



BUSINESS BEAT

Economic Development News



June 20, 2019

Featured Business: **Tru by Hilton**



After much anticipation, we are thrilled to officially announce the ground breaking for Tru by Hilton hotel this July. The \$15 million 98-room hotel will be located within The Landing at Cannon Branch, the City's newest and largest mixed-use development.

Tru by Hilton, is "a revolutionary new brand that is simplified, spirited and grounded in value for guests with a zest for life and a desire for human connection. Hilton created an original, back-to-basics experience with soul-grounded in value and anchored in the DNA of Hilton to win the hearts and minds of guests who are looking for social engagement, unexpected certainty and vibrant simplicity." Tru is the perfect addition to The Landing and reinforces the sense of place to

Featured Partner: **Steins, Vines and Moonshine Trail**



The craft beverage industry is booming in Virginia, resulting in a tremendous impact on the economy with beer, wine and spirit trails popping up across the state. The highly lucrative industry promotes use of local agriculture, creates jobs and generates tax revenues.

Manassas alone is home to five breweries, a wine tasting room and a distillery. Prince William County has seven more

which we aspire.

The Tru by Hilton brand offers broad appeal to business and leisure travelers. No longer will the City's major employers be forced to find lodging for prospects and suppliers elsewhere. Nor will the millions of tourists visiting one of the City's year-round festivals, historic battlefields or the Hylton Performing Arts Center have to locate alternative lodging further from the City.

The Tru project is also envisioned as an income-multiplier for the local economy creating spin-off jobs in construction, hospitality and more.

For additional information on Tru, please visit tru3.hilton.com/en/meet-tru/index.html.

Featured Property: **Messenger Place**



Lease Rates: \$35 NNN SF/YR

breweries, five wineries and a distillery. Combined, we've got something pretty special.

Manassas has joined forces with Prince William County to showcase the many craft breweries, wineries, distilleries and tasting rooms in the region and created the "Steins, Vines and Moonshine Trail." This is a self-guided tour with three clusters: Eastern Prince William near I-95, Western Prince William near I-66 and the Central Manassas area.

The following are Manassas City trail partners, several of which have space to host your next networking event:

- Aroma Wine Tasting - 9249 Center Street
- BadWolf Brewing Company - 9776 Center Street
- Heritage Brewing - 9436 Center Point Lane
- KO Distilling - 10381 Center Park Drive
- Public House Kitchen & Brewery - 9406 Battle Street
- Sinistral Brewing Company - 9419 Main Street
- Tucked Away Brewing Company - 7679 Limestone Drive

To learn more about the Steins, Vines and Moonshine Trail, visit www.SavorPWM.com.

Come, be a part of the City's newest mixed-use development in Historic Downtown Manassas. This 95-unit residential community includes 8,000 square feet of ground floor retail divided into three spaces adjacent to the complex's gym facility. This is fantastic opportunity for apartment-compatible uses like a deli, convenience store, drink bar or dry-cleaner.

Messenger Place is in a highly trafficked and desirable location within walking distance to many other shops, restaurants and the Virginia Railway Express.

For additional information, contact:

Coleman Rector, 703.366.3189 coleman@weber-rector.com

or

Patrick Small, 703.257.8881
psmall@manassasva.gov



Calendar of Events

6/21 - 4:30 p.m., Skintuition Holistic Skincare Ribbon Cutting Ceremony, 9242 B Mosby Street, Manassas, VA

6/26- 9 a.m., 1 Million Cups, CenterFuse, 9071 Center Street, Manassas, VA

7/4- 3:00-10:00 p.m., Celebrate America, Historic Downtown



INNOVATE

INSPIRE

GROW

SUCCEED

City of Manassas Economic Development Department

9027 Center Street, Suite 401, Manassas, VA 20110

Visit us online at ChooseManassas.org or call 703.257.8882

