A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and urban density. The image is slightly faded and serves as a background for the title text.

Mid-Atlantic Education: Tysons – What’s Happening & How Does It Change the Regional Geographic Puzzle?

CoreNet Global
Mid-Atlantic Chapter
February 19, 2014

Thank you to our 2014 Sponsors!

PINNACLE SPONSOR:



Thank you to our 2014 Sponsors!

PLATINUM SPONSORS:

CBRE

HAWORTH® + Price Modern

Thank you to our 2014 Sponsors!

PLATINUM SPONSORS:

Steelcase



Thank you to our 2014 Sponsors!

PLATINUM SPONSORS:



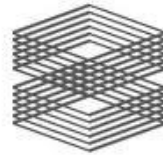
Thank you to our 2014 Sponsors!

GOLD SPONSORS:



Thank you to our 2014 Sponsors!

GOLD SPONSORS:



TISHMAN SPEYER

Thank you to our 2014 Sponsors!

SILVER SPONSORS:



Thank you to our 2014 Sponsors!

SILVER SPONSORS:

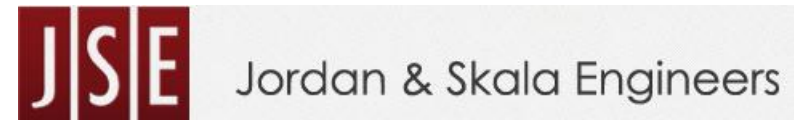
McGUIREWOODS
CONSULTING
Public Affairs Solutions



HermanMiller

Thank you to our 2014 Sponsors!

BRONZE SPONSORS:



Executive Committee



President: Pierce DeGross, Hilton Worldwide

President-Elect: Stacey Cohen, Marriott International

Treasurer: Peter Van Emburgh, CBRE

Secretary: Al Nielsen, AOL, Inc.

Past President/Advisor: Deane Edelman, General Dynamics IT

Education Committee

2014 EDUCATION CHAIR

Sheryl Etelson, Lockheed Martin

*Katrina Reid, Interior Architects

*Susan Liberty, McGuireWoods Consulting

RICHMOND

JoAnn Lane

SUSTAINABILITY

Stephen Evanko, Capital One Financial

CHAPTER SECRETARY AND EDUCATION COMMITTEE ADVISOR

Al Nielsen, AOL, Inc.

Gavin Bloch, Jacobs KlingStubbins

Derek Gallardo, Hitt Contracting, Inc.

BALTIMORE

Chris Szutz, Ciena

2014 EDUCATION TRANSITION ADVISOR

Karen Fields, Himes Associates

Tyson's – What's Happening & How Does It Change the Regional Geographic Puzzle?

Michael Caplin, Moderator

- Executive Director, Tyson's Partnership

Linda Bartlett

- Sr. Vice President & Controller, Intelsat

Scott Homa

- Vice President, Mid-Atlantic Research, Jones Lang LaSalle

Jim Policaro

- Vice President, Development, Lerner

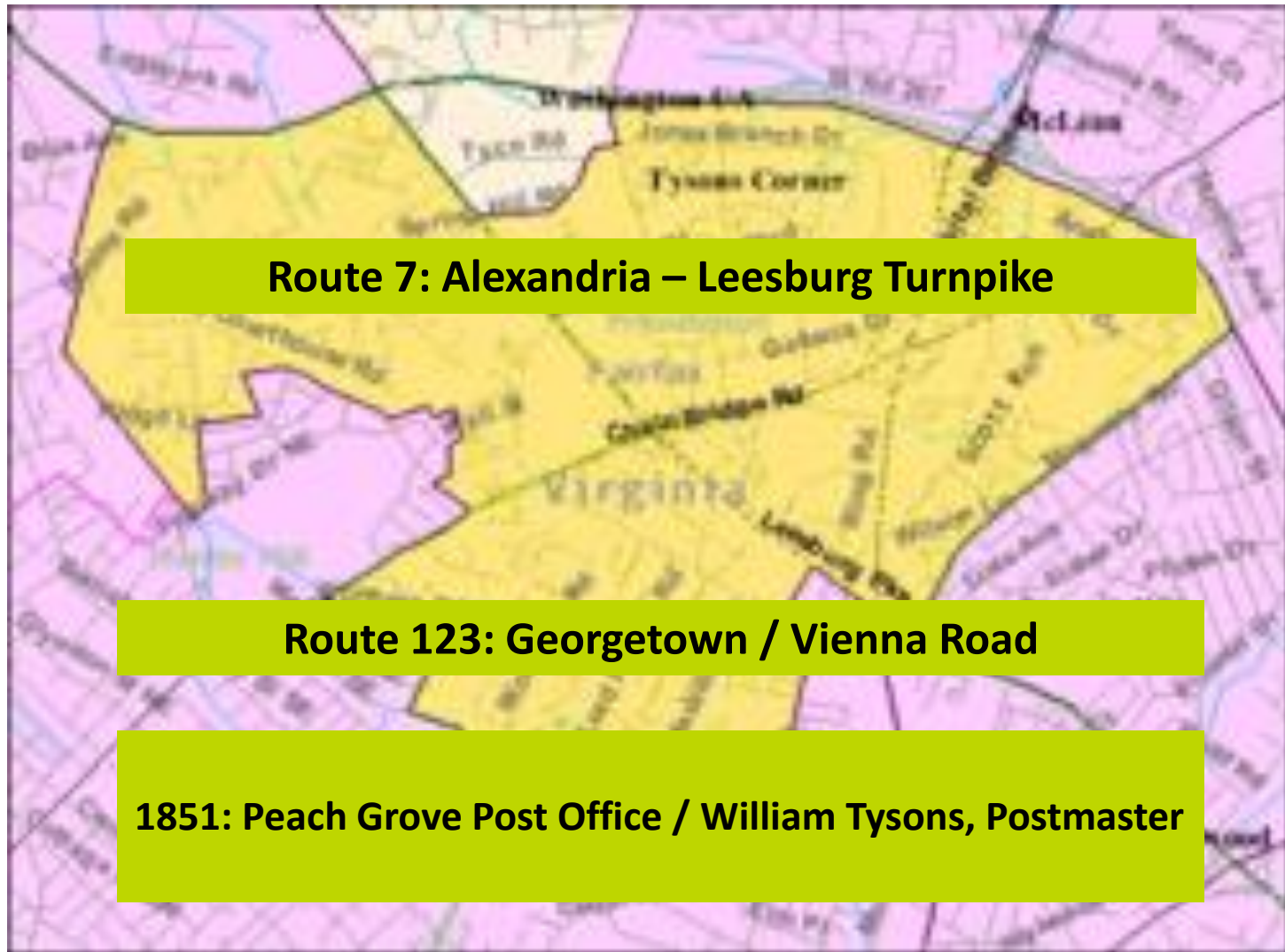


Tysons, Virginia

The evolution of an intersection

February 19, 2014

Tysons Corner: Once A Rural Cross-Road

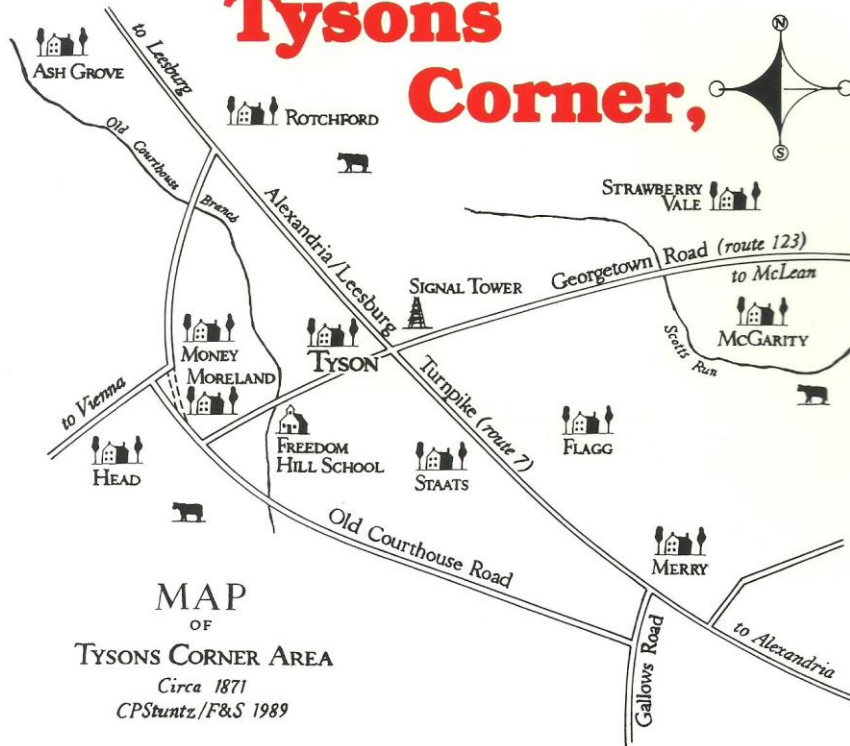
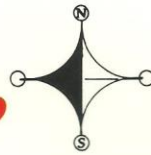


Route 7: Alexandria – Leesburg Turnpike

Route 123: Georgetown / Vienna Road

1851: Peach Grove Post Office / William Tysons, Postmaster

Tyson's Corner,



MAP
OF

TYSON'S CORNER AREA

Circa 1871
CPStuntz/F&S 1989

Virginia

A Rural Cross-Roads

1934



1956

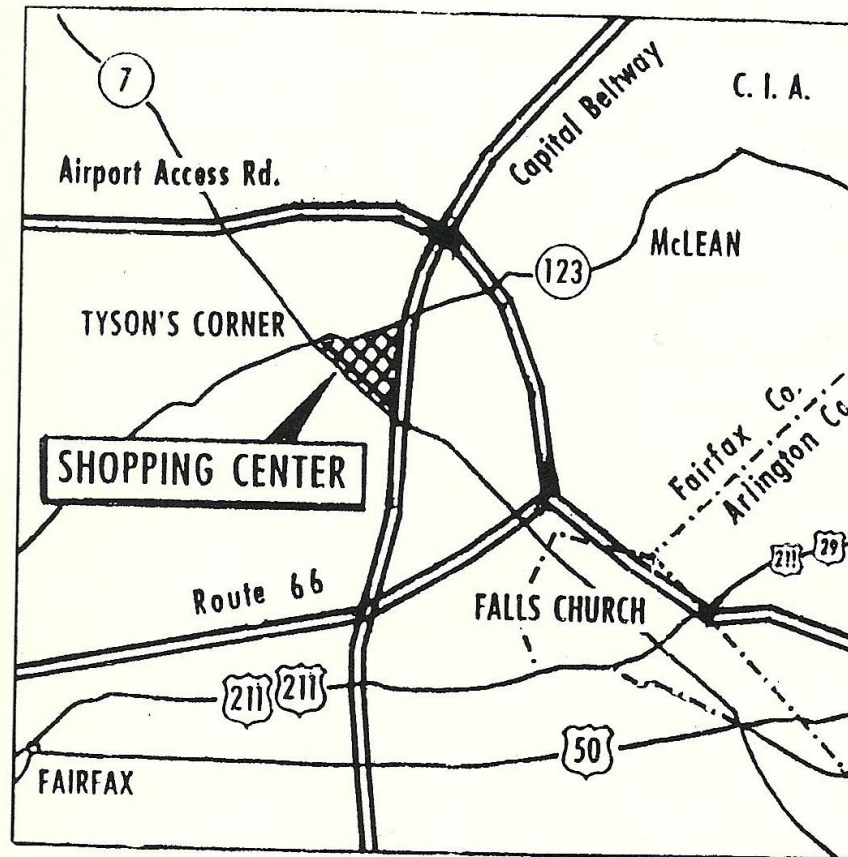


1962



1962: Board of Supervisors Approves a Shopping Center @ Intersection of 2 key roads

1962: Dulles Airport open



*A sketch of the area which appeared in the Washington Post
on 30 Nov 1963*

Rural Crossroad Transformed: Urban Center

July 25, 1968:

“Largest enclosed mall in America!”

Tysons Corner Shopping Center

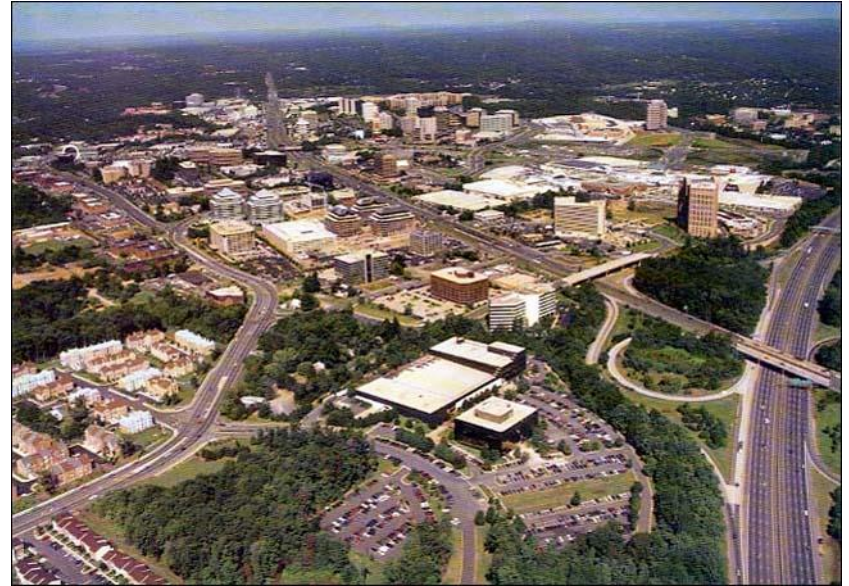


Boom Is On:

1977



1989

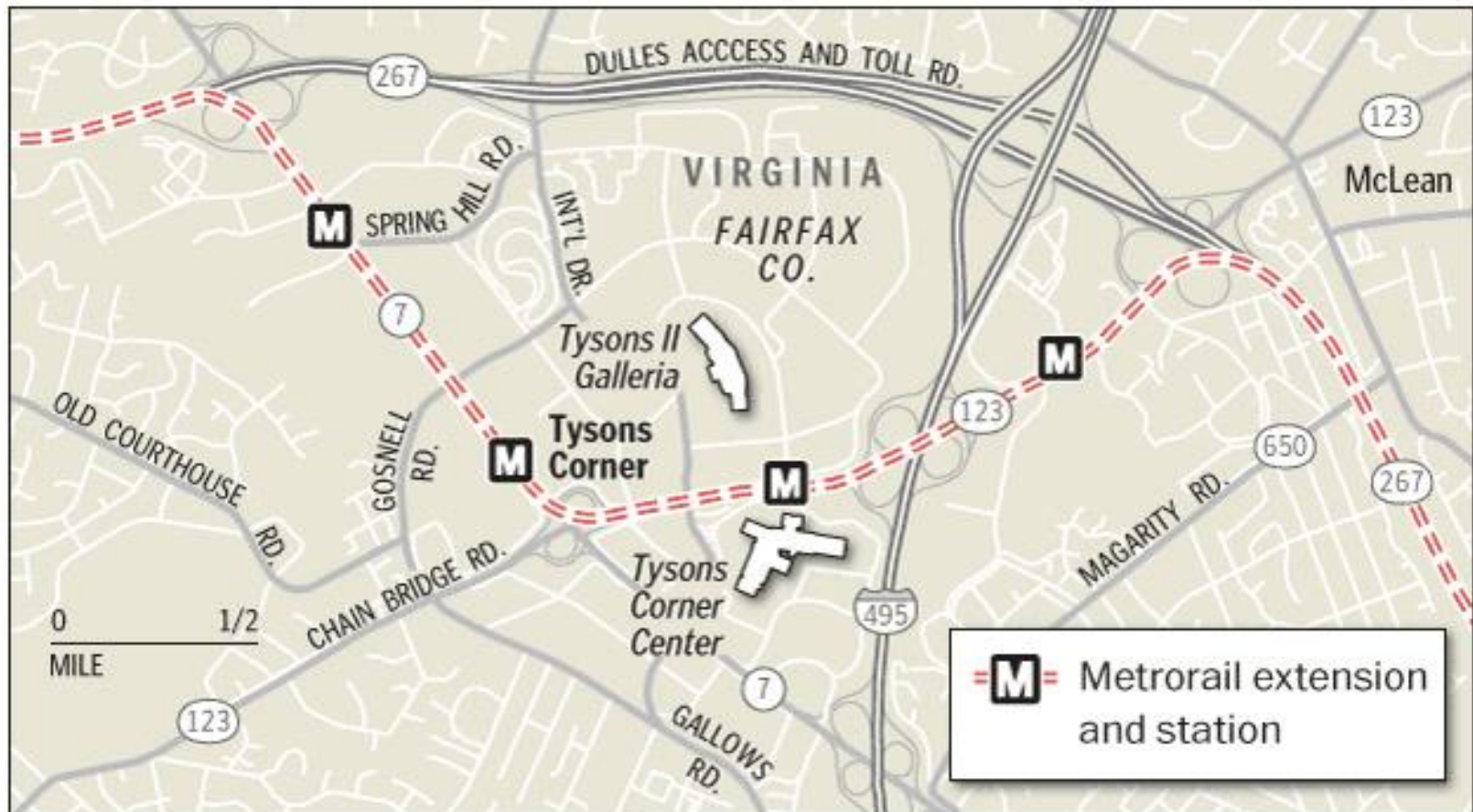


Tysons 2008: nearly 45m sf office + retail ... + traffic

Daytime Population: 100,000 / Nighttime Population: 18,000



2004: Silver Line Metro Approved



2010: Comprehensive Plan for Tysons

convert an edge city into a modern downtown

Land Use:

Mixed Use TOD

Transportation:

Connectivity + Multimodality

Environmental Stewardship:

LEED + Sustainable Practices

Parks & Open Spaces:

Green Network

Amenities:

Fire, Police, Schools, Sport, Arts

Urban Design Standards:

Sense of Place + Beautiful Style

Partnership:

Work Together for These Values

Tysons Partnership

Collaborative Public/Private Planning

Values & goals implemented together

Issues discussed & resolved in a forum

**“The Tysons Partnership
is a dynamic association
of engaged citizen and
business organizations
working with local government
to transform Tysons
into America’s next great city”**

Tysons Partnership

Board of Directors

AvalonBay Communities ♦ Beacon Capital Partners
B.F. Saul Company Hotel Division ♦ Booz Allen Hamilton
Capital One ♦ Cityline Partners ♦ Federal Realty Investment Trust
General Growth Properties ♦ Georgelas Group
Kaiser Permanente ♦ Hilton Worldwide
Holland & Knight ♦ JBG Retail ♦ Lerner Enterprises ♦ Macerich
McGuire Woods ♦ MITRE ♦ MRP Realty ♦ NV Commercial
PS Business Parks ♦ Quadrangle Management ♦ VIKA
The Meridian Group ♦ Watkins Meegan ♦ Wells + Associates
Rotonda Condo UOA ♦ Gates of McLean HOA
Fairfax County Office of Community Revitalization

Partners Together Implementing the Plan

Transportation

Traffic Mitigation Strategies; Trip Reduction; Grid of Streets;
Bike + Pedestrian Paths; Signs; Bus & Van Routes; Parking solutions

Quality of Life

Sustainable practices; Civic Programs & Events; Place making;
Safety; Cleanliness; Public Facilities, Amenities, Art; Exciting Design;
Beautification

Prosperity

Branding; Marketing; Business Development Strategies

Government Relations

Zoning; design; permits; taxes; fees; **proffers**

2014	2050
19,000 Residents	100,000 Residents
100,000 Jobs	200,000 Jobs
47M sf	97M sf

Building a Grid of Streets

Creating Connectivity + Neighborhoods + Alternative Routes



Current Street Grid

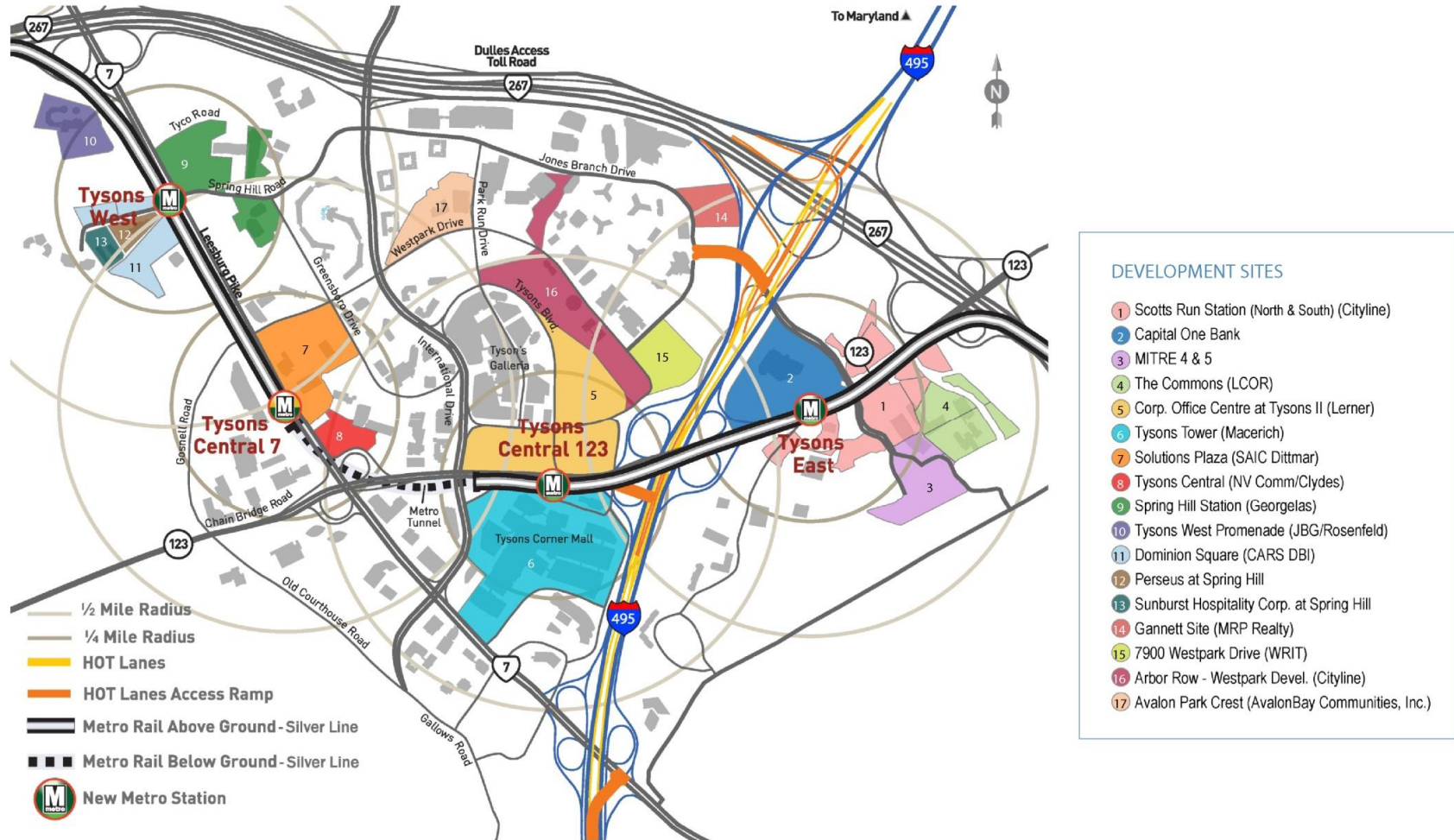


Future Street Grid

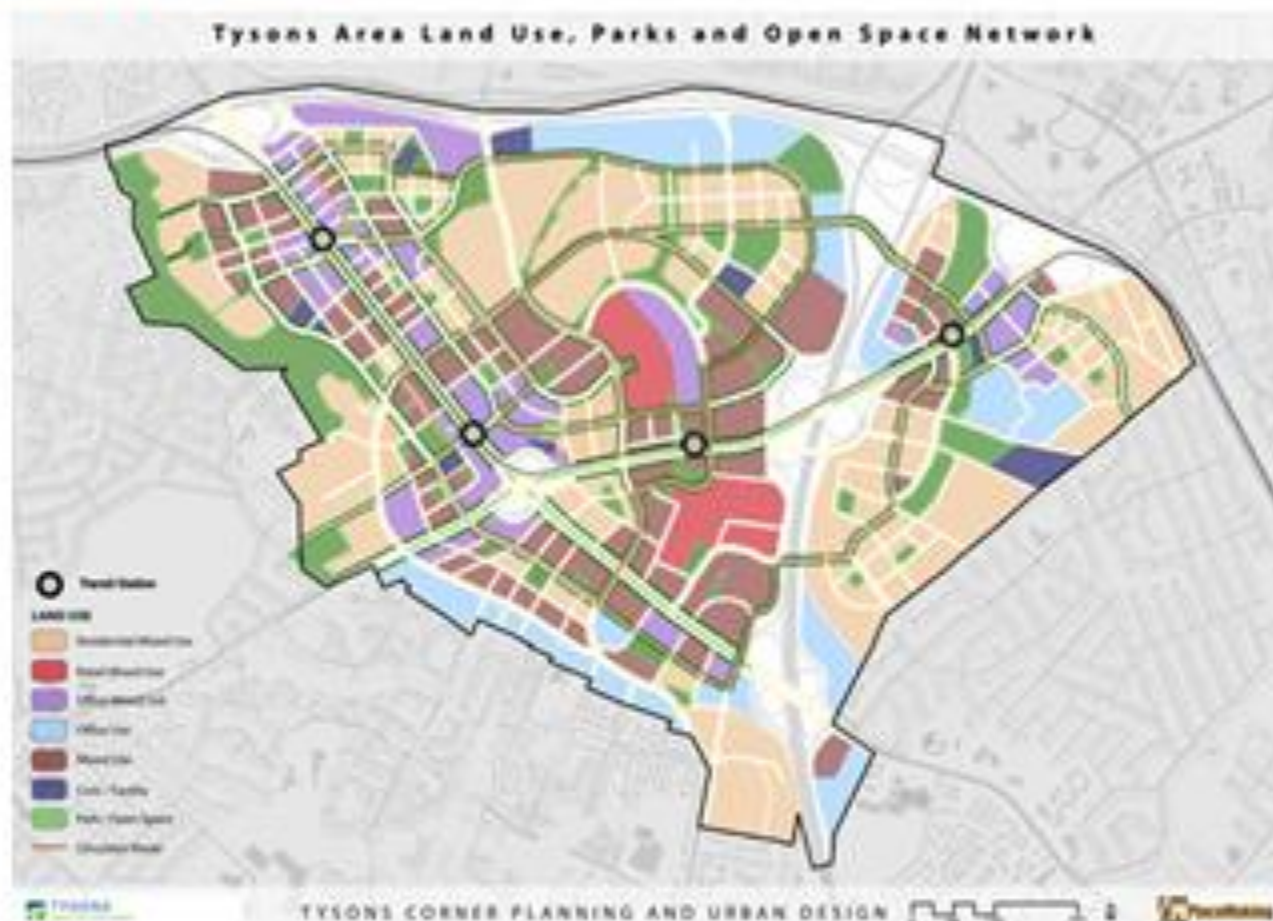
Grid of Streets + Mixed Use



New Construction: 45M+ square feet



Land Use Plan



Save the Dates!

Tysons is alive with festivals, markets and races galore in 2014.



2014 Events Calendar

Silver Line Welcome Party

Great Tastes of Tysons Festival

Saturday, May 31 – Sunday, June 1 | Noon – 6pm

SV Town Square at Tysons II

Sunday Farmers Market

May 18 – Nov 16 | 10am – 2pm

SV NADA Campus, Greensboro & Westpark Drives

Tour de Tysons Bicycle Races

Sunday, June 29 | 7:30am – 5:30pm

SV Tysons Boulevard

Dog Days of Summer Festival

Saturday, August 16 | Noon – 6pm

SV Town Square at Tysons II

Tysons World Music Festival

Saturday, Sept 13 | Noon – 10pm

SV Town Square at Tysons II

Tysons BBQ, Bourbon and Beer Festival

Saturday, Sept 20 | Noon – 6pm

SV Town Square at Tysons II

Tysons Harvest Festival

Saturday – Sunday, October 18 – 9 | Noon – 6pm

SV Town Square at Tysons II

Great Pumpkin Gathering

October 16 – November 1 | 6pm – 10pm

SV Town Square at Tysons II

Tysons is social. Connect with us.   

For more information, please visit our website tysonspartnership.org

Tysons – America's Next Great City

Class A Offices + Retail + Hotels: efficient, sustainable, beautiful design

Elite-level Professional Services: law; accounting; finance; consultants

Educated workforce + university partners

Transportation Efficiency: Airports; Metro; Bus; Street Grid; Paths; Train

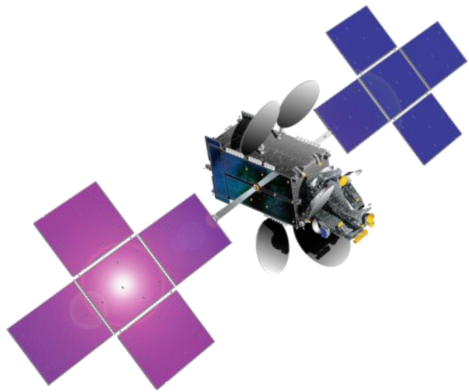
Quality of Life: New neighborhoods; new housing inventory; parks; paths; art; music; civic amenities; health care; restaurants; markets; gyms

Converting an edge city to a modern downtown: a model for the world

Join us



Thank You



INTELSAT[®]

Linda Bartlett
Senior Vice President and Controller
Intelsat
February 19, 2014

Who are we?

- **Operator of the world's largest satellite services business**
- **2012 Revenues of \$2.6 billion and Adjusted EBITDA (Earnings before Interest, Taxes, Depreciation and Amortization) of \$2.0 billion**
- **Global fleet of over 50 in-service satellites, 8 owned teleports and IntelsatOne™ terrestrial infrastructure**
- **Strong contracted backlog - \$10.3 billion as of 9/30/13**
- **Became a public equity company in April 2013; trade on the NYSE under the symbol "I"**

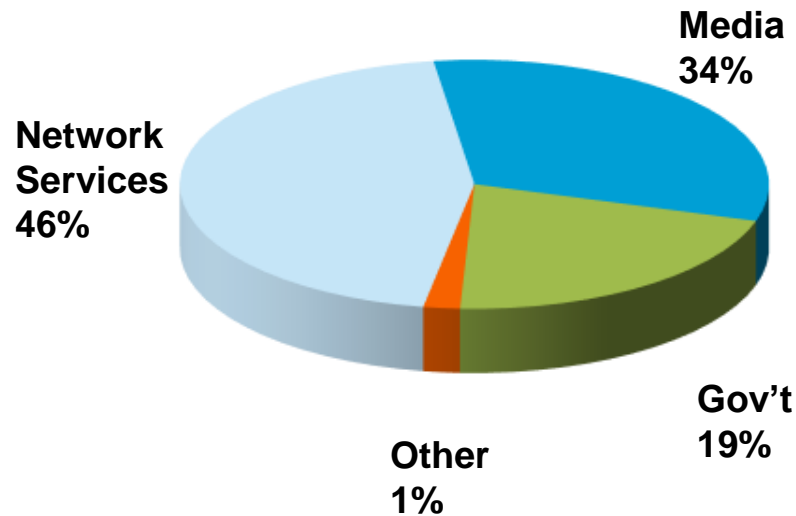
History

- **Roots go back to 1964 when International Telecommunications Consortium established (IGO)**
- **1965 – 1st Commercial Communications Satellite Launch - “Early Bird” (Intelsat I). “Live via satellite” was born.**
- **1968 – covered the Olympics; only global provider to cover every Olympics since that time**
- **1969 – transmitted television images of moon landing around the world**

History (continued)

- **1974 – had grown from 11 to 86 member countries; activated connectivity for the “Hot Line” between the White House and the Kremlin. Eventually grew to 186 members.**
- **2001 – privatized after 37 years as an IGO**
- **2005 – acquired by funds associated with Apax Partners, Apollo and others**
- **2006 – acquired PanAmSat, our principal competitor**
- **2008 – were acquired by current majority private equity ownership – principally BC Partners and Silver Lake Partners**
- **April 2013 – became a public company**

Revenue by Customer Set – Quarter Ended 9/30/13



Selected Customers

Network Services

Astrium, Bharti, France Telecom, Harris Caprock UK Limited, Verizon, Vodafone

Media

Discovery Communications, Fox Entertainment Group, Home Box Office, DIRECTV, The Walt Disney Company, Turner Broadcasting Company

Government

Australian Defense Force, U.S. Department of Defense, U.S. Department of State, U.S. Navy, U.S. Air Force

What makes us an attractive investment/tenant?

- **Our global network covers 99% of the world's populated regions, including access to about 200 countries and territories**
- **Diversified customer base in diversified geographies**
- **Solid AEBITDA performance – stemming from a predictable, recurring revenue stream**

Our decision to move

- **Why?**
- **How did our selection process work?**
- **Key considerations:**
 - **Location of existing employee base / transportation**
 - **Physical attributes / cultural attributes**
 - **Economics**
- **Our process:**
 - **Advisors**
 - **Sale of existing building**
 - **Understanding areas of changes in taxation**
 - **Understanding the incentives “process” in various jurisdictions**
 - **Assessing quantitative and qualitative factors**
 - **Decision**

Next Steps

- **Move date to Tysons Corner – July 2014**
- **Since original lease was signed, we have amended our lease agreement to expand into additional space for our government sales group, which will relocate prior to year end 2014**
- **Actively working with project managers, architects/design team, general contractor, etc.**
- **Goal – on time, on budget**





Real value in a changing world

Regional implications of the Tysons transformation

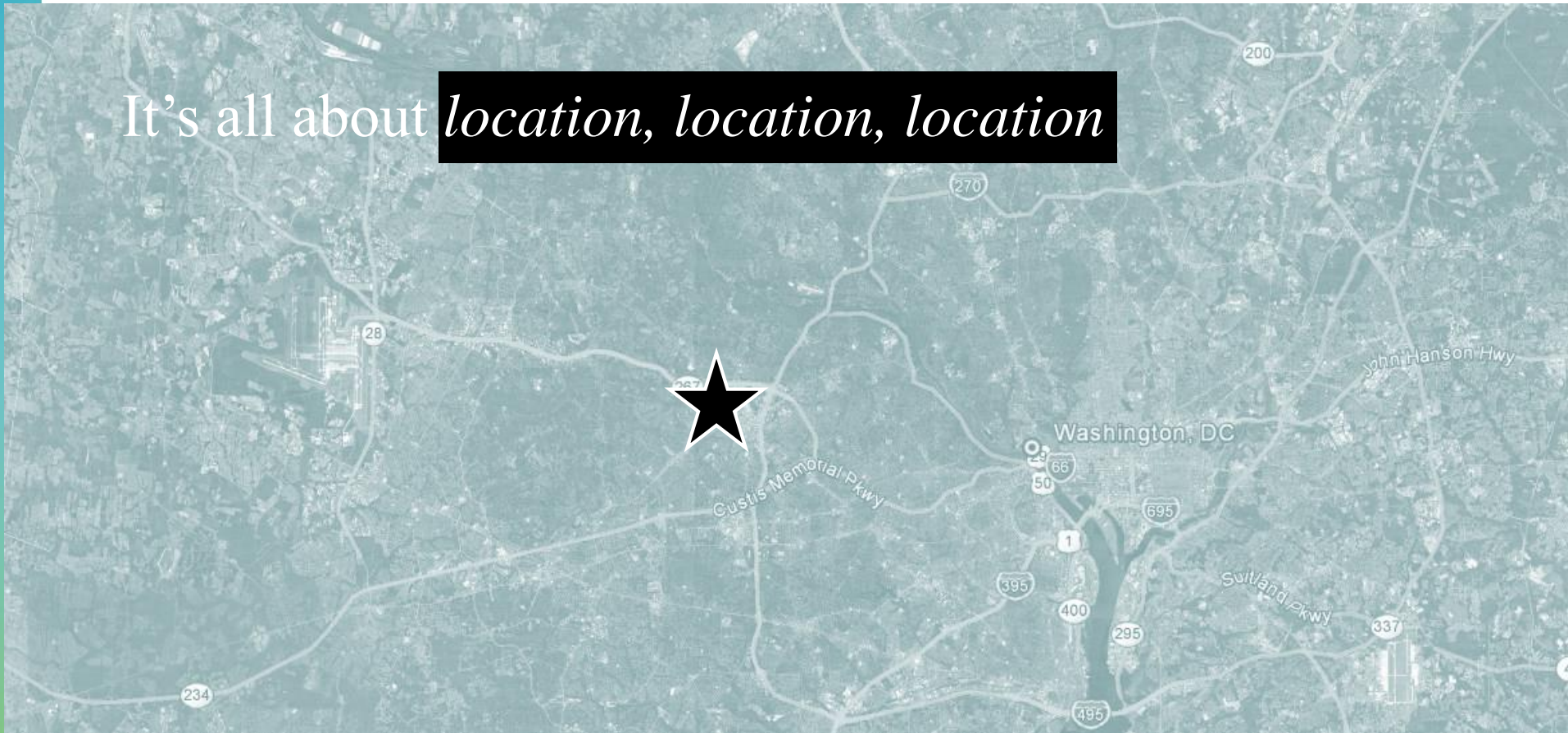


February 19,
2014

Tysons Corner's past success

- Driven by vehicular accessibility, pro-business governance and excellent public services
- Proximity to a retail hub – Tysons Corner Center – the largest shopping mall in the Mid-Atlantic

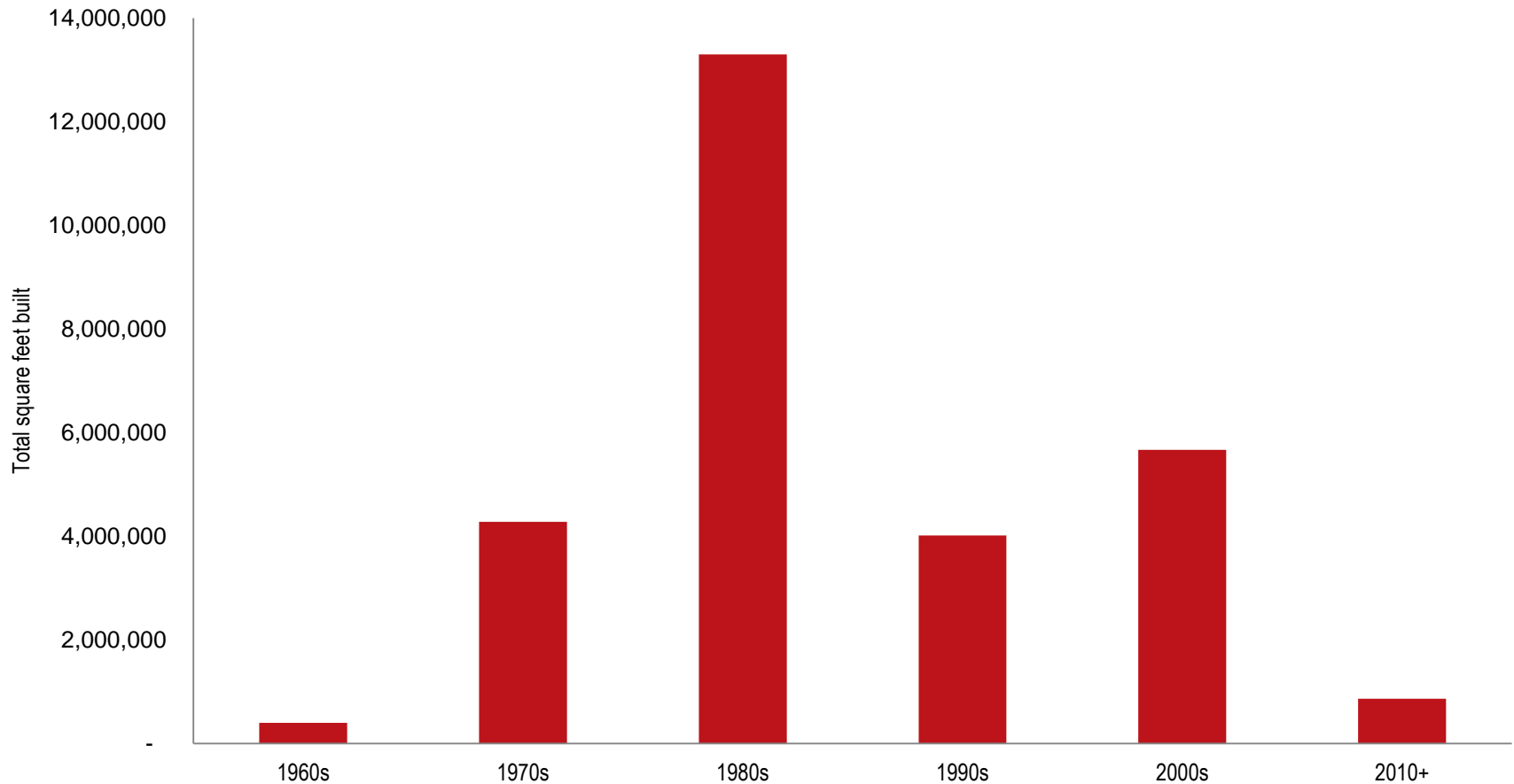
It's all about *location, location, location*



Current Metro DC regional market trends

1. Segmented economic growth
2. Tenants' drive to efficiency
3. Changing workforce preferences for collaborative environments; walkable amenities; mass transit accessibility
4. Demographic shifts

Office construction in Tysons peaked in the 1980s, when 13.3 million square feet delivered



Source: Jones Lang LaSalle

Tyson's current challenges

- Traffic
- Walkability
- Relative lack of modern, efficient space
- Perception/cool factor

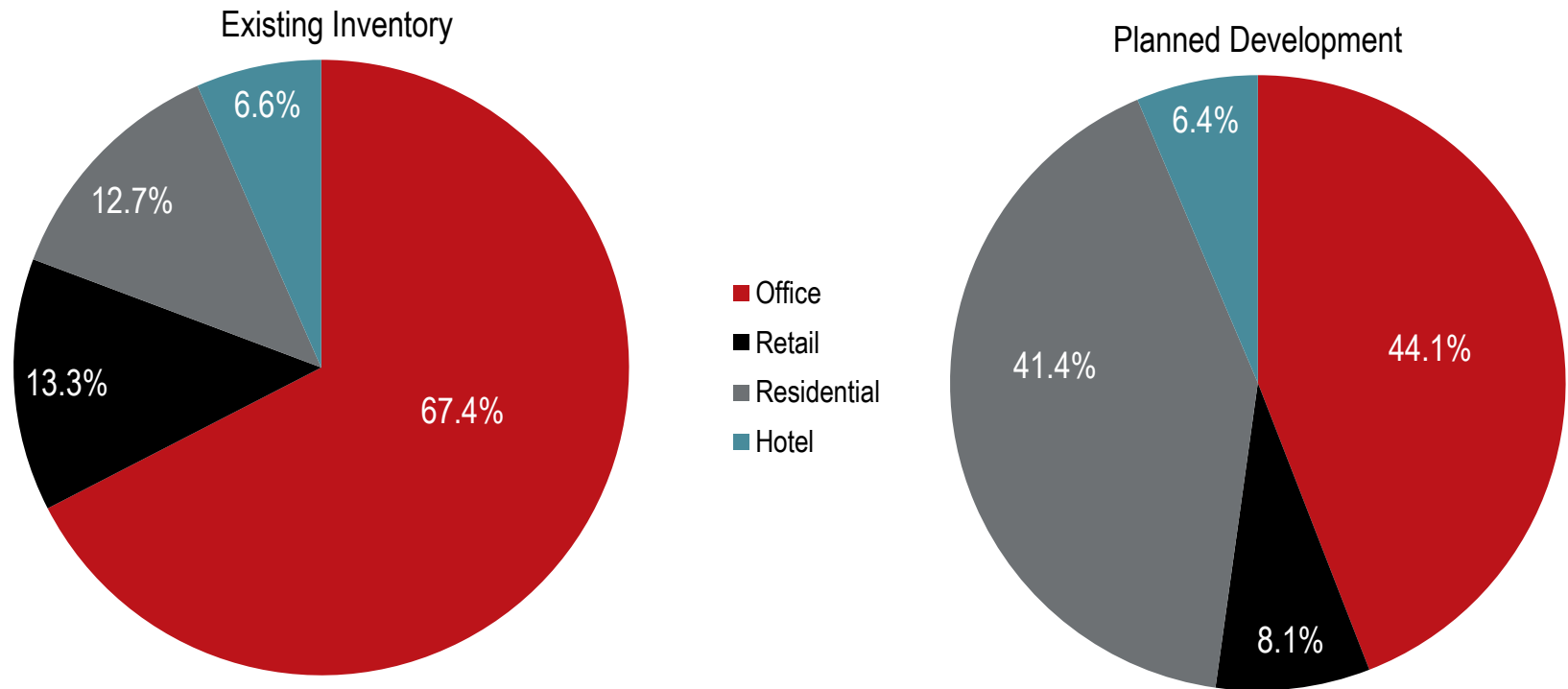


Image source: washingtonpost.com



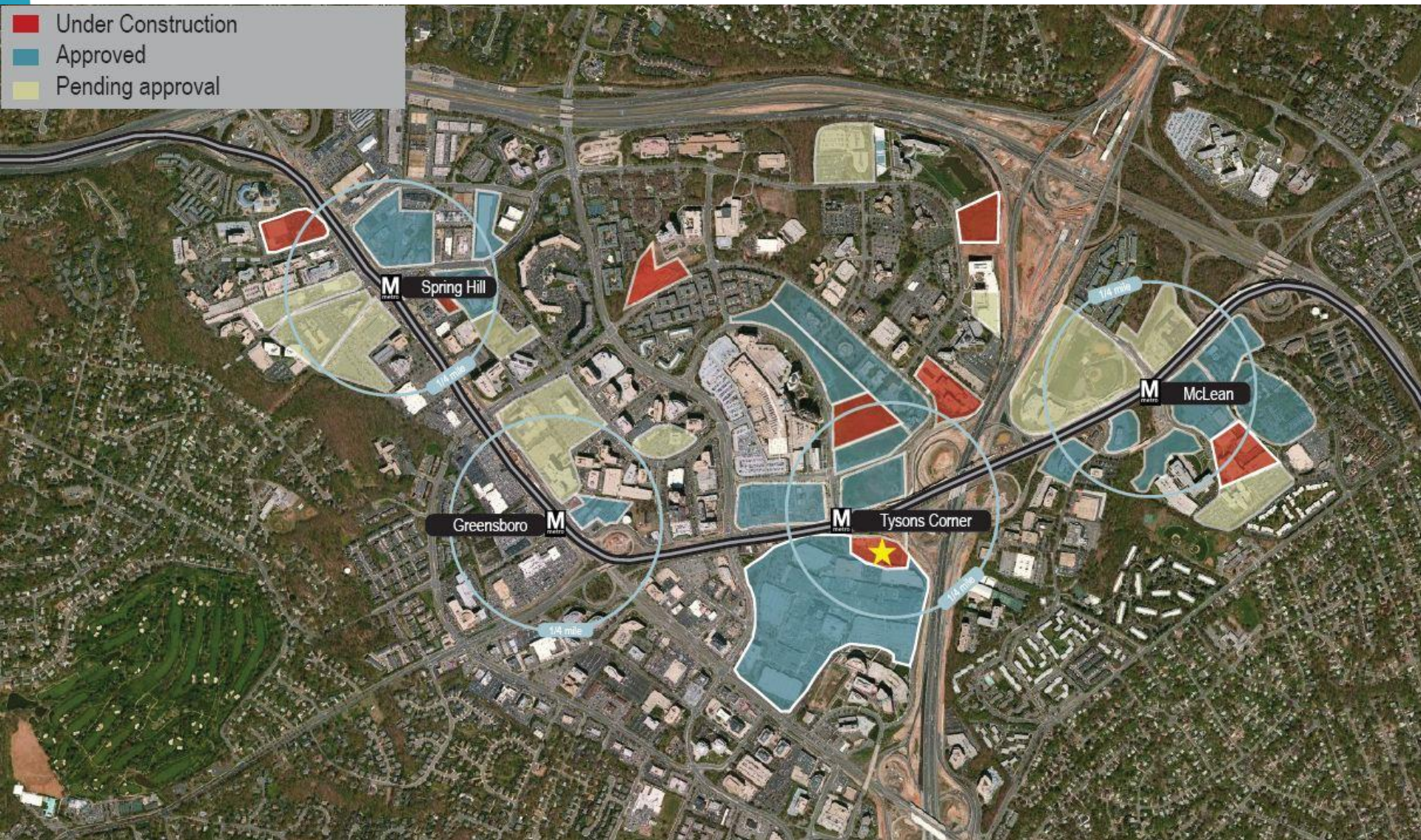
Image source: vithayaphotograph

Future development will help reshape Tysons into more of a 24/7, mixed-use, live-work-play environment

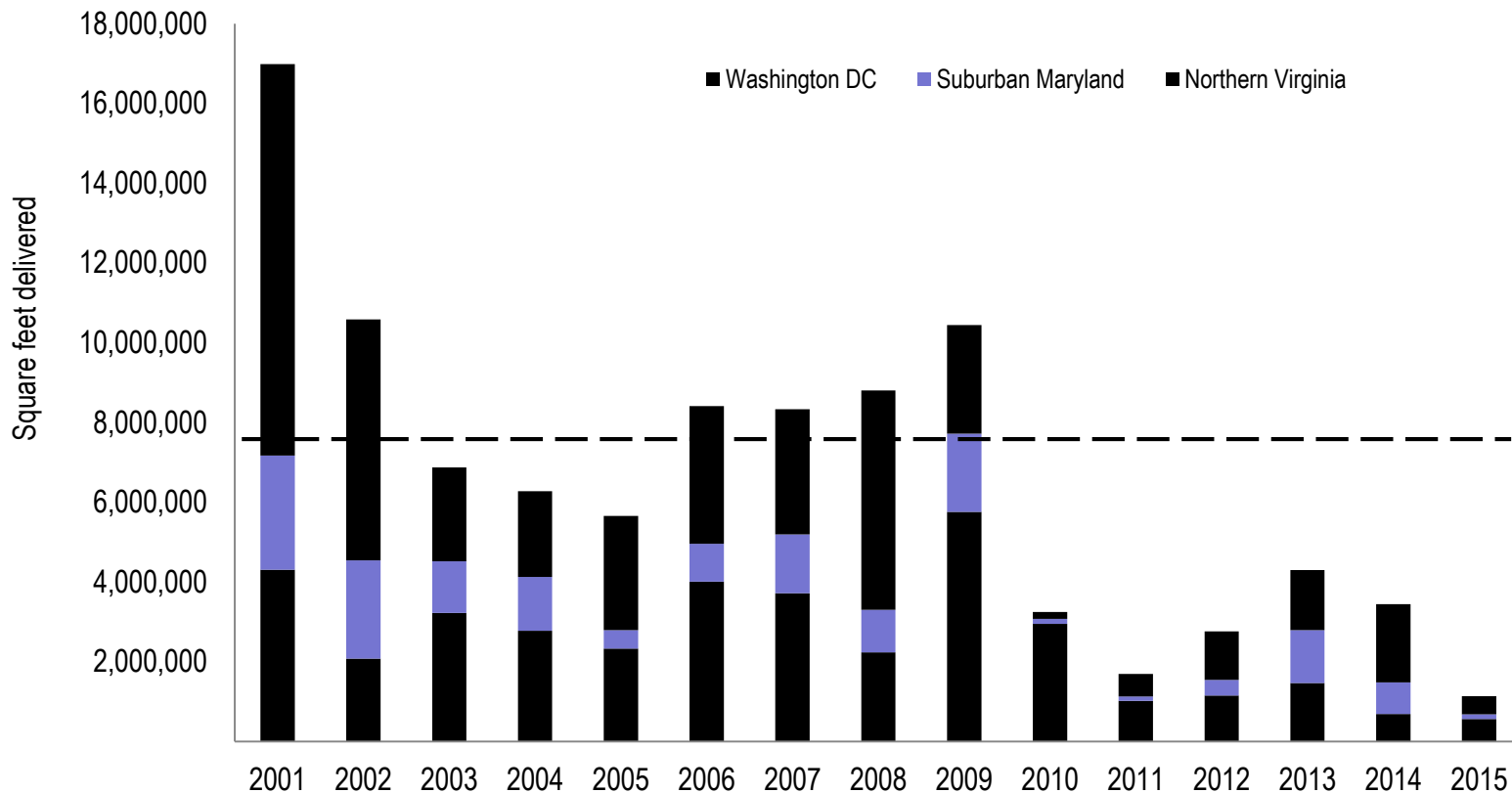


Source: Jones Lang LaSalle

The four future “City Centers” of Tysons

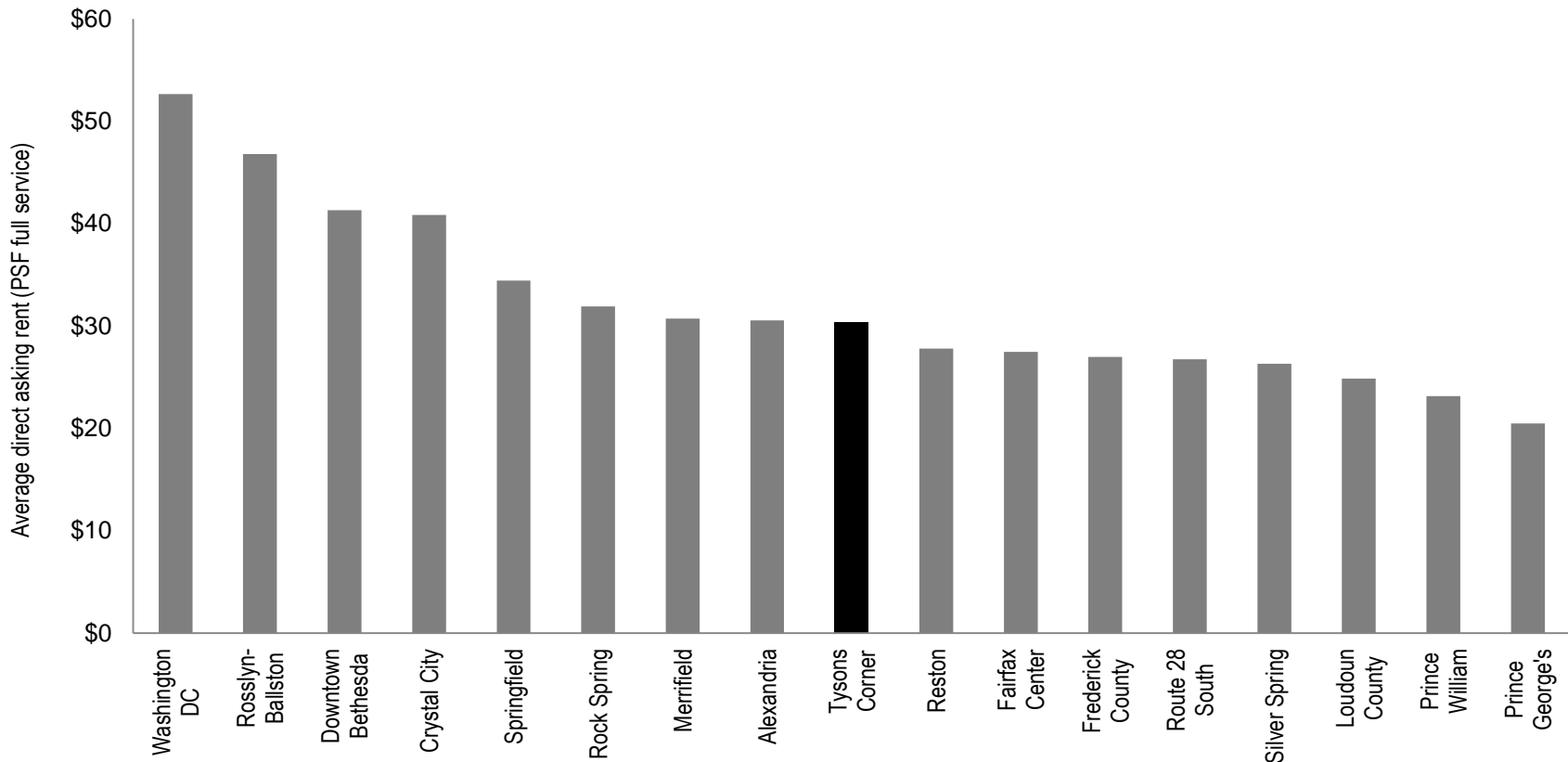


indicates there may be pent-up demand for new office space



Source: Jones Lang LaSalle

Regional rent comparison – although new office construction is asking \$50/SF+, many existing Tysons buildings provide a great value



Source: Jones Lang LaSalle

If Tysons wins, who loses?

1. Nearby jurisdictions with higher taxes and more barriers to entry? (DC and MD)
2. Suburban locations lacking in rail access/walkable amenities? (Fairfax Center, Route 28)
3. Cannibalization of off-Metro locations within Tysons?

What's needed to make the Tysons vision a reality?

1. Fairfax County must maintain its edge in providing excellent public services
2. Price competitiveness relative to other regional jurisdictions
3. Organic growth in office tenant demand
4. Exciting retail
5. Risk taking





JONES LANG
LASALLE®

Real value in a changing world



©2014 Jones Lang LaSalle IP, Inc. All rights reserved. All information contained herein is from sources deemed reliable; however, no representation or warranty is made to the accuracy thereof.

Upcoming Events

February 20: End User Dinner

Ruth's Chris Steakhouse,

Arlington, VA

5:30PM-8:30PM

SOLD OUT

February 25: Olympics Happy Hour

The Russia House

Washington, DC

5:00PM-7:30PM

March TBD: Sponsor Orientation Breakfast

CBRE Offices

McLean, VA

8:30AM-10:00AM

March TBD: Education Program: CRE Millennials

Price Modern Showroom

Baltimore, MD

April 9:

Education Program:

Sustainability – Featuring GSA Smart Buildings and LEED v.4

Hitt Contracting, Falls Church, VA

11:30AM-1:00PM

May 15:

Mid-Atlantic Gala and Awards of Excellence

Tishman-Speyer

Rosslyn, VA

June TBD:

Education Program:

Workplace Violence - Active Shooters

**in partnership with Capital Chapter of IFMA*

THANK YOU FOR COMING!

**For more information about the
benefits of CoreNet Global's
Mid-Atlantic Chapter, please visit
www.midatlantic.corenetglobal.org.**