

Welcome

THE TOWN OF



VIENNA

**SPRING 2025  
UPDATE**

Established 1890





# SPRING UPDATE & VIENNA ECONOMIC SUMMIT



FAIRFAX

CORE

Connecting Opportunities & Resources for Entrepreneurs

From cutting-edge tech positions to purpose-driven careers, explore all open jobs across FFA NOVA where you can make an impact locally, nationally or globally – no matter your level of experience.

CLEARER JOBS NO 4-YEAR DEGREE REQUIRED

SEARCH BY KEYWORD COMPANY

Search... SEARCH

**AEROSPACE & DEFENSE**

With the advantage of being so close to our nation's capital, the defense and aerospace sector in Northern Virginia is thriving. Find your new position below.

BROWSE 22,835 JOBS

**DELIVERY**

Exactly what it sounds like. Be a crucial part of today's supply chain by delivering goods of all kinds to our residents.

BROWSE 16,151 JOBS

**FINANCIAL SERVICES**

Whether you're a seasoned pro with years of experience or a newcomer looking to dip your toe into the world of finance, Northern Virginia has plenty of prime positions ready for you to dive into.

BROWSE 2,191 JOBS

**E-COMMERCE**

Now more than ever, people are shopping online. Help make it happen through our open e-commerce support job opportunities.

BROWSE 23,458 JOBS

**GOVERNMENT AGENCIES**

In the back yard of the epicenter of government, Northern Virginia is flush with careers at federal organizations. From intelligence to health and human services to transportation.

BROWSE 3,080 JOBS

**HEALTH & LIFE SCIENCES**

With a range of hospitals and highly ranked medical facilities in the Northern Virginia region, career possibilities abound. From nurse to lab researcher, you'll find a job that suits you here.

BROWSE 3,888 JOBS

**HEALTHCARE**

There is still plenty of urgent demand for healthcare workers in NoVA, from wound care to physical therapy to mental health services.

BROWSE 38,384 JOBS

**INFORMATION TECHNOLOGY**

The IT sector in Northern Virginia continues to grow as companies flock to this region, seeking experts with specialized knowledge of computer systems. Browse IT positions below.

BROWSE 40,555 JOBS

**INTERNSHIPS**

In Northern Virginia, you can jumpstart your career with an internship at one of the most

**RENEWABLE ENERGY**

Northern Virginia is always working to stay on the forefront of innovation with a wide variety of programs to

**WAREHOUSE & DISTRIBUTION**

Carry out the ins and outs of



# MARKET INDICATORS

INVENTORY SF

3.3M +0%

Prior Period 3.3M

UNDER CONSTR SF

0 -100.0%

Prior Period 58K

12 MO NET ABSORP SF

5.6K -37.1%

Prior Period 8.9K

VACANCY RATE

3.0% -0.2%

Prior Period 3.2%

MKT ASKING RENT/SF

\$34.72 +3.0%

Prior Period \$33.72

MKT SALE PRICE/SF

\$322 -1.3%

Prior Period \$326

MKT CAP RATE

7.8% +0.3%

Prior Period 7.5%

## Availability

Vacant SF	97.5K ↓
Sublet SF	1.7K ⬇
Availability Rate	3.5% ↓
Available SF Total	116K ↓
Available Asking Rent/SF	\$32.12 ↑
Occupancy Rate	97.0% ↑
Percent Leased Rate	97.3% ↑

## Inventory

Existing Buildings	224 ↑
Under Construction Avg SF	-
12 Mo Demolished SF	0 ⬇
12 Mo Occupancy % at Delivery	0% ↓
12 Mo Construction Starts SF	0 ↓
12 Mo Delivered SF	58K ↑
12 Mo Avg Delivered SF	58K ↑

## Sales Past Year

Asking Price Per SF	\$502 ↑
Sale to Asking Price Differential	-0.2% ↑
Sales Volume	\$15.4M ↑
Properties Sold	13 ↑
Months to Sale	5.8 ↓
For Sale Listings	6 ↓
Total For Sale SF	189K ↑

## Demand

12 Mo Net Absorp % of Inventory	0.2% ↓
12 Mo Leased SF	125K ↑
Months on Market	8.1 ↓
Months to Lease	5.9 ↓
Months Vacant	4.2 ↓
24 Mo Lease Renewal Rate	84.1%
Population Growth 5 Yrs	-1.4%

SOURCE: COSTAR





# 2025 VIENNA RESTAURANT WEEK IMPACT REPORT





# ABOUT

Vienna Restaurant Week (VRW) is an annual celebration of the Town of Vienna's culinary scene. During this weeklong program, our community comes together to support our restaurants, while newcomers discover local flavors and favorites. From cozy cafes to elegant fine-dining restaurants, our town's food and beverage businesses shine during Vienna Restaurant Week.

The Town of Vienna Economic Development Department produced 2025 VRW in partnership with Spotted MP, the marketing strategy and public relations firm contracted for this project.

spotted  
marketing + public relations





# RESTAURANT WEEK AROUND THE DMV

- **Steady Growth in Participation:** There are approximately 20 Restaurant Week programs across the DMV (DC, Maryland, Virginia), with more coming in 2026.
- **Consumer Behavior Shift:** Diners increasingly view Restaurant Week as a time to try new spots or indulge in higher-end meals at accessible price points.
- **Tourism Tie-In:** Restaurant Week programs are being positioned as destination events, often promoted through tourism boards and hotel partners to drive overnight stays and out-of-town visitors.
- **Social Media & Influencer Power:** Campaigns that incorporate social media activations and partnerships with regional food influencers consistently see higher engagement and traffic, with influencers driving awareness and credibility.
- **Data Collection & Feedback Loops:** Successful programs often incorporate QR codes, digital menus, and surveys to collect diner feedback and track ROI — creating a foundation for improving year after year.
- **Year-Round Momentum:** Many cities are extending the impact of Restaurant Week programs by hosting multiple events per year (e.g., Winter and Summer editions) or launching spin-off events like dessert weeks, cocktail crawls, or food festivals.





# 2025 PARTICIPANTS



The 45 participants ranged from fast-casual favorites to fine dining destinations, all featuring custom prix fixe menus or special offerings. From family-friendly classics to hidden gems, the lineup celebrated the town's diverse and ever-growing culinary scene. Whether diners craved international flavors or classic American dishes, there was something for everyone.

- Pie Gourmet
- Pizza Boli's
- Plaka Grill
- Pure Green
- Qamaria Coffee
- Rita's Italian Ice & Frozen Custard
- Roberto's Ristorante Italiano
- Royal Nepal Bistro
- Seray
- Simply Social Coffee
- Smoothie King
- Sushi Koji
- Ben & Jerry's
- Bruster's Ice Cream
- Caboose Tavern
- Cafe Renaissance
- Cafe de Vienna
- Caffè Amouri
- Carnegie Diner & Cafe
- Chick-fil-A Vienna
- Chit Chaat Cafe
- Clarity
- Cocoa Vienna
- Evelyn Rose
- FRAME Coffee Roasters
- Foster's Grille
- Le Bistro
- Ledo Pizza
- Lombardi's Pizza
- Maple Ave Restaurant
- Norm's Beer & Wine
- Nozzo Pazzo
- Oh My Dak
- Peking Express
- Taco Bamba
- Tango Pastry
- The Maple Room Restaurant & Lounge
- The Virginian Restaurant
- Trace - The Zero Waste Store
- Vienna Inn
- Vienna Thai & Bar
- Vienna Vintner
- Vienna Wine Outlet
- Vivi Bubble Tea



# GOALS

Vienna Restaurant Week (VRW) has three main goals:

1

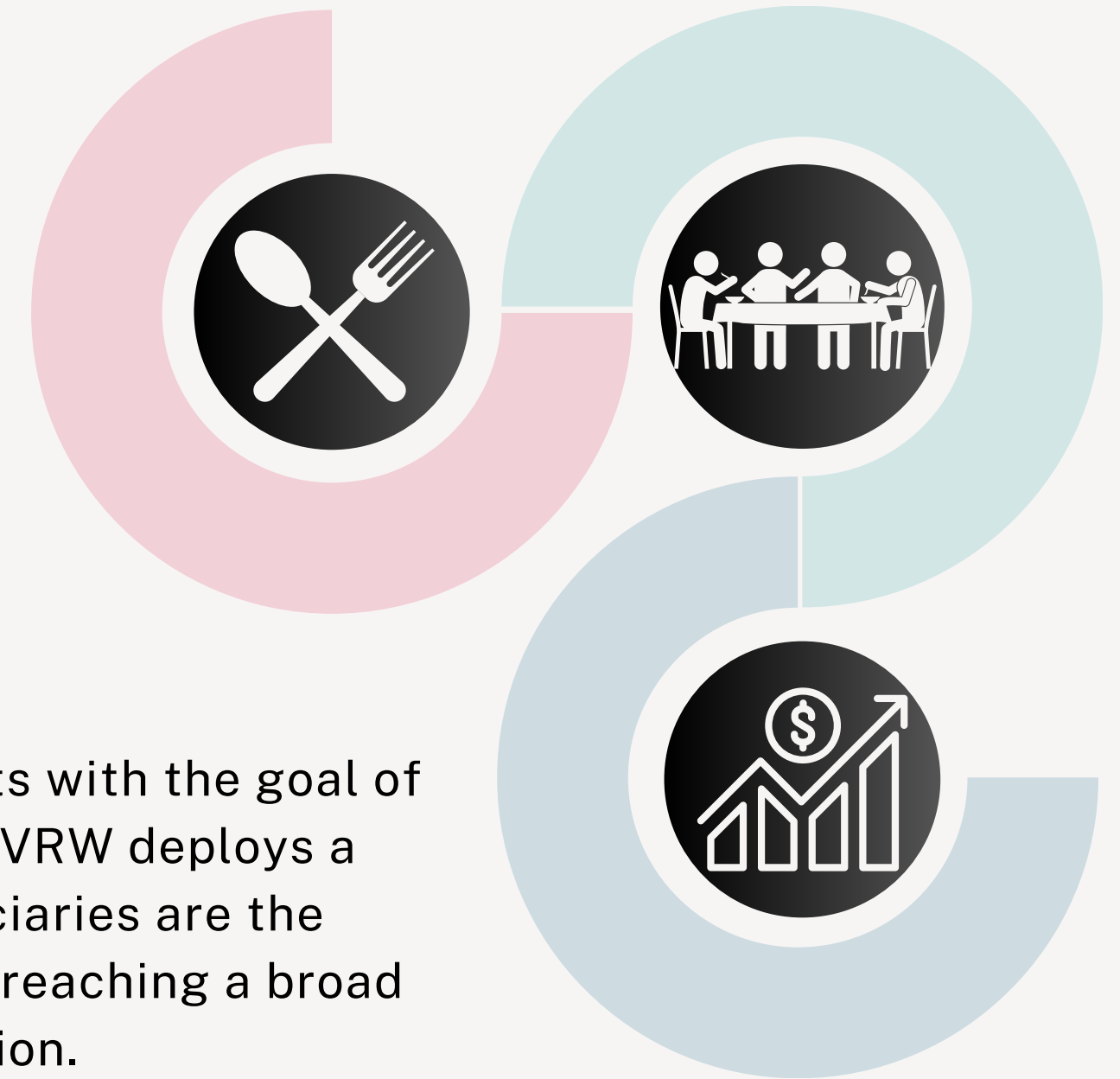
**Elevate Vienna's culinary scene.** VRW seeks to raise awareness about the Town of Vienna as a destination for food and dining.

2

**Promote local restaurants.** VRW drives visitors to Vienna's restaurants with the goal of converting them to repeat customers throughout the rest of the year. VRW deploys a massive multi-platform marketing campaign, in which the real beneficiaries are the restaurants themselves. Their names, logos, websites, and menus are reaching a broad audience across Northern Virginia and the Washington D.C. metro region.

3

**Boost economic activity.** Early March can be historically slower for restaurants. VRW's success translates into gross receipts for the businesses and the associated meals tax revenue that supports the Town's services and programs.





# TOP WINS FOR 2025

## **Earned Media Coverage**

- Multi-pronged media strategy including broadcast TV takeover coverage giving several participating restaurants an opportunity to highlight offerings
- Inclusion in 94.7 weekend “things to do” roundups and drive-time shoutouts and complimentary bonus radio promos and food drop offs at station (est. \$3,000 value when paid for)

## **New Restaurant Participation / First-Time Participants**

- Notably: Evelyn Rose, Carnegie Diner, and The Maple Room

## **Increased Foot Traffic at Kickoff Event**

- Approximately 100 visitors stopped by the kickoff celebration

## **New Influencer Partners Extended VRW Visibility**

- Collaborated with several well-known DMV food influencers generating high engagement across Instagram, TikTok, and Facebook with reels and where to dine highlights
- 94.7 Sponsored shoutouts throughout the week





# MARKETING CAMPAIGN



# CREATIVE ASSETS + BRANDING

2025 Vienna Restaurant Week featured a suite of creative assets to enhance visibility and build the Vienna Restaurant Week brand.

- Professional food photography
- Branded marketing materials
- Digital advertising assets
- Promotional swag















Logo



Yard Signs



Social Media Content



Save-the-Date



Flyers & Postcards



Promotional Items





Seray



Maple Room





# SOCIAL MEDIA



Both paid content (advertisements) and organic content (non-paid) were placed on Instagram and Facebook during the marketing campaign.

Here are the performance results from the start of the marketing campaign on February 15, 2025 through the program end on March 16, 2025.

The following numbers are inclusive of paid and organic content:

- **Reach:** 45.6K (at least 31,236 from ads)
- **Views:** 160.4K (at least 68,921 from ads)
- **Website link clicks:** 2K (at least 1,752 from ads)
- **Content interactions:** 1.8K
- **Social page visits:** 1.3K
- **Follows:** 45
- **Total ad spend:** \$541.16
- **Cost per link click (ads):** \$0.31



# INFLUENCERS

We partnered with a curated list of local food influencers and content creators to help expand awareness and engagement across the region.

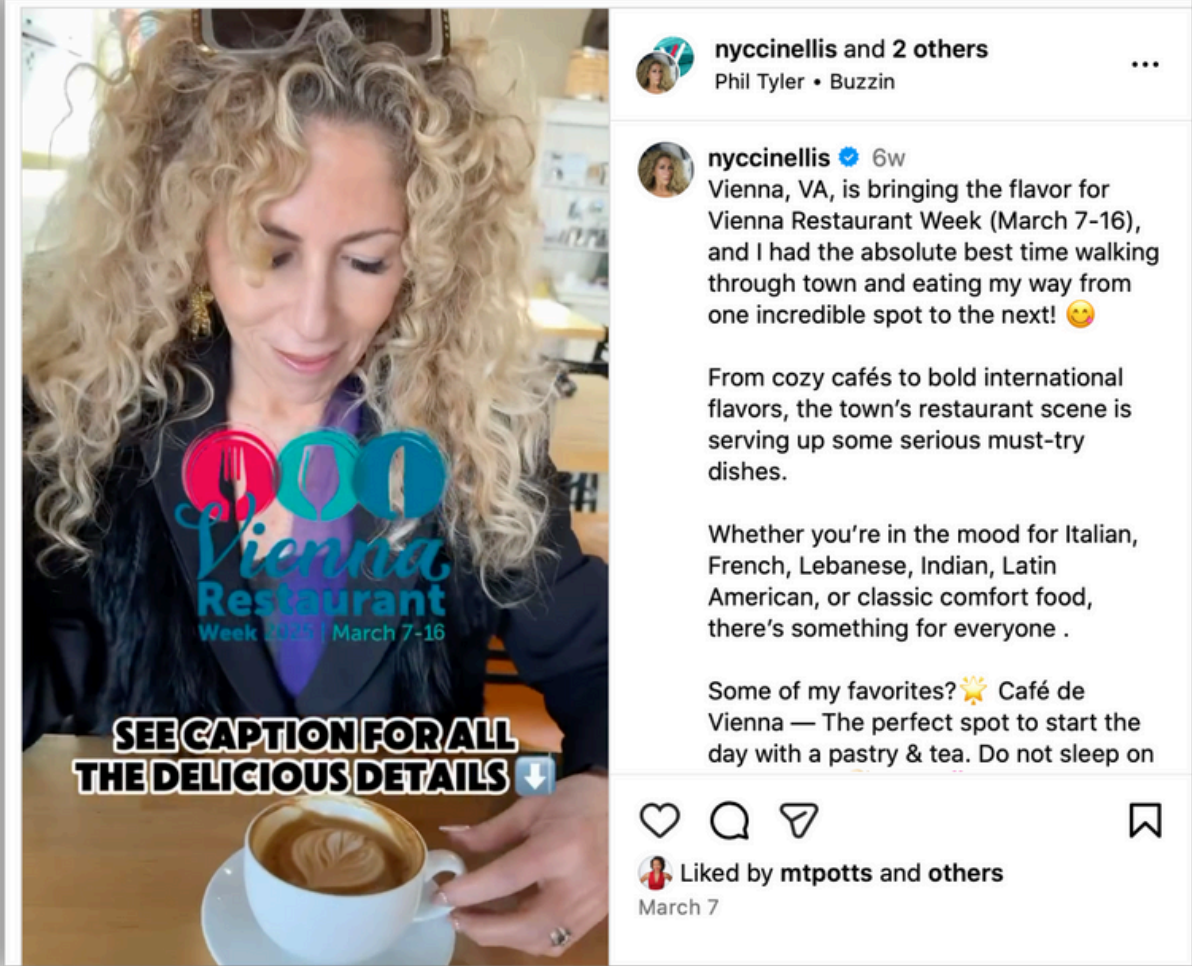
Influencer content from our VRW partners generated an estimated **42,000+ total views, over 3,000 likes, and over 500 shares**, with more than **1,900 total engagements**.

Notably, **35–40% of the audience were non-followers**, showcasing strong off-page visibility and expanded awareness for participating restaurants.





# SOCIAL MEDIA/INFLUENCERS

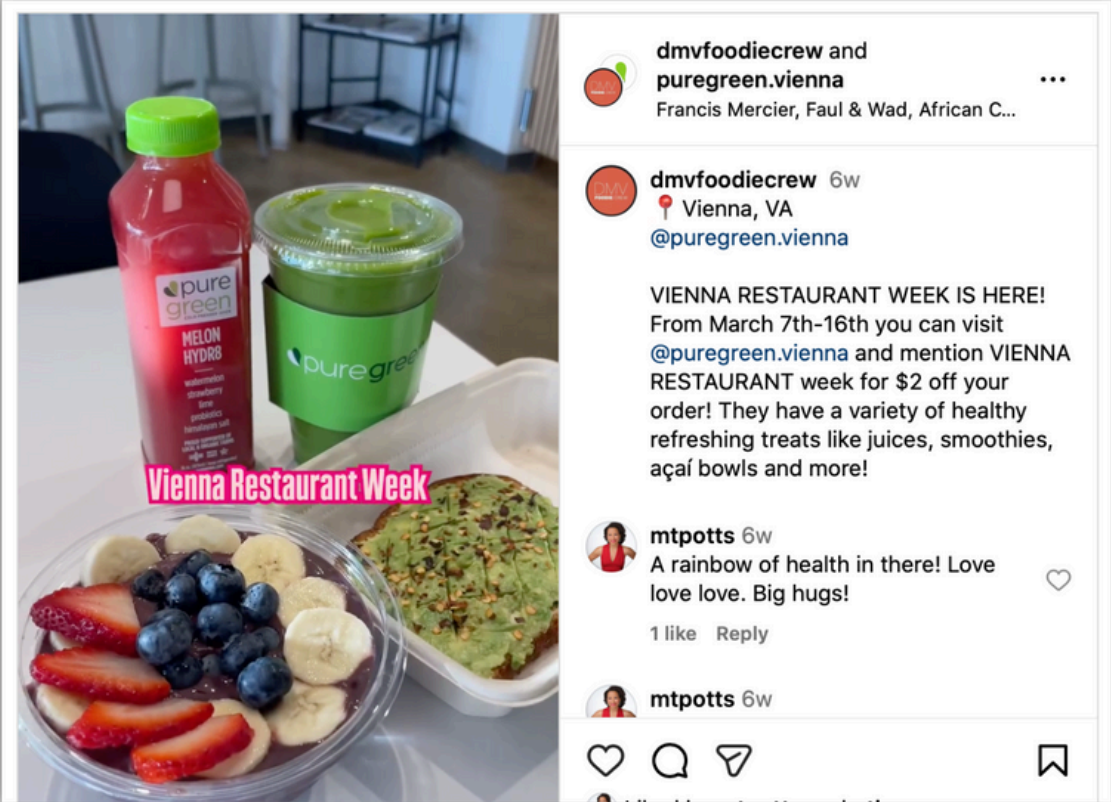


Nycci Nellis  
of Foodie and the Beast  
*Cocoa Vienna, Roberto's, Royal Nepal  
Bistro, Vienna Thai & Bar, Cafe de  
Vienna, Caffè Amouri*



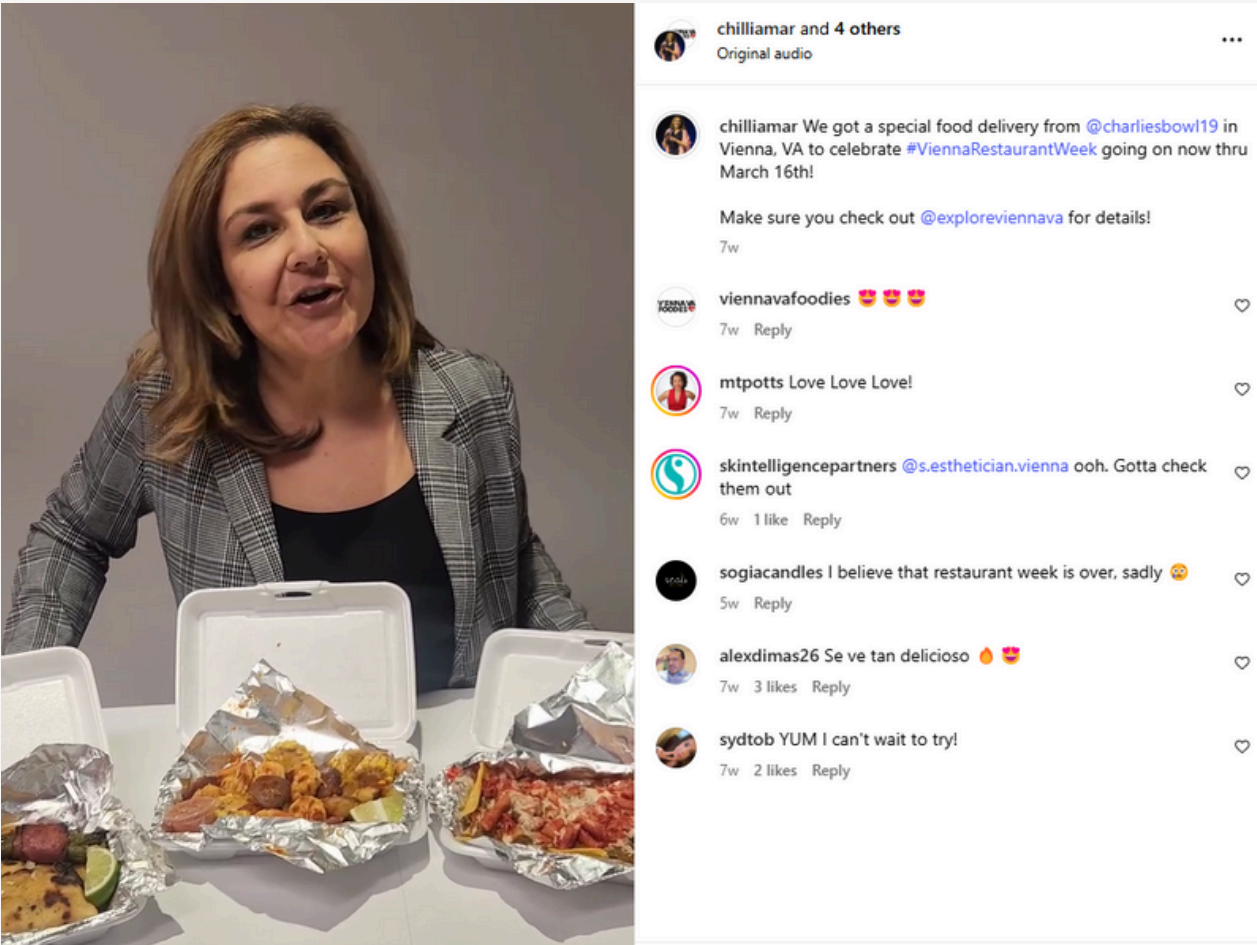
NOVA Foodies  
*Roberto's*

DMV Foodie Crew  
*Taco Bamba & Pure Green*





# SOCIAL MEDIA/INFLUENCERS



Chilli Amar  
of 97.1 WASH-FM  
*Charlie’s Bowl & Clarity*



Lydia Russo &  
Vienna VA Foodies  
*Cafe de Vienna,  
Carnegie Diner, & more!*

Bianca Moskaitis & Nova Eatz  
*Sushi Koji & Tango Pastry*





# EARNED MEDIA HIGHLIGHTS

Vienna Restaurant Week 2025 generated meaningful buzz through curated media outreach and organic coverage across top-tier outlets and influencers.

The campaign earned:

- **20 media mentions** resulting in 364 million impressions (impression increase from 2024 to 68 million)
- Written coverage in local and regional media including ***Northern Virginia Magazine, Tysons Reporter, and DC Eater.***
- TV coverage on **Good Morning Washington (WJLA), Great Day Washington (WUSA9), Fox 5 DC, and Good Day DC.**



# EARNED MEDIA HIGHLIGHTS



**yahoo!news**

## Vienna Restaurant Week coming up, features 29 businesses

Makena Lutzeler

Fri, February 21, 2025, 8:22 PM EST



VIENNA, Va. ([DC News Now](#)) – The Town of Vienna announced the dates and participating businesses for this year's Restaurant Week.

From March 7 to 16, 29 different businesses across the town will have offers including discounts and exclusive menus and specials.

[Go-Go Museum and Café](#) officially opens its doors in DC

The list of participating businesses includes dessert shops, cafes, restaurants and more.

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## Vienna Restaurant Week returns this weekend with more than 40 eateries

By JAMES BROWN

Published March 15, 2025 at 9:46 AM



Vienna's new [Lungfish](#) drew a 4.5-star review of day breakfast, sandwiches, burgers and other comfort food featuring a large 10-ounce 12-ounce

to serve from the Town of Vienna will kick off the annual [Restaurant Week](#).

More than 40 restaurants will offer prix fixe menus, discounts or specials as part of the event, which starts Friday, March 7, at 5 p.m. and runs through Sunday, March 16, at 10 p.m. The event is a collaboration between the Town of Vienna and the local restaurant industry.

It's a great opportunity for people to support their favorite spots or to discover a new restaurant or specialty shop in Vienna while supporting the local economy at the same time.

These businesses (the [Restaurant Week](#) list) will be participating in the event. This year, there will be 40 participating restaurants serving a wide variety of different dishes and cuisines. With the event, the local community can enjoy a variety of offerings including American, Italian, French, Asian, and more.

Among the new additions to the list are the [Lungfish](#) and [Clarity](#), which opened



## NorthernVirginia

FOOD & DRINK

**Vienna Restaurant Week Is Back and Better than Ever**  
Indulge in the best bites Vienna has to offer at lower prices during this weeklong event.

**F**ood lovers, get ready for this year's [Vienna Restaurant Week](#). With nearly 40 participating restaurants, diners can get a taste of everything from fine dining to sweet treats, with discounts, à la carte specials, and fixed priced menus from March 7 to 16.

During the event, each participating restaurant will offer its own special promotions — rather than a standard rate, as many area restaurant weeks do.

Start the weeklong celebration at the [Vienna Restaurant Week](#) pop-up social event on Friday, March 7. It will include live music, giveaways from the Town of Vienna Economic Development Department and 97.1 WASH FM, and food from the [Vienna Inn](#) as it celebrates 65 years in Vienna.

First-time participants include upscale eatery [Evelyn Rose](#), Yemeni coffee shop [Qamar Coffee](#), Modern American restaurant [Clarity](#), and Lebanese restaurant [Seray](#).

Some returning mainstays of [Vienna Restaurant Week](#) include [Tango Pastry](#), [Plaka Grill](#), and [Café de Vienna](#).

Standout specials include [Roberto's Ristorante Italiano's](#) \$55 dinner, [Caboose Tavern's](#) three-course meal for \$35, and a \$40 prix fixe menu from [Vienna's Wheel & Win](#).



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[#ClientsInTheNews](#)

## WASHINGTONIAN

### More Restaurant Weeks to Look Forward to This Winter

DC's Restaurant Week just ended—now it's the suburbs' turn.

WRITTEN BY JANE GORDON | PUBLISHED ON FEBRUARY 4, 2025

1 min read | 1 photo



### Town of Vienna Restaurant Week

Friday, March 7 to Sunday, March 16

For nine days in early March, Vienna restaurants, bars, quick-service spots, and cafés will offer prix fixe menus and discounted specials. While the 2025 participating restaurants haven't been announced, last year's roster included [Bear Branch Tavern](#), [Social Burger](#), and [Clit Chart Café](#).








# PAID MEDIA

A strategic paid media campaign successfully amplified awareness across the region. Our targeted approach focused on high-visibility placements with trusted partners.

-  **iHeart: Two-week radio campaign**  
100 - :30 second spots aired during peak drive-time:
  - Impressions: 1,013,800
  - Reach: 511,400

**Consultant secured radio and TV placements without pay-to-play due to existing relationships**

-  **FFX Now, Arlington Now, Reston Now, Northern Virginia Magazine**  
Email newsletter placements:
  -  Total Emails Sent: 88,547
  -  Total Opens: 31,694
  -  Average Open Rate: 61.7%
  -  Total Clicks: 1,637
  -  Average Click-Through Rate (CTR): 5.2%



# PAID MEDIA

## FFXNOW

FFXnow's local deals and events email [View this email in your browser](#)

# FFXNOW

**Time to dine  
and discover!**





**Vienna  
Restaurant  
Week 2025 | March 7-16**

50 diverse dining spots—from restaurants to fast-casual gems—all throughout the Town of Vienna!

**LEARN MORE ►**

[exploreviennava.com/restaurantweek](https://exploreviennava.com/restaurantweek)

FFXnow offers, events and announcements are sent on behalf of local businesses and nonprofits up to twice a week as part of your daily newsletter subscription. These emails support our original local news reporting.

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## NorthernVirginia

### NorthernVirginia

# FOOD & DRINK



### Ciao Osteria's Specials Are Still Winning Fans and Attracting Crowds

After more than a decade in business, the Centreville restaurant continues to be a go-to for Italian cuisine. [\[READ MORE\]](#)



### BEST RESTAURANTS



**SPONSORED**

### Savor the Best of Vienna's Dining Scene During Vienna Restaurant Week!

From March 7–16, enjoy special restaurant week menus at the town's top restaurants, featuring a diverse array of flavors from locally sourced ingredients to globally inspired dishes. Whether you're craving upscale cuisine, cozy cafés, or international bites, this is the perfect chance to explore Vienna's vibrant culinary offerings at unbeatable prices. Gather your friends or the family and treat yourself to a week of delicious discoveries! Visit [exploreviennava.com/restaurantweek](https://exploreviennava.com/restaurantweek) for participating restaurants and menus.



**SWEET AS PIE**

### Celebrate Pi Day 2025 at These NoVA Bakeries

Pi Day is celebrated every year on March 14. Here are seven bakeries where you can enjoy a sweet or savory slice. [\[READ MORE\]](#)



# WEBSITE

All marketing efforts for 2025 Vienna Restaurant Week, including ads, directed traffic to the Vienna Restaurant Week page on [www.ExploreViennaVA.com](http://www.ExploreViennaVA.com).

This page housed the names of all the participating restaurants with links to their websites and details about their special Restaurant Week menus and promotions.

Choose your cuisine:



Coffee



American



Asian



Baked Goods



Beverages



British



Dessert



Fast-Casual



French



Italian



Indian



Tacos



Lebanese



Mediterranean



Other



# WEBSITE VISITORS

Metrics	Baseline window: Jan 16 - Feb 14, 2025	VRW marketing window: Feb 15 - March 16, 2025	% Change
New Users	461	14,000	2,937%
Average time	31 sec	1 min 05 seconds	110%

Source: Google Analytics



# KICK-OFF EVENT

We launched Restaurant Week 2025 with a vibrant and well-received kick-off event on the Town Green Plaza. We took advantage of steady foot and bike traffic near the W&OD trail to build momentum and excitement for Restaurant Week.

## Highlights:

- **Turnout:** Approximately 100 attendees (despite chilly weather!)
- **New Partnerships:** We welcomed new event partners including Vienna Inn and 97.1 WASH-FM, who both brought additional energy and promotion to the activation.
- **Custom Giveaways:** Branded Vienna Restaurant Week swag — including children's aprons — were a huge hit, providing a fun takeaway for families.





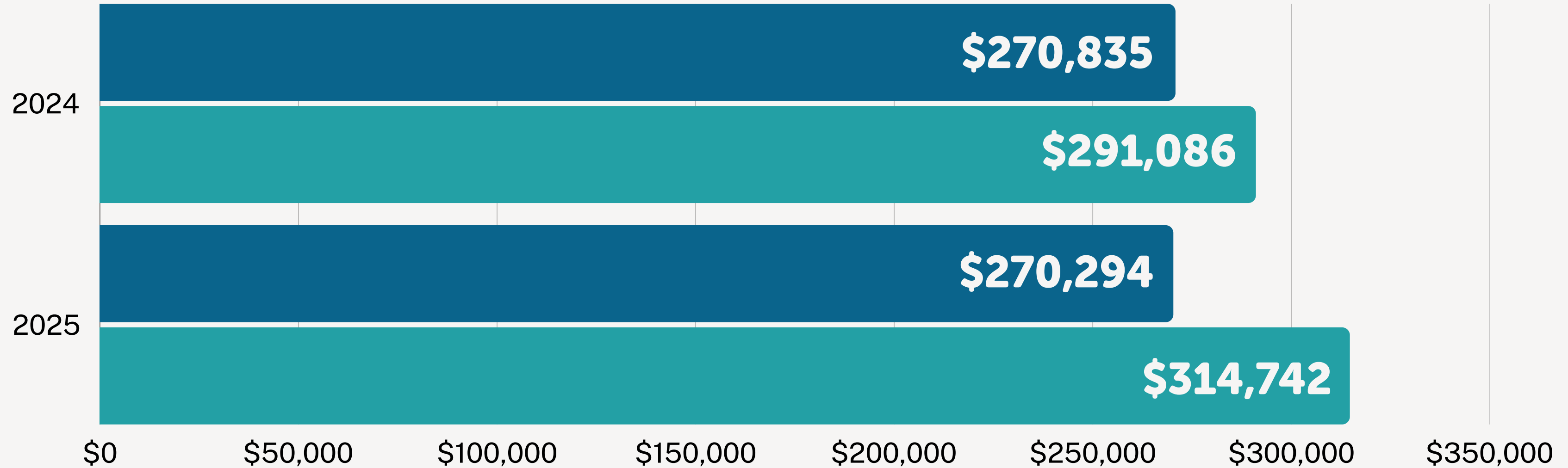
# KICK-OFF EVENT





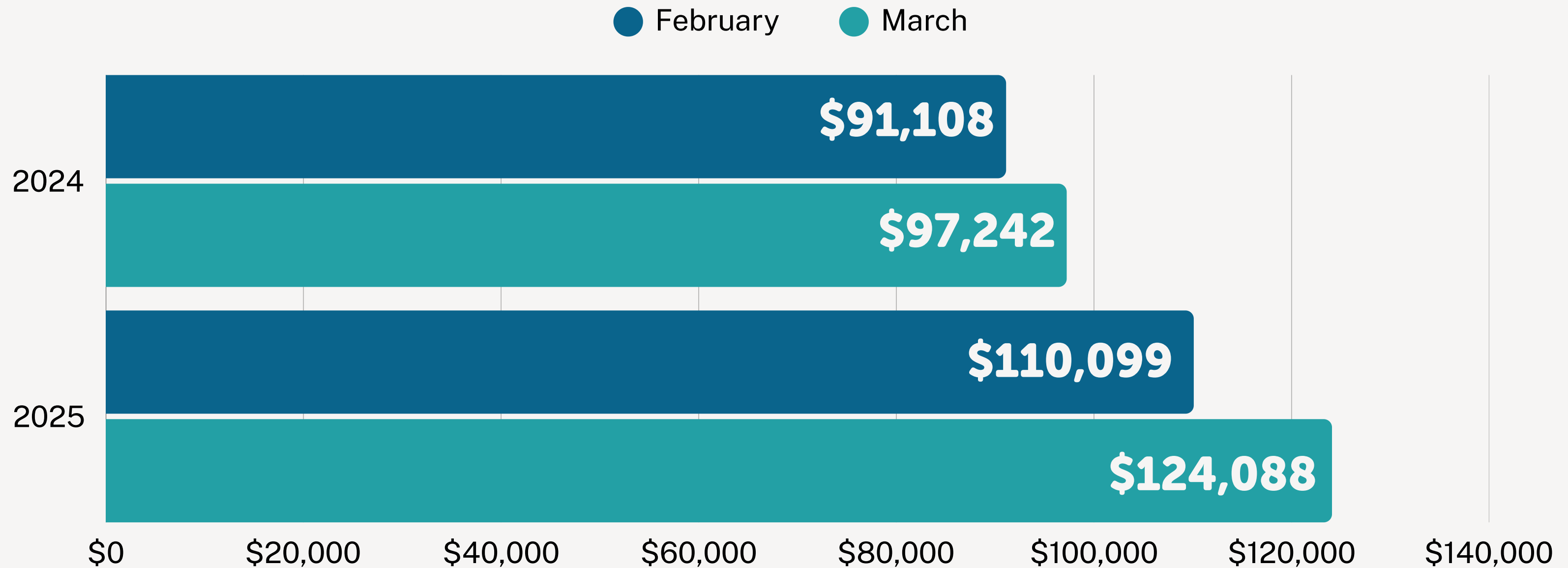
# TOTAL RESTAURANT MEALS TAX REVENUES

● February ● March





# 2025 PARTICIPANT MEALS TAX REVENUES





# PARTICIPANT FEEDBACK SURVEY

Post-event assessment is an important part of evaluating the success of Vienna Restaurant Week. We delivered a 19-question survey via email to the 45 participating restaurants and received 11 responses.

## Highlights:

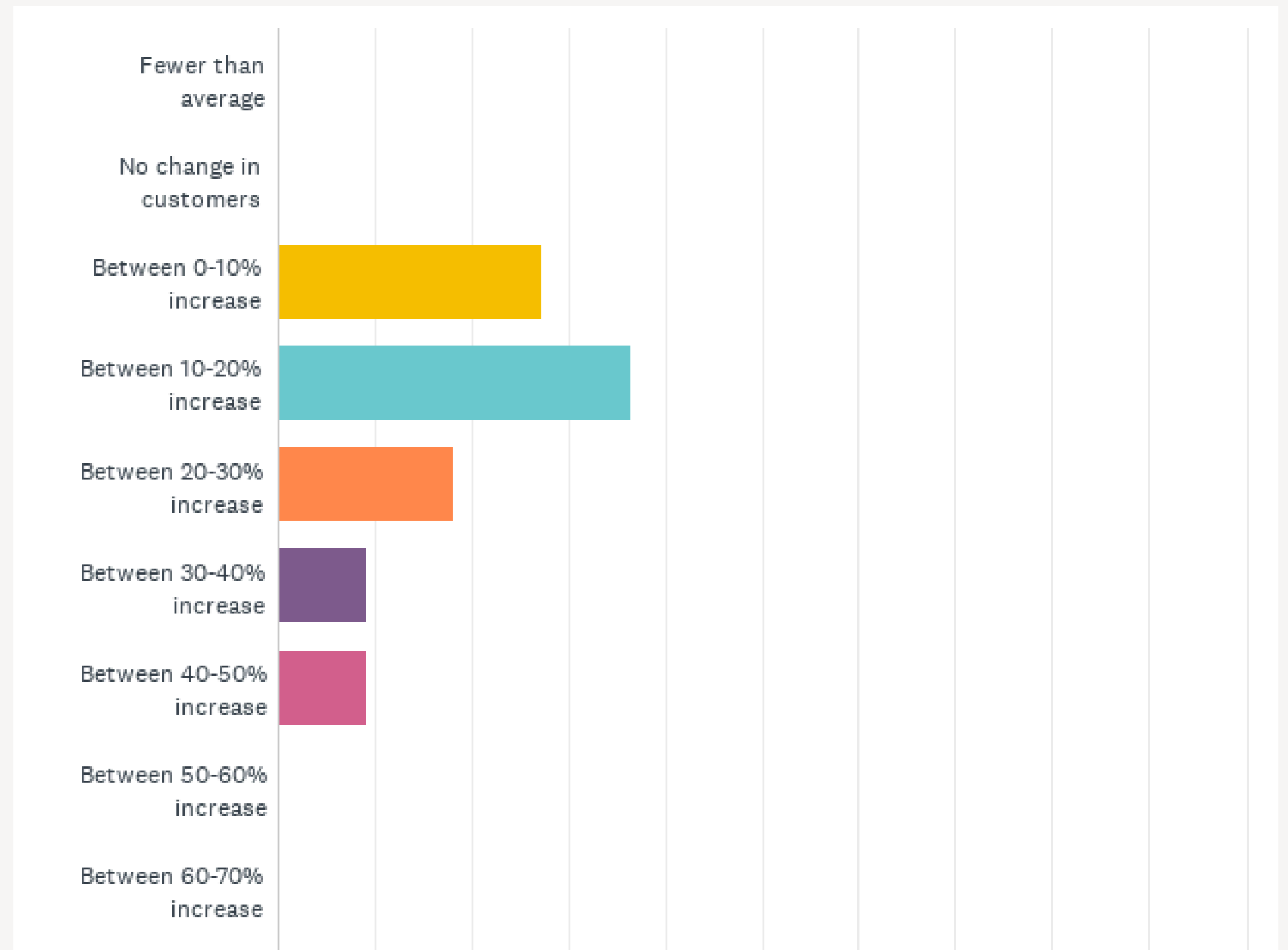
- **Customers served:** Every respondent indicated some increase in number of customers served during VRW.
- **Gross receipts:** All but one respondent indicated some increase in average gross receipts during VRW.
- **First-time customers:** 8 out of 11 respondents indicated an increase in first-time customers.





# NUMBER OF CUSTOMERS SERVED

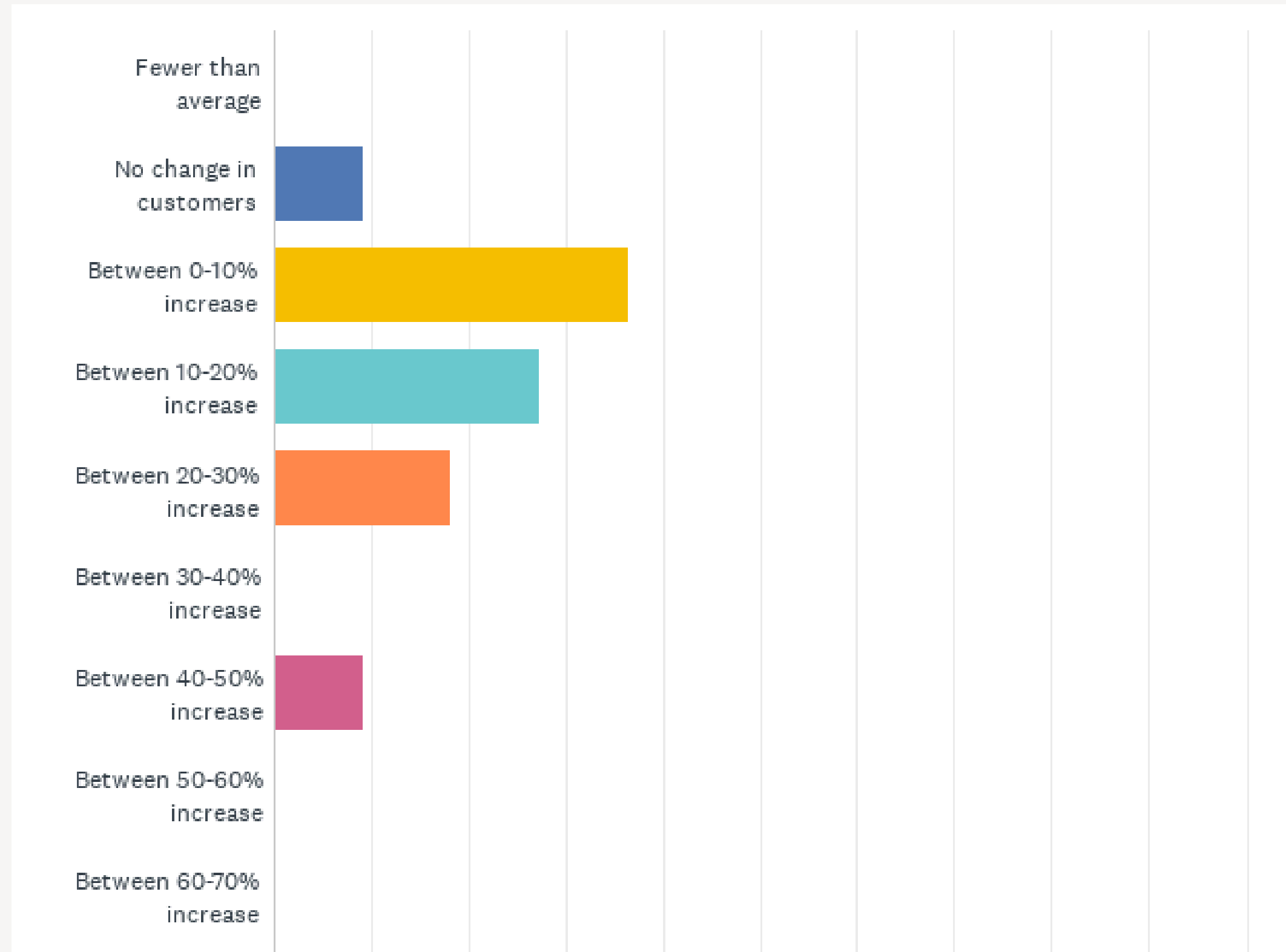
We asked how the average number of customers served during VRW compares with a time period of similar length: February 21 - March 2





# GROSS RECEIPTS

We asked how the average gross receipts during VRW compare with a time period of similar length: February 21 - March 2





# PARTICIPANT SALES

Here are few examples from participants that reported an increase in gross receipts:

	Normal 10-day period	Vienna Restaurant Week (10-day period)
Sit-down restaurant	\$24,000	\$35,000
Fast casual #1	\$3,100	\$3,900
Fast casual #2	\$15,200	\$19,150



# WE ASKED...

What went well during Vienna Restaurant Week?  
Tell us about the successes.

**“more first time customers, especially our lunch menu people liked a lot.”**

**“New customers”**

**“Visibility- Great job marketing this campaign! We had an influencer visit our store and that was a HUGE help“**

**“Definitely brought customers into the store. Typically right after Valentine's Day it is slower so this helps. Also we had two weekends this year as opposed to one last year**

**“New customers. Really enjoyed the Vienna restaurant week”**



## WE ASKED...

What didn't go well during Vienna Restaurant Week?  
Tell us about the challenges.

“It was too long. It should be seven days. Double dipping the weekends wasn't necessary.”

“n/a”

“Nothing.”

“still many [of] our ordinary customers did not aware that we have restaurant weeks special.”

“None”

“NA”



## WE ASKED...

What is your opinion of the Vienna Restaurant Week marketing campaign?

“Great! keep it up for next year!!”

“**Excellent. Well planned**”

“10/10 for the marketing and marketing tools used .. thank you”

“**Great.**”

“**Good**”

“I saw a few ads and I felt like there was very good effort in getting the word out. Peggy also helped out by dropping of advertising material.”

“It seemed fine, I think the word got out and the marketing team did their job.



## WE ASKED...

Give an overall rating (out of 10) for  
2025 Vienna Restaurant Week.

8.9★

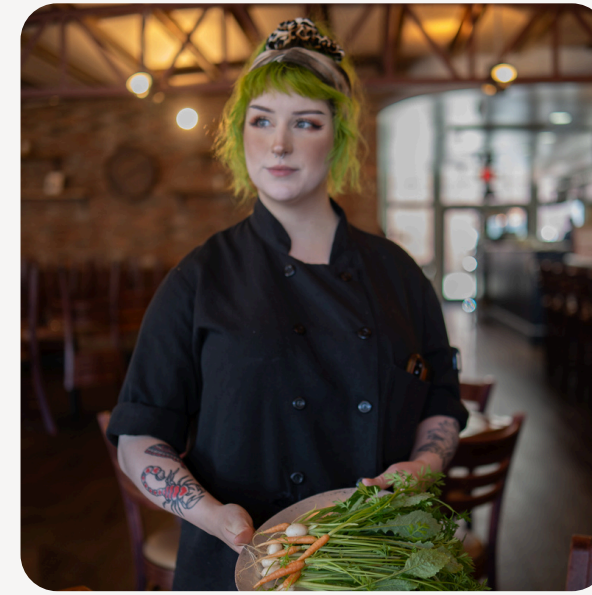
10/11 respondents

Will you participate again in Vienna  
Restaurant Week?

“Yes.”

11/11 respondents





# THANK YOU!

