



HISTORIC HEART. MODERN BEAT.

Economic Development Annual Report to Council 2023

ECONOMIC DEVELOPMENT



“Manassas is an economically thriving City where a combination of an entrepreneurial spirit, an involved business community and a supportive economic development presence result in growing businesses, a thriving active community, and a strong sense of place and identity.”



Patrick J. Small, CEcD
Director of Economic Development



Micah Kemp, CEcD
Assistant Director



Heidi Baumstark
Administrative Assistant

HISTORIC HEART. MODERN BEAT.

ECONOMIC INDICATORS



	2021	2017
Population:	42,596	41,379
Median HHI:	\$101,934	\$78,462
Median Housing Value:	\$356,500	\$307,000
Employed Civilian Labor Force:	24,317	22,358
Unemployment Rate:	2.5%	2.7%

HISTORIC HEART. MODERN BEAT.

ECONOMIC INDICATORS



2nd highest manufacturing wage in VA

7th highest weekly wage in VA

10th highest professional & technical services wage

18,926 daily in-commuters (2,386 live-work)

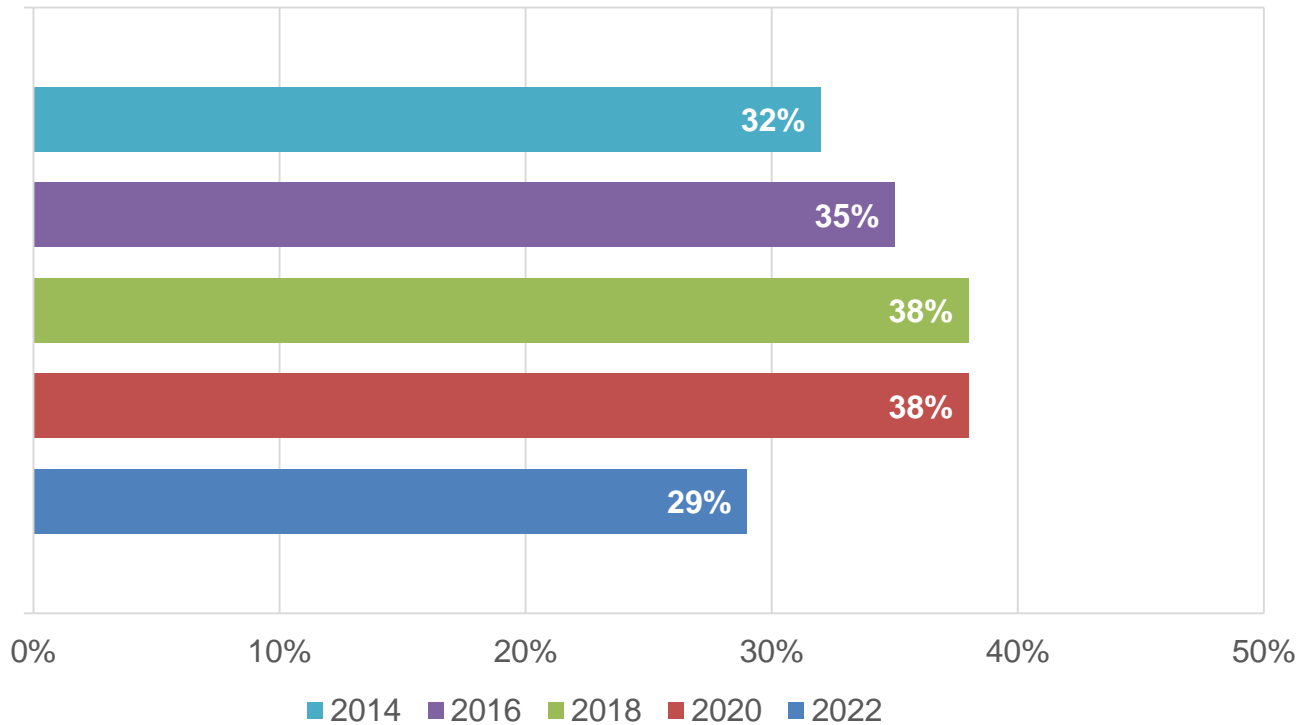
4.9% yearly growth in property value

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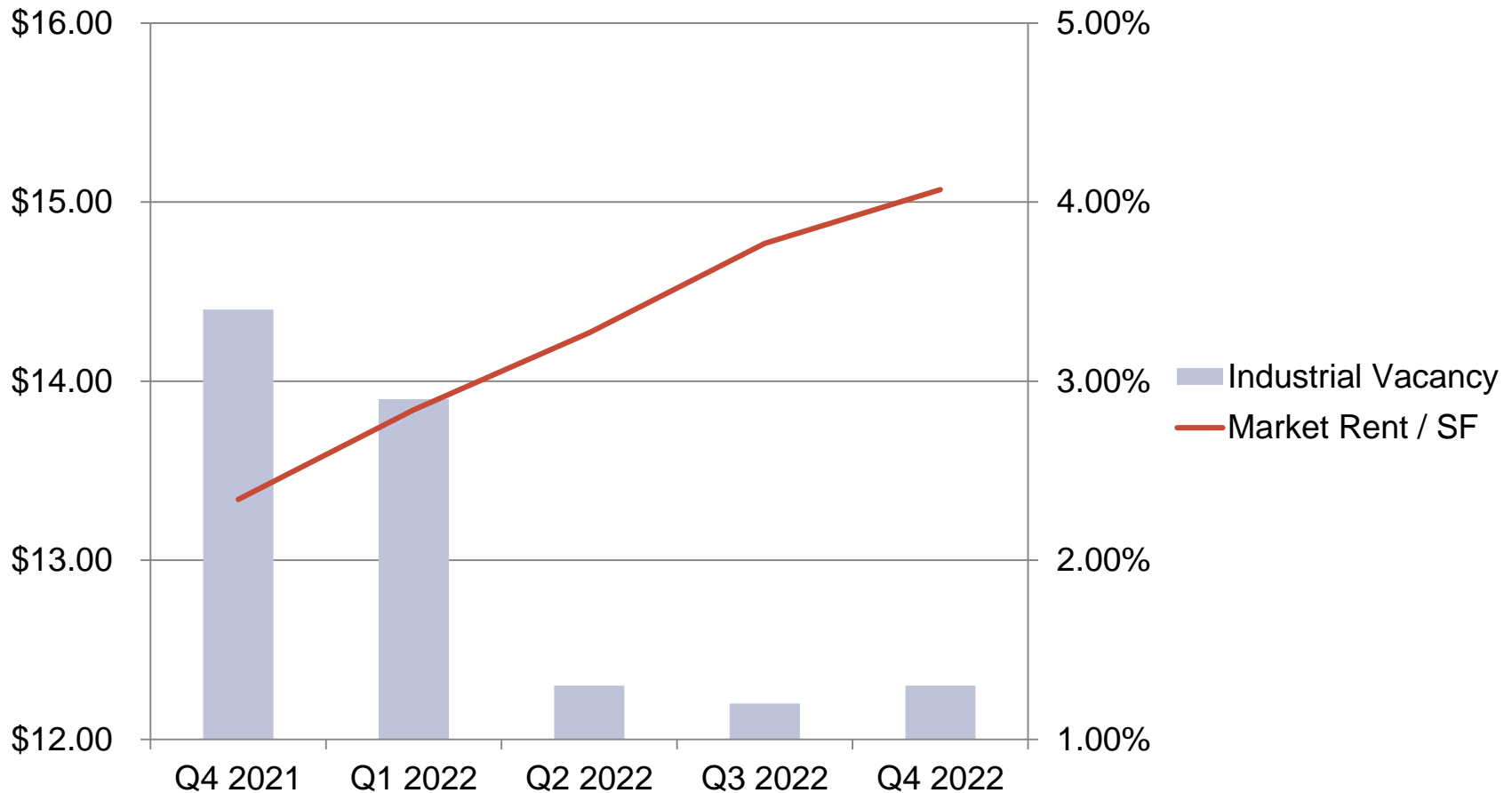
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS



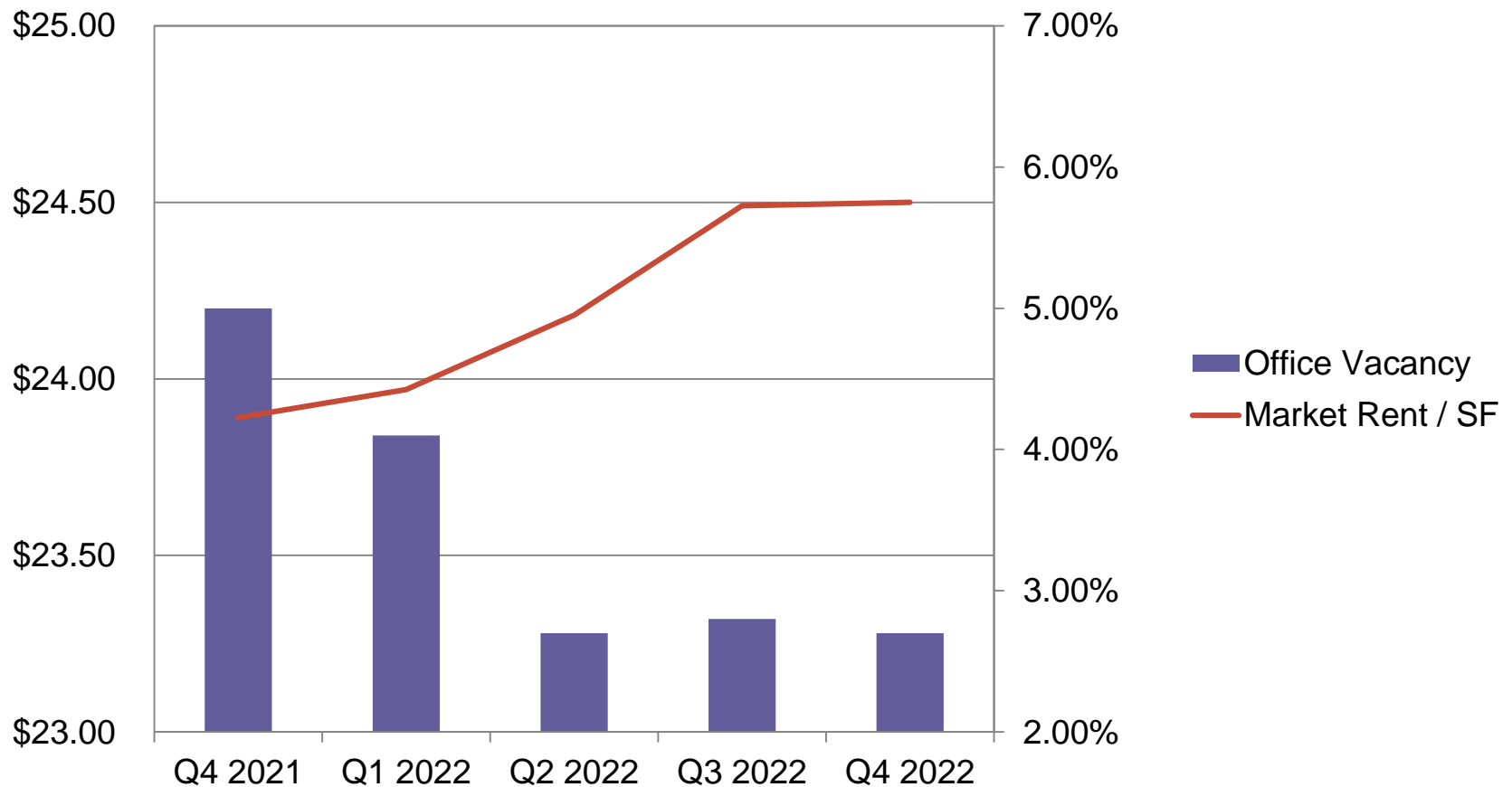
Resident Satisfaction



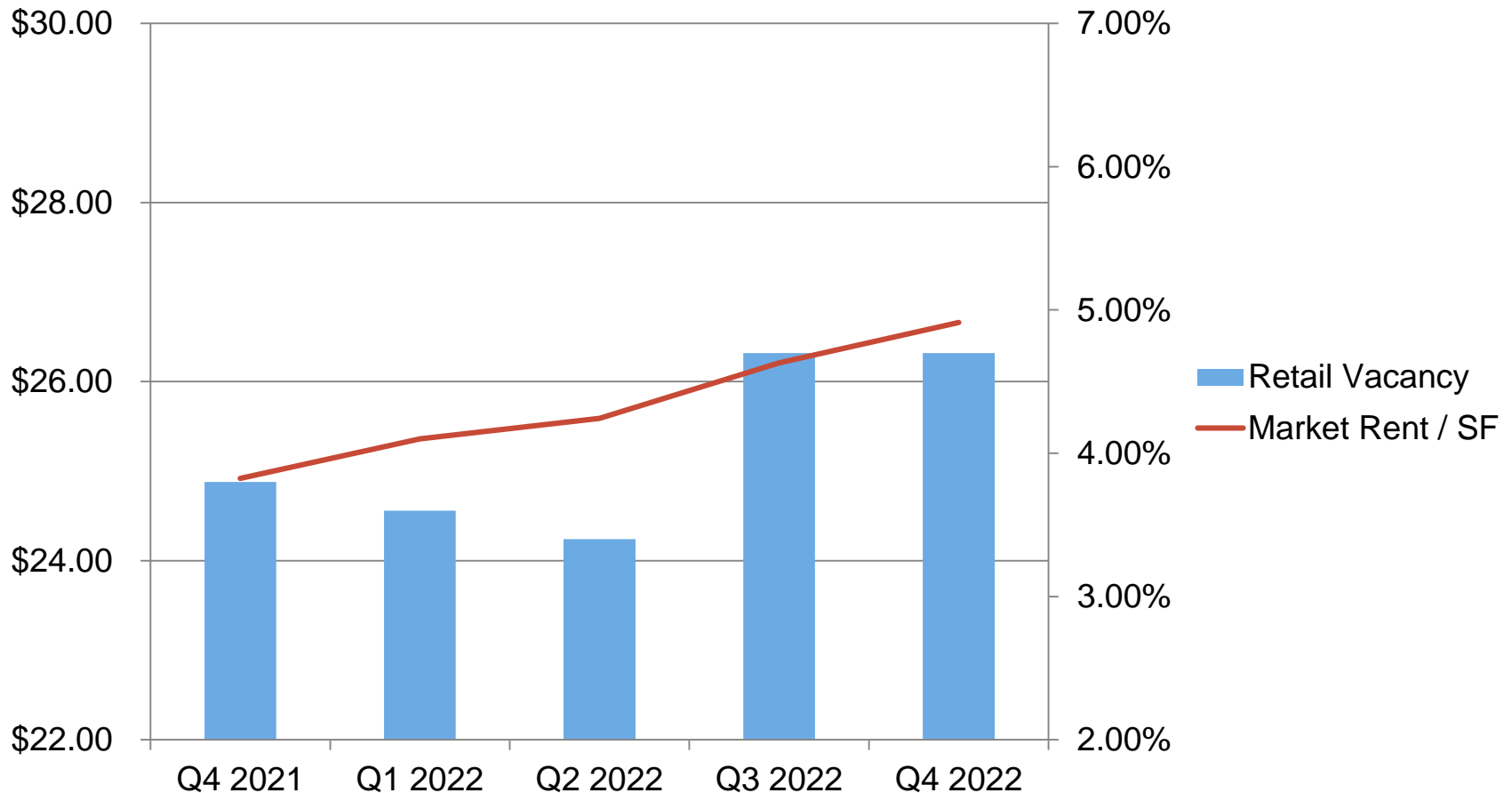
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - INDUSTRIAL



DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - OFFICE



DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - RETAIL



THE LANDING AT CANNON BRANCH



- Sale of parcel 1 & pending sale of parcel 3
- First commercial tenants
- Master planning for office product, landscaping, and waterfront trail

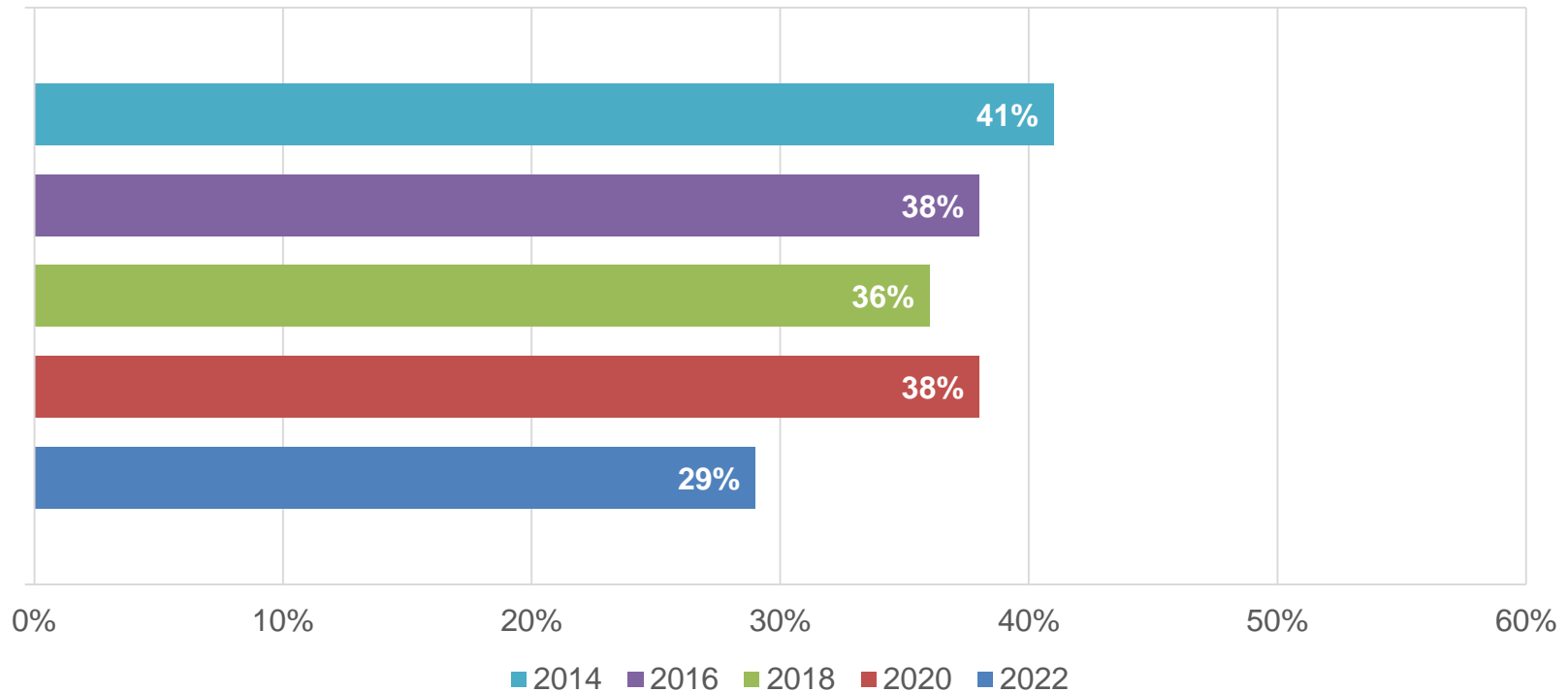


HISTORIC HEART. MODERN BEAT.

IMPROVING COMMERCIAL CORRIDORS



Resident Satisfaction



IMPROVING COMMERCIAL CORRIDORS

Façade and Landscape Improvement Grant Programs

- 11 projects in 2022
 - \$1,066,614 in capital investment
 - \$108,450 grant awards
- Total: \$530k grants -> \$4.4M
 - 8:1 ratio private to public investment



IMPROVING COMMERCIAL CORRIDORS

Enhancing streetscapes and entryways
Improve connectivity with Downtown

- Enhanced street appearance
- Create pedestrian and bicycle facilities
- Infrastructure improvements

Corridors:

- *Grant Avenue*
- *Mathis Avenue*
- *Sudley Road Medical Corridor*
- Dumfries Road
- Godwin Road
- Route 28
- Dean Drive (sites)

Before Construction



After Construction



IMPROVING COMMERCIAL CORRIDORS



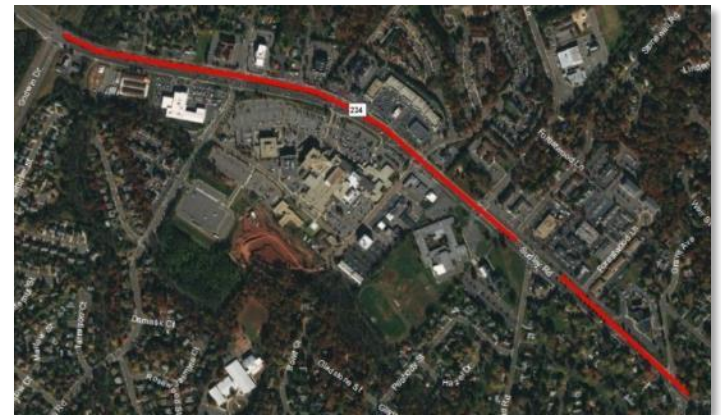
Sudley Road Medical Corridor

Construction third northbound lane and sidewalks from Grant Ave. to Godwin Dr.

- Reduce traffic congestion
- Provide new pedestrian route to north side of Sudley Road
- Build 3-lane connection to future Rt. 28 bypass at Godwin Drive

Status:

- Engineering completed
- Currently in Right-of-Way acquisition
- Begin construction in Summer 2023



IMPROVING COMMERCIAL CORRIDORS



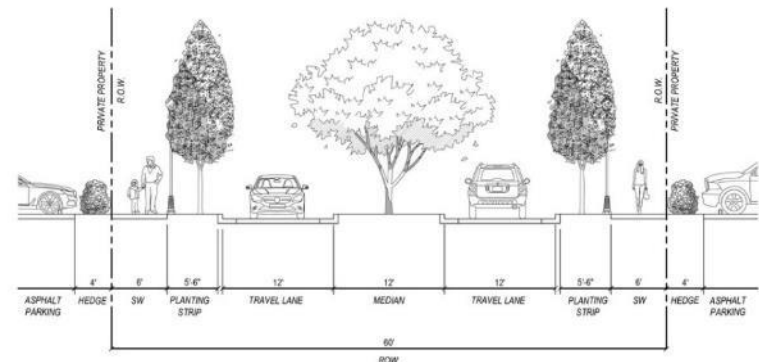
Mathis Avenue

Enhancing streetscape on Mathis Ave from Sudley Ave. to Liberia Ave

- Improve pedestrian safety & connectivity
- Enhanced streetscape
- Addition of turn lanes & planters

Status:

- 60% design completed
- Completed engineering design survey and Traffic Analysis
- Public outreach conducted Spring '22
- **Identifying funding sources**



IMPROVING COMMERCIAL CORRIDORS

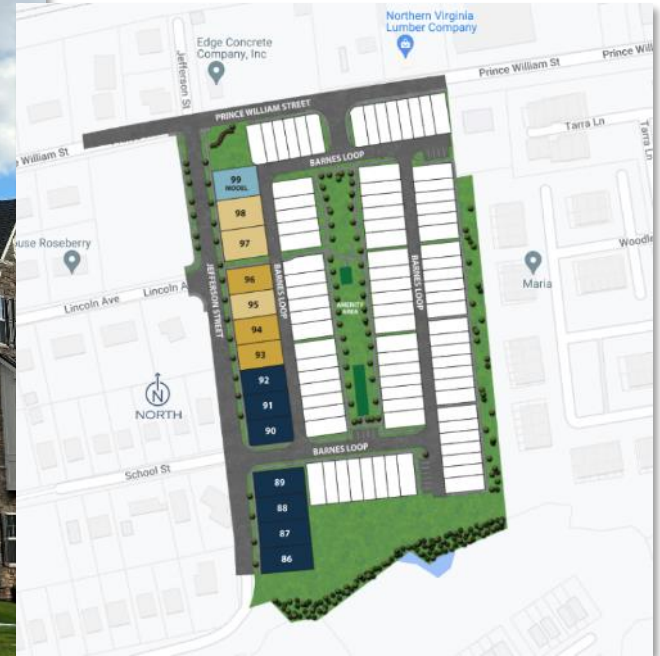
Van Metre on Grant Avenue



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IMPROVING COMMERCIAL CORRIDORS

Jefferson Square



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IMPROVING COMMERCIAL CORRIDORS



WaWa on Sudley Road

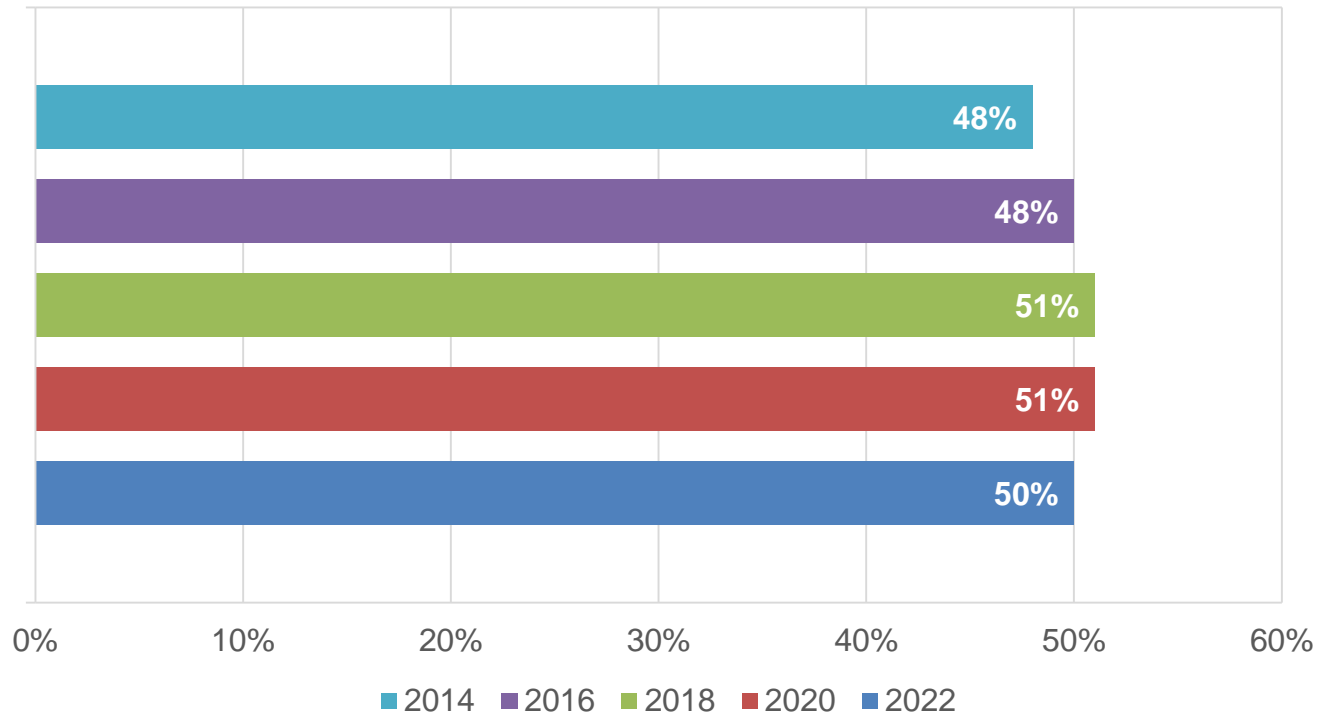


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ATTRACT & PROMOTE RETAIL & RESTAURANTS



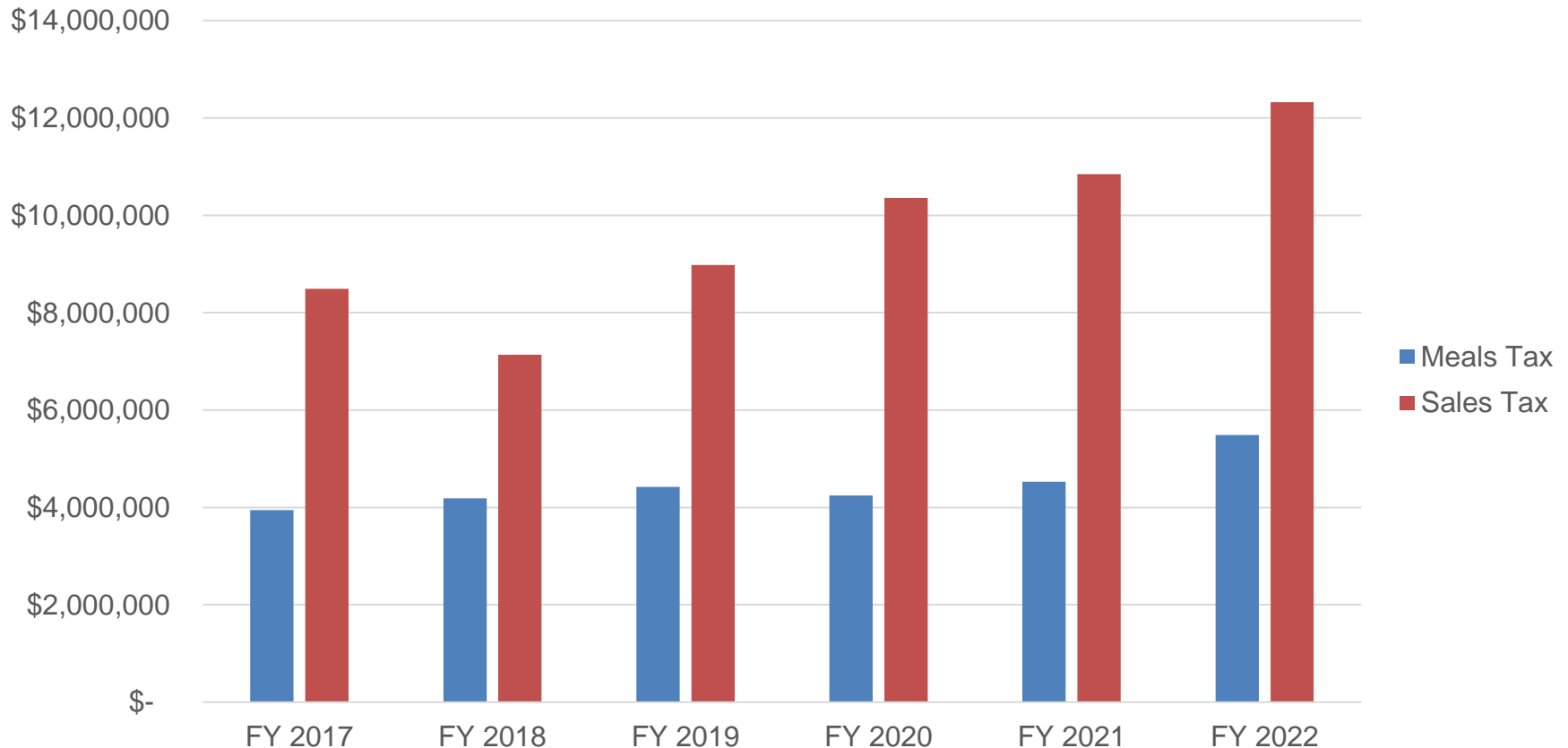
Resident Satisfaction



ATTRACT & PROMOTE RETAIL & RESTAURANTS

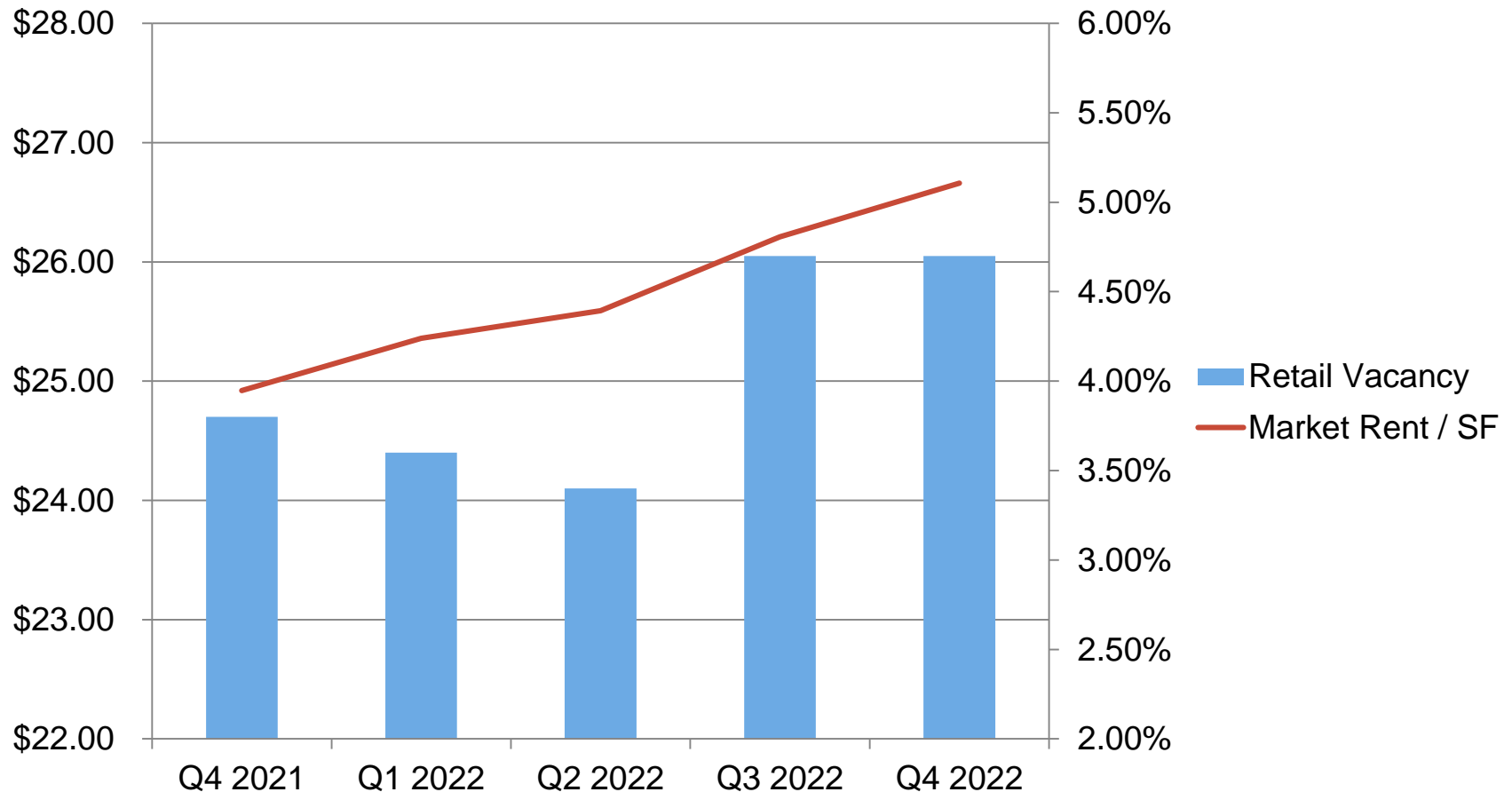


Meals & Sales Tax Revenue



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ATTRACT & PROMOTE RETAIL & RESTAURANTS



HISTORIC HEART. MODERN BEAT.

ATTRACT & PROMOTE RETAIL & RESTAURANTS



HEART BEAT Gift Card

Community-based digital gift card program helping keep spending in Manassas.

- 31 participating businesses
- \$9,412 in gifts (142 cards)
- Marketing campaign
- Tool for giveaways or employee recognition
- No fees for participating businesses



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ATTRACT & PROMOTE RETAIL & RESTAURANTS



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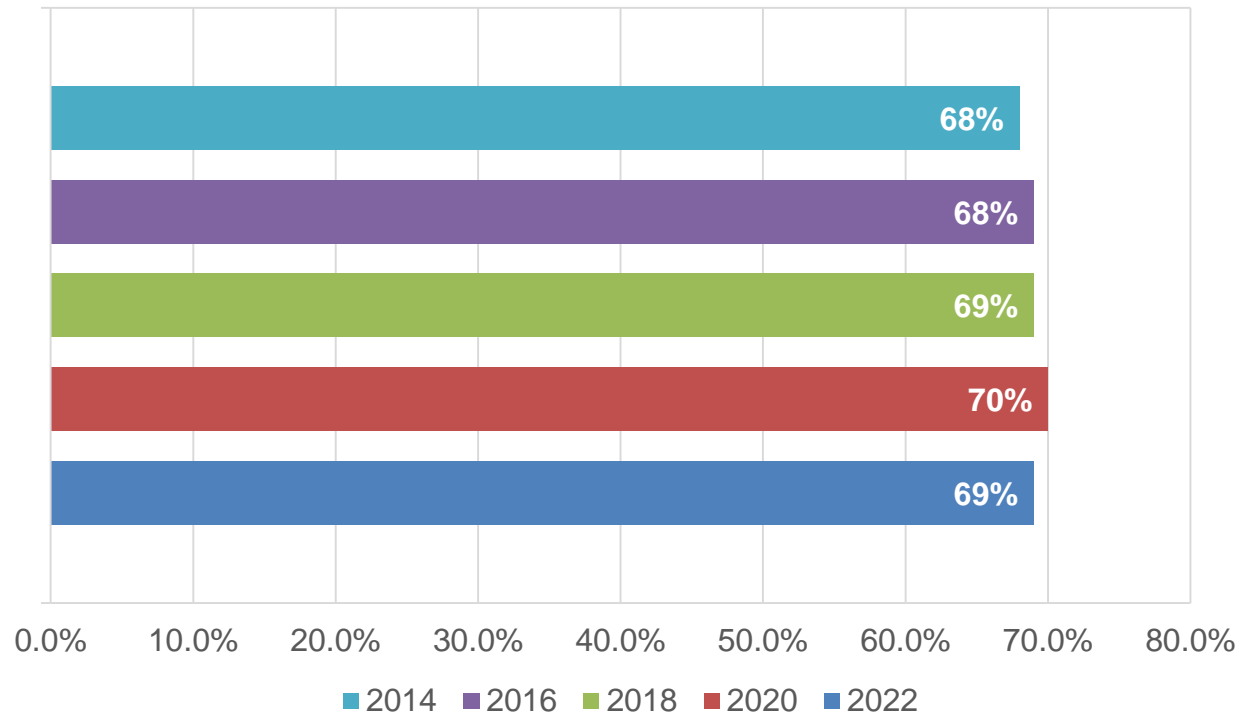


HISTORIC HEART. MODERN BEAT.

REVITALIZING HISTORIC DOWNTOWN



Resident Satisfaction



HISTORIC HEART. MODERN BEAT.

REVITALIZING HISTORIC DOWNTOWN



HISTORIC HEART. MODERN BEAT.

REVITALIZING HISTORIC DOWNTOWN



Tourism Activity:

- Nearly 370,000 visitors in 2021
- \$54M in visitor spending
- 460 jobs, \$13.6M in payroll, \$2.4M in taxes
- Pandemic 4% reduction in meals tax; up 17.6% in 2022 (\$5.5M)

HISTORIC HEART. MODERN BEAT.

RE-LAUNCH OF 1 MILLION CUPS

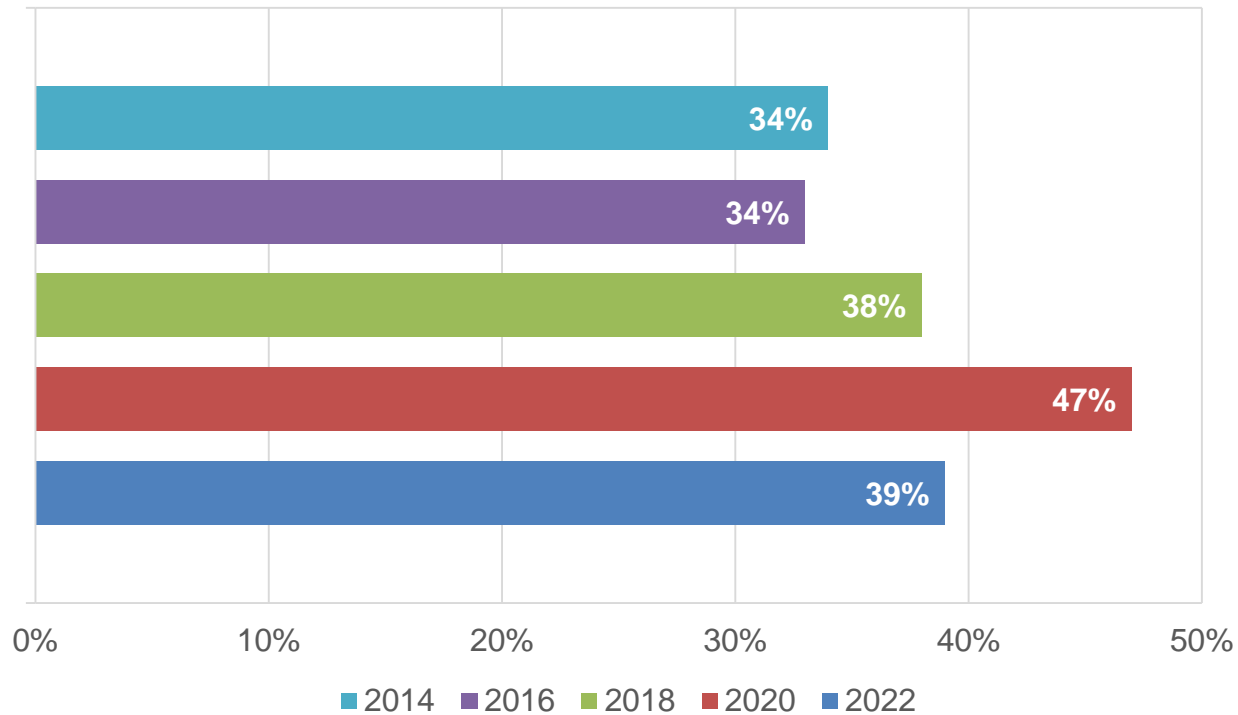


HISTORIC HEART. MODERN BEAT.

ATTRACT & RETAIN PRIVATE SECTOR JOBS



Resident Satisfaction



ATTRACT & RETAIN PRIVATE SECTOR JOBS



Retain and recruit existing and new economic development opportunities expansions

- Assisted **36** existing businesses resulting in **12** expansions
- Exceeded budget goal of identifying **85** prospects; **18** chose to locate in Manassas
- Conducted 120 Existing Business Visits



HISTORIC HEART. MODERN BEAT.

ATTRACT & RETAIN PRIVATE SECTOR JOBS



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ATTRACT & RETAIN PRIVATE SECTOR JOBS



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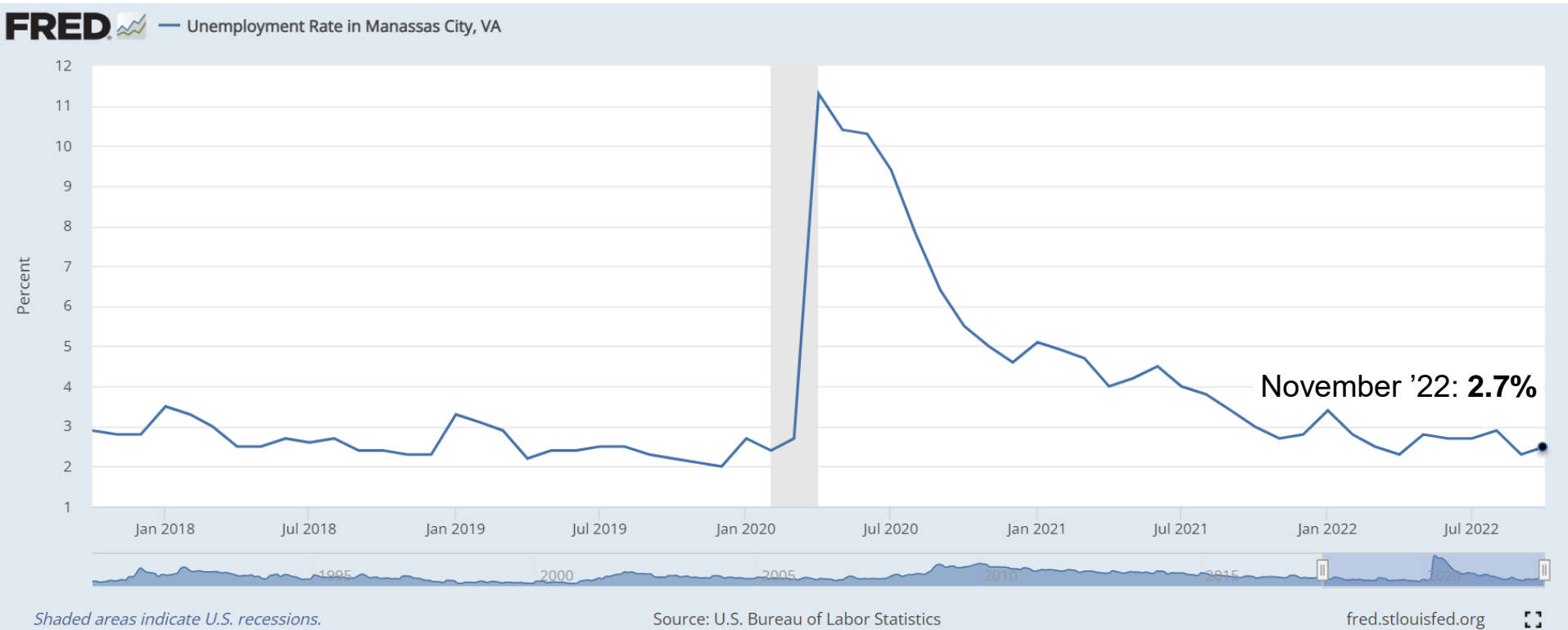
ATTRACT & RETAIN PRIVATE SECTOR JOBS



Largest Employers	Type of Operation	Number of Employees
Micron Technology	Semiconductor manufacturing	1,649
UVA Health System	Hospital/Health Care	1,330
Manassas City Public Schools	K-12 School System	1,183
Lockheed Martin	Electronic Design & Manufacturing	1,150
City of Manassas	Local Government	479
American Disposal Service	Trash & Refuse Removal	401
Aurora Flight Sciences	Aviation Technology	363
S.W.I.F.T.	Financial Messaging Service	326
BAE Systems	Electronic Design & Manufacturing	310
ARS (American Residential Services)	Plumbing and HVAC Service	172

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ATTRACT & RETAIN PRIVATE SECTOR JOBS



HISTORIC HEART. MODERN BEAT.

GRADUATE



460 Applicants Screened
338 Residents Eligible
165 Residents Enrolled
148 Started training
113 Completed the Program

First program promoted and taught in Spanish & English

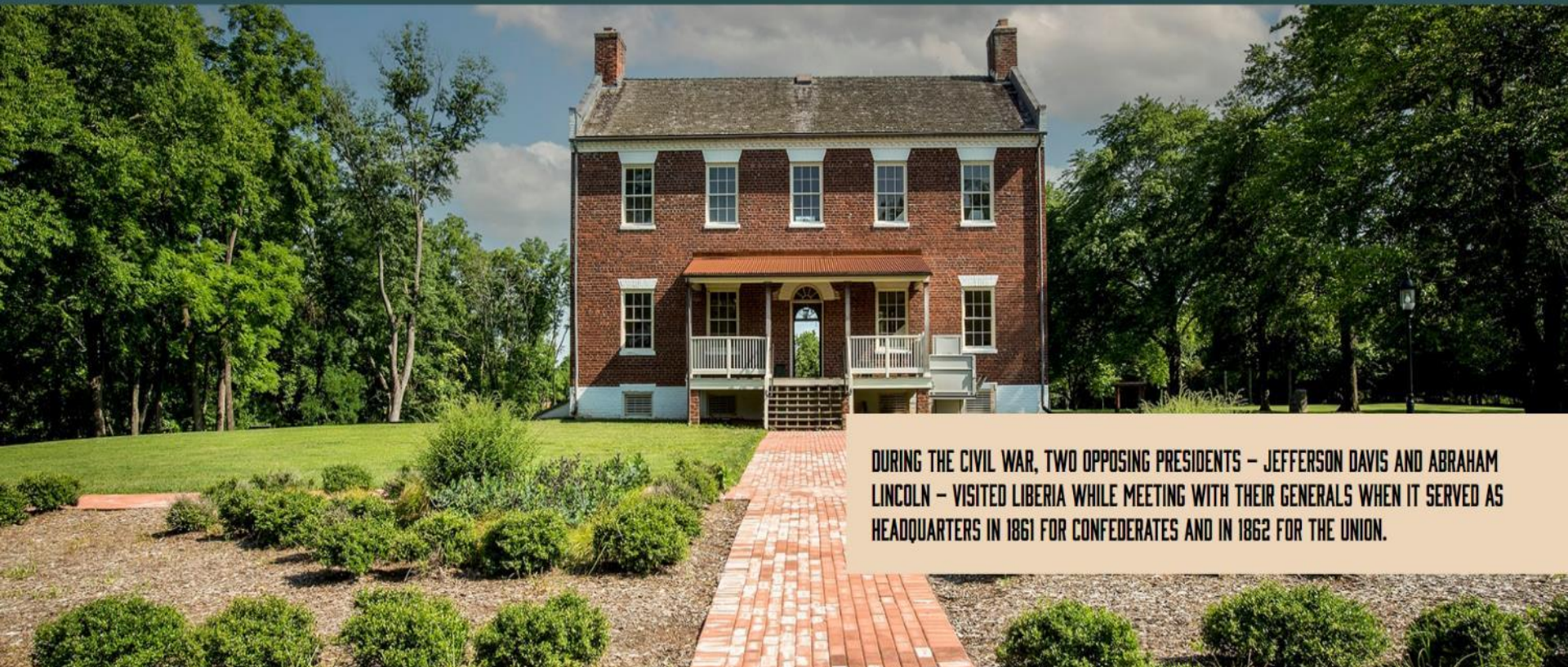


"I also wanted to be able to show younger people that you can always go back and do it. It was workable around my work schedule. It gave [me] more opportunities. I was also able to show my son that even though I didn't finish school, I was able to go back and do it. Anything is possible!" - KS, GED Graduate

LAUNCH OF VISITMANASSAS.ORG



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DURING THE CIVIL WAR, TWO OPPOSING PRESIDENTS – JEFFERSON DAVIS AND ABRAHAM LINCOLN – VISITED LIBERIA WHILE MEETING WITH THEIR GENERALS WHEN IT SERVED AS HEADQUARTERS IN 1861 FOR CONFEDERATES AND IN 1862 FOR THE UNION.

HISTORIC HEART. MODERN BEAT.

COMMUNICATION & OUTREACH



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HUB OF CULTURE & ENTERTAINMENT

With a beat unlike any other, Historic Downtown Manassas is a hub of culture, entertainment, dining, and the arts.

[LEARN MORE](#)

WHY
MANASSAS

BUSINESS
SERVICES

DATA &
DEMOGRAPHICS

SITE
SELECTION



HISTORIC HEART. MODERN BEAT.

STATE OF THE ECONOMY



ACFR HIGHLIGHTS

- In FY2022, the City continued a pattern of economic growth. However, the COVID-19 pandemic, supply chain problems, and increased inflation have created the need for caution in long-term financial planning.
- The City's general fund revenues exceeded the revised revenue budget by **\$19 million**
- Taxable real estate assessed values for the 2022 tax year increased **5.1%**; the average residential assessment increased **7.1%** and the average commercial assessment increased **1.3%**
- Combined general property tax revenues among all classes of properties increased **2.0%**
- The 2022 residential/commercial assessment ratio is **66.6/33.4**, a small change from the 2021 ratio of **65.4/34.6**
- Other local tax revenues saw a **12.3%** increase in 2022: Sales tax increased **13.6%** and Meals tax increased **23.4%**
- Standard & Poor's affirmed the City's general obligation **bond rating of AAA** with a stable outlook and Moody's affirmed their **Aa1** bond rating (2021)



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