



# THE OLD TOWN FESTIVAL of *Speed & Style*

PRESENTED BY

**Burke & Herbert Bank**

At Your Service Since 1852<sup>®</sup>

**NEW EVENT DATE: SEPTEMBER 5, 2021**

## **FACT SHEET**

### **OVERVIEW:**

The Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, is a spectacular single-day, high-sensory event held annually on the unique lower blocks of King Street in Old Town Alexandria, Virginia. Featuring over 100 rare and exotic supercars and motorcycles from around the world – combined with a dazzling and glamorous fashion demonstration – this event celebrates the heart and spirit of the community and highlights the elegance and style of Old Town. The Festival is free to spectators and open to all.

The intent of the “Speed & Style” concept is to celebrate the speed, performance and elegance of exotic cars, paired with the style and fashion of London, Paris, Milan and New York, while highlighting the diverse and classically themed locale of Alexandria and its unique Old Town. The beneficiaries of this is the Alexandria community – its residents; the spectators and visitors; the local restaurants, shops, galleries and outlets; and local charities. Additionally, the Festival generates local and even national interest in Alexandria, positioning it as a quaint, stylish venue and a cool place to see and experience amazing and colorful things.

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit corporation chartered to donate funds to charitable organizations – both local and national.

### **DATE AND TIME:**

- **September 5, 2021 — 10:00 a.m. to 3:00 p.m.**

### **GOALS:**

- Host a highly unusual and compelling event in Alexandria, to increase business for shop owners, raise money for charity, and elevate the stature of the city on the global map.
- Bring together exquisite cars and car enthusiasts, fashion, art, music and style to create a one-day festival of good energy and fun, and generate widespread interest and visibility for Alexandria, draw crowds to its restaurants and shops, and appeal to drawing new visitors.

### **DESCRIPTION:**

- Gather a collection of more than 100 rare and unusual exotic cars and motorcycles from the 1950's, 60's, 70's and 80's, for a fun-filled, day-long concours/car show and fashion demonstration for participants, spectators, city officials and merchants that highlights the style and elegance of the cars, the people and the city.
- Attract people with an interest in fast cars, fashion, food and fun and share in a collectively extraordinary experience. Increase foot traffic to the lower King Street area.

### **TITLE SPONSOR:**

The title sponsor for the event is Burke & Herbert Bank, a community bank founded in 1852 and headquartered in Alexandria. The Bank offers a full range of personal and business banking products and services designed to meet customers' banking, borrowing, and investing needs. Learn more at [www.burkeandherbertbank.com](http://www.burkeandherbertbank.com).

## CHARITIES:

For 2021, the selected charities to receive the benefit of the proceeds will be:

- ALIVE!: The largest private safety net for the needy in Alexandria, addressing short to long-term needs for those less fortunate. Learn more at [www.alive-inc.org](http://www.alive-inc.org).
- USO of Metro Washington, D.C. and Baltimore: The largest chapter chartered by the USO, with a strong tradition of service in the National Capital Region. Learn more at [metro.uso.org](http://metro.uso.org).

## DETAILS:

- Speed: Grand Touring sports cars from the 1950's through the 1980's whose marques have a connection to endurance racing such as the 24-hours of LeMans and the 12-hours of Sebring. Car types include: Ferrari, Jaguar, Porsche, Aston-Martin, Mercedes, MG, Lancia, Ford (Cobra/Mustang), Lamborghini, BMW, Corvette, Triumph, Dodge and Maserati.
- Style: The *Old Town Boutique District* will present many style elements throughout the day, to include a fashion demonstration, fine jewelry and elegant attire. Live music will entertain the crowd, while artists will be capturing the colors and the mood on the street.
- Community: Amazing food, fine wine and retail items will be offered by the local restauranteurs and merchants to celebrate the community, the cache of Old Town, and the charitable organizations.

## SPEED & STYLE SOIREE:

To celebrate the Style element and complete the weekend, an alluring and elegant social gathering for participants, sponsors and members of the community, will take place the night before the Festival. Catered food, fine wine, libation, live music, and a silent auction will be the featured elements in this social extravaganza not to be missed.

- **Saturday, September 4, 2021; 7:30 p.m. to 10:00 p.m.**

## ORGANIZATION:

- An Organizing Committee, comprised of approximately 15 Alexandria residents, car enthusiasts, business leaders and members of the *Old Town Boutique District* are involved in the planning of this event. They all volunteer their time.
- Sponsors include Burke & Herbert Bank, McEneaney Associates Realtors, Ferrari of Washington, D.C.; EZ Spindizzies; *Alexandria Living Magazine*, Sonoma Cellar.

## RESULTS:

The inaugural Old Town Festival of Speed & Style, held May 19, 2019 achieved:

- An estimated 8,000+ spectators in a five-hour period
- Widespread media coverage to include print, broadcast and social media across the region
  - WETA/*Good Morning Washington* – live broadcast!
- Significant and widespread increase in business during the event:
  - Ice cream shops ran out of flavors
  - Local restaurants experienced at least a 2x+ jump in business
  - Landini Brothers Restaurant = “biggest event in Old Town in 40-years”
  - Local merchants had substantial foot traffic and resulting sales
- Generated a profit in its first year! \$1,016 donated to *ACT for Alexandria*

The Old Town Festival of Speed & Style *Facebook* Ad Campaign generated:

- 536,111 impressions
- 10,615 link clicks
- One of the most efficient campaigns this year based on price per click due to strong interest in the event

The Old Town Festival of Speed & Style event listing on *VisitAlexandriaVA.com*

- 14,054 page-views
- 5:30 minutes spent on Website, indicating strong interest in the event and in Alexandria

The Old Town Festival of Speed & Style highlight in the *Alexandria Insider*, Visit Alexandria's E-Newsletter to visitors

- 12,193 impressions

The Old Town Festival of Speed & Style was postponed and eventually canceled in 2020, due to city and state ordered restrictions and concerns involving the COVID-19 pandemic. Everything that was in place for the 2020 Festival is being carried-over to the event for 2021.

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**The inaugural Old Town Festival of Speed & Style**  
Old Town Alexandria, VA – May 19, 2019