

**PRINCE WILLIAM CHAMBER OF COMMERCE
Business Growth Committee**

Tuesday, January 18, 2011

MINUTES

Attendees: (Due to ice storm, there were many cancellations.) Ceda Putiyon, *CAP Accounting*; Ann Marie Maher and Mark Kowaleski, *Convention Visitor's Bureau*; Tim Stoner, *ESI Potomac Disposal*; John Brown, *Pink House Charities*; Susan Jacobs, *Assist 2 Sell/Jacobs Team*; Mario Sacco, *LPL Financial*; Kathy Strauss, *ImageWerks*; Dona Blackman, *The Growth Coach*; Laurie Wieder and Suzanne Lewis, *Chamber Staff*.

Welcome and Introductions: Suzanne Lewis, Chamber Staff

Guest Speakers: Convention Visitors Bureau (CVB): Mark Kowalewski, Sales & Marketing Director. Ann Marie Maher, Executive Director and Debbie Haight, Historic Manassas, Inc. (HMI), Executive Director were scheduled to speak but could not attend due to snow conditions.

TOPIC: The ways that businesses can get plugged into the activities surrounding the Sesquicentennial Celebration and the services & resources the CVB offers for local business.

Highlights:

- **Value of Tourism:** In 2008, 5,699 jobs were created, generating expenditures worth \$435,029,753 up from 6.9% in 2007. For the City of Manassas alone, tourism industry sustained 547 jobs with a payroll of \$9,288,886 and expenditures totaling \$56,897,582 in 2008.
- 150th Civil War Manassas-Bull Run Celebration has been ranked #1 destination in the Nation by the American Bus Association.
- July 23rd and 24th are the reenactment dates: Up to 15,000 spectators per day are expected for a total of 30,000. Over the 6-day period 40,000 spectators are expected (10% increase in county's population).
- Estimate a \$1.3 million impact by motorcoach travel alone over the 2 days.
- **Business Opportunities:**
 - Advertising and sponsorships available. Contact Kathy Martin for details at KMartin@visitpwc.org or call 571-482-7049.
 - Business groups can volunteer time to assist during the events while at the same time providing company visibility. Contact volunteer@visitpwc.com for details.
 - Vendor space will be allotted at different sites.
- Other website to learn more about Sesquicentennial Events
 - City of Manassas: www.manassascivilwar.org
 - Prince William County Historic Preservation: www.pwcgov.org
 - Manassas National Battlefield Park: www.nps.gov/mana
 - Journey Through Hallowed Ground: www.hallowedground.org
 - VA Sesquicentennial of the American Civil War Mobile Museum: www.virginiacivilwar.org

Special Announcements: What is new with your business?

Upcoming Chamber Events - See online January & February Calendars for Programs & Events!

Committee Meetings: 3rd Tuesday, monthly. Next is February 15th at 8:30am – 9:30am