

The Region At A Glance



Population

241,969 (Declined by 2.9% since 2010)

Per Capita Income

\$23,996

Workforce - 112,855

Unemployment Rate – 3.8%

Underemployed – 8,576

Median Household Income

\$42,097

Average Labor Force

Participation Rate – 55.5%

Average Weekly Wage

\$678 (All Industries)

Educational Attainment



High School Grads – 82.5%

Bachelor's Degree & Above – 15.4%

Poverty

Individuals - 18.6%

Families – 14.4%

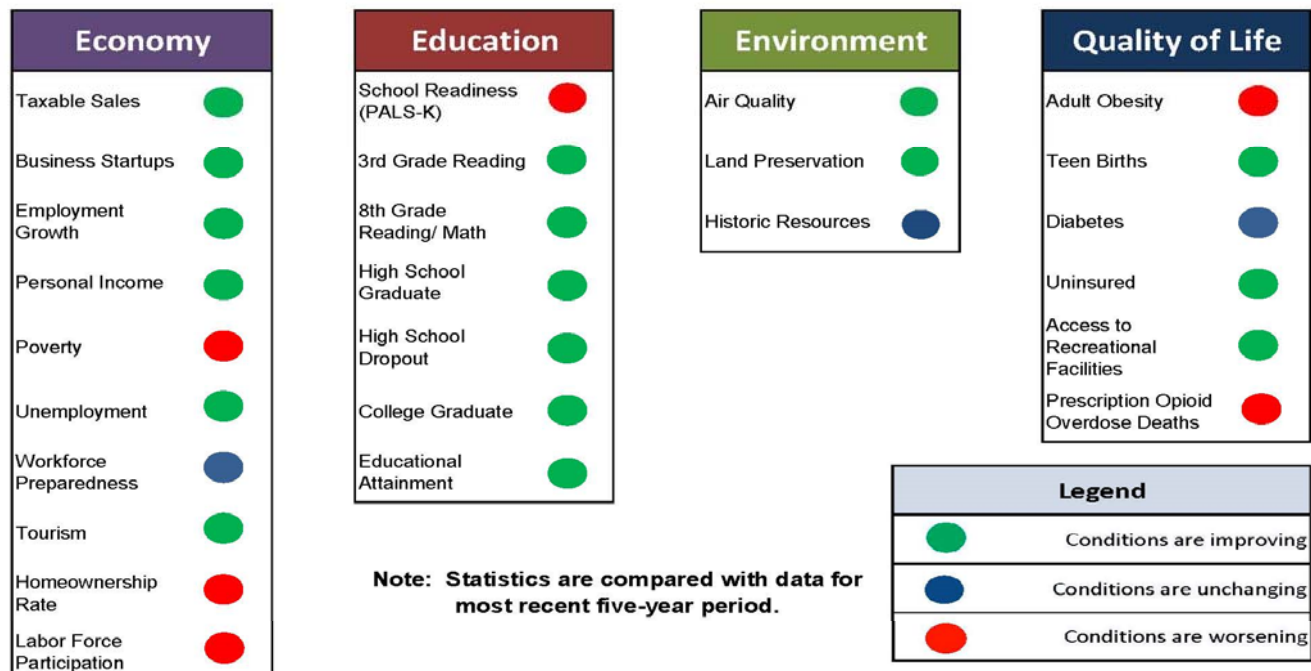
Homeownership Rate – 70.9%



Median Value - \$120,506

Note: Educational Attainment reflects Population 18 Years and Over ; Median Value represents Owner Occupied Units
Sources: 2014-2018 American Community Survey, U.S. Census Bureau; Virginia Employment Commission; Virginia Economic Development Partnership; & Bureau of Labor Statistics

West Piedmont 2020 Regional Scorecard at a Glance



Sources: Taxable Sales, Business Startups, Labor Force Participation, Employment Growth, and Unemployment obtained from Virginia Employment Commission (VEC); Workforce Preparedness obtained from VCCS, State Council of Higher Education for Virginia, and ACT Work Ready Communities; Personal Income, Homeownership Rate, College Graduate, and Educational Attainment obtained from the U.S. Census Bureau's 2010 - 2014 and 2014 - 2018 American Community Survey (ACS); School Readiness obtained from Kids Count data center; 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, Air Quality, and Uninsured obtained from Robert Wood Johnson County Health Rankings and Roadmaps. Land preservation obtained from the Virginia Outdoors Foundation (VOF).

WEST PIEDMONT

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

2020 REGIONAL SPOTLIGHT



*Serving the Counties of Franklin, Henry, Patrick, & Pittsylvania;
Cities of Danville and Martinsville; and the Town of Rocky Mount*

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.

Regional Vision

As a region, we envision a diverse, business-friendly environment to encourage new and expanding businesses; to promote an entrepreneurial ecosystem; to ensure a well-educated, highly skilled workforce; and to provide an all-encompassing infrastructure to facilitate development including transportation, water and sewer services, utilities, and state-of-the-art telecommunications. We advocate regional collaboration to create significant partnerships building upon regional strengths and opportunities. We treasure our natural resources and cultural heritage and welcome a robust tourism market to share these precious assets. We support vibrant communities, cultural diversity, equitable opportunities for all, and an enhanced quality of life. We serve to highlight the positive attributes of the region, defining our image as an extraordinary place to live, learn, work, play, invest, and do business.

Identified targeted industries in the region include **healthcare; manufacturing; construction; transportation/logistics/distribution/warehousing; and information technology.**



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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 BUSINESS 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 HIGHWAY AND RAIL TO MAJOR TRADE CENTERS, AND ENHANCEMENT OF INDUSTRIAL PARK AMENITIES



Goal 3: Grow, retain, and attract talent

- INCREASE EDUCATIONAL OPPORTUNITIES, FACILITIES, AND PROGRAMS THAT INCLUDE STEAM-H (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-SKILL, HIGH-WAGE WORKFORCE TO DEVELOP/ATTRACT FUTURE TALENT
- RECOGNIZE "TRANSFERABLE" 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 AGRITOURISM EFFORTS IN THE REGION INCLUDING CULTURAL, HISTORIC AND PUBLICLY-OWNED NATURAL RESOURCES
- PROMOTE AND EXPAND RECREATION OPPORTUNITIES FOR RESIDENTS AND TOURISTS
- PROMOTE PROGRAMS AND RESOURCES WHICH ADVOCATE HEALTHY LIFESTYLES



Top CEDS Projects for 2020-2021

Project	Description	Estimated Cost
Summit View Business Park—Franklin County	Development of new business park near Rocky Mount, including utilities, site grading, and other amenities	\$39,700,000
Last-Mile Broadband Expansion--Franklin County	Study and implement a last-mile solution to provide County businesses and consumers fast, accessible, and affordable telecommunications service	\$17,000,000
Franklin County / Rocky Mount Industrial Park--Franklin County/Rocky Mount	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.)	\$2,400,000
Interconnection with Western VA Regional Water Authority--Town of Rocky Mount	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	\$1,500,000
Commonwealth Crossing Business Centre Phase II—Henry County/Martinsville	Additional expansion of regional industrial park including environmental measures, grading, utility installation, AEP substation, natural gas extended to site, stormwater management, and road construction	\$26,000,000
Lower Smith River Treatment Facility Renovations--Henry County	Renovation of the Lower Smith River Treatment Facility to provide service to industries, businesses, and residents	\$24,000,000
Revitalization of Uptown Business District—City of Martinsville	Construct/retrofit condos/apartments in Uptown	\$2,000,000
Neighborhood Revitalization Project West End/Pine Hall Rd Neighborhood--City of Martinsville	Housing rehab; creation of community space	\$1,250,000
Broadband Expansion Project—Phase I—Patrick County	Broadband infrastructure to serve Patrick Springs, Meadows of Dan, and Woolwine	\$1,300,000
Rich Creek Corporate Park Site Engineering--Patrick County	Perform all due diligence, site and building design for development of public owned property	\$300,000
Southern Virginia Megasite at Berry Hill--Danville & Pittsylvania County	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.	\$4,300,000
Southern Virginia Megasite at Berry Hill--Danville & Pittsylvania County	Natural gas engineering and infrastructure development	\$6,000,000
Southern Virginia Megasite at Berry Hill--Danville & Pittsylvania County	Extend force main, sewer main, and pumping station to serve all lots in the industrial park	\$3,500,000
Southern Virginia Megasite at Berry Hill--Danville & Pittsylvania County	Extend water mains and water tanks (3 MG) to serve industrial park	\$8,000,000