

TCA Board of Directors Meeting

September 18, 2024

tysons
community alliance

Agenda

I. Board Matters

- CEO Update: New Staff, Office Lease, Key Activities
- Introducing the Board of Directors Portal
- Welcoming new Board members
- Treasurer's Report

II. Unveiling & Workshopping Tysons Brand Campaign

- Introduction
- Workshops
- "Homework"

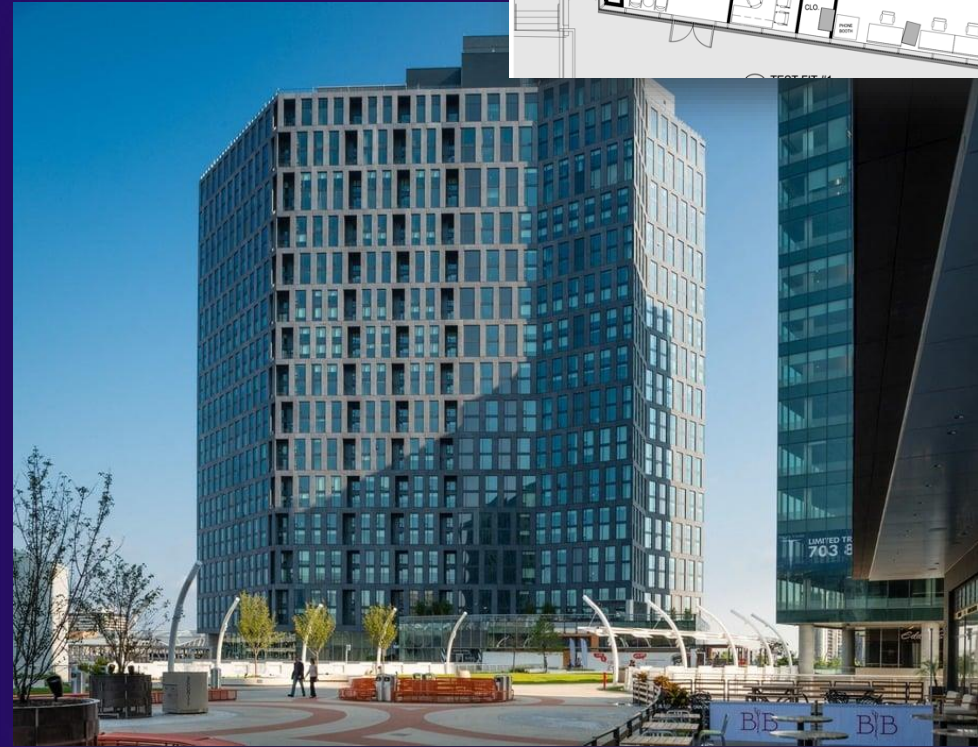
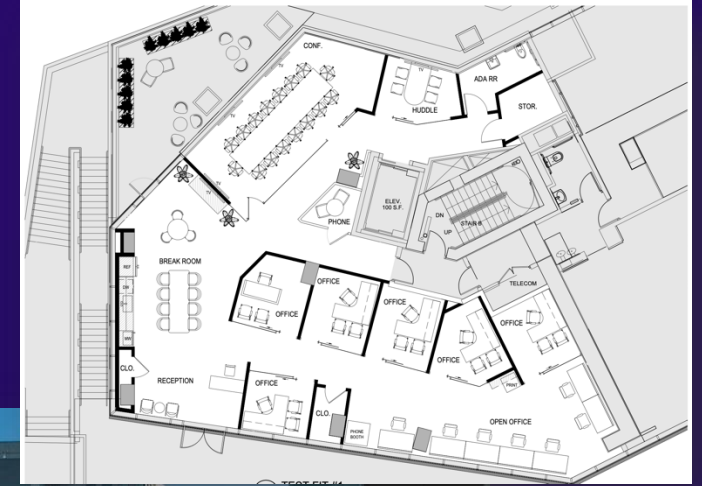
III. Wrap Up:

- Happening in Tysons
- Learn about the Mather

CEO Update

- New Staff
- Office Lease
- Key Activities

coming Spring
2025...



Managing Our Work Programs

FY2025 Work Programs Underway

- Progress monitoring and Key Performance Indicator tracking at staff level
- Staff engaging Board members on a project basis
- Board member briefings also available from our leadership team

Activity 1

Walk, Bike, or Roll Transportation Demand Management campaign with marketing, engagement and outreach, and targeted incentives to promote use of multimodal infrastructure and options



Summer Challenge Complete



Fall Challenge In Progress

Key Performance Indicators

Weekly Email:

- 414 weekly email subscribers
- 15 emails and total of 4811 sends
- 50% average open rate and 5% click rate

Outreach Events

- 5 community events at The Boro, Perch, Tysons Corner Center, and Shipparten
- 3 pop-ups in office and residential building lobbies

Tysons Get Around Guide

- 230 PDF downloads
- 600 hardcopies distributed

tysons
community alliance

Key Performance Indicators

Events and Activities

- Wheel Wise with Celebrate Fairfax and 10 organizations/vendors
- 2 Capital Bikeshare demos
- 1 Community Walk with Supervisor Palchik

Incentives awarded:

- 48 eGift cards for a total amount of \$1315 (7 x \$100 and 41 x \$15)
- 200+ miles walked
- 21 Bird coupon codes used

tysons
community alliance

Research & Business Services

Launch a "Tysons DataHub", including an interactive Development Pipeline and Key Indicator Dashboard, targeting key stakeholders, media, and target publics

ACTIVITY 01	NECESSARY PROGRAMMATIC INFRASTRUCTURE Build Core Databases: ✓ Establish industry standard metrics, consistent mythologies, and coordinated foundational resources ✓ Source information through public and private providers: - Coordinate with public stakeholder partners at FC gov and FCEDA - License and launch private data subscription services, and run initial analysis ✓ Build user-facing online resources: - Establish resource framework and project scope - Engage web developer to build tools - Test and refine with TCA staff and external stakeholders	KPI(s) • DataHub: 3,100+ views, 215+ email submissions • Development Pipeline: 230+
	PROGRAM FUNCTION Produce market data and reports, highlight key indicators and trends on economic and live/work health	TYSONS WIDE IMPACT INDICATORS # of earned media stories that cite data from the Tysons DataHub and # of user sessions on the Tysons DataHub

NOTES
COMPLETE
✓

Copa Tysons

TCA's summer campaign designated to bring together the community of Tysons through international soccer and an initiative to elevate Tysons as a premier soccer community in anticipation of the World Cup in America in 2026.

Launch event with U.S. Men's National Soccer Team and Copa Tysons Euro Cup Final Watch Party and Family Soccer Festival



Copa Tysons Performance Indicators:



- Total Watch Party & Festival Attendance: **1,225**
- **11 Tysons restaurants** participated in live watch parties
- In Kind Partnerships valued at **\$12,500**
- **Website traffic increase of 400%** average for sessions, total users, new users and views

Press and Media coverage included WTOP, The Washington Post, ESPN, FFX Now and DC News Now

Partner engagement included DC United, Washington Spirit, Loudoun United

Philanthropic Partner Horizon Day Camp – Metro DC

Introducing: The Board of Directors Portal

Tyson's
Community Alliance

Board Of Directors Board Portal Logout

Board Portal

Thank you for serving on TCA's board! Your work and commitment to the success of Tysons is appreciated. The purpose of this portal is to offer easy access to past and future meeting materials for your use and reference. We want your engagement with TCA to match our hopes for Tysons: professional, helpful, inclusive and collaborative.

Below please see meeting materials divided by Board of Directors, Executive Committee, Governance and Nominations Committee, and Budget and Finance Committee. In each section, there is an overview of the group's purpose and any related materials.

Board of Directors

The Board of Directors (BOD) provide high-level oversight and direction for the TCA. The board is filled by individuals, not organizations. Individuals serve until the third annual member meeting after their election.

Meetings & Materials

Board of Directors Meeting 06/12/2024
This occurred at the Hyatt Regency. Meeting Minutes
[Meeting Minutes](#)

Board of Directors Meeting 03/20/2024
This occurred at Boro Station Conference Center 1765 Greensboro Station Place, Tysons
[Meeting Agenda](#)

Documents

TOC

- [Board of Directors](#)
- [Executive Committee](#)
- [Nominating and Governance Committee](#)
- [Budget and Finance Committee](#)
- [General Documents](#)
- [Branding & Campaign Materials](#)

Email invite to follow meeting. Questions? Admin@tysonsva.org

2025 Proposed Meeting Dates

Quarter 1

Wednesday, March 26th
8:30 am to 10:00 am

Quarter 2

Board of Directors Meeting and Annual
Member Meeting

Wednesday, June 25th
8:30 am to 10:00 am

Quarter 3

Wednesday, September 24th
8:30 am to 10:00 am

Quarter 4

Wednesday, December 17th
8:30 am to 10:00 am

Treasurer's Report

As of July 31, 2024

Category	Year to Date Jul-24	FY25 Budget Jun-25
Total Revenues	\$ 4,657,742	\$ 4,939,297
<u>Expenses:</u>		
Total Administrative	82,117	1,148,297
Total Communications & Branding	109,670	844,477
Total Placemaking and Management	7,357	1,152,132
Total Research, Planning, & Development	30,039	708,108
Total Transportation & Mobility	54,316	1,086,286
Total Total Expenses	283,499	4,939,297
Revenue Minus Expenses	4,374,242	0

Unveiling the Tysons Brand Campaign

Overview of Campaign



- Digital Media
- Traditional Media
- Public Relations
- Events and Promotions
- Public Realm Promotion
- Paid Advertising Strategies
 - Social Media Ads
 - Out-of-Home Advertising
 - Print and Radio Ads
 - Geofencing Marketing
 - Influence Partnerships

Messaging

1. **Bold Vision, Big Results:** Tysons has always embraced bold thinking and risk-taking, pushing boundaries to foster growth and innovation.
2. **A Community of Connection:** Tysons is a place where people from all walks of life come together, fostering a sense of belonging through shared experiences and meaningful interactions.
3. **Focus on Connectivity:** Tysons prioritizes seamless connectivity with advanced transportation systems and digital infrastructure, allowing businesses and residents to stay connected locally and globally.



Placement

- Email Marketing
- Physical Assets
 - Signage on escalators
 - WMATA
 - Banners at Metro stops
 - Posters in the train
 - Campaign in unexpected places – Pop-up branding
- Digital advertisements
 - Digital signage at malls, hotels, and other major locations in Tysons
- Bus wrap
- Wayfinding or gateways?
- Bus shelters
- 123/7 sign
- Print 100,000 maps for distribution to hotels, malls, concierges, etc.



HOSPITALITY AD CAMPAIGN



Marketing Through Partnerships

1. Co-branding and Cross-Promotions
2. Collaborate Content Creation
3. Joint Events and Webinars
4. Affiliate Marketing Programs
5. Sponsorships and Event Partnerships
6. Strategic Alliances with Private Sector Peers
7. Charity or Nonprofit Collaborations
8. Guest Blogging and Thought Leadership
9. Media and Public Relations Collaborations
10. Influencer-Led Campaigns with Content Amplifications



Workshopping Tysons Brand Campaign

Please choose a table to discuss brand campaign implementation:

1. The Public Realm

Wayfinding, public facilities, private owned–public spaces

2. The Digital Landscape

Social media, advertising, radio

3. Leveraging Private Investment

Private property and partners in paid media

- Where are the partnerships in Tysons?
- What challenges do you foresee?
- What role would you like to play? What resources can you bring?

Share Out

1. The Public Realm

Wayfinding, public facilities, private owned-public spaces

2. The Digital Landscape

Social media, advertising, radio

3. Leveraging Private Investment

Private property and partners in paid media

Homework

Share the “Tysons: This Way Up” brand launch video via your social networks:

tinyurl.com/TysonsThisWayUp



In Tysons, we're not afraid to chart our own course, pushing boundaries and reimagining what's possible. By elevating diverse lifestyles, businesses, and cultures, we're creating a more dynamic and connected urban community.
This Way Up.

Download additional branding messages and graphics from the Board portal

(tysonsva.org/board-portal)

What's Next in Tysons

Attend TCA's Mixed Market @ the

Boro:

TONIGHT or
next Wednesday
from 4-7 p.m



**Tysons Teamsgiving – Save
the Date**

November 7th

Tyson's Trek & Treat



October 1, to November 10, 2024
Explore Tysons and Win!

Win prizes as you **Walk, Bike, or Roll** to your favorite destinations. Or explore exciting new places in Tysons and try a new and active way to get around. Earn fabulous prizes along the way. Gear up to embark on an adventure. Stay tuned for more details.

Thank you to our hosts, the Mather

