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# City of Norton/Wise, Virginia





# City of Norton/Wise

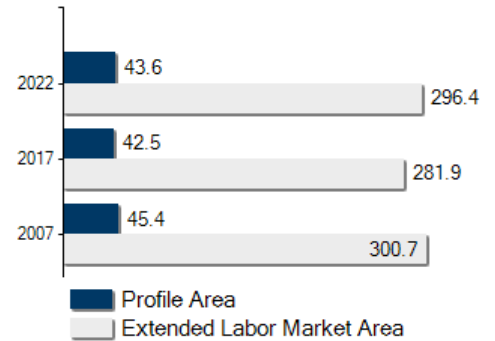
Wise County provides state-of-the-art infrastructure, skilled labor and extensive training opportunities to serve its new and existing industry. The county is an ideal location for manufacturing or information technology-related companies. Verizon, AT&T Relay, Crutchfield and Mullican Flooring have already found success in the county, and parks such as the Lonesome Pine Regional Business and Technology Park offer an excellent location for your business. Aggressive incentive packages are available through the Virginia Coalfield Economic Development Authority as well as other financing sources.



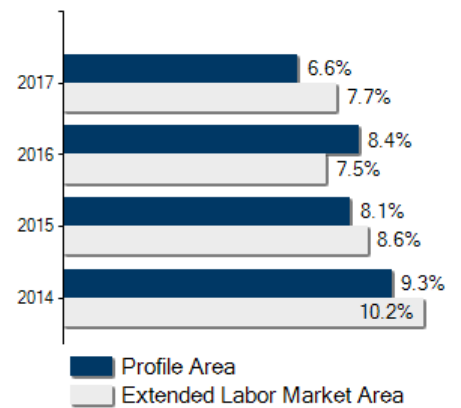
# Labor Market

Population		
<b>Gender Distribution (2017)</b>		
City of Norton/Wise	Male	Female
	51.7%	48.3%
<b>Race/Ethnicity (2017)</b>		
<b>Classification</b>	<b>Profile Area</b>	<b>Extended Labor Area</b>
White	39,101	272,629
Black	2,526	4,567
Two or More	534	2,685
Asian	276	1,172
American Indian or Alaska Native	81	685
Pacific Islander	4	118
Hispanic (may be of any race)	664	3,734
<b>Median Age (2017)</b>		
Norton		40 years
Wise		41 years

## Population in Thousands



## Unemployment Rates





# Labor Market

## Civilian Labor Force (2017)

City of Norton/Wise	14,614
Extended Labor Market Area	106,012
Total	120,626

## Labor Force Participation (2013-2017)

City of Norton/Wise	46.4%
Extended Labor Market Area	46.8%

## Unemployment

<b>Unemployment Rate (September 2018)</b>	
City of Norton/Wise	4.6%
Extended Labor Market Area	4.4%
Statewide	2.8%
<b>Unemployed (2017)</b>	
City of Norton/Wise	970
Extended Labor Market Area	6,474
Total	7,444
<b>Underemployed (3rd Quarter 2018)</b>	
City of Norton/Wise	1,459
Extended Labor Market Area	11,472
Total	12,931



# Labor Market

## Commute Time (2013-2017)

Worked from home	244	1.7%
Under 15 minutes	5,619	39.7%
15-24 minutes	4,132	29.2%
25-34 minutes	2,176	15.4%
35-44 minutes	533	3.8%
45-59 minutes	704	5.0%
Over 60 minutes	1,000	7.1%
Mean Travel Time to Work (minutes)		
Norton		14
Wise		22

## Additional Labor Resources

High School Graduates Not Continuing (2017-2018)	73
Two-Year College Graduates (Spring 2017)	683
Two-Year College Enrollees (Fall 2017)	2,684
Other College and University Graduates (Spring 2017)	278
Total	3,718

**Career Readiness Certificate (06/30/2017-06/30/2018)**

Virginia’s Career Readiness Certificate (CRC) assists employers by certifying that a recipient possesses core skills in applied math, reading for information, and locating information. The CRC certification is based on established Workeys® assessment tests. Virginia uses a three-tiered approach (bronze, silver, gold) to credentialing certificate holders that is based on the recipient’s level of development skills.

City of Norton/Wise	7
Extended Labor Market Area	2,086
<b>Total</b>	<b>2,093</b>

**Educational Attainment**

On-Time Graduation Rate (Class of 2017)	95.9%
Percentage of City of Norton/Wise population age 25+ who are high school graduates (2013-2017)	76.3%
Percentage of City of Norton/Wise population age 25+ who have earned a Bachelor's Degree or higher (2013-2017)	14.2%





# Labor Market

<b>Employment by Sector* (2nd Qtr. 2018)</b>		
Agriculture Forestry Fishing and Hunting	11	0.1%
Mining Quarrying and Oil and Gas Extraction	357	2.4%
Utilities	185	1.2%
Construction	306	2.0%
Manufacturing	502	3.3%
Wholesale Trade	357	2.4%
Retail Trade	2,557	17.0%
Transportation and Warehousing	221	1.5%
Information	213	1.4%
Finance and Insurance	301	2.0%
Real Estate and Rental and Leasing	98	0.7%
Professional Scientific and Technical Services	498	3.3%
Management of Companies and Enterprises	61	0.4%
Administrative and Support and Waste Management	870	5.8%
Educational Services	11	0.1%
Health Care and Social Assistance	2,665	17.7%
Arts Entertainment and Recreation	34	0.2%
Accommodation and Food Services	1,407	9.3%
Other Services	237	1.6%
Total Government	4,162	27.6%
Federal Government	212	1.4%
State Government	2,082	13.8%
Local Government	1,868	12.4%
Unclassified	10	0.1%
<b>Total</b>	<b>15,063</b>	<b>100.0%</b>

N.D. - Not Disclosed

\*By Business Establishment



# Labor Market

Major Employers	
<b>Manufacturing</b>	
<b>Company</b>	<b>Product/Service</b>
Buchanan Pump Service & Supply Co., Inc.	Custom pumps
Mullican Lumber	Hardwood flooring
Pepsi Cola Bottling Company	Soft drinks
<b>NonManufacturing</b>	
<b>Company</b>	<b>Product/Service</b>
A&G Coal Corporation	Coal mining
AT&T	Telecommunications
Crutchfield Corporation	Customer service - Electronics
LogistiCare	Transportation logistics
Mountain Empire Community College	Higher education
Norton Community Hospital	Health care
Sykes Enterprises, Inc.	Customer service
Telemed, Inc.	Medical profession information
UVA College at Wise	Higher education
Verizon Communications	Telecommunications
Wellmont Health System	Health care

# Labor Market

## Closings, Reductions, Layoffs (1/2015 to date)

Date	Type	Company	Product/Service	Employees Affected
9/6/2015	Reduction	Alpha Natural Resources	Coal mining	165

## Union Activity (8/1/2015 - 8/1/2018)

Petitions filed for decertification	0
Petitions filed for representation	0
Petitions filed for raid	0
Elections won by union	0
Elections won by company	0

# Labor Market

## Estimated Earnings (May 2017)

Occupation	Median Wage (US\$)	Mean Wage (US\$)	Median Salary (US\$)	Mean Salary (US\$)
Laborers and Freight, Stock, and Material Movers, Hand Heavy and Tractor-Trailer Truck Drivers	10.91	11.73	22,689	24,410
Inspectors, Testers, Sorters, Samplers, and Weighers	17.59	18.53	36,588	38,555
Welders, Cutters, Solderers, and Brazers	15.90	16.54	33,064	34,406
Machinists	18.12	18.63	37,684	38,756
First-Line Supervisors of Production and Operating Workers	18.17	19.29	37,784	40,132
Maintenance and Repair Workers, General	25.73	27.33	53,524	56,844
Industrial Machinery Mechanics	14.36	15.53	29,871	32,291
Bus and Truck Mechanics and Diesel Engine Specialists	17.88	19.25	37,199	40,041
Office Clerks, General	20.15	20.10	41,914	41,811
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	12.76	13.68	26,558	28,445
Receptionists and Information Clerks	13.94	14.76	29,007	30,695
Customer Service Representatives	11.11	11.76	23,104	24,454
Bookkeeping, Accounting, and Auditing Clerks	11.12	11.92	23,120	24,805
First-Line Supervisors of Office and Administrative Support Workers	16.31	17.26	33,908	35,901
Computer User Support Specialists	21.43	22.62	44,575	47,058
Software Developers, Applications	18.02	18.74	37,492	38,979
Computer Systems Analysts	30.26	32.61	62,945	67,827
Accountants and Auditors	28.00	30.10	58,227	62,600
Human Resources Specialists	28.99	33.73	60,290	70,163
	20.12	24.26	41,832	50,452

## Per Capita Personal Income (2016)

\$29,502

## Median Family Income (2013-2017)

Wise	\$47,883
Norton	\$45,795



# Education

## Public School Enrollment (Fall 2017)

Level	Number	Enrollment
Elementary	3	1,918
Combined	3	1,181
Middle	3	1,461
High School	4	2,066

## Student Teacher Ratio (FY 2017)

Elementary	13:1
Secondary	11:1

## Per Pupil Expenditure (FY 2017) (US\$)

9,593.36
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## On-Time Graduation Rate (Class of 2017)

95.9%
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## High School Graduates Continuing Education (2017-2018)

85.9%
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## Advanced Programs (2017-2018)

Governor's Schools	
A. Linwood Holton Governor's School	
Governor's School Enrollment	92
Students taking 1 or more Advanced Placement (AP) Courses	60
Students taking 1 or more AP Exams	51
Students taking 1 or more Dual Enrollment Courses	401



# Education

## Workforce Development Facilities

Facility	Type
Appalachian Workforce Center and Business Incubator	Comprehensive Center
Bluestone Workforce Training Center	Satellite Center
Dickenson Center for Education and Research	Satellite Center
Pioneer Center for Business Opportunity	Satellite Center
Southwest Virginia Alliance for Manufacturing Center of Excellence	Center of Excellence
SWCC Booth Center	Satellite Center
The Castle Building	Satellite Center
Wise County Career-Technical Center	Career and Technical Center

## Higher Education Facilities – Fall 2017

Facility	Enrollment
Mountain Empire Community College	2,684
University of Virginia's College at Wise	2,095



# Transportation

Interstates	
Name	Distance
I-26	19.1 miles (30.7 km.)
I-381	19.6 miles (31.5 km.)
I-81	19.6 miles (31.5 km.)

Note: Measured from border of locality/region.

Highways				
ALT 58	Highway 158	Highway 160	Highway 23	Highway 283
Highway 63	Highway 72	Highway 74	Highway 83	

Commercial Air Service
<b>Tri-Cities Regional Airport, Blountville, TN -- 63.1 miles (101.5 km.)</b>
American Airlines   Delta Connection   Allegiant Air

Note: Within a 75-mile drive of the center of the locality.

# Transportation

## General Aviation Service

Name	Runway Length
Lonesome Pine Airport, Wise	5,280 ft (1,609 m)

## Freight Rail Service

CSX Transportation Norfolk Southern Railway Company
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## Seaports

Name	Distance
Port of Virginia	428.0 miles (688.8 km)

Note: Driving distance from the center of the locality to Port of Virginia and any other seaports within 100 miles.

## Other Ports of Entry

Name	Distance
Tri Cities	63.0 miles (101.5 km)
Port of Washington - Dulles	395.4 miles (636.4 km)

Note: Driving distance from the center of the locality to Port of Washington - Dulles and any other port of entry within 100 miles.





Utilities	
Electric	Old Dominion Power Company
Telecommunications	Verizon South
Water	City of Norton
Water	Town of Big Stone Gap
Water	Town of Coeburn
Water	Town of St. Paul
Water	Town of Wise
Water	Wise County Public Service Authority
Water	Town of Appalachia
Water	Town of Pound
Waste Water Treatment	Coeburn-Norton-Wise Regional Wastewater Authority
Waste Water Treatment	Town of Big Stone Gap
Waste Water Treatment	Town of St. Paul
Waste Water Treatment	Town of Appalachia
Solid Waste Disposal	Wise County Landfill

# Financial Institutions

## Financial Institutions – 1st Qtr 2018 Assets

<b>Bank</b>	<b>Assets (US\$ Millions)</b>
Wells Fargo Bank, N.A.	1,716,532.0
Branch Banking and Trust Company	215,012.0
WoodForest National Bank	5,699.6
Carter Bank & Trust	4,112.8
The First Bank and Trust Co.	1,740.1
New Peoples Bank, Inc.	670.6
TruPoint Bank	426.0
Powell Valley National Bank	278.8
Farmers and Miners Bank	138.1
Miners Exchange Bank	94.9



# Government and Taxes

## Government

Norton has a City Manager and a five-member City Council. Wise County has a County Administrator and an eight-member Board of Supervisors.

Both the county and city have comprehensive plans and zoning and subdivision ordinances.

Wise is the county seat. Appalachia, Big Stone Gap, Coeburn, Pound, and St. Paul are other incorporated towns within the county.

## Taxes

Localities in Virginia collect a 1% sales tax. They do not tax other items taxed at the State level.

Counties and cities in Virginia are separate taxing entities. Therefore, a company pays taxes to either a county or to a city.

If a company is located in a town, it pays town and county taxes except for utility taxes which are paid only to the town and the license tax which is paid only to the town unless town law permits the additional collection of a county tax.

Manufacturers pay real estate, machinery and tools, truck and automobile, utility, and sales taxes.

Nonmanufacturers pay real estate, tangible personal property, truck and automobile, utility, and sales taxes. They also may pay either a merchants' capital or a license tax.

*Manufacturer's Tax Profile (Norton) [pdf](#)*

*Non-Manufacturer's Tax Profile (Norton) [pdf](#)*

*Manufacturer's Tax Profile (Wise) [pdf](#)*

*Non-Manufacturer's Tax Profile (Wise) [pdf](#)*



# Community Facilities

Two hospitals in Norton are available to provide excellent health care for area residents. Mountain View Regional Medical Center with 133 patient beds, and Norton Community Hospital with 129 beds, are both located in Norton. Long-term care is available within an hour's drive at either Wellmont Holston Valley Medical Center in Kingsport, Tennessee or Wellmont Bristol Medical Center at Bristol, Virginia. Both of these facilities have a comprehensive slate of medical services including extensive cancer treatment centers and complete emergency care services. The Southwest Virginia Regional Cancer Treatment Center, located in Norton, provides treatment of patients with cancer, and eliminates the necessity of traveling a longer distance to regional hospitals for treatment.

An adequate number of health providers practice in the community. The Wise County Health Department provides further medical service to the area.

Library facilities are available at the Lonesome Pine Regional Library with branches located in the towns of Wise, Coeburn, and Big Stone Gap. In addition, the libraries at Clinch Valley College and Mountain Empire Community College are open to the public. Together, these facilities maintain collections in excess of 478,000 volumes.



# Community Facilities

**(continued)**

Retail activity in the Norton/Wise County area is strong and growing. Eight shopping centers exist in the community with stores representing nearly every retail specialty. New shopping plazas in the town of Wise and Norton areas feature an array of national retail chains including department and discount stores. These new centers and area highway improvements have helped to reinforce established patterns of attracting shoppers from eastern Kentucky and adjoining Virginia counties. In fact, for the past several years, the city of Norton has ranked third in the Commonwealth of Virginia in Per Capita Retail Sales collected for all cities and counties. The newest regional shopping malls are located in Kingsport, Tennessee and Bristol, Tennessee.

Residents of the Norton/Wise County area have access to a rich variety of activities and recreational offerings. Each of the municipalities has its own inventory of facilities and programs for recreation. Organized athletics include baseball, swimming, basketball, dance, gymnastics, soccer, softball, tennis, and football. Many special interest classes are available throughout the community in areas such as arts, crafts, karate, aerobics, and special events. In addition to facilities operated by local towns and cities, other public providers such as the school systems, Mountain Empire Community College, the National Guard Armory, and University of Virginia's College at Wise make their facilities available for public recreational purposes. These facilities include gymnasiums, swimming pools, tennis courts, baseball fields, a walking track, and meeting rooms. The Wise County Recreational Authority operates three community centers and the Phillips Creek Recreation Area. The authority also distributes a portion of its budget to the towns to help support their recreation budgets.

Camp Bethel, located in the town of Wise, is a non-denominational church-affiliated camp that provides summer camping programs for all age groups. The camp features a family campground, gymnasium, softball field, picnic area, and a lake for swimming and canoeing.

The county affords plenty of opportunities for outdoor recreation in federal and state facilities. The Jefferson National Forest encompasses more than 33,000 acres in Wise County and provides many spots for hiking, fishing, swimming, camping, and picnicking. The observation tower at High Knob Mountain allows splendid panoramic views of Virginia, Kentucky, and Tennessee. Natural Tunnel State Park, about 20 miles south of Big Stone Gap, offers a visitor's center, swimming pool, hiking, picnicking, and a chair lift. In adjoining Dickenson County, Breaks Interstate Park provides a view of spectacular scenery along with camping, hiking, swimming, picnicking, boating, and overnight accommodation in the park lodge. A visitor's center and amphitheater also complement the park's facilities. The park has been rated as one of the top ten state parks in the nation.

**(continued)**

A host of private recreational facilities and organizations help round out the leisure activities in Wise County. Hunting and fishing clubs, skating rinks, bowling alleys, and fitness centers are all available. The Lonesome Pine Country Club near Big Stone Gap features an 18-hole golf course, tennis courts, swimming pool, and clubhouse for members.

The community is also home to a full range of cultural amenities. The Pro-Art Association provides a diverse series of concerts in the public schools. Performances have included the Joffrey Ballet, the Richmond Ballet, and the Pittsburgh Opera Theatre among others. A complete slate of special festivals and planned events offer entertainment for everyone throughout the year.

Examples of such events would include the Home Craft Days, highlighting traditional Appalachian music, and crafts; the Lonesome Pine Arts/Crafts Show; the Doc Boggs Music Festival; Best Friend Festival, and the Wise Fall Fling. Wise County is also home to the longest running outdoor drama in the southeastern United States. The "Trail of the Lonesome Pine" sets to music the romantic story of a young mountain girl in the early days of the coal boom. The Southwest Virginia Museum is notable for its displays of Appalachian life and heritage.

[Southwest Virginia's e-Region Profile](#)

[Big Stone Gap MPSA Profile](#)

[City of Norton](#)

[Virginia Coalfield Economic Development Authority](#)

[Wise County](#)