



choosemanassas.org

20 21 ANNUAL REPORT

**HISTORIC HEART.
MODERN BEAT.**

City of Manassas Economic Development



#1
Highest
Manufacturing
Wage in VA



9th
Highest
Professional
& Business
Services Wage
in VA



11th
Highest
Weekly Wage
in VA



5.5%
Growth
in Median
Household
Income



6.7%
Yearly Increase
in Assessed
Property Value



MESSAGE FROM THE DIRECTOR

2021 was a year of lasting change and fulfilled opportunity. The City's strong economic base and the lifting of pandemic-imposed restrictions fueled incredible growth reflected in the number of ribbon cuttings, major project milestones, and new businesses locating in Manassas. Companies were eager to resume business as usual and people were relieved to have their daily lives return to normal. In Manassas the transition was rapid—a testament to the diversification of our economy and the strong sense of place and community we have established.

Early in the year, the Department was still assisting our business community's pandemic recovery efforts. We led a regional partnership to offer the ELEVATE program to provide free training and connect City residents with local employers—winning a national award for innovation with the program. We increased our efforts to provide counseling assistance through the Mason SBDC and stepped up our outreach to existing businesses. We enhanced our marketing efforts to promote shopping, dining, and events, including promotion of the Heart Beat Gift card program. Finally, we returned much of our messaging to normal, promoting Manassas as the great place to live, work, play and do business we all know it is.

I'm also proud to highlight GRADUATE This unique program addresses City Council's goal to raise the percentage of residents with a high school degree above the regional average. GRADUATE provides City residents a free path to earning their high school graduation equivalency including training, materials, exam fees, and even a gift to those who earn their GED. In a moving ceremony during the summer, the City hosted a graduation commencement for the first 34 residents completing training. Further, we helped lead an initiative to offer the program

in Spanish next year, with the Virginia Department of Education recognizing those results equally with English based testing.

As it regards Spanish-speaking residents, I want to highlight a fundamental change that has taken place in Manassas. Early population data from the 2020 Census released this year shows our City is now officially a minority-majority community. Hispanic residents make up 43% of our total population and, when combined with other minority groups, collectively account for 66% of all people who live in Manassas. We embrace this change and as our community grows, we are renewed in our commitment to serve everyone and to proactively engage in programming that creates economic opportunity and mobility for all.

In conclusion, our investments in economic development continue to pay dividends and at no time is that more apparent than during crisis. The City emerged as strong (or stronger) than it was before March 2019. Unemployment returned to historic lows, wages and incomes rose, property values increased, sales and meals tax revenues climbed, and the number of business establishments was effectively unchanged. With over 360 new housing units under construction, 22 new business openings and expansions, and tangible improvements in the quality of life for our residents, 2021 was a year to remember. As always, I am grateful to be able to serve as the City's Director of Economic Development and thank you all for your continued support.



PATRICK SMALL, CEcD

BY THE NUMBERS



Total Population
42,772



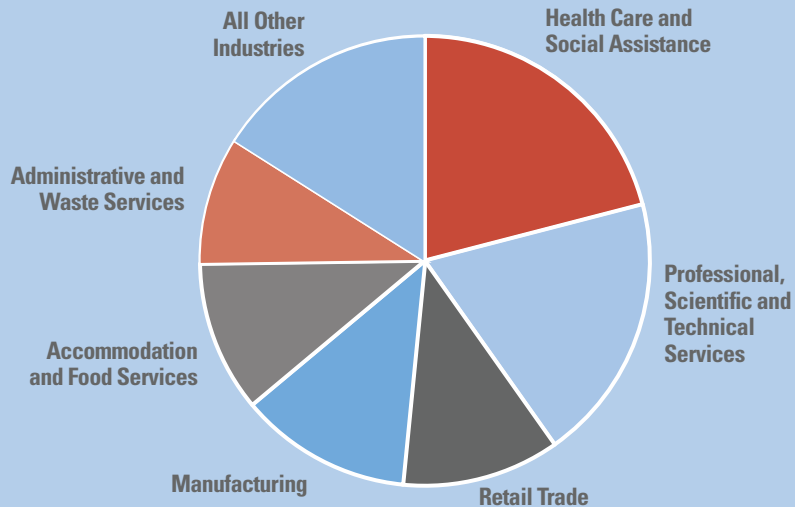
Net-Importer of Labor:
18,926
Commute into the City for Work



2,386
Residents Live & Work in the City

TOP INDUSTRIES:

The City of Manassas has a strong, diversified economic base. The City's economy is particularly robust in the manufacturing, healthcare, and professional technical services sectors, representing over half of all employment in Manassas. The resiliency of these industries and others in the City helped fuel a remarkable year of growth for the Manassas business community.



American Community Survey data and other sources experienced survey issues related to COVID-19, delaying the release of some 2020 and 2021 data sets.



2.7%
Unemployment Rate



22,409
Employed Civilian Labor Force



\$86,227
Median Household Income



8.6%
Yearly Growth in City Property Value



\$338,100
Median Housing Value



BUSINESS DEVELOPMENT



Existing Business Performance:  **COMPLETED**

Assisted more than existing businesses **40**  **13** **Resulting in expansions**

Business Attraction Performance:  **MET**

Met with OVER **20**  **10** **Chose to locate in Manassas**

GOAL



Assist 20 new businesses in locating to Manassas and 10 existing businesses to expand

Knowing business retention and expansion is the core of a growing local economy, the City of Manassas strives to be a dynamic partner for our existing business community. The Department of Economic Development conducts the Existing Business Visitation Program (EBVP) to meet with at least 120 Manassas businesses, connecting them with City resources, location assistance, project support, and more to promote job creation and improve competitiveness.

The Department met with over 80 businesses in 2021. While the ongoing pandemic and staff changes limited the number of personal visits with businesses, the program resulted in a number of business expansions and grand opening celebrations later in the year.



“Fun Tea Trading chose the City of Manassas for its affordability, great access to the East Coast market, and business friendliness. The Economic Development team has been a great partner—connecting us with City services and resources that have already helped us grow. We’re thankful for their support and look forward to the future of our business in Manassas!”

—Lynn Lin, Sales Director, Fun Tea Trading Inc.



BUSINESS EXPANSIONS



Didlake

Didlake, a nonprofit connecting people with disabilities to employment and community, broke ground on a new 44,000 square foot headquarters in Manassas in 2021. Didlake is redeveloping the site which has been the organization's home since 1986, expanding their facility to offer day support services and consolidate their presence in Northern Virginia. The nonprofit, which employs over 1,600 individuals throughout the region, contracts and establishes business lines that provide meaningful job opportunities and life skills for some of our community's most hard-to-employ citizens.



Chantilly Air

Chantilly Air opened the doors on the newest full-service fixed base operator (FBO) serving the Washington, DC metro area. The facility features an 11,000 square foot terminal with office space, world-class passenger amenities and pilot services in addition to two 30,000 square foot hangars. The FBO facility also co-locates aviation-related businesses, including the newly located Duncan Aviation.

With construction of Chantilly Air's facility completed in early 2021, the City accomplished one of its major goals in developing greenfield sites into opportunities for new investment and job creation. Manassas Regional Airport is now home to two FBOs with even greater capacity for business at the busiest general aviation airport in Virginia.



Lam Research

Lam Research, a Fortune 500 company, opened an office in Historic Downtown Manassas this Fall. As a global supplier of innovative wafer fabrication equipment and services to the semiconductor industry, nearly every advanced chip produced today is built with some kind of Lam technology. Lam's new location in the City coincides with Micron, the City's largest employer, moving closer to production at its expanded facility on Godwin Drive. The growing Lam Research team of equipment installers, service technicians, engineers, and other staff will support operations and continued buildup at the Micron site.



Micron Receives Certificate of Occupancy

After three years of planning and construction, in late December Micron received its Certificate of Occupancy from the City on Phase 1 of the company's \$3B capital construction and investment project—the largest in Virginia history. Already the City's largest employer and taxpayer, Micron will create over 1,100 new jobs by 2030, creating high-wage careers for equipment technicians, electricians, engineers, and many more local jobs.

This expansion furthers the City's reputation as a highly sought-after location for advanced manufacturing and technology companies, as Micron's decision to grow in Manassas is a contributing factor to Virginia's designation as a top state for business by CNBC, Business Facilities, and more.



City of Manassas is **#1**
in annual wages for manufacturing in Virginia



CUTTING THE RIBBON

Manassas's local economy soared to new heights in 2021. As City businesses adjusted to pandemic related challenges, our business community emerged leaner, stronger, and positioned for growth. As a result, the City saw a record number of new business openings and expansions.

In total, 22 businesses celebrated their expansion or new location in Manassas over the course of the year. These ribbon cuttings, most often planned in coordination between the Department and its community partners, are a celebration of the hard work, partnerships, and seized opportunities it takes to open a new business. The Department uses these events to introduce the businesses to the Manassas community and recognize their investment in the City.

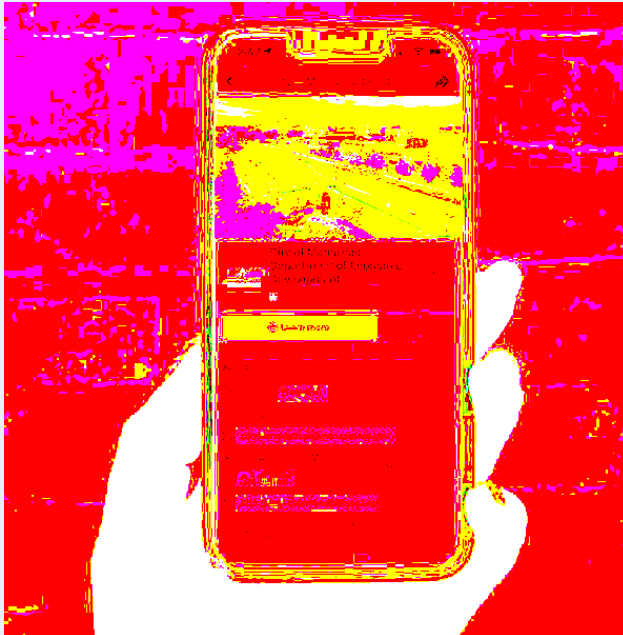
MARKETING AND OUTREACH

The Department of Economic Development maintained its robust marketing program aimed at branding and increasing awareness of Manassas as a community with a high quality of life in which to live, work, and recreate. Complementing our core efforts to attract new business through personal networking and relationship building, the Department utilized its digital newsletter, social media channels, paid advertisements, earned media, and more to build regional awareness of the opportunities in Manassas.

As the year progressed, we recognized the shift in business needs from pandemic assistance to workforce development and new business resources. The Department successfully promoted the ELEVATE workforce development program, grant opportunities, small business training, veteran hiring, City events, and much more.

The Department made special efforts to build awareness of the City's free GED program, GRADUATE!, through English & Spanish advertising and mailings to all City households. We also promoted the City's local retail Heart Beat Gift Card to encourage local spending.





SOCIAL MEDIA METRICS

Facebook: **4,400**
Followers
3,800+
Likes

LinkedIn: **139**
Followers
13,000+
impressions

We significantly grew our social media reach in 2021, making over 1.2 million total impressions from the Department’s digital platforms. Additionally, the Department utilizes the City Government’s well-followed Instagram account, reaching a younger audience with content relevant to the platform’s users. This year, the Department launched a new LinkedIn platform, gaining over 140 followers since September. In all, Manassas has one of the most followed economic development accounts on social media across Northern Virginia.

Our social media presence is an effective tool for educating the community on major developments, raising awareness of the City as an ideal business location, providing small business resources, and celebrating the achievements of businesses growing in Manassas.

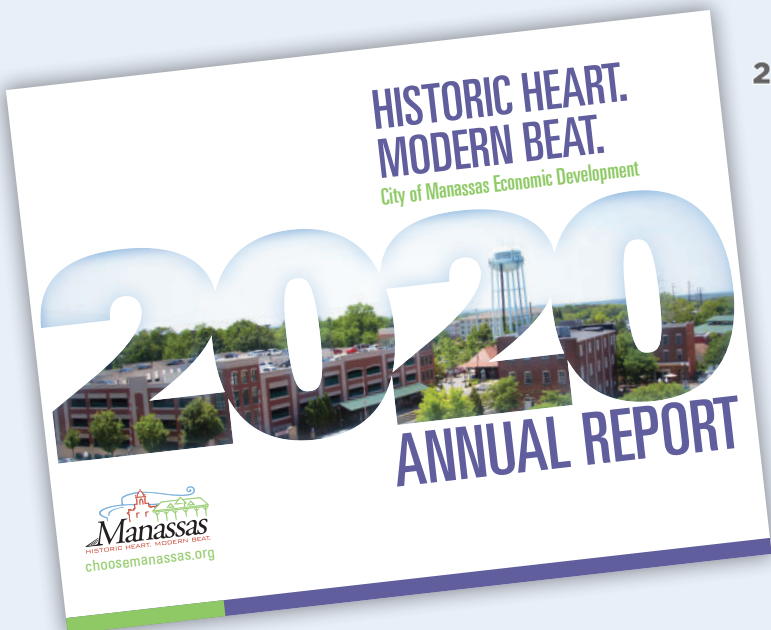


**2021 EXCELLENCE
IN ECONOMIC
DEVELOPMENT
AWARDS**

**2020 ANNUAL REPORT RECEIVES
A 2021 IEDC GOLD-LEVEL AWARD**

For the second consecutive year, the Department of Economic Development was recognized by the International Economic Development Council (IEDC) in their 2021 Excellence in Economic Development Awards program. The City’s 2020 Economic Development Annual Report received the Gold Award—IEDC’s highest honor.

IEDC’s recognition of the City’s Economic Development 2020 Annual Report reflects the compelling story of resilience among the Manassas business community and the ability of the City to continue to attract high-wage, private-sector jobs despite the challenges faced this past year. The 2020 Annual Report details the Department’s comprehensive COVID-19 response, major projects, notable business expansions/relocations, and trends in the commercial market.





“ Without this initiative, I may not have had the extra push from family to commit and take the steps to do this on my own. I much preferred learning in a group and with a teacher guiding me than trying to go it alone like I had planned before.”

– Richard Meyer

THE GRADUATE PROGRAM

In Manassas, only 81.3% of the City’s population has a high school degree or higher, compared to 89% in Virginia. Manassas residents ranked the quality of education as one of their top priorities in the 2018 Citizen Satisfaction Survey. Consequently, the Manassas 2025: Five Year Strategic Plan aims to increase the percentage of working age adults who have a high school equivalency to at least the regional average by 2030.

To help achieve this, the Department launched GRADUATE: Do It For You. Do It For Them. Working together with regional workforce development and education partners, Manassas provides tutoring, mentoring, course materials, online instruction, and test

taking expenses FREE to City residents who want to get their GED. Not only are all expenses paid, but graduates receive \$250 worth of gift certificates to participating Manassas restaurants and retailers.

By the end of 2021, 75 City residents had enrolled in the program and 53 had completed the training. In an effort to make the greatest impact on our diverse community, the Department worked throughout the year with its local, regional, and state partners to offer coursework and GED testing in Spanish. A sustained advertising campaign targeting English and Spanish speaking residents ages 18–65+ who have not finished High School is ongoing.

BUSINESS AWARDS

GOAL



Sponsor a “Business of the Year” award and recognize 10 existing businesses for their achievements

Performance:  **COMPLETED**
Awarded to BAE Systems

The City of Manassas presented its fifth annual ‘Business of the Year Award’ to BAE Systems during the Prince William Chamber of Commerce business awards on February 25th. The awards recognized the best of our local business community for their innovative practices and outstanding contributions over the year.

BAE Systems, whose space division is headquartered in Manassas, is one of the world’s largest defense contractors and employs over 20,000 people across the globe. Here in Manassas, BAE makes products that touch every aspect of our daily lives. The approximately 350 BAE employees in the City report to work every day (or logged in during COVID) to imagine, design, and build technology used everywhere from cellular GPS to missions exploring our solar system.



Congratulations BAE
City of Manassas Business of the Year!

OTHER AWARD-WINNING MANASSAS CITY BUSINESSES AND PROGRAMS INCLUDE:



Novant Health / UVA Health System – Business Excellence

Novant Health UVA Health Prince William Medical Center is the City’s second largest employer and has played a significant role in the economic vitality of our City for over 50 years. At a time when our community needed it to perform at its highest, Novant Health UVA Health System displayed amazing innovation and endurance, as its employees risked their own personal safety to deliver a remarkable health experience to all COVID19 patients who so desperately required it.



CJ Finz – Innovation in Hospitality & Tourism

Located in the heart of Old Town Manassas, CJ Finz Raw Bar & Grille is a family-owned and -operated surf and turf restaurant that’s become a go-to for diners across Northern VA, both for its quality food and its fantastic atmosphere. The restaurant is a frequent participant in local fundraisers, a sponsor of City festivals and events, and an active promoter of other businesses downtown.



ELEVATE – Innovative Practice or Partnership of the Year

ELEVATE is a unique workforce development solution demonstrating our regional commitment to helping residents and businesses in Manassas, Manassas Park, and Prince William County. The communities collectively committed a combined total of over \$1.9 million in CARES Act funds to help residents get back to work and businesses in upskilling their workforce.

CITIZEN SATISFACTION SURVEY

Every two years, the City of Manassas conducts a City Citizen Satisfaction Survey to assess the community's thoughts on City services. The information gathered in the survey helps determine priorities for City departments, measure trends, and provide a benchmark to compare ourselves to other communities. The last survey was conducted in 2020 by ETC Institute despite the pandemic.

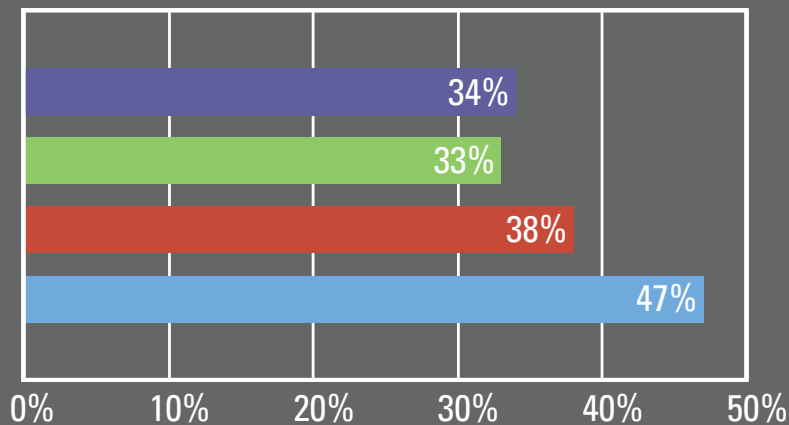
Manassas residents continue to express satisfaction with the City's provision of

services like public safety, utilities, and customer service functions. Especially revealing is our citizens' high regard for the quality of life in the City, with eighty-two percent of respondents rating Manassas as an excellent or a good place to live. The survey also shows improvement in the City's efforts to strengthen and grow the local economy, with our residents giving high marks to Manassas's work in revitalizing Historic Downtown, boosting tourism, and promoting new restaurants and retailers.

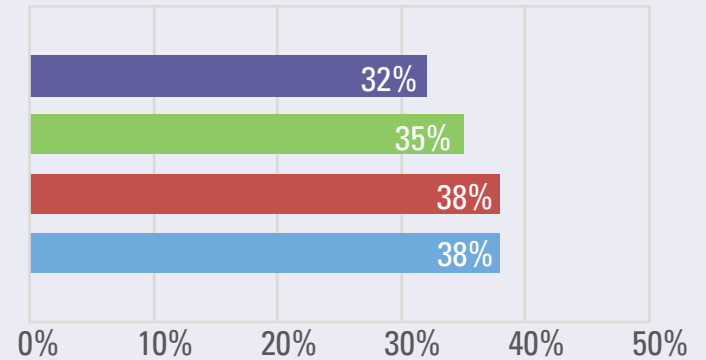
The Department of Economic Development uses the findings of the Citizen Satisfaction Survey to direct programming and help us re-evaluate our message. While major recent announcements like Micron likely led to a 24% improvement in resident's satisfaction with the City's ability to attract and retain private-sector jobs, the Department has stepped up its efforts to help change public perception by better telling our City's economic development success story.

■ 2014 ■ 2016 ■ 2018 ■ 2020

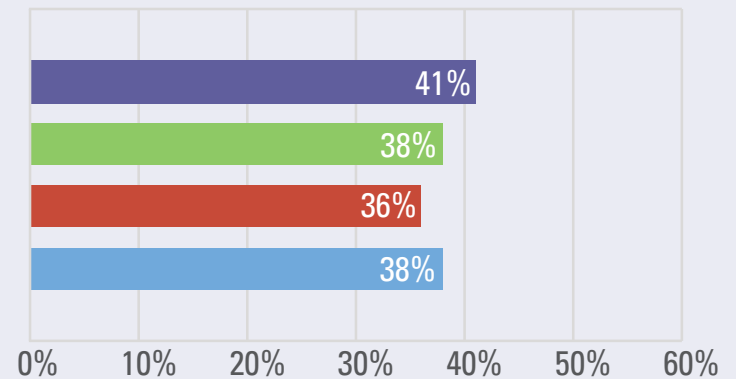
Attract and Retain Private Sector Jobs



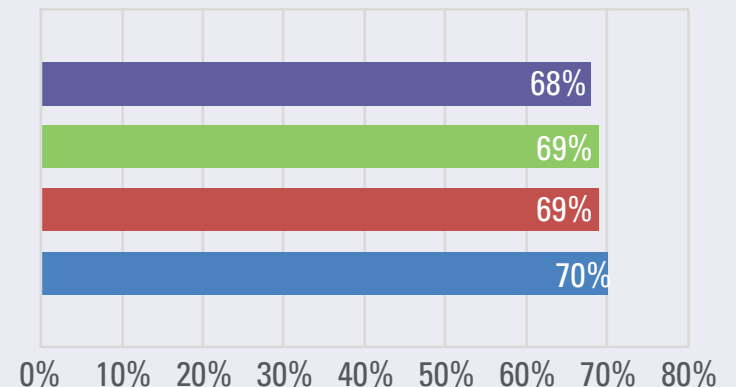
Developing Vacant Commercial Areas



Efforts to Improve Commercial Corridors



Continue to Revitalize Downtown





IMPROVING VACANT PROPERTY & COMMERCIAL CORRIDORS

THE LANDING AT CANNON BRANCH

Once a vacant, underutilized parcel on the outskirts of Manassas, the Landing at Cannon Branch is in the midst of transformation to a thriving mixed-use community. With the help of developer Buchanan Partners, the City has developed the 40-acre site with over \$150 million in private investment, including the construction of 274 luxury townhomes, the Tru by Hilton hotel, retail, Class-A office space, and much more to come. In the next phase of the Landing's development, the City and Buchanan Partners are actively recruiting tenants for the existing shell building as well as future office and retail.

In total, the City anticipates receiving \$30 million in land sales and \$3.5 million in annual local tax revenues from this project, which is estimated as a \$250 million capital investment. The efforts of the Department of Economic Development and its partners have helped remake the vacant property to an economically productive community asset with outstanding opportunity for growth.





Grant Avenue Conceptual Plan



The Department of Economic Development is charged with helping revitalize the City’s underutilized commercial corridors. Through its Capital Improvement Program (CIP) and targeted Economic Development programs, the City is creating more accessible, attractive streetscapes where residents—and especially businesses—want to be.

Grant Avenue

The City of Manassas is working on streetscape improvements to Grant Avenue from Lee Avenue to Wellington Road that will enhance the overall street appearance and create a gateway to the City’s Historic Downtown. These improvements, including a landscaped median, new lighting, and a reduction of lanes, are already encouraging private-sector development. Major housing projects developed by VanMetre Homes and Dreamfinder Homes are already underway in the Grant Avenue corridor, delivering upwards of 330 new housing units.

Route 28

Route 28, also known as Nokesville Road, is the main southern entryway to Manassas. This year, the City kicked off a \$20.2 million project to widen the roadway from four lanes to six, reducing congestion and making it easier to get into the City from points south and west. As part of the project, the City is also constructing a shared-use path for pedestrian and bicycles, dual turn lanes onto Godwin Drive, and new street lights to the county line.



Dumfries Road

On Dumfries Road, the City’s Engineering Department completed a new shared-use path and roadway improvements from Donner Drive to Hastings. The project, which greatly improves bicycle and pedestrian connectivity along the Dumfries Road corridor, has already helped spur private investment in the area. These new and expanding businesses include the new Hog Shack Bar-B-Q restaurant in the Dominion Square Shopping Center, the Goddard School and Learning Center daycares, and Habitat for Humanity’s office expansion at the corner of Hastings and Dumfries Road.

Mathis Avenue

Mathis Avenue between Sudley Road and the City limits near the Central Library will be the City’s next major streetscape improvement project. Long targeted for revitalization, Mathis Avenue holds unique potential for redevelopment due to its proximity to Downtown, ease of access from Route 28, and large parcel configuration. This year, the City completed the 30% engineering design for remaking Mathis into a pedestrian-friendly, mixed use corridor with improved landscaping, widened sidewalks, and other infrastructure improvements. Next year, the City will engage in public input while moving towards final design.



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

Façade and Landscape Grants

The Façade Improvement Grant (or FIG) is a matching grant program managed by the Department to encourage business and property owners to improve the appearance of their buildings. The grant funds, which are used for exterior building enhancements, provide an incentive to rehabilitate commercial property, spur private investment, and serve as a tool in supporting and retaining small businesses.

Likewise, the Landscape Improvement Grant assists commercial property owners with costs related to improving yards and other items visible from the street in designated areas. The goal of the program is to visually enhance the streetscape and increase private interest in the area.

Since the programs were launched in 2017, the City has awarded \$421,450 to Manassas property owners, securing over \$3.7 million in private capital investment. 2021 was the busiest year yet for the Façade and Landscape Grant programs, as the Department awarded just over \$116,000 to 9 businesses with over \$565,000 in corresponding private investment.



TOURISM

GOAL



Increase visitors to Events and Attractions by 5%

Performance:  **MET**

Tourism and visitor activity returned to Manassas in a big way in 2021. Where the COVID-19 pandemic limited in-person shopping and travel in 2020, this year saw a resurgence of events, visitor spending, and tourism activity across the City. In total, Manassas drew in over 290,000 visitors spurring significant sales recovery and growth for the City's retail, hotel, and dining sectors. While the number of overall visitors remained lower than pre-pandemic levels, the second half of 2021 saw significant activity that helped position Manassas as a top travel destination once again.

According to the U.S. Travel Association, visitors spent \$34.5 million in the City during 2020.* Visitor activity also supported 407 jobs, nearly \$11 million in payroll, and approximately \$1.83 million in local tax revenue.

The Department of Economic Development played a key role in increasing visitor activity. As an initial COVID-19 response, our Economic Development team partnered with Community Development to fast-track rules allowing restaurants more space on sidewalks and parking lots to create outdoor dining opportunities. We also successfully worked with City Council to receive approval from the Virginia Alcohol Beverage Control Authority to allow open alcohol containers for events Downtown. These events, including First Fridays, the 4th of July celebration, and Bands, Brews, and Barbeque brought in thousands of visitors to the City who could enjoy the energy and excitement of Downtown while also stopping in their favorite shops with a drink in hand.

Heart Beat Gift Card

The Department launched the HEART BEAT gift card program this year, a community-based digital gift card to help keep spending within the City. The Department engaged the local business community to participate, signing up over 30 businesses for the gift card program. Through its social media and paid advertising channels, the Department ran an extensive marketing campaign to encourage individuals to purchase cards for giveaways or gifts.



*The release of travel data for 2021 was delayed due to pandemic-related survey issues.



DOWNTOWN ACTIVITY

Historic Downtown Manassas, known as a cultural and commercial hub for the region, experienced a banner year in 2021. From expanded events bringing thousands of visitors to a slew of new business and redevelopment projects, Downtown Manassas had one of its best years ever.



Harris II

Work on the 'Harris II' building, a new four-story mixed-use development, began late in 2021. The infill project will convert an existing, privately-owned parking lot at 9414 Battle St. into three new retail storefronts and 16 apartment units. The three floors of residences above the planned restaurant/retail space will feature 1-2 bedrooms, outdoor balconies, and range from 650 square feet to 1,200 square feet.

Battle Street Bistro

Historic Downtown added a second rooftop bar this year with the opening of Battle Street Bistro. With help from the City's FIG program, the French-inspired bistro converted an existing office building to a two-story restaurant on its namesake Battle Street, opening its doors to diners in late spring.

Zandra's Taqueria

Manassas's first full-service rooftop bar and lounge opened this summer at Zandra's Taqueria. The Downtown favorite taco bar took full advantage of the pandemic-caused restaurant slowdown to expand by remodeling the façade, converting the rooftop, and making other improvements supported by the City's Façade Improvement Grant (FIG) program.

Downtown Manassas Market Heats Up

Other new businesses to open in Downtown Manassas during 2021 include Doug's Deli, the Freedom Museum, Battle Street Barber Shop, and the Gates of Beautiful. The frenzy of new activity was also reflected in Downtown's commercial market appeal, with the recently constructed five-story mixed-use Messenger Building selling for \$25.5 million near the end of the year.



BUSINESS SUPPORT IN A POST-PANDEMIC WORLD



Answering Workforce Challenges

For a variety of reasons, the COVID-19 pandemic significantly hampered the ability of businesses to find the workforce they need. Seeing the disruption to the regional (and global) labor market, the Department proactively engaged workforce partners at the regional, state, and local level to help businesses recruit talent and fill skill gaps.

Leveraging regional partnerships, the Department connected the Manassas business community to workforce development organizations like Virginia Career Works, Northern Virginia Community College, George Mason University, and other training institutions. Through the City's Business Retention and Expansion efforts, we identified specific business labor and skill needs and worked with these partners to find hiring and training solutions. The Department made strides in educating businesses with a constantly evolving inventory of regional and statewide workforce tools, including hiring bonus grants, free online trainings, Incumbent Worker Training, recruitment solutions, and more.

The Department also introduced a number of growing companies to the City's Career and Technical Education program, which helps prepare City students with targeted skills needed by local employers. We also educated our business community on the importance of hiring military veterans, and connected employers with recruitment organizations and advocacy groups.



ELEVATE: Job Seeker and Employer Services

Through the ELEVATE program, the City of Manassas and its regional partners collectively invested over \$1.9 million in CARES Act funds to help residents get back to work and support businesses in up-skilling their workforce.

In total, more than 230 job seekers enrolled in critical training programs. Thanks to ELEVATE and the City's ongoing economic development initiatives, Manassas's unemployment rate fell to 2.7% percent this September, after hitting decade highs of almost 11 percent during the onset of the pandemic.

Small Business Support

Coming out of the pandemic, many small businesses had exhausted federal and local support programs in keeping their business afloat. Knowing this and the importance of the small business community in the City's business ecosystem, Manassas and its partners made a renewed commitment to assist small business owners and entrepreneurs. Through its partnerships with the Mason Small Business Development Center, CenterFuse (the City small business incubator), and one-on-one meetings with Department staff, the City connected dozens of small businesses and entrepreneurs with critical resources for growing and sustaining their business.

COMMERCIAL MARKET

2021 was one of the busiest years on record for commercial and economic activity in Manassas. Coming out of the pandemic, businesses and developers flocked to the commercial property market in the City. Where regional activity lagged in the office and retail sectors, Manassas residents and employers saw unprecedented demand for City-based business locations and investment opportunities spreading new activity to all corners of the City.

OFFICE SPOTLIGHT



Inventory
2.1M
square feet



Average Rent
\$23.97
per square foot



Average Sales
\$192
per square foot



Vacancy Rate
5.0%

INDUSTRIAL & FLEX SPOTLIGHT



Inventory
4.1M
square feet



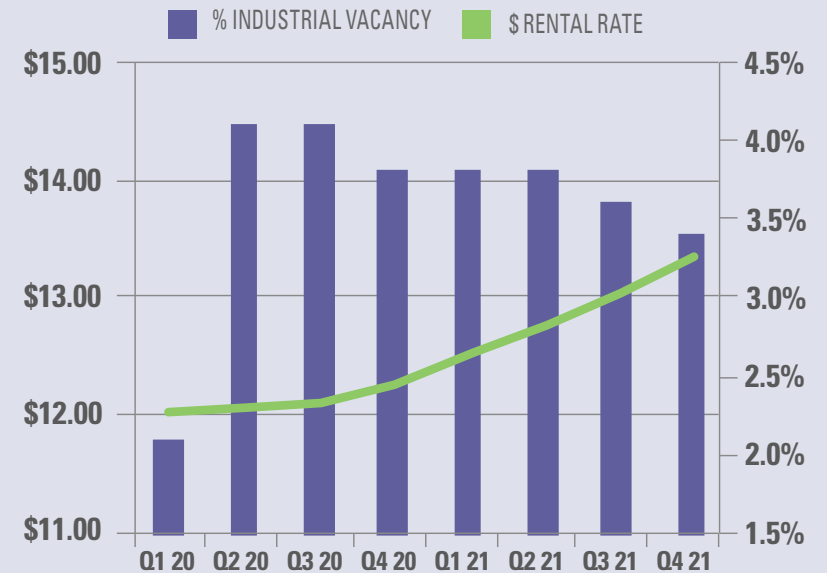
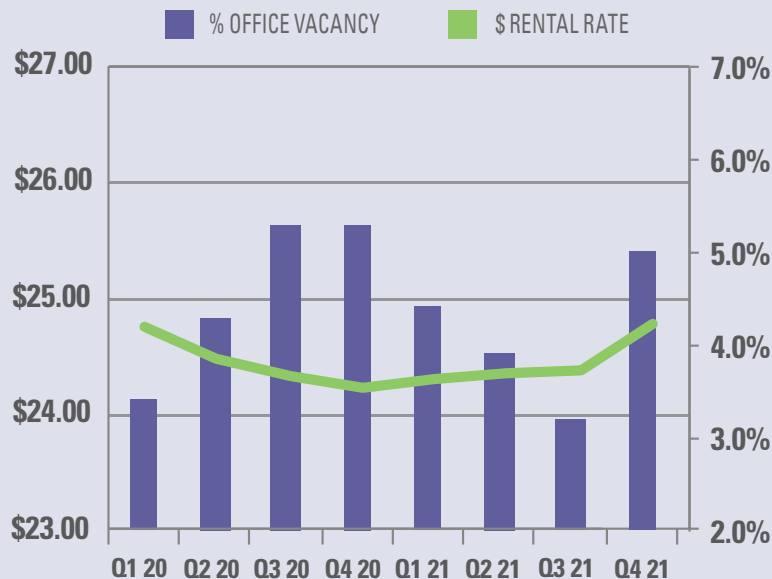
Average Rent
\$13.34
per square foot



Average Sales
\$172
per square foot



Vacancy Rate
3.4%



RETAIL SPOTLIGHT



Inventory
2.9M
 square feet



Average Rent
\$24.73
 per square foot



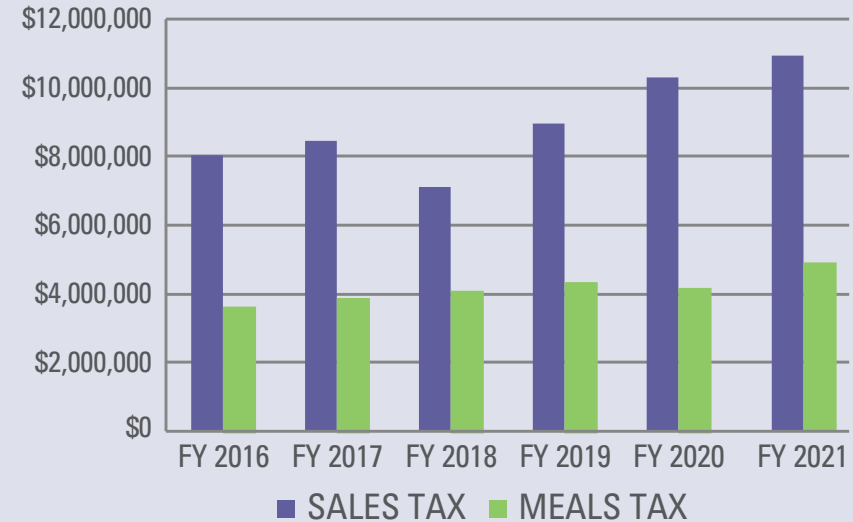
Average Sales
\$263
 per square foot



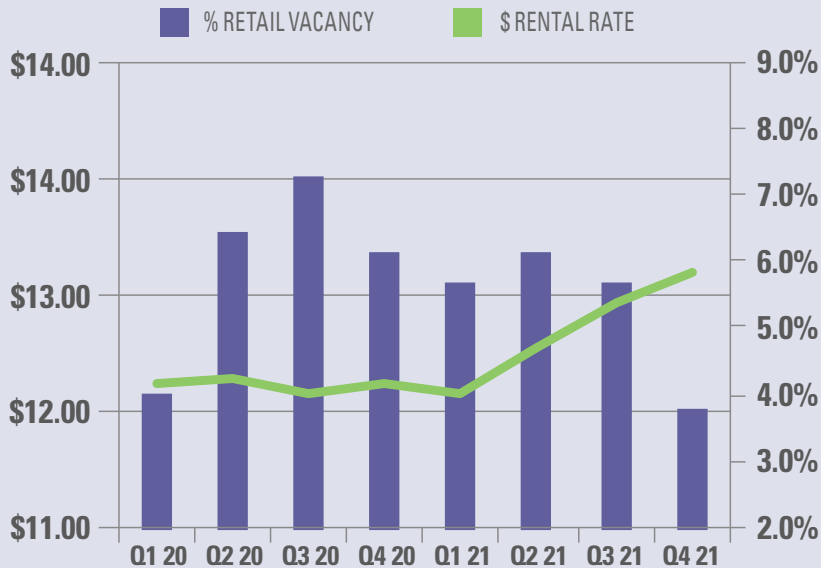
Vacancy Rate
3.8%



MEALS AND SALES TAX REVENUE



Sales and meals tax revenues, which reflects sales at local retailers and restaurants, were both up significantly in 2021. Where the pandemic contributed to a 4% reduction in meals tax the year prior, 2021 brought recovery and growth in the City's food and dining industry with a 6.5% increase in meals tax collected.





RESIDENTIAL UPDATE

The City of Manassas has a strategic goal of improving the supply of quality housing options for our residents—particularly those with diverse and unique housing needs. As such, the Department works with private developers to encourage new construction and improve the City’s housing stock. This year saw significant activity in the housing market, with numerous housing projects to deliver upwards of 360 new residential units underway. Housing values across the City increased to \$338,100 (up 4% year over year), with the value of all residential property reaching \$3,531,364,160.



Average home value

↑ 4% to

\$338,100

Total assessed residential property values ↑ 5.4%
to **\$3.5 BILLION**



Van Metre at Manassas

Van Metre Homes is in the final planning stages for redeveloping 17.5 acres along Grant Avenue with over 230 new housing units. The project will provide a variety of housing types, including single-family and townhome units. The development will take full advantage of the City’s capital improvement investments along Grant Ave. and help revitalize a key corridor leading to Downtown Manassas.



Kings Landing

NVP Homes’ Kings Landing is in the process of developing a 28-unit townhome project along Godwin Drive near George C Round Elementary School. The development will provide a number of connectivity improvements to the neighborhood, including dedicated turn lanes, sidewalks, bike lanes, and internal pedestrian paths.



Jefferson Square

At the corner of Prince William and Jefferson Streets, Dreamfinder homes is constructing 85 new townhomes and 20 single-family homes. The project is being developed on one of the largest remaining under-developed parcels in the City adjacent to Historic Downtown. The single-family townhomes are listed for sale starting at \$515,000 and prices range upwards of \$900,000 for the detached, single-family homes.

OUR TEAM



Patrick Small
Director, CEcD



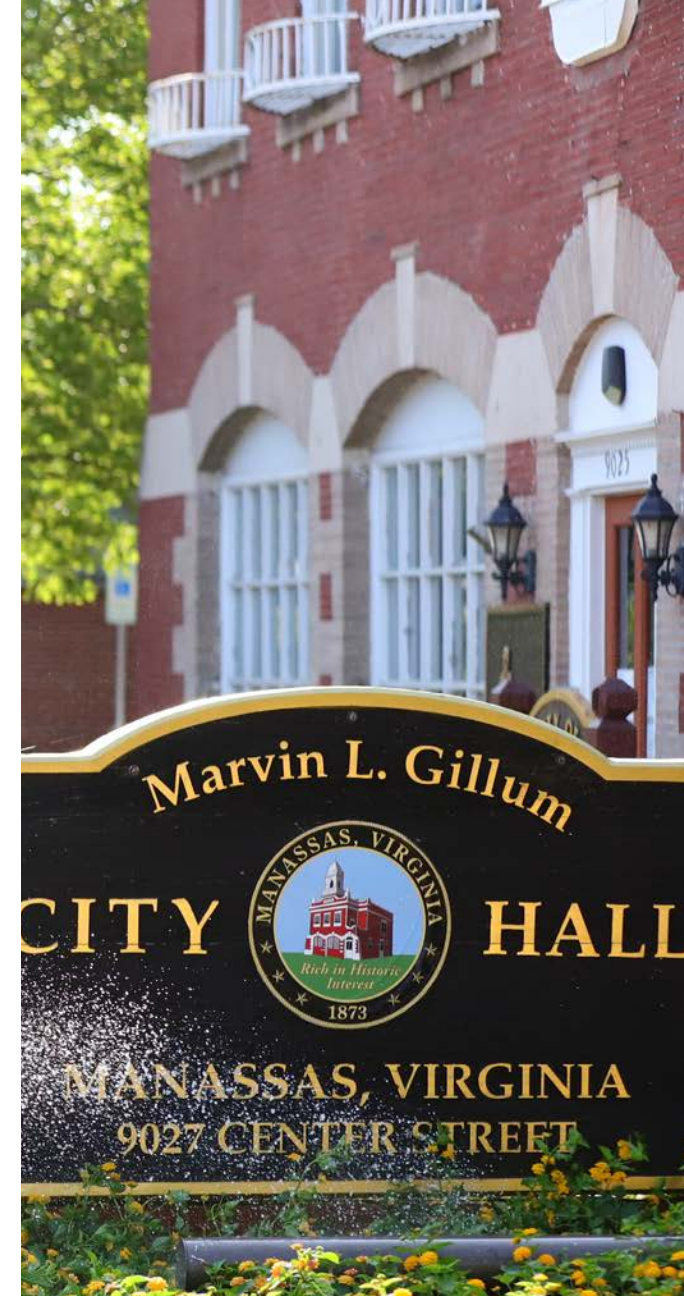
Micah Kemp
Assistant Director, CEcD



Heidi Baumstark
Administrative Assistant

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 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](https://www.choosemanassas.org) or call **703.257.8881**.





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