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**Joint Board Matter with Chairman McKay,
and Supervisors Alcorn and Foust**

**Next Steps for an Anchor Organization in the Tysons Community
Economic Opportunity Reserve Funding**

Members of the Board,

Following our robust discussion at the Economic Initiatives Committee on May 17, 2022, and the support expressed by the Board at that time, we would like to continue moving forward with the establishment of an anchor organization for Tysons. Specifically, we are proposing an additional expenditure of the existing December 1, 2020 Economic Opportunity Reserve Board nomination to the Tysons Partnership.

As previously discussed, additional work is needed to set the stage for a new community organization for Tysons. The Tysons Partnership has been a tremendous partner for the County over the last decade, and it is time to build on the work they have done to ensure success over the next decades.

More details on the governance and funding model for the organization, as well as the identification of an appropriate name, are in the works. Staff have reached out to your offices to schedule individual conversations with you to answer questions and receive additional feedback on the process and ideas shared. The comprehensive documents drafted by the working group have also been shared

We therefore propose that the following work be initiated as quickly as possible in order to maintain our current momentum, and not delay this important work. The primary tasks are:

1. Establish a new nonprofit corporation;
2. Develop administrative, financial, and personnel management systems;
3. Create a preliminary action agenda and initial work plan program; and
4. Prepare a communication plan and platform, building off the Tysons Partnership branding effort and previous County investments.

Completion of these activities is contingent on final approval of the new organization by the Board of Supervisors, but may take several months to complete. To maintain momentum, it is proposed we immediately allocate funding, in order to not lose time while working toward final Board approval. As the Board will recall, there is a previous Tysons Partnership nomination of up to \$1,000,000 from the Economic Opportunity Reserve. To date only \$250,000 of this amount has been approved. To facilitate this additional priority work of the Board, it is proposed that another \$125,000 be allocated from the remaining proposed \$750,000 for the purpose of moving this initiative work forward.

A proposed breakdown of this \$125,000 is attached. These tasks would be undertaken in cooperation with a County-established implementation task force and a new board of directors for the organization, once established.

Therefore, I move, in collaboration with Chairman McKay, and Supervisors Alcorn and Foust, that the Board direct staff to return to the Board with an Action Item on June 28, 2022 for the expenditure of \$125,000 from the Economic Opportunity Reserve to the Tysons Partnership to provide resources for the short-term initiatives attached. Given the previous conversations that have occurred on this nomination in committee and at the dais, the motion would also forgo the need to return for further discussion in committee on this expenditure.

Attachment:

Proposed Tysons Anchor Organization Workplan

1. Establish a new corporation – To create a new operating entity, there are a number of important legal tasks to be completed. These include, among others:
 - Incorporation
 - Creating by-laws
 - Identifying a Board of Directors and convening meetings
 - Creating organizational policies and practices
 - Filing of all needed business certificates and operating licenses
 - Developing a memorandum of understanding or operating agreement between the new organization and the County

(Estimated cost \$50,000)

2. Develop administrative, financial and personnel management systems - There are a set of organizational systems that are needed to assure robust functional capacity. These include:
 - Putting in place bookkeeping and financial management procedures and system
 - Establishing banking relationships
 - Designing and adopting operational policies and procedures
 - Developing position descriptions for executive staff and organize search process

(Estimated cost \$25,000)

3. Create a preliminary action agenda and initial work plan program - To expedite the delivery of initial services of the new organization and establish a presence,

work will be undertaken to frame a set of initial actions. This will require proposal of a short-range strategic plan. Activities would include:

- Identifying initial key needs and opportunities through surveys and interviews
- Establishing priority actions to meet needs and take advantage of opportunities
- Developing an initial work plan

(Estimated cost \$25,000)

4. Prepare a communication plan and platform - Taking advantage of previous investments in brand development for Tysons, a new communications plan, including updated messaging, should be developed. In parallel, a more robust social media platform should be developed and launched. Activities would include:

- Developing a communications plan
- Designing and implementing a social media platform
- Creating an interactive community engagement program

(Estimated cost \$25,000)