.
  - *WAMU 88.5 / DCist* — NPR metro broadcast coverage and digital weekend guide reach of 1.1 million.
  - *Living Local DMV* & *Z-TV / Zebra Live Streams* — On-site broadcast interviews, video segments, and live social streaming reaching 350,000+.

- Enthusiast, Tourism and Family Portals (3.21M Potential Audience):
  - *Visit Alexandria* — Comprehensive destination campaign, social ads, and official website integration reaching 1.85 million.
  - *Virginia Tourism Corporation (Virginia.org)* — Statewide official travel directory and spring roundup reach of 450,000.
  - *AutoEvolution* and *Classic Motorsports Magazine* — Automotive enthusiast articles and photo galleries reaching 420,000.

- *Kid Friendly DC* and *Mommy Poppins* — Family event guides and weekend directories reaching 380,000.
- *Car Club Networks* (Ferrari Club of America MAR, PCA Potomac, BMW CCA NCC) — Dedicated marque newsletters and member bulletins reaching 110,000+.

Website and Social Media Performance

The Old Town Festival of Speed & Style's official digital ecosystem generated record-setting public engagement in the months leading up to the May 17, 2026 event:

- Total Website Visits (Jan – June 2026): 49,420 visits *(a +23.9% increase over 2025)*
- Total Social Media Direct Traffic Visits: 36,850 visits *(a +30.8% increase over 2025)*

Monthly Website Traffic Breakdown (2026)

- January: 1,420 visits
- February: 2,850 visits
- March: 4,920 visits
- April: 6,480 visits
- **May (Peak Event Month): 32,850 visits**
- June: 900 visits
- Total Traffic: 49,420 visits

Social Media Channel Engagement

- Instagram (*@festivalofspeedandstyle*): Over 18,500 profile visits and 41,000+ organic impressions driven by dynamic video Reels of the Ferrari collection, fashion previews, and gala highlights.
- Facebook (*@FestivalOfSpeedAndStyle*): Over 14,200 page visits and 97,000+ impressions driving direct community engagement and ticket sales.
- YouTube and Video Channels: Over 4,150 video views featuring on-demand streams of Center Stage entertainment, the Style Celebration, and trophy presentations.

Results from Partnership with Visit Alexandria

Visit Alexandria continued its strong institutional partnership with the Old Town Festival of Speed & Style, highlighting the Festival as a premier signature event of the spring season and integrating it directly into its new "Unlock Your Story" regional destination marketing campaign.

- Campaign Integration and Founder Storytelling:
  - Featured the Festival throughout the "Spring in Alexandria" and "Unlock Your Story" digital marketing campaign hubs.
  - Published an in-depth narrative feature story on Festival Founder & Chairman Rick Myllenbeck, chronicling the event's founding and growth into one of the East Coast's premier automotive and lifestyle showcases.
- Web Traffic and Digital Referrals:
  - The "Spring in Alexandria" landing page generated 46,539 page views from March 1 through May 17 (a +22.6% increase year-over-year).
  - The "Top Things to Do This Spring" blog post generated 2,325 page views.
  - The official Speed & Style event listing on Visit Alexandria's Events Calendar received 5,925 page views and drove 1,979 direct referral clicks to *FestivalofSpeedandStyle.com*.
  - The Visit Alexandria homepage recorded 12,676 page views in May.
  - The "Unlock Your Story" campaign landing page generated over 39,000 views in the 30-days leading up to the event.

- Consumer E-Newsletter Distribution:
  - May *Alexandria Insider* (38,000+ subscribers): Opened by 13,186 recipients, generating 193 direct clicks to the Speed & Style event feature.
  - April *Alexandria Insider*: Opened by 12,830 recipients, generating 47 direct clicks.
- Social Media and Paid Amplification:
  - Promoted the Festival to Visit Alexandria's social audience of 233,000+ followers across Facebook, Instagram, LinkedIn, and X.
  - Generated nearly 140,000 social media impressions (Facebook: 97,041; Instagram: 41,062; LinkedIn: 1,293; X: 586).
  - Produced a total of 7,126 user engagements (Facebook: 5,704; LinkedIn: 770; Instagram: 622; X: 30).
- On-the-Ground City Visibility:
  - Coordinated the installation of official Speed & Style street banners on King Street light poles throughout Old Town.
  - Displayed high-resolution digital event graphics on the Alexandria Visitor Center front desk display screen.
  - Maintained full print brochure distribution at the Alexandria Visitor Center on King Street.

2026 Charitable Beneficiaries

As a 501(c)(3) non-profit organization, all SPEED & STYLE proceeds and charitable contributions directly empower Alexandria-based non-profit organizations providing essential safety nets and life-saving services:

- ALIVE!: Founded in 1969 by 14 faith communities, ALIVE! is the oldest and largest private safety net in the City of Alexandria, dedicated to fighting poverty, hunger, and emergency housing instability. *(www.alive-inc.org)*
- Community Lodgings: Founded in 1987, Community Lodgings lifts families from homelessness and instability to independence and self-sufficiency through transitional housing, affordable housing, and comprehensive youth education programs. *(www.communitylodgings.org)*
- The Breast Center Collective of Alexandria: Dedicated to improving the individual survivability of breast cancer in the D.C. metro area by removing financial and healthcare barriers for medically underserved populations to ensure early screening, diagnosis, and treatment. *(www.breastcancercollective.org)*

Our Valued Sponsors

The Festival extends its deepest gratitude to our generous sponsors whose financial support and partnership make this world-class community event possible:

- **Title Sponsor: Burke & Herbert Bank (6th Consecutive Year as Title Sponsor)**
- Trophy Sponsor and Gala Host: Land Rover Alexandria
- Diamond Sponsors:
  - Yates Automotive
  - Gina Baca – Real Estate
- Platinum Sponsors:
  - Mosaic Express
  - *The Zebra Press*
- Gold Sponsors:
  - Hotel AKA Alexandria
  - Austin-Kuester
  - Ferrari of Washington
  - Kevin McCabe Photography
  - BMW (Genesco Sports Enterprises)
  - TKR Accountants & Advisors
  - Porsche
  - Lamborghini Washington
  - Benz Elite Automotive
  - Muncy, Geissler, Olds & Lowe, P.C.
  - Classic Motors of Washington, D.C.
  - Shannon & Wright, LLP
  - *The Old Town Crier*
  - Current Tidelock

- Ink Enterprises, LLC
- DMV Auto Alliance
- Mini of Alexandria
- Livewell Animal Hospital
- Arcfield
- Principle Gallery

- Silver Sponsors:
  - Case Architects & Remodeling
  - North Old Town Alliance
  - ALM
  - Cartoons by Booth
  - Visit Alexandria
  - *Alexandria Living Magazine*
  - Old Town Dentistry
  - Carr Workplaces
  - Yates Elite Detailing
  - Loudoun County Exotics

Looking Ahead: Plans for 2027

Building upon the momentum of seven successful years, the Organizing Committee is already actively preparing for the Eighth Annual Old Town Festival of Speed & Style:

- **Eighth Annual High-Octane Ball:**
  - Date & Time: Saturday, May 15, 2027 | 7:00 p.m. – 11:00 p.m.
  - Location: Land Rover Alexandria, Alexandria, VA
- **Eighth Annual Old Town Festival of Speed & Style:**
  - Date & Time: **Sunday, May 16, 2027 | 10:00 a.m. – 3:00 p.m.**
  - Location: Lower blocks of King Street and Market Square area, Old Town Alexandria, VA

The Organization: Leadership and Governance

The organization itself, known as The Old Town Festival of Speed & Style (aka: SPEED & STYLE™) is an all-volunteer 501(c)(3) charitable corporation chartered to celebrate automotive excellence and high style while generating vital charitable funding for Alexandria-based non-profits.

Mission

To share our passion and knowledge of classic, vintage, and exotic vehicles with the community, while raising money for worthwhile local charities that directly impact those in need.

Vision

To serve as the premier nexus of rare and exotic automotive culture and high fashion in the Mid-Atlantic, celebrating mechanical performance and aesthetic elegance, inspiring future generations, and uplifting the Alexandria community.

Board of Directors

- Rick Myllenbeck | Founder & Co-Chair
- Stewart Bartley | Co-Chair & President
- Don Roberts | Board Member – Sponsor & Charity Director
- Gina Baca | Board Member – Chief Marketing Director & Style Coordinator
- Alan Edmiaston | Board Member – Operations Director
- Mike Treptow | Board Member – Board Treasurer

Concours Judging Cadre

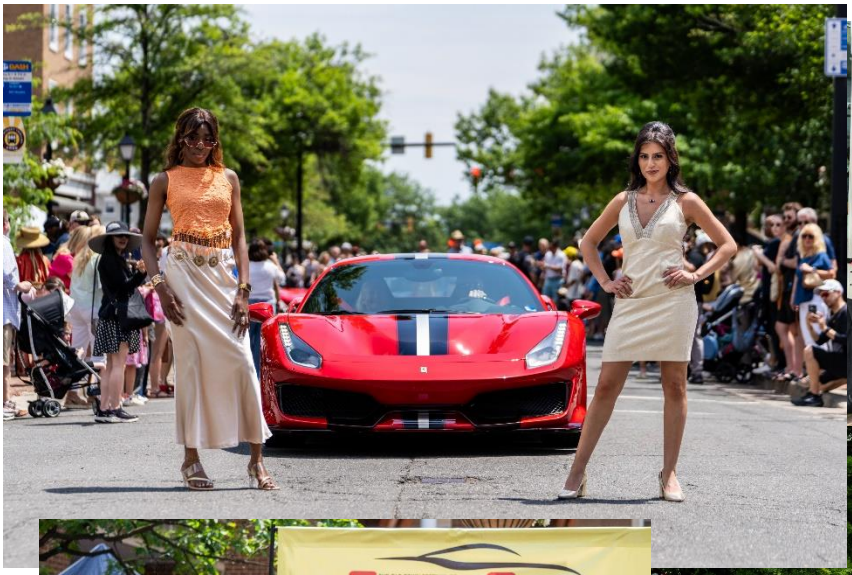
- Ralf Berthiez | Chief Judge
- Concours Judges: David Olimpi, Lashdeep Singh, Ed Warburton, Molly Robinson, Kim Barnes, Vaughn Glace, Eva Jenkinson, Omar Abu-Zied, Brad Jenkinson, Harrison Platz

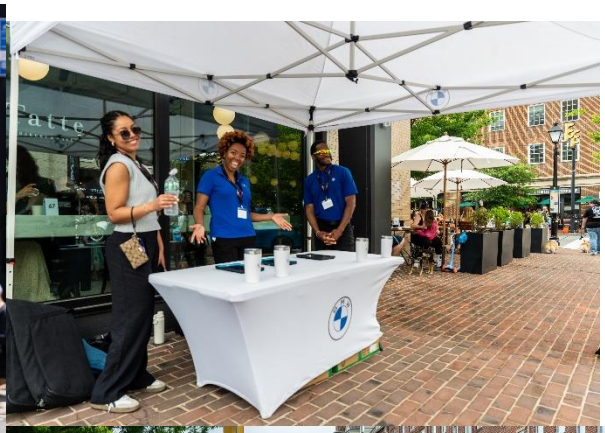
Conclusion

The Seventh Annual Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, stands as a resounding testament to the power of community, passion, and purpose. By uniting world-class automotive artistry with high fashion, vibrant culture, and civic pride, the Festival once again proved to be one of the most impactful single-day events in the City of Alexandria—drawing tens of thousands of visitors, driving vital commerce to local businesses, and achieving a historic milestone of over $235,000 in cumulative charitable giving.

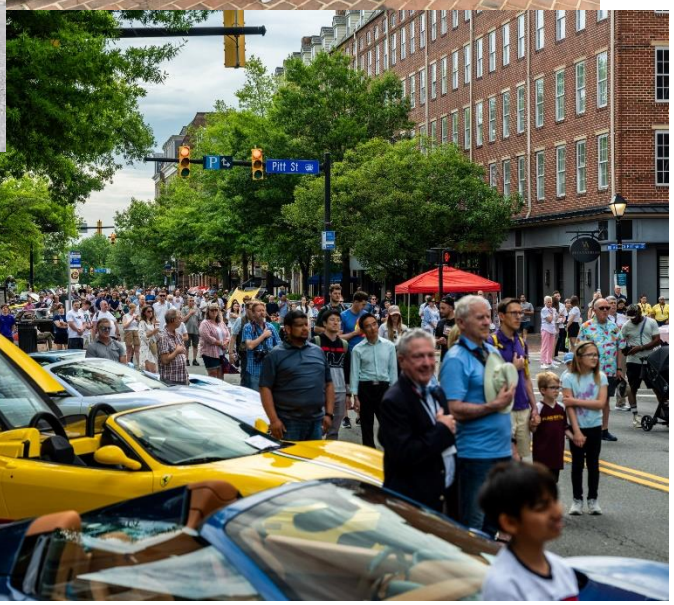
This extraordinary success is made possible solely through the shared commitment of our title sponsor, Burke & Herbert Bank; our generous corporate partners; city leadership and public safety officials; Visit Alexandria; our esteemed judges and car owners; and our dedicated, all-volunteer Organizing Committee. As we celebrate this year's achievements, we look forward to elevating the tradition even further at the Eighth Annual Festival on May 15–16, 2027—continuing our mission to inspire, celebrate, and give back to the community we proudly call home.

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
September, 2026