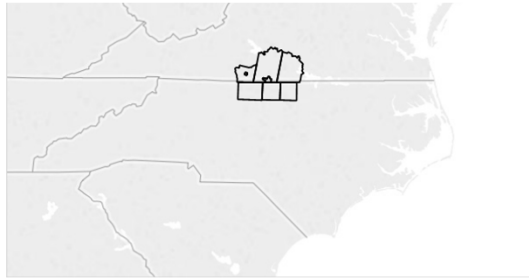


The Greater Dan River Region

Opportunities for Collaboration to Improve the Region's
Economic Future



The Dan River Region



Region Groupings
□ NC Counties

CROSSING THE LINES

- Economic development cannot stop at any city, county or state line.
- The Dan River Region for our work includes in Halifax County, Henry County and Pittsylvania County, Virginia which includes the cities of Danville and Martinsville.
- In North Carolina, it includes Caswell County, Person County and Rockingham County.

WHY SHOULD WE BE THINKING REGIONALLY?

The Argument for Regionalism

Collaborating and acting as one unit is increasingly necessary for smaller, Micropolitan, areas to compete nationally and globally.

Cities or counties that appear to lack the assets needed **individually** are more competitive when presented as one larger region.

- Amenities
- Workforce

IN THE CONVERSATION

- DRF hired Ted Abernathy with Economic Leadership LLC to help facilitate conversations.
- Since Fall 2015, we've met with business leaders, economic developers, workforce professionals, small business assistance providers, city/county administrators and others.

THE CONSENSUS

Where can regional collaboration make the most impact?

- Workforce Development
- Broadband Internet Expansion
- Development of Young, Future Leadership Across the Region

WORKFORCE DEVELOPMENT

- 1) Expand work exposure initiatives for high school students:
 - Visits to large and small businesses
 - Job shadowing
 - Internships
 - Apprenticeships
- 2) Training and/or work exposure for high school guidance counselors and teachers.
- 3) Expand re-training opportunities for displaced and older workers.

WORKFORCE DEVELOPMENT

Key Questions

- 1) Have all the communities in our defined region achieved the national certification to be Work Ready Communities?
- 2) Can we implement the reciprocity of tuition and course credits between all community colleges in this footprint?

BROADBAND EXPANSION

- 1) Majority of public schools are now connected and have good service; but most students don't have access when they go home to complete assignments.
- 2) Lack of high-quality internet service also hinders small-business development outside of city limits.
- 3) Expanded reach of broadband is coming to Halifax and Charlotte Counties via innovation "TV White Space" (TVWS) technology.
- 4) Next logical area for expansion is to Northern Pittsylvania County, where the coverage is lacking.
- 5) Caswell County has the least coverage among the NC border counties.

BROADBAND EXPANSION

Key Thoughts

- 1) Even with TVWS technology, which is developed for rugged, rural regions, broadband expansion is an expensive undertaking.
- 2) Who are the potential partners to assist? The largest non-profit funders of rural economic development in Virginia and North Carolina have previously funded expansion projects.

DEVELOPMENT OF FUTURE YOUNG LEADERS

IN CLOSING

Doing what the Dan River Region used to do, and being what we used to be, only better, will not work.

We must create a new path.

Karl N. Stauber

President & CEO

434-799-2176

kstauber@drfonline.org

512 Bridge St., Suite 100

Danville, VA 24541

