

New River Valley Meeting of Interest GO Virginia Region 2

Location:

June 23, 2017

8 a.m. – 9 a.m.

University Gateway Center

4th Floor Conference Room

Attendance: Ray Smoot, John Dooley, Sandy Cupp Davis, Doug Juanarena, Kevin Byrd, Charlie Jewell, Marty Holliday, Joe Carpenter, Sharon Scott Brian Hamilton, John Tuttle

Welcome/Introductions: John Dooley welcomed everyone and provided introductions.

Overview of New River Valley Programs/Resources

Representatives from the New River Valley Regional Commission, the New River Valley/Mount Rogers Workforce Development Board, and the New River Valley Economic Development Alliance provided an overview of their agencies and the resources they provide.

Kevin Byrd – New River Valley Regional Commission

- Comprehensive Economic Development Strategy (CEDS) overview of the New River Valley process, strategic goal areas and top 10 project list.
- See: “New River Valley Comprehensive Economic Development Strategy 2016 At-A Glance” (attached)

Marty Holliday - New River Mount Rogers WDB

- Overview of the role in convening the region on workforce development needs and programs.
- Highlighted some of the key programs currently underway which showcase the ability to collaborate across large geographies spanning from far southwest to southside.
- See: “New River/Mount Rogers Workforce Development Area Background” (attached)

Charlie Jewell - New River Valley Alliance

- Reviewed the targeted industries study recently completed for the New River Valley and reviewed targeted industries handout
- Shared the lifestyle brand the Alliance developed for the New River Valley and reviewed regional branding handout (attached).
- See “Regional Branding Initiative handout” and “Targeted Industries initiative handout” (attached)

Discussion of opportunity areas for the New River Valley

The group discussed some of the current workforce development initiatives and the findings of the New River Valley Targeted Industries Study. More on all three agencies will be presented at the full Regional Council meeting on 6/29.

Meeting adjourned at 9 a.m.

Documents Attached:

- I. New River Valley Comprehensive Economic Development Strategy 2016 At-A Glance
 - a. What is the CEDS
 - b. NRV Priority Areas
 - c. Top 10 Projects for 2016-2017
 - d. New River Valley Economic Highlights
- II. Regional Branding Initiative handout
- III. Targeted Industries initiative handout
- IV. New River/Mount Rogers Workforce Development Area Background

New River Valley Comprehensive Economic Development Strategy 2016 At-A-Glance



WHAT IS THE CEDS?

CEDS stands for Comprehensive Economic Development Strategy (CEDS). A CEDS is a regional strategy which reflects local economic development needs and priorities and recommends a regional approach to economic development. A CEDS is required to qualify for assistance from the U.S. Economic Development Administration (EDA).

The full report contains an economic overview of the New River Valley; including a brief history, current trends, and up-to-date data on the region. Goals and objectives are designated based on this evaluation and projects are identified by a Comprehensive Economic Development Strategy Committee, made up of a majority of private sector participants as well as public sector representatives. Projects included in the CEDS qualify for funding from the EDA. Some familiar projects with EDA funding are Virginia Tech's Corporate Research Center, NRV Commerce Park Water and Sewer project, and the Carilion Giles Memorial Hospital.

NRV PRIORITY AREAS

1: Support small business and entrepreneurial development. Optimize existing resources for entrepreneurs and small businesses and promote collaboration between these resources. Increase the number of jobs created through entrepreneurial start-ups and expansions in the New River Valley.

2: Preparation and Continued Support of Qualified Workforce. Train and re-train workers for higher skills and productivity in the modern economy. Improve the industry/education interface at all levels.

3: Available Land, Quality Infrastructure, and Affordable Housing. Create an affordable, accessible and interlinked public transportation network that connects population centers with major employment centers. Strengthen the economic position of downtown commercial districts. Improve the region's telecommunication network to attract new firms, assist existing firms, and educate citizens. Increase the energy efficiency of industrial and commercial buildings.

4: Attracting New Business to the Region. Develop and strengthen the role of international trade and commerce in the economy of the New River Valley. Increase the region's supply of ready and available industrial and other economic development properties.

5: Regional Marketing/Awareness to Promote the New River Valley. Improve the region's ability to market itself and respond to the needs of new industrial, research, and technological prospects. Realize the region's tourism development potential and ability to market itself as a culturally and naturally unique tourism destination.

6: Preserve Natural and Historic Areas. Manage the impacts of existing and future land uses in order to preserve the character and quality of the regional environment. Increase the development and support of local family farms.

7: Business Friendly Governance and Representation. Promote a business friendly environment through governments cooperating with businesses at the local level and advocating for them at the state and federal levels. Bring a voice to the policy table on behalf of the region. Ensure the safety of the region's citizens.



Implement 'sector strategies' focus for workforce development programs to meet needs in target industry sectors The New River-Mount Rogers Workforce Development Board and surrounding Southwest Virginia workforce boards have received state Rapid Response funding to establish industry-focused sector partnerships that align workforce system resources to support common needs of the region's major employers.



Coordinate NRV entrepreneur and small business development network The NRVRC is participating in several local business plan competitions, entrepreneurship education workshops, and regional efforts to coordinate support services for small businesses and entrepreneurs in the New River Valley.



Creation of a Regional Destination Marketing Organization (DMO) and Marketing of the Arts and other regional assets The NRVRC is working with local tourism staff to identify regional models for collaboration, and identify opportunities for improved coordination of initiatives to promote the New River Valley as a tourism destination.

TOP 10 PROJECTS FOR 2016-2017

New River Valley Comprehensive Economic Development Strategy- 2016-17 Plan Update

Area	Project description	Estimated cost	Responsible partners
NRV	Preparation of New Graded Building Site at NRV Commerce Park. A site to accommodate a graded building pad of a building footprint of 20 to 75 acres.	\$6-8 Million +	Virginia's First Regional Industrial Facilities Authority
NRV	Development of Broadband Infrastructure and Internet Availability. Explore options for higher bandwidth to the end user. Develop wifi availability in downtown areas. Assess feasibility of wireless towers to allow internet service to rural areas with no service. Tower placement studies and streamlining of the zoning process. Implement recommendations of studies in local jurisdictions (Blacksburg, Pulaski)	\$6-8 Million +	Private Enterprises and NRV Localities, NRV Network Wireless Authority
NRV	Implement 'sector strategies' focus for workforce development programs to meet needs in target industry sectors. Develop relationships between regional businesses and education, economic development, and related stakeholder organizations to provide services that ensure success of these industries in the region. Enhance intergrated 'career pathways' workforce curriculum to develop workforce skills that address needs of targeted industry sectors, especially manufacturing, IT, and healthcare.	\$500,000+	WIB, Education Providers
NRV	Coordinate NRV entrepreneur and small business development network. Convene regional revolving loan fund operators, small business counseling services, and other entrepreneur promotion programs. Develop new collaborative projects. Convene regional stakeholders to reinstate NRV office of SBA Small Business Development Center	\$200,000+	Local economic developers, colleges, universities, businesses, development service providers
NRV	Develop shared CEDS goals and economic development initiatives with neighboring regions and EDDs. Coordinate with neighboring regions to align CEDS and economic development projects in conjunction with GO Virginia efforts to regionalize economic development incentive funding.	\$100,000	NRVRC, economic developers, businesses, neighboring PDCs
NRV	Implement recommendations of New River Valley agribusiness/ agri-tourism strategic planning process. Identify and pursue projects based on the findings of the 2014-15 regional plan developed by the NRVRC.	\$200,000+	New River Valley Development Corporation
NRV	Creation of a Regional Destination Marketing Organization (DMO) and Marketing of the Arts and other regional assets. Explore options to increase coordination of regional DMOs and tourism promotion initiatives, and support for the network of artisans, venues and other resources to promote New River Valley assets to visitors.	\$200,000+	NRV Localities, Tourism Offices
NRV	Research potential for Center of Excellence related to unmanned systems development and aerospace manufacturing capabilities in the region. Develop commercialization of technologies related to automated vehicles, especially the aerial vehicles research of the MAAP at Virginia Tech. Recruit aerospace supplier firms to the region to develop a manufacturing cluster.	\$200,000+	Public universities, economic development organizations, business in target sectors
NRV	Promote and coordinate the development of a New River Valley passenger rail station. Continue to research viability of extending Washington DC Amtrak service to a station in the NRV. Coordinate state and private stakeholders to pursue development of this service by 2020.	\$200,000+	NRV Localities, State Agencies, Public/Private Railroad Companies, NRVRC
NRV	Develop pilot internship/apprenticeship program for target industry sectors. Develop work study, internship placement, on-the-job training, and similar arrangements between businesses and education providers to help local students develop on-the-job skills for careers in local industries.	\$200,000+	WDB, Education Providers, local economic developers

NEW RIVER VALLEY ECONOMIC HIGHLIGHTS

Jobs by industry sector in the New River Valley

Industry Sector	Average employment, 2015	Percent change, 2006-15	Average weekly wage, 2015
Educational services, including public schools/universities	14,946	10.3%	\$945
Manufacturing	11,854	-15.5%	\$1,062
Retail trade	8,309	5.4%	\$432
Health care and social assistance	7,748	20.1%	\$743
Accommodation and food service	6,980	17.5%	\$273
Professional, Scientific and Technical Services	2,947	19.7%	\$1,182
Administrative and support services	2,887	-0.7%	\$495
Construction	2,275	-34.0%	\$740
Public administration	2,143	2.1%	\$814
Transportation/warehousing and wholesale trade	1,688	16.6%	\$686
Other services* (mechanics, hairdressers, etc.)	1,667	-8.6%	\$557
Real estate and rental and leasing	1,143	50.4%	\$704
Arts, entertainment, and recreation	1,012	20.5%	\$273
Finance and insurance	952	-16.1%	\$868
Wholesale trade	789	-37.3%	\$904
Information	722	-3.5%	\$956
All other sectors	1,014	-27.8%	\$997
Total, all sectors	69,065	1.3%	\$763

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Unemployment and income in the New River Valley

	Unemployment rate, 2015 average	Per capita personal income, 2014	PCPI as % of United States (\$46,049)
Floyd County	4.0%	\$33,330	72.4%
Giles County	5.1%	\$34,874	75.7%
Montgomery County	4.3%	\$31,569*	68.6%
Pulaski County	5.0%	\$34,747	75.5%
Radford City	5.6%	\$31,569*	68.6%
New River Valley	4.6%	\$32,625	70.8%
Virginia	4.4%	\$50,345	109.3%

Source: Virginia Employment Commission, and Bureau of Economic Analysis, Per Capita Personal Income by County

*BEA reports a combined PCPI figure for Montgomery County and Radford City



Employees assembling truck cabs at the Volvo plant in Dublin.



Virginia Tech Corporate Research Center: Virginia Tech is a Top 30 Public Research University according to the National Science Foundation.

Population estimates for the New River Valley

	Population estimate, 2015	Change 2010-2015
Floyd County	15,430	1.0%
Giles County	17,179	-0.6%
Montgomery County	98,121	4.0%
Pulaski County	34,841	-0.1%
Radford City	17,420	6.2%
New River Valley	182,991	2.7%

Source: Weldon Cooper Center, July 1, 2015 Population Estimates for Virginia and its Counties and Cities



Regional Branding Initiative



Key Messaging

- Eclectic and Intentional Small Town Living
- Diverse & Innovative Business Community with a Collaborative Culture
- Loyal, Highly Skilled and Educated Workforce





Targeted Industries Initiative

Food Processing & Agribusiness

Beverages

Food Processing

Packaging

Artisan Products

Advanced Manufacturing

Automotive

Component & Electronic Products

Plastics & Materials

Chemicals

Information Technology

Software Development

Cybersecurity

IT Support Services

Digital Creative

Unmanned Systems

Electronics & Components

Transportation & Machinery

Plastics & Materials

Software Development

Research & Development





Facilitating and coordinating workforce initiatives that enable economic growth and increase the standard of living in the region.

New River/Mount Rogers Workforce Development Area Background:

The New River/Mount Rogers Workforce Investment Area Consortium Board consist of the chief elected official or the chief administrative officer from each of the local governments comprising the New River/Mount Rogers Workforce Development Area (NR/MR WDA), which is a 13-jurisdiction area including the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington and Wythe and the cities of Bristol, Galax and Radford. The Consortium Board serves as the policy board for the Area which includes making appointments to the Workforce Development Board.

The New River/Mount Rogers Workforce Development Board (WDB) is made up of representatives from regional businesses (51%) and federally required members (e.g. Economic Development, Education, Labor, Community Organizations and more). The WDB oversees the programs and initiatives as specified in the Federal Workforce Innovation and Opportunity Act of 2014 (which include programs for Adults, Youth and Dislocated Workers) and other special grants and programs as available.

The WDB is the designated convener for the region's workforce system (in order to have a seamless interface with the business community and economic development entities). The Workforce System includes (but is not limited to):

- K-12 Education systems
- Post-Secondary Education/Training providers
- Adult Education
- Training/Employment Programs offered for special populations
 - Veterans
 - Unemployed and/or underemployed
 - Older Workers
 - Workers with disabilities
 - Economically disadvantaged
 - Youth (ages 14-24)

More information about our area, boards and programs can be found on our website at <http://www.nrmrwib.org>.

Chairpersons

WDB - Lynn White (Agent, Insurance of Dublin)
Consortium Board – John Garner (Council Member, City of Galax)

Office

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Marty Holliday – Executive Director marty.holliday@nrmrwib.org
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Renee Sturgill - Disability Resource Coordinator renee.sturgill@nrmrwib.org
Della Meadows – Administrative Assistant della.meadows@nrmrwib.org

WDB meetings

10AM at the Wytheville Meeting Center in Wytheville - 4th Wednesday of even months

Consortium Board meetings

10AM at the Wytheville Meeting Center in Wytheville – 3rd Wed. of odd months

Program Operators

One-Stop Operator –

People, Inc. – Darrell Blankenship at dblankenship@peopleinc.net

Dislocated Worker Program –

People, Inc. - Darrell Blankenship at dblankenship@peopleinc.net

WIOA Adult & Youth Programs –

Goodwill Industries of the Valleys (for Floyd, Giles, Montgomery and
Pulaski Counties and the City of Radford)
Clay Stein at cstein@goodwillvalleys.com

People Incorporated (for Bland, Carroll, Grayson, Smyth, Washington &
Wythe Counties and the Cities of Galax and Bristol)
Darrell Blankenship at dblankenship@peopleinc.net