

## October 2024 CEO Report

Fall in Tysons is off to a great start. The TCA staff team are delivering on community programming while also laying the groundwork for larger initiatives. Following are updates on September and newly launched October programs. I look forward to visiting with Executive Committee members at our 10/9 meeting about two long-term placemaking and mobility infrastructure projects under development, as well.

### Mixed Market: Year two concludes with good attendance, new partners

Our Mixed Market at the Boro wrapped up its second year on September 29<sup>th</sup>. A snapshot of its performance:

TCA MIXED MARKET KEY PERFORMANCE INDICATORS	
Average Attendance	306 (average of Eco-Counter data at three markets; Eco-Counter margin of error 20%)
Community Partners Invited / Attended	6 / 5
Market Costs Budgeted / Actual	\$40,000 / \$34,598.55
Number of Markets Planned/ Executed	6 / 4.5 (1 cancellation and 1 early closure for weather)
Total Vendors Registered / Average Vendors Per Market	54 / 26 (3 vendors from Tysons)

As we assess "ROI" with an eye towards FY2026, we believe we can continue to deliver a great experience for the community more cost-effectively by operating the market in-house (for the past two years, we have worked with an external market producer to recruit and coordinate vendors). This reflects the value of having a fully-staffed TCA organization.

"TCA generously provided Fairfax Families for Safe Streets with space and support at the Wednesday market. This gave us a great opportunity to talk to folks in the Tysons area who we hadn't previously reached. We are most appreciative of TCA partnering with us and supporting pedestrian safety in Tysons and throughout Fairfax County."

including Fairfax Families for Safe Streets, the Iranian-American Community Center, Food for Others and Tysons Interfaith – to talk about their work and engage market-goers. Partners shared thoughts about participating:

This year, we also formalized a community table at the Mixed Market and welcomed a series of nonprofit partners based in and/or serving Tysons –

"We are incredibly grateful to the Tysons Community Alliance for the warm welcome they extended to us as the Iranian-American Community Center when we recently moved to Tysons. From the very beginning, they provided invaluable details and guidance, introducing us to various programs, organizations, and even offering tips that have greatly benefited us... Their support has been instrumental in helping us establish our presence and connect with others, and we truly appreciate their dedication to fostering a welcoming environment for all."

## Tysons Trek & Treat: Next phase of successful grant-funded TDM campaign goes live

Our Fall Challenge, [Tysons Trek & Treat](#), opened on October 1, 2024. Please encourage your employees, neighbors, and visitors to Tysons to play. The game is designed to reward those that Walk, Bike, or Roll to Explore Tysons, and offers two challenges:

**Basic Challenge:** Trek Tysons or Try Something New. All it takes to enter the Weekly Raffle for a \$250 gift card is a selfie that shows the destination or activity you explored. Walk, Bike, or Roll to your routine destinations or try something new. Take a photo to show you were there.

**Advanced Challenge:** Walk, Bike, or Roll to five unique destinations. Use the color key on the [game board](#) to identify the type of destinations required. Record your trip using your favorite fitness tracking app to show us the route. Submit screenshots of the five routes to earn \$10 on an eGift Card. Add more destinations to **earn up to \$100**.



Enter both challenges to maximize your chances of winning. Start playing now. The game ends on November 10, 2024, at the stroke of midnight...

## November Market Report Webinar: TCA quarterly series kicks off with a \$342m headline

The week of Veteran's Day (tentative date Wednesday 11/20), TCA's Data and Research Team will host our first quarterly Market Report webinar, featuring our new Net Fiscal Impact analysis, completed with HR&A Advisors. The webinar will explore a report – also released in web and print – that highlights the latest statistics on Tysons' performance and key findings from the NFI analysis. A sneak preview: Tysons' total fiscal impact to Fairfax County is \$342m and our *net* impact is \$154m. For every dollar the County invests in infrastructure and services for Tysons, it receives \$1.82 back.



## **Thought Leadership: TCA CEO to “tell Tysons story” to stakeholder audiences in October**

Over the next couple of weeks, I'll be presenting an update on the state of Tysons to two local / regional stakeholder groups, presenting on:

- Tysons' Transformation and Economic Report to Virginia Tech Blackwood Department of Real Estate Board of Directors, 10/21
- Tysons Community Update to new Mather Residents, 10/16

At the invitation of Tysons champion and ULI Washington President Anthony Chang, I've also recently joined the ULI Washington Commercial Real Estate Advisory Council, which provides us an avenue to elevate Tysons' data, opportunities and profile among regional counterparts in economic and real estate development, urban planning and place management.

## **Board of Directors Engagement: New portal launches, just add members**

All TCA Board of Directors materials – including EC materials – are now available at <https://tysonsva.org/board-portal>, along with branding and campaign materials (e.g. logos, graphics and messaging) that can be used to promote Tysons.

20 of TCA's 41 Board of Directors members have registered on the password-protected portal; if you need assistance accessing your account, please email [admin@tysonsva.org](mailto:admin@tysonsva.org).

## **FY2026 Funding Gap: Dialogue with County leadership continues**

Thanks to leadership from the Office of the County Executive and FCDOT, and the Offices of the Chairman of the Board of Supervisors and the Providence District Supervisor, a new potential funding source for our FY2026 funding gap has been identified. Significant efforts to establish eligibility and uses of this funding remain ahead, and we look forward to updating EC next month.