



West End Business Association

www.AlexandriaWEBA.com

Leading Alexandria's West End as a Preferred Purchasing Destination

2017 Annual Membership Report



Annual Membership Meeting

When: Friday, December 1, 2017, 8:00am - 9:30am

Where: [Tempo Restaurant](#), 4321 Duke Street, Alexandria VA

Registration: via WEBA Website, events tab

Introduction

As the “unified voice for and central support of Alexandria’s West End businesses” the West End Business Association (WEBA) is proud to present its 2017 Annual Report to the membership. WEBA is the leader in presenting “Alexandria’s West End as a Preferred Purchasing Destination.” This report will be discussed more in depth during WEBA’s December Annual Membership Meeting.

This significantly important Annual breakfast Meeting has a networking-centric, two-fold purpose:

1. The election of your WEBA Board of Directors for 2018
2. The State of WEBA, describing its 2017 accomplishments and a projection of future initiatives

In order to continue and expand WEBA’s accomplishments, a membership quorum is required at the Annual Meeting so that a new Board of Directors may be elected. We hope that every member recognizes the need to attend the Annual Meeting. The cost of the breakfast is very reasonable in order to encourage members to attend. *Only one representative per member organization may vote.*

Proxy

If you are unable to attend the meeting, please review the attached candidate slate and complete and return the enclosed Official Proxy form no later than November 30, 2017 to either Nominations Committee Chair and Vice President Indre Bauza (indre@supportingstrategies.com) or President Stu Howard (stuih1@yahoo.com)

Financial Report

In 2017, WEBA’s reported revenue and expenses decreased compared to 2016.

The decrease was due to the cost of the signature event. The “WEBA Member Appreciation BBQ” replaced the “All Aboard Business Networking 3 Hour Tour”. The total cost of the Appreciation BBQ was less expensive to organize than the 3 Hour Tour.

Income from WEBA Member Appreciation BBQ was \$3,325 and expenses totaled \$4,474, the majority of the expense was for catering. We did receive a refund on catering expenses of approximately \$1,360. The total expenses for 3 Hour tour was \$6,025, therefore, total cost was less \$2,911.

Overall revenue from October 2016 to October 2017 decreased by \$6,962.

Charitable contributions increased \$600 compared to 2016.

Membership dues totaled \$6,818 in 2017 compared to \$7,830 in 2016.

Total banking account balances increased by \$5,905 from previous year reporting

Overall expenses decreased by \$3,401 compared to previous year's expenses

Membership Report

Under the direction of Membership Committee Chair, Indre Bauza, WEBA saw another increase in membership in 2017 with 2 new non-profit members and 25 new regular member organizations. This stands as a 10% increase year to date over last year. We now stand at 156 active member businesses.

Sponsorship Report

WEBA has had a strong year in acquiring Sponsors. Attendance at happy hour and lunch and learn events have grown significantly so members recognize the value of sponsoring our organization. The WEBA banner is displayed at all events and the sponsors are verbally recognized.

WEBA sponsors always have space to display promotional materials at our events. The value our sponsors receive as an organizational sponsor is an increase in awareness of their business and they demonstrate their commitment to our community. We had a large increase over previous years with 23 annual sponsors.

There was also an increase in single event sponsorship which helps offset the cost of holding WEBA events. Our single sponsorships provide the opportunity for sponsors to be recognized on our website, in advertising, in weekly correspondence and at the event. This has been well received by our members and we have grown this program to roughly half of our happy hours having a co-sponsor in addition to the host sponsor. With Happy Hour attendance averaging around 70, members like the idea of getting the recognition and the opportunity to briefly present their business in front of a large group of potential customers.

WEBA has intentionally kept the sponsorship costs budget- friendly therefore they provide a great return on investment. Although there may be changes in the sponsor levels going forward, we intend to keep the sponsorships affordable.

This year, WEBA's signature event theme was a Membership Appreciation Barbecue with 13 Sponsors. Our sponsors make our programs possible, so thank you to our 2017 sponsors.

Marketing/Communications Report

Under the direction and guidance of Marketing Committee Chair Joyce Jones with Coldwell Banker Residential Brokerage, and current co-chair Matthew McCarthy with GEICO NOVA,

Enola Thaboun with Andrews Federal Credit Union, Gresham Harkless with Working on Blue 16 Media and in connection with all other committees, WEBA's marketing efforts continued to reach new prospects and inform current members through continuation of the WEBAweekly, a weekly emailed newsletter; greater use of Facebook for promoting WEBA and its events and activities; boosting member's Facebook posts; and promotion of WEBA's signature event, Membership Appreciation BBQ in September. We are also proud to launch our newest marketing platform, MeetUp Groups, which was designed to accompany and support all membership efforts.

Programs Report

WEBA Events 2017

January 12 - Happy Hour at elofts Alexandria
January 17 - Board of Directors Meeting
February 09 - Happy Hour at Los Tios Restaurant
February 21 - Board of Directors Meeting
March 09 - Happy Hour at La Casa Restaurant
March 21 - Board of Directors Meeting
March 28 - Learning at Lunch, "Get to Know your Department of Planning & Zoning" at Fratelli Restaurant
April 13 - Happy Hour at Wholistic Hound Academy
April 18 - Board of Directors Meeting
May 09 - Learning at Lunch, "Alternate Healing: New Approaches to Illness, Chronic Pain, Mental Health" at Fratelli Restaurant
May 16 - Board of Directors Meeting
May 18 - Happy Hour at Alley Cat Restaurant
May 19 - Spring for Alexandria Community Service Day, volunteer project at Ewald Park
June 08 - Happy Hour at Taste of Asia Restaurant
June 20 - Board of Directors Meeting
July 13 - Happy Hour at Savios Restaurant
July 18 - Board of Directors Meeting
August 10 - Happy Hour at Portner Brewhouse
August 15 - Board of Directors Meeting
September 14 - Member Appreciation BBQ at Cameron Run Regional Park
September 19 - Board of Directors' Meeting
September 26 - Learning at Lunch, "Video Gets Social: A Pros Guide to Creating Dynamic Social Media Video" at Fratelli Restaurant
October 05 - Happy Hour at Port City Brewing Company
October 17 - Board of Directors Meeting
November 09 - Happy Hour at Springhill Suites Alexandria Old Town/Southwest
November 21 - Board of Directors Meeting
December 01 - Annual Membership Meeting at Tempo Restaurant
December 07 - Happy Hour at Clyde's Restaurant

December 19 - Board of Directors Meeting

WEBA Programs 2017

Under the direction of Programs Committee Co-Chairs, Maureen Pendergast and Paula Flagg, our monthly Happy Hour networking events were well attended and kept our members informed and involved in the Alexandria West End Business Community. The WEBA Board of Directors formally met each month to strategize and collaborate on growth opportunities while maintaining the overall mission and the best interest of our members. This year our members and guests attended 11 Happy Hour networking events at various member locations with an average event attendance of 70+ people. WEBA also held a few Learning at Lunch events that attracted a growing number of attendees interested in the variety of pertinent topics offered by notable presenters. Our Member Appreciation BBQ held at Cameron Run Regional Park in September attracted over 115 attendees to include family members and friends. The ever-growing popularity of our events and membership base is a strong testimony to the successful networking and educational opportunities currently offered through the West End Business Association.

Government Relations Report

The West End Business Association (WEBA) Government Relations committee is charged with monitoring several key community issues, which may impact and benefit the West End. The identified key community issues are as directed by the WEBA Board and its membership.

Our efforts dealt with monitoring the following:

- The Alexandria Chamber of Commerce, Government Relations committee – Legislative Agenda (Business Investment, Innovation, and Competitiveness, Finance, Land Use, Small Business, Regional and State Issues),
- North Potomac Yard Advisory Group
- The Beauregard Small Area Plan
- The Washington Metropolitan Area Transit Authority (WMATA) proposed changes to Metrorail and the Metrobus services
- The Alexandria City Council adopting a Strategic Plan for 2017 – 2022
- Gateway at King & Beauregard Project.
- Landmark Mall
- West End Transit way Project, which the Alexandria's City Council reaffirmed its support for the preferred alignment.
- Eisenhower Partnership Meeting
- Beauregard Small Area Plan
- Alexandria City Council Legislative meetings monitoring (e.g., Virginia Railway Express, grant application to the Homeland Security Grant program, etc...)
- Renaming Jefferson Davis Highway online survey

Overall, it has been an eventful year with many developments and strategic planning discussions to continue to make Alexandria City the preferred place to live, work and play.

Signature Event

Member Appreciation BBQ

To show our members how much we value their ongoing support, attendance at our events and participation in our community, the West End Business Association (WEBA) held their first member appreciation event on September 14, 2017. It was held at Cameron Run Regional Park at 4001 Eisenhower Avenue, Alexandria VA from 4:00pm until 7:00pm. This family friendly event was free to all members and guests were only \$15 each.

Over 100 members and guests attended. Prize drawings were held every half hour and there were fun games to be played. The menu was also great. There was plenty of food for everyone including; pulled pork, BBQ chicken, sausage, hot dogs, hamburgers and all the side dishes and sweets you could want.

A special thank you goes to our Sponsors who helped make this event a success. In addition to WEBA the following companies sponsored our event:

GEICO Nova

Andrews Federal Credit Union, London Curry House, TD bank, Northern Virginia Community College

Wigul Automotive Clinic, United Bank, Hilton Springfield, Peter White Remodeling, Brilla Services

Heartland Payment Systems, Soleil Salon Spa, Alejo Media

We received positive feedback from many of the attendees and hope to make this an annual event.

Our members are the reason that WEBA has become the largest and most successful networking group in the West End of Alexandria and it is important to thank you for all for your continued support.

WEBA Contributions Committee

Giving back to our communities is important and our members understand that. In addition to our members sponsoring, providing manpower and representing the West End at events within the Alexandria community; the West End Business Association was happy to respond to the following inquiries for contributions/sponsorships with donations that met our donor criteria.

Our contributions included;

Communities in Schools of NOVA - \$250

This donation benefitted Francis Hammond's 2017 Spelling Bee. This event was created to promote literacy and to provide a fun way for the kids to get excited about building their vocabulary and reading abilities.

Spring for Alexandria - Team and individual member donations

Each year Spring for Alexandria engages volunteers to support hundreds of Alexandria-based charities. Spring for Alexandria is central to the community's culture and a model of working together for the common good by businesses, nonprofits, neighbors, youth, and government. WEBA members donated their time to clean the Ewald park, then paint fences and picnic tables on May 19, 2017. Members of our organization not only made monetary donations themselves, but readily donated their time to improve our community.

Volunteers are the Heart of Alexandria. - \$250

This event honors Alexandria volunteers who are nominated by community members for their outstanding service. The highlight of this evening is honoring the volunteers who are the heart and soul of Alexandria.

The Contributions committee reviews all charitable donation requests as they are received and act on those that meet our contribution criteria within our budget.

Conclusion

WEBA's Board of Directors has consistently demonstrated that the West End of Alexandria is an excellent place to do business through the many programs and opportunities made available by the organization. With the help and support of its extraordinary members, WEBA will continue to be involved with and committed to a thriving West End business community. Please get involved in our various committees and volunteer your expertise as we can continue to maintain and grow our presence and reach transitioning into 2018. As many of you know I will not be serving on the Board of Director's or as your President in 2018 due to ever increasing work and family obligations but I have appreciated your support and enthusiasm during my tenure. We have a strong Board class going into 2018 including many new faces that bring a lot of passion. Please join me in welcoming and supporting your new leadership team. I very much look forward to a bright future for WEBA.

Stuart Howard

Stuart Howard, President

West End Business Association

Annual Meeting Agenda
2016 Annual Meeting Minutes
2018 Board Candidate Slate
2017 Official Proxy
2017 Year to Date Financial Statement
WEBA Membership Brochure
Annual Sponsorship & Event Sponsorship Flyers
WEBA Standing Committee List
Current Bylaws