

# SOUTHWEST VIRGINIA ECONOMIC DEVELOPMENT COMMISSION

*The joint subcommittee studying measures to  
improve and enhance  
economic development in Southwest Virginia,  
pursuant to SJR 111*

November 3, 2004

2:00 p.m.

New River Community College

Room 117 Edwards Hall

Dublin, Virginia

# Annotated Agenda

- |                 |   |
|-----------------|---|
| ■ 2:00PM        | 1. Call to Order                                      |
| ■ 2:15 ~ 3:15PM | 2. Presentation                                       |
| ■ 3:15 ~ 3:30PM | Break   |
| ■ 3:30 ~ 3:45PM | 3. Status Report form Taskforces                      |
| ■ 3:45~4:15pm   | 4. Review of Preliminary Commission Report            |
| ■ 4:15~4:30pm   | 5. 2005 General Assembly Requests and Recommendations |
| ■ 4:30 ~ 4:35PM | 6. Other Business                                     |
| ■ 4:35 ~ 4:45PM | 7. Public Comment                                     |
| ■ 4:45 PM       | 8. Adjourn  |



## Center for Regional Strategies



Ms. Cathy Greenberg

Executive Director

Executive Director, Center for Regional Strategies  
and Research Coordinator for Chartered University  
Initiative





## Center for Regional Strategies



Mr. Ryan Lanham

Doctoral Student

Virginia Tech Public Administration





BREAK



15 minutes

Restrooms are down the hall and to the LEFT

# Commission Discussion

- Status Reports on Taskforces

# Building a Region of Prosperity

- Southwest Virginia continues to experience a continued and alarming exodus of the region's youth because there are not enough job opportunities in the region offering economic growth and financial security. To curb this migration, the Task Force on Building a Region of Prosperity will focus on identifying positive factors in the region that can be improved upon as well as identifying obstacles to economic growth and security. The Task Force will provide realistic recommendations to improve the economic outlook in the region to increase prosperity so families can remain in Southwest Virginia to live and work. The Task Force will at a minimum:
  - Identify and encourage entrepreneurial efforts in the region
  - Identify development issues of small businesses
  - Identify equality of education issues and educational opportunities in relation to employer expectations
  - Identify community funding sources and other state & federal resources for the region's prosperity



# Enabling Economic Growth



- One reason Southwest Virginia lags behind the rest of the Commonwealth economically is because of the lack of improvement in its infrastructure. The Task Force on Enabling Economic Growth through Infrastructure Development will review the current status of transportation in the region to include air and ground; technology networks; and the infrastructure of commercial development. The Task Force will make realistic short-term and long term recommendations to develop a regional strategy to address infrastructure issues. The Task Force will at a minimum:
  - Identify the challenges and priorities of transporting people, goods and services
  - Identify the challenges and priorities of traditional and non-traditional technology networks
  - Identify commercial development infrastructure needs, investment opportunities and priorities
  - Identify funding avenues to address infrastructure issues





## Promotion of the Southwest Virginia Region



- Southwest Virginia is unique in what the region has to offer compared to more urban parts of the state. These qualities can translate into economic prosperity for the region and can be used as selling points to prospective employers and their employees, retirees and tourists. There are many attractive features of the region to include: a trained and educated workforce, Universities and Colleges, cultural activities, beautiful scenery, a growing infrastructure, outdoor recreation, and quality of life concerns for families like good schools for children, low crime, few traffic or pollution problems and a lower cost of living. The region needs to do a better job of attracting people to Southwest Virginia. The Task Force on the Promotion of our Region will at a minimum:
  - Identify marketing efforts for recruiting and retaining jobs based on regional uniqueness
  - Identify strategies for regional collaboration in economic development through promoting the region's qualities
  - Identify strategies to develop collaboration for region-wide tourism
  - Identify funding sources for marketing efforts for economic development through promotion of the unique qualities of the region

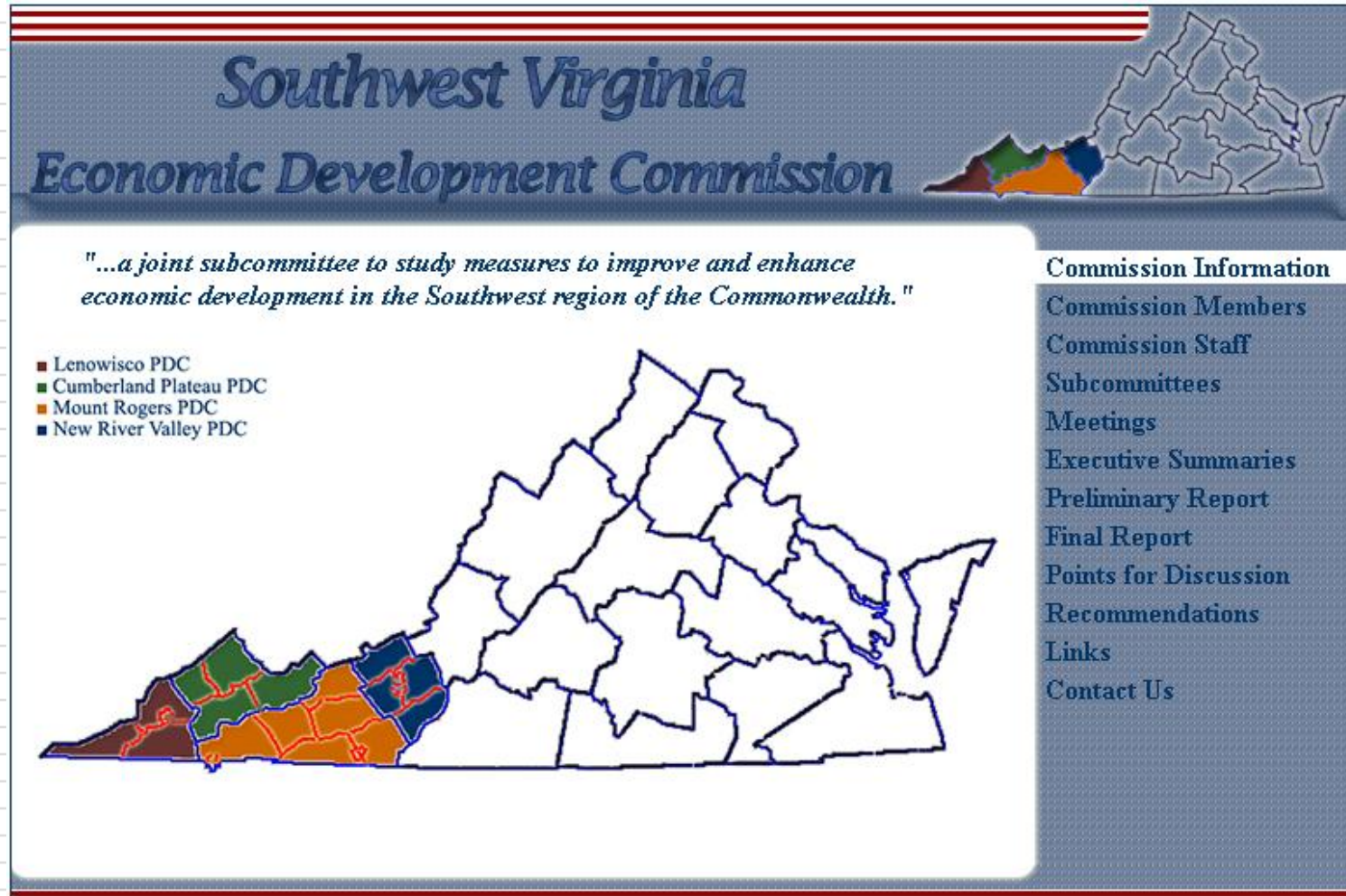
# Traditional Industries

- Farming and coal mining have been the backbone of the economy in Southwest Virginia for generations. That is not the case anymore and the Task Force on Traditional Industries will address this problem by looking at the existing agricultural and natural resources industries in the region. The Task Force will examine the continued viability of these industries and recommend short term and long term strategies for their future. The Task Force will at a minimum:
  - Identify expansion markets for traditional industries
  - Identify strategies and encourage alternative uses for traditional industries
  - Identify marketing efforts to promote traditional industries
  - Identify state and federal funding sources to address the issues of a changing economic base

## Other Business

- Website Updates
- Data Compiled by Virginia Economic Bridge, Inc.
  - April 2005 Meeting
  - General Comments & Questions

# SWVAEDC Website



The screenshot shows the SWVAEDC website with a blue header and a map of Southwest Virginia. The map highlights four PDCs: Lenowisco (brown), Cumberland Plateau (green), Mount Rogers (orange), and New River Valley (dark blue). A sidebar on the right lists various commission information and reports.

**Southwest Virginia  
Economic Development Commission**

*"...a joint subcommittee to study measures to improve and enhance economic development in the Southwest region of the Commonwealth."*

■ Lenowisco PDC  
■ Cumberland Plateau PDC  
■ Mount Rogers PDC  
■ New River Valley PDC

**Commission Information**  
Commission Members  
Commission Staff  
Subcommittees  
Meetings  
Executive Summaries  
Preliminary Report  
Final Report  
Points for Discussion  
Recommendations  
Links  
Contact Us

<http://www.virginiaeconomicbridge.org/SWVAEDC>



## 2005 Meeting Dates



### Future Meeting dates

April 2005 – Southwest Virginia Community College

June 2005 – Wytheville Community College

August 2005 – Mountain Empire Community College

November 2005 – New River Community College



# Public Comment Period



## General Comments & Discussion



# THANK YOU!



- We thank you for attending today's meeting sponsored by the Radford Office of...

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