



The Virginia
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The New Virginia Economy

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The Commonwealth is Diverse



The background of the slide features a faded, light blue version of the Seal of the Commonwealth of Virginia. The seal depicts a Native American man in a blue tunic and moccasins, holding a bow in his right hand and an arrow pointing downward in his left. The word "VIRGINIA" is arched above the figure, and the motto "EUREKA" is visible at the bottom. The entire scene is set against a background of classical architectural columns.

VIRGINIA'S DIVERSE ECONOMY

Environment for Starting, Retaining,
Expanding and Attracting Businesses

Critical elements:

- Right infrastructure
- Workforce skills
- Legal and regulatory framework
- Resource availability and costs
- Quality of life

Create Strong Regional Marketing Efforts

- Highlight existing infrastructure assets
- Feature higher education, community college, and workforce development centers
- Emphasize existing current business clusters
- Continue to make demographic and site information available
- Showcase quality of life attributes unique to each region

Southwest Region Example



Southwest Virginia Community College
NO LIMITS



If Coal Was King, Who Is the Prince?

- ▣ Diversified economy
- ▣ Tourism & outdoor recreation
- ▣ Advanced manufacturing
- ▣ Abundant raw materials for wood product and biomass sectors
- ▣ Businesses will locate where their potential employees want to live



Why Southwest Virginia?

- ▣ Connectivity
 - High-speed internet
 - Communities with extensive hiking/biking trail systems and authentic outdoor opportunities
- ▣ Entrepreneurs
 - Main Street revitalization
 - Craft breweries
 - Recreational outfitters



Between the Ridges: A New Turn for Southwest Virginia

- ▣ Create a business marketing campaign
 - Change negative perceptions
 - Create links to business resources
 - Convene a regulatory review panel
 - Promote business cluster opportunities

