



Press Release

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**For Immediate Release
September 27, 2023**

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Historic Manassas, Inc. (HMI) Appoints Kristen Kiefer as New Executive Director

Manassas, VA - Historic Manassas, Inc. (HMI) has named Kristen Kiefer as its new Executive Director. Kiefer has served as HMI's Interim Executive Director since April 2023 and will oversee the organization's efforts to sustain revitalization efforts of Historic Downtown Manassas as a Virginia Main Street program.

"As a 20-year resident and stalwart advocate for the City of Manassas, Kristen has deep roots in this community," said Mark Olsen, HMI Board Chair. "Her passion and commitment to the betterment of Manassas and its residents, her national nonprofit executive expertise, and her dedication to excellence as exhibited over the past five months as HMI's Interim Executive Director make this a milestone moment for HMI."

Prior to joining HMI, Kiefer spent 18 years at the National Council on Aging in a variety of roles including serving as the Chief of Staff, Chief Administrative Officer, and Chief Advocacy & Engagement Officer. Her more than 25-year career has been dedicated to listening to the needs of communities and scaling solutions to meet those needs in close partnership with key stakeholders.

Kiefer's commitment to Manassas is unwavering, having served as an elected official on the Manassas City Public Schools (MCPS) Board for six years and being actively involved in various educational and community organizations, including the MCPS Parent & Community Leadership Academy and Gifted & Talented Parent Advisory Group, PTAs/PTOs, Boys & Girls Scouts, and the Greater Manassas Baseball League.

"I am honored that the HMI Board of Directors has instilled its confidence in me to build upon the organization's strong foundation and lead it into the future. As I have for my entire career, I look forward to working with community stakeholders to co-create the next chapter of Manassas," said Kiefer. "The success of any community is rooted in its economic vitality, the preservation of its history and distinct character, and its ability to define its unique proposition in the market. HMI and the City of Manassas have these key ingredients and the continued success of Historic Downtown Manassas is undoubtedly bright."

Kiefer holds a Master of Public Policy degree from Georgetown University, a Bachelor of Science in Health, and a Bachelor of Business Administration from Ohio University. When not working, she enjoys spending time with her husband and two children (all products of Osbourn High School), traveling, and cooking.

Historic Manassas, Inc., is a 501(c)3 non-profit organization that has worked for over 30 years to revitalize, preserve, and enhance the economic base that insures the rich tradition, history, charm, and friendly ambience of Historic Downtown Manassas. For more information about Historic Manassas, Inc., and details on upcoming community-wide events, please visit www.historicmanassas.org.