

Economic Prosperity



We will be a City where the combination of an entrepreneurial spirit, an involved business community, and a supportive economic development presence results in growing businesses, a thriving, active community, and a strong sense of place and opportunity.

Why it matters

A thriving business community is necessary to support local employment opportunities and to generate tax revenue from sources other than residential real estate. And while Manassas residents generally commute elsewhere for jobs, the City is a net importer of jobs with many more people commuting into the City than commute out. Based on the results of the 2018 Citizen Satisfaction Survey, the quality of economic development ranks as one of three top priorities for the City to focus on in the coming years. During

the City's Community Conversations residents also expressed their desire to shorten commutes and work closer to home. While the median household income for Manassas was above that of the State, it generally lags behind Prince William County, even with a large number of well-paying jobs available at the City's major employers. Economic prosperity greatly determines both the City's and an individual's ability to achieve and maintain optimal health and security and is an important consideration over the next five years.





Goal 1

Position the City as one of the top communities for businesses in the National Capital Region.

Objectives

1.1 Continue to attract and retain full-time private sector jobs and promote the availability of those jobs to residents.

1.2 Students, youth and adults within the community will be the best positioned to obtain the jobs that are available in the City and businesses within the City will be able to readily access talent that meets their needs.

1.3 The City and business community will place an emphasis on recruiting and supporting veterans to meet workforce needs.

Success Measures

- 1.** The percentage of residents who are satisfied with the City as a place to work will increase from 56% to 60%
- 2.** The percentage of residents who are satisfied or very satisfied with the City's ability to attract and retain full-time private sector jobs will rise from 38% to 45%.
- 3.** Unemployment in the City will be at or below national and state averages.
- 4.** The number of people who both live and work in the city will increase by 10% over the next 5 years.
- 5.** The number of businesses that participate in the Virginia Values Veteran's (V3) Program will triple over the next 5 years.



Goal 2

Position the City as one of the top communities for residents in the National Capital Region.

Objectives

- 2.1** People will recognize the difference between the City and surrounding area and seek out the City as a place to live.
- 2.2** Investment in quality housing construction and existing home renovation will increase.
- 2.3** Fully utilize the City's existing cultural assets and develop additional assets to attract and keep people in the Historic Downtown.

Success Measures

- 1.** The percentage of residents who are satisfied with the availability of quality housing will rise from 47% to 55%.
- 2.** The percentage of residents who are satisfied with the overall quality of life in the City will rise from 71% to 76%.
- 3.** Attendance at events and to attractions will increase by 5% annually.
- 4.** There will be an increase in positive press coverage of Manassas and its neighborhoods.

Goal 3

Pursue transformative development/redevelopment and leverage assets such as major employers, the Manassas Regional Airport (HEF), Prince William Medical Center and George Mason University.

Objectives

- 3.1** Accelerate the development and redevelopment of under-utilized commercial properties.
- 3.2** Increase the economic impact of major employers by assisting in the development of available opportunity sites on their campuses.
- 3.3** Cultivate a reputation for being the best community in the Greater Manassas region for doing business and getting projects completed on time.
- 3.4** Ensure that residents can have their shopping needs met locally.
- 3.5** Ensure that residents can have their health needs met locally.

Success Measures

- 1.** The percentage of city residents who are satisfied with efforts to improve existing commercial corridors by redeveloping blighted or vacant businesses and shopping centers will increase from 35% to 45%.
- 2.** Manassas Regional Airport will increase its economic impact on the community by 10% over the next five years.
- 3.** There will be a continued upward trend in private investment in key character areas such as Godwin Technology and Manassas Medical as well as along business corridors over the next five years.
- 4.** Published development timelines will be met 95% of the time every year.
- 5.** Sales and meals tax receipts will rise by 3% annually respectively.

