

FINANCE COMMITTEE
WEDNESDAY, January 14, 2015
SECOND FLOOR CONFERENCE ROOM
CITY HALL - MANASSAS, VIRGINIA
AGENDA

5:30 P.M. CALL TO ORDER

- | | |
|---|-------------------|
| 1. Approve Minutes of the November 12, 2014, Finance Committee Meeting | 1 Minute |
| | Page 1 |
| 2. Presentation of the FY 2014 Comprehensive Annual Financial Report (CAFR) and Auditor's Findings for the Year Ended June 30, 2014 (York/Grossnickle) | 15 Minutes |
| | Page 5 |
| 3. Resolution 2015-09-R Amending they FY 2015 Budget by Budgeting and Appropriating \$109,007 from Fund Balance / Net Assets for Replacing the Airfield Lighting Control System at the Airport (Rivera) | 2 Minutes |
| | Page 35 |
| 4. Resolution 2015-09-R Amending they FY 2015 Budget by Budgeting and Appropriating \$125,000 for the FY 2014 Urban Area Security Initiative (UASI) Subgrant sponsored by the Department of Homeland Security (DHS) (Teevan) | 2 Minutes |
| | Page 37 |
| 5. Resolution 2015-09-R Amending they FY 2015 Budget by Budgeting and Appropriating \$17,500 for the 2014 State Homeland Security Program (SHSP) Citizen Corps Grant from the Virginia Department of Emergency Management (VDEM) to support the Community Emergency Response Team (CERT) (Teevan) | 2 Minutes |
| | Page 39 |
| | 45 Minutes |
| City Manager's Time | |
| | Page 45 |
| Presentation on the City's contract with North Star Destination Strategies for an Economic Development and Marketing Research Initiative. | |

ADJOURNMENT

cc: Mayor
Council Members
W. Patrick Pate

Paul York
Diane Bergeron
Tamara Sturm

**MINUTES OF THE CITY COUNCIL FINANCE COMMITTEE
WEDNESDAY, NOVEMBER 12, 2014
SECOND FLOOR CONFERENCE ROOM
CITY HALL - MANASSAS, VA**

COMMITTEE MEMBERS PRESENT: Council Member Marc Aveni, Chairman
Council Member J. Steven Randolph
Council Member Mark Wolfe (Alternate)

COMMITTEE MEMBERS ABSENT: Vice Mayor Andrew L. Harrover

OTHERS PRESENT: Mayor Harry J. Parrish II, City Manager W. Patrick Pate, Finance and Administration Director Paul York, Budget Manager Diane Bergeron, Public Works and Utilities Director Mike Moon, Deputy Public Works Director Bruce Goudarzi, Deputy Water and Sewer Director Tony Dawood, Airport Operations Specialist Jolene Berry, Police Lieutenant Elia Alfonso, Police Department Fiscal Specialist Nancy Hurley

GUESTS PRESENT: None

The meeting was called to order at 5:30 p.m. by Chairman Marc Aveni.

AGENDA ITEM #1 Approve Minutes of the October 15, 2014, Finance Committee Meeting

A motion was made and seconded to approve the minutes of the October 15, 2014, Finance Committee Meeting. The Committee approved (3/0).

AGENDA ITEM #2 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating \$50,000 of Economic Development Reserved Fund Balance for the Economic Opportunity Fund

Pat Pate presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating \$50,000 of Economic Development Reserved Fund Balance for the Economic Opportunity Fund. The committee approved (3/0). This item will be forwarded to the November 24, 2014, City Council meeting for consideration.

AGENDA ITEM #3 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating \$12,276 in State Grant Revenue from the Virginia Department of Aviation to Replace a Security Fence in the Southwest Area of the Airport

Jolene Berry presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating \$12,276 in State Grant Revenue from the Virginia Department of Aviation to replace a security fence in the southwest area of the Airport. The committee approved (3/0). This item will be forwarded to the November 24, 2014, City Council meeting for consideration.

AGENDA ITEM #4 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating \$44,900 of Water Fund Fund Balance for Lake Manassas Access Study and Approval of Lake Manassas Access Task Force

Tony Dawood presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating \$44,900 of Water Fund Fund Balance for Lake Manassas Access Study and approval of Lake Manassas Access Task Force. The committee denied this recommendation (1/2). This item will be forwarded to the November 24, 2014, City Council meeting with a presentation to Council and will not be on consent.

AGENDA ITEM #5 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating \$500,000 of Broad Run Stormwater Escrows for the Portner Avenue / Battle Street / Main Street Storm Sewer Improvements Capital Project and Authorize the Mayor to Sign the Construction Contract

Bruce Goudarzi presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating \$500,000 of Broad Run Stormwater Escrows for the Portner Avenue / Battle Street / Main Street Storm Sewer Improvements Capital Project and to authorize the Mayor to sign the construction contract. No vote was taken on this item. This item will be forwarded to the December 8, 2014, City Council meeting with a presentation to Council and will not be on consent.

AGENDA ITEM #6 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating \$3,619 from the State / Local Drug Seizure Funds for the Purchase of In-Car Camera Systems

Elia Alfonso and Nancy Hurley presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating \$3,619 from the State / Local Drug Seizure Funds for the purchase of in-car camera systems. The committee approved (3/0). This item will be forwarded to the November 24, 2014, City Council meeting for consideration.

AGENDA ITEM #7 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating a \$3,144 VML Insurance Program Risk Management Grant for a Wheeled Ramp Dry Chemical Fire Extinguisher for Airport and Drum Platforms and Chemical Containment System for the Stonewall Park Pool

Diane Bergeron presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating a \$3,144 VML Insurance Program Risk Management Grant for a wheeled ramp dry chemical fire extinguisher for the Airport and drum platforms and chemical containment system for Stonewall Park Pool. The committee approved (3/0). This item will be forwarded to the November 24, 2014, City Council meeting for consideration.

AGENDA ITEM #8 Resolution 2015-06-R Amending the FY 2015 Budget by Budgeting and Appropriating the 2014 State Criminal Alien Assistance Grant in the Amount of \$35,355 from the U.S. Department of Justice

Diane Bergeron presented Staff's recommendation to amend the FY 2015 Budget by budgeting and appropriating the 2014 State Criminal Alien Assistance Grant in the amount of \$35,355 from the U.S. Department of Justice. The committee approved (3/0). This item will be forwarded to the November 24, 2014, City Council meeting for consideration.

City Manager's Time

- No Items

The meeting was adjourned at 6:12 p.m. by Chairman Aveni.

AGENDA STATEMENT

PAGE NO. 5

ITEM NO. 2

MEETING DATE: January 14, 2015 – Finance Committee

TIME ESTIMATE: 15 Minutes

AGENDA ITEM TITLE: Presentation of the FY 2014 Comprehensive Annual Financial Report (CAFR) and Auditor's Findings for the Year Ended June 30, 2014

**DATE THIS ITEM WAS
LAST CONSIDERED
BY COUNCIL:**

N/A

**SUMMARY OF
ISSUE/TOPIC:**

The Auditors, Robinson, Farmer, Cox Associates, will present their findings for the year ended June 30, 2014.

**STAFF
RECOMMENDATION:** INFORMATION ONLY

**BOARD/COMMISSION/
COMMITTEE:**

RECOMMENDATION: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

CITY MANAGER: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

COMMENTS:

**DISCUSSION
(IF NECESSARY):**

Auditor's presentation of Audit for year ended June 30, 2014, and required communication to Council from the auditors is attached. Electronic Copies of the FY 2014 CAFR will be sent to Members of City Council.

**BUDGET/FISCAL
IMPACT:**

N/A

STAFF: Paul E. York; Finance & Administration Director (703) 257-8234
Andrew Grossnickle; Robinson, Farmer, Cox Associates (540)898-8983

Bonni Johnston

From: Paul York
Sent: Friday, January 09, 2015 12:07 PM
To: Bonni Johnston
Subject: CAFR for FC Agenda
Attachments: Manassas Governance Letter.pdf; 2014 Manassas Management Letter.pdf; Council Memo.pdf; CAFR FY2014.pdf; Manassas Presentation-2014.pdf

Bonni,

Attached are the items for the finance committee agenda for the CAFR presentation. Let me know if you have any questions.

Paul E. York
Finance and Administration Director
City of Manassas
9027 Center Street
Manassas, VA 20110
703-257-8234 (W)
703-853-5233 (C)
703-335-0042 (F)

ROBINSON, FARMER, COX ASSOCIATES

CERTIFIED PUBLIC ACCOUNTANTS

A PROFESSIONAL LIMITED LIABILITY COMPANY

Communication with Those Charged with Governance

To the Members of the City Council City of Manassas, Virginia

We have audited the financial statements of the governmental activities, the business-type activities, the discretely presented component unit, each major fund, and the aggregate remaining fund information of the City of Manassas, Virginia for the year ended June 30, 2014. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, *Government Auditing Standards*, and OMB Circular A-133, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated June 19, 2014. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Findings

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the City of Manassas, Virginia are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during 2014. We noted no transactions entered into by the City of Manassas, Virginia during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the City's financial statements were:

Management's estimate of the useful lives of capital assets and management's estimate of allowances for uncollectible accounts, which are both based on historical information. We evaluated the key factors and assumptions used to develop these estimates in determining that they are reasonable in relation to the financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. The attached schedule summarizes uncorrected misstatements of the financial statements. Management has determined that their effects are immaterial, both individually and in the aggregate, to the financial statements taken as a whole.

Disagreements with Management

For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated December 15, 2014.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the City of Manassas, Virginia's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as City of Manassas, Virginia's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

Other Matters

We applied certain limited procedures to management's discussion and analysis and the schedule of pension and OPEB funding progress, which are required supplementary information (RSI) that supplements the basic financial statements. Our procedures consisted of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We did not audit the RSI and do not express an opinion or provide any assurance on the RSI.

We were engaged to report on combining and individual fund financial statements and schedules, supporting schedules, and the schedule of expenditures of federal awards, which accompany the financial statements but are not RSI. With respect to this supplementary information, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with accounting principles generally accepted in the United States of America, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

We were not engaged to report on the introductory section and statistical section, which accompany the financial statements but are not RSI. We did not audit or perform other procedures on this other information and we do not express an opinion or provide any assurance on it.

Restriction on Use

This information is intended solely for the use of the City Council and management of the City of Manassas, Virginia and is not intended to be and should not be used by anyone other than these specified parties.

Robinson, Farmer, Cox Associates

Fredericksburg, Virginia
December 15, 2014

City of Manassas, Virginia
SUMMARY OF AUDIT DIFFERENCES

Year Ended June 30, 2014

Unadjusted audit differences:

Bank account timing variances

[]
 []
 []
 []
 []
 []
 []
 []
 []

Cumulative effect

**Current Year Over (Under)
 Revenues and
 Expenditures/Expenses
 and Changes in
 Fund Balance/Equity**

\$ (10,133.13)

[]
 []
 []
 []
 []
 []
 []
 []
 []

\$(10,133.13)

Reclassification adjustments:

N/A

[]
 []

Balance Sheet

\$ []
 []
 []

**Statement(s) of
 Revenues and
 Expenditures/Expenses
 and Changes in
 Fund Balance/Equity**

\$ []
 []
 []

ROBINSON, FARMER, COX ASSOCIATES

CERTIFIED PUBLIC ACCOUNTANTS

A PROFESSIONAL LIMITED LIABILITY COMPANY

DATE: December 15, 2014

MEMORANDUM TO: City of Manassas, Virginia

FROM: Robinson, Farmer, Cox Associates
Robinson, Farmer, Cox Associates

REGARDING: FY 2014 Audit

In planning and performing our fieldwork as part of the audit of the financial statements of the City of Manassas, Virginia ("City") for the year ended June 30, 2014, we considered the City's internal control structure to plan our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on the internal control structure.

However, during our audit we noted certain matters involving the internal control structure and other operational matters that are presented for your consideration. This letter does not affect our report dated December 15, 2014 on the financial statements of the City. Our comments and recommendations are intended to improve the internal control structure and operating efficiencies. We will be pleased to discuss these comments in further detail at your convenience, to perform any additional study of these matters, or to assist you in implementing the recommendations.

PSC Tax Assessments

During the course of our audit we noted that the Public Service Corporation tax assessment for one company was calculated incorrectly due to a formula error in an Excel spreadsheet. A supplemental bill was subsequently sent to the company. Excel spreadsheets are utilized throughout the City on a regular basis. When utilizing spreadsheets it is important to review all formulas to ensure they are up to date and accurate.

Airport Interjurisdictional Agreement

The City has an interjurisdictional agreement with the County of Prince William, Virginia related to the sharing of revenue and expenses at the Manassas Regional Airport. The agreement calls for the City and County to share the airport's revenue and expenses in a ratio of 20% to the County and 80% to the City. However, there has been some discussion on how certain items are treated in this calculation and also some indications that some aspects of revenue sharing portion of the agreement may not be in compliance with FAA policy. We recommend that the City work with the County to resolve these issues and update/amend the agreement as necessary.

Governmental Accounting Standards Board Pronouncements

In order to assist your staff in preparing for upcoming accounting changes, we have included the following summaries of significant Governmental Accounting Standards Board (GASB) pronouncements that will affect the City in upcoming years.

GASB No. 68 Accounting and Financial Reporting for Pensions-an amendment of GASB Statement No. 27 - The primary objective of this Statement is to improve accounting and financial reporting by state and local governments for pensions. It also improves information provided by state and local governmental employers about financial support for pensions that is provided by other entities. This Statement replaces the requirements of Statement No. 27, *Accounting for Pensions by State and Local Governmental Employers*, as well as the requirements of Statement No. 50, *Pension Disclosures*, as they relate to pensions that are provided through pension plans administered as trusts or equivalent arrangements (hereafter jointly referred to as trusts) that meet certain criteria. The requirements of Statements 27 and 50 remain applicable for pensions that are not covered by the scope of this Statement. This pronouncement will take effect for the fiscal year ending June 30, 2015.



CITY OF MANASSAS

DEPARTMENT OF FINANCE & ADMINISTRATION

January 9, 2015

TO: Mayor and City Council
FROM: Paul E. York, Finance & Administration Director
THROUGH: W. Patrick Pate, City Manager

SUBJECT: Comprehensive Annual Financial Report and Required Communication to the Council from the Auditors

It is my pleasure to submit to you an electronic copy of the City of Manassas Comprehensive Annual Financial Report (CAFR) for the Fiscal Year Ended June 30, 2014. This CAFR also includes the Manassas City Public Schools and the audit of federal awards for the federal grant activity of the City under programs of the federal government (single audit). The City's auditors, Robinson, Farmer, Cox Associates, Certified Public Accountants, have issued an unmodified audit report. There was one finding in the financial statement review and there are no findings or questioned costs for the single audit. Staff has taken appropriate steps to address the finding in the financial statement review.

Also enclosed, from the auditors, are the Communication with Those Charged with Governance letter and a copy of their management letter comments.

The auditors will present their audit report and findings at the **January 14, 2015, Finance Committee** meeting and a presentation will also be made at the **January 26, 2015, regular Council** meeting for the public. At both meetings, staff and the auditor's will explain the CAFR schedules and present the list of fund balances.

If you desire a hard copy of the CAFR for your library, please contact myself or Bonni Johnston at (703) 257-8305 or bjohnston@manassasva.gov.

Thank you.

Attachment

ROBINSON, FARMER, COX ASSOCIATES

Audit for Year Ended June 30, 2014
City of Manassas, Virginia

Andrew P. Grossnickle, CPA, Member
January 14, 2014

GASB Pronouncements

- Upcoming Pronouncements:
 - ❖ GASB Statement No. 68, *Accounting and Financial Reporting for Pensions*. (Effective for FY15).



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA
2014 FINANCIAL STATEMENT HIGHLIGHTS

General Fund	2014	2013
Detail of General Fund - Fund Balance		
Nonspendable	\$ 395,877	\$ 410,693
Restricted	2,448,897	2,982,051
Committed	4,978,410	5,234,941
Unassigned	<u>12,665,075</u>	<u>12,136,198</u>
 Total General Fund - Fund Balance (CAFR Page 38)	 <u>\$ 20,488,259</u>	 <u>\$ 20,763,883</u>
 Unassigned General Fund Balance	 <u>12,665,075</u>	 <u>12,136,198</u>
General Fund Revenues (1)	<u>97,372,152</u>	<u>93,355,022</u>
 Unassigned Fund Balance as a Percentage of General Fund Revenues (2)	 13.0%	 13.0%
 (1) General Fund Revenues less Payment in Lieu of Debt Services from MCPS		
(2) Policy is to Maintain 13% Ratio (Fund Balance Policy R-2009-53)		
 Summarized Income Statement	 2014	 2013
Revenues and other financing sources	\$ 104,107,941	\$ 100,017,115
Expenditures and other financing uses	<u>(104,383,565)</u>	<u>(102,506,283)</u>
 Net Revenues (Expenditures) (CAFR Page 40)	 <u>\$ (275,624)</u>	 <u>\$ (2,489,168)</u>

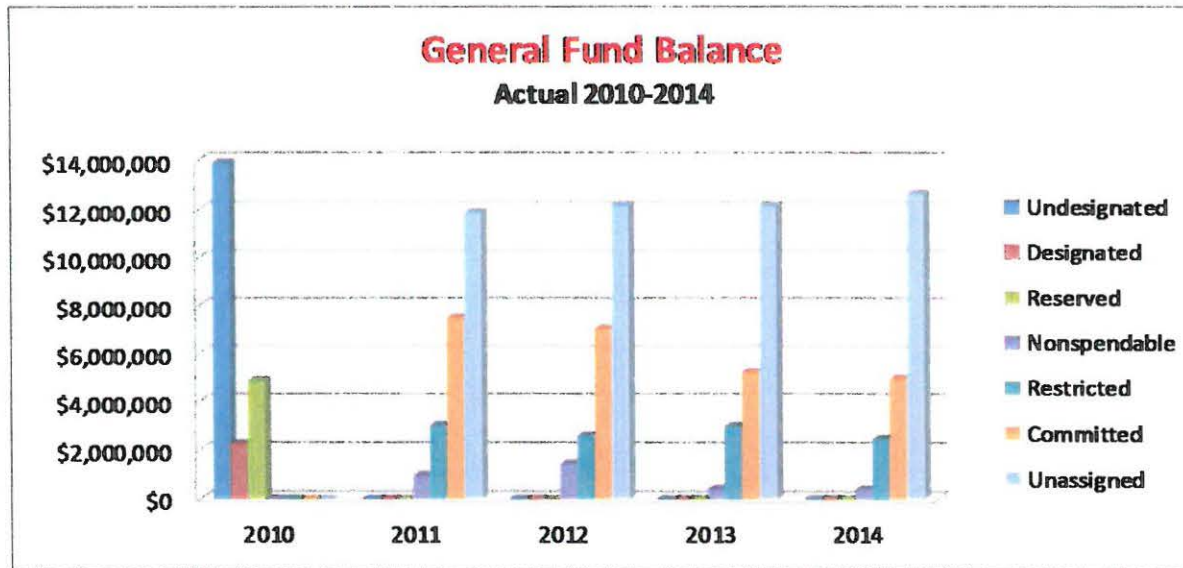


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CITY OF MANASSAS, VIRGINIA

General Fund Balance

Actual 2010-2014



	2010	2011	2012	2013	2014
Undesignated	\$ 13,891,163	\$ -	\$ -	\$ -	\$ -
Designated	2,245,748	-	-	-	-
Reserved	4,867,143	-	-	-	-
Nonspendable	-	950,239	1,450,187	410,693	395,877
Restricted	-	2,999,143	2,575,633	2,982,051	2,448,897
Committed	-	7,505,941	7,033,509	5,234,941	4,978,410
Unassigned	-	11,878,166	12,193,722	12,136,198	12,665,075
Total	\$ 21,004,054	\$ 23,333,489	\$ 23,253,051	\$ 20,763,883	\$ 20,488,259
Net Increase (Decrease)	\$ 2,028,916	\$ 2,329,435	\$ (80,438)	\$ (2,489,168)	\$ (275,624)



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA
Budget and Actual - General Fund
For the Year Ended June 30, 2014

	<u>Revised Budget</u>	<u>Actual</u>	<u>Variance Positive (Negative)</u>
REVENUES			
Property Taxes	\$ 60,064,940	\$ 61,550,224	\$ 1,485,284
Other Local Taxes	17,401,570	17,703,001	301,431
Permits, Fees, and Licenses	840,650	796,896	(43,754)
Fines and Forfeitures	630,050	637,403	7,353
Use of Money and Property	50,000	70,552	20,552
Charges for Services	582,607	533,152	(49,455)
Payment in Lieu of Debt Service	4,792,910	4,792,911	1
Recovered Cost	1,951,150	1,951,150	-
Miscellaneous	2,224,499	1,983,540	(240,959)
Intergovernmental	<u>11,982,891</u>	<u>12,146,234</u>	<u>163,343</u>
 Total Revenues	 \$ <u>100,521,267</u>	 \$ <u>102,165,063</u>	 \$ <u>1,643,796</u>

Reference Exhibit E, CAFR Page 42



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Cox Associates

CITY OF MANASSAS, VIRGINIA
Budget and Actual - General Fund
For the Year Ended June 30, 2014

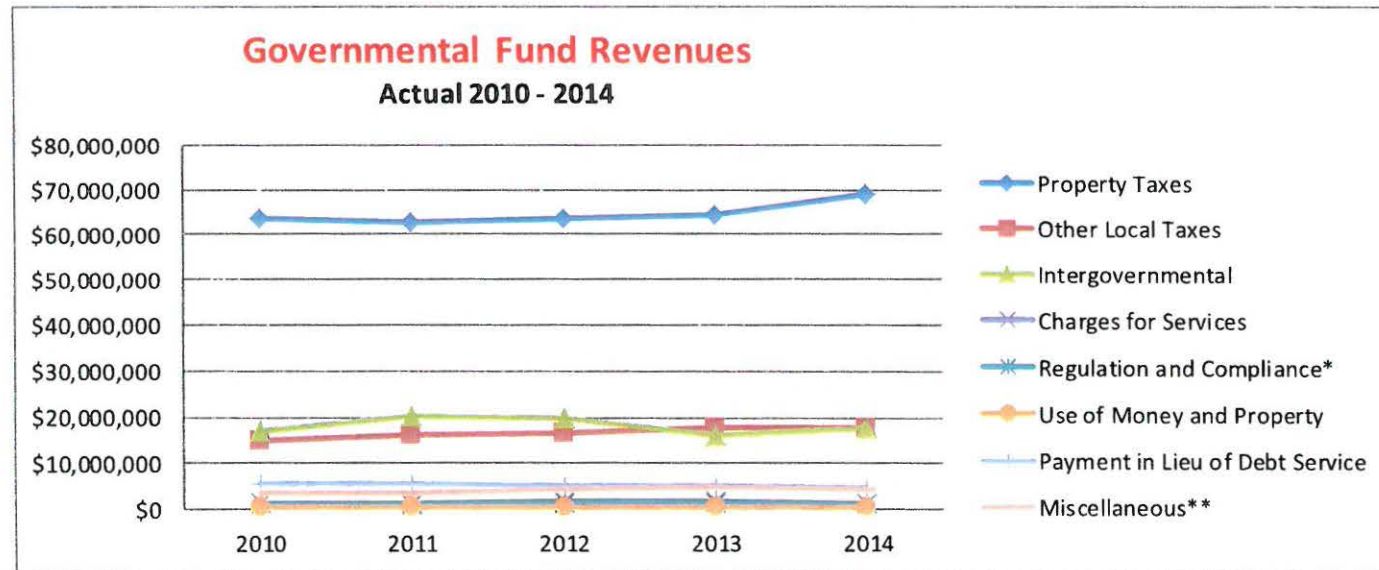
	Revised Budget	Actual	Variance Positive (Negative)
EXPENDITURES			
City Council	\$ 513,385	\$ 584,239	\$ (70,854)
Clerk's Office	314,799	294,595	20,204
City Manager	515,090	491,281	23,809
Electoral Board	309,070	289,795	19,275
Treasurer	714,020	690,845	23,175
Commissioner of Revenue	1,146,890	1,108,304	38,586
Finance and Administration	3,386,433	3,086,989	299,444
Police	14,402,477	14,248,084	154,393
Correction and Detention	4,475,731	4,609,049	(133,318)
Public Works	7,791,316	7,606,014	185,302
Community Development	4,021,731	3,558,152	463,579
Debt Service	6,975,190	6,965,229	9,961
Shared Services	4,699,010	4,699,006	4
Joint Services	1,036,550	1,018,698	17,852
Contributions	152,500	152,500	-
Education	50,681,240	51,334,432	(653,192)
Total Expenditures	\$ 101,135,432	\$ 100,737,212	\$ 398,220
Excess (deficiency) of Revenues over (under) expenditures	\$ (614,165)	\$ 1,427,851	\$ 2,042,016
Other Financing Sources (Uses)	\$ (1,785,185)	\$ (1,703,475)	\$ 81,710
Net Change in Fund Balance	\$ (2,399,350)	\$ (275,624)	\$ 2,123,726

Reference Exhibit E, CAFR Page 42 - 43



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA



	2010	2011	2012	2013	2014
Property Taxes	\$ 63,697,942	\$ 62,613,605	\$ 63,518,398	\$ 64,499,818	\$ 69,152,354
Other Local Taxes	14,897,257	16,045,899	16,593,452	17,516,677	17,703,001
Intergovernmental	16,921,868	20,101,400	19,707,516	16,116,127	17,586,566
Charges for Services	1,144,351	1,072,428	1,097,365	1,140,610	1,221,953
Regulation and Compliance*	1,445,180	1,417,882	1,573,486	1,733,282	1,434,299
Use of Money and Property	276,216	324,979	287,212	284,224	286,872
Payment in Lieu of Debt Service	5,637,807	5,410,273	5,263,956	4,913,003	4,792,911
Miscellaneous **	3,374,955	3,323,964	4,292,763	4,485,831	4,256,017
Total	\$ 107,395,576	\$ 110,310,430	\$ 112,334,148	\$ 110,689,572	\$ 116,433,973

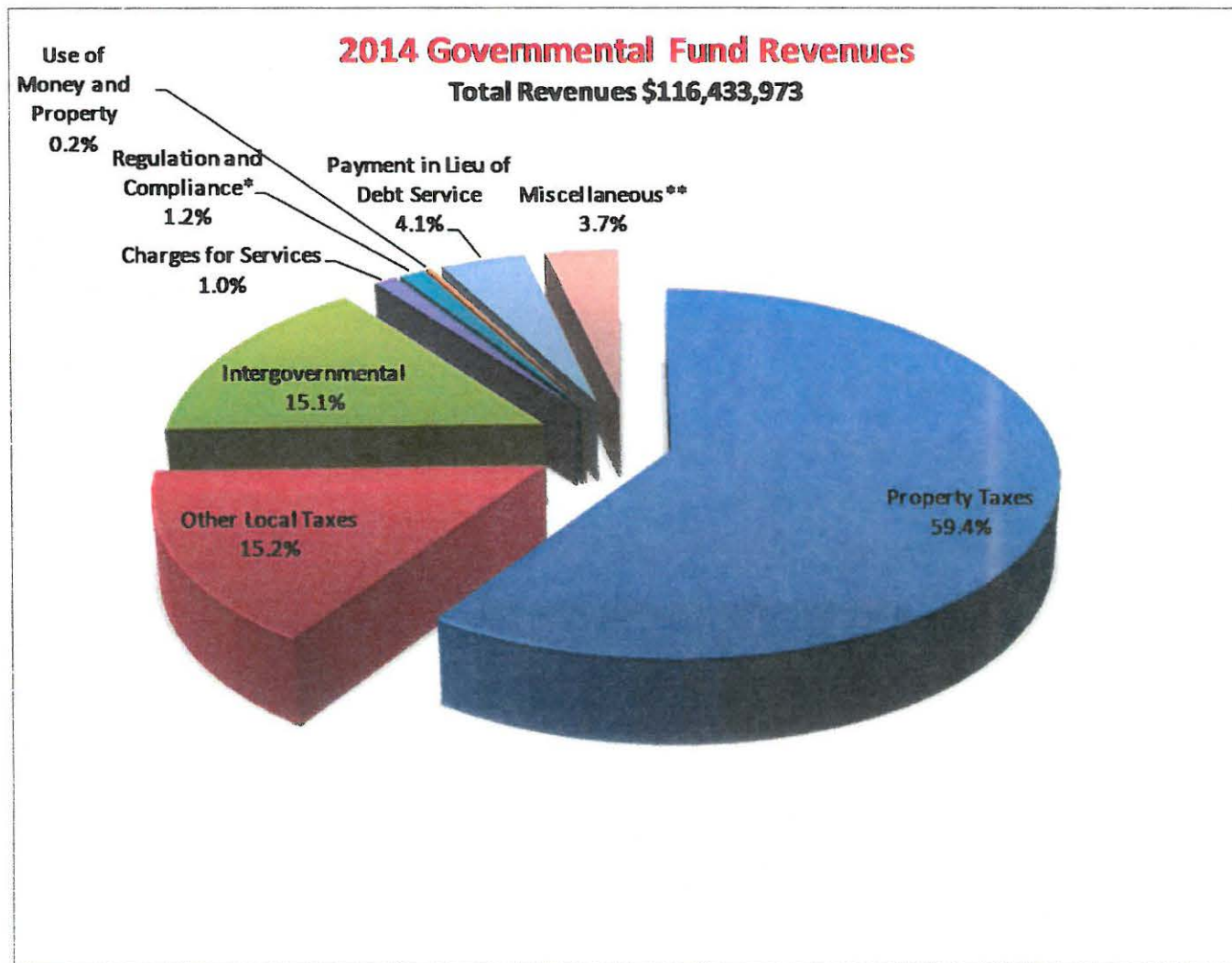
* Regulation & Compliance includes Permits, Fees and Licenses and Fines and Forfeitures

** Miscellaneous includes Recovered Costs



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA



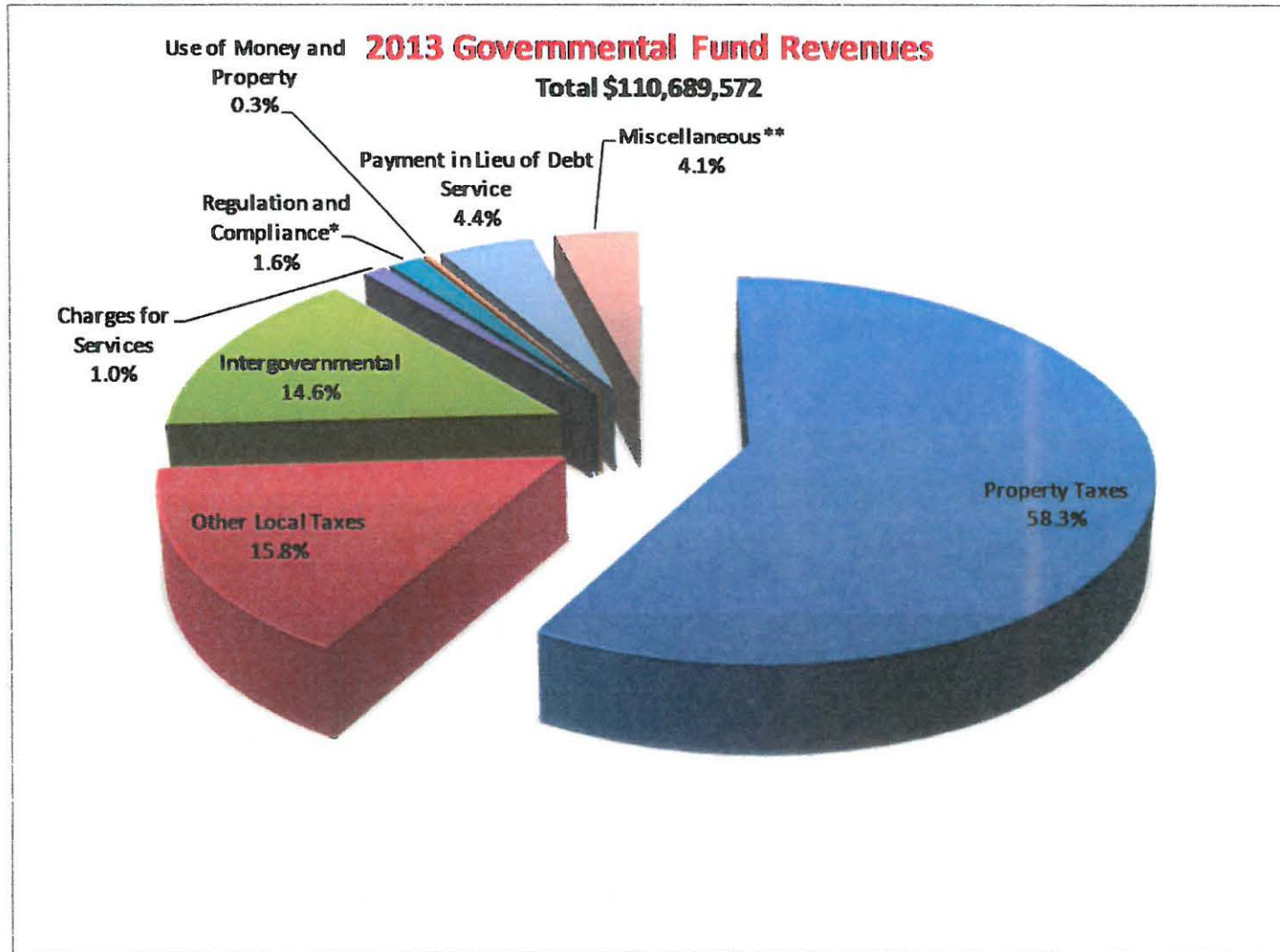
* Regulation & Compliance includes Permits, Fees and Licenses and Fines and Forfeitures

** Miscellaneous includes Recovered Costs



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA



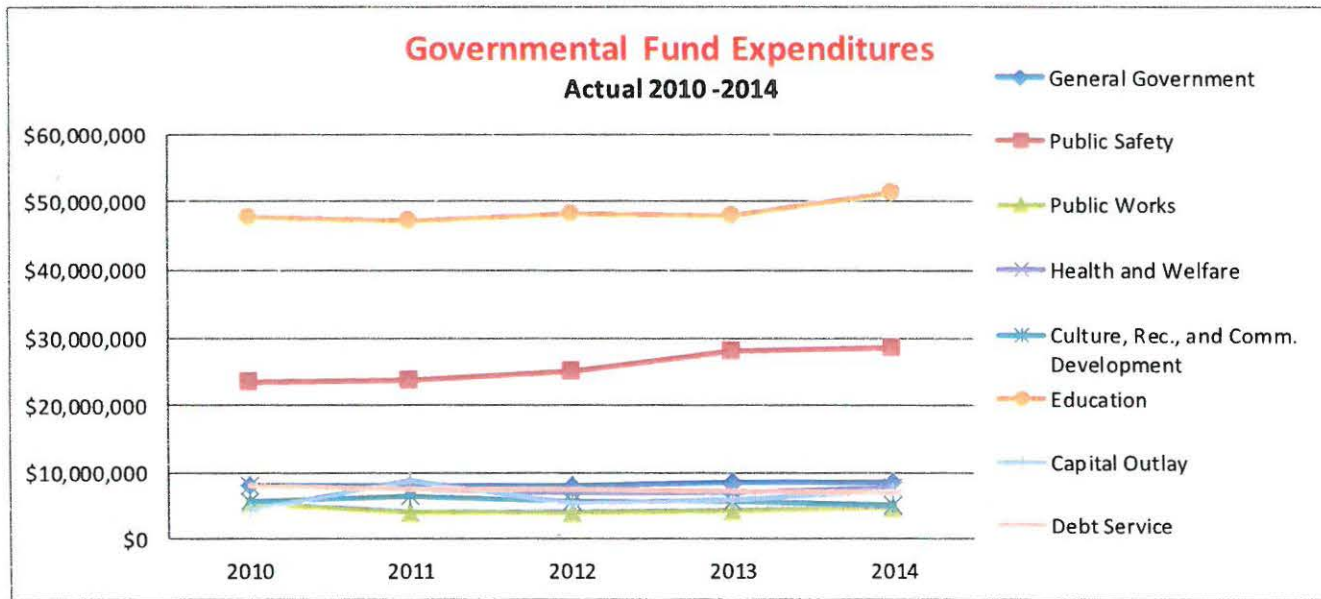
* Regulation & Compliance includes Permits, Fees and Licenses and Fines and Forfeitures

** Miscellaneous includes Recovered Costs



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA



	2010	2011	2012	2013	2014
General Government	\$ 8,087,758	\$ 8,126,487	\$ 8,175,771	\$ 8,711,499	\$ 8,668,542
Public Safety	23,619,295	23,838,881	25,150,135	28,109,517	28,617,782
Public Works	5,312,789	4,158,164	3,954,503	4,381,295	4,787,857
Health and Welfare	7,976,335	7,458,336	7,032,635	7,034,040	7,834,030
Culture, Rec., and Comm. Development	5,735,016	6,369,224	5,661,189	5,521,613	5,109,182
Education	47,592,844	47,123,718	48,125,649	48,014,667	51,334,432
Capital Outlay	4,308,676	8,964,479	5,460,088	5,796,525	7,233,350
Debt Service	8,006,805	7,638,602	7,462,015	7,145,998	7,078,046
Total	\$ 110,639,518	\$ 113,677,891	\$ 111,021,985	\$ 114,715,154	\$ 120,663,221

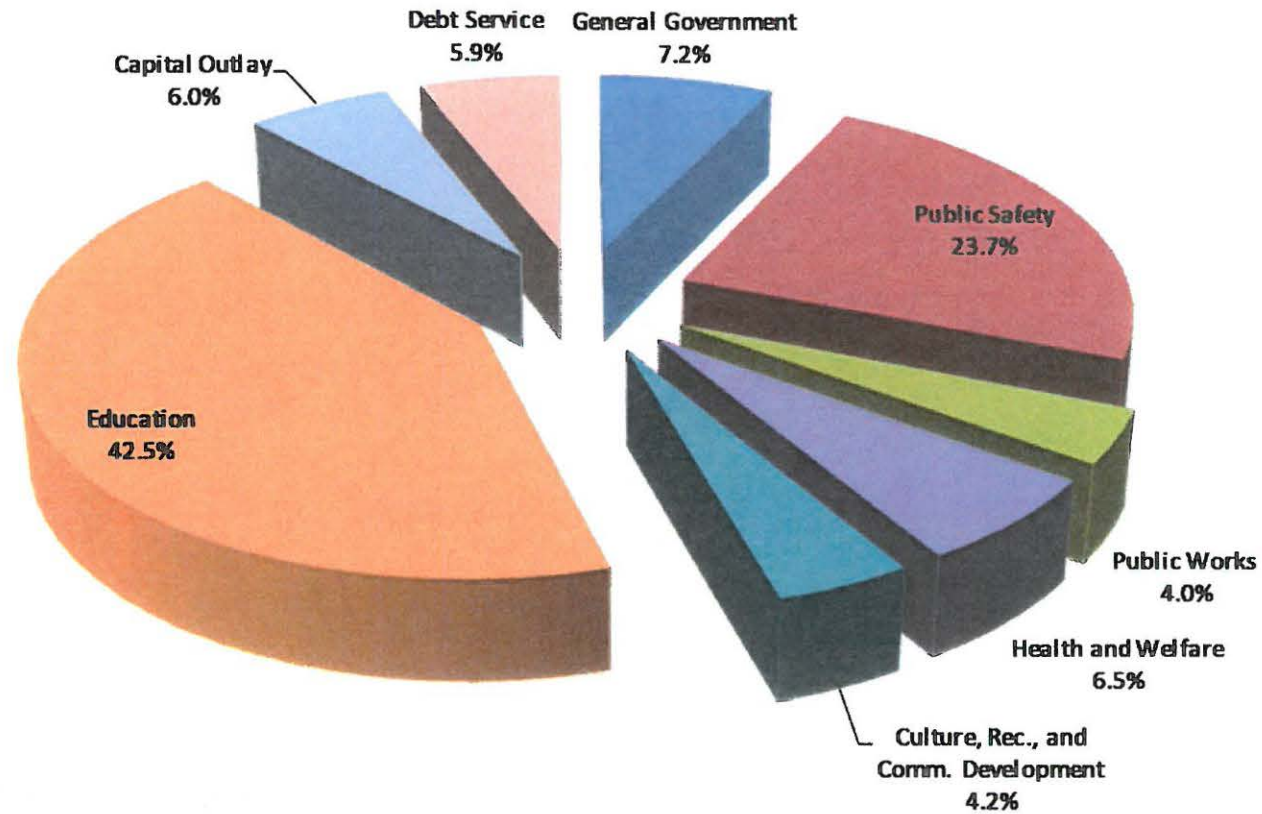


Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA

2014 Governmental Fund Expenditures

Total \$120,663,221

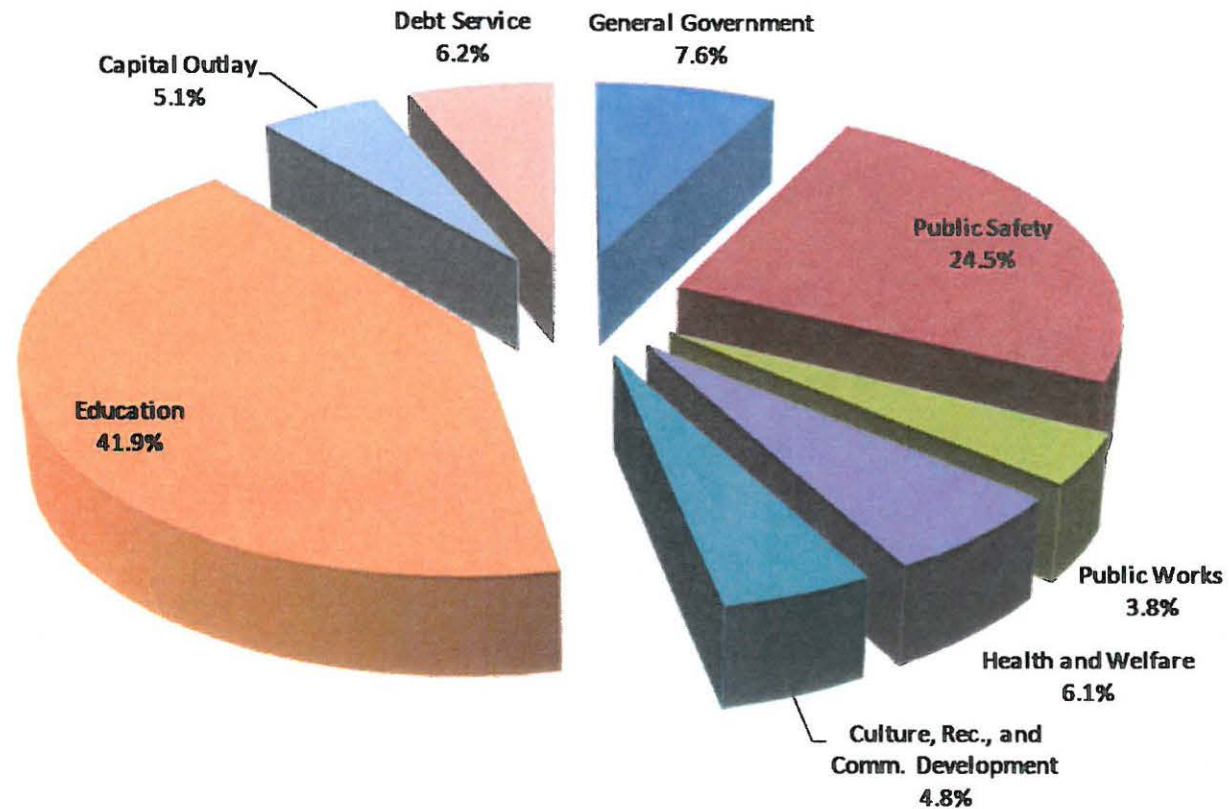


Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA

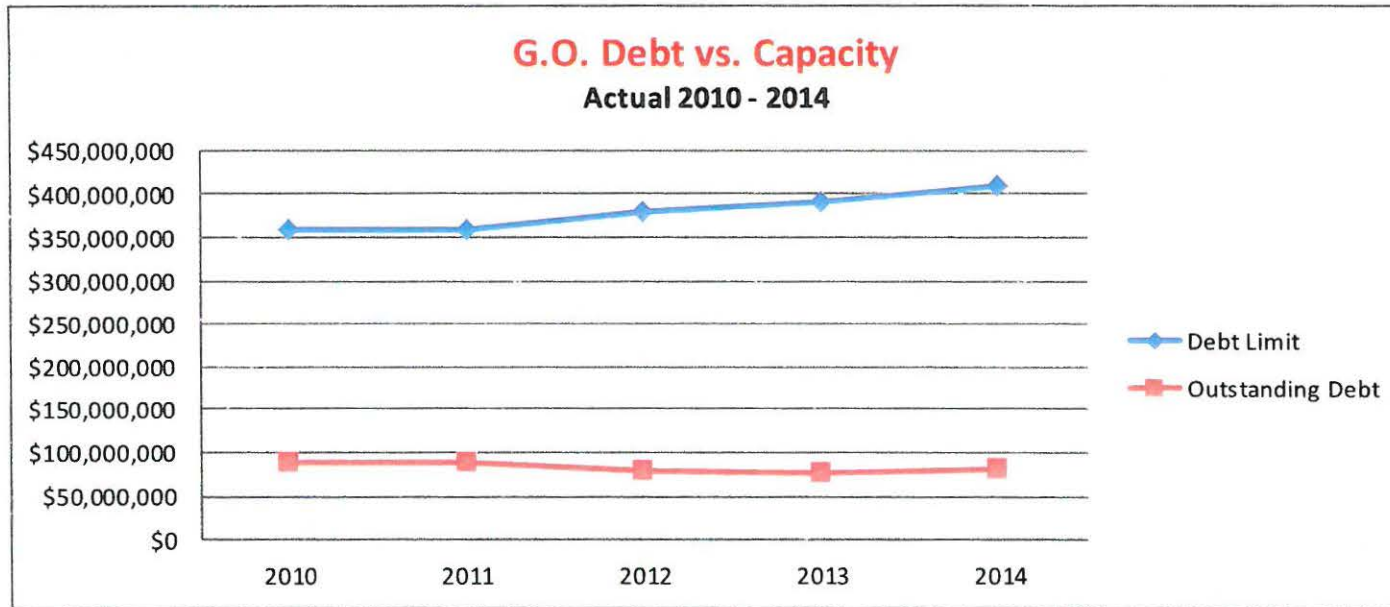
2013 Governmental Fund Expenditures

Total \$114,715,154



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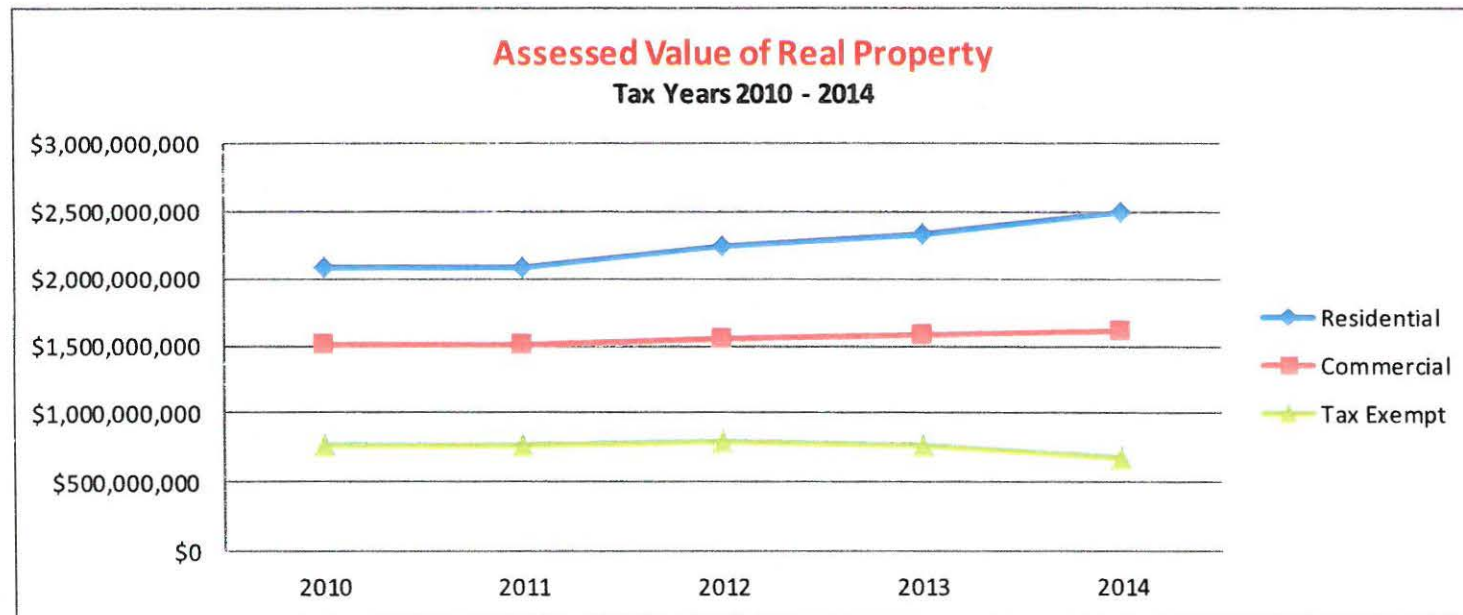
	2010	2011	2012	2013	2014
Debt Limit	\$ 359,178,260	\$ 359,178,260	\$ 379,675,090	\$ 391,250,530	\$ 410,511,380
Total Net Debt Applicable to Limit	<u>87,828,537</u>	<u>87,228,303</u>	<u>80,142,378</u>	<u>75,999,685</u>	<u>80,326,018</u>
Legal Debt Margin	<u>\$ 271,349,723</u>	<u>\$ 271,949,957</u>	<u>\$ 299,532,712</u>	<u>\$ 315,250,845</u>	<u>\$ 330,185,362</u>
Total Net Debt Applicable to Limit as a Percent of Debt Limit	24.45%	24.29%	21.11%	19.42%	19.57%

Reference Statistical Table XII of the CAFR (page 156-157)



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CITY OF MANASSAS, VIRGINIA



	2010	2011*	2012	2013	2014
Residential	\$ 2,083,619,700	\$ 2,083,619,700	\$ 2,249,477,700	\$ 2,328,941,100	\$ 2,491,207,000
Commercial	1,508,162,900	1,508,162,900	1,547,273,200	1,583,564,200	1,613,906,800
Tax Exempt	771,507,200	771,507,200	795,895,200	764,169,200	678,874,300
Total	\$ 4,363,289,800	\$ 4,363,289,800	\$ 4,592,646,100	\$ 4,676,674,500	\$ 4,783,988,100

Reference Statistical Table VI of the CAFR (page 149)

Note: Tax year 2011 was a 6-month tax year ending 6/30/2011 used to change the tax year from a calendar year to a fiscal year.



Robinson, Farmer,
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CITY OF MANASSAS, VIRGINIA
2014 Financial Highlights - Proprietary Funds

	<u>Electric</u>	<u>Water</u>	<u>Sewer</u>	<u>Airport</u>	<u>Other Nonmajor*</u>
Net Position:					
Net Investment in Capital Assets	\$ 20,134,691	\$ 22,063,477	\$ 7,874,244	\$ 37,831,753	\$ 1,807,798
Unrestricted	<u>18,075,465</u>	<u>14,123,262</u>	<u>14,423,762</u>	<u>(32,959)</u>	<u>703,565</u>
Total	<u>\$ 38,210,156</u>	<u>\$ 36,186,739</u>	<u>\$ 22,298,006</u>	<u>\$ 37,798,794</u>	<u>\$ 2,511,363</u>

Reference Exhibit F (CAFR page 44 - 45)

	<u>Electric</u>	<u>Water</u>	<u>Sewer</u>	<u>Airport</u>	<u>Other Nonmajor*</u>
Changes in Net Position:					
Operating Revenues	\$ 61,732,511	\$ 9,680,679	\$ 14,174,279	\$ 2,388,024	\$ 3,246,838
Operating Expenses	(66,064,294)	(7,371,828)	(11,965,029)	(3,375,524)	(3,758,690)
Non Operating Revenue (Expense)	2,223,653	(298,945)	(601,620)	35,033	8,771
Transfers In	-	-	-	-	186,000
Transfers Out	(2,694,527)	(1,228,080)	(910,590)	-	(32,500)
Capital Contributions (return)	<u>(73,711)</u>	<u>64,738</u>	<u>20,104</u>	<u>2,169,489</u>	<u>-</u>
Change in Net Position	<u>\$ (4,876,368)</u>	<u>\$ 846,564</u>	<u>\$ 717,144</u>	<u>\$ 1,217,022</u>	<u>\$ (349,581)</u>

Reference Exhibit G (CAFR page 46- 47)

* Other Nonmajor includes the Solid Waste, City Square Pavilion, Candy Factory, and Parking Garage Funds.



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA
2014 Financial Highlights - Proprietary Funds

	<u>Electric</u>	<u>Water</u>	<u>Sewer</u>	<u>Airport</u>	<u>Other Nonmajor*</u>
Statement of Net Position					
Unrestricted Cash and Investments	\$ 15,194,918	\$ 16,044,255	\$ 12,551,791	\$ 2,262,019	\$ 643,642
Restricted Cash and Investments	3,742,494	-	-	-	-
Other Current Assets	10,260,858	1,693,281	2,362,792	1,096,826	332,030
Capital Assets	20,790,846	30,229,891	21,344,125	40,617,771	1,807,798
Total Assets	49,989,116	47,967,427	36,258,708	43,976,616	2,783,470
Current Liabilities	6,841,495	1,614,814	1,012,402	2,928,443	269,282
Noncurrent Liabilities	4,937,465	10,165,874	12,948,300	3,249,379	2,825
Total Liabilities	11,778,960	11,780,688	13,960,702	6,177,822	272,107
Net Investment in Capital Assets	20,134,691	22,063,477	7,874,244	37,831,753	1,807,798
Unrestricted	18,075,465	14,123,262	14,423,762	(32,959)	703,565
Total Net Position	\$ <u>38,210,156</u>	\$ <u>36,186,739</u>	\$ <u>22,298,006</u>	\$ <u>37,798,794</u>	\$ <u>2,511,363</u>

Current Ratio 4.27 10.98 14.73 1.15 3.62

This demonstrates the ability to pay current obligations

Reference Exhibit F (CAFR page 44-45)

* Other Nonmajor includes the Solid Waste, City Square Pavilion, Candy Factory, and Parking Garage Funds.

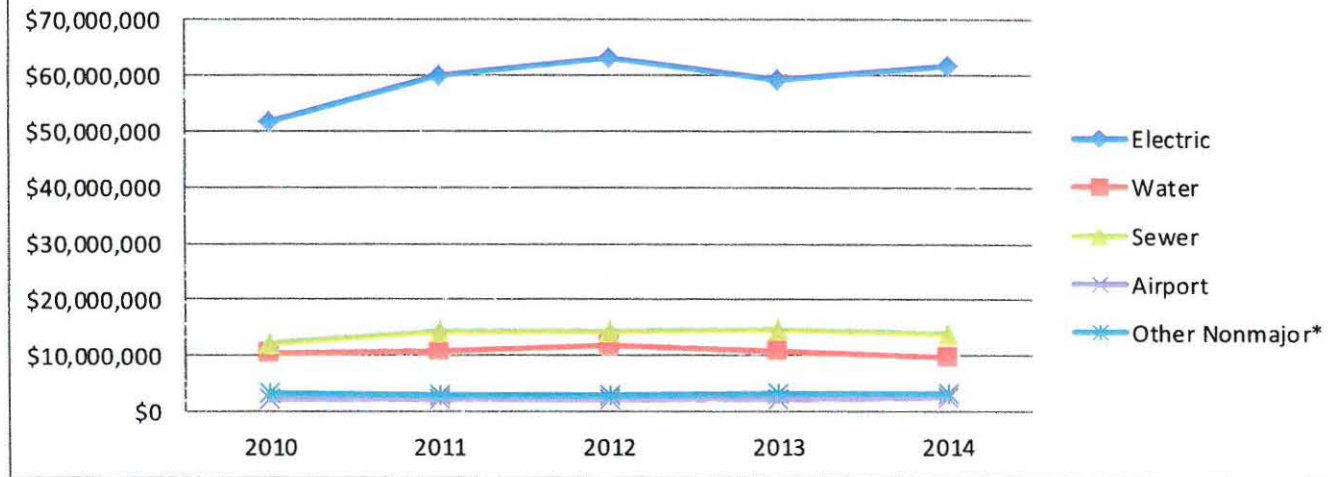


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Cox Associates

CITY OF MANASSAS, VIRGINIA

Operating Revenues - Proprietary Funds

Actual 2010 - 2014



	2010	2011	2012	2013	2014
Electric	\$ 51,862,932	\$ 60,066,830	\$ 63,343,124	\$ 59,164,111	\$ 61,732,511
Water	10,301,071	10,760,754	11,839,939	10,721,365	9,680,679
Sewer	12,091,738	14,260,452	14,508,871	14,588,115	14,174,279
Airport	2,080,115	2,134,108	2,292,410	2,330,193	2,388,024
Other Nonmajor*	3,263,061	2,963,540	3,055,103	3,198,207	3,246,838
Total	\$ 79,598,917	\$ 90,185,684	\$ 95,039,447	\$ 90,001,991	\$ 91,222,331

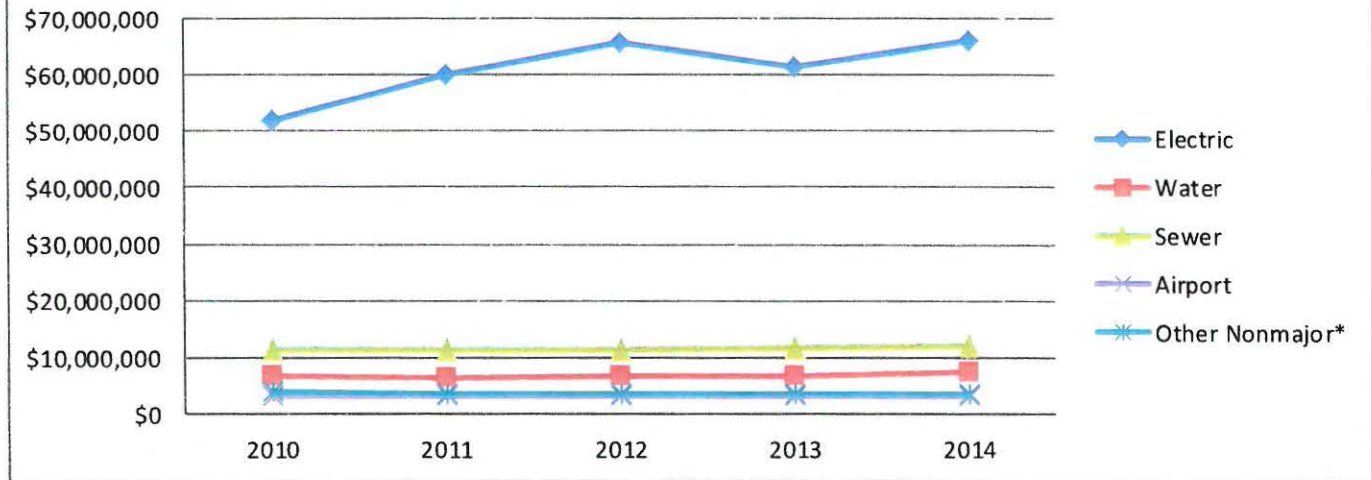
* Other Nonmajor includes the Solid Waste, City Square Pavilion, Candy Factory, and Parking Garage Funds.



Robinson, Farmer,
Cox Associates

CITY OF MANASSAS, VIRGINIA

Operating Expenses - Proprietary Funds Actual 2010 - 2014



	2010	2011	2012	2013	2014
Electric	\$ 51,791,120	\$ 59,919,088	\$ 65,662,457	\$ 61,335,577	\$ 66,064,294
Water	6,743,628	6,434,683	6,888,709	6,883,594	7,371,828
Sewer	11,377,542	11,240,422	11,381,541	11,709,663	11,965,029
Airport	3,104,639	3,146,124	3,298,232	3,370,721	3,375,524
Other Nonmajor*	3,898,525	3,527,591	3,654,900	3,676,990	3,758,690
Total	\$ 76,915,454	\$ 84,267,908	\$ 90,885,839	\$ 86,976,545	\$ 92,535,365

* Other Nonmajor includes the Solid Waste, City Square Pavilion, Candy Factory, and Parking Garage Funds.

Note: Fiscal years 2010 through 2013 are presented as restated.



Robinson, Farmer,
Cox Associates

AGENDA STATEMENT

PAGE NO. 35

ITEM NO. 3

MEETING DATE: January 14, 2015 – Finance Committee

TIME ESTIMATE: 2 Minutes

AGENDA ITEM TITLE: Resolution 2015-09-R Amending the FY 2015 Budget by Budgeting and Appropriating \$109,007 from Fund Balance / Net Assets for Replacing the Airfield Lighting Control System at the Airport

**DATE THIS ITEM WAS
LAST CONSIDERED
BY COUNCIL:**

N/A

**SUMMARY OF
ISSUE/TOPIC:**

On January 29, 2014, an automobile ran in to a transformer located at the airport, resulting in the permanent failure of the airport's Airfield Lighting Control System (ALCS). The ALCS monitors the airfield lighting system and provides the controls necessary for the FAA tower personnel to manipulate the runway, taxiway, and approach lighting system. The driver's insurance carrier paid the Airport \$109,007 in FY 2014 to replace the ALCS. Since these funds were not spent, they lapsed into Fund Balance / Net Assets at June 30, 2014.

This resolution will budget and appropriate \$109,007 from Fund Balance / Net Assets in the Airport Fund.

STAFF

RECOMMENDATION: Approve Resolution 2015-09-R

**BOARD/COMMISSION/
COMMITTEE:**

RECOMMENDATION: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

CITY MANAGER: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

COMMENTS:

**DISCUSSION
(IF NECESSARY):**

**BUDGET/FISCAL
IMPACT:**

\$109,007 – Airport Fund Balance / Net Assets

STAFF: Juan E. Rivera, Airport Director, (703) 361-1882

Group number : 8517 CR CASH RECEIPTS
Accounting period : 10/2014 mm/yyyy
Posting date : 04/28/2014 mm/dd/yyyy

Transaction information:
Transaction date : 04/25/2014 mm/dd/yyyy
Receipt number : 0087514
Account number : 570-0000-318.15-16 Insurance Reimbursements
Project number :
Transaction amount : 109,007.14
Description 1 : VML INSURANCE PROGRAMS
Description 2 : HCAHILL 04/25/14 00
Transaction type code . . :
Bank code : 0

Press Enter to continue.

F3=Exit F12=Cancel F15=Group Inquiry F20=Imaging

AGENDA STATEMENT

PAGE NO. 37

ITEM NO. 4

MEETING DATE: January 14, 2015 – Finance Committee

TIME ESTIMATE: 2 Minutes

AGENDA ITEM TITLE: Resolution 2015-09-R Amending the FY 2015 Budget by Budgeting and Appropriating \$125,000 for the FY 2014 Urban Area Security Initiative (UASI) Subgrant sponsored by the Department of Homeland Security (DHS)

**DATE THIS ITEM WAS
LAST CONSIDERED BY
COUNCIL:** N/A

**SUMMARY OF
ISSUE/TOPIC:**

This is a continuation of the annual grant from DHS UASI in the amount of \$125,000 to fund the Emergency Management Planner (restricted) position and the related deliverables per the Project Management Plan. The City has received UASI funding for this position annually since 2009. The UASI grant is coordinated through the Fire and Rescue Department and managed by the Fire Marshal. Per the requirements of the grant, funds are reimbursed to jurisdictions as they are spent. The grant period is January 1, 2015 – December 31, 2015 and there are no matching funds required.

This resolution will budget and appropriate \$125,000 of Federal Pass Thru Revenue in the Fire and Rescue Fund.

**STAFF
RECOMMENDATION:** Approve Resolution 2015-09-R

**BOARD/COMMISSION/
COMMITTEE:**

RECOMMENDATION: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

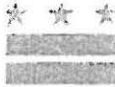
CITY MANAGER: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

COMMENTS:

**DISCUSSION
(IF NECESSARY):**

**BUDGET/FISCAL
IMPACT:** \$125,000 – 2014 UASI Grant Revenue

STAFF: Fire Marshal Francis J. Teevan, (703) 257-8455



GOVERNMENT OF THE DISTRICT OF COLUMBIA

Homeland Security and Emergency Management Agency

**FISCAL YEAR 2014 HOMELAND SECURITY GRANT PROGRAM
URBAN AREAS SECURITY INITIATIVE**

**SUBGRANT AWARD &
CERTIFICATION OF COMPLIANCE**

- Subgrantee **City of Manassas**
- Project Title **Regional Planning - City of Manassas (Continuation)**
- Amount **\$125,000.00**
- Project ID **14UASI596-01**

As the duly authorized representative of the above-listed organization, I hereby accept the subgrant award and certify that I have read and understand the terms and conditions presented in the following documents:

- FY 2014 Homeland Security Grant Program Funding Opportunity Announcement
- District of Columbia Homeland Security and Emergency Management Agency FY 2014 Terms & Conditions
- US Department of Homeland Security Grant Agreement Articles

William Patrick Pote

Print name

City Manager

Print title

Signature

Date

AGENDA STATEMENT

PAGE NO. 39

ITEM NO. 5

MEETING DATE: January 14, 2015 – Finance Committee

TIME ESTIMATE: 2 Minutes

AGENDA ITEM TITLE: Resolution 2015-09-R Amending the FY 2015 Budget by Budgeting and Appropriating \$17,500 for the 2014 State Homeland Security Program (SHSP) Citizen Corps Grant from the Virginia Department of Emergency Management (VDEM) to support the Community Emergency Response Team (CERT)

**DATE THIS ITEM WAS
LAST CONSIDERED BY
COUNCIL:** N/A

**SUMMARY OF
ISSUE/TOPIC:**

The Virginia Department of Emergency Management allocated \$17,500 to the City of Manassas from the 2014 SHSP Citizen Corps Grant Program to support the Community Emergency Response Team (CERT). The funds will be used to conduct two basic training classes, support training exercises, and purchase equipment. No matching funds are required.

This resolution will budget and appropriate \$17,500 in Federal Pass Thru Revenue in the Fire and Rescue Fund.

**STAFF
RECOMMENDATION:** Approve Resolution 2015-09-R

**BOARD/COMMISSION/
COMMITTEE:**

RECOMMENDATION: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

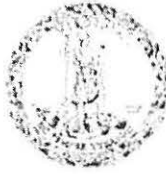
CITY MANAGER: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

COMMENTS:

**DISCUSSION
(IF NECESSARY):**

**BUDGET/FISCAL
IMPACT:** \$17,500 – State Homeland Security Program Grant Revenue

STAFF: Fire Marshal Francis J. Teevan, (703) 257-8455



COMMONWEALTH of VIRGINIA
Department of Emergency Management

JEFFREY D. STERN
State Coordinator

CURTIS C. BROWN
Chief Deputy Coordinator

BRETT A. BURDICK
Deputy Coordinator

10501 Trade Court
North Chesterfield, Virginia 23236-3713
(804) 897-6500
(TDD) 674-2417
FAX (804) 897-6506

October 3, 2014

Mr. Wm. Patrick Pate
City Manager
Manassas City
9027 Center St., Ste 401 P.O. Box 560
Manassas, VA 20110

RE: Grant FY 2014 – SHSP

Dear Mr. Pate:

The Virginia Department of Emergency Management (VDEM) is pleased to announce the allocation of the **2014 State Homeland Security Program Grant (SHSP) (CFDA # 97.067)** from the U.S. Department of Homeland Security (DHS) Federal Emergency Management Agency (FEMA). Appropriation authority for this program is *The Department of Homeland Security Appropriations Act, 2014 (Public Law 113-76)*. Your locality has been allocated funding for:

Project Title: Citizen Corps Program

Federal Grant Allocation: \$ 17,500
Recipient's Required Cost Share/Match Amount: \$0
Total Project: \$ 17,500

The purpose of the State Homeland Security Program is to make grants to states to assist state and local governments in support of the implementation of State Homeland Security Strategies to address the identified planning, organization, equipment, training, and exercise needs to prevent, protect against, mitigate, respond to, and recover from acts of terrorism and other catastrophic events.

The FY 2014 SHSP plays an important role in the implementation of Presidential Policy Directive 8 (PPD-8) by supporting the development and sustainment of core capabilities. Core capabilities are essential for the execution of each of the five mission areas outlined in the National Preparedness Goal (NPG). The development and sustainment of these core capabilities are not

"Working to Protect People, Property and Our Communities"

Mr. Wm. Patrick Pate
October 3, 2014
Page 2

exclusive to any single level of government or organization, but rather require the combined effort of the whole community.

The obligation period for this program is *September 1, 2014, to March 31, 2016*. Reimbursements may be requested for items procured during this period consistent with the project intent. As a reminder, organizations that spend more than \$500,000 in DHS funds during a fiscal year are subject to an independent audit per OMB circular A-133.

All projects must comply with Environmental and Historic Preservation (EHP) requirements. Sub-recipients must not obligate and/or expend any (federal and/or non-federal matching) funds on any project having the potential to impact environments planning and historical preservation resources without the prior approval of FEMA. A current EHP review evaluation form must be submitted as part of the VDEM application. For more information, please visit <http://www.vaemergency.gov/em-community/grants/> or contact your grant administrator.

All applicants are required to submit a completed VDEM grant package and the electronic grants on-line budget application. In order to complete the on-line budget, please follow these instructions:

Step 1: Please go on-line to the **eGMS Grants System** at <https://www.ttegms.com/virginia/login.cfm>. After logging in, you will see a welcome screen. Click on Grant Management and then click on Budget Application from the drop-down menu. Click the link of the project titled on page one of this letter to complete your on-line budget application.

Step 2: The remaining required forms are attached and can also be found on VDEM's website and in the eGMS. Below is a list of the documents that comprise the VDEM grant application package:

- Online Budget ([eGMS](#))
- POC [Form](#)
- EHP Evaluation [Form](#)
- Grant Assurances [Form](#)
- FEMA 20-16C [Form](#)
- SF-LLL – Certification Regarding Lobby [Form](#)

All successful applicants for all DHS grant and cooperative agreements are required to comply with DHS Standard Administrative Terms and Conditions available within Section 6.1.1 of <http://www.dhs.gov/xlibrary/assets/cfo-financial-management-policy-manual.pdf>. Upon approval of an application, the award will be made in the form of a grant. The date the approval of award is entered in the system is the "award date." Notification of award approval is made through the eGMS Grants System through an automatic e-mail to the sub-grantee point of contact listed in the initial application. Follow the directions in the notification to accept your award documents. The authorized grant official should carefully read the award package for

"Working to Protect People, Property and Our Communities"

Mr. Wm. Patrick Pate
October 3, 2014
Page 3

instructions on administering the grant and to learn more about the terms and conditions associated with responsibilities under federal awards.

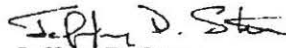
In consideration of FEMA IB#379 and reduced period of performance, scope of work changes to projects will not be allowed within the FY2014 cycle. Should the project submitted and approved not be implemented contact your Grant Administrator as soon as possible to receive instructions.

Sub-grantees are obligated to submit progress reports as a condition of their award acceptance. Subgrantee Quarterly Reports must be submitted to the VDEM Grant Administrator on a quarterly basis through email and later through the eGMS System. The Subgrantee Quarterly Report must be based on the approved budget and any approved amendments. The Subgrantee Quarterly Report is available at <http://www.vaemergency.gov/em-community/grants/all-grant-forms>. Sub-grantees are required to report on progress towards implementing plans described in their application.

Within 30 days after the end of the period of performance sub-grantees must submit a final progress report detailing all accomplishments throughout the period of performance. After this report has been reviewed and approved by VDEM's Grant Office, a close-out notice will be completed to close out the grant. The notice will indicate the period of performance as closed, list any remaining funds that will be deobligated, and address the requirement of maintaining the grant records for five years from the date of the final report. The grantee is responsible for returning any funds that have been drawn down, but remain as unliquidated on grantee financial records.

Please review and sign the required documents and return them to the Grants Management Office by **November 3, 2014**. If you have any questions regarding this award, please contact JoAnn Maher at the VDEM Grants Management Office at (804) 897-9762.

Sincerely,


Jeffrey D. Stern

JDS/jm

cc: Mr. Francis Teevan

"Working to Protect People, Property and Our Communities"

RESOLUTION 2015-09-R

Adopted:

BE IT RESOLVED by the Council of the City of Manassas meeting in regular session this 26th day of January, 2015, that the following funds be budgeted and appropriated as shown.

<u>ACCOUNT NO.</u>			<u>AMOUNT</u>
AIRPORT FUND			
<u>Revenue:</u>			
570-0000-346-04-00	Fund Balance / Net Assets	\$	25,000
<u>Expenditure:</u>			
570-3711-501-71-00	Capital - Airfield Lighting Control System	\$	25,000

For: Repair Airfield Lighting Control System at Airport

<u>ACCOUNT NO.</u>			<u>AMOUNT</u>
FIRE AND RESCUE FUND			
<u>Revenue:</u>			
285-0000-333-22-72	2014 UASI Grant	\$	125,000
<u>Expenditure:</u>			
285-2272-422-11-00	Salaries	\$	70,000
285-2272-422-20-00	Employee Benefits	\$	28,00
285-2272-422-39-00	Purchased Services	\$	8,00
285-2272-422-55-40	Training and Travel	\$	6,000
285-2272-422-41-00	IT Charges	\$	3,060
285-2272-422-41-10	Phones/Voicemail Charges	\$	260
285-2272-422-52-03	Cell Phone Charges	\$	950
285-2272-422-61-00	Office Supplies	\$	3,730
285-2272-422-62-00	Supplies	\$	5,000
		\$	<u>125,000</u>

For: 2014 Urban Area Security Initiative (UASI) Grant

ACCOUNT NO.

AMOUNT

FIRE AND RESCUE FUND

Revenue:

285-0000-333-22-33	2014 CERT Grant	\$	17,500
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Expenditure:

285-2233-422-39-00	Purchased Services	\$	3,000
285-2233-422-41-19	IT Mid-Year Purchases	\$	1,800
285-2233-422-54-75	Lease/Rent Building	\$	2,400
285-2233-422-55-40	Training and Travel	\$	2,800
285-2233-422-62-00	Supplies	\$	7,500
		<u>\$</u>	<u>17,500</u>

For: 2014 State Homeland Security Program CERT Grant

This resolution shall take effect upon its passage.

Harry J. Parrish II MAYOR
On Behalf of the City Council
of Manassas, Virginia

ATTEST:

Andrea P. Madden City Clerk

AGENDA STATEMENT

PAGE NO. 45

ITEM NO. City Mgr

MEETING DATE: January 14, 2015 – Finance Committee

TIME ESTIMATE: 45 Minutes

AGENDA ITEM TITLE: Presentation on the City's contract with North Star Destination Strategies for an Economic Development and Marketing Research Initiative.

**DATE THIS ITEM WAS
LAST CONSIDERED
BY COUNCIL:**

N/A

**SUMMARY OF
ISSUE/TOPIC:**

In July 2014, the City of Manassas contracted with North Star Destination Strategies for an Economic Development and Marketing Research Initiative. North Star will present their research findings; and this information will then be used for creating a marketing identity for the City of Manassas.

**STAFF
RECOMMENDATION:** INFORMATION ONLY

**BOARD/COMMISSION/
COMMITTEE:**

RECOMMENDATION: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

CITY MANAGER: ☐ Approve ☐ Disapprove ☐ Reviewed ☐ See Comments

COMMENTS:

**DISCUSSION
(IF NECESSARY):**

**BUDGET/FISCAL
IMPACT:**

N/A

STAFF: W. Patrick Pate, City Manager (703)257-8212
Ed Barlow, North Star Destination Strategies

North Star Presentation
Jan. 14, 2014

In July 2014, the City of Manassas contracted with North Star Destination Strategies for an Economic Development and Marketing Research Initiative. On Wednesday, Jan. 14 after the Finance Committee Meeting, North Star will present their research findings. This information will then be used for creating a marketing identity for the City of Manassas.

Since July, North Star has used the following research tools to gather community input into the process:

- Conducted three days of one-on-one meetings and focus groups
- Emailed a Vision Survey to an array of community and business leaders.
- Conducted a Community Survey with a diverse mix of community residents, businesses and organizations.
- Conducted a Perception Study to gain an in-depth understanding of the identity perceptions among important target audiences inside and outside of Manassas.

Why is having a strong market position important?

Community: The benefit of understanding your reputation in the marketplace is far-reaching, affecting the economic stability of the residential and business communities. Proactive communities market themselves to be *distinctive* and to be *destinations of choice* for businesses, industry, visitors, residents, families and others.

Economic Development: Communities are taking a page from the private sector in developing reputations to stand out in the minds of employers, visitors and residents. Unfortunately, many who start with lofty goals end up making this process just about a logo or strapline and do not develop a full reputation management process.

When a community's message is backed by real life experience, it taps into the powerful force of economic development. This is *integrated marketing* – the ability to communicate and keep the promises made in marketing messages. A strong market position contributes to a stronger economic base, higher property values, diverse and sustainable employers and citizen retention.

Tourism: Tourism is an *economic engine*. More long weekends and few extended vacations are the trend; and a “been there, done that” attitude is spurring the need for communities to differentiate themselves in the sea of pick-up brochures, ads, media stories, and Internal portals. Budgets to accomplish this are even more critical. With little money available for marketing or communications, marketers must ensure that every dollar works twice as hard.

What does this mean for the City of Manassas?

By leveraging an accurate market position through an effective identity and marketing tactics this will create an image at the mention of the City's name.

This identity for the City of Manassas must appeal to audiences of all types – everything that can help the City and all of its organizations achieve their full potential. This should be an expression of a compelling, unique experience that Manassas offers. It will exist as a message or promise that is seen and heard through multiple channels of communication.