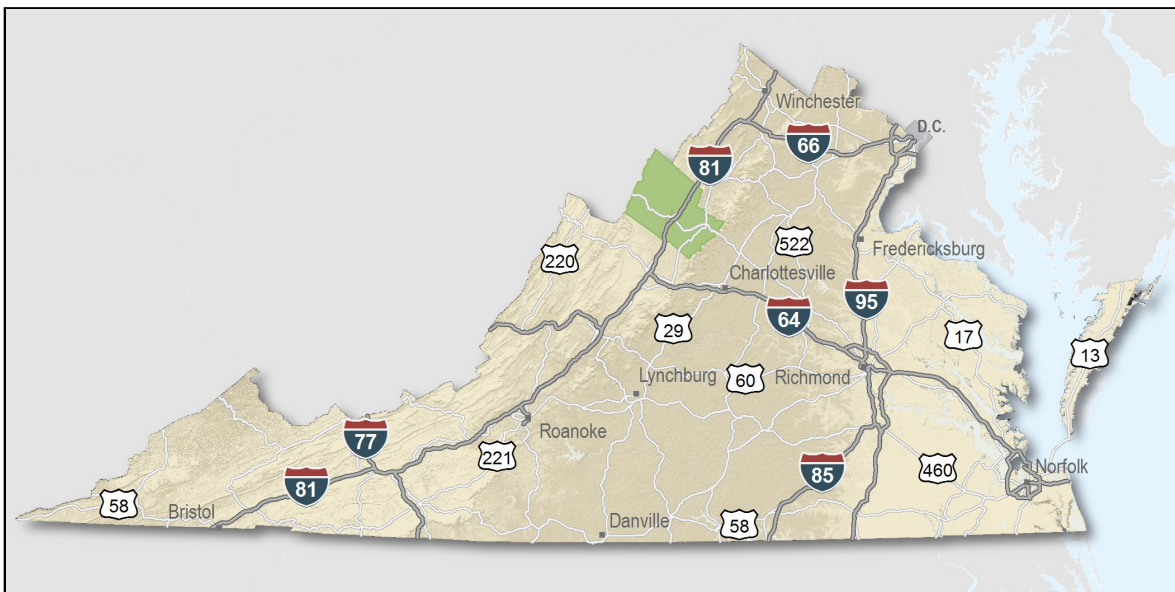

Harrisonburg/Rockingham, Virginia

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.

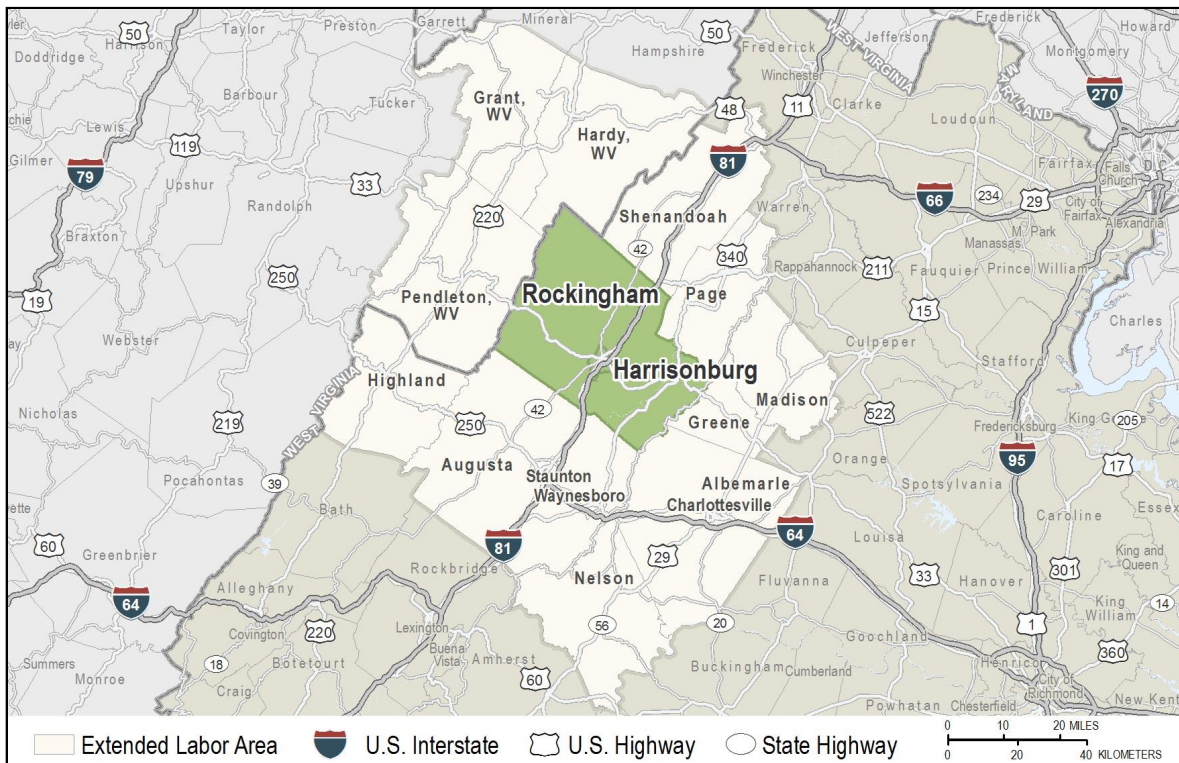
- AAA bond rating- Virginia has maintained a AAA rating since 1938, longer than any other state.
- Right-to-work law allows individuals the right to work regardless of membership in a labor union or organization.
- Corporate income tax rate of 6% has not been increased since 1972.
- Headquarters to 37 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

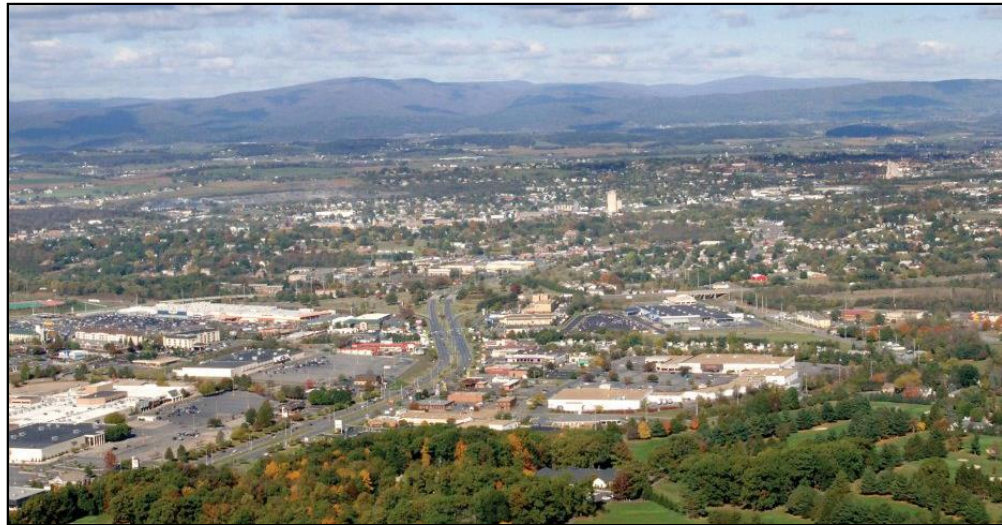
The Harrisonburg/Rockingham County MSA is nestled in the heart of the historic and scenic Shenandoah Valley in west central Virginia. The area is bounded on the west by the Allegheny Mountains and on the east by the crest of the Blue Ridge Mountains. I-81 is the major transportation route providing one-day access to two-thirds of the U.S. population.

Roanoke is 110 miles to the south; Washington, D.C. is 125 miles to the northeast; and Richmond, the state capital, is 131 miles southeast.



Harrisonburg/Rockingham

The Harrisonburg MSA is a hub for technology development. When asked what attracted Serco to the Shenandoah Valley, the management team listed a highly skilled and professional workforce, James Madison University, affordable labor rates and a climate for technical innovation as key factors. Harrisonburg specializes in growing information technology businesses for health and security solutions. Come see why industry leaders Rosetta Stone, SRI International, Merck and MillerCoors are investing hundreds of millions in this thriving market.

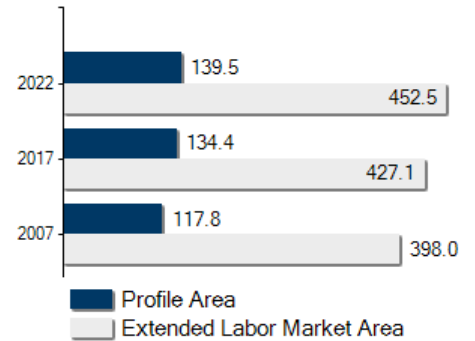


HARRISONBURG, VA Metropolitan Area - Work & Life In Balance

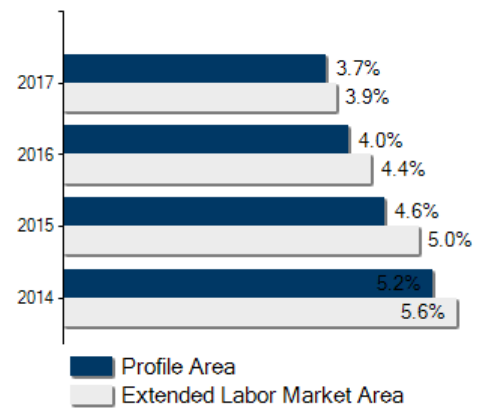
Labor Market

Population		
Gender Distribution (2017)		
Harrisonburg/Rockingham	Male 48.6%	Female 51.4%
Race/Ethnicity (2017)		
Classification	Profile Area	Extended Labor Area
White	121,000	368,641
Black	6,599	35,320
Asian	3,098	11,840
Two or More	2,648	9,491
American Indian or Alaska Native	891	1,559
Pacific Islander	206	252
Hispanic (may be of any race)	16,341	20,268
Median Age (2017)		
Harrisonburg		26 years
Rockingham		41 years

Population in Thousands



Unemployment Rates





Labor Market

Civilian Labor Force (2017)

Harrisonburg/Rockingham	65,396
Extended Labor Market Area	214,365
Total	279,761

Labor Force Participation (2013-2017)

Harrisonburg/Rockingham	63.0%
Extended Labor Market Area	60.5%

Unemployment

Unemployment Rate (September 2018)	
Harrisonburg/Rockingham	2.7%
Extended Labor Market Area	2.6%
Statewide	2.8%
Unemployed (2017)	
Harrisonburg/Rockingham	2,433
Extended Labor Market Area	7,692
Total	10,125
Underemployed (3rd Quarter 2018)	
Harrisonburg/Rockingham	6,857
Extended Labor Market Area	26,803
Total	33,660



Labor Market

Commute Time (2013-2017)

Worked from home	2,674	4.2%
Under 15 minutes	24,376	40.4%
15-24 minutes	20,276	33.6%
25-34 minutes	9,190	15.2%
35-44 minutes	2,398	4.0%
45-59 minutes	1,927	3.2%
Over 60 minutes	2,158	3.6%
Mean Travel Time to Work (minutes)		
Harrisonburg		16
Rockingham		22

Additional Labor Resources

High School Graduates Not Continuing (2017-2018)	299
Two-Year College Graduates (Spring 2017)	979
Two-Year College Enrollees (Fall 2017)	10,898
Other College and University Graduates (Spring 2017)	6,211
Total	18,387

Labor Market

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 Workkeys® 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.

Harrisonburg/Rockingham	13
Extended Labor Market Area	3,608
Total	3,621

Educational Attainment

On-Time Graduation Rate (Class of 2017)	92.4%
Percentage of Harrisonburg/Rockingham population age 25+ who are high school graduates (2013-2017)	83.0%
Percentage of Harrisonburg/Rockingham population age 25+ who have earned a Bachelor's Degree or higher (2013-2017)	28.1%



Labor Market

Employment by Sector* (2nd Qtr. 2018)

Agriculture Forestry Fishing and Hunting	1,328	2.1%
Mining Quarrying and Oil and Gas Extraction	N.D.	N.D.
Utilities	N.D.	N.D.
Construction	3,652	5.7%
Manufacturing	10,306	16.1%
Wholesale Trade	2,208	3.4%
Retail Trade	6,897	10.7%
Transportation and Warehousing	3,523	5.5%
Information	975	1.5%
Finance and Insurance	1,182	1.8%
Real Estate and Rental and Leasing	857	1.3%
Professional Scientific and Technical Services	1,845	2.9%
Management of Companies and Enterprises	325	0.5%
Administrative and Support and Waste Management	1,901	3.0%
Educational Services	1,182	1.8%
Health Care and Social Assistance	7,510	11.7%
Arts Entertainment and Recreation	412	0.6%
Accommodation and Food Services	7,591	11.8%
Other Services	1,409	2.2%
Total Government	10,892	17.0%
Federal Government	361	0.6%
State Government	4,810	7.5%
Local Government	5,721	8.9%
Unclassified	110	0.2%
Total	64,209	100.0%

N.D. - Not Disclosed

*By Business Establishment

Labor Market

Major Employers

Manufacturing

Company

Ariake USA
 Cargill Meat Solutions Corp.
 ComSonics, Inc.
 Georges, Inc.
 Graham Packaging Co.
 LSC Communications
 Merck & Company Inc.
 MillerCoors Shenandoah Brewery
 Packaging Corporation of America
 Perdue Farms, Inc.
 Pilgrim's Pride Corporation
 Shenandoah Valley Organics
 Tenneco Automotive Inc.

Product/Service

Food processing - stocks and broths
 Feed mill & hatchery
 Telecommunications equipment
 Poultry processing
 Plastic bottles
 Book printing
 Pharmaceuticals
 Malt beverages
 Packaging - full line plant
 Poultry processing
 Poultry processing
 organic chicken processing
 Motor vehicle parts

NonManufacturing

Company

James Madison University
 Jenzabar
 Marshalls
 Rosetta Stone
 Sentara/Rockingham Memorial Hospital
 Serco
 Wal Mart

Product/Service

Higher education
 software development
 Retail distribution
 Language Learning Software
 Health care
 Patent Classification - Sciences
 Retail distribution

Labor Market

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

Date	Type	Company	Product/Service	Employees Affected
4/2/2018	Closing	Rosetta Stone	Foreign language teaching software	12

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

Petitions filed for representation	2
Elections won by union	1
Elections won by company	1

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 Industrial Truck and Tractor Operators	14.74	15.80	30,668	32,865
Heavy and Tractor-Trailer Truck Drivers	15.46	17.09	32,158	35,546
Inspectors, Testers, Sorters, Samplers, and Weighers	21.87	22.82	45,483	47,465
Welders, Cutters, Solderers, and Brazers	17.01	18.23	35,374	37,911
Machinists	21.47	21.22	44,670	44,132
First-Line Supervisors of Production and Operating Workers	22.16	23.03	46,088	47,894
Maintenance and Repair Workers, General	27.35	29.44	56,884	61,231
Industrial Machinery Mechanics	18.58	19.36	38,658	40,263
Bus and Truck Mechanics and Diesel Engine Specialists	25.81	25.94	53,685	53,943
Office Clerks, General	21.71	22.23	45,167	46,241
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	14.57	15.18	30,298	31,567
Receptionists and Information Clerks	15.78	16.13	32,831	33,564
Customer Service Representatives	13.01	13.33	27,069	27,727
Bookkeeping, Accounting, and Auditing Clerks	14.40	15.44	29,960	32,105
First-Line Supervisors of Office and Administrative Support Workers	17.64	18.11	36,689	37,672
Computer User Support Specialists	23.72	24.39	49,321	50,745
Network and Computer Systems Administrators	20.47	21.28	42,588	44,265
Accountants and Auditors	33.89	34.72	70,473	72,224
Human Resources Specialists	32.98	40.47	68,583	84,162
	27.05	28.22	56,247	58,688

Per Capita Personal Income (2016)

\$36,021

Median Family Income (2013-2017)

Rockingham	\$66,078
Harrisonburg	\$59,835



Education

Public School Enrollment (Fall 2017)

Level	Number	Enrollment
Elementary	20	8,113
Middle	6	4,024
High School	5	5,501
Alternative	1	485

Student Teacher Ratio (FY 2017)

Elementary	13:1
Secondary	9:1

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

11,593.67

On-Time Graduation Rate (Class of 2017)

92.4%

High School Graduates Continuing Education (2017-2018)

77.3%

Advanced Programs (2017-2018)

Governor's Schools

Massanutten Governor's School for Integrated Environmental Science & Technology

Governor's STEM Academies and Health Academies

Governor's STEM Academy at Harrisonburg High School

Governor's School Enrollment	31
Students taking 1 or more Advanced Placement (AP) Courses	954
Students taking 1 or more AP Exams	609
Students taking 1 or more Dual Enrollment Courses	349

Education

Workforce Development Facilities

Facility	Type
Massanutten Technical Center	Career and Technical Center
Valley Workforce Center - Harrisonburg	Comprehensive Center
Valley Workforce Center - Luray	Satellite Center
Valley Workforce Center - Rockbridge	Satellite Center
Valley Workforce Center - Staunton	Satellite Center
Valley Workforce Center - Winchester	Satellite Center

Higher Education Facilities – Fall 2017

Facility	Enrollment
James Madison University	21,836
Piedmont Virginia Community College - Eugene Giuseppe Center	5,608 [†]
Blue Ridge Community College	4,200
Bridgewater College	1,889
Mary Baldwin College	1,654
Eastern Mennonite University	1,530
American National University - Harrisonburg Campus	1,090 ^{†‡}
Lord Fairfax Community College - Luray-Page County Center	^{†§}

[†] Enrollment figures are not available.

[‡] Enrollment figures are for all campuses.

[§] Enrollment counted at a main campus.

[◊] Fall 2016 Enrollment



Transportation

Interstates	
Name	Distance
I-81	0.0 miles (0.0 km.)
I-64	11.0 miles (17.7 km.)
I-66	33.1 miles (53.2 km.)

Note: Measured from border of locality/region.

Highways				
Highway 11	Highway 211	Highway 256	Highway 257	Highway 259
Highway 276	Highway 290	Highway 33	Highway 340	Highway 42
Highway 48				

Commercial Air Service	
Shenandoah Valley Regional Airport, Weyers Cave -- 15.1 miles (24.2 km.)	
ViaAir	
Charlottesville-Albemarle Airport, Charlottesville -- 46.2 miles (74.4 km.)	
American Airlines	Delta Connection United Airlines

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



Transportation

General Aviation Service

Name	Runway Length
Bridgewater Air Park, Bridgewater, VA	2,745 ft (837 m)

Freight Rail Service

Chesapeake & Western Railroad Norfolk Southern Railway Company Shenandoah Valley Railroad

Seaports

Name	Distance
Port of Virginia (Inland Port Front Royal)	64.0 miles (103.0 km)
Port of Virginia	208.0 miles (334.7 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
Port of Washington - Dulles	113.7 miles (183.0 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	Shenandoah Valley Electric Cooperative
Electric	Dominion Energy
Electric	Harrisonburg Electric Commission
Natural Gas	Columbia Gas of Virginia
Telecommunications	Shenandoah Telecommunications
Telecommunications	Verizon South
Telecommunications	Level 3 Communications
Telecommunications	Lumos Networks
Telecommunications	Comcast Business Communications
Water	City of Harrisonburg
Water	Rockingham County
Water	Town of Bridgewater
Water	Town of Broadway
Water	Town of Elkton
Water	Food Processors Water Cooperative
Waste Water Treatment	Harrisonburg-Rockingham Regional Sewer Authority
Waste Water Treatment	Town of Broadway
Waste Water Treatment	Town of Elkton
Waste Water Treatment	Town of Timberville
Waste Water Treatment	City of Harrisonburg
Waste Water Treatment	Town of Bridgewater
Waste Water Treatment	Town of Dayton
Solid Waste Disposal	Harrisonburg-Rockingham Landfill



Financial Institutions

Financial Institutions – 1st Qtr 2018 Assets	
Bank	Assets (US\$ Millions)
Bank of America, N.A.	1,765,242.0
Wells Fargo Bank, N.A.	1,716,532.0
Branch Banking and Trust Company	215,012.0
SunTrust Bank	199,970.2
First-Citizens Bank & Trust Co.	34,262.9
United Bank	18,609.9
Union Bank & Trust Co.	13,118.0
WoodForest National Bank	5,699.6
Carter Bank & Trust	4,112.8
Summit Community Bank, Inc.	2,127.7
The First Bank and Trust Co.	1,740.1
First Bank - Strasburg	767.6
Farmers & Merchants Bank	728.0
Bank of the James	653.9
Blue Ridge Bank	441.5
Pendleton Community Bank, Inc.	295.6
Pioneer Bank	200.8



Government and Taxes

Government

Rockingham County has a County Administrator and a five-member Board of Supervisors. Harrisonburg has a City Manager and a five-member City Council.

Both Rockingham County and Harrisonburg have comprehensive plans and zoning and subdivision ordinances.

Harrisonburg serves as the county seat. Bridgewater, Broadway, Dayton, Elkton, Grottoes, Mount Crawford, and Timberville are 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 \(Harrisonburg\) pdf](#)

[Non-Manufacturer's Tax Profile \(Harrisonburg\) pdf](#)

[Manufacturer's Tax Profile \(Rockingham\) pdf](#)

[Non-Manufacturer's Tax Profile \(Rockingham\) pdf](#)



Community Facilities

Sentara RMH Medical Center is a 238-bed community hospital providing excellence through healthcare services since 1912. Serving a seven-county area with a population of over 250,000, Sentara RMH admits more than 19,000 inpatients, nearly 241,000 outpatients and delivers close to 1,700 babies annually. The hospital is complemented by East Rockingham Health Center; Mt. Jackson Medical Center; and the RMH Wellness Center, a medically based wellness facility. Sentara RMH offers a regional Cancer Center, Ambulatory Surgery Center, Home Health Care, Family Birthplace, a hospice program, plus a number of other diversified health services.

There are more than 220 physicians, 1,180 health care workers, and over 600 volunteers associated with Sentara RMH.

In addition to hospital services, Rockingham County and Harrisonburg jointly maintain health departments and clinics to serve the health needs of area residents.

Massanutten Regional Library, with 175,000 volumes, has an annual circulation of 560,000. MRL also operates branches in several towns within Rockingham County. Libraries at James Madison University, Bridgewater College, Eastern Mennonite University, and Blue Ridge Community College are also open to the public and issue off-campus borrowers' cards to residents of the area.



Community Facilities

(continued)

The Rockingham County/Harrisonburg City area serves as the major retail and service center in the Shenandoah Valley. A regional mall with over 90 retail outlets is located in Harrisonburg. Six additional shopping centers are conveniently located throughout the area for residents' shopping needs along with a variety of shops and services in the Harrisonburg downtown central business district.

There are over 200 places of worship in the Rockingham County/Harrisonburg City area. These facilities represent a diversity of denominations and faiths.

Numerous cultural and recreational opportunities are available to the residents of the Rockingham County/Harrisonburg City area. The Shenandoah National Park, Skyline Drive, George Washington National Forest, Grand Caverns Regional Park, and Natural Chimneys Regional Park offer scenic views, hiking, skiing, picnicking, camping, swimming, fishing, and other outdoor activities for residents as well as visitors. Massanutten Four-Season Resort offers skiing, golf, hiking, mountain biking and an indoor/outdoor water park.

James Madison University, Bridgewater College and Eastern Mennonite University sponsor lectures, concerts, art exhibits and numerous athletic events which can be attended by the general public. Many of these events are free. Two planetariums, at Bridgewater College and James Madison University, are also open to the public throughout the year. James Madison University also offers programs and activities through their theaters and galleries.

Explore More Discovery Museum, a hands-on learning environment for children ages 1-12 and their families, is a regional attraction located in Harrisonburg's thriving downtown Arts & Cultural District. Annual attendance exceeds 60,000 visitors.

Downtown Harrisonburg was recognized in 2014 as a Great American Main Street Community.

[Shenandoah Valley Profile](#)

[Harrisonburg MSA Profile](#)

[City of Harrisonburg](#)

[Rockingham County](#)

[Shenandoah Valley Partnership](#)