



Existing Business Visitation Program (EBVP) Report

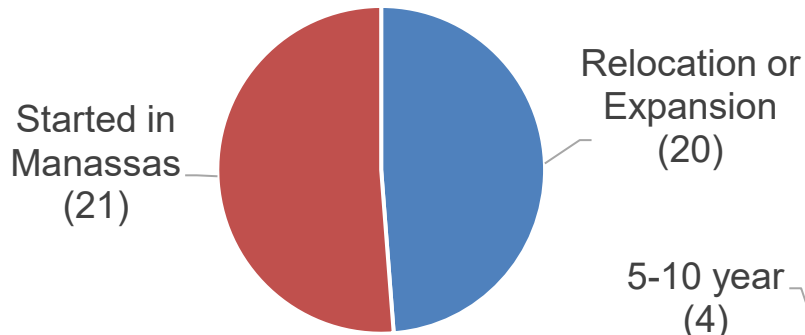
January 2025- June 2025

City of Manassas Department of Economic
Development

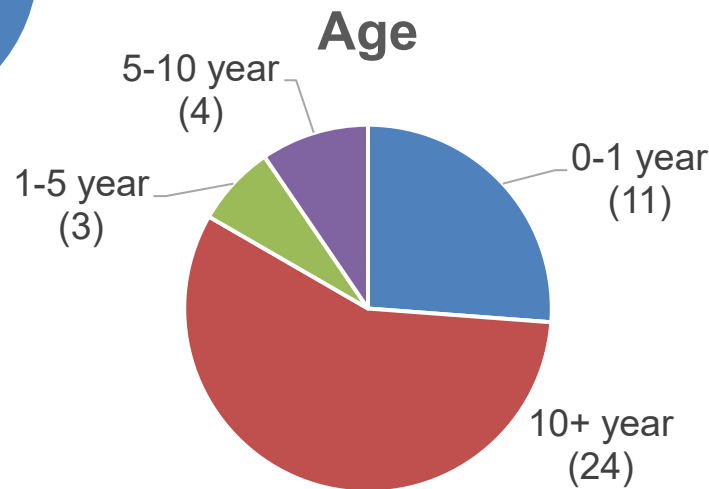
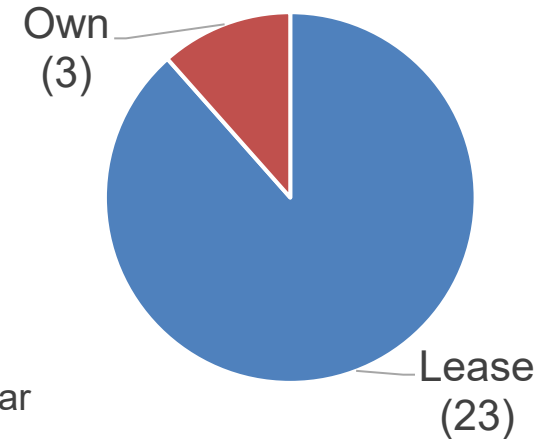
EBVP Snapshot



Started or Relocated to Manassas?



Own vs. Lease



- 44 Total City of Manassas Business Visits between January 2025 and July 2025
- New and small businesses highly representative; 15 businesses became active in the City within 1 year

EBVP Snapshot: Represented Industries



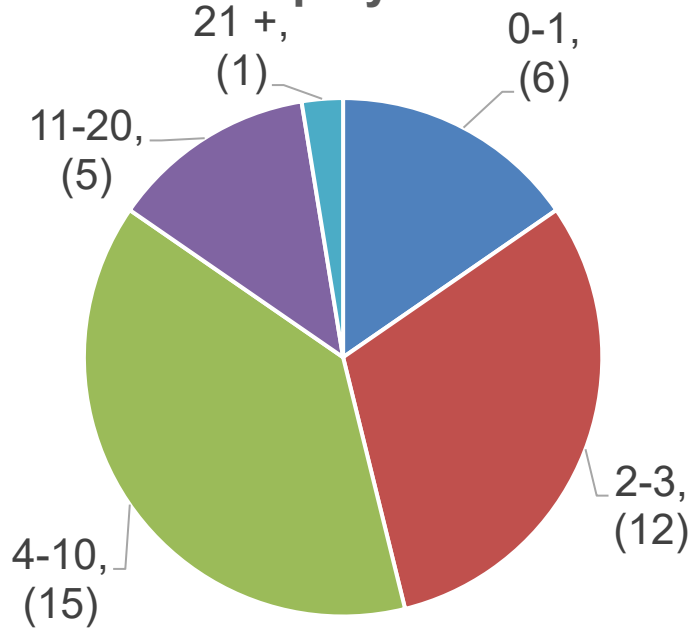
If expansion or relocation into the City, list reasons here:

- Growing residential/ business market (11)
- Owner/ Founder connections to Manassas (4)
- Real estate was the right 'fit,' hard to find elsewhere (2)
- Business acquisition (2)
- Strategic decision for cost and location (1)

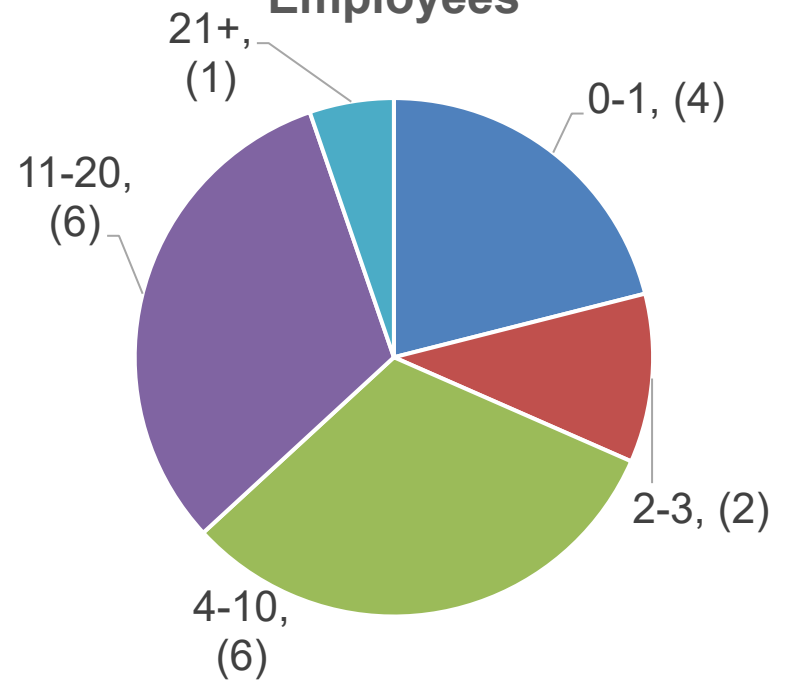
EBVP Snapshot



Number of Full-Time Employees

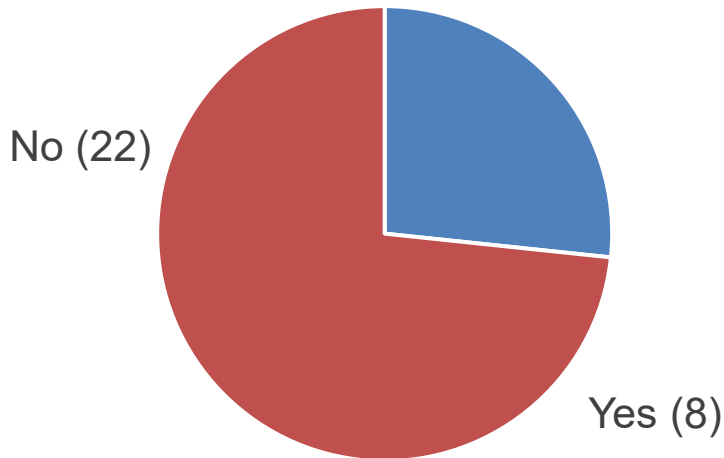


Number of Part-Time Employees



EBVP Snapshot

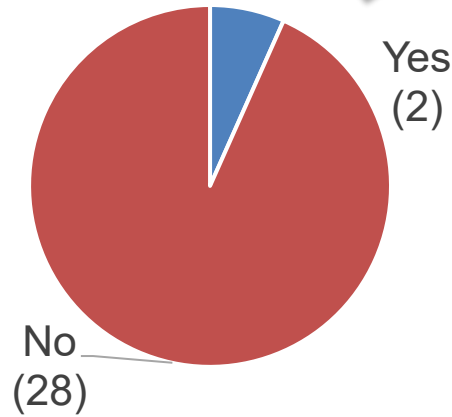
Any major biz-related changes in past year?



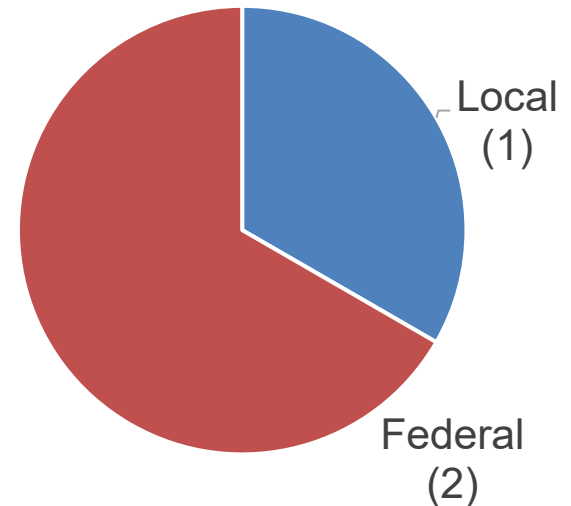
YES:

- Startup related changes (4)
- Hiring/ expansion (2)
- Real estate changes (1)
- New leadership/ merger (1)

Does the business contract with the government?



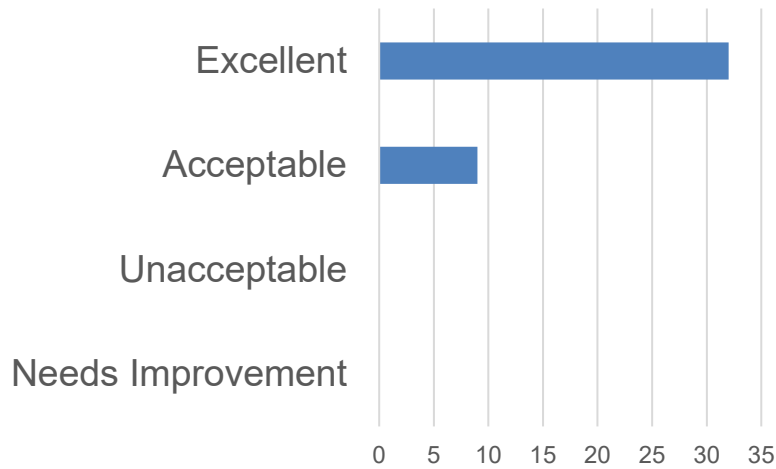
If Yes, what Level?



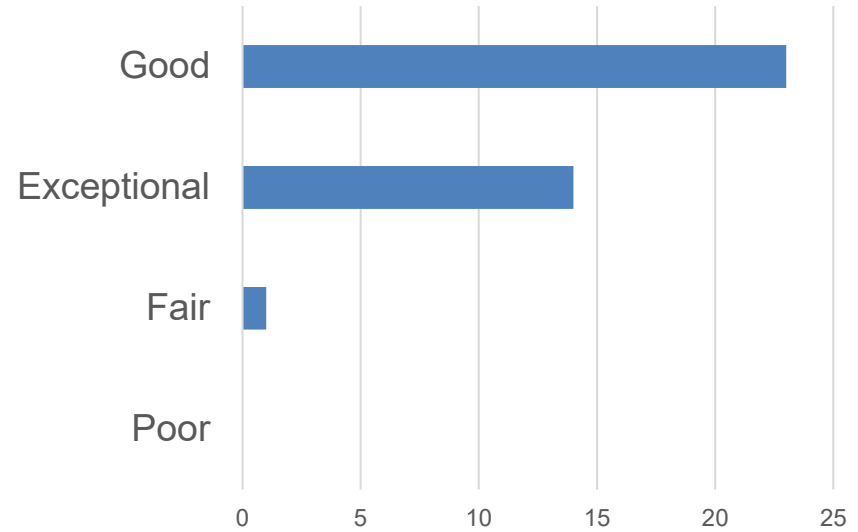
Manassas Business Climate



Rate the Manassas Business Climate



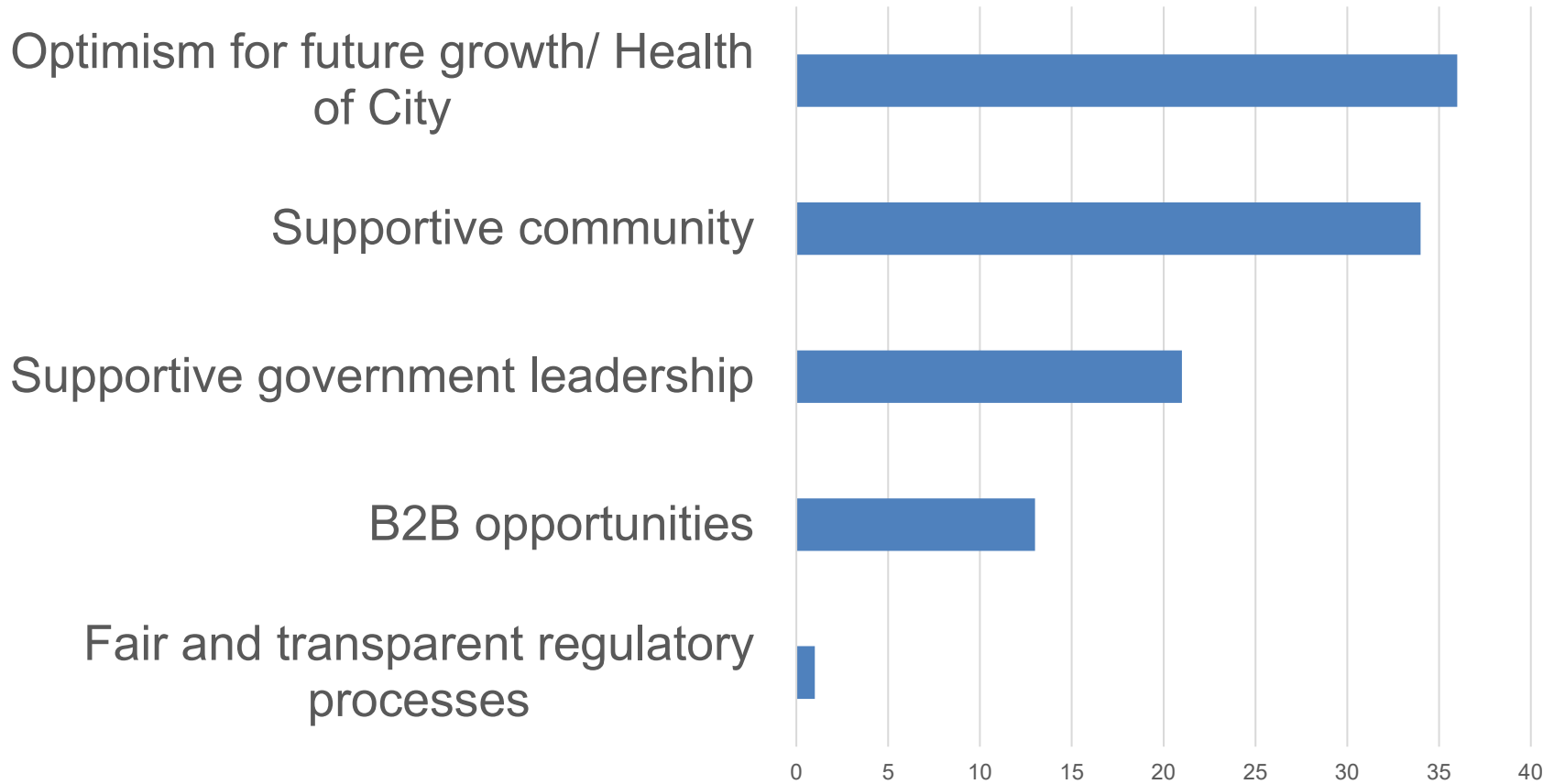
Rate City Services



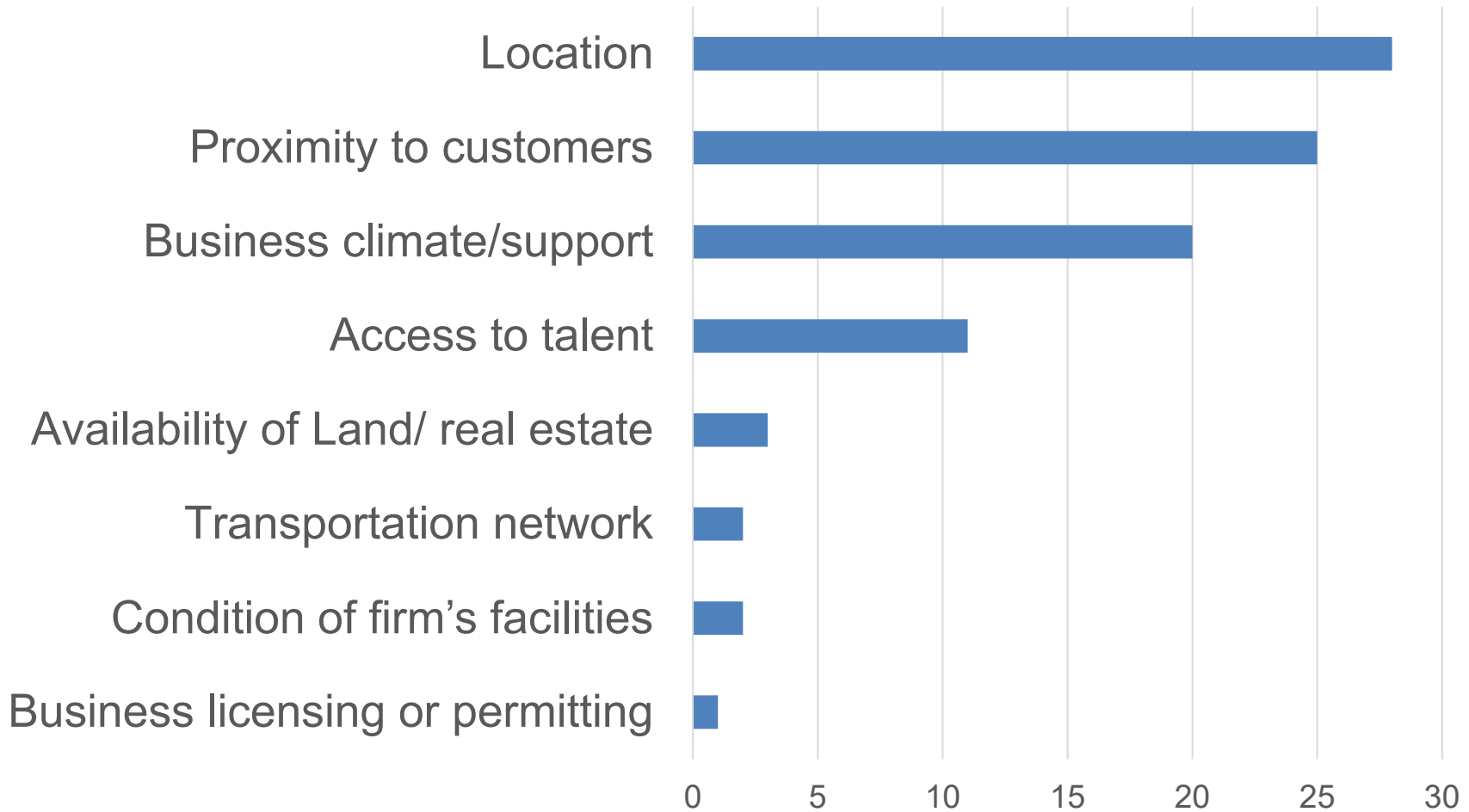
Manassas Business Climate



What Stands Out?



What **ADVANTAGES** does the company experience as a Manassas-based business?



Common City Advantages



Community & Connections: Tight-knit, supportive business environment; strong local partnerships and networking through Chamber, CenterFuse, and a wide variety of events.

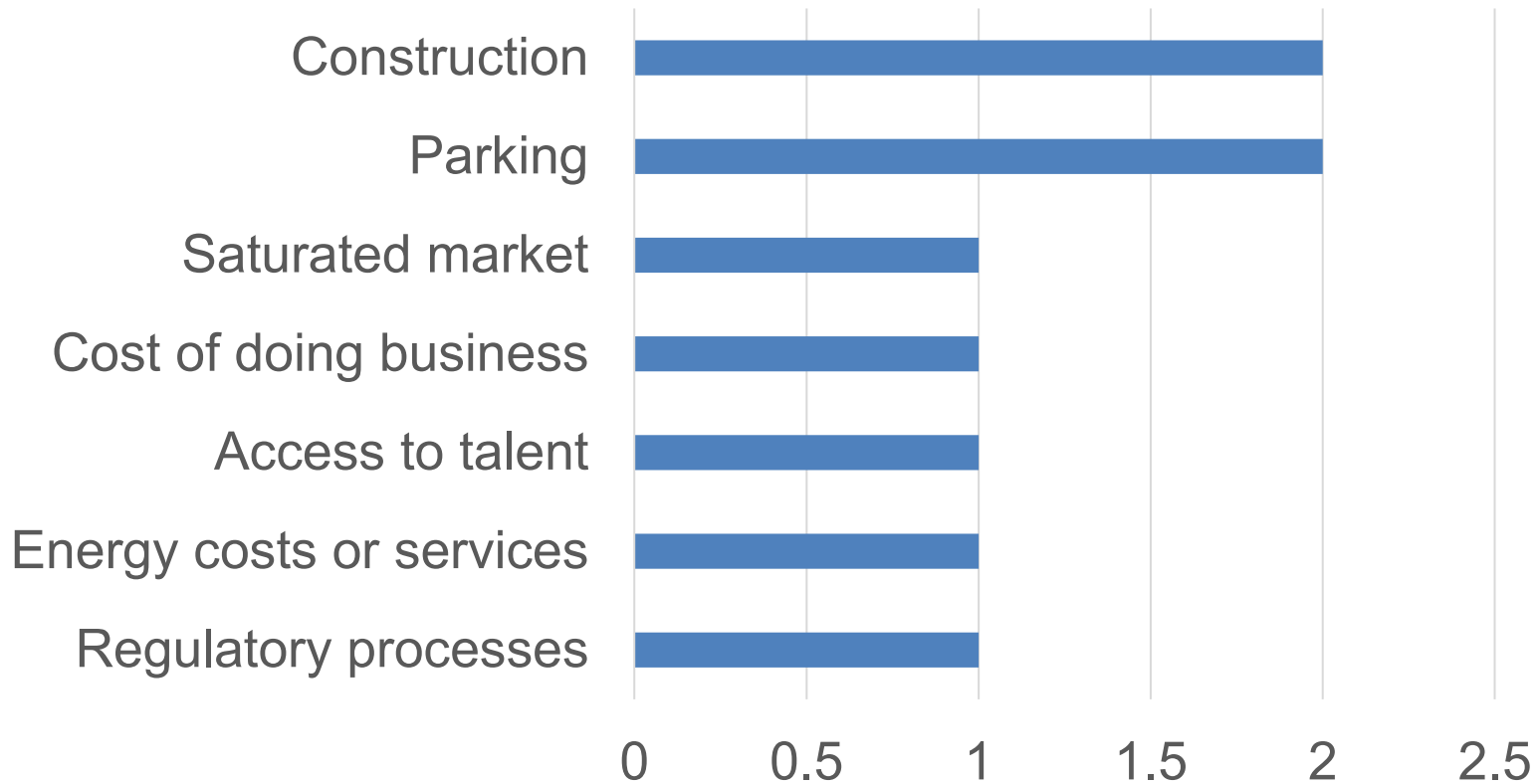
Talent & Workforce: Easy hiring and low turnover (common amongst banks and certain small firms); access to skilled labor through local schools, airport, and community.

Location & Real Estate: Desirable spaces near growing industry and highways; downtown visibility and foot traffic boost sales.

Customer Base & Growth: Loyal, long-term customers; strong sales performance and growing demand across sectors.

Reputation & Longevity: Established roots, trusted names, and high owner satisfaction in the City.

What CHALLENGES does the firm experience as a Manassas-based business?



* Businesses largely reported little to no Manassas-specific challenges. Above are responses from 9 businesses about minimal challenges, none of which were consequential to long-term growth.

Common City Challenges



Access & Traffic: Construction, foot traffic, and parking concerns in some City locations; congestion and location visibility can impact customers.

Hiring & Workforce: Challenges recruiting talent or finding specialized workers in certain lower paying niche trade fields, typical to recent trends.

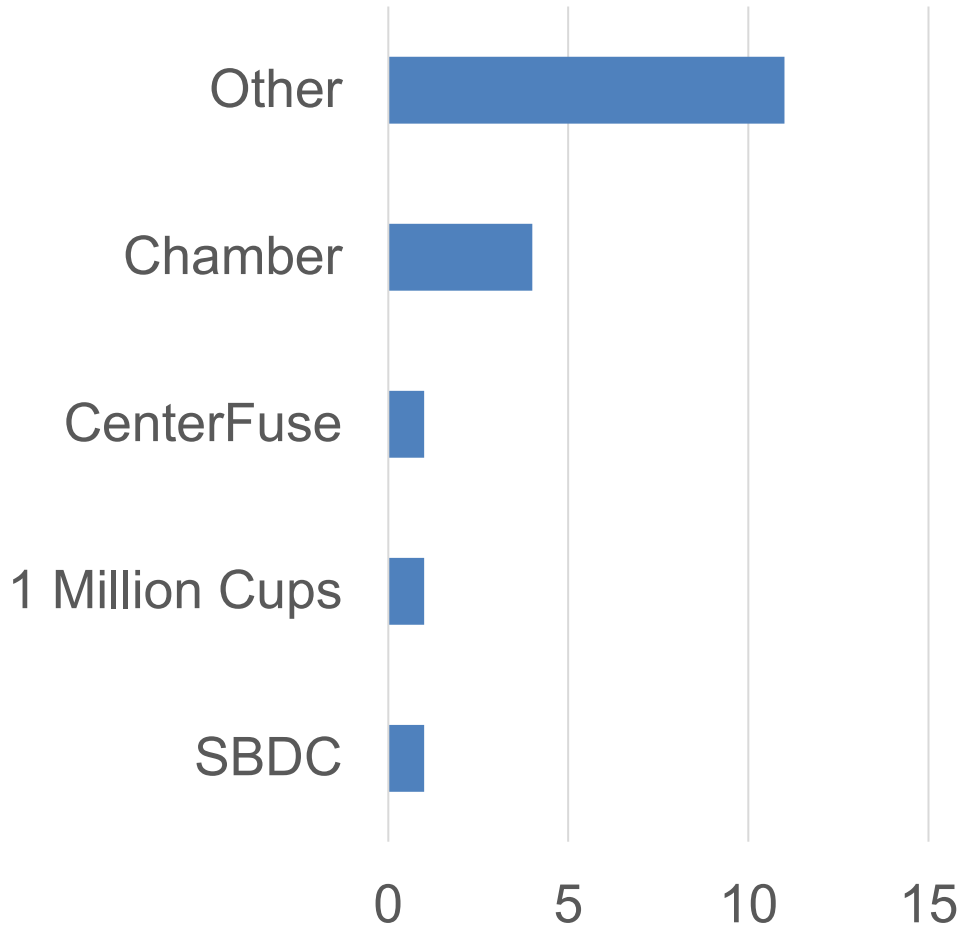
Costs & Space: Rent increases and limited land, specifically in industrial warehousing.

Market Saturation: Concerns over nearby competition, especially for some service businesses like ABA therapy and hair salons.

What general barriers to growth exist that are NOT specific to Manassas?

- Trained talent: National or international shortage (6)
- Business growth & startup struggles (4)
- Inflation, economic uncertainty and/or rising costs (6)
- Physical or infrastructure limitations (2)
- Tariffs/ trade policy impacts (5)
- Post-pandemic recovery lag (1)
- Saturated markets/ niche challenges (3)

Most Valuable Current Partnerships

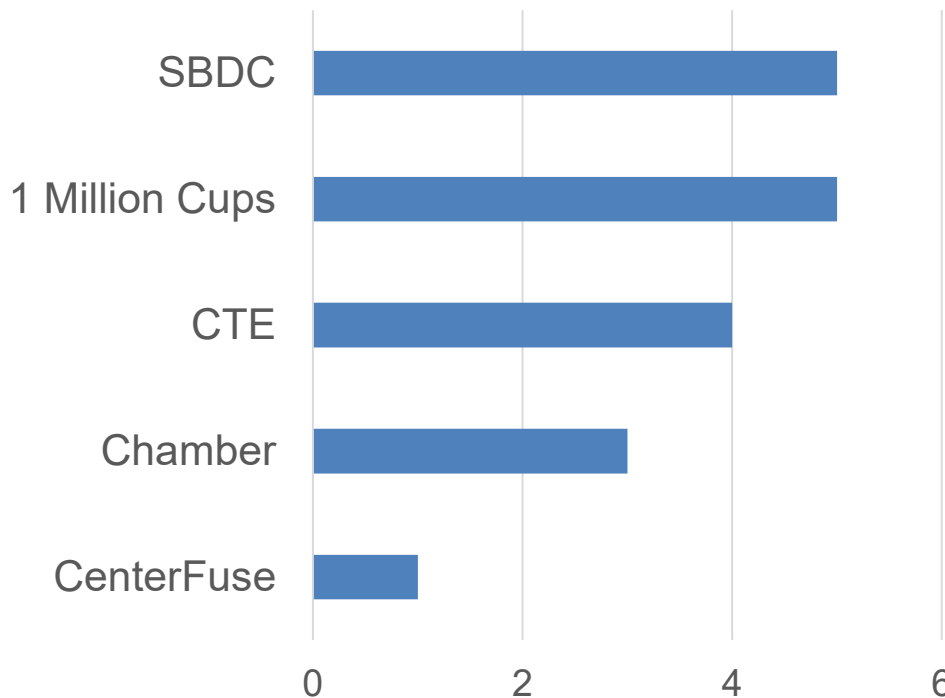


If “Other,” please specify:

- HMI (3)
- MCPS & OHS (2)
- COM Fire & Safety (2)
- Charities & Community Groups (2)
- CenterFuse*
- Airport Commission*
- APP Jet*
- Vertical Flight Society*
- OTBA*
- Hispanic Chamber of Commerce*
- Rotary*

* = one response

Partnership not currently engaged, but desired



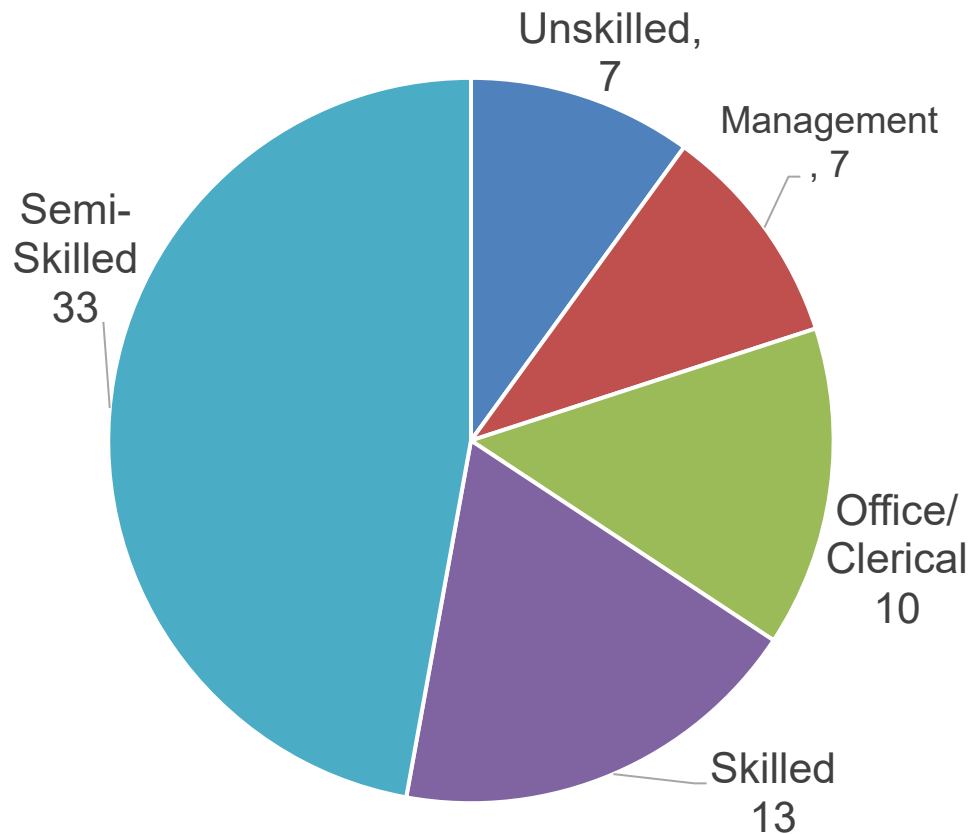
If “Other,” please specify:

- HMI- Farmers Market, First Fridays, Volunteer Ops (9)
- Leadership Prince William*
- Virginia Talent + Opportunity Partnership*
- Legacy Impact*
- Regional Innovation District*

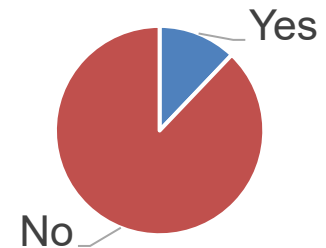
* = one response

Business Workforce

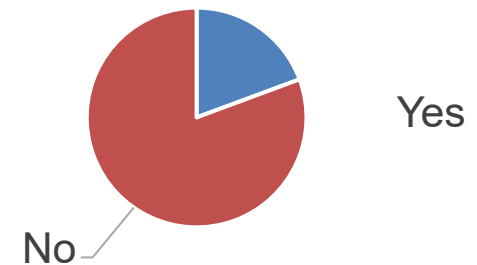
Describe the Workforce



4-Year Degree Required?



Workforce Dev Referral Beneficial?



Common Skill Needs



- **Customer service / support – 17**
- **Marketing / sales / business acumen – 5**
 - Marketing, sales, SEO, regulatory expertise, and account management
- **Technical and engineering roles – 5**
 - Laser engineers, nanotech, technicians, diesel techs, mechanics
- **General qualifications / soft skills – 5**
 - H.S. diploma, personal touch, basic accounting, leadership, floral design
- **Healthcare professionals – 4**
 - CNAs, LPNs, RNs, dental hygienists, nurse practitioners, therapists
- **Education/training roles – 3**
 - Instructors, recruiters, and one-on-one educators
- **Spanish-speaking / ESL-related needs – 3**
 - Spanish-speaking roles and ESL instructors
- **Cosmetology / beauty industry – 2**
 - Licensed cosmetologists, cosmetology license required
- **Other professional roles – 3**
 - Financial advisors, business coaches, doctors

Specific Business Development Assistance Included:



- Assistance planning and hosting numerous ribbon cuttings and newsletter/ social media features
- Upskilling and workforce assistance referrals to Career & Technical Education (18), VTOP (7), V3 (6), Grow Manassas/ GRADUATE GED! (4) and NOVA (3)
- Direct hand offs to SBDC for small business assistance (6) and HMI for event vendor setup (10)
- Referrals to City Planning & Engineering for site assistance (4)
- Ongoing real estate services for businesses seeking larger space