



Biking



Competing



Creating



Building



Making Friends



Gathering

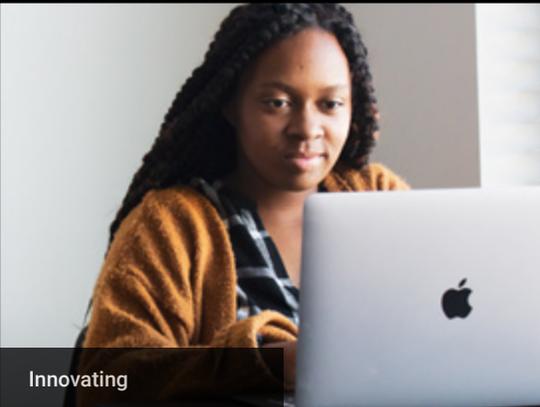


Strolling

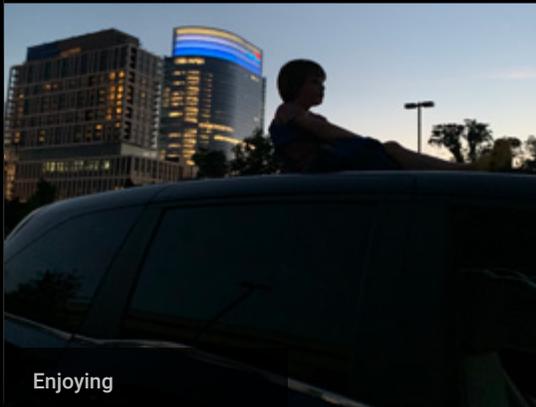
Tyson's

ANNUAL REPORT 2021

Tyson's keeps moving forward.



Innovating



Enjoying



Shopping



Living

Rassi Borneo, TimeLine Media



2020 Annual Report Release with Chairman McKay



Exploring Tysons



NVFS Workforce Development Mock Interviews with Tysons Partnership Community Responsibility Council



Biking in Tysons



Holiday Experience at The Boro

We started with a celebration.

On March 3, 2020, Tysons Partnership members, County officials, and news media gathered in an auditorium at Capital One's campus to cheer the many achievements in the first decade since passage of the Comprehensive Plan.

Rumbling in the background was a disruption that few anticipated. Just two weeks later, we all know what happened—businesses closed, people retreated to their homes, and the neighborhoods of Tysons went quiet.

The global COVID-19 pandemic disrupted businesses and livelihoods everywhere, including Tysons. It put distance between us when we needed each other most, and especially poignantly, we lost family and friends.



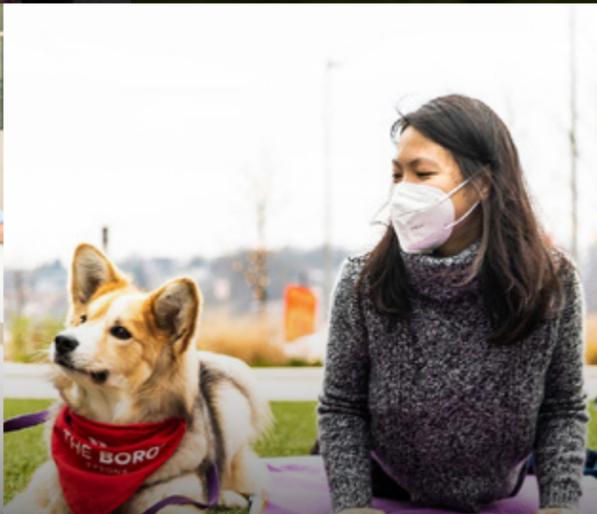
Supervisors Alcorn and Palchik at "Open Streets" opening

It's 2021 and hope is on the horizon. The creativity, determination, and unity of spirit that built the first decade toward Tysons' future has carried us through a challenging 2020. We began and ended the year with the optimism that colored our first decade. That's what will characterize the next ten years, starting here in 2021.

Tysons keeps moving forward.



Essential workers in Tysons representing Whole Foods, Flower Child, and Paris Baguette



Fitness at The Boro



Capital One Drive-In Movies



Traveling Players Ensemble at outdoor summer camp; Photography by Jessica Wallach/Portrait Playtime

To our Tysons community:

The disruptions of 2020 challenged the members and leadership of Tysons Partnership—a group that’s well-seasoned both professionally and personally—in ways that were hard to imagine after our long run of achievements and positive momentum.

The commitment and fortitude of our collective never wavered and, if anything, it has strengthened our resolve for a more inclusive, sustainable, and vibrant urban destination.

Thank you to Fairfax County, to each and every member of the Tysons community, and to our membership for keeping Tysons moving forward over the last year.

We are deeply thankful for the additional public- and private-sector commitment. A significant County grant, matched by our “Tysons 2020” Investors and Supporters, allowed us to execute a few long-planned efforts in 2020 around market research, our brand, and our organizational model.

Every annual report looks to answer the questions “Where have we been and where are we going?”

Where we’ve been:

In 2020, we focused on helping people in a moment of need. We devoted time and our voice to supporting Tysons businesses and charitable partners. We quickly moved to Zoom forums to connect employers, job-seekers, investors, and potential future residents. We launched both an economic study and a brand development effort.

Where we’re going:

As vaccinations tick up and public health threats recede, Tysons Partnership will be increasing our slate of public events and place activations, launching our new city brand and website, and continuing transit-related work toward a walkable, mobile urban center.

We’ll build on our reputation as a thought leader in the urban space, and as a convener and facilitator for coordination and integration between the public and private sectors.

And we will work with the County to shift Tysons Partnership to a new model consistent with the

unprecedented scale and sheer ambition of our shared vision for Tysons as a new kind of city for people who are drawn to the journey of change.

In short, we will continue to connect the players, places, and people who are creating the future of Tysons—and do so in a way that’s even stronger and more focused on community building. We’re proud of what we accomplished in a year of duress and are even more excited about what lies ahead.

Gratefully yours,



SOL GLASNER
President & CEO,
Tysons Partnership



JOSH WHITE
Chair, Tysons
Partnership Board
of Directors

Senior VP of
Development, LCOR

Teamwork kept the momentum going

With the support of a Fairfax County Economic Opportunity Grant, matched by the private-sector Investors and Supporters identified on this page, we took on a number of strategic activities to plant the seeds for greater impact in 2021 and beyond, including these fundamental moves:

Economic Study:

We commissioned a study by economic research consultants HR&A to analyze the growth and impact of Tysons since the adoption of the Comprehensive Plan. Findings confirm that the optimism around Tysons has real numbers behind it, spurring a need for an evolved city brand and a stronger placemaking management strategy.

Tyson's City Brand:

This last year culminated a consensus-based, 18-month process to define and articulate Tysons' promise as an urban district. We've already been using the voice of this promise since the start of 2021 and will release its public face soon with a new website and city logo.

Partnership 3.0:

What's also growing in Tysons is stakeholder recognition of proactive placemaking as a way to foster cohesive urban community. We're working on evolving our organizational model to play an even stronger leadership role in delivering on the Tysons brand promise.

What started the new Future of Tysons?

In June 2010, the Fairfax County Board of Supervisors adopted a 40-year Comprehensive Plan for Tysons that aims to transform the area into a transit-anchored, walkable, green urban center with 100,000 residents and 200,000 jobs.

Tyson's Partnership was formed in 2012 as a catalyst for implementation that would foster the Plan's success through a role as convener, placemaker, public voice, and conduit for community engagement.



Tyson's 2020 Investors



Tyson's 2020 Supporters



Ten years of Tysons ROI— Return on Impact

The data in our market study shows how growth in Tysons’ employment base, residential population, retail sector, and the experiences of an enjoyable urban lifestyle have generated outside returns for Fairfax County residents over the last decade.

The study documents substantial growth in Tysons’ residential population and a sustained employment base, both of which are fundamental building blocks of a cohesive, inclusive urban community.

We’re advancing our mission this year through place activations, a robust communications and market positioning program, and initiatives to encourage improved mobility. These are aimed at enhancing the efforts of government and private-sector actors while engaging with the rising residential piece of Tysons’ evolving urban fabric.

The [Tysons Market Study](#), available on our website, documents the real progress made toward building an urban community consistent with the vision of the Fairfax County Comprehensive Plan.

[Read the full report on our website.](#)

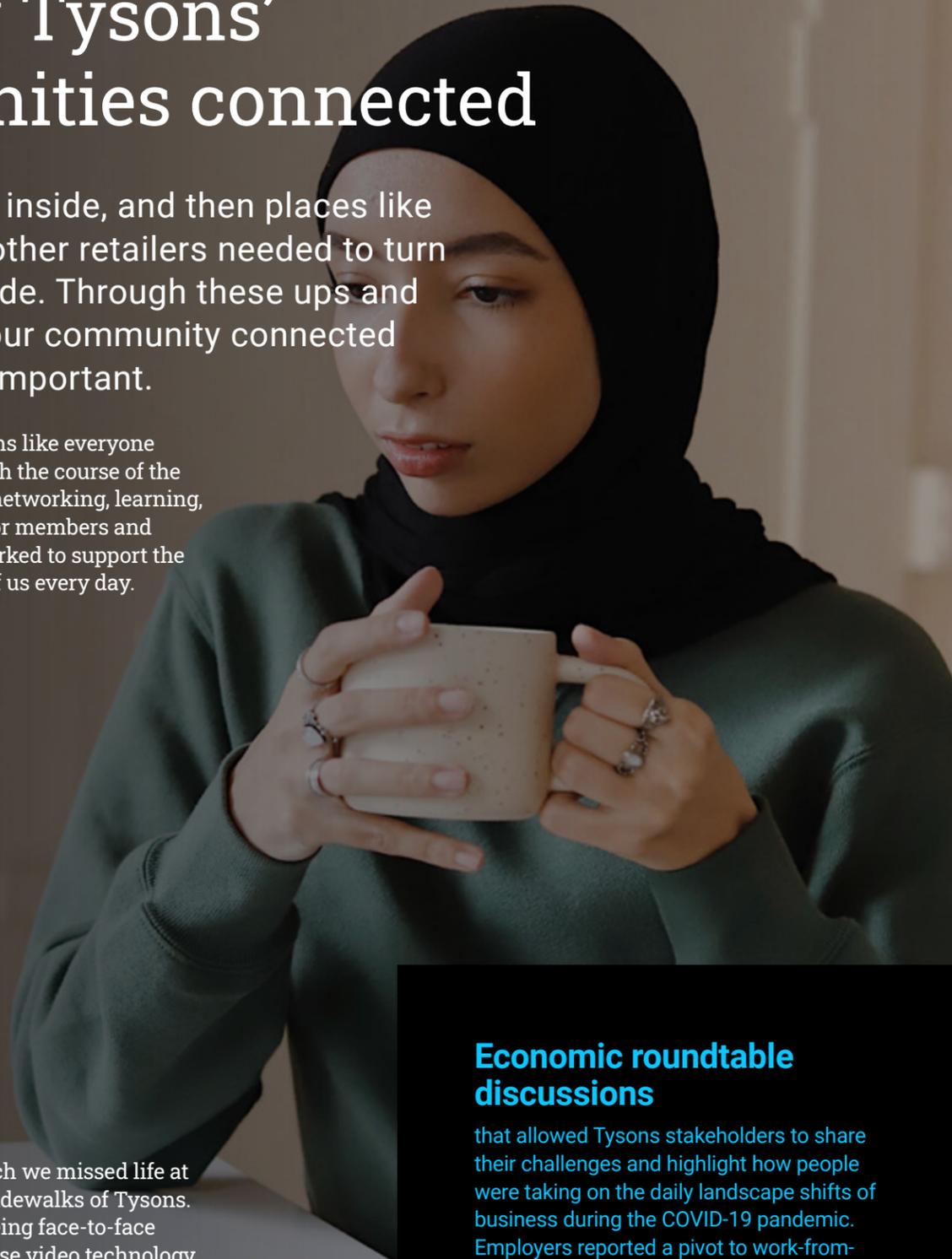


Keeping Tysons' communities connected

The world turned inside, and then places like restaurants and other retailers needed to turn themselves outside. Through these ups and downs, keeping our community connected was never more important.

We adapted to virtual forums like everyone else, hosting several through the course of the year that provided critical networking, learning, and leadership platforms for members and the community, and we worked to support the businesses that take care of us every day.

This year, we saw how much we missed life at the tables and plazas and sidewalks of Tysons. We're looking forward to being face-to-face again but will continue to use video technology to ease people's schedules and keep things as safe as possible until the pandemic is past us.



Courtesy of Lumen Apartment Homes

Tyson's housing affordability briefing

for brokers helped demystify the market for affordable housing in Fairfax County. With an emphasis on the opportunity space in Tysons, the briefing offered a case study and other examples to explain the financing and development process and marketing outcomes.

Promoting Tysons restaurants

as they got creative with new ways to use parking, sidewalks, and patios after an emergency ordinance by the County allowed more flexible outdoor dining. And the people of Tysons embraced the new outdoor office, changing their scenery and supporting Tysons businesses at the same time.



Courtesy of The Boro

Economic roundtable discussions

that allowed Tysons stakeholders to share their challenges and highlight how people were taking on the daily landscape shifts of business during the COVID-19 pandemic. Employers reported a pivot to work-from-home, in some cases affecting more than 90 percent of their workforce.



Volunteers from Capital One, Freddie Mac, JLL, LandDesign, Tysons Interfaith, WDG

Supporting workforce development

through our Community Responsibility Council that hosted virtual volunteer days to support the Northern Virginia Family Services' Training Futures Program, a nationally recognized workforce development program, with mock interviews, resume feedback, and networking guidance to help program participants land that dream job.

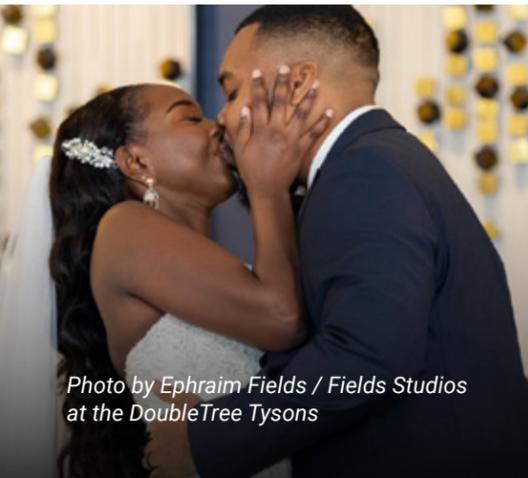
How Tysons cared during a pandemic year

The first-ever Tysons community survey asked, “How are you doing?” In the late summer, we conducted a survey to understand how Tysons residents, employers, employees, and our surrounding communities felt about living and working during a pandemic.

We heard from over 700 people with thoughts on working from home, shopping, transit, and other issues. You can see the full report, and media coverage, on our website. Also, keep an eye out for future surveys that will allow you to weigh in on Tysons.

Tysons Partnership also joined forces with a regional coalition led by the Greater Washington Partnership for an employer-focused survey that captured responses from 562 work sites around the region representing more than 275,000 employees.

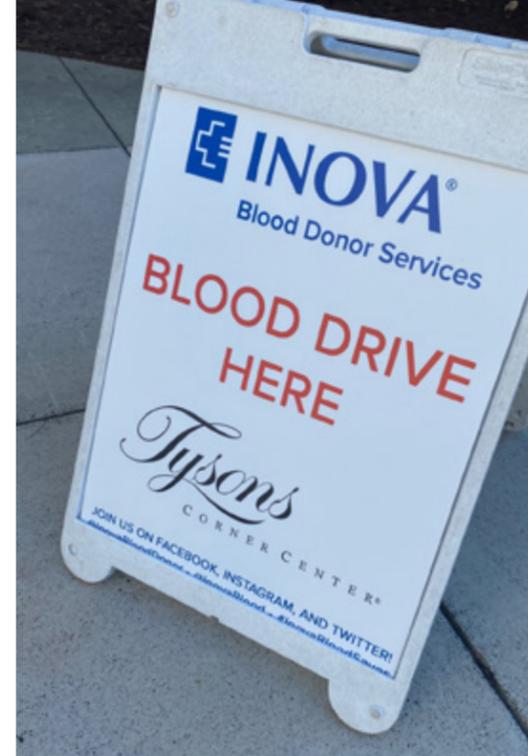
[↑ Read more on our website.](#)



My big wonderful (little) wedding in Tysons

In the good news category: a pandemic can't stop love. We were honored to share the story of Austin and Nicole's special day that went ahead thanks to the generosity of the Tysons DoubleTree by Hilton and our friends at B.F. Saul. Their micro-wedding might have happened a bit differently than planned, but no less joyously.

Photo by Ephraim Fields / Fields Studios at the DoubleTree Tysons



Raising awareness and donations for people in need in Tysons & Fairfax County

Throughout the year, Tysons Partnership used our platforms, volunteers, and voices to raise support for children, pets, and organizations supporting first responders and community aid, including:

- The Foundation for FCPS, providing food and support for students in need
- The Fairfax County Animal Shelter and Friends of Fairfax County Animal Shelter
- Inova Hospital's Emergency Preparedness Fund
- The Community Foundation COVID-19 Response Fund for Northern Virginia
- The Washington Nationals NATS4GOOD Community Response Fund, which dispersed charitable grants to community partners delivering essential food access, health, and human services
- Inova Blood Donor Services, which brought more than 650 donors to three events at Tysons Corner Center

#TysonsCares Feature: Katelyn Foster

Katelyn, from board member company ECS, filled her quarantine time by volunteering and organizing donations for Second Story and Food for Others, donating blood to The American Red Cross, and fostering puppies from A Forever Home Rescue.

“I feel like anything we can do to give back right now keeps us connected to our communities, and keeps the positivity alive when the world around us seems so uncertain. It's possible to come out of quarantine as better, stronger, more caring people to each other and the planet.”



Virtual running, real fundraising: Food For Others' Tysons Annual 5K Raises \$67,000

Food For Others is an important part of Northern Virginia's safety net for food insecure families and a longtime charitable partner of Tysons Partnership.

With the pandemic creating greater need but making an in-person event unfeasible, the runners and walkers of Tysons stepped up to the challenge. Over 600 members of the community hit the streets, paths, and trails running and walking to raise more than \$67,000 that secured food for over 3,400 hungry families in Northern Virginia. We're hopeful that the September 2021 run will be able to proceed as a real-time event.



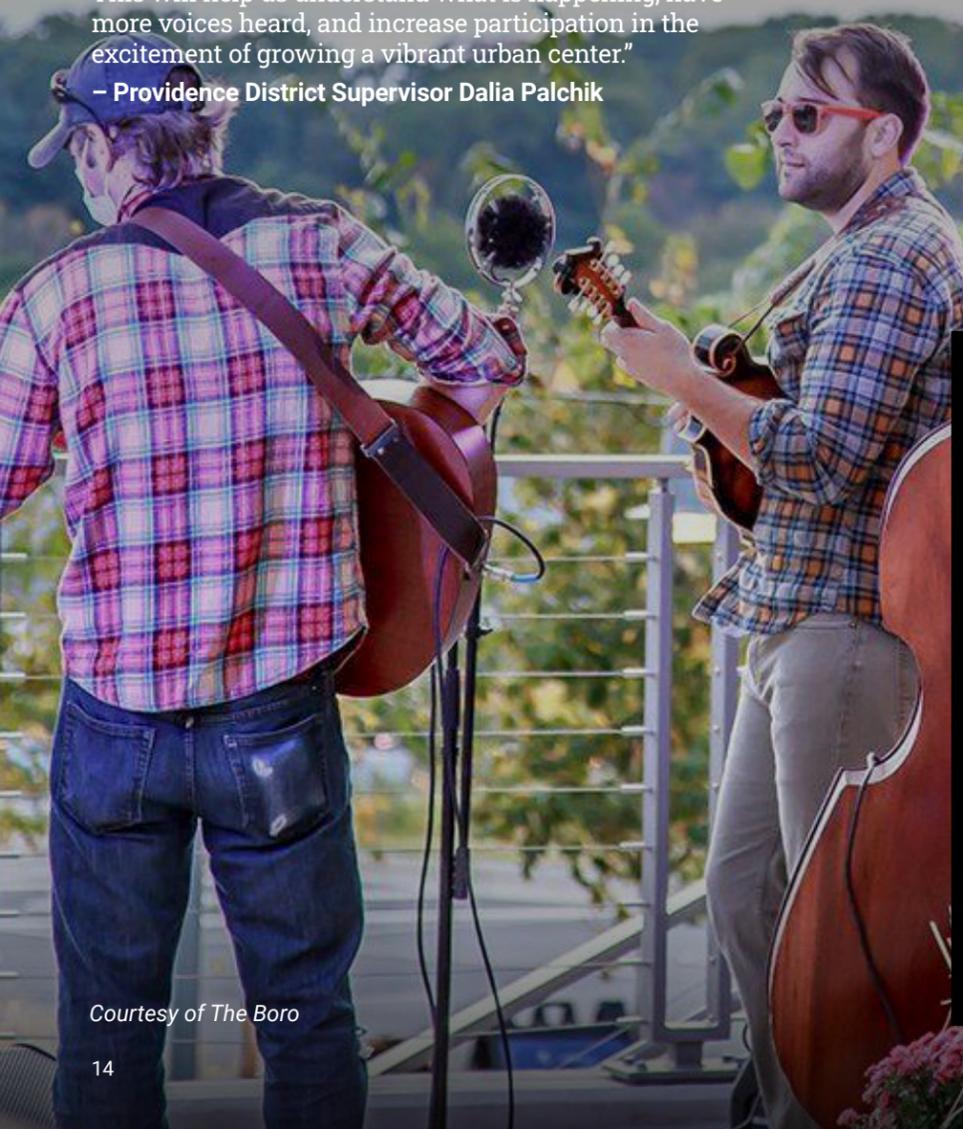
Movies and markets pop up for fun in Tysons

In 2020, all Tysons Partnership events were virtual, but our members continued to make Tysons welcoming to all—safely—with distanced outdoor events that gave people smiles while raising awareness and money for worthy causes.

“The numbers show young families are moving into Tysons. Working together with Tysons Partnership, we will build on our accomplishments to develop real community engagement [that] includes all our Tysons neighborhoods.

This will help us understand what is happening, have more voices heard, and increase participation in the excitement of growing a vibrant urban center.”

— Providence District Supervisor Dalia Palchik



Courtesy of The Boro

Welcoming safe activity at The Boro

The Boro had started to really activate just as the pandemic drove people away from the sidewalks of Tysons. Meridian Group pivoted to bring outdoor activity and enjoyment for people in the summer. On weekends, The Boro went pedestrian-only and extended outdoor restaurant seating, along with live entertainment and a movie series that brought out a multitude of people. In the fall, they hosted an Oktoberfest with biergarten pods, cooking demonstrations, and a market with local artists, crafts, and vendors.



Good Old-Fashioned Drive-in Movies

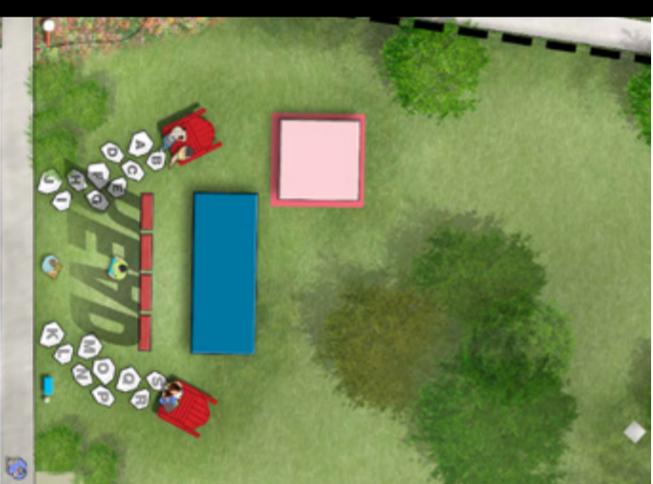
Tysons quickly jumped on the hottest retro entertainment trend of Summer 2020: pop-up drive-ins at Capital One Center, Tysons Corner Center, and The Boro.

Capital One Center hosted multiple no-cost reservation movie nights with an encouraged donation to Second Story. In addition to vintage convertibles and the odd T.Rex or two, Actor Kevin Bacon “showed up” after the Footloose screening to share his experience with Second Story’s important work, raising \$15,000 that night.

Tysons Corner Center has long been a movie-going destination and kept that tradition going with health-conscious outdoor movie screenings that started in the summer and ended with holiday classics in early December.

New “Tysons Tales” Pop-Up Park to open in Spring 2021

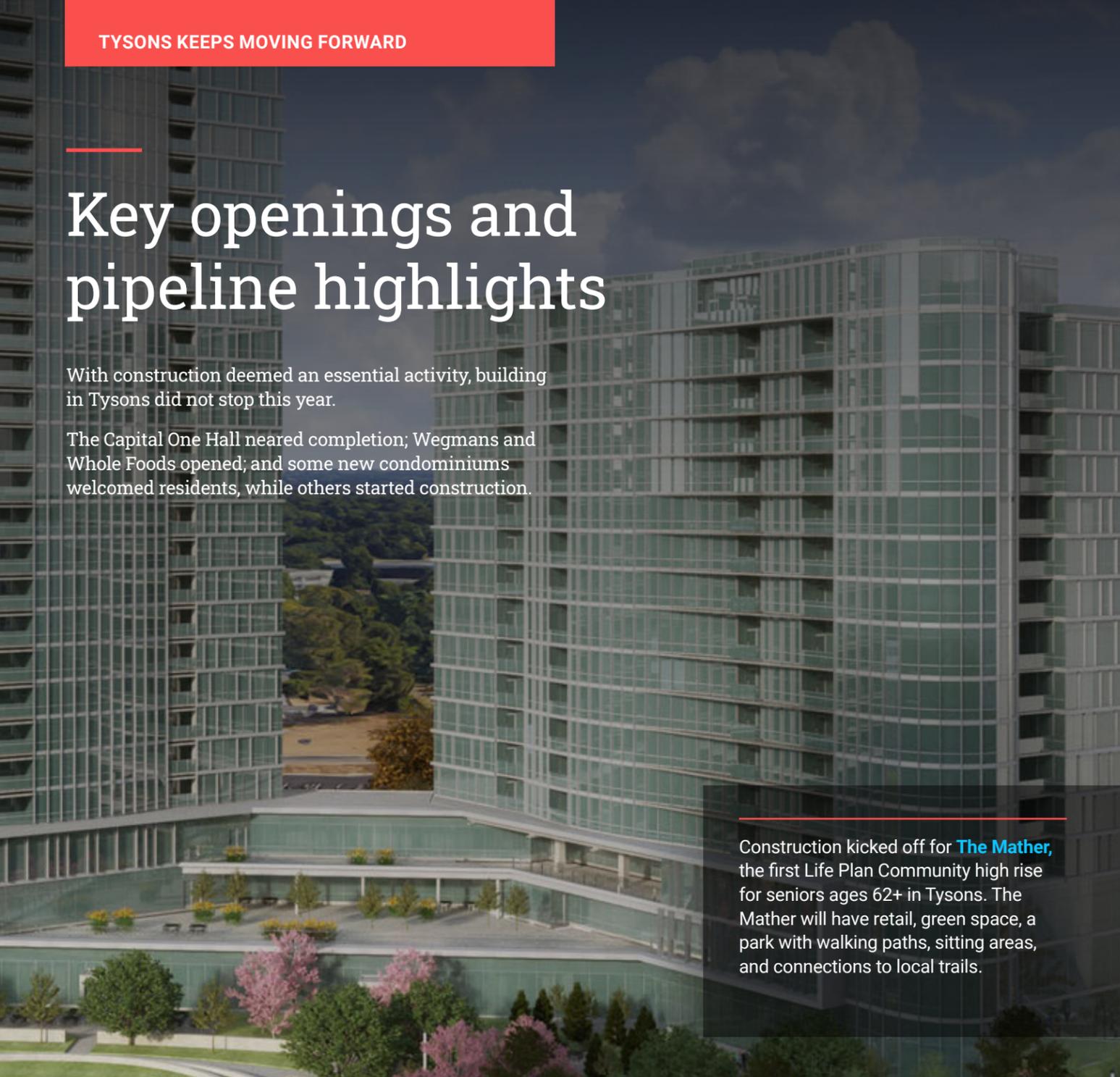
Tysons Partnership members Dittmar and Walsh Colucci collaborated with Fairfax County to deliver a major placemaking win to Tysons with a new pop-up park.



Key openings and pipeline highlights

With construction deemed an essential activity, building in Tysons did not stop this year.

The Capital One Hall neared completion; Wegmans and Whole Foods opened; and some new condominiums welcomed residents, while others started construction.



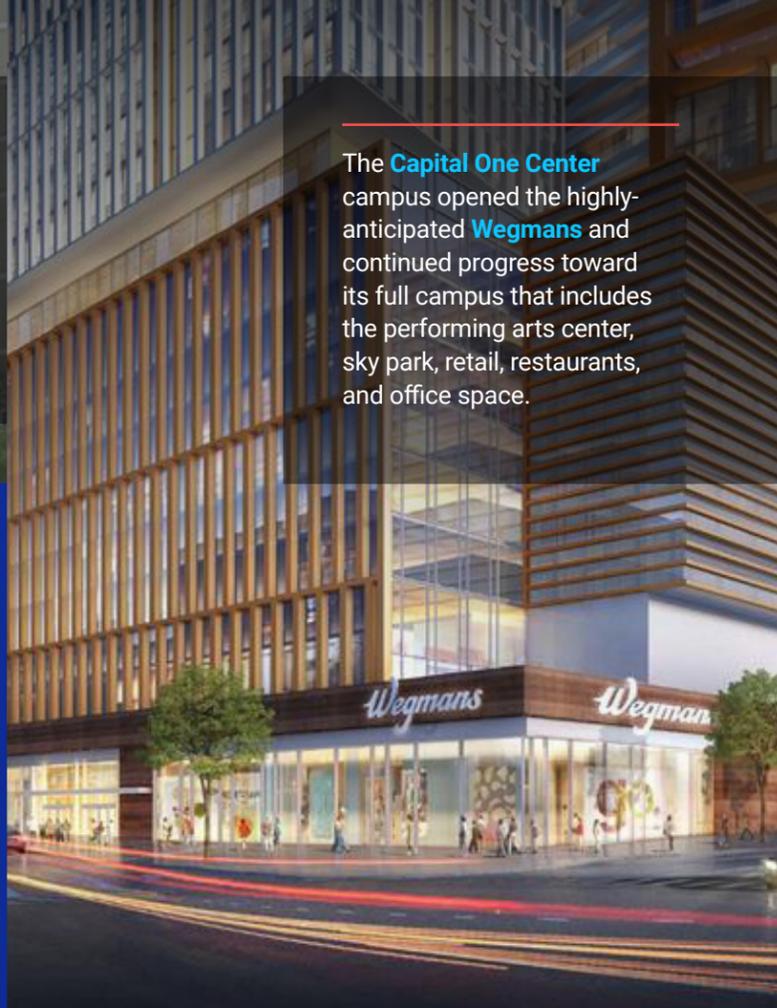
Construction kicked off for **The Mather**, the first Life Plan Community high rise for seniors ages 62+ in Tysons. The Mather will have retail, green space, a park with walking paths, sitting areas, and connections to local trails.



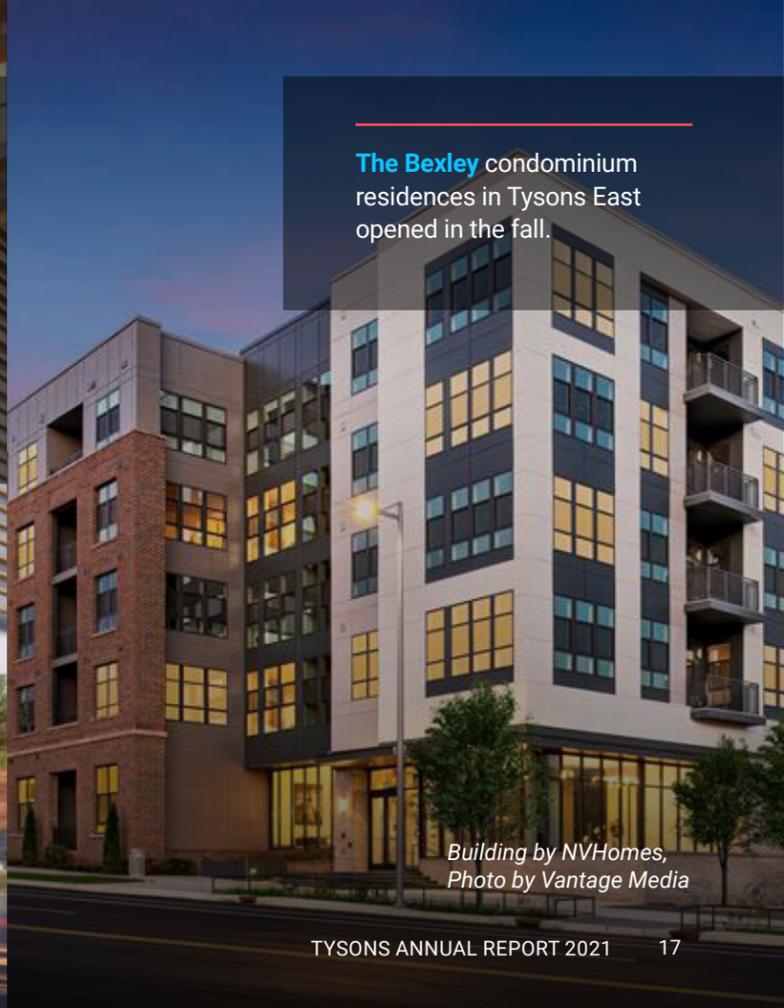
With two new residential buildings, senior housing, and a public park, The Meridian Group's plan to turn the former NADA headquarters into an extension of **The Boro** was approved by the County.



The Fairfax County Board of Supervisors green-lighted a rezoning that will open parts of the **Valo Park** office complex to the public.



The **Capital One Center** campus opened the highly-anticipated **Wegmans** and continued progress toward its full campus that includes the performing arts center, sky park, retail, restaurants, and office space.



The Bexley condominium residences in Tysons East opened in the fall.

Under Construction in Tysons

- Arbor Row / Monarch
- Capital One Hall (Building 5a), Hotel (Building 6), and Block A (office + retail)
- The Archer (hotel)
- The Heming
- New fire station in Tysons East
- The Mile / Brentford
- Tysons Central (Building A)
- Hanover Tysons Residential
- Arbor Row / The Mather

Source: Fairfax County, as of April 2021

Building by NVHomes,
Photo by Vantage Media

Mobility in Tysons: meeting challenge with determination

Creating a more multi-modal city that offers choices and comfort for green, sustainable travel is a top priority in Tysons. With traffic volume quieter due to the pandemic, 2020 was ripe for trying new things related to mobility in the area.

Tysons Hosts Fairfax County's First Open Street

Thanks to collaboration and innovation with the Fairfax County Department of Transportation and Virginia Department of Transportation, Tysons was the site of a model half-mile Open Street in May—the very first one in the County that was closed to cars and only open for people.

After a well-attended (and distanced) ribbon-cutting, Tysons Partnership promoted the street's use by sharing maps with the community and wider public to indicate the street's location and connections to Tysons amenities and green spaces.

[Read media coverage here.](#)

Working from Home Transit Forum

The Transportation Mobility Council sponsored a virtual infrastructure update, with Fairfax County Department of Transportation Director Tom Biesiadny giving an overview of advances in transportation options throughout Tysons.

[Read more here.](#)

Remote Work During COVID-19

Tysons business leaders and teleworking experts discussed and advised on pivoting to telework on short notice.

[Read more here.](#)

Name Refresh for Tysons Metro station

"Forget the Corner, Metro riders. It's just Tysons now." In November, WMATA's board voted to rename Tysons Corner station, dubbing it simply "Tysons."

[Read media coverage here.](#)



"This temporary reconfiguration of existing transportation infrastructure provides not only an opportunity for our residents to safely exercise, but also gives us information on how these types of flexible solutions may work in the future."

— Providence District Supervisor Dalia Palchik at the open street ribbon-cutting

Tyson's Partnership speaks up for transit

Last April, WMATA announced that five Silver Line stations—including all four in Tysons—would close for platform repair through fall of 2020.

Tyson's Partnership sprang into action as an advocate for Tysons stakeholders, calling out the significant impact that the closure would have for Tysons' people and economic recovery efforts.

We convened a response task force inviting WMATA officials, Fairfax County government leaders, and local business stakeholders, with the goal of expediting the return of rail service to Tysons and mitigating the effects of the shutdown.

Our leadership stance paid off. Beginning June 28, 2020, free bus shuttle service began at all four Tysons Metro stations, representing an increase over the two that were established at the beginning of the rail shutdown.

The response group continues to meet quarterly in 2021 to address ongoing return-to-transit concerns post COVID-19 and the delayed opening of Phase II of the Silver Line.



Tyson's Partnership and County elected officials jointly called for steps to mitigate the effects of the Metro shutdown

in a Washington Post op-ed co-authored by Fairfax Board of Supervisors Chairman Jeffrey C. McKay, Providence District Supervisor Dalia Palchik, and Partnership CEO Sol Glasner.

[↑ Read the op-ed here.](#)

[↑ Read media coverage here.](#)

A bright future, a fresh brand

Great places grow and evolve. In 2020, we completed a project begun nearly two years earlier to capture the evolving urban essence of Tysons with a new city brand.

Through many months of research and discovery with Partnership and community members, Fairfax County leaders, and a consumer testing process, we developed a Tysons city brand platform, visual identity, and implementation strategy.

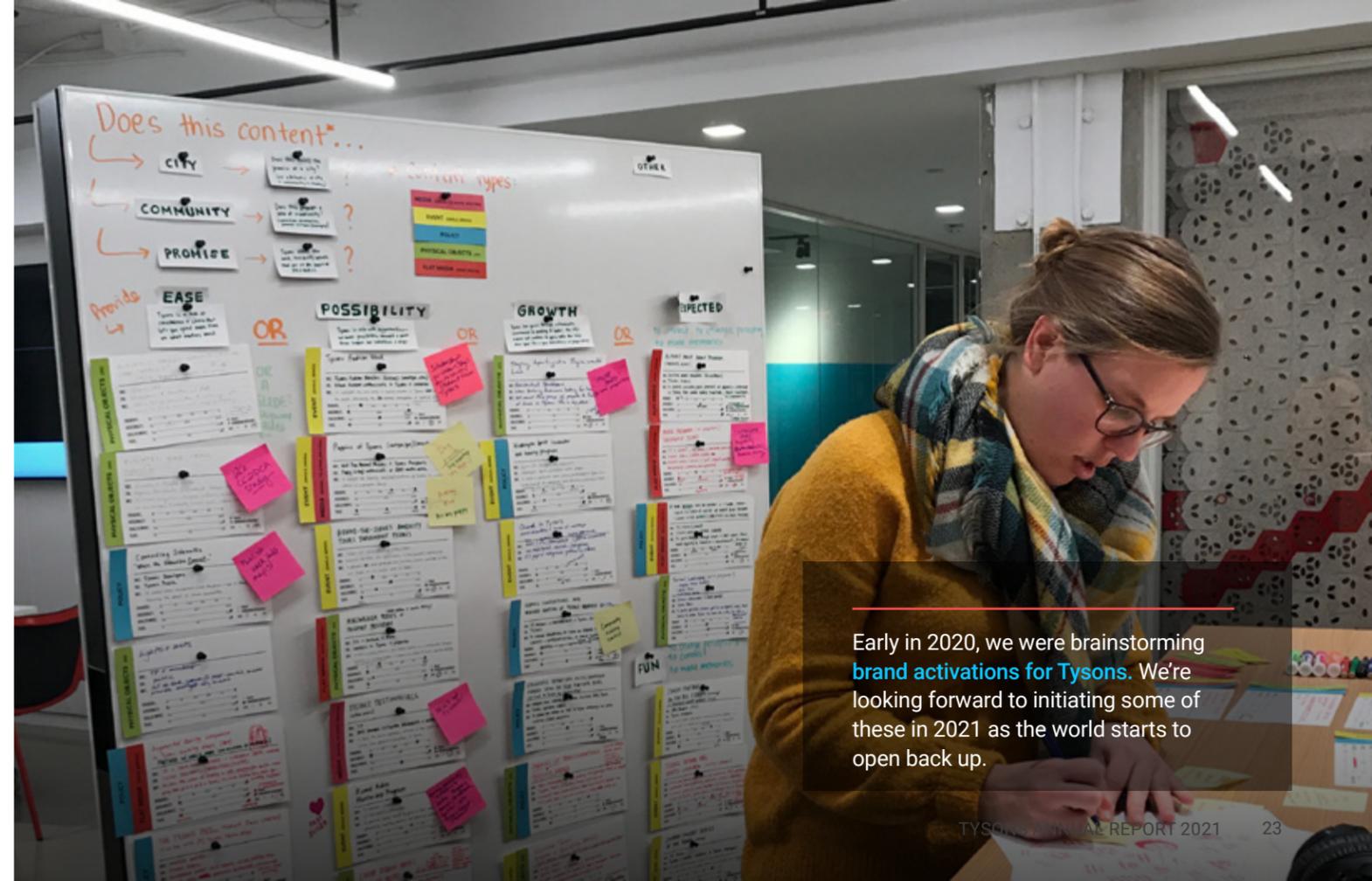
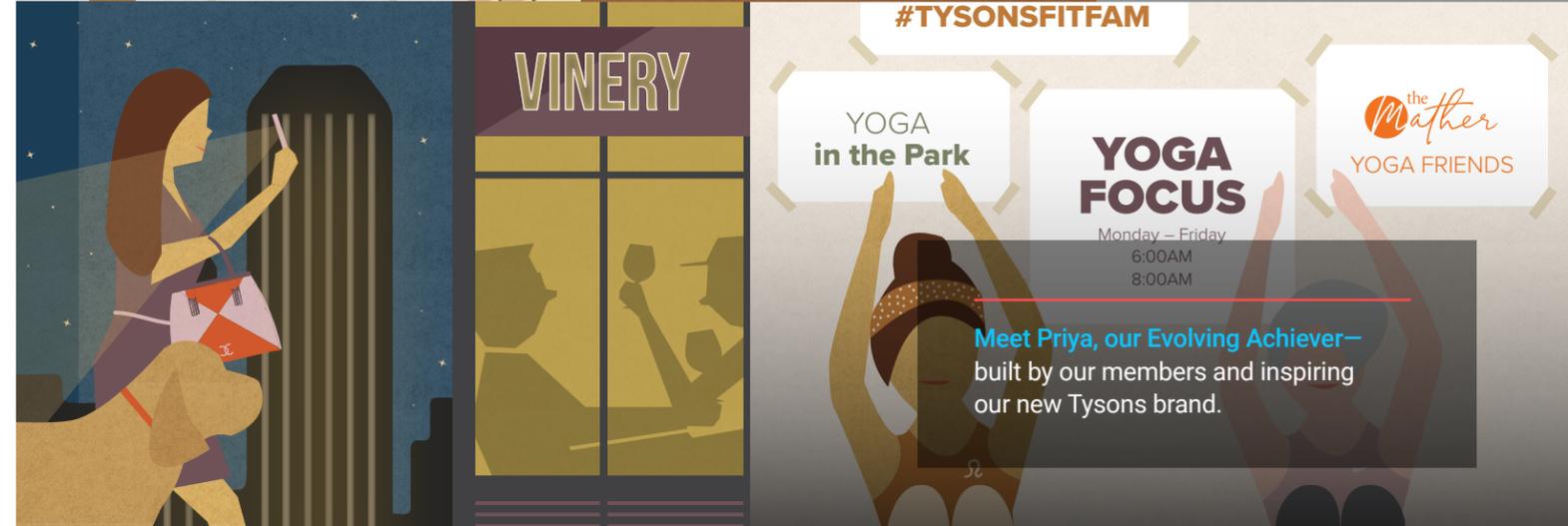
The Tysons city brand will anchor a new Tysons Partnership website that's slated to launch in May 2021. The site will include version 1.0 of a Tysons data dashboard; refreshed layout and navigation; updated content for living, working, and investing in Tysons; and the release of the Tysons Activation Guide (T.A.G.).

T.A.G. provides brand guidance and a wide range of ready-to-implement ideas that Tysons stakeholders can use to bring the city's promise to life as our urban district evolves.

A new visual identity—launching in May 2021.

TysonS

This work was approved by the Tysons Partnership Board over a series of meetings in 2020 and has already started to roll out in the form of refined language and messaging emphasizing the ways that Tysons provides a desirable lifestyle for people of all ages seeking discoverable comfort.



Early in 2020, we were brainstorming brand activations for Tysons. We're looking forward to initiating some of these in 2021 as the world starts to open back up.

Leading with a more robust engine: Tysons Partnership 3.0

This year was a time to build on the momentum of our first decade and advance a next generation of Tysons Partnership that will do more to help drive this evolving urban place.

In February 2020, Tysons Partnership's Board of Directors voted to approve the Partnership's transition to a more robust organizational and value delivery model that we refer to as Tysons 3.0.

Our economic study findings around Tysons' residential and other sector growth inspire us to amp up our services related to community-building, economic resilience, and place brand management.

Tysons Partnership is working with Fairfax County to define and operationalize a public-private partnership that achieves greater impact for all Tysons stakeholders through a four-part focus on research and planning; transportation and mobility; communications and place branding; and place activation.

The scale and impact of transformation and investment shown through our Tysons economic study compels all of us to grow our commitment not only to the built infrastructure of a new kind of city, but also to the human fabric that gives a city soul and makes it feel like home.





View from The Boro

What is Tysons Partnership 3.0?

In the next stage of our organizational development, Tysons Partnership will be a deeper capacity, higher performing force for engaging with our communities and moving Tysons forward, similar to business improvement districts throughout the DMV and elsewhere in the US. Our aims are to:

- Drive asset values by catalyzing economic growth, infrastructure investment, and inclusive development.
- Establish and promote a distinctive urban identity, characterized by ease of lifestyle, availability of opportunities, and encouragement of personal and professional growth.
- Foster cohesion, community engagement, and identification by implementing public activations and programs.
- Facilitate multi-modal connectivity within Tysons and to the surrounding region by fostering the development and implementation of an area-wide mobility ecosystem.

We'll achieve these goals by delivering programs and initiatives grouped within four primary categories:

Research & Planning

We advance economic growth and inclusive development through focused research and analysis that helps public- and private-sectors better prioritize among competing needs.

Transportation & Mobility

The confluence of regional road intersections is what first put Tysons on the map. But it also yielded a legacy of auto dependency and congestion. Enabled by rail and other transit options, Tysons will transform into a hub for regional multi-modal mobility. Through its Transportation Management Association (TMA), the Partnership delivers programs aimed at reducing dependence on single-occupancy vehicles.

Brand & Communications

In 2020, Tysons Partnership culminated a process of exploration, definition, and expression of Tysons' promise as an urban district. Communicating and managing our city brand is fundamental to what we do and will be intertwined with all aspects of our service offerings. It's all about projecting a clear brand promise and identity for Tysons that creates awareness, interest, and many reasons to be here.

Place Activation

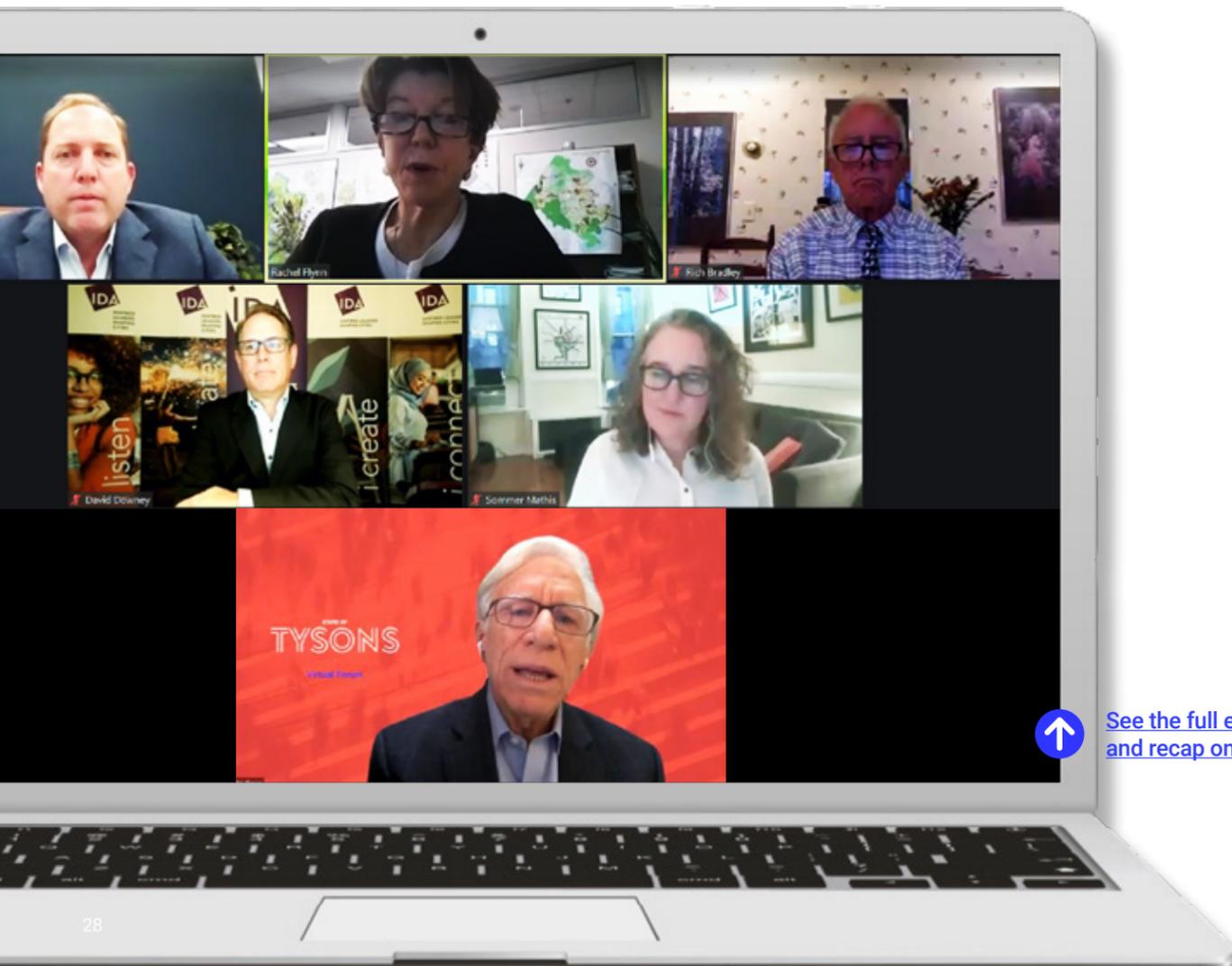
Integration of city-level amenities that amplify and give life to the Tysons brand identity is what will give people a reason to want to be in Tysons. Tysons Partnership 3.0 will drive innovation and action around public space development and will implement a program of cultural, artistic, recreational, and similar activations that engage and showcase our Tysons community.

State of Tysons Summit offered optimism

In December, 200 people joined our inaugural online “State of Tysons” event that featured an all-star lineup of Fairfax County officials, Partnership members, and urban redevelopment experts.

Keynote addresses by County Board of Supervisors Chair Jeff McKay and Providence District Supervisor Dalia Palchik emphasized Tysons’ population growth and critical importance as the economic engine for the County and greater D.C. region.

Our consulting partner, HR&A, presented the Partnership-commissioned market study described earlier in this report, reinforcing the County’s optimism about the Tysons trajectory and the possibilities it presents.



[See the full event video and recap on our website.](#)

Our speakers highlighted the huge momentum toward Tysons’ urban future.

CLOSING KEYNOTE

Jeffrey McKay

Chairman,
Fairfax County
Board of
Supervisors



“I feel great about the future of Tysons. Rarely do communities get the opportunity to work together to build a new city the way we are doing here.”

— JEFFREY MCKAY

MODERATOR

Rich Bradley

Urban Partnership



SPECIAL ECONOMIC PRESENTATION

Stan Wall

Partner, HR&A



PANELIST

Rachel Flynn

Deputy County Executive,
Fairfax County



PANELIST

Sommer Mathis

Editor, City Monitor



PANELIST

David Downey

President & CEO, International
Downtown Association



PANELIST

James Schenck

President & CEO,
PenFed Credit Union



“Creativity is behind our efforts to make housing affordable and ensure a diverse, vibrant community—we want to hear more voices and gain participation in what we’re building here in Tysons.”

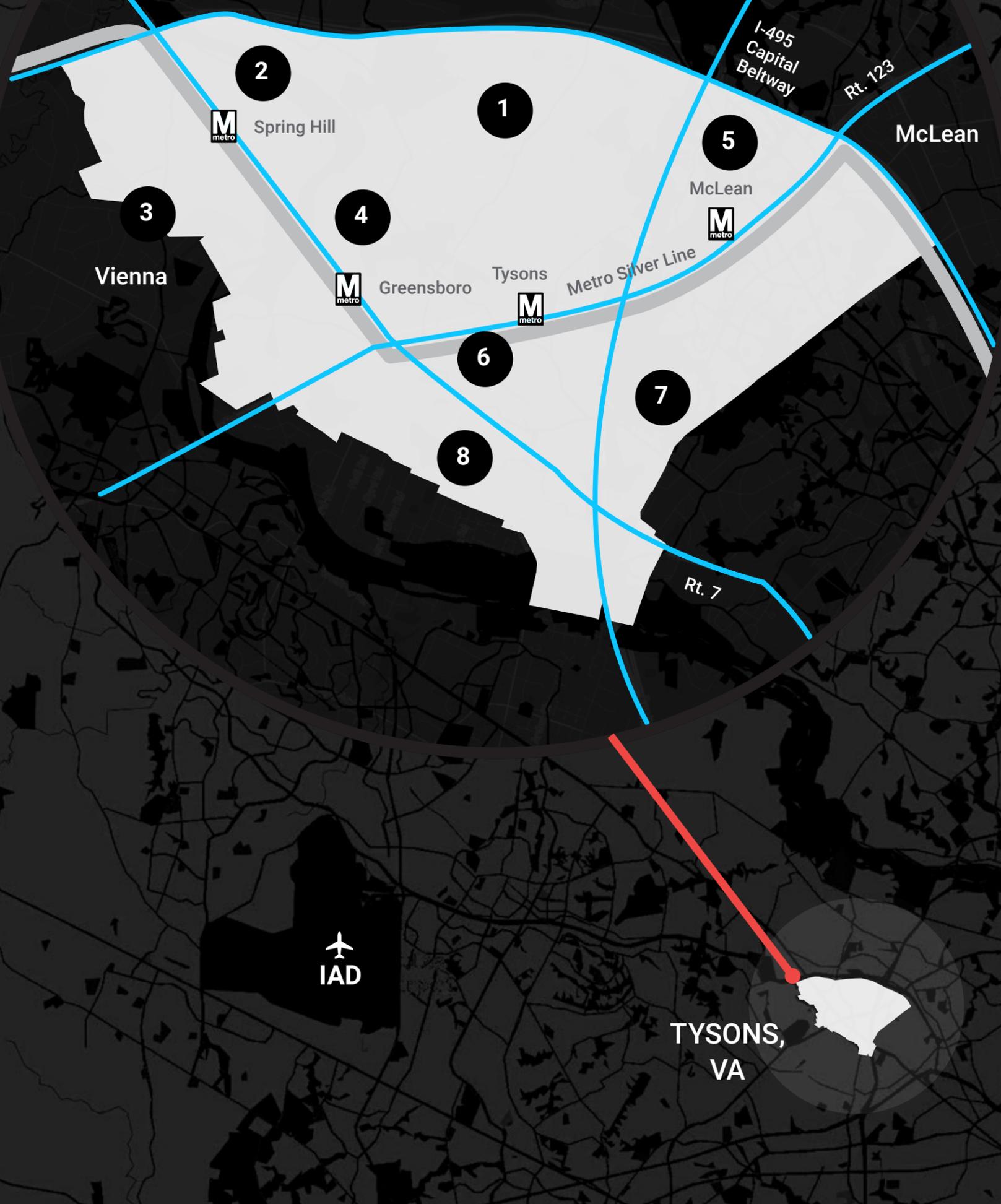
— DALIA PALCHIK

OPENING KEYNOTE

Dalia Palchik

Providence District Supervisor,
Fairfax County





Tysons is an urban district comprised of eight emerging neighborhoods centered around four Metro stations. Bordered by the communities of McLean and Vienna to the east and west, respectively, Tysons has easy access to gateway airports, IAD & DCA, and the entire DC Metro region*

- 1 North Central: Distinctive office and mixed uses; with easy walk/bike access to Spring Hill Metro
- 2 West: Arts zone with strong residential and retail, close to Spring Hill Metro
- 3 West Side: Low-rise residential, featuring 50 percent natural conservation parkland
- 4 Central 7: High-rise mixed use east of Route 7; residential redevelopment to the west
- 5 East: Tysons gateway, bordering McLean; walkable, with residential offerings, office, and ample park and rec facilities
- 6 Central 123: A longstanding retail mecca, with new high-rise residential
- 7 East Side: Established neighborhood, enhanced by park/school development
- 8 Old Courthouse: Low-rise office and residential, with walkable retail and pocket parks

* Naming of neighborhoods is per Fairfax County's Tysons Comprehensive Plan (2010)

About Tysons

Tysons is the most densely populated urban district and an economic engine of Fairfax County, Virginia, located 10 miles outside Washington, D.C.

The Tysons vision is built around transit-oriented growth that supports its established business and retail strengths and fosters a vibrant residential community.

Tysons is ranked as a top-15 employment center in the country, with over 107,000 workers and five Fortune 500 headquarters. The residential population of more than 28,000 (equivalent to downtown Denver, CO) has grown 39% since 2010, four times the Fairfax County average and also outpacing the greater D.C. metro area.

About Tysons Partnership

Tysons Partnership connects public and private Tysons stakeholders working to achieve the full promise of the Tysons vision. Through various programs and services, Tysons Partnership unites and augments County and stakeholder efforts to help accelerate desired outcomes around mobility, community, and livability.

Tysons Partnership | Staff



Sol Glasner
President & CEO



Ronit Dancis
Director, Tysons
Transportation
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