



Manassas Connection

August 2015

Community Brand



*City Manager
William Patrick Pate*

What's in a name? About a year ago the City embarked on an Economic Development and Marketing Initiative. Our contractor, North Star, worked with staff to hold numerous focus groups, one-on-one interviews, surveys both in the City of Manassas and outside the City, and conduct market research to find the City's competitive advantages. The goal was to determine what makes the City of Manassas a unique place and what is our reputation.

After months of exhaustive research, a strategic platform was developed that used strategic direction which was based on the research. This was not an emotional or creative statement. It narrows all findings into a succinct statement used to drive the creative process. The strategic platform states:

For those who appreciate independence and access, the historic city of Manassas enjoys a strategic location in Northern Virginia where old town charm combines with a new city spirit so you experience a sense of place, a sense of community, and a sense of opportunity.

So, what does this mean for businesses? The research showed that the City of Manassas offers an environment for growth and idea exchange with access to markets, a great talent pool in a strategic location with the convenience of the Manassas Airport. It also means locating beyond the beltways stress where quality of life and the historic downtown mix to create a new city spirit of innovation and entrepreneurship.

What does this mean for residents? The research indicated that the City offers an affordable quality of life with access to educational and professional opportunities and the ability to raise a family outside of Washington, D.C., but close enough to commute to if necessary. The surveys highlighted that residents appreciate the authentic architecture and the community's role in history, while appreciating the enterprise growing within the community. Those surveyed value the small town charm.

For visitors, the research showed that the City of Manassas offers a great deal - a welcoming community, the arts, festivals, walkability, one-of-a-kind shops and restaurants and all conveniently located within Northern Virginia.

From this research, comes a new "strap line," or expression that defines us as a city. **Historic Heart. Modern Beat.** Every city has a different heartbeat or underlying rhythm of life that defines their culture. In Manassas, our heart beats across history to the independent city of today. We have a city that is authentic, diverse, eclectic, creative and inviting. Some people venture here for the history. Others for the welcoming atmosphere, community and forward-thinking lifestyle they can enjoy today.

Below is the new City Economic Development and Tourism logo that came from this research. You may have already seen this popping up around town and you will be seeing it as we market our community. I want to thank each of you for participating in this process and everyone who has been a part of the fabric that makes Manassas the community it is today.



A New Skate Park for the City



On Sunday, July 19, Vice Mayor Jon Way and Councilmembers Mark Wolfe and Sheryl Bass joined skater Oscar Medrano, a rising senior from Osbourn High School, and others to break ground on a new skate park at Jennie Dean Park. This park will replace the Old Town Skate Park that had to be torn down to make room for the new Baldwin Elementary and Intermediate School.

This new park will feature a concrete surface, a huge upgrade from the asphalt surface from the previous skate park. It will also include several new features such as grind boxes, and new rail and bank ramps. In an effort to be earth and

fiscally conscious, the previous ramps will be refurbished and located within the new skate park.

Community Development Director Liz Via-Gossman credited skate boarders Oscar Medrano and Diego Patrick for coming forward when the new school was first being discussed to press City officials to provide a place for skateboarding. "The kids, most of them City residents from our schools, spoke at public hearings and hosted City officials at a skate competition to show us how important their skate park was to them," said Via-Gossman.

The skateboarders formed a committee to work with City staff on the improved design within an acceptable budget. The new skate park replaces two under-utilized basketball courts that will be replaced elsewhere in the park when Jennie Dean Park undergoes an updated master plan effort later in the year.

A grand opening is planned for Saturday, Sept. 5, 2015. The park was designed by American Ramp Company from Joplin, MO and the new features are being constructed at their plant in Missouri. The concrete work is being completed by Toro Concrete, Inc.

Citizen Leadership Award

Former City of Manassas Planning Commissioner Bruce Gross received the Citizen Planner Leadership Award in the Appointed Official Category at the recent American Planning Association Virginia Conference in Norfolk. He was the only statewide award winner in this category. Gross, who recently retired after serving on the Planning Commission and Board of Zoning Appeals for the past nine years, also served as Chairman of the City's Zoning Ordinance Review Committee (ZORC), where he led the City's first comprehensive zoning update since 1946.

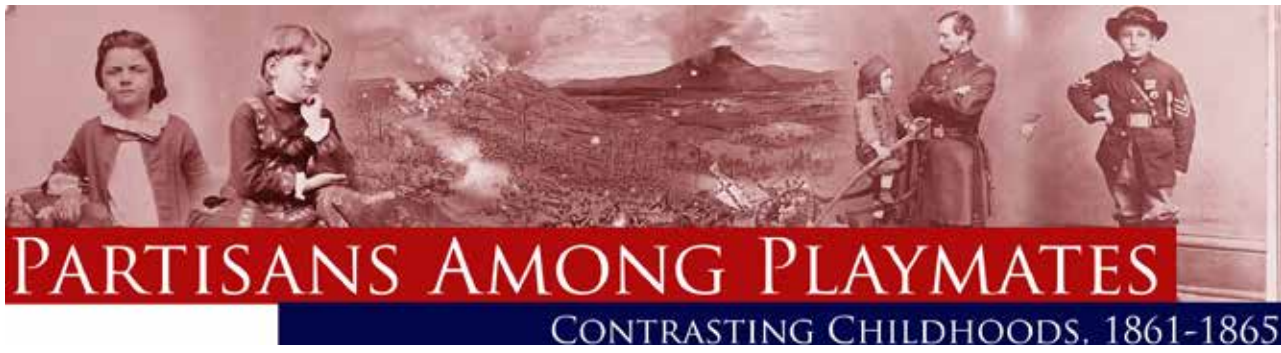
His leadership enabled the unanimous approval of the new ordinance by the Planning Commission, its final adoption by City Council in May, and the completion of this task within one year.

Gross was recognized not only for providing technical expertise but for navigating sensitive topics, building consensus, and making recommendations that best serve the community throughout the year-long ZORC process.

Gross and his wife Sue have lived in the City for 20 years. He was in the private practice of law in the City for 26 years and is Vice President and Corporate Counsel for Didlake, Inc., a Manassas-based not-for-profit corporation which is dedicated to enriching the lives of people with disabilities.



Bruce Gross standing with Senior Planner Kelly Davis at the Virginia APA Awards.



They may not have worn uniforms or marched with the troops, but children were deeply affected by the tragedies of the Civil War. A new Manassas Museum guest exhibit, *Partisans Among Playmates: American Childhood and the Civil War*, brings to life the experiences of children living in both the North and South during the conflict.

The exhibit explores common childhood experiences of the era, and wartime experiences that varied dramatically depending on where children lived. “The Yankees behaved very rudely,” wrote an eight-year-old girl living in Fredericksburg to her cousin. “They broke open the meat house and took all the meat but four pieces; they killed two of the cattle right before our eyes.” A ten-year-old boy in New York did not see soldiers at his home, but he was nonetheless annoyed by the War’s consequences. “Peanuts were rare and wormy, and sticks of candy were reduced to the size of pipe stems,” he later wrote.

The exhibit also examines the portrayal of the Civil War to children in juvenile literature and entertainment during the wartime era, Reconstruction, the Civil Rights period, and the present.

The guest exhibit was designed by Chesney Rhoades, a recent Marymount University graduate, as part of a project for an independent research project. Chesney majored in history and secondary education and began the history club at Marymount. This summer she is working as a costumed interpreter at Colonial Williamsburg, and she looks forward to teaching social studies.

“After participating in an inspiring course in children’s literature, I became very interested in the history of children’s literature and how it can be used as a means to send political and social messages to its audiences,” Chesney says. “To explore this interest, I collaborated with Marymount’s resident children’s literature expert, Dr. Robert Otten, to combine my historical interest in the Civil War and his expertise in children’s literature. Together we researched the

representation of the Civil War in the past 150 years of children’s literature.”

“The presentation of this exhibit would not have been possible without the tutelage of Dr. Mark Benbow, professor of public history at Marymount and Board member of the Arlington Historical Society,” Chesney says. “His guidance through an independent study course helped me to condense 150 years of literature and many months research into a navigable and entertaining exhibit.” The Arlington Historical Society and the Fredericksburg Area Museum and Cultural Center both lent objects for the exhibit, which was funded by Marymount’s DISCOVER Undergraduate Research Program.

The exhibit, opening on Aug. 7 and running through Nov. 15, is free to the public.



How do I report a missed trash or recycling pickup?

If your trash or recycling has not been picked up on your regular collection day, call the Trashline on (703) 257-8252. Pick-up will be made within 24 hours or on the next business day. For example, if you report a missed pickup on Friday, your trash will be picked up on Monday, which is the next working day.

5 trash tips to remember:

- Always set your trash and recycling out the night before your collection day.
- Set your carts to the curb. Crews are not permitted to go on private property.
- Do not overfill your container. Make sure that the lid can be shut with ease.
- Call ahead to schedule collection of larger items.
- Fallen trees and tree limbs cannot be set out as yard waste.

Did you know that you can also report missed trash or recycling online? Please visit www.manassascity.org/trash for more information.

Get Social!

Visit the City at www.manassascity.org.

 www.facebook.com/cityofmanassas

 www.twitter.com/cityofmanassas

 www.flickr.com/photos/cityofmanassas

Put your own photos up at www.flickr.com/groups/mycityofmanassas.

To contact the City of Manassas Connection newsletter, email prrince@ci.manassas.va.us.

The City of Manassas Happenings

Here's what's happening in the City of Manassas during August and September.

Now - October - Thursdays and Fridays at noon - **Historic Downtown walking tours**
www.manassasmuseum.org

Sunday Tours of Liberia Plantation - Sundays throughout the summer tour the Civil War Era plantation and view the graffiti left by Civil War soldiers
www.manassasmuseum.org

Take Out Tuesdays and Wednesday Lunch Concerts will have free live music through August at the Harris Pavilion. Make sure to pick up a meal at a local restaurant.
www.harris pavilion.com

August 4, 6 - 8 p.m. - **National Night Out** - Come out to the Manassas Museum Lawn for America's Night Out Against Crime
www.manassascity.org/NNO

August 7, 5 - 9 p.m. - **First Friday** in Historic Downtown - Dog Days of Summer
www.visitmanassas.org

August 7, 8:30 - 10 p.m. - Friday family movie night with **Free Birds** at the Harris Pavilion
www.visitmanassas.org

August 7 - November 15 - **Partisans Among Playmates** exhibit at the Manassas Museum
www.manassasmuseum.org

August 8, 6:30 p.m. - **David Kline Band** - Summer Sounds Concert
www.visitmanassas.org

August 9, 2 - 4:30 p.m. - Free Book Talk - **Citizen-General** with author Gene Schmiel
www.visitmanassas.org

August 9, 3 - 4:30 p.m. - **St Thomcats Band & Ice Cream Social** at the Harris Pavilion
www.visitmanassas.org

August 11 at 10 a.m. - **Pre-K Tuesday** for ages 3-5 with a caretaker
www.manassasmuseum.org

August 15, 8 - 11 p.m. - Saturday night adult dance - **The Fabulous Bel Airs** at the Harris Pavilion
www.visitmanassas.org

August 16, 2 p.m. - Free Book Talk - **The Confederacy's Last Northern Offensive**
www.manassasmuseum.org

August 16, 3 - 4:30 p.m. - **Washington Balalaika Orchestra & Ice Cream Social** at the Harris Pavilion
www.visitmanassas.org

August 20, 7 p.m. - **U. S. Navy Country Current Band Concert**
www.harris pavilion.com

August 21 - 23 - **4th Annual Civil War Weekend** in Historic Downtown - Living history, artillery and weapons demonstrations, Civil War speakers, a parade and much more. . .
www.visitmanassas.org

August 22 at 9 a.m. - **Bike Tour** - Tour the City with the Manassas Museum
www.manassasmuseum.org

August 22, 8:30 a.m. to 3 p.m. - **Chess Tournament** at the Harris Pavilion.
www.harris pavilion.com

August 22, 6:30 p.m. - **La Unica** - Summer Sounds Concert
www.visitmanassas.org

August 23, 3 to 4:30 p.m. - **Manassas Symphony Orchestra & Ice Cream Social** at the Harris Pavilion
www.visitmanassas.org

August 28 - 8:30 - 10 p.m. - Friday family movie night with **Monsters University** at the Harris Pavilion
www.visitmanassas.org

August 29, 8 - 11 p.m. - Saturday night adult dance to **The English Channel** at the Harris Pavilion
www.visitmanassas.org

August 30, 3 - 4:30 p.m. - **Sol Roots & Ice Cream Social** at the Harris Pavilion
www.visitmanassas.org

September 5, 6:30 - 8 p.m. - SummerSounds Concert with the **Prince William Community Band**
www.visitmanassas.org

September 6, 11 a.m. - 3 p.m. - **Historic Downtown Manassas Bridal Showcase**
www.visitmanassas.org

September 8 at 10 a.m. - **Pre-K Tuesday** for ages 3-5 with a caretaker
www.manassasmuseum.org

September 12, 12 - 6 p.m. - **Bands, Brews, and Barbecue** - Come sample award winning craft beers, enjoy some of Northern VA's best barbecue and live music all afternoon on the Manassas Museum Lawn!
www.visitmanassas.org

September 12, 7 - 11 p.m. - **CASA Evening Under the Stars** event - 703-330-8145

September 12 at 2 p.m. - **Architectural Tour** of Historic Downtown by the Manassas Museum.
www.visitmanassas.org

September 18 - **Annual Greek Festival** at the Harris Pavilion.
www.harris pavilion.com

September 19, 11 a.m. to 5 p.m. - **A Taste of Greece and the East**
www.visitmanassas.org

September 19, 10 a.m. - 3 p.m. - **40th Annual Edgar Rohr Antique Car Meet**
www.visitmanassas.org

September 20, 10 a.m. to 3 p.m. - **Out of the Darkness Walk** at the Harris Pavilion
www.visitmanassas.org

September 26 at 9 a.m. - **Bike Tour** of the City
www.manassasmuseum.org

September 26, 10 a.m. to 3 p.m. - **Chili Cookoff**
www.visitmanassas.org

September 27, 2 - 3 p.m. - Free Book Talk - **Out Flew the Sabers** with author Daniel Davis
www.visitmanassas.org

September 27, noon to 5 p.m. - **14th Annual Latino Festival**
www.visitmanassas.org

City of Manassas and Manassas Public Schools			
City of Manassas Council		City of Manassas School Board	
Mayor Harry J. Parrish II	703-257-8213	Chairman Tim Demeria	703-895-4856
Vice Mayor, Jonathan L. Way	703-368-9174	Vice Chairman Scott M. Albrecht	571-606-1129
Marc T. Aveni	703-795-9651	Arthur P. Bushnell	571-535-7510
Sheryl L. Bass	703-314-4278	Kristen Kiefer	571-606-1129
Ken D. Elston	571-377-8817	Ellen M. Purdy	571-606-0499
Ian T. Lovejoy	703-828-7592	Pamela J. Sebesky	571-535-0652
Mark D. Wolfe	703-257-1702	Sanford S. Williams	571-535-6364