



HISTORIC HEART. MODERN BEAT.

Economic Development Annual Report to Council 2024

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



Tia Nelson
Assistant Director



Heidi Baumstark
Administrative Assistant

ECONOMIC INDICATORS



	2022	2021
Population:	42,620	42,596
Median HHI:	\$110,559	\$101,934
Median Housing Value:	\$393,900	\$356,500
Employed Civilian Labor Force:	23,686	24,317
Unemployment Rate:	2.3%	2.8%

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ECONOMIC INDICATORS



3rd Highest manufacturing wage in VA (previously 2nd)

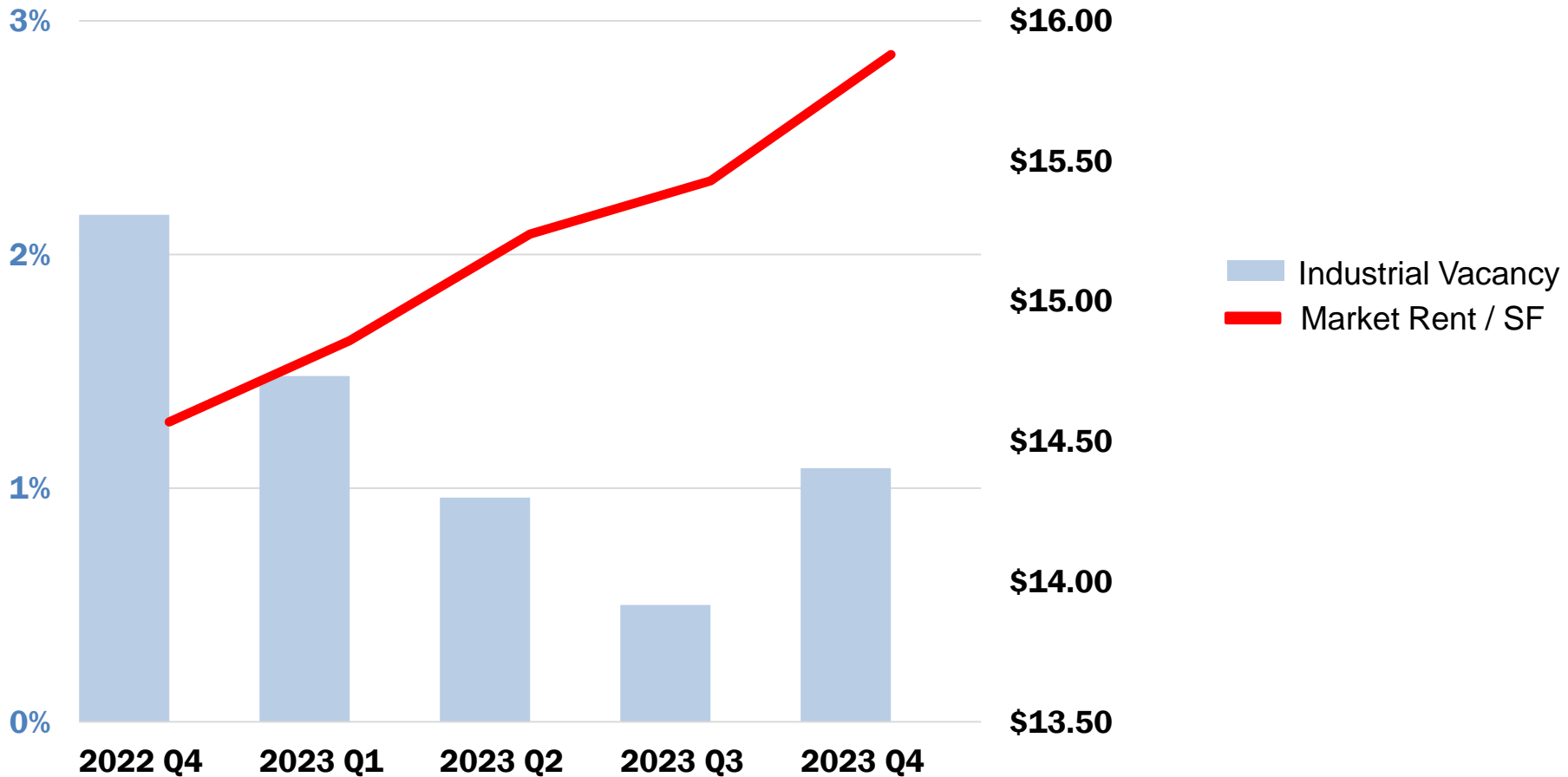
6th Highest weekly wage in VA (7th)

5th Highest professional & technical services wage (10th)

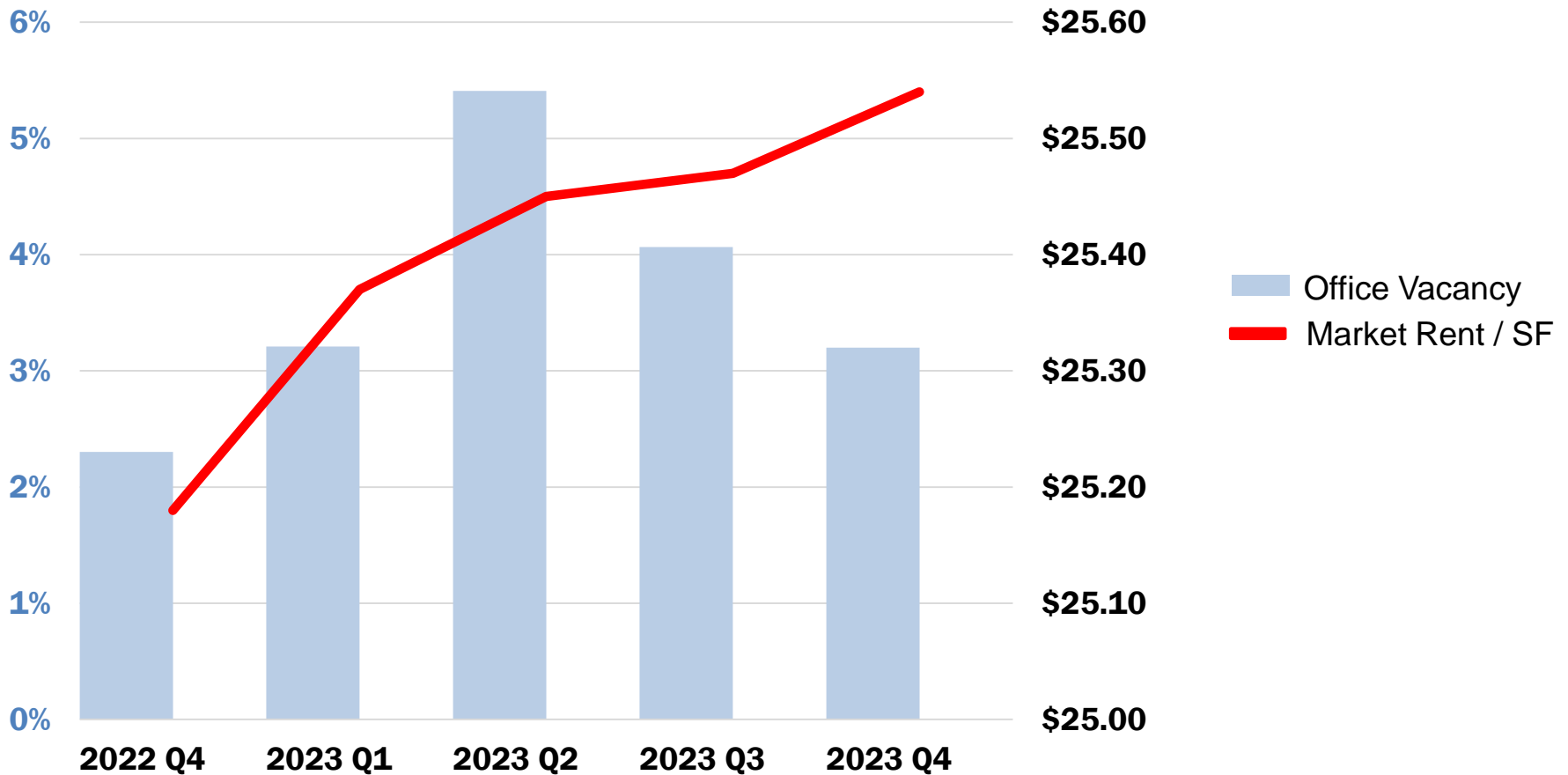
18,462 Daily in-commuters (2,169 live-work)

8.8% Yearly growth in property value

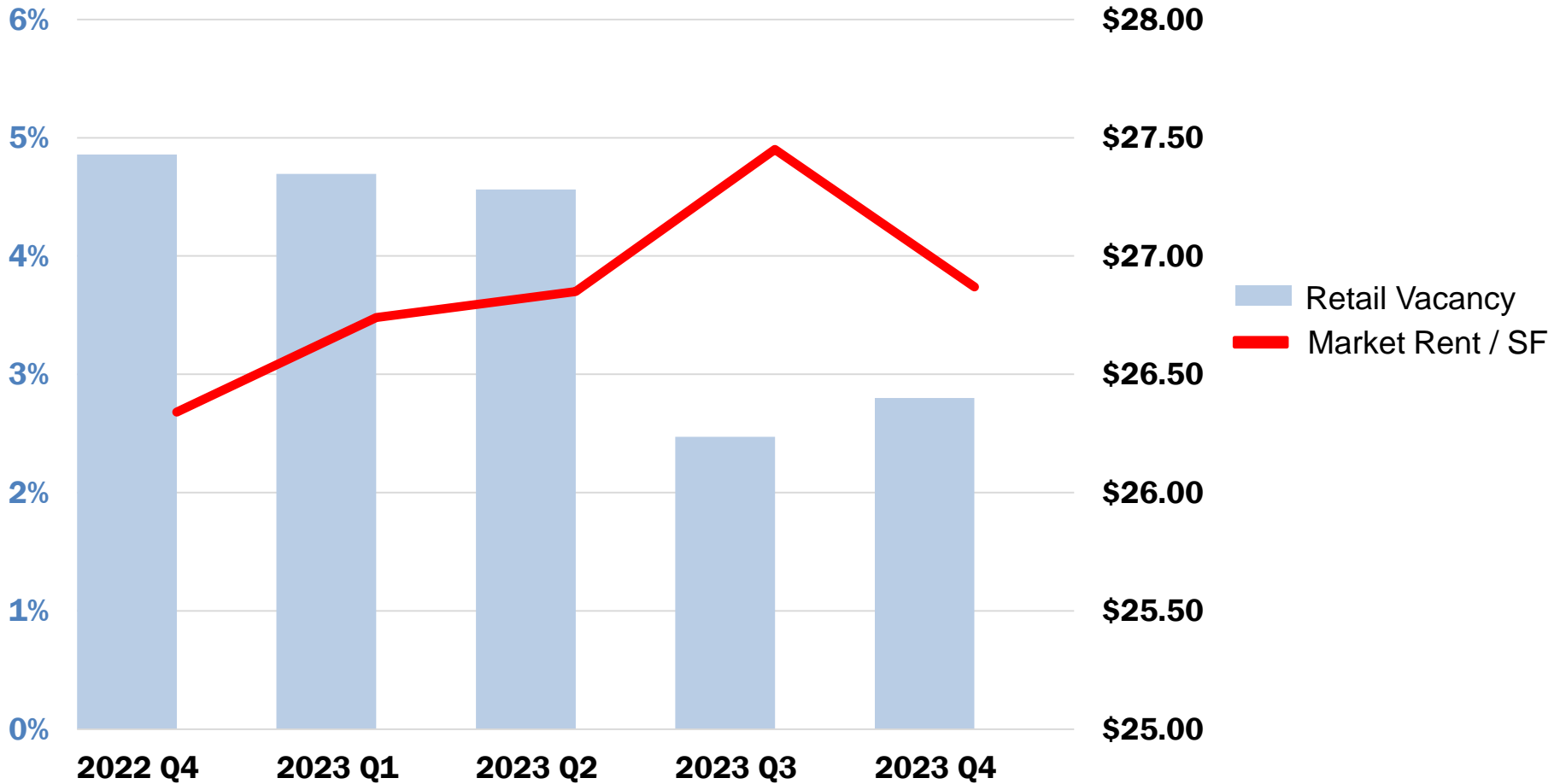
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - INDUSTRIAL



DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - OFFICE



DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - RETAIL



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DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS



- Permit under review for building foundation at 10580 Gateway
- New permit submitted Dec 2023 for a dentist office (Elegant Smiles, PLLC)
- Existing tenants in commercial spaces include Summit Bank, Behavioral Innovations, and Bristow Pediatrics
- Wakeman Trail annotated design complete; 60% design submission expected in Jan 2024



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DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS



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DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS

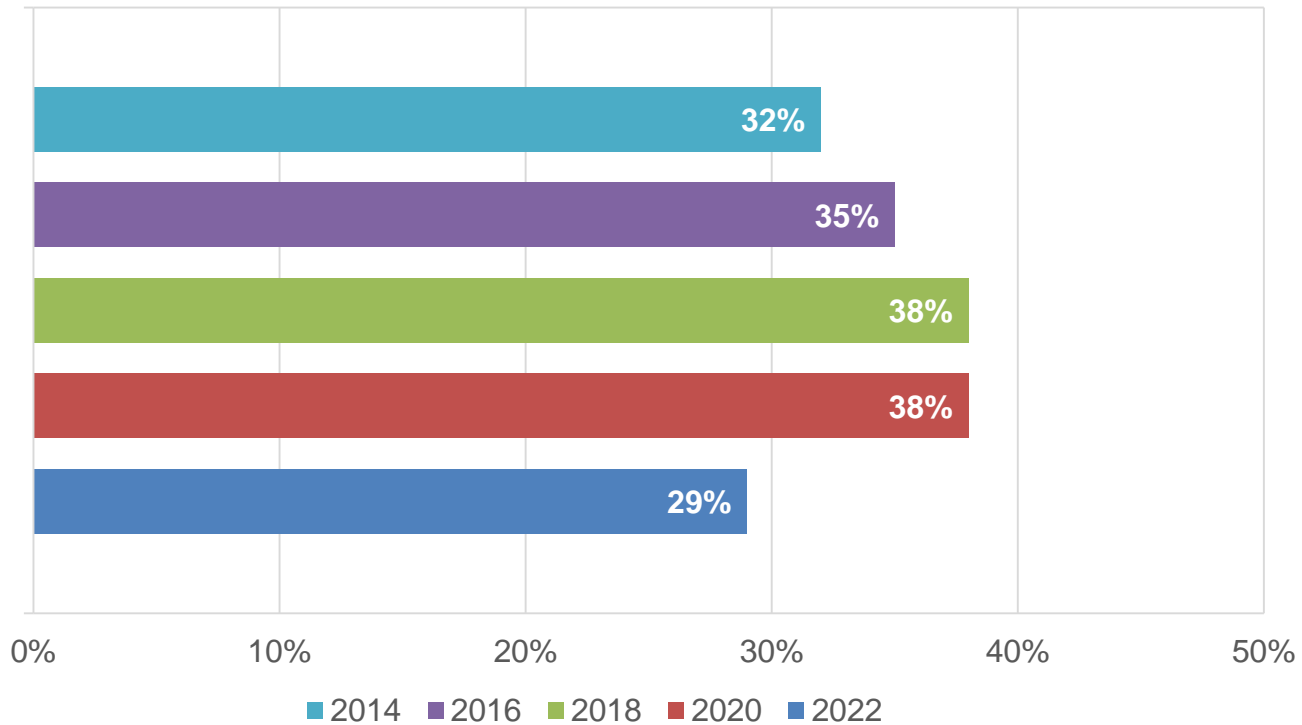


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DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS



Resident Satisfaction



IMPROVING COMMERCIAL CORRIDORS

Enhancing streetscapes and entryways
Improve connectivity with Downtown

- Enhanced street appearance
- Create pedestrian and bicycle facilities
- Infrastructure improvements

Corridors:

- *Grant Avenue*
- *Mathis Avenue*
- *Sudley Road Medical Corridor*
- Dumfries Road
- Godwin Road
- Route 28
- Dean Drive

Before Construction



After Construction



IMPROVING COMMERCIAL CORRIDORS



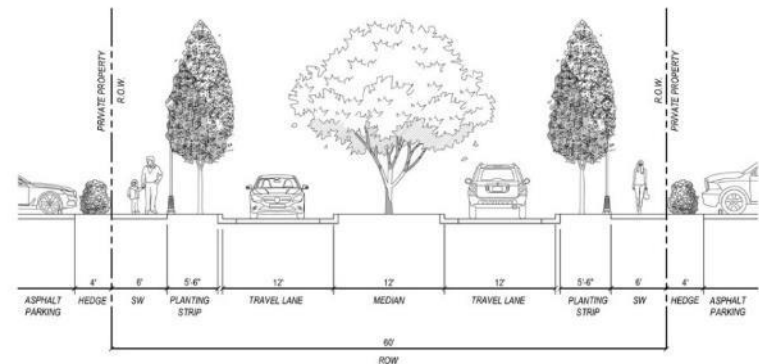
Mathis Avenue

Enhancing streetscape on Mathis Ave from Sudley Ave. to Liberia Ave

- Improve pedestrian safety & connectivity
- Enhanced streetscape
- Addition of turn lanes & planters

Status:

- 60% design completed, proceeding to 90% design and ROW acquisition in CY 2024
- Completed engineering design survey and Traffic Analysis
- Public outreach conducted Spring '22
- Applied for VDOT Revenue Sharing funding for construction



IMPROVING COMMERCIAL CORRIDORS



Sudley Road Medical Corridor

Construction third northbound lane and sidewalks from Grant Ave. to Godwin Dr.

- Reduce traffic congestion
- Provide new pedestrian route to north side of Sudley Road
- Build 3-lane connection to future Rt. 28 bypass at Godwin Drive

Status:

- Right-of-way acquisition completed in Aug 2023
- Currently advertised for construction bids (Due Feb 1, 2024)
- Construction estimated for late Spring 2024



IMPROVING COMMERCIAL CORRIDORS

WaWa on Sudley Road



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WaWa on Sudley Road



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IMPROVING COMMERCIAL CORRIDORS

WaWa on Sudley Road



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IMPROVING COMMERCIAL CORRIDORS

Glen-Gery Brickyard



00:02:00:12
Progress Video
11-29-2022

© Flying Fox UAV

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IMPROVING COMMERCIAL CORRIDORS

Glen-Gery Brickyard



HISTORIC HEART. MODERN BEAT.

IMPROVING COMMERCIAL CORRIDORS

Glen-Gery Brickyard



HISTORIC HEART. MODERN BEAT.

IMPROVING COMMERCIAL CORRIDORS



Jefferson Square



- Total permits issued: 84
- Townhouses – 50 finalized permits – 20 currently under construction
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IMPROVING COMMERCIAL CORRIDORS



Van Metre on Grant Avenue – Phase 1



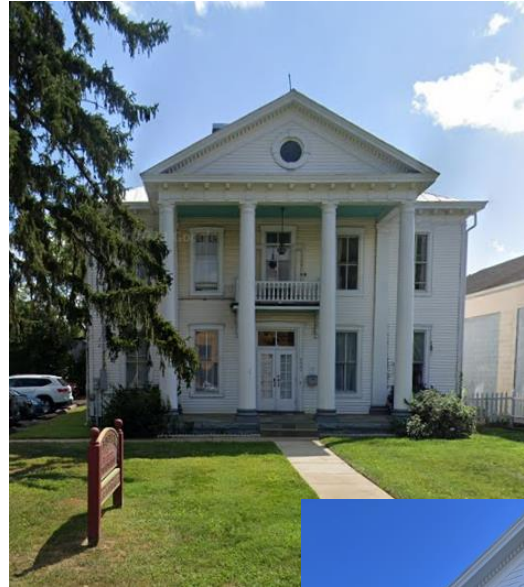
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IMPROVING COMMERCIAL CORRIDORS



Façade and Landscape Improvement Grant Programs

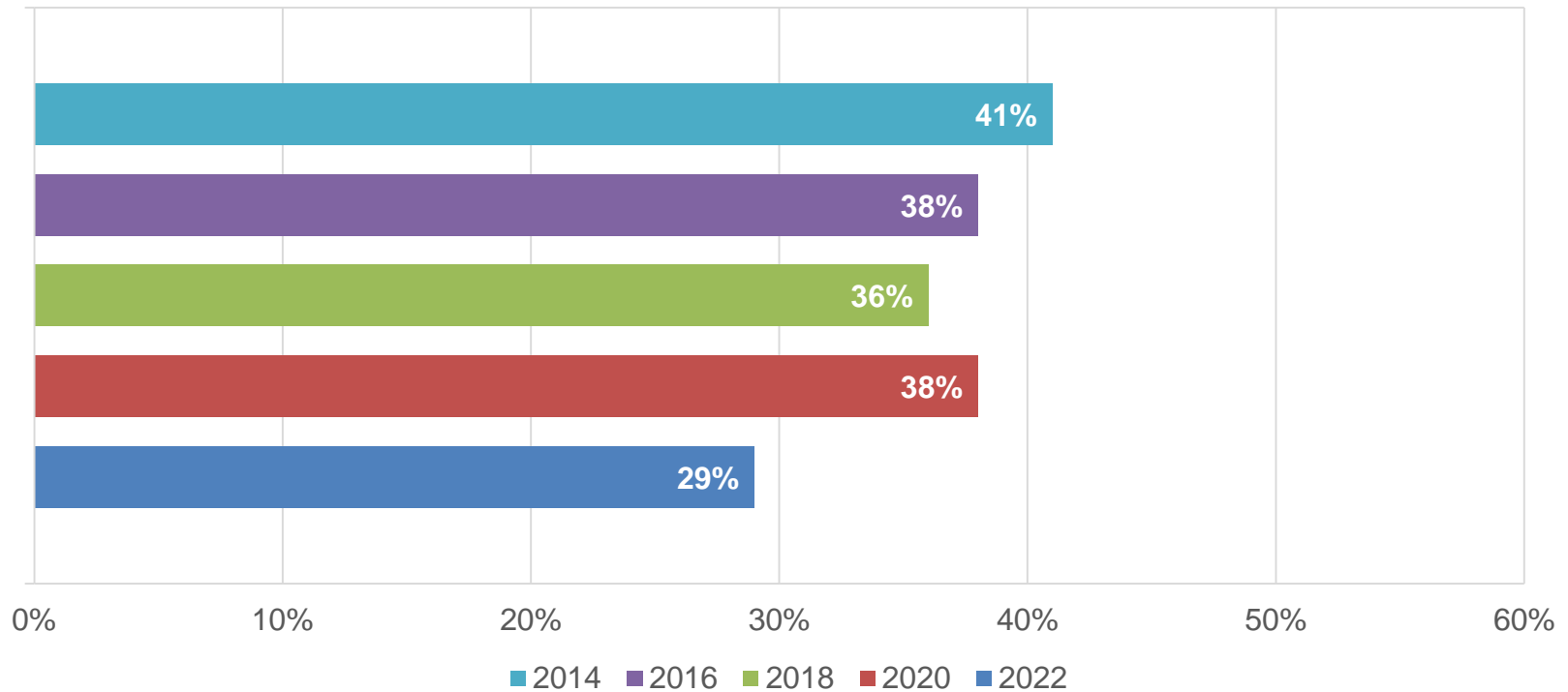
- 4 projects in 2023
 - \$371,662 in capital investment
 - \$51,990 grant awards
- Total: \$582k grants -> \$4.8M
 - 8:1 ratio private to public investment



IMPROVING COMMERCIAL CORRIDORS



Resident Satisfaction



ATTRACT & PROMOTE RETAIL & RESTAURANTS



HISTORIC HEART. MODERN BEAT.

ATTRACT & PROMOTE RETAIL & RESTAURANTS



HEART BEAT Gift Card

Community-based digital gift card program helping keep spending in Manassas.

- 30 participating businesses
- \$15,492 in gifts (204 cards)
- Marketing campaign
- Tool for giveaways or employee recognition
- No fees for participating businesses

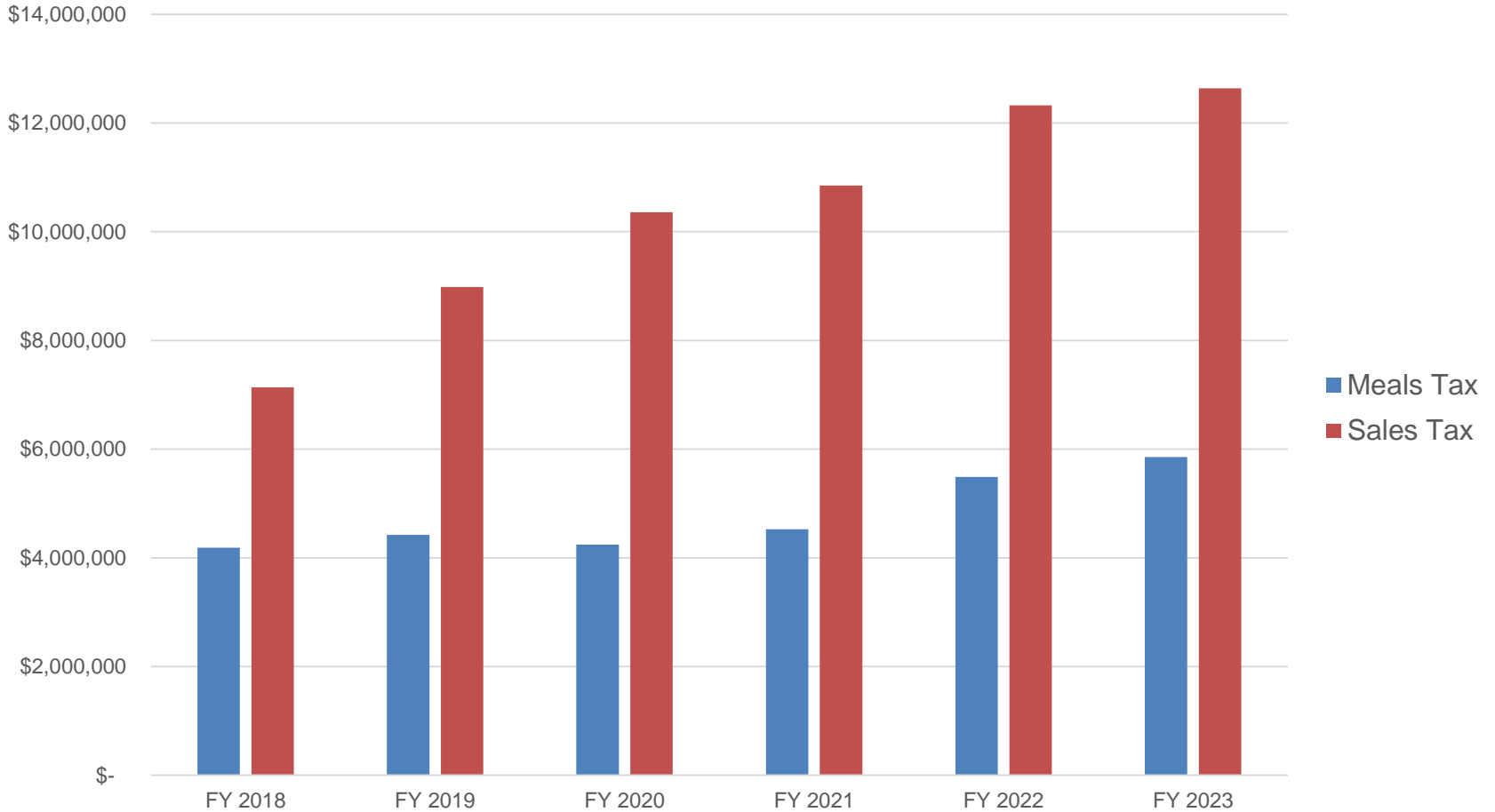


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ATTRACT & PROMOTE RETAIL & RESTAURANTS

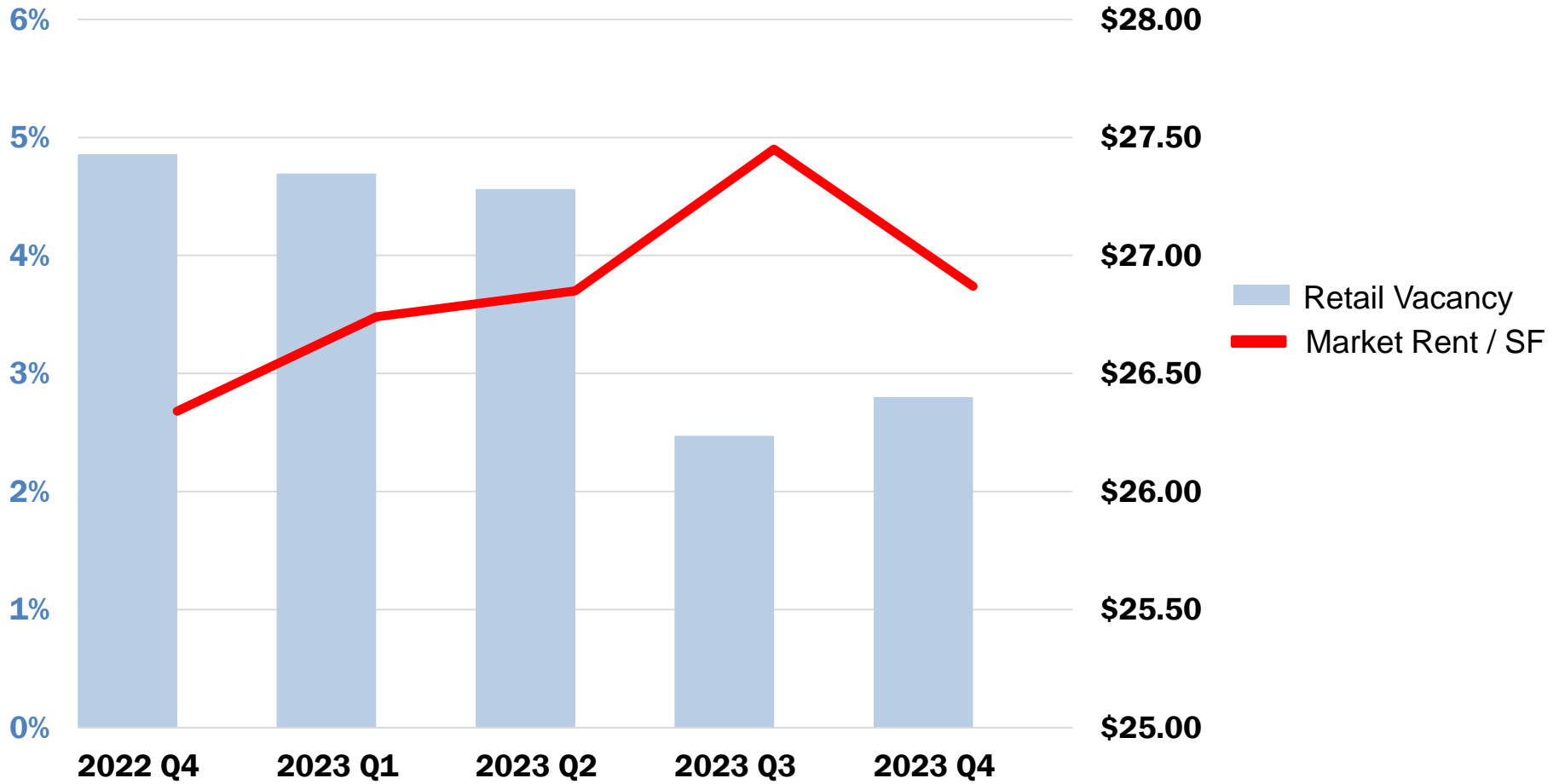


Meals & Sales Tax Revenue



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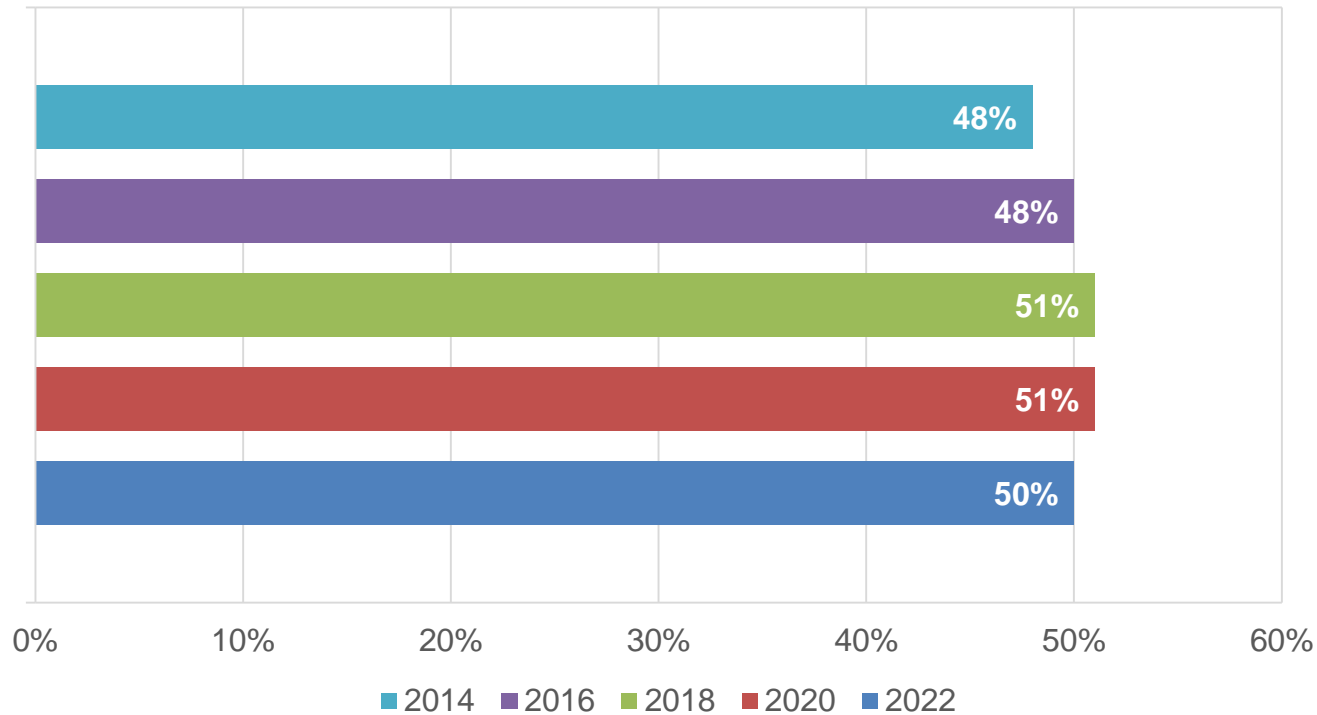


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ATTRACT & PROMOTE RETAIL & RESTAURANTS



Resident Satisfaction



REVITALIZING HISTORIC DOWNTOWN



HARRIS II



HISTORIC HEART. MODERN BEAT.

REVITALIZING HISTORIC DOWNTOWN



HISTORIC HEART. MODERN BEAT.

REVITALIZING HISTORIC DOWNTOWN



Tourism Activity:

- Approximately 383,531 visitors in FY 2023
- \$60.4M in visitor spending
- 520 jobs, \$16M in payroll, \$2.9M in taxes
- Meals tax up 5.3% since 2022 (\$5.9M)

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REVITALIZING HISTORIC DOWNTOWN



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REVITALIZING HISTORIC DOWNTOWN

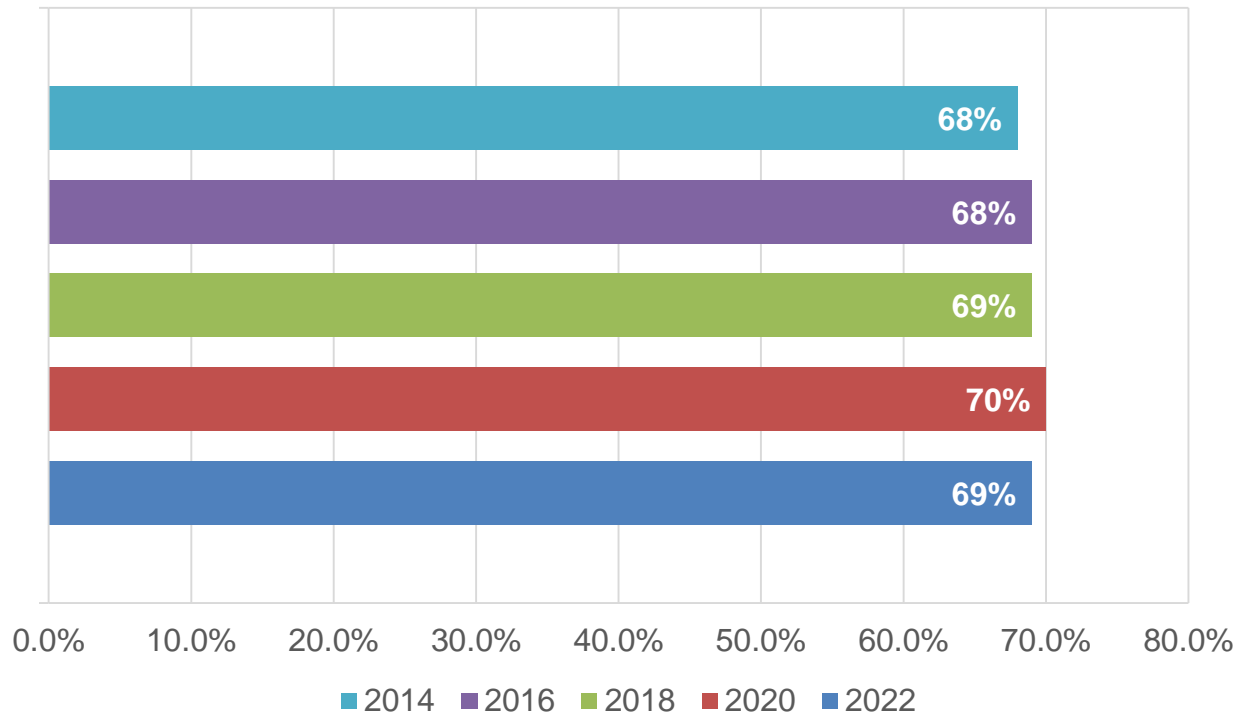


HISTORIC HEART. MODERN BEAT.

REVITALIZING HISTORIC DOWNTOWN



Resident Satisfaction



ATTRACT & RETAIN PRIVATE SECTOR JOBS



Retain and recruit existing and new economic development opportunities & expansions

- Assisted **67** existing businesses resulting in **8** expansions
- Exceeded budget goal of identifying **103** prospects; **20** chose to locate in Manassas
- Conducted 120 Existing Business Visits



HISTORIC HEART. MODERN BEAT.

ATTRACT & RETAIN PRIVATE SECTOR JOBS



Largest Employers	Type of Operation	Number of Employees
UVA Health System	Hospital/Health Care	1,342
Micron Technology	Semiconductor Manufacturing	1,312
Lockheed Martin	Electronic Design & Manufacturing	1,100
Manassas City Public Schools	K-12 School System	1,073
City of Manassas	Local Government	475
Aurora Flight Sciences	Aviation Technology	505
American Disposal Service	Trash & Refuse Removal	419
S.W.I.F.T.	Financial Messaging Service	334
BAE Systems	Electronic Design & Manufacturing	310
ARS (American Residential Services)	Plumbing and HVAC Service	158

ATTRACT & RETAIN PRIVATE SECTOR JOBS



	US	Virginia	Manassas
2020	6.7%	5.3%	5.1%
2021	4.1%	3.1%	2.1%
2022	3.6%	3.2%	2.7%
2023	3.7%	2.9%	2.4%

*All November counts

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ATTRACT & RETAIN PRIVATE SECTOR JOBS



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ATTRACT & RETAIN PRIVATE SECTOR JOBS



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ATTRACT & RETAIN PRIVATE SECTOR JOBS



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ATTRACT & RETAIN PRIVATE SECTOR JOBS

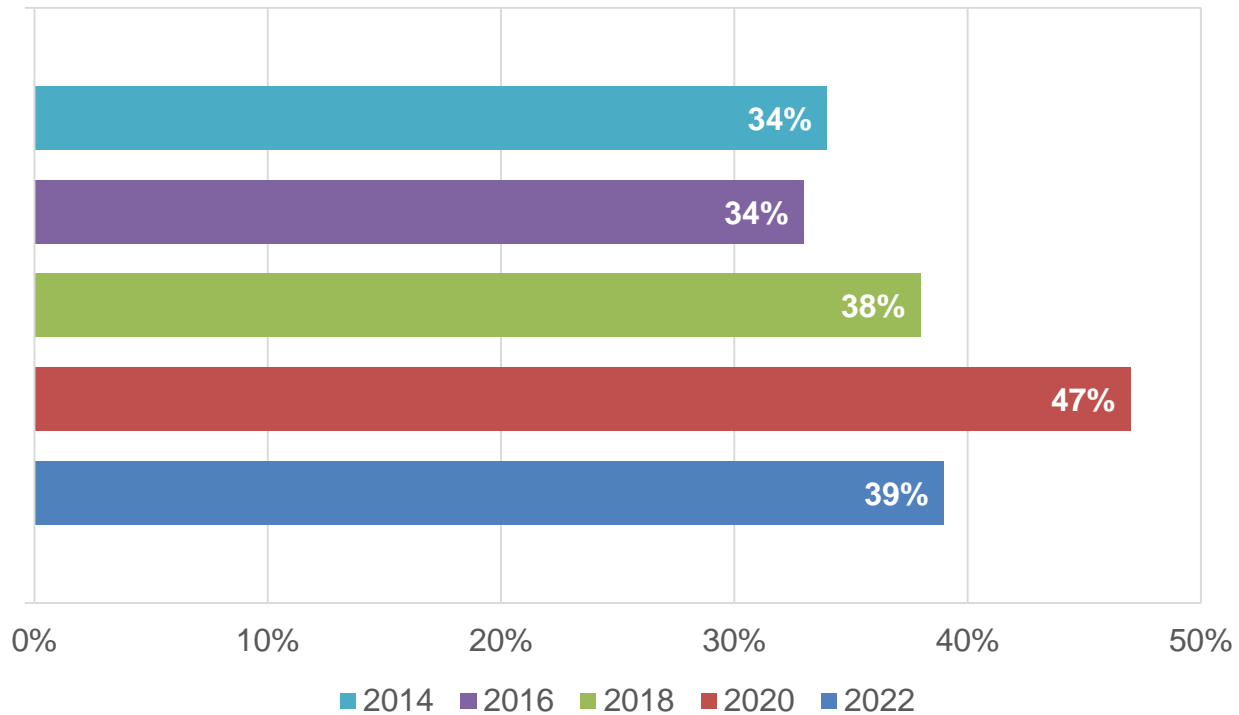


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ATTRACT & RETAIN PRIVATE SECTOR JOBS



Resident Satisfaction



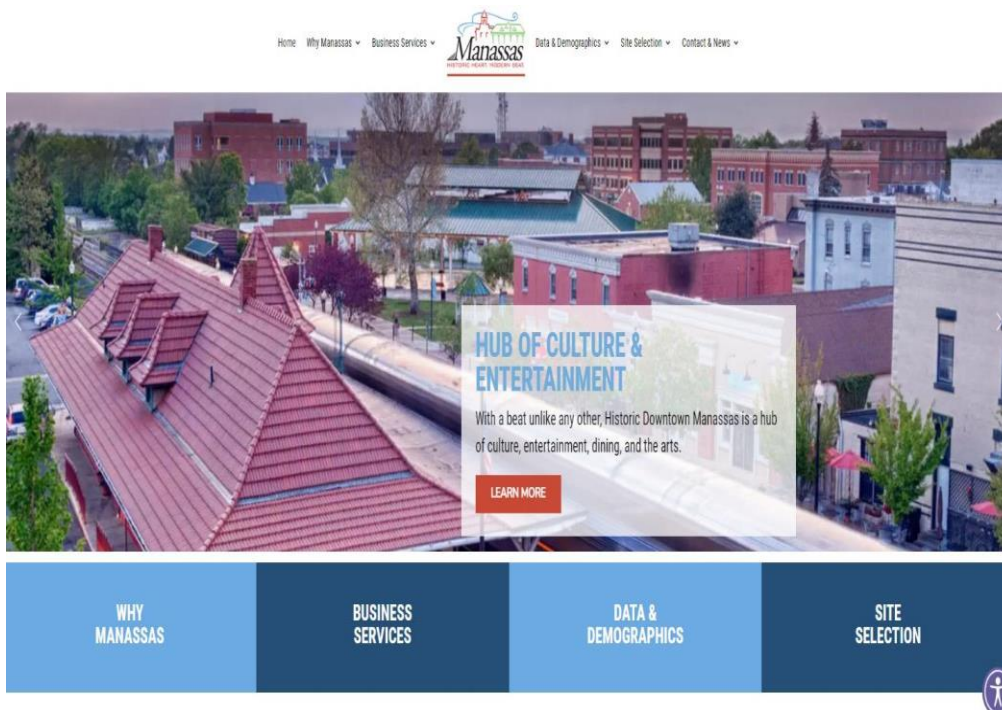
COMMUNICATION & OUTREACH



5,742 followers
+544 yearly gain
268 published posts
591,545 impressions
37,042 total engagements



691 followers
+332 yearly gain
249 published posts
70,223 impressions
8,808 total engagements



- 729 **positive** media articles published in 2023
- 27% increase since 2022
- 37% increase since 2021

HISTORIC HEART. MODERN BEAT.

COMMUNICATION & OUTREACH



Audience Top Cities

Manassas, VA	1,770
Bristow, VA	358
Manassas Park, VA	334
Dale City, VA	210
Gainesville, VA	156

Audience by Age

13-17	0%
18-24	1%
25-34	15.8%
35-44	37.7%
45-54	23.2%
55-64	14.5%
65+	7.8%

Audience by Gender



Men	35.4%
Women	55.3%
Nonbinary/Unspecified	9.3%

COMMUNICATION & OUTREACH



 **City of Manassas**
Thu 7/6/2023 11:24 am ...

Mark your calendars for July 29th and the grand reopening of the Manassas Museum! T...




Total Engagements	4,209
Reactions	612
Comments	52
Shares	60
Post Link Clicks	192
Other Post Clicks	3,293

 **City of Manassas**
Thu 3/2/2023 11:00 am ...


More exciting news out of Historic Downtown Manassas: Great Eats Hospitality, the...



Total Engagements	1,826
Reactions	404
Comments	61
Shares	43
Post Link Clicks	108
Other Post Clicks	1,210

 **City of Manassas**
Mon 10/2/2023 2:55 pm ...

ICYMI: Welcome to Manassas, Don Jose's Kitchen! This family-owned and operated...



Total Engagements	1,432
Reactions	208
Comments	22
Shares	20
Post Link Clicks	—
Other Post Clicks	1,182

STATE OF THE ECONOMY



ACFR HIGHLIGHTS

- In FY2023, the City continued a pattern of economic growth
- The City's general fund revenues exceeded the revised revenue budget by **\$14 million**
- Taxable real estate assessed values for the 2022 tax year increased **9.65%**; the average residential assessment increased **12.1%** and the average commercial assessment increased **4.7%**
- Combined general property tax revenues among all classes of properties increased **5.8%**
- The 2022 residential/commercial assessment ratio is **68.1/31.9**, a small change from the 2021 ratio of **66.6/ 33.4**
- Other local tax revenues saw a small decrease of **1.2%** in 2023: Sales tax increased **2.5%** and Meals tax increased **5.3%**
- Standard & Poor's affirmed the City's general obligation **bond rating of AAA** with a stable outlook and Moody's affirmed their **Aa1** bond rating (2021)



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