Economic Issues In Southwest Virginia

- Substantial decline of major economic sectors
- Outmigration of college educated population 25 to 35
- Lack of tourism capitalizing on wealth cultural and natural assets
Economic Issues In Southwest Virginia

• Duplicative, competitive and ineffective projects and initiatives

• The regions image not coherent; lack of awareness within and outside region of its identity as a geographic place and unique culture
Demand Analysis

• Lacy Commission on Southwest Virginia
• Commission on THE FUTURE of Southwest Virginia – 1998
• ARC Distress Statistics
  Poverty/Income/Employment
Economic Trends in Southwest Virginia

Southwest Virginia Full-time and Part-time Jobs in Mining, Manufacturing, Farm Employment, and Services 1970-2010

Number of Jobs

- Mining
- Manufacturing
- Farm Employment

U.S. Department of Commerce Bureau of Economic Analysis
Commonwealth of Virginia Full-time and Part-time Jobs in Furniture and Fixtures & Textile Mill Products 1970-2010

U.S. Department of Commerce Bureau of Economic Analysis
College Educated Population: 25-35 Years Old

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest Virginia</td>
<td>17%</td>
</tr>
<tr>
<td>Virginia</td>
<td>35%</td>
</tr>
<tr>
<td>United States</td>
<td>36%</td>
</tr>
</tbody>
</table>
Overall Outcome

• Increase percentage of college educated populations 25-35 years old
1. Attract & develop high-tech businesses & high-end entrepreneurs through our unique quality of life

2. Promote Southwest Virginia as a superior place to live for:
   - Relocatees
   - Retirees
   - College educated returnees

3. Attract visitors/tourists through our vibrant cultural heritage, unique stories, and natural assets
HOPE is a Virus

Transmitted by ACTION
60 Affiliated Venues & Festivals

Jams
Festivals
Concerts
Museums
Live Radio
Outdoor Drama
MAJOR VENUES

- Blue Ridge Institute & Museum, Ferrum
- The Floyd Country Store & County Sales, Floyd
- Blue Ridge Music Center, Carroll/Grayson Counties
- Rex Theater & Old Fiddlers Convention, Galax
- Heartwood, Abingdon
- Birthplace of Country Music, Bristol
- Carter Family Fold, Hiwassee
- Country Cabin II, Norton
- Ralph Stanley Museum, Clintwood

- Affiliated Venues & Festivals
- Wayside Exhibits
- The Crooked Road

SOUTHWEST VIRGINIA

Heartwood
Southwest Virginia's Artisan Gateway

Round the Mountain
Southwest Virginia's Artisan Network

The Crooked Road
A Living History of Bluegrass Music
How do you say The Crooked Road in German?
‘Round the Mountain has over 550 artisans, craft venues, and agritourism businesses included in the network.

Heartwood: Southwest Virginia’s Artisan Gateway:
Current number of Juried ‘Round the Mountain members – 382
RTM has a total of 15 artisan trails, covering all 19 counties and 4 cities in Southwest Virginia.

Approximately 200 businesses are part of the Artisan Trail Network.
Appalachian Spring
### State and Federal Entities and Departments:
- Appalachian Regional Commission
- U.S. Economic Development Administration
- U.S. Department of Agriculture Rural Development
- Planning District Commissions (PDCs)
- Virginia Department of Housing and Community Development (DHCD)
- Virginia Tourism Corporation
- Virginia Department of Game and Inland Fisheries
- Virginia Department of Conservation and Recreation (DCR)
- Virginia Department of Forestry
- United States Forest Service
- National Park Service
- Virginia State Parks

### Financing/Development Groups:
- Virginia Community Capital (VCC)
- People Inc.

### Other Partner Organizations
- The Nature Conservancy
- Appalachian Trail Conservancy
- National Committee for the New River
- Upper Tennessee River Roundtable
- Blue Ridge Parkway Foundation
- Southwest Regional Recreation Authority
- Barter Theatre
- Daniel Boone Wilderness Trail
- Clinch River Valley Initiative
Blue Ridge Parkway – Mabry Mill
Appalachian Spring Goals

• Brand Southwest Virginia as a national outdoor recreation destination.

• Develop an outdoor recreation industry in Southwest Virginia.
Appalachian Spring Objectives

- Aggregate anchor areas and other outdoor recreation assets for cross promotion and branding purposes.
Appalachian Spring Objectives

- Develop economic development infrastructure and destinations related to natural assets.
Appalachian Spring Objectives

- Connect outdoor recreation assets to nearby communities.
Virginia Creeper Trail
Appalachian Spring Objectives

• Assist entrepreneurs and appropriate businesses in securing financing.
Appalachian Spring Objectives

- Collecting and analyzing benefits of the creative economy efforts in Southwest Virginia.
  - New Businesses
  - Jobs
  - Local Tax Revenues
  - In migration of young adults
WEALTH for Low & Moderate Income People

• Southwest Virginia Opportunity
  – 15 County Entrepreneur Assistance Network
• mySWVA Opportunity Challenge
  – Business Plan Competition
• Region-wide Small Business Development Specialist
WEALTH for Low & Moderate Income People

• Regional Loan Funds - $5 million
• Locally controlled CDBG Loan Pools
• Developing Region-Wide Loan Loss Reserve
• 18 New Outdoor Recreation Businesses
Community Ownership & Control

- Natural Asset Anchor Areas – Collective & Individual Community & Stakeholder Initiatives
- Infrastructure Supporting Local Entrepreneur Business Opportunities
- Downtown Revitalization
Terri Funk
Clinch River Adventures

- From zero to 2,100 river craft rentals in 18 months.
Transforming our downtowns into centers of commerce, culture, and activity.
Downtown Revitalization

Community Rediscovery
Downtown Revitalization

Anchoring the Culture
Town of St. Paul
Economic Trends in Southwest Virginia

Southwest Virginia Travel Expenditures
2004-2012

Source: VTC

Virginia Tourism Corporation
Meals and Lodging Tax Revenue

Lodging Tax Revenue
Southwest Virginia


$0 $1,000,000 $2,000,000 $3,000,000 $4,000,000 $5,000,000 $6,000,000 $7,000,000 $8,000,000

Lodging Tax Revenue
Source: VA APA/Local Govts

Meals Tax Revenue
Southwest Virginia


$0 $5,000,000 $10,000,000 $15,000,000 $20,000,000 $25,000,000 $30,000,000 $35,000,000 $40,000,000

Meals Tax Revenue
Source: VA APA/Local Govts
Galax Meals and Lodging Tax Revenue

Lodging Tax Revenue
Galax, VA

Meals Tax Revenue
Galax, VA
Dickenson County Meals and Lodging Tax Revenue

Lodging Tax Revenue
Dickenson County, VA

Meals Tax Revenue
Dickenson County, VA

Lodging Tax Revenue
Dickenson County, VA

Meals Tax Revenue
Dickenson County, VA
Floyd Meals and Lodging Tax Revenue

Lodging Tax Revenue
Floyd, VA

Meals Tax Revenue
Floyd, VA
Quality of Life ➔ Human Capital

• Change in 25-34 with Bachelors Degree or Higher:
  – Galax
    • 339% increase
  – Floyd Co:
    • 129% increase
  – Dickenson Co:
    • 97% increase
  – Washington Co:
    • 48% increase
“They like the area. They like the New River; they know what an inner-tube is. They know where the Appalachian Trail is. They enjoy it, and they’re more likely to stay here....You don’t need to be at MIT, and you don’t need to be at Stanford. You can do it right here in Giles County.”

— Richard Claus, President & Co-Founder.