



# Manassas Connection

July 2018

## How's Our Brand?

In 2015, the City engaged NorthStar Destination Strategies to conduct an economic development and marketing study as part of our ongoing citizen engagement work. This study resulted in our Historic Heart. Modern Beat. tagline, as well as containing recommendations for engaging residents and consumers in a meaningful way to promote the City of Manassas.

As part of the City's original engagement agreement the firm conducted a Brand Barometer to measure the strength of the Manassas brand; the brand being what people honestly say about our community when "no one's looking." The contract contained a provision to revisit the Brand Barometer after we had time to implement the strategies contained in the study.

The new brand barometer is in and it says that the City of Manassas has experienced remarkable progress in the view

of our residents. The results in the Barometer align with what we have seen and heard through our Citizen Satisfaction Surveys and Community Conversations that were held in the fall.

In 2015, only 28 percent of our residents would have recommended to a friend or colleague that they live in Manassas and 43 percent would have discouraged that same friend or colleague. In 2018, 43 percent would recommend us and 30 percent would not. The City of Manassas has a unique charm and is attractive to visit because of our history, attractions, special events and exceptional downtown. This was reflected in 2015 when 48 percent of those surveyed said they would recommend us as a place to visit. In 2018 that number dramatically increased to 68 percent.

In regards to doing business in Manassas 33 percent of those surveyed had previously been

eager to recommend us and now a huge 44 percent would do so. In all cases the City of Manassas exceeds National standards. These results are made possible through your input, leadership by Council and execution by our dedicated staff. Our goal is 100 percent citizen satisfaction, but while we work to get there, please help us spread the word about our wonderful community.

Historic Heart. Modern Beat. is not just a saying. It is a community feeling. It is, in essence, who we are as a City. To learn more about the Brand Barometer, visit [www.manassascity.org/barometer](http://www.manassascity.org/barometer).



## National Night Out

The Manassas City Police Department (MCPD) will host the 6th Annual National Night Out on Tuesday, Aug. 7, 2018 from 6 to 9 p.m. at the Manassas Museum. National Night Out is a nation-wide effort to bring the community and law enforcement together to take a stand against crime.

The MCPD invites the community to join us on Aug. 7 to send a message that Manassas residents will continue to take pride in their community and work with law enforcement to discourage crime in their neighborhoods.

MCPD'S National Night Out is a free, fun family-friendly event where residents can meet their local police officers. The event features food, vendors, a K9 demo, a moon bounce and exciting interactive law enforcement displays.

If you are interested in becoming a vendor for this year's National Night Out or have questions about the event contact Sarah Maroney at (703) 257-8064 or [smaroney@manassasva.gov](mailto:smaroney@manassasva.gov).



# A Message from the City Manager



City Manager  
W. Patrick Pate

July always brings back good summer memories. We start the month off with an outstanding display of patriotism (at least in Manassas) with an incredible fireworks display during the Celebrate America event in Historic Downtown and the countless displays of flags and bunting throughout our neighborhoods. It is wonderful to see the community come together to celebrate the shared heritage and sacrifices that have created a country with freedoms that are longed for in so many other parts of the world. It is always a proud moment to hear folks from outside the area and many in the community comment on how well Manassas looks this time of year.



On that note, we would love to share your pictures of what you think makes Manassas unique and wonderful. Send them to [pprince@manassasva.gov](mailto:pprince@manassasva.gov) and we will post some of the best ones on our social media site. This is a part of our place-making heritage that shows the spirit and charm of our city.

July also brings back memories of summer vacations, which for me, usually meant lazy days at a North

Carolina beach or a trip to visit relatives in Missouri. Whether we were working or picking fresh vegetables from my grandmother's garden, or catching fresh seafood from the sound or surf, the days were spent with extended family and friends building memories and usually eating good meals. While vacations are nice, they also serve to remind us that there is no place like home. How often do you hear, "it was nice to get back to my own bed" or "it is so good to be home." Manassas is that kind of place where we gather together for festivals and events, where neighbors say hello to each other and people care about what is going on in their city. You can also check out what is going on in our community this summer by going to [www.visitmanassas.org](http://www.visitmanassas.org) which is updated daily with local events and activities. Home is indeed where the heart is and where we find our community.

July also happens to be my birth month. Birthdays give us the

opportunity to reflect on what we have done and seen over the past year and to celebrate that we have a year on which to reflect. I really don't remember much about my own specific birthdays, but I do remember how much changed from year to year watching my own children have birthdays. I understand from many of you, that the birthdays of grandchildren will be the ones that really stand out in the future. July is also the beginning of a new fiscal year for the City. This is often when new programs or services are implemented, funding for projects becomes

available or planning is in high gear for a new school year. The City has recently begun the 2018 Comprehensive Plan update with a series of Community Conversations to learn what you would like to see in Manassas over the next 20 years. Check out the website at [www.manassascity.org/planmanassas](http://www.manassascity.org/planmanassas) to learn about upcoming Community Conversations. We want to know what opportunities you think are most important to help residents live, work, learn and thrive in Manassas. If you find you cannot attend one of these Conversations, tell us your thoughts online at [www.letstalkmanassas.org](http://www.letstalkmanassas.org).

If you have not yet had the opportunity I would encourage you to check out the new improvements that have been made at Stonewall Park Pool as a part of your summer activities (8351 Stonewall Road). The new splash pad with 15 water features is fast becoming a favorite spot for kids.

I hope you enjoy July and the rest of your summer in Manassas!



# What's Happening on Prince William Street

The Prince William Street reconstruction project from Grant Ave. to Wellington Rd. will be breaking ground in the next few weeks. The roadway improvements, which were based on a Citizen Committee's recommendations, include enhanced pedestrian access, bike connectivity, improved street drainage, water and sewer reliability, and electric and utility reliability.

As a result of these recommendations, pedestrian access will be improved by installing sidewalks along both sides of Prince William Street from Grant Ave. to Jefferson St. and continuing on one side of the street from Jefferson St. to Wellington Rd. Bike safety will be improved with dedicated on-street bike lanes. The roadway is being upgraded to include curb, gutter and storm drainage to address existing issues including those near the American Legion Building, the Gregory Building and the intersection of Old Wellington Rd. and School St.

New street lighting will provide evenly distributed light along the corridor.

Over the last few years, residents have experienced work on Prince William Street. The overhead electric lines, Comcast, and Verizon lines were all moved underground to improve reliability. Columbia Gas replaced the gas main and service lines.

During this final phase of construction, through traffic will be

limited although local residents will have continual access to their property. A construction detour, similar to the ones used for the earlier Columbia Gas work, will be in place to direct traffic around the area.

Construction will begin in July 2018 and is expected to take 12-18 months. The City of Manassas would like to thank everyone for their patience while we improve our City streets.



## News from Public Works

### Cardboard is Great to Recycle

Did you know that cardboard is a very valuable recycling commodity? One of the main reasons for that is something called "The Amazon Effect." More shoppers are purchasing goods online that require shipping. Clean cardboard fetches anywhere from \$160-\$200 per ton. Over 100 billion boxes are produced every year in the US and 70 percent of cardboard is recycled, which is a great success!

You can flatten and recycle your cardboard at the curb on your recycling day or drop your boxes off at one of these locations:



- 8500 Public Works Drive (in the back of the parking lot to the right of the Public Works building). Open to the public 24/7.
- 9412 Main Street (in the parking area behind Crossroads Tabletop Tavern). Open to the public 24/7.
- 9201 Center Street (behind the Harris Pavilion). Open to the public 24/7.
- 8305 Quarry Road (to the left of the weigh scale as you enter the Manassas Transfer Station). Open to the public during regular business hours.

### Timing is Everything

Setting out trash and recycling is all about timing. Setting out carts the night before collection day is optimal. The route schedules for the City contractor change frequently and the timing of your collection may vary. Please make sure to pull containers back from the curb following collection.

Containers left out at the curb outside of collection times are subject to confiscation and a fine.

### Rinse out Trash and Recycling Containers

Summer can bring out the worst in trash and recycling containers. The heat raises the temperature of the carts and the smells can be a bit more than intolerable. Here is an easy and inexpensive way to keep containers clean. Empty the container of any residue and add a cup of baking soda and a cup of white vinegar. The chemical reaction creates a foam that is one of the best natural cleaning agents around! Hose out the container with water and let dry. Baking soda and white vinegar also works on your kitchen drains to keep them smelling fresh!

# The City of Manassas Happenings

Here's what's happening in the City of Manassas:

Through Sept. 16 - Two New Exhibits at the Manassas Museum - **Expanding Boundaries - the Manassas Boys & Girls Club**; and **Living the American Dream: Robert Portner, Immigrant, Entrepreneur, Philanthropist**

[www.visitmanassas.org](http://www.visitmanassas.org)



Now - October - Free **Historic Downtown Walking Tours**, Saturdays at 3 p.m.

[www.visitmanassas.org](http://www.visitmanassas.org)



July - August - **Take Out Tuesday Concerts** at the Harris Pavilion

[www.visitmanassas.org](http://www.visitmanassas.org)



July - August - **Wednesday Lunch Concerts** at the Harris Pavilion

[www.visitmanassas.org](http://www.visitmanassas.org)



July - August, 3 p.m. - **Sunday Concert and Ice Cream Socials**

[www.visitmanassas.org](http://www.visitmanassas.org)



Now - October - **Museum at the Market** - Saturdays during the Farmer's Market

[www.manassasmuseum.org](http://www.manassasmuseum.org)



July 4, 3 to 10 p.m. - **Celebrate America**, the largest fireworks display in Northern Virginia

[www.visitmanassas.org](http://www.visitmanassas.org)



July 6, 8 p.m. - Adult Dance @Harris Pavilion - **Classic Spotlight**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 7, 8 a.m. - noon - **Household Hazardous and eWaste drop off and Shredding**

[www.manassascity.org/trash](http://www.manassascity.org/trash)



July 7 at 6:30 p.m. - Summer Sounds Concert @ Harris Pavilion - **Sol Roots**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 8, 1:30 p.m. - The Story Train Free Book Talk for Kids - **Bumble Bee Patch** with Author Angela O. Bryce

[www.visitmanassas.org](http://www.visitmanassas.org)



July 11, 7:00 p.m. - Community Conversations - **Parks Discussion**

[www.manassascity.org/planManassas](http://www.manassascity.org/planManassas)



July 11, 3 p.m. - Stories of Preservation and Progress Speaker Series: **Americana**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 13, 8:30 p.m. - Family Movie Night - **The Lego Ninjago Movie**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 14, 8 p.m. - Adult Dance @Harris Pavilion - **Silver Tones Swing Band**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 15, 1:30 p.m. - Free Book Talk - **The War Outside My Window, The Civil War Diary of Leroy Wiley Gresham**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 19, 7 p.m. - **U.S. Navy Country Current Band** @Harris Pavilion

[www.visitmanassas.org](http://www.visitmanassas.org)



July 20, 8:30 p.m. - Family Movie Night - the **Emoji Movie** @Harris Pavilion

[www.visitmanassas.org](http://www.visitmanassas.org)



July 21, 6:30 p.m. - Summer Sounds Concert @ Harris Pavilion - **Kareem Walkes (Lil' Maceo)**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 21, 12 - 8 p.m. - **Christmas in July** @Main Street

[www.visitmanassas.org](http://www.visitmanassas.org)



July 28, 8 p.m. - Adult Dance @Harris Pavilion - **Firebirds**

[www.visitmanassas.org](http://www.visitmanassas.org)



July 26, 7 p.m. - **U.S. Army Blues Band** @Harris Pavilion

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 2, noon - **Community Conversations; Business-Focused Lunch** at CenterFuse - RSVP to [dbellows@manassasva.gov](mailto:dbellows@manassasva.gov)

[www.manassascity.org/planmanassas](http://www.manassascity.org/planmanassas)



Aug. 3, 8:30 p.m. - Family Movie Night - **Sherlock Gnomes** - at the Harris Pavilion

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 4, 6:30 p.m. - **Incendio featuring Bruno Nasta** - free Summer Sounds Concert

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 4, 8 a.m. - noon - **Household Hazardous and eWaste Drop off**

[www.manassascity.org/trash](http://www.manassascity.org/trash)



Aug. 7, 6 - 9 p.m. - **National Night Out** - take a night out against crime. Join the Manassas City Police Department for fun, food, games and great information on being safe.

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 8, 3 p.m. - Stories of Preservation and Progress Speaker Series: **Local History**

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 10, 8 p.m. - Adult Dance to **Southern Persuasion**

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 11, 8 p.m. - Adult Dance to the **Fabulous Bel Airs**

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 12, 1:30 p.m. - The Story Train Free Book Talk for Kids - **All Aboard for Manassas! A Dog's Tale of Adventure** with Author Kristen Henneke and illustrator Nancy Mitchell

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 16, 7 p.m. - **U.S. Navy Commodores Band**

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 17, 8:30 p.m. - Family Movie Night - **Nut Job 2 - Nutty by Nature**

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 18, 6:30 p.m. - **La Unica** Free Summer Sounds Concert

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug 24-26, Through the Ages: **A Manassas History Weekend** - free hands-on activities for all ages

[www.visitmanassas.org](http://www.visitmanassas.org)



Aug. 25, 8 p.m. - Adult Dance - Sandbar

Aug. 30, 7 p.m. - **U.S. Army Swamp Romp Band** Free Concert

[www.visitmanassas.org](http://www.visitmanassas.org)

## City of Manassas and Manassas Public Schools

### City of Manassas Council

Mayor Harry J. Parrish II 703-257-8213  
 Vice Mayor Sheryl L. Bass 703-314-4278  
 Marc T. Aveni 703-795-9651  
 Ken D. Elston 571-377-8817  
 Ian T. Lovejoy 703-828-7592  
 Pamela J. Sebesky 571-330-5514  
 Mark D. Wolfe 703-257-1702

### City of Manassas School Board

Chairman Sanford S. Williams 571-535-6364  
 Vice Chair Kristen Kiefer 571-606-0285  
 Scott M. Albrecht 571-606-1129  
 Tim Demeria 703-895-4856  
 Peter O'Hanlon 571-535-0652  
 Suzanne W. Seaberg 703-869-1171  
 Robyn Williams 571-535-7510

### Get Social!

Visit the City at [www.manassascity.org](http://www.manassascity.org).



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To contact the City of Manassas Connection newsletter, email [prrince@manassasva.gov](mailto:prrince@manassasva.gov)