



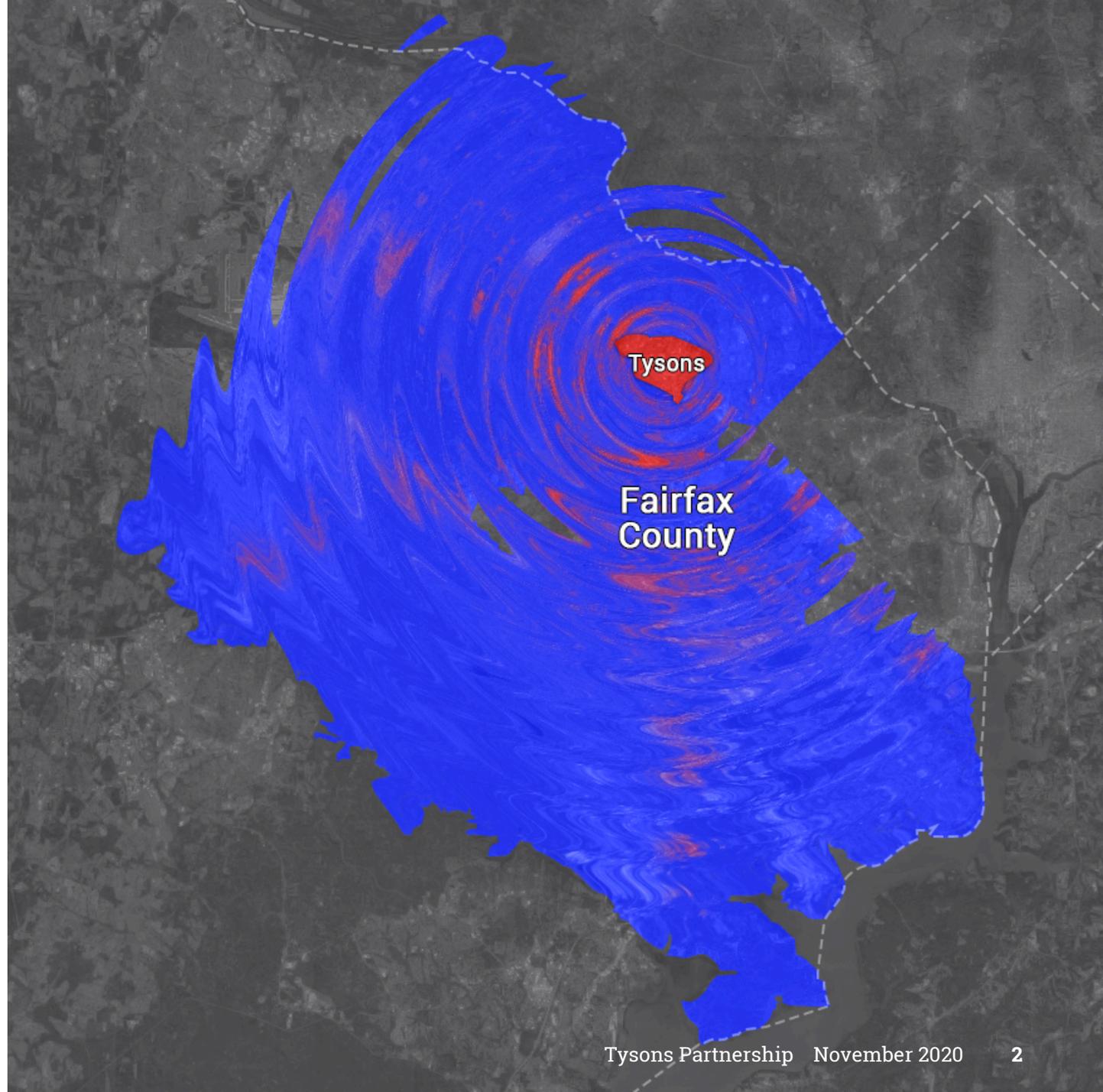
Tyson's

November 10, 2020

Presentation to Fairfax Board of Supervisors

Economic Initiatives Committee

Community Investment Impact



What happens in Tysons, doesn't stay in Tysons.

BY THE NUMBERS:

<1%

of County Geography

<2%

of County Residents

17.7%

of County Private Sector Jobs

7.2% of all County
General Fund
Revenues

Tysons NET
Fiscal Impact
on County

= \$142m =

Public Works
Parks
Libraries

10 years in

Ingredients for success: A collaboratively-created County Plan, BoS follow-on motions, and public & private investment

COMP PLAN
2010



METRO
SILVER LINE
2014



TYSONS CORNER
CENTER PLAZA
2014



CIRQUE DU
SOLEIL
2016



THE BORO/
WHOLE FOODS
FLAGSHIP
2019



VESPER TRAIL
2019



2010

OFFICE DELIVERED: 3.05m sf | RESI DELIVERED: 4,649 UNITS | RETAIL: 469k sf

2020



2012
TP 1.0
LAUNCHES



2014
BOS APPOINTS TP AS
TMA FOR TYSONS



2019
COUNTY MATCHING
GRANT FOR TP 2.0



2019
JONES
BRANCH
CONNECTOR



2019
CAPITAL ONE
CENTER/WEGMANS

Comp Plan Called for an “Implementation Entity”

IMPLEMENTATION ENTITY

The Tysons Partnership, a nonprofit membership association, was established in 2011 as an umbrella organization for businesses, residents, land owners, developers, civic groups, and professional consultants located in Tysons.

Incorporated as a Virginia nonprofit in 2012
Membership--~120 organizations; includes residential associations
County seat on governance board. Community liaisons invited to board meetings.
Dues funded. Annual operating budget <\$1m

OUR MISSION: Tysons Partnership is a dynamic collaborative of Tysons stakeholders working together to accelerate the transformation of Tysons... We are a convener, a voice and a catalyst for the people who live here, work here, and do business here... and we provide context in which new ideas and community thrive.

Tyson's Partnership Board of Directors



Booz | Allen | Hamilton



Federal Realty INVESTMENT TRUST



Holland & Knight

HUNTON ANDREWS KURTH



McGUIREWOODS



The Rotonda Condominiums



Connecting the Silos



Connecting the Silos

MAKING A WHOLE GREATER THAN THE SUM OF ITS PARTS

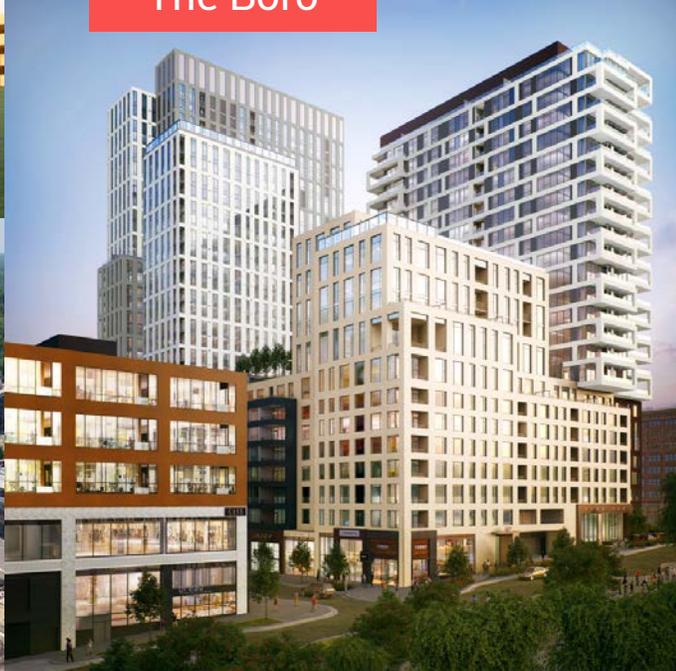


Building the Tysons Community

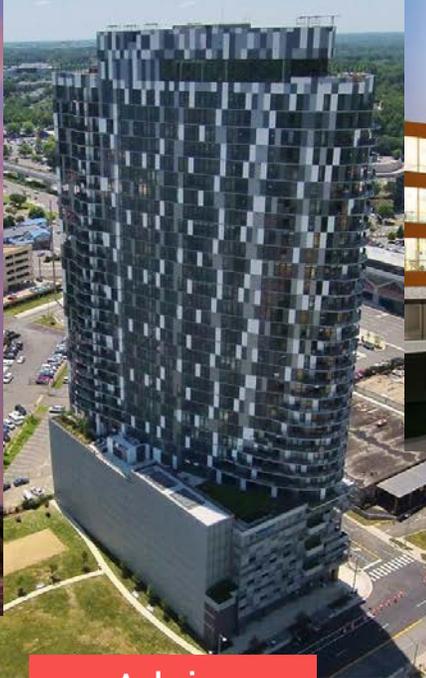
The Lumen



The Boro



The Bexley



Adaire

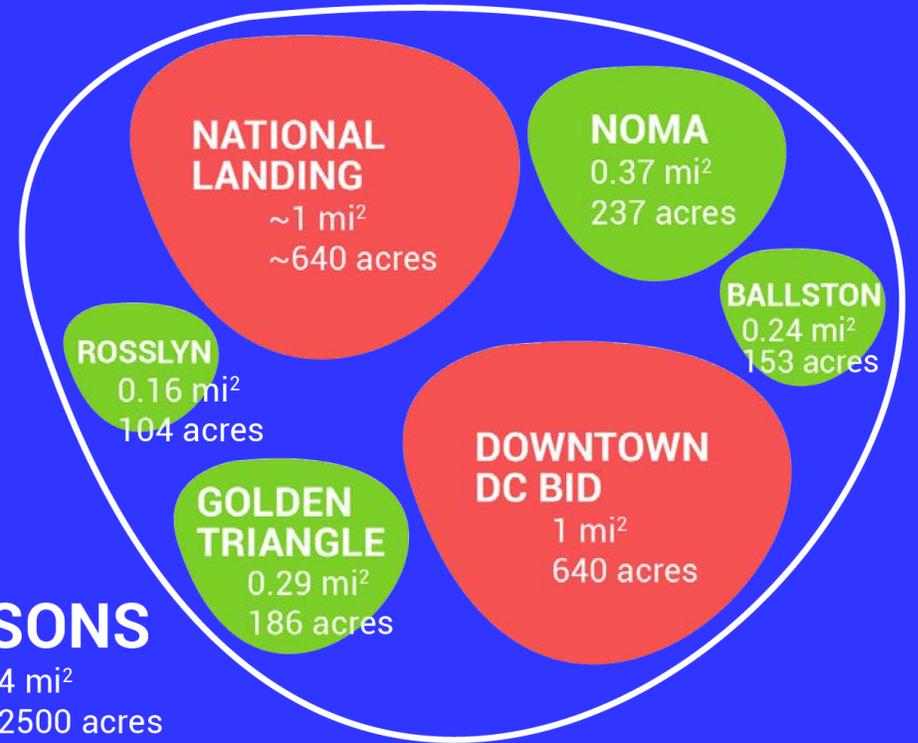


Tysons Partnership: Advancing a Community-Led Vision



The competition
is organized
and active.

TYSONS
4 mi²
2500 acres



This was not in the Comprehensive Plan...

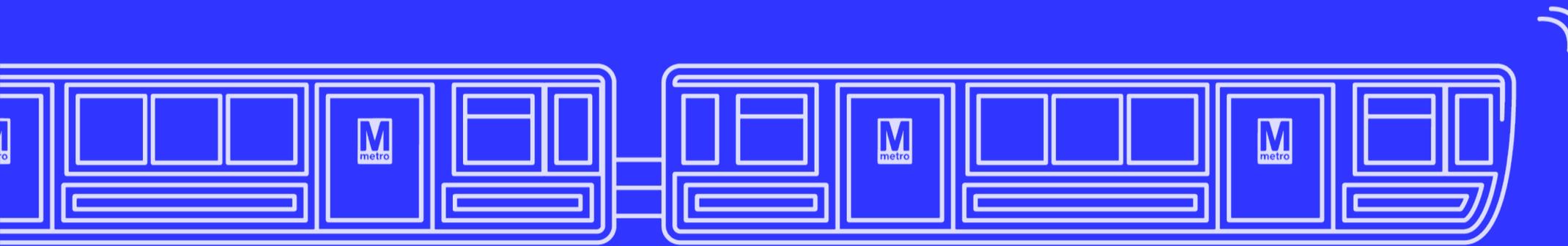
**MASSIVE
DISRUPTER**





MONTYSONS

Tyson's Partnership
Moving to 3.0



TYSONS 1.0
2012-2019

TYSONS

TYSONS 2.0
2020-2021

Tyson's

3.0

Tyson's Partnership

Dedicated to Public Service Goals

- Drive asset value by catalyzing economic growth, infrastructure investment and inclusive development
- Establish and promote distinctive urban identity
- Be the “glue” that facilitates cohesion, community identification and engagement
- Enhance & activate place through programs, coordination & community participation
- Foster a mobility ecosystem that optimizes connectivity within Tysons and between Tysons and the surrounding region.



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Thank you.



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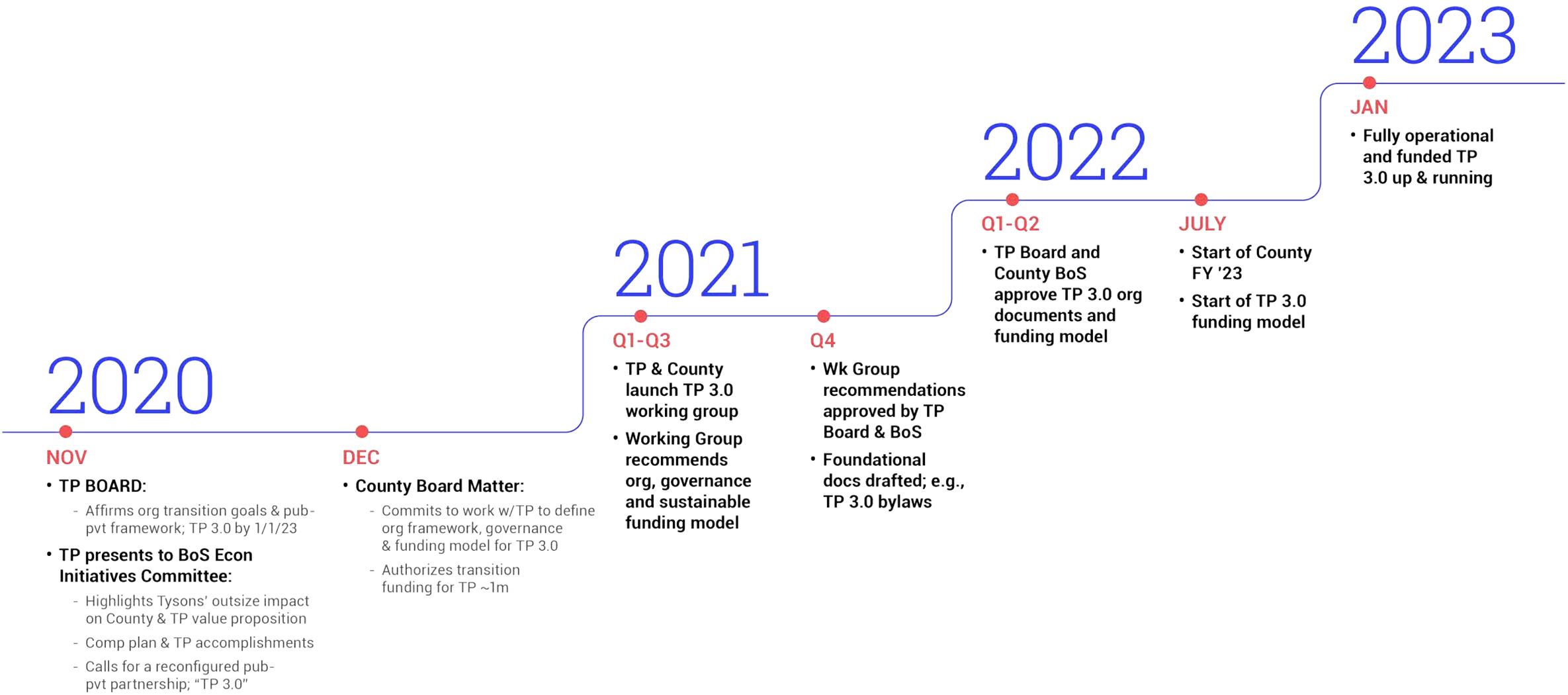


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Timeline to 3.0



2020

NOV

- **TP BOARD:**
 - Affirms org transition goals & pub-pvt framework; TP 3.0 by 1/1/23
- **TP presents to BoS Econ Initiatives Committee:**
 - Highlights Tysons' outside impact on County & TP value proposition
 - Comp plan & TP accomplishments
 - Calls for a reconfigured pub-pvt partnership; "TP 3.0"

DEC

- **County Board Matter:**
 - Commits to work w/TP to define org framework, governance & funding model for TP 3.0
 - Authorizes transition funding for TP ~1m

2021

Q1-Q3

- TP & County launch TP 3.0 working group
- Working Group recommends org, governance and sustainable funding model

Q4

- Wk Group recommendations approved by TP Board & BoS
- Foundational docs drafted; e.g., TP 3.0 bylaws

2022

Q1-Q2

- TP Board and County BoS approve TP 3.0 org documents and funding model

JULY

- Start of County FY '23
- Start of TP 3.0 funding model

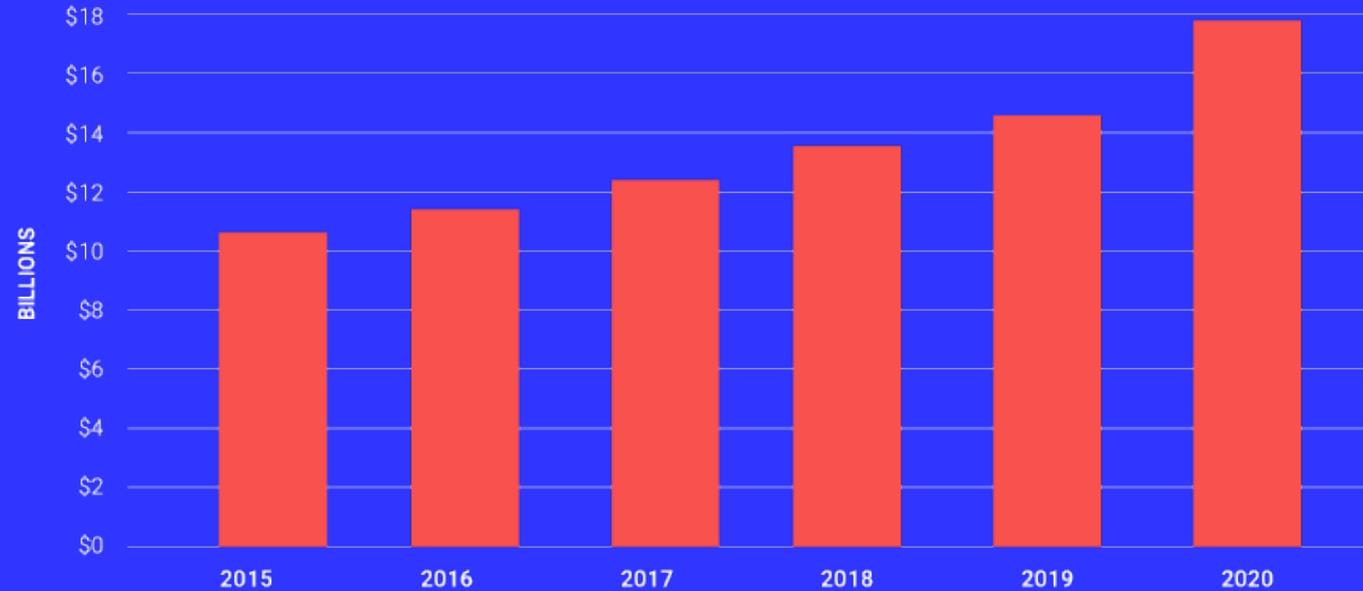
2023

JAN

- Fully operational and funded TP 3.0 up & running

Tyson's: An Engine For Growth

Tyson's Property Tax Assessment 2015-2020



Tyson's is Fairfax County's economic powerhouse.

Tyson's Partnership Greatest Hits



In 2019—
12 Events
3000 Participants

