



FLAT GRAPHIC

POSSIBILITY IN TYSONS

CONSTRUCTION Fencing

CONSTRUCTION FENCING

● Policy ● Digital Media ● Event ● Flat Graphic ● 3D Object ● Place

With 30 years of development ahead, construction fencing will be a constant. Use these temporary vertical surfaces to encourage and inspire those moving through Tysons, no matter their mode of transit.

SPONSORED BY:

developer
contractor, designer

SPONSORED FOR:

employee
resident
visitor
employer

IMPACT



a large group

TIME



< month

COST



CONTEXT



in-person

IMPACT

Decades ago, Tysons emerged as a rural outpost at the intersection of Route 7 and Route 123. Today, it stands as an urban connectivity nexus, with rising public-transit ridership and pedestrian activity alongside car traffic. Our future is highly visible through the growing number of cranes and abundance of construction fences. Creative signage can transform these surfaces from utilitarian to inspirational, capturing the attention of passersby and connecting a single project to the greater Tysons vision.

These are important opportunities to inspire individuals to embrace the possibilities for Tysons and capture anticipation for experiences that will soon be available.

PROGRAM SUMMARY

The program guides developers and contractors who have active construction sites in Tysons. It provides a methodology for augmenting their individual company or project construction signage with content that supports the Tysons brand. It also assumes all signage has a similar look and tone to give residents, employees, and visitors a consistent and uplifting message.

Key steps:

- Follow Tysons brand guidelines for color, tone, and typeface.
- Photographs and renderings should mimic the perspective of the viewer.
- Text size should be tuned to varying viewer speeds and distances. What's visible to a walker is a blur to buses and cars.
- Messaging should be positive, simple, and encouraging.

IDENTIFY OPPORTUNITIES

Step 1 – Establish a monthly routine for identifying projects that are erecting construction fencing, billboards, or cranes.

Step 2 – For each opportunity, capture dimensions, duration, and the company responsible for erecting and maintaining potential signage.

Step 3 – Narrow the list of opportunities to those with the most visibility and map them against transportation modes.

For example, you might select a billboard for Metro riders, a long stretch along Leesburg Pike for drivers, and a storefront in the Boro for pedestrians.

DESIGN THE VISUALS

Step 4 – Craft each visual using the provided templates as a starting point. Keep the following attributes in mind:

- Tysons brand guidelines for color, tone, and typeface should be followed.
- Photographs and renderings should mimic the perspective of the viewer.
 - For example, a pedestrian would preview an upcoming roof terrace as if they were seated at one of the tables. A Metro rider would see an elevated perspective that mimics their future view of a building plaza.
- Text size should reflect the speed and distance of the viewer.
- Signage should communicate what is under construction. A sign might say:
 - Future parking entrance here.
 - We can't wait to welcome the 2,500 residents that will live in this building.
 - Pizza lovers, your new favorite restaurant will be ready in 25 days.
- Inspiration and encouragement should be unabashedly bold.
- The creators and constructors should be acknowledged.

Step 5 – Carefully consider the content's timeliness and the materials used for the duration the signage will up.

ACTIVATION

Step 6 – Install the signage.

Step 7 – Cross promote on the web and social media. The constructors, signage creators, and Tysons Partnership should all participate in the cross promotion.

TYSONS ACTIVATION GUIDE

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DIGITAL MEDIA

FLAT GRAPHIC

POSSIBILITY IN TYSONS

Tyson's roadshow deck

Tyson's roadshow deck

● Policy ● Digital Media ● Event ● Flat Graphic ● 3D Object ● Place

A flexible standard presentation template that clearly communicates relevant data and captures the Tyson's brand.

SPONSORED BY:

Tyson's Partnership

IMPACT



a mid-size-group

SPONSORED FOR:

employer
retailer
hotelier
developer
local government
commercial property manager
residential property manager

TIME



< month

COST



CONTEXT



virtual

IMPACT

The core of delivering Tyson's brand promise is the projection of a consistent message, tone, and appearance. A standard template will have options to communicate the ease, possibility, and growth quantitatively and qualitatively. The flexible content and consistent formatting allow the presentation to be refined to suit various audiences.

We anticipate this document will have a far reach. Here are a few examples: an employer running a new hire orientation showcasing Tyson's amenities, a developer pitching the essence of Tyson's to an investor overseas, a panel of stellar members sharing tips on career development.

PROGRAM SUMMARY

This PowerPoint template enables Tyson's Partnership presentations and its consultant groups to stay on brand. It limits the recreation of material and importantly allows slides prepared for various purposes to be interchanged. It also eases the creation of new slides by providing on brand examples of how member profiles, resident quotes, and growth data might be displayed.

It is intended that the content for this roadshow will be built out over time as needs arise but that it will be done consistently. When we have had to create a slide-type with real content, we will provide it as part of the deck. When an example is not yet available, we may provide a template.

THE FOLLOWING SLIDE TYPES ARE INCLUDED

Type 1 – Opening slides: Title page, section break

Type 2 – Closing slides: Thank you, questions, next steps

Type 3 – Data: Pie, bar, radial, tree, scatter plots, single data point

Type 4 – Maps: showing a path, showing data overlaid on geography

Type 5 – People: Speakers panel, member or resident profile

Type 6 – Timelines: year over year progression, kanban complete, ongoing, next steps

Type 7 – SWAT analysis, list of bullets with headers

Type 8 – Tysons Partnership about us, sponsor thank you

Type 9 – Images and quotes

Type 10 – Icon bank

KEEP IN MIND

Tip 1 – Place a date in the upper left corner of each slide, noting the date it was created.

Tip 2 – When quotes or data are displayed, take care to reference the individual quoted and the data source. Too often, this information is broken from its original source. This limits the ability to answer questions and to know when information is stale.

Tip 3 – Clearly differentiate fiscal and calendar years. Fiscal years should be prefaced by FY. The fiscal year 2020 would read as FY 2020.

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POLICY

POSSIBILITY IN TYSONS

Tyson's adoption of address

Tyson's adoption of address

● Policy ● Digital Media ● Event ● Flat Graphic ● 3D Object ● Place

Campaign to achieve 100% adoption of “Tysons” as the place name and address in all communications by Tysons Partnership members, non-member businesses, individuals, and influential sources like the media.

SPONSORED BY:

Tyson's Partnership
local government

IMPACT



a large group

SPONSORED FOR:

employee
resident
commercial property manager
residential property manager
developer
employer
hotelier
retailer

TIME



> month

COST



CONTEXT



in-person

IMPACT

The name “Tysons Corner” officially retired in 2013 when the area became a census-designated place named “Tysons.” Many people don’t recognize the name change, however, let alone the distinct boundaries of Tysons in relation to its surrounding suburbs. A number of organizations within the Tysons boundary still use a surrounding suburb (Vienna, McLean) or “Tysons Corner” as their address, and many web-based sources still use Tysons Corner. (Road signage is also an issue, but a policy concern not addressed within this module.)

Clear and consistent name use is critical to brand recognition. In parallel with compelling stories and visuals, this consistency helps people recognize Tysons as a defined location and destination for progress and success. Using the right name also moves Tysons beyond past perceptions and toward its future state.

An important step to drive the new Tysons positioning is consistently using “Tysons” as a business address and geographic wayfinding point. When all residents and organizations based in Tysons identify “Tysons” as their location, they are not only supporting clarity around the physical place, but driving unity and attachment to the values and ideas represented in Tysons’ vibrant community.

PROGRAM SUMMARY

Starting with a detailed zip code assessment, this program identifies all organizations and residential properties that have not adopted “Tysons” in their address. Beyond assessment, the program delineates a series of steps to increase adoption of “Tysons” throughout the area—including specific steps for local government agencies.

The program outlines bite-sized steps to transition to a “Tysons” address so that business adoption can be a manageable task. Ideally, the program is also activated through the #OnlyTysons social campaign that increases address adoption and also raises awareness of the Tysons brand.

ASSESSMENT

Step 1 – Assess area organizations and residential properties within the Tysons census designated place boundaries to determine use of “Tysons” in address vs. other variants. Assessment should cover the following zip codes:

- 22102
- 22043
- 22182

CAMPAIGN DESIGN

Step 2 – Design a campaign around these messages in support of changing a business or residential address to use “Tysons.” Tysons is a place that is growing and transforming over the course of a 40-year vision; we invite all to be part of the journey by using the name “Tysons” in your address and communications.

- Make it easy for people to find you—when we all use “Tysons,” people can navigate more easily
- Limit confusion for first-time visitors arriving at your location. If your visitors are often in the Tysons area, it may appear confusing if your address is listed as another locale.
- Correlate your address with digital search engines—today’s search engines will point users towards specific content based on inputs. Specific and accurate inputs can lead to better SEO.

Step 3 – If an organization chooses to adopt a new address, consider asking them to :

- Show your pride! As a newly listed Tysons addressee, take a moment to commemorate the moment using your organization’s social media channels, or through a company blog post. Share that you are part of the promise for progress in #Tysons.

Step 4 – Provide a checklist of steps that show organizations how to change their address in small, manageable bites:

- Update your address with the USPS through an change of address.
- Update your address with the IRS.
- Update your address with clients.
- Update your address with all consultants and service providers:
 - Financial service providers (bank, tax services, payroll, etc.)
 - Facilities service providers (landscaping, custodial services, etc.)
 - Office supply / service providers (printers, office supplies, messengers, shipping, etc.)
- Update your address on your organization’s website and social media channels
- Update your address with member organizations
- Update your address on all email signatures, digital letterhead, forms
- Update your address on all organization business cards and letterhead. (If

you don't want to incur the cost of wholesale replacement, replace items as they run out and for new employees when they start.)

ACTIVATION

Step 5a – Cross reference address assessment with Tysons Partnership members . Encourage Tysons Partnership members to adopt “Tysons” as their official address, if they have not already, by asking members to inquire with their organizations about intentionally using Tysons. Share the how-to list of actions from Step 4.

5b – Tysons Partnership considers use of the correct address as a membership expectation.

Step 6 – Devise a plan to reach out to remaining potential adoptees beyond the Partnership. Use any opportunities you have with local organizations to share the new Tysons brand platform and the system of assets available for use by all. Consider the following as contact methods:

- Use a social media campaign to pleasantly “call out” potential adoptees as “missing out” on even greater opportunity as part of #Tysons.
- Invite adoptees to a town hall meeting
- Form a public digital commitment portal (publicized by social media and through the Tysons Partnership) that asks potential adoptees to formally commit to adopting the new address.
- Call, email, or mail a letter to adoptees making a formal request.

Step 7 – Identify local government entities that haven't adopted the new address or still refer to the area incorrectly in official reports and visuals and apply the campaign messages and steps outlined here to reach out and request correct name usage.

- Perform an assessment of local government web pages showing incorrect name usage.
- Perform an assessment of local government resources (maps, reports, etc.)—showing incorrect name usage.
- Make recommendations for a systemic adoption of the Tysons address.
- Consider using the contact methods described in step six to contact government agencies or to invite government agencies to participate in activities.

TYSONS ACTIVATION GUIDE

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DIGITAL MEDIA

FLAT GRAPHIC

POSSIBILITY IN TYSONS

my favorite spot in tysons

my favorite spot in tysons

● Policy ● Digital Media ● Event ● Flat Graphic ● 3D Object ● Place

Short-term place tagging campaign with companion social media program to highlight the places and spaces that make Tysons Tysons.

SPONSORED BY:

residential property manager
commercial property manager
retailer
hotelier
employer
developer
employee
resident

IMPACT



TIME



COST



CONTEXT



SPONSORED FOR:

employee
resident
visitor

IMPACT

Tysons is in the midst of a 40-year transformation effort. At times, parts of the area will feel in flux, with cranes, dump trucks, dirt, and empty spaces that will one day be filled with life. Despite the transitional dust, we know that there are treasures throughout Tysons. For locals, those treasures are part of the character of this place (and everyone loves being in on a secret). For visitors and newcomers, they represent an opportunity to connect to Tysons's past and tap into its evolving future by knowing the "best of" spots.

By revealing these special places, we can highlight Tysons for what it is – a gem being polished. Many new places and spaces have become favorites, like the 2020 Mid-Atlantic flagship Whole Foods at the Boro, or the 2014 plaza at Tysons Corner Center, which hosts daily children's activities and a popular summer concert series.

Successfully highlighting Tysons as a place for fun and unique experiences can shift existing perceptions and communicate a sense of optimism. Digital elements of this campaign provide opportunities for tracking interest and movement—providing measurable links between brand engagement and place vibrancy.

PROGRAM SUMMARY

My Favorite Spot in Tysons highlights the great spaces and places preferred by Tysons locals through compelling photography, intriguing tags at physical locations, and captivating storytelling. Any Tysons Partnership member organization, or other community or business entity, can lead this program with a dedicated team. The toolkit includes sample interview questions and photography guidelines.

KICKOFF

Step 1 – Tysons Partnership, a member organization, or an interested community organization creates a dedicated team to plan and activate a place-tagging social campaign throughout Tysons. The team decides on and commits to a specific duration for the campaign (i.e., three months vs. one year).

Step 2 – The team appoints leaders or internal groups to spearhead interviewing and writing, photoshoot coordination, and tag coordination.

PREPARATION

Step 4 – The interviewing and writing team identifies Tysons locals for participation in the program. For the first round of posts, consider inviting well-known Tysons personalities; i.e., those people whom you most strongly associate with the area. Some examples could be those who have lived or worked in Tysons for an extended period of time, enthusiastic supporters of the Tysons mission, or Tysons-based entrepreneurs.

Step 5 – Collect stories and photography for your campaign. Perform 15-minute video or phone interviews with selected participants. Sample questions should revolve around their favorite locales, such as:

- Places to go for breakfast, lunch, or dinner.
- Venues for entertaining clients.
- Spots for a happy hour with co-workers.
- Public or green spaces.
- Ways to get around Tysons.
- Escape in Tysons.

Also consider asking how they would spend their perfect day in Tysons.

Step 6 – Hire a photographer to shoot each participant at a few of their favorite spots across Tysons. Schedule your shoot so that you can complete photography for all selected participants in one day, if possible.

Step 7 – Prepare a social media campaign for your collected stories and photographs. Use your social media channels to share “My Favorite Spots in Tysons” posts highlighting your participants and their ties to specific places in Tysons.

Step 8 – Coordinate your social campaign with Tysons Partnership's social media coordinator so that posts can be reshared across all platforms.

Step 9 – Create simple place “tags” for all locations selected by your participants. Tags are meant to draw attention by being mysterious and intriguing. Each tag should include a designated area for a QR code linking to the full story on your social channels. Consider creating removable adhesive floor tags for indoor and outdoor surfaces, removable adhesive wall tags for indoor surfaces, and small yard signs for outdoor locations.

ACTIVATION

Step 7 – Begin interviews with selected participants. After interviewing, decide which named locations to include in social posts and which locations to physically tag.

Step 8 – Write short social posts for each interview for all selected social channels. Include virtual tags in each social post for all locations that are part of the story. If any locations are private businesses or private organizations, seek permission from the owner to place a physical tag on their property. If any locations are within the public realm (parks, trails, etc.), determine what can be allowably posted per Fairfax County regulations. Begin printing templates based on private and public permissions.

Step 9 – Photograph participants in a selection of their favorite spots. Ask participants to dress in a way that shows their personality and makes them feel most comfortable. Rather than taking formal head shots, ask your photographer to take relaxed, informal, full-body shots that show the participant enjoying the places they've selected. If the participant would like to include friends or family in the photo shoot, please allow them. Additional people included in the photography will show that Tysons is a vibrant, people-centric community. Photography should include a variety of images that highlight each place, the participant, and compelling details.

Step 10 – Begin tagging selected favorite spot locations with your printed tags. Ask private businesses if they'd like to take ownership of any tags they've allowed on their property. Tags should be viewed as an asset to businesses. If any locations are public (parks, trails, etc.), determine what can be allowably posted per county regulations.

Step 11 – Coordinate physical tagging dates with story posts. Consider choosing to tag all spots at one time, with all QR codes linking to the Tysons Partnership website. After physical tagging is complete, incrementally publicize all stories/tags through social posts.

WRAP-UP

Step 12 – Send a thank you note to all participants.

Step 13 – Track activity on social posts and reach out to those businesses that have allowed virtual or physical tags and ask how the tags have impacted their business. Share any insights with Tysons Partnership staff.

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EVENT

SENSE OF COMMUNITY IN TYSONS

chalk WALK

chalk walk

● Policy ● Digital Media ● Event ● Flat Graphic ● 3D Object ● Place

The chalk walk is an art-based event designed to increase the use of local connective walkways, foster culture, and connect people and Tysons through creative expressions of self and community identity.

SPONSORED BY:

Tysons Partnership
employee
resident
neighborhood group
commercial property manager
residential property manager
developer
employer
hotelier
retailer

IMPACT



TIME



COST



CONTEXT



SPONSORED FOR:

employee
resident
visitor

IMPACT

As an art-based community event, the Chalk Walk offers fun, connection, and culture. It provides people with a means to express themselves and their unique community life in Tysons. It also helps to activate the area's connecting systems by increasing pedestrian, bike, scooter, and stroller traffic on trails, sidewalks, and bike lanes. In short, this creative temporary activation is a simple and cost-effective way to bring residents and visitors together around Tysons and its developing neighborhoods.

PROGRAM SUMMARY

The Chalk Walk is an adaptable community art program that engages a group of volunteers and the wider community in a temporary Tysons art project. Teams identify a chalk-friendly sidewalk, plaza, building entry, or trail. They then plan a promotional campaign and implement a chalk-based art program. Program themes can include health and wellness, play activities, inspirational statements or imagery, Tysons-related events, or provocative questions. Sponsor teams can overlay their own brand story or messages to some degree as program hosts, but they should ultimately allow the community to have the lead voice in all expressions.

KICKOFF

Step 1 – Select a location that has easy pedestrian, bike, scooter, and stroller access. Consider locations with proximity to the Metro, major employers, and/or residential developments. Also, consider partnering with a retailer within a comfortable walking distance where people can get refreshments or service their bikes.

Step 2 – Determine the geographic extent of your walk so that you can purchase the right amount of supplies and zone the area. You may choose to have groups add art through a chalk-by-numbers system that specifically shows where each group is permitted to add artwork, or you may decide to take a more free-form approach. Consider that at the time of this guide's publication, Chalk Walk supplies were approximately \$x per square foot.

Step 3 – Name your Chalk Walk for promotional purposes. Choose a name that will garner excitement about the event and promote Tysons-positive themes, such as wellness, seasonal observances, music, or local inspiration.



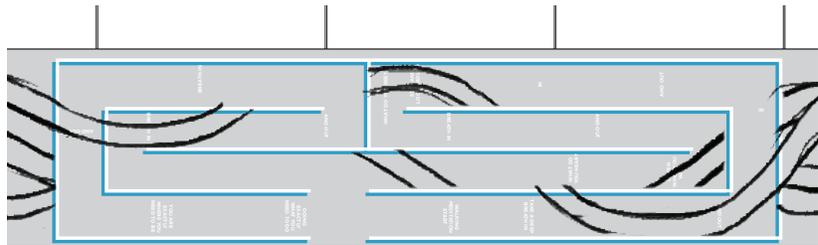
Step 4 – Notify the county if you intend to host a chalk walk on public property. Contact name@fairfaxcounty.org to notify the county. Include the date and times that the activation will be open to the public.

PREPARATION

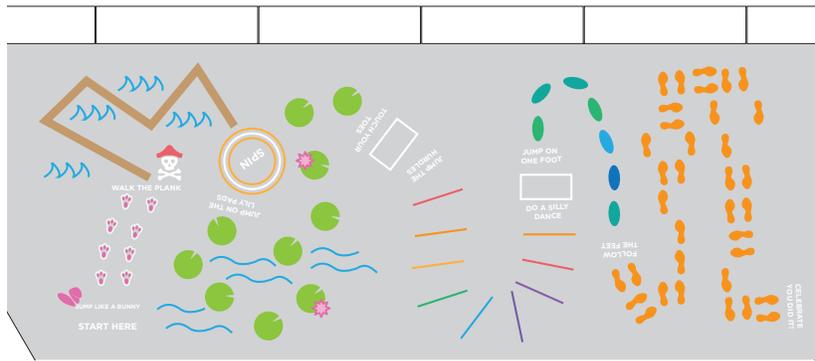
Step 5 – Choose design modules or create your own design. Select from some of the modules below. Consider the theme for your Chalk Walk, and choose the modules that fit best. Or create your own designs.



Inspirational Statement or Quote



Meditation Walk



Obstacle Course

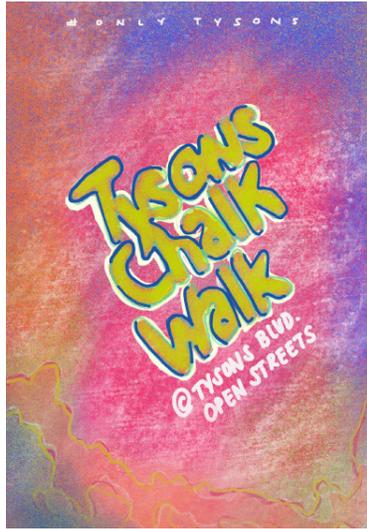
Step 6 – Gather your supplies. Use the checklist below to purchase the appropriate supplies for your Chalk Walk. We suggest creating or buying liquid chalk for a longer-lasting application. Consider using local Tysons businesses when placing your supply orders.

- Liquid chalk, or create your own liquid chalk using:
 - Regular sidewalk chalk (choose your colors)
 - White tempera paint (to mix with chalk)
 - Ziplock bags (to crush chalk in)
 - Paint rollers (wide and skinny)
 - Paint roller extenders (to roll paint on the ground)
 - Paint brushes (to apply paint on the ground)
 - Paint trays or buckets
 - Spray bottles (to spray or splatter paint)
 - Cleaning cloths for hands
 - Snacks and drinks (to keep your team hydrated and happy)
 - Shade tents (to keep your team cool in warmer months)

Step 7 – Plan Chalk Walk promotion and set the opening and closing dates. Determine if social media, postcards, partnerships with other events or organizations, or some other means is the best way to raise awareness for your event. Also, be sure to get support from Tysons Partnership. (See inspirational content below.)

Consider linking your Chalk Walk to the greater Tysons area by using some of the Tysons brand assets and messaging. Use this link to access brand asset files (logo, patterns, etc.). Ultimately, your Chalk Walk could be an ideal way to highlight local Tysons resources (like community events, parks, trails, restaurants, or retail shops) and showcase Tysons as a great place to live or visit.

[↑ Access Tysons Brand Assets here.](#)



Poster Inspiration

ACTIVATION

Step 8 – Prep day. Begin installing the foundation of your chalk art with your volunteer team. This may include marking areas for community contribution during the event or adding artwork that encourages group participation during the grand opening art day (See below).

Step 9 – Grand opening art day. Launch the Chalk Walk with a grand opening art day event that leverages art as a powerful means to connect and encourages the community to contribute its own expressions to the installation. For the event to be a true success, it's critical that community members feel like co-creators in the art-making process. So ask them to use art-making to share their feelings and their experiences in Tysons. Once again, create an alternative plan in case of bad weather.

Step 10 – Continue to promote your Chalk Walk as a community gathering spot and encourage continued social media posting using hashtags related to your theme(s). Use community images and post in an Instagram story or Facebook photo album. Always tag Tysons Partnership in your social posts

WRAP UP

Step 11 – After the Chalk Walk, we encourage you to let Mother Nature slowly fade the art. Allow the people of Tysons to enjoy the artwork for as long as possible!

TYSONS ACTIVATION GUIDE

T.A.G.