

Ox Hill Companies

2023 Strategic PR Plan

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PR Overview

EXECUTIVE SUMMARY, GOALS AND TARGET AUDIENCES

Executive Summary & PR Goals

In 2023, Ox Hill will partner with BCENE PR to build awareness for the upcoming developments by creating a steady drumbeat of consistent coverage and securing additional exposure through several PR campaigns, press announcements and thought leadership opportunities. The following are Ox Hill's 2023 PR Goals:

- **Increase overall brand awareness** about Ox Hill Companies by securing placements, mentions and stories in the key local consumer and business publications.
- **Position Ox Hill Companies as a leader in local commercial real estate development** by sharing updates on its massive upcoming projects — City Centre West & The Ox Complex.
- **Build a drumbeat of consistent local/regional coverage** through “new news” announcements and thought leadership opportunity sourcing by assessing and packaging the knowledge-sets of Ox Hill's talented leadership to contribute content to target publications.

Account Setup | March-May 2023

From the first 90 days, BCENE will allocate its monthly retainer hours towards account setup, PR plan development, asset curation and copyediting as needed.

March:

- PR Plan Development 
- Website Audit 
- Boilerplate Development 

April:

- Asset Collection
- PR Plan Review Call
- Media List Development

May:

- Copyediting Marketing Materials

Core Messages & Themes

To kick off our initial engagement, we will focus on the following three (3) key messages and themes for PR outreach:

1. Creating Spaces Where People Live, Work and Thrive

- Sharing Ox Hill's expertise in redesigning real estate through placemaking and destination-building with arts, entertainment and hospitality in Northern Virginia.

2. Transforming Historic Old Town Into a Premier Destination

- Highlighting how City Centre West and The Ox Complex is on track to become the area's hottest spot for bars and restaurants, entertainment, retail and hospitality.

3. Impacting Local Communities

- Showcasing how Ox Hill's major projects and partnerships contribute to the economic development of Fairfax.

Target Audiences

Our public relations tactics will target the following audiences through earned media outreach efforts:

- Local/Regional business media
- National trade media for various industries including commercial real estate, design, food & beverage, hospitality, marketing, multifamily, residential real estate and travel
- Local consumer media in Greater Washington D.C.

BUILDING DESIGN
+ **CONSTRUCTION**

FAIRFAX COUNTY
TIMES

INSIDENOVA
NORTHERN VIRGINIA'S LEADING NEWS SOURCE

BISNOW

NorthernVirginia
MAGAZINE

hospitalitydesign

PR Campaigns & Announcements

The City of Fairfax Approves Construction Plans for City Centre West

**Business Story*

We will create one (1) press release to announce Fairfax's approval on construction for City Centre West. To secure a more in-depth feature story, we will craft two (2) unique pitches with different hooks including a a.) business and a b.) design angle.

For the business-focused feature, we will offer an *exclusive and an interview with Chris Smith to a top-tier publication in the following order:

1. Washington Business Journal
2. WTOP
3. BisNow D.C.

**An exclusive allows a publication to run the story first, before other publications get the news.*

- **Hook:** City Centre West Coming Soon to Downtown Fairfax
- **Angle:** This pitch will dive deeper into Ox Hill, including Chris' breadth of knowledge and expertise in the NoVa area, how the brand is helping revitalize downtown Fairfax and contribute to its economic development.

The City of Fairfax Approvals City Centre West Construction Plans

**Architecture & Design Story*

The design-focused pitch will provide more information about Ox Hill's partnerships with Thomas Juul-Hansen, Schwartz and Doug Elliman. We will pitch an exclusive to a national trade publication in the following order:

1. Building Design & Construction
 2. Construction Dive
 3. Connect CRE (D.C.)
- **Hook:** Ox Hill Partners with World Renowned Architects on Major Fairfax Development Coming Soon
 - **Angle:** Pitch to include details about the design of the building, including Ox Hill's placemaking strategy and vision for the development. It will also emphasize how these high-caliber partnerships put will impact CRE in Fairfax moving forward.

Deliverable: Press Release, Pitches

Assets Needed: Hi-Res Renderings, Quotes from Each Partner

Timeline for Both Campaigns:

- Press Release & Pitch Development: April 2023
- Distribution: June 2023

The City of Fairfax Approves Plans for The Ox Complex

Similar to the previous campaign, we will distribute an announcement about the city approving the next step of the planning phase for The Ox Complex.

Deliverable: Press Release, Pitches

Assets Needed: Hi-Res Renderings, Quotes from Each Partner

Timeline:

- Development: May 2023
- Distribution: July 2023

Target Publications:

- Washington Business Journal
- WTOP
- BisNow D.C.

City Centre West Development Breaks Ground in Fairfax

We highly recommend hosting a groundbreaking ceremony to leverage the visual component of the site and invite media to attend. For PR Support, we will draft a media alert to encourage local and regional media to share updates about the project and attend the event. We will also include details about the CSR component, such as the potential scholarship for local Fairfax students.

Deliverables: Media Alert, Event Calendar Listings

Assets Needed: Renderings, Site Plan, Run of Show

Timeline:

- Development: August 2023
- Media Outreach: September 2023

Target Publications:

- Bisnow D.C.
- Fairfax County Times
- Inside NoVa
- Washington Business Journal
- WTOP

CSR Campaign: Holiday Giveback

To garner local coverage, we recommend partnering with a local organization for a holiday giveback program. You can also include your affordable housing partner and/or sponsor one of their events. We can provide PR support via a press release or media alert and event calendars.

Deliverables: Press Release, Event Calendars

Assets Needed: Hi-Res Renderings, Quote from Partner

Timeline:

- Development: November 2023
- Distribution: December 2023

Target Audience:

- Bisnow D.C.
- Fairfax County Times
- Inside NoVa
- Washington Business Journal

Ox Hill Companies Lands Live Nation Partnership for New Fairfax Venue

Once the partnership is official, we will distribute a press release unveiling the exciting news about Live Nation coming to The Ox Complex.

Deliverables: Press Release

Assets Needed: Hi-Res Renderings, Quote from Live Nation

Timeline:

- Development: December 2023
- Distribution: January 2024

Target Publications:

- Business Insider
- Fairfax County Times
- Washington Business Journal
- Washington Post
- USA Today

Ox Hill Transforms Historic Bank Into Massive Green Space For Fairfax Residents

We will craft a press release detailing Ox Hill's plans for the new green space in The Ox Complex while emphasizing how the space will pay homage to the historic Fairfax bank.

Deliverables: Press Release

Assets Needed: Hi-Res Renderings, Historic Photos of Former Bank

Timeline*:

- Development: March 2024
- Distribution: April 2024

**Based on the assumption that Block A plans get approved in December 2023.*

Target Publications:

- Connect CRE
- Inside NoVa
- Urban Land Magazine (ULI)
- Washington Post
- WTOP

The Ox Luxury Condo Community Now Open for Pre-Sales

We will create a press release to announce The Ox opening for pre-sales. Details to include starting prices, square footage, floor plans and amenities.

Deliverables: Press Release, PR Checklist

Assets Needed: Floor Plans, Hi-Res Renderings

Timeline:

- Development: June 2024
- Distribution: July 2024

Target Publications:

- Fairfax Connection
- Fairfax County Times
- Inside NoVa
- Northern Virginia Magazine

Truist and Infinite Solutions Relocate to City Centre West

Provided both companies move around the same time, we will draft a press release to announce that both Truist and Infinite Solutions have relocated to City Centre West. Details to include the motivation behind the moves, size of the offices (including the underground drive-thru) and number of employees. If either company hosts a ribbon-cutting ceremony, we will invite local media to attend.

Deliverables: Press Release, Media Alert (for ribbon-cutting ceremony)

Assets Needed: Hi-Res Photos

Timeline: *Development & distribution is dependent on construction timeline.*

Target Publications:

- Fairfax Connection
- Inside NoVa
- Washington Business Journal
- WTOP

Thought Leadership

Meet the Expert CRE Developer Modernizing Downtown Fairfax

We will offer Chris Smith for an exclusive Q&A interview with a local/regional business publication to discuss the following key points:

- His breadth of industry knowledge, including 35 years of experience working in CRE in the Northern Virginia area
- The motivation behind starting Ox Hill Companies
- How the team has doubled this year & what that means for the future
- Current projects in the Fairfax area
- What's to come in 2024

Timeline:

- Pitching: August 2023
- Earned Media September 2023

Target Publications:

- Bisnow DC
- Fairfax County's Economic Development E-Newsletter
- Washington Business Journal / DC Inno
- Washington Post
- WTOP

Additional Opportunities — Panels, Events & Memberships

To further promote how Ox Hill is revitalizing Downtown Fairfax, we will identify opportunities for Chris & potentially Deidre Smith to join as panelists at relevant industry events and as a member at local/regional organizations. We can also pitch local organizations and publications to co-host a panel.

Organizations:

- BisNow D.C. (December 2023 Event)
- City of Fairfax Economic Development (To Be Pitched)

Potential Topics:

- Transforming Fairfax: Meet the Makers Behind the Revitalization of Historic Downtown
- 2024 CRE Market Outlook

Membership Recommendations:

- **Urban Land Institute (ULI) Washington Chapter** — Starting at \$45/month OR \$540/year
- **NAIOP Northern Virginia** — Starting at \$1,395/year

Additional Opportunities — Owned & Shared Channels

You have a ton of exciting new news, partnerships and announcements in the pipeline. In addition to your earned media strategies, we recommend sharing the following announcements on your owned & shared channels to ensure you reach the right target audience.

- Website & Rebrand
 - Share on LinkedIn
- New Hires
 - Share on all social platforms, newsletter and blog post
- Project Plan Approvals & Developments
 - Share on all social platforms & newsletter (+ earned media)
- Confirmed Companies Relocating to City Centre West
 - Share on LinkedIn, newsletter and blog posts

Editorial Opportunities

- **Building Design & Construction** — Product Innovations Issue
 - Due Date: November 3, 2023
 - Issue: November/December 2023
- **Hospitality Design** — The Hotels and F&B Issue
 - Due Date: September 18, 2023
 - Issue: October 2023
- **Real Estate Forum** — Outlook Issue: 2024 Vision
 - Due Date: November 6, 2023
 - Issue: November/December 2023
- **Washington Business Journal** — Real Estate Inc Extra
 - Due Date: September 2023
 - Issue: October 27, 2023

Future Campaigns

New Vendor & Phase Updates

As new retail and offices are confirmed at City Centre West & The Ox Complex, we recommend sharing updates with the media. BCENE's recommended outreach strategy—press release, pitch or exclusive interview—will depend on the update's newsworthiness, and/or how many updates we can combine into one (1) announcement.

City Centre West:

- Medical Offices
- Restaurants
- Official Grand Opening (December 2025)

The Ox Complex:

- Art Walk
- Concert Hall
- Hotels & Hospitality Partners
- Vindisbru

You're Invited: Exclusive Hard Hat Tour of City Centre West

To garner media interest pre-grand opening, we will offer an exclusive hard hat tour of City Centre West to one (1) local news outlet.

Deliverable: Pitch

Timeline:

- Pitching & Tour: November 2025
- Go-Live Date: December 2025

Target Publications:

- Fairfax Connection
- Washington Post

Timeline

Q2/Q3 Media Outreach Timeline

Month	Project	Tasking
April 2023	The City of Fairfax Approves Construction Plans for City Centre West (2 Pitches)	Planning & Development
May 2023	City Centre West to Launch in Downtown Fairfax (Business Angle)	Earned Media
	The City of Fairfax Approves Plans for The Ox Complex	Planning & Development
June 2023	Ox Hill Partners with World Renowned Architects on Major Fairfax Development Coming Soon (Design Angle)	Earned Media
July 2023	The City of Fairfax Approves Plans for The Ox Complex	Earned Media
August 2023	City Centre West Groundbreaking Announcement	Planning & Development
	Thought Leadership w/ Chris Smith	Planning & Development
September 2023	City Centre West Groundbreaking Announcement	Earned Media
	Editorial Opportunity: Hospitality Design	Planning & Development
	Editorial Opportunity: Washington Business Journal	Planning & Development

Q4 Media Outreach Timeline

Month	Project	Tasking
October 2023	Editorial Opportunity: Hospitality Design	Earned Media
	Editorial Opportunity: Washington Business Journal	Earned Media
	Thought Leadership w/ Chris Smith	Earned Media
November 2023	CSR Campaign: Holiday Giveback	Planning & Development
	Editorial Opportunity: Building Design & Construction	Planning & Development
	Editorial Opportunity: Real Estate Forum	Planning & Development
December 2023	CSR Campaign: Holiday Giveback	Earned Media
	Bisnow Panel - Fairfax	Earned Media
	Editorial Opportunity: Building Design & Construction	Earned Media
	Editorial Opportunity: Real Estate Forum	Earned Media
	LiveNation Coming to The Ox Complex Announcement	Planning & Development

Measuring Success

Measuring Success

A successful PR campaign would entail garnering up to four (4) coverage pieces per announcement, including:

- One (1) Exclusive Feature
- 2-3 Coverage Pieces
- One (1) Mention

The following KPIs will be used to measure success:

- **Media Mentions & Coverage Pieces:** Simply put—a mention is the quintessential earned media metric, representing any instance your campaign, brand or key message is discussed in the media, whether it's online, in print or on a podcast.
- **Impressions:** There is plenty of potential in this 'potential' metric, as long as it's used in the correct context. It's certainly not a standalone KPI, but impressions can play a supporting role in ROI.
- **Coverage Views & Web Traffic:** Consumer interest in brand awareness campaigns will also be measured by coverage views, boost in traffic and new unique visitors to your website.

Measuring Success

BCENE recommends the following KPI benchmarks for 2023 (through EOY):

Metric	Goal
Coverage Pieces	15 Features & Media Mentions
Impressions	5M Impressions
Coverage Views	50K Coverage Views

Ensuring Success

To ensure a successful partnership, we request the following timelines & strategies for all deliverables.

- **Expected Lead Time for All Announcements:** 10 Business Days
- **Client Review Turnaround Time:** Three (3) business days for press releases and PR campaigns and five (5) business days for thought leadership articles.
- For PR outreach, we need “new news,” especially if Ox Hill’s partners are going out with an announcement as well.
- New hi-res photos that have not been previously circulated.
- Ox Hill to secure partner quotes and approvals as needed.