POST-EVENT RESULTS AND STATS 2024

The Fifth Annual Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, held on Sunday, May 19, 2024, reset records in the level of visibility for the event, as well as with the numbers of spectators attending, and the numbers of vehicles on display. It also allowed the organization to again raise significant funds to give to its two charities of choice!

The Old Town Festival of Speed & Style has also solidified its place as one of the largest annual events in Old Town – again! In just five years, the Festival has become one of the biggest, most popular, and most impactful activities in Old Town!

This year, the Festival:

- Presented 123 fast, exotic, elegant, world-class automobiles
- Drew an estimated 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 $40,000 to two local charities, ALIVE! and Community Lodgings. To date, the Festival organization has raised over $140,000 for local charitable organizations!

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 overage across the metro D.C. area as well as within the Alexandria community.

Media outlets including the following, provided coverage of the event and ancillary activities:

- *The Washington Post*
- *NBC 4Washington*
- *The Washington Examiner*
- ESPN
- *Virginia Living Magazine*
- *Washingtonian Magazine*
- *Metro Weekly*
- *Kid Friendly DC*
- *Alexandria Times*
- *Alexandria Living Magazine*
- *The Zebra Press*
- *Old Town Crier*
- *VIPAlexandria Magazine*
- WJLA
- *DCist*
- *Alexandria Gazette*
- *Patch*
- *Mommy Poppins*
- *ALX Now*
- *Auto Evolution*
- *Classic Motorsports Magazine*

This translates into an overall reach number of 19.4 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
- The combined numbers of followers on Facebook, Twitter and Instagram represent an even larger potential audience
    - WJLA online reaches over one million followers

- ESPN 630 Radio D.C. broadcast live from the Festival, and broadcast 50 on-air promotions, social media promotions and coverage on their *ESPN630DC.com* event page.
- Word-of mouth, official posters, car club newsletters, and other events also contributed to generating interest, participation, and fun in the event.

The Old Town Festival of Speed & Style's Website and social media platforms also produced substantial results for the period leading up to the May 19, 2024 event, with 44,488 total Website visits and 43,615 total social media traffic visits.

Website Visits	**Instagram Visits**	**Facebook Visits**
January: 802	January: 0	January: 88
February: 1,153	February: 0	February: 359
March: 2,051	March: 37	March: 413
April: 6,516	April: 2,187	April: 583
May: 33,169	**May: 11,764**	**May: 2,570**
June: 693	June: 2,180	June: 248

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 2024 campaign generated 847,000 impressions and over 28,000 link clicks to *FestivalofSpeedandStyle.com*.
- 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.
- Multiple organic social media posts across *Facebook*, *Instagram*, and *Twitter*.
- Inclusion in "Top Events This Spring" promoted *Instagram Reel*, which reached more than 500,000 accounts and yielded 12,842 interactions.
- *VisitAlexandria.com* article highlighting "Top Things to Do This Spring in Alexandria" and "Best Of," included "Speed & Style," was viewed over 22,000 times this year and was also promoted separately through paid and organic social media posts as well as *Storygize* native advertising.
- The Spring "Things to Do in May 2024" e-newsletter, distributed across the metro D.C. area, that included the Festival, garnered 10,277 opens.

The Old Town Festival of Speed & Style was a finalist in the Alexandria Chamber of Commerce's Annual Best in Business Awards 2023 – in the non-profit category.

The Organizing Committee for the Old Town Festival of Speed & Style is now preparing for next year's event – the **Sixth Annual Festival, set for Sunday, May 18, 2025**. 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.

For additional information and routine updates, please visit: *FestivalofSpeedandStyle.com*













Overview:

Now in its sixth year, The Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, is a spectacular, high-sensory in-person event that has become one of the biggest annual activities in Alexandria, VA. Free and open to the public, spectators are treated to a fun-filled, day of fast cars, high-style, food and fun – all shared in a collectively extraordinary experience.

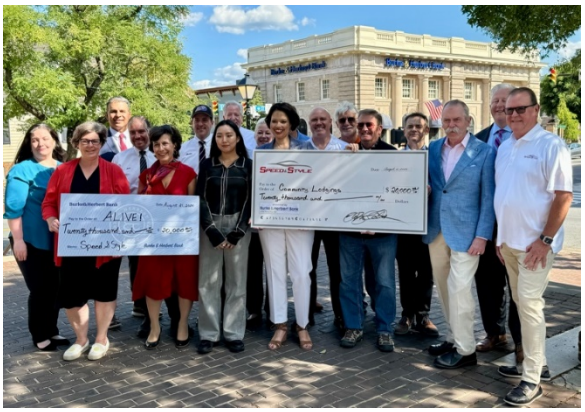
The Festival event celebrates the intense technical and mechanical performance and speed of exotic sports cars while emphasizing the elegance of their design and style. It also highlights the heart and spirit of the community and underscores the sophistication and style of Old Town.

The beneficiary of the Festival is the Alexandria community – its residents; the spectators and visitors; the local restaurants, shops, galleries, and outlets; and two local charities – ALIVE! and the Community Lodgings. Additionally, the Festival has become one of the premiere car events on the East Coast, generating national and international interest in Alexandria, as an extraordinary place to see and experience cool things.

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit charitable organization chartered to generate and donate funds to local charities.

Charities:

For 2024, the selected charities to receive the benefit of the proceeds are:



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

The Organization:

The Old Town Festival of Speed & Style Organizing Committee is comprised of approximately 20 Alexandria residents, car enthusiasts, business leaders who are involved in the planning of this event. They all volunteer their time.

2025 Dates and Times:

Start making plans for next year's event:

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

- **Sunday, May 18, 2025 — 10:00 a.m. to 3:00 p.m.**
- Lower blocks of King Street and around Market Square

The Sixth Annual High-Octane Ball:

- **Friday, May 16, 2025 – 6:00 p.m. to 10:00 p.m.**
- Belle Haven Country Club, Alexandria, VA

www.festivalofspeedandstyle.com