



**Partnership Potential:
Creating Remarkable Experiences at
Lake Anne Village Center**

July 13, 2011

**Fairfax County
Office of Public Private Partnerships
Patti Stevens, Executive Director**

Mission

- Exponentially increase the value of public private partnerships in Fairfax County
 - Create and maintain an inventory of current and potential partnerships and best practices
 - Identify and catalyze partnerships to leverage new resources to meet County priorities and community needs
 - Build the capacity of organizations to initiate and sustain successful partnerships

Learning and Sharing Tools & Resources

- Research and maintain resource database and key contacts for potential partnerships.
- Participate in Chamber, business, community events to identify and make connections.
- Work with universities and innovations groups to identify and share best practices.
- Calculate and report return on investment (ROI) for leveraged resources.

Capacity-Building Partnerships

- **Volunteer Fairfax Training and Recruitment**
 - Joint training –Volunteer Bootcamp, Americorps/VISTA Training, Retiree Volunteer Initiative
 - Corporate employee volunteer promotion and recruitment,
 - Celebrate Fairfax Young Professionals Mixer with 8 Chambers of Commerce & LFI
- **Grants Research and Training Center** with FCPL
 - Work with Foundation Center, GMU to share resources, information, training
 - 68% found new grant opportunities, tech tools for giving and receiving contributions
- **Fairfax County Restoration Project**
 - Initiated by community leader in HOT Lane impacted neighborhood
 - Stakeholders share interests in restoring area to “*better than before*”
- **Sports Marketing Committee**
 - Collaboration opportunities to attract major sports events (WPGF, Senior Olympics)
- **Arts Council and Fairfax County Arts Committee**
 - Foster and advance public art, shared venues, cross-marketing to audiences

Successful Partnership Outcomes

- Environmental groups rescue native plant species Corporations donate to replant at school and neighborhoods gardens.
- Rotary clubs contribute funds to continue Concerts in the Parks, After School programs .
- Financial institutions are hosting budgeting workshops and opening accounts for unbanked.
- Professionals offer probono technical expertise (website, social media, accounting, marketing plans, legal etc) and serve on boards.

Successful Partnerships

- **Align Your Interests with Theirs**
 - Identify common goals and shared outcomes
 - Collaborate vs. compete for resources, attention, customers
- **Mutually Beneficial - What's in it for them?**
 - Think Business case for investment not a pitch for donation or charity
 - Create and offer unique and Remarkable Experiences at LAVC
(and they will thank YOU!)
- **Partnership is a positive experience**
 - Start with small steps, make progress, assess, and continue
 - Builds confidence and trust for bigger things
- **Share the Stories, Celebrate Success!**
 - What makes people talk about their experience at Lake Anne Village Center
 - And Come Back OR bring someone else back with them?

Look and Listen with Fresh Eyes

- Assess first-time or single purpose visitor experience and perception.
 - What's their comfort level with going beyond their initial/regular destination?
 - How aware are they of other Lake Anne events, opportunities?
 - Would they tell someone else about Lake Anne and bring someone else back?
- Do you know each other's regular customers?
 - How many single purpose visitors would come back to a different venue or at another time? If not, why not?
 - Are they comfortable? Are they aware of alternatives at Lake Anne?
- Three Touches to Make Friends
 - First time observer, second time more familiar, third time insider, *or out?*
 - Will they tell the story of their Lake Anne experience?

Partnerships within Lake Anne

Create and Promote Remarkable Experiences

- Washington Plaza Baptist Church
 - 15+ groups meet there weekly
- Reston Art Gallery
 - Hours beyond Sat/Sun 12-5pm?
- Reston Historic Trust
 - Living Museum, Making History
- Reston Community Center
 - Great space, instructors, and activities
- Reston Coffee Shop
 - Gathering place and community
- Restaurants
 - Great alternatives for all of the above
- Hair, Beauty, and Nail
 - Discounts, special offers for above
- Professional Services
 - Financial Planning, Design Services, Real Estate
- First Friday & Sat Morning groups
 - "Date Night", Girls/Guys night out options
- "Gallery Walk" with RCC, RHT – promote "exchanges" with other arts groups
- American Planning Association ---
 - events, symposia, University study groups
- Invite Corporate Neighbors Over
 - Host offsite retreats, team-building events
- Craft and Book Clubs, Poetry Reading, Open Mike
- Progressive Dinner Party
 - Get to know each other's regulars
- Guy or Gal "Evening of Pampering"
 - For TLC Parents or Bank customers
- Informational Series
 - Good food & venue

Track, Report, and Build on Success

- Evaluate what's working (and what's not)
 - Track and report outcomes, pre and post data
 - Who isn't coming, returning, or investing?
 - Benchmark: Other merchant groups, businesses
- Map your assets, people and contacts
 - Identify your shared (now expanded) regulars
 - Those who attended events, activities and had A.R.E.
 - Who do they work for? Do business with?
- Who are Potential Investment Partners?
 - What are their shared interests?

Resources To Address Priorities:

From your identified Network:

Professionals to offer Pro Bono Services

Corporate Partners to Invest in Priorities

Through Grants or Sponsorships

Partnership Opportunities with Developers

What are Public AND Private Interests?

Office of Public Private Partnerships

www.fairfaxcountypartnerships.gov

