



LGBT Marketing Action Items

Congratulations on your new LGBT-friendly designation and thank you for joining us in our first-ever LGBT Marketing Workshop!

In addition to the take-away points provided by Justin and Unite Virginia, here are action items and more information on how to stay involved in LGBT initiatives with Visit Alexandria:

- **Check the website:** Later today, our new LGBT landing page will go live at www.VisitAlexandriaVA.com/LGBT. Members who participate in the workshop will automatically appear in the LGBT-friendly listings when the page goes live.
- **Show your pride:** You earned an exclusive Visit Alexandria LGBT-friendly window decal achieved through substantial training and a commitment to the initiative. Post the sticker on your storefront to show LGBT travelers they are represented in your business.
- **Keep in touch:** We want to hear about and support your LGBT initiatives. Please tell us your success stories so we can share those with others, and contact us for help with challenges. Email Sara Stanton at SStanton@VisitAlexVA.com so that she can point you to the best resources.
- **Stay tuned:** Visit Alexandria will be developing LGBT content, partnering with local and regional community organizations and providing more educational workshops as part of our continued LGBT initiative. Keep an eye on the website and member newsletters for more information.

Thank you!