“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

Nicole Smith, CEcD
Assistant Director, Economic Development
PERFORMANCE MEASURES

Population: 41,641 - (41,841)
Median HHI: $81,493 - ($78,462)
Employed Civilian Labor Force: 22,944 - (21,993)
Average Home Value: $319,700 – ($307,000)
PERFORMANCE MEASURES

7th highest weekly wages - (12th)

4th highest for professional and technical services

16th highest per capita income

Net importer of labor: 21,000 commute into the City
DEVELOPING VACANT COMMERCIAL AREAS

Citizen Satisfaction

- 2014: 32%
- 2016: 35%
- 2018: 38%
- 2020: 38%

HISTORIC HEART. MODERN BEAT.
DEVELOPING VACANT COMMERCIAL AREAS

OFFICE VACANCY
RENTAL RATES

Q4 2019
Q1 2020
Q2 2020
Q3 2020
Q4 2020

$23.00
$23.50
$24.00
$24.50
$25.00

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

HISTORIC HEART. MODERN BEAT.
DEVELOPING VACANT COMMERCIAL AREAS

RETAIL VACANCY
RENTAL RATES

Q4 2019  Q1 2020  Q2 2020  Q3 2020  Q4 2020

$21.00  $21.50  $22.00  $22.50  $23.00  $23.50  $24.00

2.00%  3.00%  4.00%  5.00%  6.00%  7.00%  8.00%  9.00%

HISTORIC HEART. MODERN BEAT.
THE LANDING AT CANNON BRANCH

40 acres. $150M. Mixed use development.

HISTORIC HEART. MODERN BEAT.
TRU BY HILTON

HISTORIC HEART. MODERN BEAT.
EFFORTS TO IMPROVE COMMERCIAL CORRIDORS

Citizen Satisfaction

- 2014: 41%
- 2016: 38%
- 2018: 36%
- 2020: 38%

HISTORIC HEART. MODERN BEAT.
EFFORTS TO IMPROVE COMMERCIAL CORRIDORS

Façade and Landscape Improvement Grant Program

Highly successful programs continue to result in private investment in real property

3 projects in 2020
$233,893 in capital investment
$47,775 grant awards

5:1 ratio private to public investment
EFFORTS TO IMPROVE COMMERCIAL CORRIDORS

Mathis Avenue
Streetscape Standards were approved by Council in 2017 and incorporated into the DCSM in 2018

Finalized: Concept Plan - 10% Design - Survey

Underway: 30% Design and Traffic Analysis

Identified as a Federal Opportunity Zone to encourage investment in under-utilized areas
Citizen Satisfaction

- 2014: 34%
- 2016: 33%
- 2018: 38%
- 2020: 47%

HISTORIC HEART. MODERN BEAT.
MICRON

HISTORIC HEART. MODERN BEAT.
## ATTRACT AND RETAIN PRIVATE SECTOR JOBS

<table>
<thead>
<tr>
<th>Largest Employers</th>
<th>Type of Operation</th>
<th>Estimated Number of Employees 2018</th>
<th>Estimated Number of Employees 2019</th>
<th>Estimated Number of Employees 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micron Technology</td>
<td>Memory Chip Manufacturing</td>
<td>1,336</td>
<td>1,511</td>
<td>1,646</td>
</tr>
<tr>
<td>Novant Health UVA Health System</td>
<td>Hospital/Health Care</td>
<td>1,304</td>
<td>1,297</td>
<td>1,215</td>
</tr>
<tr>
<td>Manassas City Public Schools</td>
<td>K-12 School System</td>
<td>1,055</td>
<td>1,181</td>
<td>1,071</td>
</tr>
<tr>
<td>Lockheed Martin</td>
<td>Electronic Design &amp; Manufacturing</td>
<td>972</td>
<td>1,061</td>
<td></td>
</tr>
<tr>
<td>City of Manassas</td>
<td>Local Government</td>
<td>483</td>
<td>493</td>
<td>455</td>
</tr>
<tr>
<td>American Disposal Service</td>
<td>Trash &amp; Refuse Removal</td>
<td>430</td>
<td>444</td>
<td>390</td>
</tr>
<tr>
<td>Aurora Flight Sciences</td>
<td>Remote Control Aircraft Design &amp; Manufacturing</td>
<td>352</td>
<td>415</td>
<td>363</td>
</tr>
<tr>
<td>BAE Systems</td>
<td>Electronic Design &amp; Manufacturing</td>
<td>325</td>
<td>370</td>
<td>335</td>
</tr>
<tr>
<td>S.W.I.F.T.</td>
<td>Financial Messaging Service</td>
<td>285</td>
<td>318</td>
<td>347</td>
</tr>
<tr>
<td>ARS (American Residential Services)</td>
<td>Plumbing and HVAC Service</td>
<td>193</td>
<td>197</td>
<td>180</td>
</tr>
</tbody>
</table>

Source: City of Manassas Economic Development Department, December 2020
ATTRACT AND RETAIN PRIVATE SECTOR JOBS

Retain and recruit existing and new economic development opportunities and expansions

Assisted 102; resulting in 16 expansions

Met with 64 prospective companies; 10 chose to locate in Manassas
ATTRACT AND PROMOTE RETAIL AND RESTAURANTS

Citizen Satisfaction

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

HISTORIC HEART. MODERN BEAT.
ATTRACTION AND PROMOTE RETAIL AND RESTAURANTS

HISTORIC HEART. MODERN BEAT.
ATTRACT AND PROMOTE RETAIL AND RESTAURANTS

Meals and Sales Tax Revenue

Source: City of Manassas 2020 Comprehensive Annual Financial Report (CAFR)
CONTINUE TO REVITALIZE HISTORIC DOWNTOWN

Citizen Satisfaction

- 2014: 68%
- 2016: 69%
- 2018: 69%
- 2020: 70%

HISTORIC HEART. MODERN BEAT.
COMMUNICATION AND OUTREACH

FOLLOW US ON SOCIAL MEDIA

Facebook @ChooseManassas
Twitter @CityOfManassas
Instagram @CityOfManassas
Flickr @CityOfManassas
COVID-19 RESPONSE - BUSINESS RESOURCES

BUSINESS RESOURCES
HELPING OUR LOCAL BUSINESSES
Providing you with current information related to the pandemic.

LEARN MORE
COVID-19 RESPONSE - ENHANCED MARKETING

Iron Horse ANTIQUE

Masks Save Lives
Shopping Saves Retail

Visit Us Today

Manassas

Masks Save Lives
Dining Saves Restaurants

Visit Us Today

Manassas

Masks Save Lives
Customers Save Businesses

Visit Us Today

HISTORIC HEART. MODERN BEAT.
COVID-19 RESPONSE - DIRECT SUPPORT

TESTIMONIAL

“We can’t thank the City of Manassas enough for their continued support of local businesses during these unprecedented times. We utilized the marketing grant that the City offered to great success. In addition to running targeted Facebook ads, having printed catalogs made, and more — our biggest success came from our first physical mailer campaign sent out to 5,200 homes. We may never have tried this on our own (at least not for a long while), but with the help of the grant, we rolled the dice and boy, did we win big! We made the money back (and some) on what it cost for the entire mailer campaign and not only that, we strategically sent out to select neighborhoods about 10-15 minutes outside of Manassas so that we could bring people into Historic Downtown Manassas and shop/eat. We’re still seeing visitors from this mailing campaign because we added not only a Holiday coupon, but a coupon that was good for after the first of the year. It worked to great success and we have the City of Manassas to thank for enabling us to try something that we may not have otherwise attempted.”

—Deron Blevins
Shining Sol Candle Company

DIRECT BUSINESS SUPPORT

4 Small Business Relief Grant Programs Funded through CARES Act

<table>
<thead>
<tr>
<th>Grants</th>
<th>Rounds 1 &amp; 2</th>
<th>Marketing Grant</th>
<th>Historic Downtown Rent Relief Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>180</td>
<td>31</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Businesses Supported</td>
<td>Businesses Supported</td>
<td>Businesses Received Rental Assistance</td>
</tr>
<tr>
<td></td>
<td>180</td>
<td>31</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>$450,000</td>
<td>$91,000</td>
<td>$60,000</td>
</tr>
</tbody>
</table>

235 Total Businesses Supported ➔ $601,000
COVID-19 RESPONSE- DIRECT SUPPORT

**DIRECT BUSINESS SUPPORT**

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Seeker and Employer Services</td>
<td>$230,000</td>
</tr>
<tr>
<td>Expanded Small Business Development Center</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

**TESTIMONIAL**

Julia* is a City of Manassas resident and prior to her enrollment in ELEVATE, she was running a home recording/audio production business that was significantly impacted by the COVID-19 pandemic and she became unemployed. Julia was seeking a remote position that would allow her the flexibility of also caring for her son with special needs. After discussing her employment and training goals with her case manager, she decided to pursue the Certified Billing and Coding Specialist (CBCS) training at Northern Virginia Community College (NVCC). She was enrolled in the ELEVATE program on October 5, 2020 and began her CBCS training on November 2, 2020. Julia successfully completed her CBCS training and on December 7, 2020, she earned her CBCS Certification issued by National Healthcareer Association (NHA). On December 22, 2020, Julia informed her case manager that she received a full-time job offer from Sentara Healthcare as a Care Coordinator earning $28.38 per hour.

*Names have been changed to maintain participant confidentiality.