



April 29, 2021



BUSINESS SPOTLIGHT



Foster's Grille...2.0. Sometimes the sequel *is* better.

After almost twenty years serving its famous charbroiled burgers and thick hand-scooped milkshakes in Historic Downtown, Foster's has undergone a major

makeover. The remodeled restaurant now features an expanded kitchen, updated décor, renovated bathrooms and a new bar.

Company President Mike Cerny knew the \$160,000 upgrade was needed to improve the dining experience and attract more customers, a strategy that worked well for one of his other locations which has experienced a 20 percent increase in sales after renovation. The Manassas Economic Development Authority approved a \$10,000 grant from its Economic Opportunity Fund to support this capital investment, which will also create several new jobs.

Foster's is a family-friendly restaurant with deep ties to the community having supported numerous organizations, schools and fundraisers over the years. We are thrilled that Foster's continues to reinvest here in Manassas, creating new jobs, additional tax revenues and most importantly significantly contributing to our unique sense of place. A grand re-opening will be announced soon so please make sure to follow Foster's Manassas on [Facebook](#) for details.

PARTNER SPOTLIGHT

Heart Beat Gift Card

By now, hopefully you have heard about the City's newest endeavor to support local businesses and promote tourism: a new electronic gift card program, the **HEART BEAT Gift Card**.



The platform is called Yiftee! and our card is unique because it behaves like a regular Mastercard gift card, but can only be used at participating merchants. This allows for the program to be specifically targeted to supporting Manassas businesses. Companies can buy the gift card for employee rewards or to use as prizes for drawings at events and individuals can buy them for friends and family. When gifted the card appears on the recipient's phone almost instantaneously, and when it is used, the value decreases automatically and is clearly displayed. There are no apps or downloads required.

Participating in this program means supporting the "heart" of what makes our community unique. The purchase of a **HEART BEAT Gift Card** creates a pool of cash that local businesses in the City of Manassas can rely on. The fee-free cards only work at participating merchants, i.e. those who opt-in.

Businesses interested in becoming a participating merchant or companies that would like to offer a **HEART BEAT Gift Card** as rewards to staff or for customer appreciation should check out our online portal here to learn more and join early adopters like Shining Sol, Popcorn Monkey, and Sinistral Brewing Company.

It's not too late to be an early adopter yourself and here's how:

- Sign up your business to accept the **HEART BEAT Gift Card**.
- Begin using the **HEART BEAT Gift Card** for company rewards programs.
- Send a **HEART BEAT Gift Card** to a friend or associate (they make great teacher's and coach's gifts!).

PROPERTY SPOTLIGHT



9351 East Street

Imagine your brewery or restaurant in this fabulous new build in Historic Downtown located at the intersection of East Street and Quarry Street. With over 7,800 square feet, the two-story space is designed to include a large outdoor patio, rooftop dining with panoramic views of the City and a glass atrium view down to the bar area. Indoor space has also been dedicated for brewery operation and distribution.

This project is a new build and currently working through the City's permitting process, but the owner is actively seeking potential tenants. If that's you, or a friend, reach out soon! We expect this will be a highly sought-after location.

[View Flyer](#)

Who We Are

Here, at the Department of Economic Development, our team is driven by a commitment to help businesses like yours thrive and grow. Please consider us as your personal concierge for any business-related needs. From permitting and licensing assistance, to access to capital or finding solutions to workforce demands, we are here for you.

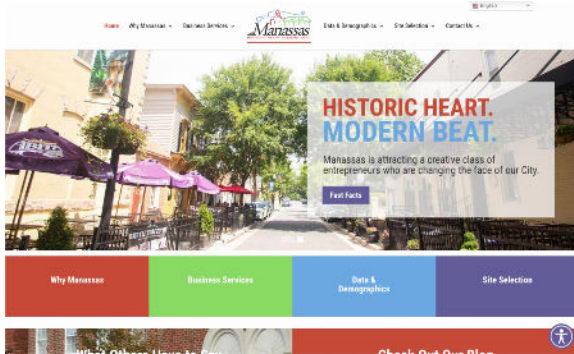
We understand that location is one of the most significant factors in whether a business succeeds and we thank you for choosing Manassas.

We also encourage your feedback. Please share ideas and information directly with us about anything that would be helpful to our local businesses. Also, don't forget to follow us on [Facebook](#) and [Instagram](#) for updates on Manassas happenings.



[Contact Us](#)

Resources



[ChooseManassas.org](#)

Learn more about business climate here in Manassas, access our annual report, read our blog and more!

[Learn More](#)



[VisitManassas.org](#)

All you need to know about the City's unparalleled dining options, one-of-a-kind shops and can't miss festivals and events can be found here.

[Learn More](#)



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