The Rosslyn BID created the “Rosslyn Ready” campaign as a way to inspire, organize and support all stakeholders in implementing proper safety measures as we welcome folks back into the neighborhood.

This collaborative and neighborhood-wide effort to keep Rosslyn clean, safe and connected involves Rosslyn’s Ambassadors, property owners, businesses, employees, restaurants/retail, residents and Arlington County.

Through Rosslyn Ready, the BID has instituted a rigorous cleaning and sanitation protocol for common spaces, installed public health messaging in frequently visited areas, made modifications to public spaces, and provided access to custom “Reentry Toolkits” and expert consultants to support our resilient community.
ROSSLYN READY
Clean | Safe | Connected
ROSSLYN READY | Campaign Stakeholders

- Property Owners
- Business Owners/Employees
- Restaurants/Retail
- Residents
- General Public
- Arlington County Government
ROSSLYN READY | Campaign Pillars

✓ Tailored Stakeholder Engagement
✓ Industry Experts, Toolkits & Trainings
✓ Heightened Cleaning Services
✓ Public Space Modifications
MARKETING | Stakeholder Outreach & Business Support

CONSTANT OUTREACH WITH OUR LOCAL BUSINESSES TO UNDERSTAND HOW WE CAN SUPPORT THEM

✓ 10 emails to our 1,000+ business contacts
✓ Calls to a diverse list of commercial office tenants at the beginning of the pandemic
✓ 80+ calls to our small businesses to promote the Arlington small business grant program
Created COVID page with curated resources
Updated webpage weekly and as new updates came in
RESTAURANT SUPPORT | Rosslyn Rewards Program

#RosslynRewards for you and Rosslyn restaurants

Several Rosslyn restaurants are still operating with takeout, pickup and/or delivery options, while still following Arlington County’s guidance on handling COVID-19. The food service industry will be severely impacted during this crisis, so we wanted to be a part of the solution and encourage our community to work together to support our restaurants during this time.

YOU’LL GET $5 FOR EVERY $10 YOU SPEND AT PARTICIPATING RESTAURANTS
VIRTUAL EVENTS | New Online Community Programming

Virtual Team Trivia

Family-friendly Activities

Curated Virtual Experiences
BUSINESS SUPPORT | Reentry Toolkits & Trainings

ROSSLYN BUSINESSES WORKBOOK

COVID-19 RE-OCCUPANCY EXPOSURE CONTROL PROGRAM

RESTAURANT & RETAIL WORKBOOK

Hillmann Consulting | Gensler | Streetsense | Bean Kinney & Korman
BUSINESS SUPPORT | Convened Experts & Local Stakeholders

READY FOR REENTRY
WEBINAR FOR BUSINESSES

Property Owners | Businesses | Restaurants & Retail | Residents
✓ Created a new LinkedIn page to help the business community stay connected
✓ Sent weekly updates to curated stakeholder groups based on their needs/interests
AMBA$$ADOR PROGRAM | Clean, Safe & Connected

 ✓ Heightened cleaning and sanitization services and Ambassador protocols
 ✓ Ongoing Police programming / homeless outreach & assistance
 ✓ Promoting Rosslyn Ready campaign to general public
PUBLIC SPACE | Modifications & Placemaking Opportunities

Street Furniture | Light Pole Banners | Planter Signs | Sticker Decals
PUBLIC SPACE | Modifications & Placemaking Opportunities

Waste Station Signage | Hand Wipe Stations | Ambassador Uniforms
PUBLIC SPACE | Modifications & Placemaking Opportunities

Street Banners | Sidewalk Decals | Exterior Building Signage
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PUBLIC SPACE | Modifications & Placemaking Opportunities

Street Banners | Sidewalk Decals | Exterior Building Signage
MARKETING | Media Coverage

50,000,000+
MEDIA IMPRESSIONS

*Data captured from March – June 2020
Ready When You Are!

Visit www.RosslynVA.org to learn more and access our community resources.

Photos by Sam Kittner, courtesy of Rosslyn BID