





ENHANCING THE COMMERCIAL TAX BASE

Economic Development aims to attract, retain, and grow existing businesses in Vienna, and encourage real estate reuse or redevelopment within the vision of the Town's long term vision, with the purpose of growing the commercial tax base and to provide balance to town revenues.



CURRENT KEY INDICATORS

REGIONAL VACANCY RATES

Vienna Vacancy Rate

2.9%

-0.3% From 3.2% Prior Period

Fairfax County Vacancy

13.1%

Falls Church Vacancy

22.8%

Herndon Vacancy

22.1%

Fairfax City Vacancy

6%

Source: CoStar 5/7/26



PRIORITY REAL ESTATE SITE & VACANCY UPDATES





RESTAURANT WEEK





VIENNA RW 2026 WRAP REPORT

VIENNA RW
04/01/2026

JOY RIOT



VIENNA RESTAURANT WEEK 2026

FEBRUARY 27 - MARCH 8



45 Participating Restaurants

(same amount as previous iterations)



PAID AD ANALYTICS



PAID SOCIAL ADS (META)

Run Date: 2/9-3/8

- Delivery:
 - Reach: 147,117
 - Impressions: 387,462
- Engagement:
 - Link Clicks: 6,893
 - Click Through Rate: 2.31% (compared to .19% benchmark)
 - Link Clicks: \$0.28 (compared to \$0.70 benchmark)
 - Post Engagements: 7,223
 - Post Reactions: 220
 - Post Shares: 73
 - Post Saves: 26



PAID SOCIAL ADS - PERFORMANCE EVALUATIONS

- Reach: 45,000+
 - *227% increase from last year*
- Views (Impressions): 160,000
 - *142.2% increase from last year*
- Interactions (Post Engagements): 1,800
 - *301.3% increase from last year*



PAID AD - NORTHERN VIRGINIA MAGAZINE

- Requested: 47,965
- Opened: 11,696
- Clicks to Website: 1,800



SPONSORED

Vienna Restaurant Week Is Back on the Menu

Vienna Restaurant Week invites you to explore our local food scene for seven delicious days. With a mix of casual spots and full-service restaurants, it's a chance to sample new flavors and standout dishes throughout town. Special menus and offers make it the perfect time to dine out often and adventurously. Restaurant Week runs from February 27 to March 8, [so get in on the mouthwatering action before it's too late.](#)

JOY RIOT

lra

ORGANIC SOCIAL MEDIA ANALYTICS

JOY RIOT



TOP PERFORMING ORGANIC POSTS

87 Likes



exploreviennava and 2 others
 Mar 03, 17:57

A delicious ~dance~ of flavors! 🌶️🍌 Yesterday we were joined at Tango Pastry by Roxanne from Good Morning on ABC7 to talk about some Restaurant Week deals. Make sure to visit a new spot or make a reservation between now and this Sunday! More at exploreviennava.com/restaurant

5.48 % engagement rate

35 Likes



exploreviennava
 Mar 04, 16:48

Restaurant Week lunch inspo! 🌶️🍌 Mayor Colbert came with us to try out this amazing authentic Indian spot that has been here in Vienna since the early 90s - Amma Vegetarian Kitchen @ammavegkitchen . Listed in 2022 as one of Washington Post food critic Tom Sietsma's 7

4.64 % engagement rate

21 Likes



exploreviennava Supporting local never tasted so good! ❤️ Who are you bringing with you this week? #ViennaRestaurantWeek #VAEats
 11w



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TRADITIONAL MEDIA/PR ANALYRICS

JOY RIOT



HIGHLIGHTS

Total Values (Traditional Media - Digital, Print, Radio):

- Reach (UVM)*: 52,979,680
- Engagement: 96 engagements
- Media mentions: 22 traditional media articles; broadcast segments and mentions on all five local broadcast stations
 - Goal: 20 traditional media mentions including placements on Good Morning Washington, Great Day
- Washington, Fox 5 DC, Good Day DC, Northern Virginia Magazine, Tysons Reporter, DC Eater, and others.
 - Sentiment: Predominantly positive, with a small amount of neutral placements.

*UVM = Unique Visitors Monthly. UVM data is sourced through SimilarWeb. Data is an estimated number of unique individuals (or devices) visiting a link within a 30-day month period.



PR ANALYTICS - NEWS APPEARANCES

Maple Ave Restaurant - Good Day DC, FOX 5

February 18, 2026

- UVM: 4,881,399



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PR ANALYTICS - NEWS APPEARANCES

Shilla Bakery - Good Day DC, FOX 5

February 19, 2026

- UVM: 4,881,399



JOY RIOT

lra

PR ANALYTICS - TOP PERFORMING ARTICLES

5 winter restaurant weeks to explore around the D.C. area - Axios D.C.

UVM: 17,569,345 Sentiment: Neutral

<https://www.axios.com/local/washington-dc/2026/02/26/5-winter-restaurant-weeks-to-explore-around-the-d-c-area>

Vienna Restaurant Week Kicks Off With 45 Eateries In Lineup - Patch

UVM: 9,687,000 Sentiment: Positive

<https://patch.com/virginia/vienna/vienna-restaurant-week-kicks-45-eateries-lineup>

Vienna Restaurant Week Features Over 40 Eateries Offering Dining Deals - Patch

UVM: 9,687,000 Sentiment: Positive

<https://patch.com/virginia/vienna/vienna-restaurant-week-features-over-40-eateries-offering-dining-deals>



TRADITIONAL MEDIA AND PR ANALYTICS

Insights and Learnings

- Coverage consistently framed Vienna as part of the greater DC food scene.
- Top-performing angles:
 - Roundups (“Things to do/explore”)
 - Seasonal relevance (winter dining, limited-time offers)
 - Scale (# of restaurants participating)
- Large portion of placements were calendar/event listings. These are good for placement volume but can lead to lower impact overall.
- Frequently mentioned alongside other restaurant weeks, which can lead to blending in with the broader “restaurant week noise.”

ADDITIONAL MENTIONS

Things to do in the DC area: 'Safety Not Guaranteed', Heated Rivalry Rave... and more! (WTOP)

<https://wtop.com/things-to-do-in-dc/2026/02/things-to-do-in-the-dc-area-safety-not-guaranteed-heated-rivalry-rave-and-more/>

The Weekend Scene: Play in a Day, Vienna and Fairfax restaurant weeks and more (NBC4)

<https://www.nbcwashington.com/video/entertainment/the-scene/the-weekend-scene-play-in-a-day-vienna-and-fairfax-restaurant-weeks-and-more/4067538/>

Find Dining Deals at Fairfax and Vienna Restaurant Weeks (Northern Virginia Magazine)

<https://northernvirginiamag.com/food-and-drink/2026-northern-virginia-restaurant-weeks/>

First participating eateries revealed for fifth annual Vienna Restaurant Week (FFX now)

<https://www.ffxnow.com/2026/01/30/first-participating-eateries-revealed-for-fifth-annual-vienna-restaurant-week/>

Fairfax eateries join D.C. Winter Restaurant Week 2026, starting Monday (FFXnow)

<https://www.ffxnow.com/2026/01/15/fairfax-eateries-join-d-c-winter-restaurant-week-2026-starting-monday/>

Vienna Restaurant Week 2026, VA - Average Socialite (Average Socialite)

<https://www.averagesocialite.com/dc-events/2026/2/27/vienna-restaurant-week-2026-va>



ADDITIONAL MENTIONS

Vienna Restaurant Week 2026 (The List Are You On It)

<https://thelistareyouonit.com/event/vienna-restaurant-week-2026>

Vienna Restaurant Week Returns and You Need to Make reservations Now (The Washington Lobbyist)

<https://thewashingtonlobbyist.com/vienna-restaurant-week-2026/>

Vienna Restaurant Week 2026 Happening 2/27-3/8 (K Street Magazine)

<https://kstreetmagazine.com/vienna-restaurant-week-2026/>

Top 5 Things to Do This Weekend February 27 (TysonsToday)

<https://tysonstoday.com/2026/top-5-things-to-do-this-weekend-february-27-march-1/>

DC Restaurant Week Winter 2026: Tysons & Reston Area Participating Restaurants (TysonsToday)

<https://tysonstoday.com/2026/dc-restaurant-week-winter-2026-tysons-reston-area-participating-restaurants/>

Vienna Restaurant Week Starts Next Week (TysonsToday)

<https://tysonstoday.com/2026/vienna-restaurant-week-starts-next-week/>

Town of Vienna Restaurant Week (fxva.com)

<https://www.fxva.com/event/town-of-vienna-restaurant-week/46085/>



ADDITIONAL MENTIONS

Vienna Restaurant Week 2026 (The List Are You On It)

<https://thelistareyouonit.com/event/vienna-restaurant-week-2026>

Vienna Restaurant Week Returns and You Need to Make reservations Now (The Washington Lobbyist)

<https://thewashingtonlobbyist.com/vienna-restaurant-week-2026/>

Vienna Restaurant Week 2026 Happening 2/27-3/8 (K Street Magazine)

<https://kstreetmagazine.com/vienna-restaurant-week-2026/>

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Vienna Restaurant Week Starts Next Week (TysonsToday)

<https://tysonstoday.com/2026/vienna-restaurant-week-starts-next-week/>

Town of Vienna Restaurant Week (fxva.com)

<https://www.fxva.com/event/town-of-vienna-restaurant-week/46085/>



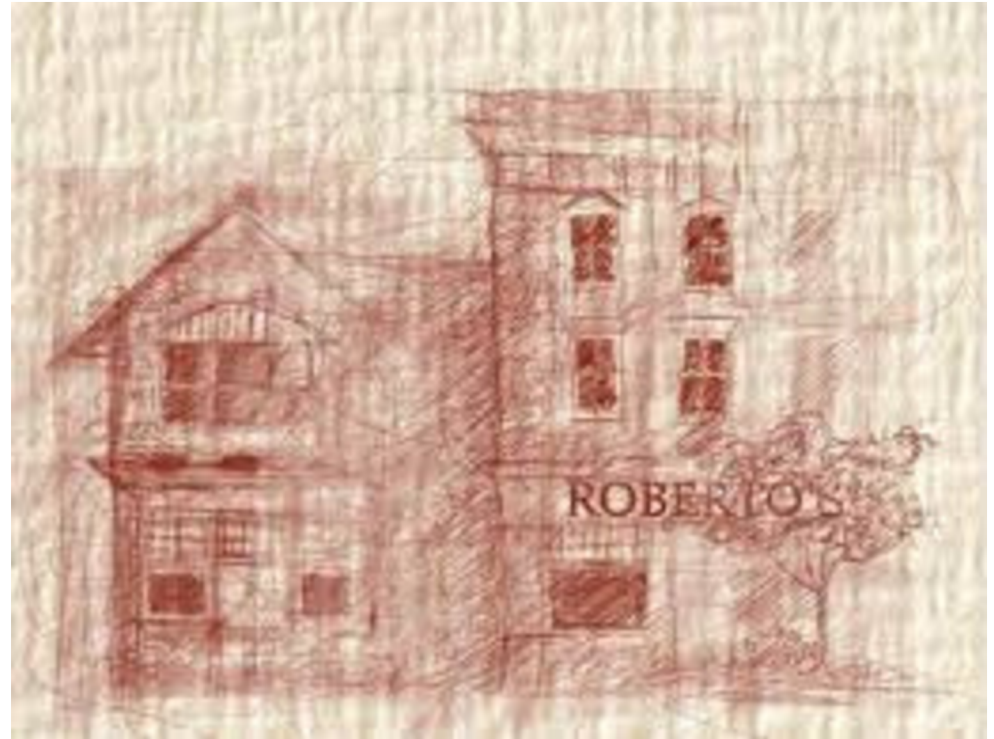
INFLUENCER HAPPY HOUR

JOY RIOT



BACKGROUND

- Wednesday, February, 25th
- Hosted by Roberto's Ristorante Italiano
- They provided drinks, appetizers, and a live cooking demo of their "Fettuccini Alla Parmigiana"



INFLUENCER ANALYTICS

- Influencers spanned a mix of local lifestyle, foodie, and “things to do” creators
- 10 influencers attended the happy hour launch, this included a mix of micro influencers and accounts with 120K+ followers
 - Goal: 6 social media influencers
- 18 stories were posted following the happy hour event, along with 3 static posts/reels



EVENT RECAP - GUEST LIST

- Lisa Morris (@occasionallyluxe)
- Lydia Russo (@ViennaVAFoodies)
- LaToya (@eloquent_epicurist)
- Bianca Moskaitis (@lifeofbiancam)
- Zoe (@virginia.adventure.family)
- Shardé (@vintage.x.nature)
- Andy (@DMVfoodiecrew)
- Crystal Fernanders (heyitsskinni)
- Sakia Konin (@dmveats__)
- Petal McDonald (@rosebudmj)
- Tysons Today
- Tysons Premiere Mag
- YelpNOVA
- Fun in Fairfax

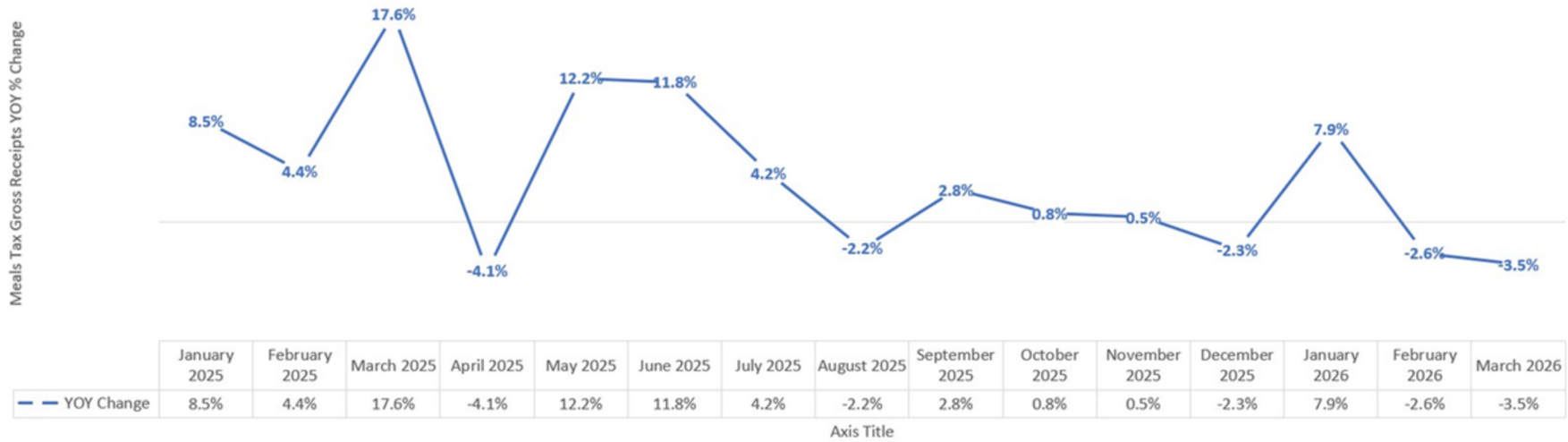


ECONOMIC IMPACT

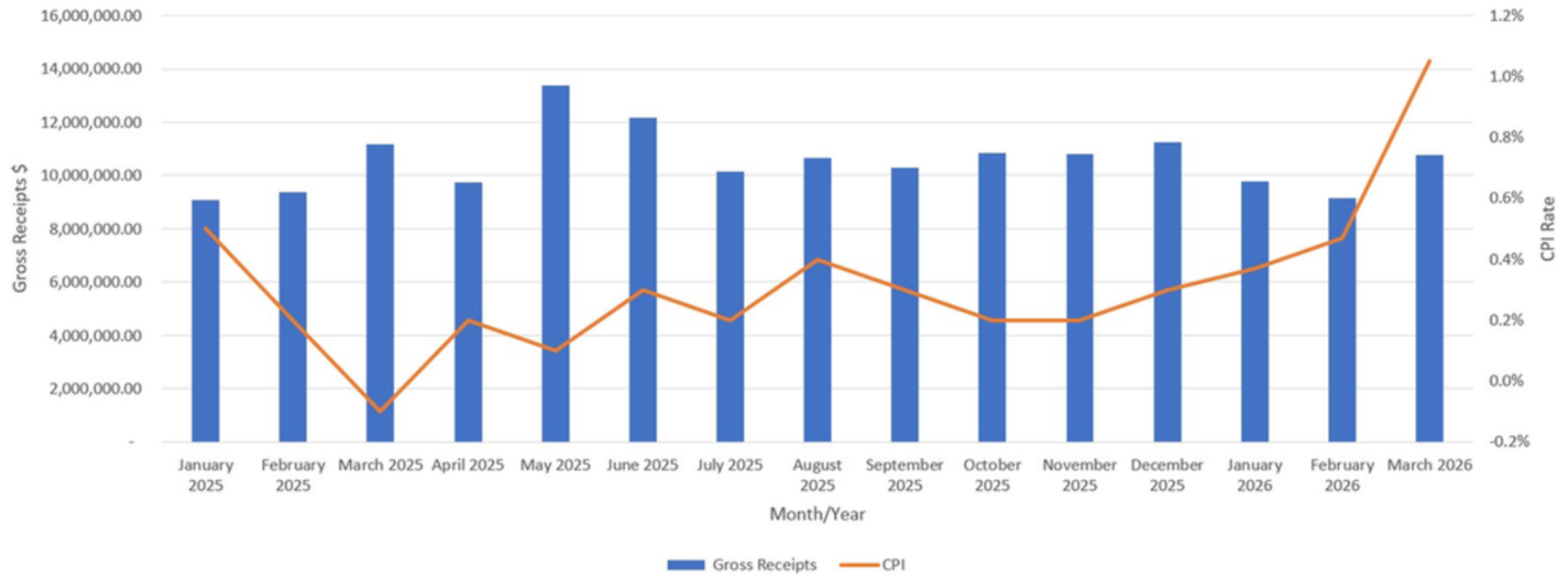
JOY RIOT



MEALS TAX GROSS RECEIPTS YOY % CHANGE



Meals Tax - Gross Receipts



SURVEY RESULTS



PARTICIPATING RESTAURANT SURVEY

- 12% of participants responded
- When asked if they noticed first-time diners in their restaurant during the program, 80% said “yes.”
- 100% of respondents plan to participate in Restaurant Week again.
- 50% of respondents noticed a “higher than normal” difference in check averages during Restaurant Week. The other 50% said check averages stayed the same.
 - One respondent did not answer this question
 - Goal: Participating restaurants to see an average of 20% increase in sales, ranging from 0-50%
- When asked what changes they’d like to see implemented in future iterations, individual respondents said:
 - “Previously the toolkit was delivered to us and that was helpful. This year we only had the option to pick it up that option didn’t work for our hours.”
- “More advertisements and food banners. Or, signs in every intersections & on the streets.”



LESSONS LEARNED

- Response rate from restaurants is a struggle.
- Late menu submissions by restaurants.
 - Nine (9) restaurants did not submit menus.
- Some restaurants did not present special offerings other than their normal menu.
 - For the next iteration, we will emphasize that restaurants will need to develop a special “restaurant week” offering or menu for customers to take advantage of.
- Sourcing photography/b-roll directly from restaurants is a struggle.
 - Having more assets for broadcast segments and online print stories is always helpful
 - Many restaurants did not provide assets and/or had inconsistent quality
- Early coordination with restaurants is critical to ensure:
 - Awareness of Restaurant Week event
 - Complete and timely menu submissions
- Clearer participation requirements are needed to ensure consistent offerings.



FOR NEXT YEAR

- Prioritize feature-driven pitching like chef profiles, “top dishes to try,” or “insider guides to Vienna dining.”
- Require at least one exclusive Restaurant Week offering.
- Add questions to the enrollment form to assess interest in hosting the Happy Hour and willingness to contribute items for goodie bags from participating restaurants.
- To build on the positive momentum from the Happy Hour, consider implementing a set of follow-up actions to extend engagement.
- Add a section to the enrollment form requesting restaurants to upload photo/video assets for potential PR opportunities.

TEAM

