



HISTORIC HEART. MODERN BEAT.

Economic Development 2021 Report to City Council

ECONOMIC DEVELOPMENT



“Manassas is an economically thriving City where a combination of an entrepreneurial spirit, an involved business community and a supportive economic development presence result in growing businesses, a thriving active community, and a strong sense of place and identity.”



Patrick J. Small, CEcD
Director of Economic Development



Nicole Smith, CEcD
Assistant Director, Economic Development

HISTORIC HEART. MODERN BEAT.

PERFORMANCE MEASURES



Population: 41,641 - (41,841)

Median HHI: \$81,493 - (\$78,462)

Employed Civilian Labor Force: 22,944 - (21,993)

Average Home Value: \$319,700 – (\$307,000)

HISTORIC HEART. MODERN BEAT.

PERFORMANCE MEASURES



7th highest weekly wages - (12th)

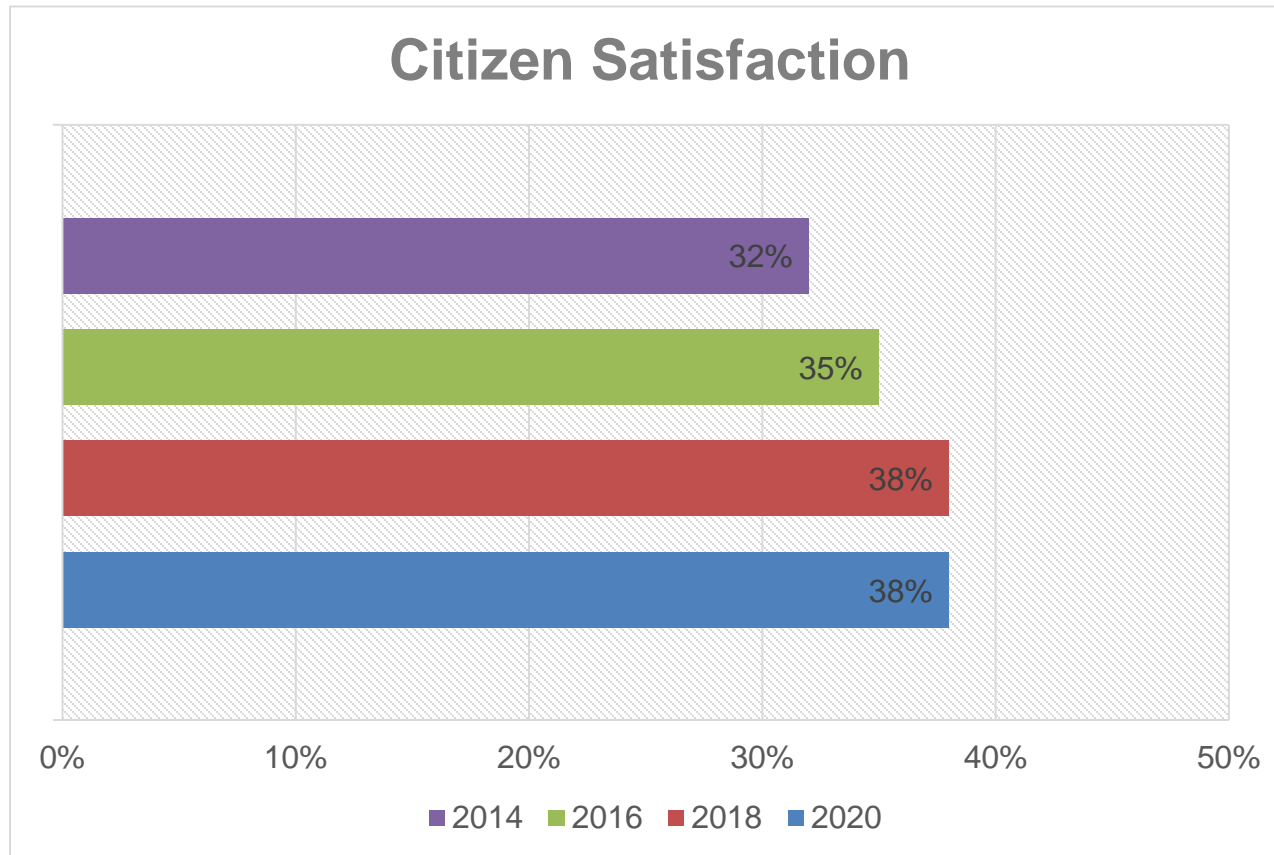
4th highest for professional and technical services

16th highest per capita income

Net importer of labor: 21,000 commute into the City

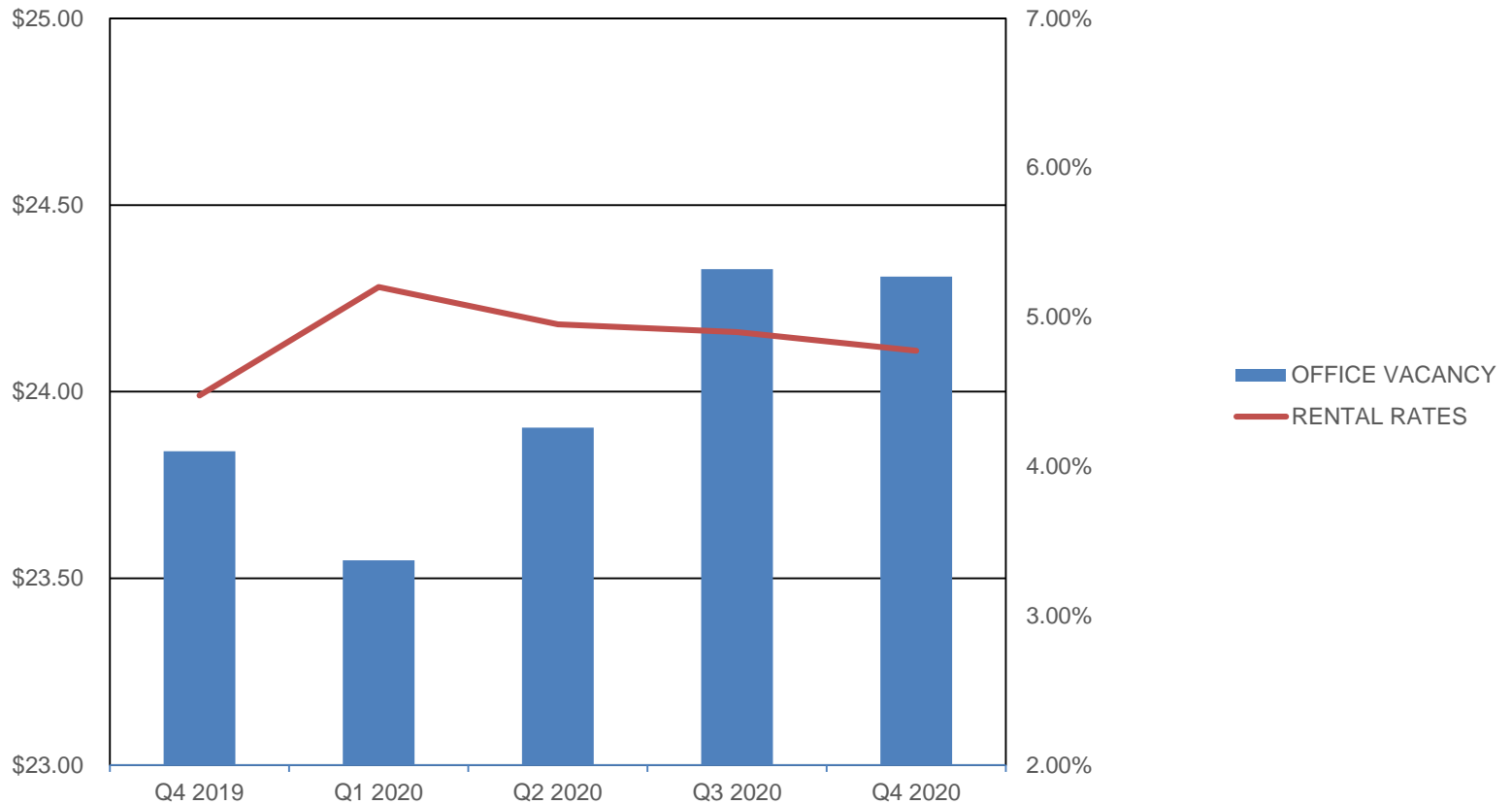
HISTORIC HEART. MODERN BEAT.

DEVELOPING VACANT COMMERCIAL AREAS



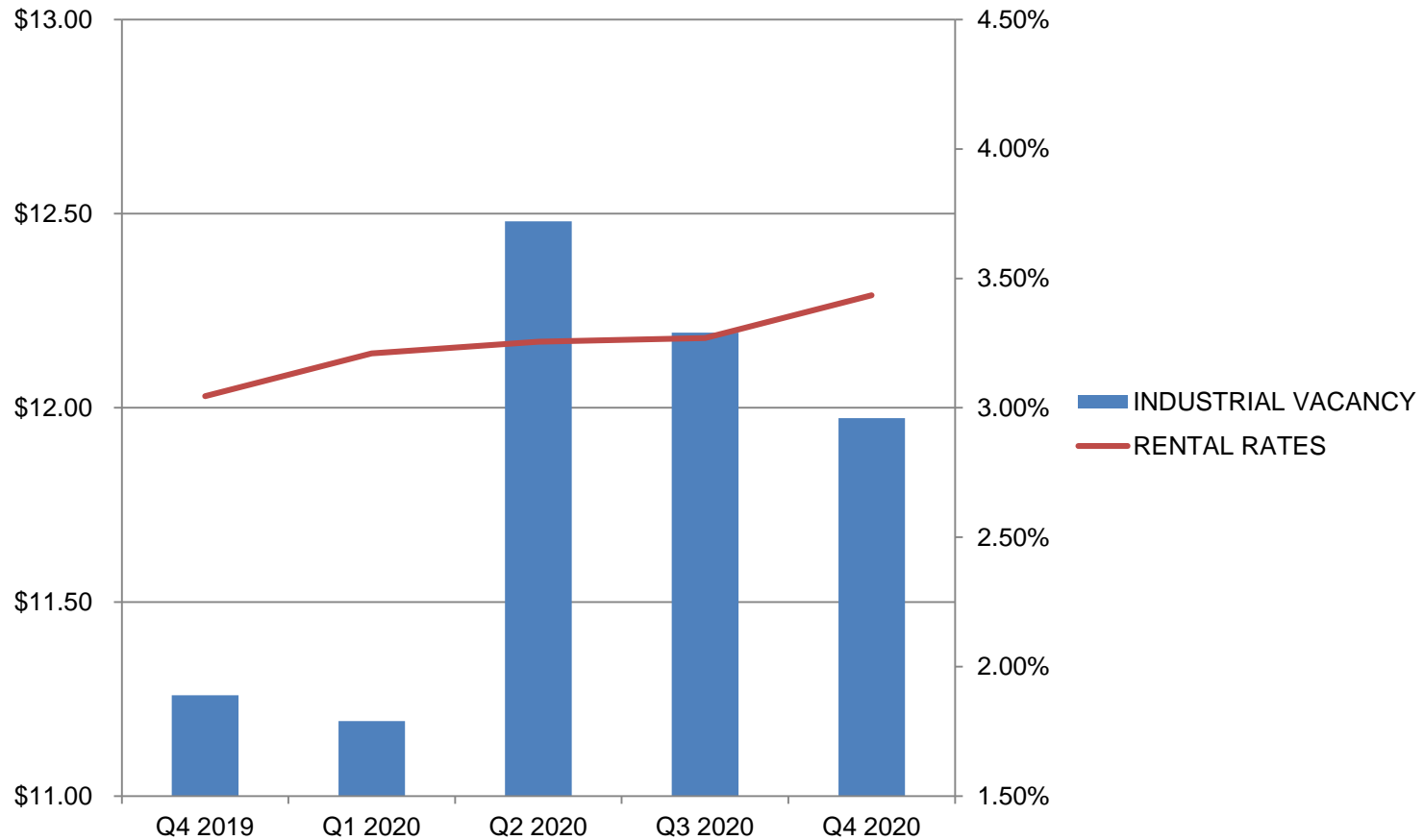
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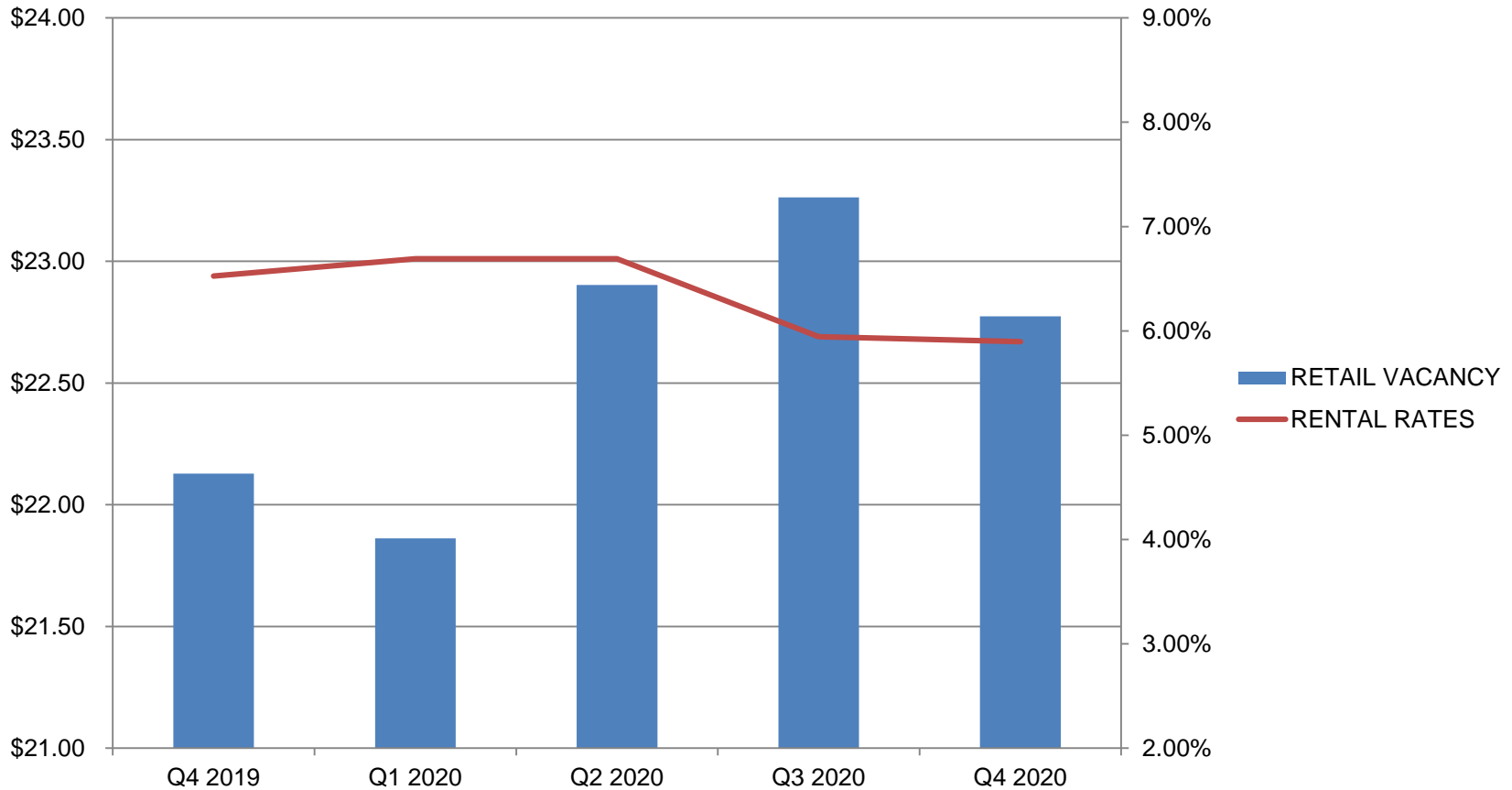
HISTORIC HEART. MODERN BEAT.

DEVELOPING VACANT COMMERCIAL AREAS



HISTORIC HEART. MODERN BEAT.

DEVELOPING VACANT COMMERCIAL AREAS



HISTORIC HEART. MODERN BEAT.

THE LANDING AT CANNON BRANCH



40 acres. \$150M. Mixed use development.

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TRU BY HILTON



HISTORIC HEART. MODERN BEAT.

BUCHANAN PARTNERS



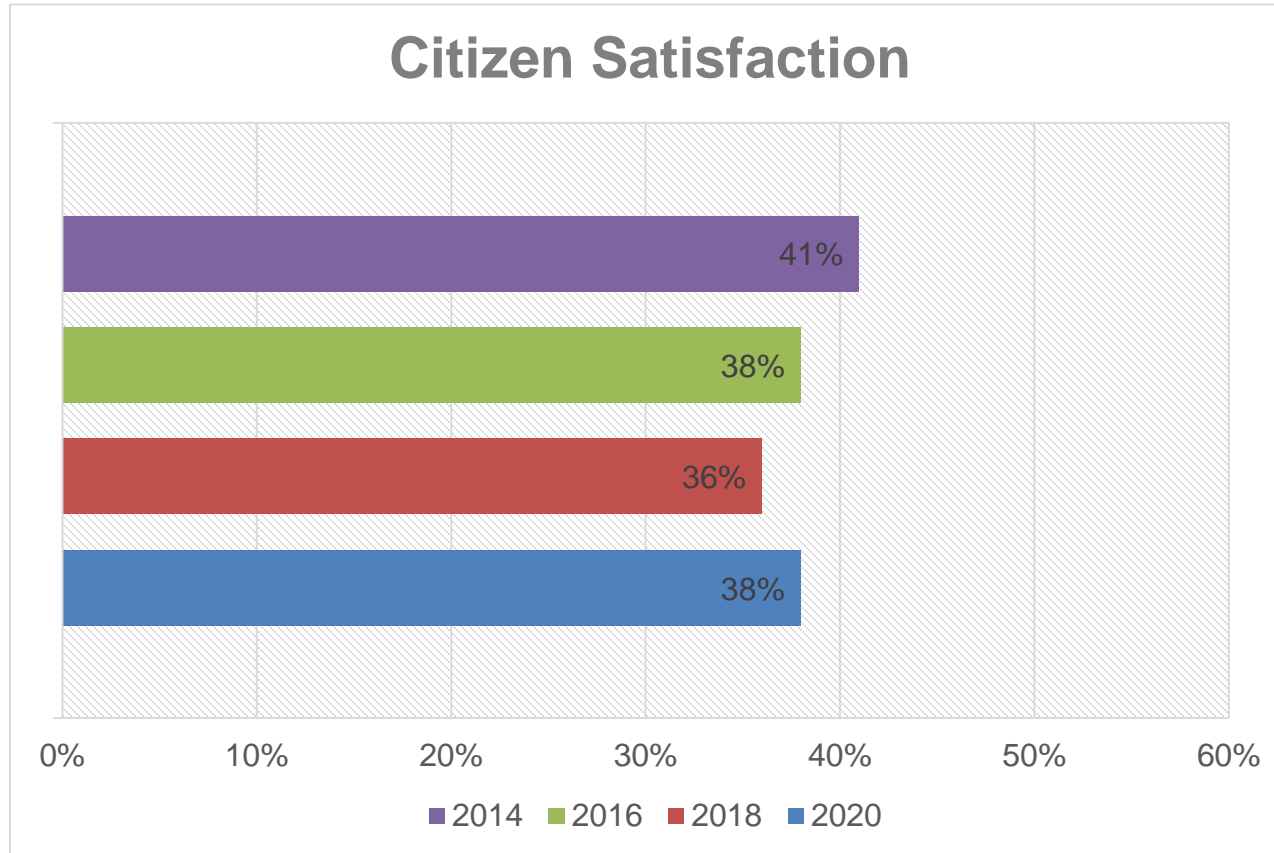
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STANLEY MARTIN



HISTORIC HEART. MODERN BEAT.

EFFORTS TO IMPROVE COMMERCIAL CORRIDORS



HISTORIC HEART. MODERN BEAT.

EFFORTS TO IMPROVE COMMERCIAL CORRIDORS



Façade and Landscape Improvement Grant Program

Highly successful programs continue to result in private investment in real property

3 projects in 2020
\$233,893 in capital investment
\$47,775 grant awards

5:1 ratio private to public investment



HISTORIC HEART. MODERN BEAT.

EFFORTS TO IMPROVE COMMERCIAL CORRIDORS



Mathis Avenue

Streetscape Standards were approved by Council in 2017 and incorporated into the DCSM in 2018

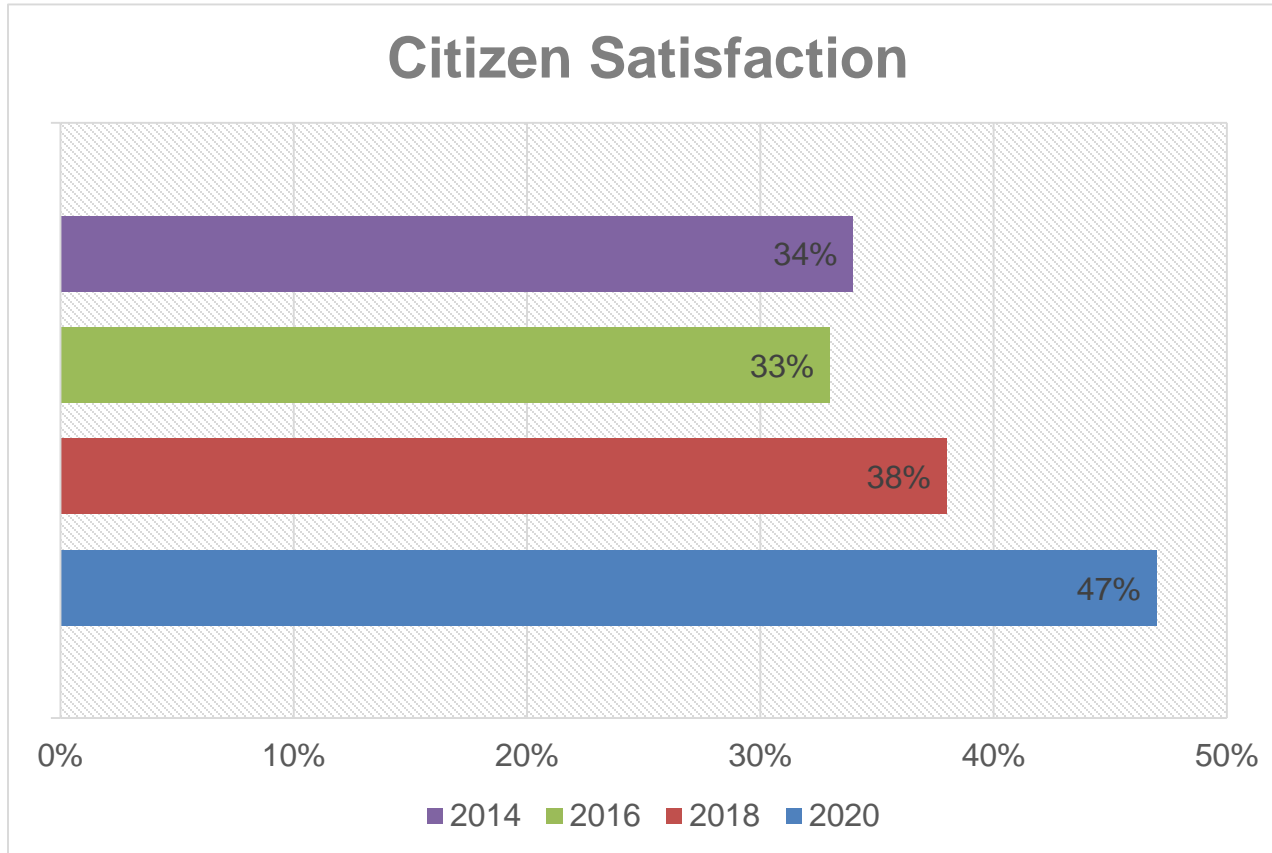
Finalized: Concept Plan - 10% Design - Survey

Underway: 30% Design and Traffic Analysis

Identified as a Federal Opportunity Zone to encourage investment in under-utilized areas



ATTRACT AND RETAIN PRIVATE SECTOR JOBS



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MICRON



HISTORIC HEART. MODERN BEAT.

ATTRACT AND RETAIN PRIVATE SECTOR JOBS



Largest Employers	Type of Operation	Estimated Number of Employees 2018	Estimated Number of Employees 2019	Estimated Number of Employees 2020
Micron Technology	Memory Chip Manufacturing	1,336	1,511	1,646
Novant Health UVA Health System	Hospital/Health Care	1,304	1,297	1,215
Manassas City Public Schools	K-12 School System	1,055	1,181	1,071
Lockheed Martin	Electronic Design & Manufacturing	972	1,061	
City of Manassas	Local Government	483	493	455
American Disposal Service	Trash & Refuse Removal	430	444	390
Aurora Flight Sciences	Remote Control Aircraft Design & Manufacturing	352	415	363
BAE Systems	Electronic Design & Manufacturing	325	370	335
S.W.I.F.T.	Financial Messaging Service	285	318	347
ARS (American Residential Services)	Plumbing and HVAC Service	193	197	180

Source: City of Manassas Economic Development Department, December 2020

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ATTRACT AND RETAIN PRIVATE SECTOR JOBS



Retain and recruit existing and new economic development opportunities and expansions

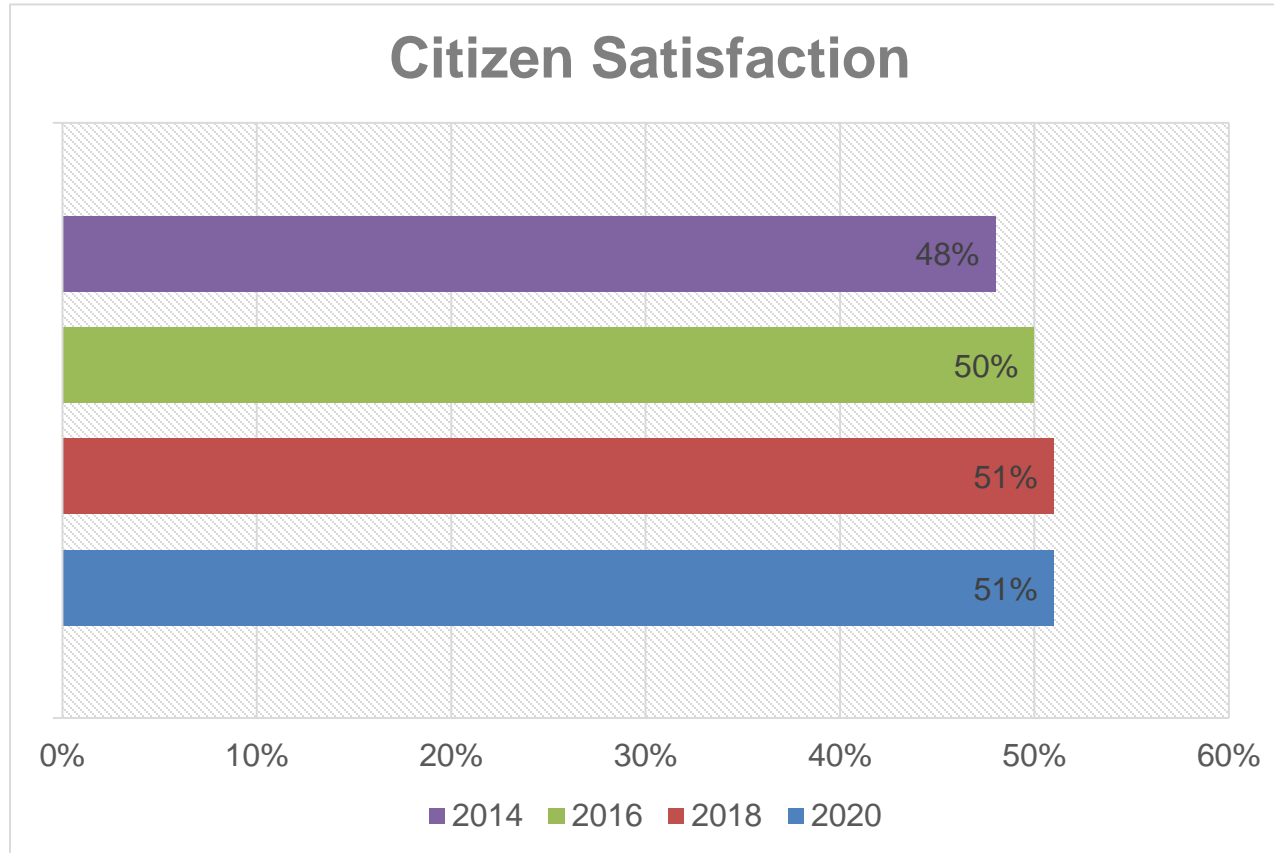
Assisted 102; resulting in 16 expansions

Met with 64 prospective companies; 10 chose to locate in Manassas



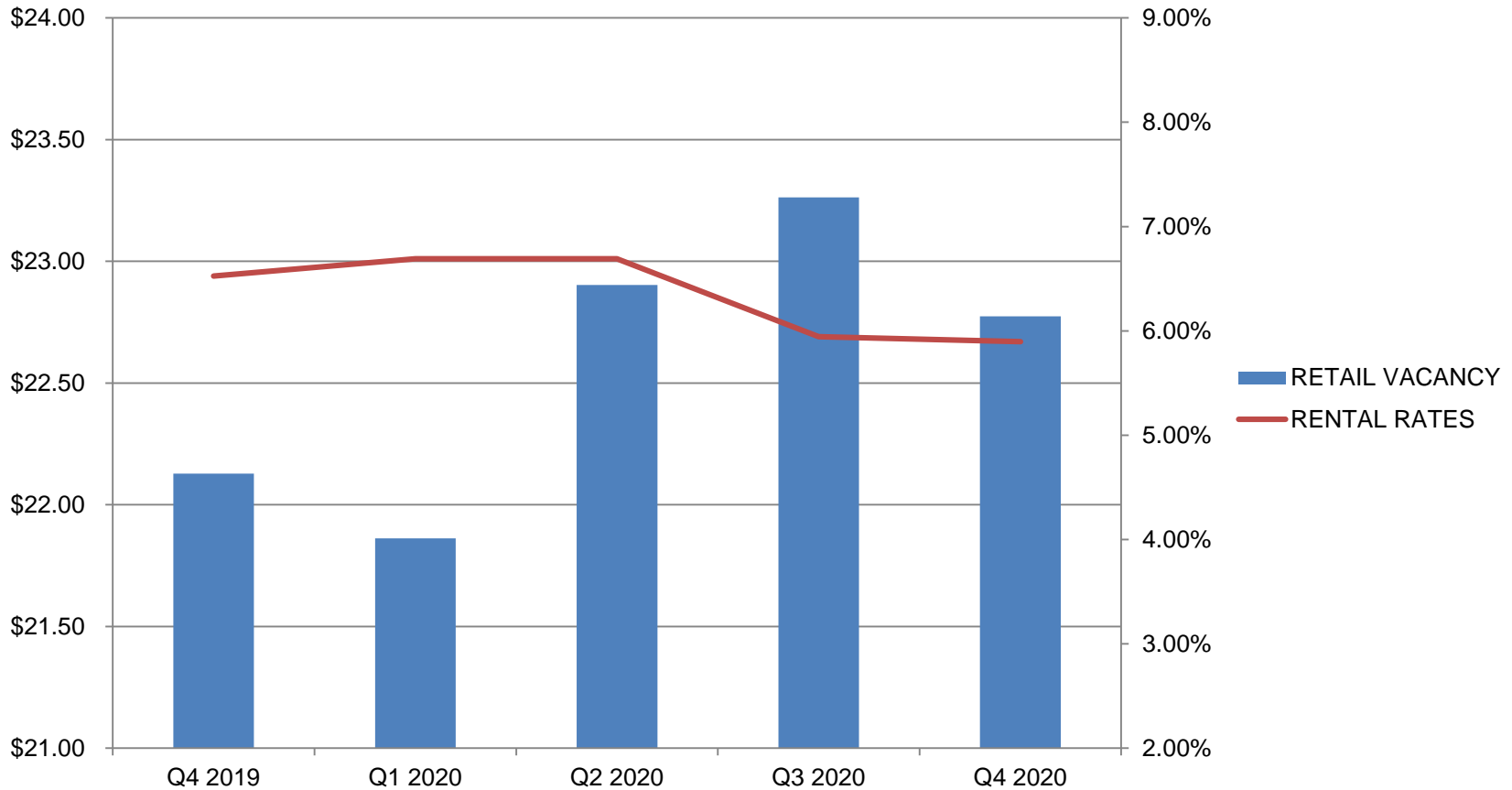
HISTORIC HEART. MODERN BEAT.

ATTRACT AND PROMOTE RETAIL AND RESTAURANTS



HISTORIC HEART. MODERN BEAT.

ATTRACT AND PROMOTE RETAIL AND RESTAURANTS

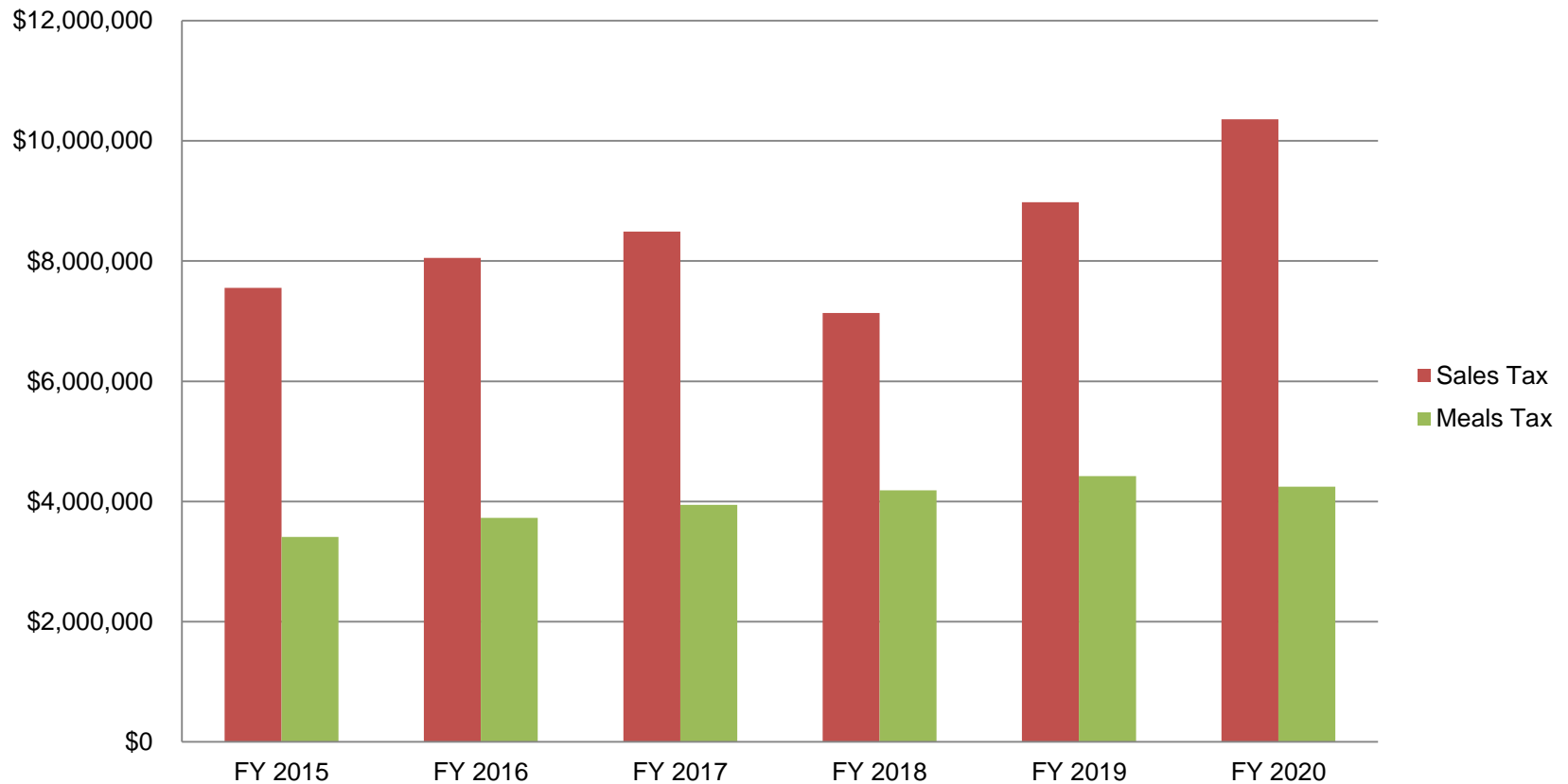


HISTORIC HEART. MODERN BEAT.

ATTRACT AND PROMOTE RETAIL AND RESTAURANTS



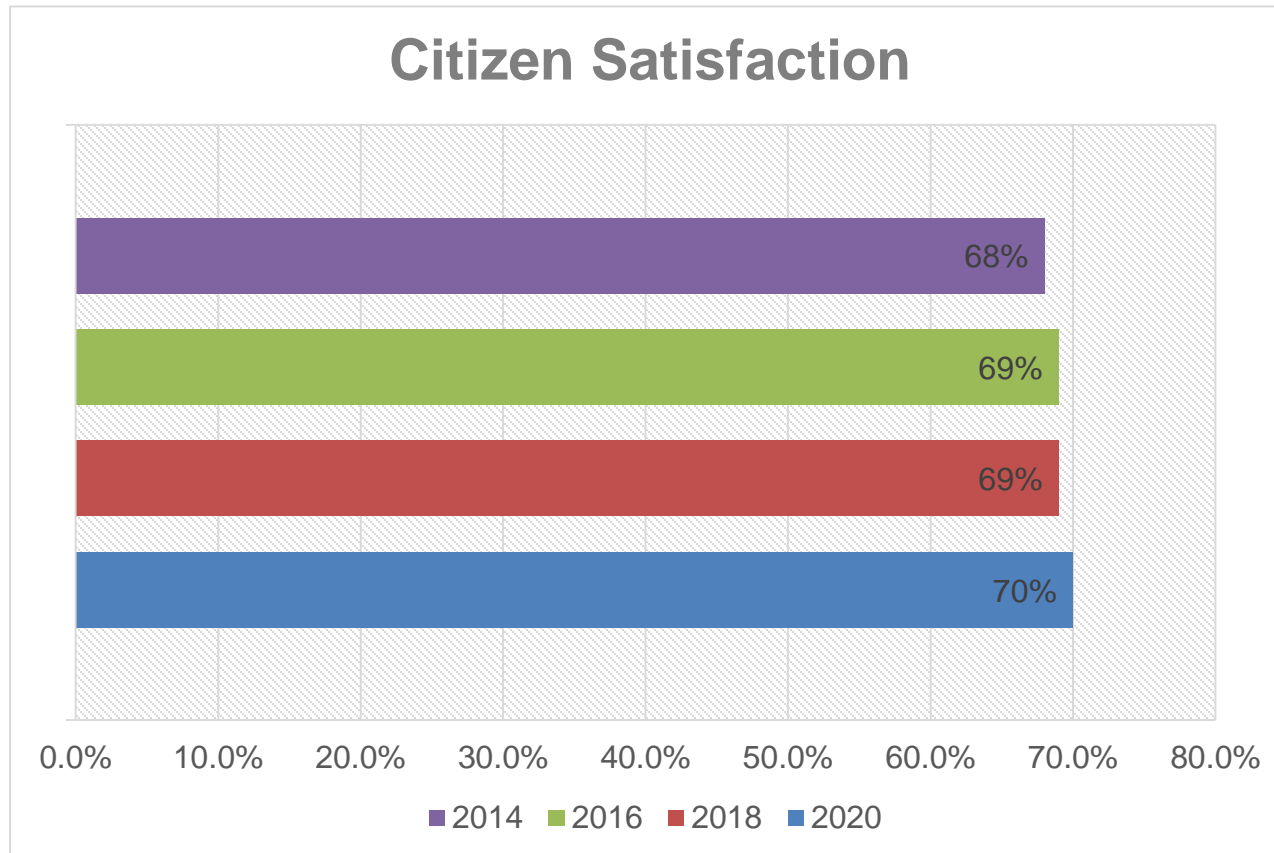
Meals and Sales Tax Revenue



Source: City of Manassas 2020 Comprehensive Annual Financial Report (CAFR)

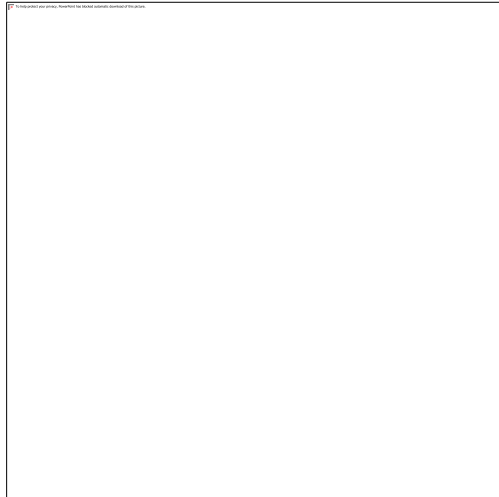
HISTORIC HEART. MODERN BEAT.

CONTINUE TO REVITALIZE HISTORIC DOWNTOWN



HISTORIC HEART. MODERN BEAT.

COMMUNICATION AND OUTREACH

The cover of the 2019 Annual Report features a photograph of a brick building complex in Manassas, Virginia, with a cell tower in the background. The text "HISTORIC HEART. MODERN BEAT." is prominently displayed in red and blue. Below it, "City of Manassas Economic Development" is written in blue. The year "2019" is written in large red numbers, and "ANNUAL REPORT" is written in white on a red background. The Manassas logo and tagline are in the bottom left corner, along with the website "choosemanassas.org".

**HISTORIC HEART.
MODERN BEAT.**
City of Manassas Economic Development

2019
ANNUAL REPORT

Manassas
HISTORIC HEART. MODERN BEAT.
choosemanassas.org

HISTORIC HEART. MODERN BEAT.

COMMUNICATION AND OUTREACH



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COVID-19 RESPONSE-BUSINESS RESOURCES



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[Business Services](#) ▾



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[Site Selection](#) ▾

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A photograph of a street scene in Manassas, Virginia, showing brick buildings, an American flag, and a sign for "Old Town Manassas". A large, white, torn-paper graphic is overlaid on the image, containing the text "COVID-19".

COVID-19

BUSINESS RESOURCES

HELPING OUR LOCAL BUSINESSES

Providing you with current information related to the pandemic.

[LEARN MORE](#)

HISTORIC HEART. MODERN BEAT.

COVID-19 RESPONSE- ENHANCED MARKETING



**MASKS SAVE LIVES
SHOPPING SAVES RETAIL**

[VISIT US TODAY ▶](#)



**MASKS SAVE LIVES
DINING SAVES RESTAURANTS**

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**MASKS SAVE LIVES
CUSTOMERS SAVE BUSINESSES**

[VISIT US TODAY ▶](#)

HISTORIC HEART. MODERN BEAT.

COVID-19 RESPONSE- DIRECT SUPPORT



TESTIMONIAL

“We can't thank the City of Manassas enough for their continued support of local businesses during these unprecedented times. We utilized the marketing grant that the City offered to great success. In addition to running targeted Facebook ads, having printed catalogs made, and more — our biggest success came from our first physical mailer campaign sent out to 5,200 homes. We may never have tried this on our own (at least not for a long while), but with the help of the grant, we rolled the dice and boy, did we win big! We made the money back (and some) on what it cost for the entire mailer campaign and not only that, we strategically sent out to select neighborhoods about 10-15 minutes outside of Manassas so that we could bring people into Historic Downtown Manassas and shop/eat. We're still seeing visitors from this mailing campaign because we added not only a Holiday coupon, but a coupon that was good for after the first of the year. It worked to great success and we have the City of Manassas to thank for enabling us to try something that we may not have otherwise attempted.”

—Deron Blevins
Shining Sol Candle Company

DIRECT BUSINESS SUPPORT



4 Small Business Relief Grant Programs Funded through CARES Act



Rounds 1 & 2

180

Businesses Supported

\$450,000



Marketing Grant

31

Businesses Supported

\$91,000



Historic Downtown
Rent Relief Grant

24

Businesses Received
Rental Assistance

\$60,000



235

Total Businesses Supported



\$601,000

HISTORIC HEART. MODERN BEAT.

COVID-19 RESPONSE- DIRECT SUPPORT



TESTIMONIAL

Julia* is a City of Manassas resident and prior to her enrollment in ELEVATE, she was running a home recording/audio production business that was significantly impacted by the COVID-19 pandemic and she became unemployed. Julia was seeking a remote position that would allow her the flexibility of also caring for her son with special needs. After discussing her employment and training goals with her case manager, she decided to pursue the Certified Billing and Coding Specialist (CBCS) training at Northern Virginia Community College (NVCC). She was enrolled in the ELEVATE program on October 5, 2020 and began her CBCS training on November 2, 2020. Julia successfully completed her CBCS training and on December 7, 2020, she earned her CBCS Certification issued by National Healthcareer Association (NHA). On December 22, 2020, Julia informed her case manager that she received a full-time job offer from Sentara Healthcare as a Care Coordinator earning \$28.38 per hour.

*Names have been changed to maintain participant confidentiality.

DIRECT BUSINESS SUPPORT



Job Seeker and Employer Services

\$230,000



49 Jobseekers enrolled in training



51 Employees supported through Incumbent Worker Training



4 Employers participated in Incumbent Worker Training



20 City businesses participated in job fairs



Expanded Small Business Development Center free counseling programs

\$25,000



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