



BUSINESS BEAT

Economic Development News



September 24, 2020



The Department of Economic Development is preparing to launch an aggressive new online advertising campaign to support small businesses.

The theme of the campaign is

"Masks Save Lives : Customers Save Businesses"

The City knows that for many small businesses the final quarter of the year is the most important one. We also recognize how damaging the pandemic and associated restrictions placed on individuals and businesses has been to your bottom line for the last two quarters. Our campaign will urge residents and visitors to support you, our Manassas small businesses, by shopping and dining locally throughout the Holiday Season.

While the City has developed an extensive professionally shot photo library that includes many local businesses, **we have virtually no shots of people in masks**. It is impossible to run a campaign using the theme we have chosen without these. While we are working to arrange for more professional photography, we want to launch the campaign next week after we conclude our SmallBusinessWeek campaign.

We are asking you to submit photos of your business featuring yourselves, staff and customers wearing masks. If your photo is selected for one of our ads you obviously benefit from the additional exposure, so be sure to submit shots that have your business name in them.

Please email your photos to nsmith@manassasva.gov by Tuesday, September 29th.



The Department of Economic Development exists, in large degree, to support the businesses in our community. We take that charge very seriously and will continue to share information we feel will be timely, pertinent and helpful to you. This includes links to other agencies and resources that we will send out separately.

We also encourage your feedback. Please share ideas and information you have that would be helpful to our local businesses directly with us either on our FB page (ChooseManassas) or by email, at:
psmall@manassasva.gov or nsmith@manassasva.gov

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