Agenda

GO Virginia Region 2 Council Meeting

June 29, 2017
3:00 p.m. – 5:00 p.m.

Location
New River Valley Regional Commission
6580 Valley Center Dr.
Radford, VA

Schedule

3:00 – 3:05 p.m.  Introductions

3:05 – 4:05 p.m.  New River Valley Regional presentation

4:05 – 4:10 p.m.  Update on Region 2 work groups and planning process

4:10 – 4:30 p.m.  Council budget: discussion and approval

4:30 – 4:35 p.m.  Other state, administrative, and council updates

4:35 – 4:45 p.m.  Council discussion

4:45 – 5:00 p.m.  Public comment
Future Meetings

GO Virginia Region 2

**Council Meeting**
July 25
10am-12pm

**Location:**
Roanoke Higher Education Center, Room 715
108 North Jefferson Street
Roanoke, VA 24016

**Council Meeting**
August 21
2pm-4pm

**Location:**
Blacksburg, TBD

**Working Group Meetings**
(All taking place towards the end of July)

Grow skilled talent at all levels: TBD

Technology innovations for targeted industry clusters: TBD

Development of unique sites and buildings: TBD

Capital access and business mentorship: TBD
GO Virginia Line Item Budget  March 2017 - June 2018

### Personnel Costs:

<table>
<thead>
<tr>
<th>Role</th>
<th>Total Hours @</th>
<th>Total Hours @</th>
<th>Total Hours @</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OED Faculty</strong></td>
<td>Dollar Amount</td>
<td>$100/hour</td>
<td>$100/hour</td>
</tr>
<tr>
<td>Contracts Administration</td>
<td>1,000</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Council meetings &amp; work group session facilitation</td>
<td>12,200</td>
<td>122</td>
<td>122</td>
</tr>
<tr>
<td>Marketing &amp; Outreach</td>
<td>1,000</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Growth &amp; Diversification Plan Development</td>
<td>54,000</td>
<td>540</td>
<td>540</td>
</tr>
<tr>
<td>Technical Assistance to applicants</td>
<td>14,100</td>
<td>141</td>
<td>141</td>
</tr>
<tr>
<td>Growth &amp; Diversification Plan Impact Evaluation</td>
<td>14,600</td>
<td>146</td>
<td>146</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>96,900</td>
<td>969</td>
<td>969</td>
</tr>
<tr>
<td><strong>OED Staff</strong></td>
<td>Dollar Amount</td>
<td>$50/hour</td>
<td>$50/hour</td>
</tr>
<tr>
<td>Council meetings &amp; work group sessions support</td>
<td>4,000</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Program administrative support</td>
<td>8,250</td>
<td>165</td>
<td>165</td>
</tr>
<tr>
<td>Growth &amp; Diversification Plan Development</td>
<td>10,250</td>
<td>205</td>
<td>205</td>
</tr>
<tr>
<td>Growth &amp; Diversification Plan Impact Evaluation</td>
<td>4,900</td>
<td>98</td>
<td>98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>27,400</td>
<td>548</td>
<td>548</td>
</tr>
<tr>
<td><strong>CPE Faculty</strong></td>
<td>Dollar Amount</td>
<td>$100/hour</td>
<td>$100/hour</td>
</tr>
<tr>
<td>Contracts Financial Management</td>
<td>25,000</td>
<td>250</td>
<td>250</td>
</tr>
<tr>
<td>Technical Assistance to applicants</td>
<td>13,000</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td>Individual project reporting &amp; evaluation</td>
<td>27,000</td>
<td>270</td>
<td>270</td>
</tr>
<tr>
<td><strong>Total Personnel Costs</strong></td>
<td>189,350</td>
<td>2,167</td>
<td>2,167</td>
</tr>
</tbody>
</table>

### Other Costs

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials, Supplies</td>
<td>3,650</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,650</td>
</tr>
<tr>
<td>Travel (non-council)</td>
<td>2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,000</td>
</tr>
</tbody>
</table>

**TOTAL OTHER COSTS** | 5,650

### Council Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Member Travel Reimbursements</td>
<td>5,000</td>
</tr>
<tr>
<td>Council Contingencies**</td>
<td>10,000</td>
</tr>
<tr>
<td>Strategic Reserves</td>
<td>190,000</td>
</tr>
<tr>
<td><strong>Total Council Expenses</strong></td>
<td>205,000</td>
</tr>
</tbody>
</table>

**TOTAL BUDGET** | 400,000

Assume 16 RC/EC meetings, 2 Working Group sessions, tbd # state meetings

*Material & Supplies: meeting locations & supplies, database utilization, document production

**Council contingencies: Legal counsel, outside audit
Contracts Administration: (CPE Faculty)
Serve as the fiscal agent for all funds. Establish and ensure all financial management procedures are in accordance with state regulations. Facilitate legal review of all contracts and agreements, as well as negotiations with applicants.

Council meetings and work group sessions: (OED Faculty and Staff)
Support council meetings and topical work groups reporting to the council over the performance period. This includes staff time for agenda development, meeting facilitation, and any assistance to council in undertaking its required functions, including council engagement in decision-making on selection of projects for submission to the state for funding. This also includes logistics and travel, materials and supplies required for these activities.

Marketing and outreach: (OED Faculty and Staff)
Solicit participation in and provide notice on council meetings, solicit work group nominees, and provide notice on work group sessions. Provide manage council website with archived program materials. Design and circulate project solicitations. Respond to information requests.

Growth and Diversification Plan development: (OED Faculty and Staff)
In line with the state Growth and Diversification plan guidelines, conduct original research on economic development, collecting data from primary and secondary sources. Develop plan goals and objectives along with appropriate project and regional metrics for reporting and evaluation. Synthesize data and input from other plans, work groups, and council members. Write and edit final plan submitted to state.
This includes substantial staff work completed since the inception of the council, collecting base line data, producing external benchmarking, and completing a gap analysis of existing plans. These were presented to the Council at their first meeting, and have provided the basis for follow up council meetings that are ongoing in each of the three metro areas that make up the council footprint. Leadership in each of those areas is briefing the council on an empirically based assessment of their conditions and contributions to Region 2. In parallel, topically-based work groups consisting of council members and civic leaders with specific topical expertise and interests are forming. They will work with staff to refine a rigorous understanding of the plan elements that will be delivered to the full council for consideration in their Growth and Diversification plan.

Technical assistance to applicants: (CPE Faculty, OED Faculty)
Support project applicants in developing appropriate responses to council solicitations, as narrowly defined in the Growth and Diversification Plan. Launch and manage an application process. Assist applicants in identifying opportunities and developing appropriate responses for state multi-regional competitive funds.

Individual project reporting and evaluation: (CPE faculty)
Monitor project progress, ensure accurate and complete reporting of outcomes and financial data from projects to the council. Provide evaluation of outcomes data analyzing return on investment from projects. Complete all required state reporting on project activities.

Growth and Diversification Plan impact evaluation: (OED Faculty and Staff)
Compile data from project reporting and collect data required to assess regional metrics. Develop and produce an impact evaluation report for the state assessing performance of the region, impact of the projects, and progress on goals and objectives articulated in the Growth and Diversification Plan.

Project reserves:
Available to the council for investment in strategic opportunities supporting goals of the Growth and Diversification Plan.

The Office of Economic Development (OED) will provide planning, research, marketing and other staff services to the Council. OED has a breadth of planning, research, and evaluation expertise across the state, serving as a contractor to many federal, state, and local agencies and a partner for the private sector. Recent experience highly relevant to GO Virginia includes labor market demand and skills mapping projects, targeted industry studies, facilitation of the commercialization of university technology, and coordination of access to university technical expertise. OED will provide a designated project lead and support staff, while also drawing on a team of specialists with expertise in regional planning, economic development research, and program evaluation.

Continuing and Professional Education (CPE) will serve as the fiscal agent for all funds. CPE manages a multi-million dollar portfolio of contracts for federal, state and local agencies, as well as the private sector. CPE will provide a designated project manager and accountant to provide services that attend to the specialized needs for the funds received by Virginia Tech. This will include logistical support, contractual services, technical assistance, and financial services. A full-cost accounting summary will be provided as needed along with all other reporting required by the state.
### Personal Vehicle Reimbursement Rates:

- **$0.42/mile** if the round trip is 200 miles or more
- **$0.535/mile** if the round trip is less than 200 miles

<table>
<thead>
<tr>
<th>DATE</th>
<th>DESCRIPTION</th>
<th>HOTEL</th>
<th>MEALS</th>
<th>TRANSPORTATION</th>
<th>MISC</th>
<th>MISC DESC</th>
<th>ODOMETER START</th>
<th>ODOMETER END</th>
<th>MILEAGE TOTAL</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/19/2017</td>
<td>Roundtrip mileage to/from Blacksburg, VA to Roanoke,</td>
<td></td>
<td></td>
<td></td>
<td>$12.00</td>
<td>Parking</td>
<td>11,378.5 mi.</td>
<td>11,466.2 mi.</td>
<td>$46.92</td>
<td>$58.92</td>
</tr>
<tr>
<td>8/18/2017</td>
<td>Convention</td>
<td>$445.00</td>
<td>$225.00</td>
<td>$20.00</td>
<td>$5.00</td>
<td>Parking</td>
<td>11,500.0 mi.</td>
<td>11,560.0 mi.</td>
<td>$32.10</td>
<td>$727.10</td>
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</tbody>
</table>

**TOTALS**  

<p>| | | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$445.00</td>
<td>$225.00</td>
<td>$20.00</td>
<td>$17.00</td>
<td></td>
<td></td>
<td></td>
<td>$786.02</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**  

|             |             |             |             |             |             |             |             |             | $786.02      |
New River Valley Overview

June 29, 2017
New River Valley Business Center

• New River Valley Development Corporation
• Phase 1 – 1998
• Phase 2 – 2001
• Regional governmental anchor tenants
• Small businesses
  • Office
  • Light Manufacturing
  • Meeting Space
• 7 acres available
New River Valley Business Center

- 25 tenants
- 118 jobs
- Only 3 tenants >10 employees
- 35,335 square feet; 85% leased
- Technology, government, personal services, health care, research/development
- VT CRC and Virginia Tech
New River Valley Population by Jurisdiction

Total Population = 180,482  2011-15 ACS Demographic and Housing Estimates

- Blacksburg: 43,530
- Christiansburg: 21,623
- Radford City: 17,057
- Pulaski County: 34,528
- Giles County: 16,907
- Floyd County: 15,523
- Rest of Montgomery County: 31,314
New River Valley Population Projections

Projected 2040 Pop = 205,208  (Weldon Cooper Center Population Estimates)

Percent change, 2010-2040

- Floyd County: 12.2%
- Giles County: -0.1%
- Montgomery County: 24.5%
- Pulaski County: -4.2%
- Radford city: 21.2%
- New River Valley: 15.1%
- Virginia: 27.6%
Demographic Characteristics

Race/ethnicity in the NRV
2011-15 ACS Demographic and Housing Estimates

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>New River Valley</th>
<th>Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>87.5%</td>
<td>63.4%</td>
</tr>
<tr>
<td>Black</td>
<td>4.5%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.5%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>2.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>1.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>All other</td>
<td>0.6%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

66% of non-white residents live in Montgomery County
New River Valley Commuting Patterns

Work in NRV, live elsewhere

Live in NRV, work elsewhere

14.1% to Roanoke MSA
1.2% to Lynchburg MSA

Top work destinations of NRV residents

<table>
<thead>
<tr>
<th>County</th>
<th>Jobs</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery County</td>
<td>24,747</td>
<td>40.5%</td>
</tr>
<tr>
<td>Pulaski County</td>
<td>7,877</td>
<td>12.9%</td>
</tr>
<tr>
<td>Radford City</td>
<td>5,229</td>
<td>8.6%</td>
</tr>
<tr>
<td>Roanoke City</td>
<td>3,731</td>
<td>6.1%</td>
</tr>
<tr>
<td>Giles County</td>
<td>2,517</td>
<td>4.1%</td>
</tr>
<tr>
<td>Roanoke County</td>
<td>2,191</td>
<td>3.6%</td>
</tr>
<tr>
<td>Floyd County</td>
<td>1,948</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Live and work in NRV

US Census Bureau, ‘On the Map’ tool 2014 dataset

Percent of NRV residents who work outside home county

<table>
<thead>
<tr>
<th>County</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floyd County</td>
<td>72.0%</td>
</tr>
<tr>
<td>Giles County</td>
<td>68.3%</td>
</tr>
<tr>
<td>Montgomery County</td>
<td>42.0%</td>
</tr>
<tr>
<td>Pulaski County</td>
<td>62.6%</td>
</tr>
<tr>
<td>Radford City</td>
<td>71.8%</td>
</tr>
<tr>
<td>New River Valley</td>
<td>30.8%</td>
</tr>
</tbody>
</table>

US Census Bureau, ‘On the Map’ tool 2014 dataset
## New River Valley Industry Characteristics

<table>
<thead>
<tr>
<th>Industry (top sectors)</th>
<th>Employment, 2017 Q1</th>
<th>Location Quotient</th>
<th>Avg Annual % Change 2012-2017</th>
<th>Avg. Annual % change 2017-2027</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Services</td>
<td>15,181</td>
<td>2.46</td>
<td>1.2%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>11,513</td>
<td>1.88</td>
<td>1.0%</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>8,638</td>
<td>1.07</td>
<td>0.6%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>7,538</td>
<td>0.71</td>
<td>2.1%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>6,984</td>
<td>1.05</td>
<td>1.3%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>3,662</td>
<td>0.75</td>
<td>1.5%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Administrative/Support/Waste Mgmt Services</td>
<td>3,390</td>
<td>0.70</td>
<td>2.3%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Construction</td>
<td>3,003</td>
<td>0.74</td>
<td>-3.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other Services (except Public Administration)</td>
<td>2,791</td>
<td>0.85</td>
<td>0.3%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>2,054</td>
<td>0.58</td>
<td>-0.8%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>1,853</td>
<td>0.60</td>
<td>0.9%</td>
<td>-0.5%</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>1,437</td>
<td>0.98</td>
<td>1.9%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>1,379</td>
<td>1.28</td>
<td>1.6%</td>
<td>-0.9%</td>
</tr>
<tr>
<td><strong>Total, all industries</strong></td>
<td><strong>74,384</strong></td>
<td><strong>n/a</strong></td>
<td><strong>0.9%</strong></td>
<td><strong>0.1%</strong></td>
</tr>
</tbody>
</table>
## Major Private Employers: Floyd County

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Industry</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hollingsworth and Vose</td>
<td>Filtration media manufacturing</td>
<td>1975 (2015 expansion)</td>
</tr>
<tr>
<td>Skyline Manor</td>
<td>Nursing home/rehab center</td>
<td>1980</td>
</tr>
<tr>
<td>Chateau Morrisette</td>
<td>Winery/tourism</td>
<td>1978</td>
</tr>
<tr>
<td>Riverbend Nursery</td>
<td>Wholesale live plant production</td>
<td>Expanded 2011</td>
</tr>
<tr>
<td>Citizens Telephone Co-op</td>
<td>Broadband service provider</td>
<td>1914</td>
</tr>
<tr>
<td>Wall Residences</td>
<td>Assisted living/disability services</td>
<td>1995</td>
</tr>
</tbody>
</table>
## Major Private Employers: Giles County

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Industry</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celanese Acetate</td>
<td>Cellulose acetate tow mfg.</td>
<td>1939</td>
</tr>
<tr>
<td>Giles Memorial Hospital</td>
<td>Health care</td>
<td>New facility 2010</td>
</tr>
<tr>
<td>Heritage Hall</td>
<td>Nursing home/rehab</td>
<td>1964</td>
</tr>
<tr>
<td>Lhoist</td>
<td>Limestone mining/lime products</td>
<td>1966</td>
</tr>
<tr>
<td>UFP Mid-Atlantic</td>
<td>Wholesale building materials</td>
<td></td>
</tr>
<tr>
<td>Grants Supermarket</td>
<td>Grocery stores</td>
<td>1914</td>
</tr>
</tbody>
</table>
## Major Private Employers: Montgomery County

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Industry</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carilion NRV Medical Center</td>
<td>Hospital/health care</td>
<td>1943</td>
</tr>
<tr>
<td>BAE Systems Ordnance Systems</td>
<td>Explosives manufacturing</td>
<td>1941</td>
</tr>
<tr>
<td>Moog Incorporated</td>
<td>Electronics manufacturing</td>
<td>1951</td>
</tr>
<tr>
<td>HCA Virginia Health System</td>
<td>Hospital/health care</td>
<td>1971</td>
</tr>
<tr>
<td>Federal Mogul Corporation</td>
<td>Auto parts manufacturing</td>
<td>1971</td>
</tr>
<tr>
<td>Kroger</td>
<td>Grocery stores</td>
<td>1970s</td>
</tr>
</tbody>
</table>
# Major Private Employers: Pulaski County

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Industry</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volvo Group North America</td>
<td>Heavy truck manufacturing</td>
<td>1974</td>
</tr>
<tr>
<td>Wal Mart</td>
<td>Retail supercenter</td>
<td>1990s</td>
</tr>
<tr>
<td>Phoenix Packaging</td>
<td>Paperboard packaging mfg</td>
<td>2009</td>
</tr>
<tr>
<td>HCA Virginia Health System</td>
<td>Hospital/health care</td>
<td>1915</td>
</tr>
<tr>
<td>Highland Ridge Rehab</td>
<td>Nursing home</td>
<td>1969</td>
</tr>
<tr>
<td>Korona Candles, Inc.</td>
<td>Candle manufacturing</td>
<td>2015</td>
</tr>
</tbody>
</table>
## Major Private Employers: Radford City

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Industry</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kollmorgen Corporation</td>
<td>Electrical equipment mfg.</td>
<td>1955</td>
</tr>
<tr>
<td>Radford Nursing and Rehab</td>
<td>Nursing home/health care</td>
<td>2002</td>
</tr>
<tr>
<td>Techlab Inc.</td>
<td>Medical diagnostic product mfg.</td>
<td>1990s</td>
</tr>
<tr>
<td>Harvey Chevrolet</td>
<td>Car dealership</td>
<td>1959</td>
</tr>
<tr>
<td>Food Lion</td>
<td>Grocery store</td>
<td>1970s</td>
</tr>
<tr>
<td>Radva Corporation</td>
<td>Foam packaging product mfg.</td>
<td>1962</td>
</tr>
</tbody>
</table>
Average of 180 startups per year from 2014-16 (48 per quarter)

Montgomery Co. approx. 50% of startup activity
New River Valley Workforce Characteristics

Percent of Employment by Training Required for New River Valley Q1 2017

- Bachelor's degree, 19.7%
- Short-term OJT, no exp, no award, 38.3%
- 2-year degree or certificate, 7.0%
- Previous work experience, no award, 8.3%
- Long-term training, no exp, no award, 4.6%
- Moderate-term OJT, no exp, no award, 14.2%
- Postgraduate degree, 7.9%
- Previous work experience, no award, 8.3%
- Long-term training, no exp, no award, 4.6%
- Moderate-term OJT, no exp, no award, 14.2%
- Short-term OJT, no exp, no award, 38.3%
- 2-year degree or certificate, 7.0%
- Previous work experience, no award, 8.3%
- Long-term training, no exp, no award, 4.6%
- Moderate-term OJT, no exp, no award, 14.2%
- Short-term OJT, no exp, no award, 38.3%
- 2-year degree or certificate, 7.0%
- Previous work experience, no award, 8.3%
- Long-term training, no exp, no award, 4.6%
Educational attainment of workers in top industry sectors, 2014
(represents 50,000+ jobs)

- **Professional, scientific, technical**: 2,824 jobs
  - Workers 24 and younger: 200
  - High school or less: 1,000
  - Some college or Associate's Degree: 324
  - Bachelor's or Advanced degree: 1,300

- **Accommodation and food service**: 6,695 jobs
  - Workers 24 and younger: 2,000
  - High school or less: 1,274
  - Some college or Associate's Degree: 1,927
  - Bachelor's or Advanced degree: 1,500

- **Health care and social assistance**: 6,911 jobs
  - Workers 24 and younger: 2,000
  - High school or less: 1,274
  - Some college or Associate's Degree: 1,927
  - Bachelor's or Advanced degree: 1,500

- **Retail trade**: 8,247 jobs
  - Workers 24 and younger: 2,000
  - High school or less: 1,274
  - Some college or Associate's Degree: 1,927
  - Bachelor's or Advanced degree: 1,500

- **Manufacturing**: 11,274 jobs
  - Workers 24 and younger: 2,000
  - High school or less: 1,274
  - Some college or Associate's Degree: 1,927
  - Bachelor's or Advanced degree: 1,500

- **Educational services**: 14,691 jobs
  - Workers 24 and younger: 2,000
  - High school or less: 1,274
  - Some college or Associate's Degree: 1,927
  - Bachelor's or Advanced degree: 1,500
New River Valley Workforce Characteristics

Average Annual Wages for New River Valley, VA PDC

Manufacturing

Source: JobsEQ®. Data as of 2017Q1. The shaded areas represent national recessions.
Universities are strong factors for regional growth and stability, and support growth in technology and health care industries.

Manufacturing remains a major economic driver, but does not employ as many workers as in the past.

Agriculture and retail/accommodation sectors are important, though smaller, factors in the regional economy.

NRV is a jobs “importer” attracting 3,500 workers per day, with more needed.
• Regional wages lag behind Virginia and US averages, especially for many ‘in-demand’ fields

• Workforce needs vary greatly among top sectors. Mix is needed of higher education and/or technical skills

• While universities and large manufacturing firms employ many regional residents, small businesses and start ups are an important source of jobs and growth

• Overall, NRV economy is diverse and demonstrates stability. Quality community development is important going forward.
Comprehensive Economic Development Strategy – Top 10 List

- Graded Site at NRV Commerce Park
- Last Mile Broadband Solutions
- Sector-based Strategies for Workforce
- Coordination of Small Business Services
- Develop Shared CEDS Goals with Roanoke/Lynchburg
Comprehensive Economic Development Strategy – Top 10 List

• Implement NRV Agribusiness/Agritourism Plan
• Regional Destination Marketing Organization
• Research Unmanned Systems Center of Excellence
• NRV Passenger Rail Expansion
• Internship Program for Targeted Industries
Facilitating and coordinating workforce initiatives that enable economic growth and increase the standard of living in the region.

- Serving the 13 jurisdictions of the NRV and Mount Rogers Planning Districts
- NR/MR WDB is the Regional Convener for the Workforce System
- The WDB is made up of 51% Business reps (each jurisdiction as at least 1 business rep) and other partners (Education, Economic Development, Community Organizations & State agencies)
- Charge is overseeing the WIOA funding streams: Adult, Youth & Dislocated Worker
- 2012-13 Contracted with VT OED to perform a Skills Gap Analysis of the region to identify the economic drivers and their needed skill base
- Since 2009 the NR/MR WDB has worked on multi-regional projects addressing the workforce needs of a particular industries (7 as partner & 2 as grant-recipient and lead agency)
CREATES (Construction, Retrofitting, Energy-Efficiency Assessment Training System)
• 2010-2012
• Served 21 Jurisdictions (NRV, Mount Rogers, Roanoke – Allegany)

HITE (Health Information Technology Education)
• 2010-2013
• Served 29 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany & Coalfields)

Valley OJT Program
• 2012-2013
• Served 36 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany & Shenandoah Valley)
• Healthcare & Manufacturing

POWER (Partnership for Opportunity for Workforce & Education Revitalization)
• 2016-2018
• Serving 29 Jurisdictions (NRV, Mount Rogers & Coalfields)
• Coal impacted individuals & Companies

• DEI, CPID & HEART
Regional Rapid Response Initiative

- 2016-2017
- Serving 29 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany & Coalfields)
- 1st time State of Virginia has ever used RR funds to serve businesses as well as dislocated workers
- Heavily focused on manufacturing (where the lay-off’s occurred)
- Develop Lay-off aversion strategies & early warning systems
- Develop a flexible workforce system to meet the needs of businesses & job seekers

Pathways to the American Dream

- 2017-2020
- Serving 34 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany, Coalfields and Danville-Martinsville area)
- 1 of 23 awardees across the country
- Meet the skill needs of IT, Healthcare, & Advanced Manufacturing industries (in H1B visa occupations)
- Develop a Credit for Prior Learning System
- Develop a Portal for easy access to industry/company & occupation information and interest/aptitude assessments and an on-line portfolio option
The New River/Mount Rogers Workforce Development Board supports the region’s economy through a collaborative approach to meeting needs of businesses and job seekers that is flexible and adaptable to the changing economic ecosystem. And we hold ourselves accountable to all our stakeholders in the region.
Our Mission:
It’s mission is to attract and retain world-class jobs, investment and talent in the New River Valley by marketing the region as a premier destination to live and do business and by building collaborative partnerships that promote economic vitality in the region.

What We Do:
• Business Attraction
• Support Existing Companies
• Brand the New River Valley
• Collective Visioning & Collaboration
Target Industry Initiative (2017):
• Initiative to focus the Alliance’s time and resources on supporting the attraction and growth of three to five targeted industries in the NRV
• Commissioned a Targeted Industry Analysis through the Virginia Tech Office of Economic Development in 2016 to identify industries
• Board of Directors adopted the following four industries last April: Advanced Manufacturing, Information Technologies, Unmanned Systems, and Food & Beverage Processing

Key Criteria for Industry Selection:
• Expand Economic Base
• Aligns with Regional Assets
• Compliment Existing Industries
• Quality jobs & investment
Advanced Manufacturing:

Targeted Sectors:
• Automotive, Electronics & Components, Chemicals, and Materials

Justification:
• Over 4,600 jobs in region, 34% growth 2011-2016
• Access to East Coast markets via I-81
• Quality Workforce (Blue Collar to Engineers)
• Major Focus of NRCC

Challenges:
• Graded sites & Existing Buildings
• Currently A Very Tight Labor Market
Information Technology:

Targeted Sectors:
• Software Development, Cybersecurity, IT Support Services, Digital Creative

Justification:
• Almost 2,000 jobs - 35% growth 2011-2016
• Strong talent pipeline thru VT, RU and NRCC
• Lower cost of doing business/comparable COL to tech centers
• Fiber backbone, office space, supportive community, etc.

Challenges:
• Access to Mid-level and C-Level Talent
• Access to startup capital
• Broadband to home
Unmanned Systems:

Targeted Sectors:
- Advanced Manufacturing, Information Technology, R&D

Justification:
- At least 6 existing companies active in sector with local advocacy group (Ridge & Valley Chapter)
- R&D Assets at VT: VTTI/Smart Road, 2 FAA Test Sites, VCAS, TREC lab,
- Overlap existing industry strengths in the NRV (Mfg, IT)

Challenges:
- Lack a critical mass of companies
- New, but emerging industry
Food & Beverage Processing:

Targeted Sectors:
• Food Processing, Beverages, Packaging, Agriculture

Justification:
• Small Industry in NRV comprised of a couple large employers and a lot of smaller artisan producers
• Growing industry in U.S. and VA.
• Water Availability (New River 1.7 BGD – AVG)
• Strong Food Science & Agriculture programs/Assets at VT
• Access to East Coast markets via I-81

Challenges:
• Not a specialization of regional economy
• Lack of Food Grade Facilities
New River Valley Economic Development Alliance
Charlie Jewell,
Executive Director
Discussion