



Greater Alexandria Economic Development Authority



2019 MEASURABLE OUTCOMES

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2019 NET OCCUPANCY TAX REVENUES

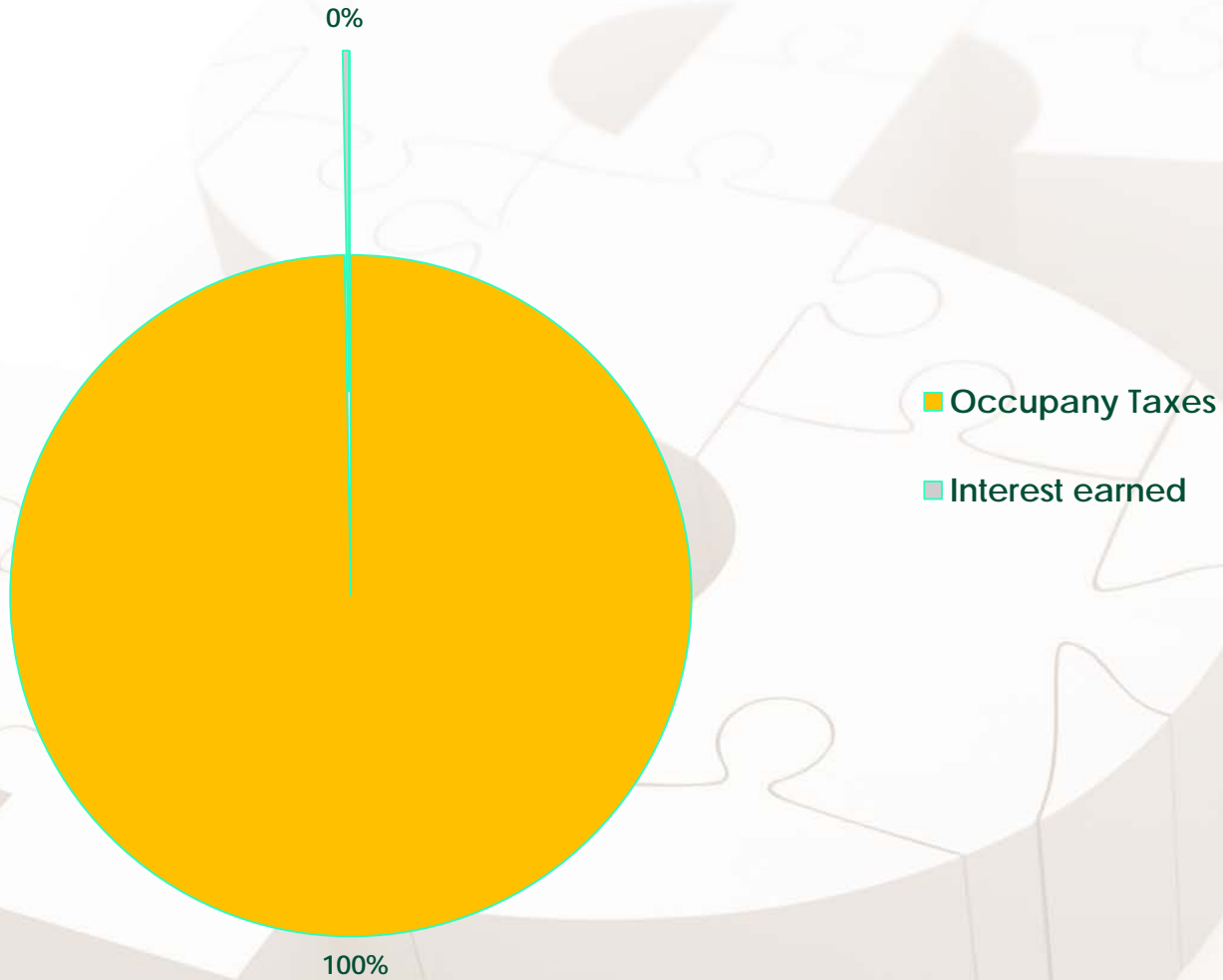
\$887,500

Occupancy Taxes collected by hotels/motels in the Corporate limits of the city of Alexandria, LA

2019 COLLECTION
FEE PAID

• \$18,112

Sources of Revenue



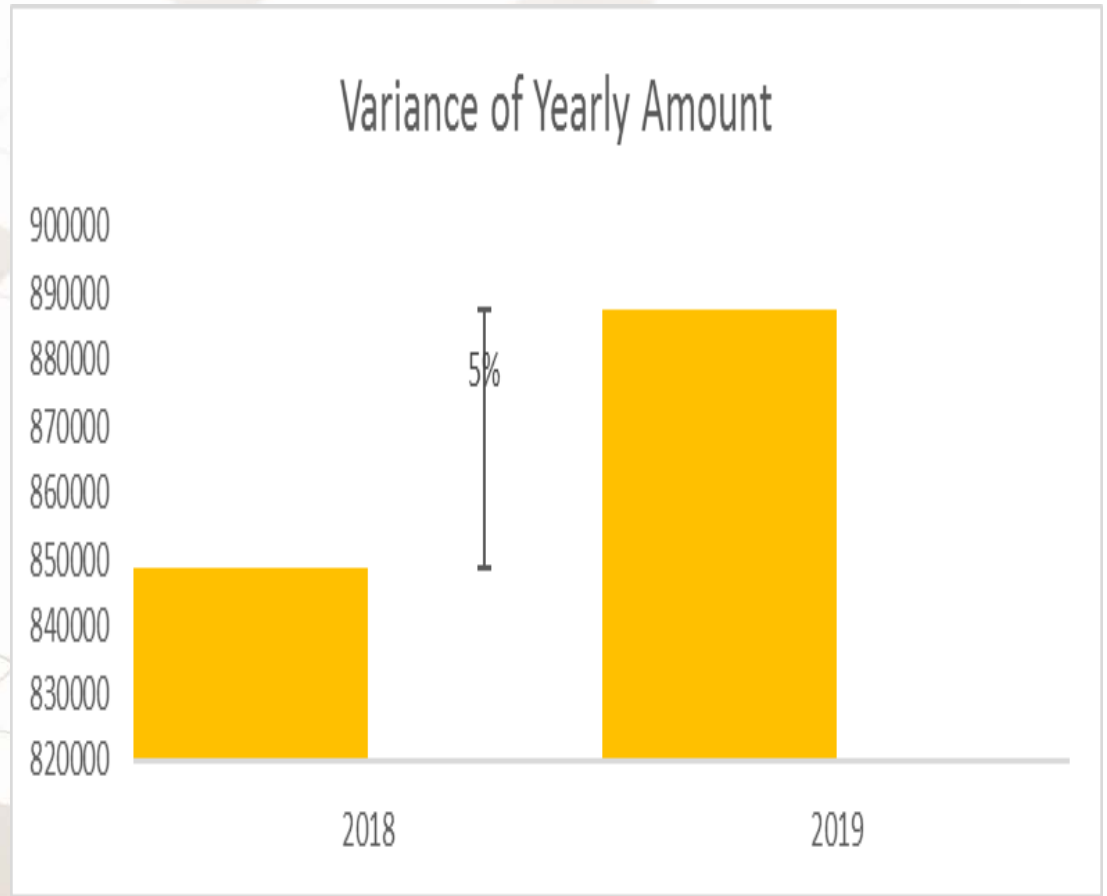



Net Taxes Collected

4.6% Increase

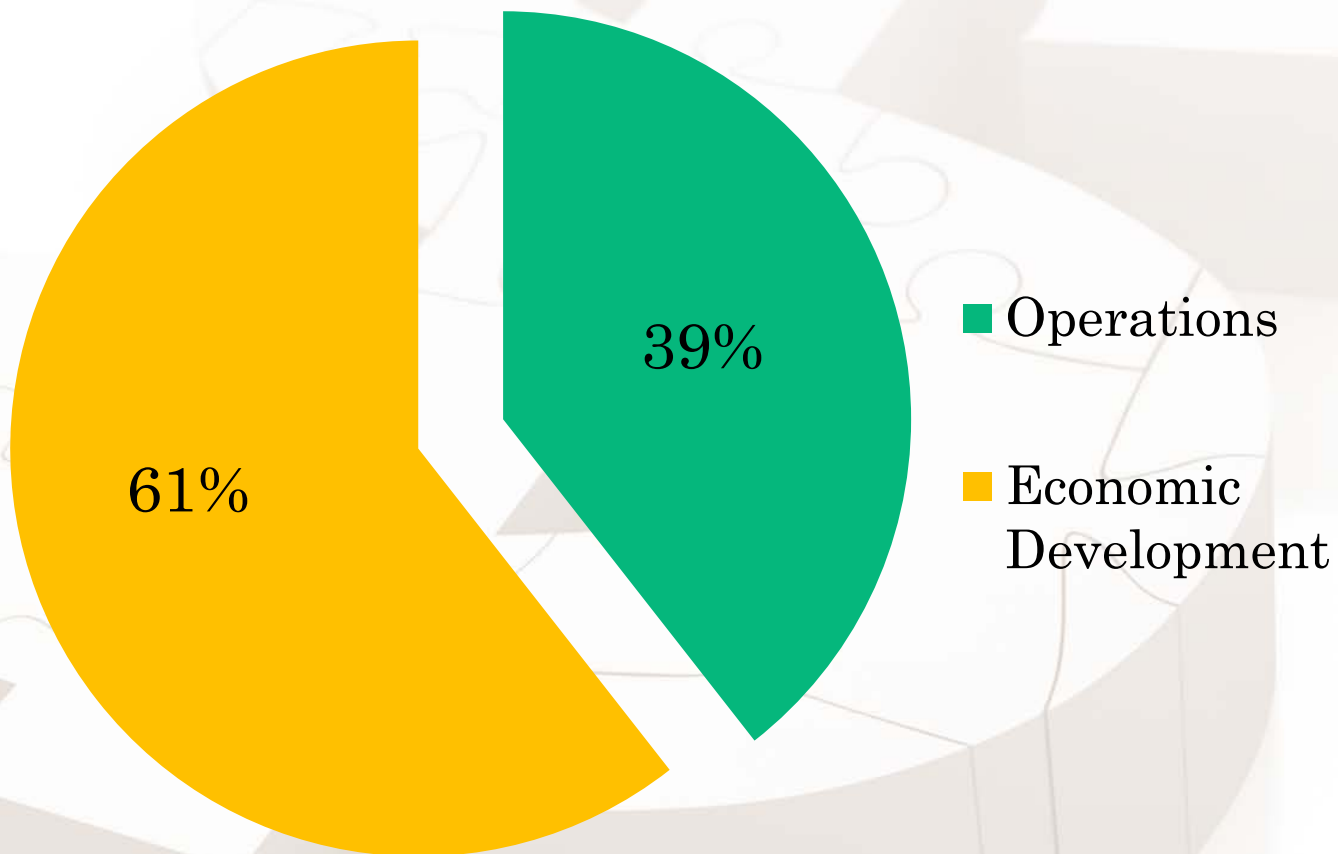
2019
\$887,500

2018
\$848,703





Analysis of 2019 Expenditures





• 2019 Expenditures

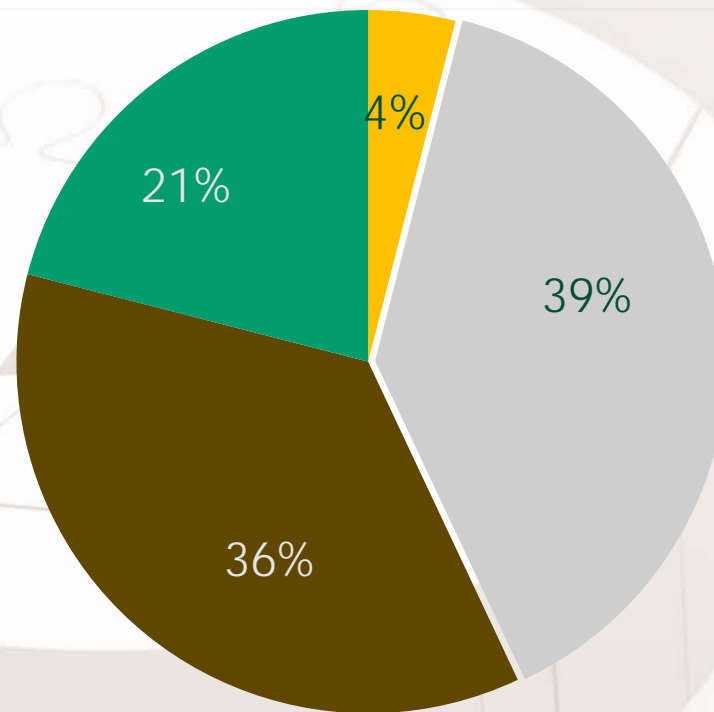
• \$561,637

■ Other ED Activities

■ Operations

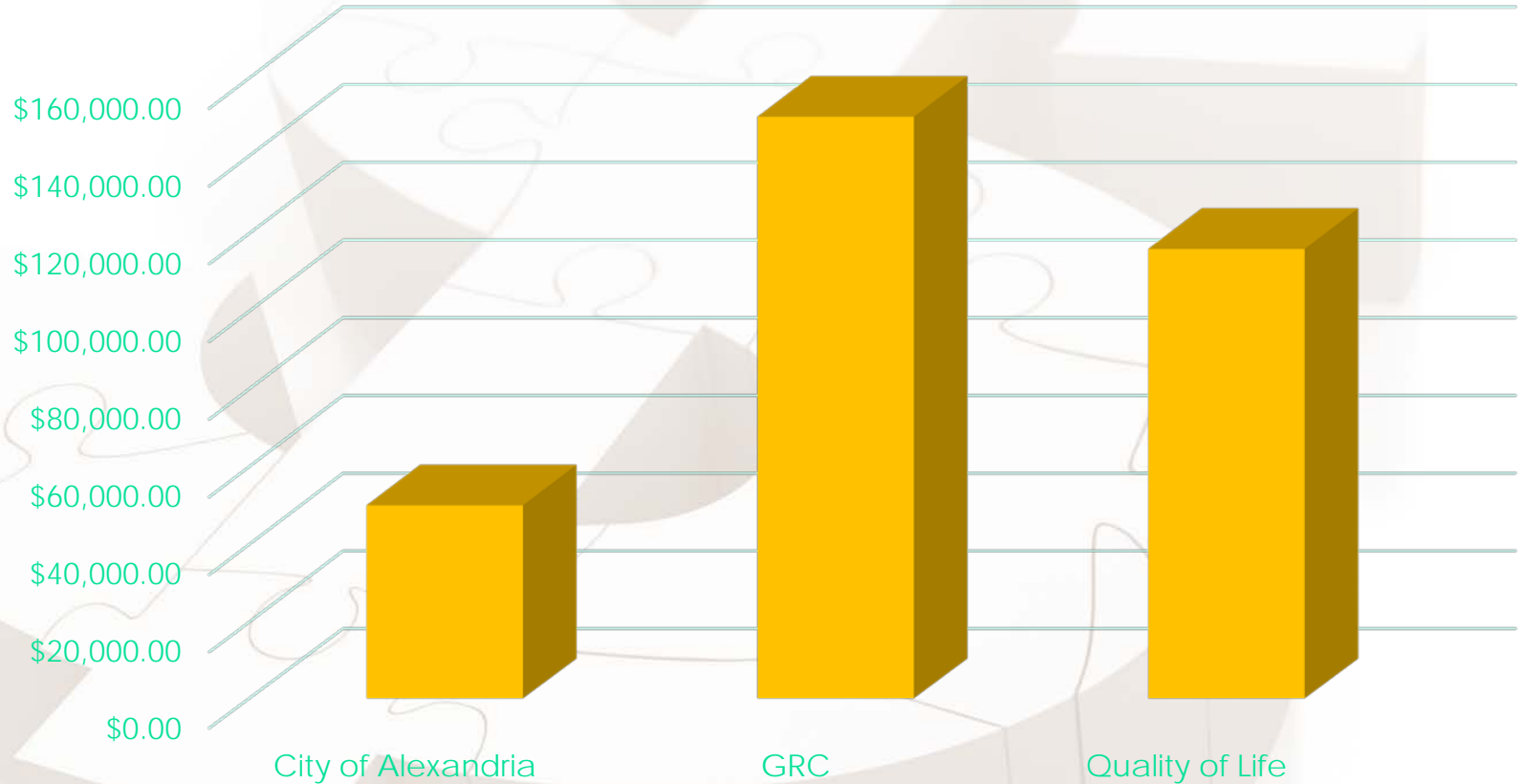
■ Tourism-Events

■ Quality of Life





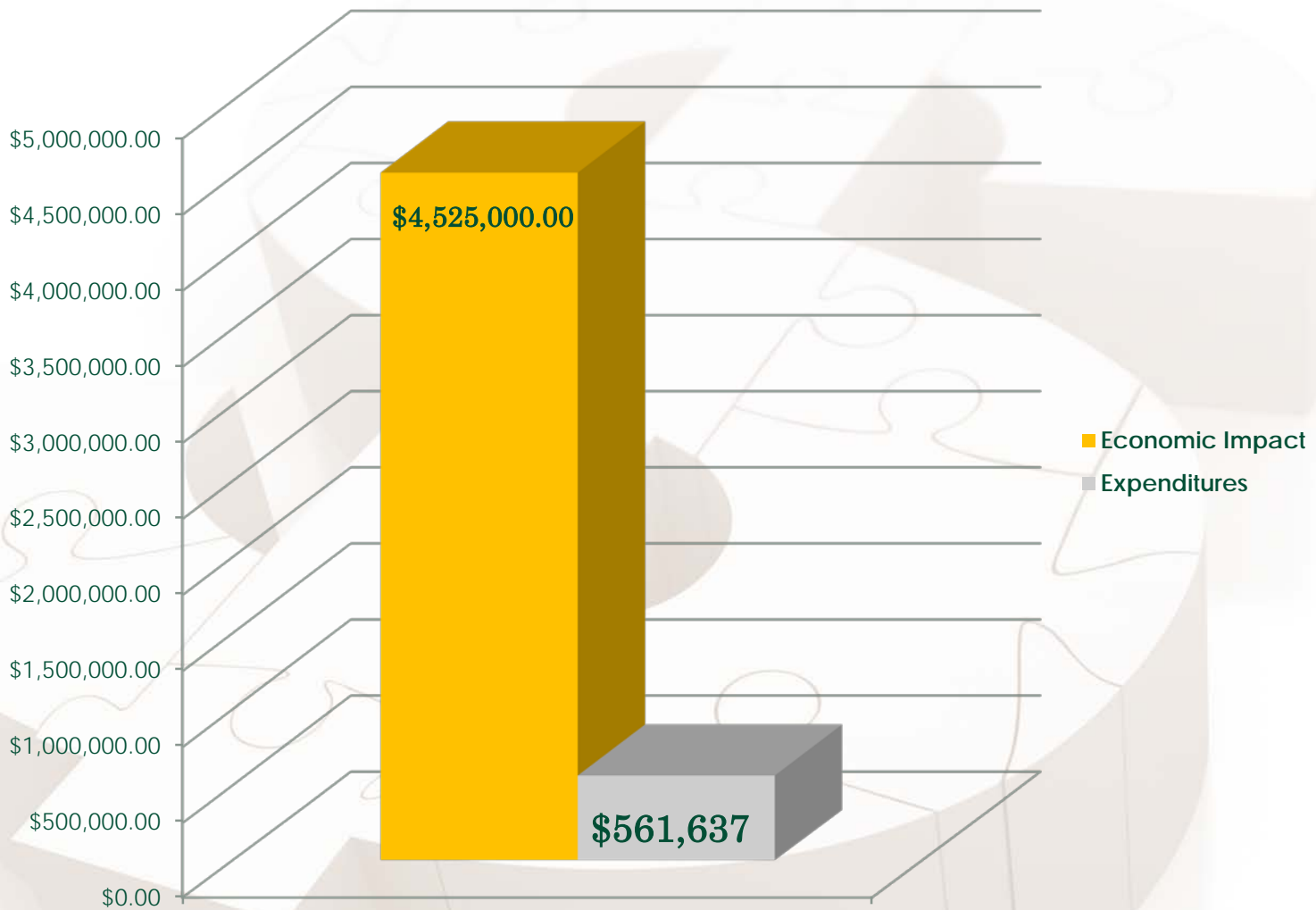
2019 DIRECT FUNDING SUPPORT



■ 2019 Funding



Economic Impact Compared to Expenditures



TOTAL ECONOMIC IMPACT: ROI

For every \$1 spent on the Mission, the return was approximately \$12.

RATIO:
1:12

Total Econ. Development

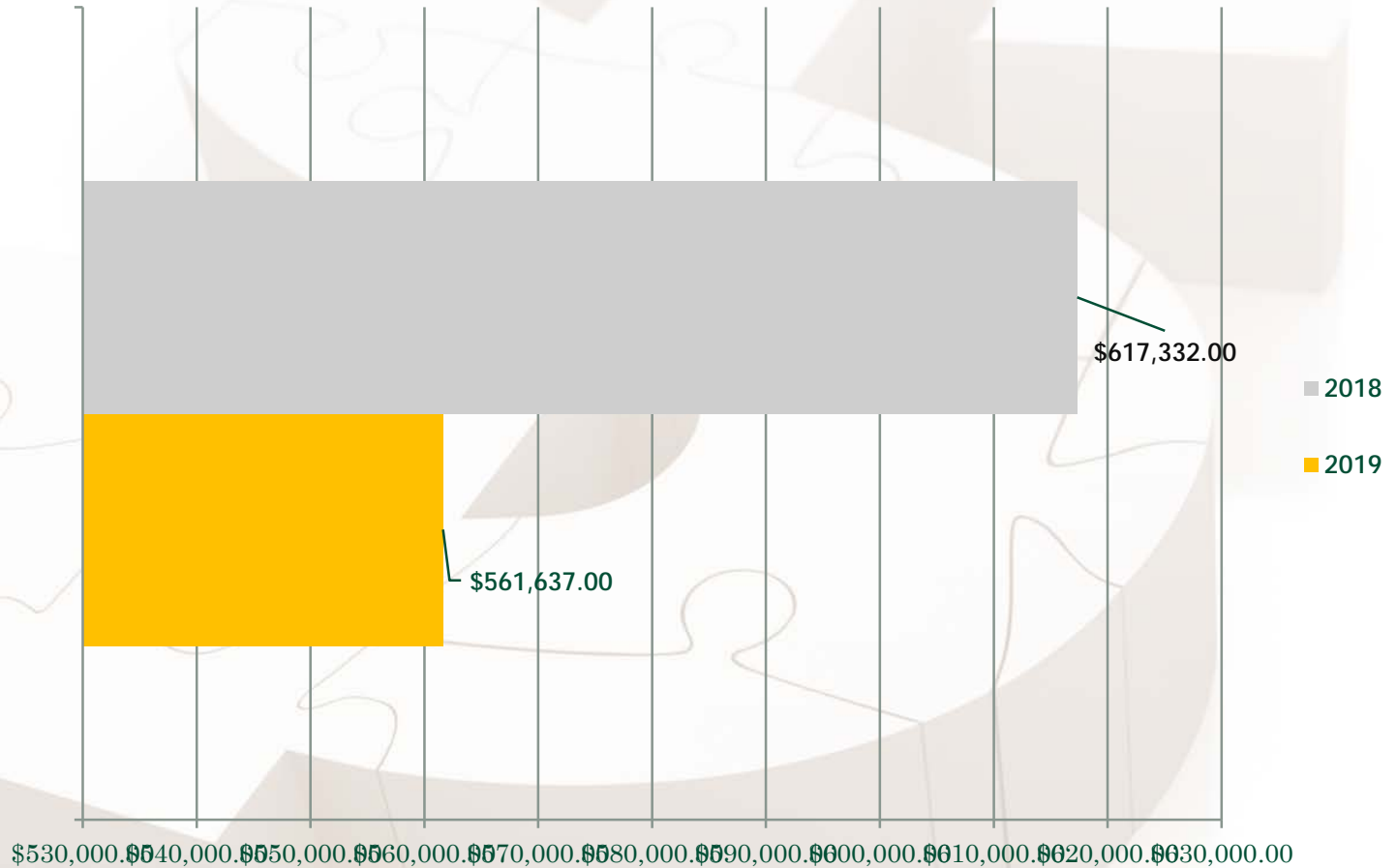
Funds Expended $\frac{\$ 561,637}{\$4,525,000} = .0124 * 100$

Economic Impact

\$12.41



2019 vs. 2018 Economic Development Spending



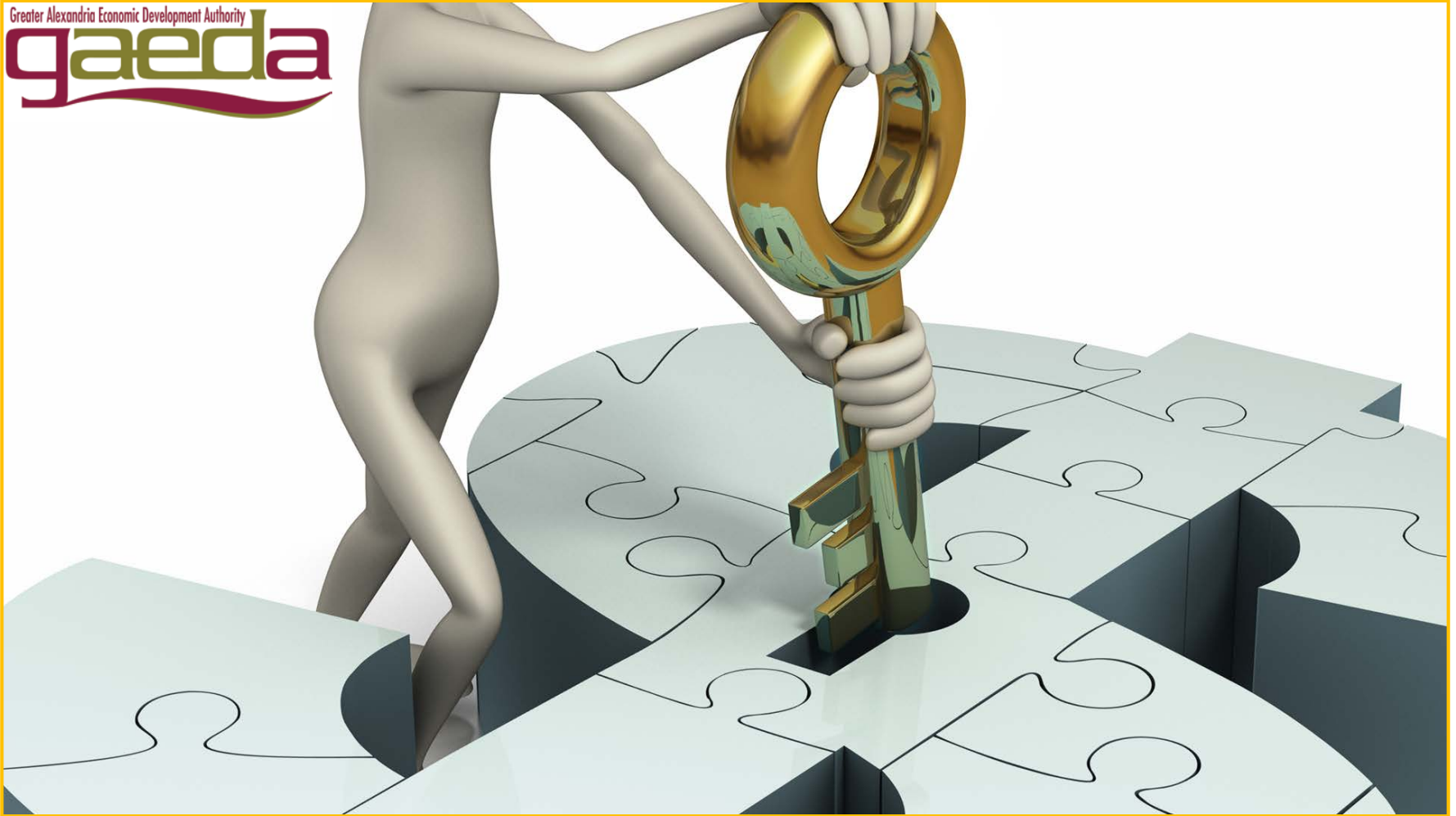
***Decreased by \$55,695 from 2018**



Strategic Initiatives

Present & Future





ORGANIZATIONAL VALUES:

Further advance GAEDA's principles of:
Transparency, **I**ntegrity & **C**ollaboration
(T.I.C.)