Tysons

JANUARY 12 2021

EOR Nomination for Tysons Partnership

Board Of Supervisors / Budget Policy Committee

PRESENTED BY

Josh White
Tysons Partnership
Chair

Sol Glasner
Tysons Partnership
President & CEO

EOR NOMINATION

To Advance a Community-led Vision

Nomination for additional $1M EOR Investment to fund:

NOVEMBER 2019

Board of Supervisors approved an EOR match up to $1M

Funds deployed positioned Tysons Partnership to launch new "3.0" phase

TRANSITION TO TYSONS PARTNERSHIP 3.0
by January 1, 2023

PROGRAM INITIATIVES

DATA-DRIVEN TYSONS GROWTH STRATEGY
Coordination & catalyzation

$1.26M

INVESTMENT

Success!

- Collected **2019** Q3—**2020** Q2
- $630K County EOR
- $630K "Tysons 2020" Investors

~$1M	*Projected spend through Q1 2021*
~$250K	*Investment balance to be applied to pandemic deferred initiatives*
$370K	*Remainder of 2019 authorized EOR to be released*

TYSONS 2020 INVESTORS

PRIOR EOR INVESTMENT HISTORY (Con't)

CITY BRAND PLATFORM
& VISUALS
2020 Q3

TRANSITION PLANNING
Draft Business Plan
2020 Q3

BRAND TOOLKIT
2021 Q1

2020　　　　　　DELIVERED　　　　　　2021

2020 Q2-3
COMMUNITY ENGAGEMENT
Focus Groups, Surveys

JAN 20, 2021
TYSONS DATA HUB
COLLECTION & ANALYSIS
Report Release
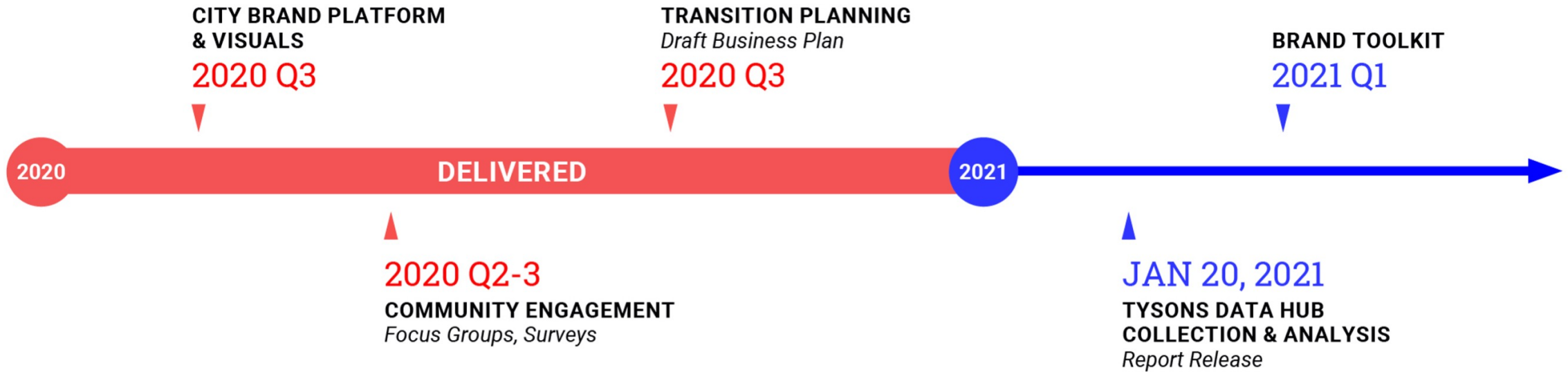
Public Convenings & Place Activations Deferred

LAUNCHING PROGRAMS & INITIATIVES IN KEY DOMAINS

Research & planning

Data Hub: Collect, Analyze, Model, Distribute & Drive Growth Strategies

Market resource development

Shape urban and public design fundamentals

Catalyze public space development

Activate public spaces

Innovation & thought leadership

Research, Planning & Economic Growth

Place...Making, Activation, & Management

Branding & marketing of Tysons

Events

Connect the neighborhoods
• walkability
• bikeability
• transit

Transportation & Mobility

Communications & Place Branding

Multimedia communications platform

Foster implementation of creative mobility solutions

Deliver TDM Services

Coordinate with transit agencies

Promote multi-modal improvements

Communications & PR program

Community outreach & engagement

to Coordinate, Launch & Catalyze

Data-driven growth & reopen strategy development

Placemaking Events & Place Activations

- Conditioned by public health circumstances
- Metrics to track and demonstrate increased local business & residential engagement

Mobility solutions

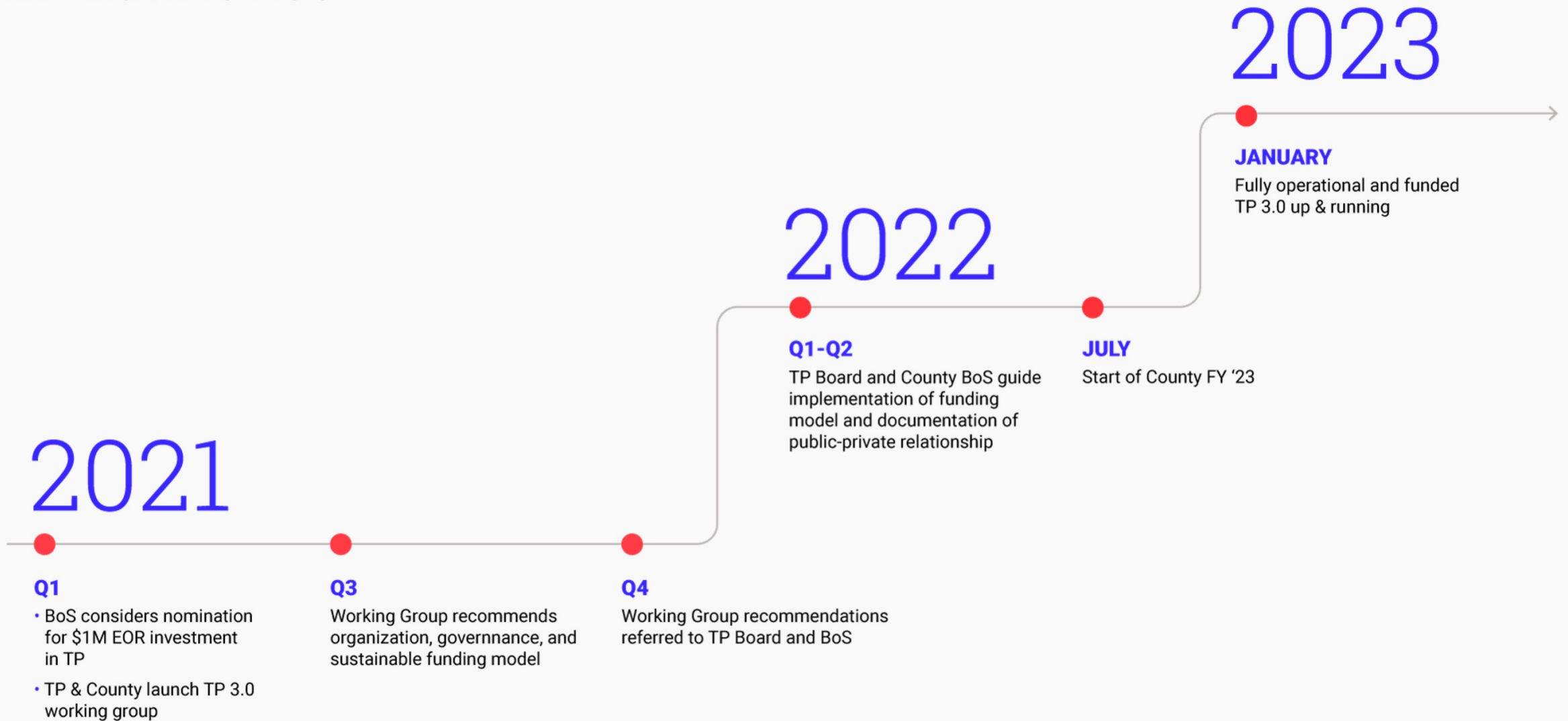**"Tysons Comes Alive" Campaign**

- Social
- Earned & paid media
- Multimedia comms platform
- Marketing & promo push

Transition to Tysons Partnership 3.0 by January 1, 2023

**Timeline facilitates broader & deeper County & community engagement

TIMELINE CHART 2021-2023

2023

● **JANUARY**
Fully operational and funded
TP 3.0 up & running

2022

● **Q1-Q2**
TP Board and County BoS guide
implementation of funding
model and documentation of
public-private relationship

● **JULY**
Start of County FY '23

2021

● **Q1**
• BoS considers nomination
  for $1M EOR investment
  in TP
• TP & County launch TP 3.0
  working group

● **Q3**
Working Group recommends
organization, governnance, and
sustainable funding model

● **Q4**
Working Group recommendations
referred to TP Board and BoS

Thank you.