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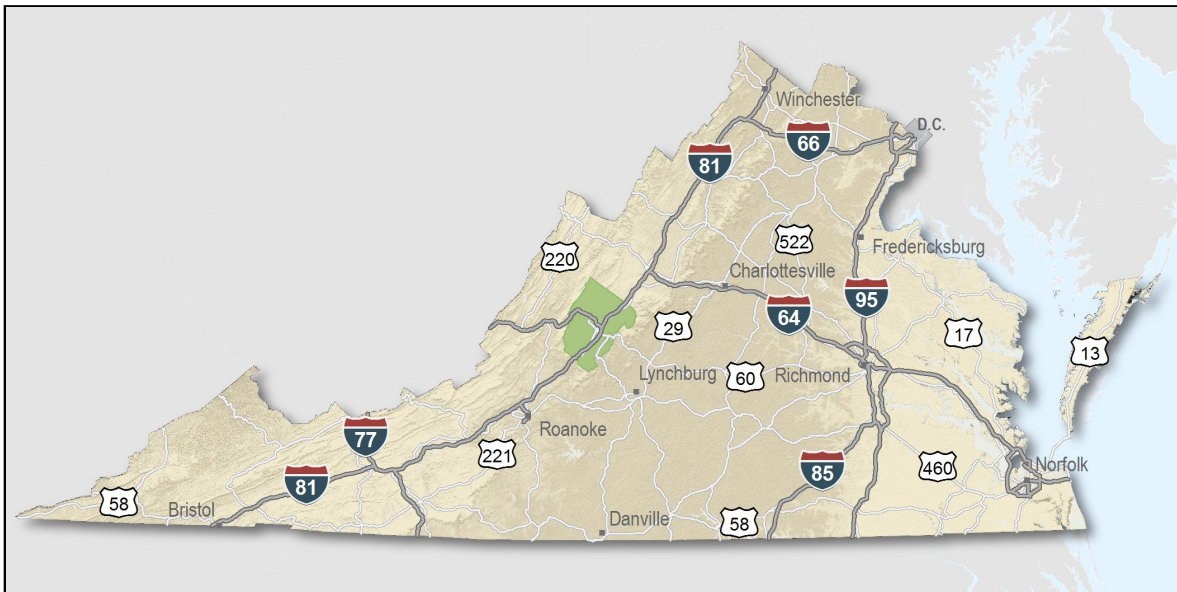
# Rockbridge Area, Virginia

# 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.

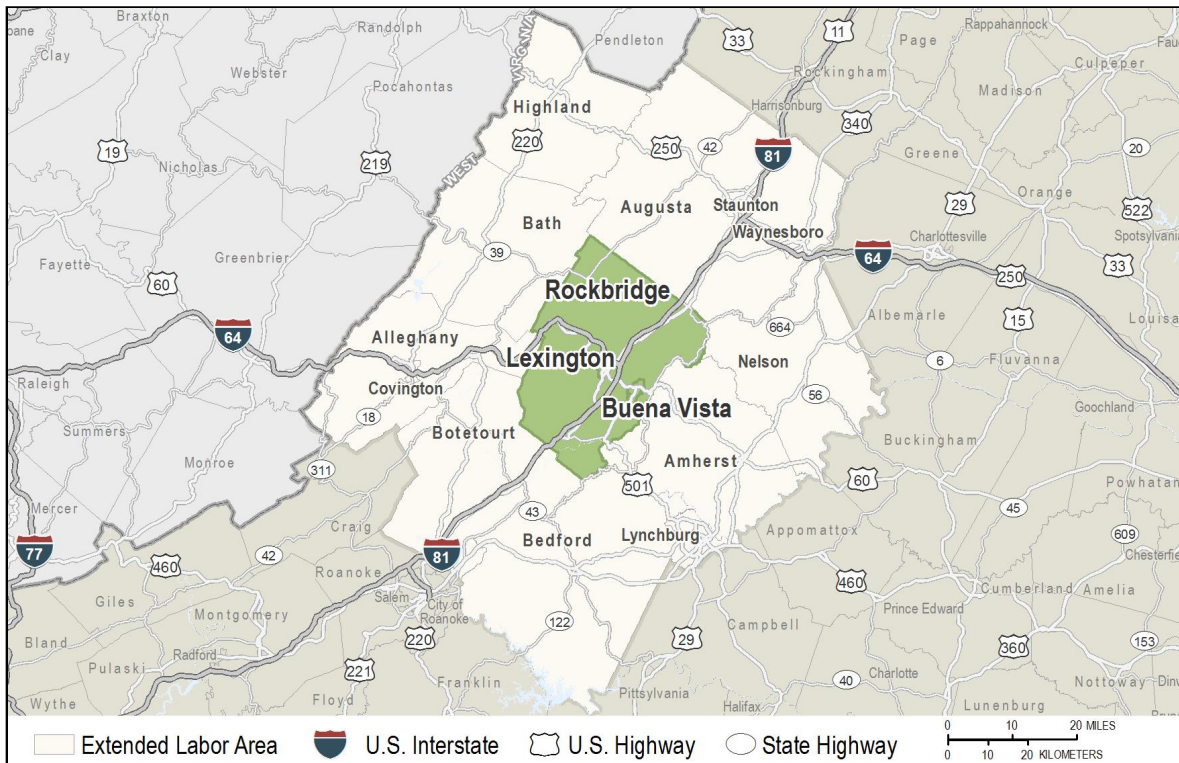
- AAA bond rating- Virginia has maintained a AAA rating since 1938, longer than any other state.
- Right-to-work law allows individuals the right to work regardless of membership in a labor union or organization.
- Corporate income tax rate of 6% has not been increased since 1972.
- Headquarters to 37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

Rockbridge County is centrally located within the historic and scenic Shenandoah Valley in west central Virginia. The independent city of Lexington is located in the approximate center of the county and is an important educational, retail, commercial, and government center. The city of Buena Vista, situated six miles east of Lexington and adjacent to the Maury River, is the industrial and manufacturing nucleus of the area. Rockbridge County is bounded to the west by the lower elevations of the Allegheny Mountains and on the east by the crest of the Blue Ridge Mountains. Convenient interstate access to eastern and midwestern markets is available from Interstates 81 and 64 that converge in the county.

Roanoke is 50 miles south; Richmond, the state capital, is 135 miles east; and Washington, D.C. is 180 miles northeast.



# Rockbridge Area

Situated in the heart of the I-81 Corridor with the Allegheny and Blue Ridge mountains bordering the community to the east and west; great views are to be expected. Supplementing those views are Virginia Military Institute, Washington and Lee University, Southern Virginia University, and Dabney S. Lancaster Community College, a transportation network that includes two interstates, telecommunications that rival larger cities, a lower than average cost of doing business, and an industrial heritage ranging from advanced manufacturing to wood products. With all of this, it is easy to see why Good Views Reveal Great Vision.

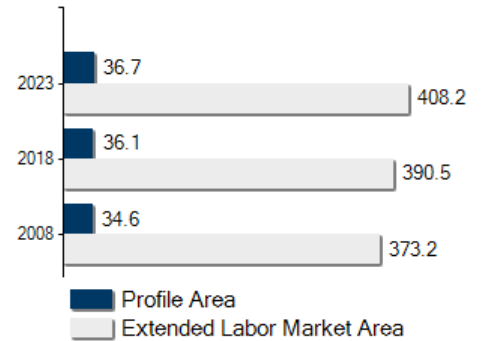


Munters Manufacturing Facility

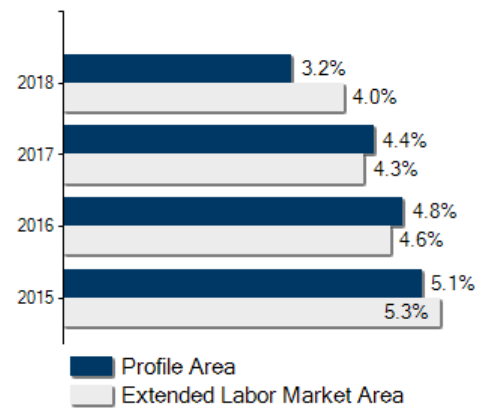
# Labor Market

Population		
<b>Gender Distribution (2018)</b>	<b>Male</b>	<b>Female</b>
Rockbridge Area	50.4%	49.6%
<b>Race/Ethnicity (2018)</b>	<b>Profile Area</b>	<b>Extended Labor Area</b>
<b>Classification</b>	<b>Area</b>	<b>Labor Area</b>
White	32,986	326,949
Black	1,756	48,582
Two or More	675	7,871
Asian	442	5,355
American Indian or Alaska Native	226	1,584
Pacific Islander	40	190
Hispanic (may be of any race)	882	12,812
<b>Median Age (2018)</b>		
Buena Vista		39 years
Lexington		23 years
Rockbridge		49 years

## Population in Thousands



## Unemployment Rates





# Labor Market

## Civilian Labor Force (2018)

Rockbridge Area	15,935
Extended Labor Market Area	186,036
Total	201,971

## Labor Force Participation (2013-2017)

Rockbridge Area	52.0%
Extended Labor Market Area	59.1%

## Unemployment

<b>Unemployment Rate (December 2019)</b>	
Rockbridge Area	2.6%
Extended Labor Market Area	2.6%
Statewide	2.5%
<b>Unemployed (2018)</b>	
Rockbridge Area	516
Extended Labor Market Area	5,920
Total	6,436
<b>Underemployed (4th Quarter 2019)</b>	
Rockbridge Area	1,380
Extended Labor Market Area	16,554
Total	17,934



# Labor Market

<b>Commute Time (2013-2017)</b>		
Worked from home	912	6.1%
Under 15 minutes	5,533	39.5%
15-24 minutes	4,166	29.8%
25-34 minutes	1,928	13.8%
35-44 minutes	499	3.6%
45-59 minutes	847	6.0%
Over 60 minutes	1,030	7.4%
Mean Travel Time to Work (minutes)		
Buena Vista		18
Lexington		17
Rockbridge		24

<b>Additional Labor Resources</b>	
High School Graduates Not Continuing (2017-2018)	65
Two-Year College Graduates (Spring 2018)	1,517
Two-Year College Enrollees (Fall 2018)	5,028
Other College and University Graduates (Spring 2018)	19,715
Total	26,325

### 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.

Rockbridge Area	6
Extended Labor Market Area	5,386
<b>Total</b>	<b>5,392</b>

### Educational Attainment

On-Time Graduation Rate (Class of 2018)	89.9%
Percentage of Rockbridge Area population age 25+ who are high school graduates (2013-2017)	85.0%
Percentage of Rockbridge Area population age 25+ who have earned a Bachelor's Degree or higher (2013-2017)	25.6%





# Labor Market

## Employment by Sector\* (4th Qtr. 2018)

Agriculture Forestry Fishing and Hunting	69	0.5%
Mining Quarrying and Oil and Gas Extraction	N.D.	N.D.
Utilities	N.D.	N.D.
Construction	523	3.9%
Manufacturing	1,710	12.8%
Wholesale Trade	138	1.0%
Retail Trade	1,759	13.2%
Transportation and Warehousing	109	0.8%
Information	60	0.5%
Finance and Insurance	218	1.6%
Real Estate and Rental and Leasing	75	0.6%
Professional Scientific and Technical Services	480	3.6%
Management of Companies and Enterprises	N.D.	N.D.
Administrative and Support and Waste Management	499	3.7%
Educational Services	1,768	13.3%
Health Care and Social Assistance	1,276	9.6%
Arts Entertainment and Recreation	139	1.0%
Accommodation and Food Services	1,426	10.7%
Other Services	346	2.6%
Total Government	2,604	19.5%
Federal Government	87	0.7%
State Government	999	7.5%
Local Government	1,518	11.4%
Unclassified	15	0.1%
<b>Total</b>	<b>13,322</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>
Advanced Drainage Systems	Plastic pipe
Everbrite Corporation	Electric signs
Heatex America	Heat Exchangers
Modine Manufacturing Company	Space heaters
Mohawk	Commercial carpeting
Munters	Air exchange units
Sayre Enterprises	Embroidery Operations
<b>NonManufacturing</b>	
<b>Company</b>	<b>Product/Service</b>
Byers, Inc	Industrial Pipe Fitting
Carilion Stonewall Jackson Hospital	Health care
Devils Backbone Brewing Company	Beverage Production
Kendal at Lexington	Retirement Community
Lowes Home Center	Retail
Natural Bridge Hotel & Conference Center	Hotel/Conference Center
Northwest Hardwoods	Lumber
Southern Virginia University	Higher education
Vesuvius/Lee Hi Travel Center	Travel Center
Virginia Military Institute (VMI)	Higher education
Wal-Mart Stores, Inc.	Discount store
Washington & Lee University	Higher education
Whites Travel Center	Travel Destination

# 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 Industrial Truck and Tractor Operators	14.75	15.93	30,665	33,139
Heavy and Tractor-Trailer Truck Drivers	15.92	17.30	33,109	35,983
Inspectors, Testers, Sorters, Samplers, and Weighers	19.46	20.82	40,480	43,318
Welders, Cutters, Solderers, and Brazers	17.66	18.77	36,741	39,039
Machinists	21.85	21.10	45,432	43,896
First-Line Supervisors of Production and Operating Workers	22.48	22.72	46,761	47,261
Maintenance and Repair Workers, General	28.19	30.19	58,638	62,804
Industrial Machinery Mechanics	19.05	19.72	39,639	41,013
Bus and Truck Mechanics and Diesel Engine Specialists	25.44	26.22	52,931	54,548
Office Clerks, General	21.02	21.44	43,719	44,593
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	14.28	14.88	29,706	30,950
Receptionists and Information Clerks	16.33	16.44	33,974	34,186
Customer Service Representatives	12.59	12.80	26,184	26,622
Bookkeeping, Accounting, and Auditing Clerks	14.30	15.24	29,754	31,693
First-Line Supervisors of Office and Administrative Support Workers	17.41	17.77	36,221	36,953
Computer User Support Specialists	23.26	24.42	48,381	50,791
Network and Computer Systems Administrators	21.05	22.54	43,793	46,881
Accountants and Auditors	35.91	36.66	74,712	76,254
Human Resources Specialists	32.48	36.84	67,555	76,619
	27.12	28.41	56,396	59,098

## Per Capita Personal Income (2017)

\$38,981

## Median Family Income (2013-2017)

Rockbridge	\$64,865
Buena Vista	\$45,313
Lexington	\$62,600

# Education

## Public School Enrollment (Fall 2018)

Level	Number	Enrollment
Elementary	7	1,932
Middle	3	965
High School	2	1,386

## Student Teacher Ratio (FY 2018)

Elementary	12:1
Secondary	12:1

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

11,504.29
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## On-Time Graduation Rate (Class of 2018)

89.9%
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## High School Graduates Continuing Education (2017-2018)

78.3%
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## Advanced Programs (2017-2018)

Governor's Schools	
Jackson River Governor's School	
Students taking 1 or more Advanced Placement (AP) Courses	192
Students taking 1 or more AP Exams	157
Students taking 1 or more Dual Enrollment Courses	330

# Education

## Workforce Development Facilities

Facility	Type
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 2018

Facility	Enrollment
Liberty University	79,152
Central Virginia Community College	4,047
University of Lynchburg	3,081
Washington and Lee University	2,220
Mary Baldwin College	1,900
Virginia Military Institute	1,685
Dabney S. Lancaster Community College	981
Southern Virginia University	979
Randolph College	623
Centra College of Nursing	401 <sup>◊</sup>
Sweet Briar College	330
Virginia University of Lynchburg	304 <sup>◊</sup>
American National University - Lynchburg Campus	<sup>+</sup>

<sup>+</sup> Enrollment figures are not available.

<sup>◊</sup> Fall 2017 Enrollment

# Transportation

Interstates	
Name	Distance
I-64	0.0 miles (0.0 km.)
I-81	0.0 miles (0.0 km.)
I-581	28.0 miles (45.1 km.)

Note: Measured from border of locality/region.

Highways				
Highway 11	Highway 130	Highway 251	Highway 252	Highway 39
Highway 42	Highway 48	Highway 501	Highway 56	Highway 60

Commercial Air Service		
<b>Lynchburg Regional Airport, Lynchburg -- 40.3 miles (64.9 km.)</b>		
American Airlines		
<b>Roanoke-Blacksburg Regional Airport, Roanoke -- 50.3 miles (81.0 km.)</b>		
American Airlines	Delta Air Lines	United Airlines
Allegiant Air		
<b>Shenandoah Valley Regional Airport, Weyers Cave -- 50.7 miles (81.6 km.)</b>		
United Express		
<b>Greenbrier Valley Airport, Lewisburg, WV -- 72.0 miles (115.8 km.)</b>		
United Airlines		
<b>Charlottesville-Albemarle Airport, Charlottesville -- 75.5 miles (121.4 km.)</b>		
American Airlines	Delta Air Lines	United Airlines

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



# Transportation

## General Aviation Service

Name	Runway Length
Waynesboro/Eagles Nest Airport, Waynesboro	2,004 ft (611 m)

## Freight Rail Service

Buckingham Branch Railroad CSX Transportation Norfolk Southern Railway Company
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## Seaports

Name	Distance
Port of Virginia	216.0 miles (347.6 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
New River Valley Airport (Virginia TradePort)	94.5 miles (152.1 km)
Port of Washington - Dulles	173.9 miles (279.8 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	BARC Electric Cooperative
Electric	Dominion Energy
Natural Gas	Columbia Gas of Virginia
Telecommunications	Verizon South
Telecommunications	Verizon-Virginia
Telecommunications	nTelos
Telecommunications	CenturyLink
Water	City of Buena Vista
Water	Rockbridge County Public Service Authority
Water	City of Lexington
Water	Maury Service Authority
Waste Water Treatment	City of Buena Vista
Waste Water Treatment	Rockbridge County Public Service Authority
Waste Water Treatment	Town of Glasgow
Waste Water Treatment	City of Lexington
Solid Waste Disposal	Rockbridge County Sanitary 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
SunTrust Bank	209,720.5
Union Bank & Trust Co.	13,732.0
City National Bank of West Virginia	4,837.8
Carter Bank & Trust	4,039.6
Bank of Botetourt	435.8
CornerStone Bank, N.A.	148.6



# Government and Taxes

## Government

Rockbridge County has a County Administrator and a five-member Board of Supervisors. The city of Lexington has a City Manager and a seven-member City Council. The city of Buena Vista has a City Manager and a seven-member City Council.

Each city and the county establishes and enforces their own zoning ordinances and regulations, as well as their own Comprehensive Plans.

The City of Lexington serves as the Rockbridge County seat. Glasgow and Goshen are incorporated Towns in 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 (Buena Vista) [pdf](#)*

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

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

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

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

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



# Community Facilities

The community is served by Carilion Stonewall Jackson Hospital in Lexington. This facility has 50 beds and operates a 24-hour emergency room. Hospital services include general medical, surgical and intensive care. A 50-bed extended-care facility adjoins the hospital.

Thirty-one physicians and 17 dentists practice in the Rockbridge Area.

A mental health clinic is available in Lexington. The Buena Vista and Lexington-Rockbridge County Health Departments both offer a wide range of medical services, including outpatient care.

The Rockbridge Regional Library is headquartered in Lexington and operates branches in Buena Vista, Goshen, and Glasgow. It maintains a collection in excess of 135,000 volumes and extends bookmobile service to the surrounding areas on a weekly basis. Additionally, library resources at Washington & Lee University, Virginia Military Institute, and Southern Virginia College are available with a total of over 1,300,000 volumes.

Most residents shopping needs are easily accommodated in the Lexington or Buena Vista areas. Recent revitalization of historic downtown Lexington has preserved much of the original architecture and provided a pleasing shopping environment. Efforts to continue the revitalization of the central business district in Buena Vista and expand shopping opportunities are underway. Additional shopping in Roanoke or Lynchburg is within one hour's drive.



# Community Facilities

**(continued)**

There are over 30 churches in the Rockbridge community. Major Protestant denominations and the Roman Catholic Church are represented. Jewish synagogues are located in Lynchburg, Roanoke, and Staunton.



# Lifestyle

The presence of Washington & Lee University and Virginia Military Institute in Lexington and Southern Virginia University and Dabney S. Lancaster Community College in Buena Vista contributes to a high level of cultural activity in the community. The colleges provide numerous lectures, concerts, art exhibits, and a variety of athletic events, most of which are available to the general public. In addition, several other community organizations, such as the Rockbridge Concert Theatre Series, the Rockbridge Historical Society, and the Rockbridge chapter of the Virginia Museum of Fine Arts provide cultural activities for area residents. The Lenfest Center presents theatrical productions throughout the entire year. The summer months also bring a professional theatrical and concert series to the Lime Kiln Theatre, an outdoor amphitheater.

A variety of public and private recreational opportunities awaits area residents. This includes 29 parks and playgrounds, 7 tennis courts, 12 campgrounds, 11 swimming pools, and 18 picnic sites. Glen Maury Park in Buena Vista is notable for its multi-purpose facilities and 315-acres of land with more than one mile of river frontage. The Lexington Golf and Country Club provides full amenities for its members, including an 18-hole golf course.

Access is easy to the County's extensive inventory of natural environmental areas. Choices include the George Washington and Jefferson National Forests, the Goshen Wildlife Management Area, Goshen National Area, Little North Mountain Wildlife Management Area, the renowned Blue Ridge Parkway, and the Natural Bridge State Park. The James and Maury Rivers flow through the area and provide water recreation activities. These natural assets provide excellent locations for hunting, fishing, hiking, picnicking, and other outdoor pursuits.

**(continued)**

History buffs will find over 100 culturally and historically significant sites throughout the area. The best known of these include the Natural Bridge State Park, the Cyrus McCormick Farm, Lee Chapel at Washington & Lee University, the Stonewall Jackson House, and the George C. Marshall Museum at VMI.

The horse industry is a major part of life in the community. Consequently, the Rockbridge Area is home to the Virginia Horse Center located on a 361-acre site near Lexington. The center provides a centrally located site for year-round activities including major horse sales, competition events, equine events, instructional classes, and recreation.

*Shenandoah Valley Profile*

*City of Buena Vista*

*City of Lexington*

*Rockbridge County*

*Shenandoah Valley Partnership*