

**2012
CAMPBELL COUNTY
COMPREHENSIVE ECONOMIC
DEVELOPMENT STRATEGY
UPDATE**

July 28, 2011

CEDS COMMITTEE

- Welcome & Introductions
- Approval of June 28, 2011 Commission Minutes

CEDS COMMITTEE OVERVIEW

- Purpose of CEDS
- Process
- Timeline, Meeting Dates

CEDS Committee Meeting Dates

- July 28, 2011
- August 18, 2011
- October 27, 2011
- December 8, 2011
- Public Information meetings held in February & March 2012
- March 15, 2012
- April 19, 2012

2007 CEDS Executive Summary

- Modest growth countywide, southern end of county showing declines
- Second fastest income growth in the Region 2000 or Lynchburg MSA area
- County's economy strong and diverse but both towns showing signs of weak economies

2007 Executive Summary Review Cont.

- ⦿ Significant increase in retail
- ⦿ Manufacturing comprised 28.7% of our total jobs
- ⦿ That was good news as manufacturing jobs pay higher wages
- ⦿ It was bad news as it was decline of 3.8% from 2003
- ⦿ County had higher percentage of manufacturing jobs than the Lynchburg MSA (20.9%) and Virginia (9.2%)

2007 Executive Summary- Infrastructure

- ◉ County continues development of utilities with sewer down Rt. 29
- ◉ Recognizes Broadband as a vital service equal to electricity, water & sewer
- ◉ Identified four industrial centers: Altavista, Brookneal, Mt. Athos, and areas adjacent to Lynchburg
- ◉ Excellent training programs
- ◉ Transportation system challenges
- ◉ Impact of Liberty University on growth

2007 Executive Summary SWOT

- ⦿ Strengths: workforce- environment- government- cost of doing business & quality of life
- ⦿ Weaknesses: lack of competitive modern industrial sites & buildings- declining towns- scarce tourism attractions- roads transportation- weak airport
- ⦿ Opportunities: Rt. 29 corridor-regional shopping centers- existing business growth- attracting & training workforce of the future
- ⦿ Threats; GLOBAL COMPETITION, providing for our workforce needs

2007 Executive Summary Other Elements

- Goals- 10 operation and 10 Capital projects
- Agricultural Development- important to economy
- Marketing- underfunded, doing best we can with what we have, have our own Web /site
- Business Retention- very important, need to re-evaluate our target markets, expand our existing business visitation efforts
- Focus on assisting Towns