Tysons
Community Alliance

TCA Work Program for Executive Committee Direction and Board Monitoring: Communications and Branding Department

Key EC Question: Which activities are priorities, and which should be deprioritized? Which activities are missing?

1. Refreshed brand to represent Tysons and the Tysons Community Alliance
2. Brand Services Program with physical and digital assets
3. Tysons Teammates community engagement platform with 4-6 events
4. Yearlong event calendar
5. Relaunch of new tysonsva.org

Strategic Plan Link	Program Function	Necessary Programmatic Infrastructure	Activities and KPIs	Impact Indicator(s)
Theme 1.1 Theme 2.1 Theme 2.2 Theme 4.3	Develop and implement equitable branding, marketing and promotion programs	Execute Brand Modification • Engage consultant for creating a highly visible and distinct brand that projects a bold and sophisticated vision for Tysons. • Elevate the visibility and interest in Tysons through a platform that orients key stakeholders to key differentiating concepts. • Create a platform with key components and clear guidance for messaging and design to ensure effective and consistent application by internal teams and external partners.	**Launch a refreshed Tysons-focused brand to support evolving campaigns with targeted messaging, outreach toolkit, social, earned and paid media and creative.** TCA will track the output and effectiveness measures associated with the brand modification, including: • #s related to awareness overall (earned media, Tysons adoption) • # of placements throughout Tysons • # of placements in place making via flags, signs, maps, etc. • # of places in signage • # of businesses adopting Tysons brand *Forecasted percent of personnel resources and additional costs: 20%*	# of social media followers and engagement AND # of earned media postings about Tysons % growth / performance, in these indicators, measured in year one against comparative regional trends and, in future years, against baseline

Theme 1.2	Develop and implement equitable branding, marketing and promotion programs	Build Stakeholder Brand Services supporting other program areas, TCA Board, and TCA partners • Identify Placemaking and Activation, Transportation and Mobility and Research and Data departments to market programs and projects. • Develop marketing collateral, graphics, pamphlets, digital assets, flyers, postcards, brochures, and other Tysons marketing pieces using the updated brand to support Tysons businesses and investment in Tysons. • Build an online toolkit to include digital assets, photos, collateral, and other marketing material for accessibility and download • Develop branded documents with key messaging and detailed KPIs and ROI to highlight successes in programs and campaigns	**Create and manage a Stakeholder Brand Services Program to provide physical and digital assets** TCA will track the output and effectiveness measures associated with the Internal Services Program, including: # of tool kit uses # of tool kit downloads # of pieces of available collateral # of downloads of materials # of digital assets *Forecasted percent of personnel resources and additional costs: 10%*	# and % of Board of Director-associated and Organizational Member businesses / organizations in Tysons using branded, toolkit materials
Theme 1.1 Theme 2.1 Theme 4.4	Facilitate community cohesion, livability through outreach efforts that prioritize equity, establish and maintain trust, and utilize inclusive engagement methods.	Create a Community Engagement Vision and Program • Create a recognizable Tysons Teammates brand supported by the new Tysons brand modification. • Build and integrate Salesforce database. • Develop partnership with key stakeholders and influencers to reach and recruit Teammates. • Work with Placemaking and Activation, Transportation and Mobility and Research and Data departments to leverage planned programs and projects for community involvement opportunities. • Identify and beta test discount system for TT members to support local businesses.	**Launch Tysons Teammates with up to 4-6 events** TCA will track the output measures associated with these projects which may include: • # of Tysons Teammates • # of attendance at events • # of discount app downloads and uses *Forecasted percent of personnel resources and additional costs: 20%*	# / % of Teammates reporting, in a TCA perception survey, greater sense of identity and belonging

Theme 1.1 Theme 1.2 Theme 2.1 Theme 4.4 Theme 5.4 Theme 5.5	Develop opportunities in Tysons with an emphasis on facilitating collaboration, enahancing public and private spaces, promoting tysons	Create and Execute an Events Calendar • Hiring Events Manager • Formalize standard protocol for project and budgeting of events • Work with Placemaking and Activation, Transportation and Mobility and Research and Data departments to identify program events. • Survey Tysons businesses to identify annual local events. • Recruit an "Events Working Group" reflecting the various interests in Tysons.	**Deploy a year-long calendar of events designed to highlight existing investments and diverse demographics** TCA will track the output measures associated with events which may include: # of attendees # of Tysons Teammates attendees # of participating partners # of sponsorships, if warranted # of new event locations *Forecasted percent of personnel resources and additional costs: 15%*	Once baseline is established in year one: % of change in attendance trends at TCA events of similar size and scale.
Theme 1.1	Develop and implement equitable branding, marketing and promotion programs *and* Facilitate community cohesion	Elevate the visibility of Tysons through its website. • Engage consultant for website design to reflect the updated branding, identity, messaging, and experience. • Build an intuitive information architecture that reflects website experience objectives. • Coordinate with Research & Business Support department to build in the research and data hub. • Design and build a dynamic splash page/digital billboard for Tysons • Build out an extensive events calendar to include TCA and aggregated Tysons events • Build a content resources library for downloadable content to help partners tell Tysons story	**Build and relaunch of tysonsva.org to tell Tysons story and highlight the work of TCA and alignment with its strategic plan** TCA will track the output measures associated with the website which may include: # of new features # of new stories # of strategic plan downloads # downloadable resources # of data downloads # of events *Forecasted percent of personnel resources and additional costs: 15%*	% of click-throughs to TCA or partner resources (e.g. data downloads; CRE leasing sites; EDA job boards; County engagement surveys) via tysons.com