



CITY OF MANASSAS
ECONOMIC DEVELOPMENT

2024

ANNUAL REPORT



A MESSAGE FROM OUR DIRECTOR

As I reflect on my 10th year serving as Director of Economic Development, I'm proud of how far we've come. Over the past decade, Manassas has experienced transformative growth—our economy has expanded by 52%, a powerful testament to the strength and resilience of this community.

Since 2015, median household income in Manassas has climbed from \$77,170 to \$117,919, while home values rose from \$276,700 to \$434,700. Commercial real estate demand has remained strong, with citywide vacancy rates at historic lows (2.6% avg in 2024) and market rents up over 30% in the last decade—clear signs of our growing economic appeal.

2024 was a landmark year in this journey. In December, Micron announced a \$2.14 billion expansion of its Manassas facility, creating 340 new high-quality jobs. As a longtime anchor of our local economy, Micron's investment strengthens our position as a national leader in advanced manufacturing and semiconductor innovation. It also stands as one of the largest private investments in the City's history—proof of Manassas' competitive business climate and deep talent pool.

Wall Street took notice as well. In 2024, the City earned the highest possible credit rating from Moody's (Aaa), complementing our longstanding AAA rating from S&P. With top-tier ratings from both agencies, Manassas now stands among a select few U.S. localities recognized for financial strength and sound governance.

Still, we're mindful of persistent inflation and elevated interest rates. While many larger businesses remain well-capitalized, small businesses—particularly those reliant on consumer spending or short-term borrowing—faced continued pressure. And while few closed, many had to navigate a more challenging environment.

With over 1,600 businesses in the City, we know that understanding your needs requires more than data—it takes conversations. Our Existing Business Visitation Program is the foundation of how we serve. If we haven't connected with you recently, please reach out at 703.257.8881 and ask for me or Tia Nelson, our Assistant Director. We want to hear from you.

Together, we've built something special—and we're just getting started.

PATRICK SMALL, CECD

Director of Economic Development



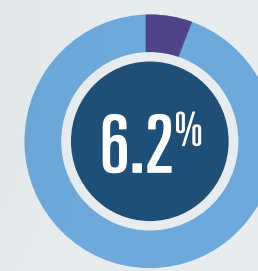
HIGHEST MANUFACTURING WAGE IN VA



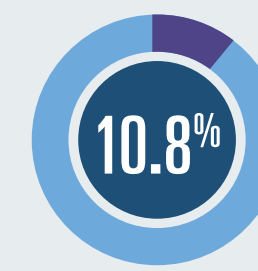
HIGHEST PROFESSIONAL & TECHNICAL SERVICES WAGE



HIGHEST WEEKLY WAGE IN VA

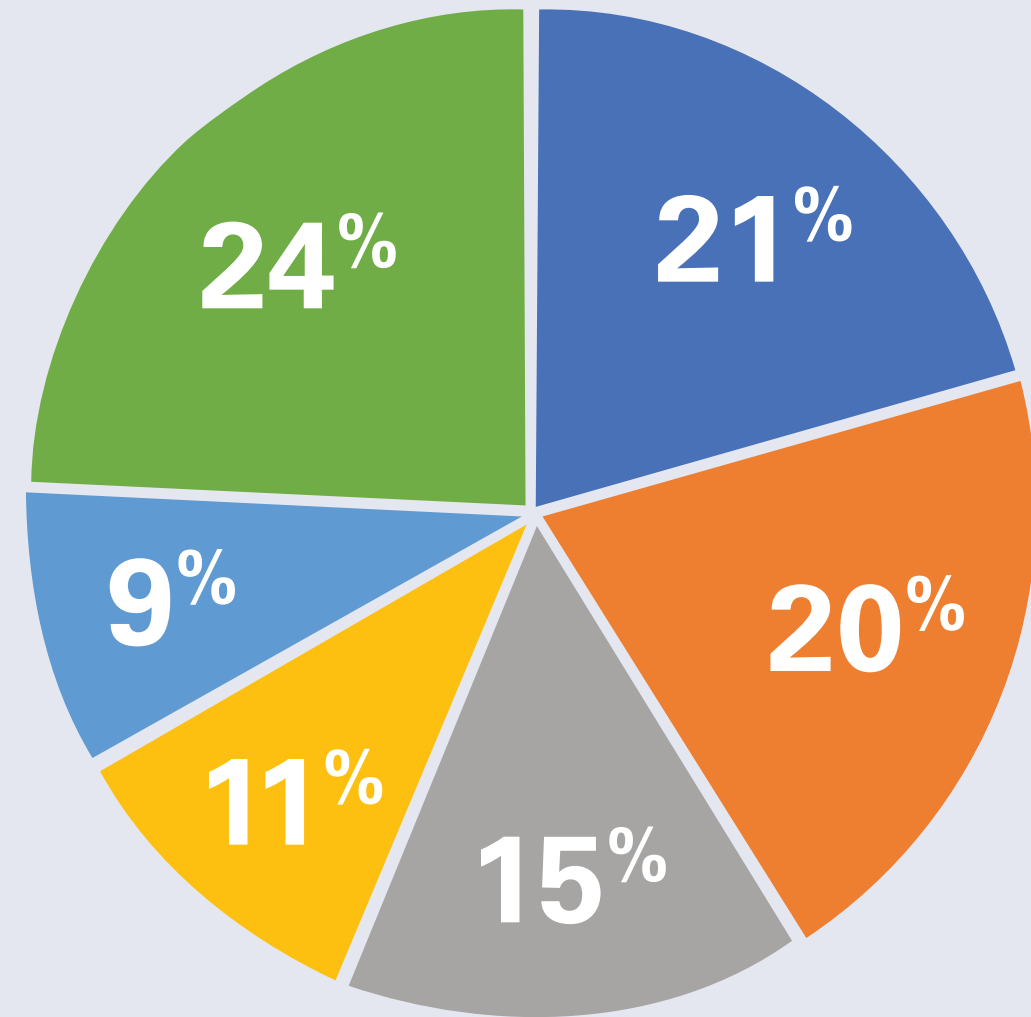


GROWTH IN MEDIAN HOUSEHOLD INCOME



INCREASE IN ASSESSED PROPERTY VALUE

BY THE NUMBERS



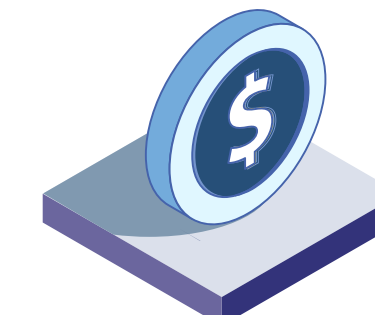
- PROFESSIONAL AND BUSINESS SERVICES
- EDUCATION AND HEALTH SERVICES
- TRADE, TRANSPORTATION, AND UTILITIES
- LEISURE AND HOSPITALITY
- MANUFACTURING
- ALL OTHER INDUSTRIES

With major employers in diverse, growing industries like healthcare, manufacturing, government contracting, and professional/business services, the City has an exceptionally stable economic base. The resiliency of these industries and growth in other sectors like aerospace, retail, dining, construction services, and more, provide a variety of career opportunities for local residents while easing the tax burden on Manassas households.

2024 CITY GROWTH STATISTICS



TOTAL POPULATION
42,696



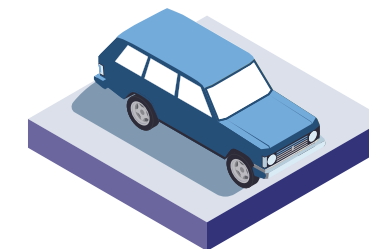
MEDIAN HOUSEHOLD INCOME
\$117,919



MEDIAN HOUSING VALUE
\$434,700



RATE OF EMPLOYMENT
97.3%



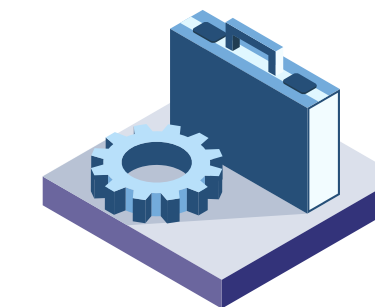
NET-IMPORTER OF LABOR
19,220



INCREASE IN PROPERTY VALUE
10.8%



RESIDENTS LIVE & WORK IN THE CITY
2,286



EMPLOYED LABOR FORCE
23,434

*INCLUDES LATEST DATA AVAILABLE FOR BLS (2024) AND ACS (2022-2023)

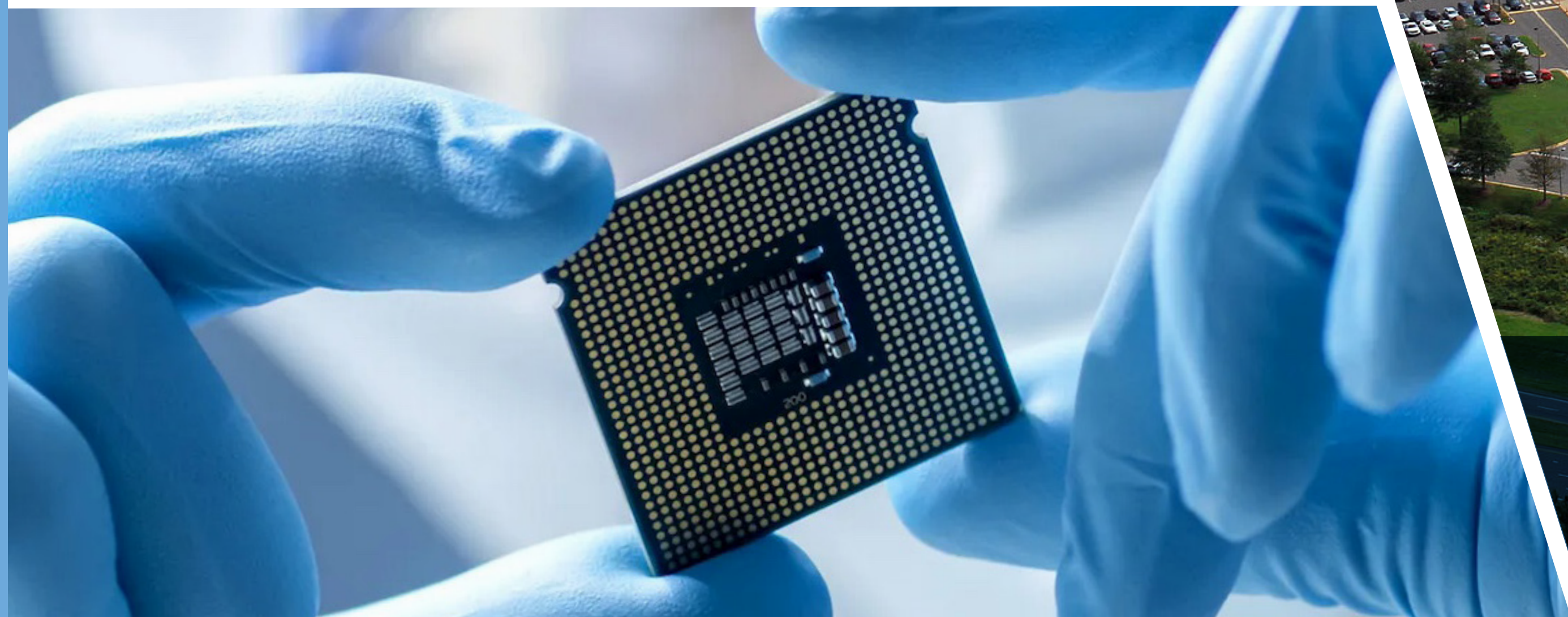


MICRON TO INVEST \$2.14 BILLION FOR MANASSAS EXPANSION



In 2018, all eyes were on the City of Manassas as Micron, its top employer, announced the largest investment in Virginia history. The global semiconductor company pledged \$3 billion to establish the Manassas facility as Micron's global Center for Excellence for long-lifecycle memory. In 2024, Micron and the City made headlines once again. The company announced that it would invest an additional \$2.14 billion to expand its R&D facility, creating 340 additional jobs. This investment comes in conjunction with a \$275 million award from U.S. Department of Commerce, funded through the CHIPS and Science Act, to onshore Micron's 1-alpha technology. This investment will significantly increase monthly wafer output and U.S. supply chain resiliency.

Since acquiring their Manassas semiconductor facility in 2002, Micron Technology Inc. has been the City's top taxpayer, utility customer, and one of its largest employers. The relationship between Micron and the City has become even more fruitful as Micron has taken a leading role in developing a talent pipeline through the Virginia Alliance for Semiconductor Technology (VAST). As a co-founder, Micron contributes to partnerships and regional assets in both the Manassas ecosystem and throughout the Commonwealth with the goal to recruit and develop next-level innovators.



MANASSAS BOASTS THE THIRD HIGHEST MANUFACTURING WAGE IN VA



SPOTLIGHT: AEROSPACE & AVIATION TAKE OFF IN MANASSAS

The City of Manassas announced plans for commercial services at Manassas Regional Airport in 2023, and Avports LLC is actively working to secure airline contracts, committing up to \$125 million in improvements. This initiative will provide residents with greater access to popular destinations, enhancing travel convenience and boosting the local economy.

When compared to Virginia regional airports, the Manassas Airport is the busiest in the Commonwealth with 425 total aircrafts, two runways, and 25 executive/corporate hangars. Its growing business cluster has an estimated economic impact of over \$375 million annually and supports more than 1,300 jobs. While aerospace technologies continue to soar in companies like Leidos, RapidFlight, and Electra.aero, the airport is also seeing an increase in demand in its commercial facilities. In 2024, GHS Aviation, a 20-year old global aviation safety consulting firm moved its headquarters to Chantilly Air, and APP Jet Center gained a larger tenant as Aero Elite merged with Commonwealth Aviation to establish one of the largest flight schools in the Eastern United States.



GHS Aviation

In January 2024, Founder George Snyder chose Manassas' growing aeronautical industry for his firm's expansion and new headquarters. GHS Aviation manages a global talent team of 20 highly skilled contractors with three full-time staff currently assigned to the Manassas office. The firm occupies approximately 900 square feet on the second floor of the Chantilly Air hangar building with plans for five to seven full-time staff and potentially more to meet client needs. The team is committed to extending their service offerings and leveraging emerging technologies to enhance their existing capabilities for training and safety, which is in great demand within the Manassas aero cluster.



Aero Elite

Founded by Kyle McDaniel in 2020, Commonwealth Aviation began with one aircraft and five customers, quickly expanding through strategic relationships at Virginia's busiest regional airport. Following a merger with Aero Elite, the company now operates from a spacious 1,300+ square foot office in APP Jet Center, featuring 17 instructors and a commitment to exceptional student service, making it one of the largest flight schools in the mid-Atlantic.

BUSINESS DEVELOPMENT

The City takes great pride in its robust Existing Business Visitation Program (EBVP). With a goal of visiting 120 businesses annually, the City offers a range of services to help retain local businesses and help them expand. It's widely recognized that most job growth comes from existing businesses, and the City is dedicated to ensuring that local businesses have the resources they need—whether it's growing their workforce, securing quality real estate, obtaining accessible funding, or navigating government regulations to quickly adjust their business models.

These visits not only help us learn and address local business concerns, they are crucial to understanding the key benefits businesses gain operating within the City. The Department uses this feedback to prioritize our business support goals and ongoing assistance.

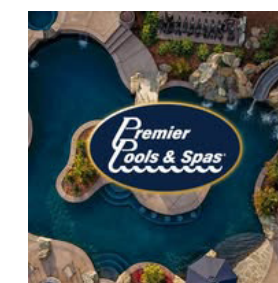
I'M VERY OPTIMISTIC ABOUT THE FUTURE OF MANASSAS

LEADERSHIP IS SUPPORTIVE AND CARING

CITY HOSPITALITY IS STRONG; CIVIC PRIDE IS OBVIOUS

Manassas Business Owners

NEW BUSINESSES IN MANASSAS





CUTTING THE RIBBON



When working with a new or expanding business, there is a lot of hard work on behalf of the project team. While the City takes pride in being a responsive partner in helping a business find a location, secure funding, complete construction, and ramp up hiring, the 'To Do' list in starting up can be daunting. That hard work is rewarded at one of the most enjoyable steps in the process: The Ribbon Cutting.

The flurry of business activity in 2024 led to 23 ribbon cuttings where City staff and leaders, our Prince William Chamber partners, and the team and families of the new business gathered to celebrate the achievement of opening a business in Manassas. The Department uses these events to introduce businesses to the community and recognize their time and investment in the City of Manassas.

23

BUSINESSES CELEBRATED IN 2024



SOCIAL MEDIA OUTREACH



6,000+
FOLLOWERS

550K+
IMPRESSIONS



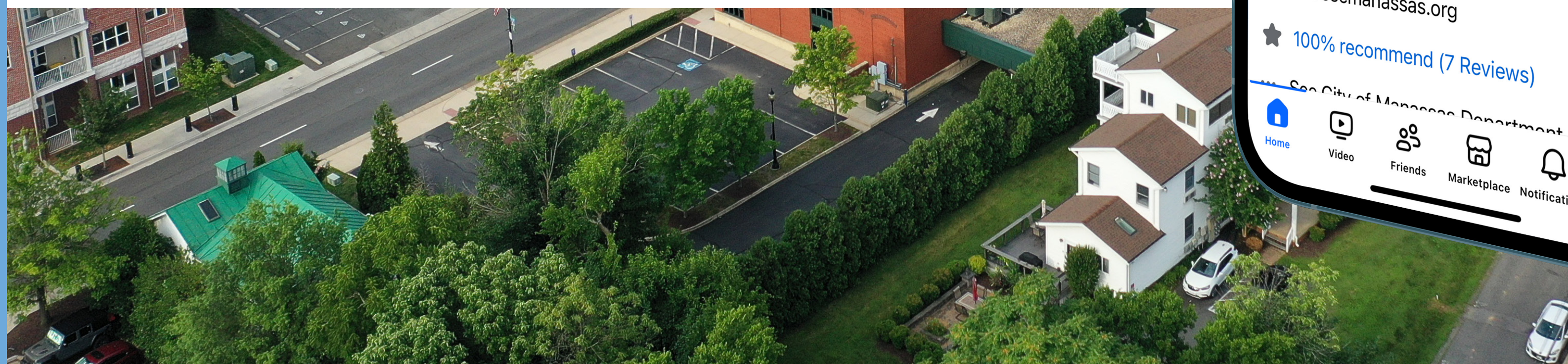
1,260+
FOLLOWERS

103K
IMPRESSIONS



In 2024, the Department reached a greater audience than ever before through a robust social media program. Focusing on generating and sharing engaging, relevant information, and imagery, the Department made over 653,000 total impressions across the City's Facebook and LinkedIn platforms. Additionally, both the Facebook and LinkedIn pages are now at the top of the pack in engagements and follows when compared to similar pages in Northern Virginia!

Additionally, the Department's e-newsletter program reached new heights with nearly 5,000 subscribers and a 43% open rate. This rate is up 2% from 2023 and remains several points higher than the industry average. The Business Beat newsletter and special releases are delivered a minimum of every 2 weeks, featuring business milestones within the City, partner spotlights, commercial real estate opportunities, and breaking announcements. Demonstrating the quality content, the newsletters are frequently reshared in regional media outlets.



BUSINESS AWARDS

On Friday, February 23, 2024, the Prince William County Chamber of Commerce hosted its Annual Business Awards Dinner at Foxchase Manor in Manassas, recognizing excellence in local businesses. The City of Manassas honored Micron Technology, Inc., a global leader in semiconductors (and major employer in the area with over 1,300 employees), with our “Business of the Year” award. Micron’s memory products are Virginia’s top export, and the company is a key community partner, especially in education.

Micron helped secure \$250,000 in GO Virginia funding for a state-of-the-art engineering “Fabrication Laboratory” in Northern Virginia, which will create high-paying jobs. Micron has also committed \$2.14 billion to facility expansion and R&D, making Manassas a leading site for Virginia capital investment.



**2024 MANASSAS
BUSINESS OF THE YEAR**

AGNES L. COLGAN COMMUNITY SERVICE AWARDS — ARTS & EDUCATION:



COMMUNITY OUTREACH AWARD:

Manassas Ballet Theatre, originally known as Manassas School of Dance, recently marked 40 years in operation. Under Amy Grant’s leadership, the company’s budget grew from \$30,000 to \$1.4 million, becoming the 78th largest ballet company in the U.S. Today, it employs 25 professional dancers, 45 musicians, and produces four annual productions with over 20 performances.

Each year, over 100 dancers audition, including some from China, Brazil, Japan, and the Near East. MBT also offers scholarships, free workshops, and six annual performances at the Hylton Performing Arts Center for over 6,000 public school students, making it one of Virginia’s largest educational outreach programs.



Founded in 1984 by a group of artists and art lovers, ARTfactory (previously known as Center for the Arts) relocated in 2002 to the old 1908 Hopkins Candy Factory building at 9419 Battle Street and has become the cornerstone of Historic Downtown’s arts culture.

ARTfactory is best known for its service to the Manassas community, providing a wide range of culturally relevant exhibits and events that celebrate the City’s rich diversity and heritage. At the wildly popular 2023 Latin American Cultural Expo, attendees enjoyed a full month-long exhibit celebrating local painters and artisans representing Mexico, El Salvador, Puerto Rico, Peru, and Guatemala.

VETERAN-OWNED COMPANY OF THE YEAR:

MP COPIERS, INC.

MP Copiers, serving the Greater Manassas area since 1993, is a top supplier of copiers, printers, and document management services. Their team provides exceptional machines and support to businesses across the DC-metro area.

Owned by U.S. Marine Corps Veteran Mark Yingling, MP Copiers is committed to hiring and supporting veterans. A Virginia Values Veterans (V3) certified business since 2013, the company sponsors military appreciation events and helps veterans start businesses through its Copier Donation Program.



GOVERNMENT CONTRACTING COMPANY OF THE YEAR:

ECU COMMUNICATIONS LLC

ECU Communications LLC, an award-winning woman-and-minority-owned company founded in 2004, is a full-service digital marketing agency. It has created award-winning campaigns for government agencies, non-profits, and private sector brands.

ECU specializes in tailoring strategies to each client's unique needs, working with both federal and local clients. A recent campaign for a multi-million dollar contract with the Small Business Administration won four Platinum MarCom Awards, recognizing national excellence in creativity, marketing, digital communications, and media.



**WE ARE EXTREMELY PROUD OF THE BUSINESSES
IN MANASSAS, BOTH LARGE AND SMALL, AND
APPRECIATE THE CHAMBER'S ONGOING SUPPORT
FOR OUR LOCAL BUSINESS COMMUNITY.**

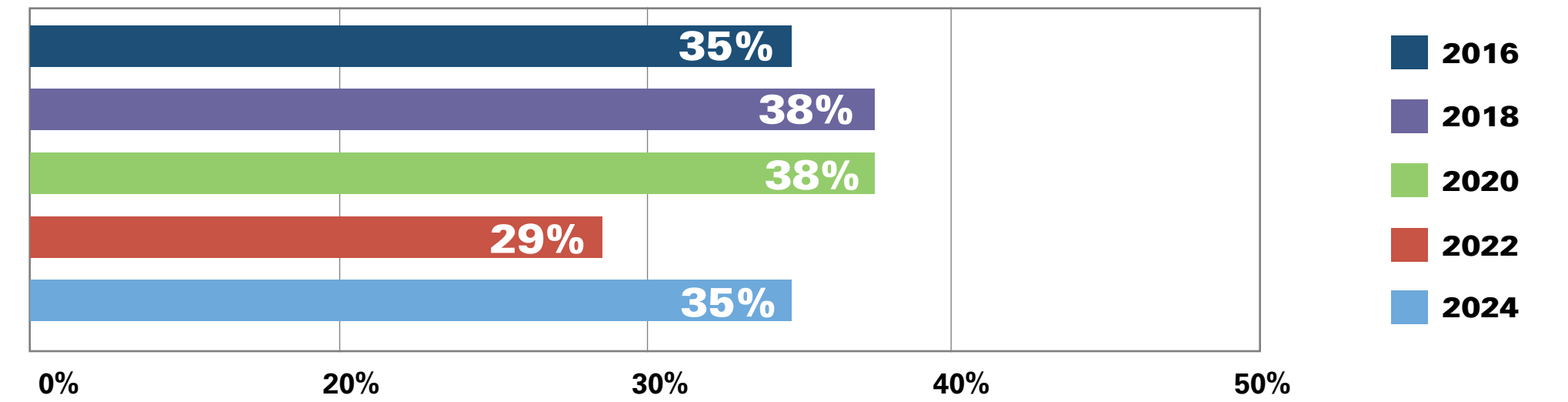
CITY MANAGER STEVE BURKE

RESIDENT SATISFACTION SURVEY

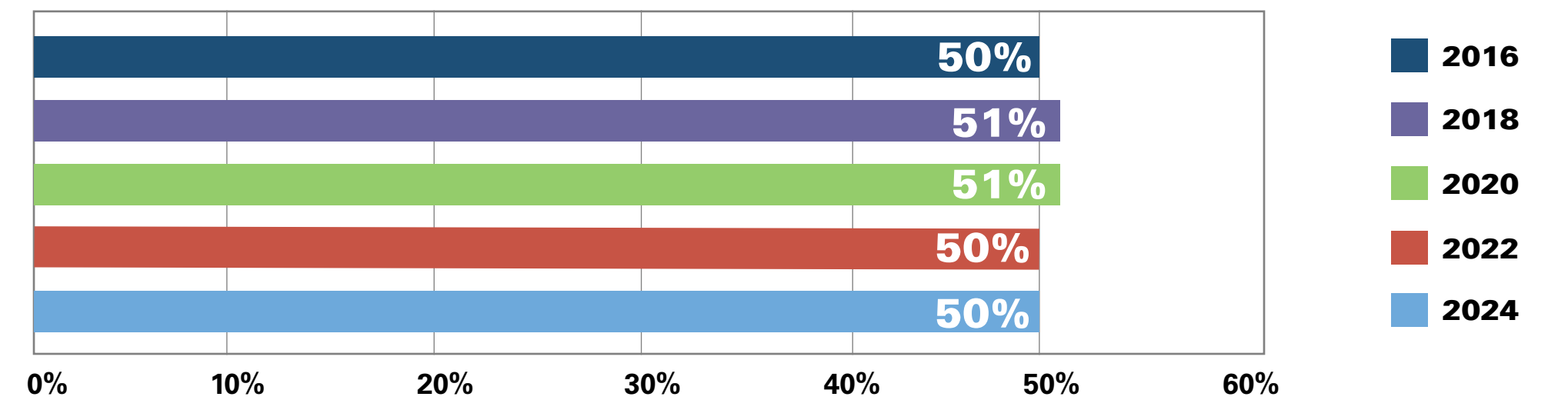
Every two years, the City of Manassas conducts a comprehensive survey of its residents to assess their satisfaction with the delivery of major services. The survey helps determine priorities for the community, measures trends from previous surveys, and provides a comparison of the City's performance of other communities both regionally and nationally.

The 2024 Resident Satisfaction survey showed our residents' continued high levels of satisfaction in services like utilities, public safety, and customer services. This year's scores also showed increases in areas key to economic development, including a 6% increase in satisfaction for development of "vacant commercial and industrial areas" and "improvement of commercial corridors." We saw a small dip in satisfaction for the revitalization of Historic Downtown, though the overall rating remains quite high at 63%. This slight decrease is likely due to residents' anticipation for the redevelopment of the former Olde Towne Inn location, which is currently in progress.

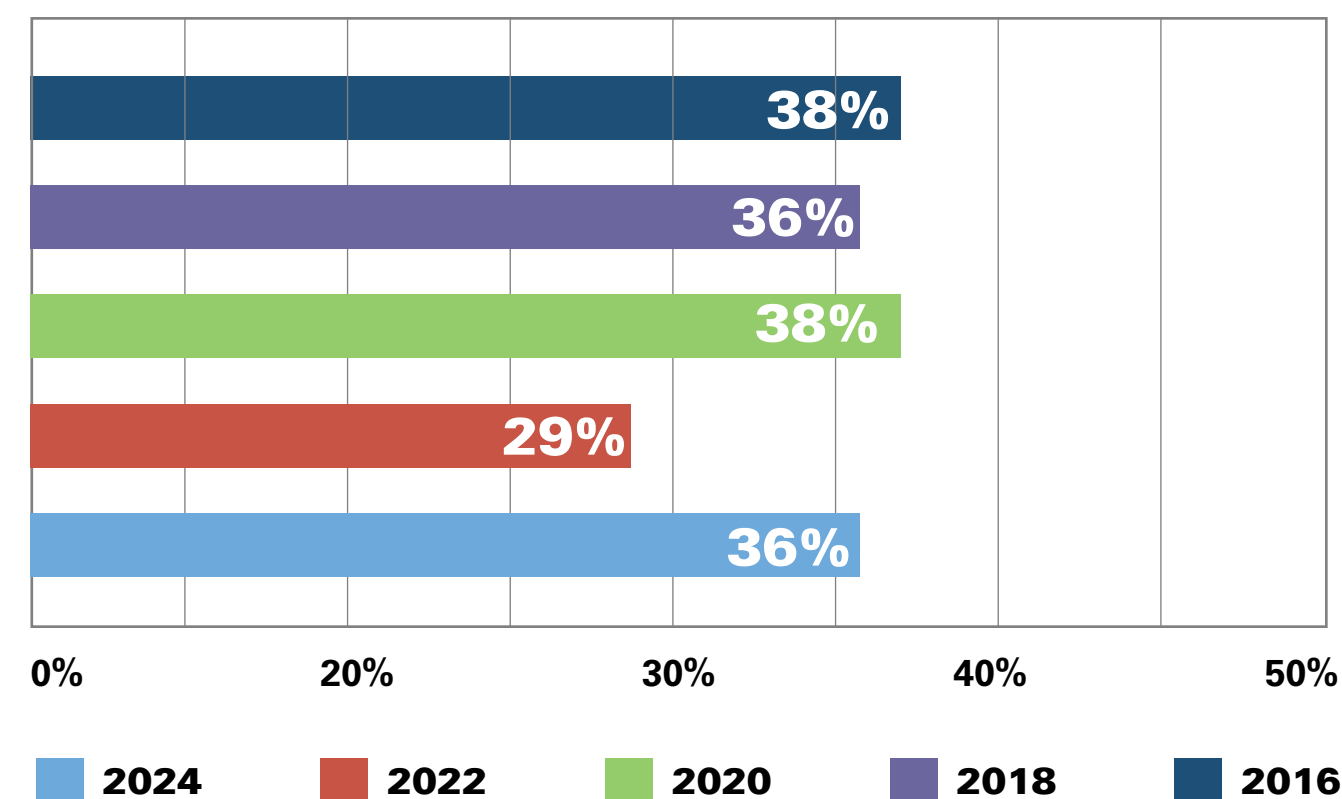
RESIDENT SATISFACTION: DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS



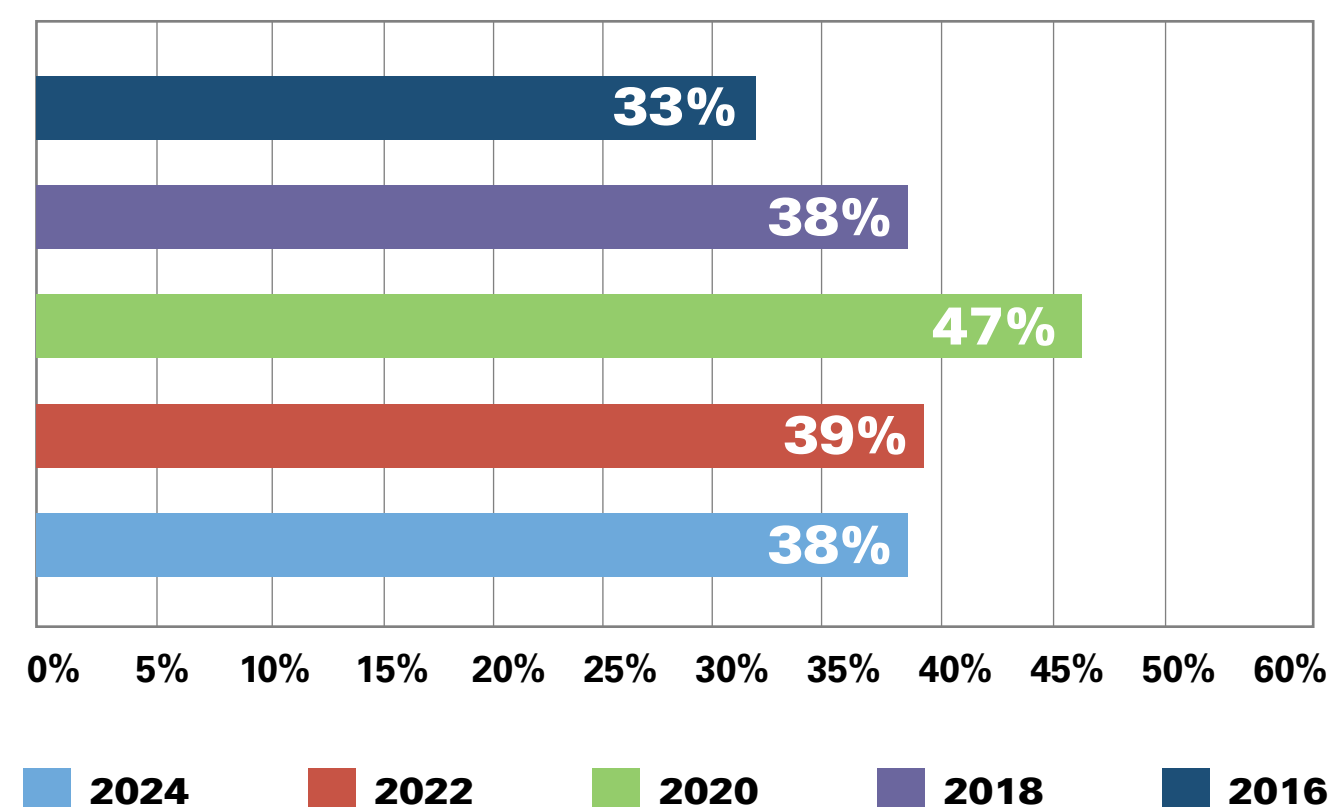
RESIDENT SATISFACTION: ATTRACT & PROMOTE RETAIL & RESTAURANTS



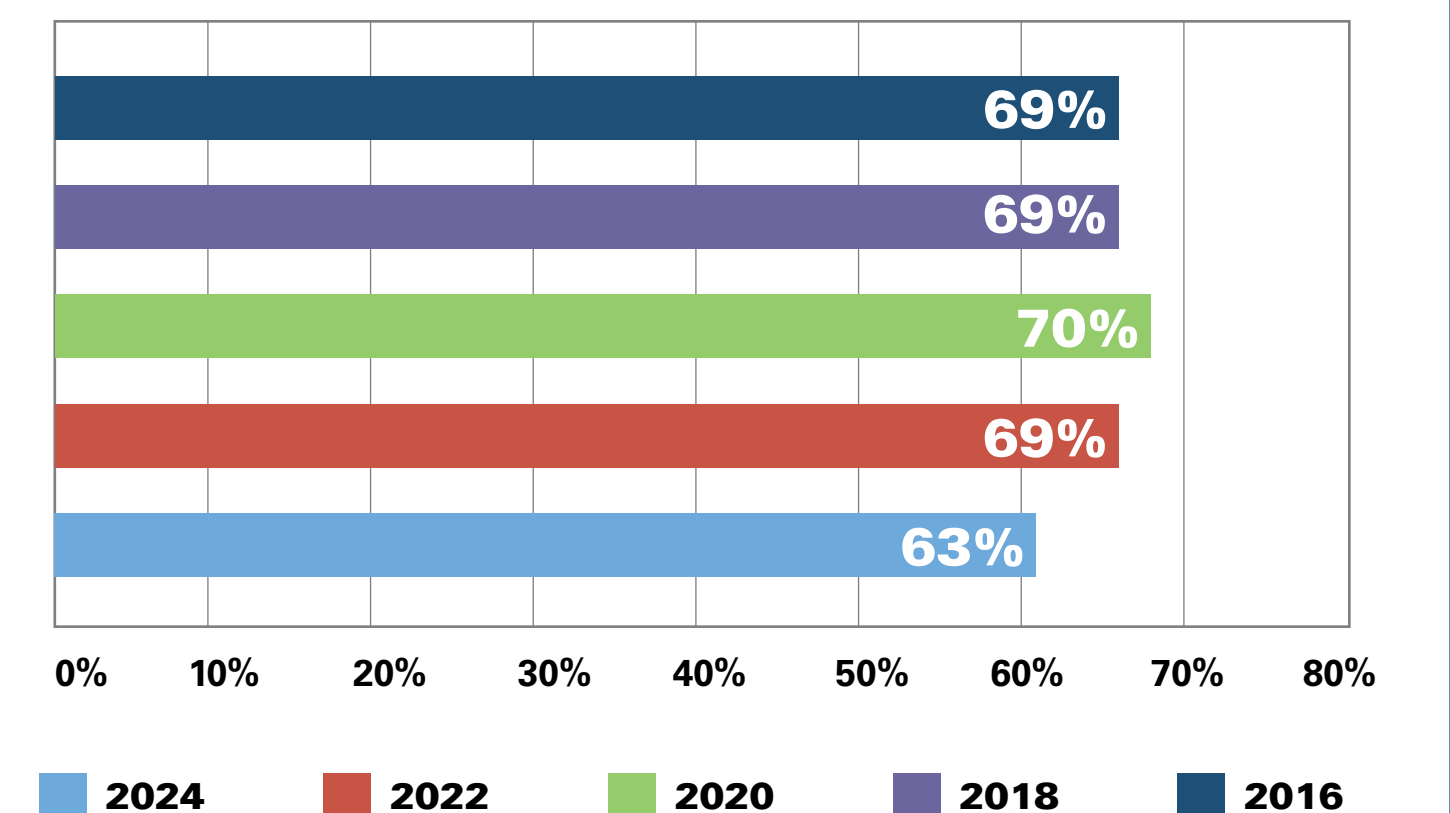
RESIDENT SATISFACTION: IMPROVING COMMERCIAL CORRIDORS



RESIDENT SATISFACTION: ATTRACT & RETAIN PRIVATE SECTOR JOBS



RESIDENT SATISFACTION: REVITALIZING HISTORIC DOWNTOWN





IMPROVING VACANT PROPERTY & COMMERCIAL CORRIDORS

As a commercial hub for the Northern Virginia region, the City of Manassas has long been a destination of choice for residential, commercial, and industrial development. Combined with the limited physical area of the City (less than 10 square miles), this development pressure has resulted in few undeveloped sites remaining in the City. As such, the Department puts a high level of effort into redeveloping underutilized areas of the City's vacant property and commercial corridors.

AMAZON WEB SERVICES DATA CENTERS

Amazon Web Services has invested in four data center projects in the City. The company purchased two vacant parcels at Dean Drive and Wellington Road to construct a 250,000 square foot data center, and a 20-acre site from the City of Manassas for \$27.72 million in 2023 to construct a new data center at Wakeman Drive. Both projects are estimated to bring in \$4 - \$6 million annually in new tax revenues. Additionally Technology Drive is currently under construction for the development of two new data centers, bringing an estimated \$8 - \$12 million annually. Each data center project is located in industrial zones and improves property values for the corridors.



THE LANDING AT CANNON BRANCH

One of the most transformative redevelopment projects in the City's history, The Landing at Cannon Branch sits on a once-vacant 40-acre corridor in close proximity to the Manassas Regional Airport and Historic Downtown. The site is now home to 274 townhomes, a 20,000 square foot fully leased commercial center, a Tru by Hilton hotel, and a recently announced 100+ room Home2 Suites hotel. The Home2 Suites brings an additional \$20 million investment and will bring 50 new jobs to the City.



GRANT AVENUE

On Grant Avenue, the City substantially completed major streetscape improvements from Lee Avenue to Wellington Road. The project, which includes installing a landscaped median, the City's first roundabout, new lighting, a reduction in vehicle lanes, and other streetscape improvements, helps transform Grant Avenue into a highly desirable entryway to Historic Downtown Manassas.

Capitalizing on the City's investment, in 2024 Van Metre Homes formally announced Ashberry, poised to be the City's largest downtown residential development to date. Set to feature 247 units in Historic Downtown Manassas, the new neighborhood is situated a short walk from shops, restaurants, schools, and the City's Virginia Railway Express (VRE) station, aligning with the City's goal to encourage dense, transit-oriented living for car-free commuting. With sales expected to begin summer of 2025, the project is estimated to add \$100 million per year to the City's tax base.



MATHIS AVENUE

In 2024, the Mathis Avenue Streetscape Project reached 90% design to revitalize a .6 mile stretch of Mathis Avenue. The project is an important step to enhance a major gateway into the City, effectively connecting two historic districts: Downtown and Liberia House. In November of 2024, the City of Manassas Economic Development Authority (EDA) helped spur the long-planned redevelopment by purchasing the Manassas Shopping Center at 9018 Mathis Avenue. Long-term plans for the 100,000-square-foot shopping center, originally built in 1959, may include a mix of retail and office space, along with opportunities to support the City's attainable housing goals.



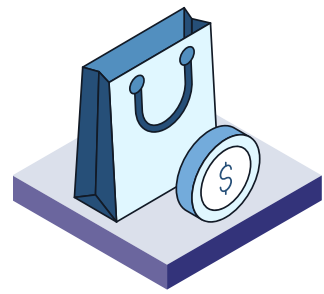
FAÇADE & LANDSCAPE GRANTS

To encourage investment and enhance the quality of the City's commercial corridors, the Department partners with private property owners through the Façade and Landscape Improvement Grant programs. More commonly known as FIG, the increasingly popular Façade Improvement Program provides matching funds (2:1) for exterior building enhancements, providing an incentive to rehabilitate commercial property, spur private investment, and help retain small businesses. The Department also manages the Landscape Improvement Grant, which helps commercial property owners improve the permanent landscaping and yards of their property.

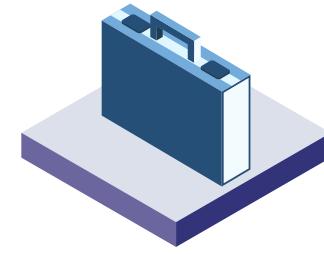
Since launching in 2017, the Façade and Landscape Improvement Grant program has become a hallmark of the Department's efforts to revitalize Historic Downtown and the City's commercial property. In 2024 alone, the Department supported 6 projects with nearly \$81,000 in FIG/LIG awards. These funds helped support over **\$1,382,182** in matching private investment in the City's commercial corridors. For every dollar of the \$656,000 awarded since the program's initiation, Manassas has seen a **ten-fold return** in the resulting private investment.



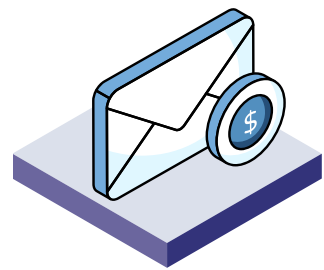
TOURISM & VISITOR ACTIVITY



\$60.5M
VISITOR SPENDING



521
CITY JOBS



\$16.8M
IN PAYROLL



\$2.9M
IN TAXES



From the festive charm of Historic Downtown to the vibrant energy of First Fridays and the 4th of July celebrations, the City of Manassas has become a must-visit destination for locals and visitors alike. The award-winning Saturday Farmers Market and a variety of festivals continue to draw crowds. Meanwhile, the recently renovated Manassas Museum and the refreshed Visitor's Center in the historic train depot add to the City's growing cultural appeal. In 2024, Manassas truly shined as the place to be, with residents and visitors flocking to enjoy in-person, community-focused events, lively entertainment, and the best of local dining, shopping, and more.

The most recent data from the Virginia Tourism Corporation on the economic impact of visitors in Virginia reflected the visible crowds and activity, marking a major increase in visitor spending in the City. According to the report, visitor spending in the City reached \$60.5 million, and the industry also supported over 521 City-based jobs with an annual payroll of \$16.8 million—generating more than \$2.9 million in local taxes in 2023. Promoting a strong tourism economy is a key area of focus for the Department as it looks forward to the future impacts of new developments in Historic Downtown Manassas.

28K

User Traffic to [VisitManassas.org](https://www.visitmanassas.org)

40%

The Modern Beat Newsletter Open Rate

849

Positive Media Articles Published in 2024

7K

Increase of Website Monthly Visits

VISIT MANASSAS

In 2022, the Department launched a website to spotlight the dining, shopping, history, and special events in the City at [VisitManassas.org](https://www.visitmanassas.org). The website serves as the definitive guide to tourism assets in the City with a rotating calendar of events, links to popular attractions, venues, and businesses. Accompanying the website, the Department also began issuing a monthly tourism and history focused e-newsletter, The Modern Beat. To date, the website boasts **28,000** average monthly visits, and the newsletter currently has an open rate of 40%.

MARKETING & OUTREACH

The Department of Economic Development runs a comprehensive marketing program to boost the City's reputation as a prime location for businesses and families. Through community partnerships, social media, advertising, newsletters, earned media, and more, we showcase the City's value as a place to live, work, do business, and recreate.

In 2024, the Department made significant progress in promoting initiatives like the Grow Manassas program, the GRADUATE! Program, HEART BEAT gift cards that support local purchasing, grants, business developments, career opportunities, and City events.

A new collaboration took form in 2024 with the joint planning of a regional Innovation District anchored by the George Mason SciTech Campus. This initiative, led by Manassas Economic Development, Prince William County Economic Development, and George Mason University, aims to foster collaboration between industry, academia, and government to speed up innovation and bring products to market faster.

Recognizing the growing demand for resources for entrepreneurs and small businesses, the Department continued to strengthen partnerships with groups such as 1 Million Cups, the Mason Small Business Development Center, and CenterFuse. 1 Million Cups, after transitioning from remote gatherings, broke a record with over 75 weekly attendees, making it one of the largest chapters in the national Kauffmann Foundation network! These efforts helped position the City as the entrepreneurial hub of the Greater Manassas region.



33

**PARTICIPATING
BUSINESS**

293

GIFT CARDS

\$21,007

IN TOTAL GIFTS



GROW MANASSAS

In 2023, the City of Manassas and Northern Virginia Community College (NOVA) launched an innovative program to address career readiness and workforce development: Grow Manassas.

Grow Manassas is a groundbreaking collaboration between local government and higher education, offering free technical training and professional certifications to residents. In partnership with NOVA's Workforce, Fast-Forward, and Applied Technology programs, the initiative provides career training and college coursework at no cost to Manassas residents. As the nation continues to debate the value of career and technical education and grapple with the rising cost of higher education, Manassas is leading the way with practical solutions. Only two years into the launch, the program is quickly becoming a national model with municipalities across the country regularly inquiring about how they can establish similar initiatives in their communities.

"Our innovative program raises awareness about the advantages of skills training and eliminates cost as a barrier to getting it," said Patrick Small, Economic Development Director for the City of Manassas. "We have high-tech, high-wage jobs open with world-class employers in our community that don't require college degrees," he added. "We want our residents to get our jobs and are investing local resources to make that happen."



***FASTFORWARD EMPLOYER CONTRIBUTIONS REDUCED CITY SPONSORSHIP TOTALS BY \$115,930 IN FY 2025**

GROW
TUITION ASSISTANCE FUND

472
Applicants Screened

384
Residents Eligible

92
Residents Enrolled

209
Course Completions

21
Credentials Earned



Now that she has attained her GED, MR is interested in pursuing her HVAC License. To others with an interest in the Manassas GRADUATE program, MR says the program "helped me a lot, it is an excellent program for people like me. English is not my first language but we want to improve ourselves."



Graduate
Do it for you. Do it for them.

165
Residents Enrolled

148
Started Training

113
Completed the Program

THE GRADUATE! PROGRAM

Manassas refuses to leave anyone behind. In our efforts to promote economic vitality and opportunity for all, the Department launched the GRADUATE! program in both English and Spanish to give every Manassas resident the opportunity to earn their GED and take their career into their own hands.

The City's GRADUATE! program covers all the costs of materials, instruction, and testing for our residents who pursue their GED, with self-paced options to allow residents to start on their own schedule. Those who successfully earn their GED through GRADUATE! are also rewarded with a \$250 Heart Beat gift card to spend at their favorite Manassas retailers.

MEREDITH HOUSE



VOODOO BROTHERS



LUME ASIAN FUSION



DOWNTOWN ACTIVITY

Historic Downtown Manassas continues to excel with strong demand and exciting developments. The overall market closed out 2024 with an average rent of \$25.75 per square foot (sf) and a 5.0% vacancy rate. The office sector has a 93.9% occupancy rate with rents averaging \$26.30/sf, while retail occupancy is at 96.3% with \$26.09/sf rents.

While the Downtown office market has experienced occasional dips in occupancy over the years, the overall trend has been consistently upward since 2015, reflecting stability. This positive shift aligns with Downtown's continued status as a hotspot for both office and retail, further fueled by increased foot traffic following the return of nearly 80 employees to the newly renovated City Hall. This has helped create a vibrant atmosphere and drive growing commercial activity.

New businesses are also fueling Downtown's growth. Voodoo Brothers and Lume Asian Fusion now occupy the former Okra's Cajun Creole space, adding to the area's dining options. Millie's Gelato quickly became a favorite, with residents and visitors enjoying a cone as they stroll through the historic streets. The City also gained a long-awaited clothing shop, Studio Luxe Boutique, to compliment its award-winning gift shops and local product stores. These additions, along with the influx of visitors, signal a thriving Downtown.

The standout development of the year was the opening of the Meredith House, a 1890s Colonial Revival building transformed into a members-only speakeasy. Its ribbon-cutting event, attended by over 100 guests, highlighted the area's blend of historic charm and modern growth.

LOOKING AHEAD, DEMAND IN DOWNTOWN REMAINS STRONG, AND WE EXPECT CONTINUED GROWTH.

COMMERCIAL MARKET

The City's commercial real estate market maintained low vacancy and strong demand throughout 2024. In the second quarter, the vacancy rate hit an all-time low of 1.9% across all property types. Market rents continued to rise, reaching \$21.75/sf by year's end. Sales prices also increased, from \$214/sf in Q1 to \$220/sf in Q4.

OFFICE SPOTLIGHT

Manassas continues to maintain a low office vacancy rate of 3.6%, considerably lower than Northern Virginia's 18.5%. Office rents increased slightly to \$25.88/sf at year's end. Notable activity included Aero Elite's expansion into a [new spacious office](#) in the APP Jet Center at Virginia's busiest regional airport. The City's efforts to improve commercial corridors will likely continue to drive market interest in the coming years.



Q4 OFFICE HIGHLIGHTS



Inventory
2.3M SQFT



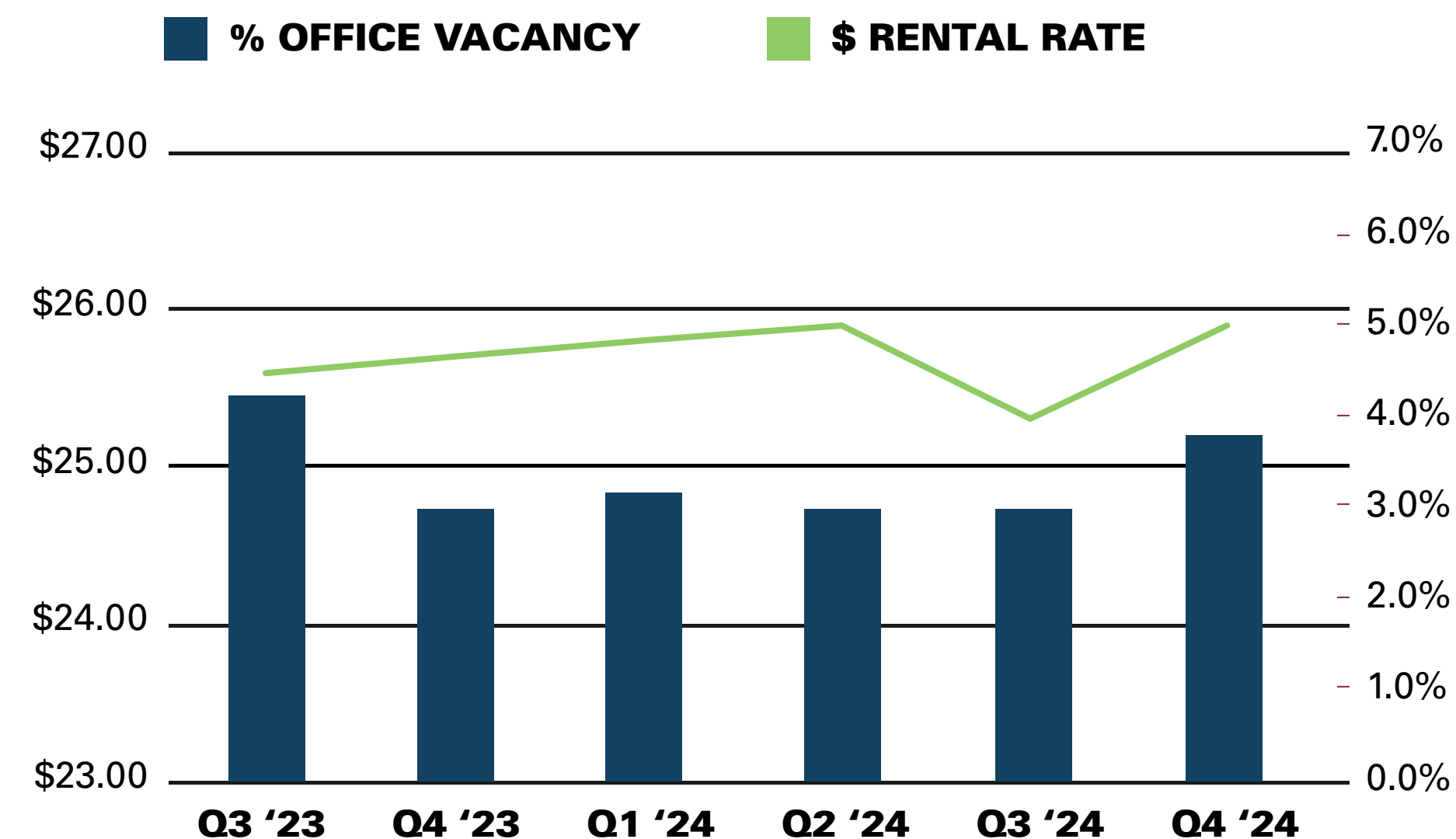
Average Office Rent
\$26.41 SQFT



Average Sales Price
\$155 SQFT



Vacancy Rate
3.6%



INDUSTRIAL & FLEX

Industrial and flex real estate has been in strong demand for several years, with flex vacancy hitting a new low of 0.49% and rents climbing to \$17.33/sf by year's end. Industrial vacancy rose to 7.4% from near 0% over the past two years, largely due to National Tire Wholesalers consolidating, freeing up 83.5K sf for sublease. Fortunately for operators, climbing rent prices showed signs of easing, dropping to \$15.82/sf by year-end after rising steadily since 2023. Based on recent activity and demand, we anticipate rent prices to continue to trend upward but continue to monitor the market. Notable activity included the completion of a 185K sf data center on Godwin Drive and early construction of two data centers at Technology Drive.

Q4 INDUSTRIAL HIGHLIGHTS



Inventory
2.4M SQFT



Average Rent
\$15.87 SQFT



Average Sales Price
\$236 SQFT



Vacancy Rate
7.5%

Q4 FLEX HIGHLIGHTS



Inventory
2.7M SQFT



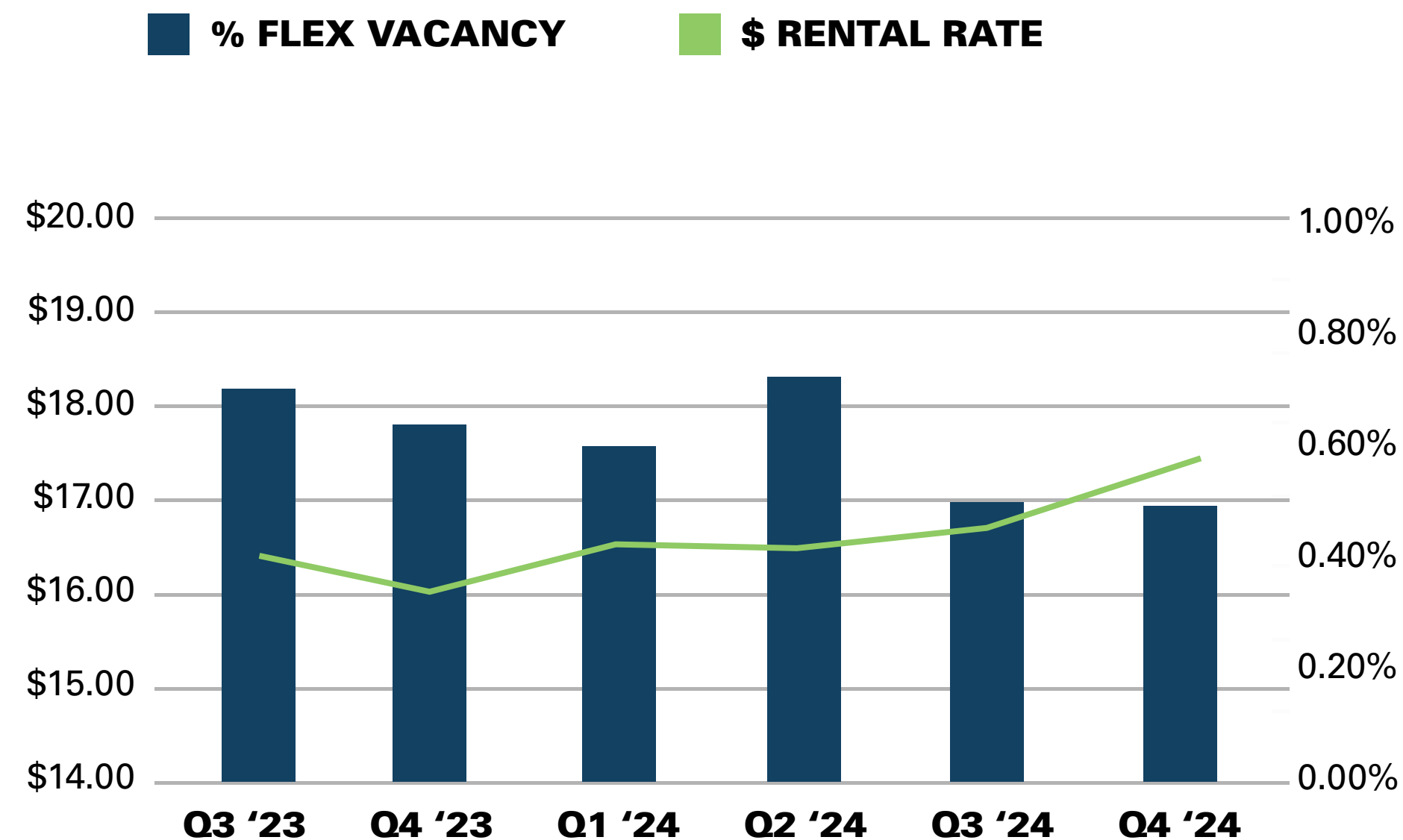
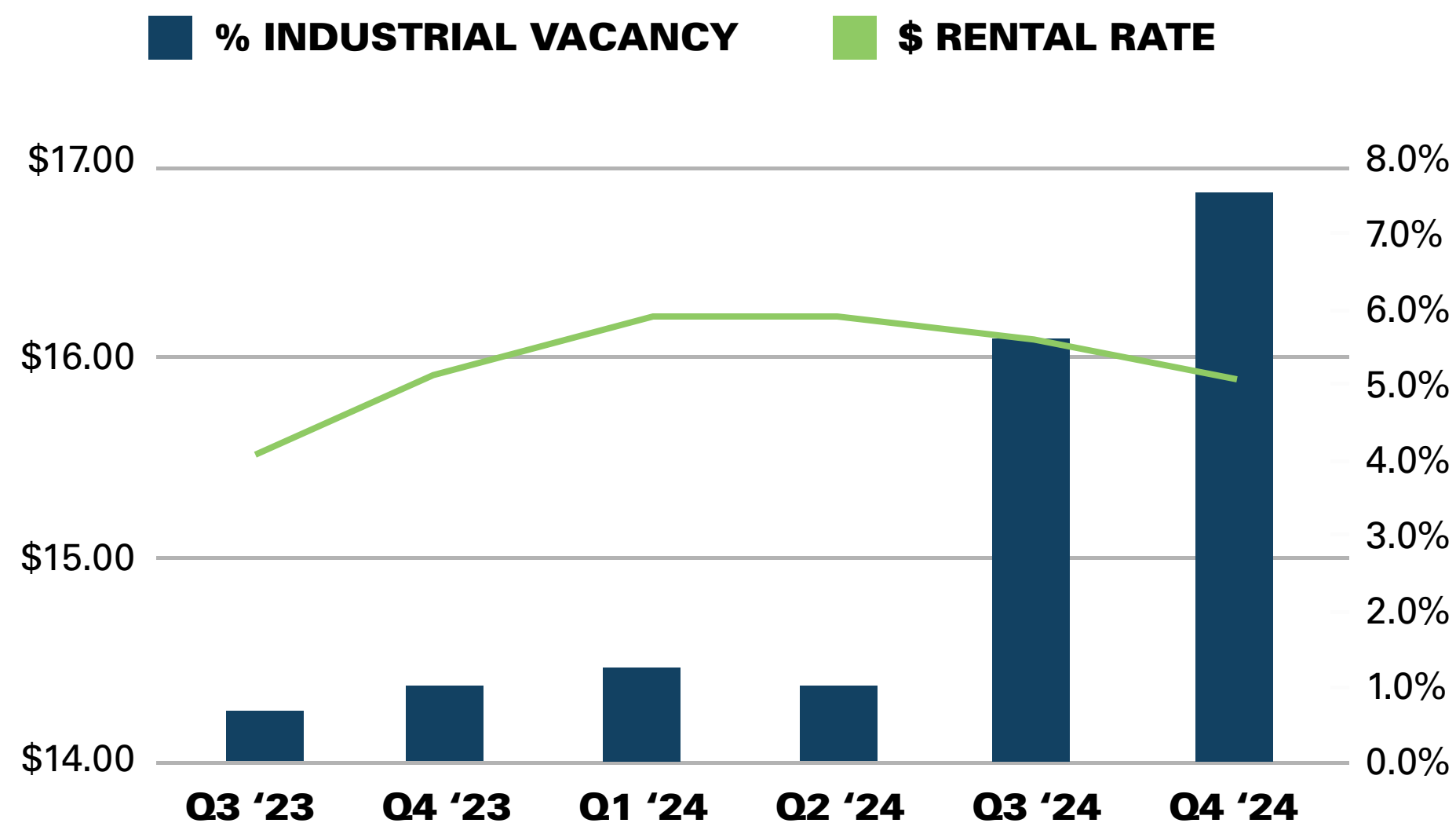
Average Rent
\$17.33 SQFT



Average Sales Price
\$217 SQFT



Vacancy Rate
0.49%



RETAIL MARKET

The City's focus on beautification and revitalization continues to drive a strong retail market. In December 2024, the first Wawa convenience store opened on Sudley Road, replacing blighted buildings in the revitalizing medical corridor. Despite over 50% vacancy in the 100K sf Manassas Shopping Center, which the City's Economic Development Authority purchased in November of 2024 with the intent to revitalize the Mathis Avenue corridor, the City maintains a regionally low 3.5% vacancy rate. Market rents climbed to \$28.06/sf to finish out the final quarter.



Q4 RETAIL HIGHLIGHTS



Inventory
2.7M SQFT



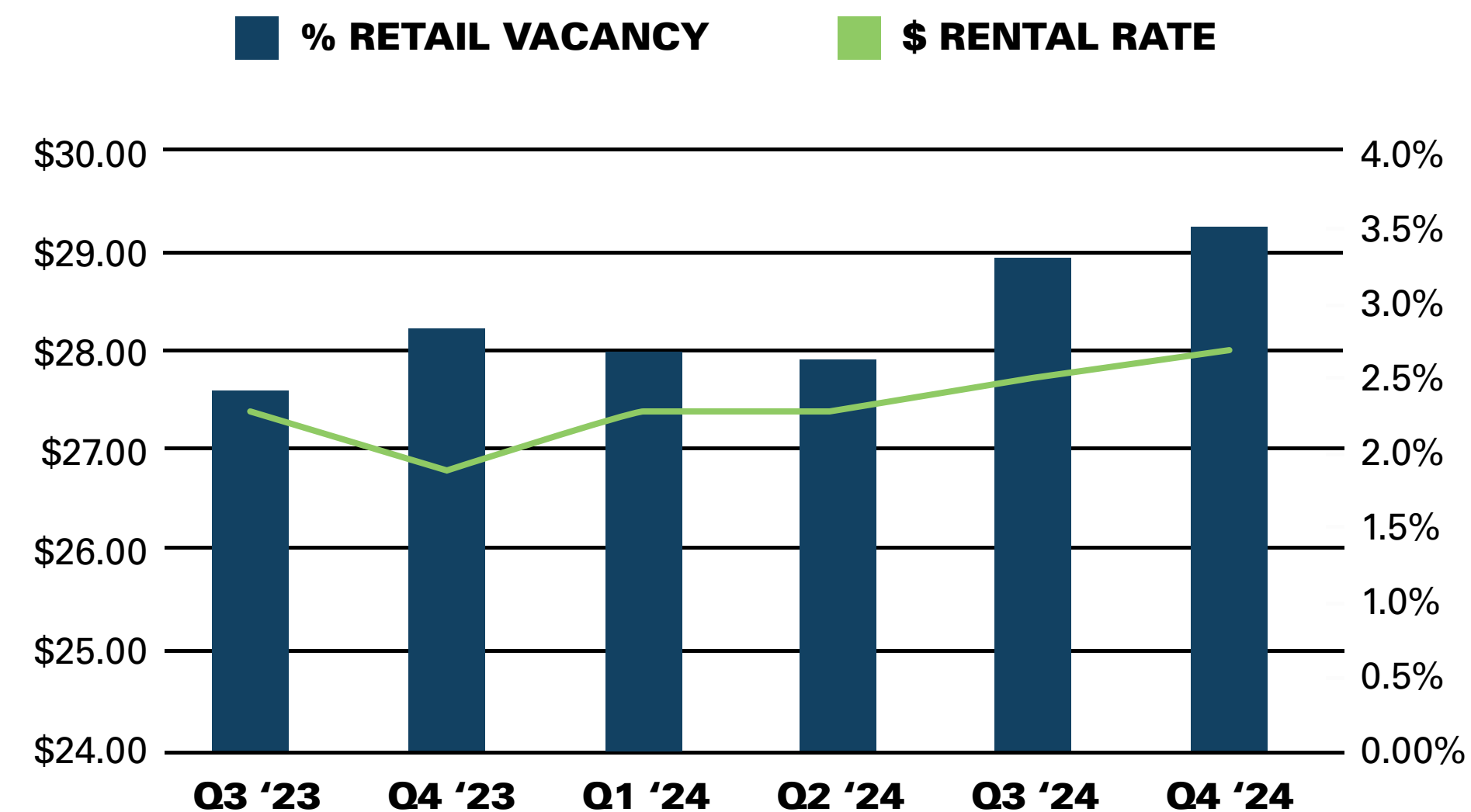
Average Rent
\$28.03 SQFT



Average Sales Price
\$293 SQFT

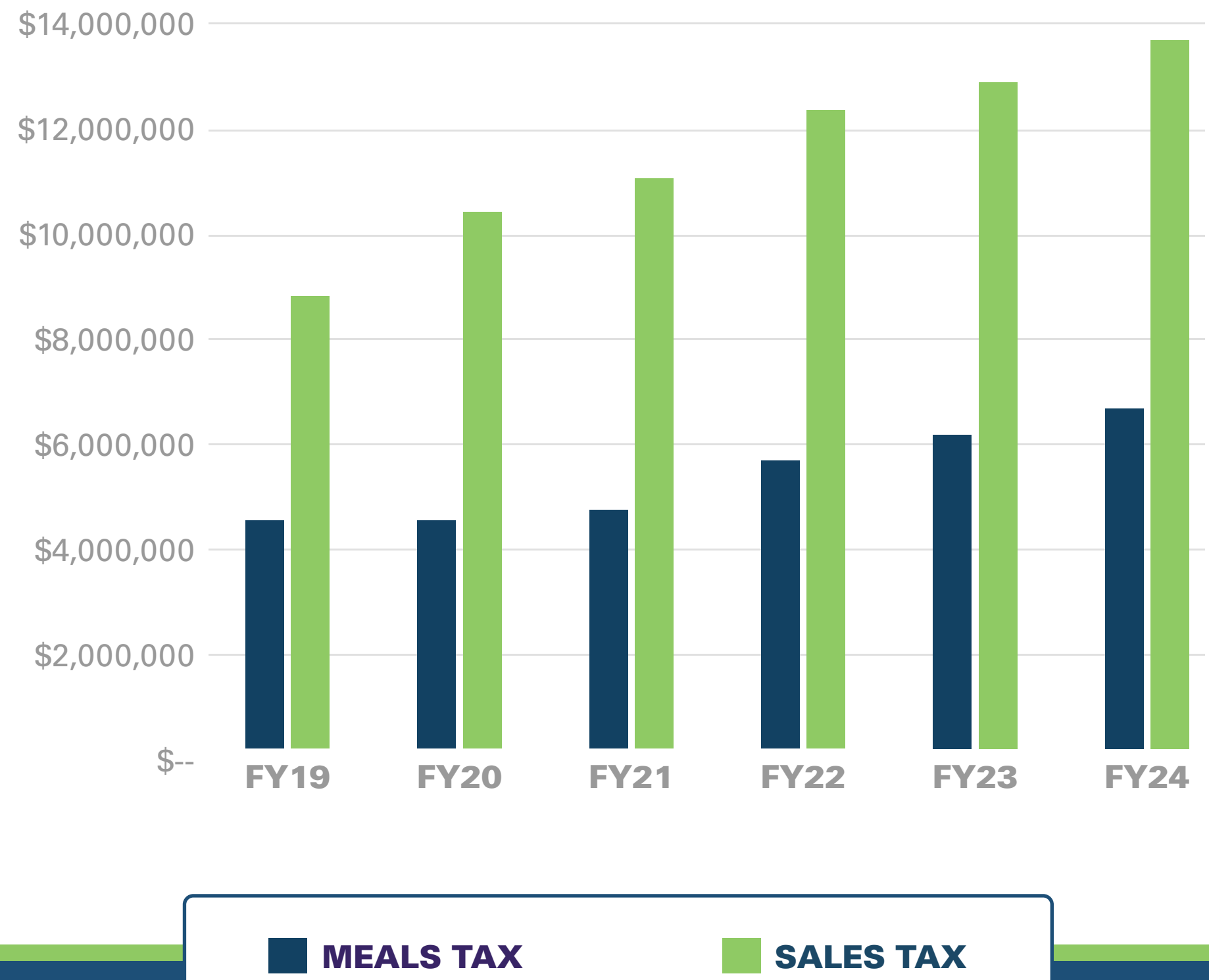


Vacancy Rate
3.5%



MEALS AND SALES TAX

As a commercial hub for the region with unique retailers and a wide variety of food options, the City captures a significant amount of the area's dining and retail sales. Meals and sales tax revenue, which is reflective of retail and dining establishment sales, reached new heights in 2024. Meals tax continued its upward trend, reaching \$6,246,415 in fiscal year 2024 (up 6.4%). Likewise, sales tax rose by over 2.3% to \$12,933,547 in contributions to the City's well-diversified revenue stream.



RESIDENTIAL UPDATE

The City of Manassas prides itself on being a destination of choice for both businesses and families. The Department furthers the City's goal of creating and preserving quality, affordable housing options and increasing housing density by marketing the City to potential residents, recruiting high-paying jobs, and often facilitating projects with developers.

2024 saw continued heightened housing development in the City with housing projects reaching completion and new residents moving in. The City saw fewer large-scale project completions than 2023, but is ramping up for the largest residential development to date in Historic Downtown with Ashberry sales set to begin in 2025. Reflecting the City's desirability as a place to live, the median housing values in the City rose over 10.4% and the total assessed residential property value in the City rose 10.6%.



**TOTAL ASSESSED RESIDENTIAL
PROPERTY VALUE**

\$4,694,649,200



OUR TEAM



Patrick Small, CEcD
Director



Tia Nelson
Assistant Director



Heidi Baumstark
Administrative Assistant

ABOUT THE CITY OF MANASSAS ECONOMIC DEVELOPMENT

The City of Manassas fosters economic development through collaborative partnerships, sustainable fiscal management, and supportive City services. The Department of Economic Development is directly responsible for business attraction, retention, expansion, and tourism initiatives in the City.

As a resourceful and collaborative organization, we work in partnership with our key stakeholders to ensure that we have what businesses need, including a highly educated and technical workforce with access to major universities and first-class training providers. We take an active leadership role in all that we do, serving as a community builder, collaborator, and agent of economic growth.

For additional information on our programs visit: [ChooseManassas.org](https://www.choosemanassas.org) or call **703.257.8881**.



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