THE THIRD ANNUAL THE OLD TOWN FESTIVAL OF SPEED & STYLE

PRESENTED BY Burke & Herbert Bank
At Your Service Since 1852®

POST-EVENT RESULTS AND STATS

November 15, 2022

OVERVIEW:

The Third Annual Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, held on Sunday, May 22, 2022, was another notably successful event – again among the largest events in Old three years running.

The event featured 107 cars and a vintage motorcycle on display in the lower King Street/Market Square area, from 10:00 a.m. to 3:00 p.m., with an estimated 15,000 spectators attending throughout the day. Approximately 25 sponsors were present as well, with their sponsor canopies setup around the Festival area and at Market Square.

RESULTS:

The coverage, exposure and visibility generated by the Organizing Committee, the team's PR consultant, Maurisa Potts, and other elements including sponsors and car registrants, resulted in widespread coverage in print, broadcast and social media, not to mention the power of a multitude of word-of-mouth discussions.

Net assessment: All media elements were effectively utilized including print, broadcast, online and social media assuring widespread coverage across the metro D.C. area as well as within the Alexandria community.

Social media coverage included the following:

- From the Old Town Festival of Speed & Style's Website, period from May 2021 to May 2022:
  - Home page hits: 60,627 (compared to 29,618 from the period 2020-21)
  - Unique hits: 37,559 (compared to 14,656 from the period 2020-21)

    *Unique hits are first time visitors

- *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* Ad Campaign generated:
  - 4,000 pageviews
  - An average of 2.5 minutes spent on listing, indicating strong interest in the event and in Alexandria
  - Multiple organic social media posts across *Facebook*, *Instagram* and *Twitter*
  - The Spring events press release, distributed across the metro D.C. area, that included the Festival, garnered 18,600 opens

- Earned Media coverage was garnered in the below publications:

VIPAlexandria Magazine
Feature story and numerous pre and post event articles

Alexandria Times
Old Town Festival of Speed to Return This Spring

Alexandria Living
Third Annual Old Town Festival of Speed & Style Returns This Spring

ALX NOW
Alexandria celebration of fast or unique cars returning this spring

Virginia Living
3rd Annual Old Town Festival of Speed & Style

Old Town Crier
Alexandria Events

Washingtonian
Best Things to Do in the DC Area 5/16-5/23

Alexandria Living Newsletter
3rd Annual Old Town Festival of Speed & Style

Good Morning Washington
Alexandria ready for annual Old Town Festival of Speed & Style

WUSA9
9 things to do this weekend in the DMV May 20-22

Alexandria Gazette
Print Edition Mention

Patch
Dragon Boat Festival, Strawberry Jubilee: DC, NoVA Weekend Events

Washingtonian
Last-Minute DC-Area Ideas 5/19-5/22

The List Are You On It
Listing

WTOP News
Festival of Speed & Style returns to Old Town Alexandria with fashion and fast cars

ALX Now
Cars, smiles and sunshine at the Old Town Festival of Speed and Style

Patch
Old Town Festival of Speed & Style Features Fancy Cars And Fashion

Auto Evolution
The Old Town Festival of Speed & Style Brings Together Fast Cars and Fashion Read Hereʊ

Alexandria Gazette
Event Recap in Print Edition

Alexandria Times
Print Edition: Photo of the Week

- ***The Zebra*,** Online
  Old Town Festival of Speed & Style Returns Labor Day Weekend; July 28, 2021
  Link
  Reach:
  - 30,000 doorstep-delivered copies to residences and businesses, 66,000+ reader
  - 4,420 Followers on *Twitter* (@*ZebraAlexandria*)
  - 18,535 Follow on *Facebook* (@*TheZebraPress*)
- ***Alexandria Living Magazine*,** Online
  Second Annual Old Town Festival of Speed & Style Returns; July 28, 2021
  Link
  Reach:
  - Readership is ~25,000 per print issue
  - Monthly readership of 120,000+ online
- ***ALX Now*,** Online
  Alexandria exhibition for vintage and bizarre cars returns this fall; July 29, 2021
  Link
  Reach:
  - 190,000 Pageviews monthly
  - 70,000 Monthly unique visitors
  - 5,000+ Newsletter subscribers
- ***Alexandria Times*,** Online
  Old Town Festival of Speed & Style to return; July 29, 2021
  Link
  Reach:
  - 19,000 copies printed each week, distributed with both home and bulk delivery in 13 VA zip codes
  - 4,555 Followers on *Facebook* (@*AlexandriaTimes*)
  - 12.5K Followers on *Twitter* (@*AlexTimesNews*)
- ***Old Town Patch*,** Online
  Old Town Festival of Speed & Style Rolls In Labor Day Weekend; July 30, 2021
  Link

Reach:
- 124,368 visits in the last 30 days
- 7,034 Followers on *Facebook* (@*OldTownAlexandriaPatch*)
- 11.9K Followers on *Twitter* (@*AlexandriaPatch*)

- ***MSN*,** Online
  Old Town Festival of Speed & Style Rolls In Labor Day Weekend; July 30, 2021
  Link
  Reach:
  - 5,870,138 Followers on *Facebook* (@*msn*)
  - 227K Followers on *Twitter* (@*MSN*)

- ***VIP Alexandria Magazine*,** Online
  2nd Annual Old Town Festival of Speed & Style Returns in High Gear Labor Day Weekend; August 3, 2021
  Link
  Reach:
  - Distributed at 250+ locations
  - 2,922 Follow on *Facebook* (@*vipalxmag*)
  - 114 Followers on *Twitter* (@*vipalxmag*)

- ***Patch*,** Online/Print
  28 Fall Events to Check Out Around Alexandria In 2021
  August 24, 2021
  Link
  Reach:
  - 124,368 visits in the last 30 days
  - 7,034 Followers on *Facebook* (@*OldTownAlexandriaPatch*)
  - 11.9K Followers on *Twitter* (@*AlexandriaPatch*)

- ***Alexandria Living Magazine*,** Online/Print
  Fast Cars, Hot Fashion
  August 30, 2021
  Link
  Reach:
  - Readership is ~25,000 per print issue
  - Monthly readership of 120,000+ online

- ***Alexandria Living Newsletter*,** Online
  The Old Town Festival of Speed & Style; August 31, 2021
  Link
  Reach:
  - Readership is ~25,000 per print issue
  - Monthly readership of 120,000+ online

- ***Alexandria Gazette*,** Online
  3 Dates to Circle in September; September 1, 2021
  Link
  Reach:

- Audience of more than 100,000 through hard copies, digital editions, social media channels and Websites
- 7,688 Followers on *Twitter* (@AlexGazette)

- ***ALX Now*,** Online
  Morning Notes; September 1, 2021
  Link
  Reach:
  - 190,000 Pageviews monthly
  - 70,000 Monthly unique visitors
  - 5,000+ Newsletter subscribers

- ***Alexandria Patch*,** Online
  What's Open, Closed For Labor Day 2021 In Alexandria; September 1, 2021
  Link
  Reach:
  - 124,368 visits in the last 30 days
  - 7,034 Followers on *Facebook* (@OldTownAlexandriaPatch)
  - 11.9K Followers on *Twitter* (@AlexandriaPatch)

- ***Patch*,** Online
  DC, NoVA Weekend Events: Big Bounce America, Labor Day Concert; September 2, 2021
  Link
  Reach:
  - 124,368 visits in the last 30 days
  - 7,034 Followers on *Facebook* (@OldTownAlexandriaPatch)
  - 11.9K Followers on *Twitter* (@AlexandriaPatch)

- ***Burke Patch*,** Online
  What's Open, Closed For Labor Day 2021 In Burke; September 2, 2021
  Link
  Reach:
  - 47,606 visits in the last 30 days
  - 3,021 Followers on *Facebook* (@BurkePatch)
  - 2,538 Followers on *Twitter* (@BurkePatch)

- ***WTOP News*,** Radio Interview
  Aired on radio throughout the day; September 3, 2021
  Reach:
  - 192,925 Followers on *Facebook* (@wtopnews)
  - 289.8K Followers on *Twitter* (@WTOP)

- ***WJLA*,** Online/Print
  Kidd Around Town: Old Town Festival of Speed & Style; September 3, 2021
  Link
  Reach:
  - 1M Followers on *Facebook* (@7NewsDC)
  - 170.3K Followers on *Twitter* (@7NewsDC)

- ***ALX Now*,** Online
  Morning Notes; September 3, 2021
  Link
  Reach:
  - 190,000 Pageviews monthly
  - 70,000 Monthly unique visitors
  - 5,000+ Newsletter subscribers

- ***ALX Now*,** Online
  ALXnow's top stories this week in Alexandria; September 3, 2021
  Link
  Reach:
  - 190,000 Pageviews monthly
  - 70,000 Monthly unique visitors
  - 5,000+ Newsletter subscribers

- ***ALX Now*,** Online
  Labor Day openings and closures in Alexandria; September 3, 2021
  Link
  Reach:
  - 190,000 Pageviews monthly
  - 70,000 Monthly unique visitors
  - 5,000+ Newsletter subscribers

- ***WDVM*,** Online
  Second annual Old Town Festival of Speed & Style returns to Alexandria; September 4, 2021
  Link
  Reach:
  - 118,188 Followers on *Facebook* (@wdvmtv)
  - 20.2K Followers on *Twitter* (@WDVMTV)

- ***Alexandria Living*,** Online
  Photos: Festival of Speed & Style High Octane Ball; September 4, 2021
  Link
  Reach:
  - Readership is ~25,000 per print issue
  - Monthly readership of 120,000+ online

- ***Alexandria Living*,** Online
  Photos: Festival of Speed & Style - Cars and Fashion; September 6, 2021
  Link
  Reach:
  - Readership is ~25,000 per print issue
  - Monthly readership of 120,000+ online

- ***VIP Alexandria Magazine*,** Online & Print
  September Issue - Letter from Publisher (page 6); The Old Town Festival of Speed & Style (page 58-65); September 7, 2021
  Link
  Reach:
  - Distributed at 250+ locations
  - 2,922 Follow on *Facebook* (@vipalxmag)
  - 114 Followers on *Twitter* (@vipalxmag)

- ***ALX Now*,** Online
  COVID-19 Update: Alexandria ties with Arlington for lowest seven-day positivity rate in Virginia; September 10, 2021
  Link
  Reach:
  - 190,000 Pageviews monthly
  - 70,000 Monthly unique visitors
  - 5,000+ Newsletter subscribers

- ***Alexandria Times*,** Online
  Cruising on King Street; September 10, 2021
  Link
  Reach:
  - 19,000 copies printed each week, distributed with both home and bulk delivery in 13 VA zip codes
  - 4,555 Followers on *Facebook* (@AlexandriaTimes)
  - 12.5K Followers on *Twitter* (@AlexTimesNews)

- ***Alexandria Living Magazine*,** Online
  Photos: Festival of Speed & Style — Cars and Fashion; September 10, 2021
  Link
  Reach:
  - Readership is ~25,000 per print issue
  - Monthly readership of 120,000+ online

- ***WDVM*,** Online
  Second annual Old Town Festival of Speed & Style returns to Alexandria; September 10, 2021
  Link
  Reach:
  - 118,188 Followers on *Facebook* (@wdvmtv)
  - 20.2K Followers on *Twitter* (@WDVMTV)

- ***Washingtonian*,** Online
  Jazz Festivals, a Giant Bounce House, and Tons of New Art: Things to Do in DC, September 2-6; September 10, 2021
  Link

Reach:

- 3.25M Monthly pageviews
- 1.7M *Washingtonian.com* monthly unique users

- ***VIP Alexandria Magazine*,** Online
  An Inside Look at The Old Town Festival of Speed & Style; September 16, 2021
  Link
  Reach:
  - Distributed at 250+ locations
  - 2,922 Follow on Facebook (@vipalxmag)
  - 114 Followers on Twitter (@vipalxmag)

Numerous videos were captured and shared as well, including the following:

https://www.localdvm.com/news/virginia/second-annual-old-town-festival-of-speed-style-returns-to-alexandria/?utm_source=nextdoor&utm_medium=RSS&utm_campaign=Nextdoor

A number of car club newsletters posted articles about the Festival to include The Ferrari Club of America Mid Atlantic Regions' quarterly publication *MARanello*.




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