

# tysons

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## Community Alliance

Fairfax County Board of Supervisors  
Economic Initiatives Committee  
June 13, 2023

# Tyson's Community Alliance (TCA)

## Initial Progress Report

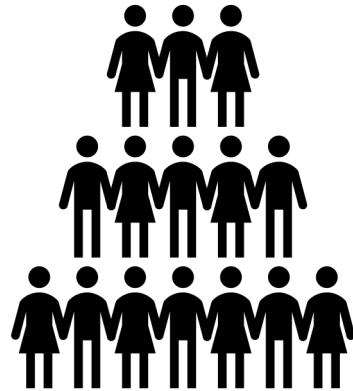
- Tyson's Today
- TCA Organizational Development
- TCA Program Activities
- Strategic Plan
- CEO Announcement

# Tysons

Dynamic Mixed Use Urban Place



# Tyson's Today: Workforce



**116,000**

Tyson's has the second largest workforce in the region

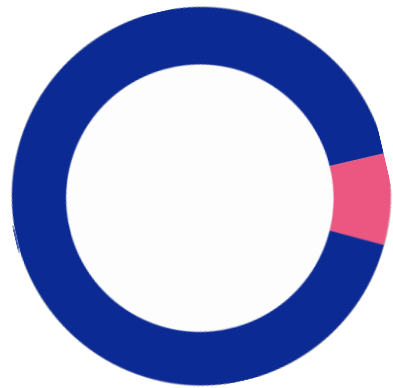
# Tyson's Today: Building on Success



**17%**  
of Fairfax County's  
**TOTAL JOBS**



**10%**  
of Fairfax County's  
**TOTAL RETAIL REVENUE**



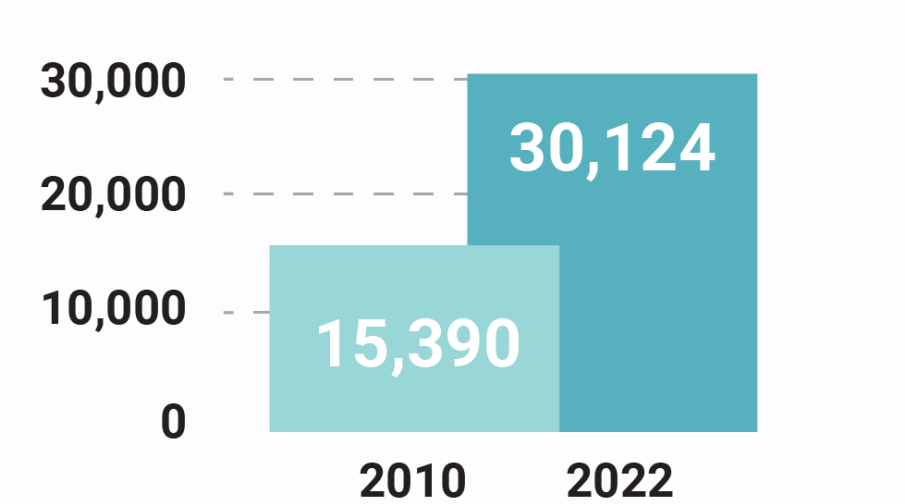
**8%** of total Fairfax County  
**TAX REVENUE**



**1%** of total Fairfax County  
**TOTAL LAND AREA**

# Tyson's Today: People

## Population



# 19%

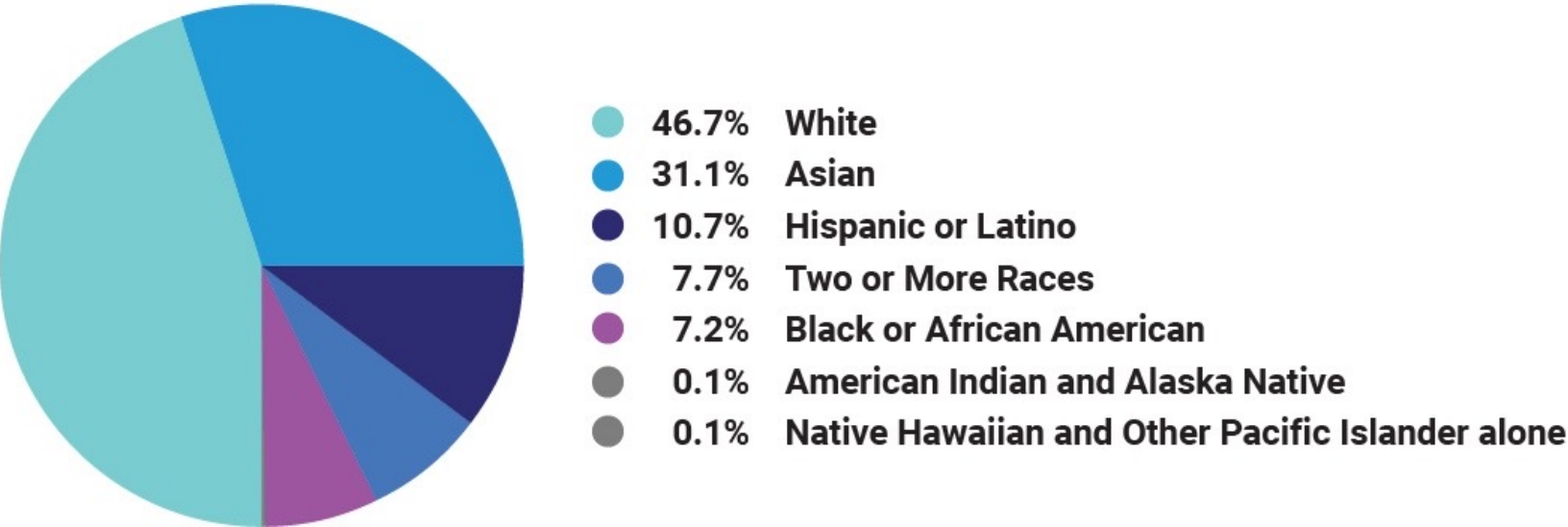
Household Increase  
2018 to 2021

# 4x

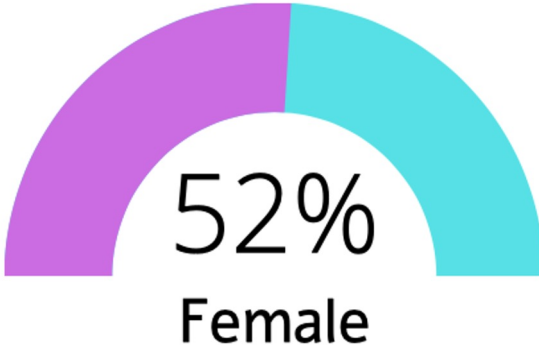
times faster than  
Fairfax County's  
average

# Tyson's Today: People

## Racial Makeup

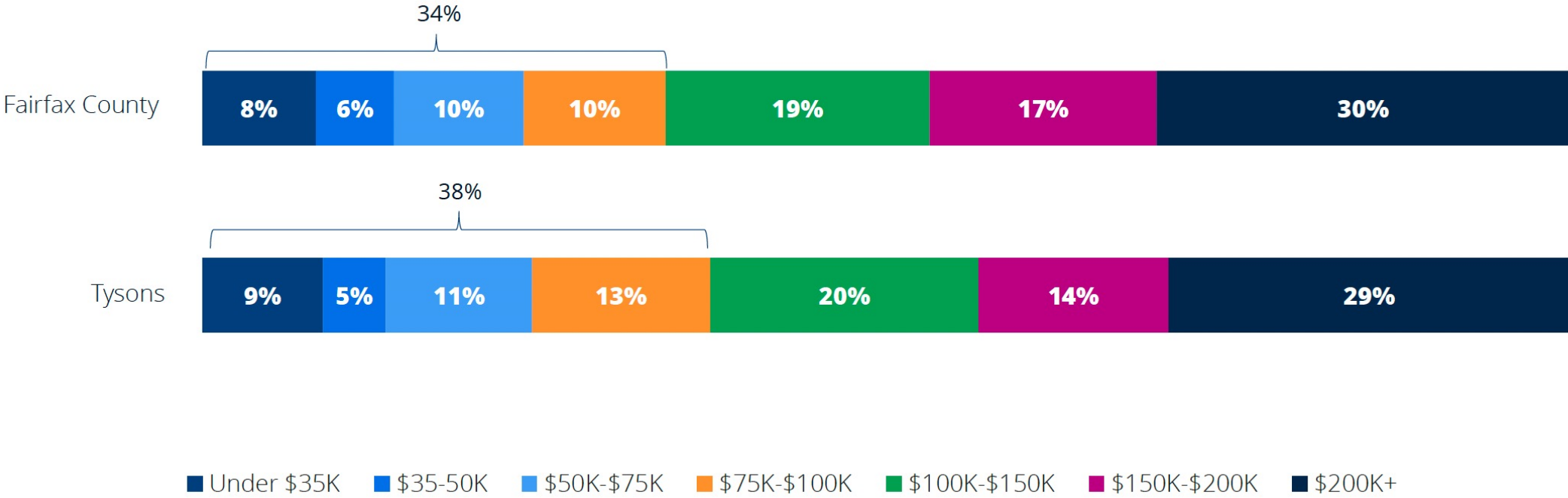


## Gender



# Tyson's Today: People

## Household Income Distribution




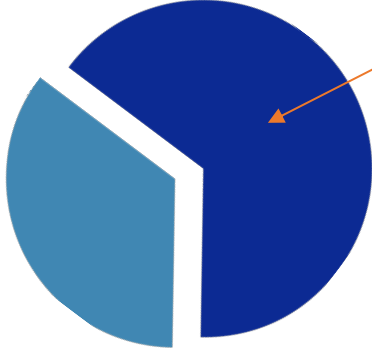
\*based on 5 years ending 2021

Source: ACS 2021 5-Year Estimates, Tysons CDP Geography



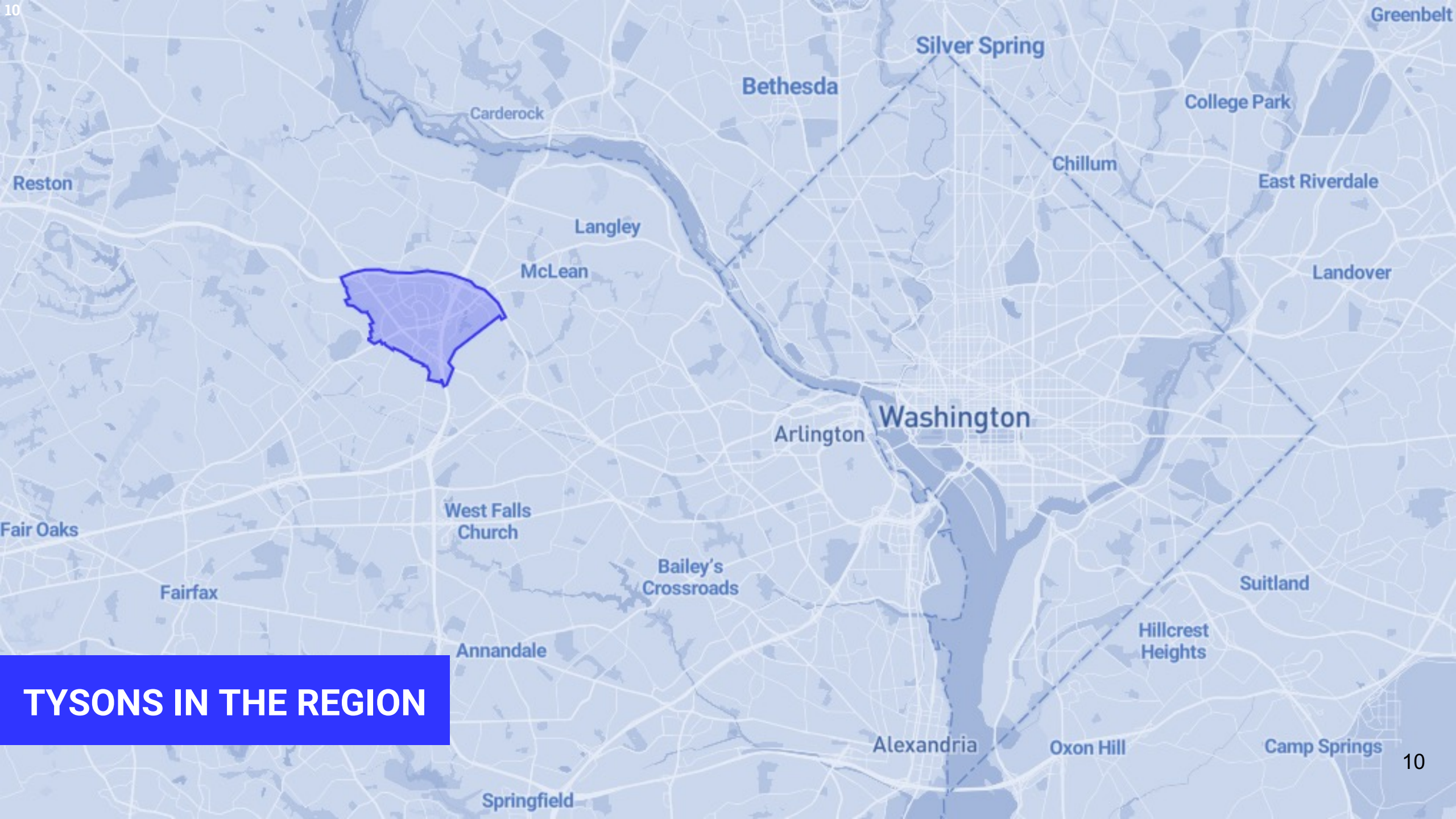
# Tyson's Today: Retail Comeback

 **92%**  
of 2019 visits

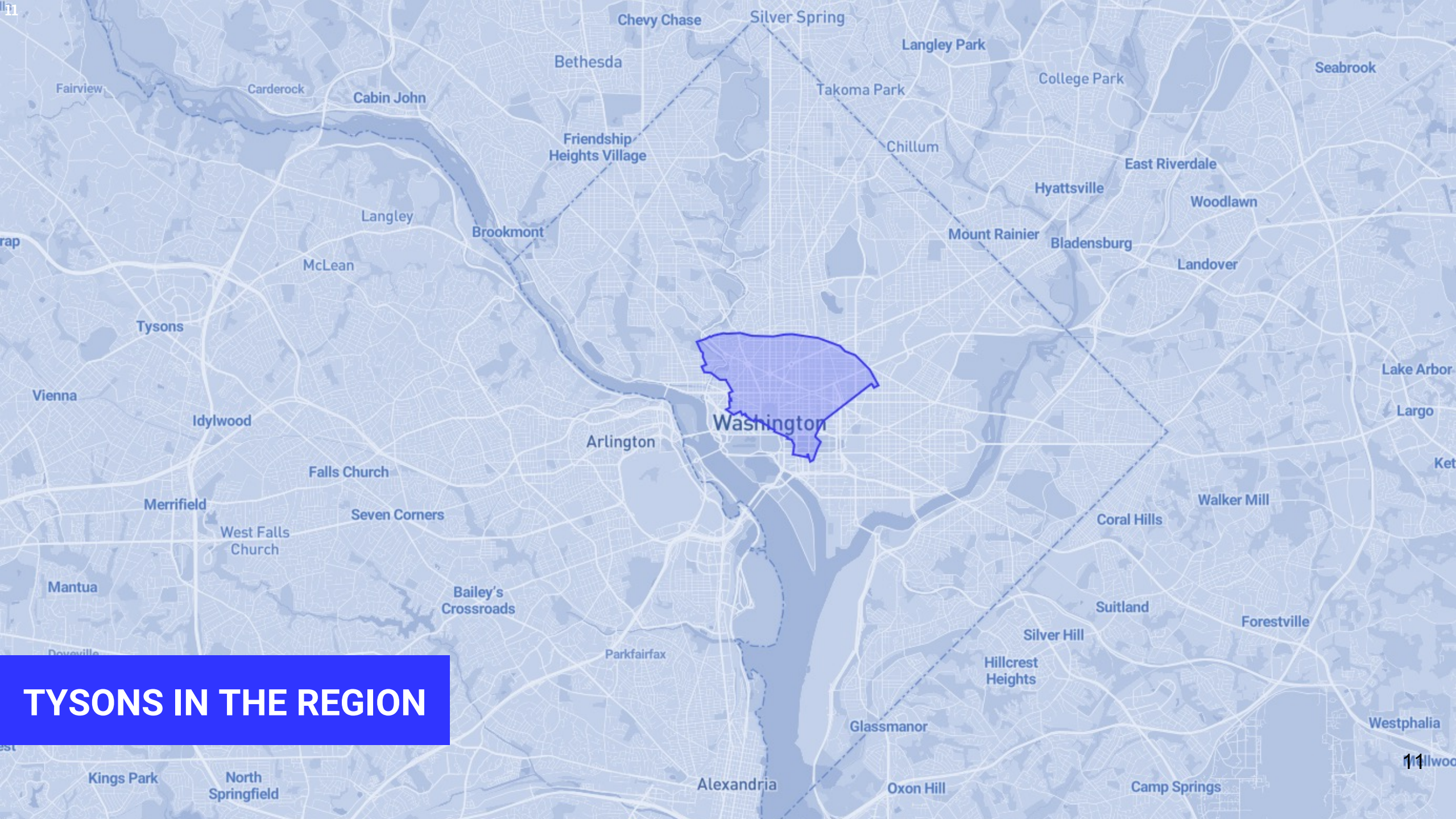
 **65%** of retail spending in Tysons is carried out by non-residents

**10%** of Fairfax County's **TOTAL RETAIL REVENUE**



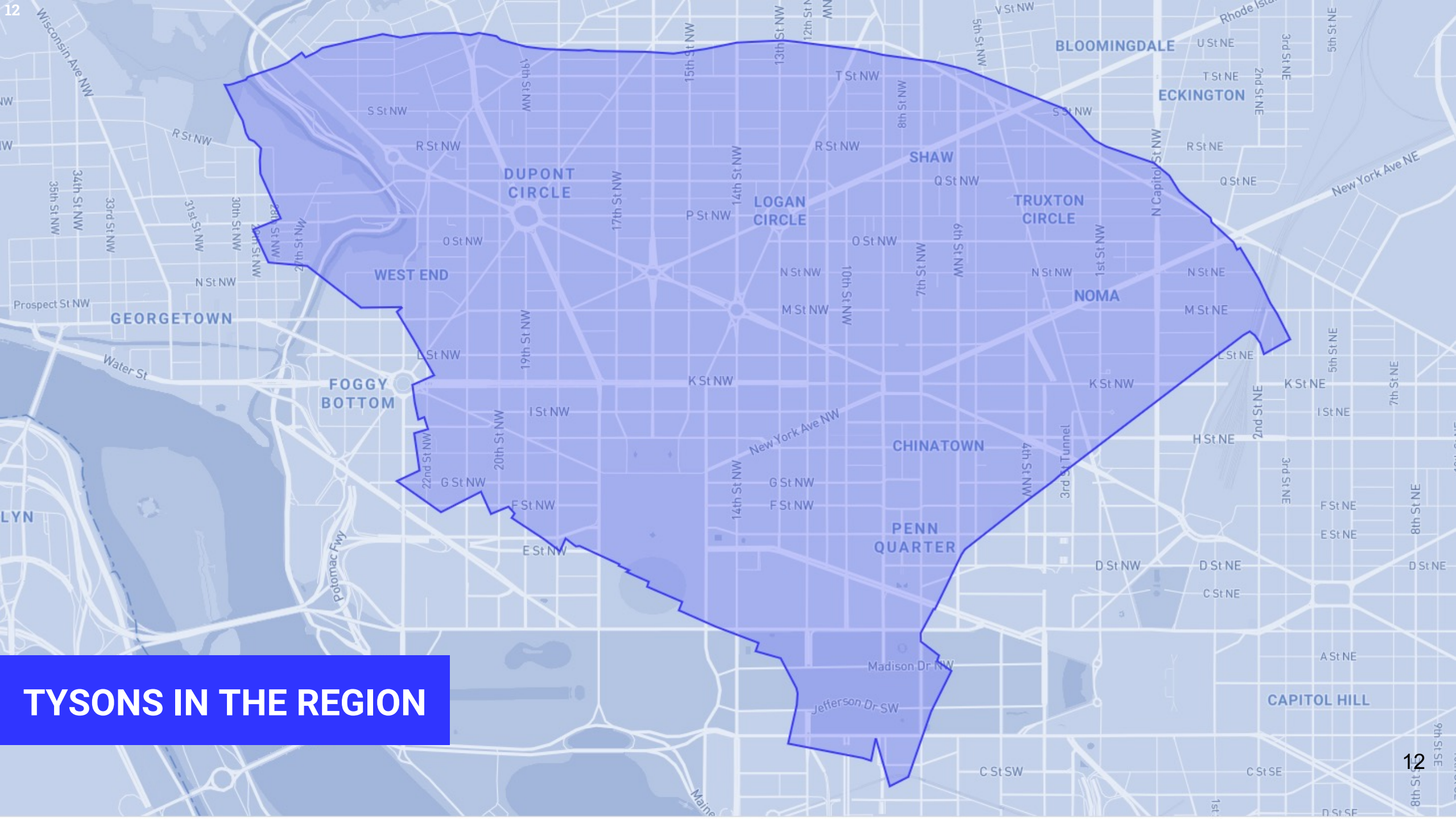


**TYSONS IN THE REGION**



# TYSONS IN THE REGION



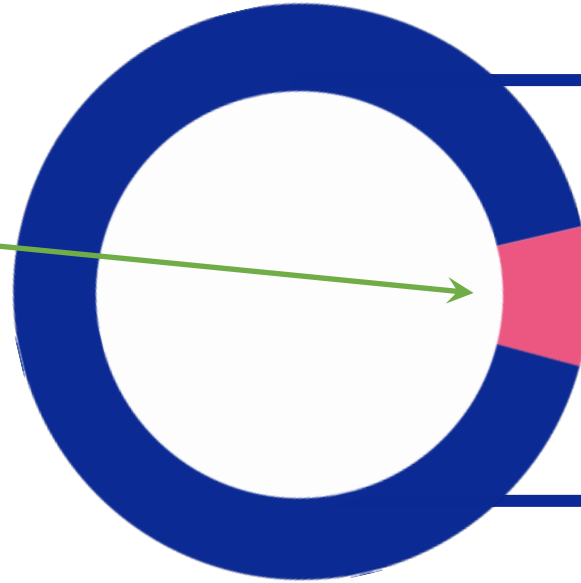


**TYSONS IN THE REGION**

# Tyson's Fiscal Impact

**\$268**

Million in taxes  
generated annually



**8%**

Tyson's contribution  
to all the General  
Fund tax revenues  
for Fairfax County

**Tyson's** represents 1% of the  
total Fairfax County landmass



# **Tyson's**

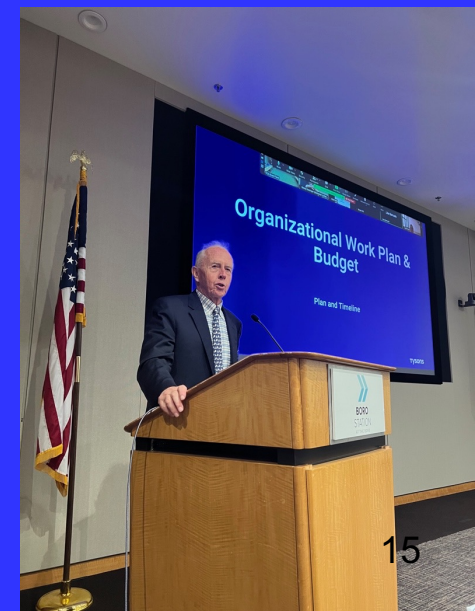
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## Community Alliance

It is the mission of the TCA to build upon and grow this valuable economic asset for Fairfax while also ensuring the growing diverse community is inclusive to all.

# TCA Organizational Development July 2022-June 2023

- Incorporated
- Developed By-Laws
- Formed Board of Directors
- Built Administrative Infrastructure
- Convened first and subsequent Board Meetings
- Adopted Work Plan and Budget
- Appointed Executive Committee
- Officially launched the organization in February
- Hired interim CEO and now permanent CEO
- Negotiating MOU with County
- Secured with BOS support, 8-month start-up budget, \$2.5M



# TCA Program Activities

- **Communications & Branding**
- **Placemaking, Place Management**
- **Transportation & Mobility**
- **Research & Business Support**



# Communications & Branding



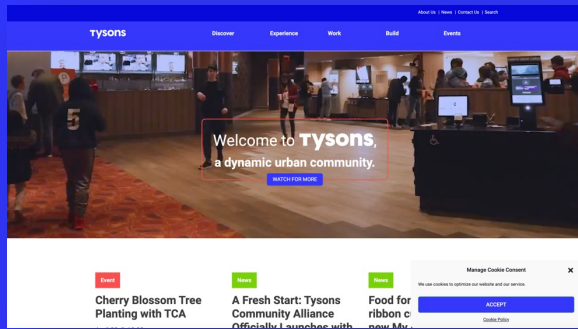
## BRAND POSITIONING

Tysons is evolving into a premiere urban center. The city is home to nearly 30,000 residents, five Fortune 500 companies and an ever-growing diverse community bringing culture and influence to the region and the world.

Livable  
—  
Connected  
—  
Community  
—  
Visionary  
—  
Authentic  
—  
Vibrant  
—  
Vital  
—  
Successful

## BRAND CHARACTER

# Communications & Branding



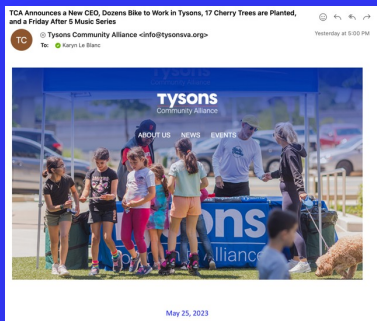
Updated Website TysonsVA.org



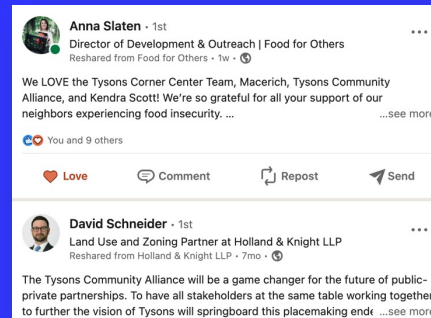
Video: Tysons w/Tommy McFly



Official TCA Launch Event



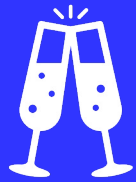
Monthly Newsletter



Social Media



# Community Engagement



# Key Indicators



**Reach**

↑ 207.4%



**Reach**

↑ 139.7%



**Unique visitors**

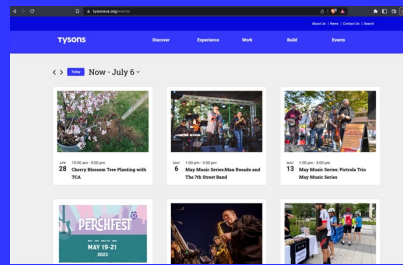
↑ 99.1%



**Impressions**

↑ 21,172

# Placemaking, Place Management



Tysonsva.org/Events

**Save the Date**

**Tyson's**  
Community Alliance

**LAUNCH EVENT**

February 22 | 2023  
8:30 - 10:00 AM  
The Auditorium at Valo Park, 7950 Jones Branch Dr, Tysons, VA 22102

We hope you can join us as we celebrate the continued success of Tysons and the newly established Tysons Community Alliance.

@Tysons\_VA | tysonsva.org

Save The Date

April 2nd 8-11 AM

**Inaugural Family Bike Ride in Tysons**

Tyson's Corner Center Plaza

**Tyson's** Community Alliance  
NATIONAL Cherry Blossom FESTIVAL

**Tyson's** Community Alliance

**Connector Happy Hour**

March 9 | 2023  
5:30 - 7:30 PM  
Circa at the Boro, 1675 Silver Hill Drive, Tysons, VA 22102

Tyson's Community Alliance would like to invite you to our first TCA Connector Happy Hour on Thursday, March 9th. Our happy hour series occurs on the second Thursday of every month and provides attendees with an opportunity to learn about TCA events and programs while connecting with other community members.

@Tysons\_VA | tysonsva.org

TYSONS COMMUNITY ALLIANCE IS EXCITED TO BRING LIVE MUSIC TO TYSONS!

**MAY MUSIC SERIES**

May 10th | 11:00pm  
**MAX ROSADO** and the 7th Street Band  
Salsa

May 15th | 11:00pm  
**PICTROLA TRIO**  
Bluegrass

May 20th | 11:00pm  
**JULIAN BERKOWITZ QUARTET**  
Jazz

FREE | ALL AGES | BORO PARK | Tysons

May 23 6:00 am - 9:00 am  
**Bike to Work Day**

APR 28 10:00 am - 5:00 pm  
**Cherry Blossom Tree Planting with TCA**

**Tyson's** Community Alliance

JOIN US FOR THE KENDRA SCOTT GRAND OPENING IN TYSONS CORNER CENTER!

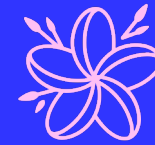
Saturday, April 22nd

Join us, along with the Tysons Community Alliance and Food for Others, for Kendra Scott's Grand Opening at Tysons Corner Center. From 4-7pm, 20% of all proceeds will be donated back to the community.

Can't make it to the event? Shop online at [www.kendrascott.com](http://www.kendrascott.com) and use this coupon code at checkout to support Food for Others:  
**GIVEBACK-TCAXFFO**

# Placemaking, Place Management

## National Cherry Blossom Festival Tree Planting



# Transportation & Mobility

## Nature of Pedestrian System

### Transportation | Sidewalk Network

In the last few years, several sidewalk projects have been completed, but there remains 4.6 miles of missing sidewalks according to a recent inventory by the Alliance.

- 24 miles of sidewalks
- 4.62 miles of gaps

- Sidewalk Gaps
- Existing Sidewalks

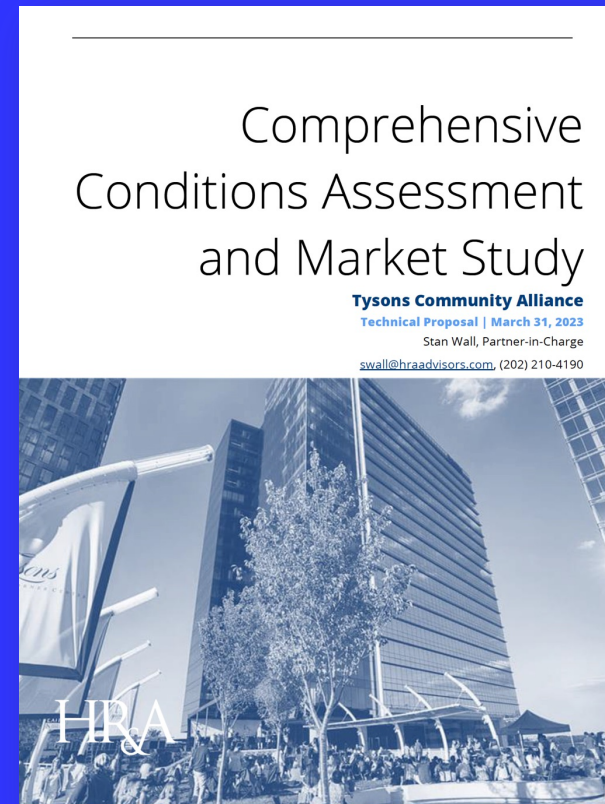


Source: Fairfax County GIS and Tysons Community Alliance

# Research & Business Support

## Establishing Baseline Data

- Coordinating different sources
- Issued RFP to further analysis
- Building a Tysons Database
- Conducting Market Study
- Serve as a basis for Strategic Plan





# Strategic Plan



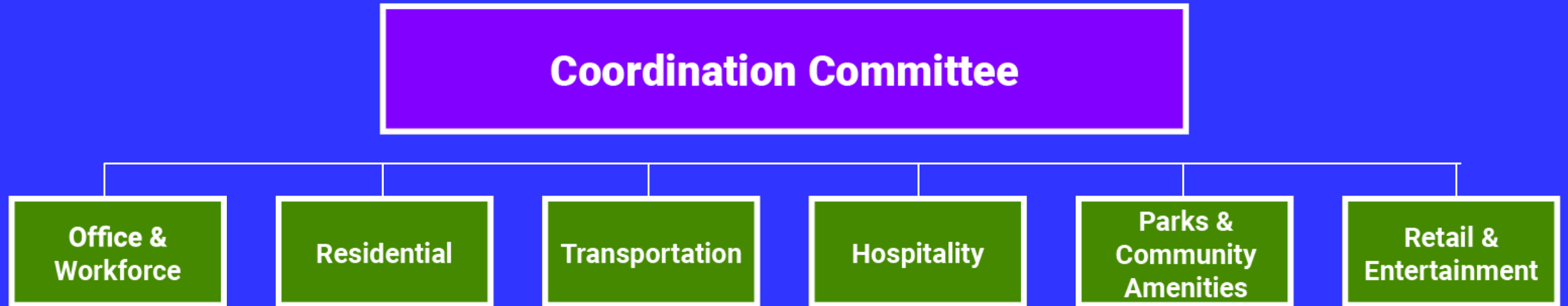
## I: INTRODUCTION

In the 1950s, Tysons was a rural area of Fairfax County, marked by the crossroads of Routes 7 and 123 and a general store. In the 1960s, the Tysons Corner Center, a large regional mall, was opened, beginning the area's transformation into a major commercial center. Later Tysons attracted a second regional mall, the Galleria at Tysons II, and the county's largest concentration of hotel rooms, including those at the Ritz Carlton and the Sheraton Premiere. Tysons has also become home to several Fortune 500 headquarters and many other prominent national firms, and in 2010 had around one-quarter of all of the office space in Fairfax County.

The construction of the Capital Beltway and the Dulles Airport Access Road in the 1960s improved Tysons' access to highway and air transportation. This made Tysons one of the region's most strategic locations for capturing suburban office and retail development. The subsequent transformation of Tysons was part of a nationwide phenomenon that shifted many traditional business functions from downtowns to the suburbs. Tysons was at the forefront of this trend, and, in fact, was identified as the archetypical "Edge City" by Joel Garreau in his 1991 book of the same name.

Tysons, with its large concentration of office and retail development, is well positioned to take advantage of the Metrorail's new Silver Line. This line diverges from the Orange Line west of the East Falls Church station, and will ultimately extend beyond the Washington Dulles International Airport into Loudoun County. Four Metro stations are located in the Tysons Urban

# Strategic Plan



# Strategic Plan

## Cross-sectional Values

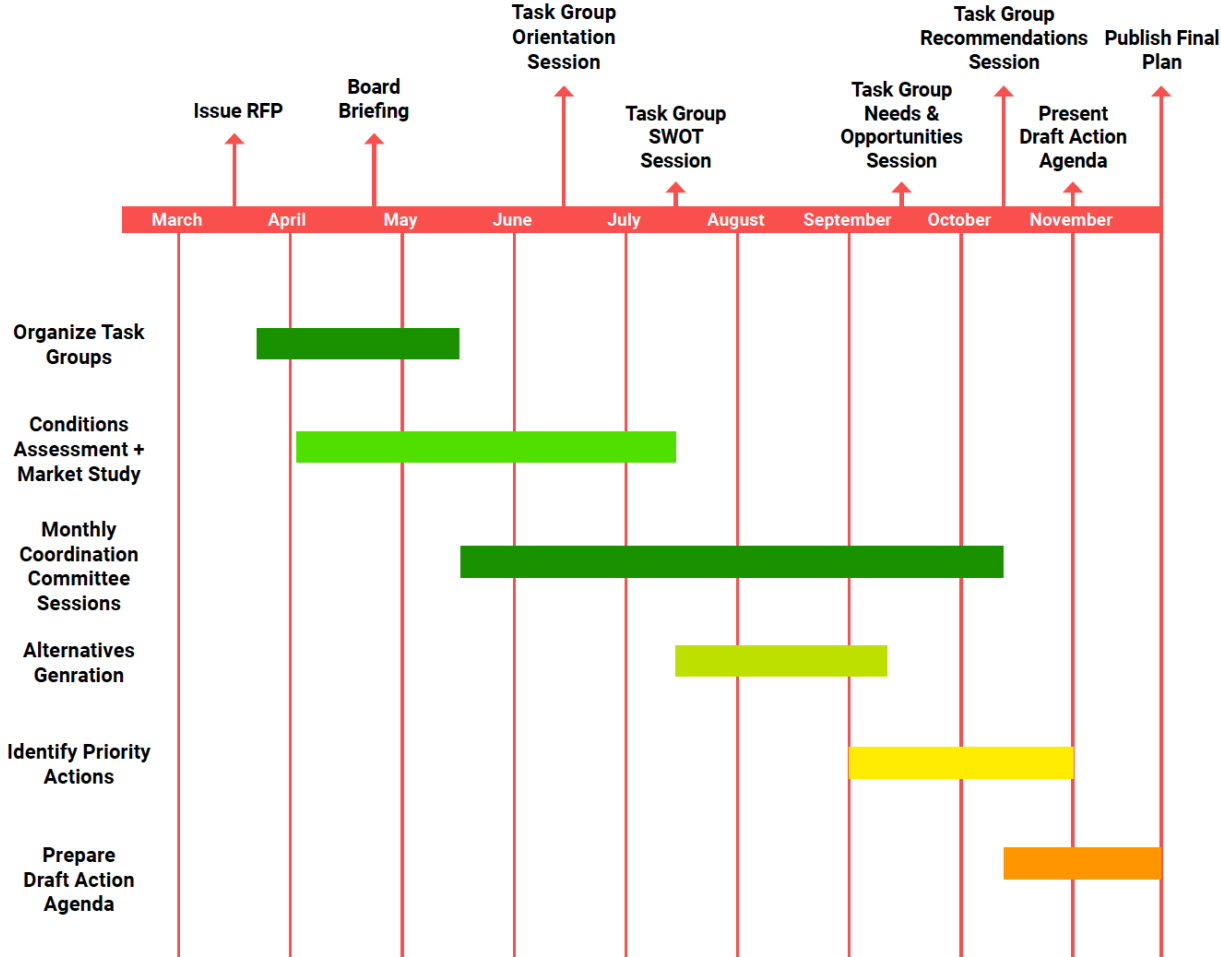
- Sustainability
- Equity
- Diversity

## Community Engagement

- Task Group engagement
- Community Engagement
- Surveys

# Strategic Plan Timetable

The Strategic Action Planning Process is expected to take place over a nine-month period beginning in March and culminating in the presentation of a final report in November.



# Strategic Plan Information Gathering

(beginning July 2023)

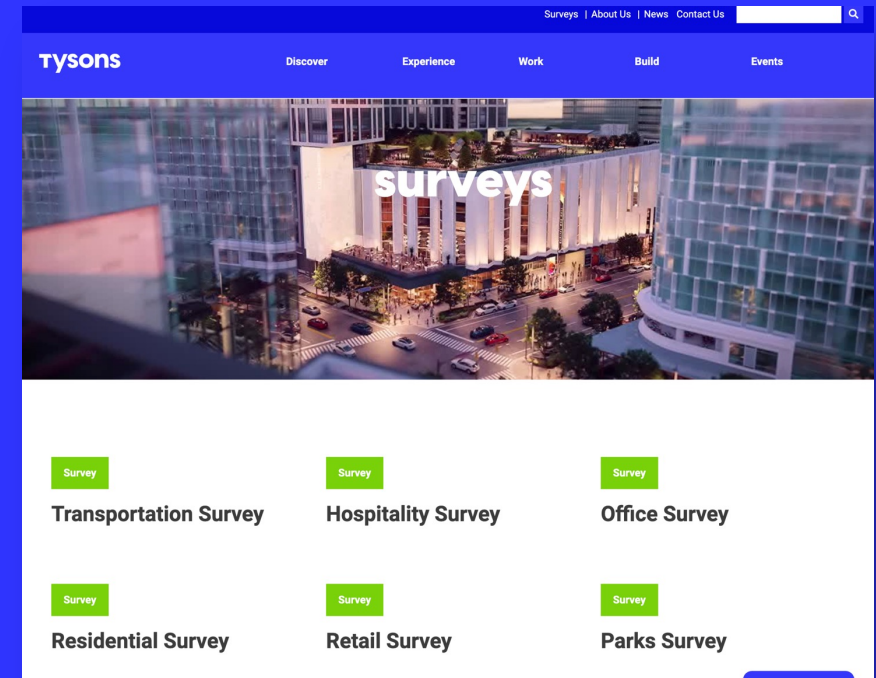
## Sample Questions:

What are additional steps which can be taken by all sectors of the Tysons economy to help meet the County's goals of more equitable development?

How can opportunities to make Tysons more walkable and bike-able be increased?

What are the strengths of the residential market and how can these forces be used to increase the amount of affordable housing?

How can Tysons grow more local serving retail and increase entertainment uses as well?



Sample website

# TCA Initial Goals

- Establish an effective organizational infrastructure ✓
- Launch a set of key programmatic initiatives ✓
- Refresh and reignite a new brand and image of Tysons ✓
- Create a foundation for future strategic planning ✓

# CEO Announcement

## Katie Cristol



News | Press Release May 02, 2023

### Tyson's Community Alliance Board Selects Katie Cristol as its new Chief Executive Officer

The Washington Post  
Democracy Dies in Darkness

Virginia Politics Local news D.C. politics Md. politics

### Arlington board member Katie Cristol will resign to lead Tysons group

By Ivo Armus  
May 2, 2023 at 9:30 a.m. EDT

WTOP News News Traffic Weather

Listen Live

Home Arlington, VA News Katie Cristol stepping down...

This article is about 2 weeks old

### Katie Cristol stepping down from Arlington Co. Board to lead Tysons development nonprofit

Jessica Kronzer | jkronzer@wtop.com  
May 3, 2023, 11:49 AM

FFX NOW  
Fairfax County local news

NEWS

### JUST IN: Tysons Community Alliance selects first permanent CEO

Angela Woolsey May 2, 2023 at 10:15am

THE BUSINESS JOURNALS Select a City Member Account

WASHINGTON BUSINESS JOURNAL

Latest News Lists & Leads Commercial Real Estate Banking Technology Health Care Residential Real Estate DC Inno Events Nominations

Commercial Real Estate

### Arlington Board member Katie Cristol to lead Tysons Community Alliance

citybiz

CITIES CHANNELS CITYBIZ+ INTERVIEWS CONTACT Agencies

BALTIMORE, WASHINGTON DC // CEO/BOARD, COMMERCIAL REAL ESTATE

### Tyson's Community Alliance Appoints Katie Cristol as CEO

MAY 2, 2023

**Thank You.**