



2025



**CITY OF MANASSAS
ECONOMIC DEVELOPMENT
ANNUAL REPORT**

A MESSAGE FROM OUR DIRECTOR

As I reflect on another year serving the City of Manassas, I'm proud of the continued progress we've made together. In a time when much of the Washington, D.C. region is navigating economic transitions—Manassas has remained steady, adaptable, and forward-looking.

A major milestone this year has been the continued progress of Micron's \$2 billion expansion, announced in December 2024. Micron's ongoing investment reflects both the strength of our business climate and confidence in our workforce. As our largest employer with more than 1,400 employees and growing, Micron remains a cornerstone of our advanced manufacturing sector and a key contributor to national defense and domestic semiconductor production. That strength is reflected in our workforce, with Manassas now ranking 9th in Virginia for average weekly wage, 7th in professional and technical wages, and 4th in manufacturing wages—demonstrating continued growth in high-quality jobs.

We've also seen strong momentum across our aerospace and defense sector. Companies like General Dynamics Mission Systems and CoAspire are expanding in Manassas, strengthening our position in advanced manufacturing and engineering. In September 2025, General Dynamics Mission Systems opened its state-of-the-art Maritime Systems Center of Excellence, further reinforcing Manassas' role in supporting mission-critical technologies for the U.S. Navy and national defense.

Our commercial market tells a similar story of stability and strength. In 2025, vacancy rates remained low across all sectors, with office vacancy at just 2.0%—a notable contrast to regional trends. This performance allows us to focus on what's next: working alongside developers to bring new, high-quality projects to life.

We're seeing that take shape through infill development at Signal Hill Shopping Center and along Sudley Road, as well as in Historic Downtown, where the City's acquisition of the former Olde Towne Inn and adjacent properties has advanced into a proposed mixed-use redevelopment with MLG—signaling continued private investment in the long-term vitality of our downtown.

At the heart of our work are the more than 1,500 businesses that make up our community. Through ongoing outreach and our hands-on approach, we remain committed to helping businesses start, grow, and succeed. The success of our larger employers continues to provide confidence across the broader business community.

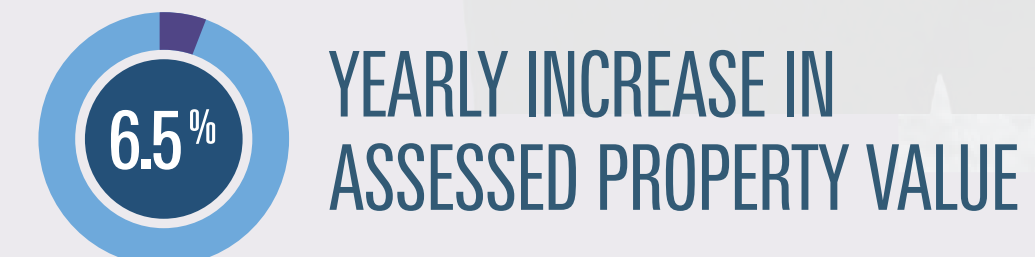
Manassas has built a reputation as a stable, responsive community. Together, we've created a strong foundation, and I remain optimistic about the opportunities ahead.

PATRICK SMALL, CEcD

Director of Economic Development



THE CITY OF MANASSAS maintains a resilient and well-balanced economy anchored by advanced manufacturing, healthcare, government contracting, and professional and technical services. Our success in attracting high-paying private sector jobs — while supporting the expansion of established employers — continues to position Manassas as a major employment center within Northern Virginia.



BY THE NUMBERS

2025 CITY GROWTH STATISTICS



Population
42,976



Employed Civilian Labor Force:
23,478



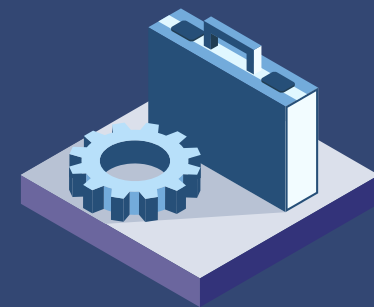
Median Household Value
\$449,900



Yearly growth in property value
6.5%



Unemployment Rate:
2.9%



Residents Live & Work in the City:
2,266



Net-Importer of Labor
20,021

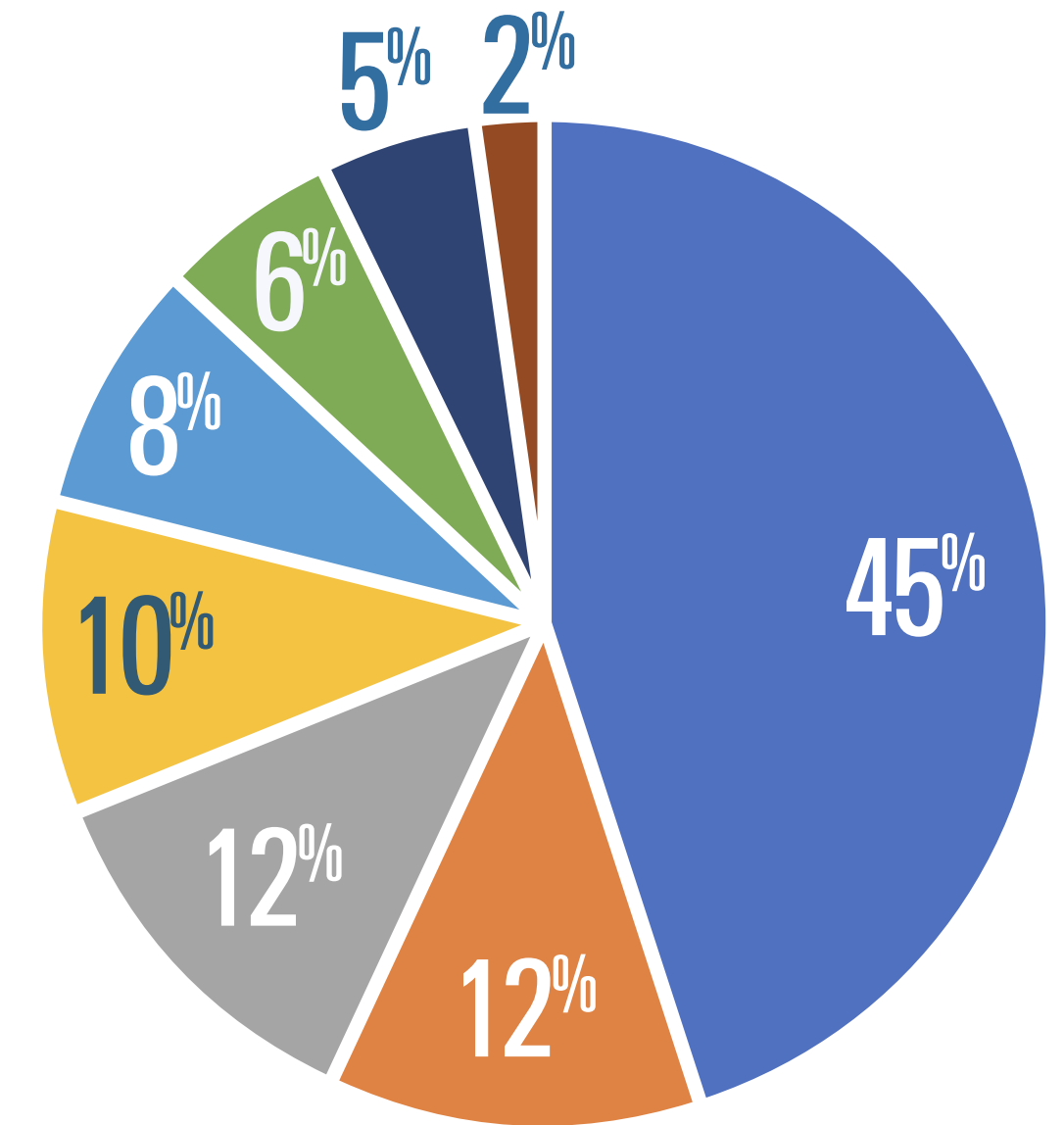


Median Household Income
\$113,590



*INCLUDES LATEST DATA AVAILABLE FOR BLS (2025) AND ACS (2024-2025)

2025 CITY OF MANASSAS TOP INDUSTRIES



- Services, Other
- Education & Health Services
- Trade, Transport, & Utilities
- Manufacturing
- Professional & Business Services
- Goods-Producing
- Leisure & Hospitality
- Financial Activities

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.

MICRON'S EXPANSION MOMENTUM CONTINUES

Micron's Manassas facility stands as one of the City's most significant economic engines, employing more than 1,400 highly skilled workers — a number climbing following its latest expansion efforts. Building on a \$3 billion expansion announced in 2018, the company revealed a new \$2 billion investment in December 2024 to further modernize the plant, a project already generating hundreds of new jobs and expected to create hundreds more manufacturing positions and thousands of additional community jobs at peak activity.

As a global leader in semiconductor memory and storage, Micron anchors Manassas' position as a hub for advanced manufacturing and high-wage technology employment. Its work is vital to U.S. national defense, critical infrastructure, and the nation's effort to secure domestic semiconductor production and protect American technological leadership. These investments strengthen supply chain resiliency while ensuring the City remains at the forefront of America's innovation economy.

Micron's presence delivers far-reaching benefits to Manassas—from high-paying careers in engineering, IT, and advanced manufacturing to partnerships that cultivate future talent. Through sustained growth, technological leadership, and national strategic importance, Micron continues to reinforce Manassas as a center for innovation, economic resilience, and opportunity.



micron®



micron



4TH

MANASSAS HAS THE 4TH HIGHEST
MANUFACTURING WAGE IN STATE

SPOTLIGHT: CLEARED FOR GROWTH: AEROSPACE AND DEFENSE IN MANASSAS

The City of Manassas continues advancing plans for commercial passenger services at Manassas Regional Airport, with Avports LLC working to secure airline agreements and committing up to \$125 million in improvements. This initiative will expand access to key destinations, improve travel convenience, and strengthen regional competitiveness.

Among Virginia's regional airports, Manassas Regional Airport remains one of the Commonwealth's busiest, with 390 based aircraft, two runways, and 25 executive and corporate hangars. Ranked fourth in total operations statewide and among the busiest general aviation airports in the nation, the airport generates an estimated \$375 million in annual economic impact and supports more than 1,300 jobs.

Together, this aviation activity complements and supports Manassas' growing aerospace and defense sector, where companies including Lockheed Martin, BAE Systems, Leidos, and General Dynamics Mission Systems—following its recent expansion in the City—are advancing mission-critical technologies that support national security, innovation, and high-wage employment.



GENERAL DYNAMICS MISSION SYSTEMS

General Dynamics Mission Systems marked a major milestone in September 2025 with the opening of its state-of-the-art Maritime Systems Center of Excellence in Manassas. The project added more than 500 high-paying jobs, making it one of the City's largest employers and significantly strengthening the local workforce. The facility supports the U.S. Navy and the warfighter through the development of mission-critical systems focused on submarine combat systems modernization—further solidifying Manassas' role in supporting national defense and advancing next-generation technologies.



COASPIRE

CoAspire expanded into Manassas with a new 30,000-square-foot assembly, testing, and manufacturing facility, adding momentum to the City's growing aerospace and defense ecosystem. The prime and subcontractor plans to hire more than 25 employees in engineering and advanced manufacturing roles that support aerospace and aeronautics applications. CoAspire's investment strengthens Manassas' position as a hub for high-wage aerospace innovation alongside other leading aviation and defense employers.

BUSINESS DEVELOPMENT

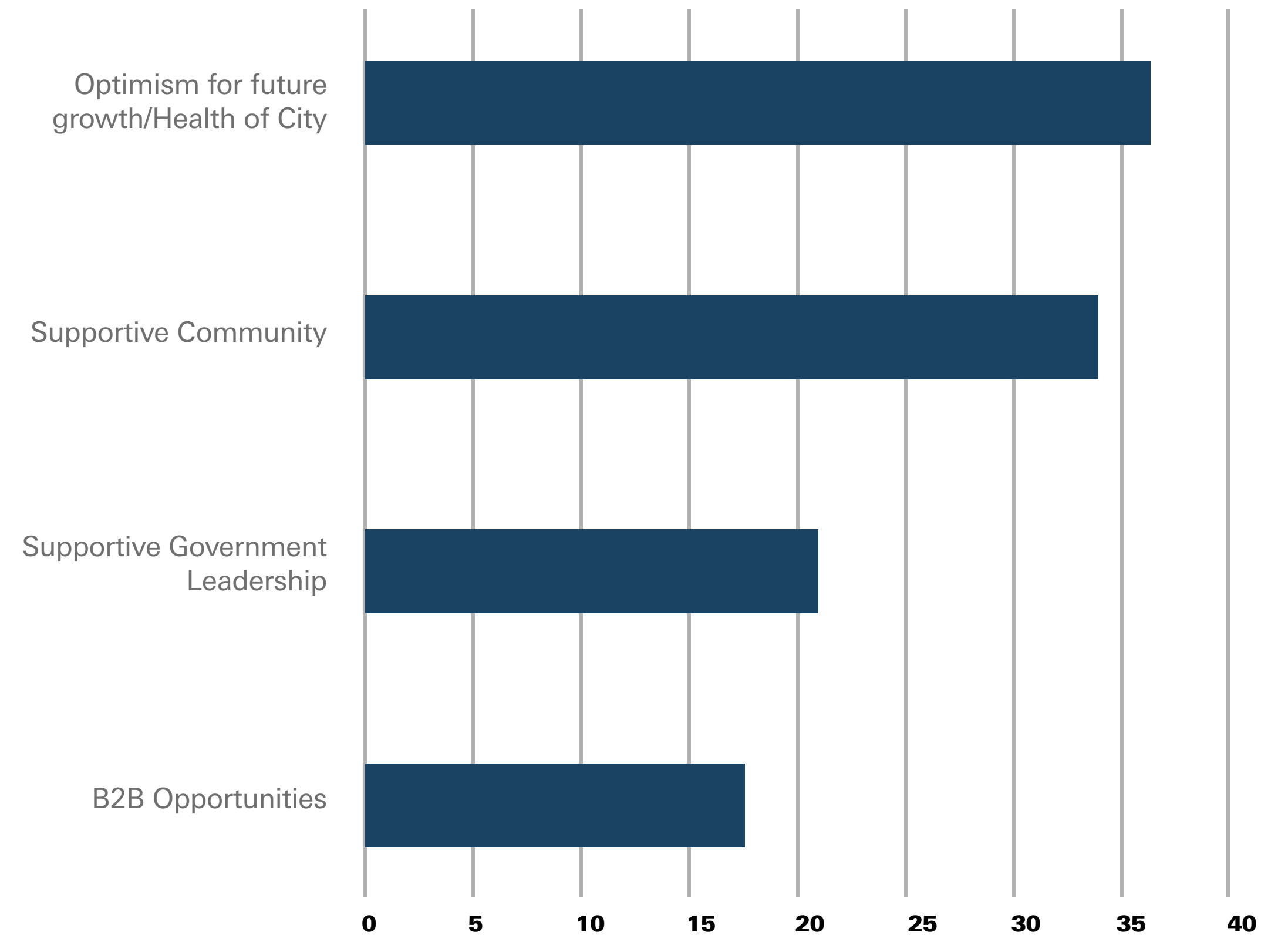
The City continues to take great pride in its robust Existing Business Visitation Program (EBVP), a cornerstone of efforts to support and grow the local economy. Exceeding its annual goal of 120 business visits, the City works closely with local executives to help retain and expand their companies—recognizing that most job growth comes from existing businesses. Through these visits, businesses consistently report little to no City-specific disadvantages and express strong satisfaction with how easy it is to open and operate in Manassas, particularly multi-location companies that can directly compare their experience across jurisdictions.

The latest EBVP results underscore Manassas’ competitive advantages, including responsive City services, meaningful connections and referrals, and a streamlined regulatory environment that helps businesses ramp up quickly. With over 1,500 businesses—most of them small and growing—this feedback provides valuable insight into the needs and experiences of the City’s core employers, across industries that closely align with Manassas’ largest economic sectors.



MANASSAS BUSINESS CLIMATE

WHAT STANDS OUT?





CUTTING THE RIBBON



Behind every new or expanding business in Manassas is months of coordination, problem-solving, and partnership. The City is proud to serve as a responsive and engaged partner—helping businesses navigate site selection, permitting, construction, and hiring—while recognizing that launching a new location can be a complex and demanding process. That effort culminates in one of the most rewarding moments for both the business and the City: the ribbon cutting.

Throughout the year, many ribbon cuttings marked the opening and expansion of businesses across Manassas, from new boutique retailers in Historic Downtown to major employers in aerospace, defense, and advanced manufacturing. These celebrations bring together City leaders, regional partners, and business teams to welcome new investments, introduce companies to the community, and recognize the confidence they place in Manassas as a place to grow and succeed.



BUSINESS AWARDS

2025 Manassas Business of the Year: Fillagreen

On February 27, 2025, the Prince William Chamber of Commerce hosted its Annual Business Awards Dinner at Foxchase Manor in Manassas, celebrating excellence, innovation, and community impact across the local business community. The City of Manassas presented its Business of the Year Award to Fillagreen, with eight additional Manassas-based companies earning top honors in various categories.

Founded by John and Beverly Hicks, Fillagreen is a low-waste refillery that began at the Manassas Farmers Market and quickly built a loyal following. Within a year of opening a storefront in Historic Downtown, the business expanded to Fredericksburg, establishing Manassas as its headquarters. Fillagreen's success reflects the City's strong entrepreneurial ecosystem and commitment to sustainability, collaboration, and community engagement.



CITY OF MANASSAS COMPANIES RECEIVED TOP HONORS FROM THE PRINCE WILLIAM CHAMBER



CHAMBER CORPORATE LEGACY AWARD:

Vanderpool, Frostick & Nishanian

Vanderpool, Frostick, and Nishanian, P.C. (VF&N) has provided trusted, value-driven legal services to businesses, local governments, and individuals in Manassas for more than 35 years. Known for its deep industry knowledge and client-focused approach, the firm emphasizes clear communication and practical solutions aligned with client goals. VF&N is deeply engaged in the community, supporting civic leadership, education, the arts, and access to justice, with active leadership in the Prince William Chamber and professional associations. Recognized with honors such as Leaders in the Law and Legal Elite, VF&N blends legal excellence with a pragmatic business perspective.



VANDERPOOL
FROSTICK &
NISHANIAN, P.C.

EMERGING BUSINESS OF THE YEAR:

American Drengkrav Krav Maga

American Drengkrav Krav Maga, owned by Joe and Sharon Fontenella and Bob and Cheryl Paiani, has quickly become a leader in martial arts training, serving nearly 300 students in under three years. Known for its highly trained, certified instructors, the studio focuses on building strength, confidence, and real-world self-defense skills. American Drengkrav has earned multiple Best of Prince William recognitions from InsideNoVa, including top honors for its chief instructor and youth programming. Deeply rooted in the community, the studio offers training for seniors, teens, and local law enforcement and actively participates in local events such as the Greater Manassas Christmas Parade.



AMERICAN DRENGKR
KRAV MAGA

IT BUSINESS OF THE YEAR:

STEM Solutions, LLC

STEM Solutions, founded by Brad Wilson, leverages innovative AI technology to help veterans transition into civilian careers by connecting security-cleared talent with high-demand roles in defense, cybersecurity, and software development. Inspired by Wilson's background in HR, the company focuses on aligning skills and culture to support long-term success. A Manassas native and Osbourn High School alumnus, Wilson remains deeply connected to the community and is partnering with Manassas City Public Schools Career & Technical Education programs to create future opportunities for local graduates as the company grows.



STEM
SOLUTIONS



LARGE BUSINESS OF THE YEAR:

Lockheed Martin

Lockheed Martin marked 50 years in Manassas in 2018 and today employs more than 1,000 people developing advanced sonar and undersea technologies for the U.S. Navy and its allies. In 2024, the company received a \$108 million contract to enhance undersea warfare systems, with the majority of work performed in Manassas. Beyond its economic impact, Lockheed Martin is a strong supporter of STEM education, partnering with Northern Virginia Community College on emerging technology programs and funding scholarships to expand access for students from underserved communities.



MID-SIZED BUSINESS OF THE YEAR:

Whitlock Wealth

Whitlock Wealth, led by Bennett and Gayle Whitlock, has served the Manassas community for more than 30 years, growing into a trusted national financial firm while remaining deeply rooted locally. Their co-purchase and revitalization of the Hynson Building in Historic Downtown Manassas helped anchor CenterFuse, a collaborative workspace that supports local entrepreneurs and hosts GEMS of Prince William (formerly One Million Cups), drawing upwards of 75 founders each week. Beyond business, Bennett and Gayle are active civic leaders and philanthropists, supporting organizations across education, arts, healthcare, and nonprofit services—strengthening the fabric of the Manassas community.



SMALL BUSINESS OF THE YEAR:

Loveless Porter Architects

Loveless Porter Architects, led by Sean Porter, is a Manassas-based firm recognized across the Mid-Atlantic for delivering high-quality architectural and engineering services for medical, educational, and commercial projects. Known for navigating complex regulations while delivering projects on time and within budget, the firm emphasizes ethical practices and sustainable design. Sean Porter is deeply engaged in the Manassas community, having served on numerous City and nonprofit boards. Through strategic use of Façade and Landscape Improvement Grants and projects such as the restoration of The Meredith House, the firm has helped enhance the City's built environment while thoughtfully blending historic preservation with modern use.



CHARLES J. COLGAN VISIONARY AWARD:

Steve Danziger, BAE Systems

Steve Danziger, the Manassas site executive for BAE Systems, was honored with the Charles J. Colgan Visionary Award by the Prince William of Commerce for his exceptional contributions to the community. Since joining BAE in 2004, he has focused on enhancing employee morale and ensuring a safe workplace. Danziger has also played a vital role in community relations and served as the Director of Quality for Space Systems since 2010. A graduate of Queens College and Penn State University, he has held various leadership positions on boards and councils, significantly impacting the local environment, health, and education systems through his volunteer efforts.

BAE SYSTEMS
INSPIRED WORK

AGNES L. COLGAN COMMUNITY SERVICE AWARD FOR ARTS & EDUCATION:

Hylton Performing Arts Center

The Hylton Performing Arts Center, a key partner to the City of Manassas, is a premier venue dedicated to showcasing the best arts programs the region has to offer. Opened in 2010, it features a 1,200-seat main theater, a 250-seat studio theater, and various rehearsal spaces, providing a platform for a variety of performances, including music, dance, and theater. The center regularly hosts the Manassas Ballet Company, the largest professional ballet company in Northern Virginia. The Hylton also serves as a community hub, offering educational programs and outreach initiatives that engage residents of all ages, and is a vital contributor to the arts and culture in Manassas and the greater region.

**HYLTON PERFORMING
ARTSCENTER**



MANASSAS IS HOME TO BUSINESSES THAT
CONSISTENTLY RAISE THE BAR, AND WE ARE
PROUD TO RECOGNIZE THOSE WHOSE LEADERSHIP,
INNOVATION, AND COMMITMENT STRENGTHEN OUR
ENTIRE COMMUNITY.

CITY MANAGER STEVE BURKE

IMPROVING VACANT PROPERTY & COMMERCIAL CORRIDORS

Serving as a major economic center for Northern Virginia, the City of Manassas continues to attract strong interest in commercial projects, with recent examples including multiple new flex warehouse buildings in addition to the featured build-outs. Given the City's small footprint, sustained demand has left very few greenfield parcels available for new construction. Accordingly, the Department prioritizes revitalization of aging sites, focusing significant resources on reinvestment in underused properties and the modernization of key commercial corridors throughout the community and surrounding business districts.

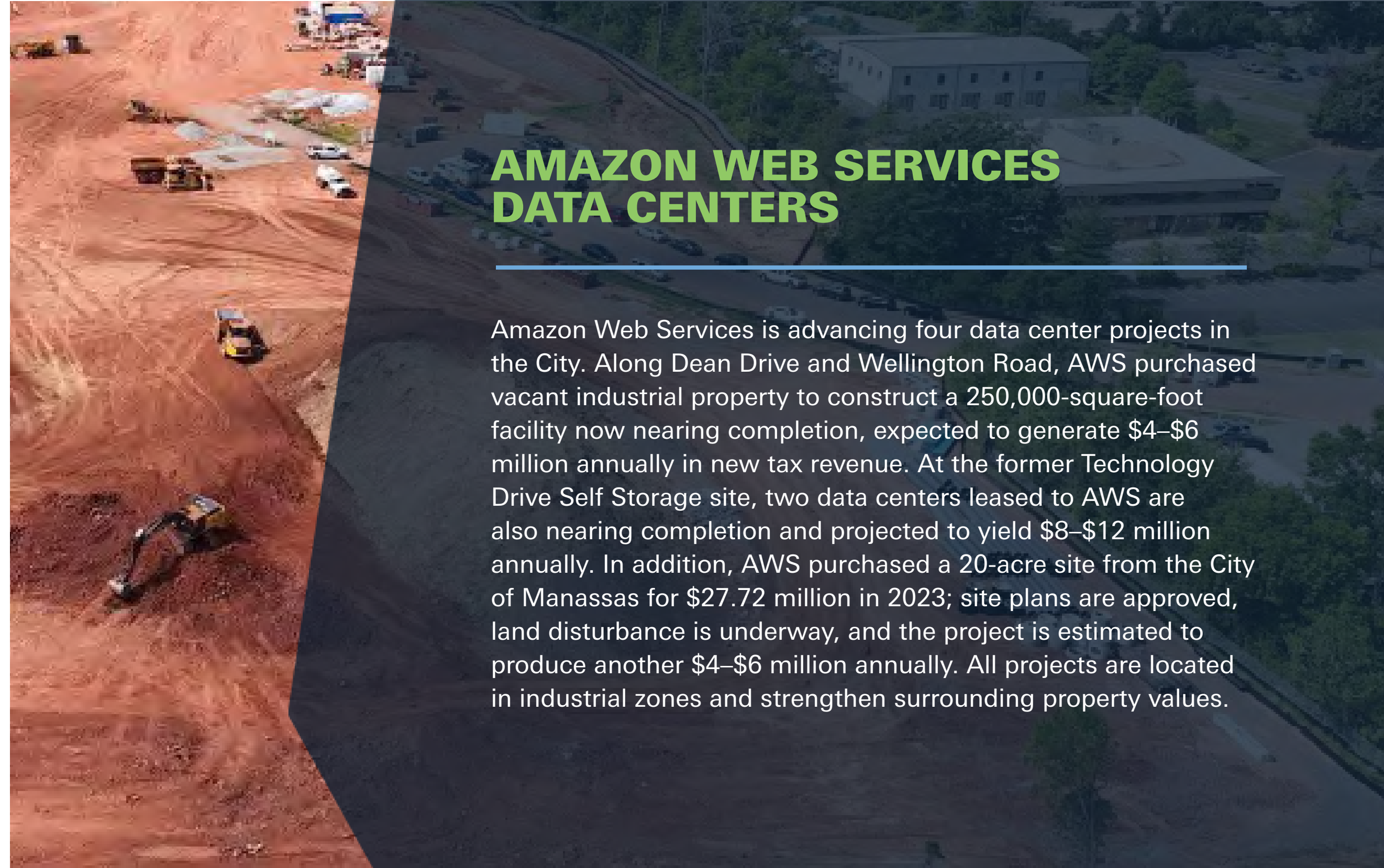
THE LANDING AT CANNON BRANCH

One of the City's most significant projects, the 40-acre, \$250 million Landing at Cannon Branch has transformed a once-vacant corridor near the Airport and Historic Downtown. It includes 274 townhomes, a 10,000-square-foot commercial center, and the 98-room Tru by Hilton (ranked #6 nationally). Proposed additions include a 107-room Home2 Suites (\$20 million, 50+ jobs) and a \$35 million workforce housing project. In total, the project brings over \$1.9 million in new real estate taxes and \$500K new lodging taxes annually.



AMAZON WEB SERVICES DATA CENTERS

Amazon Web Services is advancing four data center projects in the City. Along Dean Drive and Wellington Road, AWS purchased vacant industrial property to construct a 250,000-square-foot facility now nearing completion, expected to generate \$4–\$6 million annually in new tax revenue. At the former Technology Drive Self Storage site, two data centers leased to AWS are also nearing completion and projected to yield \$8–\$12 million annually. In addition, AWS purchased a 20-acre site from the City of Manassas for \$27.72 million in 2023; site plans are approved, land disturbance is underway, and the project is estimated to produce another \$4–\$6 million annually. All projects are located in industrial zones and strengthen surrounding property values.



HISTORIC DOWNTOWN ACQUISITION AND REDEVELOPMENT

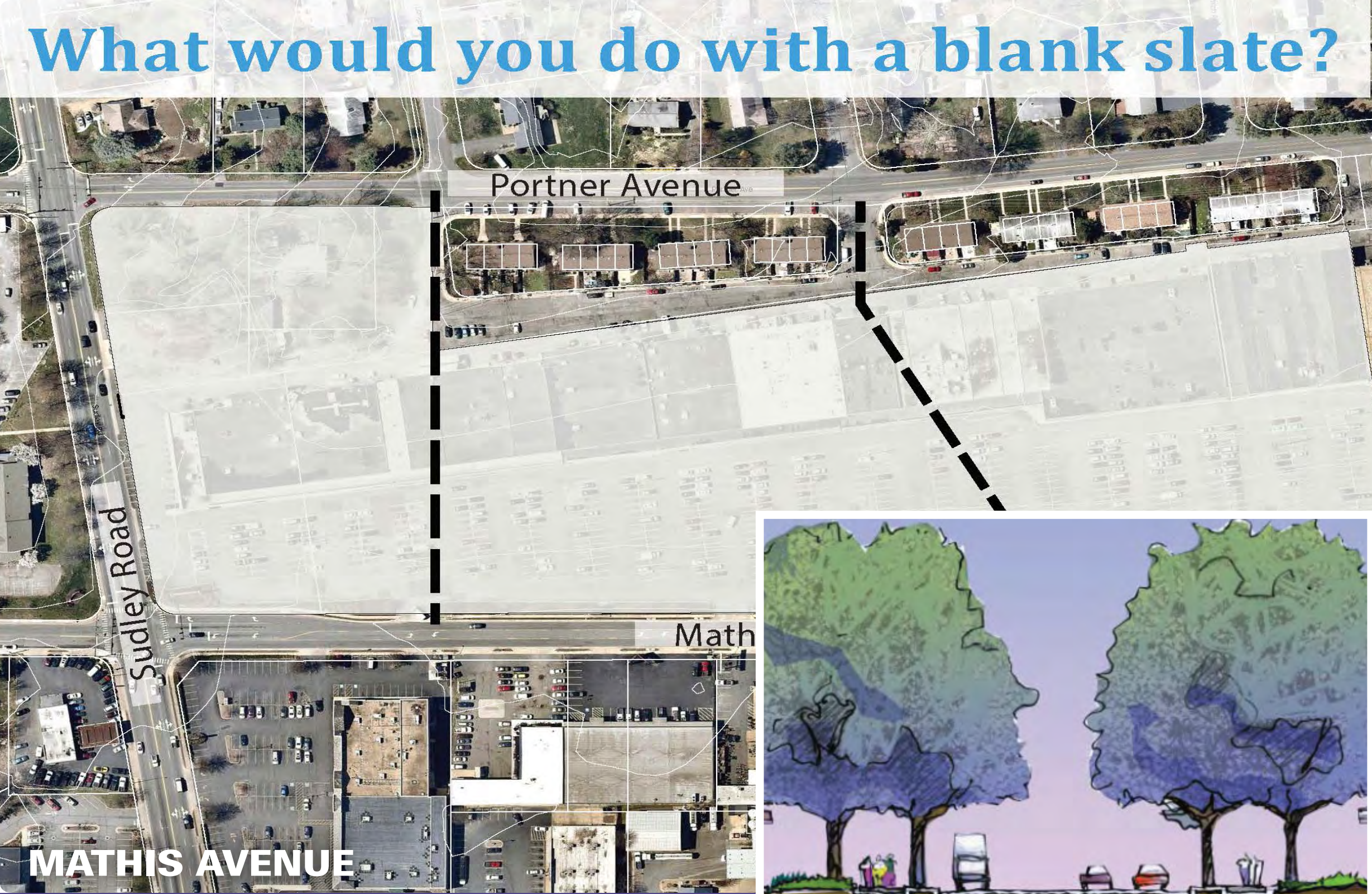
In 2023, the City of Manassas purchased the former Olde Towne Inn in Historic Downtown for \$5.75 million, securing a long-identified redevelopment site spanning an entire downtown block. The aging motel—originally built in the 1960s—was demolished later that year, and the property was temporarily converted to public parking to support nearby businesses. In September 2025, the City expanded the opportunity by acquiring the adjacent Manassas Ice and Fuel Company (MIFCO) property. On October 22, the City accepted an unsolicited proposal from MLG Development under the Public-Private Education and Infrastructure Act of Virginia for a mixed-use project with apartments, a boutique hotel, retail, and structured parking. With no competing submissions received, the proposal has advanced into the Detailed Stage of review.



What would you do with a blank slate?



GRANT AVENUE



MATHIS AVENUE



GRANT AVENUE

In 2025 the City completed a \$14 million streetscape transformation along Grant Avenue from Lee Avenue to Wellington Road, creating a welcoming gateway into Historic Downtown Manassas. Improvements include a landscaped median, enhanced lighting, pedestrian upgrades, and the City’s first roundabout. The investment helped catalyze Van Metre Homes’ Ashberry community, replacing blighted housing with 247 new homes within walking distance of downtown and the VRE station. Sales began in 2025 with prices ranging from \$450K–\$750K, and the developer contributed \$600,000 toward the Grant Avenue project.

SUDLEY ROAD

The Sudley Road Third Lane project reached substantial completion in 2025, adding a third northbound lane between Grant Avenue and Godwin Drive. The project includes resurfacing, intersection improvements, sidewalks, curb and gutter, and signalized pedestrian crossings at Grant Avenue, Stonewall Road, Rolling Road, and Godwin Drive. The upgrades improve safety and reduce congestion along this high-traffic corridor while supporting nearby economic development, including the City’s first Wawa near UVA Prince William Hospital and a planned Chipotle in-fill development at Canterbury Village.

MATHIS AVENUE

In November 2024, the Economic Development Authority of the City of Manassas purchased the Manassas Shopping Center at 9018 Mathis Avenue to catalyze long-planned redevelopment along the Mathis Avenue corridor. In September 2025, the EDA expanded the effort by acquiring the Salhi and Portner parcels. The initiative includes a streetscape project spanning approximately 0.6 miles, with final design nearing completion. The 140,000-square-foot shopping center sits on 13.5 acres and currently generates about \$1 million annually in lease revenue while revitalization planning advances.



BEFORE



AFTER

FAÇADE & LANDSCAPE GRANTS

To support reinvestment and strengthen the visual appeal of the City’s commercial corridors, the Department partners with private property owners through the Façade Improvement Grant (FIG) and Landscape Improvement Grant (LIG) programs. These reimbursement-based grants cover up to 33% of the cost of eligible exterior renovations and repairs, creating an incentive to rehabilitate commercial properties, attract private investment, and support small business retention. The Landscape Improvement Grant specifically assists owners in enhancing permanent landscaping and site conditions.

Since launching in 2017, the FIG/LIG program has become a cornerstone of the Department’s work to revitalize Historic Downtown and commercial areas citywide. In 2025 alone, 7 projects received nearly \$106,500 in awards, leveraging more than \$398,000 in matching private investment. Overall, the \$763,000 awarded since the program’s inception has generated \$6.3 million in private investment—an approximate ten-to-one return for the City’s commercial corridors.

\$763,000 Awarded since the program’s inception

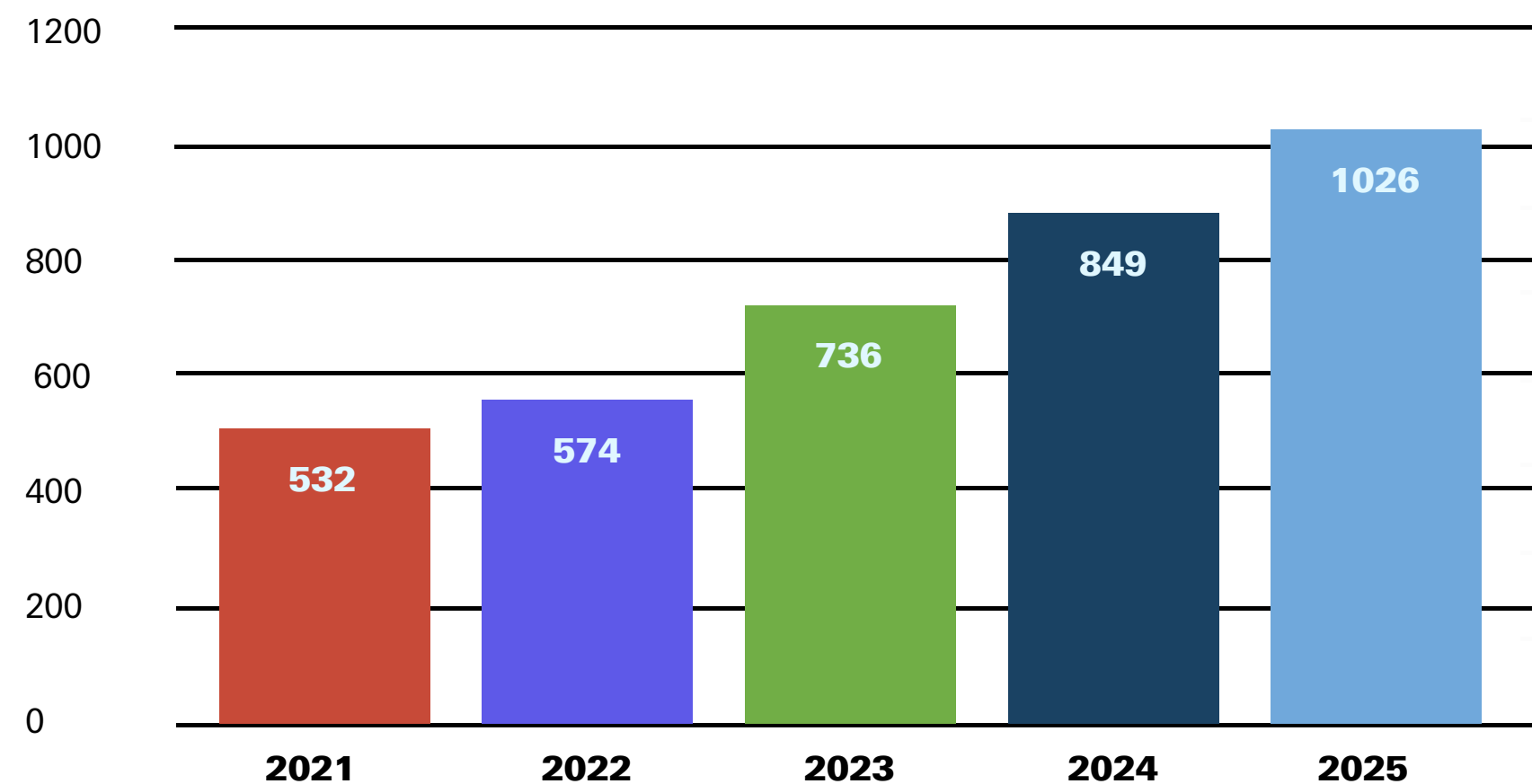
\$6.3 million in private investment

ten-to-one return for the City’s commercial corridors.



TOURISM & VISITOR ACTIVITY

POSITIVE PRESS ARTICLES: 2021-2025



Historic Downtown Manassas continues to anchor the City's growing reputation as a regional destination for events, culture, and entertainment. Signature experiences—from the high-energy First Fridays series to the City's Independence Day festivities—drew exceptional crowds this year, with February's First Friday SOUPer Bowl and July's Celebrate America 4th of July event achieving record attendance. The award-winning Farmers' Market and an active festival lineup remained strong attractions, complemented by the renovated Manassas Museum and the updated Visitor's Center in the historic train depot. Throughout 2025, residents and visitors alike gathered in

record numbers to enjoy community events, live performances, and the City's expanding dining and retail scene.

Updated data from the Virginia Tourism Corporation reflected this sustained activity, showing a notable rise in visitor spending locally. The report estimates that visitors spent \$63.8 million in the City, supporting more than 535 local jobs with a combined payroll of \$17.6 million and producing over \$3.1 million in local tax revenue in 2024. Advancing tourism remains a strategic priority as additional investments and redevelopment efforts in Historic Downtown continue to move forward.



VISIT MANASSAS

To better showcase the City's experiences and attractions, the Department launched VisitManassas.org in 2022 as a centralized hub for tourism information, highlighting dining, shopping, history, and events. The site features an up-to-date calendar and direct connections to local venues and businesses. Supporting this effort, the Department also produces The Modern Beat, a monthly e-newsletter focused on tourism and history. The website now averages more than 28,000 visits each month, while the newsletter maintains a 40% open rate.

32K

User Traffic to VisitManassas.org

40%

The Modern Beat Newsletter Open Rate

1026

Positive Media Articles Published in 2024

4K

Increase of Website Monthly Visits

MARKETING & OUTREACH

The Department of Economic Development leads a comprehensive marketing program to strengthen the City's reputation as a premier location for businesses and families. Through partnerships, social media, advertising, newsletters, earned media, and targeted outreach, the City's advantages as a place to live, work, invest, and enjoy community life are actively promoted.

In 2025, the Department continued advancing major initiatives including Grow Manassas, the GRADUATE! program, HEART BEAT Gift Cards supporting local spending, business grants, workforce opportunities, and City events. Momentum also continued around the regional Innovation District anchored by the George Mason University SciTech Campus, where collaboration among industry, academia, and government is accelerating research commercialization, startup growth, and workforce pipelines in fields such as cybersecurity, aerospace, and advanced manufacturing.

Entrepreneurial support remained a central focus. 1 Million Cups Prince William transitioned into the GEMS Entrepreneur Resource Group, continuing its mission of equipping entrepreneurs through weekly gatherings at CenterFuse. Approaching its 10-year anniversary in 2027, CenterFuse has become the region's hub for entrepreneurship, hosting regular coaching sessions led by George Siragusa of the Mason Small Business Development Center to help local businesses launch and grow.



33
PARTICIPATING BUSINESS

413
GIFT CARDS

\$25,942
IN TOTAL GIFTS

GROW MANASSAS

In 2023, the City of Manassas and Northern Virginia Community College (NOVA) launched Grow Manassas to strengthen career readiness and workforce development for residents. The program provides free technical training, industry certifications, and college coursework through NOVA's Workforce, FastForward, and Applied Technology programs, removing cost as a barrier while connecting residents to high-demand regional careers. Since its launch, the Tuition Assistance Fund has supported 189 residents with more than \$253,665 in applied funding, enabling participants to earn credentials aligned with Northern Virginia's fastest-growing industries.

Grow Manassas continues to deliver measurable results for residents and employers alike. In Fiscal Year 2024–25, the program supported 68 students with \$106,172 in tuition assistance across workforce and academic pathways, while generating more than 337 applications and inquiries—bringing total interest since inception to over 1,170. Participants completed 154 workforce enrollments with an 81% course completion rate, earning credentials in IT, healthcare, skilled trades, and business fields. As communities nationwide seek solutions to workforce shortages and rising education costs, Grow Manassas stands out as a scalable, results-driven model that expands opportunity and supports the City's high-wage job base.



***FASTFORWARD TUITION IS 1/3 OF THE FULL TUITION; BY UTILIZING FASTFORWARD FUNDING THE CITY SAVED \$89,294 IN FY25 COMPARED TO PAYING THE FULL TUITION.**



1,171
Applicants
Screened

922
Residents
Eligible

189
Residents
Enrolled

125
Course
Completions

60
Credentials
Earned



Graduate
Do it for you. Do it for them.

296
Started Training

346
Residents Enrolled

242
Completed the Program

THE GRADUATE! PROGRAM

Manassas is committed to ensuring every resident has a pathway to success. To expand economic opportunity and upward mobility, the Department launched the GRADUATE! program in 2021 in both English and Spanish, providing residents with the chance to earn their GED and advance their careers.

The City's GRADUATE! program covers the full cost of materials, instruction, and testing for participating residents, with self-paced options that allow individuals to begin on their own timeline. Participants who successfully complete the program and earn their GED also receive a \$250 HEART BEAT gift card to use at Manassas retailers of their choice.

After completing the program, DP said it has shown her that she is “capable of anything and [it has] empowered me to do anything I can put my mind to.” Now that she has obtained her GED, DP will pursue her career goal to become a permanent Teacher’s Aide for special needs children and continue to strengthen her English skills.



2.1m
IMPRESIONS



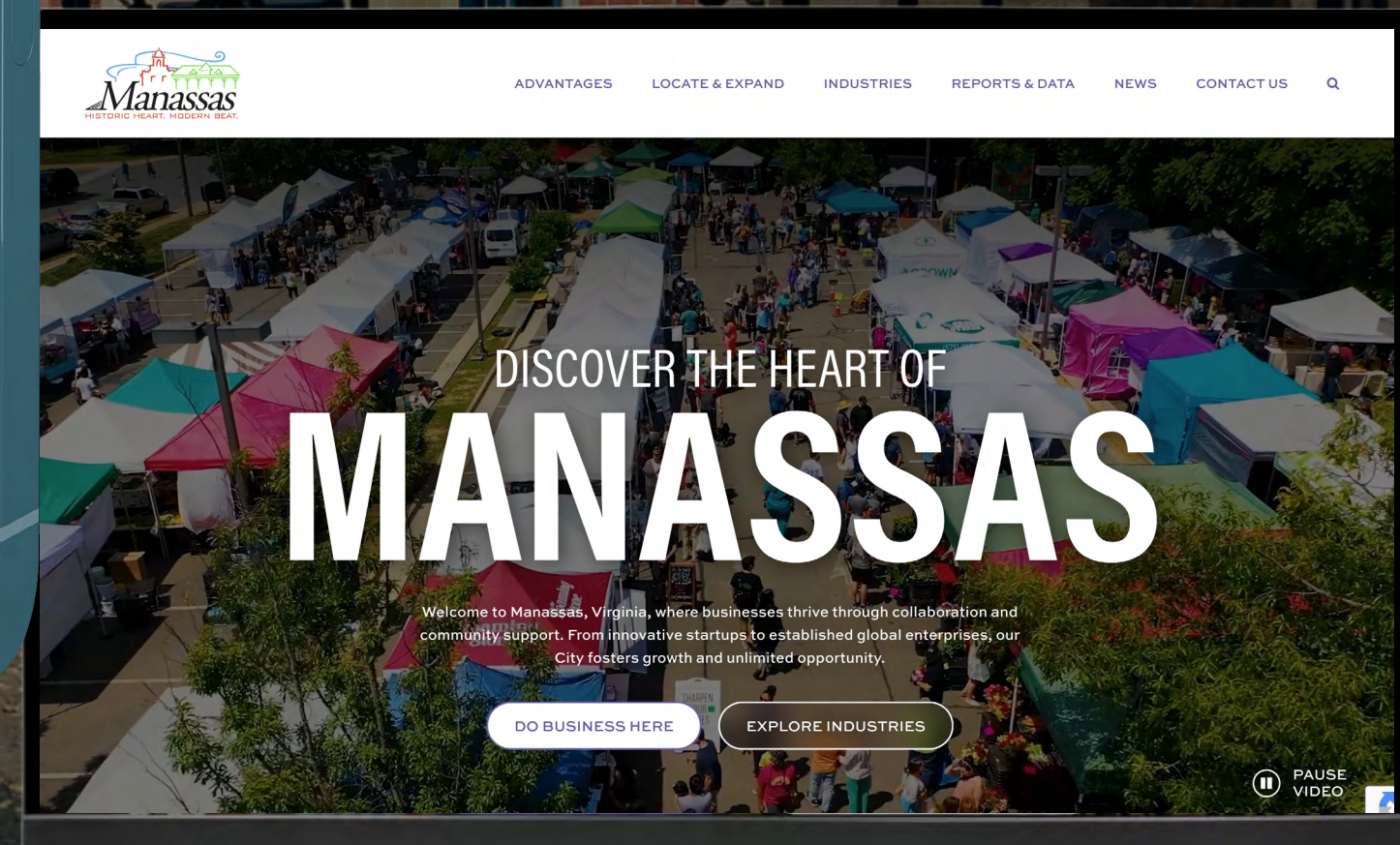
125K+
ENGAGEMENTS



SOCIAL MEDIA OUTREACH

In 2025, the Department expanded its reach through a strong communications and marketing program connecting businesses, site selectors, and partners to Manassas. Facebook and LinkedIn generated more than **2.1 million impressions** and **125,000+ engagements**, with both platforms continuing to outperform peer economic development organizations across Northern Virginia.

A major milestone was the relaunch of the **Choose Manassas** website, creating a modern, data-rich hub that makes it easier to explore real estate, workforce programs, industry data, and quality-of-life assets. The **Business Beat** e-newsletter also continued to grow, reaching **5,739 subscribers**, driving **7,792 clicks**, and achieving a **48% open rate**, well above industry benchmarks.





DOWNTOWN ACTIVITY

Historic Downtown Manassas closed out 2025 with a commercial market that remained strong. Overall vacancy stayed exceptionally low, and demand for both office and retail space signaled continued confidence in Downtown.

The office sector ended the year at 98.1% occupancy, with average rents rising to \$27.34 per square foot, supported by walkability, dining, services, and transit access. Retail performance was similarly strong, reaching 99.4% occupancy with average rents of \$27.76 per square foot. In a district with limited inventory, small changes in square footage can shift reported data, but the broader trend reflects sustained demand.

New businesses included locally driven entrepreneurs such as Suhweets Bakery and Archive Photography Studio, alongside office additions like NextHome and

Merino Law Group, while existing businesses continued reinvesting. A September ribbon cutting at Commonwealth Senior Living marked renovations supported in part by the City's Façade and Landscape Improvement Grants, enhancing safety, accessibility, and Downtown's residential base.

Peer-driven collaboration remains a defining strength, with Historic Manassas Inc., the City, and networks like GEMS at CenterFuse supporting entrepreneurs. Signature events—including First Fridays, February's SOUPer Bowl, and July's Celebrate America—drew record crowds, reinforcing Downtown as a vibrant community hub entering 2026.

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

COMMERCIAL MARKET

The City of Manassas commercial real estate market remained strong throughout 2025, maintaining low vacancy rates, growing rents, and continued investor interest. Overall vacancy stayed well below regional averages, ending the year at 4.0%—a resilient performance despite broader market shifts—and average asking rents climbed to \$22.90/sf by year’s end. Sales prices and leasing activity reflected sustained confidence in Manassas as a business destination.

OFFICE SPOTLIGHT

The office market closed the year with exceptionally low vacancy at 2.0% and rents rising to \$27.12/sf, reflecting strong demand and limited supply. New tenants across professional services and healthcare sectors—such as Joya Family & Lifestyle Medicine, Cascade Insurance Group, and Merino Law Office—reinforced Manassas’ appeal for owner-occupied and small-to-mid-sized office users.



Q4 OFFICE HIGHLIGHTS



Inventory
2.2Msqft



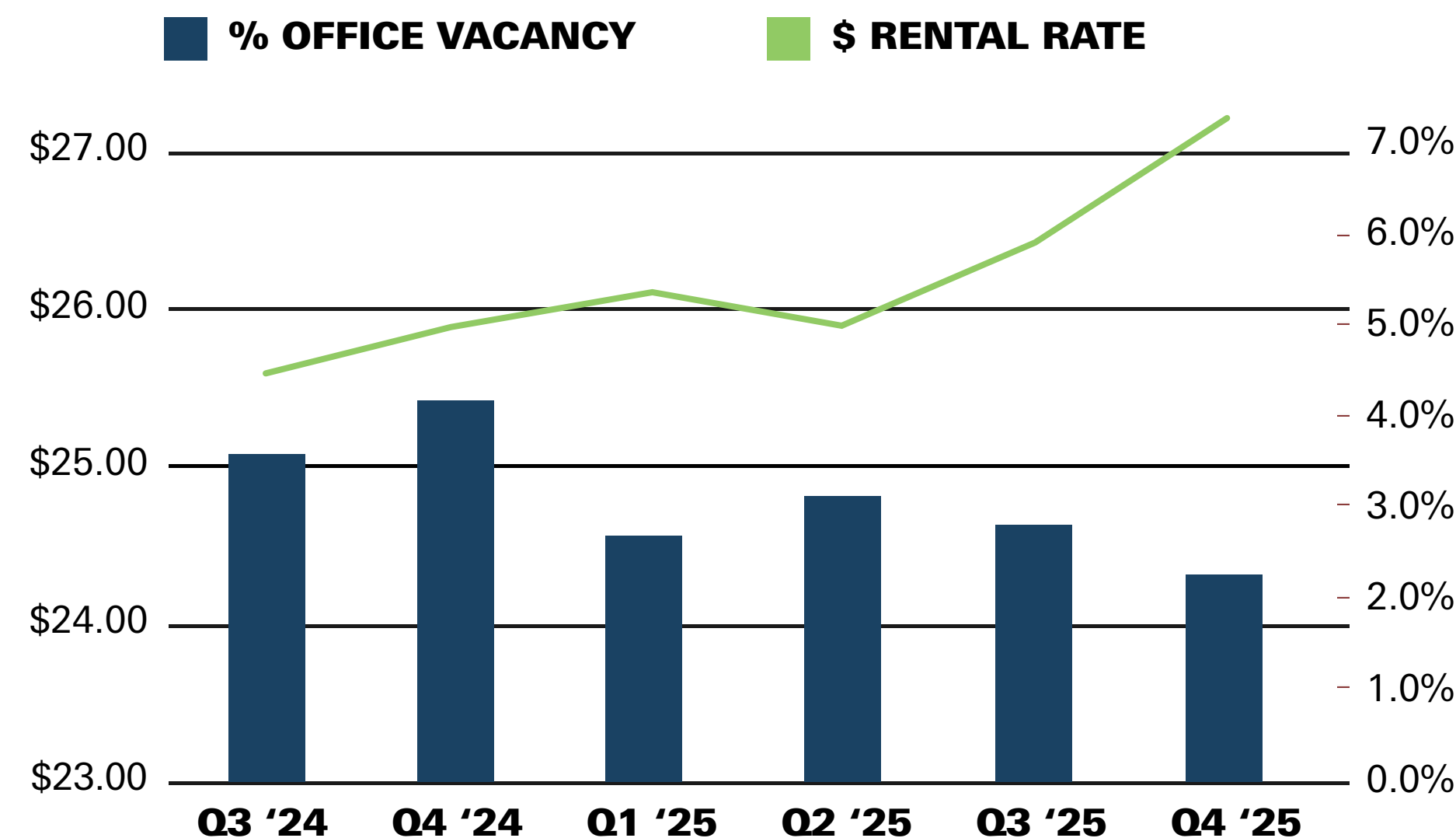
Average Office Rent
\$27.12sqft



Average Sales Price
\$160sqft



Vacancy Rate
2.0%



INDUSTRIAL & FLEX

The industrial and flex sector continued to attract demand, with flex vacancy remaining tight at 1.55% and rents reaching a new high of \$18.49/sf. While industrial vacancy rose due to a single large available building, limited inventory underscores underlying demand. Notable activity included the opening of General Dynamics Mission Systems' state-of-the-art Maritime Systems Center of Excellence and CoAspire's new facility, bringing high-wage jobs to the market, and continued construction on AWS data centers that signal ongoing interest in logistics and tech-conducive space.

Q4 INDUSTRIAL HIGHLIGHTS



Inventory
2.4M SQFT



Average Rent
\$16.98 SQFT



Average Sales Price
\$250 SQFT



Vacancy Rate
10.4%

Q4 FLEX HIGHLIGHTS



Inventory
2.7M SQFT



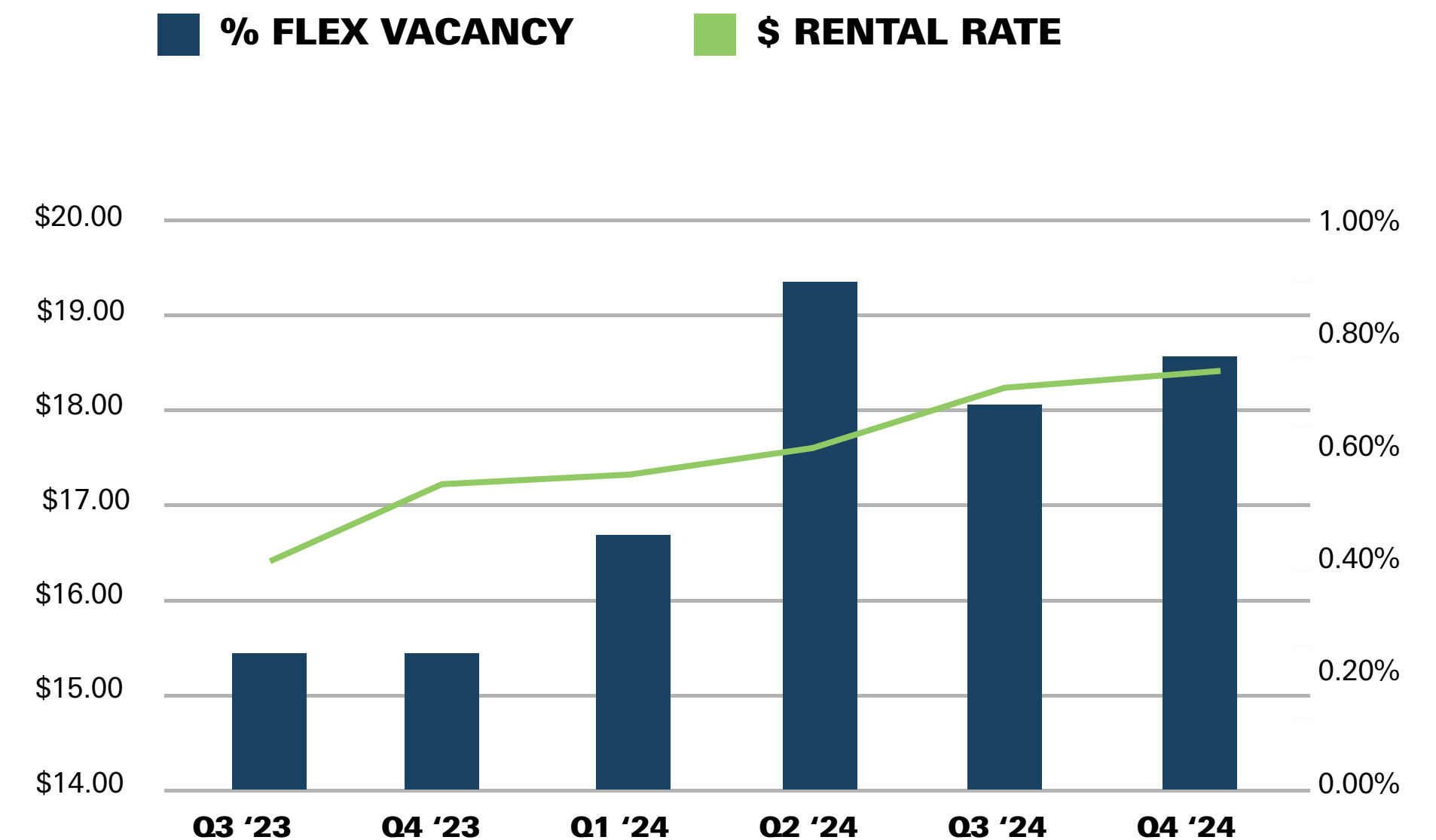
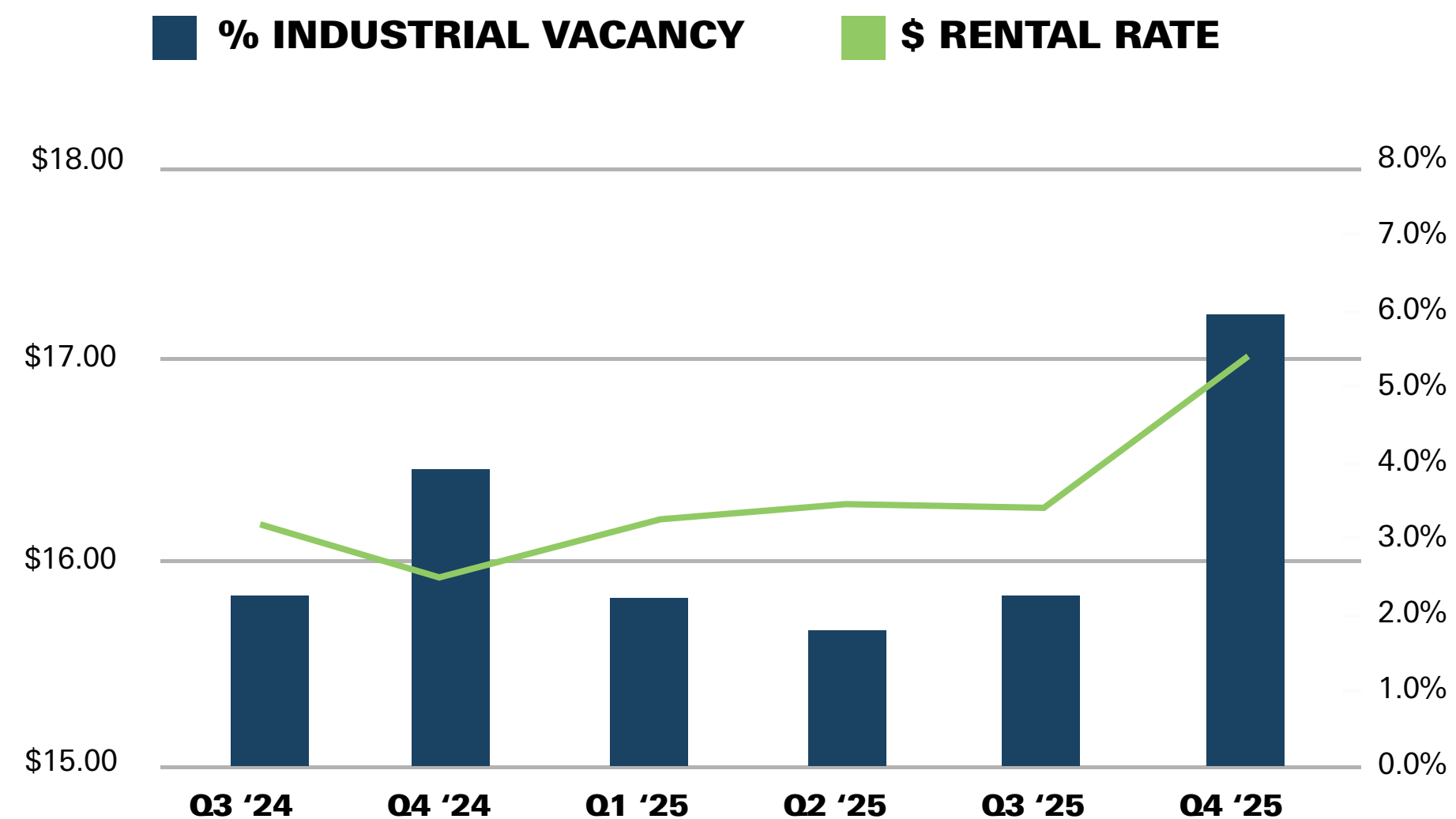
Average Rent
\$18.49 SQFT



Average Sales Price
\$223 SQFT



Vacancy Rate
1.55%



RETAIL MARKET

Manassas' retail market posted solid leasing results, with **vacancy declining to 2.3%** and rents increasing to \$29.15/sf. New infill development and strong corridor momentum supported this performance, including openings like Panera Café and announcements for new anchors such as Chipotle, Wonder, Grocery Outlet, and Flame Japanese Hibachi. **Healthy downtown foot traffic—supported by First Friday events and nearby residential growth**—further bolstered retail vitality.



Q4 RETAIL HIGHLIGHTS



Inventory
2.7M SQFT



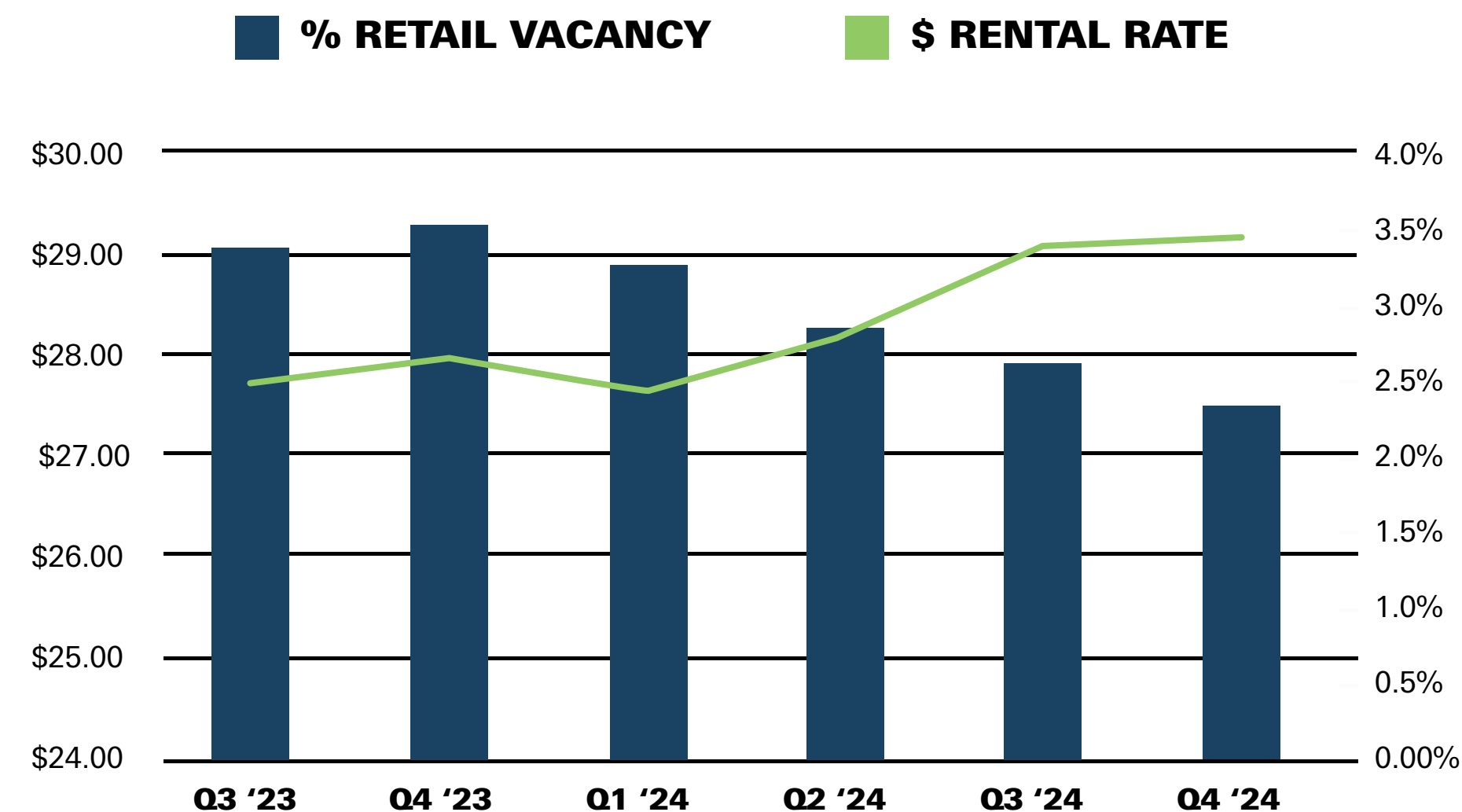
Average Rent
\$29.15 SQFT



Average Sales Price
\$305 SQFT

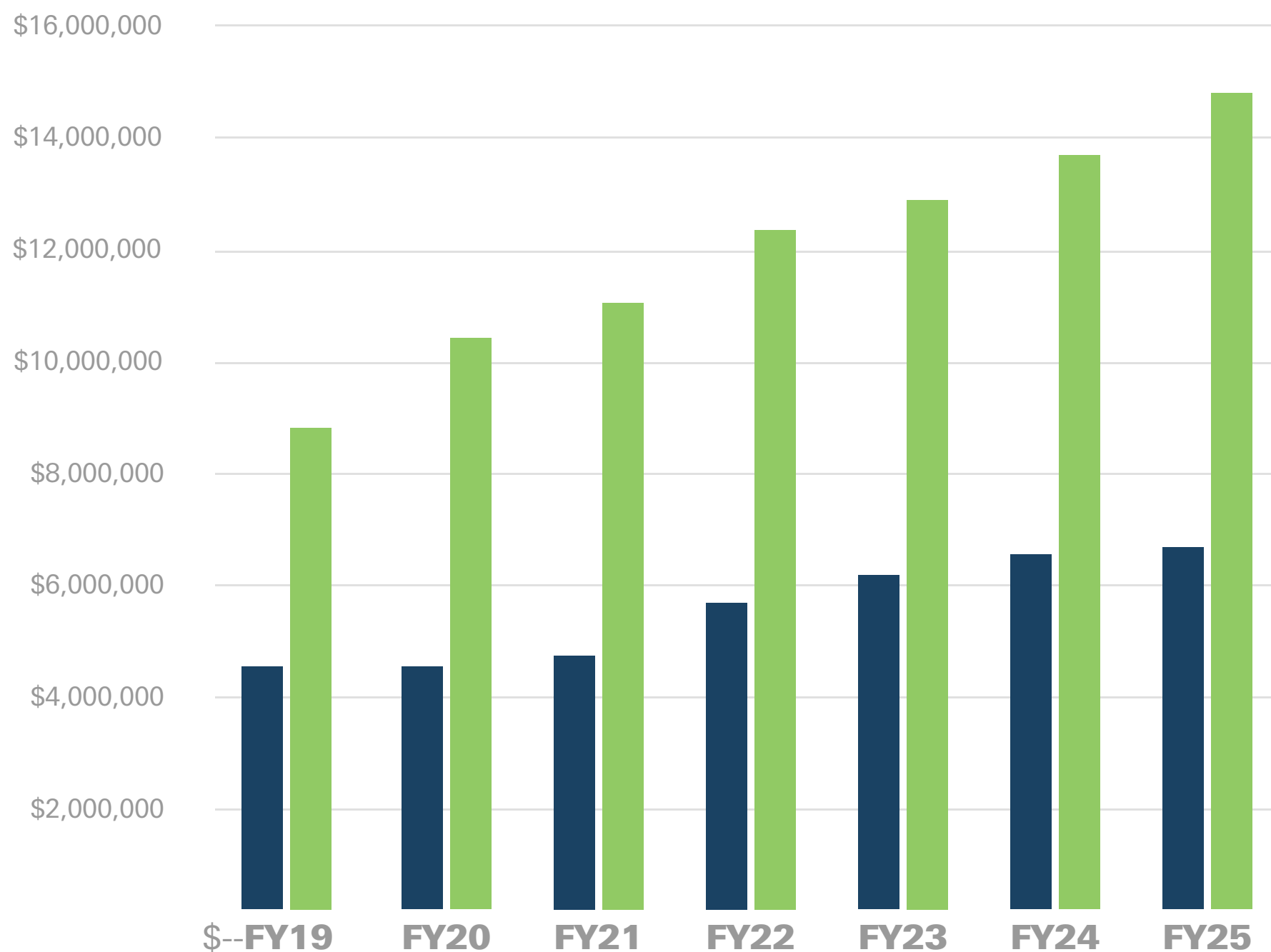


Vacancy Rate
2.3%



MEALS AND SALES TAX

As a regional destination for shopping and dining, the City continues to **attract strong consumer spending** driven by its mix of distinctive retailers and diverse restaurant offerings. Meals and sales tax revenues—key indicators of retail and dining activity—reached record levels in 2025. Meals tax maintained steady growth, totaling **\$6,430,583 in fiscal year 2025 (a 2.9% increase)**. Sales tax collections also surged, climbing more than **14.4% to \$14,790,477** and further strengthening the City’s balanced and resilient revenue base.



MEALS TAX

SALES TAX



NEW DEVELOPMENTS



ASHBERRY

13 single-family homes, 108 townhomes, 126 multi-family back-to-back units



COMMONWEALTH SENIOR LIVING

Interior and exterior renovations

16 additional rooms in phase 2. Site plan conditionally approved.



KINGS LANDING

28 townhomes



Total assessed residential property value
\$4,951,412,200



Avg home value increase
5.5%
To \$449,900 (2024 ACS stat)

RESIDENTIAL UPDATE

The City of Manassas continues to be a destination of choice for businesses and families alike. The Department supports the City's goal of expanding quality, attainable housing and increasing residential density by marketing to prospective residents, recruiting high-wage jobs, and facilitating development partnerships.

Residential growth remained steady in 2025, with new projects advancing and reinvestment in existing communities. The Ashberry development—nearing completion with sales underway—represents the largest downtown residential project in the City's history, delivering 13 single-family homes, 108 townhomes, and 126 multifamily units. Additional activity included the 28-townhome Kings Landing project and substantial renovations at Commonwealth Senior Living, with plans for 16 more rooms.



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 or call 703.257.8881.



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