“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
## ECONOMIC INDICATORS

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population:</td>
<td>42,596</td>
<td>41,379</td>
</tr>
<tr>
<td>Median HHI:</td>
<td>$101,934</td>
<td>$78,462</td>
</tr>
<tr>
<td>Median Housing Value:</td>
<td>$356,500</td>
<td>$307,000</td>
</tr>
<tr>
<td>Employed Civilian Labor Force:</td>
<td>24,317</td>
<td>22,358</td>
</tr>
<tr>
<td>Unemployment Rate:</td>
<td>2.5%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
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
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS

Resident Satisfaction

- 2014: 29%
- 2016: 32%
- 2018: 35%
- 2020: 38%
- 2022: 38%
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - INDUSTRIAL

![Graph showing the trend of industrial vacancy and market rent per square foot from Q4 2021 to Q4 2022. The graph indicates an increase in market rent and a decrease in industrial vacancy over the period.]
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - OFFICE

Office Vacancy
Market Rent / SF

Q4 2021
Q1 2022
Q2 2022
Q3 2022
Q4 2022
DEVELOPING VACANT COMMERCIAL & INDUSTRIAL AREAS - RETAIL

Retail Vacancy
Market Rent / SF

- Q4 2021
- Q1 2022
- Q2 2022
- Q3 2022
- Q4 2022

$22.00
$24.00
$26.00
$28.00
$30.00

2.00%
3.00%
4.00%
5.00%
6.00%
7.00%

HISTORIC HEART. MODERN BEAT.
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
Improving Commercial Corridors

Resident Satisfaction

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2016</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29%</td>
<td>38%</td>
<td>36%</td>
<td>38%</td>
<td>41%</td>
</tr>
</tbody>
</table>

HISTORIC HEART. MODERN BEAT.
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)
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
IMPROVING COMMERCIAL CORRIDORS

Jefferson Square
IMPROVING COMMERCIAL CORRIDORS

WaWa on Sudley Road
Resident Satisfaction

- 2014: 50%
- 2016: 51%
- 2018: 51%
- 2020: 51%
- 2022: 48%

ATTRACT & PROMOTE RETAIL & RESTAURANTS
ATTACT & PROMOTE RETAIL & RESTAURANTS

Meals & Sales Tax Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Meals Tax</th>
<th>Sales Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2017</td>
<td>$4,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>FY 2018</td>
<td>$4,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>FY 2019</td>
<td>$4,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>FY 2020</td>
<td>$4,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>FY 2021</td>
<td>$4,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>FY 2022</td>
<td>$6,000,000</td>
<td>$12,000,000</td>
</tr>
</tbody>
</table>
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
ATTRACT & PROMOTE RETAIL & RESTAURANTS
REVITALIZING HISTORIC DOWNTOWN

Resident Satisfaction

- 2014: 68%
- 2016: 68%
- 2018: 69%
- 2020: 70%
- 2022: 69%
REVITALIZING HISTORIC DOWNTOWN

HARRIS II

HISTORIC HEART. MODERN BEAT.
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)
RE-LAUNCH OF 1 MILLION CUPS
Resident Satisfaction

- 2014: 34%
- 2016: 34%
- 2018: 38%
- 2020: 47%
- 2022: 39%

Values indicate the percentage of residents satisfied with their local services and community features.
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
ATTRACT & RETAIN PRIVATE SECTOR JOBS

A. Duie Pyle
PYLE PEOPLE DELIVER

HISTORIC HEART. MODERN BEAT.
ATTRACT & RETAIN PRIVATE SECTOR JOBS
ATTRACT & RETAIN PRIVATE SECTOR JOBS
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ATTRACT & RETAIN PRIVATE SECTOR JOBS
<table>
<thead>
<tr>
<th>Largest Employers</th>
<th>Type of Operation</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micron Technology</td>
<td>Semiconductor manufacturing</td>
<td>1,649</td>
</tr>
<tr>
<td>UVA Health System</td>
<td>Hospital/Health Care</td>
<td>1,330</td>
</tr>
<tr>
<td>Manassas City Public Schools</td>
<td>K-12 School System</td>
<td>1,183</td>
</tr>
<tr>
<td>Lockheed Martin</td>
<td>Electronic Design &amp; Manufacturing</td>
<td>1,150</td>
</tr>
<tr>
<td>City of Manassas</td>
<td>Local Government</td>
<td>479</td>
</tr>
<tr>
<td>American Disposal Service</td>
<td>Trash &amp; Refuse Removal</td>
<td>401</td>
</tr>
<tr>
<td>Aurora Flight Sciences</td>
<td>Aviation Technology</td>
<td>363</td>
</tr>
<tr>
<td>S.W.I.F.T.</td>
<td>Financial Messaging Service</td>
<td>326</td>
</tr>
<tr>
<td>BAE Systems</td>
<td>Electronic Design &amp; Manufacturing</td>
<td>310</td>
</tr>
<tr>
<td>ARS (American Residential Services)</td>
<td>Plumbing and HVAC Service</td>
<td>172</td>
</tr>
</tbody>
</table>
ATTRACT & RETAIN PRIVATE SECTOR JOBS

November '22: 2.7%

Shaded areas indicate U.S. recessions.
Source: U.S. Bureau of Labor Statistics
fred.stlouisfed.org
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

HISTORIC HEART. MODERN BEAT.

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.
COMMUNICATION & OUTREACH

HISTORIC HEART. MODERN BEAT.

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
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)
Patrick J. Small, CEcD
Economic Development Director
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703.257.8881