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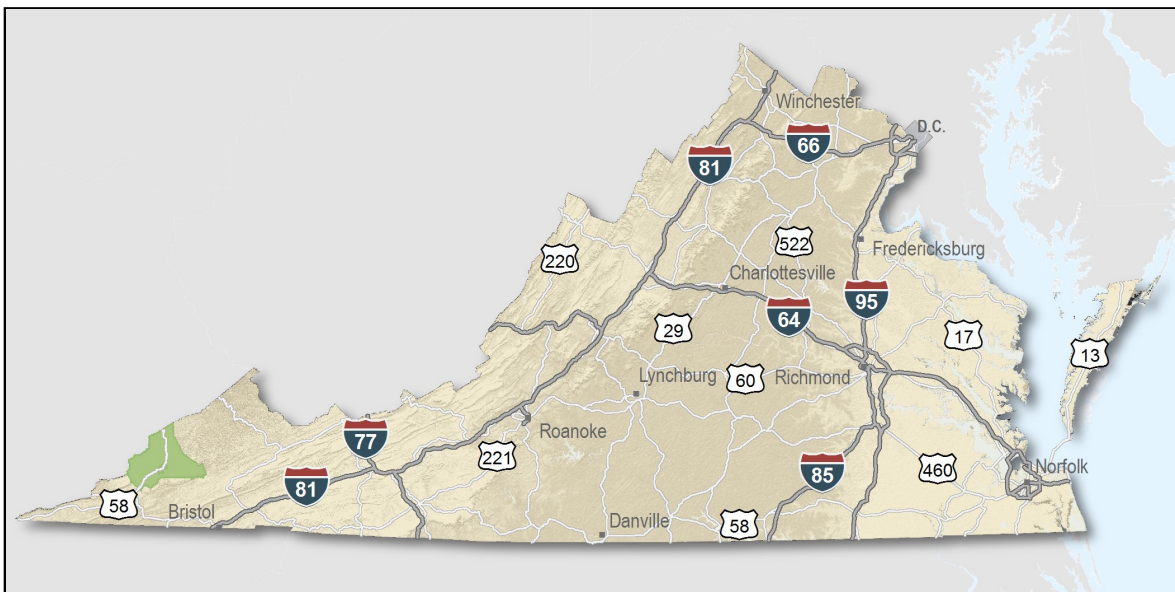
# City of Norton/Wise, Virginia

# Overview

Only a few locations can guarantee the right combination of resources that are crucial to your business's success. Virginia's premier location offers excellent domestic and international access. Centrally located on the U.S. East Coast, more than 47 percent of the U.S. population is within a day's drive, and our integrated transportation system of highways, railroads, airports and seaports ensures that you can reach every one of your markets efficiently. Close proximity to Washington, D.C. facilitates contact with policy makers and the federal government system.

Virginia continues to rank among America's leading states for business by CNBC and Forbes.com. Business-first values, easy access to markets, stable and competitive operating costs, and a talented workforce all drove Virginia to the top. This unique combination of assets has encouraged businesses to prosper here for more than 400 years. Like you, they searched the world over for that convergence of resources that would help ensure their prosperity. For them, their search ended here. Chances are yours will too.

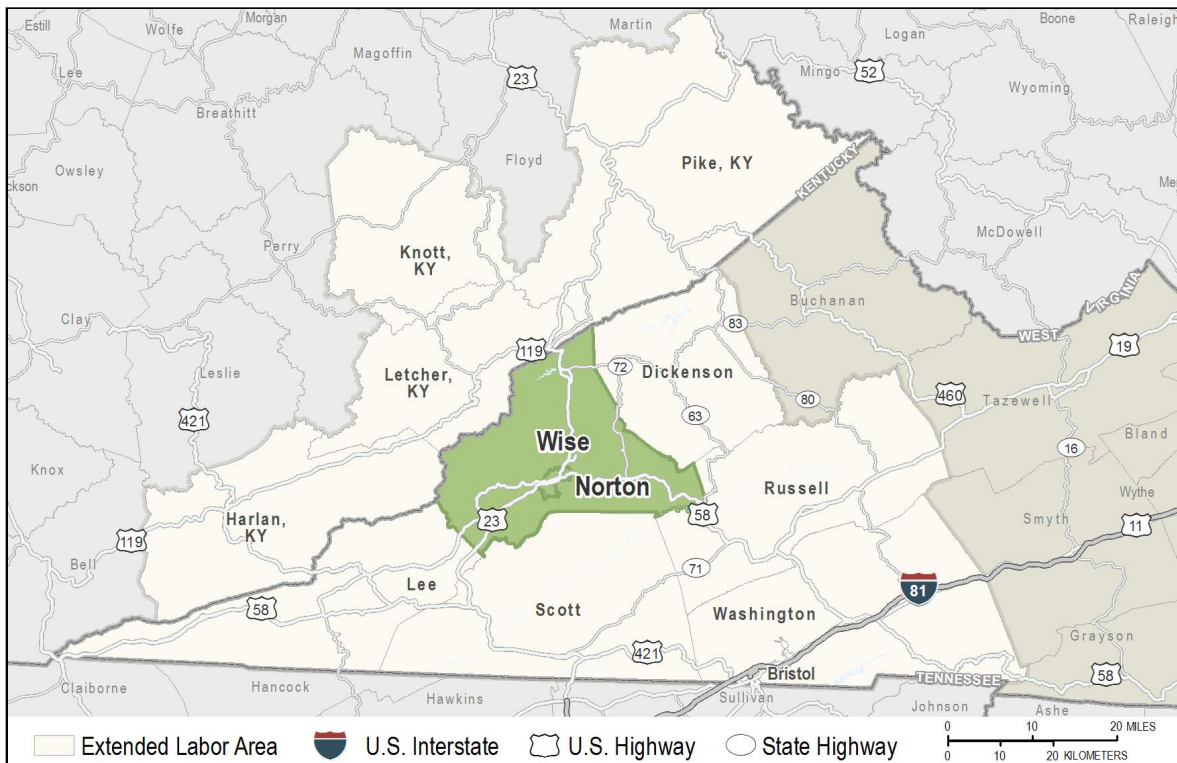
- AAA bond rating- Virginia has maintained a AAA rating since 1938, longer than any other state.
- Right-to-work law allows individuals the right to work regardless of membership in a labor union or organization.
- Corporate income tax rate of 6% has not been increased since 1972.
- Headquarters to 37 Fortune 1000 firms.
- Headquarters to 56 firms each with annual revenue over \$1 billion.
- More than 21,400 high-tech establishments operate in Virginia.
- More than 700 internationally-owned businesses from 40 countries are located in Virginia.
- Ranks third among the 50 states as a recipient of federal R&D funds.
- Streamlined permitting process.
- Recruitment training programs to help new businesses become operational faster.
- Programs at little or no cost to help businesses increase international sales.



# Location

Wise County is located in the southwestern tip of Virginia in the midst of the Appalachian Mountains. The independent city of Norton is situated near the center of this predominantly rural community. The Kentucky state line forms the western boundary of Wise County. The community is within close proximity to the Interstate highway network allowing for easy access to both eastern and midwestern markets. An abundant natural resource base consisting of natural gas, coal, timber, and mineral deposits represents special opportunities for economic diversification.

Norton/Wise County is 360 miles southwest of Richmond, the state capital; 66 miles north of Bristol, Virginia; 410 miles southwest of Washington, D.C.; and 429 miles west of Norfolk. Lexington, Kentucky is located 180 miles west, and Louisville, Kentucky is 250 miles west.



# City of Norton/Wise

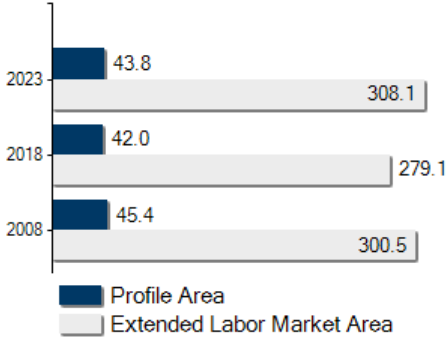
Wise County provides state-of-the-art infrastructure, skilled labor and extensive training opportunities to serve its new and existing industry. The county is an ideal location for manufacturing or information technology-related companies. Verizon, AT&T Relay, Crutchfield and Mullican Flooring have already 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.



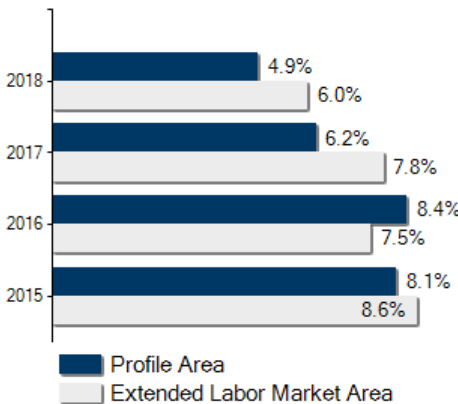
# Labor Market

Population		
<b>Gender Distribution (2018)</b>		
City of Norton/Wise	Male	Female
	51.5%	48.5%
<b>Race/Ethnicity (2018)</b>		
<b>Classification</b>	<b>Profile Area</b>	<b>Extended Labor Area</b>
White	38,714	269,820
Black	2,408	4,553
Two or More	524	2,783
Asian	240	1,102
American Indian or Alaska Native	90	689
Pacific Islander	4	119
Hispanic (may be of any race)	663	3,826
<b>Median Age (2018)</b>		
Norton		40 years
Wise		41 years

## Population in Thousands



## Unemployment Rates





# Labor Market

## Civilian Labor Force (2018)

City of Norton/Wise	14,857
Extended Labor Market Area	104,499
Total	119,356

## Labor Force Participation (2013-2017)

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

## Unemployment

<b>Unemployment Rate (December 2019)</b>	
City of Norton/Wise	4.3%
Extended Labor Market Area	4.7%
Statewide	2.5%
<b>Unemployed (2018)</b>	
City of Norton/Wise	721
Extended Labor Market Area	4,907
Total	5,628
<b>Underemployed (4th Quarter 2019)</b>	
City of Norton/Wise	1,266
Extended Labor Market Area	9,856
Total	11,122



# 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 2018)	650
Two-Year College Enrollees (Fall 2018)	2,505
Other College and University Graduates (Spring 2018)	267
Total	3,495

### 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 2018)	96.2%
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* (4th Qtr. 2018)</b>		
Agriculture Forestry Fishing and Hunting	15	0.1%
Mining Quarrying and Oil and Gas Extraction	392	2.6%
Utilities	183	1.2%
Construction	304	2.0%
Manufacturing	487	3.2%
Wholesale Trade	364	2.4%
Retail Trade	2,615	17.2%
Transportation and Warehousing	219	1.4%
Information	205	1.4%
Finance and Insurance	300	2.0%
Real Estate and Rental and Leasing	95	0.6%
Professional Scientific and Technical Services	480	3.2%
Management of Companies and Enterprises	60	0.4%
Administrative and Support and Waste Management	1,001	6.6%
Educational Services	12	0.1%
Health Care and Social Assistance	2,682	17.7%
Arts Entertainment and Recreation	31	0.2%
Accommodation and Food Services	1,350	8.9%
Other Services	252	1.7%
Total Government	4,108	27.1%
Federal Government	222	1.5%
State Government	2,035	13.4%
Local Government	1,851	12.2%
Unclassified	13	0.1%
<b>Total</b>	<b>15,170</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

<b>Union Activity (8/1/2015 - 8/1/2018)</b>	
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 2018)

Occupation	Median Wage (US\$)	Mean Wage (US\$)	Median Salary (US\$)	Mean Salary (US\$)
Laborers and Freight, Stock, and Material Movers, Hand	11.92	12.57	24,800	26,135
Heavy and Tractor-Trailer Truck Drivers	18.15	19.18	37,736	39,906
Inspectors, Testers, Sorters, Samplers, and Weighers	16.81	16.95	34,950	35,252
Welders, Cutters, Solderers, and Brazers	17.62	18.01	36,657	37,468
Machinists	19.07	19.99	39,650	41,569
First-Line Supervisors of Production and Operating Workers	25.44	28.36	52,912	58,985
Maintenance and Repair Workers, General	15.17	16.19	31,564	33,658
Industrial Machinery Mechanics	20.01	20.79	41,638	43,251
Bus and Truck Mechanics and Diesel Engine Specialists	17.71	18.15	36,826	37,748
Office Clerks, General	11.88	12.74	24,720	26,508
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	13.74	14.49	28,571	30,146
Receptionists and Information Clerks	11.10	11.80	23,094	24,554
Customer Service Representatives	11.25	12.23	23,410	25,431
Bookkeeping, Accounting, and Auditing Clerks	15.80	17.10	32,870	35,578
First-Line Supervisors of Office and Administrative Support Workers	19.38	21.75	40,317	45,249
Computer User Support Specialists	18.48	19.28	38,428	40,098
Software Developers, Applications	31.10	34.58	64,688	71,922
Computer Systems Analysts	28.60	30.43	59,480	63,298
Accountants and Auditors	26.74	28.78	55,609	59,861
Human Resources Specialists	20.14	23.65	41,902	49,182

## Per Capita Personal Income (2017)

\$31,849

## Median Family Income (2013-2017)

Wise

\$47,883

Norton

\$45,795



# Education

## Public School Enrollment (Fall 2018)

Level	Number	Enrollment
Elementary	3	1,900
Combined	3	1,263
Middle	3	1,450
High School	4	1,984

## Student Teacher Ratio (FY 2018)

Elementary	12:1
Secondary	11:1

## Per Pupil Expenditure (FY 2018) (US\$)

9,758.14
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## On-Time Graduation Rate (Class of 2018)

96.2%
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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 2018

Facility	Enrollment
Mountain Empire Community College	2,505
University of Virginia's College at Wise	2,065



# 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 Air Lines	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 – 4th Qtr 2018 Assets

<b>Bank</b>	<b>Assets (US\$ Millions)</b>
Wells Fargo Bank, N.A.	1,689,351.0
Branch Banking and Trust Company	219,071.0
WoodForest National Bank	5,923.7
Carter Bank & Trust	4,039.6
The First Bank and Trust Co.	1,809.0
New Peoples Bank, Inc.	681.0
TruPoint Bank	435.4
Powell Valley National Bank	297.3
Farmers and Miners Bank	135.2
Miners Exchange Bank	88.6



# 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](#)