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Clifford J. Moller

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Greater Alexandria Economic Development Authority (GAEDA)  
2018 Annual Report

July 15, 2019

In 2018, GAEDA received \$866,023 in occupancy taxes assessed to visitors to the City of Alexandria. This represented an approximately four tenths of one percent (.04%) increase over the \$862,700 of taxes collected in 2017. GAEDA paid the Rapides Police Jury a collection fee of \$17,320. The occupancy taxes are collected by the hotels and motels located within the corporate limits of the City of Alexandria, although the economic impact of the expenditures extends beyond the City.

In 2018 GAEDA expended \$617,332 toward the economic development of the City. Of this amount \$139,000 was spent on tourism, conventions, festivals and other events that attract visitors to the City. The economic impact of these dollars is more than \$3,251,100\* as compared to \$4,300,000\* in the prior year.

Not included in the economic impact dollars is the support for the performing and visual arts, through the Arts Council, the Alexandria Museum of Art, The Rapides Symphony Orchestra and River Oaks Square Arts Center. The support of these organizations not only brings additional visitors to Alexandria, the organizations provide quality of life activities so important to attracting businesses to locate in the Alexandria area. Total support for these organizations was \$106,000.

The City of Alexandria received \$70,000 from GAEDA in direct support for the Alex River Fete and Alex Winter Fete.

During 2018 GAEDA continued its support of a non-profit corporation, GAEDA Revitalization Corporation (GRC), to provide Affordable Housing within the City of Alexandria and Rapides Parish. This project was proposed to be in cooperation with the City of Alexandria. GRC received Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code March 17, 2018. GAEDA expended \$200,000 funding the development and operations of GRC.

Economic development spending decreased by \$4,730 from 2017.

*\*Economic Impact figures are provided by the Alexandria/Pineville Area Convention & Visitors Bureau and do not include the economic impact of all events that GAEDA contributes to.*

Major events supported in 2018:

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- LA Association of Conservation Districts
  - Dixie Softball Tournament
  - Steubenville South Youth Conference
  - Juneteenth Celebration
  - LA Boat Racing Association
  - Louisiana Firefighters State Convention
  - Le Tour de Bayou
  - Louisiana FFA State Convention
  - LHSAA 2018 Girls Basketball Tournament
  - LHSAA Powerlifting Championships
  - Alexandria Mardi Gras Parade
  - Alex River Fete
  - Alex Winter Fete
  - Friends of Bringham Bayou Invitational.

Alexandria was host to the 2018 Southwest Athletic Conference Men's and Women's Golf Championship Tournaments (SWAC). GAEDA was instrumental in obtaining the SWAC championship tournaments in 2006. In cooperation with the City, GAEDA has continued to provide financial support.

Other significant endeavors in 2018:

GAEDA sold the Masonic Drive property.

GAEDA continues to monitor the completion of the Masonic Drive corridor and the enhancement of sidewalks and bus stops from Texas Avenue to the South Traffic Circle.

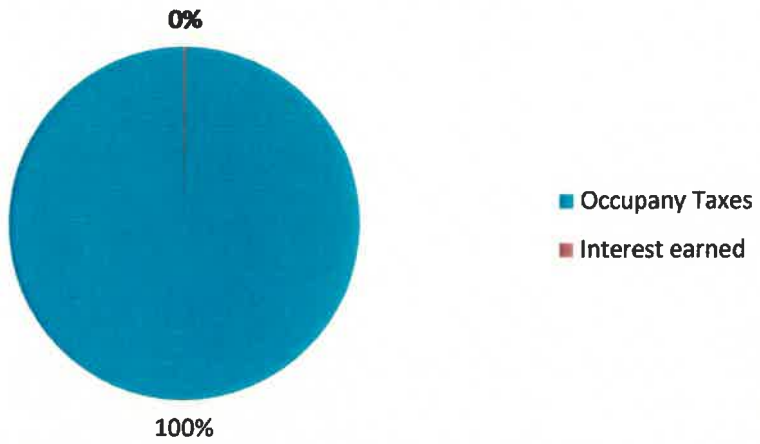
Respectfully Submitted,



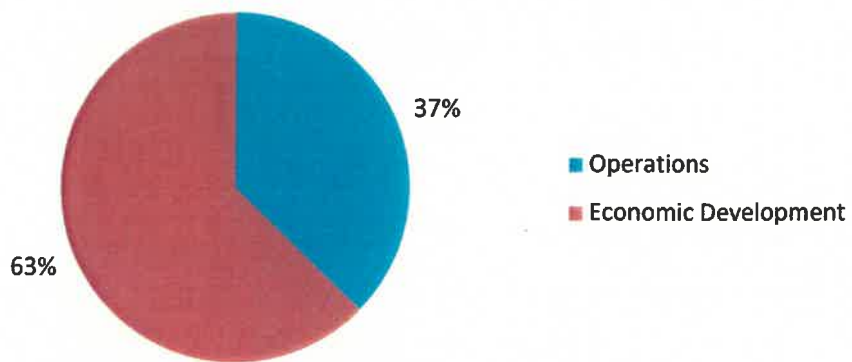
Clifford J. Moller  
Executive Director

CJM/jt

### Sources of Revenue



### Analysis of Expenditures



### Economic Impact Compared to Expenditures

