



Tyson's Partnership – Branding Campaign

Initial Project Evaluation

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Tyson's Partnership Background

- Established in 2012 as the “Implementation Entity” for the County’s Comp Plan for Tysons
- Tysons Partnership is a 501 (c) (4) public-private partnership
- Represents Tysons stakeholders: employers, retailers, residential communities, landowners, investors, and visitors
- Currently have over 130 total organizational members
- Established a variety of placemaking efforts; e.g.,
 - Arts & Outdoor Activation
 - Community Engagement Programs
 - Charity Campaigns
 - Tysons Luxury Lilies Mural at Greensboro Metro
 - “Imagine Arts Here” with Tysons Tiles (cooperation with Arts Council of Fairfax County)

Requested Investment

- Requesting up to \$1 million from the County's Economic Opportunity Reserve (EOR)
- Looking to launch a multiphase branding campaign for Tysons
- Exploring ways the underlying business and financial model can be modified to expand resources and sustain capacity in the long term

Funding Usage & Expected Outcomes

- Tysons Partnership has engaged a global design firm at a ceiling amount of \$250,000 to help develop a place-branding strategy for Tysons
- County funds would be utilized to match fundraising only from the Tysons Partnership towards activation/launch of the recommended place-branding strategy
- Funding could be allocated to
 - Placemaking events & activations
 - Media Outreach (includes social media)
 - Branding Efforts
 - Sponsorship and Marketing

Staff Recommendation

- Staff **Recommends** an Investment of \$1 million
 - Will be an equal match from the Tysons Partnership of \$1 million
 - *Consistent with EOR project criteria to leverage private sector investment*
- Funding options could also result in a new business model to provide long term sustainability (e.g. Business Improvement District)
- No overlap in duties with FCEDA
- Relevant study results will be shared with Fairfax County