

A faint, light-colored outline map of the state of Virginia is centered in the background of the slide. The map shows the state's irregular borders and is divided into several regions by thin lines.

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

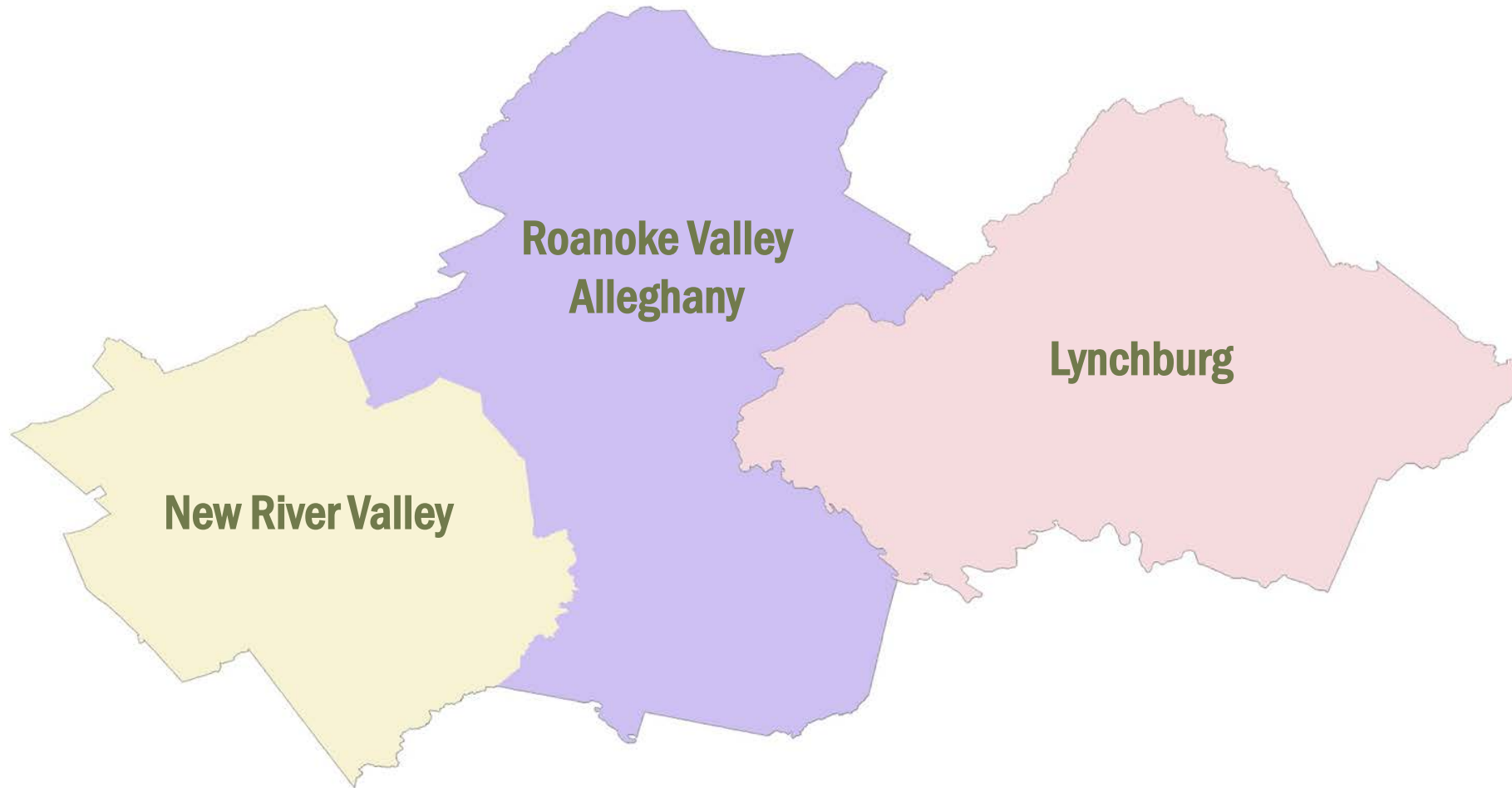
- **Industry**

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?



The People of our Region



Photo Credit: VT OED

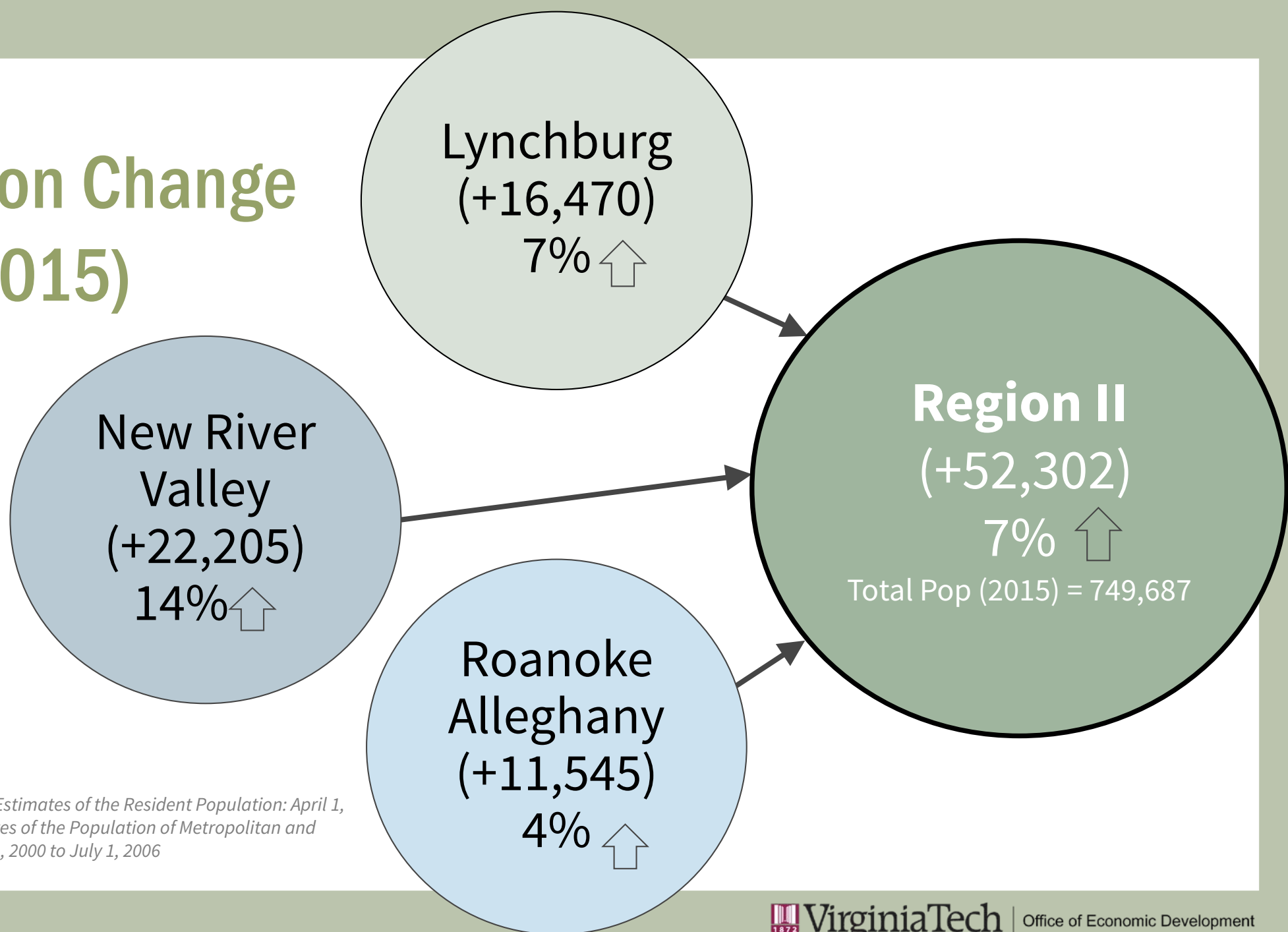


Photo Credit: Stephanie Klein-Davis, The Roanoke Times



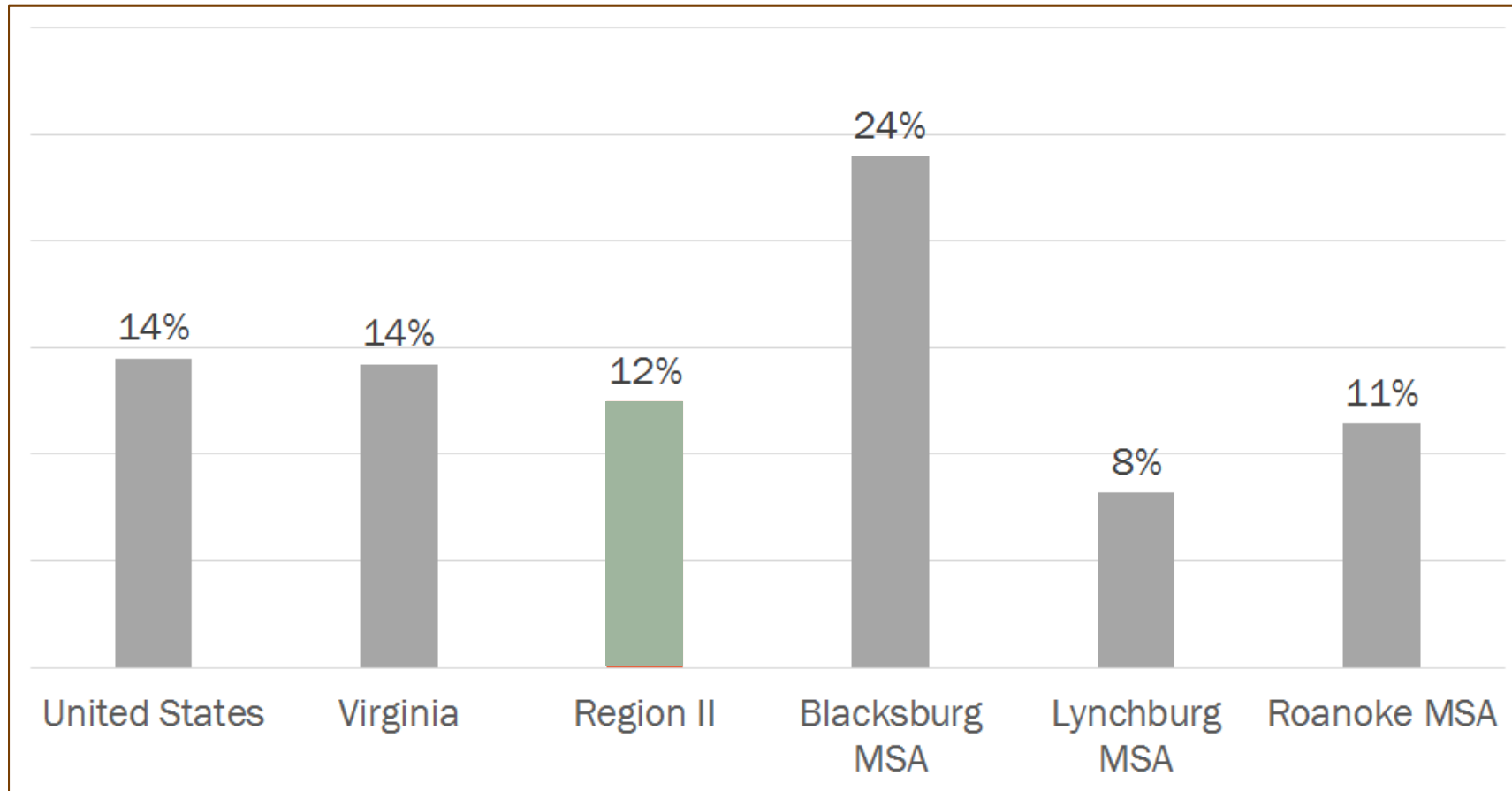
Photo credit: Erica Corder

Population Change (2006-2015)



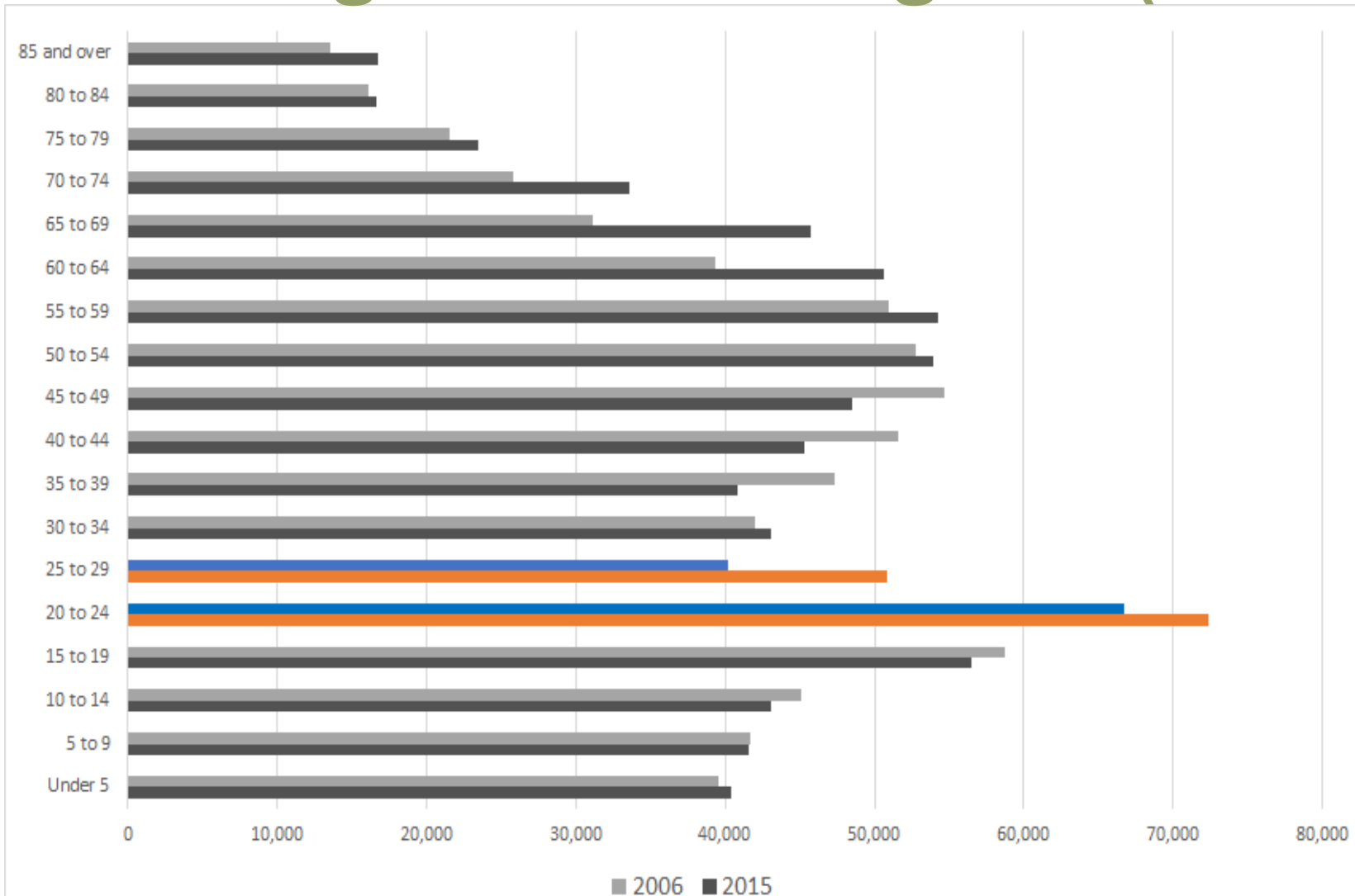
Source: U.S. Census Bureau, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2015; . Annual Estimates of the Population of Metropolitan and Micropolitan Statistical Areas: April 1, 2000 to July 1, 2006

% 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

Age Trends for Region II (2006-2015)

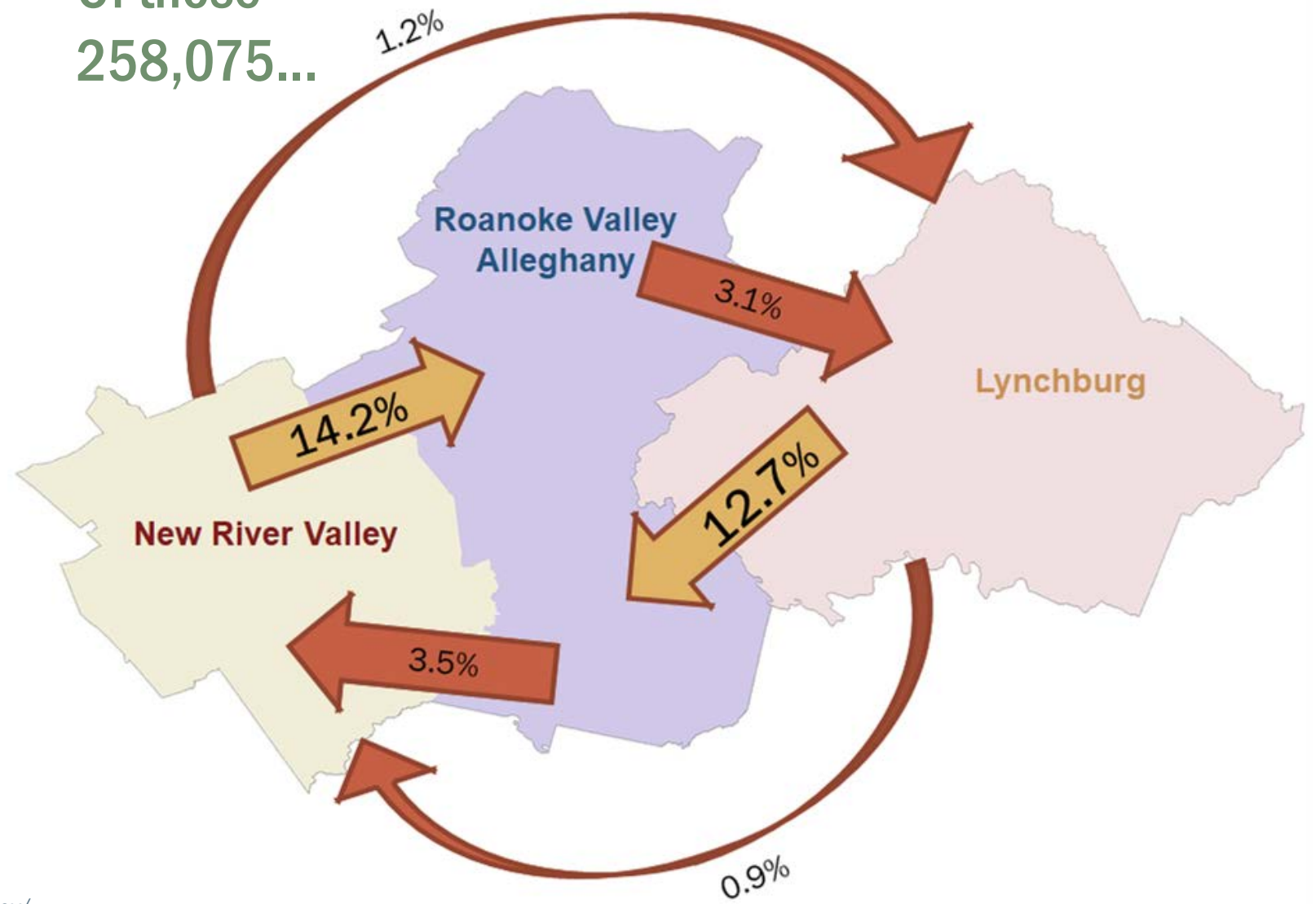


- Aging Baby Boomers
- Bulge of 20-24 (universities), not retaining after graduation
- **Declining:**
 - 5-19
 - 35-49
- **Growing:**
 - 0-5
 - 20-34
 - 50+

Commuting Patterns:



Of those 258,075...



Source: On-the-map (2014) <https://onthemap.ces.census.gov/>.

Our Jobs and Industries



Education. Credit: Roanoke College



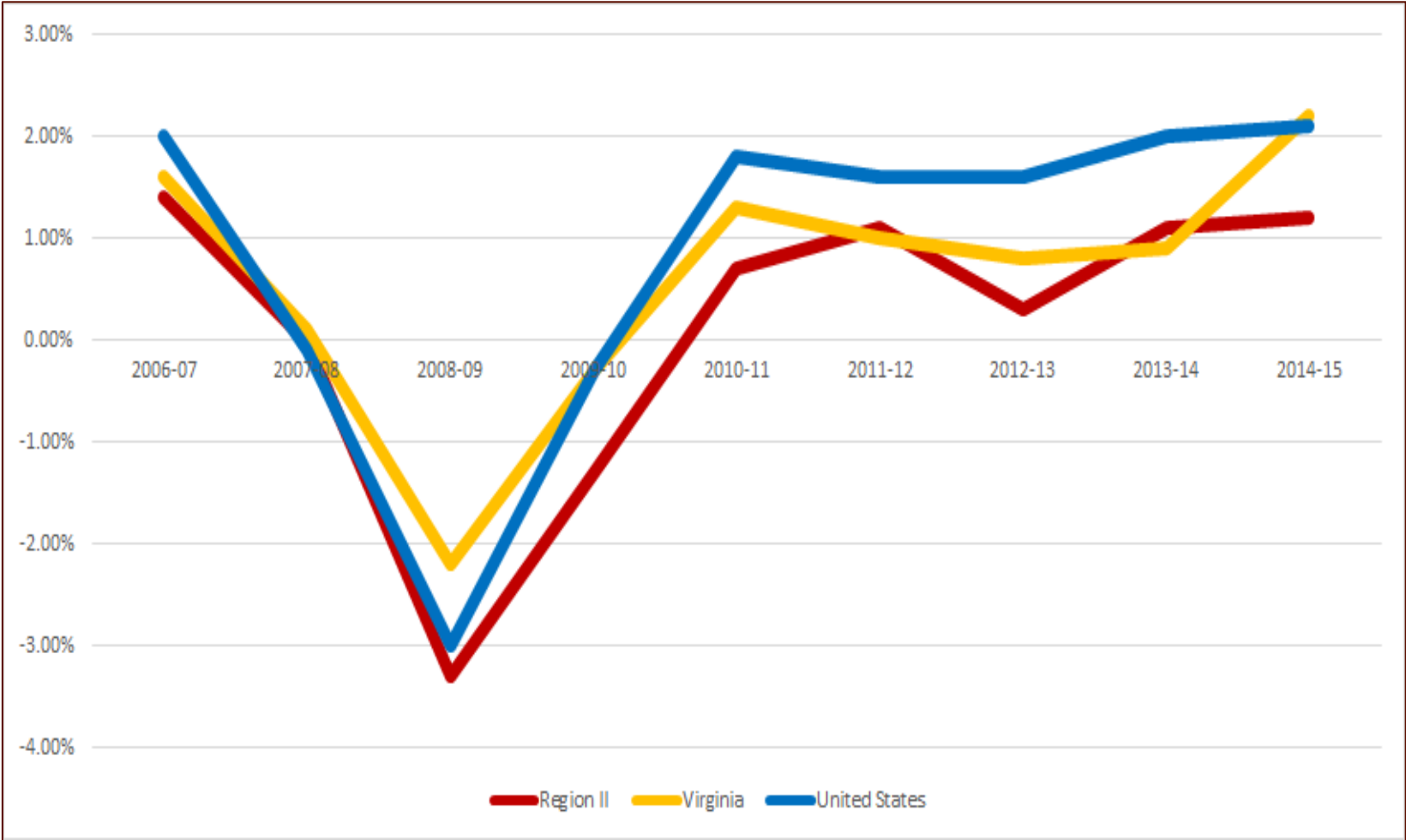
Liberty Aviation. Credit: Erica Corder, VT



VWCC Mechatronics. Credit: VWCC

Job Growth

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

Industry (2 digit NAICS)	2015 Jobs	% Change (2006-2015)	Earnings Med: \$37k	LQ	Comp Effect
Government	56,700	(2%)	\$56,778	1.03	(1,443)
Health Care and Social Assistance	46,314	20%	\$55,418	1.04	(772)
Manufacturing	41,943	(20%)	\$66,786	1.47	(3,590)
Retail Trade	40,577	(4%)	\$28,647	1.09	(1,942)
Accommodation and Food Services	28,592	11%	\$17,102	0.95	(1,264)
Construction	19,106	(27%)	\$48,248	1.01	(2,572)
Administrative and Support and Waste Management and Remediation Services	17,964	(12%)	\$28,886	0.81	(3,503)
Other Services (except Public Administration)	17,786	6%	\$25,082	1.04	667
Professional, Scientific, and Technical Services	17,084	19%	\$66,436	0.75	550
Educational Services	15,688	65%	\$31,466	1.73	4,069

Health Care and Social Assistance

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)

Connecting
with Jobs



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

Manufacturing

Existing Industry Strengths

- Metalworking Technology
- Automotive and Parts Manufacturing
- Electrical Equipment Manufacturing
- Packaging and Supply Chain

Emerging Industry Strengths

- Food and Beverage Processing

Connecting
with Jobs



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

Connecting
with Jobs



In-Demand Occupations

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

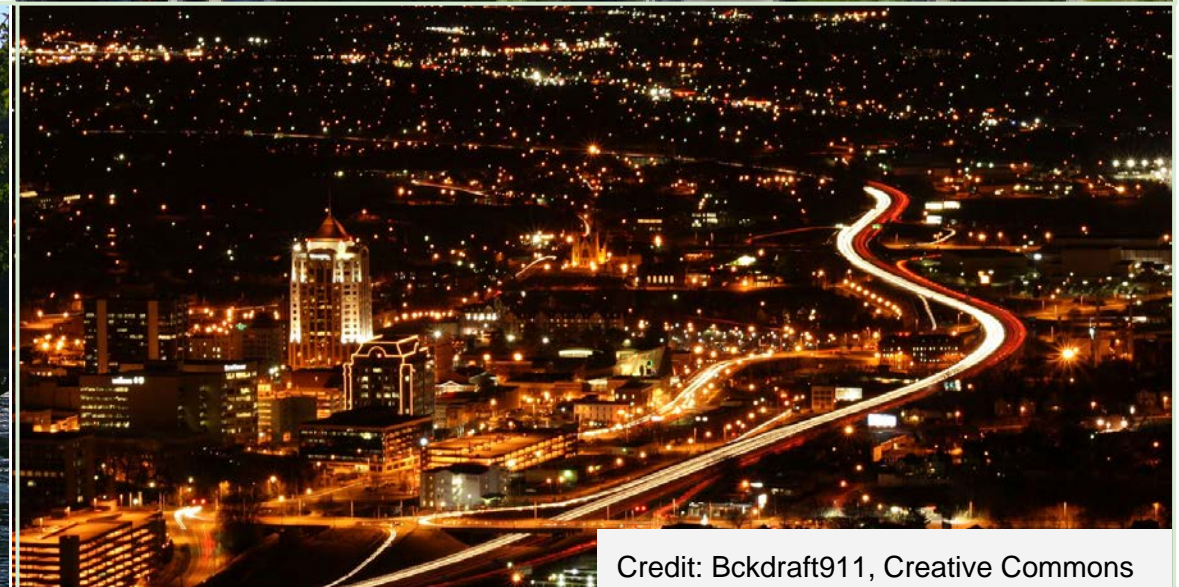
Common Targets and Themes



Credit: Lynchburgva.gov



Credit: Eric T. Gunther, CC BY-SA 3.0



Credit: Bckdraft911, Creative Commons

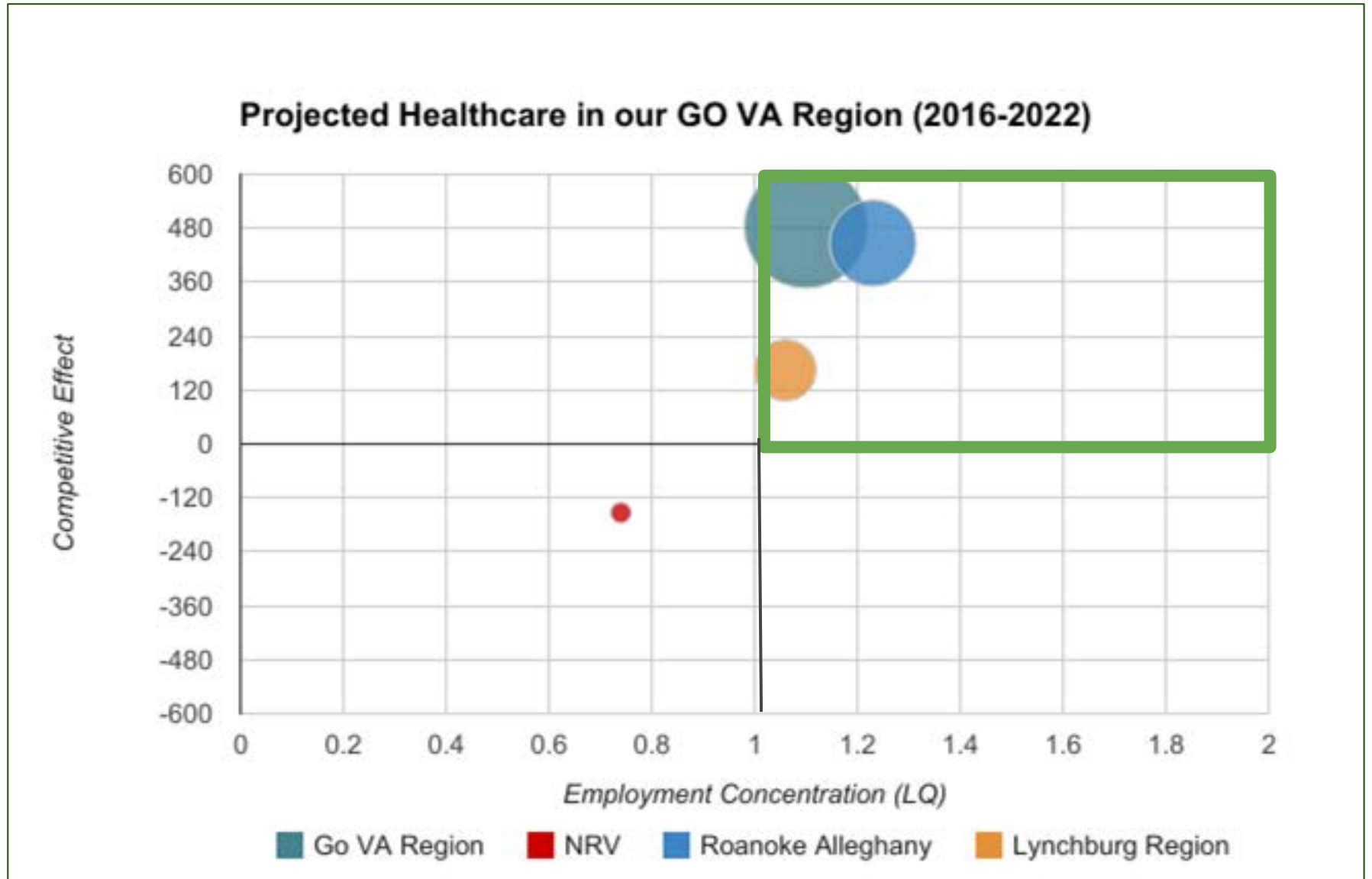
Our Common Target Sectors

(Economic Development, Planning, Workforce)

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

Projected Healthcare

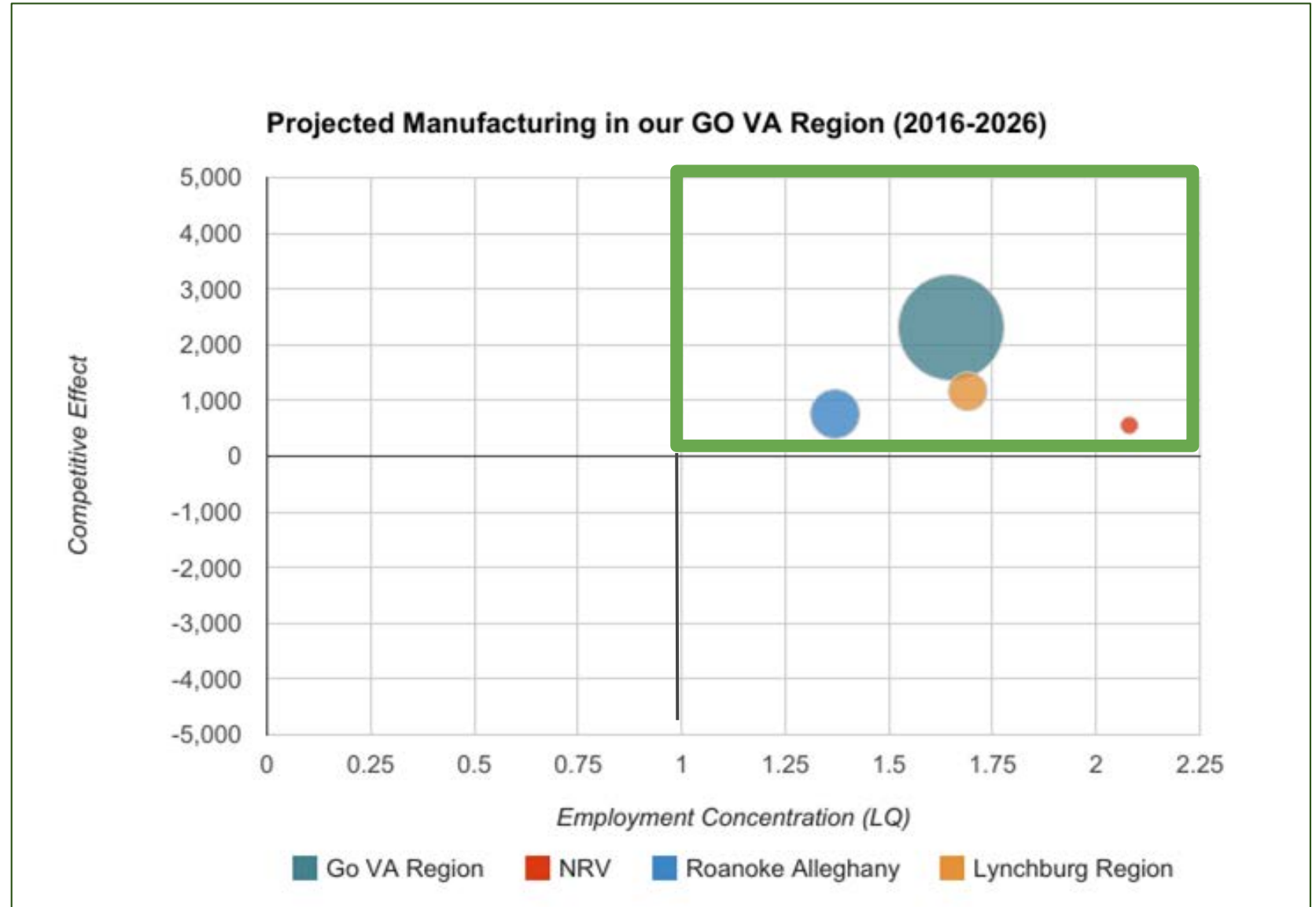
High concentration of employment AND high competitive effect



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

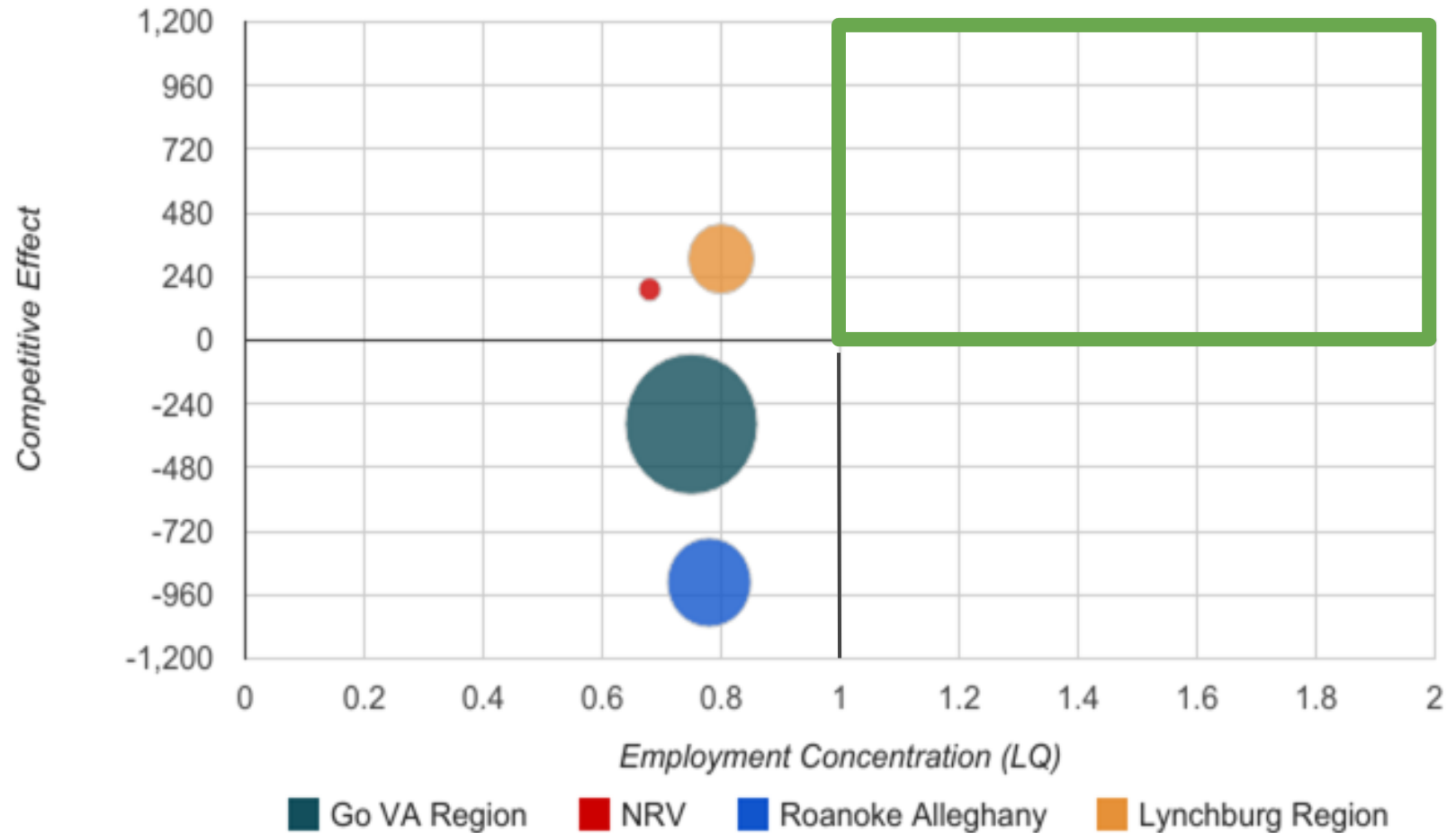


Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - Emsi 2016 Class of Worker

Projected Business & Financial Services

Low concentration; Lynchburg and Blacksburg competitive

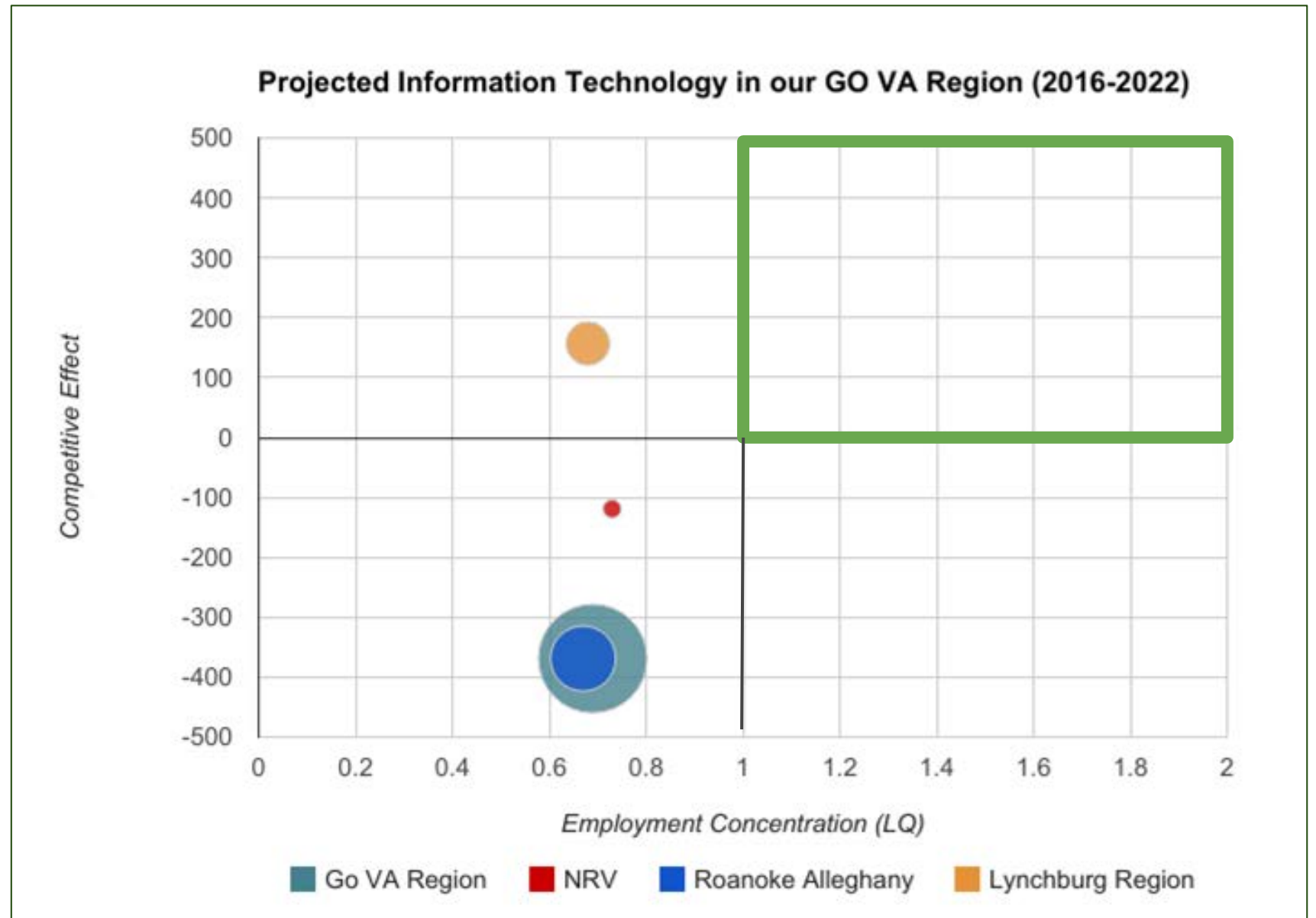
Projected Business and Financial Services in our GO VA Region (2016-2026)



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

Projected Information Technology (Comptia Cluster)

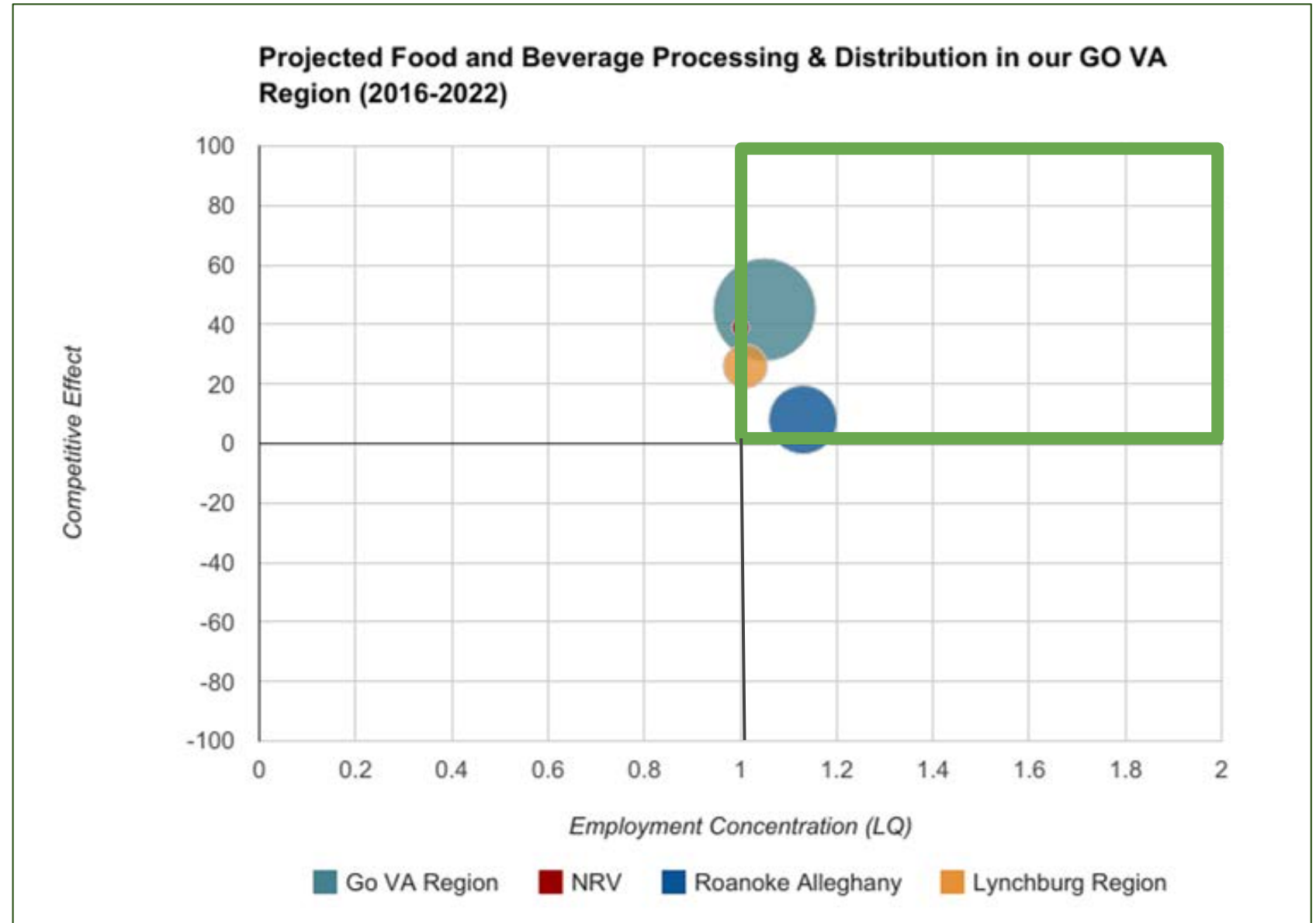
Concentration not yet high;
Lynchburg competitive



Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - EMSI 2016. Class of Worker. Comptia Tech Industry Cluster.

Projected Food and Beverage Processing & Distribution (Harvard Cluster)

High concentration and competitive individually and as a region

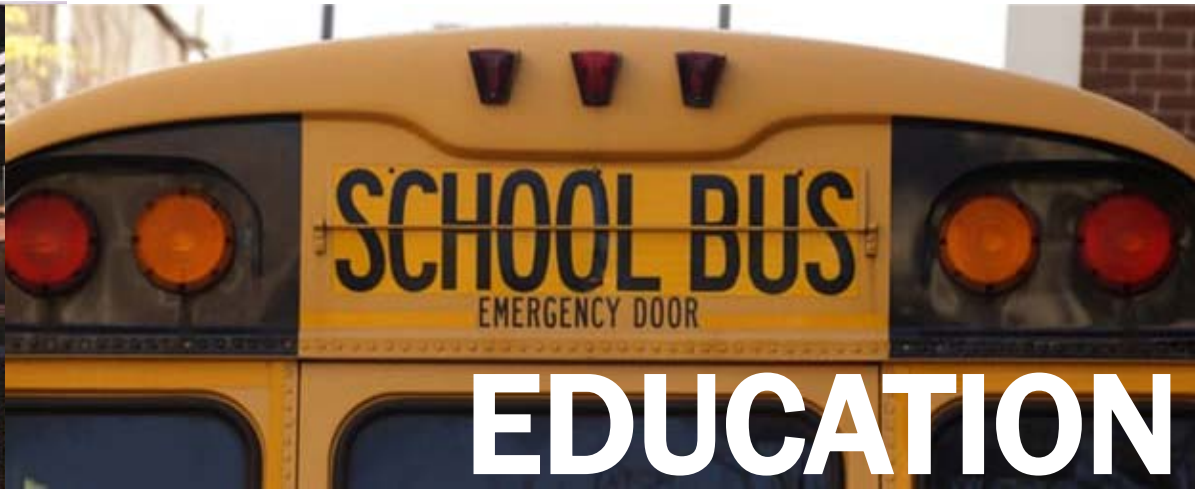


Common Themes



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

Common Themes



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.

Moving Forward

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

The Virginia Tech Office of Economic Development

702 University City Blvd (0373)

Blacksburg, VA 24061

Tel: 540-231-5278

Web: <http://www.econdev.vt.edu/>

