



Department of Economic Development
City of Manassas
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New Tru by Hilton Hotel Project Announced in Manassas

Capital investment of \$13.95 million will lead to new jobs and promote growth in regional tourism economy

Manassas, VA — July 10, 2019 — Governor Ralph Northam today announced that Holladay Properties will invest \$13.95 million in the City of Manassas to establish a Tru by Hilton hotel, creating 35 new jobs and spurring approximately \$2.8 million in annual direct economic impact from traveler spending.

“The Tru Hotel is a welcome addition to our Commonwealth’s ever-growing tourism economy,” **said Governor Northam**. “Tourism development is critical to positioning Virginia as a premier travel destination and projects like this will help Manassas continue to attract visitors and businesses, bringing new jobs and generating significant economic impact for the region.”

The project will receive support through the Virginia Tourism Corporation’s (VTC) Tourism Development Financing Program (TDFP), a gap financing program for larger-scale tourism. It is projected that the local tax benefit will be nearly \$370,000 during the first full year of operation.

“Tru is the perfect addition to The Landing at Cannon Branch, the largest mixed-use development in the City’s history and reinforces the sense of place to which we aspire,” **said Mayor Harry J. Parrish II**. “This new hotel will serve the state’s busiest general aviation airport, some of Virginia’s largest corporations, and many of the Commonwealth’s most significant historical, arts, and leisure assets. Last year, more than 350,000 tourists visited our community.”

Manassas Economic Development Authority Chairman Mark Olsen pointed out the strategic value of Cannon Branch for the hotel. “Within just a few minute’s drive, visitors to Micron Technology, Lockheed Martin, Novant Prince William Health System, George Mason University, BAE Systems, Boeing and others will soon have access to convenient, first-class lodging.”

Manassas Gateway Hotel LLC will construct the modern, 98-room midscale property at the 40-acre Landing at Cannon Branch development. Cannon Branch will include luxury townhomes, Class A office space, specialty retail and dining and the hotel, which is slated to open in early Fall 2020.

About the City of Manassas Department of Economic Development

The City of Manassas fosters economic development through collaborative partnerships, sustainable fiscal management and supportive City services. The Department of Economic Development (DED) 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 help with your business needs please visit: <https://choosemanassas.org/> or call 703.257.8882.