GO Virginia Region II Snapshot

People, Industry, Common Targets and Themes
GO Virginia Purpose Statement

“Create more higher paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens the economy in every region”
Why is this GO Virginia’s purpose?

• Proven track record of incentives being used to change behavior to accomplish economic goals
• High-paying jobs have a strong economic multiplier and create economic opportunities for *all* Virginians.
• Focusing on economic activities that bring new income into the state – not just shifting market share – grows the economy.
• Even areas with strong economies could be doing better – adapting to the changing U.S. economy.
GOVA – Role of Regional Councils

• Direct growth and diversification plan to identify needs and opportunities in region
• Ensure business leadership
• Prioritize projects for state board
• Encourage collaboration inside and outside GO Virginia process
Economic Growth and Diversification Plan

• Identify economic opportunities, needs, and challenges for the region
  • (likely focus on talent, existing economic development activities, cluster development, and capital formation)
• Establish priorities among identified opportunities
• Workforce gap analysis
• Align with existing plans and priorities- no duplication of ongoing efforts
Economic Growth and Diversification Plan
Performance Metrics

• Net increase in the number of high-paying jobs in a region (including retention)
• Return on Investment
• Change in business sector/cluster mix
• Percentage of job increases attributable to out-of-state revenues
Growth and Opportunity Grants

Could be used for:

- Existing business scale-ups
- Business-focused training and credentialing
- Site development
- Commercialization of R&D
- Startup collaborations
  - Incubators/accelerators

Should not be used for:

- Construction of transportation projects
- Incentive grants to private companies
- Trade missions
- Quality of life projects
- Museums and entertainment venues
Looking at the Region Through:

- **People**
  Population, Commuting, Age, and Income

- **Industry**
  Job Growth, Existing & Emerging Industry Strengths, and In-demand Occupations

- **Common Targets & Themes**
  Common Target Sectors, Common Themes
What’s a region, and how are we connected?

- New River Valley
- Roanoke Valley
- Alleghany
- Lynchburg
The People of our Region

[Images with photo credits]

Photo Credit: Stephanie Klein-Davis, The Roanoke Times

Photo credit: Erica Corder

Photo Credit: VT OED

Region II
(+52,302)
7% ↑
Total Pop (2015) = 749,687

New River Valley
(+22,205)
14% ↑

Lynchburg
(+16,470)
7% ↑

Roanoke Alleghany
(+11,545)
4% ↑

Source: U.S. Census Bureau, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2015; Annual Estimates of the Population of Metropolitan and Micropolitan Statistical Areas: April 1, 2000 to July 1, 2006
% Change in Per Capita Income (2006-2015)

Source: Social Explorer Tables: ACS 2006 and 2015 (5-Year Estimates) (SE), Social Explorer; U.S. Census Bureau
Aging Baby Boomers

Bulge of 20-24 (universities), not retaining after graduation

Declining:
- 5-19
- 35-49

Growing:
- 0-5
- 20-34
- 50+
Commuting Patterns:

Of those 258,075...

74,581 workers in

258,075 living and working in the greater region

56,981 workers out

Source: On-the-map (2014) [https://onthemap.ces.census.gov/](https://onthemap.ces.census.gov/)
Our Jobs and Industries

Liberty Aviation. Credit: Erica Corder, VT

Education. Credit: Roanoke College

VWCC Mechatronics. Credit: VWCC
Our region has been slower to recover from the recession than the state and the nation.
Regional Industry Strengths

Existing Industry Strengths
- Healthcare
- Manufacturing
- Education Services

Emerging Opportunities
- Food and Beverage Processing
- Life Sciences and Biotechnology Research
- Information Technology
### Top 10 Industries by Employment

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<tbody>
<tr>
<td>Government</td>
<td>56,700</td>
<td>(2%)</td>
<td>$56,778</td>
<td>1.03</td>
<td>(1,443)</td>
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<tr>
<td><strong>Health Care and Social Assistance</strong></td>
<td>46,314</td>
<td>20%</td>
<td>$55,418</td>
<td>1.04</td>
<td>(772)</td>
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<td><strong>Manufacturing</strong></td>
<td>41,943</td>
<td>(20%)</td>
<td>$66,786</td>
<td>1.47</td>
<td>(3,590)</td>
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<td>Retail Trade</td>
<td>40,577</td>
<td>(4%)</td>
<td>$28,647</td>
<td>1.09</td>
<td>(1,942)</td>
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<td>Accommodation and Food Services</td>
<td>28,592</td>
<td>11%</td>
<td>$17,102</td>
<td>0.95</td>
<td>(1,264)</td>
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<td>Construction</td>
<td>19,106</td>
<td>(27%)</td>
<td>$48,248</td>
<td>1.01</td>
<td>(2,572)</td>
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<tr>
<td>Administrative and Support and Waste Management and Remediation Services</td>
<td>17,964</td>
<td>(12%)</td>
<td>$28,886</td>
<td>0.81</td>
<td>(3,503)</td>
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<tr>
<td>Other Services (except Public Administration)</td>
<td>17,786</td>
<td>6%</td>
<td>$25,082</td>
<td>1.04</td>
<td>667</td>
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<td><strong>Professional, Scientific, and Technical Services</strong></td>
<td>17,084</td>
<td>19%</td>
<td>$66,436</td>
<td>0.75</td>
<td>550</td>
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<tr>
<td>Educational Services</td>
<td>15,688</td>
<td>65%</td>
<td>$31,466</td>
<td>1.73</td>
<td>4,069</td>
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**Existing Industry Strengths**
- Hospitals
- Nursing & Residential Care Facilities

**Emerging Industry Strengths**
- Life Sciences & Biotechnology
  - Health Care
  - Education Services
  - Professional, Scientific, and Technical Services (R & D)

**In-Demand Occupations**
- Registered Nurses
- Licensed Practical & Vocational Nurses
- Physicians & Surgeons
- Counselors & Therapists
- Technicians for Health Practitioner Support, Clinical Lab, Mechanical, Other Laboratory, Biological
- Medical Assistants
- Maintenance and Repair
- IT Support
**Existing Industry Strengths**
- Metalworking Technology
- Automotive and Parts Manufacturing
- Electrical Equipment Manufacturing
- Packaging and Supply Chain

**Emerging Industry Strengths**
- Food and Beverage Processing

**In-Demand Occupations**
- Machinists
- Welders, Cutters, Solderers and Brazers
- Structural Metal Fabricators and Fitters
- First-Line Supervisors
- Electrical and Electronic Equipment Assemblers
- Electrical Engineers
- Electromechanical Equipment Assemblers
- Industrial Machinery Mechanics
Education Services

Existing Industry Strengths
- Colleges, Universities and Professional Schools
- Junior Colleges

Emerging Opportunities
- R&D growth
- Entrepreneurial Spinouts in IT, Engineering, Life Sciences, etc.
- Industry Collaboration

In-Demand Occupations
- Postsecondary Teachers
- Office Clerks and Administrative Support
- Maintenance and Repair
- IT Support
- Nursing
- Entrepreneurs

Connecting with Jobs
Common Targets and Themes
Our Common Target Sectors

(Economic Development, Planning, Workforce)

- Healthcare
- Manufacturing
- Business and Financial Services
- Information Technology (Cybersecurity)
- Food and Beverage Processing
Projected Healthcare

High concentration of employment AND high competitive effect

Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - Emsi 2016 Class of Worker
Projected Manufacturing

Continued high concentration compared to the national average

Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - Emsi 2016 Class of Worker
Projected Business & Financial Services

Low concentration; Lynchburg and Blacksburg competitive

Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - Emsi 2016 Class of Worker
Projected Information Technology (Comptia Cluster)

Concentration not yet high; Lynchburg competitive

Projected Food and Beverage Processing & Distribution (Harvard Cluster)

High concentration and competitive individually and as a region
Common Themes

QUALITY OF LIFE

ENVIRONMENT

BUSINESS

CULTURAL

INFRASTRUCTURE

Image credits (clockwise from top left): visitalleghanyhighlands.com, Virginia Velocity Tour (Colab), Appalachian Voices (Floyd Fest), Mont. Co Economic Development (CRC & Airport)
Common Themes

TRANSPORTATION

EDUCATION

WORKFORCE

INSTITUTIONAL COLLABORATION
Four Working Groups:

- Grow skilled talent at all levels
- Promote technology innovations for targeted industry clusters.
- Develop unique sites and buildings.
- Facilitate capital access and business mentorship (entrepreneurship).
For their area of focus, working groups will:

- Provide input into existing regional efforts and assets
- Discuss what it would look like if region was performing at the optimal level in this area.
  
  *Example: Compared to comparable regions, what would it look like if region became one of the best possible places at attracting and retaining talent?*
- Identify ways we would measure our progress.
- Discuss **types** of opportunities (eg. projects) we should be pursuing to move in this direction.
- Discuss criteria for assessing projects.
June:
Today’s Working Group Meetings & VT Work on Plan
Regional Council Meeting: NRV

July:
Individual Working Group Meetings & VT Work on Plan

August - September:
Final Working Group Meeting
Regional Council Meeting
Region II Growth and Diversification Plan
Contact

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