



Department of Economic Development
City of Manassas
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FOR IMMEDIATE RELEASE

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Spend, Gift and Support Manassas Businesses

Manassas, VA – April 14, 2021 – The City of Manassas is proud to announce the new HEART BEAT Gift Card, a community-based digital gift card that makes it fun and easy to keep local spending local. Purchase a HEART BEAT Gift Card at _____ to use at any of the participating shops in the City. With this card, you can write a personal message and send it to family, friends and colleagues via email, text, or physical copy. Recipients can choose to spend it at one of their favorite participating merchants in the City—or mix it up and spend flexibly at multiple locations. All-digital and always available on your phone, the HEART BEAT Gift Card is great for birthdays, holidays, teacher and employee appreciation, coach gifts, or just to show kindness to a friend. Now you can give back to the community while you celebrate special occasions.



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. Studies have shown that local independent retailers recirculate 47% of their revenue back into the community, while only 14% of national chains' revenue stays in the community. More dramatically, restaurants recirculate 73% of their revenue back into the community, versus only 30% for national chains.

By supporting local businesses, more money continues circulating through the local community—this is achieved through a combination of profits paid to local business owners, wages paid to local workers, goods and services procured locally for internal use or resale, and charitable giving within the community. If you're looking for a way to do some good or want to know how you can help the community you love, send a HEART BEAT Gift Card today! For more information or to participate as a merchant in the program, please contact the City of Manassas Department of Economic Development at 703.257.8881.

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.