**The Region At A Glance**

<table>
<thead>
<tr>
<th>Population</th>
<th>Per Capita Income</th>
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<tbody>
<tr>
<td>241,969</td>
<td>$23,996</td>
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</tbody>
</table>

- Workforce: 112,855
- Median Household Income: $42,097
- Unemployment Rate: 3.8%
- Underemployed: 8,576
- Average Labor Force Participation Rate: 55.5%
- Average Weekly Wage: $678 (All Industries)

**Educational Attainment**
- High School Grads: 82.6%
- Bachelor’s Degree & Above: 15.4%

**Poverty**
- Individuals: 18.8%
- Families: 14.4%

**Homeownership Rate**
- 70.9%

**Median Value**
- $120,506

**West Piedmont 2020 Regional Scorecard at a Glance**

**Economy**
- Taxable Sales
- Business Startups
- Employment Growth
- Personal Income
- Poverty
- Unemployment
- Workforce Preparedness
- Tourism
- Homeownership Rate
- Labor Force Participation

**Education**
- School Readiness (PK-3rd)
- 3rd Grade Reading
- 8th Grade Reading/Math
- High School Graduate
- High School Dropout
- College Graduate
- Educational Attainment

**Environment**
- Air Quality
- Land Preservation
- Historic Resources

**Quality of Life**
- Adult Obesity
- Teen Births
- Diabetes
- Uninsured
- Access to Recreational Facilities
- Prescription Opioid Overdose Deaths

**Legend**
- Conditions are improving
- Conditions are unchanged
- Conditions are worsening

**Note:** Statistics are compared with data for most recent five-year period.

Source: "Taxable Sales, Business Startups, Labor Force Participation, Employment Growth, and Unemployment obtained from Virginia Employment Commission (VEC). Workforce Preparedness obtained from VEC. State Council of Higher Education for Virginia, and A21 Work Ready Commonwealth. Personal Income, Homeownership Rate, College Graduate, Taxable Sales, 8th Grade Reading, 3rd Grade Reading, 8th Grade Reading/Math, High School Graduate, and High School Dropout obtained from Virginia Department of Education (VDOE). Adult Obesity, Teen Births, Diabetes, and Uninsured obtained from Robert James Johnson County Health Rankings and Roadmaps. Land Preservation obtained from the Virginia Outdoors Foundation (VOF)."
What is a CEDS and why is it necessary?

The Comprehensive Economic Development Strategy (CEDS) serves as an economic development blueprint for the region. It reflects the economic needs, goals, and priorities of the region in support of projects and initiatives to improve or enhance our communities. The CEDS is required in order to receive funding assistance from the U.S. Department of Commerce, Economic Development Administration (EDA) for various projects.

The CEDS provides an economic overview of the West Piedmont District, along with historical information, current projects, and demographic data. Goals and strategies are developed to address needs and barriers. A Comprehensive Economic Development Strategy Committee was established with representation from the private sector, government, higher educational institutions, economic development, workforce development, and other key stakeholders. The Committee is responsible for the review and revision of the CEDS annually.

Goals/Strategies

Goal 1: Increase economic growth and global competitiveness
- Attract more industries to the region, and promote and create innovative industry clusters to compete in a global economy
- Create programs and facilities to support new and existing industries and small businesses startups
- Promote entrepreneurial growth and an entrepreneurial ecosystem to optimize resources

Goal 2: Improve infrastructure needed to grow the regional economy
- Develop technology, parks and necessary infrastructure, construct new industrial shell buildings and promote an ongoing industrial shell building program
- Ensure that new and existing industrial sites have adequate power supplies, state-of-the-art telecommunications, access to public water and wastewater infrastructure, adequate access roads that link the region through highways and rail to trade centers, and enhancement of industrial park amenities

Goal 3: Grow, retain, and attract talent
- Increase educational opportunities, facilities, and programs that include STEM (science, technology, engineering, art, math, and health) initiatives
- Strengthen connection between workforce skills and training programs, and develop a regional approach to create a high-skilled, high-wage workforce to develop/APEX future talent
- Recognize and "transform" skills when determining industry targets and launch different workforce models which are aligned with industry needs

Goal 4: Enhance quality of life
- Promote the development of tourism and agri-tourism efforts in the region including cultural, historic and publicly-owned natural resources
- Promote and expand recreation opportunities for residents and tourists
- Promote professional and personal programs which advocate healthy lifestyles

Top CEDS Projects for 2020-2021

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td>Summit View Business Park—Franklin County</td>
<td>Development of new business park near Rocky Mount, including utilities, site grading, and other amenities</td>
<td>$39,700,000</td>
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<tr>
<td>Last-Mile Broadband Expansion—Franklin County</td>
<td>Study and implement a last-mile solution to provide County businesses and consumers fast, accessible, and affordable telecommunications service</td>
<td>$17,000,000</td>
</tr>
<tr>
<td>Franklin County / Rocky Mount Industrial Park—Franklin County/Rocky Mount</td>
<td>Development of industrial sites, water and sewer, site improvements, and rail spur to serve expansion of existing heavy industrial site (This project is ready to bid.)</td>
<td>$2,400,000</td>
</tr>
<tr>
<td>Interconnection with Western VA Regional Water Authority--Town of Rocky Mount</td>
<td>Connect the Town of Rocky Mount's water system with the Western VA Regional Water Authority lines via a 1.4-mile extension of the Town's water system</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Commonwealth Crossing Business Centre Phase II—Henry County/ Martinsville</td>
<td>Additional expansion of regional industrial park including environmental measures, grading, utility installation, AEP substation, natural gas extended to site, stormwater management, and road construction</td>
<td>$26,000,000</td>
</tr>
<tr>
<td>Lower Smith River Treatment Facility Renovations—Henry County</td>
<td>Renovation of the Lower Smith River Treatment Facility to provide service to industries, businesses, and residents</td>
<td>$24,000,000</td>
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<tr>
<td>Revitalization of Uptown Business District—City of Martinsville</td>
<td>Construct/retrofit condos/apartments in Uptown</td>
<td>$2,000,000</td>
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<tr>
<td>Neighborhood Revitalization Project West End/Pine Hall Rd Neighborhood—City of Martinsville</td>
<td>Housing rehab; creation of community space</td>
<td>$1,250,000</td>
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<tr>
<td>Broadband Expansion Project—Phase I—Patrick County</td>
<td>Broadband infrastructure to serve Patrick Springs, Meadows of Dan, and Woolwine</td>
<td>$1,300,000</td>
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<tr>
<td>Rich Creek Corporate Park Site Engineering—Patrick County</td>
<td>Perform all due diligence, site and building design for development of public owned property</td>
<td>$300,000</td>
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<tr>
<td>Southern Virginia Megasite at Berry Hill--Danville &amp; Pittsylvania County</td>
<td>Extension of electric service to the Mega Park through AEP. Relocation of an existing 69kV line on Lot 4 and grade pad. Conduct a routing analysis, acquire permit and ROW for new electric service to the park.</td>
<td>$4,300,000</td>
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<tr>
<td>Southern Virginia Megasite at Berry Hill--Danville &amp; Pittsylvania County</td>
<td>Natural gas engineering and infrastructure development</td>
<td>$6,000,000</td>
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<tr>
<td>Southern Virginia Megasite at Berry Hill--Danville &amp; Pittsylvania County</td>
<td>Extend force main, sewer main, and pumping station to serve all lots in the industrial park</td>
<td>$3,500,000</td>
</tr>
<tr>
<td>Southern Virginia Megasite at Berry Hill--Danville &amp; Pittsylvania County</td>
<td>Extend water mains and water tanks (3 MG) to serve industrial park</td>
<td>$8,000,000</td>
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