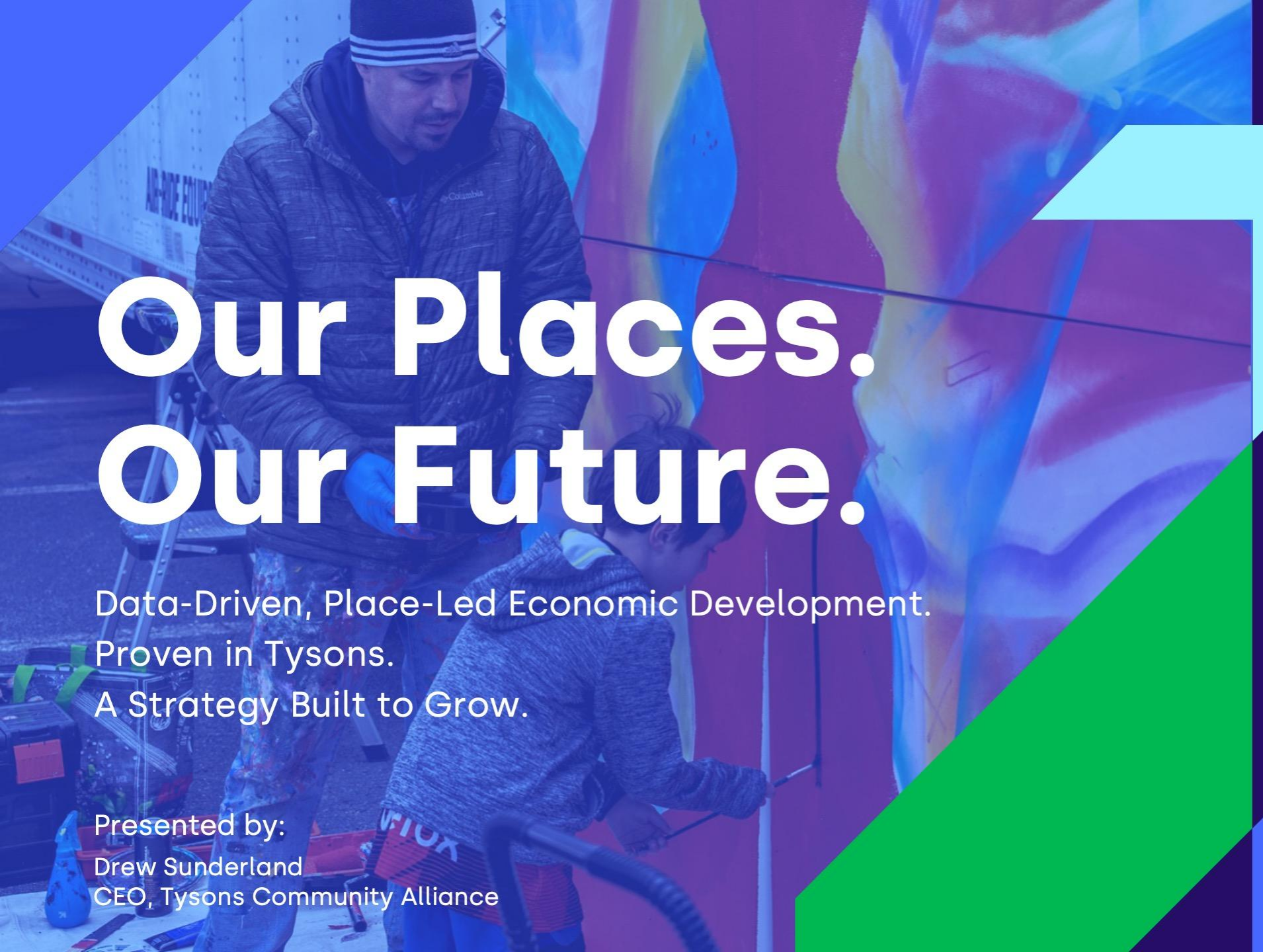


Our Places.
Our Future.

Data-Driven, Place-Led Economic Development.
Proven in Tysons.
A Strategy Built to Grow.

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Start with Results



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THE RESULTS

Seven Weeks. One Team. Real Impact.

$4.78M+

in estimated visitor spending across Tysons, generated by TCA event programming, May 30 – July 19.

$154

spent per visitor at TCA events, 7x the ~$20 Tysons baseline

$68K+

in direct Fairfax County tax revenue from those events

$6M earned media value | 31K+ attendees | 56% from outside Fairfax County

Source: TCA event impact data (Datafy visitation and spending estimates; FCEDA media report); see TCA COPA Tysons Impact Report.
Per-visitor baseline is Tysons YTD average.

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THE RESULTS

Positioned to Take Advantage.

Made possible by years of groundwork, with every part of TCA's work converging.

Data & Research

Tysons DataHub and market intelligence pointed TCA toward soccer as a high-return opportunity.

Infrastructure

Wayfinding, Metro obelisks, and the Westpark Drive crosswalk made venues easy to reach and find.

Partnerships

Relationships with venues, property owners and county agencies made fast, coordinated activation possible.

Place Brand

A shared place brand and promotion engine put Tysons in front of regional audiences.

COPA TYSONS + DMV SUMMER KICKOFF MUSIC FEST

$4.78M+ in visitor spending and $68K+ in direct county tax revenue in seven weeks.

Essential Role: Without TCA's foundational platforms and coordination, these results would not have been achieved.

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Why Place Matters

Gain Outsized Returns for Everyone

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Invest in Place. Create Destination. Lift Everyone.

When a place draws people in, every stakeholder benefits. The destination is the rising tide.

INVEST IN PLACE **More visitors, more spending, more demand in Tysons**

Fairfax County

New tax revenue that funds the services residents count on, without leaning harder on residents.

Employers

A place talent wants to be, strengthens recruitment and retention.

Developers

Destination demand attracts new residents and tenants and supports long-term value.

Retail & Hospitality

More shoppers, diners, and repeat customers, during big moments and after.

Residents & Visitors

Great experiences close to home, and a place to be proud of.

Public and private returns feed each other.

Every $1 invested in placemaking returns an average of $3 in economic benefit (Urban Land Institute).

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Invest in Place

A Model for Multiplying Results



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One Package, Not One Event

Economic development works when place experience and place enhancement move together.

DRIVES ACTIVITY

Place Experience

Programming, events, partnerships, and a strong place brand that drive visitation, engagement, and spending.

Creates the engine: more people, more spending, more tax revenue.

UNLOCKS CAPACITY

Place Enhancement

Wayfinding, transportation connections, amenities, and catalytic improvements that raise a place's ceiling.

Removes constraints: unlocking private investment and long-term tax-base growth.

TOGETHER

A destination that makes every sales pitch easier

An event brings people in. Wayfinding, transit, and public realm bring them back, increasing demand across business and residential.

PROOF POINT **$6M** in earned media value that markets Tysons to employers, talent, and investors.

Breakout Events. Seven Weeks. Measurable Momentum.

ATTENDANCE	**11** Events May 30 – July 19	**4** Venues: Starr Hill + The Perch, Lerner Town Square, The Boro, PenFed Plaza	**31K+** Attendees	**56%** From outside Fairfax County
SPENDING	**$4.78M+** in estimated total spending throughout Tysons	**~$154** per COPA visitor vs. ~$20 per total Tysons YTD visit baseline	**$68K+** Estimated total direct county tax revenue	**$196K+** Estimated total state and local tax revenue
MEDIA	**$6M** In earned media value	**240M** Media impressions	**89** Media mentions	*COPA only. Media report provided by FCEDA*

Event results only: spending and attendance measure only TCA's COPA Tysons and DMV Summer Kickoff events, not all World Cup activity in Tysons. Media figures cover COPA only.

TCA Made Tysons a Regional World Cup Destination

Destination-building in application: COPA Tysons drew people in, created lasting momentum, and elevated the Tysons brand.

Destination-Building in Action

All three host venues sit inside Tysons' mixed-use districts. Match-day energy became foot traffic for surrounding restaurants, retail, and entertainment, before and after every event.

Lasting Momentum

New customers: visitation and sales at host venues rose sharply year-over-year through the World Cup period, gains that outlasted the ten event nights, including the highest single sales day in a Tysons host venue's history.

Brand Elevation

$6M in earned media turned COPA Tysons into a coordinated brand moment that elevated Tysons during the World Cup and beyond. Even people who never attended heard about it.

THE PAYBACK

Direct ROI
New tax revenue for the County, and increased sales and spending for Tysons businesses.

Indirect ROI
A stronger Tysons brand that helps employers recruit, developers attract residents, and every future investment pitch.

From Strategy to Impact

TCA works across public, private, and civic sectors to turn data into action.

EVENTS

- COPA Tysons watch parties: 10 events across three mixed-use venues: ~25,000 attendees
- DMV Summer Kickoff Go-Go Festival: ~6,000 attendees
- Tysons Mixed Market
- Tysons-wide event calendar: promote hundreds of annual events

MARKET POSITIONING

- Place brand and shared strategic plan
- Tysons DataHub and quarterly market reports
- Building national market presence, including ICSC Las Vegas, the world's largest commercial real estate event

INFRASTRUCTURE

- Westpark Drive crosswalk
- Wayfinding expansion connecting stations, venues, and districts, 8 Metro obelisks, Water tower branding

200M+ impressions from TCA-installed landmarks, including water tower branding, Metro obelisks, murals, and trail wayfinding signage, recognition that strengthens visitation and every investment conversation.

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Carry it Forward

Built for Tysons. Designed to Scale

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Your Investment Built the Playbook

The County's investment in TCA is paying off, and its model is ready for use across Fairfax County.

Same model. No growing pains.

Other districts inherit a working approach without paying the cost of developing it themselves.

1 **Measurement Built**

Visitation, spending, and tax revenue tracked event by event, with the data partners and methods to do it.

2 **Programming Proven**

Events, wayfinding, and place brand working as one package, and generating county revenue.

3 **Pathways Cleared**

Regulatory and legal permitting approaches for placemaking, solved in Tysons and available to other districts.

Carry Our Momentum Forward

The same destination approach is already lined up for what comes next.
This was not a one-time moment.

THE OPPORTUNITY

Build on what we've started.

Each upcoming opportunity applies the same approach, compounding the brand, visitation, and momentum built this year.

ON THE HORIZON | INCLUDING, BUT NOT LIMITED TO

2027 FIFA Women's World Cup

A second chance to run the COPA Tysons playbook, with the foundation already in place.

DMV Summer Kickoff Music Fest returns

Building on ~6,000 attendees and an estimated $590K–$886K in spending.

Expanded Wayfinding

Extending the network that connects stations, venues, and districts.