

TOWN OF ROCKY MOUNT
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PLANNING COMMISSION
JANET STOCKTON, *Chair*
JOHN SPEIDEL, *Vice Chair*

BUD BLANCHARD JERRY W. GREER, SR.
INA CLEMENTS DERWIN HALL
JOHN TIGGLE

C. JAMES ERVIN, *Town Manager*
MATTHEW C. HANKINS, *Assistant Town Manager*
& *Community Development Director*

PLANNING COMMISSION AGENDA

Tuesday, June 4, 2013 • 6 p.m.

Call To Order and Welcome

Janet Stockton, Chair

1. Roll Call of Members Present
2. Approval of Agenda
3. Review and Consideration of Minutes
 - A. April 23, 2013 - *regular meeting minutes*
4. Old Business
 - A. Follow-up from Piedmont Community Services on Special Use permit for 50 West Church Street
5. New Business
 - A. Town participation in Franklin County Enterprise Zone application
 - B. Presentation of the Comprehensive Economic Development Strategy of the West Piedmont Development District
6. Hearing of Citizens
7. Commissioner Concerns & Staff Updates
8. Adjournment

**TOWN OF ROCKY MOUNT
PLANNING COMMISSION
DRAFT MINUTES
APRIL 23, 2013
6:00 P.M.**

The Planning Commission of the Town of Rocky Mount, Virginia, met at the Rocky Mount Municipal Building on Tuesday, April 23, 2013 at 6:00 p.m., with Madame Chair Janet Stockton presiding.

The following members of Planning Commission were present when the meeting was called to order: Madame Chair Janet Stockton, Vice Chair John Speidel and Planning Commission Members, Ina Clements, Derwin Hall, and John Tiggle. Let the record show that Planning Commission Member Jerry Greer arrived at the meeting at 6:05 p.m. and Planning Commission Member Bud Blanchard was absent from the meeting.

The following staff members were present: Assistant Town Manager Matthew C. Hankins, Town Planner Patrick Rust, Town Finance Director Linda Woody, Town Attorney John Boitnott and Deputy Town Clerk Stacey B. Sink.

APPROVAL OF AGENDA

Madame Chair Stockton asked if there were any additions or corrections to the presented agenda, and being none, entertained a motion.

- Motion was made by Planning Commission Member Clements to approve the agenda as presented, with motion on the floor being seconded by Planning Commission Member Tiggle. There being no discussion, let the record show that the motion on the floor passed unanimously by those present.

APPROVAL OF MINUTES

Prior to the meeting, the Planning Commission received the following draft minutes for review and consideration of approval:

- March 5, 2013 – Regular Meeting Minutes

Madame Chair Stockton asked if there were any additions or corrections to the draft

minutes, and being none, entertained a motion.

- Motion was made by Planning Commission Member Tiggie to approve the draft minutes for March 5, 2013 as presented, with motion on the floor being seconded by Vice Chair Speidel. There being no discussion, let the record show that the motion on the floor passed unanimously by those present.

PUBLIC HEARING

Madame Chair Stockton recessed the meeting to hold the following public hearings:

(1) *Town of Rocky Mount 5-Year Capital Improvement Plan*

After being duly advertised, and pursuant to the Code of Virginia (1950), as amended, the Town of Rocky Mount presented its proposed 5-Year Capital Improvement Plan (CIP) for the fiscal period beginning July 1, 2013 and ending June 30, 2018: This plan is a document to forecast significant expenditures and revenue needs for major capital improvements, equipment, property, utility infrastructure and other public uses. The CIP is for planning purposes only and does not obligate the Town Council to carry out any project contained therein nor prohibit unanticipated capital needs to be purchased during the period of the CIP but not contained as part of the adopted plan.

(Let the record show that Planning Commission Member Greer arrived at the meeting at 6:05 p.m.)

Assistant Town Manager Hankins gave a staff report regarding the proposed CIP. Highlights for the year include:

- The major renovation of the former Lynch Hardware Building into a performance center;
- From the public works standpoint, the replacement of a 1994 street sweeper, which is one of the worst pieces of equipment the Town has;
- The plan also includes \$450,000 for the development of a basketball court on North Main Street. This item has been removed from the CIP based on Town Council's budget hearings, in an effort to create other recreational opportunities using existing facilities. This \$450,000 has been removed from the plan;
- On the utility side, replacing and updating the SCADA systems for water and wastewater is included. This is the electronic component that allows the valves

and lines and all the other elements of the physical infrastructure for water and sewer to communicate with each other and also back to the plant operators to let them know what is and is not functioning correctly;

- The plan details approximately \$8 million dollars of capital needs over the next five years, in both general and utility fund projects. Some have been pushed into later years, and the CIP is subject to change from year to year, based on the economy.

Discussion by Planning Commission ensued:

- Regarding the status of Celeste Park: the park is primarily being used right now as a parking lot, as there are no developed trails. Public works and community development staff are currently working with Cornerstone to lay out some potential trails so that public works can work on them as materials and supplies become available. Council's direction has been to find volunteers, possibly Boy Scouts, but materials are still needed before any work can begin.
- Christmas decoration replacement has been pushed back to 2015. Staff is aware of the need. There are malfunctioning or partially functioning lights. Replacement will probably be more than a one-year process. This could be leased, but with little control over when the decorations are erected. Martinsville does this and it is not uncommon to see the decorations going up on the day after Halloween.
- 40 East sidewalks and crosswalks will be done as soon as possible. There have been some hang-ups with VDOT over rights-of-way and surveys. The project has been broken down into two phases, items that can be done right away and items that require additional time. This must be reviewed by VDOT, and as soon as this is done, then public works can begin the work, hopefully within the next 6 weeks. The work will start at the 220 ramps and go east up to the Holiday Inn, and will potentially connect to the sidewalks at CVS, along with access connecting Sheetz, Bojangles, and Wal-Greens, and also connecting Holiday Inn to the Kroger shopping center. The right-of-way is limited at the hotel and the connection there is complex from the engineering standpoint.
- Seasonal banners for the rest of the year (not just Christmas): this is included in the community development departmental budget.
- The street sweeper will be replaced this year by using \$100,000 from the capital reserve account which had been earmarked for a garbage truck, and combining that with \$75,000 of new capital funds. The public works director has indicated a greater need for a new street sweeper than a new garbage truck.

- First responders' memorial: The plan is to complete the memorial this year. There is a committee working on it, but it has been difficult to pull everyone together. There is a working plan for a granite product. Need to get the materials priced and the site preparation priced. Veterans' Park had been discussed as a possible location, but the families have expressed more interest in locating it at the Fire Department. The Town has space there for a memorial, on the lot between the emergency services building and the church, and the Town also swapped for a piece of land Herman Hunt.
- Wayfinding signage: Staff intends to use VDOT funding to cover some of this. It has been reviewed several times, but staff still is not satisfied with the plans developed. The last plan was done by Frasier and Associates for the Community Partnership for Revitalization (CPR). They did a great job of developing a style concept, but did a lousy job of establishing locations or determining which signs should be removed or replaced. Staff is concerned about the sign clutter. Staff is hoping to use student help this summer to work on the project, and to develop a plan that is both consistent and attractive.

Madame Chair Stockton opened the floor to any member of the public who wished to speak regarding the proposed CIP. Let the record show that no one from the public came forth.

Madame Chair Stockton reconvened the meeting into regular session and entertained a motion.

- Motion was made by Vice Chair Speidel that Planning Commission recommend to Town Council the Capital Improvement Plan for Fiscal Year 2014-2018 with the corrections as noted by Assistant Manager Hankins, with motion on the floor being seconded by Planning Commission Member Clements. There being no further discussion, let the record show that the motion on the floor passed unanimously by those present.

OLD BUSINESS

Let the record show there was no old business to discuss at this time.

NEW BUSINESS

Let the record show there was no new business to discuss at this time.

COMMISSION CONCERNS & STAFF UPDATES

- Commissioner Concern: A complaint for 20 Spring Street has been submitted to the court and staff is currently attempting to locate a physical address for the property owner.
- Commissioner Concern: Stoplight on Court Street is causing traffic to back up on South Main towards the hospital.
- Staff Update: Lights currently go on flash at 10 or 11 p.m. depending on the day of the week. This is done automatically. However, the current system cannot be used to control traffic during the school bus runs because the timing cannot be perfectly controlled. The synchronization would be too difficult, and would require constant tweaking by the traffic engineer.
- Commissioner Concern: The Farmers' Market clock is too attractive not to work.

ADJOURNMENT

At 6:27 p.m., and with no further business to discuss, Madame Chair Stockton entertained a motion to adjourn, with motion being made by Planning Commission Member Clements, seconded by Planning Commission Member Tiggle, and carried unanimously by those present.

Janet Stockton, Chair

ATTEST:

Stacey B. Sink, Deputy Clerk

/sbs

April 29, 2013

Stacy Sink, Deputy Clerk
Town of Rocky Mount
345 Donald Avenue
Rocky Mount, VA 24151

Dear Ms. Sink:

I am responding to your letter of March 22 regarding the Special Use Permit for 50 West Church Street, Rocky Mount. The permit stipulated that a follow up report be provided after six months of operation. The following is a brief summary of the services and activities that Piedmont CSB has provided to our clients receiving Mental Health Support Services.

This facility has afforded numerous opportunities to assist our clients in daily activities and skill development. We have utilized this location to teach home making skills such as doing laundry, cooking and cleaning. There have been social events such as a Valentine party, movies and popcorn days and group skills trainings. The social activities at this location are generally held once a month. The three staff members have provided all of the transportation for our clients. This has eliminated any congestion in the parking areas due to the program activities. Except for our social events, we average having two clients per day at the Church Street location. All program activities are completed before 5:00 p.m. and clients are transported home by staff.

We would like to thank you for allowing us to incorporate this property into our system of care for Mental Health Support Services. The use of this home has expanded our program and allows us to assist our clients in ways that have not been available before.

We are aware of no problems at this location.

If you have any further questions, please contact me at 276-632-7128. Thank you again.

Respectfully submitted,



James M. Tobin
Executive Director

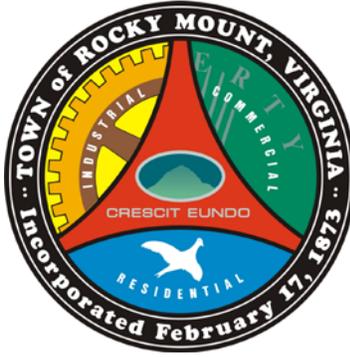
Cc: Terri Crews, LCSW, Clinical Manager
Bill Cook, Clinical Director
Board Members: Peggy Woody
Tillie Thompson
Charles Wagner
Justin Sigmon
Kay Potter

JMT/rhl

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TOWN COUNCIL
STEVEN C. ANGLE, *MAYOR*
GREGORY B. WALKER, *VICE MAYOR*

BOBBY M. CUNDIFF P. ANN LOVE
JERRY W. GREER, SR. BOBBY L. MOYER
BILLIE W. STOCKTON

PATRICK N. RUST
Town Planner
Code Inspector/GIS Technician

MEMORANDUM

To: Planning Commission
 Janet Stockton, Chair

From: Patrick N. Rust, Town Planner

Date: May 31, 2013

Re: Enterprise Zone Application in association with Franklin County

Planning Commission:

The Town's current Enterprise Zone will expire on December 31, 2013. Unlike 20 years ago when the zone was created, The State of Virginia now prohibits towns from participating independently in the Enterprise Zone Program. Therefore, the Town does not have an option to reapply on its own, but may be included through partnership with a county, where the county is the applicant.

After learning about the expiration of the Town's zone, Town Community Development staff contacted Franklin County's Economic Development staff about partnering in an application. Through regular meetings, the Town and County have worked together to produce a proposed new Enterprise Zone which encompasses the majority of the Town's current zone, and also extends out into the county along key development corridors. The Town's portion of the proposed new zone will basically reflect the Town's currently adopted Enterprise Zone with a few changes and tweaks designed to capture prime commercial parcels while removing ineligible parcels.

Though Franklin County has never been part of the Enterprise Zone program, it now intends to submit an Enterprise Zone application to the Virginia Department of Housing and Community Development by June 28, 2013. As part of the application process, Franklin County will hold a public hearing during the Board of Supervisors meeting on June 18 to display its proposed new Enterprise Zone locations. The Town's portion of the proposed new zone will be part of the presentation and public hearing. Since the Town is not the applicant and will not administer the new zone (if approved), the Town is not required to hold public hearings on the matter.

Information regarding the proposed new zone is available at the Franklin County Government Center and the Rocky Mount Municipal Building.

 **WEST PIEDMONT PLANNING DISTRICT COMMISSION** 

**Comprehensive Economic Development Strategy
(CEDS)**

June 4, 2013



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

Aaron Burdick
West Piedmont Planning District, Martinsville, VA 24112
276.638.3987

 **WEST PIEDMONT PLANNING DISTRICT COMMISSION** 
WHAT IS A PLANNING DISTRICT COMMISSION

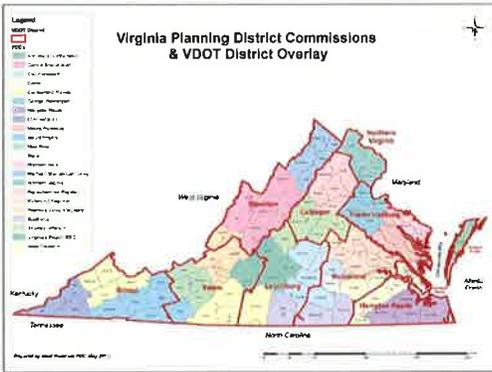
- Established by the State of Virginia in 1968
- Chartered under the Regional Cooperation Act and are extensions of local governments
- The goals of Planning District Commissions, as established in the Code of Virginia, Section 15.2-4207 are:
 - a) *To encourage and facilitate local government cooperation and state-local cooperation in addressing problems of greater than local significance*
 - b) *Promote the orderly and efficient development of the physical, social, and economic elements of the district by planning, encouraging, and assisting localities to plan for the future*



WEST PIEDMONT PLANNING DISTRICT COMMISSION
WHAT IS A PLANNING DISTRICT COMMISSION (cont.)



- Serve to build regional approaches to issues like economic development, transportation initiatives, technical assistance to constituent counties and municipalities, identify and relay region's legislative priorities, and provide land use and environmental planning services
- Virginia is currently comprised of 21 Planning Districts





WEST PIEDMONT PLANNING DISTRICT COMMISSION
WHO WE ARE



- One of 21 planning district commissions in Virginia.
- Comprised of six staff members and twenty-one commissioners.
- Has provided a plethora of services to the communities it serves since 1970, including transportation and land use planning, economic development, mapping, and tourism-based initiatives.



WEST PIEDMONT PLANNING DISTRICT COMMISSION

WHAT WE DO



- Assists local governments in establishing regional priorities for projects and investments through the Comprehensive Economic Development Strategy (CEDS).
- Administers the Danville-Pittsylvania County Metropolitan Planning Organization (MPO).
- Hazard mitigation planning.
- Rural transportation planning.
- Water supply planning.
- Grant writing.
- Technical assistance to counties, municipalities, state, and federal agencies.



WEST PIEDMONT PLANNING DISTRICT COMMISSION

WHO WE SERVE



- The counties of Henry, Patrick, Pittsylvania, and Franklin.
- The cities of Martinsville and Danville.
- The Town of Rocky Mount.
- A combined population of 249,182 (Census 2010).
- 2,587 square miles.



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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)



- In 1992, the WPPD was designated an Economic Development District by the U.S. Department of Commerce Economic Development Administration.
- The WPPD is required to develop a Regional Comprehensive Economic Development Strategy (CEDS) with annual updates.
- The CEDS analyzes a region's economy and serves as a guide to establish goals and objectives, investment priorities, and funding sources.



COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) Continued



- A list of each locality's priority projects is included in the annual update of the CEDS (Follows Chapter 7). Local priority projects must be approved by locality's governing body.
- Spreadsheet of priority projects includes:
 - Name of project
 - Priority (1-High, 2-Medium, 3-Lower)
 - Type (Shovel ready, Planning stage, Other project type (USDA, CDBG, VDOT), or Technical Assistance/Studies)
 - Description
 - Funding source(s) and amounts
 - Number of jobs created
- Localities are requested to review previous years and add/delete projects
- If a project is not included in the CEDS, it is not eligible for EDA funding; however, during the year the priority project list can be amended to include additional projects
- Beneficial for non-EDA projects to be included as projects often receive additional points during the grant review process if they are included in a Regional Economic Development document, such as the CEDS



**COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
(CEDS) continued**



- In 2011, the EDA revised its guidelines to require the formation of a Strategy Committee responsible for developing, revising, or replacing the CEDS.
- According to the EDA, “The Strategy Committee must represent the main economic interests of the region, and must include private sector representatives.”
- In addition, the WPPDC should ensure that the Committee is comprised of public officials, community leaders, workforce development board representatives, representatives of institutions of higher education, minority and labor groups, and private individuals.
- Starting with the 2013 update, a CEDS Working Committee was developed to assist in guiding the update efforts. This Committee is required to have a similar composition and is comprised of a seven-member subset of the full CEDS Committee.



**COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
(CEDS) continued**



Responsibilities of the WPPD CEDS Committee members shall be to:

- Attend 2 – 3 meetings per year to assist with CEDS update.
- Review CEDS and staff recommendations for changes.
- Review recommended list of projects from local governments.
- Review draft CEDS, approve, and make a recommendation to the WPPD Board of Commissioners which will take the final action on document approval in March. (Prior to the 2013 update, this was taken to the Board in May.)



PROJECTS FUNDED THROUGH CEDS



Beaver Creek/Patriot Centre Industrial Park, Henry County

- **Expenditures:**
 - EDA: \$2,577,500
 - Local: \$1,301,200
 - State: \$1,375,000
- **Status:** Funded/Complete
- **About the Facility:**
 - 2,006 acres.
 - Largest contiguous parcel is 50 acres.
 - Node on Mid-Atlantic Broadband Co-op layout.
 - Designated Gigapark
 - Located in a Virginia Enterprise Zone

- **Tenants include:**
 - RTI International Metals (Impending)
 - Nautica Enterprises
 - Monogram Snack Foods
 - ICF International





PROJECTS FUNDED THROUGH CEDS



Rich Creek Corporate Park, Patrick County

- **Expenditures:**
 - EDA: \$820,000
 - Local: \$369,000
 - State: \$284,000
- **Status:** Funded/Complete
- **About the Facility:**
 - 60.6 acres.
 - 33-acre pad site available.
 - Located in a Virginia Enterprise Zone.
 - Designated Gigapark.





PROJECTS FUNDED THROUGH CEDS



Dan River Business Development Center (Business Incubator), Danville

- **Expenditures:**
 - EDA: \$1,00,000
 - City: \$513,250
 - County: \$513,250
 - State: \$300,000
 - RCP: \$100,000
- **Status:** Funded/Complete
- **About the Facility:**
 - As a business incubator, provides resources to new companies to enable success.
 - 30,000 s.f. facility comprised of 6 industrial/research bays and 34 offices.





PROJECTS FUNDED THROUGH CEDS



Cyber Park, Danville

- **Expenditures:**
 - EDA: \$1,500,000
 - Local: \$1,945,233
- **Status:** Funded/Complete
- **About the Facility:**
 - 425 acres.
 - Largest contiguous site is 138 acres.
- **Tenants include:**
 - Institute for Advanced Learning and Research.
 - Regional Center for Applied Technology and Training.
 - Located in a Virginia Enterprise Zone.
 - Designated Gigapark.



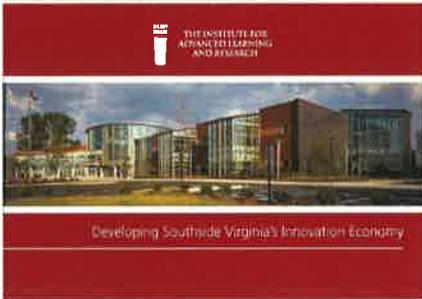


PROJECTS FUNDED THROUGH CEDS



Research Annex at the Institute for Advanced Learning and Research, Danville

- **Expenditures:**
 - EDA: \$3,000,000
 - Local: \$2,000,000
- **Status:** Funded/Complete
- **About the Facility:**
 - Serves as a catalyst for research, advanced learning programs, networking, and community outreach.
 - Designed to attract academic talent and related firms to the region.





PROJECTS FUNDED THROUGH CEDS



Regional Backbone Initiative for Southside Virginia – Mid-Atlantic Broadband Cooperative (MBC)

- **Expenditures:**
 - EDA: \$6,000,000
 - Tobacco Commission: \$6,000,000
- **Status:** Ongoing
- **About the Initiative:**
 - Initiative began in the late 1990s to adapt the region to the “information age” as a result of a restructuring local economy.
 - MBC formed in 2003; over 800 miles of fiber throughout southern Virginia.
 - The initiative has resulted in numerous companies locating in the region and 2,200 jobs being created.




PROJECTS FUNDED THROUGH CEDS


Franklin County Workforce Center, Rocky Mount

- **Expenditures:**
 - EDA: \$1,000,000
 - State: \$2,370,704
 - Local: \$2,173,993
- **Status: Funded/Complete**
- **About the Facility:**
 - 31,000 s.f. facility which provides workforce development services, including job candidate retraining and education.
 - Includes medical training labs, lecture halls, conference rooms, and office space.




PROJECTS FUNDED THROUGH CEDS


Cane Creek Centre, Danville

- **Expenditures:**
 - EDA: \$2,275,030
 - Tobacco Commission: \$426,568
 - Local: \$142,190
- **Status: Funded/In Progress**
- **About the Facility:**
 - 900 acre regional park.
 - Available lots range from 5 to 131 acres.
 - Served by rail and has direct access to U.S. 58.
 - Designated as a GigaPark site.

- **Tenants include:**
 - Swedwood North America
 - Yorktowne Cabinetry
 - U.S. Green Energy Corporation






Looking Forward

Transportation Investments

“The Region needs an efficient transportation system because local firms are competing globally with other firms”

- Proposed Interstate 73 Corridor between the North Carolina state line and Roanoke.
 - Shorter delivery and shipping times.
 - Permanent freight service advantages.
 - Potential for distribution centers in Franklin and Henry Counties.
- Proposed transformation of U.S. 29 to Interstate 785 from Greensboro, N.C. to Danville.
 - Potential to enhance economic development along this corridor.
- The 2035 Rural Long-Range Transportation Plan was developed to address all needs of the transportation system regardless of the anticipated funding availability and will be used to identify transportation funding priorities in the rural areas.
- The Danville Pittsylvania Area Long Range Transportation Plan: Year 2035 was developed to provide....a comprehensive set of transportation improvements that will meet both current and future travel demands, including roadway, transit, rail, air, bicycle, and pedestrian.




Looking Forward

Development Initiatives

- Construction of water and sewer utilities to serve specific areas in the region is a priority.
- Acquire and develop local and regional industrial sites that can compete favorably on a global basis.
- Complete site preparation at existing industrial sites.
- Continue to support development of the region’s fiber optic network.
- Promote an ongoing industrial shell building program.
- Support expansion of existing incubator facilities and satellite facilities as needed.
- Enhance the agricultural sector (including agri-tourism) as a strong component of a diversified economy.



Looking Forward



Workforce Development Initiatives

- Emphasis should be given to reducing drop-out rates.
- Support should be given to community college programs which promote economic and workforce development.
- Support and expand advanced technical training programs.
- Develop and support educator/business partnerships.
- Support and expand regional technology centers.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

2013 Annual Report

West Piedmont Business Development Center



The Institute for Advanced Learning and Research



Rich Creek Corporate Park



The Franklin Center



West Piedmont Economic Development District

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



This project was supported by a grant from the

U.S. Economic Development Administration

This report was prepared by the West Piedmont Planning District Commission, an EDA-designated Economic Development District, under planning investment award 01-83-08898.02 from the Economic Development Administration, US Department of Commerce. The statements, findings, conclusions, and recommendations are those of the authors and do not necessarily reflect the views of the Economic Development Administration, US Department of Commerce.

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Regional Vision: West Piedmont Region

**Comprehensive Economic Development Strategy Priority Projects –
April 1, 2013 – March 31, 2014**

APPENDIX 1:	Map of Industrial Parks in the West Piedmont Economic Development District
APPENDIX 2:	Letters of Support from WPPD Governing Bodies
APPENDIX 3:	Danville-Pittsylvania Metropolitan Planning Organization Transportation Improvement Program

S U M M A R Y

This Annual Report of the West Piedmont Economic Development District's Regional Comprehensive Economic Development Strategy (formerly the Overall Economic Development Program) was prepared using the publications entitled "*Guidelines for Economic Development Districts*" and "*Comprehensive Economic Development Strategies Summary of Requirements*" prepared by the U.S. Department of Commerce, Economic Development Administration. The major sections of the report are summarized below.

Chapter 1, "*Organization and Management*," describes the membership of the CEDS Committee, how it functions, and identifies available staff services.

Chapter 2, "*Report of Past Year's Activities*," describes the economic development activities proposed, initiated, or completed during the past year within each of the localities in Planning District 12, the West Piedmont Planning District. These localities include the Cities of Danville and Martinsville; the Counties of Franklin, Henry, Patrick, and Pittsylvania; and the Town of Rocky Mount.

Chapter 3, "*The District and Its Economy*," summarizes the area's economic situation based on the analysis of relevant data about the Region. In addition to providing background information on the Region and indicators of change, the chapter summarizes the adequacy of transportation and services including water and sewer utilities, housing, education, vocational/job training, libraries, medical facilities, public libraries, public safety, and recreation/culture.

Chapter 4, "*Land Use and Environment*," is a narrative assessment of data gathered in the CEDS process as it relates to land use and environmental issues.

Chapter 5, "*West Piedmont Community Profile*," provides an overview of each of the member jurisdictions in the West Piedmont Planning District/Economic Development District.

Chapter 6, "*Economic Development: Potentials and Constraints*," highlights economic development factors for potentials to generate additional employment and income as well as a focus on constraints to economic development within the Region. A vision for the Region is also included in the document.

Chapter 7, "*Development Strategy*," the link between the front-end analysis of the area's economy and development potentials and the resulting programs, activities, and projects that are the product of the CEDS process. The development strategy encompasses both a set of goals and the resource utilization criteria by which the CEDS Committee identified appropriate development programs, activities, and projects. The development strategy is the multi-year course of action including programs, activities, and projects for the long-term economic development of the area. It is also a short-term implementation plan for the actions set by the CEDS Committee for the next one to two years.

CHAPTER 1

ORGANIZATION AND MANAGEMENT

In accordance with Section 403 of the Public Works and Economic Development Act of 1965 (Public Law 89-136), the Assistant Secretary for Economic Development of the U.S. Department of Commerce, Economic Development Administration, announced the designation of Planning District 12 as an Economic Development District on June 24, 1992. Planning District 12--the West Piedmont Planning District--is comprised of the Cities of Danville and Martinsville; the Counties of Franklin, Henry, Patrick, and Pittsylvania; and the Town of Rocky Mount. Each member jurisdiction has three representatives on the Planning District Commission Board--two elected officials and one appointed citizen representative.

In 2010-11, the West Piedmont Planning District Board of Commissioners, which serves as the Economic Development District's Planning Organization, initiated establishment of a Comprehensive Economic Development Strategy (CEDS) Committee, to meet EDA's guidelines. EDA requires that CEDS committees represent the main economic interests of the region and must include private sector representatives (defined in 13 CFR, Section 300.3, with respect to any for-profit enterprise, as any senior management official or executive holding a key decision making position, or that person's designee) as a majority of its membership. In addition, the Strategy Committee includes public officials, community leaders, representatives of workforce development boards, representatives of institutions of higher education, minority and labor groups, and private individuals.

The CEDS Committee's role in developing this Comprehensive Economic Development Strategy document--formerly the Regional Overall Economic Development Program document--for the Planning District is to provide the initial leadership in promoting and developing economic growth and development program for Franklin, Henry, Patrick, and Pittsylvania Counties, the Cities of Danville and Martinsville, and the Town of Rocky Mount.

The Charter of the West Piedmont Planning District Commission was adopted on March 15, 1970, and amended on March 15, 1973. The West Piedmont Planning District Commission is one of twenty-one planning districts/regional councils within the Commonwealth of Virginia, created as a result of the Virginia Area Development Act of 1968 to promote the orderly and efficient development of the physical, social, and economic elements of the region and of the jurisdictions within its boundaries.

The West Piedmont Planning District Commission prepares an Annual Strategy Statement/Work Program which (a) describes each task to be performed, (b) identifies the staff person to be responsible for completing each task, and (c) establishes a timetable (i.e., through the assignment of manhours) for each work effort. This work program provides the agenda for the West Piedmont Comprehensive Economic Development Strategy Committee.

The West Piedmont Planning District employs a permanent professional staff, which includes a Regional Economic Development Planner. The staff is responsible for collecting and analyzing information on the economy, identifying strategy options, and preparing detailed implementation plans as well as preparation applications invited for submission by the Economic Development Administration. The staff is also responsible for development of performance measures (i.e., program evaluation and implementation activities) for the Economic Development District utilizing EDA's program guidelines.

CEDS Development Process:

The West Piedmont Economic Development District has established a process for annual updates to its CEDS document. In the fall of each year, the Regional Economic Development Planner requests input as needed for various components of the document. The localities and CEDS Committee may then obtain input from other individuals or agencies with regard to sections pertaining to their jurisdiction or the region as a whole. The planning process is ongoing, with development of document updates beginning as soon as it is submitted to EDA each year. The WPPDC staff also begins to work with localities on development of prioritized projects for inclusion in the document in the fall of each year, with the localities being given two to three months for development, review, and local governing body approval of the upcoming year's prioritized project list. After all localities have submitted their project lists, the EDD staff then submits a final regional list to all of the local government administrators for a final review for accuracy. Beginning in 2011, the CEDS committee has played a key role in development and update of this document.

Demographics included in the CEDS document are updated on an ongoing basis as new information becomes available from a variety of agencies including the Census Bureau, the Weldon Cooper Center for Public Service at the University of Virginia, the Virginia Employment Commission, and numerous other state and federal agencies. In past years, following development of the draft CEDS report, the staff distributed copies to WPPD members usually at their April meeting. Beginning with the 2012 Annual Report, the document is also given to the CEDS Committee for review. However, with the 2013 version, the schedule for submission to EDA has been altered from June to March, so the draft document is presented to both the CEDS Committee and the Board of Commissioners in February. This gives both groups a full month to review and communicate with the staff concerning any questions or comments they wish to make prior to final review and approval at the upcoming March (formerly May) meetings. All local government administrators also receive a copy at that time for review. To ensure citizen participation in the planning process, a copy of the CEDS document is made available on the Commission's website at www.wppdc.org. In addition, notice of its availability is advertised in local newspapers across the Region and a press release will be issued for 2013 as well. The 2013 annual report will also be available at the local libraries. Comments received through this process are included in this update.

Following EDD approval, the document is submitted to the Richmond and Philadelphia offices of EDA for approval. Many agencies and organizations across the Region utilize demographics and other information within the report for development of grant applications and reports for the benefit of the Region.

CHAPTER 2

REPORT OF PAST YEAR'S ACTIVITIES

As a result of the serious impacts of job losses, the U.S. Department of Commerce, Economic Development Administration, awarded the Planning District Commission a grant under its Preliminary Title IX Sudden Severe Economic Dislocation Program for development of a Regional Economic Adjustment Strategy. The study, developed by Thomas Point Associates of Annapolis, Maryland, was completed in June 2001. It included an analysis of the Region's economy, a development opportunities analysis, development strategies and action program, and a priority project implementation package. The Strategy, noted above, revealed that the West Piedmont Planning District localities lost approximately 13,000 manufacturing jobs from 1991 through 2000. With these losses, the area's unemployment rates have continued to remain high since 2000.

The following statistics show West Piedmont Planning District localities having the highest monthly unemployment rates in Virginia for the period from 2008 through 2012, with the exception of January 2009.

2012 UE	Franklin County	Henry County	Patrick County	Pittsylvania County	Danville	Martinsville	WPPD	Virginia	United States
Jan	6.4%	10.9%	9.1%	7.8%	10.8%	18.1%*	9.2%	6.0%	8.8%
Feb	6.5%	10.6%	8.8%	7.6%	10.6%	16.2%*	8.9%	6.1%	8.7%
Mar	6.1%	9.9%	8.0%	7.2%	10.0%	15.9%*	8.4%	5.7%	8.4%
Apr	5.5%	9.4%	7.2%	6.8%	10.9%	15.9%*	8.1%	5.4%	7.7%
May	5.8%	9.2%	7.2%	6.7%	10.3%	14.0%*	7.9%	5.5%	7.9%
Jun	6.3%	9.8%	7.8%	7.2%	11.1%	14.3%*	8.5%	6.0%	8.4%
Jul	6.1%	10.4%	7.8%	7.7%	11.4%	16.4%*	8.9%	6.0%	8.6%
Aug	5.8%	10.2%	9.0%	7.3%	10.9%	16.2%*	8.6%	5.8%	8.2%
Sept	5.7%	9.5%	7.3%	6.7%	9.9%	14.7%*	8.0%	5.6%	7.6%
Oct	5.4%	9.2%	7.0%	6.7%	9.3%	14.9%*	7.7%	5.4%	7.5%
Nov	5.3%	9.3%	7.0%	6.7%	9.5%	15.7%*	7.8%	5.3%	7.4%
Dec	5.7%	9.2%	7.6%	6.5%	9.5%	15.2%*	7.8%	5.4%	7.6%

*Highest rate among all Virginia localities/PDCs.

2011 UE	Franklin County	Henry County	Patrick County	Pittsylvania County	Danville	Martinsville	WPPD	Virginia	United States
Jan	8.5%	12.3%	11.2%	9.7%	12.5%	19.0%*	11.0%	6.9%	9.8%
Feb	7.6%	11.7%	10.1%	9.4%	11.4%	17.7%*	10.3%	6.6%	9.5%
Mar	7.0%	11.1%	9.7%	8.8%	11.1%	17.8%*	9.8%	6.3%	9.2%
Apr	6.4%	10.1%	8.8%	7.8%	12.0%	16.7%*	9.2%	5.8%	8.7%
May	6.3%	9.9%	8.5%	7.9%	11.6%	16.9%*	9.1%	5.9%	8.7%
Jun	6.6%	10.7%	8.6%	8.2%	12.0%	17.0%*	9.5%	6.3%	9.3%
Jul	6.3%	10.9%	8.8%	8.2%	12.3%	17.1%*	9.5%	6.2%	9.3%
Aug	6.7%	11.8%	8.9%	8.7%	12.6%	19.1%*	10.1%	6.5%	9.1%
Sept	6.8%	10.9%	9.0%	8.1%	11.7%	16.3%*	9.5%	6.4%	8.8%
Oct	6.5%	10.5%	8.1%	7.8%	10.6%	15.2%*	8.9%	6.0%	8.5%
Nov	6.1%	10.1%	7.9%	7.8%	9.7%	15.4%*	8.6%	5.7%	8.2%
Dec	6.7%	10.4%	8.6%	8.2%	10.0%	16.7%*	9.1%	6.1%	8.3%

*Highest rate among all Virginia localities

2010 UE	Franklin County	Henry County	Patrick County	Pittsylvania County	Danville	Martinsville	WPPD	Virginia	United States
Jan	9.5%	15.5%	12.9%	11.1%	14.8%	21.8%*	13.0%	7.6%	10.6%
Feb	9.8%	16.1%	13.6%	11.6%	15.0%	20.9%*	13.4%	7.8%	10.4%
Mar	9.1%	15.6%	12.9%	11.1%	14.6%	21.9%*	12.9%	7.6%	10.2%
Apr	7.5%	14.2%	11.4%	10.3%	13.6%	21.4%*	11.7%	6.7%	9.5%
May	7.5%	13.8%	11.0%	10.6%	13.4%	19.9%*	11.6%	6.9%	9.3%
Jun	7.6%	13.9%	11.2%	10.8%	13.5%	20.2%*	11.7%	7.1%	9.6%
Jul	7.5%	14.0%	11.2%	10.9%	14.1%	20.6%*	11.8%	7.1%	9.7%
Aug	7.5%	14.0%	11.4%	11.3%	14.0%	20.0%*	11.9%	7.0%	9.5%
Sept	7.2%	13.0%	10.7%	10.1%	12.5%	19.0%*	10.9%	6.5%	9.2%
Oct	7.3%	12.6%	11.3%	9.4%	12.1%	17.6%*	10.6%	6.5%	9.0%
Nov	7.5%	13.1%	11.1%	9.7%	12.3%	18.9%*	10.9%	6.6%	9.3%
Dec	7.6%	12.6%	10.9%	9.3%	12.0%	18.3%*	10.6%	6.4%	9.1%

*Highest rate among all Virginia localities

2009 UE	Franklin County	Henry County	Patrick County	Pittsylvania County	Danville	Martinsville	WPPD	Virginia	United States
Jan	8.6%	13.1%	11.5%	12.1%	16.8%	18.1%	12.6%	6.4%	8.5%
Feb	9.4%	14.6%	13.0%	11.5%	13.7%	20.3%*	12.6%	7.0%	8.9%
Mar	8.5%	14.8%	13.1%	11.2%	13.6%	20.6%*	12.4%	7.0%	9.0%
Apr	7.9%	14.2%	11.9%	11.1%	14.4%	20.0%*	12.2%	6.6%	8.6%
May	8.4%	15.4%	12.7%	11.6%	14.6%	22.0%*	12.9%	7.0%	9.1%
Jun	8.2%	15.3%	11.8%	11.7%	14.4%	21.3%*	12.6%	7.3%	9.7%
Jul	8.4%	15.3%	11.5%	11.6%	14.9%	21.8%*	12.7%	6.9%	9.7%
Aug	7.6%	14.6%	10.2%	11.2%	14.6%	20.8%*	12.1%	6.5%	9.6%
Sept	7.8%	13.4%	9.9%	10.3%	13.0%	20.0%*	11.3%	6.6%	9.5%
Oct	7.7%	13.1%	10.0%	10.2%	12.6%	19.7%*	11.1%	6.3%	9.5%
Nov	7.9%	13.4%	10.6%	10.5%	12.6%	20.0%*	11.4%	6.4%	9.4%
Dec	8.3%	14.1%	11.4%	10.7%	13.5%	20.3%*	11.9%	6.7%	9.7%

*Highest rate among all Virginia localities

2008 UE	Franklin County	Henry County	Patrick County	Pittsylvania County	Danville	Martinsville	WPPD	Virginia	United States
Jan	4.2%	7.5%	5.4%	6.3%	8.4%	10.4%*	6.6%	3.8%	5.4%
Feb	4.3%	8.0%	5.8%	6.4%	8.6%	12.1%*	6.9%	3.8%	5.2%
Mar	4.6%	7.9%	5.9%	6.4%	9.0%	11.6%*	7.0%	3.9%	5.2%
Apr	3.9%	6.4%	5.2%	5.4%	7.6%	10.0%*	5.9%	3.3%	4.8%
May	4.8%	7.5%	5.7%	6.4%	8.0%	10.5%*	6.7%	3.8%	5.2%
Jun	4.7%	7.8%	6.4%	6.7%	8.9%	11.3%*	7.1%	4.2%	5.7%
Jul	5.6%	7.9%	9.0%	7.1%	10.0%	12.1%*	7.8%	4.5%	6.0%
Aug	5.4%	8.2%	7.3%	7.1%	9.8%	12.1%*	7.7%	4.6%	6.1%
Sept	5.2%	8.4%	7.0%	6.8%	8.8%	12.0%*	7.4%	4.2%	6.0%
Oct	5.2%	8.5%	6.8%	8.4%	11.7%	12.7%*	8.4%	4.2%	6.1%
Nov	6.1%	9.6%	8.2%	10.1%	14.4%	14.9%*	9.9%	4.6%	6.5%
Dec	6.9%	11.0%	10.2%	9.9%	13.9%	15.4%*	10.4%	5.2%	7.1%

*Highest rate among all Virginia localities

Source: Virginia Employment Commission. Estimated Labor Force Components—State, MSA's, LMA's, Single Cities and Counties. 2008-2012.

The West Piedmont Regional Economic Adjustment Strategy, developed by Thomas Point Associates of Annapolis, Maryland, also noted that underemployment is a growing concern within the Region. The report stated that the Region is struggling with fewer jobs in relation to total population and a decline in total personal income. Also, the gap between earnings in the Region and statewide increased markedly.

The West Piedmont Region, which has been significantly impacted by the loss of jobs over the past two decades due to plant closures and downsizings particularly in the textile, apparel, and furniture sectors, continues efforts to transform the Region's economy while struggling with the ongoing sluggish national economy and effects of globalization. Over the decade, the Region's localities have continued to invest in infrastructure and programs aimed

at strengthening the economy and improving the quality of life for its citizens. Examples of these investments and programs follow and others are referenced in Chapter 3.

In 2011, the *Southern Virginia Regional Alliance* (SVRA), a marketing partnership between Henry, Patrick, Pittsylvania, and Halifax counties and the cities of Danville and Martinsville, was established. It will be funded over a two-year period with \$200,000 each from the Virginia Tobacco Commission, Virginia Economic Development Partnership, and the participating localities. SVRA does not replace the existing economic development agencies across the Region, but works with them to create a regional marketing plan and promote the Region. The Alliance markets a number of industrial buildings, office buildings or spaces, and other sites. Two mega sites also are marketed: Berry Hill Mega Park in Pittsylvania County and Commonwealth Crossing Business Centre in Henry County. Berry Hill is the largest mega park in Virginia and the fifth largest on the East Coast. The largest pad there is nearly 1,300 acres. Economic development agencies in the West Piedmont Planning District include the Danville Department of Economic Development, Pittsylvania Department of Economic Development, Martinsville-Henry County Economic Development Corporation, Patrick County Economic Development Administration, and the recently developed Rocky Mount Economic Development Authority.

In June 2011, Virginia launched a new program to assist regions in creating and sustaining economic development opportunities through the Building Collaborative Communities program. The program promotes regional economic collaborations in economically distressed areas to stimulate job creation, economic development, and build stronger communities. Services provided by several state agencies are combined in the program to include the Virginia Department of Business Assistance (VDBA), Virginia Tourism Corporation (VTC), Virginia Economic Development Partnership (VEDP), Virginia Department of Housing and Community Development (DHCD), and Virginia Community College System (VCCS). The program is managed through DHCD and continues to provide assistance to further economic development efforts.

According to a recent publication, "*Enterprising States 2011: Recovery and Renewal for the 21st Century*," prepared for the U.S. Chamber of Commerce, Virginia has the highest concentration of high-tech establishments in the country. These high-technology jobs include employment in advanced electronics, computer systems design and related services, communications and Internet services, engineering services, instrumentation and photonics, computer software, and research, design, and testing labs. Employment in the high-tech sector continues to grow while providing high-paying jobs over the last six years. The high-tech employment has a significant spin-off effect, indirectly supporting an estimated 330,000 workers across the Commonwealth in inter-industry suppliers. The economic impact of a strong technology based sector supports jobs in various industries like professional services, administrative support services, telecommunications, and real estate. Within the Region, there has been an increase in high-technology jobs as well. Some are discussed in this chapter.

Industrial Sites/Business Parks

Danville/Pittsylvania County - Over the past year, Pittsylvania County has invested in industrial development, including establishing "pad ready" sites at Ringgold East Industrial Park, the Regional Mega Park, and Brosville Industrial Park. Partnerships with Danville and the County Service Authority in projects with Henry County and Eden, NC, have provided public utilities to the community of Brosville and the Brosville Industrial Park, as well as the Berry Hill Mega Park. Both Pittsylvania County and City of Danville have joined the New River Valley Economic Development Alliance for inclusion in the Alliance's service area of the U.S. Foreign Trade Zone. This designation will improve recruitment potential in the global market and include the mega park and all other industrial parks in the County and City. This year, building permits showed continued growth, with investments in housing, stores, and businesses. Industry has increased with expansions or new investments in Gretna, Ringgold, and Cane Creek. Pittsylvania County helped to improve the workforce and assist RCATT with its expansion by investing in Danville Community College.

Pittsylvania County developed approximately 80 acres for use as the ***Brosville Industrial Park*** in the Brosville area just off U.S. Route 58. In 2011, the County constructed a 6.5-mile, 12-inch water main from Henry County for the purchase of water from the Henry County Public Service Authority to the Pittsylvania County Service Authority. Water is available along Route 58 at the Martinsville City Limits to the Danville City Limits. The U.S. 58 East Interconnector is a water line that brings water from the Philpott Water Plant in Henry County to the Brosville Industrial Park in Pittsylvania County. The line also serves the 1,206-acre parcel purchased by Martinsville and Henry County for development as Phase II of the Patriot Centre and PSA connectors on the eastern part of Henry County. Mid-Atlantic Broadband Cooperative has designated Brosville Industrial Park as a GigaPark site. During 2011, the County received \$1.5 million from the Virginia Tobacco Commission to develop a 40-acre site at the park. In January 2012, the Tobacco Commission approved \$1.5 million for the grading of a 20-acre site at Brosville Industrial Park.

In December 2012, Pittsylvania County announced plans to grade two additional tracts at *Ringgold East Industrial Park* on Barker Road – a 30-acre pad and an 18-acre pad at the park. At a cost of \$1.2 million, this is part of a \$2.7 million project that included the purchase of three small tracts of land, engineering, grading permits, and permits for erosion and sediment control. The Virginia Tobacco Commission is funding \$2.4 million, with the County paying approximately \$275,000. The lots, located across from Yorktown Cabinetry, are part of a 115-acre site that includes Axxor and a home that will be razed. Axxor N.A., LLC, a subsidiary of IKEA, opened operations in 2011 with an investment of \$4.96 million, creating approximately 31 jobs in the 66,000-SF shell building in Ringgold East Industrial Park. The firm manufactures honeycomb materials used in IKEA furniture and other products, and is a supplier of Swedwood, located in nearby Cane Creek Centre.

Gretna Industrial Park, located off U.S. 29 Business, opened in November 2011; infrastructure including the entrance road and sewer and water service are complete. The 150-acre facility is located south of the Town along South Main Street; the Town has begun to market the site. Piedmont BioProducts, LLC, a firm involved with energy refinement, received \$499,000 from the Virginia Tobacco Commission in 2011 to continue research on its demonstration site to convert plant feedstocks into petroleum replacement products; the company seeks to build a commercial refinery on a 13.2-acre site in the Gretna Industrial Park that would be used for biomass storage, the refinery, and office space. The firm will produce renewable petroleum from farm-based crops, potentially providing a boost to agriculture in the area and creating 12 to 15 jobs. The refinery could potentially produce 60,000 gallons of crude a day and may need a railroad spur for transport. Farmers who participate in the project would be members of the Piedmont Producer Agriculture Cooperative. The Virginia Tobacco Commission had provided the company with about \$2.3 million in grants since 2006 and Virginia's Center for Innovative Technology provided \$100,000 for a 6 percent stake in the company. The cost to construct the refinery is an estimated \$10 million, which the company is currently seeking. The company's pilot plant is currently located just south of Gretna on Cotton Patch Road. In January 2013, the Town of Gretna was awarded \$1.3 million from Southside Economic Development (a division of the Virginia Tobacco Commission) to develop the site at the industrial park and to go toward construction of an 80-ft. by 25-ft. building. The company will provide a 10 percent match in funds. In addition, the Tobacco Commission awarded a \$4 million Research and Development grant to Pittsylvania County to purchase equipment for Piedmont BioProducts. The refinery would be a green-energy facility, converting switch grass and timber byproducts to fuel. The product would be used for commercial and industrial boilers, with potential upgrades of the fuel for use in green gasoline and green diesel. The Institute for Advanced Learning and Research (IALR) continues to work with a number of companies in research and development efforts that will help attract biomass facilities to the Region.

In April 2012, a Lynchburg-based business, Virginia Candle Co., announced it would bring its warehousing and distribution operations to the former eToys location in Blairs. About 50 jobs will be provided and that was expected to swell to 150 during the Christmas season. Jobs include packers, pickers, inventory control, assembly workers, and forklift operators. Top selling brands of the company include Ribbonwick and Woodwick candles. The facility is 435,000 square feet, but the company will start out leasing about one-third of the space or 165,000 SF. The move consolidated two distribution facilities in Lynchburg and a light manufacturing facility. The company plans to manufacture packaging for candle fragrances at the Blairs facility that is easily accessible from Lynchburg, with room for growth.

In October 2012, Pittsylvania County began development of 1,000 acres at the Klopman Mills site in Hurt to help attract industry. The County appropriated \$111,650 for a sanitary sewer project at the property, with \$100,000 from the Tobacco Commission and the remaining \$11,650 from the County. The 600-acre Klopman Mills site is located next to Key Industrial Park, but the County is developing nearly 1,000 acres at the site to attract industry. The project will include 4,000 feet of sewer line, with 2,300 feet as eight-inch force main and the remaining 1,700 feet as gravity flow; an upgrade to an existing pump station also will be required. The County originally applied for \$985,000 from VTC in 2010 for the water/sewer project, with \$886,500 from tobacco funds and \$98,500 from the County. However, the County had entered into a contract for engineering and installation of a water line along U.S. 29 Business to the Klopman Mills site at a total project cost of \$400,631, leaving a balance of \$584,368. The additional \$111,650 was required to cover the cost shortage needed to complete the sewer line project. The Town of Hurt will supply the water and sewer and Altavista in neighboring Campbell County provides treatment for Hurt's water and sewer. The property has rail and road access and is a large, well located lot for marketing.

Pittsylvania County and the City of Danville developed the *Cane Creek Centre*, a 900-acre regional industrial park. It is located on U.S. 58 three miles east of the U.S. 29 Bypass (future I-785) in Pittsylvania County in the regional enterprise zone. Two industries have located at this site—Swedwood North America, a manufacturer of wood furniture for IKEA, and Yorktowne Cabinetry. In September 2007, the Cane Creek Parkway—a two-mile, four-lane roadway—opened, connecting U.S. 58 East to the Ringgold East Industrial Park. Cane Creek Centre is in a state designated

Enterprise Zone. Mid-Atlantic Broadband Cooperative has designated Cane Creek Centre as a GigaPark site. In June 2010, ground was broken for site improvements at two tracts at Cane Creek Centre. Site improvements at the 33-acre and 64-acre tracts included grading and construction of sanitary sewer lines and storm sewer lines for Lots 3 and 9. The U.S. Department of Commerce, Economic Development Administration, awarded the Danville-Pittsylvania Regional Industrial Facilities Authority and County of Pittsylvania a \$2,275,030 grant for the project. The grant funds were matched with \$426,568 from the Virginia Tobacco Commission and \$142,190 in local funds. This project was completed in 2011 and is anticipated to generate between \$27 million and \$45 million in private investment and create 500 to 800 jobs. Future plans include grading and site improvements for Lot 10 in the park.

In March 2011, U.S. Green Energy Corporation broke ground to construct a \$30 million facility to produce "construction friendly" solar energy collectors and plans to employ 372 people within three years. In May 2012, the Danville Industrial Development Authority provided U.S. Green Energy Corp. with a \$500,000 loan - which must be paid back in five years with 4 percent interest - in order to finish construction of its 28,000 SF building at Cane Creek Centre. The company spent \$600,000 to grade the site and the completed facility is expected to cost \$1.5 million to \$1.7 million. The Virginia Tobacco Commission provided U.S. Green Energy with \$1.6 million, which enabled the company to move from the research and development phase to the startup phase; the firm also has \$2.5 million in private money and time invested. The company will install solar thermal radiant flooring and plans to install a solar roofing system. The firm opened the new facility in October 2012 and expects to hire hundreds soon. A \$50 million capital investment and expansion would be required in 2013. The jobs have a starting rate of \$12 an hour, but the average hourly wage will be \$19 per hour.

In September 2012, a Chinese furniture assembler, GOK International, announced plans to locate its sales and headquarters office at the Old Belt One building, located in the River District. The manufacturing facility will be in the 40,000-SF shell building in Cane Creek Centre in Ringgold. The company pledged to employ 300 people with an average salary of \$30,000/year within three years of initiating operations, which is expected to be in early 2013. The firm anticipates employing 150 by the end of 2013 and another 150 by the end of 2015. Very few jobs will require technical skills. The company's investments will total \$12.5 million for an assembly and showcase facility at Cane Creek Centre in Ringgold and headquarters in Danville. The Virginia Tobacco Commission provided \$1 million in support of the project. The firm will establish its operations in Danville/Pittsylvania County because of an importation tax on Chinese furniture enacted by the federal government; pre-made parts will be shipped here for final assembly to alleviate those taxes. About a dozen foreign companies have business offices and manufacturing facilities in the Dan River Region. GOK specializes in office, hotel, and institutional furniture.

In April 2012, the rules concerning Cane Creek Centre were changed by the Danville-Pittsylvania County Regional Industrial Facility Authority to allow small properties at the entrance of the facility to be used for businesses other than industrial businesses; previously, all sites were to be used for industrial purposes, but the sites closest to the entrance were deemed too small. Officials noted that something about the property had to change, otherwise those sites would remain empty. The RIFA board approved the proposal and agreed to also continue leasing 100 acres of the megapark to a North Carolina company for another year; the site is currently used for harvesting hay and was leased for \$800.

In November 2004, the Virginia Economic Development Partnership and the Virginia Tobacco Commission began a statewide search for mega sites (1,000+ acres), and subsequently the Berry Hill site was selected. In February 2009, Danville and Pittsylvania County officials unveiled plans for Virginia's first mega park with the announcement of the new 3,528-acre **Berry Hill MegaPark** site located west of Danville between U.S. Route 58 and Berry Hill Road. The mostly undeveloped land is bisected by Berry Hill and Oak Hill Roads, with the Norfolk Southern Railroad crossing part of the site, and lots ranging from 98 acres to nearly 1,300 acres. The site includes 1,800 acres of buildable land and 12 developable lots. The Transco natural gas line and electric lines from the City of Danville also traverse the property. The site is 15 miles from Danville Regional Airport, 52 miles from Piedmont Triad International Airport, 70 miles from the Raleigh-Durham Airport, and 200 miles from the Virginia Port Authority. It could provide employment for a labor pool in a 60-mile radius around the Danville-Pittsylvania County area. Targeted industries include automotive, advanced manufacturing, computer parts, and chemical. The park could attract spinoff industries that would generate six to eight jobs outside the site for every job within the park. The County and City continue to work together to bring infrastructure and other improvements to the site, which is awaiting certification, to attract a major user and its supply chain. Currently, there are only ten other certified mega parks in the Southeast US, half of which are completely sold out. The tract is the largest in Virginia and the fifth largest along the East Coast. In early 2011, the Berry Hill property became a state-designated Enterprise Zone.

The Berry Hill Mega Park project has been estimated to cost \$229 million, but is expected to attract between \$800 million and \$1.2 billion in investment and create 7,000 to 15,000 jobs. The Tobacco Commission awarded a \$2.7 million grant for engineering and right-of-way for a road needed to connect the park directly to U.S. Route 58 and engineering and right-of-way acquisition for natural gas and electric lines for the site. In November 2011, American Electric Power confirmed that it will provide electricity to the site. Water will be supplied by the City of Danville, Henry County, and the City of Eden, NC. Eden has also agreed to provide sewer service for the mega park, funding the project with a \$769,000 Golden Leaf Foundation grant and \$1 million from Eden's water and sewer fund.

The process of wetland permitting, engineering, and design and construction means that the first site at the Berry Hill Mega Park - Lot 4, consisting of 281 acres – may take up to four years to be marketable to business. Grant money totaling \$6.2 million for grading Lot 4 was approved by the Virginia Tobacco Commission in January 2012. However, \$7.9 million is needed to grade the site; the County and City have each pledged \$750,000 toward the grading project that will be done after engineering and permitting of the pad are complete. The Tobacco Commission has, to date, invested about \$24 million in the Mega Park. The park's master plan was to be completed in about a month. Officials have been working with a South Carolina consulting firm to get the park certified as a mega park, which must consist of a minimum of 400 contiguous acres of developable land. The park would be more marketable with smaller sites than with a 1,000 acre site, for example.

According to information reported in July 2012, the permitting process for Berry Hill Mega Park may require another year or more because various agencies, which include the U.S. Army Corps. of Engineers, Historic Preservation, and environmental agencies must approve the project. Paperwork is being submitted on one of three sites and an initiative is to prepare one site for a client as expeditiously as possible.

In October 2012, plans were announced to modify Berry Hill Road (Route 863) to improve access to the site and eventually connect the road from the mega park to the Danville Expressway at a cost of nearly \$1.8 million. The road designation was changed from a secondary (Route 863) to a primary highway (U.S. 311) to assist in eligibility for more state and federal funding for improvements to access the mega park and improve connectivity between Danville and Eden. Additional infrastructure plans for the industrial park call for a request of \$5.5 million from the Tobacco Commission to construct a sewer line from the NC/VA border to the site through a connection with the Eden, NC sewer line that would service five lots at the industrial site. A pump station and gravity sewer also would be needed. These improvements would allow for development, grading, and completion of Lot 4 to be marketed to potential tenants. The mega site is expected to be "shovel-ready" by the end of 2014.

The Danville-Pittsylvania County area also is home to the *Cyber Park*, a 330-acre technology park in an Enterprise Zone, fronting US Route 58 and future Interstate 785. Mid-Atlantic Broadband Cooperative has designated the Cyber Park as a GigaPark site. The Park is anchored by the Institute for Advanced Learning and Research (NASA, Virginia Tech, Averett University, and Danville Community College partnership) and the Regional Center for Applied Technology and Training (R-CATT); it lies immediately adjacent to the Mid-Atlantic Center for Aviation. The Park has state-of-the-art infrastructure for unparalleled reliability including a High Reliability Distribution System (HRDS).

CBN Secure Technologies, located in the Cyber Park, asked the Danville-Pittsylvania Regional Industrial Facility Authority (RIFA) for covenants with RIFA to allow it to expand in June 2012. Expansion plans initially called for building an enclosed loading area for trucks and expanding the parking lot, but no other information was available. In November 2012, RIFA approved conditions of an agreement to provide a \$150,000 grant in exchange for more jobs and added investment by the company. In exchange for the grant, CBN will add 25 fulltime positions by September 2014, expand its operations by 17,000-SF - nearly tripling the current 9,700-SF facility, and purchase specialized equipment. The grant is also contingent on CBN investing at least \$8.2 million in capital investments by September 2015; the \$150,000 will assist in site preparation for the expansion. The agreement will increase the number of jobs provided by the company from 40 to 65 in about two years. The positions must pay at least \$12 an hour. Under the agreement, for each job the company fails to create and maintain during the performance period, CBN must repay \$6,000. The firm plans to complete the expansion by March 2013 and hire more employees by the latter part of 2013.

In June 2012, an award of \$420,000 from the Virginia Tobacco Commission Opportunity Fund was granted to Hybrid Vehicles of Danville to help the company with its start-up costs. The company will create 150 jobs and invest \$1.5 million over the next three years. Many of the jobs are expected to pay \$20 per hour. In July 2012, Hybrid Vehicles of Danville Inc., purchased the Wickes Lumber building at 239 Old Mayfield Road. The property, comprising a 44,000-SF building and five acres, sold for \$348,000. The company announced that it would relocate its headquarters and manufacturing facility in Danville; it initially said it would employ 25 and increase that number to 150 over three years. It now has eight employees, but still plans to fill its goal of 150 positions by 2013. The company plans to produce 300 vehicles to satisfy orders over the next year-and-a-half. Technology will be utilized in the conversion of city and school

buses and delivery and garbage trucks, as well as armored vehicles, to hybrid use. The company is a joint-venture with the Advanced Vehicle Research Center's Cyber Park for research and development. The firm will continue to use the Cyber Park for research and development. Armored vehicles will have a solar-powered cooling system to render the interior temperatures more comfortable; many of the vehicles will be exported overseas.

In nearby Alton, the National Tire Research Center opened its high-tech tire testing facility adjacent to the Virginia International Raceway in late 2012. The \$14 million tire research center is expected to generate \$15 million from testing and research within the first five years. Located 15 miles from Pittsylvania County, the research center will put Southside on the cutting-edge of tire testing and create a sustainable economic impact, generating jobs in the Region. The center will employ 15 or more in 2013 and likely climb to 30 when fully operational.

Other industrial sites in the City include Airside Industrial Park and Riverview Industrial Park. Additional industrial parks in Pittsylvania County include Ringgold East and Ringgold West. The Towns of Gretna and Hurt have industrial parks that are 300 and 100 acres in size, respectively. Mid-Atlantic Broadband Cooperative has designated these industrial sites as GigaPark sites as well.

In January 2012, Nestle announced plans to expand its Danville facility with a \$2.7 million investment that will add 50 full-time positions for the Nestle' Toll House refrigerated cookie dough and Buitoni refrigerated pasta and sauce divisions at the plant in *Airside Industrial Park*. The facility currently employs 633 people. The renovation/expansion effort will involve replacement of one-third of the floor and a sanitation and equipment storage building for cookie dough manufacturing will be added. Nestle' has been in Danville since 1999.

During the summer of 2011, Greensboro-based GSO Aviation, which specializes in the repair and servicing of hydraulic aircraft components, announced that it would relocate to the Airside Industrial Park, adjacent to Danville Regional Airport. The City and the Danville Industrial Development Authority agreed to construct the \$900,000 facility for the firm, which will bring 15 jobs to the area. GSO Aviation opened the new facility in March 2012 under a lease purchase agreement with the Danville Industrial Development Authority (IDA) and plans to work with Danville Community College and RCATT to train employees.

The City also attracted a data center operated by EcomNets, a Herndon-based facility, which announced in 2010 that it would manufacture the Verdio green computer and develop software programs. In April 2012, EcomNets decided to use the 22,000-SF facility as a data center instead, as businesses now demand high quality, low-cost, energy-efficient data storage and management. The company originally announced that it would create 160 jobs over three years and invest \$2 million; now the data center plans to generate 50 jobs over the next two years, but will pay more. An investment up to \$2.5 million will be needed to convert the former EDS building at the Airside Industrial Park to the "first green technology data center." Once EcomNets attracts a larger client, it plans to build an adjacent 50,000-SF facility which would be completed in 2015. The Virginia Tobacco Commission contributed \$500,000 and the Danville Regional Foundation provided \$90,000 to attract the company. The facility is ideal for a data center because it is located at the hub of two sections of the City's utilities grid and has high-speed Internet access via the Danville fiber optic network and the Mid-Atlantic Broadband Cooperative fiber. This will facilitate a very flexible information technology and storage operation; it would be ideal for secure storage for the medical and banking industries. The center also will provide small business cloud services which will include document management, rapid scanning, storage, and high-tech assembly and some manufacturing capacity. The City hopes that EcomNets' presence will help attract other data centers and high-tech jobs to the Region.

Goodyear, which has a presence in Danville, announced in August 2012, that it would hire 1,000 veterans nationwide over the next three years. The initiative is in partnership with the United States Chamber of Commerce Hiring Our Heroes program. The initiative will be part of the Chamber's goal for 500,000 veterans and military spouses to be employed by the end of 2014. In September 2012, Goodyear announced layoffs of 55 employees due to production adjustments; the company currently employs about 2,300 workers.

During 2011, the City of Danville began to explore development of the Coleman property, located in an industrial area near Goodyear and Blue Ridge Fiberboard. The 158-acre site is surrounded by Norfolk Southern rail lines, near a good system of industrial roads, and has water capacity. In addition to grading, the site needs other improvements such as sewer service and electric upgrades. The Danville Industrial Development Authority (IDA) negotiated an option agreement with the Coleman property owners to acquire the site for \$635,182. Preliminary engineering and other studies such as archaeological surveys have been undertaken. After exhaustive archeological research during 2012 for historic artifacts on the property, the report conducted by the Louis Berger Group, Inc., of Richmond, resulted in the conclusion that the crumbling buildings and cemetery are not eligible for inclusion in the National Register of Historic Places. During the survey, no human remains were found. The City continues to seek funding assistance to develop the site that would provide a large tract of land available for industrial use. A joint permit application was

submitted to the U.S. Army Corps of Engineers, the Department of Environmental Quality, Environmental Protection Agency, and the Virginia Marine Resources Committee in December 2012 as the City continues efforts to develop the property.

Martinsville/Henry County - In the fall of 2007, Henry County purchased two large tracts for future development as regional, revenue-sharing industrial park projects in conjunction with the City of Martinsville. A 720-acre site, known as the ***Commonwealth Crossing Business Centre***, is located near the North Carolina line; the other is the 1,206-acre Bryant property near Barrows Mill Road in close proximity to both Clearview Business Park in the City and the Patriot Centre. The Patriot Centre, Bryant property, and Clearview Business Park are all in Enterprise Zones. Mid-Atlantic Broadband Cooperative has designated each park as GigaPark sites.

A master plan has been developed for the Commonwealth Crossing Business Centre which will offer large lots, is approximately 30 miles from Piedmont Triad International Airport and population centers of the Piedmont Triad area of North Carolina, approximately 40 miles from a FedEx hub, and offers rail access. The site also offers four-lane access to the interstate. The industrial park is considered a megasite; megasites create at least 400 jobs and are characterized by at least \$250 million in capital investment. Almost \$27 million has been committed to Commonwealth Crossing Business Centre - \$9.1 million from the Tobacco Commission, \$7 million from Henry County, \$5.8 million from the Harvest Foundation, \$1.9 million from Martinsville, \$1.5 million from the VEDP, \$800,000 from the Small Business Administration, \$500,000 from the Mid-Atlantic Broadband Cooperative, and \$230,000 from the EDC.

In February 2011, the Henry County Board of Supervisors awarded a \$536,390 contract for Phase I engineering services to develop Lots 1 and 2 at the business park. In January 2011, Henry County received two grants to grade two lots, construct roads, and undertake associated work at Commonwealth Crossing. In early 2012, a \$13.7 million bid was awarded by Henry County for grading a 200-acre pad for development at the site, which should have been completed within 18-24 months. However, in July 2012, Henry County received a DEQ permit to begin work on the Commonwealth Crossing Business Centre, but the Army Corps. of Engineers is requesting additional information before they grant a permit, thus delaying the project. The permits are to grade two sites, build roads, and perform other work on the property. Because the Army Corps of Engineers considers work at the park as speculative, the Martinsville-Henry County Economic Development Corp. (EDC) began evaluating alternative plans in August to get the project underway; this would call for grading a smaller site. The EDC reported in October that the community lost 17 prospective companies due to the lack of infrastructure and site development at Commonwealth Crossing; the lost companies represented 8,169 prospective jobs and \$5.88 billion in prospective capital investment. Two of those firms represented automotive industry manufacturing. Officials are now working to complete an alternative analysis requested by the Corps. The park was originally expected to be ready in 2013.

In November 2011, Henry County was awarded a \$2.4 million Virginia Tobacco Commission grant to purchase a one-million gallon water tank and extend a water line by 5,000 feet to advance the development of the Commonwealth Crossing Business Centre. The total cost of the infrastructure is \$2.8 million; Henry County and the Martinsville-Henry County EDC will contribute \$300,000 and \$130,000, respectively. When industry decides to locate to the park, a substation and transmission main lines will also be needed.

The best hope for attracting industries and large businesses is Commonwealth Crossing Business Centre. Site grading began on the 25-acre Lot 2 at Commonwealth Crossing. Compared to other counties in southern and western Virginia, Henry County has the lowest property taxes for both residents and businesses.

In addition to the grant funds cited above for site development, funding was made available earlier for water and sewer infrastructure at Commonwealth Crossing through an \$800,000 earmark through the U.S. Small Business Administration, a \$1.72 million grant from the Virginia Tobacco Commission, \$860,000 from the Harvest Foundation, \$567,600 from Henry County, \$292,400 from the City of Martinsville, and \$140,400 in in-kind services from the Henry County Public Service Authority. Mid-Atlantic Broadband Cooperative has designated Commonwealth Crossing as a GigaPark site and allocated \$500,000 in capital funding to extend its high capacity, open-access fiber optic backbone structure to the site. Construction was completed in early 2011.

A master plan has been completed for the Bryant property, the 1,206-acre site near the Patriot Centre, which will make 12 to 20 lots available. A new water line has been extended through this property which is indirectly related to the EDA-funded Brosville water line project in Pittsylvania County. Sanitary sewer can be extended through the original Patriot Centre and serve the entire new 1,206-acre site.

In September 2009, Henry County and the City of Martinsville dedicated a \$3.2 million 100,000-SF shell building at the ***Patriot Centre at Beaver Creek Industrial Park***. The 101,741-SF facility includes 3,900-SF of office space and is

expandable to more than 195,000-SF. It has a ceiling height of 30 feet and connections to water, sewer, electricity, and natural gas.

In 2010, Lot 4 in the Patriot Centre was certified as a "shovel-ready" food processing site. The 43-acre site (18.2-acre graded pad that can support up to 500,000-SF building) has had over 200 location variables reviewed and evaluated by Ady-Austin. This designation confirms that the property is available for immediate occupancy. The information compiled to receive this award will save companies and consultants months of research to determine if the site is suitable for client's specific needs. Data is available on everything from Phase I environmental information to daily water and sewer capacities.

Appalachian Electric Power completed construction of a \$6 million substation at the Patriot Centre in Henry County in 2007. Needed to help boost available power at the park due to "spikes," or flat spots in electricity, as well as power failures, the substation provides the reliability of smooth service and an alternate source of power in case of an outage. It was necessary to provide enough power to support the 75,000-SF shell building, which was dedicated at the Patriot Centre in September 2007. In January 2008, the shell building became the location for a new facility for RTI International Metals Incorporated, which manufactures titanium for the aerospace industry. The firm invested \$135 million in the plant that currently employs 25 and will generate 150 new jobs in Henry County over the next five years. RTI plans to expand the shell building to 200,000-SF. The company became fully operational in early 2012 and produced its first certified commercial product in October. At full capacity, the forging facility can produce up to 14 million pounds of product annually and expects to deliver titanium for use in all lines for Airbus and EADS, its parent company. RTI's president/CEO reported that due to sequestration that is to take place starting in January 2013, the company is shifting into the medical field and plans to grow its energy-related production.

ICF International, a firm specializing in energy rebates and research surveys, invested \$15 million in Henry County to construct the 90,000+ SF facility on Lot 6 at Patriot Centre, with plans to create 539 jobs within three years. ICF International employs 175 people. The firm received \$2.1 million from the Virginia Tobacco Commission and \$500,000 from the Governor's Opportunity Fund to locate in Henry County. The median annual salary for full-time employees at the firm is \$30,000 and its lease on the facility at Patriot Centre will be 15 years. Applications processing, survey research, and a customer service center are housed in the new facility. State and ICF officials said that Southside Virginia is a great place for high-tech firms to expand because of the good quality of life, support from local and state officials, as well as efforts by schools and higher education institutions to produce a well-trained workforce. The company also said that Martinsville-Henry County has a "terrific business climate," exhibited by low real estate costs, a quality workforce, and the enthusiasm of government officials in helping businesses relocate. The governor said that ICF's success can serve as a blueprint by which other firms can locate in Southside. Total investment into ICF's new facility continues to grow beyond \$15 million, partly because of the need for investing in equipment needed for the operations center. ICF's clients include the military, and sectors comprising energy, disaster recovery, education, and health care, and services it provides to its customers ranges from market research to processing of energy rebates; ICF is not a call center.

Finding workers for some jobs requiring special training has been a challenge, but many jobs have been successfully filled. There are plans to add professional-level positions, such as IT, health care, education, and the environmental. ICF plans to work closely with area colleges in its search for qualified employees. In July 2012, ICF reported that it has been awarded a \$13.5 million contract to support the energy efficiency portfolio of a major U.S. utility and that some of that work would be coming to the Henry County facility.

In November 2011, Henry County initiated plans to grade Lot 2 of Patriot Centre for a site consisting of a 20-acre prepared pad, which has been determined to be the largest marketable site remaining at the facility. The estimated cost of the project is \$950,000; funding for the work includes \$700,000 from the Virginia Tobacco Commission as well as \$125,000 each from Henry County and the Martinsville-Henry County Economic Development Corporation. Grading is complete and the site is currently being marketed. In April 2012, the Martinsville-Henry County EDC reported that the grading of Lot 2 at the Patriot Centre industrial park was attracting the interest of some companies in the area. The activity has brought in prospective clients the EDC has not before worked with.

In January 2013, the City and County agreed to construct a 75,000-SF shell building, which could be doubled in size, on Lot 8 at the Patriot Centre. The construction cost is estimated at \$2,625,000, or \$35 per square foot. Construction is planned to begin in the spring and be completed by the end of 2013.

In August 2012, Commonwealth Laminating & Coating, Inc. announced plans to invest \$5.45 million to expand its Henry County operations and create 60 jobs over the next three years; each job created will pay an average annual salary of at least \$40,000. Of the \$5.45 million, \$3.15 million will be used to purchase the shell building on Lot 10 at Patriot Centre at Beaver Creek Industrial Park; the remainder will be invested in site and building improvements and

upgrades. The shell building comprises 105,801 SF and can be expanded to 195,802 SF; an additional 300 acres are located nearby if the company wishes to expand further. The new jobs announced are in addition to 120 full-time positions at the firm's Patriot Centre facility as of November 2011 and the 40 additional full-time positions which the company promised when it announced in November to invest \$16.5 million to expand its operations and create 40 jobs over two to three years, paying an average wage of \$50,000, when it announced its expansion. The company expects to reach \$100 million in sales, with about half of that overseas. The company's headquarters and all of its manufacturing are done at Patriot Centre. The new site will allow for additional warehouse and office space, as well as create a worldwide master distribution center and a world-class facility for expected future expansions. The Governor's Opportunity Fund presented a grant of \$175,000 to the company and a share of stock in the company. The Tobacco Commission approved \$325,000 and the Virginia Department of Business Assistance will provide funds to assist the company with training and recruitment. The Virginia Jobs Investment Program, a part of the Governor's Opportunity Fund incentive, will total about \$42,000. Other incentives include: an estimated \$100,000 as part of an Enterprise Zone Real Property Improvement Grant; approximately \$176,000 from the Enterprise Zone Job Creation Grant; the locality's donation of \$805,000 in land; a donation of a portion of the purchase price of the facility, valued at \$209,000; and local Enterprise Zone benefits totaling an estimated \$119,480. Henry County will also extend a gas line to the site for a total of about \$105,000 with Tobacco Commission funds saved on Patriot Centre's Lot 2 and an EDC commitment of \$20,000. Virginia competed against Arizona and North Carolina for this project. The company is now the world leader in laminate providers and has made capital investments which boosted its production capacity and enabled it to invest in a dye film line that enhances product quality which made the company more competitive. In addition, the company has continued to expand its international presence.

In addition to the major industrial investments previously described, several additional firms have announced that they will expand or relocate in Henry County. Laminate Technologies (LamTech); Drake Extrusion, Ltd.; GSI Commerce; and The Tile Shop in Axton all announced expansion plans during 2012. Also, The Blue Ridge Aquaculture announced plans to expand its operations.

In February 2012, Henry County announced that Laminate Technologies (LamTech) would open in the former Owens-Corning facility in the *Martinsville Industrial Park* just south of Martinsville. In addition to the \$1 million purchase price of the building, the company plans to invest more than \$2 million to establish the plant that will create 30 jobs beginning in late summer/early fall. The project was secured through a \$50,000 grant from the Governor's Opportunity Fund and \$110,000 in Tobacco Region Opportunity Funds through the Virginia Tobacco Commission. Additionally, rail access and platform construction to unload and transfer products are planned. According to the company, rail access will allow LamTech to expand its markets, which could more than double the plant's capacity and employment in five years. LamTech manufactures customized laminate panels and fabricated components used in the construction of many kitchen cabinets, furniture, and store fixtures. The recent announcement by MasterBrand Cabinets to close may cause some slowdown for LamTech, but the company did not locate in Henry County solely because of MasterBrand Cabinets and has other customers in the Region. The company's CEO stated that the firm produces customized laminated panels and fabricated components for kitchen cabinets, furniture, and store fixtures. He believes furniture manufacturing will return to the area and wants his company to be positioned to take advantage of that.

As a result of expanding its production capacity for the third time in 18 months, Drake Extrusion, which manufactures polypropylene fiber used in the automotive, home furnishings, and carpet industries, announced in April 2012 that it would hire 25 full-time employees and invest \$3 million in new equipment to expand its product lines. The Martinsville-Henry County EDC worked with the Virginia Department of Business Assistance, an agency that provides recruiting and training support via the Virginia Jobs Investment Program, to assist Drake. The company has expanded six times since opening its facility in Henry County in 1995; in 1999, 80,000 square feet were added, and in 2006, an additional 60,000 square feet were added. Drake, which is based in England, has its only plant in the U.S. at the Martinsville Industrial Park. As part of this latest expansion, the Martinsville-Henry County EDC helped Drake receive training funds from the state and property tax relief from the County.

Virginia Tech embarked on an initiative to study the feasibility of shrimp production in Southside Virginia by investing in Blue Ridge Aquaculture, located at Martinsville Industrial Park, to attempt to optimize shrimp production. Announced in September 2012, the Virginia Tobacco Commission awarded just over \$600,000 to Blue Ridge Aquaculture for research pertaining to raising shrimp. The company is the largest indoor producer of tilapia in the world and is also engaged in large-scale shellfish production with Virginia Shrimp Farms. Blue Ridge Aquaculture currently produces 4 million pounds of tilapia annually and wants to ramp up its shrimp production; the U.S. currently consumes 1 billion pounds of shrimp annually and 90 percent of it is imported. As a R & D component, Blue Ridge would receive a match grant totaling \$673,060 from the Virginia Tobacco Commission, which would fund supplies, staff, and equipment. With

the match, the grant would come to \$1.355 million. The operation employs 10 people and would need about 25 at full capacity; staff would range from skilled labor to biologists. Another facility at Martinsville Industrial Park would be needed to achieve the company's goal. Blue Ridge recycles up to 90 percent of its water, where as other operations use it only once. Once past the research phase, the company would like to move to a new location which would better facilitate production and shipping; a total of about \$10 million would be needed for that. The plan is to not only ship to where it does now – New England – but to expand to the West Coast, the Northeast, and eventually to Europe.

In March 2012, GSI Commerce, an e-commerce and interactive marketing company, announced plans to invest \$1.5 million to improve its facility at the **Bowles Industrial Park** and add 61 new jobs. The company has been in the area since 1999 and employs 240 full-timers, and up to 1,000 seasonal and part-time employees. The firm will receive local and state incentives for the expansion. The average annual wage of the jobs will be at least \$24,315 and the jobs are expected to be created by the end of 2014. The expansion will be a new, start-up facility in the industrial park, as GSI's two facilities in the park are full. A \$75,000 grant from the Governor's Opportunity Fund was provided for this expansion and Henry County provided a \$75,000 matching grant to assist with offsetting costs of building improvements. The Virginia Economic Development Partnership will provide funding and services to help support GSI's training and recruitment activities via the Virginia Jobs Investment Program. GSI was selected by Hanover Direct to handle fulfillment, freight, and warehouse management for Company Kids brands and The Company Store. It will utilize a leased 400,000 SF facility in Bowles Industrial Park as part of its expansion efforts. A fulfillment center is different from a distribution center in that it does not ship items in bulk, but rather, individual orders. The impetus to expand its operations in Henry County stems from its contract with Hanover Direct; GSI was also considering Kentucky, due to the presence of a UPS hub there. The new Fed-Ex hub in Greensboro is expected to be a good marketing tool for the Region.

The Tile Shop, a provider of natural stone, ceramic, and porcelain tiles and tiling materials, announced in December 2012 a \$4 million investment to build a new 30,000-SF facility at its current location in the Axton area of Henry County. The new facility will allow the company to manufacture mortar, grout, and sealers and was expected to be complete in January. The location of the new manufacturing facility being housed next to its distribution facility will allow the firm to better serve its retail locations and save in shipping costs when sending orders to the retail stores. The expansion also will support future growth as the company continues to add new retail locations along the East Coast. The Henry County distribution center currently employs 25 persons.

In January 2013, Faneuil, a call center, announced plans for a \$1 million expansion that will create 100 jobs. The company is located in the Clocktower at Commonwealth Centre in Martinsville. The expansion involves the renovation of 12,800 SF and is expected to be complete by the end of January. The firm set up operations in 2010 with a \$2.4 million investment and serves as a virtual "welcome center" for Dominion Virginia Power, just one of Faneuil's clients. The company currently employs approximately 250 full- and part-time positions.

Solutia, Inc., was sold to Eastman Chemical Co. in early 2012 and the nearly \$4.8 billion acquisition supports the company's growth strategy to increase revenues and profit margins by expanding the firm's geographical reach. The sale was not expected to affect the Solutia Performance Films plant in Fieldale. Solutia manufactures materials and specialty chemicals used in the automotive and architectural industries; about 430 people are employed at the Fieldale facility.

In addition, the Ridgeway Clocks property was sold to D.H. Griffin Wrecking Company, Inc. in October 2012. The company purchased the 18.4 acres on Route 902 for only \$200,000; the property was assessed at \$1,548,000. According to County officials, the company plans to demolish all of the buildings except the main office for now. The D.H. Griffin Companies (DHG), a group of privately owned and integrated companies that provide contract demolition, environmental, and site development services, will later decide whether to put the property on the market as an industrial site or seek the County's approval as a location for doing demolition work and recycling. The DHG network employs more than 1,000, has an equipment fleet numbering more than 600 pieces, completes more than \$400 million in project revenue annually, and was listed as the second largest demolition firm in the U.S. in 2007. The corporate office is located in Greensboro, NC, and has additional offices throughout the South and mid-Atlantic states.

While there have been numerous industrial expansions and relocations in Henry County, there also have been some closures. In early 2012, Stanley Furniture announced plans to relocate the remaining 55 office employees to its High Point, NC location. MasterBrand Cabinets, one of the area's ten largest employers, announced in August 2012 that it would close its 173,200-SF facility that sits on 31.5 acres in the Patriot Centre, affecting 335 employees. The Martinsville plant was one of the company's four in the U.S. that manufactured semi-custom cabinetry mainly for remodeling projects. The company hired a firm to assist workers in preparing resumes and find new jobs and is eligible for the Trade Act assistance.

Franklin County/Rocky Mount - In August 2010, Franklin County was awarded a \$997,499 construction contract to develop two sites at the ***Franklin County Commerce Center***. The sites may accommodate more than 250,000-SF of building space. Funding for the site work came from a \$1,270,115 grant from the Virginia Tobacco Commission. Mid-Atlantic Broadband Cooperative has designated the Franklin County Commerce Center as a GigaPark site. In June 2012, McAirlaid's, which manufactures absorbent materials, completed a 75,000 SF expansion to accommodate a new machine which manufactures the absorbent materials. The expansion more than doubled the size of the facility to 145,000 SF. The German-based company, located at the Commerce Center since 2008, employed 40 additional workers with the expansion, for a total of 160. The products the company produces are environmentally-friendly because they dissolve entirely after they are disposed of. The company also produces cigarette filters which are environmentally friendly and dissolve in a matter of weeks after disposal. The expansion enables the company to reduce raw material imports, thereby using materials that are produced in the U.S. and reducing costs.

In the summer of 2010, rail siding to serve the Cox property, a site in the ***Franklin County/Rocky Mount Industrial Park*** got underway. An extension of Weaver Street to serve the park was completed. The total project cost was approximately \$1 million, which included a \$421,000 grant from the Virginia Tobacco Commission, \$334,000 from the Virginia Department of Transportation, and \$100,000 each from the Town of Rocky Mount and Franklin County. The cost for grading could exceed \$2 million; Rocky Mount has applied to the Virginia Tobacco Commission for additional funds to grade the site. After grading has been completed, approximately 28 to 30 acres of pad sites will be ready for industry. The property is near the Route 40 and U.S. 220 interchange. Mid-Atlantic Broadband Cooperative has designated the Franklin County/Rocky Mount Industrial Park as a GigaPark site and it is located in an Enterprise Zone.

In February 2012, a proposal was made by Franklin County for Boones Mill and the County to jointly market the North American site. The site has many amenities except for natural gas. Boones Mill received a grant of \$100,000 from the Virginia Tobacco Commission to renovate the property. The mayor stated that the North American property could help to spur long-term growth in the Town. In March the Boones Mill Town Council voted to approve a bond issue totaling \$1.4 million for site improvements at North American Housing industrial property to attract business and industry to the site. The initiative will involve the renovation and updating of existing structures on the property for multiple uses. The property consists of 170,000 SF under one roof, comprising a manufacturing assembly line building, warehouse and storage space, and rail siding access; water and sewer utilities are available. Ten buildings are on the property. Franklin County suggested a partnership between the County and the Town for business recruitment to the site. Franklin County's Commerce Center has one site remaining. The property is readily accessible to U.S. 220 and Interstate 581 and has a railroad spur on it.

In October 2012, Ply Gem Windows, located in Rocky Mount, announced plans for 200 jobs; 100 have already been added and another 100 will be hired as demand for products dictates. New employees will include coordinators, unit assemblers, value stream leaders, process engineers, technicians, and information technology personnel. The company's \$9.1 million investment is a component of Ply Gem's Enterprise Lean Initiative and includes new equipment, products, and information technology. Franklin County and the Town collaborated to create a "pro-business" environment, which includes ensuring a trained workforce is available. Collaboration between the Town, the County, the Franklin Center, the Virginia Tobacco Commission, Virginia Jobs Investment Program, and Roanoke Valley Regional Partnership will enable the expansion. The company wants to bring its workforce to 1,100 by the end of next year and could be higher; the expansion is expected to be completed by the end of 2014. Ply Gem has eight plants, with its largest in Rocky Mount. It specializes in housing exteriors and manufactures vinyl, vinyl clad, aluminum clad and wood windows, and patio doors for residential and light commercial construction.

For sometime Franklin County has explored the potential extension of a natural gas pipeline from the Clearbrook area of Roanoke County to the Franklin County/Rocky Mount Industrial Park. A pipeline would greatly enhance job recruitment opportunities along the Route 220 corridor as well as a heavy industrial site being developed in Rocky Mount. The project would involve the construction of 90,000-linear feet (17 miles), enabling businesses in the community to consider an alternative fuel source as well as to provide services to new businesses and industries.

In October 2011, Gabriel Services, a manufacturer of church furniture, acquired a building on Tripple Creek Road in Rocky Mount to serve as the company's new facility. The building previously housed Blackwater Door and Window and Sara Lee Knitting/Pluma prior to that. With a \$1 million investment in the facility and equipment, the firm expects to hire a total of 15 new people within three years. In June 2012, the company announced a \$750,000 expansion, creating 25 jobs.

Homestead Creamery, known for its farm-fresh dairy products, announced plans in December 2012 to expand its facilities and introduce a line of cheeses and yogurt as part of a \$1.1 million expansion assisted by a new state grant designed to support Virginia's agricultural industry. The Creamery was the recipient of the first-ever Agriculture and

Forestry Industries Development Fund (AFID) grant in the amount of \$60,000. Established by the Virginia General Assembly in 2012, the new AFID grant program is a new economic development tool designed to help incentivize the creation or expansion of businesses that use Virginia agricultural and forestry products, particularly in rural areas of the state. Funded at \$1 million in each year of the biennium, the AFID is broken into two categories with \$750,000 toward large grants to assist local efforts in expanding current or attracting new agriculture and forestry processing facilities and \$250,000 dedicated to small grants to assist localities in improving local economic development efforts relating to agribusiness. In addition, the expansion is made possible by a \$45,000 grant through the Tobacco Region Opportunity Fund from the Tobacco Commission and a \$30,000 grant by Franklin County. The firm will also receive training assistance from the Virginia Jobs Investment Program. The expansion will create 20 full-time jobs over the next three years. The company was presented the Small Business of the Year Award by Longwood University in October. The award is based on contributions to the community, response to adversity, sustainability and success, innovation, and financial performance. The creamery is eligible to be considered for the Small Business Administration Richmond District Region Small Business of the Year.

In August 2012, ground was broken for a new brewing company, Sunken City Brewing Co., in the vicinity of Westlake Towne Center on Virginia 122. The 8,800-SF facility, at a cost of \$2.3 million, will include a brewery, outdoor beer garden, and tasting room. The company anticipates brewing beer in January and may hire up to 25 people. The brewery is named for the villages that were flooded when Smith Mountain Lake was created in 1963. It plans to brew 1,000 barrels of beer its first year, 2,500 barrels its second year, and 4,600 barrels during its third year; it may eventually produce 35,000 barrels of beer per year. The founder of the brewery owns the trademark to Dam Lager, which will be sold there. Parnell believes the venture will be successful because of the growing demand for craft beers, the low cost of doing business in the Region, and growth in the Smith Mountain Lake area.

Patrick County – Patrick County developed ***Rich Creek Corporate Park***, a 60-acre business park located approximately 1.5 miles east of the Town of Stuart, fronting on U.S. Route 58 and joins State Road 727 on its southeast corner and State Road 694 on the northwest. Mid-Atlantic Broadband Cooperative has designated Rich Creek Corporate Park as a GigaPark site; it is also located in an Enterprise Zone.

In January 2012, EMI Imaging, a firm that enables information to be retrieved from various forms of media, announced a \$750,000 investment that would add 25-35 jobs at its operation in Stuart.

HanesBrands, Inc., a leading apparel company, announced plans in November to invest \$1.6 million, adding 50 jobs. The company will upgrade the plant with new high-speed manufacturing equipment, retaining 215 jobs and adding 50 new positions. Wages and benefits for each employee will total approximately \$30,000 per year. The project will be assisted with \$305,000 in Tobacco Commission funds and the company is eligible to receive state benefits from the Virginia Enterprise Zone Program administered by DHCD. Through the Virginia Jobs Investment Program, funding and services to support the company's recruitment and training activities will be provided.

Special Projects

A number of special projects and activities initiated over the past year or so will greatly enhance the Region's future economic development opportunities in addition to the site development efforts previously discussed. Beyond those outlined in the remainder of this chapter, others are included in Chapter 3 of this document.

In 2004, the ***Mid-Atlantic Broadband Cooperative*** created a plan to build over 700 miles of new fiber optic infrastructure, deploy the latest optical network equipment, and own the facilities and infrastructure that would be used for this project. The project started with \$6 million in grant funding from the US Department of Commerce EDA along with a matching \$6 million from the Virginia Tobacco Commission (VTC) to build the first 300 miles of network infrastructure in the Region. The VTC provided an additional grant funding which helped MBC extend the network to all 20 counties and over 60 business, technology, and industrial parks. Completion of the Mid-Atlantic Broadband Cooperative's (MBC) fiber optic backbone network within the Region took place in 2006. Today, MBC is comprised of more than 800 miles of fiber-optic line across southern Virginia. MBC is an independent non-profit entity, formed under the laws of the Commonwealth of Virginia, with headquarters at the Virginia Tobacco Commission offices in Richmond; it has a Network Operations Center at Riverstone Technology Park in South Boston.

MBC is an established wholesaler of broadband services, providing the infrastructure necessary to attract businesses to rural Virginia by meeting the high-bandwidth optical transport demands of major telecom carriers and service providers needing access to new data centers in Southside Virginia. Businesses and residents throughout Virginia are benefiting from MBC's success. Because of their access to the state-of-the-art connectivity and marketing initiative, the Virginia business and technology parks in the MBC network have been designated as "GigaParks." This brings more businesses to the Southside Virginia Region; advanced fiber-optic transport capacity with a Layer 1,400 gigabit-

per-second backbone network provides businesses with direct connections to key Internet peering points in Northern Virginia and the Southeast. These GigaParks, all located in Virginia, were named "The Best State for Business" by Forbes.com four years in a row. GigaParks offer lower power and bandwidth costs, lower costs per square foot, and the availability of a skilled workforce. GigaParks share many common benefits such as a high level of network redundancy and a robust power infrastructure. More information on "GigaParks" can be found at www.gigapark-va.com.

The network grew from 600 miles of fiber in 2006 to over 1,500 miles today, and expects to have nearly \$100 million in assets by the end of 2012. MBC received \$73.4 million in grants as of December 31, 2011, with \$48.3 million of that from the Virginia Tobacco Commission; by the end of 2012, grant funding was expected to reach over \$90 million. Broadband access helped attract \$916 million in private sector capital investment; private investment in the footprint of MBC increased to more than \$322 million, accounting for the creation of over 1,800 jobs in 2011. Hopes are for MBC to attract a total of \$2.5 billion in investment and 2,500 jobs in the space of one to five years. In 2007, MBC became sustainable, with a positive cash flow, this year at \$900,000. MBC is planning a direct connection between New York City and Atlanta via LIT Networks and plans to expand to Hampton Roads as a result of federal money, as well as an Old Dominion University partnership.

MBC reported that a high-speed, fiber-optic network has increased economic development in southern Virginia by attracting new companies and fostering competition among Internet providers, thereby lowering costs. Because of the network's presence, more than 2,200 jobs and \$300 million in investments were generated. The Martinsville-Henry County EDC credits the network for ICF's presence. MBC has connected all Henry County schools to Broadband and about 85 percent of the County is currently connected. Martinsville has its own system, MINet. Additional details about MBC can be found at www.mbc-va.com. Further information on technology infrastructure projects of localities across the Region can be found in Chapter 3.

Two facilities in the Danville area provide a great potential for promoting and enhancing economic development opportunities in the Southside Virginia area. These are the *Institute for Advanced Learning and Research* (IALR) and the *Regional Center for Applied Technology and Training* (RCATT) operated by Danville Community College. The Institute for Advanced Learning and Research, launched in fall 2000, represents collaboration among the City of Danville, Pittsylvania County, the Future of the Piedmont Foundation, Averett University, Danville Community College, and Virginia Tech. Construction of a \$15 million facility was completed in late 2003 at the Cyber Park in Danville. A 35,000-SF research addition, funded through \$5 million from the Tobacco Commission and Economic Development Administration, was constructed in 2010. The Institute serves as a catalyst for economic and community transformation through developing the technologies, human infrastructure and capital necessary to participate in the innovation economy. Located near the Institute for Advanced Learning & Research at the Cyber Park, RCATT provides specialized and/or customized technology training to meet the demands of existing manufacturing employers and develop a critical mass of a highly-skilled workforce. The leadership of Danville Community College, the transfer application of the Center for Innovative Technology's cutting edge technology, and the technical assistance of the Genedge Alliance, formerly Virginia's Philpott Manufacturing Extension Partnership, link the facility with real time practical manufacturing applications in Southside Virginia. The IALR and RCATT are discussed further in the Vocational/Job Training Section of Chapter 3 of this document. Detailed information on the Institute can be found at www.ialr.org.

In October 2010, ground was broken on an addition to house a Sustainable Energy Center (SENTEC) on the Institute for Advanced Learning and Research campus adjacent to the Charles R. Hawkins Research Center. The facility builds upon the Institute for Sustainable and Renewable Resources' research to use components in bio-based fuels. It includes 25,000-SF of research laboratories, research support laboratories, graduate student research spaces, and faculty offices. Innovative components of the facility include solar panels, vegetated roof, rainwater cistern, recycled building components, energy-saving lights and HVAC systems, bio-based floor tile and cork flooring, native drought-tolerant landscaping. LEED Gold Certification is anticipated. The Virginia Tobacco Commission (VTC) provided \$8 million toward construction and development of the Center. In June 2011, the VTC awarded SENTEC an additional \$5 million for research and development of renewable energy. The center is ready to lead with regard to inventions, start-up companies, and marketable research in Southside and will serve as a catalyst for the establishment of a bio-based industry that involves the agricultural community as partners and biomass suppliers. The project is one component of the Governor's vision for Virginia to become the "energy capital of the East Coast."

In January 2012, the Tobacco Commission also awarded the IALR almost \$2 million for two research partnerships:

- about \$1.4 million to create chemicals from potatoes, which can be used to help manufacture medications as part of a partnership with ProteiosBio, which is a Charlottesville firm. ProteiosBio expects to employ up to 100 people in Southside within five years;
- over \$520,000 to help develop *Arundo donax* (giant reed), which could be a bio-renewable crop for the Region.

Up to three research technicians would be an immediate impact. The Tobacco Commission also approved \$2.7 million for Tyton BioSciences, a new firm located at Dan River Business Development Center. Tyton would further develop tobacco plants which could be utilized to produce biodiesel or ethanol and would bring up to five scientists to the Dan River Business Development Center.

The new demonstration facility, completed by Virdia, is tweaking its process for creating renewable chemicals or plastics, biofuels, and nutritional products from extracted plant sugars. Virdia envisions a new economy built upon grown renewable resources rather than fossil fuels. The company employs 34 research chemists, engineers, and other staff at its Danville facility and may reach 50 in the coming year as the company plans to build its first industrial-scale facility. No site has yet been selected.

DanChem Technologies, a specialty chemical products manufacturer working with polymers used in plastics, coatings, or other products, began collaborating with two start-up companies in 2011 that are using plant-based chemicals. The company foresees plastics moving away from petroleum and more toward biorenewable products. According to IALR, biochemicals and bioplastics are part of the growing biorenewable industry. The bio-economy, which includes transportation fuels, power generation, and consumer products, is an opportunity for rural economic development to utilize the abundant agricultural products within the Region.

In April 2012, DanChem Technologies, Inc. (DTI), announced plans to manufacture plant-sugar based chemicals for Rivertop Renewables, a Montana-based start-up in DTI's pilot facility. Rivertop Renewables can then make bio-based products used for commercial contracts for bio-based corrosion inhibitors which protect transportation or industrial infrastructure components and automatic dishwasher detergents, replacing more harmful chemicals traditionally used. Bio-based products are derived from corn starch, wood, or biomass. Last year, DTI began constructing its 5,000-SF "Advanced Technology Center" pilot manufacturing facility on its 55-acre campus, which opened in late October. The new facility has three suites that enable the company to create additional small and mid-size batches of product, as well as keep its customers' secrets. According to company officials, the center allows the company to produce custom chemicals for private customers quicker and serves as a "bridge from laboratory to full-scale compound production." Infrastructure investment is a vision of parent company Ensign-Bickford Industries, which acquired DanChem in 2008. The facility will be staffed by the current 110 positions, but more may be added to office space, production areas, and labs, as demand dictates.

Additionally, biomass is being viewed as a profitable initiative for local growers. During 2011, IALR received \$521,298 from the Virginia Tobacco Commission for energy research on behalf of Chemtex International, Inc., a U.S. subsidiary of the Italian company Grupo Mossi & Ghisolfi. Chemtex International has been developing a technology known as Proesa, which is a lingo-cellulosic bio-ethanol technology. Sugars can be a replacement for "petroleum building blocks" in chemical manufacturing, and can be fermented to make ethanol; the waste from the by-products can be burned to generate electricity. IALR would like to have a facility in the Dan River Region, which renders sugars into useful products and the agriculture industry would be instrumental in producing biomass. The Institute for Advanced Learning and Research recently introduced a Plant Propagation Center, where scientists will develop enhanced plants; the project could put area farmers at the forefront of agricultural flower production.

The *Southside Business Technology Center* (SBTC) was created in partnership with Virginia Tech in 2005 and has offices located in Martinsville and Danville. The purpose of the Center is to serve as a management consulting, educational, and research resource for businesses. In 2012, the SBTC became "The Launch Place" and helps entrepreneurs enhance their knowledge of business management through the development of high-quality business plans, individual consultations, and seminars tailored to specific client needs. SBTC services are available to any individual, company, and non-profit organization seeking tangible business assistance. Consulting services are provided by SBTC staff consultants and business analysts along with the faculty and student interns of Virginia Tech, Averett University, Patrick Henry Community College, Ferrum College, and other surrounding colleges and universities. When special requirements arise, the SBTC has the ability to hire outside consultants with subject matter expertise. Areas of assistance provided by the Center include but are not limited to: business plan and proposal development, competitor analysis, market research and analysis, financial modeling including industry analysis and feasibility studies, business startup procedures, and legal/business information.

In July 2012, the SBTC received an \$85,000 Rural Business Enterprise Grant from the U.S. Department of Agriculture (USDA) to provide management consultant services to rural Southside Virginia businesses. The grant will allow the SBTC to maintain and further expand business consulting services to private businesses that will employ 50 or fewer new employees and have less than \$1 million in projected gross revenues. The Rural Business Enterprise Grant program provides funding for rural projects that finance and facilitate development of small and emerging rural businesses to help fund distance learning networks and employment-related adult education programs. The grants many fund a broad variety of activities to assist with business development. The SBTC continues to pursue resources and opportunities to expand its management and business consulting services to advance economic growth in the Southside Region. Additional information about SBTC can be found at www.southsidebtc.org; the future site will be TheLaunchPlace.org.

In October 2010, \$1 million in grant funding was made available by the Virginia Tobacco Commission and the National Institute of Standards and Technology Manufacturing Extension Partnership (NIST-MEP) for Virginia companies for activities related to innovation and new growth initiatives. Eligible companies must be located in Virginia's Southside and Southwest tobacco-dependent regions and operate in any manufacturing industry or specific scientific, technical or research-related industry. Grants are administered with service delivery through *Genedge Alliance*, formerly Virginia's Philpott Manufacturing Extension Partnership, re-located from the Patrick Henry Community College Martinsville campus to Uptown Martinsville in 2012. Genedge Alliance helps industries compete and operates as the nonprofit Manufacturing Extension Partnership for Virginia. The funding assists companies in succeeding and growing by using specialized evaluation tools, product development processes, improved marketing, and executive growth coaching available exclusively through NIST-MEP. The Tobacco Commission and NIST-MEP will match company investments for qualifying activities. Genedge Alliance is part of a nationwide network of partnerships under the National Institute of Standards and Technology and U.S. Department of Commerce. Since 2000, Genedge has reported more than \$2 billion in quantified economic impact for companies. Its affiliates include the Manufacturing Technology Center in Wytheville and Old Dominion University Business Gateway in Norfolk.

In March 2012, the Danville Regional Foundation (DRF) approved \$100,000 to Genedge Alliance, in partnership with the Southside Business Technology Center, to co-fund the E3 (Economy, Energy, and Environment.) Pilot Project Implementation program in Danville and Pittsylvania County, a federal initiative which is a model of collaboration between manufacturers, utilities, local economic development entities, and federal resources. The goal of the initiative is to enable economic growth in the local area by working efficiently with manufacturing businesses which can provide technical assessment, training, and various other services. The Virginia Tobacco Commission committed \$250,000 to launch the E3 Initiative. The award will allow for manufacturers to participate in the E3 pilot program and to fund technical assessments that can result in implementing strategies that are energy and environmentally-friendly in local manufacturing businesses, saving energy and production costs. Genedge is coordinating the program locally and federal partners include the Department of Agriculture, Department of Energy, Department of Commerce, Environmental Protection Agency, Department of Labor, and the Small Business Association. The E3 agenda helps to boost local economies by achieving sustainability while improving the productivity, energy use (carbon footprint), and environmental performance of manufacturing operations. Further information regarding the E3 Initiative can be found at <http://www.e3.gov/>.

In 2004, the Harvest Foundation set out to make a substantial and significant change in educational opportunities within the Region when it issued a \$50 million challenge grant to the Commonwealth of Virginia towards the establishment of a state-supported, baccalaureate-level college in Martinsville and Henry County. Since that time, much hard work has taken place to make this vision a reality and on September 22, 2006, the *New College Institute* (NCI) opened in the renovated space at the former Shumate & Jessie building in Uptown Martinsville. The College held its first graduation ceremony in December 2007 with 32 students participating. NCI is a state-funded school that provides local access to third- and fourth-year courses needed to obtain various degrees offered by colleges and universities across Virginia. The New College Institute is discussed in more detail in the Education Section of Chapter 3. For additional information and a listing of programs offered, refer to www.newcollegeinstitute.org.

In April 2012, New College Institute (NCI) announced plans to construct a \$10 to \$15 million, three-story building that would provide space for academic programs and community activities at the Baldwin Block in Uptown Martinsville. In November, ground was broken for the 50,000-SF facility that will include a 10,000-SF Grand Hall, with a seating capacity of up to 450 persons. The hall will be used for activities such as banquets, public lectures, and other functions including possible musical performances. The building design provides for academic programs and technology that align with regional and statewide career opportunities in advanced manufacturing, technology, and health care. NCI will work with universities, industries, and the Commonwealth Center for Advanced Manufacturing (CCAM) in Prince George County to determine what programs should be offered in the future to make the area competitive in recruiting

new jobs and investment. The facility will include two high bays with 30-40 foot ceilings to accommodate technology for high-tech industrial processes, space for up to 17 academic learning spaces, highly flexible spaces to promote communication and collaborative skills, and computers and other modern learning technology. The construction is estimated to take 30 to 36 months to complete. Funding assistance includes \$8 million from the Harvest Foundation and \$5 million from the Virginia Tobacco Commission; other potential funding sources may be the Appalachian Regional Commission and the Economic Development Administration. In conjunction with the City of Martinsville, NCI is working with staff at the Virginia Department of Housing and Community Development for a potential Community Development Block Grant to assist the City with costs of utility upgrades at the site. In anticipation of improved workforce skills and local business and industry recruiting efforts, the Martinsville-Henry County Economic Development Corporation will be housed in the facility.

In July 2012, plans advanced for a medical school in Uptown Martinsville after a building located at 62 Fayette Street, diagonally adjacent to the William O. Baldwin Block, was provided. The Integrative Centers for Science and Medicine (ICSM) would renovate the 22,000-SF building to establish the first LEED Platinum-Certified medical school in the state. The medical college would be one of ICSM's five centers, known as College of Henricopolis School of Medicine. The facility would be designed in sections for education, clinical service, and research. The vision is for the building to be a start-up site for a larger Uptown medical school campus. Renovations are estimated at \$750,000 and would include exterior restoration and remodeling, an auditorium, classrooms, offices, and labs. Cooperation with local developers, fostering economic development, as well as a small grant for façade improvements in the Uptown area will contribute to the renovations.

In September 2012, State Senator Bill Stanley announced the beginning stages of an effort to locate an inland port in the Henry County/Martinsville area. An inland port would involve items being shipped by rail from Virginia Beach, where it would be compiled in a central location and shipped nationwide via truck and rail. It is estimated that such a facility could employ hundreds or thousands. If an inland port is built in the Martinsville area, it could expedite development of Interstate 73.

The ***Franklin Center for Advanced Learning and Enterprise*** opened in the center of the Town of Rocky Mount's Business District along Claiborne Avenue and Randolph Street in August 2007. This workforce development center is managed by the Franklin County Workforce Development Consortium--a partnership offering employment, training, and educational services to employers and citizens of Franklin County. It consists of thirteen partners representing local governments, educational institutions, and community-based agencies committed to a stronger community that is competitive in the global marketplace. The \$6 million facility was funded in part by Franklin County, the Virginia Tobacco Indemnification and Community Revitalization Commission, the Virginia Department of Housing and Community Development, the U.S. Department of Commerce's Economic Development Administration, the Carilion Foundation, and local businesses and industries. The 31,000-SF Center offers technologically advanced training, degreed and non-degreed programs, next generation computer and media classrooms, corporate and distance learning, life science laboratories, and business conference facilities. In May 2010, an office for Virginia's first Deputy Secretary of Commerce and Trade for Rural Economic Development opened at the Franklin Center. Additional information on the Center is available at www.thefranklincenter.org as well as in the Vocational/Job Training Section of Chapter 3 of this document.

The Franklin Center also serves as one of two satellite locations for the ***West Piedmont Business Development Center*** (WPBDC) in Martinsville. The second satellite location, which also opened in 2007, is located at the Patrick County Community Center (the Stuart campus of Patrick Henry Community College) in Stuart. Headquartered in Uptown Martinsville, WPBDC is one of two small business incubators in the West Piedmont Region. The Center can house 10 to 20 new businesses in the 23,500-SF building. Flexible office suites range from 100-SF to 2,000-SF. The ***Dan River Business Development Center*** (DRBDC), the other regional incubator, is located at the Ringgold East Industrial Park in Pittsylvania County. It is housed in a 30,000-SF facility comprised of 6 industrial/research bays and 34 offices.

Danville Community College (DCC) has created a paradigm to merge job growth with education, with the dedication of its new Barkhouser Free Enterprise Center. The Center will promote entrepreneurship and enterprise opportunities for college students and for the Region. Services provided include planning workshops and programs to help people and businesses be successful, offering assistance to people looking to start their own business by providing information on stipends, internships, etc. One of the goals of the new facility is to merge the school's resources with economic developments in the region. In addition, the Danville office of the Longwood Small Business Development Center relocated to Danville Community College campus in August 2011, utilizing office space in the recently dedicated Barkhouser Free Enterprise Center.

A new group, the *Virginia Polymer Coalition*, formed in early August 2012 to create a network to promote new industry and innovation in Southern Virginia. A broad base of polymer manufacturers, innovative and sustainable conversion technology firms, and research and development firms will comprise the coalition. An analysis by the Southside Business Technology Center revealed that 33 target companies in the Region – encompassing Franklin, Henry, Patrick, Pittsylvania, Halifax, and Mecklenburg counties and the cities of Danville and Martinsville - are involved with plastics manufacturing. A number of these companies indicated interest in a collaboration to address operating challenges including management of raw material and energy costs and finding a skilled workforce. They are also trying to identify more effective methods pertaining to materials analysis, product testing, and waste recycling. The coalition hopes to create a regional polymer/plastic initiative which would support the industry cluster to enable it to become more sustainable and competitive. Research and development capacity will be built by the Institute for Advanced Learning and Research to assist the consortium of industries, as well as the Region's green economy. Additional partners include the Virginia Economic Development Partnership and Virginia Tech's Office of Economic Development. The coalition plans to meet quarterly and will support the establishment of a regional polymer/plastic initiative.

The Dan River Region Collaborative, which serves Pittsylvania, Halifax, Henry, and Patrick counties, and the cities of Danville and Martinsville, received a grant totaling \$32,352 to support manufacturing in the Dan River Region in June 2012. The National Fund for Workforce Solutions, as well as Boeing Co., are supporting the project which will provide on-the-job training opportunities for new hires in the manufacturing field. Training is needed because manufacturing has evolved to demand that workers use computers, more mathematical skills than before, and a team-centered approach. Many skills are taught through local colleges, but more specific knowledge may be required by a firm once the employee is hired. The *Advanced Manufacturing Partnership* was formed by the collaborative in September 2011 to address the changing workforce needs in the Region; 19 companies participate in the partnership. Through the grant opportunity, two companies partnered with the collaborative. Amthor International, which manufactures truck-mounted tanks, is looking to recruit and train 30–40 employees for production manufacturing and assembly; the company, located in Gretna, employs 74 people. Intertape Polymer Group (IPG), which manufactures specialized polyolefin plastic and paper-based packaging products and complementary packaging systems for industrial and retail use, would like to hire several plant assistants who would ensure that quality and quantity of product are sufficient; IPG employs 283 in Danville. If the two companies cannot employ the expected number of entry-level individuals in the time allotted, other additional employees will be identified by the collaborative. Key funding partners of the collaborative include the Harvest Foundation, The Community Foundation of the Dan River Region, The Danville Regional Foundation, J.T.-Minnie Maude Charitable Trust, and the Virginia Tobacco Commission.

During 2012, the Dan River Regional Collaborative began an alliance with the Virginia Manufacturers Association's *"Dream It. Do It. Virginia"* campaign to target young people, promoting manufacturing as a career. The campaign includes video segments and marketing materials intended for schools regarding products manufactured in southern Virginia, a search for manufacturers that are willing to hold summer camp sessions, and opportunities to work with manufacturers and school officials to ensure that high schools are teaching the skills that manufacturers need. The project director sees more opportunities for additional cross-training, the need for "stackable credentials, and opportunities to collaborate with employers to create internships and similar learning prospectives. Companies are increasingly adopting advanced manufacturing techniques, requiring the use of technology and innovation. Many manufacturers are unable to employ workers with required skill sets; education must play a role to address the issue.

The Dan River Region Collaborative was selected in August 2012 to represent Virginia as a regional pilot in the national *ACT Certified Work Ready Communities Academy*. The Dan River Region is the first area among seven states accepted to participate in the 12-month academy. Membership in the academy will help the Region be a national leader in developing local workforce skills necessary to meet current employer demands and to attract businesses to the Region. The Certified Work Ready Communities initiative, directed by the ACT National Career Readiness Certificate (NCRC), helps individuals pursue certification of their measurable skills to predict work readiness and job performance. The certificate assesses skills in three foundation areas: locating information, reading for information, and applied mathematics; the "plus" version will assess soft skills such as problem solving ability and work ethics. According to the Collaborative, this effort to certify foundational skills and offer training to fill identified gaps will assist in job placement efforts, resulting in a higher tax base for the Region.

The academy provides regional and state leaders the opportunity to collaborate with other state leaders on workforce development strategies. The Region's Certified Work Ready Community team includes members from the Southern Virginia Regional Alliance, the West Piedmont Workforce Investment Board, the Danville-Pittsylvania County Chamber of Commerce, the Virginia Community College System, and Workforce Development of the Virginia Manufacturers

Association. The team, in partnership with the Region's three community colleges – Danville, Patrick Henry, and Southside – has secured a Tomorrow's Workforce Now grant which will provide 400 assessments. Twenty-two regional employers have signed on to participate in pilot-testing the NCRC Plus assessment to determine value and their level of commitment in using the assessment for skill validation. Participation in the academy will put the Dan River Region on the forefront of transforming the local economy and give the Region a competitive edge in workforce skills, certification, and training.

Retail/Commercial Activity

During 2012, a flurry of retail and commercial activities took place in the Region. The following are some of the events related to retail:

In early 2012, the Harvest Foundation announced plans to provide \$249,227 over three years for a Shop Local Initiative for Henry County and Martinsville to retain some of the money spent in other localities for goods and services. More than \$49 million is spent each year by local residents outside the community. A joint effort between Martinsville Uptown Revitalization Association, the Martinsville-Henry County EDC, and the Martinsville-Henry County Chamber of Commerce, this involved surveying 1,000 individuals and 210 businesses to determine what items and services they purchase. With the information gathered from the surveys, the Martinsville-Henry County EDC plans to develop two business plans each year for three years for six different kinds of businesses which have the greatest likelihood of success. An entrepreneur would then personalize the business plan and sell a desired product in the area. A second component of the initiative is the development of a website - shoplocalmhc.com - which is expected to go online in March 2013.

Hull Storey Gibson, which purchased the Martinsville *Liberty Fair Mall* in May 2012 for \$15 million, announced plans in September to transform the 434,000 square-foot facility into a "modern, successful retail complex." Gibson would like to bring new concepts for stores which would be based on new products and shopping concepts which would occur in the future. Continuous investment in such a facility is needed for a small market. Some businesses in the mall may have to eventually leave to make room for national and regional companies, which would bring higher rents. Gibson expects the mall to be a "fabulous property" in five years, attracting more patrons than it does now. It plans to upgrade the *Piedmont Mall* in Danville, which it also owns, next year. The firm, whose expertise is in stagnant properties, owns 17 other malls in a number of states. Gibson and his associates have about 75 years of experience between them, and they are committed to retail businesses in small Southern communities.

In September 2012, Sears in Liberty Fair Mall announced that it would close, by the end of the year, due to an inability to agree on lease terms with the mall's owner, Hull Storey Gibson Companies LLC. As one of the mall's anchor stores, sales figures at Sears were reportedly good. After the store's departure, Gibson will evaluate and improve the property's layout to attract new tenants and more effectively serve the community.

The Chick-fil-A restaurant is also moving from its current location in Liberty Fair Mall to a new location on Liberty Street in Martinsville. The restaurant will hire an additional 60 employees when the new 4,200-SF building opens in January 2013.

In 2012, plans were announced for three Dollar General stores to locate in the Martinsville-Henry County area - one at the intersection of Fairystone Highway and T.B. Stanley Highway in Stanleytown, one along U.S.58 in the Horsepasture area of western Henry County, and one on Spruce Street in Martinsville. The Stanleytown site was formerly operated by Stanley furniture and used as a lumber yard; the store would be 9,100 square feet. The store in Martinsville has been constructed and opened in January 2013. That store is also 9,100 square feet and will bring the City an estimated \$22,000 annually in tax revenue.

In June 2012, Northwest True Value Hardware announced an investment of \$1.5 million to build a hardware store in Ridgeway, creating the equivalent of 12 full-time jobs. The 20,000 square-foot building, expected to open in early 2013, will be located at the intersection of Main Street and U.S. 220.

Announced in May 2012, two full-service Walgreens stores with drive-through pharmacies will open in Danville – a 14,820-SF store at Central Boulevard and Stokes Street, to open during this winter, and a 14,368-SF store at Piney Forest Road and Franklin Turnpike, to be opened in early 2013. Last year Walgreens purchased Commonwealth Pharmacy and Professional Pharmacy and both will transfer to full-service Walgreens stores. In addition, the Coleman Market area continues to develop with Burke's Outlet opening in October of 2012.

A new retail store that sells beer- and wine-making supplies, Virginia Caps and Corks, opened on Westover Drive in Danville during 2012. The establishment caters to the home brew enthusiast and also carries non-alcohol food items that are no longer available in major stores.

In Gretna, investments include an Edward R. Jones office, El Cazador Restaurant, CompFix computer repair service, and an upscale restaurant named J.T.'s at the Lavalette. Family Healthcare Center-Gretna plans to replace its facility on Main Street. Clothing store Arlene's Closet, Dollar Days, and Tims Auto Repairs located on Main Street. Interim Health Care, a community-based home health care provider, opened an office on Henry Street; the office employs 54 people and plans to add 30 – 50 employees in the near future. McDonald's opened a 4,300 square-foot store located at the intersection of Vaden Drive (VA 40) and Main Street (U.S. 29 Business) in October 2012. The owner expects to initially employ 80 to 90 people, but that number is expected to decrease to about 60 after the refinement of job skills. A new Family Dollar located at 501 S. Main Street, which is diagonally across the street from McDonald's, expects to provide up to 20 jobs. Elba Butcher Shoppe, a new 5,400-SF grocery store opened in December in the former Gretna Drug location on Shelton Street; the owners also operate the Sycamore Grocery on U.S. 29 north of Gretna.

In Franklin County, a retail center near Westlake, occupied by Sherwin-Williams, Flora Funeral Services, and others, was acquired in October 2012 by Shenandoah Investments LLC, which invests in businesses and real estate catering to individuals seeking active lifestyles. The firm found the Smith Mountain Lake community enticing because of the "attractive mix of population demographics and activities, creating strong long-term growth potential." In Rocky Mount, a new Cook-Out restaurant is currently under construction on Old Franklin Turnpike (VA 40 Business).

In April 2012, Patrick Building Supply opened a new store on Jeb Stuart Highway in Stuart. Located near Walmart, this area of Patrick County continues to build.

Revitalization Efforts

Revitalization projects help to boost economic initiatives with the elimination of blight, creating attractive aesthetics in these areas to entice new businesses, industries, and residents. The economic impact can be astounding with development of small business and entrepreneurial enterprise, said to be the backbone of our economy. The clustering of similar businesses tends to attract other related companies to locate in that particular area. The retail/commercial businesses bring shoppers, recreational activities attract visitors and tourists, and lofts/condominiums/apartments attract residents to live in these areas – all boosting the local economy by bringing tax revenues and tourist dollars to the area. This environment, along with a solid industry base, constitutes the building blocks of a strong, diversified economy. The following information outlines a number of these efforts currently underway or recently completed in the Region. More detailed information is available in Chapter 4.

While globalization initially had a detrimental impact on Danville's economy, it is now fueling its revitalization. A dozen international companies are based in the City, which provide almost 3,000 jobs. Others are seriously considering Danville because of the amiability to foreign investors as more industrial prospects are coming from Europe or Asia. To attract business investment, the City has been working to eliminate blight, enhance the attractiveness of downtown, develop industrial parks, and generally make Danville a place where people would like to "live, work, and play." Cooperation with Pittsylvania County has resulted in successes. More than 40 businesses, which include technology companies and new restaurants and retail establishments, are located in the River District.

In 2011, the City of Danville initiated a comprehensive planning program which established the River District, representing the heart of downtown, and includes a portion of two historic districts – the Tobacco Warehouse Historic District and Downtown Danville Historic District. The River District Revitalization project is a combination of planned City improvements and an incentive package structured to stimulate re-use of historic buildings in the district, to create new businesses, and to promote other economic enhancements. In Phase I, four projects were identified as private development investments: 1) Dan River Research Building as professional office space and a restaurant, 2) RJR Building for office use, 3) Smith Seeds Building for apartments/residential use, and 4) Pemberton-Penn Building to be renovated as a 60-room boutique hotel. Phase II private development opportunities include the White Mill Building at 600,000-SF as a data center or mixed use, River City Towers on Main Street to be used as a hotel or residential/mixed use, renovated Main Street historic commercial buildings, and the former fire station on Bridge Street as a possible restaurant. Public space enhancements to be located at the core of the River District include a new riverfront park, activity center, and gateway to the river.

As part of the revitalization initiative, the City declared a war on blight in the area in 2011 and collaborated with the Danville Industrial Development Authority to purchase several buildings in the downtown area for renovation, demolition, or for some other purpose. The acquired buildings included the former Durham Hosiery building, Downtowner Motor Lodge, River City General Store, the Atrium Building, the former Dimon Headquarters, Old Belt One, and Lou's Antiques. Planned building renovations included demolition of the former Downtowner motel to free up space for other uses such as a new city park; establishment of mixed-uses, including apartments; and removal of other blight in the area to encourage more economic development initiatives by improving aesthetics. Revitalization efforts

can be partially attributed to the Downtown Danville Enhancement Grant program that focused on businesses that are job creators for the area. Since the grant funds were allocated, two restaurants and a major renovation project have been attracted to the downtown area. Façade funds were used to improve the exterior of 48 storefronts in the downtown area. Other revitalization efforts include development of 160 residential units in the district.

In 2009, White Mill Development LLC, headed by Gibbs International Inc. purchased the White Mill property (Dan River's #8 Mill). The company planned to invest \$400 million and bring 400 IT jobs to Danville, having an average salary of \$40,000. Over the last 12–18 months, the project has been stalled due to the economy and the time required for large and costly projects. Gibbs basically converted the building to a shell building and, while the company is open to many uses, it prefers companies related to technology. In July 2012, Gibbs reported that \$5 million had been invested in the project and that the Tobacco Commission had committed \$2.45 million (none of the funds have yet been used), the Danville Regional Foundation pledged \$1 million (when the project meets targets regarding employment and annual wages), and Danville pledged \$2 million in a Technology Enhancement grant payable as requirements are met, as well as \$150,000 from an Enterprise Zone incentive.

In January 2013, renovations on the Smith Seeds building on Lynn Street began with plans for 20 apartments on the upper levels and retail spaces on the ground floor and basement. The building was purchased by One Danville LLC in June 2012 for \$239,000.

Activities in the River District during 2012 included the ongoing development of Bridge Street as a technology corridor and the prioritization of buildings along Craghead Street for redevelopment. Phase II of the River District renovation included streetscape enhancements which got underway during fall 2012. Over the past year, the River District witnessed the revitalization and occupation of more than a dozen buildings by businesses and organizations.

A number of developments that have taken place in Danville include the conversion of the Ferrell Building into apartments and retail space; the location of Web Parts into the former Masonic Lodge; the establishment of an art gallery, dance studio, and theater in downtown; the establishment of two new restaurants – Jake's on Main and 316 Cibo; the Gourmet Frog provides gourmet foods, non-traditional beers and wines, and various gifts; and the YMCA's new building. As a result of Averett University establishing a facility in the former Dimon Building on Bridge Street, the area has been expanding and growing. Construction is set to begin in the fall on both a new firehouse on Lynn Street, and a digital dome theater next to the Danville Science Center. About \$75 million has been spent on the River District, with more expected to come. After Phase II has been completed, the City will evaluate the impact to determine if Phase III should be undertaken.

As outlined by the Danville River District master plan, additional components of the project include streetscape improvements such as widened sidewalks, landscaping, and benches, but more substantial efforts will include realignment of Main, Craghead, and Bridge streets; the creation of a centerpiece fountain; a riverfront park; and the provision of bridge lighting. Other renovations and upgrades include the Riverwalk Trail, Community Market, and the Danville Science Center. The streetscape project began in September 2012. The enhancements include widening existing sidewalks using brick pavers on Main Street from Craghead to Floyd Streets, as well as on Union Street from Main to Spring Streets. The corner of Union and Main Streets is another significant intersection for development. The estimated cost of the project is \$2.8 million, of which VDOT paid half of the amount and the City paid the other half. Sidewalks, benches, and landscaping will be incorporated into the new design and the overall project is expected to take one year to complete. The City's revitalization initiative is discussed in more detail in Chapter 4.

As a result of the revitalization efforts, several companies have announced plans to locate or have already located to the historic warehouse district including LiFeBatt, Luna Innovations, Infinity Global Packaging, and Horizontech, Inc. This grouping of businesses has created a high-tech industry cluster at the core of the River District which could attract similar firms. LiFeBatt USA anticipated assembly of its first lithium iron phosphate battery packs by the end of 2011. In February 2012, LiFeBatt USA successfully tested a battery pack it produced on an electric go-kart in the Dan River Grand Prix. The company signed a sales and distribution agreement with Toyota Tsusho Europe, which sells automotive parts. This facilitates LiFeBatt to become a distributor of the batteries to European electric vehicle manufacturers and other companies; the battery is being evaluated by Volvo in Sweden. LiFeBatt expects to continue using the Dan River Grand Prix for future testing. Luna Innovations Inc., extended its work with Intuitive Surgical Inc. through 2012, under a development and supply agreement. Luna integrates its shape and position-sensing products into Intuitive's medical robotics products, a partnership which strives to help surgeons to more precisely guide and control surgical tools during robotic-assisted procedures.

Since summer 2011, the Industrial Development Authority (IDA) expanded its focus on economic development to include more than industrial parks. While the authority was responsible for funding the new headquarters for GSO Aviation at Airside Industrial Park and purchasing property on Gypsum Road for eventual use as an industrial park, it

acquired the Old Belt One building on Bridge Street in 2009; the Tobacco Commission provided the IDA with \$1 million to renovate the building. The Tobacco Commission provided \$4 million for the new Center for Applied Higher Performance Computing at the site. The building houses the Cray Supercomputer and LiFeBATT USA, which produces high-tech batteries. The IDA applied for \$2.7 million in financing to cover the purchase and renovation of the former Dimon Headquarters building at 512 Bridge Street and paid about \$1 million for the 135,000 SF building, which now houses Averett University's graduate program. The IDA has been purchasing a number of downtown properties, with intent to renovate to attract buyers or tenants.

With assistance from the Danville Regional Foundation, Averett University opened its new 60,000-SF facility in the former Dimon Headquarters building, located on Bridge Street, also in the historic Tobacco Warehouse District. Classrooms for a health science program that opened for the fall 2011 semester at the Riverview campus occupy 40,000-SF of the facility; the Danville Regional Foundation's main offices are housed there as well.

Area Development Group, Inc., announced plans in February 2012, to build a commercial development near Danville Regional Medical Center (DRMC), which would be located on the south side of Main Street at its intersection with Stokes Street. The firm was asked to purchase a .809-acre surplus right-of-way and an unused .063-acre alley for the project at a price of \$60,000. Broadband service has been provided to the Center for Applied High Performance Computing, Gateway Health Alliance, Averett University's Riverview campus and its aviation center, as well as four new DRMC office locations.

In February 2012, Danville's Industrial Development Authority (IDA) approved financial assistance to renovate an upper floor of a building adjacent to the Applied High Performance Computing, to enable a small startup tech-based company expecting to employ four to six people. The estimate to renovate one side of the building is \$80,000; the IDA approved \$50,000 and a \$600/month lease over 7 years that would pay the money back. The balance of the money would be from the City's Enterprise Zone incentives. The IDA board also approved leasing ground-floor space at 410 Main Street to an entrepreneur to open a specialty running store in April.

Renovation of the former Tuxedo building located at 533 Main Street, converted into Ferrell Historic Lofts, was completed in January 2012 and features 13 apartments and ground-level commercial space. The renovation injected about \$1 million into the district and is one of two projects in the 500 block of Main Street in which the Office of Economic Development has become involved as part of the redevelopment efforts of the River District. Ferrell Historic Lofts was formed by the combination of two other companies and qualified for a \$156,833 incentive package through the City's Economic Development Office. Incentives included a Downtown Development Enhancement Grant totaling \$9,900, a local grant totaling \$101,100, and a parking grant totaling \$45,833. The second project is the renovation of the River City General Store. The Danville IDA purchased the building and collaborated with the City to rehabilitate the store at an estimated cost of \$156,800. The Danville IDA is involved with 15 buildings in the River District.

In June 2012, two new economic development projects came about in Danville. Web Parts LLC, which enhances and promotes the use of open-source software enabling delivery of software products and services, relocated from Guatemala to Danville. At the Danville location, the company will create 20 jobs in the first year and expects to employ 260 people within three years. The average annual wage will be \$65,000. The company's capital investment was \$10 million and received a \$1 million grant from the Virginia Tobacco Commission. The firm chose to move to Danville because of the availability of high-speed broadband fiber network, which connects Danville to Atlanta and Washington D.C., via infrastructure of the Mid-Atlantic Broadband Cooperative. The Virginia Tobacco Commission is providing a \$1 million grant for the firm to purchase necessary equipment to begin operations in Danville. Local officials recognize that the Region is becoming a high-tech hub.

In addition, Hybrid Vehicles of Danville, which plans to manufacture armored vehicles, received Tobacco Commission funds. The company plans to invest \$1.5 million and hire 150 people; many of the jobs will be welders and metal works and will pay \$20/hour and benefits. Approved in November 2012, Danville will receive \$600,000 in Tobacco Commission funds to be used by the Danville IDA to purchase the Commonwealth Machinery building on Loyal Street. An additional \$220,000 of existing capital improvement project funds will be used to renovate the building for use by Hybrid Vehicles, perform environmental testing, and cover other project costs. The City will benefit from the project since the building and machinery would help Hybrid Vehicles complete current contracts for armored cars, trucks, and boats and would also include the former Confederate prison next door to the machine shop, presenting an opportunity for the City to preserve history and create jobs at the same time.

In September 2012, a Chinese furniture assembler, GOK International, announced plans to locate its sales and headquarters office at the Old Belt One building, located in the River District. As previously mentioned, the manufacturing facility will be in the 40,000 square-foot shell building in Cane Creek Centre in Ringgold. The company committed to employ 300 people, having an average salary of \$30,000/year, within three years of initiating operations,

which is expected to be in early 2013. The Virginia Tobacco Commission is providing \$1 million in support of the project. The firm's investments will total \$12,500,000 and is establishing its operations in Danville/Pittsylvania County partly because of an importation tax on Chinese furniture enacted by the federal government; pre-made parts will be shipped here for final assembly. GOK specializes in office, hotel, and institutional furniture.

Funding in the amount of \$510,000 from the Virginia Tobacco Commission was awarded to Prasiديو Inc. in September 2012, to open a facility in Danville for manufacturing temperature indicators for a variety of packaged drugs and vaccines. Prasiديو, based in Bethesda, MD, plans to hire at least 40 employees in the biotech sector; however, a location has yet to be designated, but the firm wants to settle in the River District. The company has already established a relationship with GlaxoSmithKline. Danville's close proximity to the Research Triangle Park in Raleigh-Durham is attractive to both biotech and pharmaceutical industries.

A craft brewery and winery opened in Danville in September 2012, along with a restaurant at 209 Trade Street in Danville. The operator owns a vineyard in Pittsylvania County and plans to transport the grapes to the establishment for fermentation; when wine is not available, craft beer will be brewed. Amendments were made to the City's zoning ordinance for a business such as this.

In October 2012, Norhurst, Inc. announced plans to create 108 jobs in Danville, with an overall average wage of \$67,000 annually, and a \$2.3 million investment in the former Dan River, Inc. headquarters building on Memorial Drive. The company was awarded \$625,000 in Tobacco Commission funds to assist in renovations of the structure to become the new headquarters for Insystech, Inc., a government consulting and information and technology company. The Danville IDA is offering a \$105,000 one year low-interest loan for the project.

Each of the towns in Pittsylvania County reported the following revitalization activities during 2012:

In Chatham some of the reported accomplishments include the new south entrance landscaping; gateway signs at the Town's north and south entrances; new playground equipment and improvements at Harris Field by the local youth league; restoration of Chatham Depot; and improvements in landscaping at Town Hall and other locations around the Town.

The Town of Gretna is finalizing two community development block grants totaling approximately \$2.5 million, used to extend sidewalks, upgrade and extend potable water service, improve residential septic systems, and rehabilitate or reconstruct 50 homes located in the project area. VDOT awarded Phase I and II of a downtown revitalization enhancement grant, totaling \$342,000 as part of a \$1.9 million four-phase program. Funds will be used to install a paved bike lane/walking trail from Elba Park to downtown, addition of sidewalks along Vaden Drive and Leftwich Street, landscaping and aesthetic improvements on Main Street, and downtown signage. The Virginia Department of Historic Resources provided a \$10,500 grant to enable an architectural historian to survey and prepare a National Register of Historic Places nomination form.

In Hurt, the major concern has been the need for more jobs. Over the past ten years, Hurt's population increased to make it the largest town in the County. Hurt is fortunate to be close to Smith Mountain and Leesville lakes; a loss to the Town was the closing of Klopman Mills which the Town continues to market. To attract industry, the Town is considering a water system from the Staunton River to the Dan River along U.S. 29.

In the summer of 2009, the Phoenix Community Development Corporation (CDC) was initiated with assistance of the Harvest Foundation. The CDC's mission is to assemble public and private resources to undertake real estate development that will lead to the growth and expansion of business opportunities and preservation of affordable housing in the Martinsville-Henry County area. The CDC is currently in the process of seeking funding assistance to rehabilitate the Henry Hotel in Uptown Martinsville. The City purchased the hotel in 2009 for \$520,000, which was funded in part by a \$425,000 Harvest Foundation loan. The project involves a \$4.6 million investment to renovate the historic structure that would provide 21 new apartments and expanded commercial retail space. As an alternative, the City and Phoenix CDC are considering the expanded commercial/retail space and the possibility of 14 apartments and 10 extended stay units that would be utilized as temporary housing for clientele and visiting faculty of such organizations as New College Institute, the Integrated Centers for Science and Medicine, the Harvest Foundation, and the Martinsville-Henry County Economic Development Corporation. A recent marketing analysis conducted by The Danter Company of Columbus, OH, revealed a demand for new apartments, especially in the Uptown area. The City is seeking funding in the amount of \$500,000 from DHCD's Industrial Revitalization Fund to be used toward the project. If sufficient funding is secured, the project could be complete by 2014. This project correlates with the Uptown Martinsville Revitalization efforts that the City is currently undertaking.

Funding from the Virginia Department of Housing and Community Development (\$691,325) and the Harvest Foundation (\$654,957) is going toward revitalization of Uptown Martinsville. Components of this revitalization effort

include façade improvements for 23 buildings; conversion of vacant lots to pocket parks with benches and landscaping; new crosswalks and upgrades to “gateway” intersections, street lighting, and water mains; a wayfinding (signage) system; and upgrading of a parking lot and surrounding area in the vicinity of Depot Street. The City used Community Development Block Grant funds as well as funds from the Harvest foundation to perform landscaping and associated work at the historic Henry County courthouse as part of a Garden Club of Virginia project. The purpose of the project is to provide a meeting place and beautification for the community. Uptown revitalization efforts will lure people to work, shop, live, and enjoy recreational activities and help to diversify the City's economy.

Improvements to the City's Uptown area were detailed in February 2012, reporting that an estimated \$2 million provided through federal, state, and local funds, as well as in-kind contributions from the Harvest Foundation, would be spent to upgrade Martinsville's Uptown area. Plans to improve facades on 14 of 23 buildings have been developed; a block grant has allocated up to \$5,000 per business for the façade improvement program. Phoenix CDC offered an additional \$2,500 for each business if special conditions are met and with approval of the City. Plans were created for the development of two pocket parks - one on Fayette Street and the other on West Main Street. Depot Street parking lot improvements, funded with \$250,000 from the Harvest Foundation, included new landscaping and lights, “a pedestrian-friendly staircase with an overlook,” and will be utilized as a meeting spot before TheatreWorks shows or NCI classes. The project's purpose is to provide additional parking for NCI students and Uptown visitors; the lot happens to be the trailhead of the spur trail. A comfort station was installed near the walking trail along Depot Street. Landscaping and crosswalks were installed at prominent intersections serving as gateways into Uptown. Approximately 60 Wayfinding Signs indicating “hot spots” such as the municipal building, NCI, and other prominent destinations are planned to be installed as well as 4 kiosks.

In December 2012, the Taxing Authority Consulting Services (TACS), P.C., announced plans to open an operations center in the BB&T Bank building in Uptown Martinsville. The Richmond-based law firm will serve clients in Southside and Southwest Virginia, assisting local governments with delinquent tax collections. Other services provided by the firm includes bankruptcy services and consulting to local and state governments. TACS plans to create 17 positions over the next three years. The City's MINet system will provide Internet services to the business. The Mid-Atlantic Broadband gave TACS a \$5,000 grant to help offset Internet equipment and telecommunications infrastructure costs. In addition, the firm qualifies for both local and state Enterprise Zone benefits offered by the City and state.

The following tables outline economic development activities with regard to job creation announcements and job losses in the West Piedmont Planning District during 2012.

West Piedmont Planning District/Economic Development District New Jobs - 2012

Company Name	Location	Business Description	Month Announced	New/Expansion	New Jobs	Investment (\$) ¹
CBN Secure Technologies, Inc.*	Danville	High-tech printing, produces secure VA driver's licenses and ID cards	Nov 2012	Expansion	25	\$8.50
GOK International*	Danville	U.S HQ; furniture assembly	Sept 2012	New	300	\$12.50
Norhurst	Danville	Information technology and related services	Sept 2012	New	108	\$2.30
American Phoenix	Danville	Rubber mixing	July 2012	New	50	\$3.50
Hybrid Vehicles of Danville, Inc.	Danville	Manufactures armored vehicles	May 2012	New	150	\$1.50
Web Parts LLC	Danville	Computer programming and applications; data center	May 2012	New	260	\$10.00
Virdia	Danville	Cellulosic sugars and lignin for use in the renewable chemicals, bio-energy, and nutrition industries	April 2012	New	34	\$10.00
Goodyear Tire & Rubber Co.	Danville	Aircraft and truck tires	April 2012	Expansion	143	\$33.97
Jarrett Welding and Machine, Inc.	Danville	Custom wrought iron and design-build structural steel	April 2012	Expansion	11	\$0.00
Virginia Candle Company	Pittsylvania County	Warehouse, distribution, manufacturing; candles	April 2012	Expansion	50	\$0.00
Piedmont BioProducts LLC	Pittsylvania County	Commercial refinery; converts feedstock to biofuel	March 2012	New	15	\$0.00
Homestead Creamery	Franklin County	Manufactures and processes dairy and milk products	Dec 2012	Expansion	20	\$1.10
Ply Gem Windows	Franklin County	Manufactures windows and doors	Oct 2012	Expansion	200	\$9.00
Sunken City Brewing Co.	Franklin County	Microbrewery	Sept 2012	New	25	\$2.30
Gabriel Church Services	Franklin County	Manufactures furniture for churches	June 2012	Expansion	25	\$0.75
McAirlaid's Vliesstoffe GmbH & Co. KG*	Franklin County	U.S. HQ; Air-laid nonwoven fabrics manufacturing	May 2012	Expansion	40	\$0.00
The Tile Shop	Henry County	Manufactures mortar, grout, and sealers	Nov 2012	Expansion	0	\$4.00
Commonwealth Laminating & Coating, Inc.	Henry County	HQ; Solar-control window films and high-performance coatings	Aug 2012	Expansion	60	\$5.45
Drake Extrusion, Ltd.*	Henry County	Polypropylene fibers	April 2012	Expansion	25	\$3.00
GSI Commerce	Henry County	Fulfillment facility	March 2012	Expansion	60	\$1.50
Laminate Technologies (LamTech)	Henry County	Manufactures customized laminated panels and fabricated components	Feb 2012	New	30	\$2.00
HanesBrands, Inc.	Patrick County	Fabric production plant; everyday basic apparel	Nov 2012	Expansion	50	\$1.60
EMI Imaging	Patrick County	Enables data retrieval from various forms of media	Jan 2012	Expansion	35	\$0.75

*Company has headquarters in another country. ¹ Investments shown in millions of dollars.

Source: Virginia Economic Development Partnership. WPPD Local Economic Development Offices.

West Piedmont Planning District/Economic Development District Job Losses - 2012

Company Name	Location	Business Description	Month Announced	Layoff/ Closure	Jobs
Goodyear Tire & Rubber Co.	Danville	Aircraft and truck tires	Oct 2012	Layoff	55
Masterbrand Cabinets, Inc.	Henry County	Manufacturer of wood kitchen cabinets	Aug 2012	Closing	345

*Company has headquarters in another country.

Source: WPPD Local Economic Development Offices; news accounts.

In June 2012, Stanley Furniture announced that the company would consolidate its showroom and corporate offices into a remodeled 60,000 sq. ft. facility in High Point, NC. The move would not affect the company's 68 employees at its warehouses at the North Bowles Industrial Park and in Stanleytown. At least a dozen employees planned to relocate to High Point and several others would be relocated to the company's distribution facilities. Incentives of \$751,000 were offered to Stanley for the relocation.

MasterBrand Cabinets, one of the area's ten largest employers, announced in August 2012 that it would close its 173,200-SF facility that sits on 31.5 acres in the Patriot Centre, affecting 335 employees. The Martinsville plant was one of the company's four in the U.S. that manufactured semi-custom cabinetry mainly for remodeling projects. The company hired a firm to assist workers in preparing resumes and find new jobs and plans to seek Trade Act assistance. The Trade Adjustment Assistance Program is a federal program designed to support dislocated workers as they search for new jobs. The Rapid Response team will assist employees on site to discuss benefits and services available to them. Rapid Response Funds cover services for dislocated workers and are available to local workforce investment areas impacted by plant closing and major dislocations. A variety of services are available through workforce centers that include applying for unemployment benefits, resume writing assistance, workshops on various topics, skill assessments, career planning software, labor market and wage information, access to training resources, assistance in finding new employment, assistance to fill any gaps in skills or training, and other services. A job fair was held as well for the displaced employees.

While the Region has lost immense numbers of manufacturing jobs over the past two decades due to plant closures and downsizings, advanced manufacturing may make a return to the U.S., providing jobs in the new high-tech industry that is very different from traditional manufacturing. Advanced manufacturing incorporates computers and more precision that shortens manufacturing time and allows for efficient production. Advanced manufacturing is much smarter and cleaner, not like manufacturing of previous generations, and requires more skill sets than was needed in prior manufacturing industries. The return of these types of jobs is due to America's competitiveness and the rising costs to China to produce and export goods. Changing economics are beginning to favor manufacturing in the U.S. again. A resurgence of manufacturing would greatly strengthen the Region's economy and increase opportunities in the global market.

The Region, which has been a leading producer of flue-cured tobacco and dairy products in the Commonwealth, has experienced changes in the agricultural component of its economic base due to changes in regulations and quota cuts. With the current economic situation, farmers across the Region are caught in a money squeeze with the rising cost of fuel, fertilizer, chemicals and transportation services; in some cases, credit has also been tight for farmers during this economic downturn. However, the market for fresh, local farm products has experienced a significant demand in recent years through the statewide "Virginia Farm to Table" initiative, an agenda for local food systems that provide safe, nutritious foods; help to sustain local economies; and promote land conservation and stewardship to protect farmlands. Many consumers desire organic and locally grown foods with the concerns for food safety and knowledge of the food origin, rising energy and transportation costs, and the convenience of local market accessibility. In addition, there is a growth in the number of farmers' markets across the state and country to meet the increasing demand for fresh foods.

CHAPTER 3

THE DISTRICT AND ITS ECONOMY

A. General Description

The West Piedmont Planning District, one of twenty-one planning districts in the Commonwealth of Virginia, is comprised of the Counties of Franklin, Henry, Patrick, and Pittsylvania; the Cities of Danville and Martinsville; and the Town of Rocky Mount. The Region includes approximately 2,600 square miles with a population of 249,182, according to the 2010 Census. This is a decrease of 1,013 persons or 0.4% decline from the 2000 Census population of 250,195.

Located in the southwestern Piedmont of Virginia, the Planning District is bordered on the west by the Blue Ridge Mountains and lies some 150 miles southwest of Richmond, the State Capital. Less than 200 miles to the east are the extensive port facilities of Norfolk, Newport News, and Portsmouth; a short distance to the south lies the industrial crescent of the North Carolina Piedmont; and about 100 miles to the northwest are the Appalachian coalfields of Virginia and West Virginia.

The Roanoke (Staunton) River forms the northeastern border of the Planning District flowing in a southeastern direction towards the Atlantic Ocean. Portions of the Roanoke River Basin, in which the Planning District lies, are developing into major commercial and industrial concentrations. Recreational development and associated business development within the Region also have expanded due to the presence of Smith Mountain and Leesville Lakes, Philpott Lake, Fairy Stone State Park, and the Blue Ridge Parkway.

Four federal highways (U.S. Highways 29, 58, 220, and 360) and twenty state primary routes provide the localities of the Planning District with access to each other and the rest of the nation. In addition, the Region is served by Norfolk Southern rail lines, numerous truck lines, and air service from the Danville Regional Airport and Blue Ridge Airport (Henry County).

The map that follows illustrates the location of the Planning District in relation to both Virginia and the middle and south Atlantic states of the Eastern Seaboard. The map indicates the close proximity of the Region to major trade areas, many of which are within a 200-mile radius. The market area defined is in excess of 17.6 million total population.

The following denotes the individual jurisdictions that together comprise the West Piedmont Planning District. Their geographical locations and governmental makeup are outlined in summary form.

Franklin County--Seventh in size of land area among Virginia counties, Franklin County is bounded on the north by Roanoke and Bedford Counties, on the east by Pittsylvania County, on the south by Henry and Patrick Counties, and on the west by Floyd County. The Town of Rocky Mount is the county seat and the County's largest incorporated town. The Town of Boones Mill, the Village of Ferrum, and the Smith Mountain Lake Region are population centers. Franklin County's population, according to the 1990 Census, was 39,549; the 2000 population for the County, according to the Census Bureau, was 47,286 compared to 56,159 in 2010. [The 2000 population from the Census Bureau includes the Town of Rocky Mount's population. On June 30, 2000, the Town of Rocky Mount annexed a portion of Franklin County through a voluntary settlement agreement. 2000 Census data did not reflect the annexation of 654 persons and 1.53 square miles by Rocky Mount. In 2002, the Town took in another 417 acres in boundary adjustment.] The 2010 Census population count for Rocky Mount was 4,799 persons and 239 for Boones Mill. However, the 2007-2011 five-year estimates from the American Community Survey (ACS), also published by the Census Bureau, reflected a population decrease to 55,621 for the County; the figures showed 4,822 for Rocky Mount and 235 for Boones Mill. It should be noted that the ACS data has a high margin of error in some instances.

In 2003, Franklin County, along with Craig County, was added to the Roanoke Metropolitan Statistical Area. Previously, the Roanoke MSA included Roanoke City, Roanoke County, Salem City, and Botetourt County. Prior to the addition of Franklin and Craig Counties, the Roanoke MSA population totaled 235,932. With Franklin's 47,286 and Craig's 5,091 residents, that total increased to 288,309. The most recent decennial population count from the 2010 Census shows a total of 308,707 persons.

Franklin County is divided into seven voting districts with each electing one representative to serve on the Board of Supervisors for a four-year period. There is a County Administrator who is directed in financial and business policies by the Board of Supervisors.

Henry County--Developing into a largely urban county itself, the County lies south of Franklin County and is bordered on the east by Pittsylvania County and on the west by Patrick County. The County lies along of the Virginia-North Carolina border. Urban areas of the County adjoin the City of Martinsville and include the Town of Ridgeway. Collinsville, located to the northwest of the City of Martinsville, serves as the county seat. Henry County's population, according to the 1990 Census, was 56,942; the 2000 population for the County, according to the Census Bureau, was 57,930. The 2010 Census of

Population shows a count of 54,151 persons for the County and 742 for the Town of Ridgeway. However, according to the American Community Survey (ACS) published by the Census Bureau, the 2007-2011 ACS population estimate for the County slightly increased to 54,524; Ridgeway was estimated at 918 people.

Henry County contains six voting districts with a representative of each district serving a four-year term on the Board of Supervisors. This body sets policies to guide the actions of the County Administrator.

Patrick County--Located in one of the more scenic areas of Virginia, the County is bordered on the north by Franklin and Floyd Counties and on the south by North Carolina. It lies west of Henry County and east of Carroll County. Its urban population centers around the Town of Stuart. According to the U.S. Census Bureau, Patrick County's population for the 1990 Census was 17,473, compared to 19,407 for the 2000 Census, and 18,490 for the 2010 Census. The 2007-2011 ACS five-year estimated population for Patrick County was 18,573, a slight increase from the 2010 Census. Effective January 1, 2007, the Town of Stuart annexed approximately 568 persons from within the County and a total of 1,447 acres. According to the U.S. Census Bureau, the Town had a 2010 Census count of 1,408 persons and an estimated population of 1,661, from the 2007-2011 American Community Survey.

Patrick County's Board of Supervisors is composed of one member from each of the five voting districts. A County Administrator directs the functions of County government with policies set by the Board.

Pittsylvania County--The County, the largest Virginia county in terms of land area, has the Town of Chatham as its county seat and setting for an urban concentration. Other areas of urban populations are the Towns of Gretna and Hurt. The County is bordered on the north by Campbell and Bedford Counties and to the south by North Carolina. Halifax County lies to the east with Henry and Franklin Counties to the west.

In January 1988, an annexation went into effect whereby territory was lost to the City of Danville which shifted 10,300 persons from the County to the City. Pittsylvania County's population, according to the 1990 Census, was 55,655; the 2000 population for the County, according to the Census Bureau, was 61,745 and a 2010 population count of 63,506. According to the 2007-2011 ACS estimates, the population for the County was 63,194. In early 2008, the Town of Hurt and Pittsylvania County agreed on a boundary adjustment of 593.85 acres consisting of the former Burlington property; no population was involved. The Town of Gretna underwent a boundary adjustment of 412.9 acres and population increase of 42 in July 2009. The towns reflected the following population figures, respectively, from the 2010 Census and the 2007-2011 ACS estimates: Chatham had 1,269 versus 1,091; Gretna showed 1,267 versus 1,514; and Hurt had 1,304 versus 1,306.

Pittsylvania County also has a county administrator form of government with a seven-member Board of Supervisors setting guidelines for administration and policy.

Danville City--The City is located in the south central portion of Pittsylvania County, along the border with North Carolina. Founded in 1793, the City has a background rich in history. As noted above, the City annexed a portion of Pittsylvania County in January 1988 at which time the Center for Public Service estimated population for the City increased to 53,700. The City's population, according to the 1990 Census, was 53,056; the 2000 population for the City was 48,411; and the 2010 population was 43,055, according to the Census Bureau. The 2007-2011 five-year estimated population for Danville rose to 43,433, according to the ACS.

After the 1980 Census, the City of Danville and Pittsylvania County were designated as a Metropolitan Statistical Area by the Census Bureau. This qualified the area to establish a Metropolitan Planning Organization through the Federal Highway Administration. The City is also eligible to receive Entitlement Funds through the U.S. Department of Housing and Urban Development's Community Development Block Grant Entitlement Program. The Danville MSA had a 1990 population of 108,711, a 2000 population of 110,156, and a 2010 population of 106,561, according to the Census Bureau; the 2007-2011 ACS population for the MSA was 106,627.

The City Council is composed of nine members elected at large who govern through a city manager form of government.

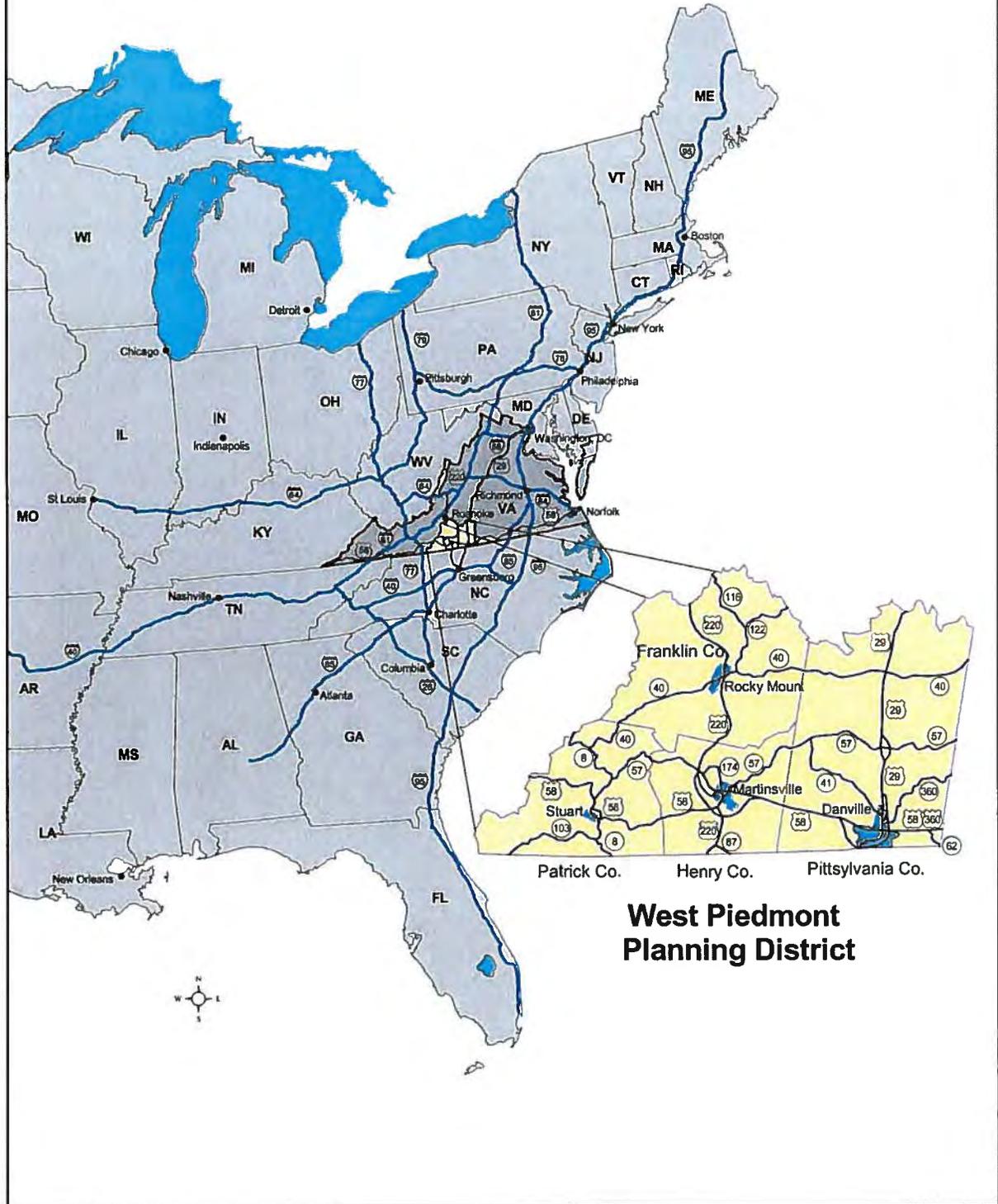
Martinsville City--The City is located in the geographic center of Henry County. The City forms the base for a large urban population corridor within Henry County. The City's population, according to the 1990 Census, was 16,162; the 2000 population for the City was 15,416, and the 2010 population was 13,821, according to the Census Bureau. According to the 2007-2011 ACS, the population for Martinsville was 13,882.

The City Council is composed of five members elected at large who govern through a council-manager form of government.

Rocky Mount Town--The Town is located near the geographic center of Franklin County and serves as the county seat. According to the 1990 Census, Rocky Mount's population was 4,098. The Town's 2000 population, according to the Census Bureau, was 4,565. On June 30, 2000, the Town of Rocky Mount annexed a portion of Franklin County. Since the voluntary annexation occurred after the Year 2000 Census, the 2000 population does not reflect the Town's annexation of 654 persons and 1.53 square miles of area from Franklin County. In 2002, the Town took in another 417 acres in boundary adjustment. The 2010 Census population was 4,799 and the 2007-2011 ACS showed a population estimate of 4,822, according to the U.S. Census Bureau.

The Town is governed by a seven-member council with managerial responsibility delegated to a Town Manager.

Regional Location



West Piedmont Planning District

B. Indicators of Change

Overview: The West Piedmont Planning District's population grew at a slower rate than that of the state from 1970 to 1980 (9.95% versus 15.02%). According to the Census Bureau, this trend continued for the period from 1980 to 1990 (-0.9% versus 15.7%). The Census Bureau's 2000 population data showed that the Region's population increased to 250,195, a 4.75% increase over the 1990 figure. Population figures from the 2010 Census show that the Region experienced a minor decrease from 2000, with a population of 249,182 or -0.4 percent. However, according to the 2007-2011 American Community Survey (ACS) five-year estimates, the Region's population rose slightly to 249,227 or 0.01% from the last decennial census. Other significant characteristics of the population are:

- **26.5% of the District population in 2000 was minority compared to 27.7% statewide. That has not changed much in 2010 with 27.2% of the District population being minority compared to 27.6% statewide. According to the 2007-2011 American Community Survey 5-year estimates, 26.5% of the District population was minority compared to 30.3% of the state.**
- **The working age group (20-64 years old) comprised 59% of the District population in 2000. The percentage declined to 58.1% for 2010. The 2007-2011 ACS estimates show that the working age group increased slightly to 58.2% in the District.**
- **The educational attainment of the District population was less than the statewide averages in 2000 and in 2011 (ACS). From 2000 to 2011, the percentages of bachelor's degrees and graduate or professional degrees within the District increased, but still lagged behind those of the state. The 2011 ACS reveals that, for the first time, the percentage of those in the Region who earned an associate degree exceeded that of the state, as did the percentage of those with some college, but no degree. This indicates that residents of the District have begun to pursue education beyond the high school or equivalency level.**
- **Although the District's per capita, median family, and household incomes have increased somewhat in recent years, the levels are still significantly lower than the statewide medians. In 1999, the poverty rate for the Region was 13.5% as compared to 9.6% for the state and 12.4% for the nation. According to the 2007-2011 ACS estimates, the most recent rates available, the poverty rate has increased on all levels with the Region at 17.7%, the state at 10.7%, and the U.S. rate at 14.3%.**
- **Manufacturing plays a large role in employment for the Planning District, with 18.6% of the jobs within the Region in manufacturing in 2011 as compared to 6.7% for the state according to the Virginia Employment Commission. Beginning in 2003, the service sector became the largest employment industry in the Region with 32.2% of jobs in comparison to 47.2% for Virginia. In 2011, the service sector represented 48.1% of jobs within the Region compared to 57.3 % for the state.**
- **The District's annual unemployment rate has been consistently higher than the state rates and generally higher than national rates. The 2011 annual historic unemployment rate for the Region was 9.7% compared to 6.2% for the state and 8.9% for the U.S.**

These population and economic factors will be presented, discussed, and analyzed in more detail in this section. Data was taken primarily from various U.S. Census reports, the 2007-2011 American Community Survey 5-year estimates, the Virginia Employment Commission, the Weldon Cooper Center for Public Service at the University of Virginia, and the Virginia Department of Planning and Budget. The data is generally presented in a form which compares District and statewide trends in order to better understand the area's economic position relative to that of the state. In some cases, data is broken down to the city/county level.

Population Change

In 1990, the West Piedmont Planning District was the fifth largest of Virginia's twenty-one planning districts, with a population of 238,837. This figure was a slight decline from the 1980 population of 240,979. The Planning District Commission experienced an annual population decline of 0.1% from 1980 to 1990. By comparison, the state's annual growth rate was 1.5%, and the national rate was 0.9%. For the period from 1990 to 2000, the Planning District experienced a population increase of 4.75%. The state's growth rate from 1990 to 2000 was 14.4%, and the national population increase was 13.1%. From 2000 to 2010, the Region's population fell by 0.4%; Virginia's growth rate for the same period was 13.0% and the U.S. grew at a rate of 9.7%.

Between 2000 and 2010, the West Piedmont Planning District had a net loss in population of 1,013. Franklin County experienced the largest population increase over the decade, an 18.8% increase for a population gain of 8,873 persons. Patrick County experienced a 4.7% decrease (917 persons) and Pittsylvania County experienced a 2.9% increase (1,761 persons). Henry County lost 3,779 persons, a 6.5% decline. Both of the Region's cities experienced population losses: Danville (-11.1%, a loss of 5,356 persons) and Martinsville (-10.3%, a loss of 1,595 persons).

1970-2010 Population Change

Area	1970	1980	% Change 1970-80	1990	% Change 1980-90	2000	% Change 1990-2000	2010	% Change 2000-2010
Franklin County	28,163	35,740	26.9%	39,549	10.7%	47,286	19.6%	56,159	18.8%
Henry County	50,901	57,654	13.3%	56,942	-1.2%	57,930	1.7%	54,151	-6.5%
Patrick County	15,282	17,647	15.5%	17,473	-1.0%	19,407	11.1%	18,490	-4.7%
Pittsylvania County	58,782	66,147	12.5%	55,655*	-0.3%*	61,745	10.9%	63,506	2.9%
Danville City	46,398	45,642	-1.6%	53,056*	-5.2%*	48,411	-8.8%	43,055	-11.1%
Martinsville City	19,653	18,149	-7.7%	16,162	-10.9%	15,416	-4.6%	13,821	-10.3%
<i>West Piedmont</i>	<i>219,179</i>	<i>240,979</i>	<i>9.9%</i>	<i>238,837</i>	<i>-0.9%</i>	<i>250,195</i>	<i>4.8%</i>	<i>249,182</i>	<i>-0.4%</i>
Virginia	4,648,494	5,346,818	15.0%	6,189,307	15.8%	7,078,515	14.4%	8,001,024	13.0%

*On January 1, 1988, Danville City annexed approximately 10,300 persons from Pittsylvania County. 1990 population figures and percent change for the City and County reflect this adjustment.

Sources: 1970, 1980, 1990, 2000, and 2010 Census of Population, U.S. Census Bureau

The preceding table shows the 2010 population released by the U.S. Department of Commerce, Census Bureau, in March 2011. All of the localities, with the exception of Franklin County (18.8%) and Pittsylvania County (2.9%), experienced a population decrease. The largest decrease among the WPPD localities was that of the City of Danville at -11.1%, followed by the City of Martinsville at -10.3%, Henry County at -6.5%, and Patrick County at -4.7%. According to the 2007-2011 American Community Survey estimates, the District population increased by 0.01% from the last decennial census.

Following the 1980 Census, Danville and Pittsylvania County were designated as a "Metropolitan Statistical Area (MSA)." The Metropolitan Statistical Area designation is established by the U.S. Department of Commerce for purposes of reporting statistics in metropolitan areas. Prior to the 1980 Census, these areas were referred to as "Standard Metropolitan Statistical Areas (SMSA's)." The 2000 population for the Danville MSA, which included Danville and all of Pittsylvania County, was 110,156; the 2010 population for the Danville MSA totaled 106,561.

There are seven incorporated towns in the Planning District, the largest being Rocky Mount in Franklin County which had a 1990 population of 4,098, a revised 2000 population of 4,565, and a 2010 population of 4,799. [On June 30, 2000, the Town of Rocky Mount annexed a portion of Franklin County through a voluntary settlement agreement. Since the voluntary annexation occurred after the Year 2000 Census boundary descriptions were set, the Town population for 2000 did not reflect the Town's annexation of 654 persons and 1.53 acres of area from Franklin County.] Effective January 1, 2007, the Town of Stuart annexed approximately 1,447 acres and 568 persons from Patrick County, bringing the Town's total population to approximately 1,500. The towns of Hurt and Gretna realized boundary adjustments in 2008 and 2009, respectively, with Pittsylvania County. Hurt gained 593.85 acres, but no population; Gretna experienced a gain of 412.9 acres and 42 persons. The 1990, 2000, and 2010 Census figures are displayed for incorporated towns and their populations as follows:

	1990 Census	2000 Census	2010 Census
Boones Mill in Franklin County	239	285	239
Ridgeway in Henry County	752	775	742
Stuart in Patrick County	965	961	1,408
Chatham in Pittsylvania County	1,354	1,338	1,269
Gretna in Pittsylvania County	1,433	1,257	1,267
Hurt in Pittsylvania County	1,294	1,276	1,304

The Planning District had an average 2000 population density of 96.9 persons per square mile. With 1,401.5 persons per square mile, Martinsville was the most densely populated area in the District, while Patrick County was the least densely populated with 40.2 persons per square mile, according to the 2000 Census. The 2010 Census figures for the District show a population density of 96.3 persons per square mile. Again, Martinsville had the highest population density in the District with 1,261.5 persons per square mile and Patrick County had the lowest population density with 38.3 persons per square mile.

In 2010, there were 105,110 households in the West Piedmont Planning District, with an average of 2.4 persons per household. Among these localities within the Planning District, Pittsylvania County had the greatest number of households (26,183), followed by Henry County (23,151), Franklin County (22,780), Danville (18,831), Patrick County (8,081), and Martinsville (6,084). According to the 2007-2011 American Community Survey 5-year estimates, the number of households within the District decreased to 104,864, but with an average of 2.38 persons per household. Again, Pittsylvania County had the highest number of households (26,325), followed by Franklin County (23,581), Henry County (22,871), Danville (18,938), Patrick County (7,191), and Martinsville (5,958).

Population Projections

Based on the following table, "Population Projections," the figures for 2010 do not reflect the actual 2010 Census numbers, but instead represent the projected 2010 population that the Virginia Employment Commission used in 2007, to determine population projection figures. As shown, the District's population was expected to experience a decrease of 0.9% for the period from 2000-2010. Franklin County and Pittsylvania County were expected to increase their populations by 10.8% and 0.9%, respectively. Henry County and Patrick County were projected to experience a population drop of 6.0% and 2.0%, respectively. The Cities of Danville and Martinsville were projected to experience declines of 6.0% and 6.8%, respectively, over the period.

For the period from 2010 to 2020, Franklin County and Martinsville City are expected to experience the greatest increase in population by 11.13% and 2.87%, respectively; from 2020 to 2030, both localities are expected to once again exhibit the most growth in population in the Region by 9.69% and 5.87%, respectively. The counties of Henry and Pittsylvania are predicted to have minimal increases of 0.06% and 0.39% from 2010 to 2020; Henry will rise by 1.94%, while Pittsylvania shows a small decrease of 0.05% from 2020 to 2030. Danville is projected to decline in population by 1.16%, from 2010 to 2020, and increase by 1.63%, from 2020 to 2030. Patrick County is forecasted to decline by a nominal 0.01%, from 2010 to 2020, and a slight gain of 1.05% over the period from 2020 to 2030.

Area	2000 Census	2010 Census	Percent Change 2000-2010	Projected 2020	Percent Change 2010-2020	Projected 2030	Percent Change 2020-2030
Franklin County	47,286	56,159	18.76	62,412	11.13	68,461	9.69
Henry County	57,930	54,151	-6.52	54,182	0.06	55,233	1.94
Patrick County	19,407	18,490	-4.73	18,488	-0.01	18,682	1.05
Pittsylvania County	61,745	63,506	2.85	63,751	0.39	63,720	-0.05
Danville City	48,411	43,055	-11.06	42,555	-1.16	43,249	1.63
Martinsville City	15,416	13,821	-10.35	14,217	2.87	15,052	5.87
<i>West Piedmont</i>	<i>250,195</i>	<i>249,182</i>	<i>-0.40</i>	<i>255,605</i>	<i>2.58</i>	<i>264,397</i>	<i>3.44</i>
Virginia	7,078,515	8,001,024	13.01	8,811,512	10.13	9,645,281	9.46

Source: Virginia Employment Commission, Richmond, 2012; U.S. Census Bureau.

Racial Composition

Compared to statewide percentages, the Planning District's 2010 percentage of minorities (27.2%) is 4.2% lower. The following table shows the racial diversity of the population in the Planning District and state for 1980, 1990, 2000, and 2010.

Area	1980 % Minority	1990 % Minority	2000 % Minority	2010 % Minority
Franklin County	12.2%	11.1%	11.0%	11.5%
Henry County	23.6%	23.6%	25.6%	27.1%
Patrick County	8.0%	7.7%	8.3%	8.9%
Pittsylvania County	30.4%	27.1%	25.0%	24.5%
Danville City	30.4%	37.3%	46.1%	52.3%
Martinsville City	31.6%	37.3%	44.6%	50.1%
<i>West Piedmont</i>	<i>24.5%</i>	<i>25.2%</i>	<i>26.5%</i>	<i>27.2%</i>
Virginia	20.8%	22.6%	27.7%	31.4%

Sources: 1980, 1990, 2000, and 2010 Census of Population, U.S. Census Bureau.

Sex and Age Characteristics

The following table gives age breakdowns for the Planning District in 1980, 1990, 2000, and 2010. The table also includes comparisons of the percentage of persons in each age group in the District to those for the state. In 1980 and 1990, the Planning District's 20-54 age group comprised 46.6% and 48.6% of the total population, respectively, and lower than the state percentage for this age group in 1980 and 1990. By 2000, the 20-54 age group decreased to 47.6% of the District's population in comparison to the state's 52.5% in this same age group; the 2010 figures show that 43.5% fall into the 20-54 age group compared to 49.8% for the state. The 2000 Census along with the 2010 Census reflects a general trend toward a greater percentage of the population being 55 and over in the Planning District. In 1990, 25.2% of the District population was 55 and over, while only 18.8% of the state's population was in this age bracket. By 2000, 27.3% of the District population was 55 and over, while only 20.1% of the state's population was in this age bracket. The 2010 Census indicates that the District population age 55 and over was at 33.2% compared to 24.1% of the state's population.

**1980, 1990, 2000, and 2010 Age Distribution
West Piedmont Planning District**

1980			
<i>Age</i>	<i>Population</i>	<i>Percent of Total</i>	<i>Virginia Percent</i>
0-4	15,241	6.3%	6.7%
5-14	37,260	15.5%	15.3%
15-19	23,023	9.6%	9.5%
20-34	56,556	23.5%	27.3%
35-54	55,721	23.1%	22.6%
55-64	25,076	10.4%	9.2%
65+	28,102	11.7%	9.4%
Total	240,979	100%	100%
1990			
<i>Age</i>	<i>Population</i>	<i>Percent of Total</i>	<i>Virginia Percent</i>
0-4	14,957	6.3%	7.2%
5-14	30,542	12.8%	13.3%
15-19	17,047	7.1%	7.1%
20-34	52,818	22.1%	26.8%
35-54	63,184	26.5%	26.7%
55-64	24,778	10.4%	8.1%
65+	35,511	14.9%	10.7%
Total	238,837	100%	100%
2000			
<i>Age</i>	<i>Population</i>	<i>Percent of Total</i>	<i>Virginia Percent</i>
0-4	14,182	5.7%	6.5%
5-14	32,451	13.0%	14.0%
15-19	15,969	6.4%	6.8%
20-34	43,674	17.5%	21.4%
35-54	75,534	30.2%	31.1%
55-64	28,192	11.3%	9.0%
65+	40,193	16.1%	11.2%
Total	250,195	100%	100%
2010			
<i>Age</i>	<i>Population</i>	<i>Percent of Total</i>	<i>Virginia Percent</i>
0-4	13,856	5.6%	6.4%
5-14	28,822	11.6%	12.8%
15-19	15,510	6.2%	6.9%
20-34	38,219	15.3%	20.8%
35-54	70,138	28.1%	29.0%
55-64	36,350	14.6%	11.9%
65+	46,287	18.6%	12.2%
Total	249,182	100%	100%

Sources: 1980, 1990, 2000, and 2010 U.S. Census of Population, U.S. Census Bureau.

As shown in the following table, Patrick County had the highest median age (46.8) in the District, while Danville had the lowest median age at 42.6. As the table indicates, all of the West Piedmont Planning District localities had a higher median age (in

years) in 2010 than the state's median of 37.5 years. This data seems to indicate that there is a continuing trend of out-migration of the younger working age persons which is causing the median age to rise at a faster rate in the Planning District. A follow-up consequence to this is that the birth rate in the District is lower and, in turn, the median age is higher. In addition, an increasing number of retired age persons are moving into the District. The rural setting, relatively cool summer climate, and close proximity to several major urban areas are attractive to many older persons.

According to an April 2009 Weldon Cooper publication entitled "Virginia's Diverse and Growing Older Population," the State as a whole is aging. With the advances in the medical technology, social, and economic sectors, people are living longer, increasing demands on Social Security, health care services, Medicare and Medicaid, public transportation, housing, and other services. However, the aging population is an asset to families, communities, and society in general, providing caregiving for family members, volunteering in the community, and providing a "living history." Some may remain in the workforce for a longer period of time due to extended retirement income needs, higher health care costs, and to stay productive. This holds true in the Planning District as well.

Nearly one out of every eight Virginians was 65 years of age or older in 2010, according to a recent publication by the Virginia Institute of Government, UVA. Again, the figures underline the growing need for long-term care, medical facilities, and other geriatric services.

1980, 1990, 2000, and 2010 Median Age

Area	1980	1990	1980-1990 Difference	2000	1990-2000 Difference	2010	2000-2010 Difference
Franklin County	30.5	35.1	4.6	39.7	4.6	44.1	4.4
Henry County	30.5	35.2	4.7	39.3	4.1	44.7	5.4
Patrick County	33.5	38.0	4.5	40.5	2.5	46.8	6.3
Pittsylvania County	30.6	35.5	4.9	39.6	4.1	44.2	4.6
Danville City	34.5	37.4	2.9	40.5	3.1	42.6	2.1
Martinsville City	35.2	38.1	2.9	40.8	2.7	43.6	2.8
West Piedmont	31.8	36.1	4.3	39.9	3.8	44.2	4.3
Virginia	29.8	32.6	2.8	35.7	3.1	37.5	1.8

Sources: 1980, 1990, 2000, and 2010 U.S. Census of Population, U.S. Census Bureau.

Educational Attainment

The educational level of the Planning District is an important measure of how prepared the labor force is to participate in local economic development. The following tables provide an overview of trends in educational attainment for persons ages 25 and older in the Planning District from 1980 through 2000.

The following tables reveal that the District's educational attainment trends from 1980 to 1990 to 2000 to 2011 (2007-2011 ACS) show improvement, with changes in persons with high school diplomas or higher rising from 43.5% to 56.8% to 67.6% to 75.9%, respectively, per decade. Persons with bachelor's degrees or higher increased from 7.8% to 9.4% to 11.6% to 14.4% per decade. Comparative figures for the state show that, although the District's educational attainment statistics improved from 2000 to 2011, the District is still in an inferior position relative to the state as a whole, however. For example, over the period 1990 to 2000, the state's populace went from 24.5% with bachelor's degrees or higher up to 29.5% (a 5% increase), while the District's percentage only rose 2.2% (from 9.4% to 11.6%). From 2000 to 2011, the state's percentage of persons 25 and over with bachelor's degrees rose from 29.5% to 34.4% (a 4.9% increase), while the District's percentage rose a total of 2.8% (from 11.6% to 14.4%). As the state and nation move forward, pursuing only a high school degree becomes less and less of an option for attaining a good position for future jobs.

The tables indicate an appreciation on the part of District citizens for the need to further their education and educational attainment. This is a positive factor for preparing for economic growth. On the negative side, however, the data in the preceding tables reveal that the District seems to fall far behind other areas and the state in regard to educational attainment. This indicates a need for more attention to education generally as well as to examine the District more in regard to motivation, access to educational programs, content of programs, and other possible areas for concentration including more on-line program options.

Educational Attainment (Persons 25 years and older)

West Piedmont Planning District & Virginia, 1980

Years Completed	Persons	Percent of Total	State Percent
0 to 8 years of elementary school	53,960	37.1%	21.6%
1 to 3 years of high school	28,144	19.4%	15.9%
4 years of high school	37,406	25.7%	28.4%
1 to 3 years college	14,588	10.0%	14.9%
4 or more years of college	11,329	7.8%	19.1%
<i>Total</i>	<i>145,427</i>	<i>100%</i>	<i>100%</i>
Percent completed 4 years of high school or higher		43.5%	62.4%
Percent completed 4 or more years of college		7.8%	19.1%

West Piedmont Planning District & Virginia, 1990

Educational Attainment	Persons	Percent of Total	State Percent
Less than 9th grade	36,060	22.4%	11.2%
9 th to 12th grade, no diploma	33,409	20.8%	13.7%
High school graduate (includes equivalency)	47,049	29.2%	26.6%
Some college, no degree	21,227	13.2%	18.5%
Associate degree	8,096	5.0%	5.5%
Bachelor's degree	10,098	6.3%	15.4%
Graduate or professional degree	4,969	3.1%	9.1%
<i>Total</i>	<i>160,908</i>	<i>100%</i>	<i>100%</i>
Percent high school graduates or higher		56.8%	75.2%
Percent bachelor's degree or higher		9.4%	24.5%

West Piedmont Planning District & Virginia, 2000

Educational Attainment	Persons	Percent of Total	State Percent
Less than 9th grade	24,135	13.8%	7.2%
9 th to 12th grade, no diploma	32,489	18.6%	11.3%
High school graduate (includes equivalency)	57,305	32.8%	26.0%
Some college, no degree	31,018	17.8%	20.4%
Associate degree	9,290	5.3%	5.6%
Bachelor's degree	13,185	7.6%	17.9%
Graduate or professional degree	7,107	4.1%	11.6%
<i>Total</i>	<i>174,529</i>	<i>100%</i>	<i>100%</i>
Percent high school graduates or higher		67.6%	81.5%
Percent bachelor's degree or higher		11.6%	29.5%
Percent attained graduate or professional degree		4.1%	11.6%

West Piedmont Planning District & Virginia, 2007-2011

Educational Attainment	Persons	Percent of Total	State Percent
Less than 9th grade	17,596	9.9%	5.4%
9 th to 12th grade, no diploma	23,083	13.0%	8.0%
High school graduate (includes equivalency)	59,965	33.8%	25.6%
Some college, no degree	34,403	20.5%	19.9%
Associate degree	14,906	8.4%	6.7%
Bachelor's degree	16,845	9.5%	20.2%
Graduate or professional degree	8,618	4.9%	14.2%
<i>Total</i>	<i>177,416</i>	<i>100%</i>	<i>100%</i>
Percent high school graduates or higher		75.9%	86.6%
Percent bachelor's degree or higher		14.4%	34.4%
Percent attained graduate or professional degree		4.9%	14.2%

Sources: 1980, 1990, and 2000 U.S. Census of Population; 2007-2011 American Community Survey, U.S. Census Bureau.

Income

The following table, "1989-2011 Per Capita Income," provides a breakdown of per capita income by locality as well as comparisons to state and national figures. Per capita income is the total personal income divided by that locality's population. This measure is often preferred when comparing localities since it adjusts for population size. Personal income is the income received by persons from all sources (e.g., wages and salary, rental income, dividends and interest, and transfer payments)

minus personal contributions for social insurance (e.g., employee social security taxes, government retirement insurance, and other social insurance programs). From 1999 to 2011, Franklin County experienced the greatest increase in per capita income among the Planning District localities at 25.9%. Danville's change of 9.7% for this period was considerably less than all WPPD localities and the state.

1989-2011 Per Capita Income

Area	1989	Percent of State	1999	Percent of State	% Change 1989-99	2007-2011 Estimates	Percent of State	% Change 1999-2011
Franklin County	\$11,936	76.0%	\$19,605	81.8%	64.3%	\$24,677	74.7%	25.9%
Henry County	\$11,491	73.1%	\$17,110	71.4%	48.9%	\$19,511	59.1%	14.0%
Patrick County	\$10,411	66.3%	\$15,574	65.0%	49.6%	\$18,589	56.3%	19.4%
Pittsylvania County	\$11,196	71.3%	\$16,991	70.9%	51.8%	\$21,219	64.2%	24.9%
Danville City	\$11,344	72.2%	\$17,151	71.5%	51.2%	\$18,816	56.9%	9.7%
Martinsville City	\$13,742	87.5%	\$17,251	72.0%	25.5%	\$19,689	59.6%	14.1%
West Piedmont	\$11,537	73.4%	\$17,450	72.8%	51.3%	\$20,614	62.4%	18.1%
Virginia	\$15,713		\$23,975		52.6%	\$33,040		37.8%

Source: 1990 and 2000 U.S. Census of Population; 2007-2011 American Community Survey, U.S. Census Bureau.

The following table, "1989-2011 Median Family Income" provides a breakdown of median family income by locality and percentage of state calculations. The Bureau of the Census defines a "family" as a "householder and one or more other persons living in the same household who are related to the householder by birth, marriage, or adoption." According to the Bureau, "a household includes all persons who occupy a housing unit." The table entitled, "1989-2011 Median Household Income" reflects the median income for all households.

1989-2011 Median Family Income

Area	1989	Percent of State	1999	Percent of State	Percent Change 1989-1999	2007-2011 ACS Estimates	Percent of State	Percent Change 1999-2011
Franklin County	\$29,958	78.4%	\$45,163	83.4%	50.8%	\$55,049	72.5%	21.9%
Henry County	\$29,730	77.8%	\$38,649	71.3%	30.0%	\$42,229	55.6%	9.3%
Patrick County	\$26,879	70.3%	\$36,232	66.9%	34.8%	\$42,631	56.1%	17.7%
Pittsylvania County	\$29,412	77.0%	\$41,175	76.0%	40.0%	\$51,095	67.3%	24.1%
Danville City	\$27,752	72.6%	\$36,024	66.5%	29.8%	\$40,649	53.5%	12.8%
Martinsville City	\$29,604	77.5%	\$35,321	65.2%	19.3%	\$41,817	55.0%	18.4%
West Piedmont	\$29,095	76.1%	\$39,696	73.3%	36.4%	\$47,362	62.3%	19.3%
Virginia	\$38,213		\$54,169		41.8%	\$75,962		40.2%

Source: 1990 and 2000 U.S. Census of Population; 2007-2011 American Community Survey, U.S. Census Bureau.

1989-2011 Median Household Income

Area	1989	Percent of State	1999	Percent of State	Percent Change 1989-1999	2007-2011 ACS Estimates	Percent of State	Percent Change 1999-2011
Franklin County	\$26,357	79.1%	\$38,056	81.5%	44.4%	\$47,606	75.2%	25.1%
Henry County	\$25,834	77.5%	\$31,816	68.2%	23.2%	\$33,695	53.2%	5.9%
Patrick County	\$22,287	66.9%	\$28,705	61.5%	28.8%	\$36,057	57.0%	25.6%
Pittsylvania County	\$25,585	76.8%	\$35,153	75.3%	37.4%	\$40,333	63.7%	14.7%
Danville City	\$20,413	61.2%	\$26,900	57.6%	31.8%	\$31,011	49.0%	15.3%
Martinsville City	\$22,446	67.3%	\$27,441	58.8%	22.3%	\$32,440	51.2%	18.2%
West Piedmont	\$24,331	73.0%	\$32,259	69.1%	32.6%	\$37,584	59.4%	16.5%
Virginia	\$33,328		\$46,677		40.1%	\$63,302		35.6%

Source: 1990 and 2000 U.S. Census of Population; 2007-2011 American Community Survey, U.S. Census Bureau.

Poverty

Another income-related statistic that is an indicator of an area's overall prosperity is the number of persons below the poverty level. The poverty level is determined by a complex formula which has its basis in the amount of money needed to sustain a nutritiously adequate diet in addition to costs for housing, utilities, clothing, other basic needs and family size. In 1999, for instance, the poverty threshold for a family of four was \$17,029 gross income per year; in 2009, the poverty threshold for a family of four was \$21,954. The following table gives the number and percentage of people in each jurisdiction that were classified below the poverty level in 1989, 1999, and 2009 according to the Census Bureau.

None of the counties and cities in the Region had a smaller percentage below poverty level than did the state (10.1%) in 2009. Danville had 13.5% more persons below the poverty level than the state with a rate of 23.6%, the highest in the District. With the exception of Patrick County, all of the Planning District's localities experienced an increase by 2009. Most notably, Franklin, Henry, and Pittsylvania Counties showed the highest percentage increases (41.0%, 43.3%, and 25.7%, respectively) from 1999 to 2009. Henry County's percentage below poverty increased over the period from 1999 to 2009 from 11.7% to 17.5%, while Martinsville's percentage of persons below poverty level showed a slight increase from 19.2 to 20.8% over the same period. Franklin County's percentage (12.7%) below poverty level was only slightly higher than the state's 10.1%, while Patrick County's percentage was only a little higher at 13.6% over the ten-year period. As can be seen from the following table, the number of persons below poverty level was estimated to have increased from 13.5% to 16.9% within the Region overall from 1999 to 2009. The statistics attest to the poor economic conditions of the District partly due to the downturn of the economy beginning in 2008. Investment in education, job training, and economic growth are potential solutions to the current poverty conditions.

1989-2011 Persons Below the Poverty Level

<i>Area</i>	<i>1989</i>	<i>Percent Below</i>	<i>1999</i>	<i>Percent Below</i>	<i>% Change 1989-1999</i>	<i>2007-2011 Estimates</i>	<i>Percent Below</i>	<i>% Change 1999-2011</i>
Franklin County	4,228	11.1%	4,481	9.7%	6.0%	7,360	13.6%	64.2%
Henry County	5,241	9.3%	6,679	11.7%	27.4%	10,140	18.8%	51.8%
Patrick County	2,352	13.6%	2,572	13.4%	9.4%	2,922	15.9%	13.6%
Pittsylvania County	6,753	12.2%	7,217	11.8%	6.9%	8,938	14.4%	23.8%
Danville City	9,795	19.0%	9,369	20.0%	-4.3%	10,726	25.6%	14.5%
Martinsville City	2,504	15.6%	2,839	19.2%	13.4%	3,224	24.1%	13.6%
<i>West Piedmont</i>	<i>30,873</i>	<i>13.2%</i>	<i>33,157</i>	<i>13.5%</i>	<i>7.4%</i>	<i>43,310</i>	<i>17.7%</i>	<i>30.6%</i>
Virginia	611,611	10.2%	656,641	9.6%	7.4%	818,422	10.7%	24.6%
U.S.	31,500,000	12.8%	33,899,812	12.4%	7.6%	42,739,924	14.3%	26.1%

Source: 1990 and 2000 U.S. Census of Population; 2007-2011 American Community Survey, U.S. Census Bureau.

Due to the increased poverty levels, local social service agencies have seen a significant rise in public assistance cases. According to Martinsville-Henry County Social Services, for example, people who are employed are receiving assistance because wages have not kept up with the basic cost-of-living expenses like food and medicine. The number of new cases has consistently grown over the last few years since the great economic downturn in 2008.

Labor Force

As can be seen from the table "2003-2011 Annual Average Employment by Industry by Place of Work for the West Piedmont Planning District," the labor force of the Planning District is somewhat dependent upon the manufacturing sector, which comprised 18.6% of the area employment in 2011. The comparable figure for Virginia for that period was 6.7%. In prior years, manufacturing was the leading employment sector in the Region and now ranks 2nd largest. In 2003, the service industry became the largest employment sector in the Planning District with 32.2% of employment. By 2011, this figure had increased to 48.1%. Some services, like health care or education, are provided both privately and publicly. Beginning in 2005, when a service is provided publicly, it is included in the service sector. This would account for part of the increase in service industry employment. Finance, Insurance, & Real Estate (FIRE) are accounted for separately from the service sector; in 2011, the FIRE sector accounted for 3.0%, or 2,382 of the Region's workers. The following table, entitled "2011 Annual Average Employment by Industry by Place of Work for the WPPD Localities" also provides total employment for the Planning District, its localities, and Virginia for 2011. The total employment figures in the following two tables do not account for the unemployed.

According to the Virginia Employment Commission, the West Piedmont Planning District's total employment increased slightly from 79,577 in 2010 to 80,285 in 2011.

The District's workforce figures fluctuated over the past two decades. With the District's high concentration in textile, furniture, and wood-related products and a lack of diversification over the last decade, the area economy has been very volatile. When a decline in the manufacturing sector has occurred, all of the District's economy has suffered due to the dependence on this sector by related industries and the supporting service sector. From 1999 through the 2000's, the Region has lost a significant number of jobs due to the impacts of the economic downturn and the effects of globalization. Economic development activities within the Region during 2011 are included in Chapter 2—"Report of Past Year's Activities."

According to the table entitled "2011 Annual Average Employment by Industry by Place of Work for the WPPD Localities," approximately 75.2% of the District's total manufacturing employment by place of work in 2011 was concentrated in two areas. The Pittsylvania County-Danville area had 6,833 manufacturing jobs and the Henry County-Martinsville area had 4,387 manufacturing jobs. These two areas experienced mixed results with regard to manufacturing employment from 2010 to 2011. Pittsylvania County-Danville's manufacturing employment increased from 6,371 in 2010 to 6,833 in 2011 while Henry County-Martinsville's manufacturing employment dropped from 4,726 in 2010 to 4,387 in 2011. Combined, these figures accounted for a gain of 123 of the Region's manufacturing jobs.

Wholesale and retail trade is the third largest sector in the Planning District, with 16.9% of total employment or 13,605 workers in 2011, compared to 14,047 workers in 2010. Most of the Planning District's retail trade is centered in urban areas of the cities of Danville and Martinsville, the Town of Rocky Mount, and adjacent suburban county areas.

All remaining sectors are small; together they account for approximately 13.4% of total employment. Construction was the largest among them with 3,486 workers, or 4.3% of total employment, in 2011. The government sector, which employed 3,443 persons or 4.3% of total employment in the Planning District in 2011, includes federal, state, and local employees. The majority of government employment is at the state and local levels. The transportation sector accounted for 3.4% of total employment in 2011, with 2,735 workers. Agriculture, mining, and utility employment sectors accounted for the remainder.

West Piedmont Planning District Localities 2011 Annual Average Employment by Industry by Place of Work

	Franklin County	% of Total	Henry County	% of Total	Patrick County	% of Total	Pittsylvania County	% of Total	Danville City	% of Total	Martinsville City	% of Total	West Piedmont	% of Total	Virginia	% of Total
Agriculture	209	1.6%	57	0.4%	187	3.8%	263	2.3%	7	0.0%	D	N/A	729	0.9%	11,935	0.3%
Mining	0	0.0%	0	0.0%	0	0.0%	D	N/A	0	0.0%	D	N/A	32	0.0%	9,054	0.3%
Utilities	D	N/A	D	N/A	D	N/A	83	0.7%	0	0.0%	D	N/A	330	0.4%	18,579	0.5%
Construction	1,081	8.3%	660	5.1%	122	2.5%	1,023	8.8%	430	1.6%	170	1.5%	3,486	4.3%	187,264	5.2%
Manufacturing	2,251	17.3%	3,179	24.7%	1,448	29.3%	2,335	20.1%	4,498	16.9%	1,208	10.7%	14,918	18.6%	239,316	6.7%
Transportation/Warehousing	347	2.7%	1,132	8.8%	162	3.3%	282	2.4%	428	1.6%	384	3.4%	2,735	3.4%	120,950	3.4%
Wholesale Trade	412	3.2%	714	5.5%	120	2.4%	799	6.9%	599	2.3%	108	1.0%	2,752	3.4%	112,221	3.1%
Retail Trade	1,941	14.9%	1,245	9.7%	544	11.0%	1,058	9.1%	4,007	15.1%	2,057	18.2%	10,853	13.5%	409,034	11.4%
Finance, Insurance, & Real Estate	387	3.0%	378	2.9%	84	1.7%	201	1.7%	987	3.8%	337	3.0%	2,382	3.0%	174,705	4.9%
Services	D	N/A	5,090	39.5%	D	N/A	4,912	42.3%	14,374	54.1%	D	N/A	38,625	48.1%	2,050,303	57.3%
State Government	85	0.7%	79	0.6%	25	0.5%	350	3.0%	265	1.0%	153	1.4%	958	1.2%	41,925	1.2%
Local Government	316	2.4%	335	2.6%	179	3.6%	284	2.4%	732	2.8%	532	4.7%	2,398	3.0%	82,862	2.3%
Federal Government	8	0.1%	1	0.0%	6	0.1%	17	0.1%	45	0.2%	12	0.1%	87	0.1%	116,036	3.2%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4,653	0.1%
Total Employment	13,011	100.0%	12,872	100.0%	4,945	100.0%	11,618	100.0%	26,555	100.0%	11,284	100.0%	80,285	100.0%	3,578,837	100.0%

D indicates disclosure suppression. Data is included only in the total. Figures may not always total correctly due to the rounding process. It should be noted that beginning in 2005, the Government and Service employment sectors have changed reporting methods as some Public-Administrative employment such as teachers may have shifted to the Service sector. Therefore, there may be noticeable differences in these numbers from prior years compared to the 2005 figures.

Source: Virginia Workforce Connection, Labor Market Statistics - Covered Employment and Wages Program, Virginia Employment Commission, Economic Information Services, Richmond, VA.

2003 - 2011 Annual Average Employment by Industry by Place of Work for the West Piedmont Planning District

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Agriculture	575	602	619	651	688	730	692	706	729
Mining	130	123	115	113	D	31	29	30	32
Utilities	245	226	413	406	398	419	403	334	330
Construction	4,631	4,333	4,700	4,742	4,613	4,545	3,924	3,625	3,486
Manufacturing	26,965	25,188	23,945	22,175	20,928	18,619	16,020	14,769	14,918
Transportation/Warehousing	2,105	2,157	2,591	2,451	2,448	2,422	2,331	2,515	2,735
Wholesale Trade	2,171	2,325	2,397	2,463	2,659	2,665	2,678	2,732	2,752
Retail Trade	12,625	12,427	12,463	12,691	12,821	12,447	11,392	11,315	10,853
Finance, Insurance, & Real Estate	2,806	2,802	2,652	2,911	3,016	2,866	2,639	2,447	2,382
Services	26,796	27,112	36,901	38,064	38,721	38,443	37,481	37,573	36,625
State Government	2,007	2,022	750	763	989	1,011	996	967	958
Local Government	10,194	10,246	2,207	2,230	2,274	2,343	2,360	2,351	2,398
Federal Government	573	568	96	92	84	87	109	183	87
Nonclassifiable	0	0	0	D	0	0	0	0	0
Total Employment	91,818	90,131	90,048	89,752	89,759	86,628	81,054	79,577	80,285
	100.0%								

"D" indicates disclosure suppression. Data is included only in the total. Figures may not always total correctly due to the rounding process. It should be noted that beginning in 2005, the Government and Service employment sectors have changed reporting methods as some Public Administrative employment such as teachers may have shifted to the Service sector. Therefore, there may be noticeable differences in these numbers from prior years compared to the 2005 figures.

Source: Virginia Workforce Connection, Labor Market Statistics - Covered Employment and Wages Program, Virginia Employment Commission, Economic Information Services, Richmond, VA.

Perhaps the most widely known and used labor force statistic is the unemployment rate. The unemployment rate measures to what extent available labor resources are being underutilized. The unemployment rate represents the ratio of the number of people who are unemployed and actively seeking work to the number of persons in the civilian labor force.

The following table, "1986-2011 Unemployment Rates," illustrates that the Planning District's unemployment rate has been consistently higher than the state rate, peaking at 11.8% in 2009.

1986-2011 Unemployment Rates			
<i>Year</i>	<i>West Piedmont</i>	<i>State of Virginia</i>	<i>United States</i>
1986	8.8%	5.0%	7.0%
1987	6.6%	4.2%	6.2%
1988	6.6%	3.9%	5.5%
1989	6.5%	3.9%	5.3%
1990	7.6%	4.3%	5.5%
1991	10.6%	5.9%	6.7%
1992	8.0%	6.4%	7.4%
1993	5.9%	5.1%	6.8%
1994	7.1%	4.9%	6.1%
1995	7.8%	4.5%	5.6%
1996	6.8%	4.4%	5.4%
1997	5.2%	4.0%	4.9%
1998	4.5%	2.9%	4.5%
1999	5.9%	2.8%	4.2%
2000	5.5%	2.2%	4.0%
2001	7.9%	3.5%	4.8%
2002	9.7%	4.1%	5.8%
2003	9.7%	4.1%	6.0%
2004	7.3%	3.7%	5.5%
2005	6.6%	3.5%	5.1%
2006	5.3%	3.1%	4.6%
2007	5.3%	3.0%	4.6%
2008	7.2%	4.0%	5.8%
2009	11.8%	6.7%	9.3%
2010	11.5%	6.9%	9.6%
2011	9.7%	6.2%	8.9%

Source: Virginia Employment Commission.

Wages remain significantly lower in the Region when compared to state and national levels. For instance, Patrick County experienced the lowest average weekly wages (\$486) in the state, according to a report released by the Bureau of Labor Statistics for the first quarter of 2012. With the highest unemployment rate in the state for more than five years, Martinsville's average weekly wage level was \$566. Other Southside Virginia localities with high unemployment rates included Henry County with an average weekly wage rate at \$592, Pittsylvania County with \$550, and the City of Danville with a reported \$634 in average weekly wages. With a lower unemployment rate than the other localities in the District, Franklin County had a reported average weekly wage level of \$571. When all 134 Virginia localities were examined, 122 had wages below the national average of \$984, according to the report.

Taxable Sales

Shopping trends and patterns of the Planning District provide yet another facet of the area's economy. While it is generally accepted that people in the District shop for the necessities in local stores within their community, many of the residents depend upon stores in neighboring areas for the bulk of their major purchases. There are two primary reasons for this fact. First, these larger communities such as Roanoke, Lynchburg, and Greensboro offer a wider range of shopping opportunities and the increased competition set up by these larger markets along with the fact that the ability to buy at bulk wholesale prices creates more competitive pricing among stores offering similar merchandise. Secondly, since a number of residents of the Planning District work outside the District in and around these larger market areas, it takes little extra effort to do their major shopping near their work sites. In the Region, retail establishments have expanded significantly during the past decade, offering a greater variety of goods and services to local consumers. It is important that additional commercial establishments continue to be lured to the Region to increase competition and attract area shoppers.

The state tax rate is currently 4.0% (effective September 1, 2004); in addition, all cities and counties impose a 1% local option sales tax. The tax is levied by retail stores on the following items: apparel; automotive supplies; food (including restaurant

and tavern sales); home furnishings and equipment; general merchandise (including department and discount store sales, dry goods, fabric and yarn, trading stamps redemptions, and drug store sales except sales for prescription drugs); lumber and building materials; fuel; machinery; miscellaneous items (including antiques, books, cigars, florist sales, gifts and novelties, jewelry, luggage and leather goods, and sporting goods); hotel and motel lodgings, and other miscellaneous and unidentifiable items. Not included in taxable sales are sales of motor vehicle fuels, motor vehicles and travel trailers, and prescription sales.

Taxable sales totaled \$1,825,628,604 in the Planning District in 2011, up from \$1,789,555,884 in 2010; the Planning District represents 2.0% of the 2011 total taxable sales in Virginia. Danville City accounted for \$731,973,526 (40.1%) of the Region's 2011 taxable sales. As the table below indicates, the Region had experienced annual decreases in taxable sales from 2007 to 2009 with nominal increases for 2010 and 2011. The following table shows that from 2008 to 2009, all of the Region's localities experienced a considerable drop in taxable sales with the exception of Patrick County; the state also experienced a decline from \$90,106,122,079 in 2008 to \$85,869,132,300. A weak economy for the period would justify the declines. However, from 2009 to 2011, all but Pittsylvania County saw a rise in taxable sales.

**West Piedmont
2007-2011 Taxable Sales**

	2007	2008	2009	2010	2011
Franklin County	\$397,420,312	\$379,937,250	\$340,399,967	\$355,992,663	\$353,790,485
Henry County	\$380,792,952	\$371,622,090	\$343,985,994	\$342,306,824	\$347,179,297
Patrick County	\$79,229,576	\$77,689,143	\$79,025,075	\$83,025,973	\$86,300,841
Pittsylvania County	\$191,330,132	\$167,763,926	\$157,896,368	\$152,458,163	\$155,499,190
Danville City	\$706,644,236	\$720,312,885	\$701,641,565	\$709,215,126	\$731,973,526
Martinsville City	\$169,996,834	\$156,571,339	\$143,922,903	\$146,557,135	\$150,885,266
<i>West Piedmont</i>	<i>\$1,925,414,042</i>	<i>\$1,873,896,633</i>	<i>\$1,766,871,872</i>	<i>\$1,789,555,884</i>	<i>\$1,825,628,604</i>
<i>Virginia</i>	<i>\$92,043,248,947</i>	<i>\$90,106,122,080</i>	<i>\$85,869,132,300</i>	<i>\$86,420,963,843</i>	<i>\$89,070,341,371</i>

Source: Virginia Department of Taxation.

C. Adequacy of Transportation and Services

Investment in transportation infrastructure can be an important influence in economic growth – increased access to land provided by new or upgraded transportation infrastructure can either induce new development or influence existing development patterns.

While generating a number of industries and businesses to create a healthy economic base and providing jobs and supplying wages to District citizens are primary concerns, there are other essential needs. Infrastructure in the form of community facilities, utilities, housing, and public services are also important. On one hand, their existence is mandatory to create an atmosphere in which business and industry would care to invest capital, equipment, and labor, thus providing the desired economic development. On the other hand, the infrastructure and services must exist to meet basic needs of citizens. The following sections highlight infrastructure and services improvements in the Region.

Transportation

An area's transportation accessibility serves as the framework about which its communities grow. The adequacy of the transportation system has shaped and will continue to exert significant influence on economic growth within the West Piedmont Planning District. Transportation is a primary economic growth-forming factor because it makes land, labor, and resources both accessible and competitive interregionally and intraregionally. Local transportation modes, for the same reason, impact on the growth--or lack of growth--of specific areas within the Region by making some areas relatively more accessible than others. The Region needs an efficient transportation system because local firms are competing globally with other firms. The consumer, through the retailer, is requiring an approximation of just-in-time delivery.

The highway network is the major element in the Planning District's transportation system. Four federal highways and twenty state primary highways provide the localities of the Region with access to each other and the rest of the nation. There are numerous state secondary roads connecting to these larger highways. Over 471 miles of federal and state primary highways and 3,714 miles of state secondary roads are located within the Planning District; urban system mileage totals 397.5 miles.

The VA Department of Transportation's *Year 2035 Statewide Highway Plan* was updated in 2010 and integrated into the Virginia Surface Transportation Plan, Year 2035 and adopted November 2010. The Plan includes significant highway improvement projects for each jurisdiction in the Planning District. These are Federal Highway Administration and VDOT-

funded projects. Project types include bridge replacements, construction on new road alignments/right-of-way, construction on existing right-of-way, and basic paving/reconstruction projects.

In June 2001, Thomas Point Associates of Annapolis, MD, completed the West Piedmont Planning District Economic Recovery/Adjustment Strategy for the West Piedmont Planning District and its localities. The Economic Development Administration-funded strategy was developed through a year-long process in conjunction with a Project Management Team made up of area officials. Top regional priority for infrastructure was improvement of regional access based on completion of construction of the I-73, I-785, U.S. Route 58, and U.S. Route 29 corridors. The projects are essential and the timeframe for their construction is critical to the recovery of the regional economy and directly and indirectly affect the potential success of all other projects identified in the strategy. Additional information on these projects follows.

In August 2005, Congress passed and the President signed the national transportation authorization act, known as SAFETEA-LU, which replaced the SAFETEA act that had expired. In August 2012, the President signed the successive Transportation Authorization legislation to SAFETEA-LU, known as MAP-21 (Moving Ahead for Progress in the 21st Century). The legislation took effect on October 1, 2012. Under this act Congress continues to fund key programs to support our highway system critical to our Region. Improvements integrated in MAP-21 include the following:

- National Highway System (NHS) expansion resulting from additional principal arterials not previously included;
- Establishment of a performance-based program, emphasizing national transportation goals, increasing transparency and accountability of Federal highway programs, and employing performance-based planning and programming to enhance transportation investment decision-making;
- Through the authorization of \$82 billion in Federal funding for Fiscal Years 2013 and 2014, MAP-21 will create jobs and support economic growth by investing this funding for road, bridge, bicycling, and pedestrian improvements;
- Doubling of funding for infrastructure safety, enhancing the connection among modal safety programs, and advancing efforts to make significant progress in reducing highway fatalities, including initiatives to reduce distracted driving, as well as improvements to motor carrier and transit safety, are included in the Highway Safety Improvement Program continued under MAP-21;
- Federal highway transportation programs are consolidated into a smaller number of core programs which are more broad in scope;
- Acceleration of project delivery and promotion of innovation via enhancements intended to ensure timely implementation of transportation projects, as well as innovation and efficiency improvements via the planning and environmental review processes.

The MAP-21 Act provides for other programs that can aid the District directly or indirectly. Some of these programs include: Highway Safety Improvement Program, Safe Routes to School Program, Stewardship and Oversight Program, Transportation Infrastructure Finance & Innovation Act, and Work Zone Safety Grants Program.

In February 2009, Franklin County adopted the 220-North Corridor Plan that was developed with input from the County Planning Commission, staff, and stakeholders along the Route 220 corridor. The Plan is to anticipate and guide development along this important transportation corridor as public water becomes available in the future. The Plan calls for a series of zoning overlay districts along the corridor to preserve the County's scenic beauty, concentrate commercial development into well-planned centers, and lay the groundwork for a potential regional employment center along Route 220. It calls for the establishment of three overlay zoning districts including: a Scenic Gateway District, extending from the Roanoke County line to the northern limits of the Town of Boones Mill; a Regional Business District, extending from the southern limits of the Town of Boones Mill to Brick Church Road; and a Mixed-Use Commercial District, extending from Brick Church Road to the northern limits of the Town of Rocky Mount.

Route 58 is the longest single road in Virginia, stretching nearly 680 miles along Virginia's southern border. In 1989, the Virginia General Assembly established the U.S. Route 58 Corridor Improvements Program to improve travel on the mostly two-lane, often winding and hilly road to enhance economic development potential across the largely rural southern portion of the state. Approximately 370 miles are now four lanes or more, compared to 240 when the program was initiated. Work has been completed through Henry County, but some segments in Patrick County remain incomplete due to environmental studies and construction costs. In March 2011, the Virginia Department of Transportation began to solicit public and organizational input regarding widening of U.S. 58 between Stuart and Hillsville. Once the agency completes the National Environmental Policy Act (NEPA) Process, 26 miles of the highway will become eligible to receive funding to be widened. In summer 2012, construction began on U.S. 58 between Laurel Fork in Carroll County and Meadows of Dan in Patrick County, to widen an 8.2-mile stretch of the highway to four lanes; this segment is expected to be completed in fall of 2015. This phase of construction will cost \$119.75 million, and the total cost – including this phase of the project – to widen U.S. 58 all the way to Stuart is expected to be \$480 million. It was determined that enhancements to U.S. 58, particularly regarding its widening to Interstate 77, would have the greatest economic impact on Danville, because of the highway's intersection with U.S. 29.

In July 2011, VDOT completed construction of a new connector road, named Wood Brothers Drive, in the Town of Stuart to establish a more direct link between the U.S. Route 58 Bypass at Stuart and Virginia Route 8 South in Patrick County. This will help to alleviate truck traffic on North Main Street and Patrick Avenue and divert traffic from Patrick Avenue, North Main Street, and Blue Ridge Street. The \$4.6 million project was in the local long-range plan.

Another vital link for the West Piedmont Planning District is the eventual four-laning of Route 220 from the Virginia border to Greensboro, NC. The State of North Carolina has upgraded portions of this roadway in stages; construction is complete for major project segments. This modern north-south highway places the Planning District in the center of the corridor between

the Piedmont Triad in North Carolina and Roanoke, VA, further enhancing potentials for economic growth. On the Virginia alignment, Route 220 has needs for straightening of curves to improve the geometrics. Work at the Route 87/Route 220 intersection is completed but geometric improvements remain.

North Carolina requested that VDOT extend Route 311 to Route 58 in Pittsylvania County via the conversion of Berry Hill Road (Route 863) to a primary road. The effort is supported by the Pittsylvania County Board of Supervisors as well as the Commonwealth Transportation Board and would improve access to Eden, NC and the Berry Hill Mega Park. Through the redesignation, the 7.5-mile segment of roadway would be eligible for additional state and federal funding for enhancements. In 2012, the Danville-Pittsylvania Regional Industrial Facility Authority approved a contract with a consultant to modify and enhance Berry Hill Road to improve access to the mega park and to connect the road from the Danville Expressway to the mega park. The project's estimated cost is just below \$1.8 million. Also in Pittsylvania County, VDOT is in the process of performing an engineering study on a 10-mile shortcut utilized by truckers, comprising Green Pond, Climax, and Anderson Mill Roads between Routes 57 and 40. A proposal has been advanced to widen the route by 18 inches on each side and for greater speed enforcement, due to complaints regarding speeding, heavy truck traffic, and hazardous conditions on the narrow roads.

The Interstate 73 proposal is planned to extend from South Carolina to Michigan. Within Virginia, the proposed Interstate 73 corridor would traverse between Roanoke and the North Carolina State Line. The planning study was completed and looked at a five- to seven-mile wide corridor, which roughly follows a route parallel to Route 220 between Roanoke and North Carolina.

The project was turned over to the Federal Highway Administration staff for further review and consideration and a Record of Decision issued in 2007 for its route. The route selected lies east of Route 220 and Rocky Mount in Franklin County and in Henry County follows an alignment east of Patrick Henry Community College, the Patriot Centre Industrial Park, the City of Martinsville, and veers back toward U.S. Route 220 but stays east of Route 220, eventually reconnecting with the existing Route 220 and crossing the VA/NC state line near Ridgeway.

In 2011, the original alignment of the proposed Interstate 73 project was altered at the request of Henry County officials to bring it in closer proximity to Martinsville, as statistics revealed that about 80 percent of industries locate their facilities within 10 miles of an interstate highway. An environmental assessment revealed that the revised alignment would be accessible to railroad and utilities, in addition to highway interchanges to the area. The alternate route would enable the interstate to tie into the U.S. 58 bypass for five miles and bring it in closer proximity to the Patriot Centre at Beaver Creek Industrial Park. The estimated cost of the project is \$4 billion. About \$8.5 million had been obtained for a 3.6-mile segment of the project; another \$12.9 million would be needed to begin the design phase.

In 2008, Chmura Economics and Analytics presented a report, funded by the Virginia Tobacco Commission and Harvest Foundation, to the Martinsville Henry County Chamber of Commerce that assessed the economic impact of Interstate 73 on Virginia and in particular the Roanoke Valley, Franklin County, Henry County, and the Martinsville areas. The report indicated that during construction there should be some positive short-term impacts on Martinsville and Henry County in respect to providing workers and contractors with food and lodging services when construction takes place on the southern end of the route. More long-term, businesses already operating in the area should see benefits with shorter delivery and shipping times and concomitant costs advantages. It further noted that there should be freight service advantages that would be permanent. In terms of business operations within the Region or with customers outside the Region, there should be some travel costs savings and business efficiencies conferred on local enterprise. With savings that might accrue to businesses, there could be opportunities for firms in the Region to create 800 or more new jobs. According to TRIP, a transportation-related research group, the U.S. 58 corridor enhancement from Hillsville to Stuart and the Interstate 73 project rank 11 and 14, respectively, among 50 transportation projects that they identified which are critical to supporting industry in Virginia.

With the existence of Interstate 73, it may be easier to market the area to expanding firms looking for a new location near an interstate. Thus, the existence of Interstate 73 can become a marketing tool. With the route's development, there will be opportunities for development of hotels, service plazas, markets, and restaurants centered on the numerous interchanges. The report by Chmura Economic and Analytics stated that, with the existence of Interstate 73, service business should grow and create an estimated 2,000 plus jobs over the Region.

The interstate may also encourage development of regional distribution centers in Franklin and Henry Counties. Martinsville and Henry County have the advantage of being in closer proximity to the Greensboro Triad Federal Express hub, which could encourage the location of support firms in the southern end of the interstate corridor. The interstate will also add to the accessibility of the area's businesses to other areas of business on the East Coast and the Midwest. Finally, the business development created should also generate revenues for the Commonwealth and the local governments.

A major transportation initiative put forth by the Henry County Board of Supervisors is a connection between U.S. 58 and the Patriot Centre industrial park. The Virginia Department of Transportation has installed cameras at numerous intersections throughout Henry County to enable the agency to monitor traffic for accidents or delays and summon first responders, if necessary; the images will be made available to the public to better plan their commutes. Also in Henry County, 14 intersections were equipped with a system to enable the signals to give priority to emergency vehicles. The Virginia Avenue

corridor (Business 220) is poised to undergo improvements from Commonwealth Boulevard to Mill Creek Drive, which will include pedestrian and vehicular safety investments, sidewalks, crosswalks, crosswalk lighting, and customized street signs. Henry County was awarded a \$2,292,490 grant from the former Transportation Enhancement Program, now MAP-21's Transportation Alternatives, through VDOT, which includes a local match of \$573,123 for the corridor upgrades.

In April 2011, the City of Martinsville received \$2,389,000 in federal stimulus funds to initiate the widening of Liberty Street from York Street to the City Limit. The Liberty Street project, widening from three lanes to five, is currently underway and expected to take a year to complete. The intersection of Jones, Liberty, and Franklin streets near Uptown Martinsville is planned to be converted to a round-about and Depot Street has been re-aligned to intersect with the proposed round-about.

Since Route 29 is the primary north-south route serving the length of the Virginia Piedmont area and links the Pittsylvania and Danville economic area with the urbanizing areas of the East, Mid-Atlantic, and Sun Belt markets, upgrading of this route across its entire length in Virginia and through Danville-Pittsylvania County would positively impact the area. The Virginia Department of Transportation secured special federal funding to undertake feasibility and design studies on improvements to the Route 29 corridor. The consulting firm of Parsons Transportation Group conducted the study of Route 29 from Lynchburg to the Virginia-North Carolina State Line (Phase II/III). The Route 29 corridor between Greensboro, NC, and Washington, DC, was identified in the 1991 Intermodal Surface Transportation Efficiency Act (ISTEA) as one of 21 high priority corridors nationwide to qualify for special feasibility and design study funding. With assistance from Parsons Transportation Group, Renaissance Planning, and McCormick-Taylor, VDOT developed a U.S. Route 29 Statewide Corridor Study that concluded in December 2009.

In 1998, the final section of the U.S. 29 Bypass from North Carolina to Blairs in Pittsylvania County opened. The entire Bypass extends approximately 16 miles and cost approximately \$90 million. In the summer of 2011, it was announced that construction bids were being advertised to construct a U.S. 29 bypass around Charlottesville. While not located in the Dan River Region, the bypass would benefit the area by eliminating a traffic bottleneck along U.S. 29 in Charlottesville.

In 1996, a group of business and government leaders in the Greensboro, NC-Danville, VA area formed a coalition to designate U.S. Route 29 as an interstate highway. The Interstate Connection Committee, with members from each of the jurisdictions along U.S. Route 29, indicated that this designation would enhance economic development and improve safety along this 35-mile length of road. Under the nomenclature of the interstate highway system, a three-digit designation beginning with an odd number indicates a spur road that connects with an existing interstate highway—Interstate 85. In May 1998, the future designation for U.S. Route 29 as I-785 was included in a new \$204 billion federal transportation bill passed by Congress. The I-785 initiative fits with an overall effort to eventually see U.S. 29 become a 65 mph, limited access highway from Danville north to Washington, D.C. On June 30, 1998, representatives from the federal, state, and local levels of Virginia and North Carolina government unveiled new highway signs along U.S. 29 that read "Future 785 Corridor."

Route 58 improvements in the District took a major step forward with completion of the third phase of construction of the new Route 58 Bypass. The 8-mile long bypass runs from Route 29 south of Danville to the northwest linking up with Route 58 West at a point 1.5 miles west of the current city limits of Danville. The improvement cost an estimated \$62 million. Completion of the route and its opening took place in 2004.

In addition to federal primaries and interstates, state primary routes can also be critical to the transportation network serving economic development. Routes such as 57 and 40 are often essential connecting routes. In respect to this, the Town of Rocky Mount and Franklin County have had preliminary discussions related to a transportation strategy that would include a Virginia Route 40 bypass. The proposed project has been incorporated into several transportation plans, including the recently completed *2035 West Piedmont Regional Rural Long-Range Transportation Plan*. The project calls for a bypass connecting Route 40 west of the Town to U.S. Route 220, just north of Rocky Mount and would likely extend from U.S. 220 north of Rocky Mount to the intersection of Route 40 and Route 640. This would alleviate truck traffic through the area, while providing a more direct, streamlined connector between the two major routes. The route would greatly benefit travel between Ferrum College and U.S. 220 north of Rocky Mount. In addition, concerns about increased development along Route 40 impacting traffic efficiency and safety are another impetus for the proposed bypass.

Danville-Pittsylvania County is served by a Metropolitan Planning Organization, which is staffed by the West Piedmont Planning District Commission. An abstract of the work elements of the Danville-Pittsylvania Transportation Improvement Program (TIP) is included as Appendix 3 of this document. In 2008, the Danville MPO initiated solicitation for a private consulting firm to assist in developing an update to the *Long-Range Transportation Plan for the Danville Urbanized Area*. This was completed in August 2010. The City, with MPO/PDC cooperation, is also now obtaining Federal Transit Administration funds for capital and operating assistance (Section 5309) to the Danville Transit System. The MPO/PDC also obtains grant funds (Section 5303) from the Federal Transit Administration for the City to use in its annual transit system planning effort. During 2011, the MPO was involved with four corridor studies intended to enhance transportation mobility and safety in the City of Danville and the urbanized portion of Pittsylvania County. The corridor studies involved widening Mount Cross Road in the City of Danville and implementing access management and spot improvements in the Pittsylvania County portion of the MPO, implementing access management strategies on Route 58 West, devising a strategy to improve connections between Mount Cross Road and Route 58, and developing a trail connector between the existing Danville

Riverwalk and the Ringgold Depot trails. The studies were completed in 2012. While detailed information is available at the PDC, the executive summary documents with recommendations may be seen at: www.wppdc.org/. In early 2012, Danville approved improvements to Mount Cross Road, which includes widening of the road to four lanes with a median from Lowes Drive to Parker Road. Additional widening will occur from Parker Road to the City Limit and estimated to cost \$6 million. The Danville-Pittsylvania County Regional Industrial Facility Authority approved a proposal to adjust restrictions on land at the intersection of South Boston Road and Riverpoint Road to widen the eastbound portion of South Boston Road between Danville Regional Airport and the Pilot Travel Center. A portion of Cyber Park property will be utilized for the widening. In addition, a traffic signal will be installed at the intersection of South Boston Road and Riverpoint Drive.

In July 2010, ground was broken on the \$39.7 million Robertson Bridge project in Danville. The project was made possible by \$21.3 million from the American Reinvestment and Recovery Act Program. The new bridge is approximately 940 feet long and 84.5 feet wide. It is median-divided, having five lanes with a multi-use trail for bicyclists and pedestrians, and is expected to ease traffic pressure and decrease delays. The plans included a 24-inch water line that will be used to serve the new industrial mega park site on Berry Hill Road as well as a 12-inch gas line. The bridge was completed in fall 2012.

In October 2011, the Franklin Turnpike connector, a limited-access divided highway connecting North Danville, Blairs, and Mount Hermon with Danville Expressway via the Route 360 interchange, was completed. It is 1.38 miles long and includes a 640-foot long bridge over Fall Creek. The cost of the project was \$18.9 million and is expected to reduce traffic congestion on Piney Forest Road.

In Fiscal Year 1993-94, the West Piedmont Planning District Commission formed a Rural Transportation Planning Organization (RTPO) to assist transportation planning and programming across the Region. The Commission staff has transportation planning software, supporting software, and computer hardware to provide the agency with the capability for a long-term program in transportation planning. The Planning District Commission's RTPO Program is funded with State Planning and Research (Federal Highway Administration) grant funds administered by VDOT.

In July 2006, VDOT began a new initiative for the Regional Rural Long-Range Transportation Planning Program, aimed at creating regional transportation plans in rural areas to complement those in metropolitan areas of the Commonwealth. By partnering with Virginia's Planning District Commissions and the localities each represents, VDOT worked with each region to evaluate the transportation system in rural areas and to assist in recommending a range of public improvements that could best satisfy existing and future transportation needs. These regional plans identify needs based on the goals and objectives established by each region. Improving the transportation system remains vital to improving the quality of life and continued economic growth and prosperity in Virginia. The list of recommendations from the regional long-range plans is being utilized in the statewide transportation planning process to better quantify the statewide magnitude of needs. The transportation system evaluated was limited to federal functional classified routes of minor collectors and above. The West Piedmont Planning District Commission, in cooperation with the Virginia Department of Transportation (VDOT) and the Region's localities completed and adopted the Plan in May 2011.

In 2003 and 2006, Small Urban Areas Transportation Plans were completed for Rocky Mount, Stuart, and Martinsville-Henry County. A number of these projects also are being implemented into other planning efforts and programs, such as the Six-Year Improvement Program by VDOT. Some projects have already been completed, i.e., the Route 8 Connector in Stuart; others are underway, i.e., Liberty Street widening to five lanes in Martinsville.

There are two airports in the Planning District--Danville Regional Airport and Blue Ridge Airport in Henry County. Commercial, passenger, and cargo services are conveniently located at Piedmont International Airport in Greensboro, NC, and Roanoke Regional Airport in Roanoke. Danville Regional is a Class IV airport, located in the easterly portion of the City of Danville. There are a total of two active paved runways, one 6,500 feet and one 4,000 feet. In 2012, the airport was awarded nearly \$10 million in funding from the FAA Modernization and Reform Act of 2012 for an ambitious redevelopment project to bring the facility to FAA standards. The main runway will be shortened by about 600 feet to ensure that the Instrument Landing System (ILS) is protected from jet blast and will be narrowed for a more effective drainage system. Additionally, a "hump" in the runway will be removed to improve pilot sight distance. Also included are runway resurfacing, new lighting and signage installed, and a GPS approach system provided for the secondary runway. Incremental work on the estimated 18-month long project was approved by the FAA to allow for at least 3,000 feet of runway to be operable at any given time.

Blue Ridge Airport is located in Henry County, approximately 11 miles southwest of the City of Martinsville. This facility is currently classified as a Basic Utility Airport and has been recommended for upgrade to a Basic Transport classification. In order to change the classification, the runway has been extended to 5,000 feet and the pavement of the runway and taxiways strengthened to accommodate aircraft weighing up to 60,000 pounds MGW. The airport's authority purchased 77 acres of land in fiscal year 2011-2012, to widen the airport's ramp and apron, and re-route approximately ¼-mile of Airport Drive (Route 698) for two-way aircraft taxi operations and removal of the road from the Runway Object Free Area. Also during this time, a design project to address removal of obstructions, such as trees, and on-airport stormwater commenced at the airport. Following realignment of Airport Drive, design and expansion of the aircraft parking apron is planned. Additionally, the Airport Layout Plan includes a 500-foot runway extension, a new terminal building, and a new Instrument Landing System (ILS).

Ninety-five percent of the \$25 million, 20-year plan will be funded by the FAA, 3 percent will be funded by the Virginia Department of Aviation, and the remaining 2 percent will be funded by the Blue Ridge Airport. Recent improvements at the airport include a hangar, installation of a self-serve fuel system for aircraft, an AWOS III (an upgraded Automated Weather Observing System), and other renovations.

In May 2012, a base for Wake Forest Baptist "AirCare 3" was established at the airport to serve the Region. A 2011 study conducted by the Virginia Department of Aviation found that Blue Ridge Airport sustained 59 full- and part-time positions, consisting of a combined payroll of \$1.31 million. The study also revealed that the airport generated \$5.2 million in economic activity for the Region. Virginia's 66 public-use airports were responsible for 259,000 jobs, \$11.1 billion in payroll, and \$28.8 billion in economic activity to the state.

Two main rail lines provide freight service to the many industries of the Region. Norfolk Southern Railway's Roanoke to Winston-Salem route passes through Franklin and Henry counties and the City of Martinsville, providing freight service to Boones Mill, Rocky Mount, Ferrum, and Henry in Franklin County, and Bassett, Stanleystown, Fieldale, and Ridgeway in Henry County as well as Martinsville. A main line of the Norfolk Southern Railway runs through Pittsylvania County serving Hurt, Gretna, Chatham, and Danville. This line is also utilized for connection to the ports at Hampton Roads. Rail transportation provides a vital connection between the industries of the Planning District and the rest of the nation.

In late summer 2012, State Senator Bill Stanley announced an effort to construct an inland port in the Martinsville/Henry County area. An inland port would serve as a central location for goods shipped by rail from the Port of Virginia in Hampton Roads. Goods compiled at the facility would then be shipped by truck or rail to locations nationwide. It is estimated that an inland port would provide employment to hundreds or possibly thousands of people. Additionally, the development of such a facility could be a catalyst to expedite construction of Interstate 73 from the North Carolina State Line, through the West Piedmont Planning District, to Roanoke.

The AMTRAK Crescent passenger train serves Danville with one southbound and one northbound train, which runs daily between New Orleans, LA, and New York; Washington, D.C. and Atlanta, GA, with intermediate stops. The boarding point on this train for the West Piedmont Region is located on Craghead Street in the historic Danville Train Station which was renovated with ISTE/TEA-21 funds and also houses the Danville Science Center, a branch of the Science Museum of Virginia.

Until 2009, the City of Danville was the only locality in the Planning District to operate a public transit system. This system, which is geared toward serving low- and moderate-income neighborhoods, is regularly monitored by the City as to the extent of service and overall cost-effectiveness. Future needs for the transit system include replacement of vehicles on a periodic basis. The City periodically updates its Transportation Development Plan, which addresses needs and recommends improvements to the City transit system. In 2008, Danville's bus hub opened on Spring Street in Downtown Danville. The facility includes a 2,000-SF depot with lobby and waiting area. It serves the City's Transit System and is the newest home to the Greyhound Bus Lines in Danville. In 2010, upgrades were made to the transit building and parking lot off South Boston Road. During the summer of 2011, the project to refurbish the Danville Transit's maintenance facility was completed. The improvements, totaling about \$903,000, included a 1,700-SF training facility, security enhancements, and other upgrades. In 2012, the Virginia Department of Rail and Public Transportation made more than \$500,000 available to the agency to purchase new buses, update existing buses, and enhance communications. Additionally, \$128,402 was provided to the agency via state and New Freedom Program funding to provide for transportation services beyond what is required by the Americans with Disabilities Act.

In 2010, Danville Transit System expanded its Reserve a Ride program to fill a gap in services that increasingly did not meet the needs of workers who worked unconventional shifts at area businesses. The program requires riders to call to schedule transportation, which can be arranged door-to-door and from a rider's closest bus stop to the bus stop closest to his or her destination, or a combination of both. If a bus stop is not available near the rider's home, the Reserve a Ride bus can pick them up at their home and drop them off at a bus stop that will get them to their destination on time. The service is available to any location within the City limits and to Cane Creek Center Industrial Park. In October 2012, Danville Transit merged with Danville Senior Services to provide the City's senior citizen and disabled population with a comprehensive travel system. The intent of the merger is to enhance efficiency and schedule flexibility for passengers by integrating the parks, tourism, and recreation buses into Danville Transit's fleet, where they will be utilized in the agency's Reserve-a-Ride and Handy Van programs. The effort will result in greater options for riders and ensure that transportation efforts are not duplicated. This effort is made possible by a combination of state and federal agency funding.

A transit study conducted for the City of Martinsville and Henry County led to development of a transit system. A pilot transit system, known as PART (Piedmont Area Regional Transit) was initiated in January 2009 employing the services of RADAR of the Roanoke Valley, a non-profit organization that has organized and maintained public and private human service transportation for over 30 years. The PART service offers a deviated fixed route to the citizens of Martinsville-Henry County. In September 2012, ridership reached its highest level ever, at 2,506 rides within a 30-day period and a record single-day ridership of 155 rides, according to RADAR. The system transported 22,652 riders during the 12-month period ending September 25, a 30 percent increase over the previous 12-month period. Currently, the PART system has two buses that

operate from 7:30 a.m. to 5:30 p.m. Monday through Friday. Further information may be found at www.martinsville-va.gov/PART.html.

A number of non-profit agencies across the Planning District provide transportation services to handicapped citizens. The Southern Area Agency on Aging provides transportation services to persons ages 60 and older in the District through a number of subcontractors. A study of coordinated systems for transit services to aid elderly and handicapped citizens was completed by various agency representatives and with assistance from the West Piedmont Planning District Commission and Virginia Department of Rail and Public Transportation staffs.

In 2008, the Virginia Department of Rail and Public Transportation (VDRPT) had worked with PDC staff and numerous agencies which provide public transportation in the Planning District to prepare the West Piedmont Coordinated Human Service Mobility (CHSM) Plan. Completed by the KFH Group and Cambridge Systematics firms, the report was approved as an integral part of the Regional Rural Long-Range Transportation Plan developed by the PDC staff, locality staffs, and VDOT representatives, along with VDOT's on-call consultant teams. The CHSM Plan: a) serves as a comprehensive, unified plan that promotes community mobility for seniors, persons with disabilities, and persons of low income; b) established priorities to incrementally improve mobility for the target populations; and c) developed a process to identify partners interested, willing, and able to promote community mobility for the target populations. Staff is currently working in conjunction with VDRPT, numerous agencies, and the consultant to develop the five-year update of the CHSM plan.

A major demographic shift in the Region will include a ballooning senior citizen population. Greater numbers of seniors will require transportation, particularly medical transports and shopping excursions.

In October 2004, Ferrum College and Valley Metro of Roanoke began regular bus service to the Rocky Mount and Roanoke areas for Ferrum College students, faculty, and staff as well as any public riders.

The West Piedmont Regional Bicycle Plan was developed in May 2005 to identify and promote a coordinated network of local and regional bicycle routes within the West Piedmont Region. The Counties of Franklin, Henry, Patrick, and Pittsylvania, the Cities of Danville and Martinsville, and the Town of Rocky Mount along with West Piedmont Planning District Commission and the assistance of the consulting firm of Kimley-Horn collaborated to develop the plan to guide the future of bicycle transportation in the Region. The plan identifies priority projects at the regional and local levels and includes recommendations for support programs and policies as well as implementation. More information on the Regional Bicycle Plan may be found at www.wppdc.org.

In Rocky Mount, an uptown revitalization initiative by the Town resulted in repaving of roads, as well as construction of new sidewalks. Additionally, the Town plans to construct sidewalks on Route 40 East to enable pedestrians to safely walk between the various commercial establishments in that area. The sidewalks would extend from the U.S. 220 overpass to Walgreens Pharmacy and from Sheetz gas station to Holiday Inn Express and CVS Pharmacy. Pedestrian crossings and signalized crosswalks would be included in the project, which is estimated to cost about \$167,650. To date, only curbing has been completed in this area.

Work began on Diamond Avenue Extension, which involved changing the road elevation, as well as implementing other strategies to address flooding issues. The Virginia Department of Transportation earmarked about \$200,000 for the project. A 44-unit senior citizen housing development is proposed off of this road in Franklin County and utility extensions were not approved by the Town of Rocky Mount until an alternate emergency exit from the site was to be provided. In early 2012, Rocky Mount proposed a feasibility study and preliminary engineering to study the potential realignment of Franklin Street and Pell Avenue. In April, Rocky Mount officials approved a four-way intersection for the realignment project that will be designated in VDOT's Six-Year Improvement Program for the Town. Two alternatives were advanced regarding redesign of the intersection. Both would move Pell Avenue further north, aligning it with Franklin Street; the cost would be about \$1.75 million for the first alternative to about \$2.25 million for the second alternative. The improvements would provide better sight distances, require fewer traffic signals, and increase safety for drivers and pedestrians.

In October 2012, the Virginia Department of Transportation began work to replace the bridge that spans the Pigg River in Rocky Mount, which was built in 1928. The project will require up to three years and will result in a wider structure. Plans are in place for the replacement of the Halesford Bridge, which is a vital link between Franklin and Bedford Counties. Hardy Road (Route 634) passes over the bridge, crossing Smith Mountain Lake. In 2012, sonar studies took place to 3-D contour maps of the floor of the lake in advance of the construction, which will likely take place in 5 to 10 years.

A number of enhancement projects have been undertaken in the Region through VDOT's MAP-21, formerly TEA-21 Enhancement Grant Program. Funding from these grants has resulted in development of several multi-purpose trails within the Region through the "Rails to Trails" initiative that utilizes abandoned rail lines to be transformed to trails. One example of this initiative includes the 4.6-mile Dick and Willie Trail in Martinsville and Henry County. More detailed information regarding trails in the West Piedmont Region may be found in Chapter 4 of this document.

In the Village of Ferrum in Franklin County, pedestrian improvements are planned along Route 40. These improvements include the development of a pedestrian sidewalk on the Sheriff Shively Bridge, as well as the construction of sidewalks on

Route 40 east and west of the bridge, and multiple crosswalks. These planned pedestrian improvements are for safety issues and the growth of the student population of Ferrum College, who patronize businesses in the area.

In Danville, work has begun on the Danville River District, an initiative by the City to redevelop its downtown area, which includes widened sidewalks as well as the realignment of Main, Craghead, and Bridge streets. This project is discussed in more detail in Chapter 4.

Utility Infrastructure--Water and Sewer Utilities

The Region has made strides in utility infrastructure development over the last decade. Although great progress has been made, there is significant land in the Region which could be used for industrial properties if public water and sewer services were available. Construction of utilities to serve specific areas in the future remains a regional priority.

In 2006, work got underway on development of the first of a three-phased Regional Water Supply Plan that the Commonwealth of Virginia required of all localities. West Piedmont Planning coordinated the development of the plan in conjunction with the Cities of Martinsville and Danville; the Counties of Henry, Patrick, and Pittsylvania; and the Towns of Ridgeway, Stuart, Chatham, Gretna, and Hurt. Franklin County, the Town of Rocky Mount, and Boones Mill participated in the Roanoke Valley/Allegheny Regional Commission's Regional Water and Sewer Plan. The Local and Regional Water Supply Planning Regulation ([Chapter 780 - Local and Regional Water Supply Planning](#)) established a planning process and criteria that all local governments used in the development of these water supply plans. The purpose of this regulation is to protect the health, safety, and welfare of citizens by requiring local and regional water supply planning. The West Piedmont Regional Water Supply Plan was completed in November 2011 and included a Drought Contingency Plan as well as a public participation component. The plans will be reviewed every five years to assess adequacy and significant changes will require an amended plan.

Franklin County/Rocky Mount—A master plan, developed by Thompson and Litton, called for building a public water system to serve areas of Franklin County with the first leg of the water line to go from Halesford Bridge to Westlake Corner along Route 122 and portions of Routes 666, 948, and 616. In March 2002, Franklin County was awarded a \$200,000 grant by the U.S. Environmental Protection Agency, matched with \$156,730 in local funds, for preliminary engineering work to withdraw water from Smith Mountain Lake and purchase water from Bedford for a county public water system. Several potential sites for water withdrawal from Smith Mountain Lake were identified. In addition to funding the preliminary engineering for the project, the grant provided funds for a surface water withdrawal permit fee, preparation of the permit application, and a water sampling analysis report. In October 2002, the County entered into a 12-year renewable agreement with the Bedford County Public Service Authority (BCPSA) to share the cost of building a water line up to Halesford Bridge on Route 122 at the Franklin/Bedford boundary. This agreement provided Franklin County source water from Smith Mountain Lake and Franklin County to purchase capacity in the distribution system of the Bedford County PSA. The PSA increased the elevation of its water storage tank capacity to guarantee Franklin County delivery of up to 400,000 GPD, with capacity to serve 1,333 water connections on the Franklin County public water system. The Bedford County PSA and Franklin County worked together and received permission to increase the size of the water plant from almost 1,000,000 GPD to 2,000,000 GPD average and 3,000,000 GPD for peak demand. The Bedford County PSA and Western Virginia Water Authority are currently working together to relocate and increase the water treatment plant size.

The Western Virginia Water Authority was formed on July 1, 2004, to become a regional entity for providing water and wastewater services to customers in Roanoke City and Roanoke County. Based upon recommendations in the 2003 Long-Range Water Supply Study to utilize multiple water sources, the Authority started working closely with Franklin County to establish a central water system. Franklin County has worked with the Authority to acquire several privately owned water systems in the Smith Mountain Lake area and to extend the Westlake water system along Scruggs Road. Franklin County has also worked with the Authority to acquire the Westlake sewer system, making public sewer available to the commercial area of Westlake; this is the first step in beginning a public sewer system in Franklin County.

In July 2004, Franklin County received \$1,017,200 from the U.S. Environmental Protection Agency to help finance the first phase of construction of the public water system in the County. Work got underway in September 2004 on the project which cost \$3.2 million, including the construction both on the Franklin County side and the Bedford County side of Smith Mountain Lake. This project was substantially completed in August 2005. Franklin County also connected to the Bedford County PSA to purchase bulk water and the water line was extended across the bridge to Westlake Corner on Route 122. Future phases continued to other service areas of the County. A Franklin County water intake and water treatment plant is proposed to be developed on the Bull Run tributary on the Blackwater arm of Smith Mountain Lake in the Penn Hall area to serve the long-term source needs of the County. According to Thompson + Litton consultants, it was estimated that a public water system using the Smith Mountain Lake source to serve most of Franklin County built over a period of years would total approximately \$54 million.

In April 2007, the Franklin County Board of Supervisors entered into an agreement with Roanoke County and the Western Virginia Water Authority to construct a 12-inch water line along U.S. Route 220, a distance of 12.5 miles, from the Suncrest Heights Subdivision in Roanoke County to the Wirtz area (just beyond Route 697) in Franklin County. The project was estimated to cost \$5.5 million, with Franklin County contributing \$3.2 million. The project began construction in mid-2008 and was completed in 2010. During construction water was extended to three different subdivisions which requested public water. Water was extended out Taylors Road to Boones Mill Elementary School, out Wirtz Road to the railroad tracks, and out Green Level Road to and through the Clearview Subdivision. To help fund the project, Franklin County applied for and received a State and Tribal Grant (STAG) from the federal government in the amount of \$1 million. As a condition of the STAG award, the County was required to complete a corridor study to anticipate and guide growth along Route 220. In 2009, the 220-North Corridor Plan was adopted by Franklin County and was developed with input from the Franklin County Planning Commission, the County staff, and stakeholders along the Route 220 corridor.

In June 2008, the Western Virginia Water Authority Board authorized an agreement with Franklin County and Westlake Wastewater LLC to purchase a constructed 50,000 GPD wastewater collection system and treatment plant with an ultimate capacity of 200,000 GPD. Franklin County and Western Virginia Water Authority purchased the system and started providing public sewer service to the Westlake area.

In August 2008, the Franklin County Board of Supervisors approved plans by the Western Virginia Water Authority to provide water and sewer services along Scruggs Road as well. The County received a \$500,000 STAG grant to extend water down Scruggs Road. The Western Virginia Water Authority has purchased several private water systems in the County and had almost 1,000 customers in Franklin County on these well distribution systems between Halesford Bridge to Westlake Corner along Routes 666, 667, 654, 948, and 616. In November 2009, the County officially became a member of the Western Virginia Water Authority, in conjunction with Roanoke City and Roanoke County, and has representation on its Board. Franklin County transfers its rights for source water from BCPSA to Western Virginia Water Authority.

In March 2010, Franklin County applied for federal STAG grant funds for development of water system infrastructure for extension of water services along Route 616 (Scruggs Road) for a Phase III Water Project. The County sought federal funds of \$500,000 to be matched with \$1.5 million in other funds to develop the water facilities at a total cost of \$2 million. The construction cost amount was \$1,145,271. The water project, constructed primarily within VA Department of Transportation rights-of-way, permits the service provision to approximately 700 individual connections. The project resulted in the extension of approximately 29,100 linear feet of 12-inch water line; 17,900 linear feet of 8-inch water line; and 700 linear feet of 6-inch water line, as well as related appurtenances to the system. It included installation of approximately 38 fire hydrants. Project funding included a STAG grant of \$500,000, with the Western Virginia Water Authority providing \$1.5 million of the balance of the project costs. This project was completed in August 2010 and connected seven community well water systems that Western Virginia Water Authority had obtained to the public water system. The private water systems which were connected are: Waterfront I and Waterfront II, Boardwalk which included The Farm, Emerald Bay, Windmere, Lakewatch Club and the Chestnut Creek Water System which is the Westlake Country Club and adjoining Indian Pointe Subdivision. Other private well distribution systems outside of this area have contacted the Water Authority about taking ownership and to date Western Virginia Water Authority has taken over five of these systems. The five water systems are Water's Edge, Contentment Island, Boxwood Green, Weatherwood, and Royal Estates. The water systems are shown on the WVWA GIS web site.

In October of 2012, Franklin County officials authorized Anderson and Associates to design plans to extend water services from Westlake along Booker T. Washington Highway (Route 122) to the Burnt Chimney area. The cost of extending the line from Westlake is estimated to be just over \$3 million and would be complete by the end of 2013.

Franklin County participated in a long-range regional water supply plan developed by Draper Aden, the Roanoke Valley/Alleghany Regional Commission's consultant. This plan examined the area's residential, business, and institutional water needs and determined if the existing and planned resources were adequate to meet demand through the year 2050. The study also examined water supply and recommended distribution alternatives. Other study participants include Bedford, Alleghany, Botetourt, Craig, and Roanoke Counties; the Cities of Bedford, Roanoke, and Salem, and the Towns of Boones Mill, Buchanan, Fincastle, Rocky Mount, Troutville, and Vinton. A 1988 study by the Virginia State Water Control Board had predicted that the Region would face a major water shortage by 2020. The study specifically expects Franklin County to experience a water supply deficit around 2020 without the development of a public water source. The study recommends the construction of a new 10 MGD Regional Water Treatment plant on Smith Mountain Lake and an interconnection to the BCPSA water system. As discussed earlier, WVWA and the BCPSA are working together on this.

Rocky Mount's 2.0 MGD wastewater treatment plant began operation in May 1994. The plant, located on State Route 713 (Power Dam Road) about four miles east of the Town's limits, was designed to 2.0 MGD of wastewater and handle wastewater treatment needs for Rocky Mount and the surrounding area through the year 2040. The Town's Water Treatment Plant, currently 1 MGD, has been operational since 1983. The plant is located to the north of Rocky Mount, near Route 220; its source of raw water is the Blackwater River. The 1991 Franklin County Water and Sewer Facility Plan and preliminary engineering studies from 2002 and 2003 recommended that the County and Town develop source water agreements for the County public system to serve areas of the County close to the Town. Current or future needs for upgrades to the Town's water treatment plant include electrical controls, instrumentation, and emergency backup electrical power.

An agreement was executed in October 2004 to provide source water from the Town of Rocky Mount for a County project to serve the Forrest Hills/Doe Run/Power Dam Road area and also provides public water to the Town's wastewater treatment plant. In October 2009, the Franklin County Board of Supervisors approved the transfer of the Forrest Hills water system to the Town.

The Town of Rocky Mount received a \$25,000 grant from the VA Department of Health to help pay for an engineering study of a connection to the Western Virginia Water Authority line being extended along U.S. Route 220 to the Plateau Plaza in Wirtz. Based on current capacity and increased water usage, it is anticipated that the Town could be required to begin developing an additional water source as the Blackwater River is currently the source of the Town's water supply and the Town does not have a reservoir.

The Town of Rocky Mount and the County agreed to a boundary adjustment in the Grassy Hill area which enabled Town utilities to be extended to the area. A 500,000 gallon water tank has been constructed off Grassy Hill Road to serve the northern area of the Town as well as to allow the Franklin County-Rocky Mount Industrial Park off State Street to be better served and to provide a greater capacity to serve a larger area with water in the future if there is a demand. In addition, the Town has installed an interceptor gravity sewer line up Grassy Hill Road. Through the project, the Town picked up customers in the area of Grassy Hill Road as well as along a portion of U.S. 220 North.

In June 2010, the Town of Rocky Mount gave preliminary approval to entering into a lease agreement with Ronile to build a reverse osmosis water treatment facility to enable the company to reuse some of its effluent and reduce its demand for water. The VA Department of Environmental Quality approved a \$223,452 loan for construction of the facility. The loan program provides a low-interest loan with a substantial amount forgiven for projects with a positive environmental impact. DEQ required the Town to be the loan recipient; Ronile agreed to enter into a lease agreement with the Town, which will technically own the facility.

Franklin County has constructed a small water system, which provides 500,000 gallons of storage to serve the Commerce Center Industrial Park on U.S. 220 South. This was the first county-owned public water system. In January 2003, Franklin County hired Anderson & Associates of Blacksburg to undertake preliminary engineering and design work for a wastewater treatment plant planned for Commerce Center. The projected cost of the wastewater treatment plant, including engineering costs, is \$430,000; a Community Development Block Grant is planned to assist construction, when needed. The proposed plant would have a treatment capacity of 20,000 GPD and could be expanded to 40,000 GPD. Since the current users of this system only need domestic water, the County built a 5,000 GPD subsurface discharge system instead. The County retains the original design and permit to construct the 20,000 GPD treatment facility when needed.

In 2001, the Ferrum Water and Sewage Authority's 250,000-gallon plant was redesigned with a 400,000-GPD wastewater treatment capability. The Authority, created in February 1969, has approximately 130 customers, including Ferrum College. It serves the 82-acre West Franklin Business Park in Franklin County just off Virginia 40 West beyond Ferrum. The Authority's water supply comes from high production wells.

In October 2003 and December 2004, two grant-funded water line extension projects in the Ferrum community of the County were completed. A 12-inch water line from the Ferrum Water & Sewage Authority water system was installed along Route 40 West to the entrance of the Franklin County Business Park west of Ferrum College. In addition, two other water line extensions totaling 3,000 linear feet have been completed in the Ferrum area. One of the extensions starts at the Authority's wells on Old Ferrum Road and extends the length of Union Street and the other up Woodcock Road.

In 2006, the Ferrum Water and Sewage Authority built a new tank, replaced the three existing older tanks with one tank, and upgraded overall storage from 450,000 gallons to 600,000 gallons. New distribution lines were extended to neighborhoods west of the village along King Richard Road and Route 40 and a line capable of providing fire flow to the County's industrial park tied into one of the new tanks with the recently extended 12-inch line along Route 40, providing a loop in the system for better protection and service.

In 2010, the Town of Boones Mill received \$3.4 million in ARRA stimulus funds for an upgrade of its water system to include a filtration plant, new water lines, new meters, and additional fire hydrants. The funding allowed the Town's wells to be upgraded with a filtration plant to treat the water. The ARRA funds also provided for new computerized water meters and security fencing around the Town's water operations and other facilities. The project also provided additional fire hydrants to meet state standards as well as replacement of all water meters with new wireless read meters with a computerized read program. The Town's water supply includes a spring on Cahas Mountain and three wells.

Henry County--The Henry County Public Service Authority was created in 1964 by the Board of Supervisors to develop water and sewer systems to serve the County. The specific need which prompted the organization was central sewerage for selected portions of the Smith River valley, which were experiencing serious water pollution. The PSA has grown to become the third largest Authority in the Commonwealth, providing service to approximately 35,000 people, or over 60 percent of the County's population. The largest portion of the PSA's growth occurred during the decade of the eighties as a result of the active partnership between the Board of Supervisors and the PSA. The first major involvement of the Board of Supervisors

was construction of a water filtration plant near Philpott Dam in 1985 at a cost of \$3.5 million. The County assisted in negotiations of a three-party agreement among the County, the PSA, and the City of Martinsville, which provides for the mutual exchange and benefit among all the public water facilities in the area.

The PSA's sewer system currently consists of the Upper Smith River Wastewater Pumping Facility designed for 4.0 MGD, which is transferred to the City of Martinsville's Wastewater Treatment Plant; the Lower Smith River Wastewater Pumping Facility designed for 6.0 MGD, which is transferred to the City of Martinsville's Wastewater Treatment Plant; four sewage lagoons; and ten sewer pump stations. The sewer system presently consists of approximately 391 miles of 6-inch to 60-inch sewer main.

Currently, the PSA and City of Martinsville have an agreement in place that allows the PSA to send a portion or all of its wastewater to the City's wastewater treatment plant. The decision to implement this project was solely based on the loss of several major wastewater customers to both the City and PSA. This project represented a huge cost savings to the PSA and large revenue source for the City.

The water system the PSA operates consists of the Upper Smith River Water Filtration Plant designed and permitted for 4.0 MGD, a connection with the City of Martinsville that is designed for a maximum flow of 2.0 MGD, ten pump stations, thirteen storage tanks, six well systems, and more than 342 miles of water transmission and distribution lines.

The PSA has completed a number of projects in recent years including water extensions to the 58 West corridor, Axton, U.S. 58 East Interconnector to Brosville (Pittsylvania County), Sandy Level, Oak Level, Chestnut Knob, 58 East, Ridgeway, and Commonwealth Crossing Business Centre; a water storage tank for the 58 West corridor; and sanitary sewer service to the Rangeley, Sanville, and Commonwealth Crossing Business Centre.

The West Piedmont Planning District Commission was awarded a State Water Control Board 604(b) grant on behalf of Henry County for use in contracting with a consultant for development of an update to the County's water and sewer study in 1993.

Patrick County--The Town of Stuart operates a municipal water treatment plant and distribution system serving the Town and neighboring areas of the County. The Town has constructed a 300,000 gallon glass-lined water storage tank and booster pump at the Patrick County Business Park. Stuart also operates a 600,000 GPD wastewater treatment plant that serves the Town and adjacent County areas. In 2002, the Town received a grant/loan from USDA Rural Development through which a 497,000-gallon glass-lined water storage tank was constructed, along with renovations to the existing water treatment plant.

In July 2010, the Patrick County Board of Supervisors appropriated \$261,000 in emergency funds from the Virginia Tobacco Commission to repair broken water and sewer lines on Commerce Street in the Town of Stuart. The lines are critical infrastructure needed to serve the Pioneer Community Hospital, the Blue Ridge Nursing Home, the new jail, the Landmark Center, businesses and residences along Route 58 East, and the Patrick Springs water and sewer project.

In August 2010, a groundbreaking was held on the construction of a water and sewer project along the U.S. 58 corridor in Patrick County. Funding for the \$5 million project was provided through a \$1.46 million USDA Rural Development Grant, along with two USDA Rural Development loans totaling \$3.5 million. The project consisted of 37,000 feet of water lines to be installed along U.S. 58 east of Stuart to Patrick Springs, along Spring Road, South Mayo Drive, Connect Road, West View Drive, D&W Lane, Providence Drive, Elementary Drive, Friendship Lane, Twin Ford Loop, Pine, and Maple Streets. All project areas have been completed with the exception of Maple Street. Construction to that area was scheduled for 2012; however, a one-year extension of the \$1,443,000 USDA grant was given to complete the project by September 30, 2013. This will be the second phase of the Patrick Springs water and sewer project that will also extend sewer lines to businesses on U.S. 58 west of Stuart. With ongoing work since 2000, the project has connected Stuart's existing water and sewer facilities to Patrick Springs, extending additional lines to the Route 58 area west of Stuart.

In 1994, the West Piedmont Planning District Commission was awarded EPA 604(b) moneys through the Virginia State Water Control Board to develop a countywide water and sewer plan for Patrick County. The plan focuses on how best to serve areas of the County and Stuart that are growing and/or that are centers for past growth and development and have continuing needs for facilities to treat wastewater and safely dispose of it into the environment. Since the County is concentrating efforts on economic development--in particular, development of industrial and retail sites, it has become necessary to find courses of action for managing wastewater, from sites that may be separated from existing collection lines and treatment facilities. The plan, which proposes arrangements/alternatives to address these issues, was adopted in January 1996.

Pittsylvania County--The Pittsylvania County Service Authority provides water and sewer service for areas of the County outside the City of Danville and the incorporated Towns of Chatham, Gretna, and Hurt. The Authority has contracts for the provision of bulk water with the City of Danville and Towns of Chatham, Gretna, and Hurt. The Authority presently has no water or sewer plants; however, it owns and maintains five well systems. The Authority builds, operates, and finances water distribution systems and sewerage collection systems in the County. The major County systems are: Mount Hermon with 26 miles of water mains; a 400,000-gallon standpipe and water booster station; Mount Cross Road with 2 miles of distribution mains; Glenwood/Ringgold with 4 miles of mains and a 300,000-gallon elevated storage tank and 1 million gallon elevated tank which also serves the Ringgold Industrial Park-West and East and the joint City County Industrial park, Cane Creek

Centre; Blairs/Route 29 North system with 7.2 miles of distribution mains, a 500,000-gallon elevated storage tank, and water booster station; the Route 58 West/Brosville system with 13 miles of mains, an 800,000-gallon standpipe, and water booster station; a connection and 10" main on Rt. 360 across the Rt. 29 Bypass; and extension outside of Chatham which include a 12-inch main to the Chatham Middle School and a new 500,000 gallon elevated storage tank providing storage to the new state Green Rock prison.

The County completed a water and sewer facilities plan which provides for a comprehensive regional system to serve the central County area (the area north of White Oak Mountain). The plan projects a safe yield from the Cherrystone Watershed of 4.0 MGD. If development of the central County plan occurs, the Service Authority would build lines and be able to link systems in the Towns and developing County areas between the Towns.

The Authority is providing sewerage collection in the Ringgold Industrial Park-West and East and to the Owens Brockway plant and in the new Cane Creek Centre, a joint City County Industrial park, and has a contract for treatment with the City of Danville for the southern part of the County and the portion of the County surrounding the City of Danville. In 1994, the Authority completed construction of 22 miles of sewerage collection lines in the Mount Hermon area. This system crosses the Route 29 Blairs area. In November 1997, Pittsylvania County officials approved an agreement with the Authority for an estimated \$2.25 million sewer line in Blairs. The County paid for the line, which runs from Fall Creek along U.S. Route 29 to the Bowles Industrial Park just south of White Oak Mountain.

The Virginia International Raceway (VIR), located in Halifax County, is widely recognized as a major regional attraction, which promises significant economic benefits not only to Halifax County but also to Pittsylvania County and the City of Danville. The owners of VIR have an extensive and ambitious development plan for the facility, which includes residential, commercial, retail, and light manufacturing projects. An Economic Impact Analysis completed by Virginia Tech's Economic Development Assistance Center projects VIR employment of at least 300 employees resulting in over 1,000 direct and indirect new jobs. VIR hopes to use the infrastructure to boost more than \$2 million in improvements. The raceway's initial expansion plans consist of a 100-120 room resort hotel adjacent to the racetrack, condominiums, more race tracks, and a Raceplex industrial park. The most serious issue constraining development of this regionally important project has been the lack of wastewater treatment facilities. A preliminary engineering report prepared for Halifax County evaluated a proposed sanitary sewer system consisting of an on-site collection system at VIR and a force main extending from Halifax County, through Pittsylvania County, to tie-in with the City of Danville's existing wastewater treatment plant. This project allows for sewer service in certain areas along the US Route 58 corridor. The sewer line is seen as part of an ongoing expansion of Danville's wastewater treatment system that would accommodate the Cyber Park, the Danville Regional Airport, the Danville-Pittsylvania Regional Industrial Park, and VIR. The sanitary wastewater system is a joint project of the County of Pittsylvania, the Pittsylvania County Service Authority, and the Halifax County Service Authority. The project is completed and operational.

In 1984, the Town of Hurt installed a water system consisting of 11.5 miles of water lines, a 250,000-gallon water storage facility, and pump station. Hurt purchases water from the nearby Town of Altavista under a reserve allocation of 3.56 million gallons per month. In 1992, the Town completed construction of a sewer line connecting with the Town of Altavista's system. The Town of Hurt does not employ a central sewage collection system. It is, however, currently having studies developed on feasibility and recommended wastewater treatment and collection alternatives. The Town reserved sewer treatment capacity in a recent expansion of the Altavista plant. The Authority has an agreement with the Town for bulk water outside the Town and has mains running on Grit Road to the Dominion Power Plant and slightly beyond. In 2011, the Pittsylvania County Service Authority extended the water line in the Grit Road area by approximately 8,600 feet; this was a joint project with the Virginia Department of Environmental Quality.

The Town of Gretna has a water system including 8.9 miles of lines, three water storage facilities, and a water treatment plant at its raw water reservoir on George's Creek. Gretna's sewer system consists of approximately 9.1 miles of lines, two sewage pump stations, and an overland flow sewage treatment plant with a permitted capacity of 230,000 GPD. In 1995, the Town of Gretna increased the treatment capacity at the 60-year old water plant to 432,000 GPD and nearly doubled its size. The project also replaced 2,500 feet of water line and 700 feet of sewer line as well as extended 6,700 feet of sewer line in targeted areas of the Town. The Pittsylvania County Service Authority has a sewer pump station and line serving the Gretna Industrial Park. The Authority completed a new 10-inch main extension across the Rt. 29 Bypass to serve the developed area just west of Town on Route 40.

Just south of Gretna, a new raw water intake system was implemented on Whitethorn Creek; it averages 6 million gallons of water a day and will provide for current and future needs of the Town. It will serve Gretna Industrial Park where work including an entrance road and on/off-site utility infrastructure was recently completed. The 150-acre facility is located along South Main Street and the Town has begun to market the site.

The Virginia Tobacco Indemnification and Community Revitalization Commission approved \$1.5 million in funds to help Pittsylvania County establish a \$2.4 million, 9-mile pipeline from Leesville Lake to the Town of Gretna. Preliminary plans call for a 12-inch to 16-inch line to pump water from the lake to the Town's water treatment plant, which will supply water for the Gretna Industrial Park. Depending upon its diameter, the pipeline will be capable of pumping 1 MGD to 3 MGD and would

supply an additional 400,000 GPD to the Industrial Park. The U.S. Environmental Protection Agency is providing \$350,000 toward the project, with the County spending \$513,000 on the pipeline.

The Town of Chatham's water system includes 24.6 miles of lines, three water storage facilities totaling 1.1 MG, and a water treatment plant with a permitted capacity of 1.4 MGD. The raw water is supplied by an intake on Cherrystone Creek; Cherrystone Reservoir is the principle storage area. The projected safe yield from the reservoir is 4.0 MGD. The capacity of the Chatham Water Plant has been upgraded to 1.4 MGD. The Service Authority has 750,000 GPD reserved for County use. In 2008, the Town experienced a problem with its water system due to deteriorating water lines. In 2012, a Tobacco Commission grant totaling \$589,000 enabled the Town to upgrade its water treatment plant and perform critical upgrades to the water system including a booster station to address low water pressure. The upgrades will enable the facility to produce water more efficiently and includes the facility's first backup generator; other improvements were made to Town hall, construction of a new shop building, and acquisition of new equipment.

The Town of Chatham's sewer system consists of 17.2 miles of collection lines, one sewage pump station, and a sewage treatment plant with a permitted capacity of 0.45 MGD. The current average daily system flow is 0.26 MGD. The Service Authority has a contract with the Town of Chatham for sewage treatment where the Authority is guaranteed one-third of the Chatham plant's capacity. The Authority's line along Route 29 south of Chatham serves Chatham High School and a shopping center. The Authority completed a new sewer system to serve the EDA-funded Chatham South Industrial Park expansion in March 1994. A 500,000-gallon water intake has been completed by the Authority, along with a 10-inch main to provide water from Tightsqueeze to the new State Prison facility on Beverly Heights Road. The jail has constructed a 12-inch outfall line connected to the Town of Chatham Cherrystone Interceptor. The jail flows will be treated at the Town's sewer plant, which was upgraded by 175,000 gpd.

A 12-inch water main extends to Chatham Middle School on Route 29, with a sewer pump station approximately two miles south of the Tightsqueeze shopping center. In addition, the Pittsylvania County Service Authority installed water lines in the Dry Fork and Pleasant Gap areas of the County in 2011. The project, funded by the Virginia Department of Environmental Quality and the County, involved installation of 26,000 feet of water lines and a water booster pump station.

The Authority completed construction of a sewer system to serve the Route 58 West Brosville area. Service was extended to Route 841 and serves the area along Route 58 and areas north of Route 58. This project entailed 32,440 feet of gravity sewer; three pump stations, and 24,000 feet of force main.

Pittsylvania County constructed a 6.5-mile, 12-inch water main from Henry County, which provides for the sale of water from the Henry County Public Service Authority to the Pittsylvania County Service Authority. Water is available along Route 58 at the Martinsville City Limits to the Danville City Limits. The U.S. 58 East Interconnector, a water line that brings water from the Philpott Water Plant in Henry County to the Brosville Industrial Park in Pittsylvania County, was completed in 2009.

The County received funds from the Tobacco Indemnification and Revitalization Commission to run a 16-inch water main from Ringgold Industrial Park East and along Ringgold Road to Rt. 58 East. Also, other grant funds are in place to extend a 12-inch main east along Tom Fork Road to Rt. 726, Kentuck Road. In 2007, the County completed a 16-inch water feeder line in to the Ringgold area from the City.

Pittsylvania County received \$1 million in funds from the Virginia Tobacco Commission to extend water and sewer from Chatham to support the regional agricultural complex, Olde Dominion Agriculture Complex, on U.S. 29 between Chatham and Gretna. This project was completed during 2011.

The County installed 30,000 feet of 12-inch and 16-inch water lines along the Berry Hill Road area to serve the future mega park; the line was completed in 2010.

In December 2012, an 8-inch water line that will serve approximately 20 homes in the Westover District was approved for Orphanage and Jefferson roads. Pittsylvania County awarded a \$127,454 contract for construction of the project and has already spent \$29,950 for engineering.

Also in 2012, Pittsylvania County officials approved a 10-inch water line extension to serve the Family Healthcare Center, a new medical center to be constructed on Franklin Turnpike in the Mount Hermon area. A groundbreaking ceremony was held for the 4,245-SF medical facility in May, with an anticipated opening in October. The estimated cost of the water line extension was \$50,000, of which the County would pay \$40,000 and be reimbursed by the developers for \$8,000.

Danville--The City of Danville operates a municipal water distribution system serving the entire City and some areas of Caswell County, NC, by contract with the County and some areas of Pittsylvania County through sales of water to the Pittsylvania County Service Authority. Over 18,000 City customers, plus the Service Authority's and Caswell County, NC's customers are provided water from the City system. The raw water source is the Dan River. The City's water treatment plant has a capacity of 18 MGD; average daily use is 5.36 MGD or about 33% of plant capacity. Storage for the service area is 16.35 million gallons with 12 million gallons in the Ballou Park Reservoirs and the remainder in nine tanks and standpipes in the City. In addition, PCSA has 1.3 million gallons of storage on their system that is supplied by Danville's Water Treatment Plant. The City has nine water booster stations in its system, and the Pittsylvania County Service Authority has four storage

tanks (two elevated, two ground) in its interconnected system. In 2004, the City completed a project to replace worn-out equipment and rebuild the filters at the water treatment plant at an estimated cost of \$3.5 million.

During 2012, the City approved a plan to purchase the Schoolfield Dam because it creates a "reservoir" for the local water supply. An amount of \$150,000 is being offered for the dam; as part of an agreement, the City would lease the dam to STS Hydropower LTD - which has leased it for many years - for \$1,747.17 per year through 2062. The City would have to become a Federal Energy Regulatory Commission co-licensee with STS to increase water consumption from the river from the current 20 MGD to 40 MGD in order to meet future demand.

Danville now contracts with Severn Trent Environmental Services Incorporated to operate its wastewater treatment facilities. From July 1998 until December 2008, Danville had used American Water Services Incorporated for this purpose. Danville remains the owner of its wastewater treatment facilities which include a wastewater plant, ten pump stations, and an industrial pretreatment program. Biosolids are land applied to agricultural land in North Carolina by Synagro. The biosolids are used as a fertilizer and soil amendment. The operation serves over 54,000 people.

In addition to the City's main water treatment plant, it has a 3.0 MGD industrial water treatment plant. Gibbs International owns the Dan River Incorporated plant which consists of a water treatment plant with a capacity of 20 MGD that can supply water for their industrial processes; the system includes several treated water storage reservoirs and elevated storage tanks. No plans have been set forth on how these facilities will be used, if at all, in the future.

An update of the previous studies of the City's water distribution system started in January 1995 and was completed in 1996. Future needs for system growth and reliability including industrial development and extensions into new service areas have been identified and are included in the City's Capital Improvements Plan. The City contracted with a consulting firm to update this 1996 study to better define the needs of the area. This study was completed in 2009 and included a priority program for water line replacement.

In 1996, the U.S. Department of Commerce, Economic Development Administration, invited the City of Danville to submit an application for the relocation and replacement of water lines severely damaged by Hurricane Fran. During the storm, these lines, which serve DanChem Technologies Incorporated, an industry employing 130 persons, were exposed and very possibly could have caused an industry shutdown. The project consisted of relocating the existing 12-inch ductile iron water main exposed across Fall Creek west of DanChem. Equivalent mains in size and material of the existing main were used. In addition to the exposed utility lines serving DanChem, the construction of a dike was built to protect the Industrial Water Plant, which serves Goodyear Tire & Rubber Company and as a backup supply to the City's Northside and Southside Wastewater Facilities from possible flood damage. The total project cost was \$418,000 and was completed in 2000.

The City's wastewater treatment facilities have a total design capacity of 24 MGD. Present usage is about 6.77 MGD. The facilities have reserve capacity for growth. Approximately \$15 million has been spent by the City of Danville since 1990 to completely refurbish the plant and install sludge dewatering and lime stabilization. The City had an engineering evaluation of their wastewater treatment plant done which recommended that the City modify the current pure oxygen activated sludge process to a conventional (using air) activated sludge process. The City has completed the Modified Phase I Improvements at the plant at a cost of about \$2.4 million. The Phase II project, which consists of converting the two dissolved air flotation units into high rate primary clarifiers, has been bid with the contract to be awarded in November 2012. There is one more phase of the project consisting of new dual grit removal facilities that is left to be done as funds become available through the City's Capital Improvement Program (CIP).

The City has also extended its sewer collection system lines and sewage pump stations to handle industrial and residential/commercial wastewater. New residential/commercial service areas and industrial park/site areas have been added. Other expansions and improvements are underway at this time, with more in the planning stages. Approximately \$1.06 million annually is projected for sewer system improvements. Currently, the City has approximately 385 miles of sanitary sewer of various sizes and ten raw sewage-pumping stations. The City of Danville and Pittsylvania County are jointly developing the Cane Creek Centre (a new industrial park) in the Ringgold area of Pittsylvania County. A new sewer system, pump station (Cane Creek Sewage Pump Station), and force main have been built to serve this park along with other areas of Pittsylvania County and the Virginia International Raceway in Halifax County. In addition, the County and City are working jointly on the planning and development phases of the 3,500-acre mega park located west of the City of Danville, in Pittsylvania County along Berry Hill Road.

Martinsville--The City of Martinsville provides a municipal water treatment system serving the entire City and several small areas outside the City under agreements with the Henry County Public Service Authority. The City's water treatment plant has a permitted capacity of 10 MGD and is currently treating about 2.1 MGD. Raw water is obtained from the 1.3 billion gallon Beaver Creek Reservoir, supplemented as needed by water pumped from Leatherwood Creek. The raw water is coagulated, settled, filtered, chlorinated, and fluoridated in the treatment plant before being pumped to eight finished water storage tanks with a total capacity of 7.4 MGD for distribution to approximately 7,300 metered connections.

The City's wastewater treatment plant has a permitted capacity of 8.0 MGD and is currently treating approximately 4.5 MGD. Service is provided to the entire City (including four permitted industrial facilities) and some areas outside the City. Through agreements with the Henry County Public Service Authority, the City's plant is receiving and treating all waste from the PSA's

Upper Smith River and Lower Smith River systems (including three permitted industrial facilities) where the former treatment plants have been converted to pumping facilities only. Secondary treatment is provided by an extended aeration system, after which the effluent is disinfected and then dechlorinated before being discharged to the Smith River south of Martinsville.

Utility Infrastructure--Telecommunications

In the fall of 2006, a dedication ceremony was held to celebrate the completion of the Mid-Atlantic Broadband Cooperative's (MBC) fiber optic backbone network within the Region. MBC's backbone network was funded by grants from the Virginia Tobacco Indemnification and Community Revitalization Commission and the U.S. Department of Commerce, Economic Development Administration. In fact, MBC received the second largest grant ever awarded by EDA since its inception at \$6 million. MBC is an independent non-profit entity, formed under the laws of the Commonwealth of Virginia. Its main office is located at the Dan River Business Development Center in Danville. In addition, MBC has an office in downtown Richmond along with office space in the Riverstone Technology Park in South Boston, VA, where its Operational team is located.

Major initiatives included in the completion of the initial project phase are:

- Connection of over 60 business and industrial parks with advanced fiber optic networks
- Network connections to 20 counties and 4 cities (Danville, Martinsville, Bedford, and Emporia)
- Development of 20 carrier-class MSAP's (Multi-media Service Access Point) allowing interconnectivity of telecom service providers to the Region
- Over 800 miles of fiber route miles completed
- Deployment of latest carrier-class network backbone equipment by Nortel Networks allowing high-capacity, redundant optical transport services
- Over 21 members have joined the Mid-Atlantic Broadband Cooperative, representing the private sector providers who will use the network to deliver services to the Southside Region

Utilizing Tobacco Commission and EDA funding, MBC was established to deploy broadband services such as high-speed Internet in Southside Virginia. The Regional Backbone Project, or Roots of Progress Initiative helps promote economic development opportunities by attracting technology-based business and industry, providing higher wage jobs, and making high-speed Internet access affordable and available in a rural area where such technology did not exist. The project, which serves as a national model for other regions that wish to better their economic conditions, will be integrated into a larger fiber-optic system across the state. Programs in education, healthcare, research and development, and economic development depend on the existence of broadband telecommunication services to keep services in rural areas up to speed with those offered in more metropolitan areas.

Many companies today are looking for ways to reduce costs and improve their bottom line and Southside Virginia holds many advantages with a hard working labor force, low taxes, good quality of life, and geographical advantages (conducive to secure data center operations). The MBC network provides an alternative choice to service providers as well as a redundant telecommunications infrastructure placing Southside Virginia ahead of many other rural areas in the country and presents an advantage for companies looking to invest in Southside Virginia. The network can provide more than just Internet and voice communications; it can also transmit television signals.

MBC does not serve residential customers or "end-user" customers. It provides services to Telecommunications Service Providers, or TSP's. These TSP's provide last-mile access, commonly known as the broadband service that goes to the home or business. TSP's can include existing telecom companies, Internet Service Providers, Wireless Broadband Companies, and Competitive Local Exchange Carriers.

In June 2007, MBC, in conjunction with the Virginia Tobacco Commission (VTC) funded five projects to private sector broadband providers to test various approaches for enabling broadband expansion in rural markets. The initial pilot program funded rural broadband deployment in Stuart, Altavista, Appomattox, Brookneal, and Lawrenceville. VTC provided \$1 million in 50% matching capital funds to encourage private sector telecommunications companies to invest in infrastructure to serve the "last mile." As a result of the program, over 7,000 households and businesses have access to advanced high speed Internet services provided by private sector telecom companies. For the Patrick County-Stuart area, MBC selected Embarq Corporation of Charlottesville to deploy expanded High Speed Internet services to serve over 3,000 business and residential households.

In August 2009, MBC allocated \$500,000 in capital funding to extend its high capacity, open-access fiber optic backbone infrastructure to the Commonwealth Crossing Business Centre site in Henry County. Commonwealth Crossing Business Centre has been designated as a GigaPark location by MBC, like all other industrial parks in the Region.

In February 2010, the U.S. Department of Commerce's Broadband Technology Opportunities Program awarded funding to expand broadband and high-speed Internet access throughout Central and Southside Virginia. MBC received \$16 million in Federal Broadband Stimulus Program funding to add 476 miles of new fiber to connect 121 elementary and high schools in twelve counties to an existing 800-mile high-speed network and lead to affordable high-speed Internet service to local

consumers in the surrounding areas. The Virginia Tobacco Commission provided \$4 million in matching funds for the grant. During summer 2012, MBC connected all Henry County schools to Broadband and about 85 percent of the County is currently connected.

MBC reported in 2012 that a high-speed, fiber-optic network has increased economic development in southern Virginia by attracting new companies and fostering competition among Internet providers, thereby lowering costs. Because of the network's presence, more than 2,200 jobs and \$300 million in investments were generated. The Martinsville-Henry County EDC credits the network for ICF's presence.

MBC's public/private partnership business model has gained national and international recognition. For more information on Mid-Atlantic Broadband and the Regional Backbone Project, visit MBC's website at: <http://www.mbc-va.com/>.

Franklin County's ongoing Last Mile Broadband project, a partnership with B2X of Salem, VA, and Ferrum College, is continuing to expand the availability of access to high-speed internet service in the County. The partnership was initiated by the University of North Carolina-based Appalachian College Community Economic Development Alliance. The project that began in 2005 utilizes towers and poles that can then be used as access points in communities for a variety of facilities in order to combat the County's challenging land terrain. The goal is for every resident to access the Internet by some means--either wireless, cable, or satellite. The project also has offered opportunities for student involvement at Ferrum College.

The City of Martinsville has developed a robust 48-72 strand fiber optic backbone. Most commonly known as MINet (Martinsville Informational Network), the fiber plant consists of several data transportation mediums. The City currently utilizes an OC-12 and OC-48 (Optical Carrying) network which encapsulates various medium streams and transports that data redundantly throughout the MINet system. In addition to the Optical Carrying Nodes throughout the community, the City has migrated a 1 Gig self-healing Ethernet network to a more robust and fluent 10 Gig transportation platform. As a Municipal Local Exchange Company, this highly robust platform allows the MINet system to expeditiously launch IP Telephony and Internet services to its customer base. Due to the nature of the optical build and electronics placed in strategic locations, MINet can affordably transport Internet and Telephony services throughout the City and industrial parks efficiently. Because of its commitment to the school system, each school is equipped with gigabit connectivity and an OC-12 Node which makes distance learning, videoconferencing, testing, and data transport and retrieval more efficient.

Currently, fiber is co-located with MBC in the Clearview Business Park. The City of Martinsville partnered with Patrick Henry Community College as MBC's first business partner utilizing MBC's optical infrastructure in the Martinsville-Henry County area. MBC is currently transporting bandwidth for the City from the Patrick Henry Community College main campus to the Stuart Campus. There is also fiber connectivity to the New College Institute with distance-learning and on-site training, to local industrial parks, and between all schools supporting gigabit networking. The MINet system has partnered with various providers, such as Lumos Networks and GCR Communications to ensure seamless failovers in the event of single point failures or upstream outages. Each co-located in City Hall and Operations Center ensures two diverse locations for disaster recovery efforts. In addition to the City's network providers, the MINet system has partnered with Skyline Networks and RONCO Communications to ensure technical network assistance is at the City's fingertips. With the implementation of the SONET and 10 Gig circuits, communication carriers throughout the world can interconnect their existing digital carrier and fiber optic systems with the MINet system. This project has been in existence for over ten years. Through this network, the City has positioned itself to benefit long-term if existing businesses and relocated companies choose a site locally due to the area's robust fiber-optic networking capabilities, according to the Market Street Services *Competitive Assessment of Martinsville-Henry County*. In partnership with MBC, the City now has a competitive edge with its high-speed, state-of-the-art, and affordable telecommunications infrastructure. Businesses and industries frequently contact the City, realizing that the City/MBC partnership has fostered the development of communication systems that match or exceed the speed, reliability, and cost effectiveness of private-sector services. The City/MBC partnership presence in local industrial parks is definitely a "plus" for any businesses/industry considering possible relocation to the area.

Over the past decade, the Martinsville Informational Network (MINet) expanded with over 40 miles of cable throughout the City and Henry County. The network's capabilities regarding video, voice, and data streams helped to attract call centers. In addition, the network helped attract a research center and other businesses to the area. Martinsville is also the provider of telephone and Internet services via the fiber network and generates \$130,000 each year from 30 customers. Businesses are only served currently, but the City is evaluating the feasibility of extending the service to communities outside of Martinsville or to homes.

For continued economic development and growth, Martinsville is considering a city-wide expansion and into Collinsville, in Henry County, as a means to obtain additional revenue, as well as to keep the cost of telecommunication services locally affordable. A consultant-led study revealed a cost of \$20.5 million to expand services city-wide to homes and businesses and \$37.2 million if expanded city-wide and to Collinsville. An expansion of the system could attract companies and bring new jobs. In addition, if the system is expanded, it would require City funds to install more lines and equipment and hire more people to maintain it. A recent survey of about 360 Martinsville households revealed that 82 percent of respondents viewed the proposal favorably. Of those who responded, 64 percent said they would purchase Internet service, 84 percent would purchase telephone service, and 81 percent said they would purchase cable television service. If the City received financing,

the expansion process would take about 18 months. Martinsville's potential profit for city-wide service could be as much as \$13 million by 2037 and \$28 million if Martinsville and Collinsville were served.

The City of Danville has constructed Network Danville ("nDanville" for short), a sophisticated fiber optic broadband network. The open-access system provides high-tech connectivity needed for high-speed Internet, television, and telephone connections. Private service providers purchase access to the network and provide services to customers. The municipal area network is anchored at the Multimedia Service Access Point (MSAP) located at the Galileo Magnet High School in Danville. The current nDanville network is being expanded to allow access to all homes and businesses throughout the Danville utilities service region. Danville Utilities created the broadband fiber network which expanded from initial utilities operations to providing a high performance intranet for City offices, schools, and police patrol cars with Wi-Fi access to data. The fiber now serves businesses and connects Danville Regional Medical Center and more than half of the medical offices, clinics, and labs in the City through the nDanville Medical Network. The network allows for innovations in health information technology. Additionally, broadband service has been extended to Gateway Health Alliance, the Center for Applied High Performance Computing, and Averett University's Riverview Campus and its aviation center. With an initial \$2.5 million investment, the network generates \$1.4 million each year for Danville Utilities. Since 2004, miles of fiber optic cable have been provided throughout the City and businesses have been utilizing it since 2007. Gamewood is currently the provider of the service in Danville and is beginning to install fiber to homes in the Averett University area via its fiber-to-the home services. Additionally, industrial parks are served with broadband, as is the medical community. Danville Utilities is also a member of the Mid-Atlantic Broadband Cooperative that extends connections beyond the City.

In addition, the nDanville network has been an important tool for attracting new businesses to the City since these businesses that move into industrial parks and the Tobacco Warehouse District have been able to receive the high-speed Internet services. The Danville Regional Foundation moved into the former Dimon building on Bridge Street in order to take advantage of the accessible broadband infrastructure.

In 2010, the e.Republic's Center for Digital Government conducted its annual survey which looks at how well municipalities use information technology to conduct operations. Danville placed third among cities with a population of greater than 30,000 and less than 75,000. In 2012, Danville ranked fourth in this category and was one of five cities in Virginia to make the top ten list.

In November 2012, the first Community Fiber Networks conference took place at the Institute for Advanced Learning and Research in Danville pertaining to how fiber networks can be used as a tool to achieve economic development. Broadband Communities magazine set up the conference and chose Danville for its first conference because of the City's success with the fiber optic network, utilizing it to attract entities seeking advanced telecommunication services. Earlier in 2012, at a fiber technology summit in Dallas, Danville was recognized as a model for small cities utilizing fiber optic networks.

In early 2012, Danville announced a new technological feature for more effectively connecting citizens with their government, local business, and community services. The program is an "app" for Android or Apple iOS mobile devices and allows residents or visitors to instantly report infrastructure issues such as street light outages or potholes using the GPS function of their devices. Additionally, information such as community events, City news, and information pertaining to City services can be obtained. Residents can pay utility bills and check the status of applications or permits, etc. free of charge. The City is publishing the data via several apps – YouTown, CivicPlus Citizen Request Tracker, and CivicPlus Resource Directory – each "app" provides a series of services to residents and visitors. Maps will eventually be available so that City buildings and landmarks can easily be located in a Google Maps format.

In Patrick County, Century Link extended high-speed Internet to Woolwine, Ararat, and Willis Gap areas of the County in 2011.

Throughout the Region, wireless enhancements have taken place. In the fall of 2012, nTelos Wireless activated two new cell sites that will enhance wireless coverage in Pittsylvania County, specifically, along Franklin Turnpike (Route 41), the W. Townes Lea Community, and the West Main Street (U.S. 29) and Danville Expressway (U.S. 58) intersection. In Danville, nTelos added 10 new cell sites and increased existing sites' capacity. As a result of this \$3 million effort, the company has a total of 46 cell sites in the City. Additionally, AT&T Wireless made some enhancements along Route 360, U.S. 29, and the Danville Expressway. These enhancements improve mobile broadband capacity, are based on the 3rd Generation Partnership Project family of (3G) technologies, and will contribute to economic growth and job creation.

In June 2012, seeking to address the digital divide between urban and rural America, Virginia Senator Mark Warner amended the 2012 Farm Bill in an effort to extend high-speed Internet service to rural regions of the U.S., including Virginia. The amendment targets grants and loans to unserved and underserved rural communities and improves accountability for taxpayers. Currently, 70 percent of urban households are served by broadband, while only 57 percent of rural households and fewer than one-third of rural farms are served. Grant and loan recipients must provide data pertaining to broadband build-out for use in the National Broadband Map to enable the Rural Utility Service (RUS) at the U.S. Department of Agriculture to obtain more specific information for future funding decisions.

Also in 2012, the Federal Communications Commission (FCC) announced that \$2.1 million would be provided toward increasing access to high-speed Internet in rural Virginia, via its Connect American Fund. The Fund will enable Century Link

Inc., to provide broadband service to nearly 2,000 locations state-wide. Century Link must complete two-thirds of its broadband installations within a two-year time frame and the remainder by the third year. This effort will enable about 7,000 Virginians to access high-speed Internet. Currently, about 38 percent of the state's population does not have access to broadband.

Energy

In March 2010, the Commonwealth announced that \$10 million from the American Recovery and Reinvestment Act (ARRA) State Energy program would be awarded for fifteen biomass and waste-to-energy projects. These grants supported \$110 million in private investments statewide. The VA Department of Mines, Minerals and Energy administered the ARRA funds for energy-related projects. Three of the fifteen projects were in the West Piedmont Planning District; they were as follows:

- Martinsville Sanitary Landfill received \$1 million (of a \$2.5 million project) to install equipment to convert methane produced by eroding trash at the former landfill site to electricity. The total cost of the project was \$1.7 million, with the remaining cost secured through a bond. The methane power project became operational in May 2012 and at this time is expected to meet 2 to 3 percent of the City's power needs - between 800 and 1,000 homes, saving up to \$500,000 a year on wholesale electricity.
- Dairy Energy Incorporated, the state's third largest dairy farm milking 1,000 dairy cows, received \$1 million to install the state's first commercially-sized dairy anaerobic digester project in Chatham (Pittsylvania County). The digester is used to process manure from the farm and expand the use of the byproduct, currently producing enough electricity to power up to 400 homes. The electricity will be sold back into the grid.
- Red Birch Energy Incorporated of Henry County was awarded \$750,000 (of a \$1.2 million project) to utilize glycerin, a waste-product of its biodiesel production process to power a microturbine to generate electricity.

In 2011, Governor McDonnell signed an executive order to promote the use of alternative fuels in Virginia, as well as two energy bills into law. One bill requires development of a plan to convert the state vehicle fleet to alternative fuels from conventional gasoline or diesel. The bill would facilitate the use of alternative fuels such as natural gas, propane, electricity, hybrid technology, biofuels, and hydrogen. The purpose of the legislation is to reduce the state's dependence on foreign oil, create new jobs in the state, and contribute to the expansion of private sector businesses. The second bill would permit retailers to provide charging stations for electric vehicles. The executive order also issued a proposal (public or private) to develop the means to fuel vehicles that operate on alternative fuels. In 2012, Governor McDonnell signed two additional pieces of energy legislation into law. The first would enable natural gas lines to be expanded into areas where the gas is not available, so as to encourage economic development. The second would make it faster and easier to run electrical lines for projects. In 2012, Virginia signed agreements with Clean Energy and Blossman Gas for the provision of alternative fuel infrastructure, as well as vehicle conversions, to the state. This is part of a multi-state agreement with 14 other states to reduce the cost of alternative fuel vehicles.

The Advanced Vehicle Research Center in Danville completed 130 conversions of hybrids to electric vehicles and would like to develop plug-in conversion kits for various vehicles.

In 2011, Ferrum College began to construct a biomass boiler, intended to satisfy approximately 65 percent of the college's heat and hot water needs and is expected to reduce the institution's heating costs by about 25 percent; the boiler will also provide learning experiences for students with regard to sustainable energy. The boiler will consume by-products from the lumber industry and, in the future, may burn agricultural products, possibly providing the local economy with a boost. Furthermore, emissions will fall within EPA and DEQ guidelines. The boiler became operational in early 2012.

The Center for Energy Efficient Design (CEED) at the Gereau Center in Franklin County opened in the fall of 2010. The Center is the only school building in the United States built to the PassivHaus design standard for sustainable architecture and energy that can save up to 78 percent in energy use. The design standard for the facility should reduce heating and cooling demand by 94 percent and reduce carbon dioxide in the Center by 78 percent. The 3,600-SF facility has classrooms where students can study energy sources including solar, wind and others. In addition, it includes learning labs for hands-on instruction and projects related to the building design and advanced systems features. The facility is a net zero energy efficient building that features PassivHaus design, earth berming, south facing solar orientation, thermal mass, geothermal energy, photovoltaics, solar hot water heaters, electricity-producing wind turbines, rainwater harvesting, energy efficient appliances, and daylighting. It is expected to produce more energy than it needs to operate. The \$850,000 facility was funded with more than \$200,000 in in-kind contributions from building firms and other businesses and more than \$450,000 in grant funds. In the summer of 2012, CEED was awarded a platinum energy certification by the Leadership in Energy and Environmental Design (LEED), which certifies that a building or community was designed and constructed employing strategies to achieve high performance in multiple areas of natural resource conservation and sustainability. Buildings that are LEED-certified are designed to reduce operating costs, reduce the amount of waste sent to landfills, conserve resources such as water and energy, and provide safer and healthier environments for their occupants, among other benefits. In its first year of operation, the CEED's energy consumption was about 6 percent more energy-efficient than initially predicted. The Center is believed to be an impetus for attracting emerging technologies to the area, which has the potential to become an

epicenter of alternative energy and new technologies. Ferrum College, Virginia Western Community College, and Patrick Henry Community College are interested in partnerships with the Gereau Center and the CEED.

Henry County School System's energy conservation program saved the school system \$397,306.02 within its first two years. The program involved installation of a solar panel for the greenhouse, HVAC upgrades in some schools, a partial lighting upgrade at Magna Vista High School, a programming modification to the chiller plant at Bassett High School, as well as a bi-monthly newsletter and Green Quest website that seeks to change people's approach to energy conservation.

In early 2012, the City of Martinsville authorized issuance of up to \$1.25 million in general obligation bonds to finance energy improvements for city-owned buildings and facilities. Improvements include new heating and air conditioning equipment and new controls, and new lighting. The City believes it can save about \$93,000 annually as a result of the modifications.

In 2010, Appalachian Power Company (APCo) was issued a 30-year license, effective April 1, 2011, by the Federal Energy Regulatory Commission (FERC) to continue to operate the Smith Mountain Lake hydroelectric project. The relicensing process began in 2001 and included several studies and plans in addressing power generation, the environment, recreation, erosion, navigation management, shoreline management, debris, sediment control and aquatic vegetation.

In March 2012, the Danville Regional Foundation (DRF) approved \$100,000 to Genedge Alliance, in partnership with The Launch Place, formerly Southside Business Technology Center, to co-fund the E3 (Economy, Energy, and Environment,) Pilot Project Implementation program in Danville and Pittsylvania County, a federal initiative which is a model of collaboration between manufacturers, utilities, local economic development entities, and federal resources. The initiative enables economic growth in the local area by working efficiently with manufacturing businesses, providing technical assessment, training, and other services. The Virginia Tobacco Commission committed \$250,000 to launch the E3 Initiative. The award will allow for manufacturers to participate in the E3 pilot program and to fund technical assessments that can result in implementing strategies that are energy and environmentally-friendly in local manufacturing businesses, saving energy and production costs. Genedge is coordinating the program locally and federal partners include the Department of Agriculture, Department of Energy, Department of Commerce, Environmental Protection Agency, Department of Labor, and the Small Business Association. The E3 agenda helps to boost local economies by achieving sustainability while improving the productivity, energy use (carbon footprint), and environmental performance of manufacturing operations. Further information regarding the E3 Initiative can be found at <http://www.e3.gov/>.

In 2010, the U.S. Department of Energy awarded \$1.65 million federal stimulus money to Luna Innovations to be used over a three-year period to develop a breakthrough for solar cell technology. Scientists and technicians at Luna nanoWorks in Danville are working to improve the efficiency and manufacture of ingredients for organic or plastic solar cells. Researchers say the cells would not only be less expensive to produce than traditional cells, but also more pliable and lightweight; however, the plastic or polymers are not as efficient in capturing energy and converting sunlight to electricity. Researchers around the world are looking for solutions. Luna is providing the required matching funds for the stimulus grant. Luna was awarded over \$555,000 in stimulus funds for two years of research on how to turn off the allergic response in human cells using nanomaterials; this research could result in developing nanomedicine to treat allergies. Luna Innovations Inc., extended its work with Intuitive Surgical Inc. through 2012, under a development and supply agreement. Luna integrates its shape and position-sensing products into Intuitive's medical robotics products, a partnership which strives to help surgeons to more precisely guide and control surgical tools during robotic-assisted procedures.

Piedmont BioProducts, LLC, a firm involved with energy refinement, received \$499,000 from the Virginia Tobacco Commission to continue research on its demonstration site to convert plant feedstock into petroleum replacement products; the company seeks to build a commercial refinery on a 13.8-acre site in the Gretna Industrial Park. The site would be used for biomass storage, the refinery, and office space. The firm will produce renewable petroleum from farm-based crops, potentially providing a boost to agriculture in the area and creating 12 to 15 jobs. The refinery could potentially produce 60,000 gallons of crude a day and may need a railroad spur for transport. Farmers who participate in the project would be members of the Piedmont Producer Agriculture Cooperative. The Virginia Tobacco Commission had provided the company with about \$2.3 million in grants since 2006 and Virginia's Center for Innovative Technology provided \$100,000 for a 6 percent stake in the company. The cost to construct the refinery is an estimated \$10 million, which the company is currently seeking. The company's pilot plant is currently located just south of Gretna on Cotton Patch Road. In January 2013, the Town of Gretna was awarded \$1.3 million from Southside Economic Development (a division of the Virginia Tobacco Commission) to develop the site at the industrial park and to go toward construction of an 80-ft. by 25-ft. building. The company will provide a 10 percent match in funds. In addition, the Tobacco Commission awarded a \$4 million Research and Development grant to Pittsylvania County to purchase equipment for Piedmont BioProducts. The refinery would be a green-energy facility, converting switch grass and timber byproducts to fuel. The product would be used for commercial and industrial boilers, with potential upgrades of the fuel for use in green gasoline and green diesel.

Additionally, biomass is being viewed as a profitable initiative for local growers. During 2011, IALR received \$521,298 from the Virginia Tobacco Commission for energy research on behalf of Chemtex International, Inc., a U.S. subsidiary of the Italian company Grupo Mossi & Ghisolfi. Chemtex International has been developing a technology known as Proesa, which is a lingo-cellulosic bio-ethanol technology. Sugars can be a replacement for "petroleum building blocks" in chemical manufacturing, and can be fermented to make ethanol; the waste from the by-products can be burned to generate electricity.

IALR would like to have a facility which renders sugars into useful products and the agriculture industry would be instrumental in producing biomass in the Dan River Region. The Institute for Advanced Learning and Research recently introduced a Plant Propagation Center, where scientists will develop enhanced plants; the project could put area farmers at the forefront of agricultural flower production. The center is studying such plants as switchgrass, miscanthus, and Jerusalem artichoke to be used for bioenergy feedstock and is collaborating with another company on pennycress, which can be used in diesel and jet fuel. The center is trying to recruit farmers to experiment with Arundo donax (giant reed), in collaborative efforts with Chemtex, which is a global engineering, chemical, and technology company. Researchers are also looking at ways to use plant leftovers to be used in films and fibers, such as for edible packaging. Maverick BioFuels, a biofuel firm which presented at IALR, seeks to generate olefin, a chemical produced from biomass or biogas, and used to compose fuel, plastic, and specialty chemicals. Olefin is easier to compress than gas and can be produced easily in rural areas in which a variety of feedstock are available. Donnachaidh Associates, of Pittsylvania County, is collaborating with Maverick to utilize biosolids from wastewater to produce poplar trees in a sustainable manner.

As noted in Chapter 4, Cellulosic Liquid Fuels Corporation is raising funds to build a demonstration facility in Franklin County to use a molten salt process to convert wood waste products followed by dairy solids into "cellulosic liquid fuel units." The company aspires to locate a factory in Southside Virginia and produce about 2 million gallons of fuel per year. The institute's Sustainable Energy and Technology Center (SENTEC) will be well-positioned to conduct research and provide expertise to enhance bio-fuel production in the state.

In October 2010, ground was broken on an addition to house a Sustainable Energy Center (SENTEC) on the Institute for Advanced Learning and Research campus adjacent to the Charles R. Hawkins Research Center. The facility includes 25,000-SF of research laboratories, research support laboratories, graduate student research spaces, and faculty offices and builds upon the Institute for Sustainable and Renewable Resources' research to use components in bio-based fuels. The Virginia Tobacco Commission (VTC) provided \$8 million toward construction and development of the Center. Construction was completed in 2011. In June 2011, the VTC awarded SENTEC an additional \$5 million for research and development of renewable energy.

Williams' Transco pipeline announced plans to add another natural gas compressor at its station in Chatham, as well as 100 miles of a 24-inch diameter pipeline as part of a larger project to supply natural gas to a new 1,300 megawatt power station in Brunswick County. The pipeline project will serve Dominion Virginia Power for replacement of two coal power stations. In Pittsylvania County, the pipeline would be 10.7 miles in length, but would pass through other counties as well. Construction is expected to begin in late 2014 and the pipeline is expected to go into operation in 2015. The Transco pipeline transports natural gas through a 10,000-mile pipeline system from southern Texas to New York City. It runs through Pittsylvania County with a compressor station in Chatham that has been in existence since 1957.

In November 2010, the Danville Utility Commission voted to let local utility customers sell excess power that they generate from renewable energy sources, such as solar power, to Danville Utilities through a system called net metering. The new Smart Meters that have been installed in most of the service area of Danville Utilities are capable of measuring electricity being fed back into the power grid. Sometimes homes with solar power take in more power than they can use; rather than having that power dissipate, the plan would allow it to be sold back to the utility with customers receiving credit, up to certain limits, for power sold. Danville Utilities also began an energy efficiency program that includes educational initiatives, reimbursement of up to \$250 for residential energy audits, making municipal buildings more energy efficient to decrease citizens' tax burden, and reduced-cost audits for business and industry. In January 2011, the City approved a proposal to contract with American Municipal Power (AMP) to purchase power during the 2015-2020 period from the utility's Fremont, Ohio facility.

In March 2011, U.S. Green Energy Corporation broke ground to construct a \$30 million facility to produce "construction friendly" solar energy collectors and plans to employ 372 people within three years. In May 2012, the Danville Industrial Development Authority provided U.S. Green Energy Corp. with a \$500,000 loan - which must be paid back in five years with 4 percent interest - in order to finish construction of its 28,000 SF building at Cane Creek Centre. The company spent \$600,000 to grade the site and the completed facility is expected to cost \$1.5 million to \$1.7 million. The Virginia Tobacco Commission provided U.S. Green Energy with \$1.6 million, which enabled the company to move from the research and development phase to the startup phase; the firm also has \$2.5 million in private money and time invested. The company will install solar thermal radiant flooring and plans to install a solar roofing system. The firm opened the new facility in October 2012 and expects to hire hundreds soon. A \$50 million capital investment and expansion would be required in 2013. The jobs have a starting rate of \$12 an hour, but the average hourly wage will be \$19 per hour. The company manufactures "construction-friendly" solar receptors, including solar shingles, facades, and slate tiles, among others.

The City of Danville's Weatherization Innovation Pilot Program, funded with grant funds from the U.S. Department of Energy received more than \$1 million to partner with Vermont Energy Investment Corporation to combine public education, community outreach and mobilization with financing through a municipal loan program for rental property owners, and training for contractors. In addition, through the local municipal utility and already-deployed smart meters, the pilot project will provide recipients with energy usage feedback, monitoring, and verification systems to gauge their utility costs. The City has also been participating in Federal Home Loan Bank of Atlanta's energy efficiency and weatherization program, which provides

homeowners with up to \$15,000 to improve energy efficiency via the installation of energy-saving components such as windows, installation, and heating and air systems. Homeowners must be at or below 80 percent of Area Median Income (AMI) to qualify.

In 2010, the Pittsylvania County Community Action Agency received \$2.3 million in stimulus funds to be used over a three-year period to weatherize homes in Pittsylvania and Henry counties and the cities of Danville and Martinsville.

Services for Low-Income and Aging Population

Numerous services are provided for the low-income and aging population within Planning District 12. In addition to the routine services provided by the local health departments and social services departments, and parks and recreation departments, several agencies provide specialized services.

Within the District, community action agencies provide services to low-income and elderly residents. Pittsylvania County Community Action, Inc. (PCCA) provides services in Pittsylvania County and the City of Danville (in conjunction with the Danville Community Improvement Council, which also provides services in Danville). PCCA recently opened a satellite office in Martinsville--the Southside Community Action Program (S-CAP)--to serve the Martinsville and Henry County area. Support to Eliminate Poverty Incorporated (STEP), formerly known as the Franklin County Community Action Agency, provides services in Franklin and Patrick Counties. Services provided by these agencies include education and pre-school programs, employment services, programs for the elderly, and family services.

In June 2010, the 7,200-SF STEP Incorporated (Support to Eliminate Poverty) center officially opened at the intersection of Route 8 South and Wayside Road in Stuart (Patrick County). The facility includes fifteen offices, a commercial kitchen, a Head Start classroom, conference rooms, and a community room equipped with video-conferencing technology. The project was funded with federal grant and loan funds. In March 2010, STEP was awarded a \$1.2 million American Recovery and Reinvestment Act grant to provide for five Early Head Start classrooms in Franklin County and two in Patrick County.

In July 2012, STEP, Inc., in Rocky Mount was selected by the VA Department of Housing and Community Development to provide homeless prevention and rapid re-housing services throughout the West Piedmont Region. The new Homeless Prevention Program, replacing the former Homeless Intervention Program, is a state-funded initiative designed to provide targeted, limited assistance to households that are likely to become homeless. Diversion strategies are key to prevention of homelessness by providing immediate alternatives to homelessness and connecting families with services and financial assistance, if necessary. The Homeless Solutions Grant (HSG), replacing the State Shelter Grant (SSG), is a new program that provides rapid re-housing services to assist families in finding permanent housing. In addition, STEP, providing 23 services to low-moderate income families, plans to expand in Henry County and Martinsville.

The Virginia Community Development Block Grant Program is oriented towards assisting low- and moderate-income persons and the communities and neighborhoods in which they reside. The localities of the Planning District have been active in pursuing projects assisted by the CDBG Program and are oriented towards helping low- and moderate-income citizens. The City of Danville, because of its size, is a HUD Entitlement City which annually receives funds from the Community Development Block Grant Entitlement Program.

The Southern Area Agency on Aging Incorporated (SAAA), located in Martinsville, is the first resort for persons seeking services for older individuals, or seeking information on age-related concerns in Planning District 12. SAAA exists to promote maximum independence for persons age 60 and older by providing services that will assist older persons to live independently in their own homes. The Agency's tasks include advocacy, planning, and coordination of services for older persons. SAAA is designated by the Virginia Department for the Aging as the Area Agency on Aging for the Planning District. The Agency receives federal, state, and local funds for the provision of services mandated under the Older Americans Act. All persons age 60 and older are potentially eligible for all services and persons age 55 and over are potentially eligible for the Agency's Employment Services Programs. Services are not directed solely toward persons with low-incomes. However, the Older American Act mandates that when resources to provide services are insufficient, preference for services be given to persons in the greatest economic and social need. By social need, this means people who live alone and who lack a social network of family and friends to assist them. Services provided directly by SAAA include: Care Management (coordination of services to meet needs; eligibility assessments for Senior Nutrition Program; eligibility assessments for the In-Home Services Programs); In-Home Services Program (Personal Care Services; Homemaker/Companion Service; Respite Service); Employment Services for persons age 55 and older (Title V Senior Community Service Employment Program; Job Training Partnership Act/Older Worker Program; Employer/Employee Job Registry); Senior Citizen I.D./Discount Cards; Information & Referral; Long-Term Care Coordination; and Public Information.

In addition, SAAA subcontracts with a number of other human service providers in the Planning District for specialized services including a Residential Repair/Renovation Program through the Franklin County Senior Center; a Senior Nutrition Program through the Pittsylvania County Community Action Agency; and Legal Assistance through the Virginia Legal Aid Society located in Danville. SAAA also provides these services through subcontractors in each locality in the Planning District:

Danville:	Transportation, socialization/recreation activities, checking services (telephone reassurance), volunteers and health/wellness through the Danville Senior Citizens Center
Franklin County:	Transportation, socialization/recreation activities, checking services (telephone reassurance) through the Franklin County Senior Citizens Center
Henry County:	Transportation, socialization/recreation activities, checking services (telephone reassurance) through Henry County Senior Services
Martinsville:	Transportation, socialization/recreation activities through the Martinsville Senior Center
Patrick County:	Transportation through Patrick County Senior Services
Pittsylvania County:	Transportation, socialization/recreation activities, checking services (telephone reassurance), volunteer program through the Pittsylvania County Community Action Agency

The West Piedmont Planning District Commission staff in conjunction with the VA Department of Transportation completed the 2035 Regional Rural Long-Range Transportation Plan in May 2011. As part of the planning process, the staff provided technical assistance to the Virginia Department of Rail and Public Transportation (VDRPT) in the development of a Coordinated Human Service Mobility Plan in 2008, as discussed earlier in this chapter. The PDC staff is currently collaborating with VDRPT, a consultant, and local human service agencies on a five-year update of the Plan.

Human service agencies in the West Piedmont Planning District actively pursue funding from the Virginia Department of Rail and Public Transportation's Section 5310 Program to purchase vehicles to serve handicapped and elderly clients. This Commonwealth of Virginia program requires that, where possible, grant recipients should coordinate with other providers offering transportation services to enhance resource-sharing opportunities. The following section on housing outlines special services offered to low-income persons within Planning District 12.

Housing

Measuring and analyzing trends in housing authorized permits and construction activity can identify changing economic and social conditions. Housing availability and conditions are of vital importance to regional planning. Housing conditions often reflect the social well-being of an area and economic development is, in part, dependent upon the availability of adequate housing for additional labor. The table on the following page portrays selected housing characteristics within the West Piedmont Planning District. This information was obtained from the 2010 Census.

Efforts have been undertaken over the past years to improve housing conditions in the Planning District. These efforts date back to 1941 when the Danville Redevelopment and Housing Authority (DRHA) was organized to provide housing for low-income families who could not afford private housing and to eliminate blighted structures from the City of Danville. Since the Housing Act of 1949, the Authority has operated as funded by the Department of Housing and Urban Development. The DRHA oversees the management of public housing projects and a Section 8 program.

To further enhance the City's Affordable Homeownership Program, local financial institutions in Danville formed a Community Development Corporation (CDC) in 1991. The CDC works closely with the City's program, which links low- to moderate-income candidates with low-interest loans. First-time buyers use attractive CDBG and HOME-funded loans to purchase property from the Corporation. The CDC utilizes corporation funds to purchase the vacant houses. The City's Housing Rehabilitation Program loans the money to rehabilitate houses in low- to moderate-income neighborhoods. Danville's Community Development Department assists the group by identifying houses for purchase, supervising renovations, and identifying prospective buyers.

Danville prepares an annual Consolidated Plan to access entitlement funds from the U.S. Department of Housing and Urban Development. The Plan includes a comprehensive assessment of housing assistance needs in Danville and outlines strategies to address those housing needs.

The City receives federal HOME program funds from the U.S. Department of Housing and Urban Development to assist low- to moderate-income families with home rehabilitations. HOME funds are also used to build new homes in approved targeted neighborhoods in the City. These homes will be purchased by low- to moderate-income families that meet the program guidelines. The City also administers the Affordable Homeownership Program, funded by the federal Community Development Block Grant (CDBG) program, which also assists low- to moderate-income homebuyers.

Utilizing federal funds, Danville administers a variety of housing programs for its low- to moderate-income citizens. During the summer of 2011, Danville Family Homes, a new housing subdivision, was completed in north Danville off of Richmond Boulevard. The subdivision consists of 35 new low- and moderate-income housing units which will be rented for a period of 15 years and then sold. Three new roads were added to Danville's street system to serve the subdivision – Joanis Drive, Reina Court, and Rover Ridge. There are also several subsidized elderly housing projects in Danville that are privately owned. In addition, Danville-Pittsylvania Community Services, which works to build healthier communities, opened nine new apartment units at the Piney Ridge Apartment Complex to enable individuals with serious mental illnesses to live in an independent environment.

The City offers a Real Estate Tax Abatement Program for qualified rehabilitated real estate exemptions for substantially rehabilitated residential, multi-family, commercial, industrial, and multi-use structures located within a state and federally designated historic district (i.e., Downtown, Tobacco Warehouse, Old West End, and Mill District).

Danville also offers a Facade Program that utilizes program income generated by Urban Development Action Grant (UDAG) funds. The restoration of building facades within the areas designated by City Council is the priority of this program. Other guideline qualifications must be met to obtain the 50 percent forgivable loan.

In 1989, the Pittsylvania County Community Action Agency was authorized by the Virginia Housing and Development Authority to administer a U.S. Department of Housing and Urban Development (HUD) federally subsidized Section 8 Program in the County, which provides rental assistance.

Telamon Corporation, a non-profit organization, operates a number of housing programs within its service area in the Region. These programs include the U.S. Department of Housing and Urban Development's HOPE 3 Program and the Self-Help Housing Program. As an approved Community Housing Development Organization (CHDO), Telamon receives funds from the City of Danville under the HOME Entitlement Program. In addition, the organization utilizes programs through the Virginia Housing Development Authority (VHDA) to assist with purchase of homes. In July 2011, Telamon relocated its office from Gretna to the Masonic Building in Chatham. In addition to providing counseling services to pre-homeowners and offering other services, the corporation is building homes in Pittsylvania County and purchases and refurbishes properties in various neighborhoods in Danville. The agency has helped 545 families become homeowners, has built 44 homes in Pittsylvania County, and 47 properties have been rehabilitated.

The West Piedmont Better Housing Coalition has been actively involved in a regional effort to address housing and homeless issues. In 2004 and 2005, the Coalition was successful in getting more than \$200,000 in HUD money to implement a Homeless Management Information System (HMIS) in the Region. The group conducts a Point-in-Time Survey to get a count and conditions of the homeless within the Region. Currently, several agencies that provide services to the homeless are using the tracking system to gather information on these persons.

In 2011, Piedmont Community Services constructed a group home on Church Street Extension in Martinsville to accommodate up to eight individuals with intellectual disabilities. A second group home opened on the corner of Church Street Extension and Booker Street in early 2012.

Demand for housing in downtown Danville is strong. Two housing complexes – both in the Historic Tobacco Warehouse District – are fully occupied. The complexes are Lindsay Lofts with 21 loft apartments and Burton Condominiums with 28 units. Another complex, Ferrell Historic Lofts – which previously housed Ferrell Furniture Company – expected to lease 13 rental units by early 2012. Development of the 13 upscale apartments and mixed-use street level retail space in the former Ferrell Building on Main Street was made possible with a \$101,900 local grant, a \$9,100 Downtown Enhancement grant, and a \$45,883 parking grant. Other state and federal grants were also awarded to complete the project. In June 2012, S & S Construction Inc., of Richmond, purchased historic tobacco buildings on Bridge Street from Davis Storage and Warehouse Inc. The buildings are the former Pemberton & Penn tobacco prizery and offices and plans are to convert them to high-end, market-rate apartments with ground-floor retail space. The first phase of the project on Bridge Street would include 62 apartments with enough commercial space for a coffee shop or wine bar and a full-service restaurant to be completed by early summer 2013; another 50 units would be constructed and should be completed in 2014. Developers hope to fulfill the housing needs of young professionals who work in high-tech industries in the area.

In addition, One Danville, LLC, purchased the former Smith Seeds building on Lynn Street for \$239,000, with intentions of converting the 36,000-SF building into a 20-unit apartment building with ground-level commercial space.

In Chatham, Echelon Resources Inc., purchased the 27,000-SF former Chatham Elementary School from Pittsylvania County for \$10,000 and plans to convert the 1925 school into Chatham Lofts, a luxury apartment complex. The approximately 30 one- and two-bedroom units are expected to occupy 775 to 800-SF and lease for \$700 to \$900 per month. The project is expected to cost \$2.5 - \$3 million. With construction scheduled to begin in November 2012 and take 8 to 10 months to complete, apartments are planned to be marketed in spring 2013.

The demand for more loft apartments and condominiums are on the rise in Martinsville as well. A number of these have been constructed in Uptown Martinsville over the last few years. During 2011, a loft apartment had been completed at the intersection of Bridge and Church streets. The developer plans to create three more loft apartments in the granite building in Walnut Street. In March 2010, the former Martinsville Novelty Corporation on Rives Road in Martinsville was added to the Virginia Landmarks Register by the VA Department of Historic Resources. Constructed in 1929, the factory operated until 1995 and made occasional furniture. In 2011, the factory was renovated into 60 apartments as part of a redevelopment project. A local feasibility study for loft apartments in Martinsville found that it is viable to provide them. Area residents have inquired about the availability of any condos or lofts as such housing arrangements generally appeal to retirees and upper-income professionals.

In the summer of 2009, the Phoenix Community Development Corporation (CDC) was initiated with assistance of the Harvest Foundation. The CDC's mission is to assemble public and private resources to undertake real estate development that will lead to the growth and expansion of business opportunities and preservation of affordable housing in the Martinsville-Henry County area. The CDC is currently in the process of seeking funding assistance to rehabilitate the Henry Hotel in Uptown Martinsville. The City purchased the hotel in 2009 for \$520,000, which was funded in part by a \$425,000 Harvest Foundation

loan. The project involves a \$4.6 million investment to renovate the historic structure that would provide 21 new apartments and expanded commercial retail space. As an alternative, the City and Phoenix CDC are considering the expanded commercial/retail space and the possibility of 14 apartments and 10 extended stay units that would be utilized as temporary housing for clientele and visiting faculty of such organizations as New College Institute, the Integrated Centers for Science and Medicine, the Harvest Foundation, and the Martinsville-Henry County Economic Development Corporation. A recent marketing analysis conducted by The Danter Company of Columbus, OH, revealed a demand for new apartments, especially in the Uptown area. The City is seeking funding in the amount of \$500,000 from DHCD's Industrial Revitalization Fund to be used toward the project. If sufficient funding is secured, the project could be complete by 2014. This project correlates with the Uptown Martinsville Revitalization efforts that the City is currently undertaking.

In October 2011, the Henry County Board of Supervisors approved the sale of the former Social Services Building in Martinsville for \$100,000 to a developer who has plans to redevelop the structure as retail establishments and loft apartments. The developer is making a minimum \$300,000 investment to refurbish it. On the main floor, plans are to convert it to a telephone museum and an antique establishment. He envisions the basement being used for specialty shops and a business center. There are no solid plans for the top floor, but office space is a possibility. Plans for the façade include windows and a grand entrance.

Localities in the West Piedmont Planning District continue to pursue Community Development Block Grant (CDBG) funds for housing-related projects to benefit low- to moderate-income residents. A tour of Martinsville by City officials in November 2011, revealed blighted conditions in areas of Southside. The idea of pursuing a Community Development Block Grant was put forth, and another potential solution was for the City to work with renters and landlords to improve property maintenance. The Northside neighborhood is another potential CDBG project area in Martinsville for housing rehabilitations, curb and gutter work, infrastructure, and other improvements. In September 2011, the Henry County Board of Supervisors awarded \$65,000 for new construction on Riverside Drive in Bassett as part of the Riverside Drive Neighborhood Improvement Project; the project is near completion. The County also has an on-going CDBG project in the South Street community of Bassett to improve housing conditions and infrastructure in the neighborhood. Part of the second phase of the South Street Neighborhood Improvement Project began in November 2012. Improvements include relocation of utility poles and cables, replacement of water and sewer lines, installation of storm drains, and road construction projects.

WEST PIEDMONT PDC

Area (Square Miles):2,587
Total Population: 249,227
Urban Percent: 36.4% (2010 Census)
Total Housing Units: 126,230
Occupied Units: 104,864

Units in Structure (Total Housing Units)

One Unit	91,274 (72.3%)
2-4 Units	5,036 (4.0%)
5 or More units	8,088 (6.4%)
Mobile Homes & Other	21,832(17.3%)

Renters Owners Homeownership Rate, Under 35 Years Homeownership Rate, 35-44 Year-Olds Homeownership Rate, 65 and Older	28,560 (22.6%) 76,304 (60.4%) 46.4% 64.3% 82.5%
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Year Structure Built (Total Housing Units)

Pre-1939	12,482 (9.9%)
1940 to 1959	23,996 (19.0%)
1960 to 1979	40,133 (31.8%)
1980 to 1989	17,788 (14.1%)
1990 to 1999	20,664 (16.4%)
2000 and After	11,167 (8.8%)

Population per Household 1.01 Persons or More per Room	Household Size and Crowding 2.38 1.9%
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Vacancy Status

Owner Vacancy Rate	1.8%
Renter Vacancy Rate	4.5%
Seasonal/Migratory (Percent of Total Units)	25.2%

Substandard Occupied Units

Lacking Complete Plumbing	654 (0.6%)
Lacking Complete Kitchens	607 (0.6%)

Gross Rent

Median	\$592
Below \$300	7.7%
\$750 or More	23.5%
No Cash Rent	14.6%

Cost Burden

Renters Paying 30% or More of Income Paying 30% or More of Income with Income Less Than \$20,000	42.4% 89.6%
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Owner Costs

Median Owner Costs Without Mortgage	\$292
Median Owner Costs With Mortgage	\$993
Owners with Mortgage	54.7%

Owners Paying 30% or More of Income Paying 30% or More of Income with Income Less Than \$20,000	23.4% B25106 56.3%
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Owner Value

Median	\$110,890
Below \$100,000	45.4%
\$150,000 or More	33.6%
\$300,000 or More	9.8%

Income

Median Household Income	\$37,584
Median Family Income	\$47,362

Household Type

Total Households	104,864
Family Households	70,967
Total Married Couple Households	51,304
Percent of all Households	48.9%
Female Headed Families, No Spouse	14,824
Percent of all Households	14.1%
Male Headed Families, No Spouse	4,839
Percent of all Households	4.6%
Non-Family Households	33,897
Percent of all Households	32.3%

Poverty

Total Persons Below Poverty	43,310	17.7%
Under 18, Below Poverty	14,615	28.3%
18 - 64, Below Poverty	23,527	15.9%
65 and Older, Below Poverty	5,168	11.7%

Adults with Disabilities

Age 21-64	N/A
Age 65+	N/A

Subfamilies

Grandparents responsible for grandchildren	3,162
Ratio to Total Families	4.5%

Population in Nursing Homes

Age < 65	N/A
Age 65+	1,573

Education

A vital link in economic development in any community is its educational system. A potential industry looks for an educated labor force and one that is expected to handle ongoing changes and demands. A sound structure for an excellent system is in place within the Planning District and its continued development must be strongly supported. Emphasis should be given to reducing dropout rates, enhancing vocational and college preparatory courses, and insuring adequate computer and electronic literacy for students and citizens. All available resources must be used in this pursuit, including the public school systems, the community colleges, and job training programs.

In 1992, a **Governor's School for Global Economics and Technology** with four school sites was established for thirteen Southside Virginia school systems including Danville and Pittsylvania County in Planning District 12. The curriculum incorporates elements of chemistry, physics, biology, mathematical analysis, and calculus with heavy emphasis in the integration of technology, science, and engineering. The goal is to educate gifted, highly capable students in global economics and technology and to serve as a resource and catalyst for improving educational opportunities for all high school students in Southside Virginia. Classes began in the fall of 1993 at sites at Averett University and Danville Community College in the West Piedmont Planning District. The dual enrollment courses offered through the program provide the students the opportunity to obtain a year's worth of college credit.

A Regional Governor's School got underway in 2002 as a joint effort among Patrick, Pittsylvania, and Henry counties and the cities of Danville and Martinsville. The **Piedmont Governor's School for Mathematics, Science & Technology** has two campuses—one at the New College Institute in Martinsville and one at the Institute for Advanced Learning & Research in Danville. Regional Governor's Schools were created in 1973 to provide gifted students opportunities not available at their high schools. These schools serve certain regions and are administered by the Virginia Department of Education in cooperation with the local school districts in conjunction with community colleges and universities in the Region.

The **Galileo Magnet High School** in Danville received a bronze medal ranking in the U.S. News and World Report study of the nation's best schools in 2007. Galileo, where students scored above the state average of SOLs, has been a part of Danville's Public School District since 2002 and offers a curriculum that provides challenges and opportunities to the students that one may not otherwise find in public education. Galileo's technologically focused study programs are on the cutting edge of the constantly evolving technological world of the 21st century. As an International Baccalaureate school, Galileo is part of a world-wide academically challenging program whose rigorous courses provide avenues to pursue a more in-depth education that is recognized across the world. After being listed in national magazines as one of the best high schools in America, Galileo faces the future with a history of proven accomplishments and many exciting challenges.

The \$5.3 million Franklin County School System's **Gereau Center for Applied Technology and Career Exploration** (CATCE) in Rocky Mount is considered unique because it represents a community effort to prepare students for the workforce of the 21st century. Community leaders, business and industry representatives, local colleges and universities, and parents and teachers in the Franklin County-Rocky Mount area have worked together to develop the curriculum and facility. The Center consists of several modules including environmental/natural resources, arts, manufacturing, engineering/architectural design, media design, legal science, finance, and health and human services. An aviation and aerospace program has been added as well. In 2012, the Gereau Center was recognized by the U.S. Department of Education for its efforts to advance environmental conservation and was awarded the title of a Green Ribbon school. Green Ribbon schools demonstrate bold examples of the ways schools can reduce costs and provide healthy learning environments, as well as building real-world skillsets. The Center was also recognized as a first year VAN (Virginia Naturally) school. The award goes to schools that provide their citizens and educators with environmental resources including educational classes, watershed maps, community events, lesson plans, and recreational opportunities, among others.



The **Center for Energy Efficient Design** (CEED) at the Gereau Center (CATCE) in Franklin County opened in the fall of 2010. The Center is the only school building in the United States built to the PassivHaus design standard for sustainable architecture and energy that can save up to 78 percent in energy use. The design standard for the facility reduces heating and cooling demand by 94 percent and reduces carbon dioxide in the Center by 78 percent. There are only a few structures in the United States built to the PassivHaus standards and 25,000 in Europe. The 3,600-SF facility has classrooms where students can study energy sources including solar, wind, and others. In addition, it includes learning labs for hands-on instruction and projects related to the building design and advanced systems features. The facility is a net zero energy efficient building that features PassivHaus design, earth berming, south facing solar orientation, thermal mass, geothermal energy, photovoltaics, solar hot water heaters, electricity-producing wind turbines, rainwater harvesting, energy efficient appliances, and daylighting. It will produce more energy than it needs to operate. The \$850,000 facility was funded with more than \$200,000 in in-kind contributions from building firms and other businesses and more than \$450,000 in grant funds. Ferrum College, Virginia Western Community College, and Patrick Henry Community College expressed interest in partnerships with the Gereau Center and the CEED.

Governor McDonnell has encouraged schools in the Commonwealth to focus on STEM principles. All public school systems throughout the Region utilize the STEM curriculum to more effectively prepare students for future employment opportunities, as it combines science, technology, engineering, and math rather than having them taught separately, as has traditionally been the case. The Martinsville City School system participates in the NASA SEMAA (Science, Engineering, Math, and Aerospace Academy) program, which provides STEM-related hands-on learning activities and curriculum, allowing students to effectively solve real-world problems relating to natural resources, "green" issues, and others. In 2011, Franklin County schools integrated STEM principles into the curriculum for eighth graders and plan to integrate the new teaching paradigm into other grade levels during the 2012–2013 school year. In 2011, Virginia awarded more than \$2.7 million in grants to familiarize educators with STEM principles. Other initiatives that were funded include robotics programs, a plan to construct an electric car for a competition event, and teaching students about fish adaptation to various environments, among other learning programs.

A new STEM division began at Patrick Henry Community College (PHCC) in fall 2012, to focus attention of the STEM (Science, Technology, Engineering, and Math) fields and prepare students for employment in those areas. The new division provides an opportunity to target those high-demand areas in business and industry, according to PHCC officials.

In 2012, Virginia State University (VSU) entered into an agreement with Martinsville and Henry County school systems for qualifying junior and senior high school students to attend the *Academy for Engineering and Technology* that allows for college course credits in engineering and mechanical, as part of a dual-enrollment program. The tuition-free courses are taught at New College Institute (NCI) and at local high schools. The partnership between VSU and NCI includes advanced manufacturing software tools comprising SAP and PLM, which enable students the opportunity to earn industry-level certification pertaining to computer-aided design and logistics operations. Other dual enrollment opportunities available to high school students of Martinsville/Henry County include the Piedmont Governor's School, and ACE Academy, among others.

School districts across the West Piedmont Planning District have been embracing technology to advance learning. A number of public schools systems have incorporated the use of iPads; applications for iPad, iPhone, and iPod Touch devices; and implementation of wireless Internet throughout the schools with more communication between teachers and parents via e-mail. In addition, faculty received iPad training and training related to the use of document cameras, which are devices that scan material from paper and display the contents on SmartBoards. In 2012, Martinsville and Henry County schools had begun to embrace technologies such as smart phones for learning purposes. In Martinsville, they are part of a new pilot program which authorizes the phones to be used as research tools, as well as personal response systems, enabling chat rooms between students and teachers. In Henry County, the phones are used in some exercises, as directed by the teachers. Thanks to a pilot program introduced at the Galileo Magnet High School, the Microsoft IT Academy program is now in place at all of Virginia's public high schools to increase students' technological skills and certifications. Galileo serves as a testing center Centriport, which is a certification for being experienced in Microsoft Word, Excel, PowerPoint, and other programs. The program allows students to take Microsoft certification exams and earn credentials in high school.

All local school systems in the West Piedmont Planning District provide instruction to students in a variety of vocational subjects. An active Vocational Advisory Council in each locality assists each school system in conducting on-going needs assessments to upgrade and assess vocational programs.

The Office of Economic Development at Virginia Tech is facilitating a team of stakeholders to meet the needs of the \$4 billion motorsports industry centered in Southside Virginia and North Carolina. With support for project planning, they established a unique partnership between Virginia International Raceway (VIR) in Halifax County and the Carlisle School in Martinsville. Building on the strong business ties with the motorsports industry in the Region, the *Academy of Motorsports* seeks to create a college preparatory program specifically tailored to attract the best and brightest students from around the world interested in motorsports. While the program initially focuses on driver development and education, it quickly expanded to include engineering and other aspects of the motorsports business. The Carlisle School, an International Baccalaureate World School, offers rigorous courses to those focused on motorsports utilizing such assets as Virginia Tech, Old Dominion University (ODU), Virginia Institute for Performance Engineering and Research, and the Institute for Advanced Learning and Research.

The Planning District is served by two community colleges--*Danville Community College* (DCC) located on South Main Street in Danville and *Patrick Henry Community College* (PHCC) located off Route 174 in Henry County. Both colleges offer a variety of college transfer and technical programs awarding certificates, diplomas, and associate degrees. In September 2006, Danville Community College announced a partnership with the University of Richmond to provide students an opportunity to earn a four-year bachelor's of liberal arts degree. The program began in the fall of 2007 and requires students to earn an associate of arts and science or an associate of applied science degree from DCC before enrolling in the program. ODU's *Teletechnet Program* offers a master's degree in education, an MBA, and access to fifty-four of ODU's degree and certificate programs at PHCC; at DCC a master's degree in education and a total of twenty bachelor's degrees are offered. In addition, Virginia Western Community College (VWCC) serves a portion of Franklin County.

As stated above, both Patrick Henry and Danville Community College students may earn four-year degrees through Old Dominion University's Teletechnet Program. The Teletechnet program is an interactive distance education program which has transformed higher education. It enables students to earn bachelor's and master's degrees from a fully-accredited university without leaving their area. Through 21st century technology, Old Dominion provides the resources of a large university with personal attention. Site directors administer the program at each location, with registration, financial aid, and advising available to assist students in their academic pursuits. Teletechnet students complete their first two years of college through their local community colleges or other accredited institutions and ultimately receive their bachelor's or master's degrees from Old Dominion University. The program is designed for part-time attendance, catering to the adult student who may be working full-time and carrying other responsibilities. Students are now offered the convenience of earning their degrees with few disruptions in their daily schedules.

Virginia Western Community College recently introduced some new initiatives. In fall 2011, the college became the first in Virginia to offer a mechatronics certification program, enabling students to become Siemens Certified Mechatronic Systems Assistants. Mechatronics is the combination of multiple disciplines of engineering, including Mechanical, Electronic, Computer, Software, Systems Design, and Control engineering. The new program is expected to benefit local businesses in need of skilled workers.

In 2012, an agreement between Western Governors University, an online university, and Virginia's community colleges will enable individuals to obtain an online bachelor's degree in nursing at a relatively low cost. Individuals who have earned an associate's degree in nursing from one of the state's 23 community colleges, have obtained a license to practice as registered nurses, and employed as nurses can take advantage of the program, earning their degree in three years for approximately \$17,000. More than 30 guaranteed admissions programs are available between Virginia's community colleges and public and private universities.

In August 2010, Patrick Henry Community College approved new general studies specializations to help students aiming to transfer to four-year colleges get a jump on their majors in the areas of human services and recreation/parks/leisure services. In 2011, PHCC announced a program to study abroad. A newly-established fund, the Floyd and Marietta Smith Memorial Fund, established through a \$550,000 gift from the Smith estate, will complement the program. In addition, the college offers developmental classes as a component of Achieving the Dream and Developmental Education Initiative; the goals of these programs are to improve the success of first-time students, as well as minorities and students in the developmental education program. The college also sped up the process for students to successfully complete developmental courses.

In 2012, Patrick Henry Community College was just one of four community colleges nationally chosen to take part in the Catalyst Fund grant program, which will provide the school \$215,000 to implement cooperative learning strategies online and train other faculty around the U.S. The college was selected because of its commitment to evidence-based, student-centered reforms, as well as noteworthy improvements in student outcomes. The funds are administered by Achieving the Dream Inc., with support from the Bill and Melinda Gates Foundation.

In addition, Patrick Henry Community College announced three new emergency medical technician career studies certificates, which replace an intermediate emergency medical technology certificate. The new certificates are at the basic, intermediate, and paramedic levels, which will prepare students for emergency medical service certification at the state level, while enabling them to advance their skills. These certificates will train people to work for ambulance services, medical clinics, nursing homes, fire departments, and home health care services, among others.

PHCC was named to the 2012 Military Friendly Schools list by *G.I. Jobs* magazine in recognition of the offered services of counselors and advisors for veterans and credits provided for military experience, among other aspects. The college continues to undertake initiatives to assist veterans and their families. For the 2012-2013 academic year, PHCC was tied for 30th on *Military Times Edge* magazine's best career and technical colleges for veterans list. PHCC had more than 80 veteran/military students in the 2011-2012 academic year.

A new program, *Finish Line*, was implemented in 2011, forged between three community colleges – Patrick Henry Community College, Southside Community College, and Danville Community College along with the New College Institute (NCI). The program's goal is to create a pathway for community college students who are within 15 credits of earning their associate degrees. The program is funded for two years with \$165,000 from the Virginia Tobacco Commission and is a component of Governor McDonnell's Commission on Higher Education Reform for 100,000 more degrees in Virginia. Other regional partners involved with Finish Line program include the Institute for Advanced Learning and Research (IALR), Averett University, and Ferrum College. Southside Virginia is home to about 41,000 students who stand to benefit from the program.

In 2012, a professor at Patrick Henry Community College created a "virtual field trip" learning interface via iPhone or iPad applications, which will enable students to "visit" places such as the Badlands of South Dakota to study environmental and organism changes. Such applications are becoming more popular as a means to stem costs associated with travel for academic purposes. A grant totaling \$2,500 from the Virginia Community College System will assist with the project. The application will be available via Apple's book application, known as iBooks when completed. In addition, the 2012 Digital Community College Survey, a program of e.Republic's Center for Digital Education, ranked Patrick Henry Community College

seventh nationally among small colleges, indicating that the college possesses a comprehensive technology program to support its activities and to serve its students and staff.

In 2008-09, the Virginia General Assembly approved a bond issue to pay for the \$8.7 million in construction costs for the Motorsports/Workforce Development Center to be built on the Patrick Henry Community College campus in Henry County. Plans call for construction of a two-story, 40,000-SF motorsports building. PHCC's motorsports program currently is based at Arrington Manufacturing in the Patriot Centre at Beaver Creek Industrial Park. The College anticipates having 80 students in the program, with approximately 10 percent from outside its service area which includes Henry, Patrick, and Franklin Counties, and the City of Martinsville.

Averett University, a private, independent four-year liberal arts college in Danville, offers bachelor's degrees in approximately 40 majors including programs in education, business administration, business management, and other disciplines. Averett also offers master of education, master of arts in teaching, and master of business administration. Averett is serving as host to the doctoral program offered by Nova Southeastern University in Fort Lauderdale, FL. Students with their MBA degree can take these classes at the Averett campus to earn their doctorate in business administration. A vital facet of the College's presence in Danville is the Averett Adult Curriculum for Excellence (ACE), which allows working people to earn business administration degrees, either undergraduate or graduate. The program is offered at more than 20 locations throughout North Carolina and Virginia--including Martinsville-Henry County in the West Piedmont Planning District.



Another program offered through Averett, IDEAL (Individually Designed Education for Adult Learners), enables students to earn a bachelor's degree through distance learning. Degrees available through the IDEAL program include business administration, management science, sociology, criminal justice, physical education, sports management, and computer information systems.

Averett University now has a second campus - the Riverview Campus located in Danville's Historic Tobacco Warehouse District. The new facility is located in the former Dimon headquarters building on Bridge Street. The approximately 60,000-SF facility opened for the fall 2011 semester and was designed to provide classrooms, labs, and administrative offices. The Danville Regional Foundation is also housed there.

In 2008, Averett University unveiled two new additions—a pair of Liberty XL2s-- to its student-training aircraft. Averett's flight school is a primary user at Danville Regional Airport. More than 70 students are currently majoring in aerospace management at Averett, with concentrations in flight operations, aviation business, aviation maintenance operations, aviation technical systems, or aerospace management/criminal justice. In addition to its program in Danville, Averett provides aeronautics education to active-duty Marines at Quantico Marine Corps Air Station—home of the presidential helicopter fleet. In 2011, Averett's flight school received a new, more advanced flight simulator, the Redbird FMX Full Motion Flight Simulator, for instructional purposes. The university dedicated the George J. Falk Flight Operations Center at the Danville Regional Airport in March 2012.

In November 2010, Averett University and Danville Community College established the **Passport Transfer Program** to meet the academic needs of promising students who do not initially meet Averett's admissions requirements. Upon successful completion of the approved prerequisites (12 credits), students will qualify for guaranteed admission to Averett.

In 2011, Danville Regional Medical Center (DRMC) pledged \$500,000 over three years to Averett University to further develop the Health Sciences program, specifically the nursing program. DRMC has pledged the grant to the university because Virginia faces a shortfall of approximately 22,600 nurses by 2020. Additionally, Averett opened an Autism Resource Center, which provides resources to parents of autistic children. The Center was funded by a \$20,000 grant from the Alexander Berkley Carrington Jr. and Ruth Simpson Carrington Charitable Trust.

Averett University embarked on an ambitious fund-raising effort to raise \$25 million for the school's first comprehensive capital campaign during 2012. The university has raised \$19 million via pledges and contributions. Funding was used to update eight classrooms with new technology, with plans to update an additional 23 classrooms by the campaign's end. The school's current academic programs were funded with an additional \$3 million. Averett has raised \$5 million for a new sports complex on its North Campus, which will include a turf field, an eight-lane track, and a press box. The total cost of the 2,000-seat facility is \$6.3 million. The school plans to renovate Pritchett Auditorium and a \$1.25 million gift offered to the school enables the renovation's first phase to begin. In addition, a new service-learning program was initiated through an investment of \$1 million by the campaign, preparing students for internships and service-related work projects throughout the Region. Averett has celebrated its third consecutive year of record enrollment, with a student body of 2,300, including approximately 1,000 traditional students.

In 2011, U.S. News and World Report placed Averett University 34 out of 99 collegiate institutions ranked as best regional colleges in the South. Averett was also the highest ranking institution in Virginia within this category. In addition, Averett University was recognized among other military-friendly colleges by *G.I. Jobs* magazine, as it ranked in the top 20 schools

nationwide working to help U.S. veterans and military family members who are students. Averett was recognized in this regard because it offers a military discount for active-duty members and participates in the Post-911 GI Bill Yellow Ribbon Program.

Ferrum College, a private, coeducational liberal arts four-year institution in Franklin County, offers an Associate in Arts and Sciences, a Bachelor's of Art, Bachelor's of Science, and Bachelor's of Social Work. To assist the business community,



Ferrum College offers leadership training programs and facilities. The College can host large and small corporate meetings and will provide speakers. In the fall of 2012, the college began offering a minor in media and communication and plans to offer this program as a major course of study beginning in fall of 2013. In addition, the College announced plans in early 2013 for Academic Certificate Programs in Agricultural Entrepreneurship, Global Perspectives, Professional Accountancy and Stewardship toward Sustainability to provide students with value-added education beyond the standard curriculum. The programs feature courses and experiences that complement and enhance traditional major and minor programs of study.

Ferrum College recently completed a renovation program called FerrumPLUS, which was financed with a \$20.6 million USDA Rural Development construction loan—the largest loan of its kind ever awarded to an institution of higher education—and gifts from benefactors.

The project comprised information systems upgrades, including a cell phone tower erected on college property and wireless technology in virtually every classroom, office building, study area, and residence hall. Also included were renovations to Roberts Hall, one of the original buildings on campus; Franklin Hall which has been converted into a multi-level student and alumni center; and Beckham Hall, another original campus building. A new second apartment-style residence hall also was completed as part of the program.

In September 2011, Ferrum College dedicated a new residence building, Dyer Hall, in memory of a local philanthropist and businessman, Horace Dyer. The \$4 million, 31,000-SF building, constructed by Mod-U-Kraf Homes of Rocky Mount, houses 117 students and includes a 1,000-SF conference facility and patio overlooking Chapman Pond. Also in 2011, the Virginia Tobacco Commission awarded Ferrum a \$375,636 grant for improvements to Garber Hall, the college's main science building. Improvements, expected to begin in the spring of 2012, include laboratory updates, the purchase of a scanning electron microscope, and a building addition. During the summer of 2011, Appalachian Power gave Ferrum a \$25,000 gift to improve its Water Quality Program, part of its Environmental Science Program. Numerous other projects completed at the college include construction of the \$5.5 million Hank Norton Athletic Center, a new gathering place, the Hart International Plaza, new state-of-the-art "smart classrooms," a swimming pool renovation, and expansion of the Blue Ridge Institute and Museum.

In September 2011, Ferrum College received a \$383,612 grant from the Margaret A. Cargill Foundation to be used for its sustainability and environmental science programs. Specifically, it will be used to create an endowment for the Institute for Integrative Learning, which is home to Ferrum's Center for Sustainable Development, and to purchase lab equipment.

In fall 2011, construction began on a new biomass boiler at the College. In addition to serving as a research/instructional facility, the boiler will satisfy about 65 percent of the campus's heat and hot water needs, reducing the institution's heating costs by about 25 percent. The boiler will initially consume by-products of the lumber industry and may consume agricultural products in the future, giving a boost to the local agriculture industry. Emissions will fall within EPA and Virginia Department of Environmental Quality (DEQ) guidelines.

The fall 2011 enrollment at Ferrum College marked a 25-year high of 1,500 students. In 2004, Ferrum President Jennifer Braaten initiated an enrollment strategy which involved various improvements including strengthening of academic programs, improvements to classrooms and other facilities, construction of new residence halls, and enhancing communications and outreach to prospective students. Since that time, enrollment has increased by 60 percent. The boiler became operational in early 2012.

In 2004, Lieutenant Governor Tim Kaine, supported by a bipartisan coalition of state and local officials, spearheaded legislation to establish a college in southern Virginia. To sustain the legislative momentum, the Harvest Foundation of the Piedmont pledged \$50 million towards the establishment of a state-supported, baccalaureate-level college in Martinsville-Henry County. In 2005, Governor Mark Warner and the General Assembly committed more than \$1 million to develop a comprehensive assessment of regional student and employer needs. Based on the findings of the needs assessment, state and local officials proposed the creation of **New College Institute**, a publicly-funded institution of higher education located in Martinsville-Henry County which would provide bachelor's degree completion and master's degrees. In 2006, the General Assembly passed and Governor Tim Kaine signed a bill establishing New College Institute funded by an initial appropriation of \$2.5 million for the 2006-08 biennium and a matching grant from the Harvest Foundation. On September 22, 2006, the New



College Institute opened in the renovated space at the former Shumate & Jesse building in Uptown Martinsville. NCI currently has four-year public and private institutional partners that offer degree programs in Martinsville-Henry County. The number of partners may continue to increase as additional degree programs are offered.

The New College Institute leases space at the Jefferson Plaza in Uptown Martinsville, providing for several additional classrooms as enrollment increases and new degree programs are added. The classrooms are equipped to allow courses to be video conferenced to off-campus sites. With this additional space, NCI occupies a total of approximately 10,000-SF in the Jefferson Plaza as well as 14,000-SF in its first classroom building on Courthouse Square in Martinsville. NCI also provides spaces at the Plaza for the Piedmont Governor's School for Mathematics, Science and Technology, which is administered through Patrick Henry Community College.

In 2011, NCI announced that it would lease space in the former Bargain Center store in Uptown Martinsville to provide laboratory space, previously not available. As part of a \$1 million grant from the Virginia Tobacco Commission, the renovation cost was \$336,725. The remainder of the grant would be used in the development of an entrepreneurship program at NCI and an analysis of academic degrees that should be provided locally.

In April 2012, New College Institute (NCI) announced plans to construct a \$10 to \$15 million, three-story building that would provide space for academic programs and community activities at the Baldwin Block in Uptown Martinsville. The 50,000-SF facility would include a 10,000-SF Grand Hall, with a seating capacity of up to 450 persons. The hall would be used for activities such as banquets, public lectures, and other functions including possible musical performances. The building design would provide for academic programs and technology that align with regional and statewide career opportunities in advanced manufacturing, technology, and health care. NCI will work with universities, industries, and the Commonwealth's Center for Advanced Manufacturing in Prince George County to determine what programs should be offered in the future to make the area competitive in recruiting new jobs and investment, according to NCI's executive director. The facility would have two bays with 30-40 foot ceilings to accommodate technology for high-tech industrial processes, space for up to 17 academic learning spaces, highly flexible spaces to promote communication and collaborative skills, and computers and other modern learning technology. The construction is estimated to take 30 to 36 months to complete. Potential funding assistance may be provided by the Harvest Foundation, the Virginia Tobacco Commission, and the Appalachian Regional Commission, to name a few. In addition to the improvement of workforce skills and local business and industry recruiting efforts, plans include the Martinsville-Henry County Economic Development Corporation to be housed in the facility.

In July 2012, plans advanced for a medical school in Uptown Martinsville after a building on Fayette Street was provided adjacent to the Dana O. Baldwin Block. The Integrative Centers for Science and Medicine (ICSM) would renovate the 22,000-SF building to establish the first LEED Platinum-Certified medical school in the state. The medical college would be one of ICSM's five centers, known as College of Henricopolis School of Medicine. The facility would be designed in sections for education, clinical service, and research. The vision for the building is as a start-up site for a larger uptown medical school campus. Renovations are estimated at \$750,000 and would include exterior restoration and remodeling, an auditorium, classrooms, offices, and labs. Cooperation with local developers, fostering economic development, as well as a small grant for façade improvements in the uptown area will contribute to the renovations.

National College (formerly National College of Business & Technology/National Business College) is an independent junior college of business, headquartered in Roanoke, VA, with branches in Danville and Martinsville. It specializes in business, computer science, and secretarial science offering both associate degrees and diplomas. In 2008, the Martinsville facility relocated to a location on U.S. Route 220 Business in the former Graves Supply Building. In November 2008, National College's Danville campus received accreditation for its surgical technician program by the Commission on Accreditation of Allied Health Education Programs. More than 40 academic programs are offered by National College, which include a master of business administration, six bachelor's degrees and a variety of associate degree and diploma curricula.

In 2012, the Hargrave Military Academy, in Chatham, was designated by the United States Military Academy in West Point, New York as a U.S. Military Academy Civil Prep School. By receiving the designation, the academy is placed on a short-list of schools to prepare students for entry into West Point. Since 1979, the academy has offered a program to prepare young men to enter the U.S. Naval Academy in Annapolis, Md. A year of post-graduate study is also offered by the school. The year-long preparatory program is to begin in fall 2013. Hargrave is associated with the Baptist General Association of Virginia.

Vocational Education/Workforce Training

In the June 2001, *West Piedmont Planning District Economic Recovery/Adjustment Strategy* developed by Thomas Point Associates of Annapolis, Maryland, it was noted that infrastructure is important but education is the force that raises skill levels and brings a higher quality of life. Specifically, most economic development professionals support educators and others who claim that education is the key to the transition from the "old" to the "new" economy. While the issues are complicated, workforce training has become a central objective in the economic development equation.

Economic development professionals and business leaders involved in the development of the Economic Recovery/Adjustment Strategy raised several themes that the Region could pursue:

- Strong internal communications program that motivates the workforce to upgrade its own skills;
- Opportunities for businesses to have more say in training program development;
- A strong focus on training in basic skills consistent with the manufacturing character of the regional economy.

Due to the nature of the declining manufacturing employment base, this effort must be complemented by a reinforced workforce development initiative to deliver next generation skills to a transitioning workforce.

Equipping the existing and prospective workforce with the highest technological skills available will strengthen the Region's past achievements and the quality of life existing manufacturers provide to the area. With current economic conditions brought about by a number of plant closures and the impacts of broader globalization on the Region, vocational/workforce training is a critical issue which the area faces. The globalization of manufacturing, the speed of manufacturing technology changes, and global pricing competition all require highly proficient employees. Employees of existing manufacturers must have the opportunity to continuously upgrade their skills to meet the perpetual technology changes occurring within manufacturing.

Still a vital part of the state and Region's economy, manufacturing is much different than it has been traditionally in preceding decades. Advanced manufacturing is today's terminology and requires very different skillsets from conventional manufacturing. Computers now run high-tech machinery and require fewer employees to perform tasks. While there is still some manual labor involved, workers must understand how the technology and computers operate. The workforce must be knowledgeable in science, math, and possess engineering skills in many instances. Today's manufacturing also requires critical thinking – analyzing, interpreting, and locating information; listening and communicating skills; and being able to work in teams. These skills are useful in virtually any industry and are becoming the focus for workforce training in the Region. In order to maintain a competitive advantage to attract new and sustain existing industry, the Region must continue to strengthen its workforce. Discussion of this and many other workforce initiatives follow.

A number of workforce training needs and skills gaps have been identified throughout the Region. To address some of these needs, these are a few of the strategies planned or put into practice: reaching out to middle and high school-level children to spark interest in high-tech fields; providing education to prepare future workers; partnering industry and education to get a better understanding of what is needed to place people into jobs; develop more long-term strategies for workforce development including involvement of public schools and local colleges; and development of more internship programs and apprenticeships. These initiatives will help to fortify the Region's workforce, educational, and career pathways opportunities.

A study released by Harvard University in 2011, promoted career and technical opportunities in public schools. The study, entitled "Pathways to Prosperity," stated that providing students with career opportunities does not necessarily require a traditional four-year college degree. Furthermore, the report revealed that only one-third of jobs created in the coming years are predicted to demand a bachelor's degree or higher. Most jobs will only require an associate's degree, occupational permit, or certification in a given field. Therefore, career and technical training must be at the forefront of education as well as an intense partnership between education and industry.

An increase in advanced manufacturing training could position the Region well for a highly skilled workforce to take advantage of these new opportunities and boost the local economy. As advanced manufacturing grows in the Commonwealth, a greater demand exists for precision machinists. As such, Danville Community College (DCC) would like to expand the **Regional Center for Advanced Technology and Training** and move the precision technology lab to the campus, providing the lab



facility with more space. In March 2012, Danville Community College announced plans to double the size of its Regional Center for Advanced Technology &

Training (RCATT) to create additional space for its workforce training programs, particularly its Precision Machining Technology program due to its 100 percent job placement record and associated popularity. The current facility offers limited space, overcrowded with equipment, and has a waiting list for students who want to enter the program. The college applied for a \$7.5 million Tobacco Commission grant for the project. Expansion of the college's program will meet the machining needs of industries throughout Virginia and across the country. An investment such as this would produce more program graduates and has the potential to attract companies to the Region as well as a large employer to the mega park. Another program at DCC, the Manufacturing Technician Career Studies Certificate Program, prepares students for careers in manufacturing. The 12-week program provides students with the skills necessary for jobs in the manufacturing field which require advanced skills and knowledge of advanced manufacturing practices.

According to area employers, a shortage of skilled tradesmen exists across Martinsville and Henry County and is expected to get worse over the next decade. Statistics show that 40 percent of new jobs will be in trades as a result of the large number

of skilled tradesmen who will be retiring over the next decade. Trades specialties include HVAC (Heating/Ventilation/Air-Conditioning systems), electricians, plumbers, and auto mechanics. In February 2013, there were 279 job openings in Virginia in HVAC alone with a mean annual salary of \$44,040.

Another valuable resource to the communities within the Planning District is the occupational-technical training programs offered through the community college system at Danville Community College and Patrick Henry Community College. For more information on the two community colleges, visit their websites at www.dcc.vccs.edu (Danville Community College) and www.ph.vccs.edu (Patrick Henry Community College).

Both of the Region's community colleges work closely with local businesses and industries to identify educational needs and provide programs to help train the workforce. In-plant courses and programs are offered through relatively new programs at each college. Through these programs, the local community colleges in the Planning District continue to seek more innovative methods of providing services and greater opportunities for training, retraining, and information sharing.

PHCC now offers a Building Trades Technology program to those interested in learning skills in building trades. Students who complete the program will be awarded a career studies certificate in building trades technology. Courses include Blueprint reading and Building Code, Shop Practices and Procedures, and other studies.

Tidewater Community College led a statewide consortium of all 23 Virginia Community Colleges to implement seven strategies that will contribute to the realization of the Achieve 2015 strategic plan and the RETHINK re-engineering plan, culminating in an overall increase in the number of students graduating, transferring, or completing a workforce credential by 50 percent, including increasing the success of students from underserved populations by 75 percent. Using a new Health Sciences Career Studies Certificate (E-HLTH CSC) as the vehicle to demonstrate how the strategies will work together, colleges will implement four new enterprise-wide technology tools, complete the redesign of the developmental education curriculum, and provide enhanced retention services through a new model program to hire, train, and certify Adult Career Coaches and Experiential Learning/Job Placement Coordinators.

The application was entitled Virginia RETHINKS Health Sciences Education and was awarded a total of \$24,107,474 for three years, of which PHCC and DCC will each receive a total of \$930,768 spread over three years of funding. Funding has been used to hire two new career coaches and two experiential learning/job placement coordinators at PHCC. The priority for this grant is to improve retention and achievement rates and/or reducing time to completion. The target population is Trade Adjustment Act-Eligible workers, dislocated workers, and adult career changers.

Startup America, a nationwide program through public-private partnerships, is helping PHCC promote entrepreneurship. The program provides valuable resources and connections to help new companies grow and boost the local economy. Mentoring, access to funding sources, and marketing assistance are a few of the services provided. Patrick Henry Community College is a member of the National Association for Community College Entrepreneurship, which advocates entrepreneurship by assisting the colleges to link related programs to workforce development programs.

Construction of the Regional Center for Applied Technology and Training (RCATT), operated by Danville Community College at the Danville Cyberpark, was completed in the fall of 2005. RCATT provides specialized and/or customized technology training to meet the demands of existing manufacturing employers and develop a critical mass of a highly-skilled workforce. The leadership of Danville Community College, the transfer application of CIT's cutting edge technology, and the technical assistance of Genedge Alliance, formerly Virginia's Philpott Manufacturing Extension Partnership, link the facility with real-time practical manufacturing applications in Southside Virginia. RCATT provides symposia on new and emerging manufacturing processes, offers research and instructional enhancements to the manufacturing processes, identifies process methodologies that lead to these enhancements, and applies the practical applications of enhanced products and processes.

In 2003, RCATT opened an Advanced Digital Manufacturing Laboratory which features a Selective Laser Sinter (SLS) machine purchased under a \$483,500 grant from the U.S. Community Adjustment and Investment Program (USCAIP) – North American Development Bank. USCAIP funding specifically targets communities that have suffered economic setbacks brought about through losses as a result of the North American Free Trade Agreement (NAFTA). RCATT's SLS machine plays an important role in the Polymers Processing Initiative being created as part of the Institute for Advanced Learning and Research. SLS applications are virtually unlimited. RCATT focuses on how it can help businesses: quickly produce prototypes of new product lines for trade shows or to give to potential customers; make working molds for injection molding in a matter of only days instead of months and at a fraction of the cost; develop new part designs through an interactive process leading to improved functionality and shorter design cycles; make casting molds to produce sample parts or short runs of production parts; and quickly and inexpensively produce prototypes of inventions and entrepreneurial ideas. Through the program, businesses are encouraged to open plants in Southside Virginia to take advantage of SLS and related product development opportunities.

The Institute for Advanced Learning and Research (IALR) represents collaboration among the City of Danville, Pittsylvania County, the Future of the Piedmont Foundation, Averett University, Danville Community College, and Virginia Tech. Construction of the \$15 million facility was completed in late 2003 at the Cyberpark in Danville.

A 36,000-SF research addition in the Cyber Park, completed in 2006, was funded through \$5 million from the Tobacco Commission and Economic Development Administration. This building is dedicated to the growing demand for research and serves as an innovation incubator for advancements and product development in the IALR labs; space in the facility is leased. The Danville Regional Foundation awarded a \$1.7 million grant to finish upgrading the Research Addition adjacent to the IALR in 2006. The Foundation, a non-profit organization, was established after the sale of Danville Regional Medical Center to LifePoint Hospitals, Inc. in July 2005. With funds of approximately \$200 million, the organization has been instrumental in supporting Danville, Pittsylvania County, and Caswell County, NC, in pursuing many projects to promote health, welfare, education, and economic development in the Region.

The Institute serves as a focal point for the development of regional information technology infrastructure and as a home for cutting edge voice, data, video, and multimedia technologies. The regional infrastructure also serves as an electronic superhighway connecting the Region to global markets and enabling the development of technology rich knowledge products in Southside Virginia. The building's technology demonstrates the Region's high-tech aspirations and provides working experience with cutting edge technology to Southside. Through the Institute, Virginia Tech, Averett University, and Danville Community College are committed to offering courses and programs of study focused on developing an innovative, high-tech workforce for the Innovation Economy. Ultimately, the partnership provides a seamless set of educational offerings, which enables Southside Virginia's citizens to build easily upon degree programs between the Institute's institutions.

The IALR serves as a catalyst for economic and community transformation through developing the technologies, human infrastructure, and capital necessary to participate in the innovation economy. The Institute building is a tangible presence of applied research, high technology, and advanced education in the local community. Virginia Tech is committed to developing centers of unique research that are synergistically aligned with Southside assets. These centers focus on mechanical engineering, high-value horticulture, and forestry; the research attracts faculty and graduate students, the new technologies developed stimulate entrepreneurial activity, and the research and development capacity attract small- and medium-sized companies.

The *Institute for Sustainable and Renewable Resources (ISRR) at the IALR* officially opened in June 2006. The ISRR focuses on plant biotechnology to develop horticulture and forestry products that assist in business development and the continuation of plant and crop production in Southside Virginia. ISRR is jointly affiliated with the Departments of Horticulture and Forestry at Virginia Tech. It has brought together expertise in plant tissue culture, plant molecular biology, genomics, molecular breeding, and information technology to facilitate the development and propagation of novel ornamental, crop, and forestry plant varieties.

In October 2010, ground was broken on an addition of a sustainable energy center to the campus of the Institute for Advanced Learning and Research. The *Sustainable Energy Technology Center (SENTEC)* was built beside the Charles R. Hawkins Research Center and opened in April 2012. The new facility builds on the Institute for Sustainable and Renewable Resources' research to use components in bio-based fuels. It includes 25,000-SF of research laboratories, research support laboratories, graduate student research spaces, and faculty offices. The Center will become the lead organization for development of bio-based industry, conducting research and development projects toward the development and introduction of biomass crops, assessment of conversion technologies, and feasibility studies for installing bio-refineries in Southern Virginia. The Virginia Tobacco Commission provided \$8 million toward construction and development of the Center.

Dedicated in January 2011, the *Dan River Plant Propagation Center (DRPPC)* is the first commercial spinoff of the Institute for Sustainable and Renewable Resources and works with partners in the Region to create high-value ornamental plants, including lily, daylily, hellebore, poppy, and azalea plants. DRPPC cultures plant tissue for high-value ornamentals and energy plants and has already established partnerships with growers in the Commonwealth. The facility, with initial startup funding of \$1.2 million from the Danville Regional Foundation, is working to propagate the biorenewable crop miscanthus grass as a feedstock for conversion into fuel, chemicals, and plastics. The Center has also been instrumental in propagating the Lady Astor Rose, the City flower of Danville. The facility continues to collaborate with a number of businesses in research and development of bioenergy products and other resources for alternative energy.

In early 2012, JTI Leaf Services announced a partnership with the Institute for Advanced Learning and Research (IALR) for laboratory space needed to ensure quality of its tobacco products, as its testing process does not make it feasible to have its own labs. JTI receives flure-cured tobacco from regional farmers at the Dan River Distribution Center and it continues to grow. Other analyses are performed in Germany and Japan, but if IALR can provide similar capabilities as those facilities, JTI would consider using the Institute for additional tests. For tobacco production research, JTI has also partnered with North Carolina State University, Virginia Tech, and University of Kentucky. JTI Leaf Services LLC is a joint venture between Japan Tobacco International and U.S. leaf tobacco suppliers J.E.B. International and Hail & Cotton.

The Institute provides access to a variety of graduate degree programs and certificate programs and hosts bachelor's and master's degree programs in nursing from Virginia Commonwealth University and the University of Virginia, respectively. The IALR is also working to create educational pathways related to its research programs that will take students from associate's to bachelor's and on to graduate degrees. These degree opportunities result from partnerships with Danville Community College, Averett University, Virginia Tech, Longwood University, Old Dominion University, the University of Virginia, Virginia Commonwealth University, and other higher education institutions. In addition to degrees in science, math, technology, and

engineering, the Institute, in conjunction with the New College Institute in Martinsville and the Southern Virginia Higher Education Center in South Boston, is working to create degree pathways for health sciences, education and teacher training, hospitality, and other fields important in creating a new economic base.

Outreach programs help citizens gain knowledge of technology and its applications through free and low-cost classes and workshops, which have served adults in the Region. ECommerce seminars help local businesses apply technology to take advantage of new markets. Through its partnership with SCALE UP, the Institute has also focused programs and attention to minority populations, including assistance to establish 501(c)(3) status.

In September 2010, the Institute for Advanced Learning & Research announced that it was partnering with the Tayloe Murphy Center at the University of Virginia's Darden School of Business, along with the School of Continuing Studies and Professional Studies, to offer a pilot certificate in an entrepreneurship program to serve Southside Virginia. The program focuses on businesses operating in challenging economic environments and provides existing business owners and aspiring entrepreneurs with skills and tools to grow their business. Participants must complete ten courses to earn the certificate.

IALR has partnered with the University of Virginia's Commonwealth Graduate Engineering Program to offer a master's degree in seven engineering fields without moving or traveling to other areas of the state. Through the program, students can earn an advanced engineering degree in three to five years. Master's degrees are offered in chemical engineering, civil engineering, electrical engineering, engineering physics, materials and science engineering, mechanical and aerospace engineering, and systems engineering. The classes are delivered via videoconferencing from the University of Virginia.

The Institute for Advanced Learning & Research also features a Conference and Business Development Center which consists of over 20,000-SF of meeting, marketing, and learning space that is not only unique to Southside Virginia but also rivals the best facilities throughout the Southeast. With the 8,500-SF great hall which is divisible into six salons, a 100-seat executive auditorium, four exceptionally appointed business conference rooms, an atrium, and multiple break-out rooms all equipped with advanced technology, the Conference Center offers a sophisticated and inspiring meeting environment. When the Conference Center is combined with the Advanced Learning wing, consisting of the 27 multi-purpose classrooms, computer rooms, and seminar rooms representing an additional 13,000-SF, together they can accommodate 2,000 people at one time.

In May 2011, Danville Community College (DCC) created a model to merge job growth with education, with the dedication of its new Barkhouser Free Enterprise Center. The idea is to promote entrepreneurship and enterprise opportunities for college students and for the Region. Services provided by the Center include planning workshops and programs to help people and businesses be successful, offering assistance to people to start their own business by providing information on stipends, internships, etc. One of the goals of the new Center is to merge the school's resources with economic development in the Region.

PHCC was awarded a \$147,500 grant from the Virginia Community College System (VCCS) in April 2012, to develop the fabrication laboratory that will assist entrepreneurs, manufacturers, students, and others to design and build unique products and other manufacturing ideas. The lab will be located in Uptown Martinsville and anticipates being operational in spring 2013. The fab lab will comprise computers that operate design software, production machinery with laser-powered cutters and etchers, and a printer that produces 3-dimensional plastic parts, among other functions. Additive manufacturing (also known as 3D printing) has the potential to become a transformative technology in innovation-based manufacturing. The lab will enable entrepreneurs and others to develop product prototypes. If entrepreneurs are successful with their product development, the fab lab could help small businesses grow and stimulate the local economy. The lab will also complement students' focus on STEM (science, technology, engineering, and math) disciplines. Only a few fab labs are currently located in the U.S. and this will be the first in Virginia.

In February 2010, a regionally funded grant was awarded to Patrick Henry and Danville Community Colleges for a program called **TARE** (training assessment, retention and employment) that assists low-income applicants with job assessments, job training, and educational opportunities to help them obtain a career or steady employment. The program's goal is to help participants determine which fields they would work well in that have job opportunities in their community. This is important because some participants have had to face a career change due to layoffs and plant closures. After completing the program, participants receive a career readiness certificate and continued support and assistance in their job search.

The TARE program has been expanded with **HOPE** (High-demand Occupational Programs for Employment), a sector-based career pathways program which combines work readiness/productivity skills training with occupation-specific, industry-certification training. The course consists of 12 weeks and includes classroom assignments and internships. To date, tracks have been offered for the food service and customer service industries. Logistics and advanced manufacturing certification tracks will be added this year. Participants also have the opportunity to earn a Career Readiness Certificate, which recognizes abilities in reading for information, applied math, and locating information. HOPE's goal is to identify job areas within PHCC's service region and engage those employers with a four-phase approach to enhance the workforce via short-term training.

PHCC received a \$20,000 grant from VCCS in late 2012, to add an advanced manufacturing curriculum to the HOPE program, a move that will help to address recent state-level directives to expand training and educational opportunities for

technology-intensive manufacturing. The new curriculum will allow students to earn a certification from the Manufacturing Skills Standards Council's Certified Production Technician program and enhance the career pathways programs at PHCC.

PHCC announced the availability of **On-Ramp** grants in October 2011, for those who are unemployed, underemployed, or dislocated. The grants are used to improve workforce skills, to pay for tuition, books, etc. The On-Ramp program is a product of the Achieve 2015 Initiative put forth by the state community college system.

In October 2009, a wood products technology lab opened at Danville Community College. The lab has a mix of Stiles equipment similar to the machines at various wood products companies; this equipment is used to train students as part of DCC's advanced manufacturing in wood technology program for an associate's degree in applied science. The lab also aids local employers in training potential hires as well as cross-training existing employees. In developing the lab, the proper mix of equipment was utilized in order to serve local partners such as upholstered furniture and mattress manufacturer EBI LCC, Columbia Flooring, Swedwood, and Yorktowne Cabinetry. Ultimately, the lab can serve students who begin their training as freshmen in high school through dual enrollment courses. The students could then continue training through DCC or Virginia Tech, another partner in this undertaking, which could contribute to a bachelor's degree for transfer students.

A 27,000-SF Health Sciences Building opened on the Danville Community College campus at the corner of South Main Street and Kemper Road in 2009. The facility, funded with a \$9.7 million donation from the Danville Regional Foundation, enabled DCC to expand existing programs in Practical Nursing, Medical Lab Technology, Medical Terminology/Coding, Pharmacy Technician, Phlebotomy, Advanced Phlebotomy, and Dental Hygiene. The expansion increases the allied health programs' capacity, allows classes to be taught at a central location, and provides the latest in advanced technology. In addition, the building houses programs, such as Registered Nursing (RN), Radiology, Surgical Technology, and Basic Dental Assisting. It also houses the Associate in Applied Science Degree program in Health Sciences, LPN to RN Bridge program, Clinical Skills lab (for Certified Nursing Aide, Licensed Practical Nursing, and Registered Nursing courses), Dental Hygiene and Dental Assisting program (classroom and clinical site), on-site Medical Lab Technician program, home health aide, and expanded Emergency Medical Technician (EMT) training. In January 2013, Danville Regional Medical Center contributed \$100,000 – the first of five installments – to fund nursing scholarships at DCC.

Since its inception in 2003, the **Danville Regional School of Health Professions** has graduated about 150 students through the Radiologic Technology program, a two-year Danville Regional Medical Center program. The program began in response to the shortage of radiation technologists in the Dan River and Piedmont regions. The school is now working with Danville Community College to create a track for students to earn an associate of applied science degree in radiology.

A new online tool is available for military members who want to make the transition to Virginia's civilian health care workforce. Virginia announced the launch of the Department of Health Professions Military Credentialing Assistance website in December 2012. The website provides a full list of professions regulated by the Department of Health Professions, along with a reference of the statutory and regulatory requirements for initial licensure and relevant statutes for deployed active duty military personnel.

A report published by Georgetown University's Center for Education and Workforce found that by 2020, health care and social-assistance industry jobs in Virginia will increase by 36 percent over the 2010 figure, to 482,370. The most significant factor driving this demand will be the aging of the baby-boomer population. Therefore, an emphasis is being placed on job training programs in this industry throughout the Region. In Martinsville, a **Medical Solutions Academy** opened in 2012 at the Patrick Henry Mall, which offers training for nurse assistants, pharmacy technicians, medical aides and assistants, medical office assistants, and phlebotomists.

In October 2010, \$1 million in grant funding was made available by the Virginia Tobacco Commission and the National Institute of Standards and Technology Manufacturing Extension Partnership (NIST-MEP) for Virginia companies for activities related to innovation and new growth initiatives. Eligible companies must be located in Virginia's Southside and Southwest tobacco-dependent regions and operate in any manufacturing industry or specific scientific, technical, or research-related industry. Grants are administered with service delivery through **Genedge Alliance**, formerly Virginia's Philpott Manufacturing Extension Partnership, which is based in Uptown Martinsville. Genedge Alliance helps industries compete and operates as the nonprofit Manufacturing Extension Partnership for Virginia. The funding assists companies in succeeding and growing by using specialized evaluation tools, product development processes, improved marketing, and executive growth coaching available exclusively through NIST-MEP. The Tobacco Commission and NIST-MEP will match company investments for qualifying activities. Genedge Alliance is part of a nationwide network of partnerships under the National Institute of Standards and Technology and U.S. Department of Commerce. Since 2000, Genedge has reported more than \$2 billion in quantified economic impact for companies. Its affiliates include the Manufacturing Technology Center in Wytheville and Old Dominion University Business Gateway in Norfolk.

In 2008, the **Dan River Region Collaborative** was founded to address workforce development in the Dan River Region of Virginia and North Carolina. Since that time, the Danville Regional Foundation, The Harvest Foundation, The Community Foundation of the Dan River Region, and the Virginia Tobacco Commission have joined forces to work with National Funds for Workforce Solution, a national funding group working to emulate best practices across the nation, and are leading the charge to craft long-term workforce partnerships to support workforce improvements across a region covering Patrick, Henry,

Pittsylvania, and Halifax Counties and the Cities of Danville and Martinsville. Their mission is to improve employment, training, and labor market outcomes for low-income individuals, ultimately supporting the improvement of both the quality of jobs and capacity of workers around the nation. The operational premise of the Collaborative is to identify accessible career advancement opportunities for lower skilled individuals, identify accessible occupational advancement opportunities, develop sector-based approaches to aggregate demand across employers, and improve the system to avoid duplication of efforts. The Collaborative seeks to improve both the quality of jobs and the capacity of workers by promoting change at three levels: within individuals in terms of job creation and career advancements; in employers or businesses in terms of recruitment and retention of skilled employees; and to impact systematic changes that will result in policy changes and ultimately a better workforce development system.

In November 2011, the Dan River Region Collaborative was awarded \$300,000 from the Social Innovation Fund, a federal two-year grant requiring matching funds through the National Fund for Workforce Solutions. The grant will help to prepare workers and job seekers for employment in the Region and will focus on low-wage and low-skilled workers seeking career advancement. The goals of the grant will be accomplished by expanding the work of this organization with employer-led workforce partnerships in advanced manufacturing, health care, energy, and the information technology industries. Additionally, the grant will enable the collaborative to expand its services to Patrick County in Virginia and several counties in North Carolina. The collaborative is also expected to explore the creation of an information technology partnership to benefit the businesses utilizing broadband services.

During 2012, the Dan River Regional Collaborative began an alliance with the Virginia Manufacturers Association's "*Dream It. Do It. Virginia*" campaign to target young people, promoting manufacturing as a career. The campaign includes video segments and marketing materials intended for schools regarding products manufactured in southern Virginia, a search for manufacturers that are willing to hold summer camp sessions, and opportunities to work with manufacturers and school officials to ensure that high schools are teaching the skills that manufacturers need. The project director sees more opportunities for additional cross-training, the need for "stackable credentials, and opportunities to collaborate with employers to create internships and similar learning prospectives. Companies are increasingly adopting advanced manufacturing techniques, requiring the use of technology and innovation. Many manufacturers are unable to employ workers with required skill sets; education must play a role to address the issue.

The Dan River Region Collaborative was selected in August 2012 to represent Virginia as a regional pilot in the national **ACT Certified Work Ready Communities Academy**. The Dan River Region is the first area among seven states accepted to participate in the 12-month academy. Membership in the academy will help the Region be a national leader in developing local workforce skills necessary to meet current employer demands and to attract businesses to the Region. The Certified Work Ready Communities initiative, directed by the ACT National Career Readiness Certificate (NCRC), helps individuals pursue certification of their measurable skills to predict work readiness and job performance. The certificate assesses skills in three foundation areas: locating information, reading for information, and applied mathematics; the "plus" version will assess soft skills such as problem solving ability and work ethics. According to the Collaborative, this effort to certify foundational skills and offer training to fill identified gaps will assist in job placement efforts, resulting in a higher tax base for the Region.

The academy provides regional and state leaders the opportunity to collaborate with other state leaders on workforce development strategies. The Region's Certified Work Ready Community team includes members from the Southern Virginia Regional Alliance, the West Piedmont Workforce Investment Board, the Danville-Pittsylvania County Chamber of Commerce, the Virginia Community College System, and Workforce Development of the Virginia Manufacturers Association. The team, in partnership with the Region's three community colleges – Danville, Patrick Henry, and Southside – has secured a Tomorrow's Workforce Now grant which will provide 400 assessments. Twenty-two regional employers have signed on to participate in pilot-testing the NCRC Plus assessment to determine value and their level of commitment in using the assessment for skill validation. To date, 2,154 persons in the West Piedmont Region have earned career readiness certificates, compared to nearly 48,000 statewide. Credentials are presented on four levels: platinum (national level), gold, silver, and bronze. Individuals who earn a bronze level CRC have the skills to perform 30 percent of the jobs in the Region; with a silver level, 65 percent; with a gold level, 85 percent; and with platinum, 99 percent of jobs can be performed. Participation in the academy will put the Dan River Region on the forefront of transforming the local economy and give the Region a competitive edge in workforce skills, certification, and training.

The Dan River Region Collaborative received a grant totaling \$32,352 to support manufacturing in the Dan River Region in June 2012. The National Fund for Workforce Solutions, as well as Boeing Co., is funding the project to support on-the-job training opportunities for new hires in the manufacturing field. Training is needed because manufacturing has evolved to demand that workers use computers, more mathematical skills than before, and a team-centered approach. Many skills are taught through local colleges, but more specific knowledge may be required by a firm once the employee is hired. **The Advanced Manufacturing Partnership** was formed by the collaborative in September 2011 to address the changing workforce needs in the region; 19 companies participate in the partnership. Through the grant opportunity, two companies partnered with the collaborative. Amthor International, which manufactures truck-mounted tanks, is looking to recruit and train 30 – 40 employees for production manufacturing and assembly; the company, located in Gretna, employs 74 people. Intertape Polymer Group (IPG), which manufactures specialized polyolefin plastic and paper-based packaging products and

complementary packaging systems for industrial and retail use, would like to hire several plant assistants who would ensure that quality and quantity of product are sufficient; IPG employs 283 in Danville. If the two companies cannot employ the expected number of entry-level individuals in the time allotted, other additional employees will be identified by the collaborative. Key funding partners of the collaborative include the Harvest Foundation, The Community Foundation of the Dan River Region, The Danville Regional Foundation, J.T.-Minnie Maude Charitable Trust, and the Virginia Tobacco Commission.

A training program for unemployed veterans, the *Veterans Retraining Assistance Program* (VRAP), a component of the "Vow to Hire Heroes Act of 2011," is a resource for unemployed veterans between the ages of 35 and 60. The program's purpose is to provide training and educational reimbursement to qualifying veterans for high-demand careers, for a period of up to 12 months. Law enforcement is considered a high-demand career. As such, a law enforcement program available in Martinsville is 20 to 21 weeks long and costs about \$3,000. When students complete that program, they must pass the state certification exam as well as the civil process server exam. After veterans pass the required exams, officials will work with them to place them in careers. Other educational programs veterans may be eligible for include the GI Bill and federal workforce programs.

Over the past decade, economically disadvantaged youth and adults received training and employment services under the Job Training Partnership Act through the Central Piedmont Employment Consortium (CPEC). Effective July 1, 2000, the Workforce Investment Act replaced JTPA. The Cities of Danville and Martinsville and Counties of Henry, Patrick, and Pittsylvania established the West Piedmont Workforce Investment Board. Franklin County joined the Fifth District Training and Educational Consortium and its Workforce Investment Board, serving several localities to the north of Franklin County. Both WIA Boards operate One-Stop Workforce Centers.

In May 2008, the *West Piedmont Workforce Investment Board* (WPWIB) was awarded a U.S. Department of Labor \$250,000 Regional Innovation Grant to develop a plan to transform the Region's manufacturing-based economy. The grant was funded in response to significant layoffs and closings of manufacturers from Southside Virginia and the Upper Piedmont Triad of North Carolina. The money was used to identify career pathways to improve workforce readiness and reduce skills gaps for new and emerging industries. The WPWIB serves the Cities of Danville and Martinsville and the Counties of Henry, Patrick, and Pittsylvania. Participating North Carolina localities include Caswell, Franklin, Granville, Person, Vance, and Warren Counties.

In June 2010, Mangum Economic Consulting LLC completed the West Piedmont Workforce Investment Area Layoff Aversion Strategy for the West Piedmont Workforce Investment Board (WIB). The report presented an analysis that supports a two-part strategy to aid in the aversion of future layoffs within the West Piedmont Workforce Investment Area. The first part of the strategy involved identifying industry clusters within the Region that are at significant risk for future layoffs. The firm used recent economic data to assess the performance of nine key regional industry clusters previously identified in 2008-09 as part of a U.S. Department of Labor *Regional Innovation Grant*. The analysis showed that five of those nine previously identified clusters—*Chemicals and Materials, Fabricated Metals and Equipment, General Manufacturing, Textiles, and Wood Products*—are at significant risk for future layoffs. These five clusters account for approximately 65 percent or more of the jobs in the WPWIB Region. The second part of the strategy consisted of development of a resource map that identifies the specific occupations associated with those industry clusters, the education and training programs that support these occupations, and the education providers within the Region that offer those programs. By illuminating existing training programs within the West Piedmont Workforce Investment Area (Henry, Patrick, and Pittsylvania Counties and the Cities of Danville and Martinsville) that directly support the identified at-risk industry clusters, the resource map provides a tool that the WIB can utilize to more effectively target scarce incumbent worker training resources, thereby aiding in the aversion of future layoffs. The strategy provided the following information:

- There were declines in employment in the Region from 2007 to 2009: textile (84.3 percent); wood products (34.9 percent); general manufacturing employment (27.6 percent); fabricated metals and equipment (20.9 percent); chemicals and materials (11.7 percent).
- The national average annual growth in employment for the period from 2006 to 2016 is projected at -2.2 percent for chemicals and materials, -2.1 percent for fabricated metals and equipment, -0.8 percent for general manufacturing, -3.1 percent for textiles, and -0.3 percent for wood products.
- In May 2010, there were 370 unemployment claimants in general manufacturing (25.4 percent of the total); 133 in textiles (9.1 percent of the total); 85 in fabricated metals and equipment (5.8 percent of the total); 54 in wood products (3.7 percent of the total); and 4 in chemicals and materials (0.3 percent of the total).
- For the period from 2007 to 2009, average weekly wages increased in the Region as follows: general manufacturing (8 percent); fabricated metals and equipment (1.7 percent); and chemicals and materials (1.2 percent). During that same period, average weekly wages decreased in the Region as follows: wood products (1 percent) and textiles (4.6 percent).

Also during 2012, the Virginia Tobacco Indemnification and Community Revitalization Commission contracted with the Boston Consulting Group (BCG) to develop a study of workforce gaps/needs within the Tobacco Region. The research presented several opportunities to ensure the employers, localities, the state, and K-12 and higher education systems all become better positioned to address the workforce needs of future employers and localities, skills, and job opportunities. The objective of the study included defining the Region's vision for creating a cluster for advanced manufacturing in the Southwest and Southside regions, understanding the skills gaps, identifying the required curricula and equipment needs, and creating an

implementation plan to build an economic cluster. Analysis of the advanced manufacturing demand in the Region forecasted 6,840 new jobs in this sector by the year 2017 and 15,000 jobs by 2032. Only 15 percent or 1,055 jobs would be high-skilled (four-year degrees); 28 percent or 1,895 workers would be medium-skilled (two-year degrees and experience); and 57 percent or 3,890 jobs would be low-skilled (high school degree, technology training, and experience).

The research revealed several actions to assist in closing the skills gaps which included: establishing regional training centers; engaging employers and educators; increasing investment in distance learning, dual enrollment, vocational education, apprenticeships, and internships; targeting structure (leadership) for K-12, career coaches, community colleges, and training centers; and other approaches. Further, some findings of the study showed weaknesses in areas such as the need to improve STEM performance in K-12; lack of common standards across the state; lack of hands-on training with modern/futuristic equipment and systems; lack of leveraging equipment, facilities, and curriculum between programs; and lack of core skills or professionalism. Some critical components mentioned were industry participation, coordinated school systems and policy structure, student interest, accreditation and funding tied to key performance indicators, and shared equipment and resources. An Implementation Plan included the establishment of common elements for what drives success; commitment from senior leadership – across party lines, administration, and regions; clearly defined milestones; and establishment of an effective communication program.

Other findings from BCG recommended an industry-focused strategy to increase capacity, with an investment in three regional “Centers of Excellence” to deliver hands-on training programs, and increased awareness and attractiveness of advanced manufacturing jobs to close the gaps. BCG estimated that this model would involve a \$17-\$20 million initial capital investment and \$2-\$3 million in annual operating costs. The research concluded *“The opportunity exists for the Tobacco Region to dramatically transform the economy of the Region and build an Advanced Manufacturing hub, and executing this program will be a critical component in building the workforce to support that hub.”*

Patrick Henry Community College, Danville Community College, and Averett offer workforce training programs in the five most at-risk industry clusters; examples of these programs include computer and information sciences, business and financial training, engineering, accounting, and electrical/electronics maintenance and repair technology.

In June 2012, New College Institute and Danville Community College (DCC) announced plans to increase training capacity for workers and enable local growing companies to tap the local workforce. Fundraising initiatives are taking place to increase space for programs and to include lab space with state-of-the-art equipment. RCATT (Regional Center for Advanced Technology and Training) wishes to triple its space for its precision machining technology lab. DCC’s president would like to triple or quadruple its number of graduates in RCATT’s program. Rolls-Royce North America plans to invest over \$500 million to create over 600 jobs in Virginia; in its current facility, DCC can only graduate 35 precision machinists annually. The school is creating an advanced manufacturing certificate and students would decide whether to pursue industrial maintenance, precision machining, electronics, or welding. As stated earlier, these expansion efforts will help meet the machining needs of industries throughout Virginia and across the country. Expanding these efforts will enable economic developers to more effectively market the Region with a highly skilled workforce. The Commonwealth’s Center for Advance Manufacturing plans to assess the area’s workforce in the state’s tobacco regions in order to review the skill sets and gaps that currently exist in Southside and to ultimately determine what industries may find them attractive for investment. NCI would like to “reset” the focus on STEM in local high schools to enable students to obtain high-paying jobs in the advanced manufacturing sector.

In 2010, two Virginia Workforce Centers, or “One-Stop Centers,” opened in the Planning District. The West Piedmont Workforce Investment Board (WPWIB) oversees and monitors both centers. The first to open was the Center in the Nor-Dan Shopping Center in Danville in January. In addition to employment services offered by individual agencies, the Center offers GED courses, computer skills classes, targeted recruitment, and networking opportunities. It focuses on in-demand occupations and career opportunities. The facility houses the Virginia Employment and Virginia Department of Rehabilitative Services. The Pittsylvania County Community Action Agency, which also has a satellite workforce office in Chatham, moved its career counseling, training, and placement services to the new Center. Other partners include Danville Community College, the Southern Area Agency on Aging, and Danville Public Schools’ Adult Basic Education program. In April 2010, the second Center opened on Commonwealth Boulevard in Martinsville. Services offered include vocational rehabilitation services, job seeker and employer services, Trade Act assistance, veteran services, unemployment insurance, re-employment services, education and training, and GED testing and preparation. Partners include the Virginia Employment Commission, Virginia Department of Rehabilitative Services, Workforce Career Center, Patrick Henry Community College, Adult Education, Senior Community Service Employment Program, and the Pittsylvania County Community Action Block Grant Program.

To assist with industry closings and large lay-offs, the **Trade Adjustment Assistance** (TAA) is a federal retraining benefit that pays community college and trade school tuition, while providing extended benefits of up to 156 weeks after the ending of unemployment benefits. TAA applies to employees who have been displaced by foreign competition. The Martinsville/Henry County region has lost 19,000 jobs to globalization and at least one in three households receives food stamps. The program can provide up to \$24,000 in tuition benefits, as well as up to \$43,000 in income support. Numerous types of training are available through the program such as on-the-job training, apprenticeship programs, associate and bachelor degree

programs, and more. However, participation in the program is low – about 70 percent statewide decline participation, most often due to the requirement that participants must be in school full-time. Among the participants in the program, half earn a fraction of what they earned formerly.

In addition, Virginia's *Rapid Response* program, administered by the Virginia Community College System, provides a variety of services to workers involved in mass layoffs or plant closings. Services include job search assistance, help with unemployment documents, financial management seminars, and help locating skills training. In some instances, layoffs may be averted through utilization of strategies that help to retain or save jobs. Rapid Response is administered at a state level, but operates on a local level. Services are tailored, based on the needs of affected employees, and at no cost to the employer or affected employees. There are four designated Rapid Response regions within the Commonwealth and the West Piedmont district lies within the New River Region. This program serves in instances of hazards and emergency events such as hurricanes, tornadoes, or flood events that may destroy businesses or industries in an area.

The Franklin Center for Advanced Learning and Enterprise, which opened in 2007, is managed by the Franklin County Workforce Development Consortium. The Consortium is a partnership offering employment, training, and educational services to employers and citizens of Franklin County. The \$5.5 million facility was funded in part by Franklin County, the Virginia Tobacco Indemnification and Community Revitalization Commission, the Virginia Department of Housing and Community Development, the U.S. Department of Commerce's Economic Development Administration, the Carilion Foundation, and local businesses and industries. The 31,000-SF Center offers technologically advanced training, degree and non-degree programs, next generation computer and media classrooms, corporate and distance learning, life science laboratories, and business conference facilities. A LPN program began at the Franklin Center in the fall of 2010, through a grant from the Tobacco Commission and with support from PHCC. The program is also supported by Carilion Franklin Memorial Hospital. The Franklin Center is located in the center of Rocky Mount's Business District along Claiborne Avenue and Randolph Street.

In 2010, the Virginia Tobacco Commission awarded a \$451,000 grant to Franklin County to assist with completion of the lower level of The Franklin Center for Advanced Learning & Enterprise. The funding was used for 4,700-SF of classrooms, computer labs, and training space. The Center, created in 1999, represents a collaboration of partnerships for promoting economic development opportunities by developing a skilled and adaptable workforce to support activities in business retention, attraction, and entrepreneurial development. The expansion provides space to offer new programs, certificates, and degrees in a competitive economy.

The South Central Virginia Higher Education Consortium, formed in 1997, is made up of the presidents of Averett University, Danville Community College, Longwood College, and Southside Virginia Community College. The consortium was established to develop, coordinate, and promote affordable degree and non-degree programs as well as workforce training opportunities for the Region's residents.

Telamon Corporation administers a wide range of educational, manpower, housing, and supportive services in a nine-state area including Virginia. Manpower services include outreach, assessment, orientation, counseling, referrals, pre-employment skills, remedial education, and job placement and followup. Classroom training includes educational and vocational instruction provided through community colleges and technical institutions. Students may receive financial assistance for tuition, books, and an income subsidy. The organization offers job training and supportive services such as emergency assistance, transportation, child care, financial and personal counseling, relocation, nutritional assistance, and community food and nutrition programs.

All local school systems in the West Piedmont Planning District provide instruction to students in a variety of vocational subjects including agriculture, business, health occupations, marketing, technology, and trade and industrial education. Evening classes are offered for adults in a variety of work-related courses. An active Vocational Advisory Council in each locality assists each school system in conducting on-going needs assessments to upgrade and assess vocational programs.

Libraries

Libraries are an important part of the educational effort of the Planning District. The Region has libraries in the following locations: Danville; Martinsville; Rocky Mount (Franklin County); Westlake (Franklin County); Ridgeway (Henry County); Bassett (Henry County); Collinsville (Henry County); Stuart (Patrick County); Chatham (Pittsylvania County); Brosville (Pittsylvania County); Gretna (Pittsylvania County); and Mount Hermon (Pittsylvania County).

The four college libraries in the Planning District also provide an important library resource through interlibrary loan services. In addition to the library facilities at Averett University and Ferrum College, the libraries at Danville Community College and Patrick Henry Community College have been designated as governmental depository libraries making them eligible to obtain and store all federal government publications at no cost.

The West Piedmont Planning District Commission, located in Martinsville, has a planning library open to the public daily. In addition, the PDC serves as a State Data Affiliate Center and Business and Industry Data Center in conjunction with the U.S. Census Bureau and the Virginia Employment Commission. Through its statistical database, the Commission's staff provides

information to the public and private sectors and to local government and economic development staffs across the District. The PDC also maintains a statistical database on its website at www.wppdc.org.

In 2010, the Bassett Historical Center in Henry County opened a 4,195-SF expansion at a cost of \$800,000. As of July 1, 2012, the Center is no longer part of the Blue Ridge Regional Library system. The Bassett Public Library Association owns the building in which the Center is housed.

Medical Services

Health services and facilities are important aspects of a community which industrial and business prospects consider in their evaluations. Recent growth in this area will help to enhance the quality of life in the Planning District.

Four private hospitals serve the Planning District, each of which has undergone several renovation and expansion programs. These are: Carilion Franklin Memorial Hospital, Rocky Mount; Memorial Hospital of Martinsville and Henry County; Danville Regional Medical Center (DRMC--formerly the Danville Memorial Hospital); and Pioneer Community Hospital (formerly R. J. Reynolds Patrick County Hospital), Stuart. The Southern Virginia Mental Health Institute in Danville is operated by the Commonwealth of Virginia.

In June 2011, a new telemetry unit opened on the fifth floor at **Memorial Hospital of Martinsville and Henry County**. Telemetry enables health care providers to monitor patients' heart problems using wireless devices. The new equipment is easier to use, gives providers better information to manage care of patients, and sounds alarms for a variety of patient needs. The hospital is licensed for 237 beds, and estimated that between 100 and 110 inpatients are averaged each week at the hospital. The hospital expected to transition to all private rooms by the end of 2011. In 2012, an expanded Sleep Center opened at Memorial Hospital. The facility can accommodate up to six people per night and offers services such as EEG studies that monitor brain activity and can be used to diagnose various conditions.

Between 2011 and 2012, Memorial Hospital took steps to improve health in the community with initiatives that included collaborating with primary care providers, clinics, and urgent care centers to more effectively coordinate care, expanding case management services, utilizing home-based telemedicine support for at-risk patients; and participating in the Hospital Engagement Network along with Duke Hospitals to advance patient safety and care.

In Patrick County, **Pioneer Community Hospital** announced a renovation and expansion initiative in 2012. Plans will entail moving the emergency department from the bottom floor to the first floor and renovating patient rooms; the hospital will be seeking a Certificate of Public Need for the addition of a 10-bed geriatric care unit for patients with psychiatric, cognitive problems, or dementia. The hospital also anticipated having an electronic medical records system in place by the end of 2012. The facility's improvements are expected to take two to three years to complete. The hospital added a speech pathology program also.

In July 2009, the Edward Via Virginia College of Osteopathic Medicine and **Danville Regional Medical Center** began a medical residency program at the Danville hospital to address a shortage of physicians through a grant from the Danville Regional Foundation. The Foundation also funded five stipends to encourage physicians to remain in Danville after completing training at the hospital. The Dan River Region is a medically underserved area and the shortage is particularly severe in primary care areas such as family practice. The hospital and the College will contribute resources to the project. Centra Medical Group also opened a Danville facility to bring some additional medical specialists to the area. Centra works with Piedmont PrimeCare and receives referrals from other physicians in the Danville area.

In 2010, Danville Regional Medical Center invested \$1 million for the latest equipment in its cardiac catheterization lab. The new Philips Medical Systems imaging equipment enables better vision and more efficiency for doctors to diagnose problems, treat patients, and determine how well the heart and arteries are functioning. Five local cardiologists and two physicians from Duke Medicine use the lab. In 2012, DRMC announced it would invest \$1 million to purchase a 16-slice CT scanner, which will perform more accurate scans in shorter time and emit smaller amounts of radiation. DRMC also announced that it would relocate its outpatient therapy and rehabilitation services to the new YMCA facility being constructed on Riverside Drive in Danville as part of a 15-year lease. DRMC plans to lease 2,500 SF at the facility for physical, occupational, and speech therapy, and other rehab services. In 2010, DRMC and LifePoint hospitals pledged \$500,000 to the new YMCA facility.

Danville Regional Medical Center announced that it would open a second emergency department at a facility currently occupied by Danville Orthopedic & Physical Therapy Clinic on Executive Drive, which will move to a facility in the River District. The new free-standing emergency department is expected to cost \$6 million and will include 20 additional beds, which would nearly double the number of beds at the current facility, and will add more than 20 new jobs. Unlike an urgent care facility, the new facility will be open 24 hours. The emergency department currently sees about 40,000 people annually and the department's wait time is just under four hours; the addition of the new facility should reduce this wait time substantially. Construction is anticipated to begin in 2013 and is expected to take nine months to complete. Currently, the hospital has 140 staff physicians and employs 1,300. It is the second-largest private employer in the Region with 2,220 employees; its aggressive expansion and upgrades valued at \$33 million resulted in 233 jobs over the past five years. The hospital's local economic impact is \$225 million annually and accounted for 7 percent of Danville's gross regional product in

2011. Additionally, in 2011 the hospital provided \$5.9 million in charity care, which amounts to a 78 percent increase over the previous two years.

In October 2011, Danville Regional Medical Center announced a partnership with Duke University Health System to form a "comprehensive hospital patient safety and quality affiliation." The program is based on "integrated patient safety and quality improvement processes supported by leadership, performance improvement, and culture." The partnership is beneficial to the Region because it brings together LifePoint's (the owner of DRMC) background in community-based hospital management, and Duke's leadership in clinical services. The new affiliation will also include a new logo and slogan – "Duke Medicine Quality Affiliate." In late 2012, the initiative resulted in two new Duke-based Cardiothoracic surgeons and a new private diagnostic clinic comprising three general surgeons.

In 2012, DRMC earned recognition for several of its programs. Its Child Development Center earned a four-star rating from the Virginia Early Childhood Foundation's Star Quality Initiative Rating Program and is one of several in the state to earn this rating. DRMC was also accredited by the Society of Chest Pain Centers, largely due to the integration of the emergency department with emergency medical services. The medical center's new LIFENET system enables emergency responders the ability to transmit diagnostic data from defibrillators and monitoring devices to the emergency and other departments. DRMC's Internal Medicine Residency Program was awarded accreditation for five years from the American Osteopathic Association, one of the highest accreditations an internal medicine residency program can achieve. Additionally, the medical center's Continuing Medical Education (CME) program received full accreditation with accommodation from the Medical Society of Virginia Interstate Accreditation Committee, one of the highest accreditations a continuing medical education provider can receive.

The nDanville (Network Danville) Medical Network is one of two projects worldwide to be recognized for innovative use of technology. The project is based on a fiber-optic network that enables Danville Regional Medical Center and about 50 percent of the area's medical facilities to exchange patient information, such as MRIs and medical records, in real time. The network was scheduled to receive the Founders Award from the Intelligent Community Forum, which is a New York-based think tank that studies and shares best practices in broadband communications.

The Dan River Region exhibits disproportionately higher rates of some cancers and is medically underserved by oncologists. In 2011, with funding from the Virginia Tobacco Commission, the Massey Center opened the Cancer Resource Center of Southern Virginia at the Institute for Advanced Learning and Research in Danville. The role of the Center is to connect area residents with education and resources pertaining to cancer via a task force comprising local physicians, organizations, and leaders in health care. In 2012, a partnership between the Mid-Atlantic Broadband Cooperative (MBC) and the Chan Soon-Shion Institute for Advanced Health resulted in the announcement that a genomic sequencing center would be locating in the Tobacco Warehouse District in Danville. Genomic sequencing is an innovative tool to individualize treatment for cancer; the process can show the attributes of a disease such as cancer at the molecular level. Factors motivating the research center to locate in Danville included the presence of the Cray XMT Supercomputer, MBC's broadband network, and proximity to local hospitals and cancer centers. Genetic sequencing currently takes place in California, but about eight weeks are required to yield a result. The utilization of the supercomputer, however, can yield a result in just 47 seconds, enabling patients and their health care providers to receive results in as little time as possible. The facility is expected to be operational by early summer 2013 and will be located in the Old Belt No. 1 building, located adjacent to the supercomputer. The center will result in 10 new jobs, earning an average salary of \$90,000. The Virginia Tobacco Commission is providing \$1 million for equipment for the initiative and an estimated \$27 million will be invested in the center by private and governmental entities.

There are a number of nursing home facilities in the Region, including: Blue Ridge Rehabilitation Center of Martinsville and Henry County; Blue Ridge Center, Stuart; Camelot Hall, Danville; Eldercare, Rocky Mount; Franklin Healthcare Center, Rocky Mount; Greta Healthcare Center, Pittsylvania County; Martinsville Convalescent Home; Riverside Healthcare Center, Danville; Roman Eagle Memorial Home, Danville; Beverly Healthcare Center (formerly Martinsville Convalescent Center), Henry County; Mountain Valley Eldercare, Henry County; King's Grant Retirement Community, Henry County; Stanleytown Health Care Center, Henry County; the Landmark Center, Patrick County; and the West Piedmont Health and Rehabilitation Center, Chatham. In 2012, the Virginia Department of Rehabilitative Services awarded Roanoke-based Blue Ridge Independent Living Center a \$100,000 contract to establish satellite services in Martinsville and Danville through 2013, called Independent Living Services for the Piedmont Area. Services will provide individuals with disabilities independent living skills, peer counseling, as well as advocacy information and referrals.

Recognizing the need for additional physicians to provide medical care, several medical centers for doctors' offices have been constructed in the Planning District. In addition, two federally-funded medical centers serve residents in some areas of the Planning District--the Tri-Area Community Health in Carroll County, which serves a three-county area including Patrick County and the Sandy River Medical Center in Pittsylvania County approximately four miles from the Henry County line. Tri-Area Community Health also operates a facility at Ferrum in Franklin County. In July 2012, a blaze destroyed the Staunton River Medical Center in Hurt, which provided medical services and housed Rehab Associates of Central Virginia. The facility was temporarily relocated to the Virginia Technical Institute in Altavista, but is planned to re-open at its original site in Hurt by June 2013; Rehab Associates announced it will return also.

In fall of 2012, Centra Medical Group approved plans for a new medical center in Gretna anticipated to cost \$25.3 million. The proposed 50,000-SF facility will be located on nearly 12 acres at U.S. 29 and Route 40 adjacent to the Hampton Inn Hotel. The facility will include an emergency department with ten examination rooms, a helipad, on-site ambulance with advanced life-support equipment, a 64-slice CT scanner, expanded X-ray services and other imaging technology including a nuclear ultrasound, a wellness center, and cardiac rehabilitation. Patients will also be provided with broader care and a greater number of specialists in the community. It will replace Gretna's existing medical center, located on West Gretna Road, and will increase staff from 16 to about 80; the average employee salary will be about \$50,000 annually. Provided a Certificate of Need is approved for the CT scanner, the medical center will be open 24 hours a day, seven days a week; if Centra does not receive the Certificate of Need, the facility would operate as a 16-hour per day urgent care center. If the Certificate of Need is issued, construction could begin in spring 2013 and could be completed in late 2014. Currently, the only 24-hour emergency service medical facilities serving Pittsylvania County are located in Danville and Lynchburg.

In 2012, Carilion Health announced that it would open a new Velocity Care Clinic at the former Carilion Internal Medicine office at the Willard office complex in the Westlake area of Franklin County. The clinic will feature extended hours, allow walk-ins, and offer short wait times. The facility will bridge the gap between primary and emergency care and will feature on-site laboratory and imaging services. The urgent care services available at Carilion's Westlake Center were to relocate to Velocity Care. Also in 2012, Carilion Clinic established a medevac helicopter base at its Westlake facility to reduce medical response times to communities located south of Roanoke. Additionally, Wake Forest Baptist Health established a helicopter base at Blue Ridge Airport in western Henry County; the helicopter will reduce medical response times to Franklin, Henry, Patrick, and Pittsylvania Counties.

There are several Free Health Clinics in the Planning District which offer non-emergency medical services to area residents who are under-insured or cannot afford health insurance and do not qualify for Medicare/Medicaid; these facilities are located in Danville, Rocky Mount, and Martinsville. In late 2011, three new physician clinics opened in Danville and, in 2012, the Free Clinic of Danville was expanded to provide space for mental health counseling. MedExpress, a full-service urgent care facility, opened in Danville in fall 2012. The facility is the company's 11th in Virginia and provides services including EKGs, C-rays, and IV fluids. The company strives for convenience and offers a program called Med Dispense to dispense prescriptions on-site. MedExpress is located on Enterprise Drive in Danville.

In September 2010, the Free Clinic of Franklin County opened its facility on South Main Street in Rocky Mount. The facility allowed the Clinic to double its patient capacity load. The Clinic's mission is to provide quality medical care for uninsured families of the poor, working poor, and elderly on fixed incomes. In July 2011, the Free Clinic of Franklin County expanded with multiple exam rooms, an expanded pharmacy, an expanded dental clinic, and a full-time physician assistant. To address an expected influx of patients when health care reform is implemented in 2014, the Clinic plans to establish the Bernard Health Care Center, classified as a Rural Health Clinic, and will enable the Clinic to provide more services to patients on a sliding-fee scale. In December 2012, the clinic announced plans to locate to a new 7,100-SF facility that will allow the clinic to expand health care services, with the capacity to handle around 5,000 patients. The new facility is made possible by a \$1 million private donation. The new location has not yet been determined.

In Rocky Mount, the New Life Birth Center opened on South Main Street in response to the loss of the service through Carilion Franklin Memorial Hospital. The center provides a home-like setting to give birth and mid-wife services are available before, during, and after pregnancy.

In 2012, a third physician was added to Bassett Family Practice, a federally qualified health center which sees patients on a sliding scale based on income. The facility is operated by Martinsville-Henry County Coalition for Health and Wellness, which is actively working to improve access to health care and offer programs to advance good nutrition, physical activity, and healthy living. An evaluation of the Coalition was conducted in 2010 after the organization's first five years and results were impressive, given the increase in the services offered and the number of people served. The evaluation found that the number of patients served at Bassett Family practice increased from 1,237 to 2,146 between 2008 and 2009. It also revealed increases in the number of people taking advantage of the MedAssist program and the FAMIS (Family Access to Medical Insurance Security), and better coordination of care. Results also found that a number of participants were engaged in a variety of wellness programs such as a Workplace Wellness Program and a diabetes education program, among others, encouraging the participants to embrace healthy diet and exercise routines. Later in 2012, the Coalition was expected to announce the launch of **Health Connect**, which will be a hub for residents of Martinsville and Henry County to ascertain what health care services are available and provide information regarding such services, government aid programs, and other vital data.

In 2012, the U.S. Department of Health and Human Services awarded Piedmont Access to Health Services (PATHS) a \$2.45 million grant to double the size of its facility on Main Street in Danville (approximately 9,000 SF of additional space) and allow for an information technology (IT) upgrade. The expansion will provide more space for the facility's pharmacy, a larger laboratory, and space for training. PATHS later plans to add an obstetrics and gynecology suite for Medicaid and uninsured patients.

In August 2011, the Danville Regional Medical Center Family Medicine Residency Clinic opened on South Main Street in Danville. This facility provides primary care to patients, while enabling medical students to obtain valuable experience. The clinic takes pressure off of Danville Regional Medical Center's emergency department and offers sliding fee payment based on income.

In 2011, the Family Healthcare Center, a 4,254-SF primary care center affiliated with Danville Regional Medical Center, opened in Brosville, adjacent to the Brosville Industrial Park. In addition to providing primary care service to the community, the facility will be a marketing tool for the Danville-Pittsylvania Regional Industrial Facility Authority (RIFA) to attract a major employer to the mega park. In Mount Hermon, a 4,245-SF Family Healthcare Center opened in late December 2012; it was constructed by Danville Regional Medical Center on Franklin Turnpike. With extended hours, the facility is intended to be a walk-in clinic and includes eight examination rooms, laboratory testing, an on-site X-ray, and an on-site pharmacy. It is anticipated that nine staff members will be hired. In the future, Danville Regional Medical Center is planning another Family Healthcare Center in Ringgold.

As part of a \$1.9 million investment, Danville Regional Medical Center (DRMC) plans to upgrade the Chatham Family Center to include a façade and interior enhancement, digital x-ray, ultrasound technology, on-site laboratory services, extended hours, and new services such as obstetrics, gynecology, and cardiology. Improvements will result in more than 15,000 SF of space. Additionally, DRMC has filed a letter of intent with the state to provide a 16-slice CT scanner for Chatham Family Medical Center, Danville Dental Associates, and a private medical practice; the CT scanner would result in 5 to 10 new jobs. The Ramsey Memorial Medical Center in Gretna is proposed to be demolished and replaced with a facility which would comprise 4,500 SF with an additional 600 SF to provide for health education, obstetrics, cardiology, and gynecology services by rotating specialists, and other community-related activities. Community medical centers, in general, are said to be a draw for economic development projects.

In August 2006, the Community Dental Clinic opened in Martinsville. The clinic serves low-income, unemployed and uninsured adults, needy children, and Medicaid patients. Its goal is to improve the oral health of the area's disadvantaged residents through dental and dental hygiene services and education. As part of an externship program at Virginia Commonwealth University, the Medical College of Virginia sends final-year dental students to work at the facility. The Dental Clinic is a model that may be duplicated in other areas. It is operated by Piedmont Virginia Dental Health Foundation. The clinic provides more than \$1 million in care annually; the last academic year, it provided 4,816 appointments, an increase of 946, or 24 percent over the year before.

In June 2010, the Community Dental Clinic at Danville Community College's Foundation Hall opened. The Piedmont Access to Health Services clinic held an open house for the facility which offers general dentistry, restorations, and some extractions.

In early 2009, a statewide program got underway to organize a Medical Reserve Corps in the West Piedmont Health District that brings together professional and lay people to help during a crisis. Franklin, Henry, and Patrick Counties are part of the West Piedmont Health District. MRC not only deals with emergencies but also participates in health education and outreach programs to supplement other efforts.

The many new medical facilities being established in the Region will enable its population to become healthier and help to address an expected physician shortage in the future. Results from 2012 County Health Rankings by the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute found the Region ranked relatively low in terms of citizens' health. Of 131 cities and counties in the Commonwealth, Franklin County ranked 67, Henry County ranked 123, Martinsville ranked 113, Patrick County ranked 85, Danville ranked 118, and Pittsylvania County ranked 83.

Danville and Pittsylvania County were chosen to participate in the 2012 National Health and Nutrition Examination Survey, an annual survey conducted as a joint effort by the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, and the U.S. Census Bureau. Each year, the survey obtains health information from 15 communities throughout the U.S., which helps to establish an overview of the nation's health status, and assists decision-making regarding laws and regulations. Between 800 and 1,200 people in the Region were given a series of age-specific tests to establish an overall region-wide image of health.

With regard to mental health, additional outpatient counseling and related services are needed in the Region.

Public Safety

Four county sheriff's departments, two city police departments, two city sheriff's departments, and an independent town police department in Rocky Mount in Franklin County serve the Planning District. In addition, the Towns of Boones Mill (Franklin County) and Chatham, Gretna, and Hurt (Pittsylvania County) employ law enforcement personnel. The law enforcement officers in all of these departments are well trained in all facets of crime detection and prevention with many having highly specialized training. Local law enforcement agencies in the Planning District participate in the Piedmont Regional Criminal Justice Academy in Martinsville and the Cardinal Criminal Justice Training Center in Roanoke. In addition, criminal justice diploma programs are offered at Patrick Henry Community College, Danville Community College, and Averett University.

In February 2008, the Franklin County Board of Supervisors authorized the County's public safety and sheriff's departments to create a joint complex at Westlake at Smith Mountain Lake to bring fire, police, and paramedics under one roof in an effort to improve emergency response times at Smith Mountain Lake. In May 2008, the joint complex opened at the former YMCA operation at the Willard Company's office park. The departments plan to build a new facility in the future at Westlake. In 2012, the Franklin County Sheriff's Department received a patrol boat for Smith Mountain Lake, donated by the W.E. Skelton 4-H Center in collaboration with the Virginia Tech Foundation and other entities.

Ferrum College opened its campus safety and welcome center at a renovated facility on Route 40 in Franklin County, near the east entrance to the College, in November 2009. The College also employs a director of campus safety and police chief which allowed the integration of emergency services and safety functions with the campus police department.

In 2012, Danville's Safe & Sound Neighborhoods program, which works to reduce crime through quality-of-life activities such as cracking down on street crime, improving street lighting, and enforcing property ordinances, was announced the winner in its population classification for the Virginia Municipal League's 2012 Achievement Award. The Safe & Sounds Neighborhood Program was launched in November 2010 as a response to criminal activity – including 13 homicides over a five-year period – in the City's north-central neighborhood. A Street Crimes Unit, comprising eight officers dressed in civilian clothing, patrolled the neighborhood and interacted with neighborhood residents. As mentioned above, the effort focused heavily on quality-of-life issues. Four main elements comprised the quality of life aspect of the initiative: safety and security, property conditions, streets and public spaces, and quality of neighborhood life. In addition to the police department, other departments involved included the Public Works Department, the Utilities Department, and the Inspections Division. The efforts resulted in the stabilization of the neighborhood and was then directed to the south-central section of the City.

Like neighboring Pittsylvania County, the City of Danville Police Department is incorporating technology into its police operations. Cameras installed in patrol cars record high-definition video which uploads to a server automatically when in the vicinity of the department's wireless network. Officers in the department's Street Crimes Unit wear uniforms equipped with cameras that activate when officers interact with the public. In addition, two patrol cars are now equipped with license plate readers which can read a license plate while the patrol car is in motion; an officer can also use this tool to ascertain the last known location of a vehicle.

The Piedmont Regional Criminal Justice Training Academy, located at a 10,000-SF addition to the Henry County Department of Public Safety on Dupont Road in Martinsville, was granted certification in June 1997, becoming one of ten certified regional training centers in the State. The Academy provides necessary training for officers to maintain required certification from the State Criminal Justice Services Commission. The Academy also provides training for the Martinsville, Danville, Henry County, and Pittsylvania County 911 dispatch centers. Today, the Academy serves twelve criminal justice agencies and covers a geographic area comprised of Pittsylvania, Henry, and Patrick Counties including the Cities of Danville and Martinsville and the Towns of Chatham and Gretna.

In March 2009, the Western Virginia Regional Jail opened for operation off Interstate 81 at the Dixie Caverns exit. The facility serves Franklin, Montgomery, and Roanoke Counties and the City of Salem. Franklin County has kept its existing jail open to house pretrial and workforce prisoners.

Construction of a new Patrick County Jail on Commerce Street was completed and opened in 2011. The \$9.6 million, 24,000-SF facility houses minimum-, medium-, and maximum-security inmates, and includes an eight-bed dorm for women. An additional \$1 million sheriff's office and 911 dispatch center were integrated in the facility.

In May 2007, the Green Rock Correctional Center, a medium-security state prison constructed west of Chatham, began housing inmates. The \$63.5 million facility is located on 82 acres on Beverly Heights Road and houses up to 1,024 inmates serving sentences of more than 20 years. In 2011, Virginia relocated the 730 prisoners from the Mecklenburg Correctional Center to Green Rock in order to save about \$10,000 per year for each prisoner to house them in a much newer, more modern facility. Green Rock employs approximately 280 people. In 2012, the Pittsylvania County decided to return the former Camp 15 prison, located outside of Chatham to the state. After its closure three years ago, the County accepted the former state prison for utilization to address jail overcrowding, but due to costly renovations, the County decided otherwise.

Jail overcrowding in the Region has become an issue. Danville's jail was built during the 1970s with a capacity for 213 inmates, but houses 277. Since 2009, the jail's average population has increased by 20 to 30 every year. Pittsylvania County's jail was built to house 72 inmates, but houses 117. Lack of funds prohibits the localities from expanding or building new facilities. Pittsylvania County contracts with Blue Ridge Regional Jail.

A West Piedmont Regional Homicide Task Force was established in 1993. The Task Force, a joint investigative effort of the Cities of Danville and Martinsville and the Counties of Henry, Pittsylvania, Franklin, Patrick, and Halifax, consists of a pool of specially trained investigators that provides manpower, expertise, and equipment that can be rapidly deployed.

In November 1993, a Law Enforcement Manpower Pool Agreement was initiated through which law enforcement agencies in Planning District 12 can request assistance from law enforcement agencies in other jurisdictions in the District. Prior to the agreement, help could only be requested from adjacent jurisdictions.

Martinsville and Henry County operate a joint E-911 service, while Patrick County, Franklin County, Pittsylvania County, and Danville City operate individual E-911 dispatch centers. Both Franklin and Patrick Counties announced plans to deploy Next

Generation 9-1-1 (NG911) networks in 2012, to serve approximately 75,000 residents; Pittsylvania County currently has this network in place. The network, unlike traditional 9-1-1 systems, provides advanced capabilities including the ability to accept cell phone pictures, text messages, video clips, and other data. In addition, the Internet Protocol (IP) network will also facilitate improved collaboration and information sharing among public safety agencies throughout the state as the system becomes more widespread. The upgrades are being funded by the Virginia Wireless E-911 Services Board's public safety answering point grant program. In late 2012, Pittsylvania County was ready to launch a new system designed to send alerts to County residents via text messages, e-mails, or both; applications (apps) for smart phones are also included. Alerts may include information pertaining to crime tips, missing persons, or incidents.

In October 2011, the Henry County Board of Supervisors considered a carryover of \$20,039 in funds to allow the 9-1-1 Center to initiate a program in which dispatchers would provide medical instructions for some emergencies, a program known as Emergency Medical Dispatch, or EMD. Martinsville was asked to carry over \$8,185 from last year as well. The 9-1-1 Center received approximately \$75,000 in grants for the initiative, but about \$30,000 more is needed. During 2012, the program was initiated and has shown much success since implementation.

In November 2011, Pittsylvania County decided to purchase new radio equipment in view of the Federal Communication Commission's requirement that local governments move to narrower bandwidths to relieve overcrowding on airwaves by 2013. The cost will be approximately \$13 million and is scheduled to be completed in 2014. The County is unsure of how to finance the new system, but has suggested the issuance of revenue bonds. The current system could be upgraded, but it would likely lead to loss of coverage; therefore, the bidding process is underway.

The location of fire stations is an important influence upon community development, especially in the more rural areas of the Planning District. These stations not only provide fire protection for the surrounding area but also serve as meeting places and are the center for community activities. In addition to the municipal fire departments in the Cities of Danville and Martinsville, approximately fifty volunteer fire departments provide fire services within the Counties of Franklin, Henry, Patrick, and Pittsylvania. In 2012, the City of Danville began building a new main fire station to replace the current 1926 facility on Bridge Street. The new 20,000-SF facility will be located on Lynn Street on the site of the former Danville Lumber Company and will be designed with a historic character incorporated. It will include four drive-through bays, separate living accommodations for male and female firefighters, administrative offices, an emergency operations center and training room, and a fitness area. The emergency operations center will be used during large-scale emergencies, such as storms, to coordinate response and rescue efforts. A small museum will be located in the lobby which will include, among other exhibits, a horse-drawn steam pumper and a piece of the World Trade Center. The estimated cost for the one-story structure will be \$6 million and is expected to be completed in 2013. Apparatus will include one front-line engine, two ladder trucks, and three support vehicles.

Efforts have been undertaken to train both fire and rescue personnel to respond to hazardous chemical emergencies. Franklin County has a Level II Hazardous Materials Response Team with a heavy tactical rescue program to aid in its industrial accident training program. The City of Danville, in conjunction with the Virginia Department of Emergency Services, formed a Level III hazardous response team in the fall of 1990. A group of Danville firefighters make up the team providing service to Danville, Pittsylvania County, Halifax County including South Boston, Henry County including the City of Martinsville, Charlotte County, and part of Mecklenburg County.

Rescue services are provided by more than 25 trained volunteer rescue squads across the District.

In 2005-06, the development of a Regional Hazard Mitigation Plan in conjunction with the Virginia Department of Emergency Management and the Federal Emergency Management Administration was completed. The West Piedmont Planning District Commission received a grant from VDEM/FEMA for the project. Hazard mitigation plans, which are required by the Disaster Mitigation Act of 2000 (DMA2K), help local governments determine their risks and vulnerabilities and identify mitigation projects that will reduce these risks. The law requires that local governments adopt jurisdiction-wide hazard mitigation plans as a condition of receiving Hazard Mitigation Grant Program (HMGP) project grants and other forms of non-emergency disaster assistance (e.g., Pre-Disaster Mitigation grants). Local governments must review and, if necessary, update the plan every five years from the original date of the plan to continue their eligibility for these grant programs. The most important part of the plan was the Hazard Identification and Risk Assessment (HIRA). The HIRA provides a detailed assessment of hazards that could affect the Region and its localities as well as their potential impacts. The mitigation strategy section of the plan outlines actions needed to reduce the impacts outlined in the HIRA. Implementation of the projects listed in the plan is crucial to the success of mitigation efforts in the Region. The plan was adopted by each of the Region's member localities by June 2006. In 2010-2011, the WPPD staff worked with area public safety managers, a consultant, and VDEM to develop the required five-year update of the plan. The updated Plan was completed and adopted by December 2011.

Recreation/Cultural Opportunities

With its scenic mountains, large manmade lakes, and historical heritage, the Planning District has naturally developed many outdoor recreational areas over the years. Not only do these areas improve the quality of life for the Region's citizens but they also generate a profitable influx of visitors from outside the immediate area. This section provides information on a

number of the recreation/cultural opportunities within the Region. Detailed information is provided for each locality in Chapter 4, "Land Use and the Environment."

The four major outdoor recreational attractions in the Region are Smith Mountain and Leesville Lakes, Philpott Lake, Fairy Stone State Park, and the Blue Ridge Parkway. Smith Mountain Lake (20,000 acres in size with 500-mile shoreline) and Leesville Lake (3,400 acres in size with 100-mile shoreline) form Appalachian Power Company's combination pumped storage and hydroelectric development project along the Roanoke River. Philpott Lake (2,880 acres in size with 100-mile shoreline) is a flood control and hydroelectric project of the U.S. Army Corps of Engineers on the Smith River. Surrounding the lake are 6,500 acres of federally-owned land. Recreational access is gained at a number of public areas around the shore which feature boat launching ramps, swimming beaches, picnic areas, and campgrounds. In addition, the lake is adjacent to the Fairy Stone State Park and the Fairystone Farms Wildlife Management Area. Divided into several parcels, the Wildlife Management Area surrounds much of Fairy Stone State Park and borders portions of Philpott Reservoir.

Following a recent study conducted to determine the feasibility of a marina at Philpott Lake, Henry County determined that a marina is indeed feasible. In January 2012, Henry County officials approved construction of the marina and funding was



appropriated for the \$800,000 facility in June. Funding includes \$400,000 from Henry County, \$250,000 from the Harvest Foundation, and \$150,000 from the Martinsville-Henry County Economic Development Corporation. In 2009, the County expended \$500,000 to extend a sewer line to the site to enable the project to proceed. Philpott Lake's Boat Ramp 1 will be provided to Henry County by the USACE for the marina project, which will offer 40 boat slips, additional parking spaces with some extended for trucks and trailers, fuel sales and a fuel slip, gangway access, and a floating store and concession facility

which will include bait and tackle sales. The project is expected to cost \$771,375 and generate \$100,620 annually for the County. The County may also consider renting low-risk watercraft such as kayaks, canoes, and paddle boats in the future. In addition to the marina facilities, the project will involve upgrades to a nearby campground. Construction of the marina may begin as soon as early 2013. If demand warrants, the campground may also be expanded based on need, funding, and other aspects to be considered. It is believed that a marina would increase tourism dollars and tax revenues for Henry County.

A project intended to better facilitate fishing tournaments was completed at Philpott Lake in May 2012 and included construction of a large mooring dock, a launch/retrieve dock, and picnic and restroom facilities at the Twin Ridge Recreation Area. The \$180,000 project was funded with \$50,000 from the Franklin County Parks and Recreation Department, \$25,000 from the U.S. Army Corps of Engineers, and the remainder from Philpott Lake operating funds. The National Guard FLW College Fishing Northern Conference Championship took place at the lake in September. The event was encouraging to the Martinsville-Henry County EDC, as positive feedback was received from the FLW and college competitors, shedding an optimistic light on Philpott's ability as a host site. Anglers spent money on food, lodging, and fuel while in the Region. The costs of staying in the area were less than FLW had anticipated. Media exposure also highlighted the area; a total of \$441,000 was spent for media coverage. NBC Sports Network provided a one-hour broadcast, which is estimated to have reached 556 million viewers worldwide, encouraging spring tourism. FLW is exploring other tournaments at the site, including a national tournament possibly. The EDC continues to recruit other events and is contacting other sporting event planners.

Recreational resources found at Philpott Lake and its surroundings generate, on average, \$14 million annually, based on 650,000 visitors; in 2011, the lake and its environs had 700,000 visitors.

Fairy Stone State Park (4,850 acres in size), just southwest of Philpott Lake, is centered on a 168-acre lake that is stocked with game fish and also provides a large swimming beach with a modern bathhouse. Other park facilities include a nature center, amphitheater, picnic areas, campgrounds, vacation cabins, bridle paths, and hiking trails. Fairy Stone, built in the 1930's, was one of the six original Virginia State Parks. The Commonwealth of Virginia's 1992 Parks and Natural Areas Bond Referenda provided \$1.4 million for improvements and renovations at Fairy Stone. Facility use at the park has been on the upswing, as 913 more people utilized cabins and 1,000 more people camped at Fairy Stone in 2011 compared to 2010.

The fourth major outdoor recreational attraction within the Region is the Blue Ridge Parkway. About 60 miles of the parkway weave along the northwestern boundaries of Franklin and Patrick Counties including visitor-use areas at Smart View, Rocky Knob, and Mabry's Mill. As a unit of the National Park System, the Blue Ridge Parkway extends along the southern Appalachians past vistas of natural beauty and rural landscapes lightly shaped by the activities of man. The Parkway is particularly utilized by motorists during the spring flowering season and to view foliage in the fall, attracting more than 25 million visitors each year. In January 2006, the 217 miles of the Blue Ridge Parkway in Virginia was designated as an All-American Road, the highest honor bestowed by the Federal Highway Administration to acknowledge roadways that possess extraordinary scenic, historic, recreational, and other intrinsic qualities. The Parkway celebrated its 75th anniversary in 2010.

In 2009, a nearly \$9 million, eight-field soccer complex located on approximately 91 acres near the intersection of the U.S. 58 Bypass and Irisburg Road, opened to the public. The complex is geared toward hosting soccer matches; however, its design enables it to be easily converted for use for other sports and activities such as football and field hockey. Bleachers seat approximately 250 people. The complex includes a canoe access point to the Smith River. The Southern Virginia Recreation Facilities Authority was formed to manage and operate the facility.

According to a report released in August 2011, the Smith River Sports Complex, with an estimated impact of more than \$500,000 in 2010, was meeting its two goals of providing opportunities for fitness to residents and serving as a driver of economic growth. Tournaments held at the facility attracted visitors from 26 states and 20 countries; visitors stay in local lodging establishments and eat locally, which results in economic impact. Festival grounds adjacent to the complex have been used for other events including a Civil War re-enactment and Smith River Fest. The next year is expected to be even greater than before in terms of events taking place at the facility.



An impact of more than \$2.1 million was realized from the student athletic programs at Patrick Henry Community College in Fiscal Year 2011-2012. PHCC, a member of the National Junior College Athletic Association, is the only community college in the state with an athletic department. For the fiscal year ending June 30 2012, the college spent \$112,000 on athletics that generated \$1,115,970 for the institution and an estimated \$984,217 for the local economy, bringing the total economic impact to \$2,100,187 for FY 2012. In the future, the total is expected to increase as new programs are added. Athletics contributed \$38,097 to the college's foundation in donations. It is estimated that PHCC's athletic programs will, in fiscal 2013, have a nearly \$3.15 million impact. The college wants to add women's volleyball and co-ed golf programs in the future.

A number of trails and significant number of local parks exist throughout the Region. Recreational initiatives likely to be embraced in the future include increasing access to Smith Mountain Lake and other waterways including the Pigg, Smith, and Blackwater Rivers; enhancements and developments at parks throughout the Region; and further development of trails including the Dick & Willie, Beaches to Bluegrass, Mayo River, and Dan Riverwalk Trails. Further details on trails and local parks are available in Chapter 4 of this document.

Tourism

Tourism provides another potential source of income and economic stimulus for the Planning District. There are a number of tourism attractions and potential attractions in the Planning District which may be given further consideration in the future in addition to those included in the Chapter entitled "*Land Use and Environment*." Not only do these areas improve the quality of life of the Region's citizens, but they also generate a profitable influx of visitors from outside the immediate area. Outdoor-related activities linked to mountains, scenic drives, national and state parks, and hiking rank among the most popular activities for tourists in Virginia, according to the Virginia Tourism Corporation (VTC).

Among the major attractions in the Region are Smith Mountain, Leesville, and Philpott Lakes; Fairy Stone State Park; the Blue Ridge Parkway; the Crooked Road Music Trail; FloydFest; the Virginia Museum of Natural History; the Science Museum of Virginia at the Danville Train Station; the Carrington Pavilion; the Danville Museum of Fine Arts; the Martinsville-Henry County Heritage Center and Museum; the Fayette Area Historical Initiative (FAHI) African-American Cultural Center and Museum; Booker T. Washington National Monument; the Blue Ridge Institute at Ferrum College; the R.J. Reynolds Homestead; the Job Stuart Birthplace; Piedmont Arts Association; TheatreWorks; the Martinsville Speedway; the Wood Brothers Racing Museum; and the Virginia Motorsports Museum and Hall of Fame. In December 2002, the \$1.2 million Danville Welcome Center, located near U.S. 29 across from the entrance to the Dan Daniel Memorial Park in Danville, opened. The Center serves as an office for tourism.

The Danville Welcome Center is a major asset for introducing visitors to the City. It averages 650 to 900 visitors per week and its annual attendance is 45,000 to 50,000, with some visitors coming from as far away as Germany and New Zealand. In 2012, Leadership Southside, a program of the Danville-Pittsylvania County Chamber of Commerce, launched LoveSouthside.com, described as a one-stop shop for online resources pertaining to event listings, activities and more. It provides information about civic organizations, arts and entertainment, parks and trails, and more in Danville and Pittsylvania County.

In November, the Danville Science Museum broke ground on a 44-foot diameter, 100-seat digital dome theater at Crossing at the Dan. The theater will enable images to be shown on all sides of the audience and will be an important educational resource for individuals of all ages, including the instruction of STEM principles, utilizing high-definition video, digital surround sound, and color star projection. The cost of the theater is almost \$3.5 million and is being funded by the Danville Science Center (in the amount of \$1.2 million), the Danville Regional Foundation, the City of Danville, and a donor. Currently, the science center has 30,000 visitors annually. After the theater is open, annual visits are expected to increase to 45,000. The addition of the theater will help Danville to grow a "knowledge-based economy."



The Virginia Museum of Natural History has begun to make traveling exhibits feasible via the creation of replicas of specimens from rubber and silicone, thereby enabling the Museum to easily take exhibits outside of Martinsville; in the past, moving specimens from place to place resulted in breakage. A traveling exhibit costs about \$3,000 to develop. In addition, Chapter 4—"Land

Use and Environment” discusses parks and related facilities within the Region’s localities in more detail.

As an example of the significance of the major attractions to both the state and local economies, Fairy Stone State Park had an economic impact of nearly \$3.4 million, according to the Virginia Department of Conservation and Recreation. Although attendance has been down at state parks during recent years due to the downturn in the economy, millions of people continue to look to Virginia State Parks as a “close-to-home” vacation destination in uncertain economic times. Fairy Stone State Park’s total attendance (camping, cabin, and day use) was 98,559 in 2008 compared to 92,129 in 2009 and up slightly in 2010 to 98,452. While attendance dropped slightly in 2011 to 96,354, it had increased to 96,692 in 2012. The Department of Conservation and Recreation noted that, because our parks are primarily in rural areas, the economic impact is especially important in rural counties throughout the state. Virginia State Parks experienced an increase in attendance from the previous record they set in 2010, at 8,065,558 to 8,366,179 in 2012.

Area chambers of commerce and local tourism offices worked with the Martinsville and South Boston Speedways, at the time, to promote Virginia’s Racing Region. A visitor’s guide provides information for visitors on places to see and other tourist-related information. The 1997 Virginia General Assembly approved a resolution designating the area as “Virginia’s Racing Region” to demonstrate the Commonwealth’s support of the movement to entice more racing fans to spend more time in the Region. With regard to racing, the Virginia International Raceway (VIR) is a 3.27-mile track for racing sports cars near Danville in neighboring Halifax County. The original track was created some decades ago, but has undergone modernization and continues to be improved to attract auto racing enthusiasts and their fans. Other facilities at VIR include a competition-sized swimming pool; a restaurant; horseback riding, biking, and hiking trails; tennis courts; and a fitness center. The facility operates 350 days a year with an average 480 events annually including club car, pro and motorcycle races.

A May 2009 economic impact study by Chmura Economics & Analytics reported that the financial impact of the Virginia International Raceway (VIR) on the surrounding area brought in \$77.5 million annually, with \$44.9 million coming from visitor spending, with Danville getting 51 percent and Pittsylvania getting 27 percent. Halifax County, where VIR is located, gets the remaining 22 percent. Total tourism spending in the VIR region in 2007 was \$150 million, with more than 30 percent contributed by VIR. Transportation spending accounted for 28 percent of that amount, lodging accounted for 27 percent, and food 21 percent. VIR supports 1,542 jobs in the City of Danville and Pittsylvania and Halifax Counties, according to the report. The average number of visitors annually to VIR is estimated at 350,000. Based on the Virginia Tourism Corporation’s figures, the average visitor spends \$51 per day and stays two-and-a-half days in the Region. Since Danville has the largest tourism infrastructure which includes restaurants and hotels, the report determined that 51 percent of the total impact of visitor spending occurs in Danville.

The Martinsville Speedway released an economic study by the Washington Economics Group (WEG) in March 2009 that showed the Speedway having a \$170 million impact annually on the community. The Speedway, which hosts four major races per year on its .526-mile oval, is the shortest and oldest track on the NASCAR circuit. The study, which used 2007 data, quantified both direct and indirect benefits to the economic activity related to the Speedway on the Martinsville-Henry County area and beyond, revealing that the equivalent of 2,824 permanent jobs for Virginia residents resulted directly from the Speedway’s operations in 2007. Operations and visitor expenditures combined to create more than \$68.2 million in worker income annually. The results were based on out-of-town dollars spent and did not include money spent by area residents, but reflected a \$170 million economic impact overall. It also found that the Speedway creates \$31 million in federal, state, and local tax revenues (\$17.7 million in federal tax revenues and \$13.3 million in state and local revenues).

According to a recent economic impact study conducted by the Travel Industry Association for the Virginia Tourism Corporation, \$20.4 billion was spent in Virginia in 2011. Local taxes collected from tourists amounted to \$549 million in the Commonwealth, a 3.0 percent increase from 2010 at \$533 million. State tax revenues were \$772 million. While tourism revenue rose only slightly from 2010, it still made a substantial impact on the local economy. The following 2011 Travel Impacts table shows that, within the Planning District, tourism was responsible for approximately 3,572 jobs, \$319.8 million in expenditures, \$63.7 million in payroll, and approximately \$22.5 million in state and local taxes in 2011.

2011 Travel Impacts

	Total Travel Expenditures	Travel Generated Payroll	Travel Generated Employment	State Tax Receipts	Local Tax Receipts
Franklin County	\$91,857,082	\$19,611,536	1,161	\$3,458,340	\$2,651,386
Henry County	\$42,720,308	\$8,958,630	511	\$1,805,349	\$827,770
Patrick County	\$24,651,205	\$5,205,122	264	\$1,367,624	\$705,735
Pittsylvania County	\$63,887,690	\$11,547,660	599	\$3,407,450	\$1,798,896
Danville City	\$77,643,032	\$14,627,248	826	\$3,308,299	\$1,823,570
Martinsville City	\$19,038,869	\$3,710,522	211	\$885,914	\$479,481
West Piedmont	\$319,798,186	\$63,660,718	3,572	\$14,232,976	\$8,286,838
Virginia	\$20,405,440,787	\$4,572,651,339	207,022	\$772,003,373	\$549,064,616

Source: Virginia Tourism Corporation, Richmond, VA, 2011.

Tourism revenues rose 6.4 percent in Henry County and 7.7 percent in Martinsville from 2010 to 2011; the state experienced an 8 percent increase over that time period. The increase has been attributed to all sectors of the local economy collaborating to present festivals and sporting events, numerous opportunities for outdoor recreation, and high-quality arts and culture opportunities. Excellent customer service, memorable dining experiences, lodging that is comfortable, and quality attractions can help to transform the Martinsville/Henry County area into a tourist destination. In the Commonwealth, tourism is the third-largest industry. The weak economy has helped to increase tourism revenue because Virginia is located within a day's drive of 60 percent of the U.S. population; the state has become a travel destination for budget-conscious families.

As previously mentioned, tournaments held at the Smith River Sports Complex attracted visitors from 26 states and 20 countries; visitors stay in local lodging establishments and eat locally, which results in economic benefits. The facility has generated more than \$500,000 in economic impacts. Festival grounds adjacent to the complex have been used for other events including a Civil War re-enactment and Smith River Fest. The nearly \$9 million facility was built by the Harvest Foundation in 2009. The next year is expected to be even greater than before, in terms of events taking place at the facility.

In August 2010, the Martinsville-Henry County Economic Development Corporation's Tourism & Film Division became one of only three in Virginia certified by the Association of Film Commissioners International (AFCI). The Division maintains images of a variety of locations around the area in an online database which is also used by the Virginia Tourism Corporation's Film Office and other film offices across the United States. Filmmakers often utilize online databases when searching for locations for filming. A recent study by Virginia Commonwealth University's Center for Public Policy indicates that more than 8,000 people in the Commonwealth are involved in the film industry, which brought over \$500 million in economic impact to Virginia in 2004. In June 2010, the Tax Credit Legislation went into effect in Virginia which includes an incentive that provides a refundable credit for any motion picture production company with qualifying expenses of at least \$250,000, in an amount equal to 15 percent of the production company's qualifying expenses or 20 percent of such expenses if the production is filmed in an economically distressed area of the Commonwealth. The EDC's Tourism & Film Division launched a film page on its existing tourism website, www.VisitMartinsville.com, to increase location presence on the web.

Also in Martinsville, the Fayette Area Historical Initiative (FAHI) plans to open its African-American Museum and Cultural Center at a new location in the former Imperial Savings and Loan Association Building, located on Fayette Street. FAHI was previously located on West Main Street. Plans for the new center include free tutoring services to area youth, serving as a venue for new displays, and serving as a meeting facility for the Martinsville Chapter of the National Association for the Advancement of Colored People (NAACP), as well as the Martinsville & Henry County Voters League. FAHI has embarked on a campaign to raise \$75,000 to make repairs and cover other costs associated with the facility.

As part of the '**Round the Mountain: Southwest Virginia's Artisan Network**, a sister project of The Crooked Road Music Trail, Franklin County was included in a brochure to promote the artisan trail. Like The Crooked Road, Franklin County and Rocky Mount serve as the eastern gateway for the 'Round the Mountain trail which basically follows the path of The Crooked Road. The brochure includes listings for participating artisans, venues, farms, lodges, and restaurants along the trail and helps to promote heritage tourism while contributing to Southwest Virginia's economic development efforts. Sponsored by the Southwest Virginia Cultural Heritage Commission, each county or city along the trail is featured in its own brochure.

Opening in June 2011, the \$16 million **Heartwood: Southwest Virginia's Artisan Gateway** is located on the west side of Abingdon. The 28,000-SF building serves as a focal point and portal to the heritage tourism efforts that connect tourists to regional artisan studios, music venues, craft trails, outdoor recreation, and more sites throughout the Southwest Virginia region. The facility is expected to draw more than 270,000 visitors and produce \$2.2 million in revenue annually from the sale of crafts, food, and beverages. The Crooked Road and 'Round the Mountain projects are funded by state and local governments with the Virginia Department of Housing and Community Development, Virginia Tourism Corporation, and the Virginia Tobacco Commission playing major roles.

To promote the traditional music, history, and culture within the Region, the concept for "**The Crooked Road: Virginia's Music Heritage Trail**" began in January 2003. The purpose of the 250-mile route is to generate tourism and economic development in the Appalachian region of Southwestern Virginia by focusing on the Region's unique musical heritage. As a result, "The Crooked Road" now includes ten counties (including Franklin and Patrick), three cities, ten towns (including Rocky Mount and Stuart), five regional planning districts, four state agencies, two tourism organizations, and a large number of music venues. Funded primarily by the Appalachian Regional Commission, the Commonwealth of Virginia has given official recognition to "The Crooked Road" as it has received enthusiastic interest. Although the trail focuses on the Region's unique heritage music, it also includes outdoor recreational activities, museums, crafts, and other historic/cultural programs. Highway signage identifies the 250-mile route as it winds through the scenic terrain of the Region. Within Franklin County, the trail begins in the Town of Rocky Mount, following Route 40 West to the Blue Ridge Institute, and continuing along Route 40 to Route 860 along Shooting Creek Road traveling into Floyd County. In Patrick County, the trail begins along Route 8 from Floyd County, continuing along U.S. Highway 58 into the Town of Stuart and then back along U.S. Highway 58 to Meadows of Dan before traveling into neighboring Carroll County. In 2012, The Crooked Road was nominated for designation as a National Heritage Area (NHA). Benefits of the designation include national recognition, funding assistance, recognition of private foundations, and technical assistance from the National Park Service. In addition, some of the long-term benefits of NHA

activities include sustainable economic development, a healthy environment, improved quality of life, and community engagement. A designation of NHA requires approval from Congress.

The economic impact of The Crooked Road: Virginia's Heritage Music Trail, has contributed generously to the Region's prosperity. According to a 2008 independent study conducted by Sustainable Development Consulting International LLC, the tourist attraction generated a total of \$23 million each year for the localities along the 253-mile trail. For the Region as a whole, The Crooked Road annually produced 445 full-time jobs, bringing an estimated 264,000 visitors with an estimated \$12.9 million in direct spending. For additional information, see the website at www.thecrookedroad.org/.

In December 2011, Rocky Mount announced that renovations may begin by summer 2012 on the Lynch Hardware building that the Town purchased for \$246,750 to convert into a music facility/venue. The conversion/renovation cost is estimated to be \$880,000, with 70 percent of the cost covered by historic tax credits. The Town approved design plans for the center late in 2012 and is in the process of securing funding for the project. The venue would be established to take advantage of Rocky Mount's designation as the "official" eastern gateway to the Crooked Road and would boost tourism and recognition.

Beginning in 2012, Ferrum College initiated "Learn & Lodge" packages for Floyd Fest visitors. The packages provide visitors overnight accommodations at one of the college's newest residence halls, breakfast, take-away lunches, as well as special packages for the Blue Ridge Institute & Museum that educate visitors regarding the Region's musical history simultaneously while they are in the region for the Floyd Fest.

In June 2011, the Schoolfield Preservation Foundation opened the Schoolfield Museum and Cultural Center in Danville. The facility includes permanent facility areas, which contain exhibits (memorabilia and photos) of Danville's tobacco mills and warehouses. The Center also includes a central room to be used for rotating exhibits as well as a space for private events. The facility is located in the former Dan River Inc.'s building at 917 W. Main Street. Heritage trails are being created in Danville and will enable visitors to tour the Millionaires Row section of Danville and the City's Holbrook-Ross Historic District. The initiative has been named "Learn, Explore, Enjoy," by a grant totaling \$21,887, provided by the Danville Regional Foundation. In addition to a booklet of the self-guided tour, a series of brass tobacco leaf medallions have been provided as trail markers. Some prominent stops along the tour, in addition to Millionaires Row, include the Old 97 Mural, Stratford College, and the Danville Museum of Fine Arts and History, among others. Plans are for the walking tours to be combined, extending from downtown Danville to the West End Historic District, into the River District, and a similar heritage trail in the Five Corners neighborhood. The final phase of the project will be to surround the medallion located at the Danville Museum of Fine Arts and History with granite slabs providing information to visitors on attractions in Danville, Pittsylvania County, and Caswell County, NC. The project is anticipated to be fully completed in February 2013.

Another growing attraction in Virginia and the Region is agritourism. Farmers are offering on-farm festivals, pick-your-own harvests, hayrides, corn mazes, pumpkin patches, tours, and other activities. There are increased numbers of apple, peach, and strawberry festivals, and other events across the Region as well.

With the decline of traditional agricultural products such as tobacco, more farmers are turning to wine production. Wineries have increased across the state. In the Region, there were 27 farms producing grapes, with the majority in Patrick (twelve farms) and Pittsylvania (nine farms) Counties, according to the 2007 Census of Agriculture. According to the July 2007 issue of *Travel and Leisure* magazine, Virginia is one of the top five "newest, ready-for-primetime wine regions around the world." In addition, wine festivals are a noteworthy tourism attraction as Virginia's wine industry continues to grow.

Virginia's wine industry is creating an economic impact, according to a study released by the Governor's office in February 2012. The study showed that between 2005 and 2010, the wine industry's economic impact has more than doubled to nearly \$750 million in contributions to the state's economy each year. During that period, the number of wineries has increased from about 130 to almost 200 and the number of full-time jobs at wineries and vineyards rose from approximately 3,160 in 2005 to more than 4,750 in 2010. Sales of Virginia wine have also increased by more than 11 percent in FY 2011, to a record high of more than 5.5 billion bottles sold. The study further showed the relationship between tourism and the wine industry, as the number of wine-related tourists visiting the Commonwealth increased from 1 million in 2005 to 1.62 million in 2010. Spending related to winery tourism increased from \$57 million in 2005 to \$131 million in 2010. With Virginia named as one of the top ten wine travel destinations for 2012 by "*Wine Enthusias*" magazine, officials expect the industry to continue to grow throughout the state. During 2012, international sales of Virginia wine rose by nearly 400 percent, reaching an all time record.

A number of wineries are located within the Region. The Tomahawk Mill Winery is located on Route 649/Anderson Mill Road in Pittsylvania County. In Patrick County lies Villa Appalachia Winery located on Route 720 just off the Blue Ridge Parkway. Brooks Mill Winery, located on Route 834 in Franklin County, opened in 2008. In 2010, The Homeplace Vineyard, located just off Route 799 near Chatham, opened for business. The Altילו Vineyards and Winery, formerly Altavista Vineyards, is located on Level Run Road in Hurt (Pittsylvania County). Opening within the Region during 2011, were the Preston Ridge Winery in Henry County located on Route 687 and the Stanburn Winery just off Route 680 in Patrick County. Stanburn Winery was awarded five medals in 2012 for five of its wine varieties as part of the Eight Annual Atlantic Seaboard Wine Competition.

Franklin County's only winery, the Brooks Mill Winery, near Smith Mountain Lake, produces wines from fruits excluding grapes. The winery began production in 2008 after the owners planted fruits in 2006. The wines won gold and bronze

medals in Fingerlakes wine competitions. Last year, 250 cases of wine were produced, an increase from 170 cases in 2009. The winery is located on Brooks Mill Road.

Patrick County's Stanburn Winery holds weddings and other events at the winery, which includes a tasting room and gift shop that were added in November 2010. The winery comprises 11 acres of grapes and much of the 40–50 tons harvested are sold to Chateau Morrisette, a winery in Floyd County.

Altילו Vineyard and Winery and the Homeplace Vineyard, both of Pittsylvania County, received medals from the 2012 Governor's Cup for their wines. In early 2012, White Oak Mountain Meadery, the first meadery in Pittsylvania County, began producing mead, an alcoholic drink that is made from honey and is similar to wine. The drink dates back to ancient times and is considered an ancestor of fermented drinks. The meadery is located off Slatesville Road near Chatham. Tomahawk Mill Vineyard in Climax makes mead as well.

During 2012, a number of craft brewers started up businesses in the Region. In Danville, a craft brewery and winery opened in the City's River District in September. The operator owns a vineyard in Pittsylvania County and plans to transport the grapes to the establishment for fermentation; when wine is not available, craft beer will be brewed. Amendments were made to the City's zoning ordinance for a business such as this. In August at Smith Mountain Lake, ground was broken for Sunken City Brewing Co., in the vicinity of Westlake Towne Center on Virginia 122. The 8,800-SF facility, at a cost of \$2.3 million, will include a brewery, outdoor beer garden, and tasting room. The company expected to begin brewing beer in January and may hire up to 25 people. The brewery is named for the villages that were flooded when Smith Mountain Lake was created in 1963. It plans to brew 1,000 barrels of beer its first year, 2,500 barrels its second year, and 4,600 barrels during its third year; it may eventually produce 35,000 barrels of beer per year. The founder of the brewery owns the trademark to Dam Lager, which will be sold there.

Although there are numerous tourist attractions in the Planning District at this time, it is anticipated that a number of transportation projects will open more opportunities for growth in the area of tourism. These projects include the improvements planned for Route 58 and currently underway on Route 220 from the Virginia line to Greensboro, NC, improved highway access as well as the location of the Interstate 73 through the District, designation of U.S. Route 29 from Danville to Greensboro as Interstate 785, and other efforts underway regarding U.S. Route 29. In addition, a number of local rail-to-trail projects (formerly TEA-21 Enhancement projects) have been funded by VDOT and are discussed in detail in Chapter 4—*"Land Use and Environment."* These trails are expected to promote and generate more tourism in the Region.

CHAPTER 4

LAND USE AND ENVIRONMENT

A. Land Use

Land use patterns can be very influential in determining the area's economic development potential, quality of life, availability and quality of environmental and recreational resources, and ease of mobility and accessibility. The composition of land uses, which generally consist of agricultural and forested lands, commercial, industrial, public, and residential areas, greatly impact these attributes. Land use, environment, transportation, and economic development are all closely integrated components that impinge on one another. Land use patterns tend to change over time, many times spurring growth and opportunities for housing, industrial, and commercial development. Both land use and environment may affect and strongly influence decisions regarding how and where development may occur. Many factors may determine limitations or continual progress in terms of economic growth. Land use and land management practices have a major impact on natural resources including water, soil, air, nutrients, plants, and wildlife. For example, forests and conservation areas provide many ecosystems with support for biodiversity, provide critical wildlife habitat, remove carbon dioxide, and slow down surface runoff to reduce soil erosion and flooding. Agricultural uses and practices can cause pollution from runoff and have a negative impact on waterways.

Mostly rural in nature, the Planning District comprises 2,587 square miles. More detailed information regarding agriculture, forestry, conservation/recreation, and wetlands in the Region is further presented in this chapter. Each locality has its own distinct identity that together forms this unique region of the state. The following provides the general descriptions for each jurisdiction within the District. The "Existing Land Use" maps illustrate the Region's various land use patterns. Also included in the chapter is the "West Piedmont Enterprise Zones" map for the Region, which indicates the locations of state designated Enterprise Zone areas within the localities of Henry County, Martinsville City, Patrick County with Stuart, Pittsylvania County, Danville City, and the Town of Rocky Mount.

Franklin County is agricultural/rural in nature with forests dominating the Blue Ridge Mountains in the west and the Chestnut, Fork, and Turkeycock Mountains in the southeast. Smith Mountain Lake forms the entire northeastern boundary of the County, while Philpott Lake forms the southwestern boundary. Concentrated residential land use is found in the Town of Rocky Mount, the Town of Boones Mill, and the Village of Ferrum. Smaller clusters of non-agricultural residences occur in communities such as Burnt Chimney, Callaway, Glade Hill, Henry, Redwood, Penhook, Snow Creek, and in the northeastern portions of the County around Smith Mountain Lake including Scruggs. Principle residential growth in the County between 1980 and 2010 took place in the Smith Mountain Lake area; single-family and multi-family units were added in subdivisions in traditional and multi-use forms of development.

A majority of the commercial establishments in the County are found in and around the Town of Rocky Mount which serves as the commercial center of the County. Significant commercial growth has occurred along Route 40 East and Route 40 West of Rocky Mount. Other commercial establishments are found in Boones Mill and Ferrum and are dispersed along major highways traversing the County, particularly Routes 40, 122, and 220. A growing number of commercial and service establishments are found around Smith Mountain Lake. Neighborhood commercial and shopping center areas have been developed along high travel routes at the Lake to serve both year-round and seasonal residents of the lake area, particularly in the Burnt Chimney area at the intersection of Routes 122 and 116 and in the Westlake area at Routes 122 and 616. Most recent commercial development has occurred along U.S. 220 north near the Wirtz area and along Route 40 in the Ferrum area of Franklin County.

Industrial activities in the County are found in and around the Town of Rocky Mount. Several individual manufacturing plants are located in Boones Mill, Ferrum, and elsewhere in the County. The County, in conjunction with the Town of Rocky Mount, has enlarged the existing Franklin County-Rocky Mount Industrial Park within the Town's corporate limits and is working to obtain additional industrial sites in the area. The County has also developed the 80-acre West Franklin Business Park, near Route 40, immediately west of Ferrum approximately ten miles from Rocky Mount.

The County has undertaken additional development of the Commerce Center, an industrial park associated with Roanoke Electric Steel, located approximately three miles south of Rocky Mount. The County has added a well, water line, water storage tank, and a package wastewater treatment plant. In March 2008, a German manufacturer of non-woven absorbent composite material used in the medical and food professions, McAiraid's Vliesstoffe GmbH & Co., opened a new 300,000-SF facility in the Commerce Park. The company, which opened in March 2008, plans to employ 160 persons when it reaches full production. The \$85 million structure is located on 30 acres of land across from Southern Heritage Home in the industrial park. In May 2012, McAiraid's announced a 75,000 square-foot expansion that would allow the company to grow to 160 jobs and reduce imports of raw materials. Franklin County was awarded Virginia Tobacco Commission funds in early 2009 to complete site grading at the Franklin County Commerce Center Park for development of two pads suitable for light manufacturing/business use. One pad will permit the construction of a facility of up to 200,000-SF under roof; the smaller pad will be able to accommodate up to a 100,000-SF single building. These are the first pre-project pads constructed at the Commerce Center. Grading was completed by the end of 2010.

In October 2011, Solution Matrix, a manufacturer of cold therapy products, opened a 25,000-SF facility on a 4.27-acre site at the Commerce Center. The company initiated operations with 20 employees, but is expected to employ between 60 and 80 persons within three years. The firm was provided a \$150,000 grant from the Virginia Tobacco Commission, a \$50,000 performance grant from Franklin County, and training funds from the Virginia Department of Business Assistance to locate in the County. In addition, the County was awarded a \$220,841 grant from the Virginia Department of Housing and Community Development to provide infrastructure for Solution Matrix.

In the summer of 2010, rail siding to serve the Cox property, a site in the Franklin County/Rocky Mount Industrial Park, got underway. An extension of Weaver Street was completed to serve the park. The total project cost was approximately \$1 million, which included a \$421,000 grant from the Virginia Tobacco Commission, \$334,000 from the Virginia Department of Transportation, and \$100,000 each from Rocky Mount and Franklin County. Site grading in the industrial park is essential to attract industry. The cost of grading could exceed \$2 million; the Town of Rocky Mount has applied to the Virginia Tobacco Commission for funding to perform this work. After grading has been completed at the site, it is anticipated that 28-30 acres of pad sites will be ready for industry.

Residential development has occurred in and around the Town of Rocky Mount and in the northern and eastern portions of the County due to the outward spread of suburban growth from the Roanoke metropolitan area and the development of Smith Mountain Lake. These factors have led to significant increases in County population since 1960. On June 30, 2000, the Town of Rocky Mount annexed a portion of Franklin County through a voluntary settlement agreement; the annexation included 694 persons and 1.53 square miles from Franklin County to the Town of Rocky Mount. In 2002, the Town took in another 417 acres in boundary adjustment.

As previously stated in Chapter 3, Franklin County's population increased 18.8 percent, to 56,159, between 2000 and 2010, establishing it as the fastest-growing county in western Virginia during that period. All areas of the County experienced growth, but the greatest concentrations took place in the Westlake and Hardy areas. Boones Mill and Ferrum also experienced relatively significant increases in population. As a result of this growth, the County has taken on a more suburban character than in the past.

Ferrum College, immediately west of the Village of Ferrum along Route 40, is one of the major public and semi-public land uses in the County, as well as a major employer. Other public and semi-public uses include the Blue Ridge Institute, the Franklin Center for Advanced Learning and Enterprise, individual school sites, churches, cemeteries, and governmental buildings. In 2012, the Franklin County Government Center opened on Route 40 West as an adaptive reuse of the former vacant Winn-Dixie store. Besides providing necessary space, the Center offers a centralized location for County business for residents.

The Blue Ridge Institute (BRI), organized in the 1970's in Franklin County, is dedicated to the documentation, preservation, and presentation of traditional life and culture of the Blue Ridge Mountains. In 1986, the Blue Ridge Institute was designated by the Virginia General Assembly as the State Center for Blue Ridge Folklore. The BRI preserves this folklore through its Blue Ridge Farm Museum, Blue Ridge Folklife Festival, educational and documentary programs, BRI records, and Blue Ridge Heritage Archive. In 1992, a 7,000-SF Museum opened on the Ferrum College campus on Route 40 in Franklin County. In May 2011, a federally-funded \$675,000 expansion project began, which involved the lengthening of two wings of the building, plus an addition to the



building's back end. The institute acquired numerous artifacts and required additional space. The recent addition includes a historically-accurate distillery, which features a mash house, a moonshine still shed, and an original apple-grinding mill.

In 2009, Franklin County purchased the 307-acre Smith tract on Smith Mountain Lake from the Virginia Western Community College for \$1 million, with that money to eventually come back to the County in scholarships for Franklin County High School graduates. The transaction stipulated that the land must be used for educational, training, and public uses and that it should be preserved in its farm-like and woodland condition to the maximum extent possible. As funding becomes available, the County will develop a master plan to consider potential options for development of the property.

In December 2010, Boones Mill Town Council voted to purchase the North American Housing Corporation property which includes 62 acres along with offices, warehouse buildings and two residential houses. The Town chose to utilize the property for public purposes including relocation of the town hall and offices, storage of town equipment and vehicles, and recruitment of businesses and industries at the site.

In May 2012, Norfolk Southern Railroad agreed to sell the Boones Mill train depot, most recently used for storage, to a concerned citizen for \$1, as long as it was moved. The Town offered two sites for the move, which is estimated to cost about \$100,000; one is at the intersection of Boones Mill Road and Church Hill Street and the other is at the former American Homes industrial complex. Preservation Virginia also named the structure to its list of Most Endangered Sites recently. The depot is believed to have been built in 1907 or as early as the 1880s. The site was also nominated by the Roanoke Valley Preservation Foundation, which will support a non-profit group set up to raise funds for its relocation. The vision is for a historically-accurate restoration of the structure, as well as "to develop its potential as a historical reminder of the greatness of its past and to be a source of education and inspiration for the future." The depot could promote tourism in Boones Mill, be a source of history and education, and be a place for visitors to get historic information regarding the Town and railroad.

Large amounts of land devoted to recreational uses in Franklin County are principally federal lands surrounding Philpott Lake and along the Blue Ridge Parkway. Parkway lands include the Smart View Recreation Area. Pine Spur in Franklin County has potential for major recreational area development, according to the Virginia Department of Conservation and Recreation; this location is included in the *Blue Ridge Parkway Master Plan*. The Booker T. Washington National Monument is a 224-acre, fully restored Civil War Era farmstead located in the northeastern part of the County on Route 122. In March 2002, the Conservation Fund—at the request of the National Park Service--acquired 15 acres of agricultural property within the proposed expanded boundaries of the Booker T. Washington National Monument in Franklin County. Seven of the acres were part of the Burroughs farm, where Dr. Washington grew up in the 1850s. In 2009, Booker T. National Monument broke ground on a 2,000-SF addition that doubled the space of its 45-seat theater and significantly enlarged its exhibition area.

Agriculture and rural residential land uses are evenly dispersed around the County except where prohibited by the steep terrain of mountains in the west and southeast. Forest lands cover a large portion of the County with the greatest concentrations found in the areas of steepest terrain. The largest acreage in water areas in the County includes Smith Mountain Lake along the northeast boundary and Philpott Lake in the southwest, both of which are manmade lakes serving hydroelectric facilities.

The County presently owns and operates a multi-purpose sanitary landfill located approximately five miles south of Rocky Mount off U.S. Route 220. The landfill itself is 125 acres and was originally permitted in 1972. The landfill serves the disposal needs for residential, commercial, and industrial wastes.

Franklin County adopted a zoning ordinance in 1988 and provides zoning coverage for four of seven districts in the County. The ordinance includes one agricultural zoning district; five residential districts; two business districts; two industrial districts; a planned commercial district; a residential planned unit development; and overlay districts for unzoned areas, Smith Mountain Lake docks, major corridor signage, and the Westlake commercial district. There is also a planned unit development district, which is applicable countywide. In 1999, civil procedures were established for zoning violations. Planning department staff is responsible for administering the ordinance. In 2010, the County completed an ordinance update.

In addition, the County administers subdivision and setback ordinances, a manufactured home park ordinance, and an erosion and sediment control ordinance. In 2007, the County adopted an update to its comprehensive plan with in-depth coverage of countywide development trends and needs. In 1998, elected and appointed officials of Franklin, Bedford, and Pittsylvania Counties completed a strategic planning process for Smith Mountain Lake which resulted in a

vision plan for the lake area. This plan, *Charting a Course for Smith Mountain Lake*, led to the formation of the Tri-County Lake Administrative Commission (TLAC), a tri-county subcommittee to coordinate and monitor the implementation of the policies for the Lake.

The Town of Rocky Mount lies in central Franklin County between the Blackwater River to the north and the Pigg River to the south, with Route 220 Business and Route 40 intersecting near its center. Land use within the Town is compact about its urban center with vacant and forested lands remaining in the extreme northern, eastern (Bald Knob), and southwestern portions. The downtown central business district, designated as a Virginia Main Street Community in 1995, forms the hub of commercial activity not only for the Town but also for the entire County. Residential use is relatively compact immediately surrounding this central business district. These residential areas are the Town's oldest neighborhoods and reflect its earlier physical design prior to annexation in 1961. Spreading out from these older neighborhoods, newer residential development has followed a dispersed southern, western, and northern pattern in close proximity to major highways and streets. On June 30, 2000, the Town annexed a portion of Franklin County through a voluntary settlement agreement; the annexation included 694 persons and 1.53 square miles from the County. In 2002, the Town took in another 417 acres in boundary adjustment.

In early 2011, plans for The Oaks at Rakes Tavern, a 249-unit housing development at the 108-acre Lynch Farm off of Scuffling Hill Road, were announced. The development is currently underway and will comprise single-family homes, as well as 41 acres of open space and parkland. Parks to be included in the development will be Rakes Tavern Park, Lynch Pond, and smaller pocket parks. The Town agreed to extend Old Fort Road, as well as water and sewer service to the development.

Rocky Mount, in conjunction with Franklin County, developed a community square on Franklin Street with its intersection with College Street in the Town. The facility, known as The Farmers' Market at Citizen Square, is available for community activities, including farmers market vending space. In addition, the Rocky Mount Community and Hospitality Center, located in the former train depot on Franklin Street, provides meeting space and space for other community events.



Most of Rocky Mount's industrial development prior to 1970 occurred adjacent to the Norfolk Southern Railroad which traverses the Town. However, recent industries have located adjacent to major highways in and around the Town's corporate limits giving a more diverse industrial pattern. Gabriel Church Services, a manufacturer of church furniture, is one of these industries. The company decided to operate a facility on Tripple Creek Road in Rocky Mount which formerly housed Blackwater Door and Window. The company plans to employ 15 people within three years.

The Town, in conjunction with Franklin County, has enlarged the existing Franklin County-Rocky Mount Industrial Park within the Town's corporate limits. In May 2008, the Town and County were awarded \$421,000 by the Virginia Tobacco Commission to construct a road and extend a railroad line to the Cox property in the Franklin County-Rocky Mount Industrial Park. In addition, \$334,000 was obtained from VDOT, and \$100,000 was provided by both the Town of Rocky Mount and Franklin County to fund development of the park. These improvements provide access to a 69-acre tract at the Park. The property is in the Town near the Route 40/U.S. 220 interchange and will have rail access. Grading and site preparation are planned to attract industry. The estimated cost for grading could exceed \$2 million; therefore, the Town has applied to the Virginia Tobacco Commission for additional project funding.

In 1995, Rocky Mount acquired 67 acres of land in the northwestern section of the Town and developed it into an Office and Technology Park that is now home to the YMCA and the Gereau Center for Applied Technology and Career Exploration. The Park is located in the Town's Enterprise Zone.

The Rocky Mount Enterprise Zone, designated in 1994, encompasses the central business district corridor. Predominant land uses in the zone are industrial and commercial, with some residential land included. The objectives of the zone focus on stimulating increased public and private investment and attracting retail, wholesale, and manufacturing businesses. The Town will lose the Enterprise Zone designation at the end of 2013 when the zone designation is set to expire. Due to changes in the state's program requirements, a town alone is no longer eligible for zone designation.

The Center for Energy-Efficient Design (CEED) at the Gereau Center in Rocky Mount, part of the Franklin County school system, was the first public school in the U.S. to achieve Passivhaus Certification, as it uses 90 percent less energy for heating and cooling than conventional facilities. Notable components of this facility include solar panels, rainwater recycling, and wind energy generators. CEED is also distinguished by its receipt of the 2011 Best Green Institutional Project Award for grades K – 12 by the Virginia Sustainable Building Network.

The Franklin County Family YMCA opened its 47,000 square-foot facility off North Main Street in Rocky Mount at the Technology Park in April 1998. In June 2003, a public fitness trail opened at the YMCA. The trail is the second to be completed at a 30-acre park on the property. The community park includes a playground, as well as paved walking trails which run two miles through an 18-acre section of the land behind the YMCA. In November 2005, the YMCA opened a \$3 million, 27,000-SF Youth Programs Center next to the existing YMCA building and emphasizes programs in art, music, dance, and theater for children ages 2 to 12. There are also new YMCA facilities in the Westlake and Ferrum areas of the County.

In May 2009, the Town of Rocky Mount received a \$125,000 state grant for the first section of the Pigg River Heritage Trail, known as the Veterans' Memorial Park Connector Walk. Completed in fall 2011, a walkway connects Lynch Park on Old Fort Road with the Veterans' Memorial park at South Main Street and Scuffling Hill Road. Funding for the components of the riverwalk included a \$156,000 grant from the Virginia Department of Conservation and Recreation, and \$30,000 in matching funds. The larger planned Heritage Trail would meander throughout the Town to provide opportunities for tourism and recreation. The Town also recently developed Celeste Park, a 5.5-acre tract along Franklin Street. The master plan calls for walking trails, a woodland path, pedestrian bridge over a stream, areas for benches, an open meadow, and other botanical features. In addition, the Town and Franklin County developed a tract of land at the end of Trail Drive in Rocky Mount for use as a recreation area called Gilley's Park.

In conjunction with the U.S. Fish and Wildlife Service, the Town is in the process of removing the low-head dam on the Pigg River in the vicinity of the Franklin County Veterans' Memorial Park. The dam will be removed to enhance public safety and to improve the habitat for the Roanoke Logperch fish, which is endangered. Initial plans called for enhanced recreational opportunities.

The \$5.5 million, 31,000-SF Franklin Center for Advanced Learning and Enterprise, which opened in 2007, is located in the center of Rocky Mount's Business District along Claiborne Avenue and Randolph Street. It is operated by the Franklin County Workforce Development Consortium, thirteen partners representing local governments, educational institutions, and community-based agencies committed to a stronger community that will be more competitive in the global marketplace. The Center offers technologically advanced training, degreed and non-degreed programs, next generation computer and media classrooms, corporate and distance learning, life science laboratories, and business conference facilities. The Franklin Center serves as one of two satellite locations for the West Piedmont Business Development Center in Martinsville.

Public and semi-public uses include schools, churches, cemeteries, and extensive governmental buildings, as Rocky Mount is the County seat. To improve access to the Town's public safety building and permit future expansion opportunities for Town departments, a land swap was approved by Rocky Mount. The Town is also pursuing the extension of water and sewer service to the industrial park, as well as development of industrial sites at the park, and seeks to extend public infrastructure to develop sites throughout the Town. The Town maintains six local parks--Mary Elizabeth Park, Mary Bethune Park, Lynch Landing, Rotary Park, Veterans Memorial Park, and Celeste Park.

Veterans' Memorial Park is located at the corner of South Main Street and Scuffling Hill Road and Lynch Landing lies on the corner of Scuffling Hill Road and Old Fort Road along the Pigg River. This 3-acre river access park serves as the terminus of the upper Pigg River Blueway.

Rocky Mount is the eastern gateway to the 253-mile Crooked Road Music Trail that weaves through Floyd, Patrick, Carroll, Grayson, Washington, Scott, Wise and Dickinson Counties. Rocky Mount Town Council hired an architectural firm to study the feasibility of an amphitheater in Mary Elizabeth Park that would enhance the Town's status as the eastern gateway to The Crooked Road. The proposed amphitheater would be designed as an acoustical performance space that could be used for events for music and bands, theater, festivals, and individual performers. The Town plans to seek funds for the music venue facility through the Virginia Tobacco Commission, Virginia Department of Housing and Community Development, and the Virginia Commission for the Arts.

The Town of Rocky Mount does not have a sanitary landfill and utilizes Franklin County's landfill.

The Town's zoning ordinance provides for thirteen zoning districts—one residential agricultural, one residential business, three residential, three commercial, a central business district, a residential planned unit development, a public open space district, and two industrial zones. In 2007, the Town of Rocky Mount updated its comprehensive plan and subdivision ordinance. In 2000, the Town expanded its staff to include a community development department that is responsible for planning and zoning as well as its Enterprise Zone Program.

In January 2010, the Rocky Mount Planning Commission gave informal approval to the proposed boundaries and financial incentives for the creation of an arts and culture district. The district would include both downtown and

uptown Rocky Mount. It would begin on South Main Street at the Franklin County History Museum and extend north on Main Street to the Angle Bridge. It would then follow Franklin Street to Floyd Avenue and Floyd to South Main. The General Assembly has passed legislation authorizing localities to create arts and culture districts “for the purpose of increasing awareness and support for the arts and culture in the locality.” The law allows localities to grant tax incentives and provide regulatory flexibility in the districts. It is anticipated that the district will create a magnet for creative individuals and groups to stimulate economic activity, attract visitors, and promote commercial growth. In January 2011, the Town Council approved an ordinance which establishes tax and financial incentives for art and culture-related business in the Town over three years.

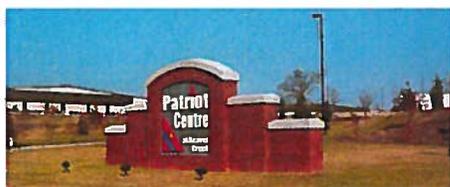
Henry County is the most urbanized county in the Planning District. Following the patterns of early industrial development, growth has occurred over wide portions of the County rather than being concentrated only around the periphery of the City of Martinsville. Today most of the County’s population lives in its northwestern and western portions. The greatest concentration of residential development is along the Smith River corridor running southeastward from Bassett to Martinsville including the communities of Bassett, Stanleytown, Fieldale, Collinsville, and Villa Heights. Other portions of the County containing concentrations of residential development are north of Bassett and Stanleytown, west of Fieldale, the Carver Road area, the area south of Martinsville running along Route 220 from Rich Acres to Ridgeway, the Town of Ridgeway, the Laurel Park and Chatmoss areas off of Route 58 east, and the Chatham Road area along Route 457 beyond the Martinsville corporate limits.

Centralized commercial areas and shopping centers are found in Bassett-Stanleytown, Collinsville, and Ridgeway. In addition, individual shopping centers are found on Route 220 south of Martinsville and along Route 58 at Laurel Park. All major commercial areas are found along principal transportation arteries.

The first major industries in the County were established in the Bassett, Stanleytown, and Fieldale areas, accessible to the Smith River and to the Norfolk Southern Railroad. A number of industries are located near the Smith River either in the Bassett-Stanleytown area or south of Martinsville. An industrial park has also been established south of Martinsville at a site convenient to both Route 220 and the Norfolk Southern Railroad. Two industrial parks also have been established off Route 174 just outside the Martinsville corporate limits. In 1997, Henry County acquired an additional 800 acres for an expansion of one of these industrial parks—Patriot Centre at Beaver Creek, formerly named Beaver Creek Industrial Park. The County and the City of Martinsville have utilized funding from EDA and the VA Industrial Site Development Fund for site development at a portion of the expansion area at the Park.

In the fall of 2007, Henry County purchased two large tracts for future development as regional, revenue-sharing industrial park projects in conjunction with the City of Martinsville. A 622-acre site, known as the Commonwealth Crossing Business Centre, is located near the North Carolina line; the other is the Bryant property, a 1,206-acre site near Barrows Mill Road in close proximity to both Clearview Business Park in the City and the Patriot Centre. Both sites will need extensive site improvements and are important components in an ongoing effort to develop and market a variety of sizes of industrial properties for future growth.

Appalachian Electric Power’s \$6 million substation at the Patriot Centre at Beaver Creek Industrial Park in Henry County was completed in 2007. The substation was needed to help boost available power at the park due to “spikes,” or flat spots in electricity, as well as power failures, and now provides the reliability of smooth service and alternate



power in case of an outage. It also supports the 75,000-SF shell building, which was dedicated at the Patriot Centre in September 2007. In January 2008, the shell building became the location for RTI International Metals Incorporated, which manufactures titanium for the aerospace industry. The firm invested \$135 million in the plant that currently employs 25 and will generate 150 new jobs in Henry County over the next five years. RTI plans to expand the shell

building to 200,000-SF. The company became fully operational in early 2012 and produced its first certified commercial product in October.

ICF International, a firm specializing in energy rebates and research surveys, announced that it would invest \$15 million in Henry County to construct an 84,000-SF facility on Lot 6 at Patriot Centre, and create 539 jobs within three years. The company set up initial operations at the Patrick Henry Mall in Martinsville and opened its new facility in 2012. The firm received \$2.1 million from the Virginia Tobacco Commission and \$500,000 from the Governor’s Opportunity Fund to locate in Henry County. A lease on the facility at Patriot Centre will be 15 years.

In November 2011, Henry County initiated plans to grade Lot 2 of Patriot Centre for a site consisting of a 20-acre prepared pad. The estimated cost of the project is \$950,000; funding for the work includes \$700,000 from the Virginia

Tobacco Commission as well as \$125,000 each from Henry County and the Martinsville-Henry County Economic Development Corporation. Grading is complete and the site is currently being marketed.

Virginia Tech has embarked on an initiative to study the feasibility of shrimp production in Southside Virginia by investing in Blue Ridge Aquaculture, which is located at Martinsville Industrial Park, to optimize shrimp production. In September 2012, the Virginia Tobacco Commission awarded just over \$600,000 to Blue Ridge Aquaculture for research pertaining to raising shrimp. The company is the largest indoor producer of tilapia in the world, currently producing 4 million pounds of tilapia annually, and is also engaged in large-scale shellfish production with Virginia Shrimp Farms. As a research & development component, the grant will fund supplies, staff, and equipment; with the match, the grant would come to \$1.355 million. Once past the research phase, the company would like to move to a new location which would better facilitate production and shipping; a total of about \$10 million would be needed. The facility uses an innovative re-circulation system which keeps the water clean and provides a healthy environment for the fish. Blue Ridge uses water responsibly and is environmentally sustainable and socially responsible. The plan is to expand marketing to the West Coast, the Northeast, and eventually to Europe. The U.S. currently consumes 1 billion pounds of shrimp annually and 90 percent of it is imported.

The proposed Interstate 73, which would run from the North Carolina line north to Roanoke, through Franklin and Henry County, is expected to be a major catalyst for economic development in both Henry County and Martinsville. The original alignment was altered to be closer to Martinsville, providing a greater economic benefit to the area. Aspects of the alignment which would bode well for local industry include close proximity to the Patriot Centre at Beaver Creek Industrial Park, as well as interchanges, water, sewer, and railroad provisions. The alternate alignment would use about five miles of the U.S. 58 bypass, and it is believed that its presence would spur some commercial development in the vicinity of Route 58 due to the presence of water and sewer lines. A trailway is also planned to be included in the right-of-way, providing opportunities for recreation and alternative transportation. The cost to construct the interstate has been estimated at \$4 billion.

In 1995, Henry County and the City of Martinsville received a joint Enterprise Zone designation effective January 1, 1996, for twenty years. The City's Enterprise Zone consists of the Uptown Central Business District and areas radiating outward from Uptown along major transportation arteries or gateways into the City including the Church Street area (Patrick Henry Mall), Starling Avenue, Rives Road Industrial Park, and South Memorial Boulevard. The major portion of the City's economic base, including the Uptown area and an established industrial base, is included in the zone area along with the American Furniture complex, a prime redevelopment site, and the Rives Road Industrial Park. The Martinsville City Enterprise Zone is contiguous to Henry County's Zone area, connected by the Memorial Boulevard/220 Business Corridor. The Zone is characterized by a high level of employment in addition to substantial investment in manufacturing facilities. It includes areas along the Smith River extending from North Bassett and Stanleytown southward to Fieldale, along the river to the DuPont facility area and the 220 corridor area south of Martinsville including the Martinsville Industrial Park. It also includes areas located along Route 174 north of the corporate limits of the City of Martinsville and includes the Patriot Centre at Beaver Creek and Bowles Industrial Park. The County submitted an Enterprise Zone amendment application to the VA Department of Housing and Community Development (DHCD) that was approved in early 2008; this amendment included the addition of industrial acreage near the North Carolina-Virginia state line.

In 2001, the Commonwealth of Virginia designated a second joint Enterprise Zone for the City of Martinsville and Henry County. This second zone area encompasses a tract along the City-County boundary in the Stultz Road-VC Drive vicinity. The City's zone area includes vacant industrial property while the County's zone area includes one vacant industrial property and underutilized industrial buildings. The 73-acre Clearview Business Park is in this zone, along with Liberty Fair Mall, land along Commonwealth Boulevard, and the former Tultex (Franklin Street property). The intent of the zone is to revitalize this area which once served as a major distribution hub, primarily serving the textile industries of the area. These sites have potential for future use as multiple-use industrial purposes. In early 2008, DHCD approved an Enterprise Zone amendment to add the Patriot Centre and adjacent industrial properties to this second zone.

Two stone quarries are located in the County near Fieldale and Horsepasture.

In addition to individual school sites, churches, cemeteries, and governmental buildings, the major public and semi-public land uses in the County are the Blue Ridge Airport near Spencer, the Virginia Department of Corrections Field Unit #28 at Horsepasture, and Patrick Henry Community College located adjacent to the Martinsville/Beaver Creek Reservoir north of the City of Martinsville.

Recreational areas include the following: Collinsville Jaycee Park, a 27-acre park off Colonial Drive in Collinsville; Fisher Farm Park, a 127-acre park off Route 640 in the Ridgeway area; and Jordan Creek Park, a 12.5-acre park off Route 684 in Fieldale. Henry County also has a recreational area located behind the County Administration Building on Kings Mountain Road. The Jack E. Dalton Park at Kings Mountain, located on the former County landfill, constitutes part of the larger landfill closure effort. This 30-acre facility is used for both active recreation and open public green space. In addition, the Fieldale Park, a 10-acre facility off Route 609 in Fieldale provides a picnic shelter with grills and a ball field. In 2005, Doe Run Park was opened to the public and lies along the Martinsville/Henry County boundary on Dupont Road. The 30-acre facility along a stream and surrounded by wooded areas includes hiking trails, grills, and picnic tables. The Lynwood Country Club, located near the former Dupont facility, closed in early January 2012.

The large amounts of land devoted to recreational activities in the County are principally federal lands surrounding Philpott Lake and state lands of Fairy Stone State Park. Both are located in the northwestern corner of the County. There are also various local parks and recreation areas, several golf courses, and tourist attractions such as the Martinsville Speedway situated within the County. In conjunction with the U.S. Army Corps of Engineers, the County is planning the construction of a marina on Philpott Lake which would comprise 40 boat slips, 30 parking spaces, and 12 extended parking spaces for trucks or trailers. When developed, a marina is expected to increase tourism dollars as well as personal property tax revenues in the County.

Agriculture and rural residential land uses are dispersed around the periphery of the County outside the urbanized corridor. Most of the best agricultural lands found along the edge of the Smith River floodplain have been utilized for urban development. Forest land is also rather dispersed around the periphery of the County with the largest concentration being on the south slope of Turkeycock Mountain in the northeast. The major water area in the County is that portion of Philpott Lake located within northwestern Henry County.

In 1993, the landfill site located immediately behind the Henry County Administration Building was closed. The County was disposing of its solid waste at the City of Martinsville's landfill off Clearview Drive; however, this site closed in 2006 with a transfer station at that location to collect trash for disposal outside the area.

In 1998, Henry County amended its countywide zoning ordinance which was originally adopted in 1989. The ordinance includes the following districts--agricultural, rural residential, suburban residential, mixed residential, commercial, neighborhood commercial, office and professional, government and special use, limited industrial, industrial, conservation overlay district, and airport overlay district. The County has a zoning administrator within its planning department.

Henry County also has an erosion and sediment control ordinance. The County's subdivision ordinance was updated in 1998. In 1995, an update to its comprehensive plan was adopted; another update is underway.

The City of Martinsville is located immediately east of the Smith River and includes the intersection of Routes 58 and 220, two of the three principal highway arteries in the Planning District. Growth has radiated out from the original center of the City in all directions.

The development of several shopping centers, including an approximately 500,000 square foot enclosed mall, has caused some uptown commercial establishments to relocate; however, the Uptown Central Business District, a Virginia Main Street Community, remains a viable commercial center. In recent years, a number of professional offices have relocated to or opened uptown. In 2011, the Liberty Fair Mall, opening in 1989 in Martinsville, became a distressed property and was sold to new owners. Additionally, J.C. Penney Outlet was sold in October 2011, to SB Capital Group who acquired 15 JC Penney outlet stores, including the one in Martinsville. The new name of the establishment is JC's 5 Star Outlet. Sears, another retail anchor, announced in September 2012 that it would close its facility located at the Liberty Fair Mall by mid-December. Another area location and owner are being sought to operate the former retail establishment as a Hometown Sears store.

Additional commercial establishments and shopping centers are found along major highways such as East Church Street (Route 58), Commonwealth Boulevard, and Brookdale Road. Neighborhood-oriented shops and stores as well as offices are found along principal streets and arterials in the City. The Liberty Street corridor is suitable for commercial development since it is heavily traveled and has existing restaurants and other commercial establishments nearby.

In 2007, an estimated \$3 million of renovations were completed on the 175,000-SF former Tultex Corporation factory beside Franklin Street and Commonwealth Boulevard. This privately-owned facility, The Clock Tower at Commonwealth Centre, can accommodate tenants with spaces ranging from 5,000-SF up to 152,000-SF. During the

summer of 2010, Faneuil, a call center for Virginia Dominion Power's customers, opened in the Clock Tower at Commonwealth Centre, where it employs 80 people. The company originally planned to employ 250 people over three years, but expects that it may hire more. The facility is now part of a project known as Small Office Concepts, in which expanding companies, organizations, and businesses design the space they need in the building.

Ambitious efforts are underway to revitalize Uptown Martinsville. In 2011, the Martinsville City Council voted to designate the former Sara Lee property and the Dana O. Baldwin Block Urban Development Area (UDA) overlay districts. The City was awarded an approximately \$50,000 Virginia Department of Transportation (VDOT) grant for the purpose of developing the overlay districts. The initiative is intended to promote mixed-use development and increase density in these sections of Uptown. The efforts will help to increase the City's tax base; reduce transportation costs, as people will have the potential to conduct some of their daily activities without the use of an automobile; and mixed-use redevelopment will enable developers to reduce their expenditures on utilities and associated costs. In addition, the City approved an Arts and Cultural District in 2011. The area includes the Central Business District and encompasses the Church Street/Fayette Street area to Memorial Boulevard; the Uptown Connection Trail and Park area to Commonwealth Boulevard; and the Starling Avenue Historic District, which includes the museums along Starling Avenue, to Memorial Boulevard (Route 220 Business).

Funding from the Virginia Department of Housing and Community Development (\$691,325) and the Harvest Foundation (\$654,957) is going toward revitalization of Uptown Martinsville. Components of this revitalization effort include façade improvements for 23 businesses; conversion of vacant lots to pocket parks with benches and landscaping; new crosswalks, street lighting, and water mains; rain gardens to control stormwater; creation of focal points at the intersections of Depot and Franklin streets and Ford and Main Streets; a wayfinding (signage) system; and upgrading of a parking lot and the surrounding area in the vicinity of Depot Street.

Other urban redevelopment efforts are taking place in Martinsville, much of it through private investment. A developer purchased the former social services building on Church Street for \$100,000 to house businesses, professional offices, an antique store, and museum displays. In addition, a developer completed a loft apartment in a building located at the intersection of Bridge and Church streets and plans to develop several more apartments in the granite building on Walnut Street. On Rives Road in the City, the conversion of the former Martinsville Novelty Corporation plant into a 60-unit apartment complex was completed in fall 2011. In March 2010, the former Martinsville Novelty Corporation was added to the Virginia Landmarks Register by the VA Department of Historic Resources. The factory, constructed in 1929, operated until 1995 manufacturing occasional furniture.

Industries within the City are conveniently located alongside the Norfolk Southern and the Carolina and Northwestern Railroads (now in the Norfolk Southern system).

In July 1997, Bassett Furniture Industries Incorporated closed its nearly 70-year-old W.M. Bassett Furniture Plant on Rives Road. In September 1997, the firm donated the Rives Road facility and more than 60 acres to the City of Martinsville through the Martinsville Redevelopment and Housing Authority. The City markets the land as an industrial site. In 1998, demolition of the plant structures was completed.

The City has developed a 73-acre business park, Clearview Business Park, on Clearview Drive approximately one-half mile east of Liberty Street (Route 174) within the City's Enterprise Zone. The Phase I site development of three tracts at the Park completed in November 1998 provided for grading, an access road, water line extension, sanitary sewer relocation, stormwater management, erosion/sediment control, street lighting, and landscaping.

The West Piedmont Business Development Center (WPBDC) is a 23,250-SF small business incubator facility located on Church Street in Uptown Martinsville. WPBDC serves the City of Martinsville and Franklin, Henry, and Patrick Counties by providing office and light manufacturing space at competitive rates including shared meeting/training rooms, office equipment, networking opportunities, mentoring services, and fiber optics connectivity. The facility is located in the former corporate headquarters of a local textile firm, Tultex, which was renovated using U.S. Department of Commerce, Economic Development Administration grant funds. As of the end of 2011, the incubator had created over 220 new jobs.

Residential, the largest land category in the City, radiates from the center of the City along all major highways and streets. Some of this growth has induced extended development into Henry County, particularly the Chatham Road area along Route 57/457 east. Residential density is lowest in the southeastern portion of the City where single-family homes on large lots predominate.

Public and semi-public land uses in the City are the Virginia Museum of Natural History, Piedmont Arts Association, Memorial Hospital of Martinsville and Henry County, New College Institute, Historic Henry County Courthouse Heritage

Center and Museum, individual school sites, churches, cemeteries, and governmental buildings. Land for recreational uses includes minor recreation areas and three large urban parks--Wilson Park, Southside Park, and Dana O. Baldwin Park. Hooker Field, located on Chatham Road, is the 7-acre home field of the Coastal Plain League (Western Division) Martinsville Mustangs.

Founded in 1984 as the Boaz Foundation, the natural history museum in Martinsville was designated as the official Virginia Museum of Natural History (VMNH) in 1988 by the Virginia General Assembly. The museum houses



fascinating displays of dinosaurs, Virginia animals, fossils, archaeology, rocks, and shell life. VMNH serves nearly one million people annually through exhibitions, out-reach programs, and festivals that focus on understanding and appreciation for natural resources in the Commonwealth. In 2004, construction began on a new world-class museum on Starling Avenue near uptown Martinsville. In 2006, the Museum received a \$350,000 grant from the Virginia Tobacco Commission to fund state-of-the-art permanent exhibits in the facility. Opening in March 2007, every corner of the \$28

million, 89,000-SF museum features one-of-a-kind walk-through and hands-on experiences. The Virginia Museum of Natural History is an affiliate of the Smithsonian Institution. Branch facilities are located at Virginia Tech and the University of Virginia. The facility offers a statewide program of educational outreach services to Virginia public schools and teachers. General public activities include in-classroom programs, in-service teacher training, educational resource kits, field trips, tours of research sites, annual events, and educational materials development.

In addition to a number of exhibits, the Martinsville facility houses the VMNH Traveling Exhibits Program which reaches communities throughout Virginia. Exhibits go to VMNH branches, other museums, colleges and universities, public libraries, community centers, shopping malls, and other non-traditional venues. The former facility located on Douglas Avenue has a 35,000-SF main building with a 4,300-SF annex building on approximately four acres. This building remains open as a Research and Collections Center with research laboratories for visiting scientists, storage for additional collections, and meeting spaces.

In 2010, the Virginia Museum of Natural History received reaccreditation by the American Association of Museums. The Museum is one of less than 5 percent of U.S. museums accredited by the association. Only 777 of the nation's estimated 17,500 museums are accredited. The Piedmont Arts Association was accredited in 2004.

The Piedmont Arts Association, a Center for the Arts in southern central Virginia, is located on Starling Avenue in the City. The Association offers fine art exhibitions and programming year round as well as classes, workshops, films and lectures presented on a regular basis in all areas of the Arts and Letters. In April 1998, a 12,000-square-foot wing of the Association on Starling Avenue in Martinsville opened.

In November 1997, Tultex Incorporated, donated 3.3 acres of land to the City of Martinsville. The City already owned three lots on the block bounded by Church, Market, Moss, and Fayette Streets. In 1998, the City completed demolition of the buildings on the site. In April 2012, New College Institute (NCI) announced plans to construct a \$10 to \$15 million, three-story building that would provide space for academic programs and community activities at the Baldwin Block. The 50,000-SF facility will include a 10,000-SF Grand Hall, with a seating capacity of up to 450 persons. The hall will be used for activities such as banquets, public lectures, and other functions including possible musical performances. The building design will provide for academic programs and technology that align with regional and statewide career opportunities in advanced manufacturing, technology, and health care. NCI will work with universities, industries, and the Commonwealth's Center for Advanced Manufacturing in Prince George County to determine what programs should be offered in the future to make the area competitive in recruiting new jobs and investment. Ownership of the Baldwin Block property was transferred to NCI by the City in October 2012. In November, ground was broken for construction of the building, with anticipated completion in 30-36 months. Funding assistance includes \$8 million from the Harvest Foundation and \$5 million from the Virginia Tobacco Commission; other potential funding sources may be the Appalachian Regional Commission and the Economic Development Administration. In anticipation of improved workforce skills and local business and industry recruiting efforts, the Martinsville-Henry County Economic Development Corporation will be housed in the facility. Currently, site preparation is underway.

In March 2008, National College opened its new location inside the 16,000-SF former Graves Supply facility on Memorial Boulevard in Martinsville. The renovated facility has nine lecture classrooms, three computer classrooms with 54 workstations, a medical laboratory, and an information systems engineering lab with twelve computer work stations. It also has a library, student lounge, faculty workspace, bookstore and administrative offices.

For many years, the City owned and operated a sanitary landfill off Clearview Drive, located in Henry County, northeast of the City; that site closed in early 2006. A transfer station is located at the site to collect waste from both the City of

Martinsville and Henry County for transfer to another facility for disposal. In November 2011, the City adopted an update to the regional Solid Waste Management Plan, which reflects changes in the 2010 Census, as well as the closing of a landfill previously used. Trash from the City is now trucked to a facility at the former landfill before it is transferred elsewhere.

A generator which converts methane from the former landfill in Martinsville into electricity began operating in May 2012. The generator will supply 2–3 percent of the City's electrical demand, which is enough to power between 800 and 1,000 homes and will save the City up to \$500,000 annually in energy costs. The first phase of the power project included 42 "gas wells," which collect the methane gas, and involved connecting the vents to a central pipeline that ran to the equipment that would burn the gas. The second phase included installation of equipment and a generator capable of producing 1.5 megawatts of electricity. The project cost about \$2.5 million. The City received a \$1 million biomass grant from the Department of Mines, Minerals, and Energy for the project; a bond was issued to cover the additional costs. At full capacity, the system is expected to provide 3-4 percent of the City's power needs. The project allows the City to save money, while producing its own power, and improving the environment by removing harmful methane gases from the atmosphere. Plans are for the power production facility to operate 24 hours a day with at least 3 employees operating it.

Historic Districts are economic assets and a source of pride to the community. They preserve community character, correlate positively with improved community awareness, municipal rehabilitation, and improved resident and investor confidence thereby having a direct or indirect positive effect on property values, heritage tourism, and economic development. Within Martinsville, three Historic Districts have been approved by the National Trust and the Virginia Department of Historic Resources for listing on the National Register of Historic Places: the Martinsville Historic District (Uptown Martinsville); the East Church Street and Starling Avenue Historic District; and the Fayette Street Historic District. Fieldale, in Henry County, was listed on the State and National Register of Historic Places in 2011, based on its history as a company town. Historic district eligibility continues to be explored for Mulberry Road, the Bassett Walker worker housing district in Bassett, and multiple property designations for vacant and/or underutilized historic schools and industrial facilities in Martinsville and Henry County.

In July 2010, the Henry County Board of Supervisors turned over the former Henry County Courthouse to the Martinsville-Henry County Historical Society. Renovations got underway utilizing a \$93,000 grant from the Harvest Foundation and \$98,000 from Save America's Treasures as well as private donations. Housed in the historic courthouse, the Martinsville-Henry County Heritage Center and Museum hosts historic exhibits such as World War II, Vietnam Veterans, and many other displays; provides community meeting spaces; and accommodates a number of other treasures that depict the heritage of Martinsville and Henry County.

The City of Martinsville adopted a zoning ordinance in 1956, which was updated in 1964. In May 2003, the City adopted an amendment to the ordinance, which provides for three residential districts, two professional districts, a combined residential/professional district, four commercial districts, a business district, two industrial districts, and a historical district. The City adopted a revised subdivision ordinance in 2004 and an updated comprehensive plan in February 2009. A planning department staff is responsible for administering the ordinance.

Martinsville City Council has participated in a housing rehabilitation strategy throughout the City. The Neighborhood Stabilization Program enables the City to purchase abandoned and foreclosed homes in the City, rehabilitate them, and sell them to low-, moderate-, and middle-income households. Federal funds endorse the initiative and total \$527,777.77 or \$45,000 per property. A tour of the area by City officials revealed numerous property maintenance and nuisance issues which need to be resolved to improve the quality of the area. The City also identified a number of structures which were in violation of code and, therefore, candidates for demolition. While some homeowners brought their properties into compliance, others will likely be demolished. Martinsville is currently considering a Community Development Block Grant through the Virginia Department of Housing and Community Development, or working with renters and landlords to improve property conditions in Northside Martinsville neighborhoods. During 2012, a total of 14 dilapidated structures were targeted for demolition or rehabilitation. The City plans to raze a number of those in the coming months, including the former Druid Hills Pool on Indian Trail.

Patrick County's land use has been influenced by the terrain of the Blue Ridge Mountains and the principal highways that penetrate these mountains. Most residential development in the County is not concentrated but dispersed in a rural pattern of small farms; however, planned subdivisions have recently been developed. Concentrated residential development is found primarily within the Town of Stuart and the community of Patrick Springs located just north of Route 58. Smaller concentrations of nonagricultural residential development are found in the local communities of

Ararat, Claudville, Meadows of Dan, Vesta, and Woolwine. Effective January 1, 2007, the Town of Stuart annexed approximately 568 persons from within the County and a total of 1,447 acres.

Centralized commercial areas and shopping centers are found in Stuart and Patrick Springs. Recent commercial growth includes the opening of Walmart, Wendy's, and Advance Auto Parts along the Route 58 corridor. Other small, neighborhood commercial activities are found scattered throughout the rural portions of the County. Through a 1999 Virginia Community Development Block for a Central Business District project, the Town of Stuart accomplished a downtown marketing survey to target goods and services already available as well as those desired by the public, engineering and environmental studies, and an assessment of the physical structures of downtown buildings; an evaluation of potential historic sites in the area; and infrastructure needs such as water, sewer, and street upgrades. This initiative has resulted in the construction of new sidewalks and streetscape improvements in downtown Stuart.

A portion of the County's industry is located in the southeastern portion of the Town of Stuart along the South Mayo River. The County developed a business park just inside the annexed Town limits--the Patrick County Business Park. In 1994, the County purchased a 77-acre industrial tract which contained 60.6 developable acres, known as the Rich Creek Corporate Park located on U.S. Route 58, 1.5 miles east of the Town of Stuart. In 1997, the County acquired a 20-acre industrial site, known as Rich Creek East, across from the Rich Creek Corporate Park at the intersection of Routes 58 and 727. In 2000, property was purchased to expand Rich Creek Corporate Park—a portion of which was developed utilizing a grant from EDA, along with local funds, funds from a Virginia Tobacco Commission grant, and the Virginia Department of Transportation. In addition, there are individual manufacturing plants located on Route 58 east of Stuart, Route 8 south of Woolwine, Meadows of Dan, and Claudville. There are also numerous sawmill operations throughout the County whose products are supplied to area lumber/wood product and furniture industries.

Aside from the Patrick Henry Community College's Stuart Campus, schools, churches, cemeteries, and governmental buildings, the R. J. Reynolds Homestead and Continuing Education Center and the VPI School of Forestry Research Center operated by Virginia Polytechnic Institute and State University near Critz is the principal public and semi-public land use in the County. In addition, the Patrick County Museum is housed at the Patrick County Library facility.



The R.J. Reynolds Homestead near Critz includes the restored plantation birthplace of R.J. Reynolds as a graduate research center managed by the Department of Forestry and Wildlife of Virginia Polytechnic Institute and State University. The Homestead was recently selected as one of ten institutions in Virginia to participate in a project designed to help improve the care of selections for museums, libraries, and archives.

In 2007, a satellite location for the West Piedmont Business Development Center (WPBDC) in Martinsville located at the Patrick County Community Center (the Stuart campus of Patrick Henry Community College). Headquartered in Uptown Martinsville, WPBDC is one of two small business incubators in the West Piedmont Region which provides services and a startup location for small businesses.

Agriculture and rural residential land uses are evenly dispersed across the County except where prohibited by steep terrain. Forest lands cover a large portion of the County, particularly the scenic mountains of the Blue Ridge. Water areas in the County include Philpott Lake in the northeast and Townes and Talbott Reservoirs on the headwaters of the Dan River in the west-central portion. Fairy Stone State Park is adjacent to Philpott Lake.

Patrick County has the largest amount of land devoted to recreational activities in the Planning District. Recreation lands include federal lands surrounding Philpott Lake and along the Blue Ridge Parkway. Parkway lands include the Rocky Knob Recreation Area, most of which is located in Patrick County. State lands in the northeastern corner of the County are parts of Fairy Stone State Park and Fairystone Farms Wildlife Management Area. The Pinnacles of Dan area, including the Townes and Talbott Reservoirs, is a scenic forested area in the western part of the County.

Recreation areas include: DeHart Park in Stuart, Stuart Rotary Club Sports and Exhibition Complex, Wayside Natural Music Park, Dominion Valley Natural Music Park, I.C. DeHart Park--Woolwine, Patrick Springs Park, Mountain Top Park--Meadows of Dan, Fred Clifton Park--Meadows of Dan, DeHart Botanical Gardens--Meadows of Dan, and Ararat/Dan River Park--Ararat. In January 2013, the 172-acre DeHart Botanical Gardens was gifted to Ferrum College, partly to enhance the college's environmental science, horticulture, agriculture, and forestry programs. The college will use the property as a "living laboratory." Another scenic area in the Ararat section of the County is Kibler Valley, known for trout fishing and whitewater canoeing or kayaking.

Primland, a 14,000-acre hunting reserve, is located in Patrick County's southwest region. The European-style pheasant hunts are the reserve's claim to fame. However, sporting clays, fishing, horseback riding, and mountain biking are

some of its other activities. Primland is also equipped with fine lodging and catering facilities with the potential to host conferences and retreats of up to 100 participants. In June 2006, the 18-hole Highland Golf Course at Primland opened after three years of preparation and design. The *Travel and Leisure Golf* magazine named the Golf Course as one of the top 10 new courses in the United States in January 2007. In 2009, Primland opened a new luxurious lodge featuring 26 suites, a state-of-the-art spa, golf shop, dining room, recreation room, and ballroom. In 2011, a six-mile segment of the original Appalachian Trail alignment, which meanders through Primland's premises, was revived.

In 2007, the State designated Patrick County as the "Covered Bridge Capitol of Virginia" and the annual covered bridge festival was designated as the "Virginia Covered Bridge Festival," since the County has two of the eight covered bridges still in existence within the state. The historic Jack's Creek and Bob White Covered Bridges are popular attractions visited by numerous citizens, bus tours, and other tourists. The Bob White Bridge, built in 1921, is an 80-foot Burr truss over the Smith River near Virginia Route 8 south of Woolwine; the 48-foot Jack's Creek Bridge, constructed in 1914, is also over the Smith River in the County on Route 615 just west of Virginia Route 8 approximately two miles south of Woolwine. Both covered bridges were added to the state and national historic listings in 1973.

The U.S. Department of Interior and the National Park Service have designated the J.E.B. Stuart Birthplace in Patrick County as a National Historic Landmark. The Stuart Birthplace is located on the Ararat Highway (Route 773) in the Ararat area of the County. In December 1998, the site was placed on the Virginia Landmarks Register. Known as Laurel Hill, the site was the birthplace of the famous Confederate cavalry leader of the Civil War, General James Ewell Brown Stuart. Stuart was born there in 1833 where he lived with his family until the house burned and he was sent to a boarding school. The Town of Stuart, first known as Taylorsville, was renamed in General Stuart's honor. The Stuart Birthplace Trust purchased the 71-acre site in 1992 and maintains it through donations and fundraising activities. A pavilion has also been constructed at the site. A self-guided walking tour was installed at Laurel Hill in 1995. Laurel Hill became part of the Virginia Civil War Trails system in 2002. Each spring, there is a Revolutionary War Encampment and each fall in October, the area's largest Civil War Encampment and battle re-enactment occur.

Prior to 1993, solid waste in Patrick County was disposed of at a County-owned and operated sanitary landfill located two miles east by southeast of the Town of Stuart. As of this time, the County operates a transfer station at the former landfill site and disposes of its solid waste at a site in Amelia, Virginia.

A County jail located off Commerce Street was completed in February 2011. The facility cost \$11 million, and can house 126 inmates. Adjacent to the jail, a 160-foot antenna was erected, which will serve communications for law enforcement authorities and the 911 dispatch center.

In 2002, Patrick County and the Town of Stuart were awarded a joint Enterprise Zone designation. The zone encompasses a large portion of the Town and areas along the Route 58 corridor east of the Town, along with a sub-zone area in Woolwine. In 2009, a sub-zone area in Meadows of Dan was approved by the State.

Patrick County has limited area zoning applicable to the Fairy Stone State Park area; it does not employ countywide zoning. The County building inspector administers the County's erosion and sediment control ordinance. The County completed an update of its comprehensive plan in 1998; an update to its subdivision ordinance in 1995; and adopted a manufactured home ordinance in 1998. An update to the comprehensive plan is underway.

Pittsylvania County, in land area, is the largest county in the Commonwealth of Virginia. It contains the second largest number of miles of secondary highways. The County is primarily rural in nature with most of its development occurring around the periphery of the City of Danville and within the established Towns of Chatham, Gretna, and Hurt. Each of these towns is located along Route 29 which runs north and south forming the backbone of the County. In 2008, the Town of Hurt and Pittsylvania County underwent a boundary adjustment of 593.85 acres, consisting of the former Burlington Industries property. The County and the Town of Gretna did a boundary adjustment of 412.9 acres that included 42 persons in 2009.

Concentrated residential growth around Danville has spread into the County along major highways. Suburban extensions of the Danville urban area into neighboring Pittsylvania County include Blairs and Mount Hermon. Other developed areas of the County include the Towns of Chatham, Gretna, and Hurt and the local communities of Cascade, Dry Fork, Motley, Grit, Mt. Cross, Ringgold, and Brosville.

Commercial activities in the County are either found along the major highways radiating from Danville or in the three Towns. Both Chatham and Gretna have central business districts while most of Hurt's commercial establishments are along Route 29 in or near the area shopping centers.

The Dan River Business Development Center (DRBC), a small business incubator serving the City of Danville and Pittsylvania County, is located at the Ringgold West Industrial Park in Pittsylvania County. The 30,000-SF business incubator is equipped with over 650 CAT 5E cable drops throughout the offices and three pairs of multi-mode fiber lines in each industrial area. Since opening in 2001, DRBC has had 22 graduates employing over 1,700 persons (including small business start-up businesses).

There is an inactive quarry near Dry Fork as well as a number of sawmill operations throughout the County.

A number of new industries have located just outside of Danville in Pittsylvania County where suitable tracts of large acreage are available, principally along the Route 29 corridor. Several industrial sites have been developed in the County; these are located at Chatham, Gretna, Hurt, Ringgold, and on Route 58. In 1997, the County purchased a 117-acre tract on Route 734 in the Ringgold area, a mile and a half from Route 58. In 2012, Pittsylvania County secured funding from the Tobacco Commission to grade the undeveloped areas of Ringgold East Industrial Park to create "development ready" industrial sites. Individual plants also have been located to the southwest, southeast, and north of the City along major highways. In 1996, development of a 250-acre industrial site--the East Bowles Industrial Park--located on U.S. Route 29 got underway in the County and there are now two major facilities located in that park. Other industries in the County are located in Chatham and an industrial park south of Chatham, in Gretna, and immediately west of Hurt. Many of these manufacturing activities are adjacent to the Norfolk Southern Railroad and convenient to Route 29.

The industrial park in Gretna opened in 2011 with infrastructure such as an access road and sewer and water services complete. Just south of Gretna, the Town has completed a water supply intake project that increased the capacity of its water supply system and will serve the industrial park.

Pittsylvania County and the City of Danville developed the Cane Creek Centre, a regional industrial park consisting of 260 acres in the first phase of property purchase, with the potential of expansion to 900 acres. It is located on U.S. 58 three miles east of the U.S. 29 Bypass (future I-785) in Pittsylvania County in the regional enterprise zone. The County and City received a Virginia Industrial Site Development Fund grant for the project. Two industries have located at this site—Swedwood North America, a manufacturer of wood furniture for IKEA, and Yorktowne Cabinetry. In March 2011, U.S. Green Energy Corporation broke ground to construct a \$30 million facility to produce "construction friendly" solar energy collectors, with plans to employ 372 people within three years. In addition, Yorktowne Cabinetry announced that it would close its Pennsylvania facility and expand its facility at Cane Creek Centre. In September 2007, Cane Creek Parkway—a two-mile, four-lane roadway—opened, connecting U.S. 58 East to the Ringgold Industrial Park. In 2010, the Danville-Pittsylvania Regional Industrial Facilities Authority and Pittsylvania County were awarded grant funding from the U.S. Department of Commerce, Economic Development Administration, and Virginia Tobacco Commission for funding to grade Lots 3 and 9 and construct a sewer line; this project was completed during 2011. The County is currently seeking funds, possibly through EDA and the Virginia Tobacco Commission, to grade Lot 10 in the near future.

Pittsylvania County has developed approximately 80 acres at the Brosville Industrial Park just off U.S. Route 58. The County utilized an EDA grant to construct a 6.5-mile, 12-inch water main from Henry County to provide for the sale of water from the Henry County Public Service Authority to the Pittsylvania County Service Authority. This project was completed in 2008. Pittsylvania County also has utilized VDOT Industrial Access Program funds for an access road into the park. In 2009, the U.S. 58 East Interconnector, a water line that brings water from the Philpott Water Plant in Henry County to the Brosville Industrial Park in Pittsylvania County was completed. Tobacco Commission funds have been secured to grade a 20-acre pad site in Brosville.

In 2008, Danville and Pittsylvania County announced plans to develop a new 3,500-acre mega-park off Berry Hill Road and U.S. Route 58 near the North Carolina line which will serve a 50-mile radius in Southside Virginia and part of North Carolina. The mega park is a joint project of the City of Danville and Pittsylvania County through their Regional Industrial Facilities Authority. The localities hope to attract a major auto manufacturer or other large manufacturer to the area that would provide thousands of jobs. Due to the increased popularity of hybrid cars, the Regional Industrial Facility Authority's plans call for development of the property into an industrial park suitable for the manufacture of hybrid cars. The property, which is mostly undeveloped, is bisected by Berry Hill and Oak Hill Roads. The Norfolk Southern Railroad, the Transco natural gas line, and electric lines from the City of Danville cross the site. The Virginia Economic Development Partnership and Virginia Tobacco Commission started a statewide search for mega park sites in late 2004 and the Berry Hill site was selected. A mega park has 1,000 or more acres. The City and County will launch a marketing campaign for the mega park after the park certification has been completed. Additionally, \$13.7 million in bonds have been issued to move forward on park development and a \$4.5 million grant has been secured to begin grading on a 327-acre site; permitting is underway.

In 2011, the Family Healthcare Center, a primary care center affiliated with Danville Regional Medical Center (DRMC), opened. The facility is located in Brosville, adjacent to the Brosville Industrial Park. In addition to providing primary care service to the community, the facility will be a marketing tool for the Danville-Pittsylvania Regional Industrial Facility Authority (RIFA) to attract a major employer to the mega park.

In Mount Hermon, a 4,245-SF Family Healthcare Center opened in late December 2012; it was constructed by Danville Regional Medical Center on Franklin Turnpike (Route 41). With extended hours, the facility is intended to be a walk-in clinic and includes eight examination rooms, laboratory testing, an on-site X-ray, and an on-site pharmacy. It is anticipated that nine staff members will be hired. In the future, Danville Regional Medical Center is planning another Family Healthcare Center in Ringgold. In addition, DRMC plans to expand the existing Chatham Family Medical Center facility off U.S. 29 to provide ultrasounds with a new CT scanner, once approved. The \$2 million project, known as the Chatham Diagnostic Imaging Center, would include a 16-slice CT scanner and upgrades with renovations to 1,810 SF; a 325-SF addition for the Center's lobby and entrance is also planned.

In Gretna, Centra proposes a \$25.3 million project that would include a 64-slice CT scanner and an expanded 50,000-SF facility on McBride Lane. Plans also include a 24-hour emergency department, helipad, and on-site ambulance. The new facility would replace Centra's existing Gretna Medical Center on West Gretna Road.

In 2001, Danville and Pittsylvania County were awarded a joint Enterprise Zone comprised of mainly undeveloped parcels of land suitable for potential development as industrial sites or parks. The zone objectives are to attract new industry and encourage the expansion of existing industry through the provision of State tax credits/grants and local development incentives. Pittsylvania County's portion of the Enterprise Zone begins at the East Bowles Industrial Park on U.S. Route 29 South and includes an adjacent parcel along the Norfolk Southern Railway. The boundary then follows U.S. 29, taking in parcels along Routes 726, 719, and 721; then proceeds to the 29/360 interchange and over to Route 730 including the Ringgold West and Ringgold East industrial parks. The County also has a subzone which includes the Gretna Industrial Park along with additional acreage located between the U.S. Route 29 Bypass and U.S. Route 29 Business and Route 40.

Pittsylvania County has the largest amount of land devoted to public and semi-public uses in the Planning District. Major public and semi-public uses in the County are Chatham Hall and Hargrave Military Academy in Chatham and the Green Rock Correctional Center, a medium-security prison located near Chatham. In 2011, the state decided to relocate the 730 prisoners from the Mecklenburg Correctional Center to Green Rock in order to save about \$10,000 per prisoner per year to house each prisoner in a much newer, more modern facility. Green Rock employs approximately 280 people.

During 2012, the County administrative offices relocated from the Moses Building on Main Street to the Captain Martin Building on Center Street in Chatham. The Captain Martin Building, which is handicapped accessible, air conditioned, and offers more space, was freed up following the relocation of several departments within it to the Olde Dominion Agricultural Complex. The move involved about 25 employees from several County departments. The Moses Building will be used by the sheriff's office. The move, which included renovating the facility, cost about \$200,000 funded from money that had been set aside for a new jail.

The principal recreational land use in the County is the White Oak Mountain Wildlife Management Area southeast of Chatham. Other recreational land uses include the Pittsylvania Wayside Park near Hurt, the 568-acre Elkhorn Lake facility which includes a 105-acre lake, local parks and recreation areas, private campgrounds and marinas, and several golf courses in Pittsylvania County. In 1995, Elkhorn Lake was sold to a Florida Corporation. The facility continues to be used as a public recreation facility. Located on the south side of Route 686 and to the north of Route 729 about 15 miles east of Chatham, Elkhorn Lake has six miles of shoreline and offers a beach, swimming, fishing, and boating. Approximately four miles of paved roads wind through the park to various attractions. There are more than 200 campsites, including primitive camping sites with water and electrical hookups. There are approximately 175 spaces for recreational vehicles.

In August 2010, Pittsylvania County decided to create a recreation department and hire the County's first recreation director. This action was the result of a recommendation from a special Recreation Advisory Board appointed in 2008 to evaluate the County's overall recreation needs. The Advisory Board worked with Land Planning & Design Associates to develop a recreation master plan. The master plan recommended building County-owned, stand-alone athletic fields in parks or a central athletic complex in or near Chatham. Other recommendations included: construction of a 50-acre complex (estimated to cost \$5 million to \$8 million) for football, baseball, softball, and soccer fields with parking, concessions, restrooms, basketball courts, and a playground; an indoor recreation center (estimated to cost \$10 million to \$15 million) with swimming pools, an indoor gymnasium, classrooms, locker rooms, and other facilities;

additional softball fields, soccer fields, basketball courts; community, district, and regional parks with walking and biking trails; and boat and canoe ramps along the Pigg, Stinking, Banister, Dan, and Sandy Rivers.

The Town of Gretna developed Elba Park in 1997. It includes a large lighted ball field, t-ball field, picnic shelter, parking area, and playground equipment. A number of improvements were recently made at the park.

Agriculture and rural residential land uses are dispersed across the County outside of the immediate vicinity of Danville. Pittsylvania County contains the largest amount of active agricultural lands in the Planning District. The County also contains the largest amount of forestland of any of the four counties in the Planning District. The major water area in the County is that portion of Smith Mountain Lake and Leesville Lake located within northwestern Pittsylvania County.

The County owns and operates a sanitary landfill near Dry Fork off State Route 836. The current site was opened in 1974. The total site consists of 450 acres with a creek and swampy area along its southern boundary and a Transco Pipeline Company right-of-way running across near the middle of the site. Approximately 85 acres were closed out as of December 31, 1988. The current operation meets all Subtitle D requirements and a cell was opened in 2005. An expansion of the County landfill, consisting of the addition of a 10-acre cell to double its size from 10 to 20 of the 30 acres available, was expected to go into service in late October or early November 2012. The expanded cell is expected to extend the life of the landfill for about eight years until it is filled. The \$2.3 million expansion is the second phase of a bond referendum valued at \$6 million, which was approved by voters 10 years ago to increase the size of the landfill by 30 acres. The landfill serves the disposal needs for residential, commercial, and industrial wastes.

A 225-acre private landfill site operated by First Piedmont Corporation receives the County's industrial wastes. The site, which opened in 1972, is located off Route 734 in the Mountain Hill section of the County, southeast of Danville and south of Route 58 East.

In December 2012, an 8-inch water line that will serve approximately 20 homes in the Westover District was approved for Orphanage and Jefferson roads. Pittsylvania County awarded a \$127,454 contract for construction of the project and has already spent \$29,950 for engineering.

In August 2008, the Pittsylvania County Board of Supervisors earmarked \$1 million in tobacco money to extend water and sewer to a new regional agricultural complex on US 29 between Chatham and Gretna. The Olde Dominion Agriculture Complex received an \$84,000 grant from the Tobacco Commission for engineering and design. The Pittsylvania County Farm Bureau purchased a 15-acre tract for the construction of the \$5 million, 100,000-SF agriculture complex with offices for the Farm Bureau; the County's new agricultural director; the Water Conservation District; the Natural Resource Conservation Service; and the Virginia Cooperative Extension, which located in the complex in 2011. The complex includes a conference hall to seat 500, classrooms for regional workshops and career events for young people, a farmers' market, and a 1,400-seat indoor arena for horse and cattle shows. A study indicated that every dollar invested in the complex will generate \$6 of economic impact in the Region. According to the economic analysis, maximizing the use of the Olde Dominion Agricultural Complex would reap significant regional economic impacts. Visitors are anticipated to be the primary impetus of economic impact between 2012 and 2014, as the complex hosts a variety of events. The complex hosted more than 30 programs and events in 2011. The analysis estimated that "visitor days" for events could increase from 115 in 2012 to between 279 and 309 by 2022 and that visitor spending between 2012 and 2014 has the potential to support between 32 and 59 jobs in the Region.



Pittsylvania County adopted a county-wide zoning ordinance in January 1991. The ordinance employs twelve districts plus special overlay districts for Smith Mountain Lake, floodplains, and airports. The districts include one agricultural district, six residential districts, two business districts, two industrial districts, and one conservation district.

The County also has a subdivision ordinance, erosion and sediment control ordinances, and manufactured home ordinance. The County has a building inspection staff to administer ordinances. An update to the comprehensive plan was completed in 2010. In 1998, elected and appointed officials of Franklin, Bedford, and Pittsylvania Counties completed a strategic planning process for Smith Mountain Lake, which resulted in a comprehensive plan for the lake area.

In 2011, Chatham's comprehensive plan update was underway; it includes recommendations on revitalization, beautification, and quality of life. The Town underwent the beautification project in 2011. In addition, the Town received a \$590,000 grant from the Virginia Tobacco Commission to upgrade its municipal water system.

In June 2010, the Town of Gretna received approximately \$1 million in CDBG funds to improve blighted neighborhoods in the northeastern section of Town. In 2011, Gretna embarked on a redevelopment effort for its downtown area. The Town received a \$700,000 Virginia Community Development Block Grant to develop parking, provide a structure and stage, install lighting, create a farmers' market, and provide matching funds to enable businesses to upgrade their facades.

In June 2011, Gretna announced plans to renovate an historic downtown building, the old City Market on Main Street, to be the Gretna Center for the Arts. The Center for the Arts hopes to be Gretna's center of the historic district and home to many newly-formed arts organizations. Renovation efforts will be broken into three phases to fund the \$1,057,000 project that will help boost the local economy.

Danville City lies on both sides of the Dan River. Its urban growth has occurred primarily southwesterly within the river bend occupied by the original settlement and northerly across the river from the central business district. Today this growth forms the most concentrated development found within the Region. Suburban growth around the City also has spread into surrounding Pittsylvania County along and adjacent to major highways and streets. Residential is the largest land use within the City. Residential uses on the north and south sides of the river adjacent to the central business district are relatively compact and constitute the City's oldest neighborhoods. From downtown, residential development spreads primarily southwesterly south of the river in the area of West Main Street (Business Route 29) and northerly across the river in the area of Main Street.

Danville-Pittsylvania Community Services, which works to build healthier communities, opened nine apartment units at the Piney Ridge Apartment Complex to enable individuals with serious mental illnesses to live in an independent environment. During the summer of 2011, Danville Family Homes, a new housing subdivision was completed in north Danville, off of Richmond Boulevard. The subdivision consists of 35 new low- and moderate-income housing units which will be rented for a period of 15 years and then sold. Three new roads were added to Danville's street system to serve the subdivision – Joanis Drive, Reina Court, and Rover Ridge.

Recent commercial development has been primarily along Riverside Drive as it runs alongside the Dan River, along Piedmont Drive, and in several large shopping centers located along major traffic arteries (Business Route 29 and Route 58/Riverside Drive) within the City. Several new areas in the vicinity of Piedmont Drive have recently been or are currently under development and include the location of a number of large retail establishments. The largest new retail center in Danville is the Coleman Market Place off Central Boulevard. This complex includes a number of stores including Target, Home Depot, Marshall's, Ross, Petco, and Dick's Sporting Goods as well as a number of smaller retailers. This shopping complex was designed to play a key role in Danville's strategy to become a retail hub, drawing shoppers from a 50-mile radius. Sam's Club opened at a location on Piedmont Drive in Danville in March 2008. The Coleman Market area continues to develop with Burke's Outlet opening in October of 2012.

In 2011, Danville initiated the River District as a comprehensive planning program representing the heart of downtown that comprised portions of two historic districts – the Tobacco Warehouse and Downtown Danville. The River District project forged a connection between the Tobacco Warehouse Historic District, Main Street, and Dan River and establishes the river as the "heart" of the City. The revitalization project is a combination of planned City improvements and an incentive package structured to stimulate re-use of historic buildings in the district and to create new businesses and promote other economic enhancements. As a result of this effort, a number of new high-tech businesses, retail businesses, and apartment complexes have located in the River District, generating revenue and making a significant economic impact in Danville.

The City has several state and federally recognized Historic Districts including the Downtown Historic District, the Old West End Historic District, the Tobacco Warehouse Historic District, the Holbrook-Ross Historic District, North Danville Historic District, and the Mill Historic District. Recently, the River District, comprised of portions of the Tobacco Warehouse Historic District and the Downtown Historic District, was initiated by the City as a comprehensive planning program to help revitalize the heart of the City, linked by the Dan River.

The City has two Enterprise Zones. The Urban Enterprise Zone, established in 2004, is comprised of more urban areas of the City such as the Downtown, Tobacco Warehouse, North Main Districts, and the River View Industrial Park. In 2001, Danville and Pittsylvania County were awarded a joint Enterprise Zone comprised of mainly undeveloped parcels of land suitable for potential development as industrial sites or parks. The zone objectives are to attract new industry and encourage the expansion of existing industry through the provision of State tax credits/grants and local development incentives.

Until the 1960's, industrial uses including warehousing were concentrated in one of two areas: (1) near the Dan River at the western boundary of the City or (2) bordering the Dan River and the Norfolk Southern Railroad near the center of

the City. However, from the early 1960's through the mid-1980's, several new industries chose to locate in Pittsylvania County where suitable large acreage tracts were available beyond the City's corporate limits. During this time, individual plants located southwest, southeast, east, and north of the City. The 1988 annexation brought many of these major industrial employers into the City, including several plants and warehouses between the Dan River and the North Carolina state line east of the present U.S. Route 29 Expressway.

Danville further strengthened its industrial base in the 1980's by developing two new industrial parks, Airside and River View, along the Route 58 East corridor. In December 1999, a 180-acre expansion opened at River View Industrial Park increasing the size of the park to 425 acres with a connector road constructed to the Danville Regional Airport. The City also extended a two-mile road and electric, water, and sewer lines into the expanded park area. In conjunction with Pittsylvania County, the City developed a Cyber Park as an expansion of the River View Industrial Park; EDA provided funding for this project. The Cyber Park is home to the Institute for Advanced Learning and Research and the Regional Center for Advanced Technology and Training. A new research building has recently been constructed on the Institute campus. The Cyber Park became home to several new businesses in 2008 including Canadian Bank Note Company, LTD (printing, 15 jobs, \$5 million investment); NextGen Aeronautics (design/develop/build unmanned aircraft; 20 jobs); and Advanced Vehicle Research Center (research of off-road and alternative vehicles and fuels; 30 jobs; \$3.5 million investment).

At the Danville Cyber Park, construction of the Regional Center for Applied Technology and Training (RCATT) operated by Danville Community College was completed in the fall of 2005. RCATT provides specialized and/or customized technology training to meet the demands of existing manufacturing employers and develop a critical mass of a highly-skilled workforce. The leadership of Danville Community College, the transfer application of CIT's cutting edge technology, and the technical assistance of Genedge Alliance, formerly Virginia's Philpott Manufacturing Extension Partnership, link the facility with real-time practical manufacturing applications in Southside Virginia. RCATT provides symposia on new and emerging manufacturing processes, offers research and instructional enhancements to the manufacturing processes, identifies process methodologies that lead to these enhancements, and applies the practical applications of enhanced products and processes. A promising example of one of the programs at RCATT is the plastics processing technology program, which trains students on the manufacture of plastics. This program is very valuable to Southside Virginia due to the growing plastics polymer processing industry in the Region. In 2011, the college announced that it would expand its RCATT facility, moving its precision technology lab to the campus, providing a greater amount of space. Such an investment will produce more graduates and have the potential to attract companies to the Region.

In March 2012, Danville Community College announced plans to double the size of its Regional Center for Advanced Technology & Training (RCATT) to create additional space for its workforce training programs, particularly its precision machining technology program due to its 100 percent job placement record and associated popularity. The current facility offers limited space, overcrowded with equipment, and has a waiting list for students who want to enter the program. The college applied for a \$7.5 million Tobacco Commission grant for the project.

In addition to individual school sites, churches, cemeteries, and governmental buildings, the major public and semi-public land uses within the City are Danville Regional Airport, the City Prison Farm, Danville Community College, Danville Regional Medical Center, Averett University, the Regional Center for Advanced Training and Technology, and the Institute for Advanced Learning & Research. The Institute for Advanced Learning and Research recently introduced a Plant Propagation Center, where scientists will develop enhanced plants; the project could put area farmers at the forefront of agricultural flower production by developing healthier, more disease-resistant plants and creating 30 to 50 "living wage" jobs by 2014. Lady Astor Roses, among other ornamental plants, are being sent to growers due to efforts at the Dan River Plant Propagation Center. The horticulture and forestry crop development started in 2005 in collaboration with "Beautiful Gardens" program, initiated by the Virginia Nursery and Landscape Association. Being grown in test tubes are 30,000 VT Spirit triploid daylilies, with another 15,000 in peat moss soil that will be delivered to Growing Virginia, located in Brosville. The center is studying such plants as switchgrass, miscanthus, and Jerusalem artichoke to be used for bioenergy foodstocks and is collaborating with another company on pennycress, which can be used in diesel and jet fuel. The center is trying to recruit farmers to experiment with *Arundo donax* (giant reed), in collaborative efforts with Chemtex, which is a global engineering, chemical, and technology company. Researchers are also looking at ways to use plant leftovers to be used in films and fibers, such as for edible packaging.

The W. Townes Lea Elementary School closed in May 2012 because of \$5.6 million in budget cuts facing the school system. Its closure will save the school system \$1.2 million and it was chosen because of the costly upgrades needed. The school had been open since 1962. Staff (teachers, custodians, and administrators) and students displaced by the closing of the W. Townes Lea Elementary School in Danville were sent to three other schools – Forest Hills

Elementary, Schoolfield Elementary, and Woodberry Hills Elementary. While Woodberry Hills Elementary School added over 100 students, the addition of extra teachers kept the class size to about 20 students. Modular units at Forest Hills and Woodberry Hills elementary schools were used for the influx of students. During 2012, the City made plans to close three additional schools in June 2013 – Woodrow Wilson Elementary, Glenwood Elementary, and I.W. Taylor Elementary, as the closing of Lea was not enough to combat the \$5.6 million revenue reduction from the governor's proposal. Announced in late November, it was determined that Gibson Middle School would be converted to a new, larger elementary school in order to accommodate the additional elementary school closings. Students from Glenwood and most from Taylor Elementary will be sent to the newly designated Gibson Elementary. The 417 students from Gibson Middle would be transferred to the remaining two middle schools – Westwood and O.T. Bonner. The conversion will save the school system \$1.8 million. Approximately 65 to 70 positions will be lost as a result of the closings. The declining population in Danville, resulting in fewer students, makes it feasible for existing schools to facilitate larger student populations as a result of closure. Danville Public Schools lost about 2,000 students over the past decade.

In October 2008, Danville Community College dedicated its newly renovated Estelle H. Womack Hall which became home to its Wellness/Physical Diagnostics Center. The renovation was funded by the Virginia Tobacco Commission. Also at Danville Community College, the Barkhouser Free Enterprise Center was recently dedicated. The Center's goal is to merge job growth with education by promoting entrepreneurship and enterprise opportunities for college students and for the Region. Services provided include planning workshops and programs to help people and businesses be successful, offering assistance to people looking to start their own business by providing information on stipends, internships, etc. One of the goals of the new facility is to merge the school's resources with economic development in the Region. In addition, the Danville office of the Longwood Small Business Development Center relocated to Danville Community College campus in August 2011, utilizing office space in the Barkhouser Free Enterprise Center.

Recreation areas in the City are abundant and include Dan River Park and Boat Docks-a Riverfront park includes boat launch area, picnicking and fishing; nine Indoor Community Recreation Centers and Buildings [Glenwood, Coates, Squire, and City Auditorium Community Centers; Ballou Senior Citizen Center; Stonewall Therapeutic Center and Youth Center; Pepsi Building; Ballou Nature Center and the Ballou Art Center]; some 35 community and neighborhood playgrounds, parks, tennis courts, ball fields and open recreation sites ranging from 2 to 25 acres; The Crossing at the Dan [an entertainment center located in Danville's Historic Tobacco Warehouse District including the following facilities: Danville Science Center, Estelle Womack Natural History Museum, Carrington Pavilion, the Pepsi Community Building, Danville Community Market, Rail Trestle Foot Bridge, and Riverfront Trailhead]. In October 2010, Danville's first dog park was constructed on the Coates Recreation Center property. Dog parks are a quality-of-life amenity, especially for urban and small city areas. The City may open more dog parks in the future. Most major parks in the Region are listed in the Parks and Recreation Table later in this chapter.

The Sutherlin Mansion in Danville has been restored to the style of the 1850's as the home of the Danville Museum of Fine Arts.

Since the Danville Science Center opened in 1995, it has attracted more than 25,000 visitors annually. As a result of the Center's popularity, it was in desperate need of expansion space. In 2000, in anticipation of this need for expansion, the Danville Science Center acquired the vacant 1927 Southern Railway Administration Building located at the entrance to the Crossing at the Dan facing Craghead Street. Subsequently, the building was turned over to the City of Danville and operates through a partnership agreement with the Science Center. Plans are underway for an expansion at the Danville Science Center to include a digital dome theater with all the latest in theater technology. The 360-degree theater will have a 44-foot screen and seat 100 people. Groundbreaking for the \$3.5 million project took place in November 2012 and should be completed within a year. Funding for the project is through a partnership of the state, the Danville Regional Foundation, and the City of Danville. Currently, the Center has about 30,000 visitors annually, but anticipates attendance to increase to 45,000 a year once the dome is completed.



Demand for housing in downtown Danville is strong. Two housing complexes – both in the Historic Tobacco Warehouse District – are fully occupied. The complexes are Lindsay Lofts, with 21 loft apartments, and Burton Condominiums, containing 28 units. In 2012, another complex, Ferrell Historic Lofts – which previously housed Ferrell Furniture Company – was expected to lease 13 rental units. Development of the 13 upscale apartments and mixed-use street level retail space in the former Ferrell Building on Main Street was made possible with a \$101,900 local

grant, a \$9,100 Downtown Enhancement grant, and a \$45,883 parking grant. Other state and federal grants were also awarded to complete the project. Within the City's River District, a number of apartment complexes are under construction or renovation.

In December 2002, the \$1.2 million Danville Welcome Center located near U.S. 29 across from the entrance to the Dan Daniel Memorial Park in Danville opened. The Center serves as an office for tourism.

Vacant and forested lands are scattered in small tracts around the City. Much of this land within the corporate limits (pre-1988) was unsuitable for intensive development due to excessive slopes or floodplain limitations. The Dan River, Sandy River, Sandy Creek, Apple Branch, Rutledge Creek, and Pumpkin Creek all contain flood hazard areas within the Danville corporate limits. With these natural limitations and the need for developable land, the City annexed additional developable land into its boundaries in 1988.

Prior to 1993, Danville owned and operated a sanitary landfill; this facility, located adjacent to the Danville Regional Airport on City farm property, has been closed. Currently, the City is utilizing a privately owned transfer station for the transfer of solid waste to a private landfill.

In January 2011, the City Council voted to remove the Brantley Steam Plant Dam as a means to promote public safety on the Dan River since several drownings have occurred at the site. The City also approved a proposal to contract with American Municipal Power (AMP) to purchase power from 2015 – 2020 from the utility's Fremont, Ohio facility.

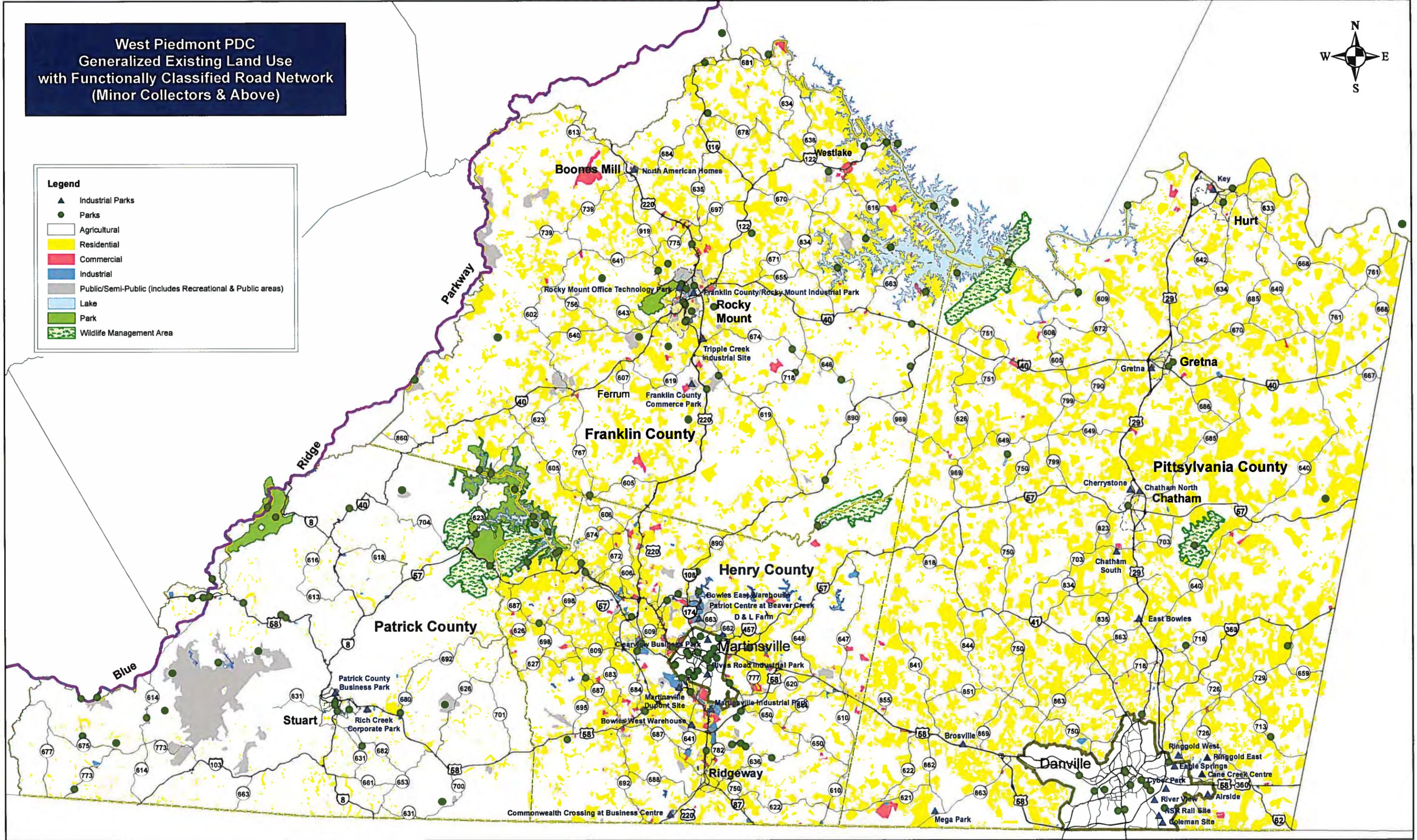
The City developed its initial zoning ordinance in the 1930's; however, an ordinance developed in 1956 governed the City through September 1987. At that time, an updated ordinance was adopted by City Council. The City's planning staff has undertaken several updates of the comprehensive plan since the zoning ordinance amendment of the 1980's. A Year 2020 Plan was adopted in May 2001 and new comprehensive citywide zoning and subdivision ordinances as well as a new zoning map were adopted in February 2004. Danville also has appropriate subdivision, erosion and

**West Piedmont PDC
Generalized Existing Land Use
with Functionally Classified Road Network
(Minor Collectors & Above)**



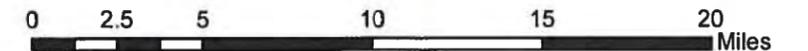
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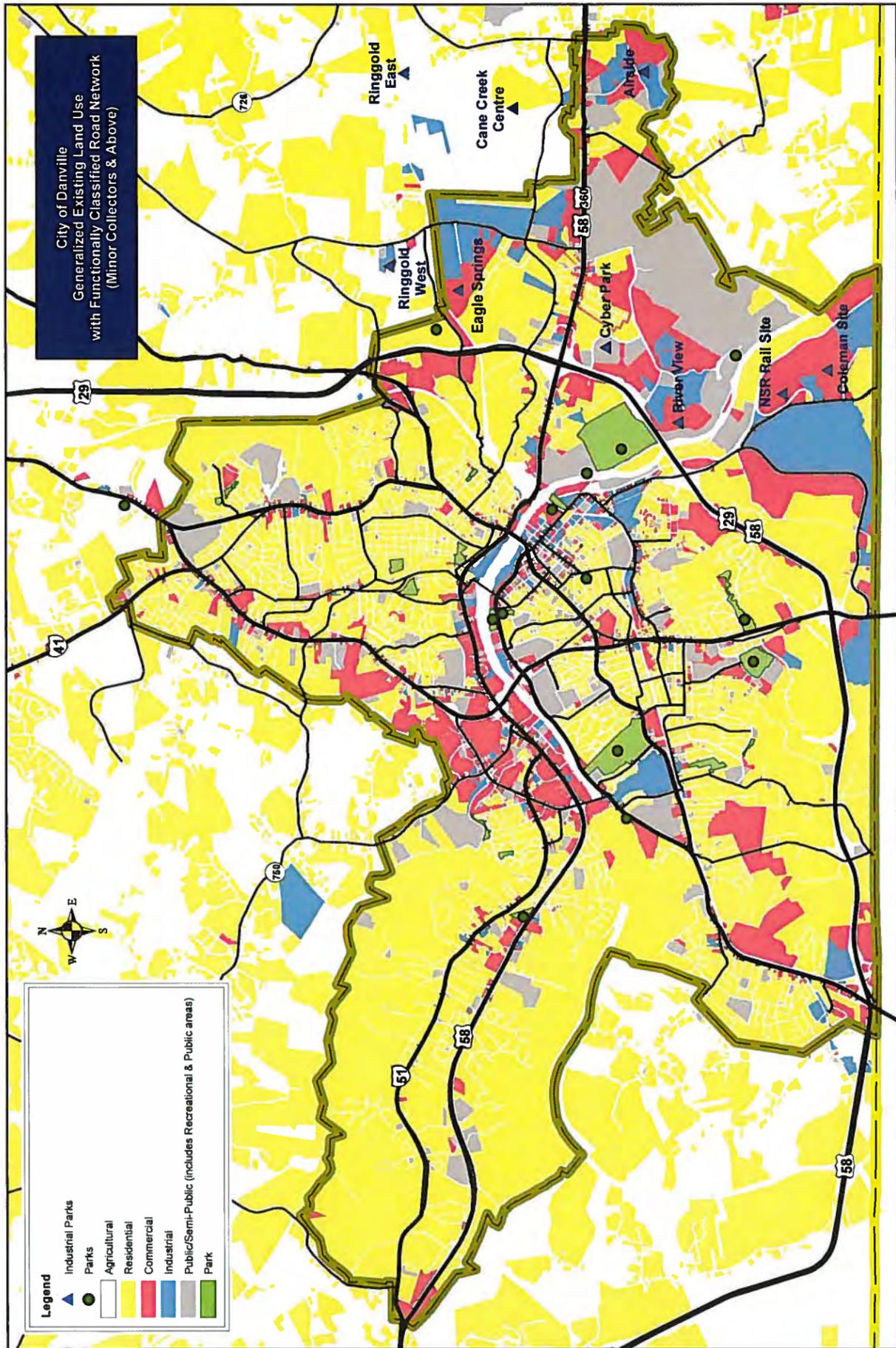
- ▲ Industrial Parks
- Parks
- Agricultural
- Residential
- Commercial
- Industrial
- Public/Semi-Public (includes Recreational & Public areas)
- Lake
- Park
- Wildlife Management Area



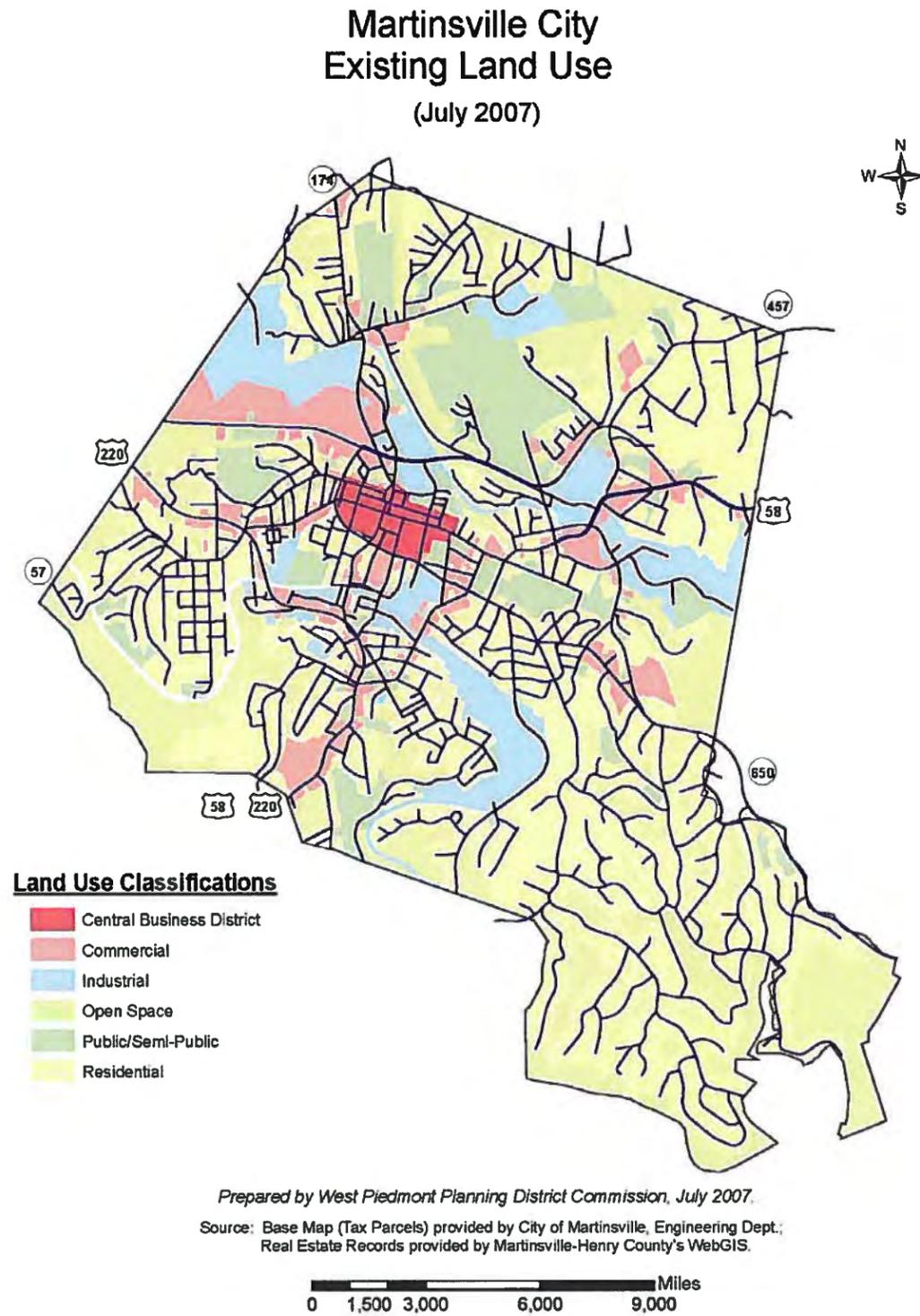
Source: Franklin County GIS & Real-Estate, Rocky Mount GIS, Henry County Engineering & Mapping, & Pittsylvania County GIS & Real-Estate.

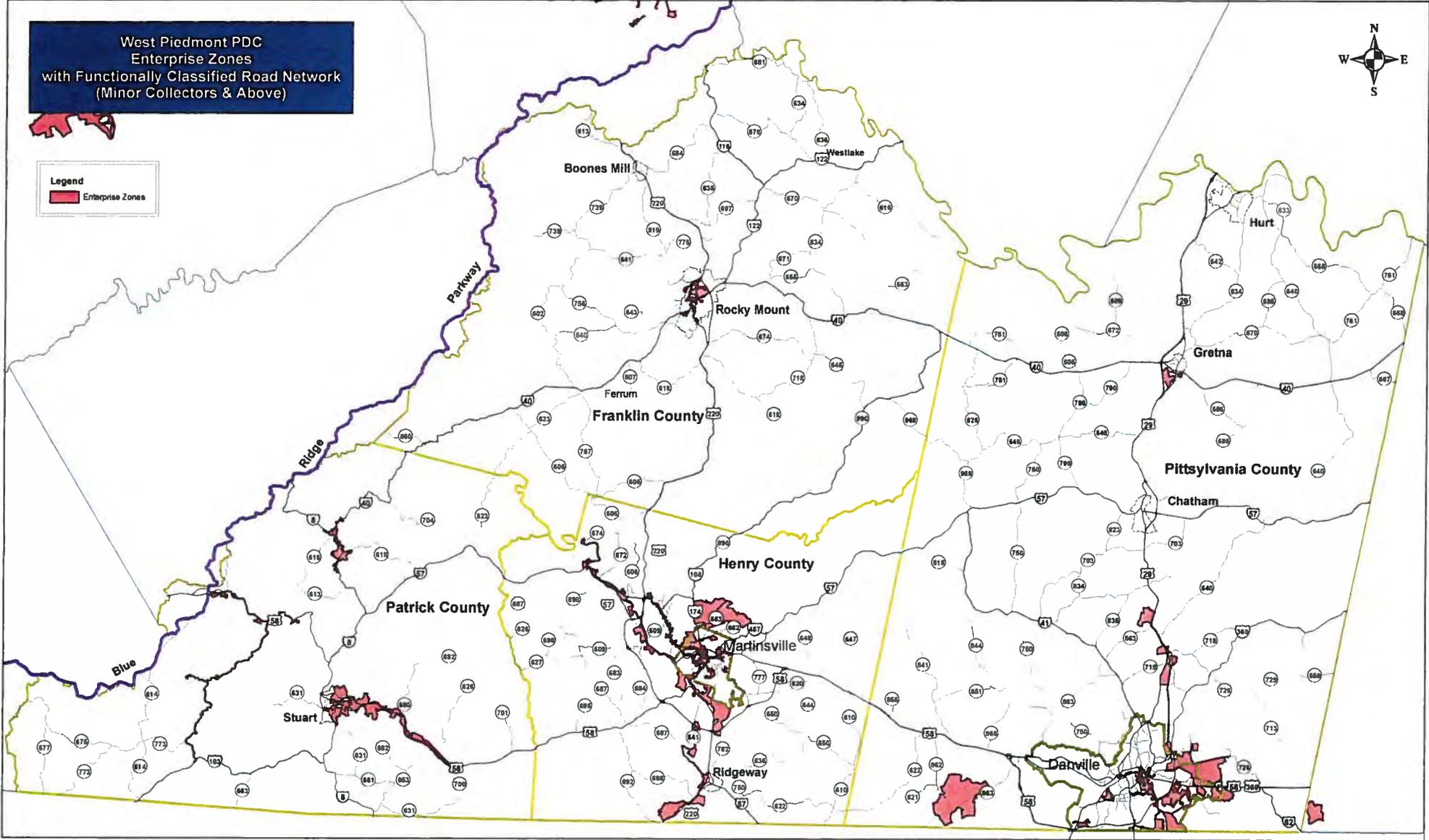
Prepared by West Piedmont Planning District Commission, January 2013. DWR





Source: Pittsylvania County GIS & Real-Estate, and Danville GIS.
Prepared by West Piedmont Planning District Commission, January 2013. DWR





Source: Franklin County GIS & Real-Estate, Rocky Mount GIS, Henry County Engineering & Mapping, & Pittsylvania County GIS & Real-Estate
 Prepared by West Piedmont Planning District Commission, December 2012. DWR



sedimentation control, and other ordinances required by an urban area. The Planning Division of the Department of Community Development is responsible for administering the ordinance.

In 2008, Danville's bus hub opened on Spring Street in Downtown Danville. The facility includes a 2,000-SF depot with lobby, waiting area, and restrooms. It serves the City's Transit System and is the new home to the Greyhound Bus Lines in Danville. In the summer of 2011, a refurbishment project was completed on the Danville Mass Transit Administrative Maintenance Facility, which included new security lights and cameras, a 1,700-SF training facility, and other upgrades. An impending project for the Danville Regional Airport is planned in order to update runway facilities. In August 2012, the Federal Aviation Administration announced that a \$10 million grant would be reserved for the Danville Airport to make safety and efficiency improvements to the facility. The runway will be shorter and narrower, but the Virginia Department of Aviation has approved additional funding to ensure that large corporate jets would not be affected by the changes.

B. Wetlands

The Virginia Department of Conservation and Recreation, Division of Soil and Water Conservation, was assigned to develop a nontidal wetland inventory. The Department developed the following list of acreages of nontidal wetlands and deep water acreages in each county and city of the Planning District. It should be noted that wetlands are included in land acreage.

	Deepwater and Wetlands Acreage			
	Total Acres	Acres of Water Area/Deepwater Habitat	Land Acres	Acres of Wetlands
Franklin County	455,173.3	12,177.8	442,995.5	1,110.1
Henry County	245,580.4	1,298.1	244,282.3	921.6
Patrick County	311,037.2	1,730.9	309,306.3	690.3
Pittsylvania County	643,195.3	4,059.8	639,135.4	5,810.6
Danville	10,582.0	268.6	10,313.4	13.6
Martinsville	6,984.5	29.6	6,955.0	10.1
West Piedmont	1,672,552.7	19,564.8	1,652,987.9	8,556.3

SOURCE: *Virginia Nontidal Wetlands Inventory*, Virginia Department of Conservation and Recreation, Division of Soil and Water Conservation, September 1990.

The state's wetland inventory report has further classifications by acre of the wetland acreages set out in the preceding listing. In summary, the percentage of water areas/deep water habitats and wetlands in each of the localities are, respectively: Franklin County--2.7% and 0.2%; Henry County--0.5% and 0.4%; Patrick County--0.6% and 0.2%; Pittsylvania County--0.6% and 0.9%; Danville--2.5% and 0.1%; and Martinsville--0.4% and 0.1%. Acreages for the towns of the Planning District are included in county figures. The West Piedmont Planning District as a whole was comprised of 1.2% water area/deep water habitat and 0.5% wetlands.

The state has developed hydric soil summaries for counties in the Commonwealth; the Planning District has fully printed mapping and reports of the soils surveys available, upon request. In addition, Franklin, Henry, Patrick, and Pittsylvania Counties have mapping and reports accessible on-line through the NRCS website at <http://soildatamart.nrcs.usda.gov/>.

C. Conservation/Recreation Areas

Conservation areas are selected areas that should be conserved and managed wisely because of their important scenic and environmental characteristics. Conservation areas within the Planning District can be divided into four general types--natural areas, wildlife management areas, scenic parkways, and scenic rivers.

The first type of conservation area is the *natural area*. Natural areas are areas to be left in a natural state in order to preserve their scenic, geological, and ecological values. Five such natural areas identified in the Region are:

- **The Busted Rock Area** located along the Blue Ridge escarpment in Patrick County has been developed as a residential development under controlled conditions. A six- to ten-acre lot size is required and approximately 3,000 acres of the area's 10,000 acres are to be left in a natural wilderness state.
- **The Pinnacles of Dan-Townes and Talbott Area** consist of two reservoirs located in close proximity to one another on the upper reaches of the Dan River in Patrick County. This scenic area is owned by the City of Danville which operates a hydroelectric power plant there.
- **Turkeycock Mountain** (Wildlife Management Area), is a large area which at present has almost no development due to its rugged topography and steep slope. These characteristics make it a natural habitat for various species of wildlife including deer, wild turkeys, and beaver. Fairly large populations of beaver are reported to exist in Turkeycock Creek running along the southeastern edge of the Mountain.
- **The Grassy Hill Natural Area Preserve** became Virginia's 27th natural area preserve when the Virginia Department of Conservation and Recreation (DCR) obtained it in April 1999. The preserve consists of 1,392 acres in two adjoining tracts of the Grassy Hill section of Franklin County on State Route 919, at an elevation of 1,800 feet. The ultra hard rock associated with the topography of the preserve produced chemically harsh soils that favor rare plant communities. In 2008, the Western Virginia Land Trust donated 145 acres to DCR to be added to this preserve.
- **The Gravely Nature Preserve**, located in Ridgeway, southern Henry County, comprises 81 acres and is adjacent to the Smith River. Its amenities include hiking trails, a historic cemetery, a canoe/kayak launch, and a picnic pavilion.

In 1990, a 548-acre Wildlife Habitat Improvement Program Project was started by DuPont property in Henry County and made available to the Wildlife Habitat Enhancement Council to manage for wildlife habitat. The park opened in early 2003. The project includes a three-mile river trail featuring hiking trails (one for the handicapped), nesting and feeding ponds for waterfowl and improved cover and food patches for quail, turkey, and songbirds. The three-mile river trail provides the public with an opportunity to view the wildlife project in the best manner possible--from the seat of a canoe. In September 2001, DuPont donated the DuPont Wildlife Habitat/Walking Trail to the County. It has been named the "Doe Run Trail."

The second type of conservation area is the **Wildlife Management Area (WMA)**. Five WMAs are located within the West Piedmont Planning District and consist of:

- **Fairystone Farms WMA** which comprises 5,321 acres in Patrick County and 460 acres in neighboring Henry County. Hunting opportunities on the WMA's 5,000+ acres are generously expanded by cooperative agreements with Virginia's Division of State Parks and the Army Corps of Engineers, giving sportsmen over 13,000 acres for public hunting.
- **Philpott WMA**, primarily in Franklin County near Philpott Lake, is managed by the Virginia Department of Game and Inland Fisheries under a cooperative agreement with the Federal government and is open to hunting.
- **Smith Mountain WMA** consists of approximately 5,000 acres placed by Appalachian Power under conservation easements in Bedford and Pittsylvania Counties and is managed by the Virginia Department of Game and Inland Fisheries. This site is open to the public.
- **Turkeycock Mountain WMA** lies along the borders of Franklin and Henry Counties. The total area comprises more than 20,000 acres, of which 2,679 are owned by the Virginia Department of Game and Inland Fisheries. The wildlife management area provides for abundant hunting opportunities.
- **White Oak Mountain WMA** is located in Pittsylvania County and consists of 2,748 acres. Approximately one-third of the area is open land and particularly good for small game birds such as doves and quail.

The third type of conservation area is the **scenic parkway**. One of the best-known and most liked scenic parkways in the nation is the Blue Ridge Parkway linking the Shenandoah National Park with the Great Smoky Mountains National Park. It is the only scenic parkway located in the West Piedmont Planning District:

- **The Blue Ridge Parkway**, a component of the National Park System, extends about 60 miles along the western boundaries of Patrick and Franklin Counties; government ownership extends 300-400 feet on either side of the parkway. Popular visitor-use areas along the Parkway in the Region include Smart View, Rocky Knob, and Mabry's Mill. The Parkway draws more than 25 million visitors annually, especially during the spring flowering and fall foliage seasons.

The fourth type of conservation area is the **scenic river**. Rivers in the Region to be considered for inclusion as scenic rivers by the Virginia Department of Conservation and Recreation (DCR) include the following:

- South Mayo River in Patrick and Henry Counties from Route 695 to the North Carolina line and the North Mayo River in Henry County from Route 695 to the North Carolina line.
- Smith River from Route 8 to Philpott Reservoir in Patrick County, from Philpott Dam to Bassett, and from Route 622 to the North Carolina line in Henry County.
- Blackwater River from Route 220 to Smith Mountain Lake in Franklin County.
- Sandy River in Pittsylvania County.
- Dan River in its entirety.
- Pigg River in its entirety.
- Staunton River in Pittsylvania County from Altavista/Pittsylvania County border to Long Island.

Following approval of the Virginia General Assembly, a 14-mile segment of the Dan River from Berry Hill Bridge to Abreau-Grogan Park will be designated as a state scenic river after the Department of Conservation and Recreation (DCR) recommended it for inclusion in the Scenic Rivers Program in 2012. A 38-mile segment of the Banister River, which includes a 6-mile segment in Pittsylvania County also qualifies for scenic river designation by DCR. Pittsylvania County requested that DCR designate parts of the Banister and Staunton rivers. Factors which determine scenic river status include stream corridor vegetation, human development, threatened or endangered species, historic features, and other intrinsic values. Scenic river designations help to attract tourists. Additionally, Henry County resolved to recognize the Smith River for its intrinsic value as a natural resource and its economic potential, following a request from the Dan River Basin Association to support a collaborative effort to enhance the economic possibilities of the river. As mentioned above, parts of the Smith River may be designated as a scenic river as well.

In addition, a number of **blueways** have been designated in the Region. They include:

- **The Smith River Blueway**, a planned water trail for kayaking, canoeing, and tubing as discussed in the *Martinsville-Henry County Rivers and Trails Recreational Use Plan*, comprises the Smith River below the Philpott Dam. Eight access points already exist along the Smith River to support these activities and interpretive signs are planned along the river to articulate the area's heritage.
- **The Pigg River Blueway**, in Franklin County and Rocky Mount, is an eight-mile segment of the Pigg River, which begins at Waid Recreational Park in Franklin County and terminates at Lynch Park on the south end of Rocky Mount.
- **The Blackwater River Blueway** is divided into two sections. The Upper Blackwater River Blueway, about 35 miles in length, extends from Cahas Mountain in northwestern Franklin County to The Ford, located at the end of Round Hill Road (VA 702). The Lower Blackwater River Blueway, about 8 miles in length, extends from The Ford to Brooks Mill Road (VA 834).

The Smith River Blueway Plan, discussed in the *Martinsville-Henry County Rivers and Trails Recreational Use Plan*, calls for this natural corridor to serve as an existing trail for canoes, kayaks, and tubes. Several river access points currently exist along the Smith River and are used regularly by river enthusiasts. They include locations at Philpott Dam Road, Stoneybrook Road, Trenthill Drive, South River Road, Dupont Road, Tensbury Drive, Eggleston Falls Road, and Mitchell Road in Henry County. In September 2010, a new canoe/kayak access point, "The Smith River Trails Great Road Canoe Access Point," opened adjacent to Solutia's Performance Films in Fieldale. The construction was a partnership of Solutia, Henry County, and the Henry County Public Service Authority. Beginning in the summer of 2011, a larger-than-normal volume of water has been released from the Philpott Reservoir into the Smith River on Saturdays to enhance recreational use of the river by boaters, fishermen, and kayakers and canoeists, and to improve the river's overall health.

Waterways in the West Piedmont Planning District provide abundant recreational opportunities. In addition to its rivers and streams, the Planning District is fortunate in having three major manmade reservoir project areas as well as a number of smaller Soil Conservation Service flood control and municipal water storage reservoirs. The Smith Mountain-Leesville Lake Reservoir area is on the Roanoke River in northeastern Franklin and northwestern Pittsylvania Counties. Philpott Lake is on the Smith River at the junction of Franklin, Henry, and Patrick counties. Both reservoirs are hydroelectric impoundments designed to control flooding. The Philpott Reservoir has been long considered the future source of water for Martinsville and surrounding Henry County. The other significant reservoir project is the Pinnacles Hydroelectric Project in Patrick County, owned by the City of Danville. The most notable waterways in the Region are:

- **Elkhorn Lake**, a 105-acre lake located in Pittsylvania County, is used as a recreational facility and includes six miles of shoreline, a beach, and opportunities for fishing and boating.
- **Fairy Stone Lake** is a 168-acre lake located just southwest of Philpott Lake in Patrick County. The lake is a major component of Fairy Stone State Park. Fish commonly caught in the lake include bluegill, crappie, largemouth bass, and channel catfish.
- **Philpott Lake**, bordered by Henry, Franklin, and Patrick Counties, comprises 2,880 acres and a 100-mile shoreline. The lake is a flood control and hydroelectric project of the U.S. Army Corps of Engineers on the Smith River. The lake is a drinking water source for surrounding communities, and provides recreational activities such as boating and fishing. Recreational facilities include a number of public areas which feature boat launching ramps, swimming beaches, picnic areas, and campgrounds. Fishing in the lake is popular for trout, crappie, bluegill, largemouth and smallmouth bass, and walleye; the grand opening of the Twin Ridge Fishing Tournament Facility, located at Twin Ridge Park in Franklin County, took place on May 12, 2012. Also in 2012, plans to construct a marina with 40 boat slips, a bait and tackle shop, parking for both cars and trucks/trailers, and fuel, were announced. The lake's recreational resources contribute an average of \$14 million annually to the local community, based on 650,000 visitors per year; in 2011, the lake attracted 700,000 visitors.
- **Smith Mountain Lake** (20,000 acres in size with 500-mile shoreline; the second largest freshwater body in Virginia) and **Leesville Lake** (3,400 acres in size with 100-mile shoreline) comprise Appalachian Power Company's combination pumped storage and hydroelectric development project along the Roanoke River. In the West Piedmont Planning District, the lakes are bordered by Franklin and Pittsylvania Counties, and though much of their shoreline is privately owned, many public access areas, marinas, campgrounds, and a state park are nearby in Bedford County. Smith Mountain Lake has among the clearest waters found in Virginia due to little variation in water level.
- **The Smith River** flows through Patrick and Henry counties and borders Franklin County. It is known for its excellent trout fishing, especially below the Philpott Dam.

The use of sterile grass carp to eat hydrilla, an invasive aquatic plant, is under consideration by the Tri-County Lake Administrative Commission (TLAC). TLAC, a group who monitors the Smith Mountain Lake, has battled the plant since it was discovered in the lake in 2007 and it is nearly impossible to kill. Two-hundred acres of the weed are in the lake. A weed monitoring program has been established by the Smith Mountain Lake Association, as well as a hotline to call regarding vegetation; information obtained from volunteers who inspect the shoreline is shared with the TLAC and Appalachian Power Company for considering treatment under their programs. TLAC expected to spend \$200,000 during 2012 in herbicide treatment to battle the plant. In 2011, 186 acres of non-native aquatic plant species were treated with herbicides. Members of TLAC will obtain input from the Department of Game and Inland Fisheries before a final decision is made; however, if grass carp is the chosen strategy, the fish could be introduced into the lake next year. Other nearby lakes, such as Lake Norman, that have utilized the strategy found it successful with immediate results.

The Roanoke River Basin collects drainage from the entire Planning District, except for a small area in southwestern Patrick County approximately 40 square miles in size, which serves as the headwaters of the Yadkin River Basin. Major watersheds within the Planning District drain either north and east into the main stem of the Roanoke River like the Blackwater and Pigg or south and east into the Dan River like the Mayo, Smith, and Banister. Ultimately, the Dan River empties into the main stem of the Roanoke River at the eastern boundary of Halifax County.

Under Public Law 566 (Watershed Protection and Flood Protection Act), the Soil Conservation Service has seven small watershed projects within the Planning District. These are: Blackwater River (Franklin and Pittsylvania Counties),

Cherrystone (Pittsylvania County), Horsepasture (Henry County), Leatherwood Creek (Franklin and Henry Counties), Marrowbone (Henry County), Sandy River (Pittsylvania and Halifax Counties), and Ararat (Patrick County).

Two of ten watershed conservation projects in Virginia are in the West Piedmont Planning District--the Sandy River and Blackwater Watersheds. The projects dealt with issues regarding landowners and farmers for conservation measures such as stripcropping, grassed waterways, field borders, terraces, pasture and hayland planting, fencing, livestock watering facilities, and planting trees.

During 2012, the Virginia Department of Conservation and Recreation in conjunction with the Virginia Department of Environmental Quality, the Soil and Water Conservation Districts of Blue Ridge and Patrick, and the Virginia Department of Health initiated development of a water quality improvement plan for six streams in Henry and Patrick counties. This included the Smith River, the North and South Mayo rivers, Blackberry, Leatherwood, and Marrowbone creek watersheds. Levels of bacteria in these waterways violated the state's water quality standards. The plan will assist in reducing sources of the bacteria pollution by outlining corrective actions, implementing best practices, and developing an implementation timeline.

Parks and recreation areas in the West Piedmont Planning District are an essential source of recreation for residents of the Region, but also serve as important tourist destinations for visitors. Please refer to the "Parks and Recreation Areas" map in this chapter for specific locations of parks, trails, blueways, and other recreational assets. The most notable parks and recreation areas in the Region include the following:

Locality	Park Name	Acreage	Amenities
Franklin County/ Rocky Mount	Celeste Park	6.57 acres	Picnic area; trails to be developed
	*Deer Island Recreation Area	151 acres	Camping
	Franklin County Recreational Park	115 acres	Picnic shelters, disc golf, amphitheater, horseshoe pit, sand volleyball, tennis courts, 3-acre lake for fishing, hiking and biking trails, baseball and soccer fields, community events.
	Gilley's Park	7 acres	Fishing, walking, wildlife, picnic tables, dock.
	*Horseshoe Point Recreation Area	108 acres	Camping, boat ramp, picnic area, swimming area.
	*Jamison Mill Recreation Area	115 acres	Camping, picnic areas, trail.
	Lynch Park (Dr. Vernon Riverside Park)	3 acres	Playground, fishing on Pigg River, picnicking, canoe/kayak take-out.
	*Runnet Bag Recreation Area	82 acres	Boat ramp.
	*Ryan's Branch Recreation Area	120 acres	Boat ramp, picnic area.
	*Salthouse Branch Recreation Area	79 acres	Camping, boat ramp, picnic areas, playground, swimming area, trails.
	Smart View Recreation Area	500 acres	Hiking trails, picnic areas.
	Smith Mountain Lake Community Park	37 acres	Swimming, fishing, hiking, jogging, walking, handicap-accessible pier, picnic shelter, 1.7-miles of walking trails, water, forestry and wildlife.
	*Twin Ridge Recreation Area	150 acres	Boat ramp, picnic area.
Waid Recreation Park	513 acres	River access, fishing, canoeing/kayaking, 2 walking tracks, 7 miles of walking and hiking trails, sports fields, mountain biking, equestrian trails, covered picnic facilities, barbeque grills, 2 playgrounds, community events.	

Locality	Park Name	Acreage	Amenities
Franklin County/ Rocky Mount Continued	W.E. Skelton 4-H Educational Conference Center at Smith Mountain Lake	120 acres	Trails, lodging, dining facilities, 2 pavilions, amphitheatre, educational facilities, recreational field, miniature golf, campfire circle, tennis/basketball courts, volleyball, horseshoes, fishing, canoeing and kayaking, shooting range, archery range, pool, low ropes course, climbing tower, wellness center.
Henry County	*Bowens Creek Recreation Area	118 acres	Camping, boat launch, picnic area, swimming area, trail, handicap-accessible playground.
	Fisher Farm Park	127 acres	Hiking trail, 2 baseball/softball fields, wooded areas, 2 picnic shelters grills, playground, open space.
	Jack E. Dalton Park	30 acres	Lighted, paved walking trail; beach volleyball court; picnic shelter; cooking grills; 2 baseball/softball fields; playground; open space.
	*Philpott Recreation Area	155 acres	Camping, picnic area, boat launch, playground, trails, visitor center.
	Smith River Sports Complex	90 acres	Sports fields, pavilion/meeting facility, playground, picnic shelter, concession building, trails, canoe/kayak launch.
Patrick County/Stuart	DeHart Park	-	Swimming pool, tennis courts, basketball court, little league ball fields, concession stand, picnic shelter, playground, volleyball area, walking trail.
	DeHart Botanical Gardens	172 acres	Features a diverse population of plant and animal species, streams, waterfalls, trails, geological formations, and caves.
	Dominion Valley Park	35 acres	Camping, 2 shelters, playground, open space.
	Fairy Stone State Park	4,537 acres, 168-acre lake	Boating, fishing, swimming, camping, cabins, picnicking, hiking, equestrian trails, camp store, boat ramp/launch, 9 miles of multi-use trails, some wheelchair accessibility.
	Fred Clifton Park	-	Scenic overlook, picnic area, wildlife viewing.
	*Goose Point Recreation Area	61 acres	Camping, boat ramp, fishing dock, picnic areas, playground, beach, trail.
	Isaac C. DeHart Park	-	Picnic shelter, playground, 2 tennis courts, walking trail, baseball field, horseshoe pitching.
	Rocky Knob Recreation Area	-	Camping, cabins, hiking trails, overlook, visitor center
	*Turkey Island Recreation Area	30 acres	Picnic area.
	Wayside Park	-	Camping, concession stand, community events.

Locality	Park Name	Acreage	Amenities
Pittsylvania County	Pittsylvania Wayside Park	53 acres	Shelter, picnic tables, grills, baseball field, walking trail, historic features.
Danville	Abreu-Grogan Park	3 acres	River access, boat ramp, bank fishing, parking, boat rentals.
	Anglers Park	44 acres	River access, boat ramp, paved Riverwalk Trail, mountain bike trails, 5 multi-use fields.
	Ballou Park	107 acres	Disc golf course, picnic shelters, tennis courts, playground, nature trail, athletic fields.
	Carrington Pavilion	-	Outdoor amphitheater consisting of 1,100 covered seats and 4,000 lawn seats.
	Dan Daniel Memorial Park	170 acres	Riverfront, wooded and paved trails, sports fields, playground, skate park, American Legion Stadium - home of Danville Braves.
Martinsville	Dr. Dana O. Baldwin Memorial Park	15.5 acres	Picnic shelter, ball diamond, tennis court, basketball court, playground, concrete spectator seating (formerly Albert Harris High School football stadium).
	Hooker Field	7 acres	Home of the Martinsville Mustangs - member of the Coastal Plain League, a collegiate summer league. The facility provides seating for approximately 2,500.
	J. Frank Wilson Memorial Park	30 acres	Basketball court, tennis court, service road doubles as walking trail, 2 picnic shelters, playground, park benches, skate park.
	Southside Park	37+ acres	Multipurpose basketball/tennis court, 4 ball diamonds, playground, spectator stands, 2 horseshoe pits.
	West End Park	13.7 acres	Multipurpose basketball/tennis court, ball diamond, playground.

*These facilities are located at Philpott Lake and managed by the U.S. Army Corps of Engineers.

Referenced here are the links for each locality's Parks and Recreation Department:

Franklin County www.franklincountyva.gov/parks

Pittsylvania County www.pittgov.org/recreation/index.htm

Henry County www.henrycountyva.gov/Parks-and-Recreation.html

Danville City www.danville-va.gov/index.aspx?nid=515

Patrick County co.patrick.va.us/recreation

Martinsville City www.martinsville-va.gov/Parks-and-Recreation.htm

A number of **trails** exist throughout the West Piedmont Planning District and provide multiple forms of recreation, including walking, bicycling, mountain biking, wildlife viewing, and equestrian activities. Major trails within the Region are comprised of the following:

Franklin County/Rocky Mount

- **Franklin County Recreation Park** features hiking and biking trails.
- **The Grassy Hill Nature Preserve**, located on the west side of Rocky Mount, features a 6.6-mile hiking trail system, including signage and a kiosk; a short connector trail is located behind the YMCA.
- The proposed **Pigg River Heritage Area Trail** is a planned facility, a significant portion of which would parallel the Pigg River and would "connect" a number of historic features within the Town.
- **Waid Park**, located in Franklin County, features 7 miles of walking and hiking trails.

Henry County

- **The Beaver Creek Trail System**, located at the Beaver Creek Reservoir in Henry County, comprises multi-use trails, including the Patrick Henry Community College (PHCC) Loop Trail, about ¾ mile in length; and the recently-opened Rock Ridge Trail, which is about one mile in length.
- **The Dick & Willie Passage Rail Trail**, approximately 4.5 miles in length, is a paved, multi-use trail located in Martinsville and Henry County. It extends from U.S. 220 Business near the intersection of Commonwealth Boulevard east to the Mulberry Creek Overlook in Martinsville.
- **Doe Run Park** provides a habitat/walking trail.
- **The Fieldale Walking Trail** is a 2.5 mile walking trail that parallels the Smith River in Fieldale. It is comprised of gravel and earth.
- **The Gravely Nature Preserve**, in Ridgeway, contains 2.5 miles of multi-use loop trails.
- **The Martinsville-Henry County Textile Heritage Trail** is being constructed near Fieldale. It will comprise a quarter-mile loop that will include interpretive signs along its length communicating the heritage of the area's textile industry.

Patrick County

- **The Dan River Park Trail**, located in Ararat, extends from Blue Ridge Elementary School to Dan River Park.
- **The DeHart Mountain Trail**, located at DeHart Botanical Gardens, is a 2.8 mile loop trail.
- **The DeHart Park Loop Trail**, located in Stuart, is a ½ mile paved trail through the park.
- Fairy Stone State Park features the **Little Mountain Trail System**, comprising 9 miles of multi-use trails, and a network of smaller trails.
- **The I.C. DeHart Trail System**, located at I.C. DeHart Memorial Park in Woolwine, consists of 8 miles of hiking and mountain biking trails, as well as a more recent asphalt birding and wildlife trail.
- **The Mayo River Trail** is a paved multi-use trail, extending from Commerce Street in Stuart approximately one-quarter mile southeastward. It is the first of three phases of trail development which will eventually connect downtown Stuart with Wal-Mart on U.S. 58.
- **The Pinnacles Trail** in Ararat is a 2.2 mile trail for experienced hikers; a permit is required to hike this trail.
- **Primland Resort**, located in Meadows of Dan, is an upscale resort that features several nature trails ranging from 1 to 2.5 miles. In 2011, the resort restored a 6 mile original section of the Appalachian Trail, which runs through the resort's property. Mountain biking trails are also available at the resort.
- **The Reynolds Homestead LEAF Trail** in Critz is a 1 mile interpretive forest tour trail, which includes an informational kiosk.
- **Rock Castle Gorge**, located in Woolwine and along the Blue Ridge Parkway, is a 10.8 mile loop that varies in elevation from 1,700 to 3,572 feet.
- **Rocky Knob Recreation Area**, along the Blue Ridge Parkway, offers three trails ranging in length from 0.8 to 3.1 miles.
- **The Round Meadow Creek Loop Trail in Meadows of Dan** is a ½ mile hiking trail with a trailhead at the Blue Ridge Parkway.
- **Stuart's Knob Trail System** is an approximate 5 mile hiking trail located near the boat launch on Fairystone Lake across from Fairystone Park. Old iron mines can be seen in the area.
- **Walking trails** are located in the vicinity of Fred Clifton Park.

In addition to those trail facilities listed above, a feasibility study is underway for a proposed 0.9 mile multi-use trail to connect the Mayo River Trail with planned trails at Rotary Field in Stuart. Accessibility would be provided to Pioneer Community Hospital, EMI Imaging, Landmark Center, and other businesses. Public feedback provided to the Dan River Basin Association (DRBA) highlighted the desire among residents of Stuart for additional trails. The Patrick County Rivers and Trails Group, which is a volunteer association of the DRBA, is developing a Recreational Use Plan, which will serve as a blueprint for future trail development, as well as improvement of existing trails.

Pittsylvania County

- **The Ringgold Depot Trail**, a 5.5-mile crushed stone multi-use trail, extends from Ringgold, in Pittsylvania County, east to the Halifax County line. In 2012, a trail connector study was completed to connect this trail to the Danville Riverwalk Trail – a distance of approximately 5 miles.

Martinsville

- **The Dick & Willie Passage Rail Trail**, approximately 4.5 miles in length, is a paved, multi-use trail located in Martinsville and a small section of Henry County. It extends from U.S. 220 Business near the intersection of Commonwealth Boulevard east to the Mulberry Creek Overlook in Martinsville.
 - **The Uptown Connection Trail and Park**, comprised of a 0.6-mile paved spur from the Dick & Willie Trail, provides access to Uptown Martinsville.
 - **The Silverbell Spur Trail**, which officially opened on December 2, 2012, is a 1,230-foot spur of the Dick & Willie Trail. It provides access from the Dick & Willie Trail to popular destinations such as the YMCA, J. Frank Wilson Park, Patrick Henry Elementary School, and the Virginia Museum of Natural History in Uptown Martinsville.

Danville

- **The Anglers Ridge Mountain Bike Trail** consists of over 25 miles of mountain bike trails accommodating a variety of skill levels.
- **The Ballou Park Nature Trail** is a 0.75-mile facility with interpretive markers.
- **The Dan Riverwalk Trail**, an 8-mile paved multi-use trail in Danville, extends from the Cyber Park and Danville Regional Airport west along the Dan River to a point west of the Union Street Bridge. The trail will be extended west along Riverside Drive to the recently-reopened Robertson Bridge, and from the Robertson Bridge to Ballou Park.

Region

- Approximately 20 miles of shared-use trails have been constructed by the U.S. Army Corps of Engineers and other groups to connect parks at Philpott Lake for the purpose of creating a destination location for trail enthusiasts; these trails are intended primarily for hiking, mountain bicycling, and nature observing. They improve accessibility to natural areas and improve viability of parks, and several miles of these trails provide interconnectivity with other trails in the Region.
- **Virginia Birding and Wildlife Trails**, maintained by the Virginia Department of Game and Inland Fisheries (DGIF), are present throughout each locality within the West Piedmont Planning District. Please refer to "Parks and Recreation Areas" map in this chapter for specific information regarding the location of these trails.

The West Piedmont Planning District possesses a rich *heritage*. Some of this heritage includes:

- **The Booker T. Washington National Monument**, located in Franklin County, is a 224-acre fully restored Civil War-era farmstead located in the northeastern portion of the county on which Dr. Washington grew up during the 1850s. In addition to restored farmstead features of that era are walking trails and visitor center.
- **The Crooked Road: Virginia's Music Heritage Trail** comprises a 250-mile route through the Appalachian region of Southwestern Virginia that focuses on the region's unique musical heritage, but also on the outdoor recreational activities, museums, crafts, and other historic/cultural programs unique to the region. In the West Piedmont Planning District, The Crooked Road begins in Rocky Mount/Franklin County and winds its way into Patrick County and Stuart. The economic impact of The Crooked Road has contributed generously to the Region's prosperity.



- **Martinsville Speedway**, a major tourist destination located in Henry County, has been in the NASCAR circuit since the organization's inception in 1949 – longer than any other track used by NASCAR. The track is 0.526 miles in length, and seating facilities are capable of accommodating more than 63,000 fans. A recent poll revealed that Martinsville Speedway was a top bargain among Sprint Cup racing and offers fans the best view of the races. Henry, Patrick, and Pittsylvania Counties, the Town of Stuart, and the Cities of Danville and Martinsville are among a number of localities situated in the southern region of the Commonwealth regarded as Virginia's Racing Region; the



West Piedmont PDC - Parks & Recreation Areas

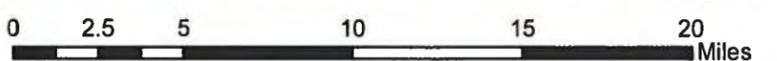
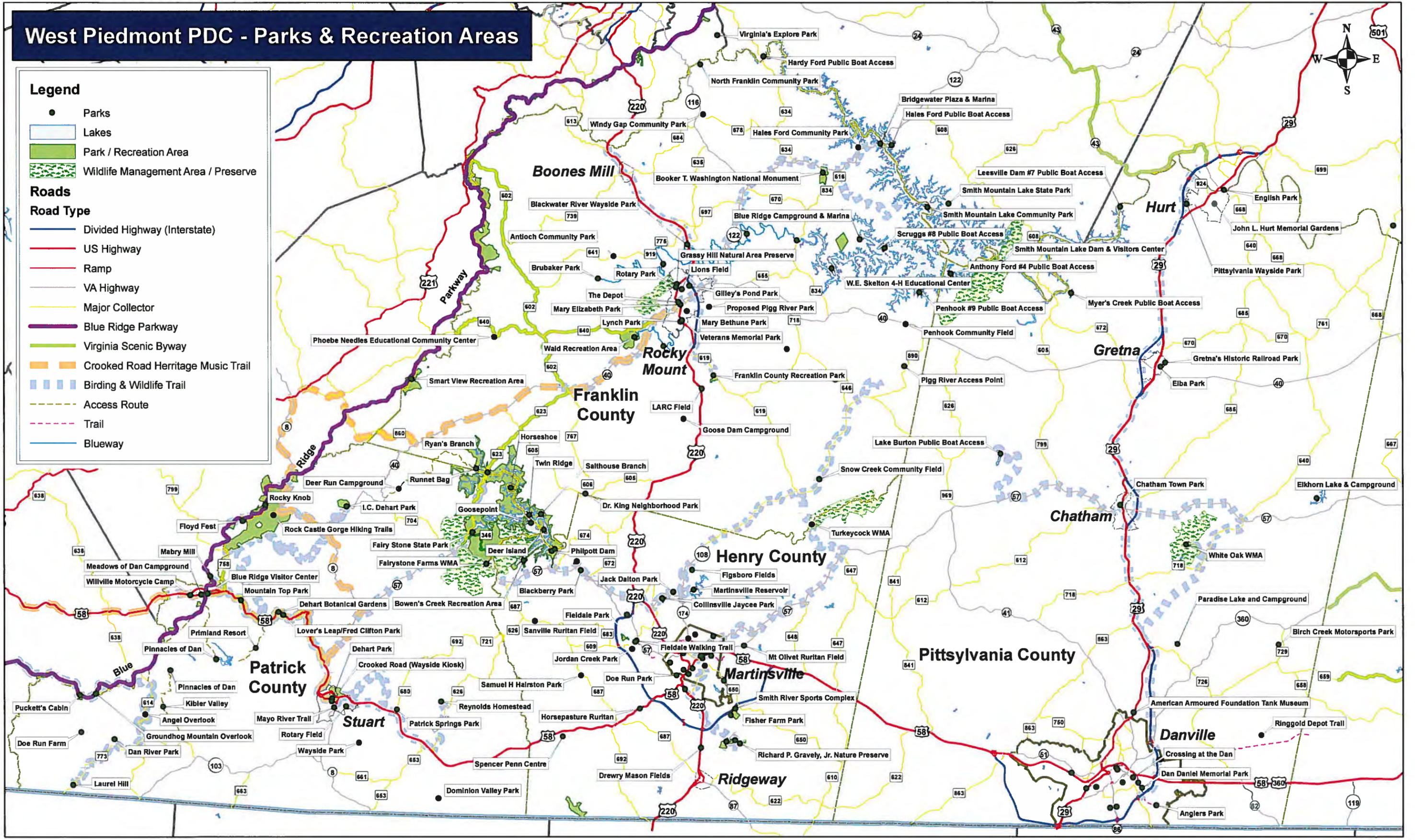
Legend

- Parks
- ▭ Lakes
- ▭ Park / Recreation Area
- ▭ Wildlife Management Area / Preserve

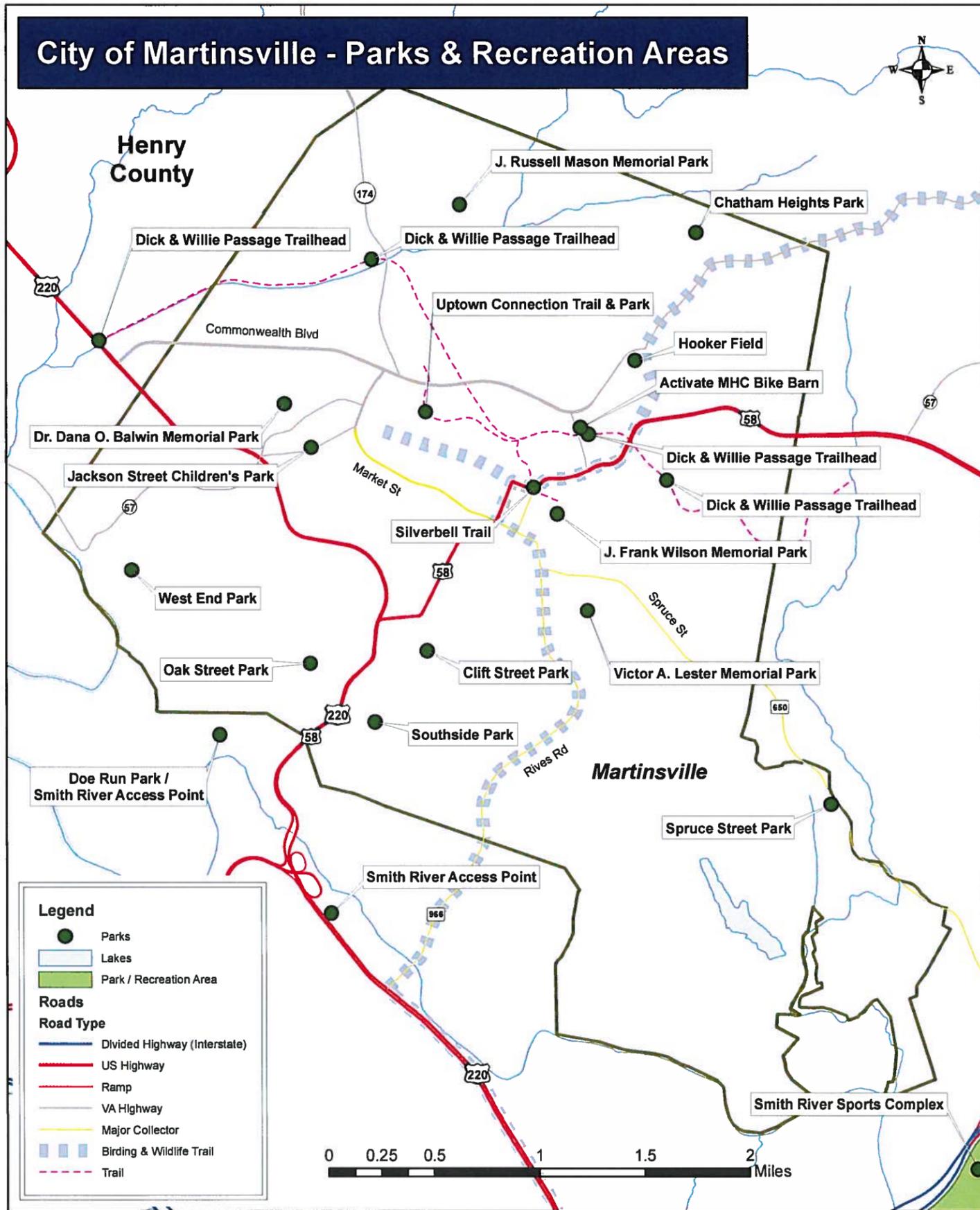
Roads

Road Type

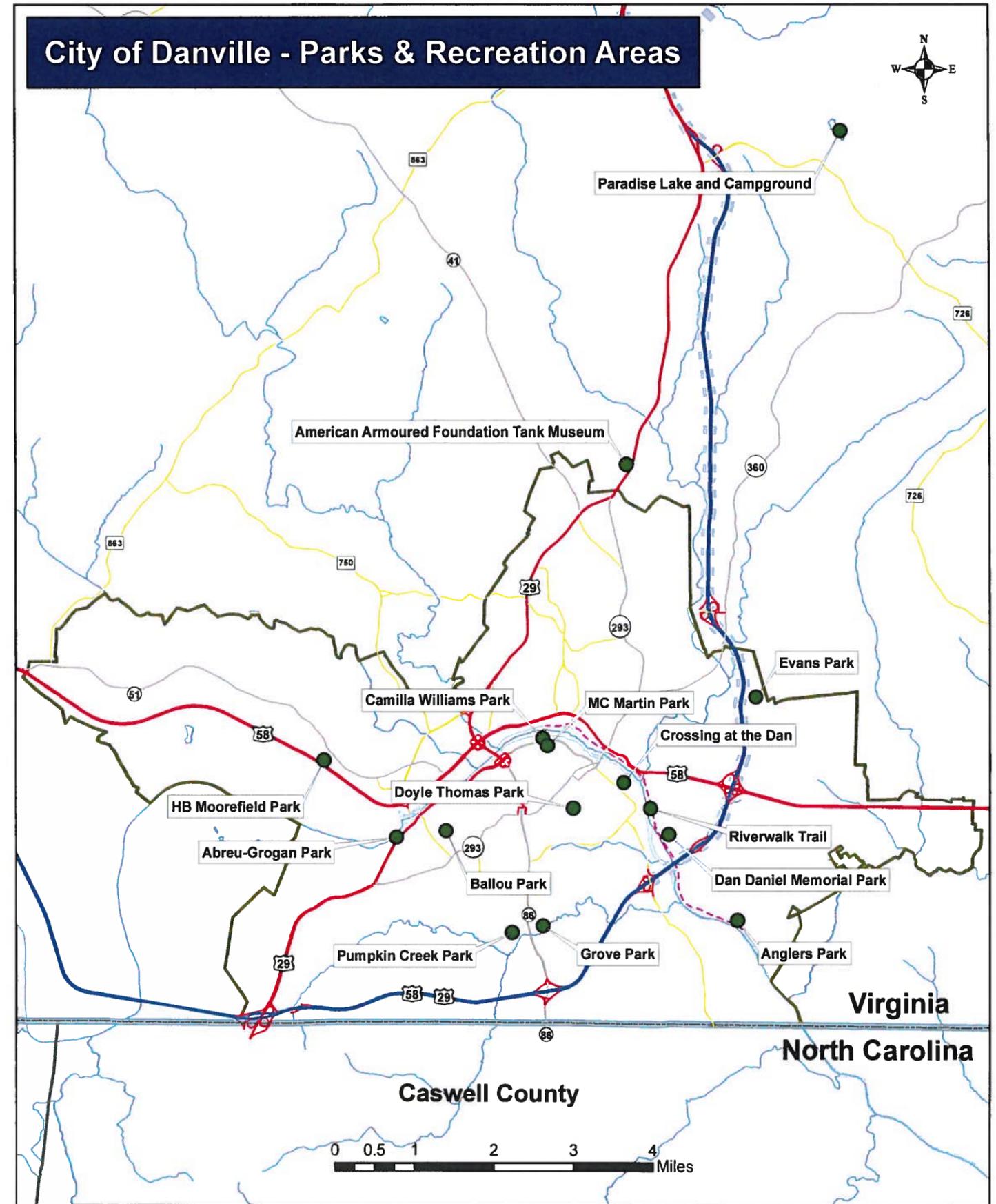
- Divided Highway (Interstate)
- US Highway
- Ramp
- VA Highway
- Major Collector
- Blue Ridge Parkway
- Virginia Scenic Byway
- Crooked Road Heritage Music Trail
- ▭ Birding & Wildlife Trail
- Access Route
- Trail
- Blueway



City of Martinsville - Parks & Recreation Areas



City of Danville - Parks & Recreation Areas



- purpose of this designation is to increase tourism via promotion of auto racing. Other notable racing facilities nearby include Virginia International Raceway in Alton and South Boston Speedway in neighboring Halifax County. Additionally, the Wood Brothers Racing Museum in Stuart pays tribute to Wood Brothers Racing, the longest continuously-operating NASCAR Cup Series.
- **The Reynolds Homestead Research Center**, located near Critz in Patrick County, managed by the Department of Forestry and Wildlife of Virginia Polytechnic Institute and State University as a graduate research center. It offers professors and students one of the few examples of climate, environment, and timber species representative of the Piedmont Region of Virginia and North Carolina.
- **The Virginia Museum of Natural History** operates a nature preserve consisting of 81 acres along the south side of the Smith River near the mouth of Marrowbone Creek in Henry County. The preserve enables the museum to present the state's wildlife in a natural setting. The museum eventually opened the land to the public. Trails with interpretive signs and an access point to the Smith River were established on the land.



D. Historic Preservation

The preservation of historic sites within the Planning District should be of concern to the citizens of each local jurisdiction. Through the preservation of areas which have played a significant role in the early development of the locality, state, or nation, present and future generations will be able to visualize and respect the events of the past. If not identified and preserved, historic sites soon are lost to posterity. Efforts towards preservation are underway across the District and historic sites are included in local comprehensive plans. The Region is fortunate in having many historic sites worthy of preservation. The Virginia Historic Landmarks Commission has identified approximately 450-500 such sites. To date, a number of these sites have been accorded listing in the Virginia Landmarks Register and the National Register of Historic Places maintained by the U.S. Department of Interior because of their architectural or historical significance. The National Register of Historic Places is the legal instrument to insure that registered properties threatened by federal or federally assisted projects will be the subject of comment and review in accordance with the procedures prescribed by the National Historic Preservation Act of 1966.

In addition to being placed on the state and federal historic registers, historic sites in Virginia can be protected from subdivision and commercial development pressures by use of open space easements. In the Open Space Land Act of 1966, as amended, the General Assembly adopted the easement, a traditional device of the real property law, to serve the needs of such property owners while at the same time protecting the public interest in maintaining scenic and historic areas. An open space easement is a legal agreement between a landowner and either the Virginia Historic Landmarks Commission, the Commission of Outdoor Recreation, or the Virginia Outdoors Foundation. The rights and usages of private ownership remain unimpaired, subject only to the restrictions concerning the historic or scenic character of the property agreed to in the open space easement. In other words, all rights of private property defensible by the trespass laws are retained by the owner as well as all rights to enjoy the fruits of the land and the use of the property, with the exception of such rights of development as are mutually agreed to and specified in the deed of easement. However, registration makes property eligible for protection and financial incentives such as tax credits for rehabilitation and grant funds. Registration also serves as a way of honoring historic significance by collecting information that becomes a permanent record of the Virginia Department of Historic Resources' archives.

A third method of protection is historical districting. The Old West End Historic District was established by Danville City ordinance in 1972. In setting up the district, an architect rated all buildings and boundaries for the Historical District established. Under the ordinance, a seven-member Commission of Architectural Review reviews all proposed changes to the exteriors of buildings located within the Historical District and visible from a street or other public place. The Commission also reviews all requests for demolition and new construction visible from a public right-of-way or place. The actions of the Commission are subject to appeal to the Danville City Council.

In 1993, the Virginia Department of Historic Resources approved the nomination of Downtown Danville to the Virginia Landmarks Register. The area is also included on the National Register of Historic Places. The historic designation complements efforts to market the City as a tourist destination and offers downtown property owners financial incentives for building improvements. As a tourist attraction, the downtown area contains several historic structures, most notably 19th century buildings which once housed the textile and tobacco factories that put Danville on the map.

Conferring historic status on the downtown area also bridges the City's other historic districts including the Downtown Historic District, the Old West End Historic District, the Holbrook-Ross Historic District, and the Tobacco Warehouse Historic District. In 2011, Danville initiated a comprehensive planning program which established the River District, comprised of a portion of the Tobacco Warehouse Historic District as well as the Downtown Danville Historic District, encompassing the heart of the City linked by the Dan River.

The Town of Gretna received a \$10,500 grant from the Department of Historic Resources (DHR) in May 2012, to study downtown properties for possible Historic District nomination. A preliminary evaluation of Gretna was completed in December 2010 by DHR that recommended a study be conducted. The grant will cover surveys of 19 or more buildings in the proposed historic district and individual surveys of 26 or more significant historic buildings located outside the proposed district. This project will help support the Town's revitalization efforts by recognizing the cultural, architectural, and landscape features of the historically significant area.

In addition, Pittsylvania County received a \$7,000 grant from the Virginia DHR to survey tobacco barns in the County. In collaboration with Preservation Virginia, a non-profit group dedicated to preserving architectural and historic heritage in the Commonwealth, the grant will be used for the architectural documentation of approximately 300 barns and will include photographs, site plans, and maps. The County will provide in-kind match, although no match was required for the grant.

In 1995, Franklin County and the Virginia Department of Historic Resources began the Franklin County Heritage Resources Project. The Franklin County Historic Preservation Advisory Committee was formed to oversee the project that assessed the existing inventory of archeological and architectural sites, grouped the sites by state historic themes, and identified and prioritized citizen opinions regarding the resources. *Heritage 96: A Preservation Strategy* resulted. In 1997, the Franklin County Board of Supervisors requested that the Historic Preservation Advisory Commission prioritize and implement the goals and objectives identified in the strategy. The Franklin County Heritage Museum was opened at the former Moten Menefee House in Rocky Mount in 1998.

A 300-acre tract in the Town of Rocky Mount has received designation as a historic district by the Virginia Department of Historic Resources, placing the area on the Virginia Landmarks Register and the National Register of Historic Places. The District includes portions of Angle, Church, East and West Court, Franklin, Hale, High, Main, Maple, Noel, Randolph, and Warren Streets, Tanyard Road, and Claiborne and Floyd Avenues. The nomination included five principal historic themes—government, commerce, transportation, domestic, and industry.

In 1996, the Cahas Mountain Rural Historic District in the Route 613 area of Franklin County of U.S. Route 220 North was selected for listing on the Virginia Landmarks Register. The historical background of the district begins with Native American Indians' use of the rich bottomland along Maggodee Creek for thousands of years before the first Europeans and Africans arrived in the mid 1700s. The District includes a well-preserved trace of the Carolina Road where it crosses the Blue Ridge at Maggodee Creek. The Carolina Road was one of the Commonwealth of Virginia's most important transportation routes during the 18th and 19th centuries.

The Jubal A. Early Preservation Trust Incorporated has undertaken efforts to preserve and restore the boyhood home of Confederate General Jubal A. Early in the Red Valley section of Franklin County. The homeplace along with eight acres of land has been donated to the trust. The project goal is not only to restore and preserve this home but to also present educational programs and other interpretation to develop a greater appreciation of Southern history and culture.

The U.S. Department of Interior and the National Park Service have designated the J.E.B. Stuart Birthplace in Patrick County as a National Historic Landmark. The Stuart Birthplace is located on the Ararat Highway (Route 773) in the Ararat area of the County. In December 1998, the Virginia Board of Historic Resources placed the site on the Virginia Landmarks Register. Known as Laurel Hill, the site was the birthplace of the famous Confederate cavalry leader of the Civil War, General James Ewell Brown Stuart. Stuart was born there in 1833 where he lived with his family until the house burned and he was sent to a boarding school. The Town of Stuart, first known as Taylorsville, was renamed in General Stuart's honor. The Stuart Birthplace Trust purchased the 71-acre site in 1992 and maintains it through donations and fundraising activities. A self-guided walking tour was installed at Laurel Hill in 1995, and Laurel Hill became part of the Virginia Civil War Trails system in 2002. The Trust also hosts a Revolutionary War encampment in the spring and the area's largest Civil War encampment and battle re-enactment each October.

Within Martinsville, three Historic Districts have been nominated and approved by the National Trust and the Virginia Department of Historic Resources for listing on the National Register of Historic Places: the Martinsville Historic District (Uptown Martinsville); the East Church Street and Starling Avenue Historic District; and the Fayette Street Historic District. They are also exploring historic district eligibility for Mulberry Road, the Bassett Walker worker housing district in Bassett, and multiple property designations for vacant and/or underutilized historic schools and industrial facilities in

Martinsville and Henry County. In 2011, Fieldale, in Henry County, was officially listed as a historic district and was included on both the State and National Register of Historic Places, based on its history as an industrial company town. A plaque was placed on Field Avenue in Fieldale in recognition of the area's historic significance.

In June 2010, Martinsville City Council established three local historic districts, the Uptown area encompassing the Central Business District, along Fayette Street, and surrounding the East Church Street/Starling Avenue intersection. Those areas were already designated as federal and state historic districts.

In March 2010, the former Martinsville Novelty Corporation in Martinsville was added to the Virginia Landmarks Register by the VA Department of Historic Resources. The factory, constructed in 1929, operated until 1995 and made occasional furniture. In 2011, the factory was renovated into apartments as part of a redevelopment project.

In 2005, the National Trust for Historic Preservation decided to use Martinsville and Henry County as a pilot rural heritage program known as the ***Martinsville and Henry County Rural Heritage Development Initiative***. Through the Harvest Foundation and the Public Welfare Foundation, the National Trust committed to a three-year project. Completed in 2009, there were three key revitalization areas: historic preservation and community revitalization; historic commercial district revitalization and local business development; and cultural heritage tourism. In 2006, the National Trust established a work group to develop survey categories such as historic, arts, natural, festivals, and stories; to develop survey questionnaires; and to review the completed survey database to identify themes and links. The Heritage Tourism inventory process brought the community together to identify and organize the community's thoughts on valued resources and assets. In July 2009, the National Trust for Historic Preservation and partner organizations completed a year-long survey which documented approximately 450 historic buildings and sites in Martinsville and Henry County. Hill Studio of Roanoke and the Virginia Department of Historic Resources assisted with the survey funded by The Harvest Foundation. Individual property owners may use the report as a basis to nominate their historic properties for listing on the Virginia Landmarks Register and National Register of Historic Places.

An archaeological site over 500 years old, located in the Forest Park section of Martinsville, will be acquired by the Archaeological Conservancy from a property owner. The site was first discovered in the 1930s after a flood caused American Indian relics including bones and relics to be unearthed. Several other archaeological sites exist in the Martinsville area.

In 2010, the ***Bassett Historical Center*** in Henry County opened a 4,195-SF expansion. The \$800,000 expansion—funded with private donations and funding from The Harvest Foundation—included three large rooms, the largest of which serves as a meeting space as well as an area for displays about area industries, families, and Indian artifacts from the area. The second public room contains family collections, books with genealogical information, and displays. The third room is a workroom for the Center's staff for inventorying, cataloguing, and other tasks. As of July 1, 2012, the Center is no longer part of the Blue Ridge Regional Library system. The Bassett Public Library Association owns the building in which the Center is housed.

In 1995, the City of Martinsville and the Town of Rocky Mount were designated as ***Virginia Main Street Communities***. In 2000, the City of Danville became a Virginia Main Street Community. However, due to organizational structure changes in 2007, Danville is now a Virginia Main Street Commercial Affiliate. The Towns of Chatham, Gretna, and Stuart are now Affiliates as well. Commercial Affiliates seek to improve historic downtown commercial districts with access to Virginia Main Street (VMS) resources and assistance through the affiliate program. Virginia communities with pedestrian-oriented commercial districts can become affiliates.

The National Main Street Center is a human resource and technical reference center set up by the National Trust for Historic Preservation to stimulate economic development within the context of historic preservation. The Center offers a number of training programs and technical services to communities of all sizes, including: training products such as publications, videotapes, slide shows and computer software; national and regional conferences and workshops; on-site technical assistance ranging from assessment visits to comprehensive, ongoing services; local workshops on specific issues for communities with mature Main Street programs; and a downtown institute offering certification to downtown revitalization professionals.

E. Agriculture

Agriculture continues to play an important but decreasing role in the Planning District's economy; however, the Region, which has been a leading producer of flue-cured tobacco and dairy products in the Commonwealth, has experienced changes in the agricultural component of its economic base due to changes in regulations and quota cuts. With the current economic situation, farmers across the Region are caught in a money squeeze with the rising cost of fuel,

fertilizer, chemicals, hay, and transportation services. In some cases, credit has also been tight for farmers during this economic downturn.

From 1974 to 2007, the number of farms decreased by 31% from 4,859 to 3,352. The amount of land in farms also decreased from 704,393 acres in 1974 to 571,687 acres in 2007. The corresponding percentage of land in farms decreased from 42.5% in 1974 to 34.6% in 2007. During this same time period, the average size of farms increased from 145 acres to 171 acres. As shown in the following table, the percentage of farm operators with farming as their principal occupation decreased from 63.5% in 1974 to 44.3% in 2007.

According to the 2007 Census of Agriculture, the acreage of farmland has drastically decreased in the Commonwealth. The latest Census shows that Virginia lost almost as much land in agriculture over the last five-year census period as it did over the three previous census periods. From 1987 to 2002, Virginia lost 577,000 acres of farmland compared to 521,000 from 2002 to 2007. However, over the five-year period from 2002 to 2007, the number of farms increased across the Region, but farms are smaller in size, decreasing from an average of 186 acres in 2002 to 171 acres in 2007. Retirement could be a factor in the increased loss of farmland as well as the increased costs of farm expenses such as feed and fuel. In regards to retirement, the average age of farm operators rose from 56.7 years in 2002 to 58.2 in 2007 for the State, compared with 56.5 years in 2002 and 58.4 years in 2007 for the District.

1974-2007								
West Piedmont Planning District Agricultural Data								
	1974	1978	1982	1987	1992	1997	2002	2007
<i>Farms</i>	4,859	4,422	4,441	3,584	3,167	3,537	3,250	3,352
<i>Land in Farms (acres)</i>	704,393	682,162	684,533	615,432	591,958	596,618	604,819	571,687
<i>Avg. Size of Farm (acres)</i>	145	154	154	172	187	169	186	171
<i>Percent of Land in Farms</i>	42.5%	41.2%	41.6%	37.4%	36.6%	36.9%	36.6%	34.6%
<i>Percentage Distribution of Farms by Size in Acres:</i>								
1 to 9	8.4%	9.0%	7.3%	5.3%	5.5%	4.0%	3.4%	4.1%
10 to 49	19.1%	19.4%	20.3%	19.6%	19.3%	20.3%	22.3%	24.9%
50 to 69	10.0%	10.0%	10.0%	9.9%	8.9%	9.4%	9.5%	10.7%
70 to 99	12.8%	12.1%	13.4%	13.8%	13.5%	12.6%	13.9%	13.3%
100 to 139	15.7%	14.3%	13.9%	13.1%	12.9%	13.9%	12.4%	12.6%
140 to 179	9.3%	9.3%	9.2%	9.7%	9.1%	9.4%	9.8%	8.1%
180 to 219	7.4%	6.5%	5.9%	5.8%	6.8%	6.2%	5.7%	5.4%
220 to 259	4.1%	4.1%	4.2%	5.1%	4.1%	4.4%	4.2%	4.6%
260 to 499	9.5%	10.5%	11.2%	11.4%	12.2%	12.0%	11.6%	9.6%
500 to 999	3.0%	3.7%	3.5%	4.9%	5.9%	5.9%	4.8%	4.9%
1,000 to 1,999	0.5%	0.9%	0.7%	1.2%	1.5%	1.7%	1.7%	1.4%
> 1,999	0.1%	0.2%	0.2%	0.3%	0.3%	0.3%	0.6%	0.5%
<i>Percent of Farm Operators with Farming as their Principal Occupation:</i>	63.5%	55.1%	51.5%	49.3%	48.9%	46.5%	55.0%	44.3%

Source: 1974, 1978, 1982, 1987, 1992, 1997, 2002, and 2007 U.S. Census of Agriculture, U.S. Dept of Agriculture, Bureau of the Census.

The Region, which has been a leading producer of flue-cured tobacco and dairy products in the Commonwealth, has experienced changes in the agricultural component of its economic base due to changes in regulations and quota cuts. With regard to tobacco, four Virginia counties accounted for over half (66.7%) of the Commonwealth of Virginia's tobacco production based on 2007 data. Among the four, Pittsylvania County alone accounted for 28.3% and was the top producer in the Commonwealth and the 9th largest in the United States. As Virginia adjusts to a smaller tobacco industry, the key factor will be alternative uses available for land, labor, and capital that were used in tobacco production.

As a result of seemingly higher contracting amounts of tobacco in 2012, with some firms planning to buy more from the Region, Pittsylvania County farmers planned to plant more of the crop. Some tobacco growers reported contracts with 10 to 15 percent higher volume. Prices in Liquefied petroleum, used to cure the crop, more than doubled from 2009 to 2011 and prices of diesel used to run equipment increased from \$2.32/gallon to \$4.26/gallon from 2009 to 2012.

Dairying, combined with cattle and calf sales that often take place on dairy farms, now represents a greater share (59.9% in 2007) of the District's agricultural economy. Franklin County ranked second out of 78 milk-producing

counties in Virginia. The number of dairy farms in the County has declined from 82 to 77, with two of its largest farms closing in late 1999. Changes in regulations and milk prices have brought about these problems.

In September 2011, it was noted that the sheep industry in the U.S. was in the midst of an all-time high demand for lamb and wool. This is positive news for Virginia sheep farmers because there were almost 78,000 sheep and lambs on approximately 2,000 farms in the state, and nearly 950 are involved in the production of wool, according to the most recent Census of Agriculture. Within the Region, there were 65 farms with lamb and sheep inventories, according to the 2007 Census of Agriculture. The majority were located in Pittsylvania (30) and Franklin (26) Counties. However, only 19 of the 65 farms produced wool. Kroger and Wal-Mart have embarked on campaigns to purchase American-produced lamb products.

Although agriculture continues to play an important role in the Planning District's economy, it must be recognized that since the early 1950's the role of agriculture has gradually eroded. The emergence of manufacturing and industry in the early 1950's signaled a major turning point in the direction of the District's economy. Because of better paying full- and part-time jobs as well as the guarantee of year-round income, manufacturing now surpasses agriculture in both employment and total income. Over the five-year period, Franklin County increased sales by 43.5%; Henry County by 119.2%; Patrick County by 23.8%; and Pittsylvania County by 10.3%. For the Planning District, sales increased by 25.5% overall. The following table provides an overview of farm characteristics for the Region from 2002 through 2007.

**West Piedmont Planning District
Farm Characteristics, 2002-2007**

	Franklin County	Henry County	Patrick County	Pittsylvania County	WPPD
Full-time Farms	484	157	236	608	1,485
Total Farms	1,043	340	613	1,356	3,352
Acres in Farming - 2007	166,592	50,779	80,027	274,289	571,687
Acres in Farming - 2002	172,539	53,064	90,569	288,647	604,819
Average Sales - 2007	\$51,743	\$32,228	\$29,959	\$46,198	\$42,805
Average Sales - 2002	\$36,068	\$14,705	\$24,209	\$41,866	\$34,094
% Increase	43.5%	119.2%	23.8%	10.3%	25.5%

Source: 2002 and 2007 U.S. Census of Agriculture, U.S. Department of Agriculture, Bureau of the Census.

In June 2001, Thomas Point Associates of Annapolis, MD, completed the development of the EDA-funded West Piedmont Planning District Economic Recovery/Adjustment Strategy. Among other economic issues, the strategy focused on changes in agriculture as an important regional matter. Agricultural sales in the Planning District are up significantly over a decade ago. The Strategy noted that, although the tobacco industry has undergone tremendous changes, there is still potential for both tobacco and dairying on larger more efficient farms able to compete in the marketplace. Smaller tobacco farmers would have to diversify, change crops, or find other employment. Grants and loans are needed to spur the development of transgenic tobacco and provide capital for alternative and value-added agricultural ventures as well as on-farm diversification into agricultural tourism, nurseries and greenhouses, contract poultry operations, wineries and similar ventures. Education and technical assistance are also needed regarding farm specialization, strategic alliance opportunities, low-cost input options and more cost-effective methods of producing, marketing and purchasing products. Finally, establishment of another shipping point market in the Central Virginia/Piedmont region is needed to help market new products.

The EDA-funded West Piedmont Planning District Economic Recovery/Adjustment Strategy also noted that the Clean Water Act of 1972 and its amendments would have a severe impact on agriculture in the Region, particularly the dairy farming operators. Regulators wish to enforce strict non-point source-related regulations on agricultural operations, but many in agribusiness feel that stream pollutants from wildlife alone will preclude meeting the expected standards. The dairy industry and other agribusiness are being asked to carry out pollution management plans on the farms. However, there does not appear to be sufficient funding available to farm operators to implement the plans. Given these conditions, legislative relief for the agricultural sector is essential.

Efforts are being made to preserve and enhance agricultural lands in the Commonwealth. The Environmental Quality Incentives Program (EQIP) provides financial and technical assistance to those involved in agricultural production

through contracts that assist with the planning and implementation of conservation practices pertaining to natural resources and provides opportunities to improve a variety of environmental and animal resources on agricultural lands and private forest lands. A program has been established to encourage farmers who have implemented their own conservation practices to monitor them. This is a data collection program for these conservation practices which have not been officially recognized by the state and is one of the six areas of the state chosen for this program, located around Roanoke.

In January 2012, the state provided \$50,000 to Franklin County as part of a \$1.2 million grant program to preserve farmland across the state. The funds must be used for purchasing development rights, by compensating farmers who voluntarily preserve their land by placing it in a perpetual easement. Franklin County will provide a \$50,000 match. The state has matching funds for local Purchase of Development Rights (PDR) programs that involve conservation easements that are legal agreements designed to permanently protect property for conservation purposes. Since 2007, \$6.5 million has been allocated to 18 local PDR programs. There have been 43 easements granted in 12 localities across the state, totaling 5,733 acres of preserved farmland. Pittsylvania County decided in November 2012, to explore joining the state conservation easement program. A sub-committee was formed, consisting of local working farmers and others, to study the program and report its finding by September 2014.

Homestead Creamery, known for its farm-fresh dairy products, announced plans in December 2012 to expand its facilities and introduce a line of cheeses and yogurt as part of a \$1.1 million expansion assisted by a new state grant designed to support Virginia's agricultural industry. The Creamery was the recipient of the first-ever Agriculture and Forestry Industries Development Fund (AFID) grant in the amount of \$60,000. Established by the Virginia General Assembly in 2012, the new AFID grant program is an economic development tool designed to help incentivize the creation or expansion of businesses that use Virginia agricultural and forestry products, particularly in rural areas of the state. Funded at \$1 million in each year of the biennium, the AFID is broken into two categories with \$750,000 toward large grants to assist local efforts in expanding current or attracting new agriculture and forestry processing facilities and \$250,000 dedicated to small grants to assist localities in improving local economic development efforts relating to agribusiness. In addition, the expansion is made possible by a \$45,000 grant through the Tobacco Region Opportunity Fund from the Tobacco Commission and a \$30,000 grant by Franklin County. The firm will also receive training assistance from the Virginia Jobs Investment Program. The expansion will create 20 full-time jobs over the next three years.

In September 2010, the Olde Dominion Agricultural Foundation was awarded a \$100,000 Rural Business Enterprise grant from the USDA for construction of a farmers' market. The \$5.2 million complex, constructed on US Route 29 South in Chatham, opened in early 2011. It offers a central location for regional farm-product sales, including the farmers' market and livestock center, and serves as a location for agricultural events, agricultural education, agritourism functions, business and meeting location, and events for horse-related and wine-related events. Included is a 12,000-SF office complex that houses offices of seven organizations—the Pittsylvania County Farm Bureau, the U.S. Department of Agriculture's Natural Resources Conservation Service, Farm Service Agency, Virginia Cooperative Extension, the Olde Dominion Agriculture Foundation, the Virginia Department of Conservation and Recreation's Soil and Water Conservation District, and the Pittsylvania County Agriculture Development. Also included are a 53,000-SF indoor arena for horse and cattle shows and an 11,000-SF, 500-seat conference center that can be divided into three classrooms. According to the 2007 Census of Agriculture, 608 claim farming as their primary occupation in Pittsylvania County.

Virginia Farm Link, a decade-old program, was in the process of being "rebooted" in 2012, as the Virginia Farm Bureau Federation (VFBB) Young Farmers are working to encourage more farmers and would-be farmers to make connections. The VFBB Young Farmers wants to reach out to farmers in their 40s and 50s so they can mentor younger farmers and pass their businesses on to those younger. An article in the Associated Press mentioned that more young entrepreneurs are choosing farming on a full-time basis. In addition, agricultural college enrollment is increasing and national economic conditions are encouraging more people to enter the farming industry.

In March 2012, Patrick Henry Community College (PHCC) opened the Agricultural Research Center (ARC) housed in a once vacant building in Uptown Martinsville. Other vacant warehouses and abandoned buildings may be utilized to test various growing methods such as hydroponics and LED lighting to grow marketable crops. Hydroponics, or growing plants in water rather than soil indoors, can allow for plants to be grown all year and can better control insects and diseases; the system also lends itself to the recycling of water. The Center, funded by a \$30,000 grant from the U.S. Department of Agriculture, will collect data on the effects of various growing techniques and determine the best practices of growth, using the least amount of energy. PHCC has applied for a second grant for marketing funds and has plans for a third phase to install solar panels which would power the lighting, as well as solar thermal panels to

heat the building. The hope is that marketable products will eventually be available through this method of production, keeping the products local by selling them to local school systems and to restaurants. In 2011, Virginia agricultural exports exceeded \$2 billion – an international agricultural record, with regard to forestry and timber products. PHCC believes that horticulture jobs will be brought to the Region as a result of the initiative and hopes the project will create jobs such as marketing staff, horticulturists, and additional workers to monitor and harvest the crops. Students in horticulture, agribusiness, and viticulture at PHCC will use the center for labs and internships.

PHCC offers a specialization in Agribusiness, as well as career studies certificates in Horticulture and Viticulture. The Agribusiness degree helps to address the current and anticipated workforce shortages in the agribusiness industry. The program benefits those seeking employment in a variety of agriculture-related sectors, notably agribusiness, farm, nursery, greenhouse, and related areas of expertise. PHCC's Horticulture program is intended to provide the practitioner with broad-based skills to be employed in the horticulture sector, in specializations such as landscaping, landscape contracting, nursery employment, and estate maintenance. The college's Viticulture program prepares students for experience with and skills pertaining to the expanding grape-growing industry in the eastern U.S. More information is available at <http://www.ph.vccs.edu>.

With the decline of traditional agricultural products such as tobacco, more farmers are turning to wine production. Wineries have increased across the state in recent years. Virginia's wine industry is creating an economic impact, according to a study released by the Governor's office in February 2012. The study showed that between 2005 and 2010, the wine industry's economic impact has more than doubled to nearly \$750 million in contributions to the state's economy each year. During that period, the number of wineries increased from about 130 to almost 200 and the number of full-time jobs at wineries and vineyards rose from approximately 3,160 in 2005 to more than 4,750 in 2010. Sales of Virginia wine have also increased by more than 11 percent in 2011 to a record high of more than 5.5 billion bottles sold. The study further showed the relationship between tourism and the wine industry, as the number of wine-related tourists visiting the Commonwealth increased from 1 million in 2005 to 1.62 million in 2010. Spending related to winery tourism increased from \$57 million in 2005 to \$131 million in 2010. With Virginia named as one of the top ten wine travel destinations for 2012 by "*Wine Enthusias*t" magazine, officials expect the industry to continue to grow throughout the state.

According to the 2007 Census of Agriculture, there were 27 farms producing grapes in the Region, with the majority in Patrick (12 farms) and Pittsylvania (9 farms) Counties. The Tomahawk Mill Winery is located on Route 649/Anderson Mill Road in Pittsylvania County. In Patrick County, lies Villa Appalachia Winery located on Route 720 just off the Blue Ridge Parkway. Brooks Mill Winery, located on Route 834 in Franklin County, opened in 2008. In 2010, The Homeplace Vineyard, located just off Route 799 near Chatham, opened for business. The Altילו Vineyards and Winery, formerly Altavista Vineyards, is located on Level Run Road in Hurt (Pittsylvania County). Opening within the Region during 2011, were the Preston Ridge Winery in Henry County, located on Route 687, and the Stanburn Winery, just off Route 680 in Patrick County.

Franklin County's only winery, the Brooks Mill Winery, near Smith Mountain Lake, produces wines from fruits excluding grapes. The winery began production in 2008 after the owners planted fruits in 2006. The wines won gold and bronze medals in Fingerlakes wine competitions. Last year, 250 cases of wine were produced, an increase from 170 cases in 2009. The winery is located on Brooks Mill Road.

Patrick County's Stanburn Winery holds weddings and other events at the winery, which includes a tasting room and gift shop that were added in November 2010. The winery comprises 11 acres of grapes and much of the 40–50 tons harvested are sold to Chateau Morrisette, a winery in Floyd County.

Altילו Vineyard and Winery, formerly Altavista Vineyards, and the Homeplace Vineyard, both of Pittsylvania County, received medals from the 2012 Governor's Cup for their wines. In early 2012, White Oak Mountain Meadery, the first meadery in Pittsylvania County, began producing mead, an alcoholic drink that is made from honey and is similar to wine. The drink dates back to ancient times and is considered an ancestor of fermented drinks. The meadery is located off Slatesville Road near Chatham. Tomahawk Mill Vineyard in Climax makes mead as well.

During 2012, a number of craft brewers started up businesses in the Region. In Danville, a craft brewery and winery opened in the City's River District in September. The operator owns a vineyard in Pittsylvania County and plans to transport the grapes to the establishment for fermentation; when wine is not available, craft beer will be brewed. Amendments were made to the City's zoning ordinance for a business such as this. In August at Smith Mountain Lake, ground was broken for Sunken City Brewing Co., in the vicinity of Westlake Towne Center on Virginia 122. The 8,800-SF facility, at a cost of \$2.3 million, will include a brewery, outdoor beer garden, and tasting room. The company expected to begin brewing beer in January and may hire up to 25 people. The brewery is named for the villages that were flooded when Smith Mountain Lake was created in 1963. It plans to brew 1,000 barrels of beer its first year,

2,500 barrels its second year, and 4,600 barrels during its third year; it may eventually produce 35,000 barrels of beer per year. The founder of the brewery owns the trademark to Dam Lager, which will be sold there.

In 2010, an initiative got underway through a \$3.2 million grant from the U.S. Department of Agriculture, along with an additional \$1.7 million in matching contributions from participating companies, to study broccoli production along the East Coast, including Patrick County. Cornell University is leading a team of organizations in the project efforts including Virginia Tech, the US Department of Agriculture, six other universities, and eleven companies. In Virginia, the Virginia Cooperative Extension will evaluate broccoli varieties to find the ones best suited to the Region. In addition, the Extension Service will develop broccoli production guides, provide assistance to farmers who choose to grow the crop, and organize networks of growers and distributors. The first two years of the project were devoted to research, with one half-acre plot of broccoli being planted in Patrick County. The third year of the project will look at expanding growth and will plant broccoli on several acres. Broccoli can be grown in both mountainous areas and lower elevations in Patrick County, making it available for a longer period of time.

In 2010, the Harvest Foundation, Patrick County Tourism Advisory Council, Reynolds Homestead, and Patrick County Chamber of Commerce sponsored an assessment of the local farm and food economy in Henry, Patrick, and surrounding counties. The purpose of the assessment and strategy sessions was to establish a local food system, developing ideas and strategies that match community assets, defining priorities, identifying working groups, and setting up a communication system between working groups and stakeholders. In 2011, Field to Friends, a local coalition who promotes locally grown foods, propelled to bolster the local food systems initiative and is encouraging multiple parties, including farmers, food entrepreneurs, consumers, markets, institutions, and others to collaborate to achieve this goal. A community-based food system would contribute to economic, social, and environmental stability of local communities and farms. A 2010 study has determined that the Region has the resources (land, labor, and convenient market access) to benefit from the economic development opportunity. The four focus areas of this initiative are health, wealth, connection, and capacity.

In recent years, the initiative, or "Virginia Farm to Table," has spread across Virginia opening opportunities for farmers to market their goods to local restaurants, public school systems and universities, hospitals and nursing home facilities, grocery stores, and offering many other agripreneurial prospects in the Region. The market for fresh, local farm products has experienced an increased demand in recent years through the statewide initiative, an agenda for local food systems that provide safe, nutritious foods; help to sustain local economies; and promote land conservation and stewardship to protect farmlands. Many consumers desire organic and locally grown foods with the concerns for food safety, rising energy and transportation costs, and the convenience of local market accessibility. This growing initiative provides healthy foods to the public, improving quality of life, and can make a significant impact on the local economy by keeping local dollars in the Region. Part of this agenda is the Farm-to-School program where local farmers sell fresh foods to public school systems, improving nutrition provided to the students in the school cafeterias. There is also interest in school gardens that have been incorporated into the schools' standards of learning curriculum and introduces students to growing, harvesting, and preparing the food.

A number of community gardens have been developed throughout the Region. Some are as a result of the efforts of local churches or other organizations to assist communities in tackling hunger and promoting health and wellness. Others are tied to educational programs at public schools where the outdoor classrooms target healthy living, math (weights and measures), science (plant propagation), environmental awareness, history (heritage in farming), community outreach, and provide hands-on learning opportunities. Fresh produce is donated to nursing homes, needy communities, and served in student lunches. A national movement toward community gardens encourages growing and eating healthier foods, particularly in urban "food deserts" which lack significant healthy options.

The Dan River Partnership for a Healthy Community, as well as leaders of community gardens, want to keep community garden momentum going, especially with regard to youth. Virginia Tech's Department of Human Nutrition, Foods and Exercise would like to evaluate the impact of community gardens on community health. The Danville garden at Crossing at the Dan produced the most in the City, with 375 pounds worth. A master's student with Virginia Tech's program based her thesis study on following six community gardens in Danville; she hopes her study will establish best practices, barriers, challenges, as well as a framework for other communities in creating community gardens. Danville Regional Foundation assisted both the garden at Crossing at the Dan and church gardens with "Make It Happen" grants. Danville is considered a pilot area for community gardens; a hope is that it will instill interest in community gardens in other areas.

In addition, there is a growth in the number of farmers' markets across the state and country to meet the increasing demand for fresh foods. According to the U.S. Department of Agriculture (USDA), Virginia has more than 200 farmers' markets, twice as many as there were in 2010; direct sales between farmers and consumers in Virginia rose 75

percent to \$28.9 million from 2002 to 2007. Furthermore, local food sales were projected to increase 45 percent, from \$4.8 billion in 2008 to \$7 billion in 2011, also according to the USDA. In a recent Virginia Cooperative Extension report, *"A Community-Based Food System: Building Health, Wealth, Connection, and Capacity as the Foundation of Our Economic Future,"* researchers found that if each household in the Region spent \$10 of the weekly food budget on locally grown foods, it would generate \$3.3 million in Martinsville, \$12.4 million in Henry County, and \$5.3 million in Patrick County. With the abundance of the area's rich, robust farmland, the West Piedmont Region is poised to capitalize on this growing trend that would boost the local economy and preserve precious landscapes, while providing enormous health benefits to residents of the Region.

Other local foods initiatives include land stewardship, incorporating best management practices, community supported agriculture (CSA) where individuals contribute funds to a farmer in exchange for a share of the farm products grown, and innovative energy production with biomass facilities. Biomass is being viewed as a profitable market for local growers.

One such facility is the VanDerHyde Dairy farm in Pittsylvania County. Visitors from England, Ireland, and Australia recently toured the Chatham farm to learn about an anaerobic digester, the only one in Virginia. The anaerobic digester is a \$2.5 million project that reclaims methane from animal waste through airless digestion using the technology to convert manure byproducts into electricity. The digester transforms manure into energy and reduces nitrogen and phosphorous in wastewater; it can process waste to make bedding and liquid fertilizer. Additionally, the technology produces waste heat that can replace hot-water production and be utilized for in-floor heating. A \$1 million grant through the 2010 ARRA (American Recovery and Reinvestment Act) State Energy program contributed to the project.

In April 2012, Pittsylvania County approved a resolution backing Piedmont BioProducts LLC, to construct a refinery which would convert wood and grass into fuel. The CEO of the company, who already owns a business in Pittsylvania County, is looking to locate the new facility in the Gretna Industrial Park. The facility would utilize wood and miscanthus (elephant grass) to produce bio-fuel. Local farmers would provide the raw material to produce the fuel and 12 – 15 jobs would be created. Peak production would yield 13,000 gallons of bio-fuel fuel per day. The Virginia Tobacco Commission had provided the company with about \$2.3 million in grants since 2006 and Virginia's Center for Innovative Technology provided \$100,000 for a 6 percent stake in the company. The cost to construct the refinery is about \$10 million. The company requested \$5 million from the Tobacco Commission and will raise the other \$5 million from investors. In January 2013, the Town of Gretna was awarded \$1.3 million from Southside Economic Development (a division of the Virginia Tobacco Commission) to develop the site at the industrial park and to go toward construction of an 80-ft. by 25-ft. building. The company will provide a 10 percent match in funds. In addition, the Tobacco Commission awarded a \$4 million Research and Development grant to Pittsylvania County to purchase equipment for Piedmont BioProducts. The refinery would be a green-energy facility, converting switch grass and timber byproducts to fuel. The product would be used for commercial and industrial boilers, with potential upgrades of the fuel for use in green gasoline and green diesel. Piedmont BioProduct's goal is to build a bio-fuel refinery in every county in Virginia.

As mentioned earlier, Chemtex International, a global engineering, chemical, and technology company, has been developing a technology known as Proesa, which is a lingo-cellulosic bio-ethanol technology. Sugars can be a replacement for "petroleum building blocks" in chemical manufacturing, and can be fermented to make ethanol; the waste from the by-products can be burned to generate electricity. IALR would like to have a facility in the Dan River Region, which renders sugars into useful products, and the agriculture industry would be instrumental in producing biomass. The Dan River Plant Propagation Center is trying to recruit farmers to experiment with *Arundo donax* (giant reed), in collaborative efforts with Chemtex. Researchers are also looking at ways to use plant leftovers to be used in films and fibers, such as edible packaging.

In April 2012, DanChem Technologies, Inc. (DTI), announced plans to manufacture plant-sugar based chemicals for Rivertop Renewables, a Montana-based start-up in DTI's pilot facility. Rivertop Renewables can then make bio-based products used for commercial contracts for bio-based corrosion inhibitors which protect transportation or industrial infrastructure components and automatic dishwasher detergents, replacing more harmful chemicals traditionally used. Bio-based products are derived from corn starch, wood, or biomass. Last year, DTI began constructing its 5,000-SF "Advanced Technology Center" pilot manufacturing facility on its 55-acre campus, which opened in late October. The new facility has three suites that enable the company to create additional small and mid-size batches of product. According to company officials, the center allows the company to produce custom chemicals for private customers quicker and serves as a "bridge from laboratory to full-scale compound production." Infrastructure investment is a vision of parent company Ensign-Bickford Industries, which acquired DanChem in 2008.

Cellulosic Liquid Fuels Corporation is raising funds to build a demonstration facility in Franklin County to use a molten salt process to convert wood waste products followed by dairy solids into "cellulosic liquid fuel units." The company

aspires to locate a factory in Southside Virginia and produce about 2 million gallons of fuel per year. IALR's Sustainable Energy and Technology Center (SENTEC) will be well-positioned to conduct research and provide expertise to enhance bio-fuel production in the state.

The bio-fuel initiatives envisioned in the Region are consistent with Governor McDonnell's goal to make Virginia the "East Coast Energy Capital," by, in-part, authorizing the Virginia Resources Authority to allow financing of renewable energy projects.

In the spring of 2010, Franklin County submitted an application for US Department of Agriculture Rural Development agency funds to finance a facility and equipment for a community-based local and regional food center. However, the grant was not funded, but the County will continue to pursue funding opportunities. The overall estimated costs were \$2,100,000; in addition to USDA funds, the County will pursue Tobacco Commission reserve funds to supply the twenty-five percent local matching amount. The funding would be used for the following: acquisition of a distribution facility which could be a repurposed, existing, unoccupied facility; retrofitting work on the selected facility to suit food distribution needs; pre-cooling process equipment for shelf-life extension; flash freezers; frozen food storage; cold storage; distribution equipment; architectural and engineering fee; additional start-up costs. The end-result would be the establishment of a food distribution center of approximately 50,000-SF; acquire equipment and storage units to preserve the food received from the farmers; establish process and equipment to pre-cool fruits and vegetables for greater shelf life; establish links and supply foods to public schools and colleges; establish a farmers' market outlet to the public; provide public access to instruction and courses in using, preparing, preserving locally grown foods; establish links with distributor(s) to get out the product and acquire small refrigerated box-type trucks for deliveries out of the center; establish contracts with farmers, plus provide training and assistance for quality assurance; link with a regional composting facility to manage any wastes produced.

Also in 2010, the Spencer-Penn Centre became the first grantee in the West Piedmont ARC localities for an Appalachian Regional Commission grant award since the 2009 designation of Martinsville, Henry County, and Patrick County by ARC. Spencer-Penn was awarded a \$42,140 grant for a community kitchen project. The grant enabled the Centre to utilize a \$100,000 Virginia Tobacco Commission grant. The facility provides a place where local entrepreneurs and small businesses can turn locally grown foods into processed projects such as jams, jellies, baked goods, and more. The project's major purposes include providing more opportunities for agricultural growers to sell their foods and earn money and for food-based entrepreneurs and small businesses to start and grow their businesses. The facility currently has a commercial kitchen that is certified by the health department. It can also be used for educational purposes, such as canning/food processing classes, agribusiness, and culinary arts. The facility also provides catering for events.

Another growing interest in Virginia and the Region is agritourism. Farmers are offering on-farm festivals, pick-your-own harvests, hayrides, corn mazes, pumpkin patches, tours, and other activities. There are an increased number of apple, peach, and strawberry festivals and other events across the Region as well.

F. Forest Resources

The West Piedmont Planning District has a large percentage of its base employment dependent on forest industry employment. Base employment is the portion of the locality's total employment devoted to producing products for outside markets. This brings money into the area from outside and provides the driving force of the local economy. Therefore, the forest industry is very important to the economy of the West Piedmont Planning District.

According to the Virginia Department of Forestry (DOF), forests contribute over \$27.5 billion annually to the Commonwealth's economy as well as enhancing the health and well being of the citizens. Virginia contains almost 16 million acres of forestland; over 144,000 Virginians are employed in industries related to forestry. In the Southern region of the state which includes the West Piedmont Planning District and the Counties of Charlotte, Halifax, Lunenburg, and Nottoway, the total economic impact of the forest industry output accounts for approximately \$2.5 billion, while providing employment for 111,199 persons.

Forest production includes logging, sawmills, wood preservation, veneer and plywood manufacturing, furniture manufacturing, cabinetry and other millwork, paper products, and nurseries to mention a few. Forests provide for recreational activities as well as wildlife habitats, natural reserves, and preservation of water quality. A September 2008 publication by Weldon Cooper Center for Public Service, *The Economic Impact of Agriculture and Forestry on the Commonwealth of Virginia*, states that, like the agricultural industry, the forest industry is also experiencing some of the same issues due to changes in technology, consumer demand, energy prices, urban growth and development, and

government policy. Wood product and furniture manufacturing have been deeply affected by the recent economic impact and decline in home ownership and construction, particularly in the Planning District.

Recent data from the DOF reports a trend toward less forest industry ownership with more ownership by timber industry management organizations (TIMOs) and by private landowners with smaller parcels. With the rise of transportation, energy costs, and other expenses, the forest industry is sending less timberland to mills for production and selling off forestland to TIMOs like banks and private equity firms for development and private industry investments. Non-industrial private forest (NIPF) owners and corporations control the majority, or 82% statewide, of forestland; in the Planning District, 97.4% of forestland is owned by NIPFs according to the 2007-2011 DOF data.

Outdoor-related activities linked to mountains, scenic drives, national and state parks, and hiking rank among the most popular activities for tourists in Virginia, according to the Virginia Tourism Corporation (VTC). There is a direct correlation between forestry-related recreational activities and travel and spending impacts within the Commonwealth and the Region.

**Forest Timberland Acreage
2011 Inventory by Ownership**

	<i>All Ownerships</i>	<i>Government</i>	<i>Private</i>
Franklin County	263,417	4,542	258,876
Henry County	189,766	2,424	187,343
Patrick County	196,361	15,517	180,844
Pittsylvania County	<u>376,840</u>	<u>4,380</u>	<u>372,460</u>
Total	1,026,384	26,863	999,523

*Note: NA=not available. Surveys are conducted in 6,000-acre plots and provide only a "sample" of the forestland data in any given area.
Source: Virginia Department of Forestry, January 2013.

**Net Annual Change* of Growing Stock on Timberland
West Piedmont Planning District, 2007-2011**

	Thousand Board Feet (MBF)		
	<i>MBF Pine</i>	<i>MBF Hardwoods</i>	<i>Total</i>
Franklin County	2,678	19,134	21,812
Henry County	6,523	6,252	12,775
Patrick County	5,430	24,773	30,203
Pittsylvania County	<u>22,801</u>	<u>18,895</u>	<u>41,696</u>
Total	37,432	69,054	106,486

*Net annual growth minus timber removals.
Source: Virginia Department of Forestry, February 2013.

**Net Annual Change* of Growing Stock on Timberland
West Piedmont Planning District, 2007-2011**

	Thousand Cubic Feet		
	<i>All Species</i>	<i>Softwoods</i>	<i>Hardwoods</i>
Franklin County	5351.7	(2512.9)	7864.6
Henry County	8996.4	3472.0	5524.4
Patrick County	10,981.9	1113.6	9868.3
Pittsylvania County	<u>16,362.0</u>	<u>3400.0</u>	<u>12,962.1</u>
Total	41,692.1	5472.8	36,219.3

*Net annual growth minus timber removals.
Source: Virginia Department of Forestry, January 2013.

For the Region during the 2007-2011 period, an average net annual growth of growing stock of 64.66 million cubic feet exceeded removals of 46.23 million cubic feet at a ratio of 1.40 to 1.00. About half of the timber harvested in the Planning District is used for pulpwood production. Most of this pulpwood is softwood in nature and is harvested in Pittsylvania County. Since the only pulp mill is the U.S. Gypsum Company on Gypsum Road in Danville, a large percentage of all pulpwood harvested leaves the Planning District.

CHAPTER 5

WEST PIEDMONT COMMUNITY PROFILES

The following link includes a demographic profile for each of the counties and cities within the West Piedmont Planning District. This information is updated on a regular basis on the Commission's website (www.wppdc.org).

The West Piedmont Planning District

District Profile 2013

GEOGRAPHIC DESCRIPTION

The West Piedmont Planning District is located in the historic and scenic mountains and foothills of southwestern Virginia. The District covers approximately 2,587 square miles of land and is home to some 249,182 persons. The District is comprised of four counties (Franklin, Henry, Patrick and Pittsylvania) and two independent cities (Danville and Martinsville). The Region also has 7 incorporated towns within its borders.

The West Piedmont Planning District is bounded on the west by the elevations of the Blue Ridge Mountains and on the east by the foothills of the Piedmont. Of the Districts 1.6 million acres of land, approximately 10,712 acres are publicly held and protected by three Wildlife Management Areas. The headwaters of the Banister, Blackwater, Dan, Mayo, Pigg, and Smith rivers are located in the District. Divided by U.S. Highways 58, 220, 29, and 360, the District is located just south of Roanoke, approximately 50 miles north of Greensboro N.C., 140 miles southwest of Richmond, and 200 miles west of the Port of Hampton Roads.

The District enjoys mild winters and warm summers with an average annual temperature of 57 degrees Fahrenheit and an average annual precipitation of 48 inches.

DEMOGRAPHICS

Population

1980 Census – 240,979
 1990 Census – 238,837
 2000 Census – 250,195
 2010 Census – 249,182
 2007-2011 ACS – 249,227

Sub-district Population:

2000 Census / 2010 Census

Franklin County – 47,286 / 56,159
 Martinsville / Henry County – 73,346 / 67,972
 Patrick County – 19,407 / 18,490
 Danville / Pittsylvania County – 110,156 / 106,561

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$21,587 / \$27,915
 Virginia - \$23,975 / \$33,040
 West Piedmont District - \$17,450 / \$20,614

Median Household Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$41,994 / \$52,762
 Virginia - \$46,677 / \$63,302
 West Piedmont District - \$32,259 / \$37,584

Source: Census of Population & American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

Counties – Board of Supervisors
 Cities - City Councils
 Incorporated Towns – Town Councils

Communications

Fiber optics, DSL, and ISDN

Transportation

Rail - Amtrak, Norfolk Southern, and Norfolk Western
 Road – U.S. Highways 58, 220, 29, and 360
 Future Interstates 73 and 785 (U.S. 29)
 Air – Blue Ridge Airport and Danville Regional Airport
 Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in District	54,570
Total Out-commuters	34,015
Total In-Commuters	19,565
Net In-commuters (In – Out)	-14,450

Source: U.S. Census Bureau.

Compiled and published by the West Piedmont Planning District Commission, 1100 Madison Street, Martinsville, VA 24112 (276) 638-3987. FAX (276) 638-8137. Email: staff@wppdc.org.

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POPULATION CHARACTERISTICS				
Population	2000	2010	2000-2010 Change	Percent Change
Total Population	250,195	249,182	-1,013	-0.4%
Male	120,231	120,033	-198	-0.2%
Female	129,964	129,149	-815	-0.6%
White	183,909	181,385	-2,524	-1.4%
Nonwhite	66,286	67,797	1,511	2.3%
AGE				
Under 5 years	14,182	13,856	-326	-2.3%
5-9	15,558	14,060	-1,498	-9.6%
10-14	16,893	14,762	-2,131	-12.6%
15-19	15,969	15,510	-459	-2.9%
20-24	12,976	13,425	449	3.5%
25-29	14,460	12,451	-2,009	-13.9%
30-34	16,238	12,343	-3,895	-24.0%
35-39	19,371	14,469	-4,902	-25.3%
40-44	19,731	16,439	-3,292	-16.7%
45-49	18,629	19,221	592	3.2%
50-54	17,803	20,009	2,206	12.4%
55-59	15,294	18,624	3,330	21.8%
60-64	12,898	17,726	4,828	37.4%
65-69	11,387	14,706	3,319	29.1%
70-74	10,547	11,144	597	5.7%
75-79	8,318	8,414	96	1.2%
80-84	5,528	6,420	892	16.1%
85 and over	4,413	5,603	1,190	27.0%
Median Age	39.9	44.2	4.3	10.8%
Under 20	62,602	58,188	-4,414	-7.1%
Percent of total	25.0%	23.4%		
20 to 64	147,400	144,707	-2,693	-1.8%
Percent of total	58.9%	58.1%		
65 and over	40,193	46,287	6,094	15.2%
Percent of total	16.1%	18.6%		

Source: Census 2000 & 2010, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT Population 25 Years & Over	
Less than 9 th Grade	17,596 – 9.9%
9 th to 12 th Grade, No Diploma	23,083 - 13.0%
High School Graduate (includes equivalency)	59,965 – 33.8%
Some College, No Degree	36,403 – 20.5%
Associate Degree	14,906 – 8.4%
Bachelor's Degree	16,845– 9.5%
Graduate or Professional Degree	8,618 – 4.9%
Total Persons 25 Years and Over	177,416

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

HOUSING CHARACTERISTICS				
Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	102,803	104,864	2,061	2.0%
Married Couple	54,186	51,304	-2,882	-5.3%
Male Householder	4,119	4,839	720	17.5%
Female Householder	13,564	14,824	1,260	9.3%
Non-Family	30,934	33,897	2,963	9.6%
Persons per:				
Household	2.43	2.38		
Family	2.88	N/A		
Housing Occupancy & Tenure				
Total Units	116,829	126,230	9,401	8.0%
Occupied Units	102,803	104,864	2,061	2.0%
Vacant Units	14,026	21,366	7,340	52.3%
Owner Occupied	75,956	76,304	348	0.5%
Percent	73.9%	72.8%		
Renter Occupied	26,847	28,560	1,713	6.4%
Percent	26.1%	27.2%		
Units in Structure	2000	2007-2011	2000-2011 Change	Percent Change
Single Family	82,458	91,274	8,816	10.7%
Multi-Family	12,617	13,124	507	4.0%
Mobile Homes And Other	21,754	21,832	78	0.4%
2007-2011 Financial Characteristics			WPPD	Virginia
Median Gross Rent			\$592	\$1,024
Median Value (Owner-Occupied Units)			\$110,890	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau.

POVERTY STATUS - 2011	
Persons for Whom Poverty was Determined	244,005
Persons Below Poverty Level	43,310
Percent of Persons Below Poverty Level	17.7%
Percent of Families Below Poverty Level	N/A

Source: American Community Survey, U.S. Census Bureau.

AGRICULTURE 2002 - 2007			
	2002	2007	Change
Number of Farms	3,250	3,352	3.1%
Land in Farms (acres)	604,819	571,687	-5.5%
Average Size (acres)	186	171	-8.1%
Market Value of Products Sold (\$1000)	\$110,806	\$143,482	29.5%

Source: Census of Agriculture, USDA, NASS.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	698	0.8%	730	0.8%	692	0.9%	706	0.9%	729	0.9%
Mining	D	N/A	31	0.0%	29	0.0%	30	0.0%	32	0.0%
Utilities	396	0.4%	419	0.5%	403	0.5%	334	0.4%	330	0.4%
Construction	4,613	5.1%	4,546	5.2%	3,924	4.8%	3,625	4.6%	3,486	4.3%
Manufacturing	20,928	23.3%	18,619	21.5%	16,020	19.8%	14,769	18.6%	14,918	18.6%
Transportation/Warehousing	2,448	2.7%	2,422	2.8%	2,331	2.9%	2,515	3.2%	2,735	3.4%
Wholesale Trade	2,659	3.0%	2,665	3.1%	2,678	3.3%	2,732	3.4%	2,752	3.4%
Retail Trade	12,821	14.3%	12,447	14.4%	11,392	14.1%	11,315	14.2%	10,853	13.5%
Finance, Insurance, and Real Estate	3,016	3.4%	2,866	3.3%	2,639	3.3%	2,447	3.1%	2,382	3.0%
Services	38,721	43.1%	38,443	44.4%	37,481	46.2%	37,573	47.2%	38,625	48.1%
State Government	989	1.1%	1,011	1.2%	996	1.2%	987	1.2%	958	1.2%
Local Government	2,274	2.5%	2,343	2.7%	2,360	2.9%	2,351	3.0%	2,398	3.0%
Federal Government	84	0.1%	87	0.1%	109	0.1%	193	0.2%	87	0.1%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	89,759	100.0%	86,628	100.0%	81,054	100.0%	79,577	100.0%	80,285	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	118,120	120,815	2.3%
Employed	111,733	109,147	-2.3%
Unemployed	6,387	11,668	82.7%
Percent Unemployed	5.4%	9.7%	4.3%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$1,925,414	\$1,873,897	\$1,766,872	\$1,789,556	\$1,825,629

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Contacts: Danville Office of Economic Development, (434) 793-1753; Franklin County Economic Development, (540) 483-6606; Martinsville-Henry County Economic Development Corp., (276) 403-5940; Patrick County Economic Development, (276) 694-8367; Pittsylvania County Economic Development,

(434) 432-1669; Town of Rocky Mount, (540) 483-7660.

Building/Site information also available at:
http://virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: Blue Ridge Parkway, Fairy Stone State Park, Fairystone Farms Wildlife Management Area, Turkeycock Wildlife Management Area, White Oak Wildlife Management Area, Smith Mountain Wildlife Management Area, Reynolds Homestead, The Crooked Road Music Trail, Philpott Reservoir & Recreation Areas, Martinsville Speedway, Virginia Museum of Natural History, Piedmont Arts Association, Booker T. Washington National Monument, Smith Mountain Lake, Leesville Reservoir, Elkhorn Lake and Campground, and Dick & Willie Passage Trail.

Education/Job Training: Area schools include City and County Public Schools; Piedmont Governor's School for Mathematics, Science, and Technology; The Galileo School Partnership with NASA; Southside Virginia Regional Governor's School for Global Economics and Technology; Danville Community College (DCC),

Averett University; Old Dominion University Satellite Program at DCC and PHCC; Patrick Henry Community College (PHCC); New College Institute; Ferrum College; and National College. Virginia Tech and Radford University are nearby. Other job training: A.L. Philpott Technical Center at PHCC; Center for Business, Industry, & Government (C-BIG) at DCC; Genedge Alliance; Continued Education and Workforce Development at PHCC; The Franklin Center for Advanced Learning & Enterprise; Regional Center for Advanced Technology & Training (RCATT); Institute for Advanced Learning & Research (IALR); and the West Piedmont Workforce Investment Board.

Healthcare: Carilion Franklin Memorial Hospital, Danville Regional Medical Center, Memorial Hospital of Martinsville & Henry County, and Pioneer Community Hospital.

FOR MORE INFORMATION...

West Piedmont Planning District Commission, 1100 Madison Street, P.O. Box 5268, Martinsville, Virginia 24115-5268
 VOICE (276) 638-3987 - FAX (276) 638-8137 – Email: staff@wppdc.org

Franklin County

Profile 2013

GEOGRAPHIC DESCRIPTION

Seventh in land area among Virginia counties, Franklin County is bounded on the north by Roanoke and Bedford Counties, on the east by Pittsylvania County, on the south by Henry and Patrick Counties, and on the west by Floyd County. The Town of Rocky Mount is the county seat and the County's largest incorporated town. The Town of Boones Mill, the village of Ferrum, and the Smith Mountain Lake Region are also population centers. Franklin County's population, according to the 1990 Census, was 39,549; the 2000 Census population for the County was 47,286; and the 2010 Census population was 56,159. (The 2000 population from the Census Bureau includes the Town of Rocky Mount. On June 30, 2000, Rocky Mount annexed a portion of Franklin County through a voluntary settlement agreement. The 2000 Census data does not reflect the annexation of 654 persons and 1.53 square miles by Rocky Mount.)

DEMOGRAPHICS

Population

1980 Census – 35,740
1990 Census – 39,549
2000 Census – 47,286
2010 Census – 56,159
2007-2011 ACS – 55,621

Area Population:

2000 Census / 2010 Census

Franklin County – 47,286 / 56,159
Rocky Mount – 4,565 / 4,799
Boones Mill – 285 / 239

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Franklin County - \$19,605 / \$24,677
Rocky Mount - \$16,207 / \$22,621
Boones Mill - \$16,795 / \$28,607

Median Household Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Franklin County – \$38,056 / \$47,606
Rocky Mount - \$26,927 / \$35,123
Boones Mill - \$39,688 / \$60,000

Source: Census of Population & American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

County – Seven Member Board of Supervisors
Incorporated Towns – Town Councils

Communications

Fiber optics, DSL, and ISDN

Transportation

Rail - Norfolk Southern
Road – U.S. Highway 220
Virginia Primary Highways 40, 122 and 116
Future Interstate 73
Air – Roanoke Regional Airport
Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in County	7,727
Total Out-commuters	11,676
Total In-commuters	4,845
Net In-commuters (In – Out)	-6,831

Source: U.S. Census Bureau.

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POPULATION CHARACTERISTICS

Population	2000	2010	2000-2010 Change	Percent Change
Total Population	47,286	56,159	8,873	18.8%
Male	23,306	27,706	4,400	18.9%
Female	23,980	28,453	4,473	18.7%
White	42,063	49,699	7,636	18.2%
Nonwhite	5,223	6,460	1,237	23.7%
AGE				
Under 5 years	2,569	3,144	575	22.4%
5-9	2,965	3,131	166	5.6%
10-14	3,185	3,243	58	1.8%
15-19	3,078	3,863	785	25.5%
20-24	2,539	3,155	616	24.3%
25-29	2,639	2,631	-8	-0.3%
30-34	3,087	2,691	-396	-12.8%
35-39	3,798	3,246	-552	-14.5%
40-44	3,807	3,720	-87	-2.3%
45-49	3,621	4,362	741	20.5%
50-54	3,592	4,503	911	25.4%
55-59	3,127	4,268	1,141	36.5%
60-64	2,514	4,325	1,811	72.0%
65-69	2,182	3,531	1,349	61.8%
70-74	1,782	2,445	663	37.2%
75-79	1,304	1,794	490	37.6%
80-84	854	1,155	301	35.2%
85 and over	643	952	309	48.1%
Median Age	39.7	44.1	4.4	11.1%
Under 20	11,797	13,381	1,584	13.4%
Percent of total	24.9%	23.8%		
20 to 64	28,724	32,901	4,177	14.5%
Percent of total	60.7%	58.6%		
65 and over	6,765	9,877	3,112	46.0%
Percent of total	14.3%	17.6%		

Source: Census 2000 & 2010, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT Population 25 Years & Over

Less than 9 th Grade	3,525 – 8.9%
9 th to 12 th Grade, No Diploma	3,944 – 10.0%
High School Graduate (includes equivalency)	14,028 – 35.5%
Some College, No Degree	8,267 – 20.9%
Associate Degree	2,777 – 7.0%
Bachelor's Degree	4,506 – 11.4%
Graduate or Professional Degree	2,436 – 6.2%
Total Persons 25 Years and Over	39,483

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

HOUSING CHARACTERISTICS

Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	18,963	23,581	4,618	24.4%
Married Couple	11,405	13,655	2,250	19.7%
Male Householder	745	942	197	26.4%
Female Householder	1,778	2,707	929	52.2%
Non-Family	5,035	6,277	1,242	24.7%
Persons per:				
Household	2.44	2.31		
Family	2.84	2.65		
Housing Occupancy & Tenure				
Total Units	22,717	28,973	6,256	27.5%
Occupied Units	18,963	23,581	4,618	24.4%
Vacant Units	3,754	5,392	1,638	43.6%
Owner Occupied	15,386	18,695	3,309	21.5%
Percent	81.1%	79.3%		
Renter Occupied	3,577	4,886	1,309	36.6%
Percent	18.9%	20.7%		
Units in Structure				
Single Family	15,945	21,294	5,349	33.5%
Multi-Family	1,653	2,169	516	31.2%
Mobile Homes and Other	5,119	5,510	391	7.6%
2007-2011 Financial Characteristics			County	Virginia
Median Gross Rent			\$632	\$1,024
Median Value (Owner-Occupied Units)			\$163,800	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau.

POVERTY STATUS - 2011

Persons for Whom Poverty was Determined	54,275
Persons Below Poverty Level	7,360
Percent of Persons Below Poverty Level	13.6%
Percent of Families Below Poverty Level	10.5%

Source: American Community Survey, U.S. Census Bureau.

AGRICULTURE 2002 - 2007

	2002	2007	Change
Number of Farms	1,012	1,043	3.1%
Land in Farms (acres)	172,539	166,592	-3.4%
Average Size (acres)	170	160	-5.9%
Market Value of Products Sold (\$1000)	\$36,501	\$53,968	47.9%

Source: Census of Agriculture, USDA, NASS.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	204	1.3%	231	1.6%	203	1.6%	210	1.6%	209	1.6%
Mining	D	N/A	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	D	N/A								
Construction	1,467	9.6%	1,371	9.5%	1,187	9.2%	1,102	8.6%	1,081	8.3%
Manufacturing	3,376	22.1%	2,894	20.2%	2,314	17.9%	2,157	16.9%	2,251	17.3%
Transportation/Warehousing	278	1.8%	321	2.2%	306	2.4%	326	2.6%	347	2.7%
Wholesale Trade	505	3.3%	534	3.7%	478	3.7%	482	3.8%	412	3.2%
Retail Trade	2,205	14.4%	2,023	14.1%	1,877	14.5%	1,905	14.9%	1,941	14.9%
Finance, Insurance, and Real Estate	486	3.2%	458	3.2%	411	3.2%	390	3.1%	387	3.0%
Services	D	N/A								
State Government	89	0.6%	81	0.6%	80	0.6%	82	0.6%	85	0.7%
Local Government	284	1.9%	293	2.0%	287	2.2%	292	2.3%	316	2.4%
Federal Government	8	0.1%	8	0.1%	13	0.1%	29	0.2%	8	0.1%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	15,274	100.0%	14,357	100.0%	12,956	100.0%	12,760	100.0%	13,011	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	26,467	28,987	9.5%
Employment	25,587	27,069	5.8%
Unemployment Number	880	1,918	118.0%
Unemployment Rate	3.3%	6.6%	3.3%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$397,420	\$379,937	\$340,400	\$355,993	\$353,790

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Industrial Parks: Franklin County-Rocky Mount Industrial Park*, Commerce Center Industrial Park, West Franklin Business Park, Rocky Mount Office Technology Park*. See Map Appendix 1 for locations.

Contacts: Franklin County Economic Development, (540) 483-6606, www.yesfranklincountyva.org/; Town of Rocky Mount, (540) 483-7660, www.rockymountva.org/index.cfm/go/content.dspcontent/PageName/Doing_business.html.

*Within Rocky Mount Enterprise Zone.

Building/Site information also available at:

http://virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: Blue Ridge Parkway, Fairystone Farms Wildlife Management Area, Turkeycock Wildlife Management Area, Philpott Reservoir & Recreation Areas, Booker T. Washington National Monument, Jubal Early's Birthplace, Smith Mountain Lake, Blue Ridge Institute and Farm Museum, Historic Carolina Road Greenway & Stagecoach Stop at Waid Recreation Area, Phoebe Needles Educational Community Center, Piedmont Mill (Clement Mill), Rocky Mount Community & Hospitality Center (Depot), Rocky Mount Farmers' Market, Smart View Recreation Area, The Crooked Road Music Trail, and Washington Iron Furnace.

Education/Job Training: Area schools include Franklin County Public Schools, Gereau Center for Applied Technology & Career Exploration, Ferrum College, National College, New College Institute, Patrick Henry Community College, and Virginia Western Community College. Other job training: The Franklin Center for Advanced Learning & Enterprise, A.L. Philpott Technical Center at PHCC; Continued Education and Workforce Development at PHCC; Genedge Alliance, and Fifth District Employment & Training Consortium.

Healthcare: Carilion Franklin Memorial Hospital.

FOR MORE INFORMATION...

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Henry County

Profile 2013

GEOGRAPHIC DESCRIPTION

Developing into a largely urban county itself, Henry County lies south of Franklin County and is bordered on the east by Pittsylvania County and on the west by Patrick County. The County lies along and north of the Virginia-North Carolina border. Urban areas of the County adjoin the City of Martinsville and include the Town of Ridgeway. Collinsville, located to the northwest of the City of Martinsville, serves as the county seat. Henry County's population, according to the 1990 Census, was 56,942; the 2000 population for the County was 57,930; the 2010 Census population was 54,151, according to the Census Bureau.

DEMOGRAPHICS

Population

1980 Census – 57,654
1990 Census – 56,942
2000 Census – 57,930
2010 Census – 54,151
2007 - 2011 ACS – 54,524

Area Population:

2000 Census / 2010 Census

Henry County – 57,930 / 54,151
Martinsville – 15,416 / 13,821
Ridgeway – 775 / 742

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Henry County - \$17,110 / \$19,511
Martinsville - \$17,251 / \$19,689
Ridgeway - \$16,054 / \$21,554

Median Household Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Henry County - \$31,816 / \$33,695
Martinsville - \$27,441 / \$32,440
Ridgeway - \$34,196 / \$43,382

Source: Census of Population & American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

Henry – Six Member Board of Supervisors
Martinsville – City Council
Ridgeway – Town Council

Communications

Fiber optics, DSL and ISDN

Transportation

Rail - Norfolk Southern
Road – U.S. Highways 220 & 58
Virginia Primary Highways 57, 87, 108, 174, 457
Future Interstate 73
Air – Blue Ridge Airport
Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in County	7,180
Total Out-commuters	11,949
Total In-commuters	6,666
Net In-commuters (In – Out)	-5,283

Source: U.S. Census Bureau.

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POPULATION CHARACTERISTICS

Population	2000	2010	Number Change	Percent Change
Total Population	57,930	54,151	-3,779	-6.5%
Male	28,238	26,082	-2,156	-7.6%
Female	29,692	28,069	-1,623	-5.5%
White	43,118	39,487	-3,631	-8.4%
Nonwhite	14,812	14,664	-148	-1.0%
AGE				
Under 5 years	3,208	2,929	-279	-8.7%
5-9	3,519	3,034	-485	-13.8%
10-14	3,979	3,119	-860	-21.6%
15-19	3,519	3,149	-370	-10.5%
20-24	3,042	2,749	-293	-9.6%
25-29	3,559	2,690	-869	-24.4%
30-34	4,116	2,653	-1,463	-35.5%
35-39	4,684	3,188	-1,496	-31.9%
40-44	4,465	3,774	-691	-15.5%
45-49	4,152	4,273	121	2.9%
50-54	4,100	4,291	191	4.7%
55-59	3,744	3,882	138	3.7%
60-64	3,151	3,764	613	19.5%
65-69	2,675	3,359	684	25.6%
70-74	2,381	2,674	293	12.3%
75-79	1,758	1,952	194	11.0%
80-84	1,067	1,486	419	39.3%
85 and over	811	1,185	374	46.1%
Median Age	39.3	44.7	5.4	13.7%
Under 20	14,225	12,231	-1,994	-14.0%
Percent of total	24.6%	22.6%		
20 to 64	35,013	31,264	-3,749	-10.7%
Percent of total	60.4%	57.7%		
65 and over	8,692	10,656	1,964	22.6%
Percent of total	15.0%	19.7%		

Source: Census 2000 & 2010, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT

Less than 9 th Grade	4,230 - 10.8%
9 th to 12 th Grade, No Diploma	5,828 - 14.8%
High School Graduate (includes equivalency)	13,816 - 35.2%
Some College, No Degree	7,288 - 18.6%
Associate Degree	3,684 - 9.4%
Bachelor's Degree	2,952 - 7.5%
Graduate or Professional Degree	1,477 - 3.8%
Total Persons 25 Years and Over	39,275

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

HOUSING CHARACTERISTICS

Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	23,910	22,871	-1,039	-4.3%
Married Couple	12,977	10,908	-2,069	-15.9%
Male Householder	1,065	1,074	9	0.8%
Female Householder	2,911	3,416	505	17.3%
Non-Family	6,957	7,473	516	7.4%
Persons per:				
Household	2.40	2.36		
Family	2.87	2.92		
Housing Occupancy & Tenure				
Total Units	25,921	26,285	364	1.4%
Occupied Units	23,910	22,871	-1,039	-4.3%
Vacant Units	2,011	3,414	1,403	69.8%
Owner Occupied	18,379	17,041	-1,338	-7.3%
Percent	76.9%	74.5%		
Renter Occupied	5,531	5,830	299	5.4%
Percent	23.1%	25.5%		
Units in Structure				
Single Family	18,030	18,533	503	2.8%
Multi Family	2,121	2,089	-32	-1.5%
Mobile Homes and Other	5,770	5,663	-107	-1.9%
2007-2011 Financial Characteristics				
			County	Virginia
Median Gross Rent			\$543	\$1,024
Median Value (Owner-Occupied Units)			\$93,600	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau.

POVERTY STATUS - 2011

Persons for Whom Poverty was Determined	53,959
Persons Below Poverty Level	10,140
Percent of Persons Below Poverty Level	18.8%
Percent of Families Below Poverty Level	14.2%

Source: American Community Survey, U.S. Census Bureau.

AGRICULTURE 2002 - 2007

	2002	2007	Change
Number of Farms	305	340	11.5%
Land in Farms (acres)	53,064	50,779	-4.3%
Average Size (acres)	174	149	-14.4%
Market Value of Products Sold (\$1000)	\$4,485	\$10,957	144.3%

Source: Census of Agriculture, USDA, NASS.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	68	0.4%	77	0.5%	70	0.5%	61	0.5%	57	0.4%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	D	N/A								
Construction	829	5.1%	830	5.4%	691	4.9%	690	5.1%	660	5.1%
Manufacturing	6,369	38.8%	5,470	35.5%	4,451	31.5%	3,873	28.6%	3,179	24.7%
Transportation/Warehousing	1,116	6.8%	1,065	6.9%	959	6.8%	1,165	8.6%	1,132	8.8%
Wholesale Trade	607	3.7%	615	4.0%	599	4.2%	629	4.6%	714	5.5%
Retail Trade	1,381	8.4%	1,347	8.7%	1,285	9.1%	1,261	9.3%	1,245	9.7%
Finance, Insurance, and Real Estate	407	2.5%	411	2.7%	403	2.9%	381	2.8%	378	2.9%
Services	D	N/A	D	N/A	D	N/A	D	N/A	5,090	39.5%
State Government	91	0.6%	87	0.6%	86	0.6%	84	0.6%	79	0.6%
Local Government	321	2.0%	325	2.1%	327	2.3%	320	2.4%	335	2.6%
Federal Government	D	N/A	D	N/A	3	0.0%	14	0.1%	1	0.0%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	16,415	100.0%	15,397	100.0%	14,138	100.0%	13,536	100.0%	12,872	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	25,829	24,180	-6.4%
Employment	24,410	21,451	-12.1%
Unemployment Number	1,419	2,729	92.3%
Unemployment Rate	5.5%	11.3%	5.8%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$380,793	\$371,622	\$343,986	\$342,307	\$347,179

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Industrial Parks: Patriot Centre at Beaver Creek*. Bowles Industrial Park*, Martinsville Industrial Park*, Bryant Site*, Commonwealth Crossing Business Centre*. See Map Appendix 1 for locations.

*Within Enterprise Zone.

Contact: Martinsville-Henry County Economic Development Corp., (276) 403-5940, Website: www.yesmartinsville.com/

Building/Site information also available at:
http://virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: Blue Ridge Parkway, Fairystone Farms Wildlife Management Area, Turkeycock Wildlife Management Area, Philpott Reservoir & Recreation Areas, Martinsville Speedway, Bassett Historical Center, Beaver Creek Plantation, Historic Henry County Courthouse, Lake Sugartree Motorcross Park, Walker Fine Arts Center at Patrick Henry Community College, The Artisan Center, and Martinsville-Henry County Heritage Center and Museum.

Education/Job Training: Area schools include Henry County

Public Schools; Piedmont Governor's School for Mathematics, Science, and Technology; National College; New College Institute; and Patrick Henry Community College (PHCC). Other job training: A.L. Philpott Technical Center at PHCC; Genedge Alliance (MEP); Continued Education and Workforce Development at PHCC; Institute for Advanced Learning & Research (IALR); and the West Piedmont Workforce Investment Board.

Healthcare: Memorial Hospital of Martinsville & Henry County.

FOR MORE INFORMATION...

West Piedmont Planning District Commission, 1100 Madison Street, P.O. Box 5268, Martinsville, Virginia 24115-5268
 VOICE (276) 638-3987 - FAX (276) 638-8137
 Email: staff@wpdc.org

Martinsville City

Profile 2013

GEOGRAPHIC DESCRIPTION

The City of Martinsville is located in the geographic center of Henry County. The City forms the base for a large urban population corridor within Henry County. The City's population, according to the 1990 Census, was 16,162; the 2000 population for the City was 15,416; the 2010 population was 13,821, according to the Census Bureau.

DEMOGRAPHICS

Population

1980 Census – 18,149
1990 Census – 16,162
2000 Census – 15,416
2010 Census – 13,821
2007–2011 ACS – 13,882

Area Population:

2000 Census / 2010 Census
Martinsville – 15,416 / 13,821
Henry County – 57,930 / 54,151

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS
United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Martinsville – \$17,251 / \$19,689
Henry County – \$17,110 / \$19,511

Median Household Income:

1999 (from 2000 Census) / 2011 ACS
United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Martinsville – \$27,441 / \$32,440
Henry County – \$31,816 / \$33,695

Source: Census of Population & American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

Martinsville – Five Member City Council

Communications

Fiber optics, DSL and ISDN

Transportation

Rail – Norfolk Southern
Road – U.S. Highways 58 and 220
Virginia Primary Highways 57, 457 and 174
Future Interstate 73
Air – Blue Ridge Airport
Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in City	1,611
Total Out-commuters	3,531
Total In-commuters	8,258
Net In-commuters (In – Out)	4,727

Source: U.S. Census Bureau.

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POPULATION CHARACTERISTICS

Population	2000	2010	2000-2010 Change	Percent Change
Total Population	15,416	13,821	-1,595	-10.3%
Male	6,966	6,293	-673	-9.7%
Female	8,450	7,528	-922	-10.9%
White	8,537	6,903	-1,634	-19.1%
Nonwhite	6,879	6,918	39	0.6%
AGE				
Under 5 years	867	850	-17	-2.0%
5-9	969	769	-200	-20.6%
10-14	1,020	819	-201	-19.7%
15-19	940	845	-95	-10.1%
20-24	762	769	7	0.9%
25-29	845	705	-140	-16.6%
30-34	933	755	-178	-19.1%
35-39	1,168	737	-431	-36.9%
40-44	1,164	937	-227	-19.5%
45-49	1,068	1,055	-13	-1.2%
50-54	952	1,102	150	15.8%
55-59	789	946	157	19.9%
60-64	760	883	123	16.2%
65-69	729	683	-46	-6.3%
70-74	763	592	-171	-22.4%
75-79	677	475	-202	-29.8%
80-84	520	445	-75	-14.4%
85 and over	490	454	-36	-7.3%
Median Age	40.8	43.6	2.8	6.9%
Under 20	3,796	3,283	-513	-13.5%
Percent of total	24.6%	23.8%		
20 to 64	8,441	7,889	-552	-6.5%
Percent of total	54.8%	57.1%		
65 and over	3,179	2,649	-530	-16.7%
Percent of total	20.6%	19.2%		

Source: Census 2000 & 2010, U.S. Census Bureau.

HOUSING CHARACTERISTICS

Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	6,498	5,958	-540	-7.3%
Married Couple	2,533	2,144	-389	-15.4%
Male Householder	249	362	113	45.4%
Female Householder	1,243	1,105	-138	-11.1%
Non-Family	2,473	2,347	-126	-5.1%
Persons per:				
Household	2.27	2.23		
Family	2.89	2.92		
Housing Occupancy & Tenure				
Total Units	7,249	7,221	-28	-0.4%
Occupied Units	6,498	5,958	-540	-7.3%
Vacant Units	751	1,263	512	68.2%
Owner Occupied	3,914	3,444	-470	-12.0%
Percent	60.2%	57.8%		
Renter Occupied	2,584	2,514	-70	-2.7%
Percent	39.8%	42.2%		
Units in Structure				
Single Family	5,391	5,294	-97	-1.8%
Multi-Family	1,839	1,911	72	3.9%
Mobile Homes and Other	19	16	-3	-15.8%
2007-2011 Financial Characteristics			City	Virginia
Median Gross Rent			\$560	\$1,024
Median Value (Owner-Occupied Units)			\$90,500	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT Population 25 Years & Over

Less than 9 th Grade	865 – 8.8%
9 th to 12 th Grade, No Diploma	1,172 – 11.9%
High School Graduate (includes equivalency)	2,914 - 29.5%
Some College, No Degree	2,263 - 22.9%
Associate Degree	807 - 8.2%
Bachelor's Degree	1,207 - 12.2%
Graduate or Professional Degree	641 - 6.5%
Total Persons 25 Years and Over	9,869

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

POVERTY STATUS - 2011

Persons for Whom Poverty was Determined	13,353
Persons Below Poverty Level	3,224
Percent of Persons Below Poverty Level	24.1%
Percent of Families Below Poverty Level	21.7%

Source: American Community Survey, U.S. Census Bureau.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	D	N/A								
Mining	D	N/A								
Utilities	83	0.6%	82	0.7%	80	0.7%	D	N/A	D	N/A
Construction	200	1.5%	222	1.8%	164	1.5%	167	1.5%	170	1.5%
Manufacturing	1,688	12.8%	1,230	10.1%	1,013	9.1%	853	7.6%	1,208	10.7%
Transportation/Warehousing	149	1.1%	153	1.3%	158	1.4%	147	1.3%	384	3.4%
Wholesale Trade	92	0.7%	119	1.0%	115	1.0%	107	1.0%	108	1.0%
Retail Trade	3,057	23.3%	2,757	22.6%	2,478	22.4%	2,513	22.4%	2,057	18.2%
Finance, Insurance, and Real Estate	519	3.9%	470	3.9%	409	3.7%	348	3.1%	337	3.0%
Services	D	N/A	6,474	53.0%	D	N/A	6,244	55.8%	D	N/A
State Government	154	1.2%	148	1.2%	156	1.4%	165	1.5%	153	1.4%
Local Government	507	3.9%	522	4.3%	532	4.8%	522	4.7%	532	4.7%
Federal Government	11	0.1%	11	0.1%	14	0.1%	28	0.3%	12	0.1%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	13,145	100.0%	12,206	100.0%	11,080	100.0%	11,197	100.0%	11,284	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	5,937	5,686	-4.2%
Employed	5,449	4,645	-14.8%
Unemployed	488	1,041	113.3%
Percent Unemployed	8.2%	18.3%	10.1%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$169,997	\$156,571	\$143,923	\$146,557	\$150,885

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Industrial Parks: Clearview Business Park*, Rives Road Industrial Park*, Bryant Site*, Commonwealth Crossing Business Centre*. See Map Appendix 1 for locations.

*Within Enterprise Zone.

Contacts: Martinsville-Henry County Economic Development Corp., (276) 403-5940, www.yesmartinsville.com/

Building/Site information also available at:
http://virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: Hooker Field, Little Post Office, Martinsville Farmers' Market, Martinsville Historic District, Oakwood Cemetery, Piedmont Arts Association, Scuffle Hill, The Gray Lady, Virginia Museum of Natural History, The Artisan Center, Dick & Willie Passage Trail, and the Martinsville-Henry County Heritage Center and Museum.

Education/Job Training: Area schools include Martinsville City Public Schools; Piedmont Governor's School for Mathematics,

Science, and Technology; National College; New College Institute; and Patrick Henry Community College (PHCC). Other job training: A.L. Philpott Technical Center at PHCC; Genedge Alliance; Continued Education and Workforce Development at PHCC; Institute for Advanced Learning & Research (IALR); and the West Piedmont Workforce Investment Board.

Healthcare: Memorial Hospital of Martinsville & Henry County.

FOR MORE INFORMATION...

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 VOICE (276) 638-3987 - FAX (276) 638-8137
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Patrick County

Profile 2013

GEOGRAPHIC DESCRIPTION

Located in one of the more scenic areas of Virginia, Patrick County is bordered on the north by Franklin and Floyd Counties and on the south by North Carolina. It lies west of Henry County and east of Carroll County. Its urban population centers around the Town of Stuart. Patrick County's population, according to the 1990 Census, was 17,473; the 2000 population for the County, according to the Census Bureau, was 19,407; the 2010 Census population was 18,490.

DEMOGRAPHICS

Population

1980 Census – 17,647
1990 Census – 17,473
2000 Census – 19,407
2010 Census – 18,490
2007-2011 ACS – 18,573

Area Population:

2000 Census / 2010 Census
Patrick County – 19,407 / 18,490
*Stuart – 961 / 1,408**

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS
United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Patrick County – \$15,574 / \$18,589
Stuart - \$16,265 / \$22,300

Median Household Income:

1999 (from 2000 Census) / 2011 ACS
United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Patrick County – \$28,705 / \$36,057
Stuart - \$20,192 / \$34,667

*Note: In 2007, Stuart annexed 568 persons from Patrick County.
Source: Census of Population & American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

Patrick – Five Member Board of Supervisors
Stuart – Town Council

Communications

Fiber optics, DSL, and ISDN

Transportation

Road – U.S. Highway 58
Virginia Primary Highways 8, 40, 57, and 103
Air – Blue Ridge Airport
Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in County	2,825
Total Out-commuters	3,633
Total In-commuters	1,892
Net In-commuters (In – Out)	-1,741

Source: U.S. Census Bureau.

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POPULATION CHARACTERISTICS

Population	2000	2010	2000-2010 Change	Percent Change
Total Population	19,407	18,490	-917	-4.7%
Male	9,551	9,090	-461	-4.8%
Female	9,856	9,400	-456	-4.6%
White	17,805	16,847	-958	-5.4%
Nonwhite	1,602	1,643	41	2.6%
AGE				
Under 5 years	1,114	922	-192	-17.2%
5-9	1,179	926	-253	-21.5%
10-14	1,178	1,053	-125	-10.6%
15-19	1,148	1,032	-116	-10.1%
20-24	975	765	-210	-21.5%
25-29	1,231	766	-465	-37.8%
30-34	1,282	915	-367	-28.6%
35-39	1,442	1,176	-266	-18.4%
40-44	1,480	1,226	-254	-17.2%
45-49	1,361	1,448	87	6.4%
50-54	1,407	1,453	46	3.3%
55-59	1,282	1,383	101	7.9%
60-64	1,132	1,451	319	28.2%
65-69	910	1,305	395	43.4%
70-74	810	995	185	22.8%
75-79	591	720	129	21.8%
80-84	501	501	0	0.0%
85 and over	384	453	69	18.0%
Median Age	40.5	46.8	6.3	15.6%
Under 20	4,619	3,933	-686	-14.9%
Percent of total	23.8%	21.3%		
20 to 64	11,592	10,583	-1,009	-8.7%
Percent of total	59.7%	57.2%		
65 and over	3,196	3,974	778	24.3%
Percent of total	16.5%	21.5%		

Source: Census 2000 & 2010, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT Population 25 Years & Over

Less than 9 th Grade	1,696 – 12.3%
9 th to 12 th Grade, No Diploma	1,943 – 14.1%
High School Graduate (includes equivalency)	4,912 – 35.7%
Some College, No Degree	2,559 – 18.6%
Associate Degree	1,206 – 8.8%
Bachelor's Degree	1,087 – 7.9%
Graduate or Professional Degree	369 - 2.7%
Total Persons 25 Years and Over	13,772

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

HOUSING CHARACTERISTICS

Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	8,141	7,191	-950	-11.7%
Married Couple	4,796	3,921	-875	-18.2%
Male Householder	320	151	-169	-52.8%
Female Householder	698	773	75	10.7%
Non-Family	2,327	2,346	19	0.8%
Persons per:				
Household	2.36	2.55		
Family	2.81	3.25		
Housing Occupancy & Tenure				
Total Units	9,823	10,088	265	2.7%
Occupied Units	8,141	7,191	-950	-11.7%
Vacant Units	1,682	2,897	1,215	72.2%
Owner Occupied	6,535	5,738	-797	-12.2%
Percent	80.3%	79.8%		
Renter Occupied	1,606	1,453	-153	-9.5%
Percent	19.7%	20.2%		
Units in Structure				
Single Family	6,885	7,430	545	7.9%
Multi-Family	381	410	29	7.6%
Mobile Homes and Other	2,557	2,248	-309	-12.1%
2007-2011 Financial Characteristics			County	Virginia
Median Gross Rent			\$438	\$1,024
Median Value (Owner-Occupied Units)			\$106,500	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau.

POVERTY STATUS - 2011

Persons for Whom Poverty was Determined	18,364
Persons Below Poverty Level	2,922
Percent of Persons Below Poverty Level	15.9%
Percent of Families Below Poverty Level	11.1%

Source: American Community Survey, U.S. Census Bureau.

AGRICULTURE 2002 - 2007

	2002	2007	Change
Number of Farms	629	613	-2.5%
Land in Farms (acres)	90,569	80,027	-11.6%
Average Size (acres)	144	131	-9.0%
Market Value of Products Sold (\$1000)	\$15,227	\$15,913	4.5%

Source: Census of Agriculture, USDA, NASS.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	179	3.4%	185	3.5%	181	3.7%	174	3.5%	187	3.8%
Mining	D	N/A	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	D	N/A								
Construction	195	3.7%	167	3.2%	152	3.1%	141	2.8%	122	2.5%
Manufacturing	1,856	35.1%	1,772	33.9%	1,578	31.9%	1,515	30.1%	1,448	29.3%
Transportation/Warehousing	174	3.3%	174	3.3%	169	3.4%	166	3.3%	162	3.3%
Wholesale Trade	137	2.6%	137	2.6%	107	2.2%	114	2.3%	120	2.4%
Retail Trade	537	10.1%	547	10.5%	544	11.0%	563	11.2%	544	11.0%
Finance, Insurance, and Real Estate	96	1.8%	92	1.8%	83	1.7%	84	1.7%	84	1.7%
Services	D	N/A								
State Government	27	0.5%	27	0.5%	26	0.5%	24	0.5%	25	0.5%
Local Government	146	2.8%	172	3.3%	165	3.3%	172	3.4%	179	3.6%
Federal Government	5	0.1%	6	0.1%	7	0.1%	17	0.3%	6	0.1%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	5,294	100.0%	5,226	100.0%	4,944	100.0%	5,033	100.0%	4,945	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	9,076	9,017	-0.7%
Employed	8,709	8,160	-6.3%
Unemployed	367	857	133.5%
Percent Unemployed	4.0%	9.5%	5.5%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$79,230	\$77,689	\$79,025	\$83,026	\$86,301

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Industrial Parks: Rich Creek Corporate Park*, Patrick County Business Park*, Patrick Springs Business Park*. See Map Appendix 1 for locations.

*Within Enterprise Zone.

Contact: Patrick County Economic Development, (276) 694-8367, Website:

www.co.patrick.va.us/department.cfm?ID=12&pg=66

Building/Site information also available at:

virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: Blue Ridge Parkway, Fairy Stone State Park, Fairystone Farms Wildlife Management Area, Philpott Lake Recreation Areas, Bob White Covered Bridge, Cockram's Mill, Historic Patrick County Courthouse, Jack's Creek Covered Bridge, Kibler Valley, Laurel Hill, Lover's Leap, Mabry Mill, Meadows of Dan Visitor Center, Patrick County Historical Museum, Pinnacles of Dan, Primland Resort, Reynolds Homestead, Rock Castle Gorge Hiking Trails, Rocky Knob, The Crooked Road Music Trail, Wood Brothers Racing Museum, and the Virginia Motorsports Museum and Hall of Fame.

Education/Job Training: Area schools include Patrick County Public Schools; Piedmont Governor's School for Mathematics, Science, and Technology; National College; New College Institute; and Patrick Henry Community College (PHCC). Other job training: A.L. Philpott Technical Center at PHCC; Genedge Alliance; Continued Education and Workforce Development at PHCC; Institute for Advanced Learning & Research (IALR); and the West Piedmont Workforce Investment Board.

Healthcare: Pioneer Community Hospital.

FOR MORE INFORMATION...

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VOICE (276) 638-3987 - FAX (276) 638-8137

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Pittsylvania County

Profile 2013

GEOGRAPHIC DESCRIPTION

Pittsylvania County, the largest Virginia county in terms of land area, has the Town of Chatham as its county seat and setting for an urban concentration. Other areas of urban populations are the Towns of Gretna and Hurt. The County is bordered on the north by Campbell and Bedford Counties and to the south by North Carolina. Halifax County lies to the east with Henry and Franklin Counties to the west.

In January 1988, an annexation went into effect whereby territory was lost to the City of Danville, which shifted 10,300 persons from the County to the City. Pittsylvania County's population, according to the 1990 Census, was 55,655; the 2000 population for the County was 61,745; the 2010 population was 63,506, according to the Census Bureau.

DEMOGRAPHICS

Population

1980 Census – 66,147
1990 Census – 55,655
2000 Census – 61,745
2010 Census – 63,506
2007 - 2011 ACS – 63,194

Area Population:

2000 Census / 2010 Census

Pittsylvania County – 61,745 / 63,506
Danville – 48,411 / 43,055
Chatham – 1,338 / 1,269
Gretna – 1,257 / 1,267
Hurt – 1,276 / 1,304

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Pittsylvania County – \$16,991 / \$21,219
Danville - \$17,151 / \$18,816
Chatham - \$20,785 / \$28,781
Gretna - \$14,397 / \$18,685
Hurt - \$16,875 / \$21,175

Median Household Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Pittsylvania County – \$35,153 / \$40,333
Danville - \$26,900 / \$31,011
Chatham - \$38,937 / \$42,273
Gretna - \$23,710 / \$30,759
Hurt - \$36,467 / \$40,962

Source: Census of Population & 2007–2011 American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

Pittsylvania – Seven Member Board of Supervisors
Danville – City Council
Towns – Town Councils

Communications

Fiber optics, DSL and ISDN

Transportation

Rail – Amtrak and Norfolk Southern
Roads – U.S. Highways 58, 29 & 360
Virginia Primary Highways - 40, 57, 41, 51, 62, & 360
Future Interstate 785
Air – Danville Regional Airport
Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in County	6,288
Total Out-commuters	16,901
Total In-commuters	4,539
Net In-commuters (In – Out)	-12,362

Source: U.S. Census Bureau.

Compiled and published by the West Piedmont Planning District Commission, 1100 Madison Street, Martinsville, VA 24112 Phone: (276) 638-3987 - FAX: (276) 638-8137. Email: staff@wppdc.org.

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POPULATION CHARACTERISTICS				
Population	2000	2010	2000-2010 Change	Percent Change
Total Population	61,745	63,506	1,761	2.9%
Male	30,146	31,226	1,080	3.6%
Female	31,599	32,280	681	2.2%
White	46,311	47,918	1,607	3.5%
Nonwhite	15,434	15,588	154	1.0%
AGE				
Under 5 years	3,514	3,288	-226	-6.4%
5-9	3,812	3,719	-93	-2.4%
10-14	4,231	4,042	-189	-4.5%
15-19	4,143	3,834	-309	-7.5%
20-24	2,977	3,095	118	4.0%
25-29	3,480	3,137	-343	-9.9%
30-34	3,963	3,185	-778	-19.6%
35-39	5,127	3,922	-1,205	-23.5%
40-44	5,195	4,273	-922	-17.7%
45-49	4,937	5,272	335	6.8%
50-54	4,555	5,341	786	17.3%
55-59	3,848	5,035	1,187	30.8%
60-64	3,104	4,447	1,343	43.3%
65-69	2,626	3,711	1,085	41.3%
70-74	2,374	2,704	330	13.9%
75-79	1,809	1,922	113	6.2%
80-84	1,181	1,413	232	19.6%
85 and over	869	1,166	297	34.2%
Median Age	39.6	44.2	4.6	11.6%
Under 20	15,700	14,883	-817	-5.2%
Percent of total	25.4%	23.4%		
20 to 64	37,186	37,707	521	1.4%
Percent of total	60.2%	59.4%		
65 and over	8,859	10,916	2,057	23.2%
Percent of total	14.3%	17.2%		

Source: Census 2000 & 2010, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT Population 25 Years & Over	
Less than 9 th Grade	4,605 – 10.2%
9 th to 12 th Grade, No Diploma	5,875 – 13.0%
High School Graduate (includes equivalency)	15,611 – 34.6%
Some College, No Degree	9,390 – 20.8%
Associate Degree	3,910 – 8.7%
Bachelor's Degree	3,954 – 8.8%
Graduate or Professional Degree	1,788 – 4.0%
Total Persons 25 Years and Over	45,133

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

HOUSING CHARACTERISTICS				
Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	24,684	26,325	1,641	6.6%
Married Couple	14,392	13,786	-606	-4.2%
Male Householder	928	1,577	649	69.9%
Female Householder	2,898	3,214	316	10.9%
Non-Family	6,466	7,748	1,282	19.8%
Persons per:				
Household	2.49	2.36		
Family	2.93	2.82		
Housing Occupancy & Tenure				
Total Units	28,011	31,170	3,159	11.3%
Occupied Units	24,684	26,325	1,641	6.6%
Vacant Units	3,327	4,845	1,518	45.6%
Owner Occupied	19,767	20,960	1,193	6.0%
Percent	80.1%	79.6%		
Renter Occupied	4,917	5,365	448	9.1%
Percent	19.9%	20.4%		
Units in Structure				
Single Family	19,707	22,530	2,823	14.3%
Multi-Family	1,020	1,167	147	14.4%
Mobile Homes and Other	7,284	7,473	189	2.6%
2007-2011 Financial Characteristics			County	Virginia
Median Gross Rent			\$583	\$1,024
Median Value (Owner-Occupied Units)			\$105,100	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau.

POVERTY STATUS - 2011	
Persons for Whom Poverty was Determined	62,089
Persons Below Poverty Level	8,938
Percent of Persons Below Poverty Level	14.4%
Percent of Families Below Poverty Level	10.7%

Source: American Community Survey, U.S. Census Bureau.

AGRICULTURE 2002 - 2007			
	2002	2007	Change
Number of Farms	1,304	1,356	4.0%
Land in Farms (acres)	288,647	274,289	-5.0%
Average Size (acres)	221	202	-8.6%
Market Value of Products Sold (\$1000)	\$54,593	\$62,644	14.7%

Source: Census of Agriculture, USDA, NASS.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	237	1.9%	228	2.0%	230	2.1%	250	2.2%	263	2.3%
Mining	D	N/A								
Utilities	66	0.5%	92	0.8%	79	0.7%	84	0.8%	83	0.7%
Construction	1,324	10.9%	1,327	11.6%	1,159	10.4%	1,045	9.3%	1,023	8.8%
Manufacturing	2,875	23.6%	2,252	19.7%	2,080	18.7%	2,095	18.7%	2,335	20.1%
Transportation/Warehousing	272	2.2%	248	2.2%	275	2.5%	271	2.4%	282	2.4%
Wholesale Trade	667	5.5%	611	5.3%	734	6.6%	745	6.7%	799	6.9%
Retail Trade	1,457	12.0%	1,367	12.0%	1,116	10.0%	1,095	9.8%	1,058	9.1%
Finance, Insurance, and Real Estate	262	2.2%	222	1.9%	203	1.8%	214	1.9%	201	1.7%
Services	4,377	36.0%	4,393	38.4%	D	N/A	4,714	42.1%	4,912	42.3%
State Government	339	2.8%	393	3.4%	368	3.3%	357	3.2%	350	3.0%
Local Government	265	2.2%	272	2.4%	278	2.5%	277	2.5%	284	2.4%
Federal Government	19	0.2%	19	0.2%	23	0.2%	36	0.3%	17	0.1%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	12,165	100.0%	11,437	100.0%	11,129	100.0%	11,193	100.0%	11,618	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	31,046	33,162	6.8%
Employed	29,273	30,403	3.9%
Unemployed	1,773	2,759	55.6%
Percent Unemployed	5.7%	8.3%	2.6%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$191,330	\$167,764	\$157,896	\$152,458	\$155,499

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Industrial Parks: Brosville Business Centre, Chatham North Industrial Park, Chatham South Industrial Park, East Bowles Industrial Park*, Gretna Industrial Park*, Key Industrial Park, Cane Creek Centre*, Ringgold Industrial Park East*, Ringgold Industrial Park West*, Mega-Park*. See Map Appendix 1 for locations.

*Within Enterprise Zone.

Contact: Pittsylvania County Economic Development, (434) 432-1669 or (800) 491-2842, Website: www.pittced.com/

Building/Site information also available at: http://virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: 1767 County Clerk's Office, 1767 County Courthouse, 1813 Pittsylvania County Clerk's Office, Birch Creek Motorcross Park, Callands War Memorial, Callands Clerk's Office, Courthouse & Gaol, Cedar Forest Mill, Chatham Hall, Chatham Street Car Diner, Elkhorn Lake & Campground, Gretna's Historic Railroad Park, John L. Hurt Memorial Gardens, National Tank Museum, Pittsylvania County Courthouse (1853), Pittsylvania County Genealogy Research, Ringgold Depot Trail, Smith Mountain Lake & Dam Visitors Center, Yates Tavern, White Oak Wildlife Management Area.

County Public Schools; Piedmont Governor's School for Mathematics, Science, and Technology; Southside Virginia Regional Governor's School for Global Economics and Technology; Averett University; Danville Community College (DCC); Old Dominion University Satellite Program at DCC; National College; and New College Institute. Other job training: Center for Business, Industry, & Government (C-BIG) at DCC; Genedge Alliance; Regional Center for Advanced Technology & Training (RCATT); Institute for Advanced Learning & Research (IALR); and the West Piedmont Workforce Investment Board.

Education/Job Training: Area schools include Pittsylvania

Healthcare: Danville Regional Medical Center.

FOR MORE INFORMATION...

West Piedmont Planning District Commission, 1100 Madison Street, P.O. Box 5268, Martinsville, Virginia 24115-5268

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Danville City

Profile 2013

GEOGRAPHIC DESCRIPTION

The City of Danville is located in the south central portion of Pittsylvania County, along the Virginia-North Carolina border. Founded in 1793, the City has a background rich in history. The City annexed a portion of Pittsylvania County in January 1988 at which time the Center for Public Service estimated population for the City increased to 53,700. The City's population, according to the 1990 Census, was 53,056; the 2000 population for the City was 48,411; and the 2010 Census population was 43,055, according to the Census Bureau.

After the 1980 Census, the U.S. Bureau of the Census designated the City of Danville and Pittsylvania County as a Metropolitan Statistical Area (MSA). This qualified the area to establish a Metropolitan Planning Organization through the Federal Highway Administration. The City is also eligible to receive Entitlement Funds through the U.S. Department of Housing and Urban Development's Community Development Block Grant Entitlement Program. The Danville MSA had a 1990 population of 108,711, a 2000 population of 110,156, and a 2010 population of 106,561, according to the Census Bureau.

DEMOGRAPHICS

Population

1980 Census – 45,642
1990 Census – 53,056
2000 Census – 48,411
2010 Census – 43,055
2007 - 2011 ACS – 43,433

Area Population:

2000 Census / 2010 Census

Danville – 48,411 / 43,055
Pittsylvania County – 61,745 / 63,506
Danville MSA – 110,156 / 106,561

Per Capita Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$21,587 / \$27,915
Virginia - \$23,975 / \$33,040
West Piedmont District - \$17,450 / \$20,614
Danville - \$17,151 / \$18,816
Pittsylvania County - \$16,991 / \$21,219
Danville MSA - \$17,061 / \$20,240

Median Household Income:

1999 (from 2000 Census) / 2011 ACS

United States - \$41,994 / \$52,762
Virginia - \$46,677 / \$63,302
West Piedmont District - \$32,259 / \$37,584
Danville - \$26,900 / \$31,011
Pittsylvania County - \$35,153 / \$40,333
Danville MSA - \$31,201 / \$36,102

Source: Census of Population & American Community Survey (ACS), U.S. Census Bureau.

INFRASTRUCTURE

Government

Danville – Nine Member City Council

Communications

Fiber optics, DSL and ISDN

Transportation

Rail – Amtrak and Norfolk Southern
Road – U.S. Highways 58, 29 & 360
Virginia Primary Highways 41, 51, 86, 293, 360,
398, & 413
Future Interstate 785
Air – Danville Regional Airport
Port – Hampton Roads (200 miles east)

2010 COMMUTING PATTERNS

People who live & work in City	7,590
Total Out-commuters	7,674
Total In-commuters	14,714
Net In-commuters (In – Out)	7,040

Source: U.S. Census Bureau.

Compiled and published by the West Piedmont Planning District Commission, 1100 Madison Street, Martinsville, VA 24112 Phone: (276) 638-3987 – FAX: (276) 638-8137. Email: staff@wppdc.org.

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POPULATION CHARACTERISTICS				
Population	2000	2010	2000-2010 Change	Percent Change
Total Population	48,411	43,055	-5,356	-11.1%
Male	22,024	19,636	-2,388	-10.8%
Female	26,387	23,419	-2,968	-11.2%
White	26,075	20,531	-5,544	-21.3%
Nonwhite	22,336	22,524	198	0.9%
AGE				
Under 5 years	2,910	2,723	-187	-6.4%
5-9	3,114	2,481	-633	-20.3%
10-14	3,300	2,486	-814	-24.7%
15-19	3,141	2,787	-354	-11.3%
20-24	2,681	2,892	211	7.9%
25-29	2,706	2,522	-184	-6.8%
30-34	2,857	2,144	-713	-25.0%
35-39	3,152	2,200	-952	-30.2%
40-44	3,620	2,509	-1,111	-30.7%
45-49	3,490	2,811	-679	-19.5%
50-54	3,197	3,319	122	3.8%
55-59	2,504	3,110	606	24.2%
60-64	2,237	2,856	619	27.7%
65-69	2,265	2,117	-148	-6.5%
70-74	2,437	1,734	-703	-28.8%
75-79	2,179	1,551	-628	-28.8%
80-84	1,405	1,420	15	1.1%
85 and over	1,216	1,393	177	14.6%
Median Age	40.5	42.6	2.1	5.2%
Under 20	12,465	10,477	-1,988	-15.9%
Percent of total	25.7%	24.3%		
20 to 64	26,444	24,363	-2,081	-7.9%
Percent of total	54.6%	56.6%		
65 and over	9,502	8,215	-1,287	-13.5%
Percent of total	19.6%	19.1%		

Source: Census 2000 & 2010, U.S. Census Bureau.

EDUCATIONAL ATTAINMENT Population 25 Years & Over	
Less than 9 th Grade	2,675 - 9.0%
9 th to 12 th Grade, No Diploma	4,321 - 14.5%
High School Graduate (includes equivalency)	8,684 - 29.1%
Some College, No Degree	6,636 - 22.2%
Associate Degree	2,522 - 8.4%
Bachelor's Degree	3,139 - 10.5%
Graduate or Professional Degree	1,907 - 6.4%
Total Persons 25 Years and Over	29,884

Source: 2007-2011 American Community Survey, U.S. Census Bureau.

HOUSING CHARACTERISTICS				
Household Type	2000	2007-2011	2000-2011 Change	Percent Change
Total	20,607	18,938	-1,669	-8.1%
Married Couple	8,083	6,890	-1,193	-14.8%
Male Householder	812	733	-79	-9.7%
Female Householder	4,036	3,609	-427	-10.6%
Non-Family	7,676	7,706	30	0.4%
<u>Persons per:</u>				
Household	2.27	2.21		
Family	2.89	2.92		
Housing Occupancy & Tenure				
Total Units	23,108	22,493	-615	-2.7%
Occupied Units	20,607	18,938	-1,669	-8.1%
Vacant Units	2,501	3,555	1,054	42.1%
Owner Occupied	11,975	10,426	-1,549	-12.9%
Percent	58.1%	55.1%		
Renter Occupied	8,632	8,512	-120	-1.4%
Percent	41.9%	44.9%		
Units in Structure				
Single Family	16,500	16,193	-307	-1.9%
Multi-Family	5,603	5,378	-225	-4.0%
Mobile Homes and Other	1,005	922	-83	-8.3%
2007-2011 Financial Characteristics			City	Virginia
Median Gross Rent			\$589	\$1,024
Median Value (Owner-Occupied Units)			\$88,900	\$254,600

Source: Census 2000 and 2007-2011 ACS, U.S. Census Bureau

POVERTY STATUS - 2011	
Persons for Whom Poverty was Determined	41,965
Persons Below Poverty Level	10,726
Percent of Persons Below Poverty Level	25.6%
Percent of Families Below Poverty Level	20.3%

Source: American Community Survey, U.S. Census Bureau.

2007-2011 ANNUAL AVERAGE EMPLOYMENT BY INDUSTRY

	2007	% of Total	2008	% of Total	2009	% of Total	2010	% of Total	2011	% of Total
Agriculture	D	N/A	D	N/A	D	N/A	7	0.0%	7	0.0%
Mining	D	N/A	D	N/A	D	N/A	D	N/A	0	0.0%
Utilities	157	0.6%	155	0.6%	155	0.6%	D	N/A	D	N/A
Construction	598	2.2%	630	2.2%	572	2.1%	480	1.9%	430	1.6%
Manufacturing	4,764	17.3%	5,001	17.9%	4,583	17.1%	4,276	16.5%	4,498	16.9%
Transportation/Warehousing	460	1.7%	461	1.6%	463	1.7%	440	1.7%	428	1.6%
Wholesale Trade	651	2.4%	648	2.3%	645	2.4%	655	2.5%	599	2.3%
Retail Trade	4,184	15.2%	4,404	15.7%	4,093	15.3%	3,977	15.4%	4,007	15.1%
Finance, Insurance, and Real Estate	1,246	4.5%	1,214	4.3%	1,131	4.2%	1,032	4.0%	997	3.8%
Services	14,318	52.1%	14,405	51.4%	14,056	52.4%	13,728	53.1%	14,374	54.1%
State Government	288	1.0%	276	1.0%	279	1.0%	275	1.1%	265	1.0%
Local Government	751	2.7%	760	2.7%	771	2.9%	767	3.0%	752	2.8%
Federal Government	40	0.1%	43	0.2%	51	0.2%	69	0.3%	45	0.2%
Nonclassifiable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total Employment	27,467	100.0%	28,006	100.0%	26,807	100.0%	25,859	100.0%	26,555	100.0%

"D" indicates disclosure suppression. Data is only included in the total. Figures may not always total correctly due to rounding. In 2005, reporting methods for Government and Service sectors were changed. Therefore, there may be noticeable differences reflected in prior years versus 2005 figures.

Source: Virginia Employment Commission.

COMPONENTS OF LABOR FORCE

	2007	2011	Change
Civilian Labor Force	19,765	19,783	0.1%
Employed	18,305	17,419	-4.8%
Unemployed	1,460	2,364	61.9%
Percent Unemployed	7.4%	11.9%	4.5%

Source: Virginia Employment Commission.

TAXABLE SALES (\$1000) 2007 – 2011

2007	2008	2009	2010	2011
\$706,644	\$720,313	\$701,642	\$709,215	\$731,974

Source: Virginia Department of Taxation.

ECONOMIC DEVELOPMENT

Industrial Parks: Airside Industrial Park*, Cane Creek Centre*, The Cyber Park*, Riverview Industrial Park*, Mega-Park*. See Map Appendix 1 for locations.

*Within Enterprise Zone.

Contact: Danville City Office of Economic Development, (434) 793-1753, Website: www.discoverdanville.com

Building/Site information also available at: http://virginiascan.yesvirginia.org/Site_Selection/Default.aspx

COMMUNITY

Recreation/Attractions: Ballou Park, Birthplace of Lady Astor/Gibson Girl, Civil War Prison #6 Marker, Dan Daniel Park, Legion Field, Danville Community Market, Danville Genealogical Center, Danville Historic District, Danville Museum of Fine Arts & History, Danville Science Center & Amtrak Station, Grove Street Cemetery, Millionaire's Row, National Memorial Cemetery, River Front Walking Trail at THE CROSSING and Wreck of the Old 97 Marker.

Education/Job Training: Area schools include Danville City Public Schools; Piedmont Governor's School for Mathematics, Science, and Technology; Southside Virginia Regional Governor's

School for Global Economics and Technology; The Galileo School Partnership with NASA; Averett University; Danville Community College (DCC); Old Dominion University Satellite Program at DCC; National College; and New College Institute. Other job training: Genedge Alliance; Center for Business, Industry, & Government (C-BIG) at DCC; Regional Center for Advanced Technology & Training (RCATT); Institute for Advanced Learning & Research; and the West Piedmont Workforce Investment Board.

Healthcare: Danville Regional Medical Center.

FOR MORE INFORMATION...

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CHAPTER 6

ECONOMIC DEVELOPMENT: POTENTIALS & CONSTRAINTS

The potentials for any community's economic development depend upon strengthening its resources and overcoming its obstacles. Certainly, the localities of the West Piedmont Region are no exception to this principle in pursuing their potential for economic development. While portions of the area have seen some economic activity recently, West Piedmont will continue to work with the local governments, economic developers, and new businesses and industries to identify supply chains in an attempt to build economic clusters within the Region. The West Piedmont Region has experienced serious challenges as a result of globalization and changes in the tobacco and dairying sectors of its agricultural sector, followed by the downturn in the national and global economies. The following provides an analysis of regional potentials and constraints.

Current Strengths/Opportunities or Potentials for Change in Improving Regional Economic Competitiveness:

Potentials for economic growth and financial conditions help to define an area's marketability. The low cost of doing business is an incentive for potential new industries to come to the Region and expansion of existing businesses. The attractiveness of the rural communities; their scenic landscapes; natural, cultural, and historic resources; and climate bode well for the area. Some strengths and opportunities for economic competitiveness in the Region include a strategic location, competitive labor and tax costs, services provided by economic development organizations, assistance and services provided to small businesses and entrepreneurial efforts, opportunities in education for both K through 12 and higher educational institutions, technological advances, and accessibility to various available federal and state programs. Other assets include the availability of land for economic development; GigaPark designation for industrial parks within the Region; availability of high-speed Internet service, specifically the Mid-Atlantic Broadband Initiative, in some vicinities; existing and expansion of utility infrastructure in some areas; and tourism opportunities with access to the area's natural resources and popular tourist attractions. A more detailed inventory follows:

Costs/Economics

- Competitive tax rates
- Competitively priced utilities (electricity, natural gas, water and sewer)
- Low cost of manufacturing production
- Low cost of doing business
- Right to Work State

Economic Development Organizations

- Concentration on attraction of diversified industries
- Creation of regional economic development organization, Southern Virginia Regional Alliance serves the counties of Halifax, Henry, Patrick, and Pittsylvania; the cities of Danville and Martinsville; Franklin County and Rocky Mount are served by the Roanoke Valley Economic Development Partnership
- Local economic development organization marketing programs (Danville Office of Economic Development, Franklin County Economic Development Department, Patrick County Economic Development Administration, Martinsville-Henry County Economic Development Corporation, Pittsylvania County Department of Economic Development)
- Area chambers of commerce (Martinsville-Henry County, Patrick County, Danville Pittsylvania County, Smith Mountain Lake)
- Two small business incubators serving the Region: *Dan River Business Development Center* at Ringgold West Industrial Park—30,000 SF business incubator equipped with over 650 CAT 5E cable drops throughout offices; three pairs multi-mode fiber lines in each industrial area; *West Piedmont Business Development Center--Rehabilitation* for 23,250 square foot building in Uptown Martinsville serves as a small business incubator facility with fiber optics connectivity. Operation of satellite locations of the West Piedmont Business Development Center at the Patrick Henry Community College Center in Stuart and The Franklin Center for Advanced Learning and Enterprise in Rocky Mount
- Assistance from Virginia's Rapid Response to coordinate statewide response to a wide variety of services in the area of economic development, social services, unemployment insurance and job search assistance
- Designation of localities within the Region as a Foreign Trade Zone Affiliate with New River Valley Economic Development Alliance in order to promote foreign investment

Education

- Institute for Advanced Learning and Research – Regional higher education center which is joint effort of Danville, Pittsylvania County, Virginia Tech, Averett University, and Danville Community College to offer seamless degree program with no loss of academic credit and to increase math, science, and technology-based education and workforce preparation. Other programs will focus on information tech, biotech, and other fields related to tech-based economy. A private sector research facility has been constructed on the IALR campus.
- Availability of on-line degree programs
- Higher education institutions (Averett University [Danville], Ferrum College [Franklin County], New College Institute [Martinsville])
- Community Colleges (Danville Community College, Patrick Henry Community College, Virginia Western Community College)
- Green building trades program initiatives and alternative energy program by local community college systems
- Motorsports Programs offered in Region
- Old Dominion University Teletechnet Program at Community Colleges
- National College—formerly National Business College (locations in Danville and Martinsville)
- Public school system program (i.e., technology, advanced degree, and dropout) initiatives
- Gereau Center for Applied Technology and Career Exploration (CATCE) in Franklin County—state-of-the-art facility that simulates a high-tech corporate office curriculum emphasizing advanced technology skills and rigorous academic standards; specialized technical skills and career counseling toward education and experience to assist students in making good choices before high school to meet demands of changing community, state, and nation [also coordinates summer program in conjunction with Henry and Patrick Counties and City of Martinsville]
- Galileo School, magnet high school in Danville offering curricula including biotechnology and bioinformatics from Virginia Tech; computer-based GIS and GPS navigation systems with access to NASA's Small Airport Transportation System lab and NASA's curriculum (The Galileo Magnet High School in Danville received a bronze medal ranking in the U.S. News and World Report study of the nation's best schools in 2007.)
- Regional Governor's School for Global Economics and Technology
- Piedmont Governor's School for Mathematics, Science, and Technology
- Governor's Best Practice Centers (Pittsylvania County selected to serve as one of five sites in Virginia)
- Patrick County Education Foundation; Franklin County Education Foundation
- Continuation and expansion of "*Finish Line*" program to assist individuals with completion of college degrees
- Services provided by The Franklin Center for Advanced Learning and Enterprise
- New College Institute's affiliation with other colleges and universities
- Averett University's Nursing Program
- New College Institute's Healthcare/Telemedicine Program
- Memorandum of Understanding between New College Institute and Patrick Henry Community College to train students in career pathway programs
- New College Institute's partnership with Commonwealth Center for Advanced Manufacturing (CCAM) to train 200 students in Advanced Manufacturing

Federal/State Programs

- Virginia Enterprise Zone areas within Region [Danville (2), Pittsylvania County (2), Henry County (2), Martinsville (2), Patrick County, Rocky Mount, Stuart]
- "Economic Development District" designation from U.S. Department of Commerce, Economic Development Administration, to maintain eligibility for receipt of federal funds for economic development projects
- "Local Development District" designation from Appalachian Regional Commission, with the City of Martinsville, Henry County, and Patrick County becoming eligible for ARC funding
- Small Business Administration designation of Hub Zones in portions of the Region to encourage economic development through establishment of preferences for award of federal contracts to small businesses (see <http://map.sba.gov/hubzone> for geographic areas included in Hub Zones in the Region)
- Designated Virginia Main Street Communities (Martinsville and Rocky Mount); Main Street Commercial Affiliates (Danville, Chatham, Gretna, Stuart)
- Assistance from Virginia's Rapid Response to coordinate statewide response to a wide variety of services in the area of economic development, social services, unemployment insurance and job search assistance

Industry/Industrial Parks

- Availability of land for industrial development and expansions underway at existing industrial parks as well as planned development of regional industrial parks

- Industrial site selection study underway in Franklin County
- Competitive industrial land and building costs
- Existing industries with potential for expansion
- Opportunities for industrial clustering initiatives working with existing industries and their suppliers
- Concentration of polymer industries (Polymer Coalition formed in 2012)
- GigaPark designation for region's industrial parks
- Creation of the Mega Park presents the opportunity for partnerships within the Region and across state lines (NC)
- Presence of GenEdge Alliance, formerly Virginia's Philpott Manufacturing Extension Partnership, in Region to promote lean business solutions, E3 (Economy, Energy, Environment) Initiative, and provide business and technical assistance to industries

Infrastructure

- Southside Virginia's Regional Backbone Initiative, the Mid-Atlantic Broadband Initiative, an advanced telecommunications infrastructure spans over 700 miles and connects four cities, twenty counties, and 56 industrial parks while providing high speed internet access to nearly 700,000 citizens and over 19,000 businesses as well as link into larger fiber optic systems across Virginia. Realization of efficiencies fostered by regional cooperation
- Existing utility infrastructure (existing public service authorities and municipal systems)
- Expansion of infrastructure in some areas of the Region

Miscellaneous

- Strategic location in relation to middle and south Atlantic states of the Eastern Seaboard with close proximity to major trade areas, many of which are within a 200-mile radius
- Growing relationship between workforce, industries, higher education institutions, and government entities on a regional basis
- Active civic organizations, volunteerism
- Olde Dominion Agricultural Complex in Pittsylvania County
- Reinvestment initiatives in uptown/downtown areas of Danville, Martinsville, Rocky Mount, Stuart, and Chatham providing for an increase in retail investment and housing opportunities
- Presence of medical transport helicopters (air ambulances) at Blue Ridge Airport, Westlake (Smith Mountain Lake), and Danville-Pittsylvania County

Small Business

- The Launch Place, formerly Southside Business Technology Center, helps entrepreneurs enhance their knowledge of business management through the development of high-quality business projects, individual consultations, and seminars tailored to specific client needs.
- Two small business incubators serving the Region: *Dan River Business Development Center* at Ringgold West Industrial Park—30,000 SF business incubator equipped with over 650 CAT 5E cable drops throughout offices; three pairs multi-mode fiber lines in each industrial area; *West Piedmont Business Development Center*-Rehabilitation for 23,250 square foot building in Uptown Martinsville serves as small business incubator facility with fiber optics connectivity. Opening of satellite locations of the West Piedmont Business Development Center at the Patrick Henry Community College Center in Stuart and The Franklin Center for Advanced Learning and Enterprise in Rocky Mount
- Presence of GenEdge Alliance, formerly Virginia's Philpott Manufacturing Extension Partnership, in Region to promote lean business solutions and provide business and technical assistance to industries
- Two Small Business Development Center Offices in Region [one serving Franklin, Henry, and Patrick Counties and City of Martinsville; another serving Danville and Pittsylvania County]
- Satellite offices of Virginia Department of Minority Business Enterprise serving Danville-Pittsylvania County and Martinsville-Henry County
- Localities are exploring ways to help streamline permitting and regulatory processes for companies and small business owners in order to be more business friendly
- Services provided by dedicated Small, Minority, and Entrepreneurial Division (SMED) of the Martinsville-Henry County Economic Development Corporation
- Creation of Entrepreneurial Coalition by the Martinsville-Henry County Economic Development Corporation
- Fabrication Laboratory (FAB LAB) Initiative coordinated by Patrick Henry Community College, New College Institute, and the Martinsville-Henry County Economic Development Corporation
- Virginia Commonwealth University Innovation & Entrepreneurship Program in affiliation with New College Institute

Technology

- nDanville Fiber Optic Network – project of Danville Utility: cutting-edge, next generation fiber-based broadband network hub delivery of the Next Generation Internet architecture using Multimedia Service Access Points (MSAP) to provide central broadband

switching and network access point for all Internet, voice, and video traffic in the community; nDanville Medical Network project underway to connect a majority of doctors' offices and medical clinics around the City – Danville Regional Medical Center already utilizes the network

- MINet – Martinsville Information Network fiber optic SONET (Synchronous Optical Network) integrating community facilities and info resource centers to allow high-speed communication system for real-time interactive sharing of resources, voice, video, and data transmission
- Franklin County's Last Mile Broadband project, a partnership with B2X of Salem, VA, and Ferrum College, which expands the availability of access to high-speed internet service in the County
- Opening of community computer lab in Patrick County
- Mid-Atlantic Broadband Initiative is an advanced telecommunications infrastructure that spans over 700 miles and connects four cities, twenty counties, and 56 industrial parks while providing high speed internet access to nearly 700,000 citizens and over 19,000 businesses as well as link into larger fiber optic systems across Virginia.
- Continued expansion of cell phone service and digital data services
- Implementation of E3 (Economy, Energy, Environment) Initiative for local businesses and industries through Genedge Alliance

Tourism

- Access to recreational and cultural facilities including outdoor activities such as hunting and fishing
- Tourism potential
- Virginia's Racing Region designation (Martinsville Speedway and Virginia International Raceway and their economic impact on the Region)
- Virginia Motorsports Museum and Hall of Fame in Stuart
- Crooked Road Music Trail, Virginia's Heritage Music Trail, "Round The Mountain" artists' trail, and Heartwood affiliation
- Ample natural resources
- Development of blueways to enhance recreational opportunities and quality of life
- Opportunity to capitalize on historic assets in developing tourism
- Development of Philpott Lake Marina by Henry County and U.S. Army Corps of Engineers
- Construction of marina at Twin Ridge by Franklin County and U.S. Army Corps of Engineers for fishing tournaments

Transportation

- Airports in Region (Blue Ridge Airport and Danville Regional Airport) and proximity to international airports
- Rail service (including Amtrak)
- Future location of Interstate 73 and improvements to U.S. 58 Superhighway
- Designation of U.S. 29 from Danville to Greensboro as Interstate 785
- Future Route 29 corridor improvements
- UPS hub in Danville; close proximity to major Federal Express hub
- Motor freight accessibility
- Ideal location for major distribution hub with access to Interstates 77, 81, 40, and 85 as well as future Interstates 73 and 785
- Trail development to enhance quality of life

Workforce & Training

- Surplus skilled and trainable labor force
- Workforce development initiatives underway at Community Colleges
- The Franklin Center for Advanced Learning and Enterprise in the Town of Rocky Mount—a regional workforce development center operated by the Franklin County Workforce Development Consortium
- Danville Community College's Regional Center for Applied Technology and Training (RCATT)—programs underway to enhance and retain Southern Virginia's manufacturing competitiveness by training a highly skilled workforce; located at the Cyberpark in Danville [programs include the Polymer Research and Technology Transfer Institute in Southern Piedmont Region; implementation of the Manufacturing Technician certificate program;] Additive Manufacturing/Rapid Prototyping assistance, Robotics/Automation and Mechatronics Maintenance Technician programs]
- Services provided by West Piedmont Workforce Investment Board and Western Virginia Workforce Development Board: operation of one-stop centers in Planning District
- Assistance from Dan River Regional Collaborative
- Part of Region is a Virginia demonstration site for a certified "work-ready" community (West Piedmont WIB Service Area)
- New College Institute's partnership with Commonwealth Center for Advanced Manufacturing (CCAM) to train 200 students in Advanced Manufacturing

- Memorandum of Understanding between New College Institute and Patrick Henry Community College to train students in career pathway programs, i.e., advanced manufacturing and healthcare
- New College Institute's Healthcare/Telemedicine Program

Current Impediments or Barriers to Regional Economic Competitiveness:

In order to transition from the current economic status and to bring about changes for the future, the Region has a number of challenges to overcome. Included in these challenges are impediments and barriers for new and expanding businesses and industries; need for educational improvements for K through 12, higher educational institutions, and workforce training; high unemployment; perceived government impediments for the process of economic development and to obtain permits, particularly for small businesses; need for infrastructure such as water/sewer, fiber-optics, electricity, and other utilities; barriers relating to transportation infrastructure such as airports, freight movement, trails, rail, and roadways; quality of life issues such as lack of sufficient daycare facilities; and lack of cohesive representation for the Region. Informed choices should be made about objectives, policies, and priorities related to our economic barriers in order to compete in the shifting global market. Efforts to focus on economic development activities for meaningful programs, policies, priorities, and critical infrastructure improvements can make a difference in the area's economic growth and success. The following reflects the Region's challenges in more detail by each topic:

Business/Industry/Industrial Parks

- Declining corporate headquarters
- Plant closings/layoffs/downsizing of existing industries
- Lesser number of "high tech" businesses/industries (i.e., computer companies, scientific research/development centers) in comparison to manufacturing companies in the Region
- Lack of variety in sizes of publicly controlled industrial sites and buildings (particular need for large acreage industrial tracts)
- Obsolete vacant industrial buildings
- Number of manufacturing firms in same economic cycle (growth trends)
- Loss of Hub Zone designation in some areas of the Region (Franklin County) which hurts small business competitiveness
- Difficulty in qualifying for HUB Zone designation due to federal criteria
- Lack of industrial and other economic-sector clustering
- Lack of diversification
- Lack of amenities and enhancements such as recreational opportunities and daycare facilities within industrial parks
- Potential elimination of Enterprise Zones due to zone designation expiration
- Lack of Regional Foreign Trade Zone designation

Economic Conditions/Financial Impediments

- Downturn in national, state, and local economy
- Significant job and business losses due to downturn in the housing market, problems in the mortgage market, and direct/indirect effects on local industries tied to housing and the furniture sector
- Foreign competition for local industries (i.e., NAFTA, GATT, and World Trade Agreement) particularly the textile and apparel sectors in the Region
- Low per capita income
- High poverty rates in some localities, particularly in the urban centers
- Lack of financial mechanism/incentives (i.e., "deal closers") for business and industry; tightening of credit for business and industry due to current national financial crisis
- Limited financial resources for economic development, entrepreneurs, start-ups
- Potential for more home and business foreclosures with job losses across the Region

Education

- Low educational attainment levels (Local/district levels are lower than state and national averages)
- Significant dropout rates (Local/district dropout rates are higher than state and national averages)
- Need for more on-line classes and flexible degree opportunities
- Need to cultivate a culture of entrepreneurship in K-12 educational system
- Need for a cohesive strategy with business partners to engage students with industry clusters
- Need for more career/life choice counseling and opportunities

Government

- Local governmental structure (Dillon Rule)
- Inherent friction between cities and counties due to legislative constraints
- Inability of counties to approve enforceable interlocal revenue sharing agreements without a referendum
- State/federal regulations that increase cost of business operations and/or that hamper success of existing businesses
- Unfunded mandates that increase the cost of providing local government services
- Absence of effective state urban and rural policies
- Perception that regulations could be more business-friendly

Infrastructure

- Need for natural gas utility service to serve the Franklin County-Rocky Mount area
- Infrastructure needed for large-size industrial tracts across the Region (i.e., grading, water, sewer, stormwater, electric power, and telecommunications)
- Need to extend water and sewer utilities to existing available sites and new sites
- Need for additional fiber optic broad bandwidth and wireless telecom capability and last-mile connectivity

Marketing/Tourism

- Need for additional regional tourism marketing and promotion efforts
- Lack of professional, regional marketing plan to create a well-defined and well-projected image essential to effective marketing at the national and global levels
- Lack of flexible incentives
- Loss of Franklin County Chamber of Commerce

Other

- Decline in Region's population due to changing employment picture and increase in median age
- Decline in Region's agricultural base (i.e., employment and ownership)
- Rising cost of fuel, fertilizer, chemicals and transportation services for Region's agricultural sector along with a decline in the markets for farm products
- Lack of cohesive regional identity
- Lack of high-level industrial managers residing in the Region

Quality of Life

- Lack of child day care facilities (particularly for non-traditional work hours, weekends, and children under age two)
- Above-average crime rates in some localities
- Need to attract industrial managers and other high-level professionals to reside in the Region
- Need to attract/retain young professionals

Transportation

- Lack of interstate highway
- Need for more roads of statewide significance, which include primary highways such as designated U.S. highways and Virginia primaries
- Construction cost of U.S. Highway 58 improvements impeded by topographic constraints between Stuart and Meadows of Dan
- Loss of commercial air service at Danville Regional Airport
- Net out-commuting patterns in the Region
- Need for more competitive local rail service to curb costs

Workforce

- Lack of workforce preparedness for targeted skill sets
- Lack of state-funded or low-cost programs for non-credit business or industry workforce training or retraining
- Need for additional technology, state-of-the-art equipment, training programs, and facility space to maintain currency
- Prevalence of recreational drug abuse, controlled substance abuse, and felony convictions
- Unhealthy lifestyle choices

CHAPTER 7

DEVELOPMENT STRATEGY

A. Assumptions Regarding Economic Trends

For several decades, the West Piedmont Planning District has been noted for its high degree of industrialization when compared with other regions of the state. Employment in the Region traditionally has been concentrated in the manufacture of textile mill and furniture products. The Region lost a significant number of jobs in the textile sector due to globalization as a whole and, subsequently, local and regional unemployment rates have increased. Efforts to attract diversified manufacturing and support industries have helped to broaden the economic base of the Region and mitigate the impacts of globalization upon the Region.

In recent years, textile/apparel and furniture manufacturers have experienced plant closures and downsizings as well, which have been accompanied by significant job losses. This trend has continued due to the current national, state, and local economic situation and the decline in the housing market. Chapter 2, "Past Development Activities," gives an overview of manufacturing job losses. Moreover, the Region has begun to diversify its employment base to help mitigate against future economic downturns. Some of the emerging employment sectors include healthcare and social assistance, biotechnology, advanced manufacturing, tourism, retail trade, and other service industries. To further this cause, the Region is working to align education, workforce training, and economic development. Efforts are underway to nurture the youth and create social stability in order to ensure that they will have local employment opportunities and encourage that they remain in the Region.

The Region, which has been a leading producer of flue-cured tobacco and dairy products in the Commonwealth of Virginia, also has experienced changes in the agricultural component of its economic base due to changes in regulations and tobacco quota cuts. With regard to tobacco, four Virginia counties accounted for over half (66.7%) of the state's tobacco production based on 2007 data. Among the four, Pittsylvania County in the West Piedmont Region accounted for 28.3% and was the top producer in the Commonwealth and the ninth largest in the United States. A significant portion of the flue-cured tobacco sold in Virginia is auctioned in Danville warehouses. As Virginia adjusts to a smaller tobacco industry, the key factor will be alternative uses available for land, labor, and capital that were used in tobacco production.

With regard to the Region's agricultural base, Franklin County ranked second out of 78 milk-producing counties in Virginia. The number of dairy farms in the County has declined from 82 to 77. Changes in regulations and milk prices have brought about these problems. With the current national economic situation, farmers across the Region are caught in a money squeeze with the rising cost of fuel, fertilizer, chemicals and transportation services while the markets for farm products are on the decline. In some cases, credit has also been tight for farmers during this economic downturn. However, in recent years the Region has seen a transition in agriculture with a trend in local food initiatives such as the "Farm to School" and "Farm to Table" programs, agritourism which may include "Pick Your Own" and winery tours, and other notable efforts such as regional and national marketing for products.

Industrial recruitment and retention has become extremely sophisticated and competitive in the last decade. With many localities across the country competing for manufacturing jobs and investment, industries can afford to be very selective in their choices, requiring communities to provide quality industrial sites and amenities, a well-trained and positively motivated work force, and a tax structure which is conducive to industrial well-being. The challenge to the localities of the West Piedmont Planning District is to create the economic climate desired by industry executives, meet specific needs for services such as water and sewer, and retain a tax structure which is attractive to industry.

Although the Region has experienced plant closings and downsizings, there have been positive signs of economic growth and diversification in the Region. This may be attributed to the commitment of the local governments, economic development organizations, and private foundations in enhancing the local business climate and quality of life factors.

Shopping trends and patterns of the Region provide yet another facet of the Region's economy. During the past few years, the Region has experienced growth in commercial establishments through the development of shopping centers and malls as well as individual establishments along growth corridors in order to compete with larger but more distant commercial shopping complexes in Roanoke, Greensboro, and Winston-Salem. These larger communities offer a wider range of shopping opportunities and the increased competition set up by these larger markets along with the fact that the ability to buy at bulk wholesale prices creates more competitive pricing among stores offering similar merchandise. In addition, since a significant number of residents of the Region work outside the Planning District in and around these larger market areas, it takes little extra effort to do their major shopping near their work sites. It is important that additional commercial establishments be lured to the Planning District to increase competition and to attract shoppers from the Region.

Examples of new retail centers in the Planning District include the Coleman Market Place in Danville, the Virginia Market Place on U.S. 220 North at Wirtz in Franklin County, and a small business/commercial complex on Liberty Street in Martinsville. The largest and most developed of these retail centers is the Coleman Market Place off Central Boulevard in Danville. This complex includes a number of stores including Target, Home Depot, Marshall's, Ross, Petco, and Dick's Sporting Goods as well as a number of smaller retailers. However, with the downturn in the economy, there have been numerous job losses in the commercial/retail sector across the Region.

There are several professional economic development organizations across the Region which deal with industrial and business prospects and are instrumental in bringing new jobs and private investment to the Region's localities. In spring 2011, the Southern Virginia Regional Alliance was formed to serve the counties of Halifax, Henry, Patrick, and Pittsylvania, and the cities of Danville and Martinsville. The Economic Development District staff works closely with the economic development offices which include the Southern Virginia Regional Alliance, Danville Department of Economic Development, Martinsville-Henry County Economic Development Corporation, Patrick County Economic Development Administration, and Pittsylvania County Department of Economic Development. Assistance is provided to these organizations upon request. In addition, the West Piedmont Economic Development District works with area chambers of commerce on economic development-related matters, as requested. Collaboration with workforce investment boards on workforce and job training initiatives is also provided, as needed. Local businesses have found it difficult to take advantage of existing small business programs due to the narrow timelines and cumbersome procedures.

The Economic Development District employs a Regional Economic Development Planner who is responsible for analyzing changes in the economy on an ongoing basis as well as monitoring and evaluating program implementation. In order to accomplish these goals, the Economic Development Planner maintains a computerized economic development statistical database which tracks unemployment rates and related economic development data. In addition, the Economic Development District maintains data on plant openings, plant closings, and layoffs.

The West Piedmont Economic Development District has developed goals, along with short- and long-term strategies, for the Region. These District Goals are set forth in the following section:

District Goals

Goals

Short-Term Strategies

Long-Term Strategies

1. Enhance regional identity and vision.
 - ◆ Continue to support local economic development organizations, focusing on dialogue between organizations and businesses and increased funding opportunities.
 - ◆ Strengthen public participation and leadership.
 - ◆ Develop a regional marketing approach.
 - ◆ Market travel and tourist-related as well as industrial sectors.
 - ◆ Work to align regional goals and strategies across all sectors- local governments/workforce/higher education.
 - ◆ Continue to promote entrepreneur growth.
 2. Retain and expand existing industries and small businesses.
 - ◆ Advocate local industries to expand and invest in the Region.
 - ◆ Reduce the regional unemployment rates.
 - ◆ Focus on job placement efforts for dislocated workers.
 - ◆ Advocate for relocation of industry suppliers to the area.
 - ◆ Create and sustain jobs in the Region.
 3. Advocate regional economic diversity.
 - ◆ Recruit new diversified manufacturing and service sector industries.
 - ◆ Promote advanced technology within the Region.
 - ◆ Promote and advocate the development of tourism in the Region.
 - ◆ Develop technology parks and necessary infrastructure.
 - ◆ Develop regional industrial parks as well as local industrial parks with regional impact.
 - ◆ Promote redevelopment of Central Business Districts.
 - ◆ Recognize "transferable" skills when determining industry targets.
 4. Provide the land development infrastructure needed to grow the regional economy.
 - ◆ Complete site preparation at existing industrial sites.
 - ◆ Construct new industrial shell buildings.
 - ◆ Rehabilitate vacant, underutilized buildings for business and industrial development purposes.
- ◆ Promote continued commercial and industrial growth throughout Region to compete in a global economy.
 - ◆ Promote regional cooperation among jurisdictions in industrial land, infrastructure, and other areas.
 - ◆ Create a pipeline of emerging leaders by strengthening existing programs (such as Leadership Southside) and creating new leadership programs.
 - ◆ Develop a regional approach to workforce development to create a high-skill, high-wage workforce.
 - ◆ Work to align regional goals and strategies across all sectors- local governments/workforce/higher education.
 - ◆ Continue to promote entrepreneur growth.
 - ◆ Create programs and facilities to support existing (as well as new) industries and small businesses/startups.
 - ◆ Advocate for relocation of industry suppliers to the area and help incubate them to industrial parks within Region.
 - ◆ Assist existing industry/business growth to expand into industrial parks or other commercial corridor areas within the Region.
 - ◆ Create and sustain jobs in the Region.
 - ◆ Evaluate target industries regularly with respect to the changing local and national economy.
 - ◆ Promote and advocate the development of tourism in the Region.
 - ◆ Promote and create innovative clustering for industries.
 - ◆ Promote redevelopment of Central Business Districts.
 - ◆ Promote creative clusters for arts and cultural programs such as "The Crooked Road" and "Round The Mountain."
 - ◆ Acquire and develop local and regional industrial sites that can compete favorably on a global basis.
 - ◆ Continue to develop public water and wastewater systems in all areas where such systems are deemed economically feasible to meet the needs of existing and planned

Goals (continued)

Short-Term Strategies

Long-Term Strategies

4. (continued)
 - ◆ Ensure that new and existing industrial sites have adequate power supply.
 - ◆ Ensure that new and existing industrial sites have state-of-the art telecommunications.
 - ◆ Promote environmental stewardship and utilize innovative and mixed use design concepts when developing industrial and commercial sites.
 - ◆ Explore framework for creating regional revenue-sharing opportunities.
5. Increase educational opportunities, especially with respect to technology that would include STEM-H (Science, Technology, Engineering, Math, and Health) Initiatives.
 - ◆ Advocate and provide resources for programs of higher educational institutions for economic and workforce development.
 - ◆ Advocate for continued implementation of Workforce Investment Act at local and regional levels.
 - ◆ Support and expand advanced technical training programs.
 - ◆ Advocate for more STEM-H programs.
 - ◆ Advocate more flexible programs offering on-line curricula/degrees.
 - ◆ Support four-year college initiatives in Region (i.e., New College Institute, Ferrum College, Averett University).
 - ◆ Establish more facilities to support STEM-H and expand alternative healthcare provisions.
 - ◆ Advocate for more programs and facilities to support career and technical training at high school level.
 - ◆ Continue to advocate and provide resources for more dual enrollment and advanced placement opportunities.
 - ◆ Advocate for creation of medical school, i.e., Integrative Centers for Science and Medicine.
 - ◆ Continue to develop seamless partnerships with Commonwealth Center for Advanced Manufacturing.
6. Strengthen connection between workforce skills and training programs.
 - ◆ Provide necessary job training and development programs that encourage pride as well as skills in the workplace and match the requirements of existing and prospective employers.
 - ◆ Continue to support Regional Center for Applied Technology and Training (RCATT); Institute for Advanced Learning & Research (IALR); Franklin Center for Advanced Learning & Enterprise; New residential, commercial, and industrial growth.
 - ◆ Promote an ongoing industrial shell building program.
 - ◆ Ensure that new and existing industrial sites have adequate power supply.
 - ◆ Ensure that new and existing industrial sites have state-of-the art telecommunications.
 - ◆ Explore framework for creating regional revenue-sharing opportunities.
 - ◆ Enhancement of industrial park amenities in the Region.
 - ◆ Support four-year college initiatives in Region (i.e., New College Institute, Ferrum College, Averett University).
 - ◆ Develop and support educator/business partnerships.
 - ◆ Support and expand regional technology centers [i.e., Regional Center for Advanced Technology and Training (RCATT); Institute for Advanced Learning and Research (IALR); Franklin Center for Advanced Learning and Enterprise; New College Institute and Patrick Henry Community College (Memorandum of Understanding)].
 - ◆ Advocate and provide resources for programs of higher educational institutions for economic and workforce development.
 - ◆ Establish more facilities to support STEM-H and expand alternative healthcare provisions.
 - ◆ Advocate for more programs and facilities to support career and technical training at high school level.
 - ◆ Advocate for creation of medical school, i.e., Integrative Centers for Science and Medicine.
 - ◆ Continue to develop seamless partnerships with Commonwealth Center for Advanced Manufacturing.
- ◆ Provide a highly trained and motivated workforce.
- ◆ Support the West Piedmont Workforce Investment Board and Western Virginia Workforce Development Board as a unified governing structure to oversee the planning, development, implementation, and assessment of a comprehensive set of workforce strategies.
- ◆ Expand the capacity of Adult Education Centers to reach and train more adults in the Region who lack a GED.

6. (continued)
- College Institute and Patrick Henry Community College (Memorandum of Understanding).
- ◆ Support purchase of new high-technological, state-of-the-art equipment for training programs.
 - ◆ Advocate internships.
 - ◆ Advocate apprenticeships [i.e., Big A Apprenticeship Program].
 - ◆ Advocate job shadowing.
7. Advocate “pro-business” thinking.
- ◆ Expand dialogue between labor and business community.
 - ◆ Advocate the development of new enterprise zones in the Region.
 - ◆ Advocate local governments to work with businesses and industries to streamline permitting processes.
 - ◆ Work with State/Federal legislators to relax regulations deemed not to be pro-business.
8. Further develop small and minority businesses.
- ◆ Nurture new business formation and new spin-off activities.
 - ◆ Expand venture capital for new and existing businesses and industries.
 - ◆ Promote region wide SWaM certification program.
 - ◆ Encourage small businesses to be certified.
 - ◆ Nurture new businesses with financial and business planning.
9. Improve overall quality of life.
- ◆ Improve access to healthcare.
 - ◆ Promote programs which advocate healthy lifestyles.
 - ◆ Stewardship of publicly-owned natural resources.
 - ◆ Promote access to trails and blueways with a connection of natural resources and trail network.
10. Improve regional transportation infrastructure.
- ◆ Accelerate completion of Route 58 Corridor Program through consideration of Public/ Private Partnership and/or tolling programs.
- ◆ Collaborate with neighboring planning districts and workforce investment boards to analyze skill sets within the geographic region for current and future occupational demands.
 - ◆ Advocate internships.
 - ◆ Advocate apprenticeships [i.e., Big A Apprenticeship].
 - ◆ Launch different workforce models which are aligned with industry needs.
 - ◆ Advocate job shadowing.
 - ◆ Promote the Region as a positive place to do business.
 - ◆ Strengthen business/government partnerships within the Region.
 - ◆ Establish a more business-friendly environment that advocates entrepreneurial growth and economic vitality.
 - ◆ Advocate for the creation of Foreign Trade Zone designation within the Region.
 - ◆ Support awareness, usage, and expansion of existing incubator facilities and satellite facilities as needed.
 - ◆ Advocate and support the creation of new and existing enterprise zones in the Region.
 - ◆ Create and expand entrepreneurial programs within the K-12 and higher education systems.
 - ◆ Promote region wide SWaM certification program.
 - ◆ Encourage small businesses to be certified.
 - ◆ Improve schools and educational opportunities.
 - ◆ Expand recreation opportunities for residents and tourists.
 - ◆ Promote the use of best-management practices.
 - ◆ Promote and advocate low- and moderate-income single-family housing as a compliment to industrial development in the Region.
 - ◆ Advocate expansion of the Region’s healthcare system to more fully serve its residents.
 - ◆ Stewardship of publicly-owned natural resources.
 - ◆ Continue to provide and advocate development of a transportation network that will give access to industrial sites and link the Region to major trade centers.

Goals (continued)

Short-Term Strategies

Long-Term Strategies

10. (continued)
 - ◆ Promote construction of I-73.
 - ◆ Support upgrade of Route 29 corridor.
 - ◆ Complete projects on I-785 corridor.
 - ◆ Preserve and promote Martinsville-Henry County Transit system (PART), Danville Transit, and Ferrum Express.
 - ◆ Promote utilization of MAP 21 Transportation Alternatives Program (regional trail system).
 11. Create modern communications Infrastructure.
 - ◆ Continue to support development of fiber-optic network and other state-of-the-art telecommunications.
 - ◆ Establish the Multimedia Service Access Point (MSAP), a low-cost broadband communication.
 - ◆ Encourage local governments to televise or webcast all public meetings.
 12. Preserve agricultural base and promote modern agricultural enterprises.
 - ◆ Attract agribusiness and industry to the Region as a compliment to existing agricultural enterprise.
 - ◆ Advocate for agritourism efforts.
 - ◆ Explore a regional agricultural program that advocates a "grow local, buy local" foods initiative.
 - ◆ Promote GAP (Good Agricultural Practices) Program through the VA Extension Office.
 - ◆ Provide opportunities for more agricultural outreach programs.
 - ◆ Promote agribusiness programs through career and technical training programs within K-12 and higher education.
 - ◆ Promote forestry and agricultural best management practices.
 - ◆ Promote Olde Dominion Agriculture Complex.
 - ◆ Enhance agricultural network across the Region.
- ◆ Advocate road network connectivity with industrial sites.
 - ◆ Ensure that roads within industrial parks are adequately constructed to handle heavy truck volumes.
 - ◆ Advocate the submittal of Rail Industrial Access Grants and applications for industrial access road funds.
 - ◆ Promote use of travel demand management techniques including walking, biking, transit, and car-pooling in planning for future industrial sites.
 - ◆ Work to complete highway safety projects in high-volume traffic areas.
 - ◆ Promote utilization of MAP 21 Transportation Alternatives Program (regional trail system).
 - ◆ Work with educational institutions to create world-class communications network.
 - ◆ Promote bio-technology and research alternative energy opportunities.
 - ◆ Enhance the agricultural sector as a strong component of a diversified economy.
 - ◆ Explore business development options in agricultural diversification in areas like nutraceuticals and aquaculture.
 - ◆ Explore a regional agricultural program that advocates a "grow local, buy local" foods initiative.
 - ◆ Enhance agricultural network across the Region

C. Criteria for Resource Utilization

The commitment of the local governments of the Planning District is evidenced by the formation and support of economic development organizations—both local and regional, past efforts to complete the requirements of the Virginia Community Certification Program formerly administered by the Virginia Department of Economic Development, past receipt of designation as Redevelopment Areas by the Economic Development Administration, the purchase and development of industrial parks, the construction of shell buildings, and the expenditure of millions of dollars to develop utility infrastructures to support industrial users.

This commitment is further evidenced by the local support for the Planning District's Economic Development District designation. With the unanimous support of its member jurisdictions, the West Piedmont Planning District was designated an Economic Development District in July 1992 under the provisions of Title IV of the Public Works and Economic Development Act of 1965, as amended.

In 1998, the localities of the West Piedmont Planning District agreed upon joint participation in the Commonwealth of Virginia's Regional Competitiveness Program. Through this Program, the localities established a regional partnership, known as the West Piedmont Regional Alliance, for the purpose of effecting positive change with regard to the economic competitiveness of the Region. The Alliance, through a collaborative public-private process, developed its first regional strategic economic development plan, which focused attention on critical key issues of regional economic competitiveness and identified and prioritized actions which should be taken. A plan of action for a five-year period was identified, along with a list of projects to be implemented. The Regional Competitiveness Program is no longer operational; however, the plan of action was matched up with the CEDS document and this work effort has been carried forth through the Economic Development District planning effort.

The resources identified in Chapter 6, "*Potentials for Economic Development*," will be devoted to the pursuit of economic development in order to benefit all citizens of the Region, especially the unemployed and underemployed. As in the past, local governments also will pursue other possible resources to help fund projects designed to meet development goals, such as grants from the Economic Development Administration, the Virginia Department of Housing and Community Development, the Virginia Department of Business Assistance, the USDA--Rural Development (formerly the Farmers Home Administration), and other funding agencies.

D. Implementation Plan

The changes in the Region's economy, the progress toward solving the existing problems and removing constraints, and a review of the potentials for economic development have been analyzed annually as part of the Region's Comprehensive Economic Development Strategy (CEDS). As part of the planning process, the projects within the Project Priority List that follows have been identified to help meet the economic development goals. In identifying and ranking the projects, consideration was given to the number of jobs the projects would create or save, overall impact on the Region, cost effectiveness, and the likelihood of funds being available to finance the projects. Input was provided by each member government in the West Piedmont Planning District.

This section lists projects or programs identified during the planning process in order of priority in which they were ranked as well as pertinent information such as possible funding sources, estimated costs, etc.

There are three project categories. "*Priority 1*" projects are those construction or implementation projects which are in the advanced stages of planning and/or development. "*Priority 2*" projects are construction or implementation projects still in formative stages of planning and which are not otherwise proceeding towards immediate implementation. "*Priority 3*" projects are non-construction, non-implementation projects of a special economic development purpose and may include special issues studies, surveys, basic data collection and analysis, feasibility studies, and technical assistance.

Beginning with the 2012 CEDS Annual Report, "*Project Types*" have been incorporated as part of the project information to provide more project priority details to EDA. Project Types are designated as follows: *Type I* – shovel-ready projects; *Type II* – the project is in the final planning stage; *Type III* – the project is in early planning stage; *Type IV* – other types of projects that utilize grant monies from other sources such as USDA Rural Development, DHCD, ARC, VDOT, etc.; and *Type V* – the project involves technical assistance or studies only.

All projects included in the following prioritized list were reviewed at a regularly scheduled monthly meeting of the West Piedmont Planning District Board of Commissioners, which formerly served as the Comprehensive Economic Development Strategy Committee for the West Piedmont Economic Development District. A copy of the Annual Report is distributed to the Board of Commissioners prior to its consideration for approval in order to provide sufficient time for reviewing not only the list of prioritized projects but also the regional goals, the District's development strategy, and other report components. In conjunction with the review of the Annual Report, the WPPD Regional Economic Development Planner reviews the changes in the District economy with the Board members.

All grant applications submitted to the Economic Development Administration by localities in the West Piedmont Economic Development District are prepared by the District's planning staff in conjunction with local government administrators and their staffs. The EDD staff includes, as a part of each application, the CEDS Committee's statements on (1) how the project, or planning investment, is consistent with the Regional CEDS; (2) the eligibility of the area to receive EDA funds, and (3) how the applicant is an active participant in the District's economic development program. These EDA planning investments also must satisfy one or more of EDA's Investment Criteria included in 13 CFR Section 301.8 which include projects which: are market-based and results driven; have strong organizational leadership; advance productivity, innovation and entrepreneurship; look beyond the immediate economic horizon, anticipate economic changes and diversify the local and regional economy; and demonstrate a high degree of local commitment. Each application is reviewed by the Planning District Commission in its capacity as Regional Clearinghouse for Intergovernmental Review in conjunction with Executive Order 12392.

In addition to presenting a prioritized listing of economic development projects, a Program Evaluation for the period from April 1, 2012 through March 31, 2013, has been developed and will be submitted to EDA with the CEDS document. The District's program objectives are provided in a tabular presentation, followed by specific tasks required to achieve these objectives and accomplishments for the year in carrying out these objectives. Many of these objectives have been completed; however, due to the nature of many, they are underway and will be carried forth into the Implementation Plan for the period from April 1, 2013 through March 31, 2014—at which time the District will evaluate its progress in achieving the stated objectives.

CEDS Development Process:

The West Piedmont Economic Development District has established a process for annual updates to its CEDS document. The plan development is ongoing, with development of document updates beginning as soon as submission to EDA each year. The Regional Economic Development Planner begins to work with localities on development of prioritized projects for inclusion in the document in the fall of each year, with the localities being given two to three months for development, review, and local governing body approval of the upcoming year's prioritized project list. After all localities have submitted their project lists, the EDD staff then submits a final regional list to all of the local government administrators for a final review for accuracy.

Demographics included in the CEDS document are updated on an ongoing basis as new information becomes available from a variety of agencies including the Census Bureau, the Weldon Cooper Center for Public Service at the University of Virginia, the Virginia Employment Commission, and numerous other state and federal agencies. The PDC/EDD worked with its member localities in establishing a CEDS Committee to meet EDA's requirements. The draft document, beginning in 2011, is developed in conjunction with the CEDS Committee, made up of private and public sector representatives. In 2012, the CEDS document was placed on the PDC/EDD website so that interested parties from across the region could provide input over a 30-day period. Advertisements were run in local newspapers to make the public aware of the availability and opportunity to provide comments/input. The draft document, along with comments received through the public review period, is distributed to the CEDS Strategy Committee as well as the WPPD Board for review and consideration at its meeting prior to submission. The public, the CEDS Strategy Committee, and the Board are given a full month to review and communicate with the staff concerning any questions or comments they wish to make prior to final review and approval at the upcoming February meeting. All local government administrators also receive a copy at that time for review. Copies of the PDC/EDD agendas with information on review of the CEDS are available to the media and public on the PDC's website.

Following EDD approval, the document is submitted to the Philadelphia Regional Office of EDA for approval. Many agencies and organizations across the Region utilize demographics and other information within the report for development of grant applications and reports for the benefit of the Region. The CEDS document is available on the PDC's website, www.wppdc.org.

REGIONAL VISION: West Piedmont Region

Our image serves to enhance the positive attributes of the Region as a place to live, work, and play. Professional, effective marketing programs committed to the promotion and enhancement of jobs and investment through a diversified economy have been instrumental in supporting the Region's economic goals. Marketing efforts at the local, regional, and national levels emphasize three key characteristics of the Region: our close proximity to expanding industrial hubs in Virginia, North Carolina, and beyond; the availability of land and capital for new and expanding industries; and a continued appreciation of quality of life that encourages development of our people, enhancement of our communities, and preservation and enjoyment of our abundant natural resources.

Our regional approach to cooperation continues to be good for business. Our cities, counties, and towns have exhibited both creativity and flexibility in putting into place the human and physical infrastructure necessary to be economically competitive. Our approach to regional cooperation continues to involve public and private sector organizations and strengthen this relationship.

Efforts to attract new jobs and to advance expansion will remain evident throughout the Region. The Region's economic development initiatives are working to bring in new jobs across a diverse mix of businesses and industries. This initiative, along with the Region's low tax rates and business friendly environment, is helping the area transition from the impacts of broader globalization of job losses and changes in the Region's agricultural base. Two key characteristics of our Region's business climate are: good, proactive labor/management relations and a common-sense approach to local regulations.

Infrastructure improvements provide an incentive for business activity in the Region. New industrial and office site locations, served by water and sewer facilities and state-of-the-art telecommunications infrastructure, provide opportunities for new and expanding enterprises throughout the Region. In addition to an inventory of developed, industrial sites, there is also an inventory of marketable industrial buildings. The development of regional business incubators aids in nurturing new business formation and new spin-off activities in the Region. Our Region has successfully lobbied for the construction of Interstate 73 and continued improvement of U.S. 29 and U.S. 58 as well as the designation of U.S. 29 from Danville to Greensboro as Interstate 785.

Public/private financial partnerships will work to ensure the availability of capital for business and industrial expansions. The proactive approach to capital infrastructure helps make our Region more competitive.

Our educational institutions and training centers will continue to work closely with businesses and industries to ensure that local workforce training needs are met. The Region's marketing efforts identify the need to improve test scores, increase high school graduation rates, increase post-secondary education enrollment and completion rates, and increase technical training opportunities. The Region is preparing its students and labor force for the workforce needs of the changing economy.

Tourism efforts continue to increase the number of tourists and tourism dollars attracted to the Region and help to reinforce our image as an appealing place to live, work, play, and do business.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY PRIORITY PROJECTS

April 1, 2013 - March 31, 2014

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRON- MENTAL IMPACT	NO. OF JOBS
Natural Gas Service Extension-- Franklin County	1/II	Complete 12 mile service extension of Roanoke Gas to Franklin County/Rocky Mount Industrial Park	VTC USDA-RD Local Private	\$3,000,000 \$3,000,000 \$3,000,000 \$3,500,000	\$12,500,000	Positive	300+
Burnt Chimney Water Extension-- Franklin County	1/I	Complete extension of WVWA water line from Westlake to Burnt Chimney Community	VTC Local Private	\$375,000 \$1,805,762 \$1,000,000	\$3,180,762	Positive	50+
New Business Park Near Rocky Mount--Franklin County	1/I	Master planning, procurement, and development of new business park near Rocky Mount	VTC USDA-RD DHCD EDA Local	\$3,000,000 \$1,800,000 \$700,000 \$1,500,000 \$8,000,000	\$15,000,000	Positive	900+
Franklin County/Rocky Mount Industrial Park--Franklin County/ Town of Rocky Mount	1/I	Extension of industrial access, water and sewer, site improvements, completion of loop access road, and rail spur to serve expansion of existing heavy industrial site	EDA Local Rail Acc Funds VTC	\$1,000,000 \$1,282,156 \$300,000 \$812,500	\$3,394,656	NA	250-300
Penn Hall Regional Park Site Master Plan--Franklin County	1/II	Develop master plan and development budget for 265-acre Penn Hall Regional Park facility	Local DCR DGIF VTC AEP	\$60,000 \$60,000 \$60,000 \$60,000 \$60,000	\$300,000	---	---
Ferrum Downtown Improvements-- Franklin County	2/III	Develop sidewalks, railroad pedestrian bridge, "Main Street" scale improvements	TEA-21 VDOT Local	\$839,501 \$200,000 \$76,835	\$1,116,336	Positive	20-30
Park System Improvements-- Franklin County	1/II	Improvements to public park units in Franklin County per the existing Capital Improvements Program	DCR Local VDOT	\$150,000 \$3,000,000 \$400,000	\$3,550,000	Positive	NA
Last-Mile Broadband Expansion-- Franklin County	1/III	Study and implement a last-mile solution to provide County businesses and consumers fast, accessible, and affordable telecommunications service	EDA Local State Private	\$500,000 \$100,000 \$200,000 \$1,000,000	\$1,800,000	Positive	100+

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
County Trail System--Franklin County	1/III	Development of trail system per adopted County Trail Plan (Phase 1)	DCR VTC VDOT Local	\$300,000 \$200,000 \$800,000 \$800,000	\$2,100,000	Positive	NA
Pigg River Dam Removal Initiative--Franklin County/Town of Rocky Mount	1/II	Removal of two dams on Pigg River to permit fish migration and improve safety	USFWS DGIF VTC Local	\$1,000,000 \$600,000 \$1,000,000 \$500,000	\$3,100,000	---	25
Pigg River Heritage Trail--Town of Rocky Mount - Franklin County	1/III	Development of Heritage Trail for tourism, recreation, and quality of life enhancement in support of economic development	TEA-21 DCR Local	\$275,000 \$100,000 \$75,000	\$450,000	Positive	NA
Agricultural Business Development Plan--Franklin County	1/II	Complete a business development plan to support commodity level producers and supporting industries in Franklin County	USDA-RD VTC Local	\$20,000 \$20,000 \$20,000	\$60,000	---	20
Franklin County/Rocky Mount Industrial Park--Franklin County/Town of Rocky Mount	1/I	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)	Local EDA VTC	\$1,200,000 \$600,000 \$600,000	\$2,400,000	NA	300-500
Natural Gas Service Extension--Franklin County/Town of Rocky Mount	1/III	Complete 12 mile service extension of Roanoke Gas to Franklin County/Rocky Mount Industrial Park to promote industrial development	VTC USDA-RD Local Private	\$3,000,000 \$3,000,000 \$3,000,000 \$3,500,000	\$12,500,000	Positive	300+
Pigg River Heritage Trail--Town of Rocky Mount and Franklin County	1/I	Development of Heritage Trail for tourism, recreation, and quality of life enhancement in support of economic development	TEA-21 DCR Local	\$275,000 \$125,000 \$75,000	\$475,000	Positive	NA
Economic Restructuring Via Heritage Tourism Development--Town of Rocky Mount	1/II	Development of venue for music, arts and history to promote area and serve as tourist destination along Crooked Road Heritage Music Trail	Local EDA VTC	\$800,000 \$600,000 \$600,000	\$2,000,000	Positive	10-20
Interconnection with Western VA Regional Water Authority--Town of Rocky Mount	1/II	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	Local EDA	\$500,000 \$1,000,000	\$1,500,000	Positive	300
Commonwealth Crossing Business Centre--Henry County/City of Martinsville	1/I	Establishment of new 740-acre regional industrial park and Enterprise Zone in the Route 220 South corridor. Grading of Lots 1 and 2; entrance; road development; stormwater, environmental measures.	VTC Local Other	\$5,000,000 \$10,000,000 \$1,500,000	\$16,500,000	NA	500-1,000
Philpott Lake Marina--Henry County	1/I	Construction of a 40-slip marina at Philpott Lake to include snack bar and gas pumps	Local Other	\$400,000 \$400,000	\$800,000	NA	12-15

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
Grassy Creek Sewer Improvements Project--Henry County	1/I	Provide PSA sewer service to three wastewater lagoons along Grassy Creek and sewer to Route 58	Local	\$1,800,000	\$1,800,000	Positive	NA
Monta Vista Water Line--Henry County	1/I	Ties Monta Vista System to Oak Level System. Eliminates wells.	Local	\$800,000	\$800,000	NA	NA
Virginia Avenue Transportation Enhancement Project--Henry County	1/I	Multi-phased streetscape enhancement project designed to improve the Virginia Avenue (US Route 220) corridor	TEA-21 Other	\$2,030,000 \$507,000	\$2,537,000	NA	Indirect
County River Access Points/ Trails Project--Henry County	1/I	Various river access and trails projects	TEA-21 State Other	\$700,000 \$100,000 \$30,000	\$830,000	NA	Indirect
Philpott Water Plant Upgrade--Henry County	1/III	Upgrade water treatment plant from 4 MGD to 8 MGD and increase source water capacity	Local	\$8,000,000	\$8,000,000	Positive	None
Dupont Building Upfit--Henry County	1/III	Build-out of a 70,000 SF county-owned shell building at the former Dupont Site	Local Federal	\$610,000 \$90,000	\$700,000	NA	50-1,000
Shell Airport Hangar Project--Henry County	1/III	Development of a speculative hangar for aviation-related business at Blue Ridge Regional Airport	Local State EDA	\$800,000 \$150,000 \$250,000	\$1,200,000	---	Unknown
Utility Infrastructure to Serve Commonwealth Crossing Business Centre--Henry County	1/I	Infrastructure improvements (water and sewer) to serve Commonwealth Crossing Business Centre (water/sewer /fiber conduit)	VTC SBA Local	\$1,720,000 \$800,000 \$1,720,000	\$4,240,000	Positive	2,500
Patriot Centre at Beaver Creek Expansion--Henry County	1/I	Grading of Lot 2; utilities already in place	EDA	\$1,000,000	\$1,000,000	NA	500-1,000
Extension of Public Water Service on Route 58 West--Henry County	1/I	Extension of water service along Route 58 West corridor to Mayo River and adjacent residential areas and to Blue Ridge Airport	USDA RD	\$7,900,000	\$7,900,000	None	Unknown
Community Development Project, South Street--Henry County	1/I	Housing rehab, utility upgrades, road improvements, and stormwater management	CDBG VDOT ARC	\$1,400,000 \$100,000 \$100,000	\$1,600,000	Positive	None
New College Institute - Development of Baldwin Block --City of Martinsville & Henry County	1/I	Construction of facility to accommodate additional classroom space for general academics, advanced manufacturing, next-generation healthcare, community meetings and economic development offices.	ARC DHCD VTC PRVT	\$500,000 \$700,000 \$5,000,000 \$3,800,000 - \$5,800,000	\$10,000,000 - \$15,000,000	NA	200
Revitalization of Uptown Business District - City of Martinsville	1 - III	Incentivize small businesses (interior makeover/elevator)	EDA	\$900,000	\$900,000	Positive	80

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
Revitalization of Uptown Business District - City of Martinsville	1 - II	Construct/ retrofit condos in Uptown	EDA	\$1,000,000	\$2,000,000	Positive	15
			DHCD	\$300,000			
			VHDA City	\$500,000 \$200,000			
Henry Hotel Rehabilitation - City of Martinsville	1 - 1	Rehab building for mixed use	Local VCC / VHDA	\$425,000 \$3,500,000	\$3,925,000	Positive	Indirect
Community Development Project - CDBG - Martinsville Area & Central Business District - City of Martinsville	1 - I	Construction of new Academic Building - Baldwin Block	CDBG Local Other	\$700,000 \$300,000 \$14,000,000	\$15,000,000	Positive	Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - IV	Purchase blighted properties, prepare site for development (Draper - West Church Street) - City of Martinsville	Brownfield EDA City	\$400,000 \$325,000 \$100,000	\$825,000	Unknown	100/ Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - III	Rives Road Site Development- full site development including A & E, site grading	EDA	\$1,400,000	\$1,400,000	Positive	400
Community Development Project - City of Martinsville	1 - III	Further develop 20 acre lots- at Clearview Business Park to prepare for companies- Parcels 2 & 5	EDA	\$750,000	\$750,000	Positive	200+
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - III	Adaptive reuse of historical building on Fayette Street- Paradise Inn	VHDA EDA VTC	\$500,000 \$800,000 \$200,000	\$1,500,000	Positive	100
Community Development Development Projects - City of Martinsville	1 - V	Recruit manufacturers of Clean Energy Components to Martinsville Area and Enterprise Zone	EDA	\$100,000	\$100,000	Positive	Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - III	Upgrade, widen, and landscape Beaver Street from Fayette Street to Memorial Blvd - City of Martinsville	MAP-21 VHDA	\$800,000 \$50,000	\$850,000	Positive	Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - III	Prepare City-owned site at corner of Fayette & Beaver Sts for residential, educational or commercial development - Martinsville Area and Central Business District	EDA Local	\$300,000 \$200,000	\$500,000	Positive	Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - I	Conduct arts & cultural assessment of City, including mapping and surveys; develop and implement Arts & Cultural Plan Initiative - City of Martinsville	NEA Harvest	\$70,000 \$70,000	\$140,000	Positive	Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - II	Upgrade business facades & Incentivize for new businesses - Fayette Street from Market St to Memorial Blvd	CDBG Local	\$800,000 \$200,000	\$1,000,000	Positive	Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - IV	Purchase blighted properties - prepare site for redevelopment (202 Cleveland Avenue) - City of Martinsville	Brownfield EDA City	\$900,000 \$500,000 \$500,000	\$1,900,000	Unknown	150 - Indirect

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRON- MENTAL IMPACT	NO. OF JOBS
Community Development Project- Martinsville Area & Central Business District - City of Martinsville	1 - IV	Purchase blighted properties - prepare for redevelopment (820 Roy Street) - City of Martinsville	Brownfield EDA City	\$1,500,000 \$750,000 \$500,000	\$2,750,000	Unknown	150 - Indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - IV	Purchase blighted properties - prepare for redevelopment (Lot - Cleveland Avenue)- City of Martinsville	Brownfield EDA City	\$200,000 \$200,000 \$100,000	\$500,000	Positive	50 - indirect
Community Development Project - Martinsville Area & Central Business District - City of Martinsville	1 - IV	Purchase blighted properties - prepare for redevelopment (307 W. Market Street)- City of Martinsville	Brownfield EDA City	\$300,000 \$200,000 \$100,000	\$600,000	Positive	50 - indirect
MINet Fiber Optic Expansion-- City of Martinsville	1/III	Citywide expansion of MINet Martinsville fiber optic system to reach businesses and homes	EDA Harvest Local Other	\$2,000,000 \$1,000,000 \$7,500,000 \$10,000,000	\$20,500,000	NA	NA
Integrative Centers for Science & Medicine - City of Martinsville	1/I	Renovate 20,000-SF building on Fayette Street for Shackelford Medical Education Building	ARC NSF Local Other	\$100,000 \$50,000 \$15,000 \$585,000	\$750,000	Positive	NA
GIS--Patrick County	1-I	Creation of comprehensive Geographic Information System	PSAP Public Safety & Answering Pt.	\$150,000	\$150,000	NA	NA
Water System Extension East of Stuart/Patrick Springs--Patrick County	1-II	Provide water supply & sewer service east of Stuart	USDA Local Tobacco Comm	\$3,543,000 \$75,000 \$1,400,000	\$5,018,000	None	200-300
Water System Improvements West of Stuart--Patrick County	1-III	Provide water supply for development	USDA	\$260,238	\$260,238		50
Technology Assistance Funding-- Patrick County	1-I	Grant fund to attract high-tech businesses to Patrick County	EDA USDA-RD Local	\$200,000 \$200,000 \$100,000	\$500,000	None	150-200
Existing Business Assistance Fund-- Patrick County	1-V	Grant Fund to assist existing businesses with expansion	EDA USDA-RD Local Tobacco Comm	\$200,000 \$200,000 \$100,000 \$500,000	\$1,000,000	None	100-150
Telecommunications Infrastructure Upgrades--Patrick County	1-II	Wireless Broadband Initiative	Tobacco Comm Tobacco Comm Local	\$300,000 \$100,000	\$400,000	None	-
Southern Virginia Regional Alliance --Patrick County	1-I	Grant Fund to attract high-tech businesses to the five county/city region (Patrick, Henry, Martinsville, Pittsylvania, Danville)	Tobacco Comm VEDP 5 localities	\$200,000 \$200,000 \$200,000	\$600,000	None	None

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
<i>Rich Creek Corporate Park Technology Center--Patrick County</i>	1-1	Construct facility for location of multiple technology businesses	USACAIP	\$500,000	\$500,000	none	75-125
<i>Patrick County Marketing Effort--Patrick County</i>	1-1	Produce broad spectrum marketing program to tout Patrick County	Local	\$34,000	\$34,000	None	-
<i>Tourism Enhancement Program--Patrick County</i>	1-1	Programs and projects to increase tourism revenue and jobs	State	\$100,000	\$100,000	None	-
<i>Workforce Development Certification Program--Patrick County</i>	1-1	Comprehensive worker retraining and education	WIA Board Local	\$400,000 \$100,000	\$500,000	None	-
<i>US 58 Expansion--Patrick County</i>	1-III	Upgrade US 58 to four lanes from Stuart to I-77	State	\$300,000,000	\$300,000,000	Unknown	-
<i>Retail Recruitment Study--Patrick County</i>	1-V	Study concerning targeting of Retail Businesses for local location	State Local	\$50,000 \$10,000	\$60,000	None	-
<i>Water System Improvements - Meadows of Dan--Patrick County</i>	1-V	Provide water supply for development	USDA RD CDBG	\$2,400,000 \$700,000	\$3,100,000	None	-
<i>Sewer System Improvements - Meadows of Dan--Patrick County</i>	1-V	Provide sewer capacity for development	USDA RD CDBG	\$2,100,000 \$700,000	\$2,800,000	None	-
<i>Patrick County Rails to Trails - Phase I--Patrick County</i>	1-1	Creation of a walking/bicycle trail along former Danville & Western Rail Line	VDOT Enhancement Program Local	\$234,000 \$50,000	\$344,857	NA	NA
<i>Patrick County Rails to Trails - Phases II and III--Patrick County</i>	1-III	Creation of a walking/bicycle trail along former Danville & Western Rail Line	VA Rec. Trails Fund Grant Kodak Grant Donation Stock VDOT MAP 21 hope to receive VDOT Map 21 Town of Stuart	\$52,135 \$2,000 \$6,722 \$563,313 \$468,472 \$10,000	\$1,041,785		
<i>Dan River Park Trail Phase I--Patrick County</i>	1-1	Creation of walking/bicycle trail from Blue Ridge Elementary School to Dan River Park	TE Grant Program Local Match Local Funds	\$136,000 \$34,000 \$683	\$170,683	N/A	0
<i>Dan River Park Trail Phase II--Patrick County</i>	1-II	Creation of Phase II of the walking/bike trail from Blue Ridge Elementary School to Dan River Park	TE Grant Program Local Funding	\$245,000 \$35,000	\$280,000		

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
Regional Industrial Mega Park-- City of Danville & Pittsylvania County	1/I	Engineering, master planning, mega park certification, and infrastructure development for 3,500 acre mega park to serve Danville, Pittsylvania County, Southside VA & North Central NC. Infrastructure development includes regional and interstate water and sewer systems. Future infrastructure improvements will include land, rail, and road	USDA-RD EPA/STAG EDA VTC Local	\$2,000,000 \$5,000,000 \$5,000,000 \$5,000,000 \$7,218,000	\$24,218,000	N/A	2,000
Regional Industrial Mega Park Economic Adjustment Strategy-- City of Danville & Pittsylvania County	1/I	Economic Adjustment Strategy - study to develop target industry and marketing strategy for sustainable manufacturing to replace traditional manufacturing employment lost in the Regional Mega Park area of Southern VA and Northern NC	EDC VTC	\$50,000 \$50,000	\$100,000	Positive	Indirect
Site Improvements at Cane Creek Industrial Park--City of Danville and Pittsylvania County (Lots 6, 7b,7c, 10)	1/I	Site improvements to include grading and sanitary sewer for Tracts 6, 7b, 7c, and Lot 10	EDA VTC Local	\$3,000,000 \$1,500,000 \$400,000	\$4,900,000	Positive	500
Gretna Area Water Supply System--Town of Gretna/ Pittsylvania County	1/I	Engineering and construction of a new public water supply source and distribution system	EDA/EPA VTC Local	\$1,340,000 \$1,300,000 \$135,000	\$2,775,000	Positive	NA
Olde Dominion Agricultural Complex--Pittsylvania County	1/I	Regional, multi-purpose agricultural complex including office space, conference facilities, educational space, livestock facilities and ag. related commercial sites	USDA-RD VTC Local	\$100,000 \$2,000,000 \$3,100,000	\$5,200,000	Positive	25 onsite Indirect offsite
Gretna Industrial Park--Town of Gretna/Pittsylvania County	1/I	Construct industrial park road and lots with on-site and off-site utility improvements	EDA VTC Local	\$400,000 \$1,500,000 \$150,000	\$2,050,000	N/A	200
Graded Industrial Park Pad Sites-- Pittsylvania County	1/I	Create graded pad sites at existing Industrial Park sites. Ringgold, Brosville, Gretna, Hurt	EDA VTC Local	\$700,000 \$2,000,000 \$300,000	\$3,000,000	N/A	200
Energy Efficiency Improvements Public Buildings--Pittsylvania County	1/I	Retrofit existing County buildings to make them more energy efficient	State DOE Local	\$450,000 \$450,000 \$100,000	\$1,000,000	Positive	Indirect
Regional Industrial Mega Park-- Danville & Pittsylvania County	1/I	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.	EDA Local VTC MEI City County	\$1,462,800 \$186,400 \$1,279,800 \$371,000 \$500,000 \$500,000	\$4,300,000		

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
<i>Regional Industrial Mega Park-- Danville & Pittsylvania County</i>	1/II	Natural gas engineering and infrastructure development	EDA Local VTC	\$3,000,000 \$2,000,000 \$1,000,000	\$6,000,000		
<i>Regional Industrial Mega Park Industrial Connector Road-- City of Danville and Pittsylvania County</i>	1/II	Construct an industrial access road to improve traffic flow to Regional industrial Mega Park	FHWA VDOT EDA Local VTC	\$5,000,000 \$5,000,000 \$1,000,000 \$13,000,000 \$1,000,000	\$25,000,000	None	5,000
<i>Commerce Center/Industrial Park, Park Development--Pittsylvania County</i>	1/II	Route 58 West Industrial Park development add 120 acres to existing Brosville Park	EDA Local VTC	\$1,500,000 \$500,000 \$1,000,000	\$3,000,000	N/A	250-300
<i>Extend Water Service for Brosville to Dry Fork--Pittsylvania County</i>	1/II	863 to Dry Fork Commercial/Industrial area and to serve Tunstall Middle School and Tunstall High School	EDA Local VTC	\$1,000,000 \$500,000 \$600,000	\$2,100,000	Unknown	Unknown
<i>Key Industrial Park - Hurt-- Pittsylvania County</i>	1/II	Purchase additional land and infrastructure to 157-acre industrial park	EDA VTC Local	\$1,000,000 \$1,500,000 \$500,000	\$3,000,000	N/A	150-200
<i>Hurt Industrial Park - Hurt-- Pittsylvania County</i>	1/II	Develop 600-acre site of former Klopman Mills. Master Plan for property, site and access improvements	EDA USDA-RD VTC	\$1,000,000 \$1,500,000 \$500,000	\$3,000,000	N/A	150-200
<i>Richmond Danville Trail Connector--City of Danville & Pittsylvania County</i>	1/II	Construction of 12-ft wide natural surface multi-purpose trail to connect 6-mile Richmond-Danville Rail Trail in Pittsylvania County with Dan River Trail System (Danville's Riverwalk) to create 25-mile destination trail	EDA FHWA-DCR Local	\$700,000 \$150,000 \$100,000	\$950,000	None	Indirect
<i>Revolving Loan Fund-- Pittsylvania County</i>	1/II	Establish revolving loan fund to help create and recruit new economic development Projects	EDA VTC USDA IDA	\$500,000 \$250,000 \$200,000 \$50,000	\$1,000,000	N/A	Indirect
<i>Industrial Site Assessments-- Pittsylvania County</i>	1/III	Engineering site assessments for new local and regional industrial park projects	EDA Local	\$50,000 \$50,000	\$100,000	N/A	N/A
<i>Gretna Area Water System Improvement (Leesville Lake) Pittsylvania County</i>	1/III	Nine mile pipeline raw water intake from Leesville Lake to Gretna Reservoir	EDA VTC Local	\$1,000,000 \$1,500,000 \$500,000	\$3,000,000	NA	Unknown

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
Water and Sewer System Improvements - Chatham--Pittsylvania County	1/III	1M gallon storage tank Cherrystone Park 12" water line Upgrade wastewater plant - gravity sewer	Local	\$3,900,000	\$8,900,000	NA	300-500
			EDA	\$2,000,000			
			VTC	\$2,000,000			
Commerce Center Industrial Park--Blairs--Pittsylvania County	1/III	Purchase land off U.S. Route 29 & infrastructure development	Local	\$1,000,000	\$3,500,000	NA	300-400
			Local	\$500,000			
			Local	\$1,000,000			
White Mill Redevelopment--City of Danville	1/I	Electric transmission lines and substation to accommodate redevelopment of the White Mill, formerly served by Dan River and AEP	EDA	\$2,500,000	\$6,000,000	Positive	400
			Local	\$3,500,000			
			Local	\$3,500,000			
Site Improvements at the Coleman Industrial Site--City of Danville	1/II	Site improvements to include grading and sanitary sewer, electrical service and misc. infrastructure development	EDA	\$4,700,000	\$11,195,182	Positive	200
			Local	\$6,495,182			
Shell Airport Hanger Project--City of Danville	1/II	Construct shell hanger 130' x 80' x 30' clear height opening hangar to be used for commercial purposes related to aviation industry	EDA	\$2,000,000	\$4,000,000	Positive	15-20
Redevelopment of Durham Hosiery Building--City of Danville	1/II	Convert a former textile manufacturing facility into a manufacturing start-up companies	EDA	\$500,000	\$1,000,000		
			Local	\$500,000			
Pumpkin Creek Sewer Line--City of Danville	1/II	Construct 4,500 feet of 12-inch sewer line along Pumpkin Creek under the Route 29 Bypass to serve industrial and commercial property on the southside of the bypass	EDA	\$550,000	\$1,100,000	Positive	300
			Local	\$550,000			
Smith Farm Master Planning and Development--Franklin County	2/II	Development of a master plan and development schedule for Smith Farm property	DGIF	\$150,000	\$500,000	---	NA
			VTC	\$150,000			
			Local	\$200,000			
Franklin County Commerce Park Waterline/Sewer Extension--Franklin County	2/II	Extension of Town water and sewer service to Franklin County Commerce Park	Local	\$300,000	\$1,500,000	Positive	200+
			EDA	\$300,000			
			DHCD	\$200,000			
			USDA-RD	\$700,000			
Public Water System Development-Phase III--Franklin County	2/III	Continuing phased development of county water system infrastructure	USDA-RD	\$24,085,590	\$24,485,590	Positive	NA
			Local	\$400,000			
Philpott Lake Recreation Area Development--Franklin County	2/I	Complete development of improvements/enhancements of recreational areas at Philpott Lake	USACE	\$110,000	\$200,000	---	---
			Local	\$50,000			
			VTC	\$40,000			
North Main Street Development--Town of Rocky Mount	2/III	Provide public infrastructure in roads, signals, and public utilities to development sites	VDOT	\$500,000	\$1,000,000	None	250-300
			Local	\$500,000			

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
Shell Building--Franklin County/Town of Rocky Mount	2/III	Shell building of 100,000+ SF to attract industry	EDA CDBG Local	\$1,000,000 \$700,000 \$300,000	\$2,000,000	NA	400-600
Energy Efficiency Public Buildings--Henry County	2/I	Continue to retrofit County buildings to make them more efficient in utility usage	Local	\$100,000	\$1,100,000	Positive	Indirect
Patriot Center at Beaver Creek - Phase III--Henry County	2/III	Complete Phase III infrastructure improvements	State EDA	\$1,000,000 \$500,000	\$500,000	None	500
Commonwealth Crossing Business Centre--Henry County	2/II	Additional development of CCBC to include Lots 3, 4, and 5	Other	\$15,000,000	\$15,000,000	NA	500-1,000
Phoenix CDC Uptown Mixed - Use Central Business District- City of Martinsville	2 - I	Construction of a new residential/commercial structure with off - street parking	VCC	\$3,000,000	\$3,000,000	Positive	Indirect
Neighborhood Revitalization Project Northside Neighborhood - City of Martinsville	2 - IV	Housing rehab; creation of community space	CDBG Local	\$1,000,000 \$250,000	\$1,250,000	Positive	Indirect
Community Development Project City of Martinsville	2 - IV	Upgrade electrical capacity at Clearview Business Park	EDA	\$100,000	\$100,000	Positive	25
Cloverdale Regional Industrial Park--Pittsylvania County, Halifax County, Danville	2/III	Infrastructure and access to develop a regional technology park adjacent to VIR on U.S. Route 58	EDA VTC VDOT Local	\$4,000,000 \$2,000,000 \$3,500,000 \$1,000,000	\$10,500,000	Unknown	1,500
Leesville Lake Treatment Facility--Pittsylvania County	2/III	Water treatment plant of 6.0 MGD	USDA-RD EDA Local	\$1,000,000 \$1,000,000 \$1,000,000	\$3,000,000	N/A	NA
Water System Integration - Hurt-Chatham-Gretna--Pittsylvania County	2/III	Integrate regional water system between the towns of Hurt, Chatham, and Gretna to provide water sources along U.S. Route 29 corridor	USDA-RD VTC Local	\$1,000,000 \$1,000,000 \$1,000,000	\$3,000,000	N/A	400-600
Agricultural Development Plan--Pittsylvania County	2/III	Develop a comprehensive agricultural development and marketing plan with implementation strategy	VADACS USDA Local	\$100,000 \$50,000 \$50,000	\$200,000	N/A	Indirect
Economic Development Plan--Pittsylvania County	2/III	Develop a comprehensive economic plan with marketing and implementation strategy	EDA VTC Local	\$50,000 \$130,000 \$20,000	\$200,000	N/A	Indirect
Career Development Center Workforce Training--Pittsylvania County	2/III	Create a center to promote and facilitate career development, including higher education and workforce skills training	EDA VTC USDA-RD Local	\$1,000,000 \$1,600,000 \$100,000 \$300,000	\$3,000,000	N/A	Indirect

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
<i>Regional Industrial Mega Park, New On and Off-Site Rail Construction--Danville and Pittsylvania County</i>	2/III	New on-site rail construction and off-site improvements for Regional Industrial Mega Park	VA-RPT Norfolk-Southern VTC EDA Local	\$5,000,000 \$5,000,000 \$1,000,000 \$1,000,000 \$8,000,000	\$20,000,000	None	5,000
<i>Revolving Loan Fund--City of Danville</i>	2/I	Augment existing program given increased demand	EDA IDA	\$150,000 \$99,000	\$249,000	N/A	
<i>Water & Gas System Improvement--City of Danville</i>	2/I	Elevated water storage tank and pumping station and water and gas mains for South Danville Corridor, an unserved area	EDA Local	\$4,500,000 \$4,500,000	\$9,000,000	Positive	Indirect
<i>Water Treatment Plant Phase II Improvements--City of Danville</i>	2/II	Construct Phase II Improvements to the City's Water Treatment Plant. Improvements will include sludge removal equipment in the sedimentation basins, new turbine flocculators, particle counters, new filter consoles, etc. Preliminary Engineering report has been completed for this project.	EDA Local	\$750,000 \$750,000	\$1,500,000	Positive	N/A
<i>Riverview Industrial Park--City of Danville</i>	2/II	Grade a 25+/- acre pad on Lot FF in Riverview Industrial Park for industrial project recruitment	Local Tobacco EDA	\$390,000 \$390,000 \$780,000	\$1,560,000		
<i>River Front Park--City of Danville</i>	2/II	Development of a park area adjacent to the Martin Luther King Jr. bridge in accordance with the River District development program	Local EDA	\$1,500,000 \$1,000,000	\$2,500,000		
<i>Craighead/Wilson Streetscape Improvements--City of Danville</i>	2/II	Streetscape improvements consistent with the River District development program	EDA Local	\$1,000,000 \$1,000,000	\$2,000,000		
<i>Northside Wastewater Treatment Plant--City of Danville</i>	2/III	Phase III Improvements, City of Danville Dual Grit Removal	EDA Local	\$1,000,000 \$1,000,000	\$2,000,000		
<i>Northside Wastewater Treatment Plant--City of Danville</i>	2/III	Expand Existing SCADA System	EDA Local	\$100,000 \$100,000	\$200,000		
<i>Tourism Enhancement Program--Franklin County</i>	3/I	Produce a research and marketing initiative to promote Franklin County as a tourist destination in conjunction with the Crooked Road, VTC, and Southside Tourism Initiative	EDA Local	\$25,000 \$20,000	\$45,000	Positive	NA
<i>Village Development--Franklin County</i>	3/II	Development of streetscape and pedestrian improvements for village centers	EDA Local DHCD	\$50,000 \$50,000 \$100,000	\$200,000	NA	50+

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
<i>Multi-modal Transportation System Improvements--Franklin County</i>	3/III	Complete market evaluation and study on the feasibility of mass transit options, opportunities, and transportation system improvements outside of the VDOT Six-Year Capital Improvements Plan	Local EDA VDOT	\$20,000 \$100,000 \$100,000	\$220,000	NA	NA
<i>Philpott Reservoir Water Intake Site--Franklin County</i>	3/III	Evaluate options for future public water withdrawal at Philpott Reservoir for connection with County water systems	WVWA Local USDA-RD	\$50,000 \$50,000 \$100,000	\$200,000	---	---
<i>South County Water Treatment System--Franklin County</i>	3/III	Evaluate options for delivery of public sewer services to South US 220 business corridor	Local USDA-RD	\$50,000 \$50,000	\$100,000	---	---
<i>Ferrum Water System Extension--Franklin County</i>	3/II	Extend water system five miles north up VA Route 40 business corridor	Local USDA-RD	\$500,000 \$1,500,000	\$2,000,000	---	---
<i>Shell Building--Franklin County Rocky Mount</i>	3/III	Shell building of 100,000+ sf to attract industry	EDA DHCD Local	\$1,000,000 \$700,000 \$300,000	\$2,000,000	NA	400-600
<i>Extension of Public Water and Sewer for Commercial and Industrial Development--Town of Rocky Mount</i>	3/III	Expand public utilities to meet demand and to encourage development	Local VDH	\$0 \$2,500,000	\$2,500,000	Positive	Unknown
<i>Route 40 Bypass in Rocky Mount --Town of Rocky Mount</i>	3/III	Feasibility study for the establishment of a Route 40 Bypass in the Town of Rocky Mount	Local VDOT	\$10,000 \$90,000	\$100,000	Positive	Unknown
<i>Realignment of Franklin and Pell in Rocky Mount--Town of Rocky Mount</i>	3/III	Feasibility study and preliminary engineering to realign Franklin and Pell in Rocky Mount	Local VDOT	\$10,000 \$90,000	\$100,000	Positive	Unknown
<i>North Main Park Development--Town of Rocky Mount</i>	3/III	Development of a youth/teen oriented park in the North Main Corridor	Local VDCR	\$100,000 \$200,000	\$300,000	NA	NA
<i>Housing Stock Survey and Redevelopment--Town of Rocky Mount</i>	3/III	Inventory housing stock in Rocky Mount to determine new areas for funded housing programs and initiate programs	Local DHCD	\$300,000 \$700,000	\$1,000,000	NA	NA
<i>Master Plan for Entrepreneurial Program--Henry County</i>	3/III	Study and implement plan to encourage entrepreneurial activities	ARC VTC	\$25,000 \$25,000	\$50,000	None	Unknown
<i>Upper Smith to Lower Smith Force Main--Henry County</i>	3/III	Force main to connect PSA sewer lines to allow Lower Smith to treat all of County's sewer	Local	\$3,500,000	\$3,500,000	Positive	None
<i>Philpott Water Storage Tank--Henry County</i>	3/III	Construction of 750,000 gallon water tank to improve water distribution	Local	\$1,000,000	\$1,000,000	Positive	None
<i>Martinsville-Henry County Heritage Center & Museum - Courthouse Annex--City of Martinsville</i>	3/II	Courthouse Annex to expand Heritage Center for much needed exhibit space and installation of elevator for handicap accessibility to second floor.	Local EDA CDBG	\$400,000 \$300,000 \$300,000	\$1,000,000	None	NA

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRONMENTAL IMPACT	NO. OF JOBS
<i>Water System Improvements - Woolwine--Patrick County</i>	3-V	Provide water supply for development	USDA-RD	\$3,610,700	\$3,610,700	NA	-
<i>Sewer System Improvements - Woolwine--Patrick County</i>	3-V	Provide sewer capacity for development	USDA-RD	\$6,194,820	\$6,194,820	NA	-
<i>Water System - Ararat--Patrick County</i>	3-V	Provide water supply for development	USDA-RD	\$3,996,825	\$3,996,825	NA	-
<i>Water System - Critz--Patrick County</i>	3-V	Provide water supply for development	USDA-RD	\$1,483,086	\$1,483,086	NA	-
<i>Public Utility Upgrades--Patrick County</i>	3-IV	Expand Capacity at public water and wastewater facilities	USDA-RD CDBG Local	\$4,000,000 \$700,000 \$300,000	\$5,000,000	None	-
<i>Natural Gas Pipeline Feasibility Study--Patrick County</i>	3-IV	Study for Natural Gas usage in Patrick County	TIC Local	\$67,000 \$7,500	\$74,500	NA	
<i>Natural Gas Pipeline Phase I Distribution Stepdown Station--Patrick County</i>	3-IV	Provide Natural Gas to be ready for usage by new and existing businesses in Patrick County	VTC/TIC USDA-RD CDBG EDA Local	\$3,000,000 \$500,000 \$500,000 \$200,000 \$300,000	\$4,500,000	None	Unknown
<i>Natural Gas Pipeline Phase II Running Lines to End User--Patrick County</i>	3-IV	Provide Natural Gas to attract/serve new and existing businesses and industries in Patrick County and save jobs!!!	VTC/TIC USDA-RD CDBG EDA Local	\$5,000,000 \$3,000,000 \$1,000,000 \$500,000 \$500,000	\$10,000,000		
<i>Hotel Feasibility Study--Patrick County</i>	3-IV	Study to show if it is feasible for a hotel to locate in Patrick County - Bring jobs and create revenue!!	VTC/TIC Local	\$20,000 \$2,000	\$22,000	NA	Unknown

ABBREVIATIONS:

ARC = Appalachian Regional Commission
CDBG = Community Development Block Grant
CIT = Center for Innovative Technology
CORD = Center on Rural Development
EDA = Economic Development Administration
EPA STAG = Environmental Protection Agency State & Tribal Assistance Grant
DCR = Dept of Conservation & Recreation
FAA = Federal Aviation Administration
FHWA = Federal Highway Administration
GO Bonds = General Obligation Bonds
RBEG = Rural Business Enterprise Grant
RD = Rural Development
USCAIP = US Community Adjustment & Investment Program
PRVT = Private Investment

PROJECT TYPES:

USDA-RD = U.S. Dept of Agriculture, Rural Development
VDA = Virginia Department of Aviation
VASBI = Virginia Shell Building Initiative
VA-DOA = Virginia Dept of Aviation
VDH = VA Department of Health
VHDA = Virginia Housing Development Authority
VHPF = Virginia Housing Partnership Fund
VRA = Virginia Resources Authority
VATC = Virginia Tourism Corporation
VWP = Virginia Water Projects
WQJIF = Water Quality Improvement Funds (VA)
HUD = Housing and Urban Development
VA-RPT = Virginia Department of Rail & Public Transit

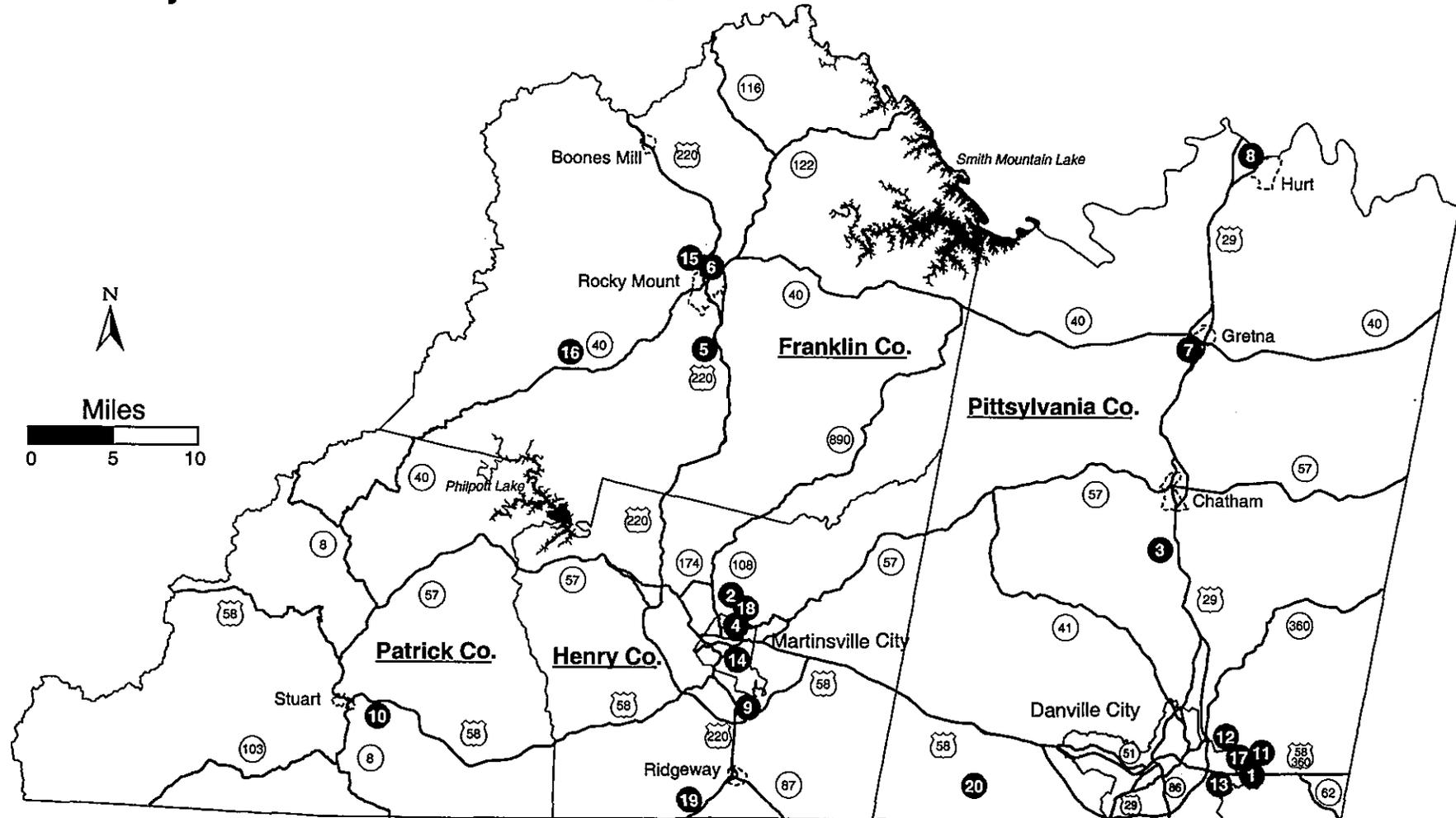
TBD = to be determined
TEA-21 = VDOT Transportation Enhancement Act Program for the 21st Century (Replaced with MAP 21 Program)
VDBA = VA Department of Business Assistance
WIA = Workforce Investment Act
VTC/TICR = Virginia Tobacco Indemnification and Community Revitalization Commission
SERCAP = Southeast Rural Community Assistance Project, Inc.
USACE = US Army Corps of Engineers
ISDF = Industrial Site Development Fund (VDHCD)
LWCF = Land & Water Conservation Fund
SWCB = State Water Control Board
WVWA = Western VA Water Authority
MEI = Major Employment Investment (VEDP/NTC)
NSF = National Science Foundation

Type I - Shovel Ready
Type II - Final Planning Stage
Type III - Early Planning Stage
Type IV - Other Projects
(USDA, CDBG, VDOT, etc.)
Type V - Technical Assistance/ Studies

APPENDIX 1

Industrial Parks
in the
West Piedmont Economic Development District

West Piedmont Planning District Publicly Controlled Industrial Parks/Sites



- | | | |
|--|-------------------------------------|---|
| 1. Airside Industrial Park | 8. Key Industrial Park | 14. Rives Road Industrial Park |
| 2. The Patriot Centre at Beaver Creek | 9. Martinsville Industrial Park | 15. Rocky Mount Office Technology Park |
| 3. Chatham South Industrial Park | 10. Rich Creek Corporate Park | 16. West Franklin Business Park |
| 4. Clearview Business Park | 11. Ringgold Industrial Park - East | 17. Cane Creek Centre |
| 5. Commerce Center Industrial Park | 12. Ringgold Industrial Park - West | 18. Bryant Site |
| 6. Franklin County-Rocky Mount Industrial Park | 13. Cyber Park | 19. Commonwealth Crossing Business Centre |
| 7. Gretna Industrial Park | | 20. Mega Park |

APPENDIX 2

Letters of Support
from
West Piedmont Economic Development District
Governing Bodies



December 18, 2012

Mr. Willie C. Taylor, Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA 19106

Dear Mr. Taylor:

Whereas the local governing body of Franklin County, Virginia supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the Year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on December 18, 2012 for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely,

A handwritten signature in black ink that reads "Richard E. Huff". The signature is stylized and includes a large flourish at the end.

Richard E. Huff
County Administrator

cc: Aaron Burdick, WPPDC

RICHARD E. HUFF II
COUNTY ADMINISTRATOR
1255 FRANKLIN ST., SUITE 112
ROCKY MOUNT, VIRGINIA 24151
(540) 483-3030
www.franklincountyva.org

County of Henry

P.O. BOX 7
KINGS MOUNTAIN ROAD
COLLINSVILLE, VIRGINIA 24078-0007
www.henrycountyva.gov



TIM HALL
County Administrator

DALE WAGONER
Deputy County Administrator

Board of Supervisors

JIM ADAMS, CHAIRMAN
Blackberry District

T.J. "TOMMY" SLAUGHTER
VICE-CHAIRMAN
Reed Creek District

JOSEPH A. BRYANT
Collinsville District

Telephone (276) 634-4601

Board of Supervisors

DEBRA PARSONS BUCHANAN
Horsepasture District

MILTON H. KENDALL
Iriswood District

H.G. VAUGHN
Ridgeway District

Fax (276) 634-4781

November 28, 2012

Mr. Willie C. Taylor, Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA 19106

Dear Mr. Taylor:

Whereas the local governing body of Henry County, VA supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the Year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on November 27, 2012 for assistance in improving the economy of our area.

On behalf of Henry County and the Board of Supervisors, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Most respectfully,

Tim Hall
County Administrator



COUNTY OF PATRICK
Office of the County Administrator

November 19, 2012

Mr. Willie C. Taylor, Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA 19106

Dear Mr. Taylor:

Whereas the local governing body of Patrick County supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the Year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on November 19, 2012 for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely yours,

Tom Rose
Patrick County Administrator

cc: Aaron S. Burdick, WPPDC

PITTSYLVANIA COUNTY
VIRGINIA

William D. Sleeper
County Administrator
P.O. Box 426
Chatham, Virginia 24531
dan.sleeper@pittgov.org



1 Center Street, Chatham, Virginia
Phone (434) 432-7710
Fax (434) 432-7714
Website: www.pittgov.org

December 5, 2012

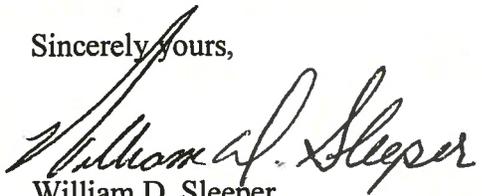
Mr. Willie C. Taylor, Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA 19106

Dear Mr. Taylor:

Whereas the local governing body of Pittsylvania County supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the Year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on December 3, 2012 for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely yours,


William D. Sleeper
County Administrator

cc: Aaron S. Burdick, WPPDC



City of Danville, Virginia

JOSEPH C. KING
CITY MANAGER
E-MAIL: kingjc@ci.danville.va.us

427 PATTON STREET
P. O. BOX 3300
DANVILLE, VIRGINIA 24543

(434) 799-5100
FAX: (434) 799-6549
www.danville-va.gov

November 28, 2012

Mr. Willie C. Taylor, Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA 19106

Dear Mr. Taylor:

Whereas the local governing body of the City of Danville, Virginia supports the West Piedmont Economic Development District Designation and this is to advise that we have elected to be covered by the Year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its regular meeting held on Tuesday November 20, 2012, for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph C. King", is written over a horizontal line.

Joseph C. King
City Manager

JCK/vlf

C: Aaron S. Burdick, WPPDC



January 8, 2013

Mr. Willie C. Taylor, Regional Director
U. S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA. 19106

RE: Comprehensive Economic Development Strategy – Year 2013

Dear Mr. Taylor:

Whereas, the local governing body of the City of Martinsville supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on January 8, 2013 for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely,

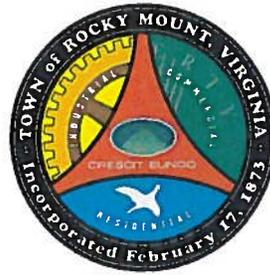
Leon E. Towarnicki
Interim City Manager

cc: Aaron Burdick, WPPDC

Town of Rocky Mount
345 Donald Avenue
Rocky Mount, Virginia 24151

PHONE : 540.483.7660
FAX : 540.483.8830

E-mail: jervin@rockymountva.org
www.rockymountva.org



TOWN COUNCIL
Steven C. Angle, *Mayor*
Gregory B. Walker, *Vice Mayor*

Bobby M. Cundiff P. Ann Love
Jerry W. Greer, Sr. Bobby L. Moyer
Billie W. Stockton

C. James Ervin, *Town Manager*

November 14, 2012

Mr. Willie C. Taylor, Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center, Suite 140 South
Independence Square West
Philadelphia, PA 19106

Dear Mr. Taylor:

Whereas the local governing body of the Town of Rocky Mount, Virginia supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the Year 2013 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on November 13, 2012 for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely,

C. James Ervin
Town Manager

CJE:phk

Enclosure

Cc: Aaron S. Burdick, WPPDC

APPENDIX 3

Danville-Pittsylvania
Metropolitan Planning Organization
Transportation Improvement Program (TIP)

For more information on the TIP,
visit the
West Piedmont Planning District Commission's Website:
www.wppdc.org