



**Southern Virginia Regional Housing Summit**  
October 17, 2023



**Southern Virginia**  
**REGIONAL ALLIANCE**

## Strategic East Coast Location

**ACCESSIBLE** - within a day's drive to more than 60% of the U.S. population and over 2/3 of the U.S. Industrial Base

**AFFORDABLE** - low cost of living with stable taxes and manufacturing costs 18% below the national average and 40% less than the Western US and Europe

**SKILLED** - robust workforce solutions with K-12 to education pipeline and customized training centers





# Call Southern Virginia Home

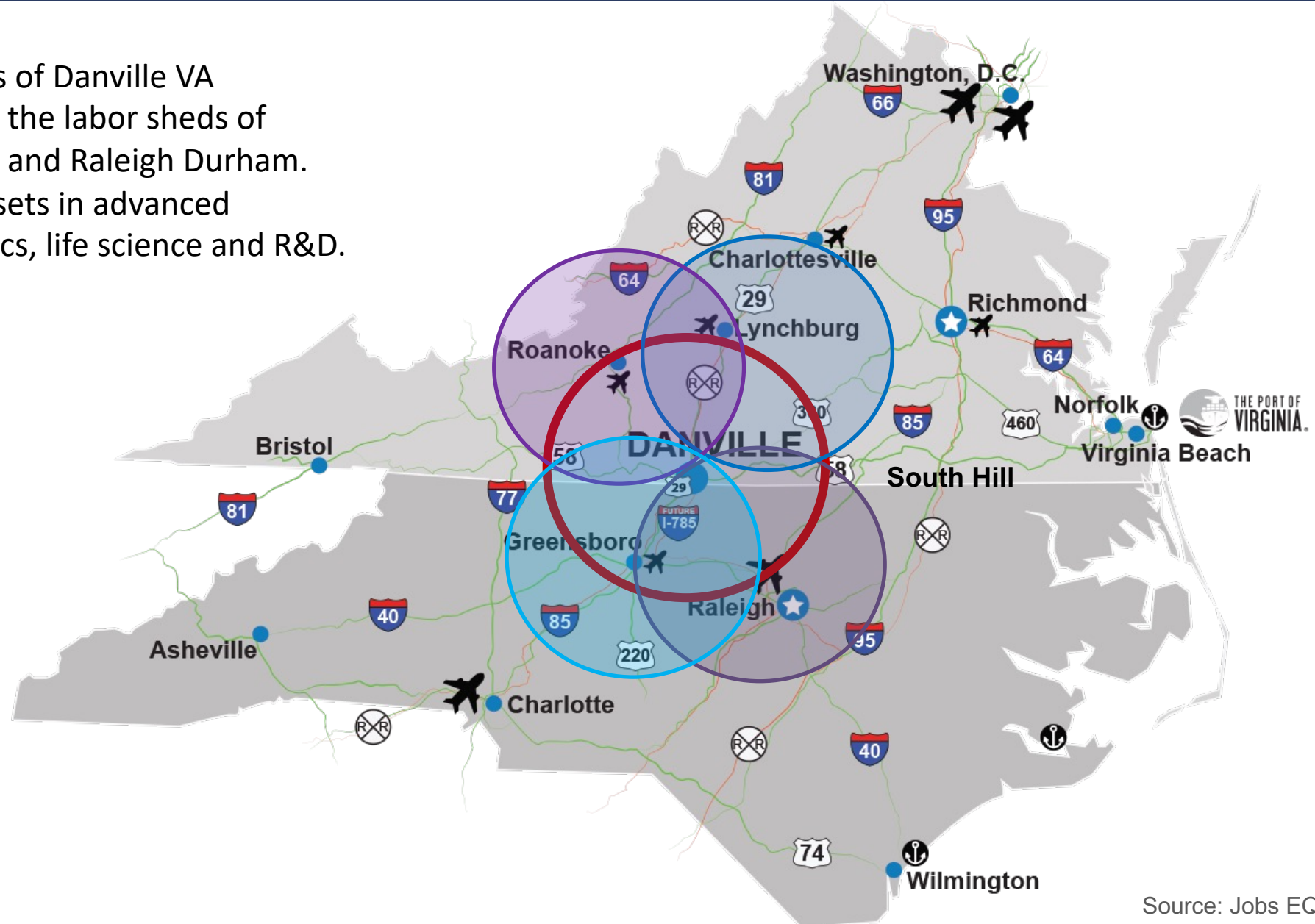
- Access to over 60% of the US population and 2/3<sup>rd</sup>s of the US industrial base within a one day's drive
- 31 shovel ready sites 25 acres+, shell buildings from 27K – 100K Sq. Ft. and existing buildings
- Home to Southern Virginia Megasite – one of the largest certified Megasites on the East Coast
- Low cost of living with stable taxes
- Variety of innovative workforce training facilities
- More than 40 colleges and universities within a 2-hour radius
- Unique offering of quality-of-life assets

# Labor Shed within 60 mile radius

The labor shed in a 60 mile radius of Danville VA (highlighted in red) overlaps with the labor sheds of Lynchburg, Roanoke, Greensboro and Raleigh Durham. This provides easy access to skill sets in advanced manufacturing, nuclear/electronics, life science and R&D.

Region	Labor Force
Danville	541,388
Lynchburg	343,888
Roanoke	475,634
Greensboro, NC	1,049,359
Durham NC	1,354,422

Source: JobsEQ®



Jurisdictions in Southern Virginia are ACT Certified Work Ready Communities (Virginia's Original Pilot Program)



# Strategically Aligned to Capture Optimum GDP

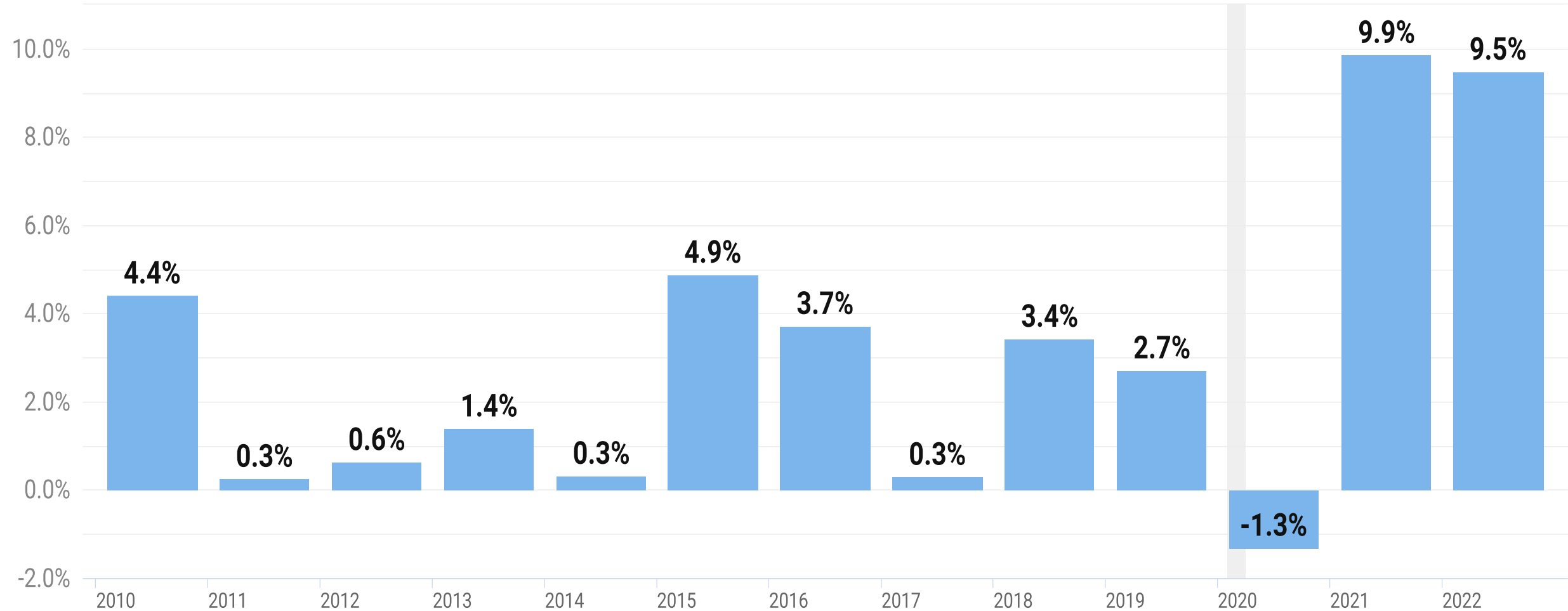
- Part of the growing southeastern U.S. corridor that is the 3<sup>rd</sup> largest economy in the world
- Targeted sectors and subsectors based on regional strengths – raising the Gross Domestic Product
- Investment in legacy workforce initiatives to create a technologically savvy workforce pipeline
- Regional collaboration leading to development of industrial parks, training programs, site development and unique attraction and retention



# Regional GDP & Productivity

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2022, nominal GDP in the SVRA expanded 9.5%. This follows growth of 9.9% in 2021. As of 2022, total GDP in the SVRA was \$7,976,038,000.

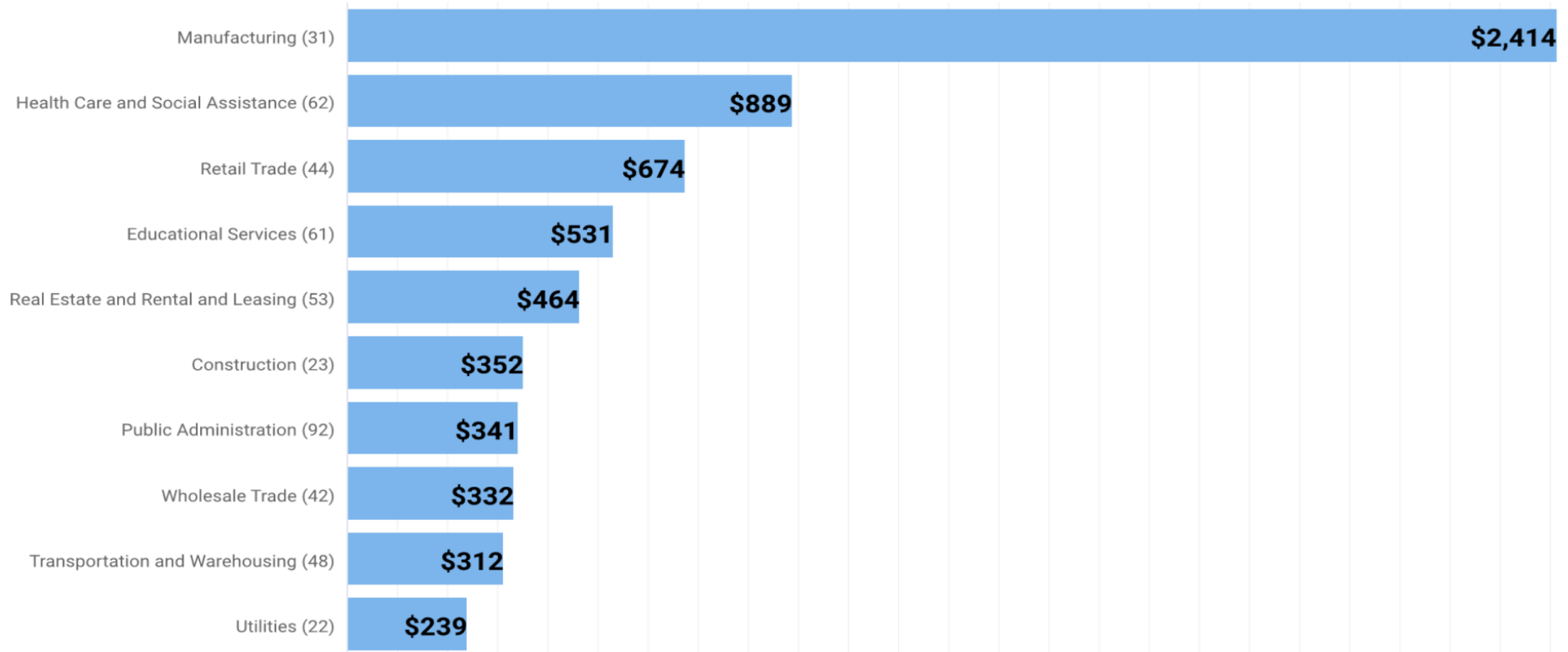
## 1 year % Change in GDP



# Regional GDP & Productivity

Of the sectors in the SVRA, Manufacturing contributed the largest portion of GDP in 2022 (\$2,414,068,000). The next-largest contributions came from Health Care and Social Assistance (\$888,521,000); Retail Trade (\$674,499,000); and Educational Services (\$530,704,000).

## GDP (in \$ millions)



# Sector Spotlight Summary

## High Performance Manufacturing

SVRA

INDUSTRIES INCLUDE:

AEROSPACE, AUTOMOTIVE, ELECTRONICS,  
ENERGY, ADDITIVE MANUFACTURING,  
PRECISION AUTOMATION

# 2,253

Regional employment / **6,247,319** in the nation

## TOP OCCUPATION GROUPS



# 2.2%



Region



Nation

Avg Ann % Change Last 10 Years / **+0.5%** in the U.S.

# 2.7%

Region



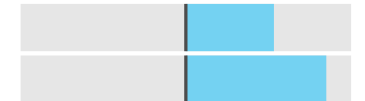
Nation

% of Total Employment / **3.8%** in the U.S.

# 1.8%



Region



Nation

Avg Ann % Change Last 10 Years / **+2.9%** in the U.S.



## WAGES

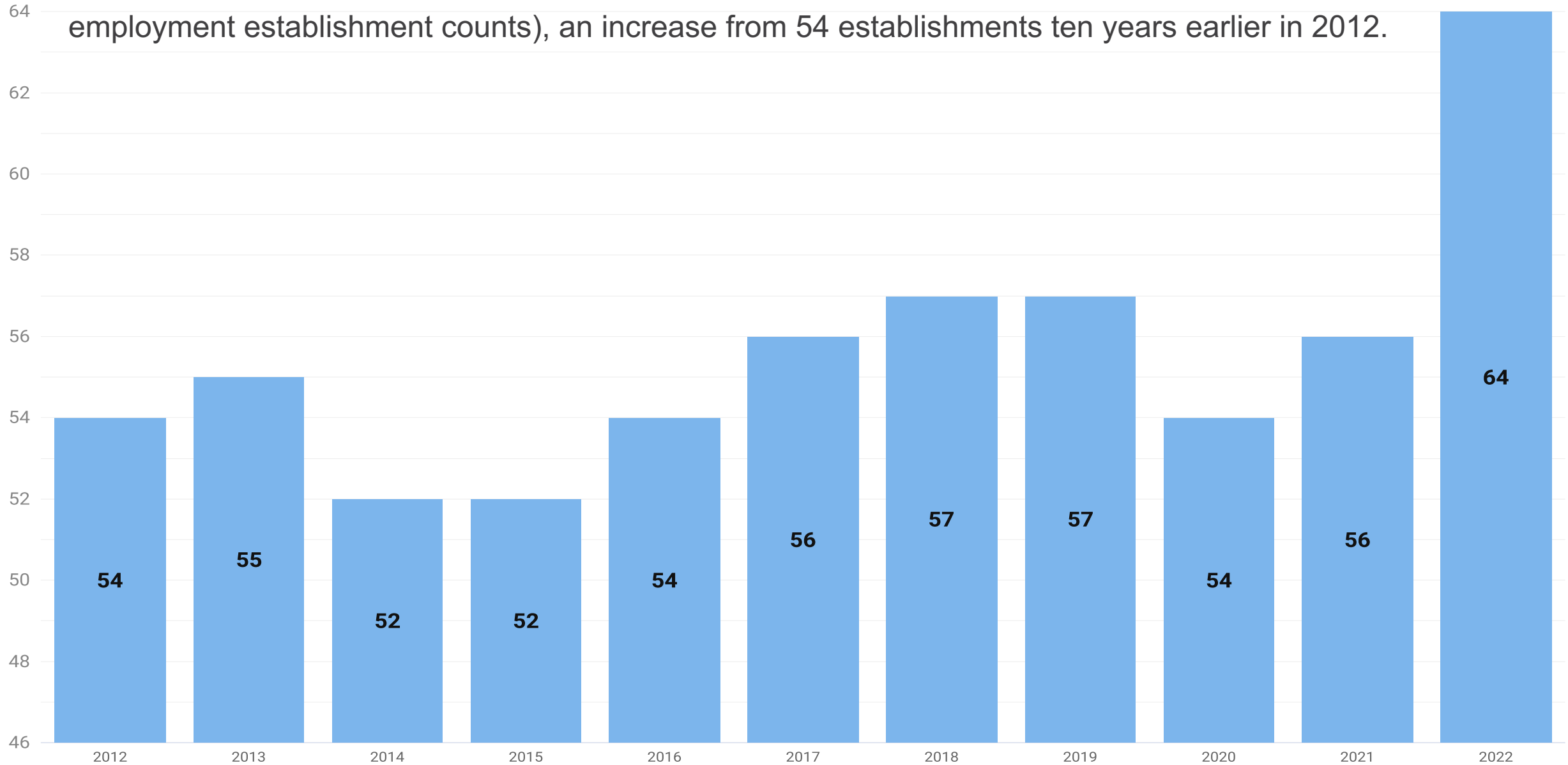
# \$47,310

Avg Wages per Worker / **\$90,720** in the nation



# Establishments

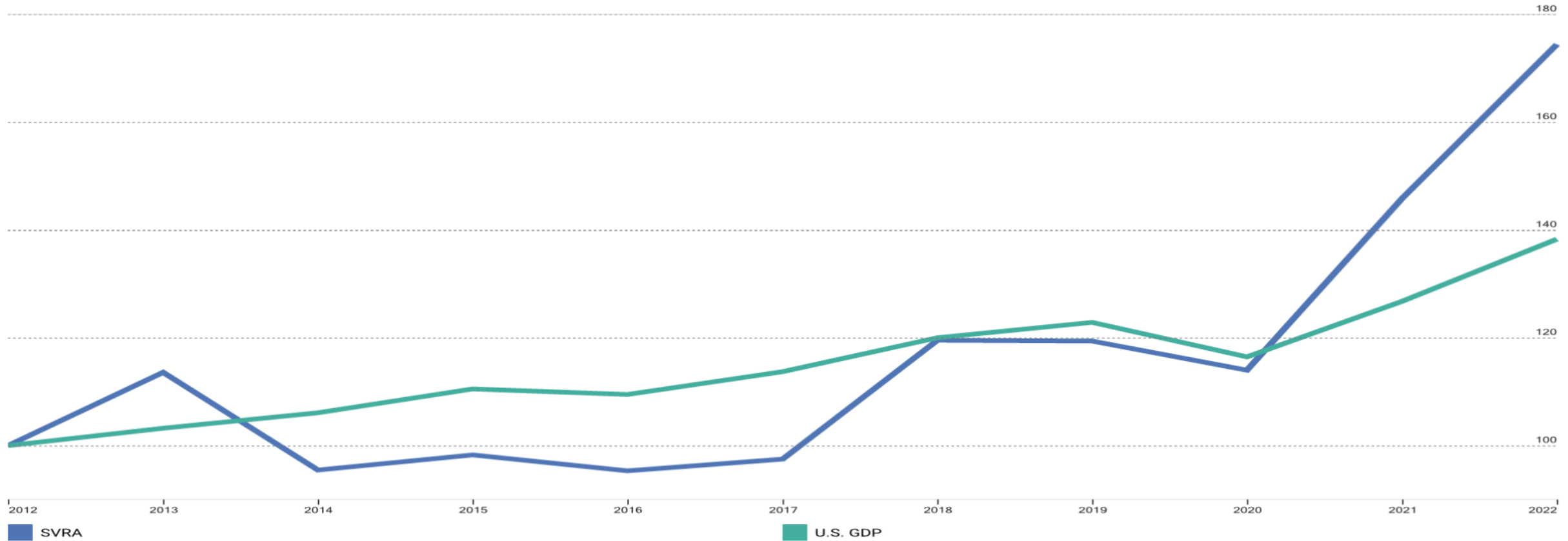
In 2022, there were 64 High Performance Manufacturing establishments in the SVRA (per covered employment establishment counts), an increase from 54 establishments ten years earlier in 2012.



# GDP & Productivity

In 2022, High Performance Manufacturing produced \$300 million in GDP for the SVRA.

GDP: Indexed 2012 = 100



**5.7% ↑**

Avg Ann % Change Last 10 Yrs /  
3.3 % in the nation

Region



Nation

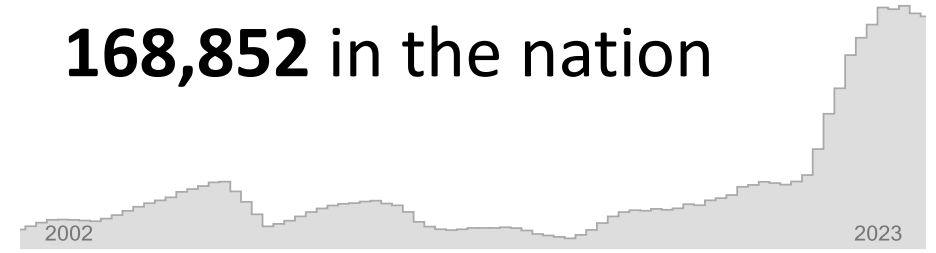


# Sub-Sector Spotlight Summary

## High Performance Manufacturing Sector

Motor Vehicle Body and Trailer Manufacturing

**539** Regional employment /  
**168,852** in the nation

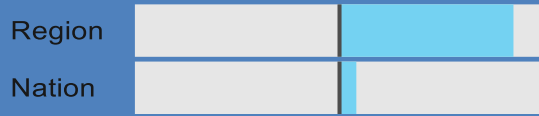


## TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

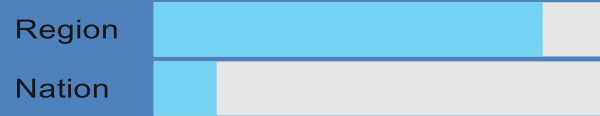
**26.9% ↑ Employment**

Motor Vehicle Body and Trailer Manufacturing



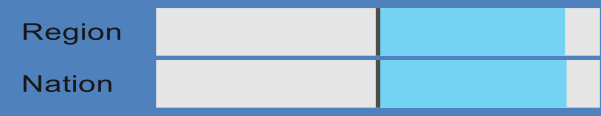
**0.6%**

% of Total Employment / 0.1% in the US



**3.4% ↑**

Avg Ann % Change in Wages in Last 10 Years / +3.5% in the US



## TOP OCCUPATION GROUPS



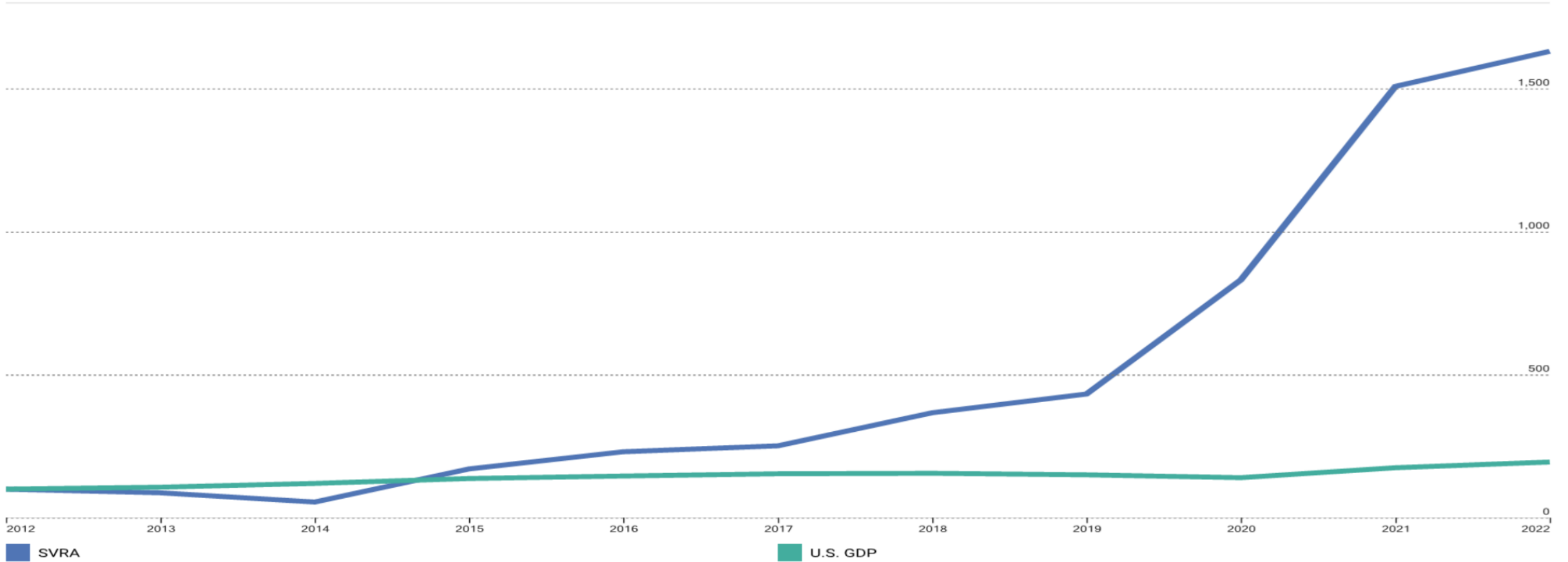
**\$44,348**

Avg Wages per Worker / **\$62,724** in the nation

# GDP & Productivity

In 2022, Motor Vehicle Body and Trailer Manufacturing produced \$80.0 million in GDP for the SVRA.

GDP: Indexed 2012 = 100



**1.0 %**  
 Industry Share of Total GDP /  
 <0.1% in the nation

Region

Nation

**32.2 %** ↑  
 Avg Ann % Change Last 10 Yrs /  
 6.9 % in the nation

Region

Nation

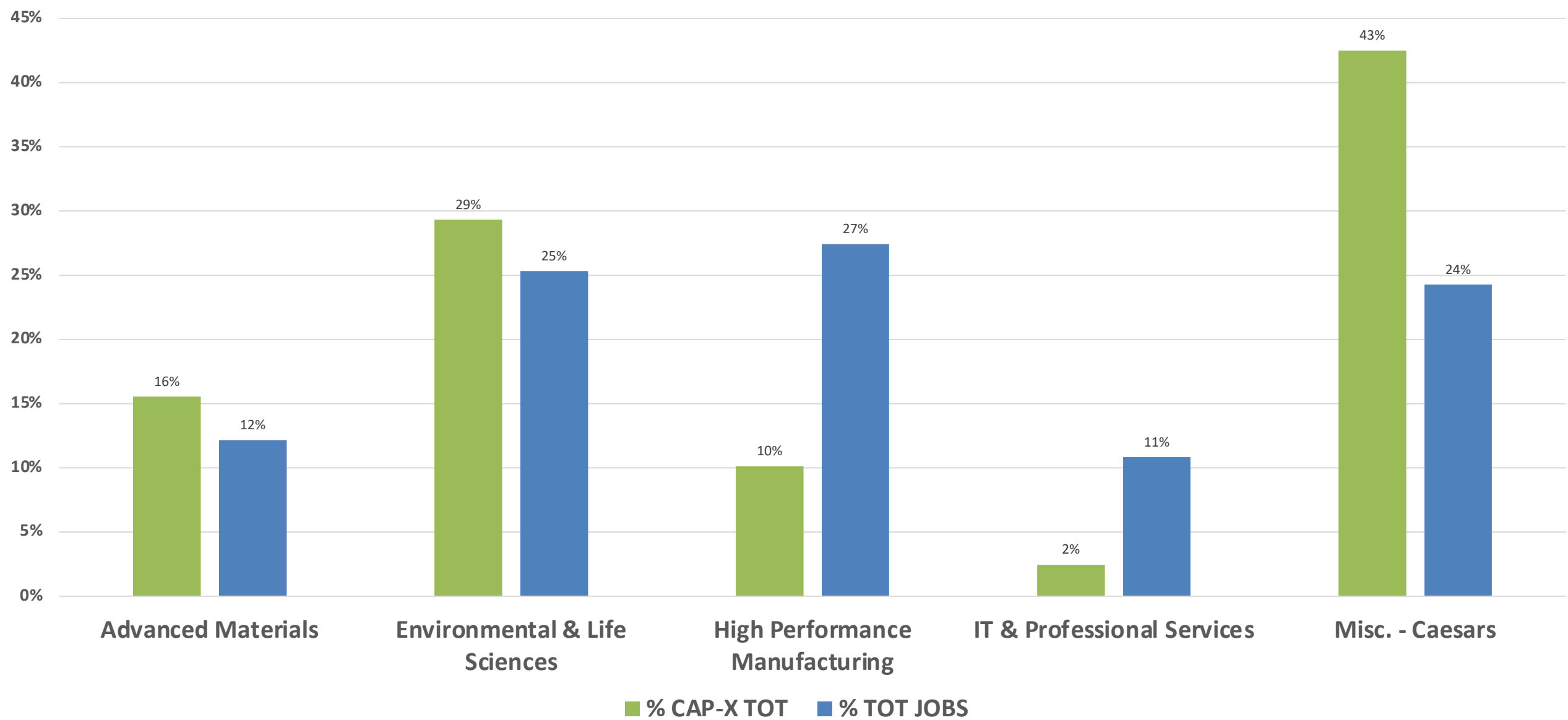
# Impact Metrics FY 2017 - FY 2024 To-Date *(7/1/2017 - 10/1/2023)*

## Sector Analysis

Sector	Jobs	Capital Investment (CapX)	% TOT JOBS	% CAP-X TOT
Advanced Materials	651	\$ 237,807,400	12%	16%
Environmental & Life Sciences	1356	\$ 448,541,700	25%	29%
High Performance Manufacturing	1468	\$ 154,920,305	27%	10%
IT & Professional Services	581	\$ 37,608,200	11%	2%
Misc. - Caesars	1300	\$ 650,000,000	24%	43%
Total	5356	\$ 1,528,877,605		

# Impact Metrics FY 2017 - FY 2024 To-Date (7/1/2017 - 10/1/2023)

## SVRA Sector Announcement Analysis 2017 – 2023



Take a VIRTUAL TOUR

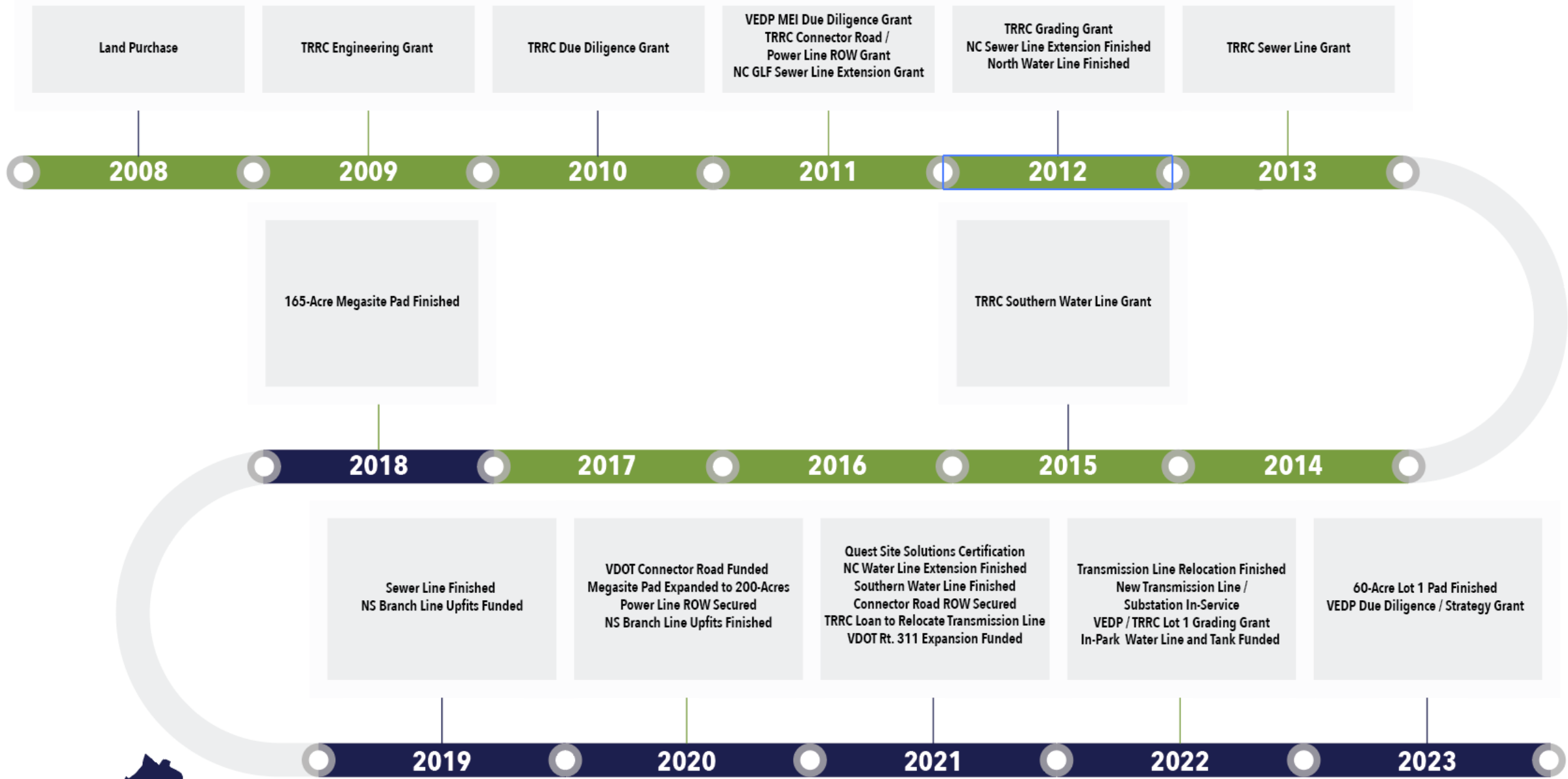
# Southern Virginia Megaside at Berry Hill



- 3,528 acre publicly owned megaside ready for single or multiple industrial users
- Quest Site Solutions Certified Site (former McCallum Sweeney)
- VEDP Business Ready Sites Program - Certified Tier 5 pad site
- 200-acre graded pad site expandable to 702 acres; 57-acre expandable pad site
- [www.SoVaMegaside.org](http://www.SoVaMegaside.org)

**SOUTHERN VIRGINIA**

MEGASITE AT BERRY HILL



## The Development of the Southern Virginia Megasite | Significant Milestones



# Southern Virginia Megasite Activity Escalates

Fiscal Year	Active Prospects	Significant Milestones
2014	0	
2015	1	Prospect Letter of Intent
2016	0	
2017	2	Prospect Letter of Intent Auto OEM Finalist JLL – Eliminated Due to Timing for Site Completion
2018	3	Megasite designated as VEDP Tier 4 Certified Site 3 OEM Projects – Site Consultant Testimonials at SSG
2019	1	Finalist for FDI Auto OEM – Didn’t move forward in US at this time
2020	2	Finalist for Auto OEM – Located in Western US Letter of Intent for Power Project – withdrew due to Market
2021	2	Pad Site designated as VEDP Tier 5 Certified Site & Quest/McCullum Sweeney Certified Super Park and Megasite
2022	3	Finalist in Semiconductor – Final 4 Sites with Deloitte Finalist in Auto OEM Site with KPMG – Final 2 Sites
2023	4	Finalist for 3 projects - 1 postponed for contract; 1 due to financing; 1 closer logistics
2024	3	<b>Currently Active in 8 Projects; Information and Data Gathering for 9</b>
<b>Cumulative</b>	<b>21</b>	<b>Significant OEM and TIER One Activity with Major Site Consultants Capital Investment to \$68B and to 17,000 Jobs with Significant Wage Increase</b>

# Housing Impacts Overall Performance of a Region

- Enriches the quality of life
- Increases the GDP through creation of construction & service jobs
- Creates income, jobs, revenue and tax revenue
- Attraction & retention for employees – higher satisfaction & dependability





**Corrie Bobe**  
City of Danville  
Economic Development



**Kristy Johnson**  
Halifax County  
Industrial Development  
Authority



**Matt Rowe**  
Pittsylvania County  
Economic  
Development



**Patrick Cooper**  
Patrick County  
Economic  
Development

## Call Southern Virginia Home



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**Southern Virginia**  
REGIONAL ALLIANCE

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