

Approved September 16, 2020

Clarke County Economic Development Advisory Committee
July 15, 2020, Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, July 15, 2020, at 1:00 pm.

Board: Chris Bates, Christy Dunkle, Christina Kraybill, Bev McKay, John Milleson, and Betsy Pritchard

Absent: Lori Mackintosh, Lee Shaeffer

Staff: Tiffany Kemp, Felicia Hart, Chris Boies, Cathy Kuehner

Press: Mickey Powell – The Winchester Star

Also Present: Doug Lawrence, Board of Supervisor, and via call-in, Matthew Bass, Board of Supervisor

1. Call to Order

At 1:01 pm, Chairman John Milleson called the meeting to order.

2. Adoption of Agenda

Christy Dunkle, seconded by Christina Kraybill, moved to adopt the agenda as presented. The motion carried by the following vote

Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Lori Mackintosh	-	Absent
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Lee Sheaffer	-	Absent

3. Approval of Minutes

Approved September 16, 2020

Christina Kraybill, seconded by Betsy Pritchard, moved to approve the January 29, 2020, and June 17, 2020, minutes as presented. The motion carried as follows:

Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Lori Mackintosh	-	Absent
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Lee Sheaffer	-	Absent

4. Continued Discussion: Agri-Equine Survey

Highlights Include:

John Milleson:

- Requested point of clarification on the Ag-Equine Survey.
- Inquired to the price of the survey.
- Concluded, we will hold off until the beginning of 2021 and discuss it again. We do not have the money right now, and it's only going to get worse before it gets better.

Chris Bates:

- This topic comes up from time to time. The need has been presented a few times in the last few years. The agricultural land plan calls for such a survey. We've historically done them in the past.
 - It's especially helpful for our new Director of Economic Development and Tourism to know what we have. A significant frustration over the years has been the former director, when asked a question about agriculture, would respond we don't have enough farms to do that. We need to know how many farms we do need or have what they do and what they need. We do not have the answers to those questions.
 - The Agri-Equine Survey has been an ongoing discussion, which began a few years ago as a horse study only, as recommended by the Equine Alliance. The Board of Supervisors chose not to survey at that time. However, if you read the studies that have been completed and drive around the neighborhood, you will notice that equine is a tremendously large portion of the economic engine in Clarke County. We keep postponing this and feel it's about time to do it.
 - We have an inland port that has expanded. The biggest and best on the East coast. Do we have enough products to handle a trans-loading or elevator situation in Clarke County to support that kind of operation?
-

Approved September 16, 2020

- Chris Bates guesstimated the price of the study as follows: roughly \$15,000 for the equine portion of the survey; approximately \$50,000 for a full agricultural study.

Bev McKay:

- Personally, not totally in favor of this as he is not sure what this will accomplish other than prove agriculture is a big part of the economy and zoning, which we already know. We need to know what we want to show before deciding to continue. He does not feel there will be very much funding support from the County right now due to budget constraints. We need agriculture infrastructure, machinery dealerships, hemp processing plant could have gone here, machinery repair, meat processing plants, etc.
- There is not much agriculture in the northern part of the Shenandoah Valley. People go to Harrisonburg or Pennsylvania. Everyone agrees we need that kind of stuff; but, due to budget constraints and the money, I would feel differently.
- Poultry mills pay 45 cents over for corn. The export market tends to be negative or even, which gets you to go to this side of Harrisonburg. It is a 45-minute drive, and you don't wait to unload, which is a big plus.
- What we are missing is the extension service. Virginia Tech has decimated the Extension Service.

Christy Dunkle:

- Pointed out, service industries are currently struggling.

Christina Kraybill:

- If we did a survey like this in the future, would one possible outcome be information on the need for a type of trade school, farming services training site to help support what we have and what we envision? I feel that one of the things we don't have in our County is continued education/next level of education besides apprenticeships and stuff like that.
- Personally, a long-term vision is a type of school in Clarke County, likely located in a building no one has been able to do anything with; that's teaching these trades that are being decimated, yet are necessary, and we need to have.
- What has happened in the last few months is changing what people want to do going forward. Trades are attractive.
- Would this survey help show us where the gaps are to advocate further education/trade school/apprenticeships? Believes trade schools will be more desirable in the future because of Covid-19 and the changes it's brought.
- Voiced concerns the cost of the full study is equal to someone's salary.

Felicia Hart:

Approved September 16, 2020

- In regards to trade schools: what are our gaps; not everyone will go for a 2-4 (two- or four-) year degree. How do we keep those people here? Every locality is facing this type of issue, and LFCC Workforce Development is taking this head-on.
- Regionally we are working closely with the high school to get that information out and understand the opportunities available.

Chris Boies:

- Expressed that as a board without spending authority, this study would have to go to the Board of Supervisors for approval as a budget supplement.
- This budget year will be very tough to get approved. The survey could be put in the budget process for next year.

5. Northern Shenandoah Valley Talent Attraction Marketing Strategy Discussion

Highlights Include:

Chris Boies:

- This is a study done on a regional basis to look at the struggle to acquire and attract the talent they need for the workforce.
- We should continue to promote:
 - Quality of life we have here
 - The relative affordability of housing
 - Training opportunities through community colleges
- Having a talent website for the region, what to do, cost of living, networking, etc.
- Partner with GoVirginia request related to Covid-19; “Get back to work” marketing campaign.
- Our \$9,000 portion could potentially use CARES money for that; looking into this as a possibility.
- Economic Development is a regional type of activity; what helps Frederick County/Winchester often helps Clarke.

Felicia Hart:

- Work closely with Human Resources at larger plants and businesses because they are trying to convince folks to come here. It’s a regional thing, must look at the big picture.
 - A large number of people interviewed in the study had no idea where Shenandoah Valley was located. Understanding this must tie in with marketing to make ourselves known.
-

Approved September 16, 2020

6. HB 785 Local Taxing Authority / Meals Tax Update

Highlights Include:

Chris Boies:

- Meals Tax:
 - Previously worked towards estimating what revenue could come in via a meals tax; unfortunately, that data is not accessible.
 - Virginia General Assembly allows localities to do specific taxation they could not before.
 - Counties can impose up to six (6) percent without a referendum, effective July 1, 2020
 - Apply to unincorporated areas of Clarke County. Berryville is already collecting a tax; the County couldn't impose an additional fee without its approval.
 - Transient Occupancy Tax (TOT)
 - The previous max taxation allowed was 2%; Virginia State code was changed to allow an unlimited amount but, any funds over 2%, but under 5%, must go to tourism promotion within the locality. Anything over 5% the board can spend as it wishes.
 - Felicia Hart plans to meet with those currently paying the TOT to talk about how they would like to see revenues spent if we did increase the tax rate. A meeting date is not yet set.
 - Cannot be effective until May 1, 2021
 - Cigarette Tax
 - Up to 40¢ per pack
 - Effective July 1, 2021
 - The state is trying to find a more efficient way to collect that tax. The current method is a sticker on each package, they are working for a better way to manage that taxation.
 - Clarke County currently does not collect a tax on cigarettes; the Town of Berryville is collecting 10¢ per pack.
 - Court House Security Fee
 - An increase from \$10-\$20 per case
 - Board is holding a public hearing set for Tuesday, July 21, 2020.
 - Looked at as a user fee, already getting the security, but this is a way to collect those revenues.
 - BPOL
 - County has always had the right to receive, which has been debated and discussed in the past.
-

7. CARES Funds and Covid-19 Update by Felicia Hart

Highlights Include:

Felicia Hart:

- Hand out given in the meeting, see Attachment 1.
 - First is a comparison of what other localities are doing and how they are dispersing their funds.
 - The second is from the VA Employment Commission and is specific to Clarke County and tells us the employers, what our needs are, what our gaps are, turn over areas, etc.
 - The third shows the percentage of change in consumer spending. This document is specific to the Covid-19 timeframe and Clarke County. It tells the story of what is happening in our backyard.
 - The last document breaks down Clarke Counties' population and shows what it's needs are, good and bad. These are good reference points to have to help our community.
- Regarding the CARES Act –
 - We are still working on how we can manage funds. Clarification is being worked on in regards to a few definitions we are unsure of in regards to large industries and non-profits.
 - This group could assist by talking with business owners, finding out their needs and how they feel the money should be spent.
 - Business owners have been applying and receiving the Payroll Protection Funds, others the EIDL Funds. We just received notice the EIDL Funds are officially out of money, but the Federal Government has some ideas in the works it is going to be filtering down.
 - Do we want to hand out monies, how do we hand out the money, what's the accountability? How much financial assistance do they need? Feels business owners should "have skin in the game" not used as a Band-Aid. Can they get through on the other side? Documentation could be requested. A considerable brush is available to be used here.
 - A team needs to be put together to go through applications for CARES Funds to decide who gets the money. Recommends a deadline for requesting funds.
 - Now that things have slowed down regarding masks and the limiting of people in one location want to take advantage and visit more businesses. Any introductions you may have, she would like.
 - Will provide Christy an introductory letter and a business card to hand out when people are applying for business licenses in Berryville.
 - Please send anyone with questions regarding the CARES funding to Felicia Hart.

Approved September 16, 2020

- The process is to develop a program, take that program to the Finance Committee, and then get approval from the Board of Supervisors. We hope to do this in August.
- One thought is to disperse funds through the IDA. Appoint a group of five people to go over requests as they come in. We need to determine the criteria to receive funds and what levels of assistance we are willing to give.
- Ideas from the EDAC should they have any, are a
- We've currently set aside ~\$100,000, which can be raised or lowered; this is a rough ballpark number thrown out to get the discussion going.

8. Committee Update: Berryville/Clarke County Joint Committee on Economic Development and Tourism by Chris Boies

- The Town of Berryville and Clarke County have been collaborating for years on economic development and tourism.
- The Memorandum Of Understanding (MOU) was out of date and needed updating.
- The updated MOU has been signed by both the Town of Berryville and Clarke County. Each has a copy on file.
- The most significant change was the Town of Berryville contributing funds to allow a full-time Economic Development and Tourism Director, Felicia Hart, to be hired.
- A joint committee between the Town of Berryville and Clarke County was established- The Berryville/Clarke County Joint Committee on Economic Development and Tourism- to assist in setting goals for the Director of Economic Development and Tourism.
- The Joint Committee is meeting Friday, July 17, 2020. When goals are established, they will be added to the next packet, so this committee has the information as well.

Collector Road Update

Chris Boies:

- The Berryville Town Council and the Clarke County Board of Supervisors heard a presentation on Thursday, July 16, 2020, on the roadway that would connect Jack Enders Boulevard to Rt. 340.
 - The site plan for the industrial park had a future crossing of the railroad tracks built into that site plan.
 - There is a site distance issue due to curvature in the railroad, which removes the previously discussed location as an option for a crossing.
 - The consultants came back with variations:
 - 1) Two options create cul-de-sacs at the end of Jack Enders to extend it to the Smallwood property and then cul-de-sac it.
 - 2) Two options to take it across the railroad tracks at the existing Smallwood Lane crossing and then take it to Rt. 340 from there.
-

Approved September 16, 2020

- The approximate cost of the crossing, in addition to improvements to Jack Enders on this side, was about \$10 Million.
- We currently do not own any properties where the road would need to be built.
- Concerns:
 - 1) Overall cost
 - 2) Impact to wetlands
 - 3) Citizen concerns

Christy Dunkle:

- A large mailing was done to inform citizens this was happening.
- The reason this started was tractor/trailer traffic on Main Street.
- Tried for a smart scale grant a few years ago, but lacked the points to come close
- Incumbrancers:
 - At grade crossing
 - Train car stacking was an issue
 - If we had a great rail station built or an active spur was made, then that would help to get an at-grade crossing. The curvature of the rail, site distance, and stacking will remain issues.
 - Urban Legend: You have to give up possibly multiple crossings, and you have to apply to the railroad engineer to get an answer.
- Many issues are opposing this effort with the original plan; that is why they chose these other routes.
- Believes the end of the day proposal was to create a cul-de-sac on the Smallwood property, but that would mean more traffic on East Main Street or through downtown. This is also problematic, but that would give the benefit of not shovel ready, but developable sites for grant opportunities.
- The Smallwood property has numerous heirs that would have to be considered.
- Roads that we have built have been at a developer's cost.
- Cost-wise it is better to develop a partnership with a private developer who would incur the cost of the roads to be built. While this is a longterm vision, it is a critical component of transportation in the town.
- There are opportunities for developers in that direction.

9. Next Meeting

The next meeting is scheduled for Wednesday, September 16, 2020.

Staff will include monthly taxes collected from Airbnb's.

Approved September 16, 2020

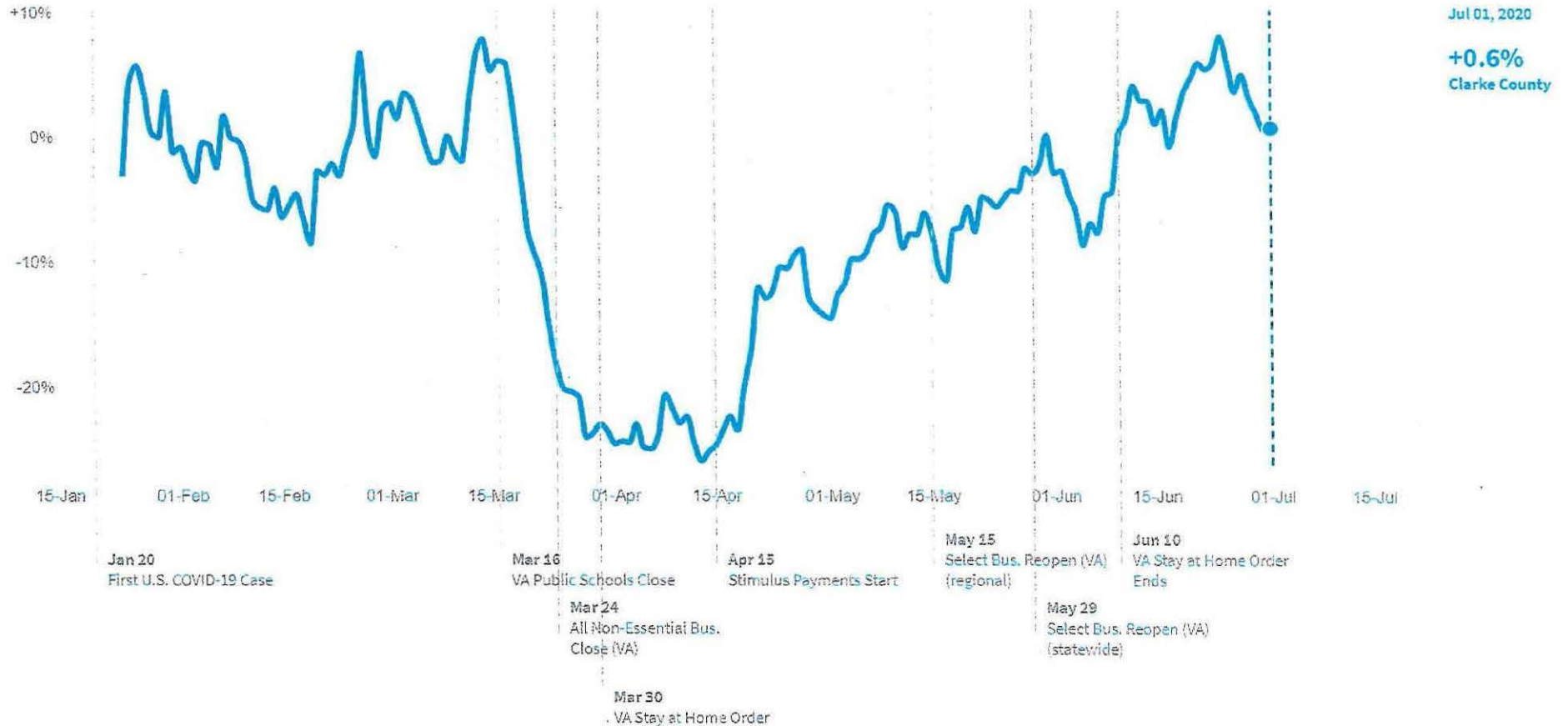
10. Adjournment

Being no further business, at 1:52 pm, Chairman Milleson adjourned the meeting.

Minutes recorded and transcribed by Tiffany R. Kemp, Clerk

Percent Change in All Consumer Spending*

In **Clarke County**, as of July 01 2020, total spending by all consumers increased by **0.6%** compared to January 2020.

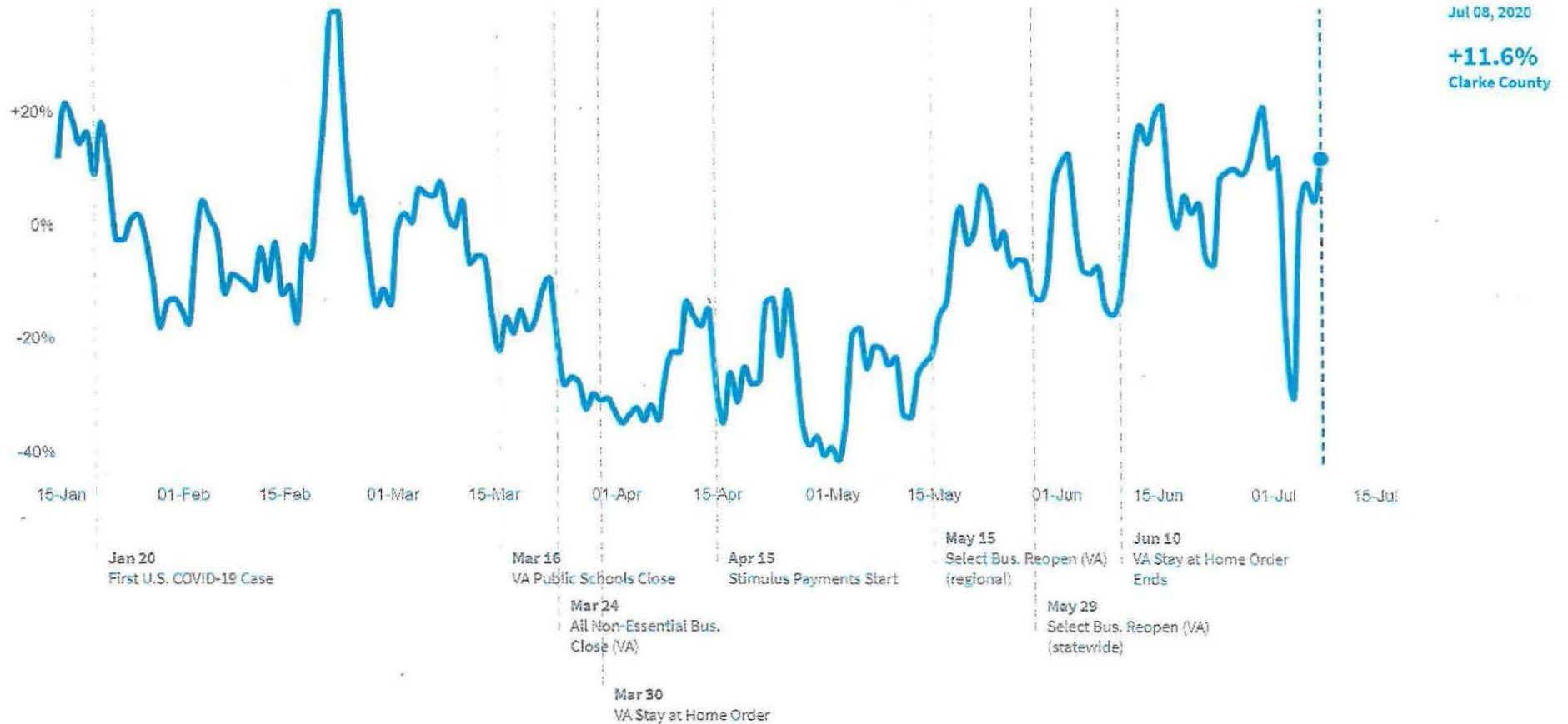


*Change in average consumer credit and debit card spending, indexed to January 4-31 2020 and seasonally adjusted. This series is based on data from Affinity Solutions.

last updated: July 14, 2020 next update expected: July 15, 2020

Percent Change in Small Business Revenue*

In **Clarke County**, as of July 08 2020, total small business revenue increased by **11.6%** compared to January 2020.

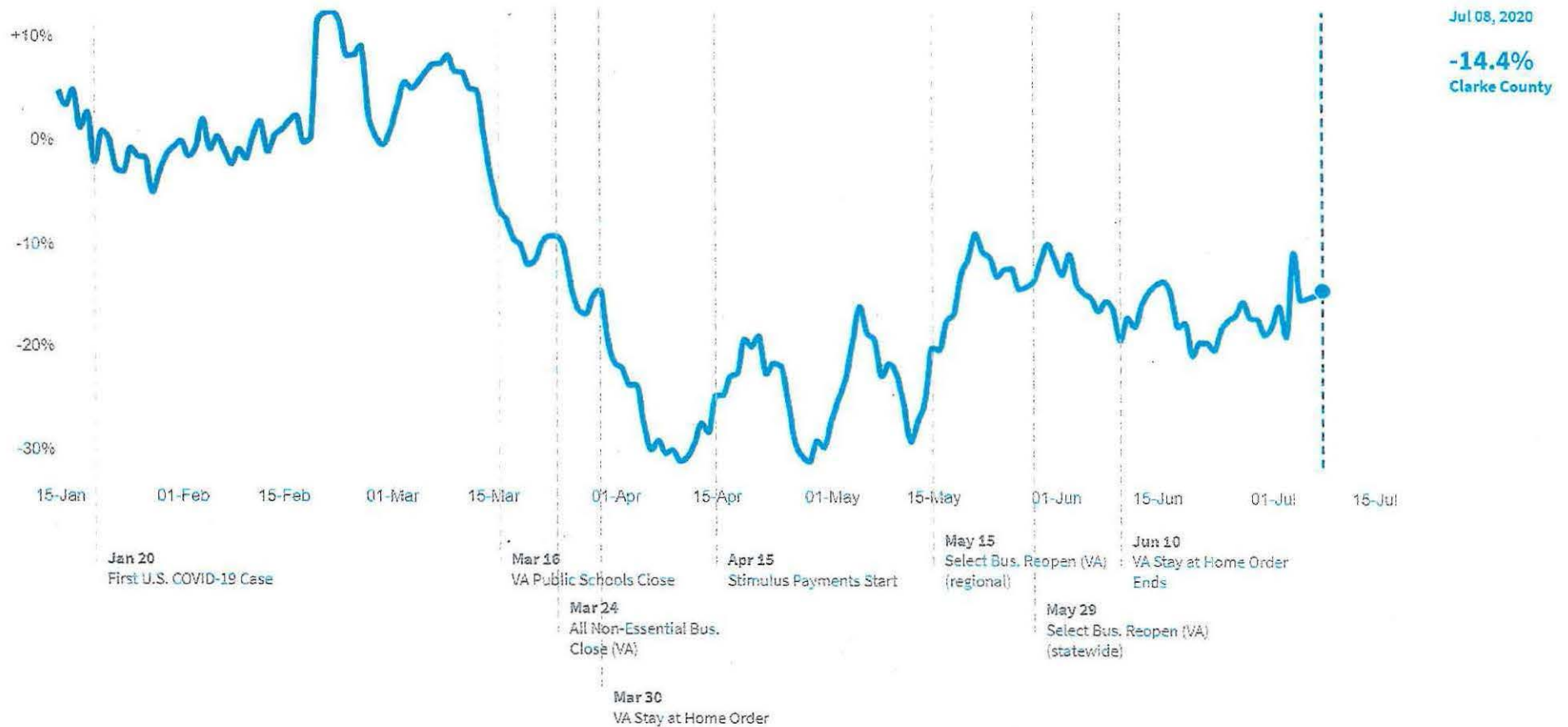


*Change in net business revenue for small businesses, indexed to January 4-31 2020 and seasonally adjusted. This series is based on data from Womply.

last updated: July 14, 2020 next update expected: July 17, 2020

Percent Change in Number of Small Businesses Open*

In **Clarke County**, as of July 08 2020, the number of small businesses open decreased by **14.4%** compared to January 2020.

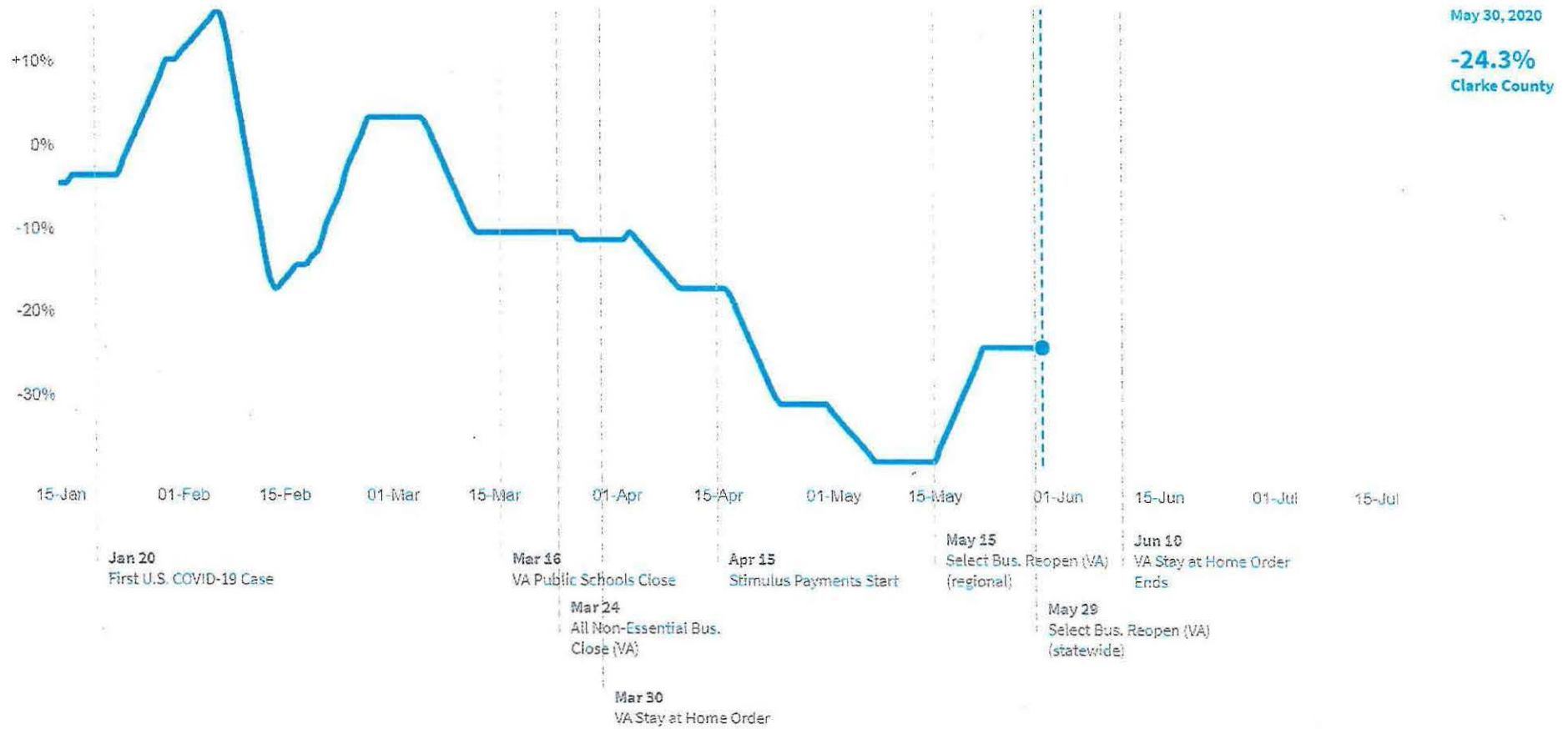


*Change in small businesses open (defined as having financial transaction activity), indexed to January 4-31 2020 and seasonally adjusted. This series is based on data from Womply.

last updated: July 14, 2020 next update expected: July 17, 2020

Percent Change in Employment among Low-Income Workers*

In **Clarke County**, as of May 30 2020, employment rates among low-income workers decreased by **24.3%** compared to January 2020.

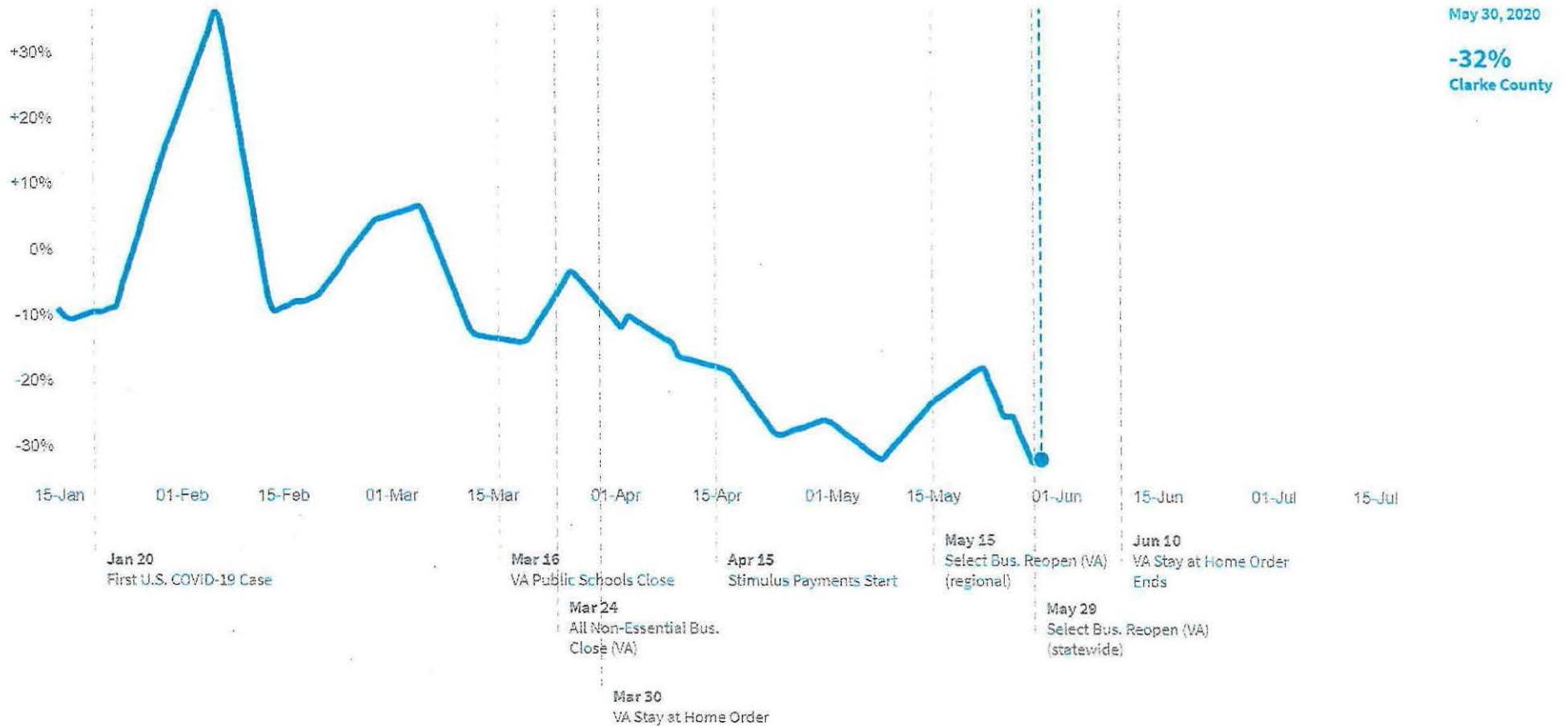


*Change in employment rates among low-income workers (median annual after-tax income $\leq \\$20,000$), indexed to January 4-31 2020. This series is based on data from Earnin and Homebase.

last updated: June 17, 2020 next update expected: July 20, 2020

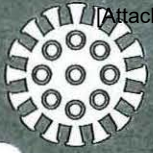
Percent Change in Earnings among Low-Income Workers*

In **Clarke County**, as of May 30 2020, earnings among low-income workers decreased by **32%** compared to January 2020.



*Change in earnings among low-income workers (median annual after-tax income < \$20,000), indexed to January 4-31 2020. This series is based on data from Earnin and Homebase.

last updated: June 17, 2020 next update expected: July 20, 2020



(Attachment 1)

CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Frederick County, VA

91,160

Population

33,023

Households

2.73

Avg Size Household

40.4

Median Age

\$76,418

Median Household Income

\$267,003

Median Home Value

107

Wealth Index

148

Housing Affordability

38

Diversity Index

POPULATION AND BUSINESSES



195.0

Daytime Population per Square Mile



2,215

Total Businesses



26,693

Total Employees

POVERTY AND LANGUAGE



6%

Households Below the Poverty Level



1,963

Households Below the Poverty Level



100

Pop 65+ Speak Spanish & No English

AT RISK POPULATION



7,626

Households With Disability



14,964

Population 65+



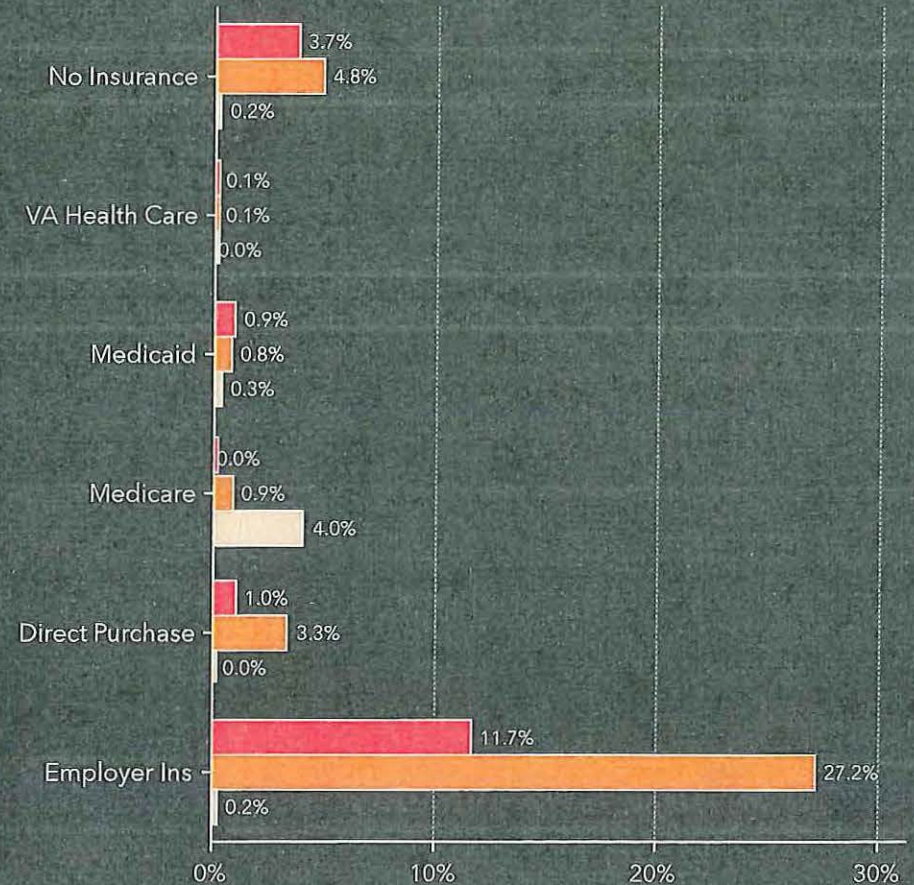
1,066

Households Without Vehicle

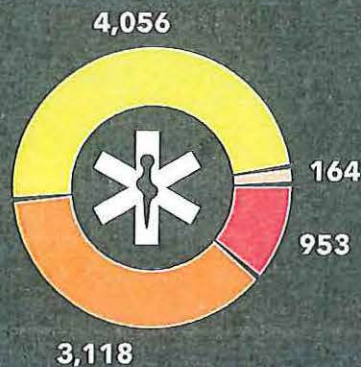


HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



POPULATION NO HEALTH INSURANCE (ACS)



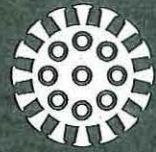
0-18 19-34 35-64 Age 65+



Source: Esri forecasts for 2019, U.S. Census Bureau 2013-2017 American Community Survey (ACS) Data, Businesses counts from Infogroup

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source 2013-2017 American Community Survey (ACS) Data.

LANGUAGE (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	12,692	46,284	13,393	72,369
Spanish	1,886	4,114	278	6,278
Spanish & English Well	1,834	3,107	73	
Spanish & English Not Well	52	804	105	961
Indo-European	16	571	108	665
Indo-European & English Well	16	567	88	
Indo-Euro & English Not Well	0	4	20	24
Asian-Pacific Island	63	421	25	509
Asian-Pacific Isl & English Well	63	379	19	
Asn-Pacific Isl & English Not Well	0	42	6	48
Other Language	3	175	0	178
Other Language & English Well	2	175	0	
Other Lang. & English Not Well	1	0	0	1

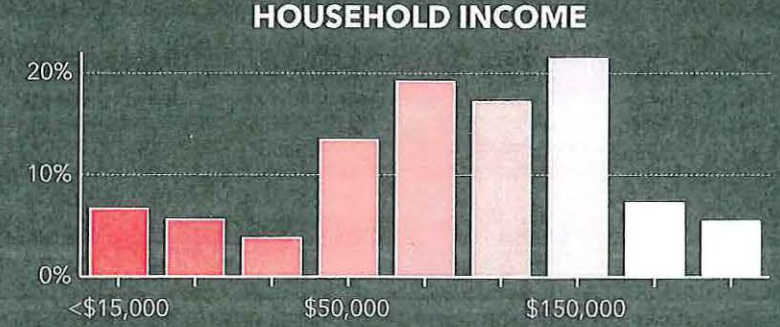


KEY INDICATORS: IMPACT PLANNING

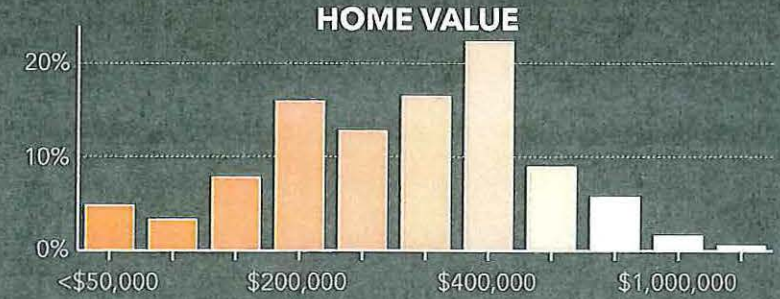
Frederick County, VA

91,160 Population **33,023** Households **2.73** Avg Size Household **40.4** Median Age **\$76,418** Median Household Income **\$267,003** Median Home Value **107** Wealth Index **148** Housing Affordability **38** Diversity Index

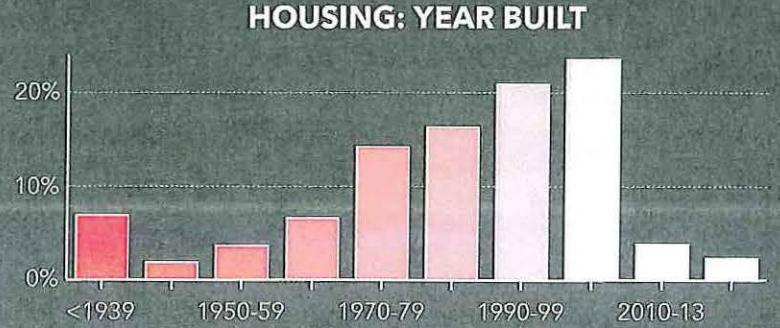
POPULATION AND POVERTY STATUS (ACS)	Total
Population for whom Poverty Status is Determined	83,666
Income to Poverty Ratio <0.50	2,216
Income to Poverty Ratio 0.50-0.99	3,009
Income to Poverty Ratio 1.00-1.24	2,425
Income to Poverty Ratio 1.25-1.49	2,921
Income to Poverty Ratio 1.50-1.84	3,824
Income to Poverty Ratio 1.85-1.99	2,251
Income to Poverty Ratio 2.00+	67,020



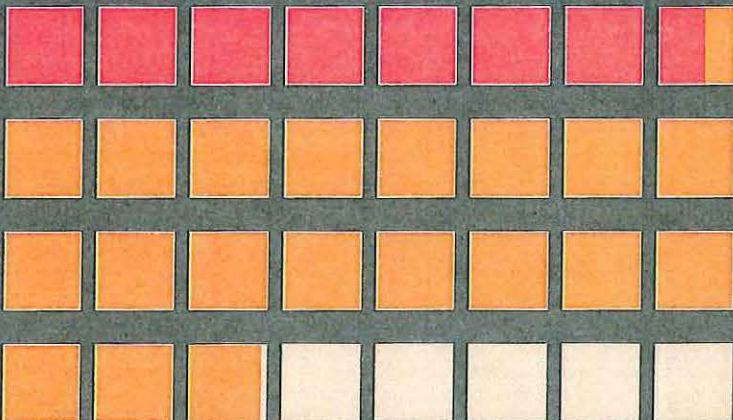
POVERTY LEVELS (ACS)	Below	At/Above	Total
Total	1,963	29,010	30,973
Married Couple Families	439	17,811	18,250
Other Families w/Male Householder	113	1,322	1,435
Other Families w/Female Householder	446	2,938	3,384
Nonfamilies w/Male Householder	463	3,470	3,933
Nonfamilies w/Female Householder	502	3,469	3,971



NO HEALTH INSURANCE COVERAGE (ACS) %	Total
Population <19	1.1% 953
Population Age 19-34	3.7% 3,118
Population Age 35-64	4.8% 4,056
Population Age 65+	0.2% 164



POPULATION BY AGE



■ Under 18 (24.0%)
 ■ Age 18 to 64 (61.0%)
 ■ Age 65+ (16.0%)





Attachment 11

CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Clarke County, VA

14,973

Population

5,869

Households

2.52

Avg Size Household

47.6

Median Age

\$82,346

Median Household Income

\$371,978

Median Home Value

164

Wealth Index

112

Housing Affordability

31

Diversity Index

POPULATION AND BUSINESSES



68.7

Daytime Population per Square Mile



521

Total Businesses



4,367

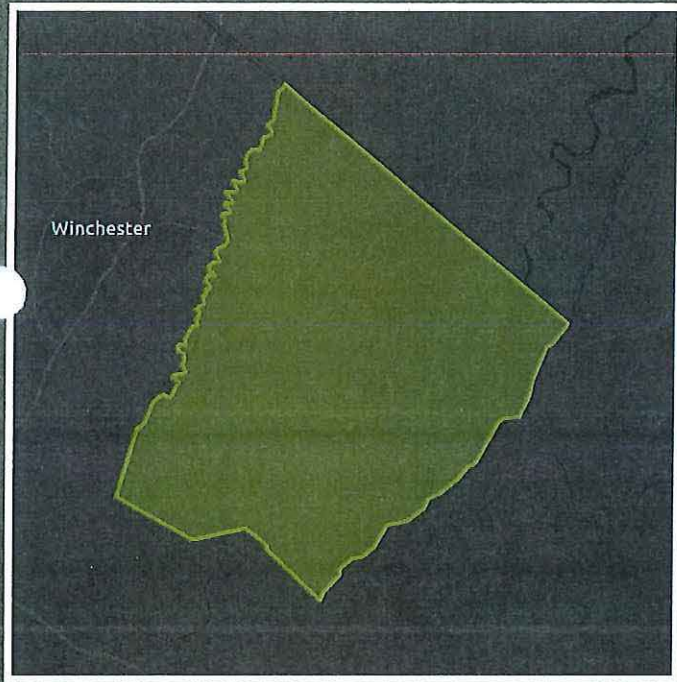
Total Employees

HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34

Pop 35-64

Pop 65+



POVERTY AND LANGUAGE



10%

Households Below the Poverty Level



585

Households Below the Poverty Level



0

Pop 65+ Speak Spanish & No English

AT RISK POPULATION



1,193

Households With Disability



3,231

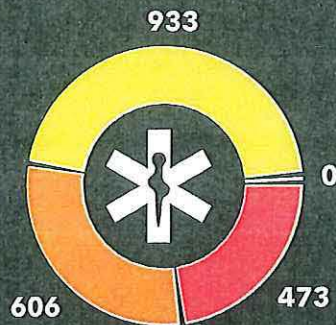
Population 65+



296

Households Without Vehicle

POPULATION NO HEALTH INSURANCE (ACS)



0-18 19-34 35-64 Age 65+



Source: Esri forecasts for 2019, U.S. Census Bureau 2013-2017 American Community Survey (ACS) Data, Businesses counts from Infogroup

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source 2013-2017 American Community Survey (ACS) Data.

[Attachment 1]

LANGUAGE (ACS) Age 5-17 18-64 Age 65+ Total

English Only 2,242 7,836 2,721 12,799

Spanish 100 404 42 546

Spanish & English Well 100 392 42

Spanish & English Not Well 0 0 0 0

Indo-European 0 106 126 148

Indo-European & English Well 0 79 126

Indo-Euro & English Not Well 0 27 0 27

Asian-Pacific Island 9 88 0 97

Asian-Pacific Isl & English Well 9 34 0

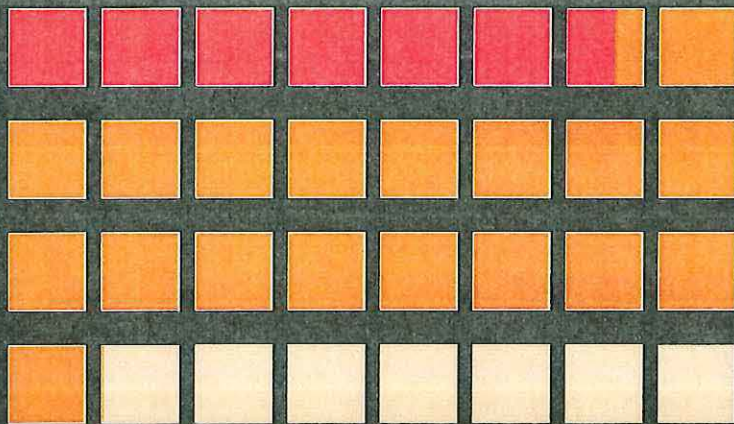
Asn-Pacific Isl & English Not Well 0 27 0 27

Other Language 2 19 0 21

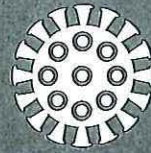
Other Language & English Well 2 19 0

Other Lang. & English Not Well 0 0 0 0

POPULATION BY AGE



Under 18 (21.0%) Age 18 to 64 (58.0%)
Age 65+ (22.0%)



KEY INDICATORS: IMPACT PLANNING

Clarke County, VA

14,973

Population

5,869

Households

2.52

Avg Size Household

47.6

Median Age

\$82,346

Median Household Income

\$371,978

Median Home Value

164

Wealth Index

112

Housing Affordability

31

Diversity Index

POPULATION AND POVERTY STATUS (ACS) Total

Population for whom Poverty Status is Determined 14,134

Income to Poverty Ratio <0.50 701

Income to Poverty Ratio 0.50-0.99 709

Income to Poverty Ratio 1.00-1.24 735

Income to Poverty Ratio 1.25-1.49 187

Income to Poverty Ratio 1.50-1.84 602

Income to Poverty Ratio 1.85-1.99 75

Income to Poverty Ratio 2.00+ 11,125

POVERTY LEVELS (ACS) Below At/Above Total

Total 585 5,054 5,639

Married Couple Families 52 2,892 2,944

Other Families w/Male Householder 0 184 184

Other Families w/Female Householder 122 519 641

Nonfamilies w/Male Householder 187 752 939

Nonfamilies w/Female Householder 224 707 931

NO HEALTH INSURANCE COVERAGE (ACS) % Total

Population <19 3.3% 473

Population Age 19-34 4.3% 606

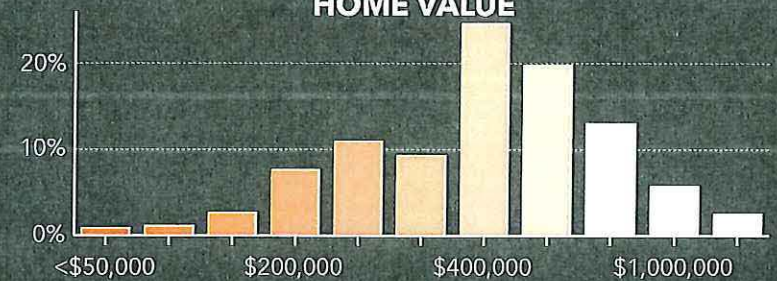
Population Age 35-64 6.6% 933

Population Age 65+ 0.0% 0

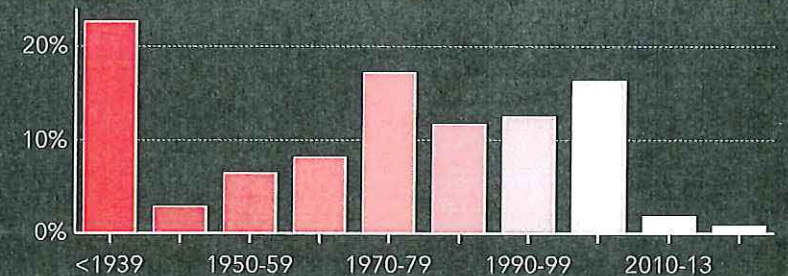
HOUSEHOLD INCOME



HOME VALUE



HOUSING: YEAR BUILT



Source: Esri forecasts for 2019, U.S. Census Bureau 2013-2017 American Community Survey (ACS) Data, Businesses counts from Infogroup



CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Frederick County, VA

91,160

Population

33,023

Households

2.73

Avg Size Household

40.4

Median Age

\$76,418

Median Household Income

\$267,003

Median Home Value

107

Wealth Index

148

Housing Affordability

38

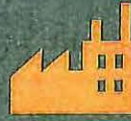
Diversity Index

POPULATION AND BUSINESSES



195.0

Daytime Population per Square Mile



2,215

Total Businesses



26,693

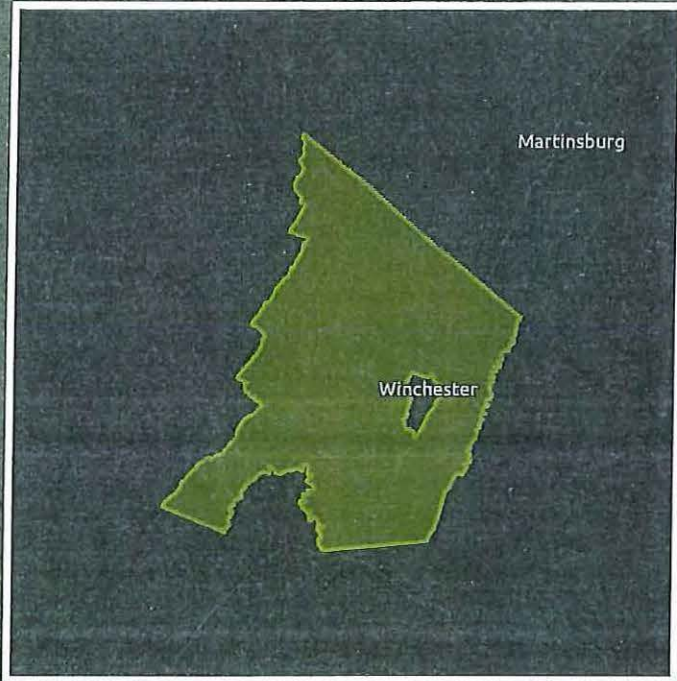
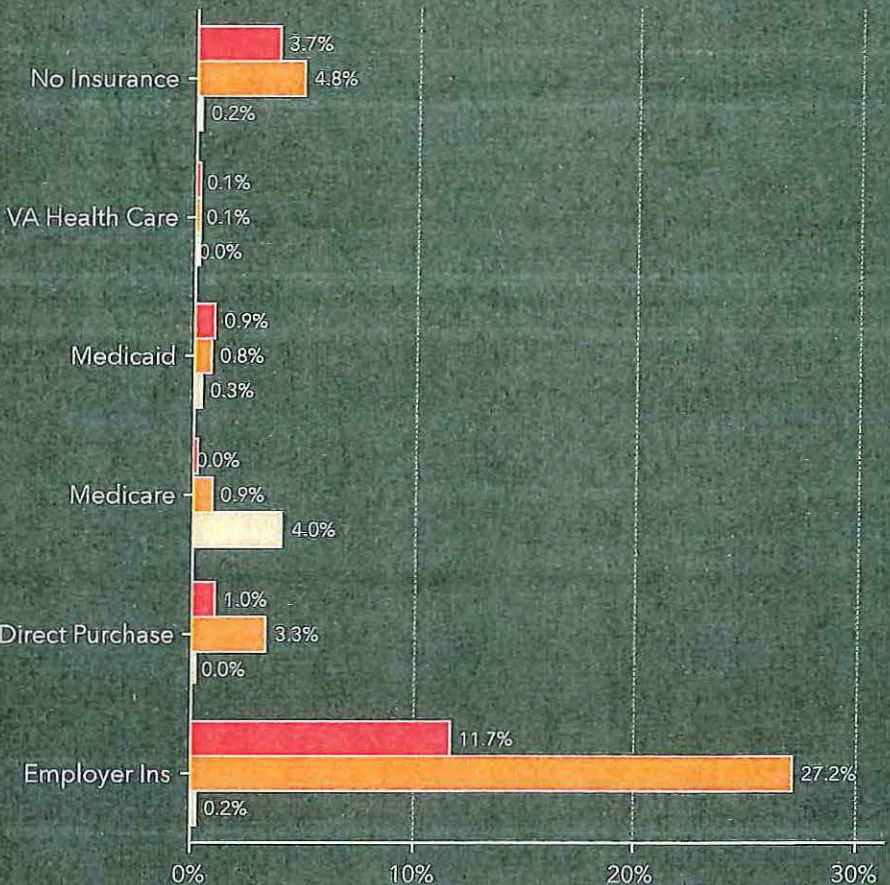
Total Employees

HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34

Pop 35-64

Pop 65+



POVERTY AND LANGUAGE



6%

Households Below the Poverty Level



1,963

Households Below the Poverty Level

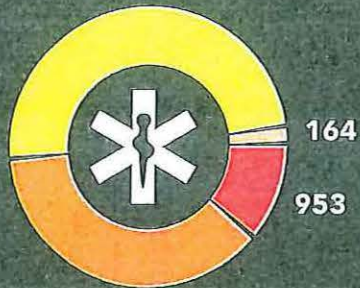


100

Pop 65+ Speak Spanish & No English

POPULATION NO HEALTH INSURANCE (ACS)

4,056



0-18 19-34 35-64 Age 65+

AT RISK POPULATION



7,626

Households With Disability



14,964

Population 65+



1,066

Households Without Vehicle



Source: Esri forecasts for 2019, U.S. Census Bureau 2013-2017 American Community Survey (ACS) Data, Businesses counts from Jafagroup

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source 2013-2017 American Community Survey (ACS) Data.



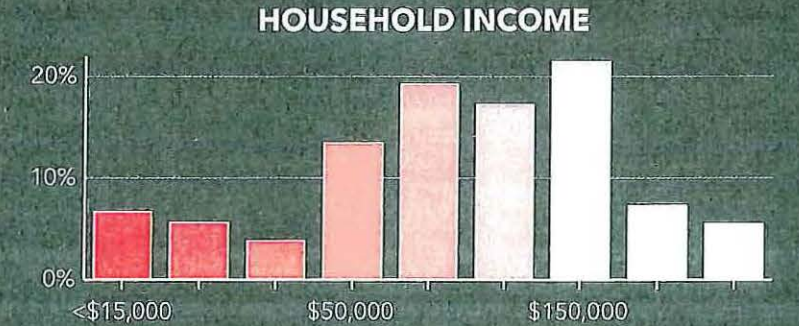
KEY INDICATORS: IMPACT PLANNING

Frederick County, VA

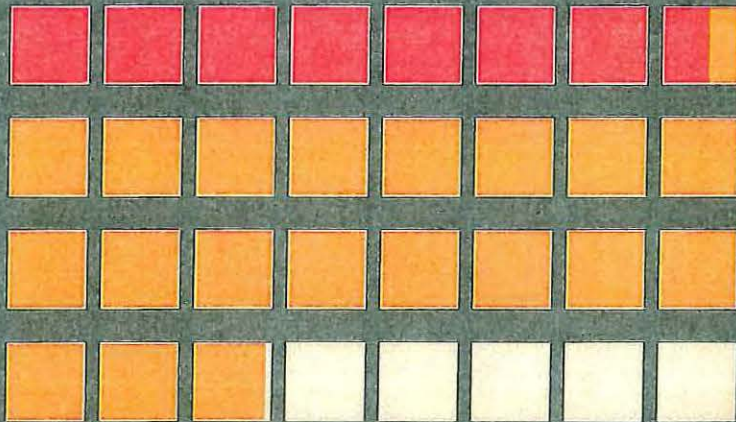
91,160	33,023	2.73	40.4	\$76,418	\$267,003	107	148	38
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

LANGUAGE (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	12,692	46,284	13,393	72,369
Spanish	1,886	4,114	278	6,278
Spanish & English Well	1,834	3,107	73	
Spanish & English Not Well	52	804	105	961
Indo-European	16	571	108	865
Indo-European & English Well	16	567	88	
Indo-Euro & English Not Well	0	4	20	24
Asian-Pacific Island	63	421	25	509
Asian-Pacific Isl & English Well	63	379	19	
Asian-Pacific Isl & English Not Well	0	42	6	48
Other Language	3	175	0	178
Other Language & English Well	2	175	0	
Other Lang. & English Not Well	1	0	0	1

POPULATION AND POVERTY STATUS (ACS)	Total
Population for whom Poverty Status is Determined	83,666
Income to Poverty Ratio <0.50	2,216
Income to Poverty Ratio 0.50-0.99	3,009
Income to Poverty Ratio 1.00-1.24	2,425
Income to Poverty Ratio 1.25-1.49	2,921
Income to Poverty Ratio 1.50-1.84	3,824
Income to Poverty Ratio 1.85-1.99	2,251
Income to Poverty Ratio 2.00+	67,020



POPULATION BY AGE

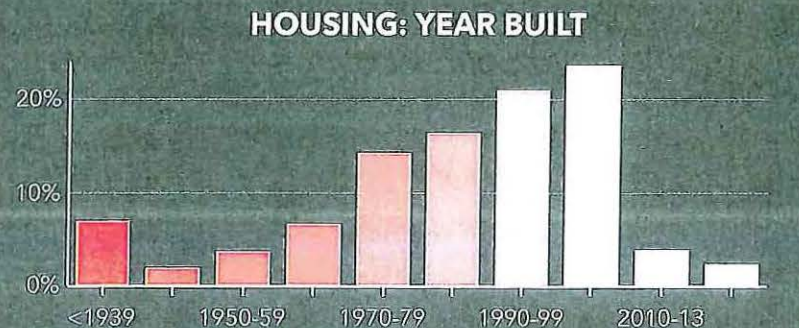


■ Under 18 (24.0%)
 ■ Age 18 to 64 (61.0%)
 ■ Age 65+ (16.0%)

POVERTY LEVELS (ACS)	Below	At/Above	Total
Total	1,963	29,010	30,973
Married Couple Families	439	17,811	18,250
Other Families w/Male Householder	113	1,322	1,435
Other Families w/Female Householder	446	2,938	3,384
Nonfamilies w/Male Householder	463	3,470	3,933
Nonfamilies w/Female Householder	502	3,469	3,971



NO HEALTH INSURANCE COVERAGE (ACS) %	Total
Population <19	1.1% 953
Population Age 19-34	3.7% 3,118
Population Age 35-64	4.8% 4,056
Population Age 65+	0.2% 164



CARES Act monies – How Other Localities Are Using Some of Their Funds

Staunton Downtown Development

- 10 businesses will receive \$1,000
- Grant monies for businesses expanding their product line or collaboration with another local business
- Monies to be used for advertising, marketing and promotion
- Any business legally operating in the Downtown area as of April 1, 2020 eligible
- They ask for:
 - Total revenue online vs storefront
 - Employment numbers – full time vs part time
 - Any layoffs
 - How would monies be used
- Required follow up presentations to “board” – December 1, March 1 and June 1
- Application reviewed by Staunton Downtown Development Association staff as well as a grant committee
- Grants given on a rolling basis

City of Winchester

- **\$500,000 microloans; \$100,000 to large industries; \$300,000 to non-profits –**
 - Micro-sized and non-profits 501(c)3 can receive up to \$5,000; Large size businesses can receive up to \$10,000
 - \$220,000 reimburse EDA for earlier grants
 - \$104,697 held for later in year contingencies
- Must be able to demonstrate at least a 25% loss in revenue attributed to Covid-19
- Must provide 6 to 12 months’ projection of cash flow
- Business must be located in commercial area
- They ask for:
 - Provide documentation for the proposed use of funds to include payment of rent, mortgage, payroll, marketing, insurance, equipment, benefits, vendors, utilities and other operational business expenses deemed applicable under the CARES Act
 - Copy of current city business license
 - Projection of cash flow for the next 6 to 12 months
 - Appropriate IRS form
 - Must include info on any other monetary support they’ve received – including PPP funds, SBA EIDL funds, unemployment benefits, etc.
- Open to non-national chain and/or nationally recognized franchise
- Applications due by July 15, 2020

Augusta County

- Any for-profit Augusta County based business can receive up to \$10,000
- Suffered a qualified business interruption due to COVID-19
- Physical location within the limits of Augusta County
- Taxes and fees to Augusta County current
- Locally owned and operated
- Had between one and 25 full time W2 employees as of March 13, 2020
- Have not received or been approved for an SBA-backed PPP or EIDL loan – EIDL grant recipients are eligible
- Did not receive, or have not been awarded reimbursement under any other federal program
- Did not receive compensation from an insurance company for business interruption or received less than \$10,000
- Business is not a subsidiary of a business with more than 50 employees, is not part of a larger business enterprise with more than 50 employees and is not owned by a business with more than 50 employees
- They ask for:
 - Industry sector
 - When business established
 - EIN and DUNS number
 - Current business license
 - SWAM certified
 - Number of employees – full and part time
 - Are you currently in bankruptcy proceedings
 - Have you received any other local grants or loans, i.e. Community Foundation, etc.

Accomack County

- Grants of up to \$5,000 and up to \$3,750 (for closed home based business and restaurants with take-out and delivery) are available to qualifying small businesses that are located in Accomack County that were closed by Executive Order – includes theaters, hair salons, campgrounds, indoor public amusement
- Business must be located in Accomack County
- Employs 30 persons or less
- Business was open to the public and actively doing business on March 24, 2020
- County or Town business license was valid on March 24
- County taxes are current
- Businesses must be in good standing with Accomack County
- They ask for:
 - Number of employees
 - State Corporation paperwork
 - Proof of all statements
- Applications will be reviewed by the County

Botetourt County

- Grants of up to \$5,000 for qualifying business of five or more employees; up to \$3,500 maximum grant for three to five employees; and up to \$2,500 maximum grant for one to two employees
- Only small businesses physically located and based in Botetourt County employing 100 or fewer employees
- Sole proprietorships, LLCs, partnerships, corporations or self-employed individuals
- Not for non-profits
- Have experienced a Covid-19 related impact, specifically closure, suspension of business operations, or demonstrated business losses as a result of the pandemic
- Have a current business license, filed for business status through the Virginia State Corporation Commission; and were in full operation
- Currently in good standing and compliance with all local ordinances, on the County tax rolls, current with all taxes/fees and have a current business license
- Agricultural production operations are exempt from the SCC and County business license filing requirements; however, other documentation must be presented showing that the farm-related business has been in existence as with other types of businesses
- They ask for:
 - Provide documentation for the proposed use of funds to include payment of rent, mortgage, payroll, marketing, insurance, equipment, benefits, vendors, utilities and other operational business expenses deemed applicable under the CARES Act
 - Copy of current city business license
 - Must include info on any other monetary support they've received – including PPP funds, SBA EIDL funds, unemployment benefits, etc.

Rockingham County

- **\$500,000 to give away** - Grants of \$5,000 to \$10,000 for qualifying businesses with 3-50 employees
- Have gross annual receipts of less than \$2M
- Be current on all County taxes and payments
- Locally owned franchise businesses are eligible
- Be a business in the retail, hospitality, entertainment, employment and administrative services or travel related sectors
- They ask for:
 - 2018, 2019 and 2020 gross receipts; current status of business; who will personally benefit – can be immediate family, EDA board member or any officer/employee of Rockingham County
- First come, first served basis for awarding grants

Hanover County

- **\$750,000 to give away** - Grants of \$5,000 to \$10,000 for qualifying businesses with 10-50 employees
- This is a reimbursement program – eligible expenses include PPE, PPE for customers i.e. sneeze guards, floor stickers; technological improvements such as point of sale software, tablets; supplies related to change in operation i.e. takeout containers, outdoor seating, etc.
- Must be for-profit; no independent contractors, i.e. Mary Kay, Pampered Chef
- Minimum 6 months in business before March 1
- Must demonstrate a business revenue loss attributable to Covid
- Must become a registered vendor with the City of Charlottesville
- Current on all taxes
- They ask for:
 - Provide documentation for the proposed use of funds to include payment of rent, mortgage, payroll, marketing, insurance, equipment, benefits, vendors, utilities and other operational business expenses deemed

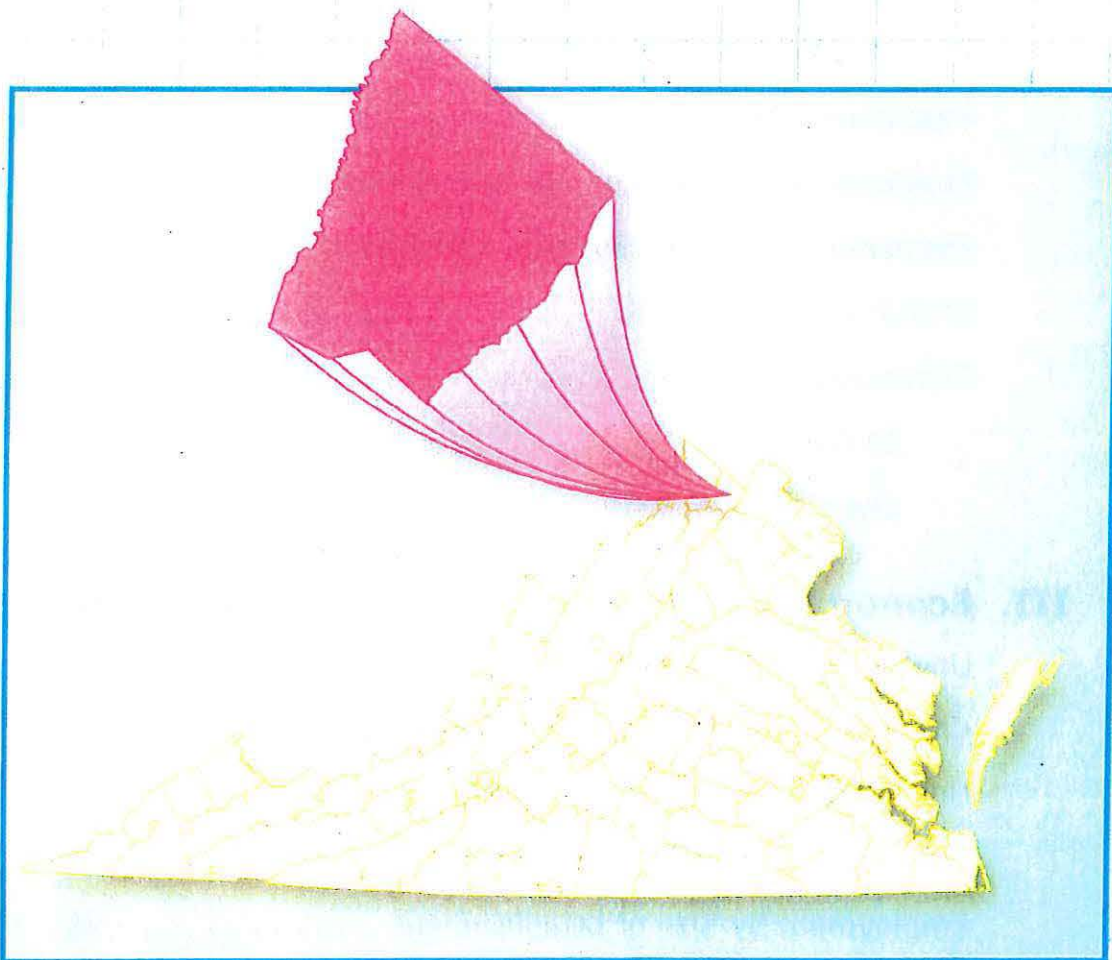
Roanoke County

- **\$1,000,000 to give away** - Grants of up to \$10,000 for qualifying businesses with 10-50 employees
- Operational March 1
- For profit located in Roanoke County
- Must be current on all fees, permits and taxes
- Valid business license
- Must demonstrate a sustainability plan for maintaining business
- Fewer than 500 employees
- They ask for:
 - Copy of business license
 - IRS Form
 - Type of business
 - Entity type – sole, LLC, franchise, corporation, etc.
 - Why did business close – state mandated, operated online, take-out/delivery only, etc.
 - Own or rent property – what is mortgage
 - Narrative on how funds will be used
- Funds can be used for payroll, rent, insurance, equipment and inventory purchases, PPE, deep cleaning, other critical operating expenses
- First come, first served basis for awarding grants

Virginia

COMMUNITY PROFILE

Clarke County



Virginia Employment Commission

703 East Main Street • Richmond, Virginia 23219
Tel: (804) 786-8223 • www.VirginiaLMI.com

Last updated: 7/4/2020 1:11:41 AM

Turnover by Industry	25
Average Weekly Wage by Industry	26
Age of Workers by Industry	27
Industry Employment and Projections	28
Occupation Employment and Projections	30
Growth Occupations	32
Declining Occupations	33
Consumer Price Index (CPI)	34
Local Option Sales Tax	35
IV. Education Profile	37
Educational Attainment	38
Educational Attainment by Age	39
Educational Attainment by Gender	40
Educational Attainment by Race/Ethnicity	41
Graduate Data Trends	42
Training Providers	43

II. Demographic Profile

Overview

This Demographic Profile provides an in-depth analysis of the population in Clarke County. Most of the data is produced by the U.S. Census Bureau, and includes demographic characteristics such as age, race/ethnicity, and gender.



Related Terms and Definitions

Ability to speak English

For people who speak a language other than English at home, the response represents the person's own perception of his or her ability to speak English. Because census questionnaires are usually completed by one household member, the responses may represent the perception of another household member.

Age

The age classification is based on the age of the person in complete years as of April 1, 2010. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

Gender

The data on gender were derived from answers to a question that was asked of all people. Individuals were asked to mark either "male" or "female" to indicate their gender. For most cases in which gender was not reported, it was determined by the appropriate entry from the person's given (i.e., first) name and household relationship. Otherwise, gender was imputed according to the relationship to the householder and the age of the person.

Race

The concept of race as used by the Census Bureau reflects self-identification by people according to the race or races with which they most closely identify. The categories are sociopolitical constructs and should not be interpreted as being scientific or anthropological in nature. Furthermore, the race categories include both racial and national-origin groups.

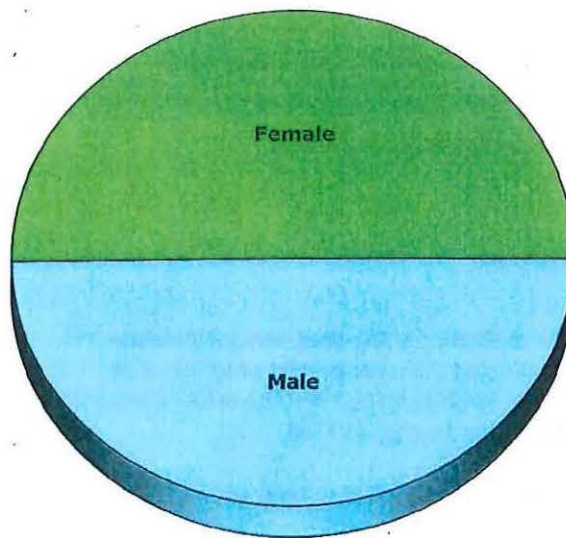
Please note: In the past, our population by race/ethnicity data has always excluded the Hispanic ethnicity from each race category. Starting in January 2013, each race category now includes all ethnicities.

Population by Race/Ethnicity

	Clarke County	Virginia	United States
Total			
Total Population	14,034	8,001,024	308,745,538
Race			
White	12,662	5,486,852	223,553,265
Black or African American	746	1,551,399	38,929,319
American Indian or Alaska Native	41	29,225	2,932,248
Asian	126	439,890	14,674,252
Native Hawaiian/Pacific Islander	7	5,980	540,013
Other	180	254,278	19,107,368
Multiple Races	272	233,400	9,009,073
Ethnicity			
Not Hispanic or Latino (of any race)	13,544	7,369,199	258,267,944
Hispanic or Latino (of any race)	490	631,825	50,477,594

Source: 2010 Census.

Population by Gender



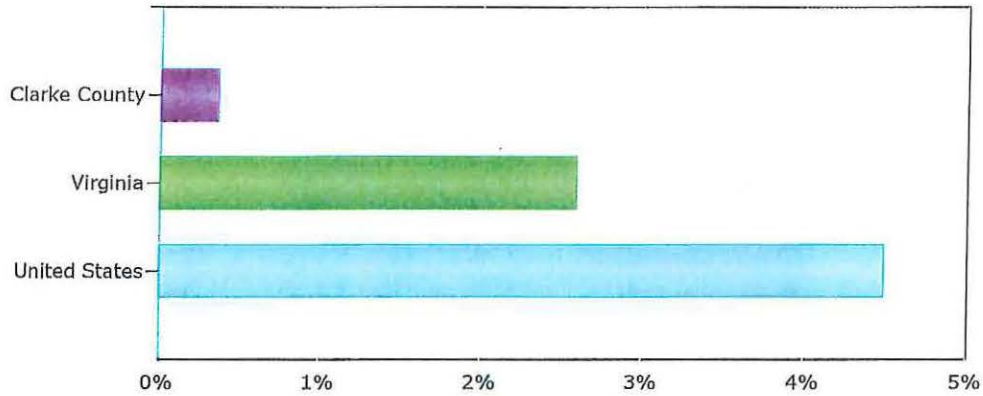
	Clarke County	Virginia	United States
Male	6,989	3,925,983	151,781,326
Female	7,045	4,075,041	156,964,212
	14,034	8,001,024	308,745,538

Source: 2010 Census.

Number Change

English Language Skills

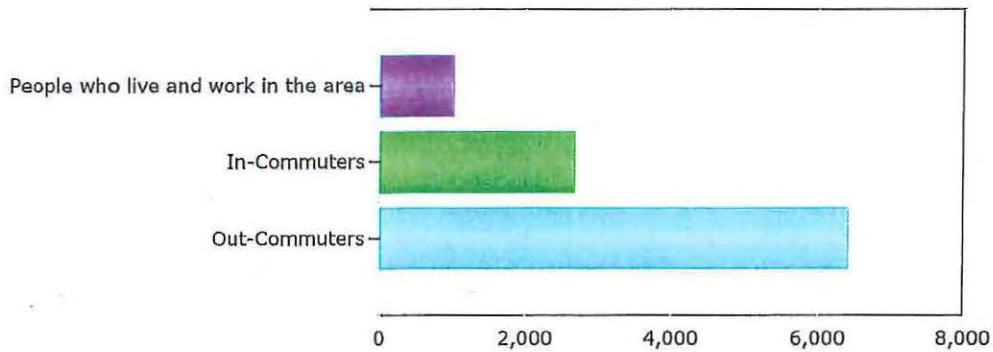
(Age 5 and over that speak English less than well)



	Total	Speak English less than well	Percent
Clarke County	13,597	49	0.36%
Virginia	7,800,044	201,628	2.58%
United States	298,691,202	13,400,003	4.49%

Source: U.S. Census Bureau
American Community Survey, 2012-2016.

Commuting Patterns



Commuting Patterns	
People who live and work in the area	998
In-Commuters	2,664
Out-Commuters	6,396
Net In-Commuters (In-Commuters minus Out-Commuters)	-3,732

Source: U.S. Census Bureau;
OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

III. Economic Profile

Overview

The Economic Profile of Clarke County consists primarily of data produced by the Virginia Employment Commission, U.S. Census Bureau, and the Bureau of Labor Statistics.



Related Terms and Definitions

Average Weekly Wage

Computed as average quarterly wages divided by 13.

Consumer Price Index (CPI)

The Consumer Price Index measures the average change over time in the prices paid by urban consumers for a representative market basket of consumer goods and services.

Local Employment Dynamics (LED)

The Local Employment Dynamics Program at the Census Bureau, together with its state partners, provides employment information at the county, city, and Workforce Investment Area level. This information tracks workers in different industries by age and gender and provides statistics on job creation, separation, turnover, and wages.

Quarterly Census of Employment & Wages (QCEW)

A federal/state cooperative program that collects and compiles employment and wage data for workers covered by state unemployment insurance (UI) laws and the federal civilian workers covered by Unemployment Compensation for Federal Employees (UCFE). These data are maintained at the state in micro and macro levels and also sent to BLS quarterly.

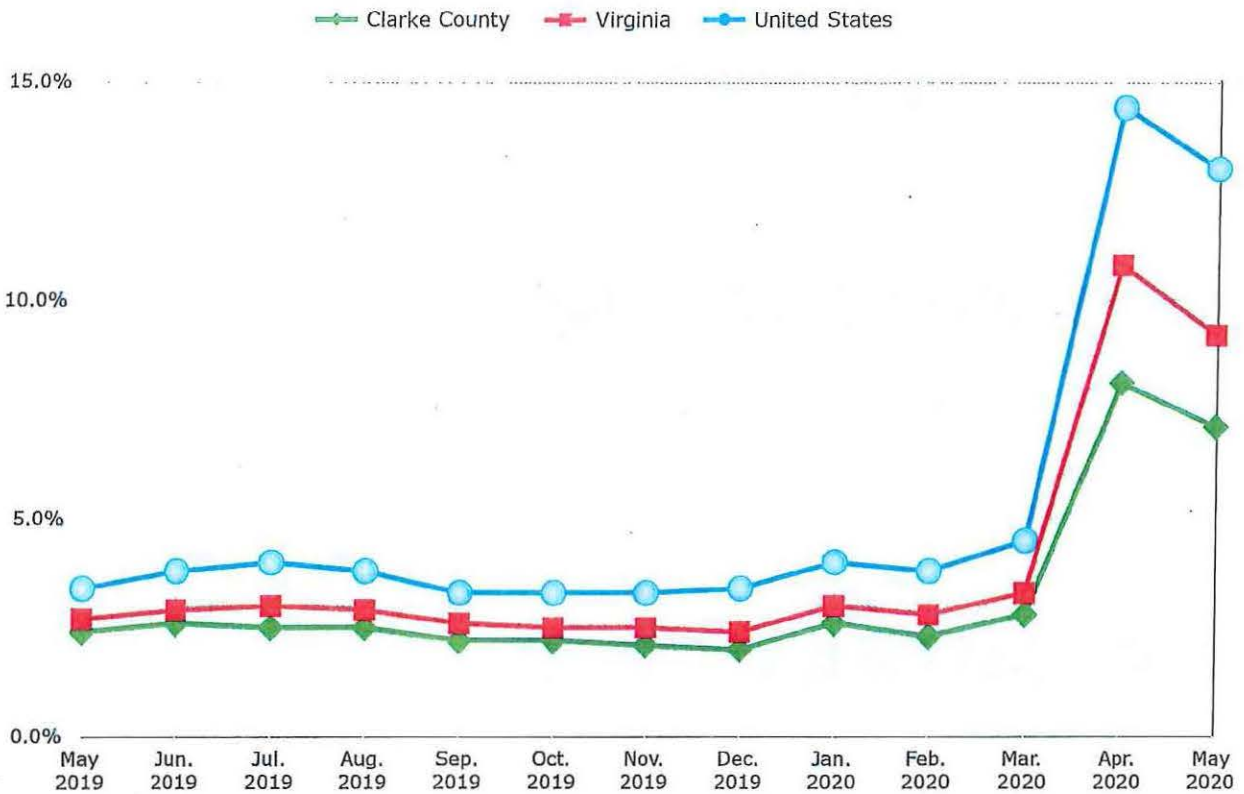
Unemployment Insurance (UI)

Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible for payments.

Unemployment Rate

The number of unemployed people as a percentage of the labor force.

Unemployment Rates Past 12 Months

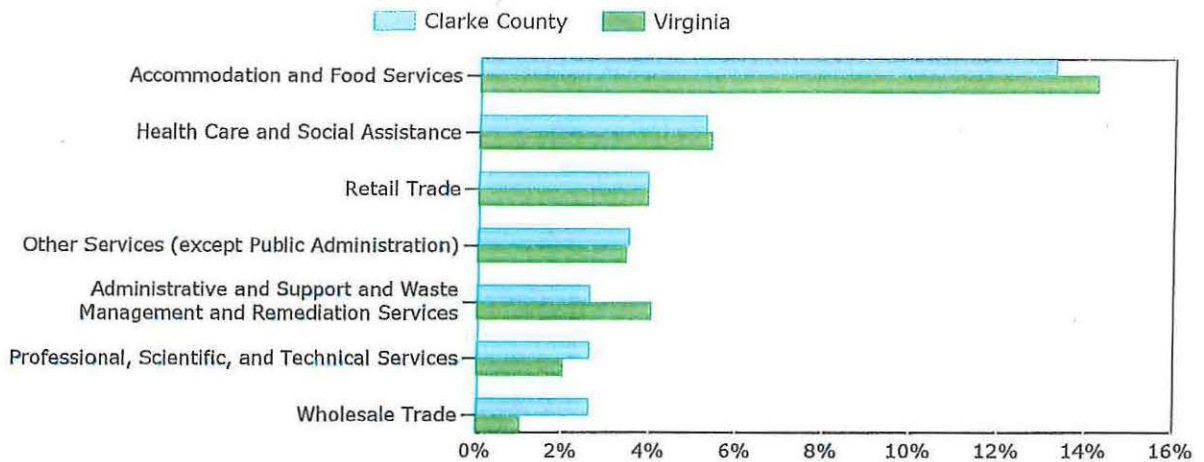


	Clarke County	Virginia	United States
May 2019	2.4%	2.7%	3.4%
Jun. 2019	2.6%	2.9%	3.8%
Jul. 2019	2.5%	3.0%	4.0%
Aug. 2019	2.5%	2.9%	3.8%
Sep. 2019	2.2%	2.6%	3.3%
Oct. 2019	2.2%	2.5%	3.3%
Nov. 2019	2.1%	2.5%	3.3%
Dec. 2019	2.0%	2.4%	3.4%
Jan. 2020	2.6%	3.0%	4.0%
Feb. 2020	2.3%	2.8%	3.8%
Mar. 2020	2.8%	3.3%	4.5%
Apr. 2020	8.1%	10.8%	14.4%
May 2020	7.1%	9.2%	13.0%

Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

Characteristics of the Insured Unemployed

Top 5 Industries With Largest Number of Claimants in Clarke County
(excludes unclassified)

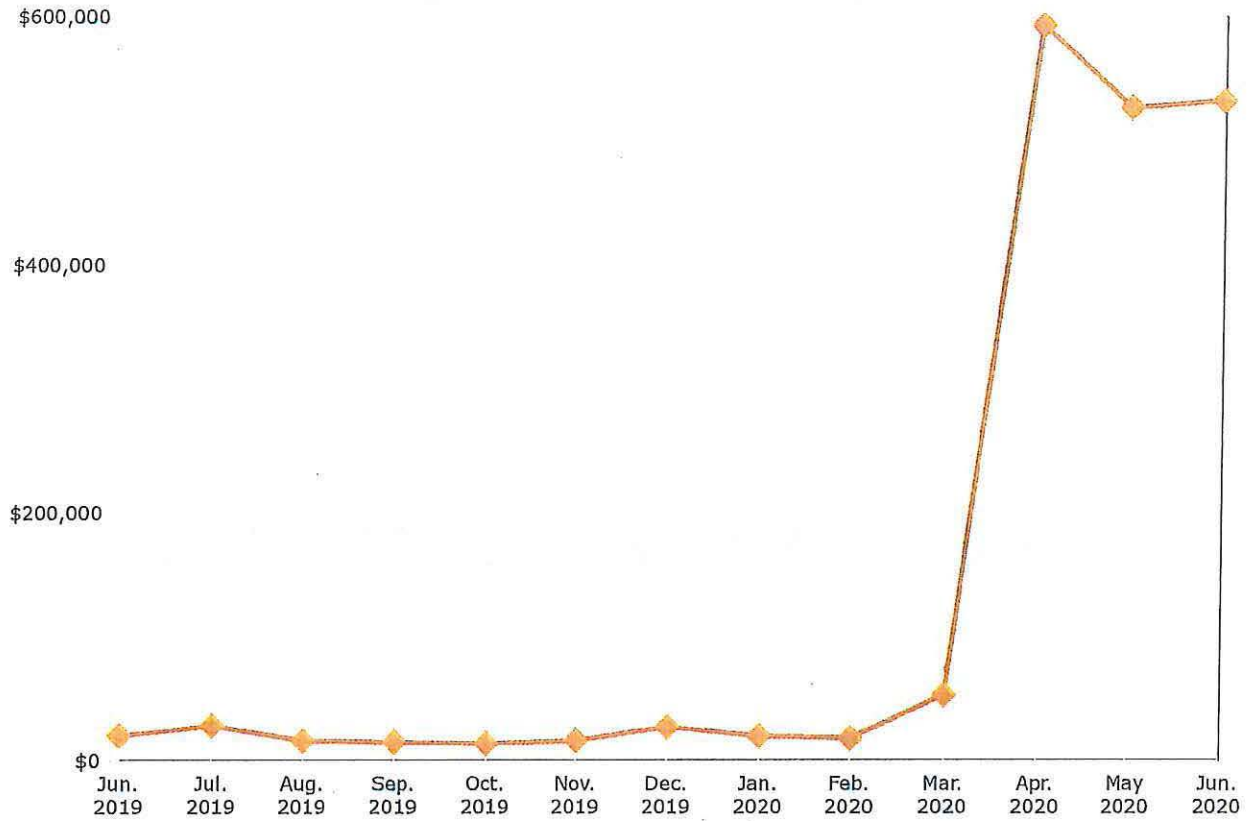


Industry	Clarke County	Virginia
Unclassified	245	208,546
Accommodation and Food Services	61	53,035
Health Care and Social Assistance	24	19,944
Retail Trade	18	14,583
Other Services (except Public Administration)	16	12,738
Wholesale Trade	12	3,779
Professional, Scientific, and Technical Services	12	7,454
Administrative and Support and Waste Management and Remediation Services	12	14,947
Construction	10	6,630
Educational Services	10	7,438
Transportation and Warehousing	9	5,027
Manufacturing	8	2,210
Arts, Entertainment, and Recreation	8	7,366
Real Estate and Rental and Leasing	6	3,311
Management of Companies and Enterprises	3	1,012
Agriculture, Forestry, Fishing and Hunting	2	232
Information	2	2,235
Finance and Insurance	2	1,949
Mining, Quarrying, and Oil and Gas Extraction		532
Utilities		37

Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, June 2020.

Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, June 2020.

Unemployment Insurance Payments Past 12 Months



	Clarke County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
Jun. 2019	63	\$20,604	65,011	\$19,781,667
Jul. 2019	93	\$28,462	81,698	\$24,814,021
Aug. 2019	48	\$16,307	65,182	\$20,094,884
Sep. 2019	44	\$15,067	66,517	\$21,130,398
Oct. 2019	42	\$14,061	58,600	\$18,728,308
Nov. 2019	52	\$16,359	55,763	\$17,670,505
Dec. 2019	83	\$27,263	78,153	\$24,547,474
Jan. 2020	61	\$20,059	78,288	\$24,094,652
Feb. 2020	56	\$18,275	76,910	\$24,147,933
Mar. 2020	169	\$53,456	164,592	\$48,342,171
Apr. 2020	1,890	\$593,409	1,418,879	\$435,278,634
May 2020	2,012	\$526,981	1,495,631	\$379,537,653
Jun. 2020	2,069	\$532,430	1,657,148	\$406,903,693

Source: Virginia Employment Commission, Unemployment Insurance Program.

50 Largest Employers

- | | |
|--|--|
| 1. Berryville Graphics | 26. Griffith Consumers Company |
| 2. Clarke County School Board | 27. Postal Service |
| 3. Grafton School, Inc. | 28. Rosemont Manor LLC |
| 4. Clarke County | 29. Waterloo Incorporated |
| 5. Coral Graphic Services Inc. | 30. Gsm Consulting Inc |
| 6. American Woodmark Corporation | 31. Southern Building Service Inc |
| 7. Martin's Food Market | 32. Leesburg Southern Electrical |
| 8. Powhatan School | 33. Locke Store LLC |
| 9. GI Virginia Rose Hill LLC | 34. The Heritage Child Develo |
| 10. The Red Gate Group Limited | 35. The Tea Cart |
| 11. Project Hope | 36. Champion Iron Works Inc |
| 12. Bank of Clarke County | 37. Harris Construction Inc |
| 13. Doodlebug Dog Walker LLC | 38. A T & T Technical Service Inc |
| 14. Christopher Hansen | 39. Berryville Physical Therapy and Wellness |
| 15. Cochrans Lumber & Millwork Inc | 40. Camino Real Nexican Restaurant |
| 16. IVQ Berryville OpCo LP | 41. Have A Blessed Day |
| 17. Mcdonalds Lee Highway | 42. Healthcare Services Group |
| 18. Town of Berryville | 43. Ready Support Service LLC |
| 19. Atlantic Construction Company | 44. Mercer Vu Farms Inc. |
| 20. McDonald's | 45. Rivers Edge Landscapes |
| 21. Berlin Steel | 46. White Post Supply, Inc. |
| 22. Handy Mart | 47. Audley Farm |
| 23. University of Virginia / Blue Ridge Hospital | 48. Innovative Staffing Technology |
| 24. L. Auberge Provencale | 49. Berryville Medical Associates |
| 25. Stuart M. Perry Inc. | 50. Cordial Coffee Co LLC |

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2019.

Did you know...

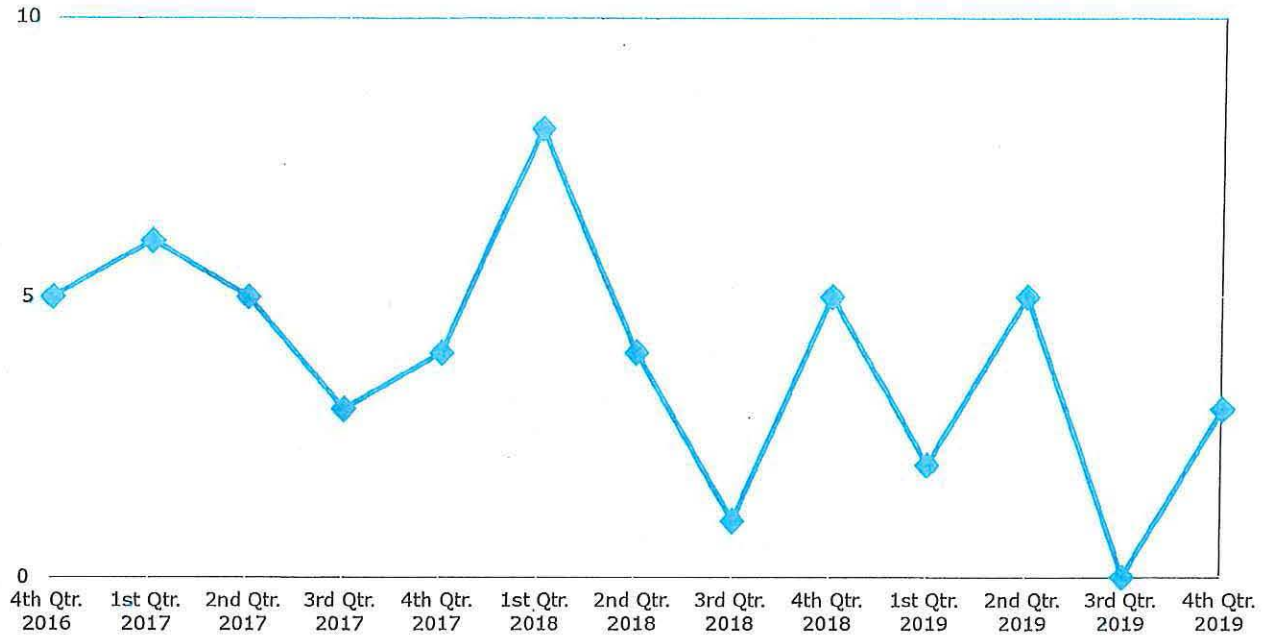
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



For this data and more, visit us on the web at:

www.VirginiaLMI.com

New Startup Firms



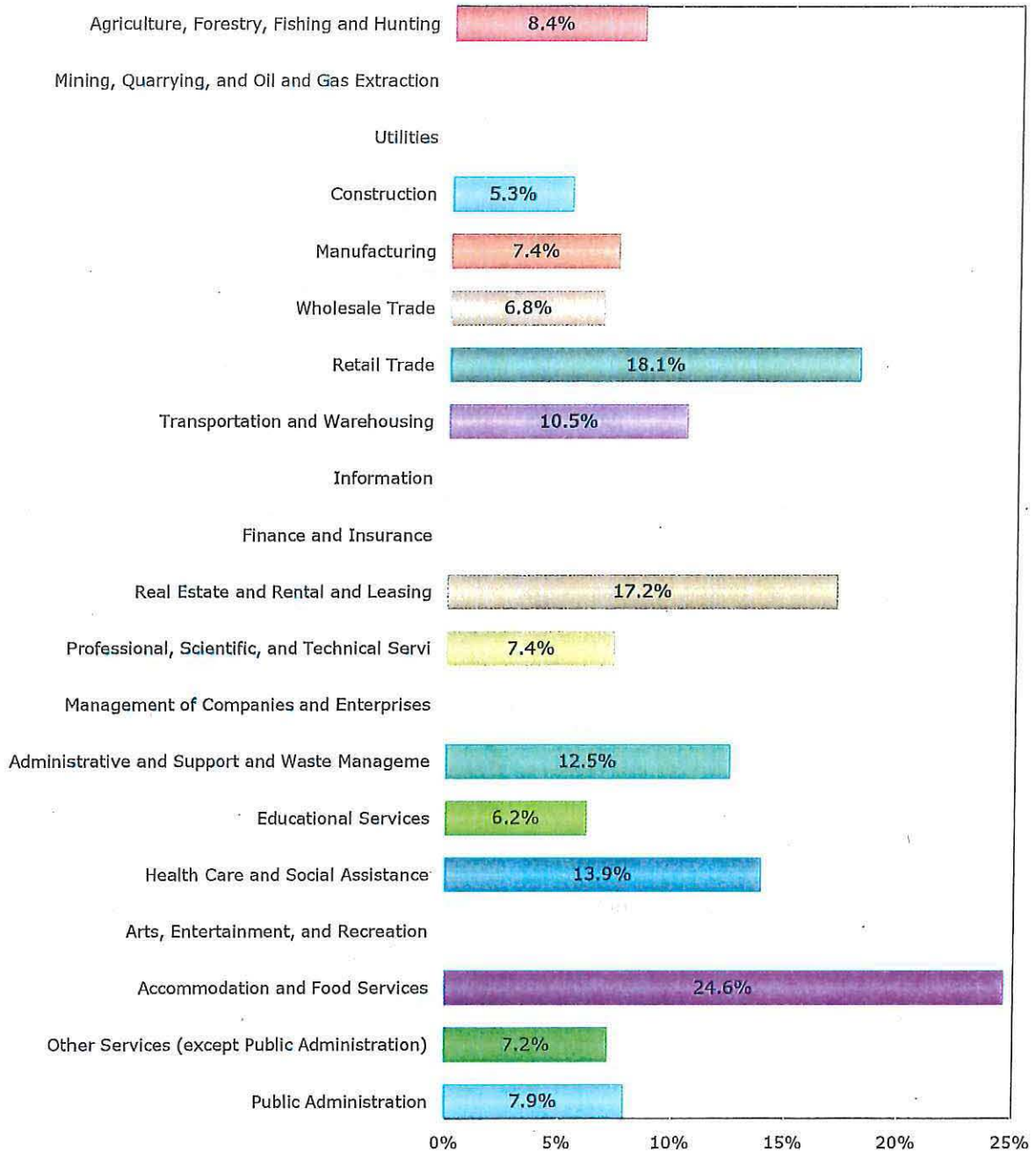
	Clarke County	Virginia
4th Qtr. 2016	5	3,426
1st Qtr. 2017	6	3,838
2nd Qtr. 2017	5	3,961
3rd Qtr. 2017	3	2,729
4th Qtr. 2017	4	3,058
1st Qtr. 2018	8	3,973
2nd Qtr. 2018	4	3,982
3rd Qtr. 2018	1	4,028
4th Qtr. 2018	5	3,641
1st Qtr. 2019	2	4,387
2nd Qtr. 2019	5	4,302
3rd Qtr. 2019		1,093
4th Qtr. 2019	3	4,344

Note: The following criteria was used to define new startup firms:

- 1.) Setup and liability date both occurred during 4th Quarter (October, November, December) 2019
- 2.) Establishment had no predecessor UI Account Number
- 3.) Private Ownership
- 4.) Average employment is less than 250
- 5.) For multi-unit-establishments, the parent company must also meet the above criteria.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2019.

Turnover by Industry



Average: 11.0%

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2019, all ownerships.

Age of Workers by Industry

	14–18	19–21	22–24	25–34	35–44	45–54	55–64	65+
Total, All Industries	136	185	175	750	786	888	854	290
Agriculture, Forestry, Fishing and Hunting	9	5	11	33	18	32	32	20
Mining, Quarrying, and Oil and Gas Extraction								
Utilities								
Construction	6	21	14	69	63	79	64	21
Manufacturing	4	23	30	101	133	180	208	26
Wholesale Trade		7	9	40	48	36	37	9
Retail Trade	30	19	13	51	37	24	37	23
Transportation and Warehousing				14	13	5	6	
Information					8	3	5	
Finance and Insurance			4	14	15	19	23	6
Real Estate and Rental and Leasing	4	4	3	4	7	7	9	13
Professional, Scientific, and Technical Services		10	6	38	46	48	44	7
Management of Companies and Enterprises				9	10	18	14	
Administrative and Support and Waste Management		10	5	32	14	31	28	11
Educational Services	3	11	30	131	178	199	147	57
Health Care and Social Assistance	4	18	9	58	47	60	48	24
Arts, Entertainment, and Recreation		5		5	5	8	4	
Accommodation and Food Services	47	25	16	61	37	31	28	15
Other Services (except Public Administration)		11	10	29	39	43	52	27
Public Administration	23	7	12	56	64	61	64	24

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 3rd Quarter (July, August, September) 2019, all ownerships.

What is LED?

Developed by the U.S. Census Bureau, the Local Employment Dynamics (LED) program merges Virginia's Unemployment Compensation wage and employer records with Census demographic data. Read more about LED on the following website:

<http://lehd.did.census.gov/led/>



Industry Employment and Projections

Short Term

	Employment			Percent	
	Estimated 2015	Projected 2017	Change	Total	Annual
Total, All Industries	3,977,496	4,093,656	116,160	2.92%	1.45%
Agriculture, Forestry, Fishing and Hunting	4,210	4,433	223	5.3%	2.61%
Mining, Quarrying, and Oil and Gas Extraction	6,805	5,869	-936	-13.75%	-7.13%
Utilities	10,717	10,695	-22	-.21%	-.1%
Construction	185,026	195,598	10,572	5.71%	2.82%
Manufacturing	232,632	233,073	441	.19%	.09%
Wholesale Trade	110,001	111,188	1,187	1.08%	.54%
Retail Trade	412,345	421,889	9,544	2.31%	1.15%
Transportation and Warehousing	112,837	117,619	4,782	4.24%	2.1%
Information	69,554	68,654	-900	-1.29%	-.65%
Finance and Insurance	131,712	136,266	4,554	3.46%	1.71%
Real Estate and Rental and Leasing	52,593	53,535	942	1.79%	.89%
Professional, Scientific, and Technical Servi	394,584	409,625	15,041	3.81%	1.89%
Management of Companies and Enterprises	74,086	75,252	1,166	1.57%	.78%
Administrative and Support and Waste Manageme	224,339	236,780	12,441	5.55%	2.74%
Educational Services	365,350	372,071	6,721	1.84%	.92%
Health Care and Social Assistance	427,570	446,476	18,906	4.42%	2.19%
Arts, Entertainment, and Recreation	56,096	57,991	1,895	3.38%	1.68%
Accommodation and Food Services	334,516	349,857	15,341	4.59%	2.27%
Other Services (except Public Administration)	133,850	136,332	2,482	1.85%	.92%

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Virginia Statewide. No data available for Clarke County.

Source: Virginia Employment Commission, Economic Information & Analytics,
Short Term Industry and Occupational Projections, 2015-2017.

Occupation Employment and Projections

Short Term

	Employment			Openings		
	Estimated 2015	Projected 2017	% Change	Replacements	Growth	Total
Total, All Occupations	3,977,496	4,093,656	2.92%	92,736	59,171	151,907
Management Occupations	211,684	216,918	2.47%	4,446	2,618	7,064
Business and Financial Operations Occupations	276,201	284,397	2.97%	4,962	4,098	9,060
Computer and Mathematical Occupations	203,891	212,732	4.34%	2,536	4,451	6,987
Architecture and Engineering Occupations	78,184	79,032	1.08%	1,861	488	2,349
Life, Physical, and Social Science Occupations	33,613	34,156	1.62%	820	278	1,098
Community and Social Service Occupations	53,847	56,057	4.1%	1,101	1,105	2,206
Legal Occupations	43,892	44,747	1.95%	712	428	1,140
Education, Training, and Library Occupations	243,781	249,029	2.15%	5,092	2,624	7,716
Arts, Design, Entertainment, Sports, and Media Occupations	61,233	62,553	2.16%	1,408	678	2,086
Healthcare Practitioners and Technical Occupations	205,158	211,360	3.02%	4,160	3,102	7,262
Healthcare Support Occupations	90,672	94,357	4.06%	1,859	1,842	3,701
Protective Service Occupations	105,361	107,514	2.04%	2,354	1,081	3,435
Food Preparation and Serving Related Occupations	327,173	342,449	4.67%	14,249	7,644	21,893
Building and Grounds Cleaning and Maintenance Occupations	151,649	157,036	3.55%	2,839	2,694	5,533
Personal Care and Service Occupations	155,803	163,251	4.78%	3,230	3,728	6,958
Sales and Related Occupations	423,418	432,998	2.26%	13,691	4,790	18,481
Office and Administrative Support Occupations	554,516	566,160	2.1%	11,737	5,962	17,699
Farming, Fishing, and Forestry Occupations	6,868	7,147	4.06%	168	141	309
Construction and Extraction Occupations	187,792	195,659	4.19%	2,884	4,098	6,982
Installation, Maintenance, and Repair Occupations	152,257	156,081	2.51%	3,384	2,080	5,464
Production Occupations	181,313	183,120	1%	3,937	1,364	5,301
Transportation and Material Moving Occupations	229,190	236,903	3.37%	5,304	3,878	9,182

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Virginia Statewide. No data available for Clarke County.

Source: Virginia Employment Commission, Economic Information & Analytics, Short Term Industry and Occupational Projections, 2015-2017.

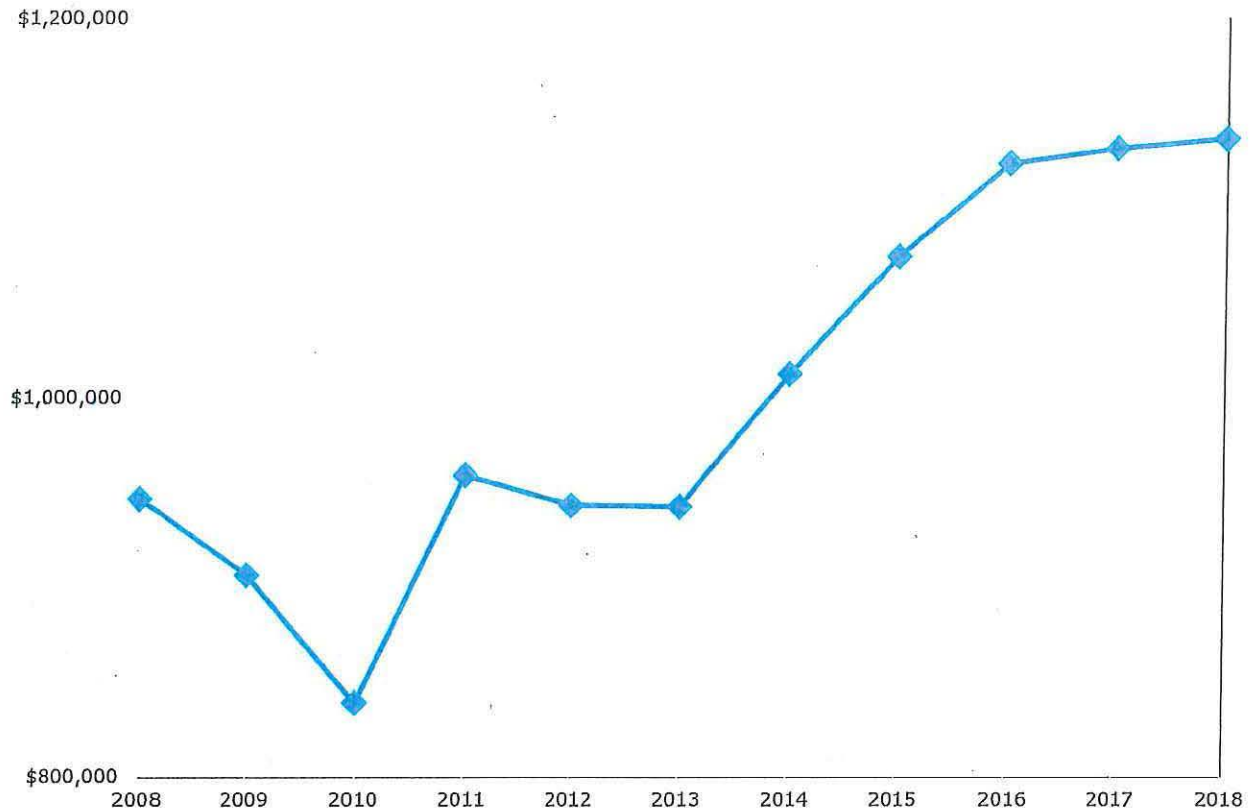
Declining Occupations

	Employment			Openings		
	Estimated 2014	Projected 2024	% Change	Replace-ments	Growth	Total
Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Sewing Machine Operators	372	262	-29.57%	2	0	2
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	271	195	-28.04%	4	0	4
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	300	217	-27.67%	7	0	7
Prepress Technicians and Workers	139	107	-23.02%	2	0	2
Postal Service Clerks	144	112	-22.22%	2	0	2
Postal Service-Mail Carriers	439	342	-22.1%	8	0	8
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	***	***	***	***	***	***
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	417	331	-20.62%	5	0	5
Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	117	93	-20.51%	5	0	5
Forging Machine Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Mail Clerks and Mail Machine Operators, Except Postal Service	105	87	-17.14%	2	0	2
Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	281	240	-14.59%	10	0	10
Electrical and Electronic Equipment Assemblers	163	141	-13.5%	2	0	2
Adhesive Bonding Machine Operators and Tenders	562	497	-11.57%	15	0	15
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	118	105	-11.02%	3	0	3
Chemical Equipment Operators and Tenders	***	***	***	***	***	***
Procurement Clerks	107	96	-10.28%	4	0	4
Cooks, Fast Food	1,068	964	-9.74%	28	0	28

Note: Asterisks (***) indicate non-disclosable data.
 Projections data is for Shenandoah Valley (LWDA IV). No data available for Clarke County.

Source: Virginia Employment Commission, Economic Information & Analytics,
 Long Term Industry and Occupational Projections, 2014-2024.

Local Option Sales Tax Trends



	Clarke County	Virginia
2008	\$946,762	\$1,032,815,078
2009	\$906,567	\$979,594,664
2010	\$838,981	\$992,820,512
2011	\$959,165	\$1,035,981,229
2012	\$943,215	\$1,080,663,042
2013	\$942,685	\$1,093,292,668
2014	\$1,012,722	\$1,131,194,860
2015	\$1,074,496	\$1,179,611,271
2016	\$1,123,360	\$1,202,257,995
2017	\$1,131,191	\$1,232,981,515
2018	\$1,136,434	\$1,282,022,261

Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.

Source: Virginia Department of Taxation, Revenue Forecasting.

IV. Education Profile

Overview

The Education Profile for Clarke County provides an assortment of data collected from the United States Census Bureau and the National Center for Education Statistics (NCES).



Related Terms and Definitions

Associate's degree

An award that normally requires at least two but less than four years of full-time equivalent college work.

Bachelor's degree

An award that normally requires at least four but not more than five years of full-time equivalent college-level work.

Post-baccalaureate certificate

An award that requires completion of an organized program of study equivalent to 18 semester credit hours beyond the bachelor's. It is designed for persons who have completed a bachelor's degree, but do not meet the requirements of a master's degree.

Master's degree

An award that requires the successful completion of a program of study of at least the full-time equivalent of one but not more than two academic years of work beyond the bachelor's degree.

Post-master's certificate

An award that requires completion of an organized program of study equivalent to 24 semester credit hours beyond the master's degree, but does not meet the requirements of academic degrees at the doctor's level.

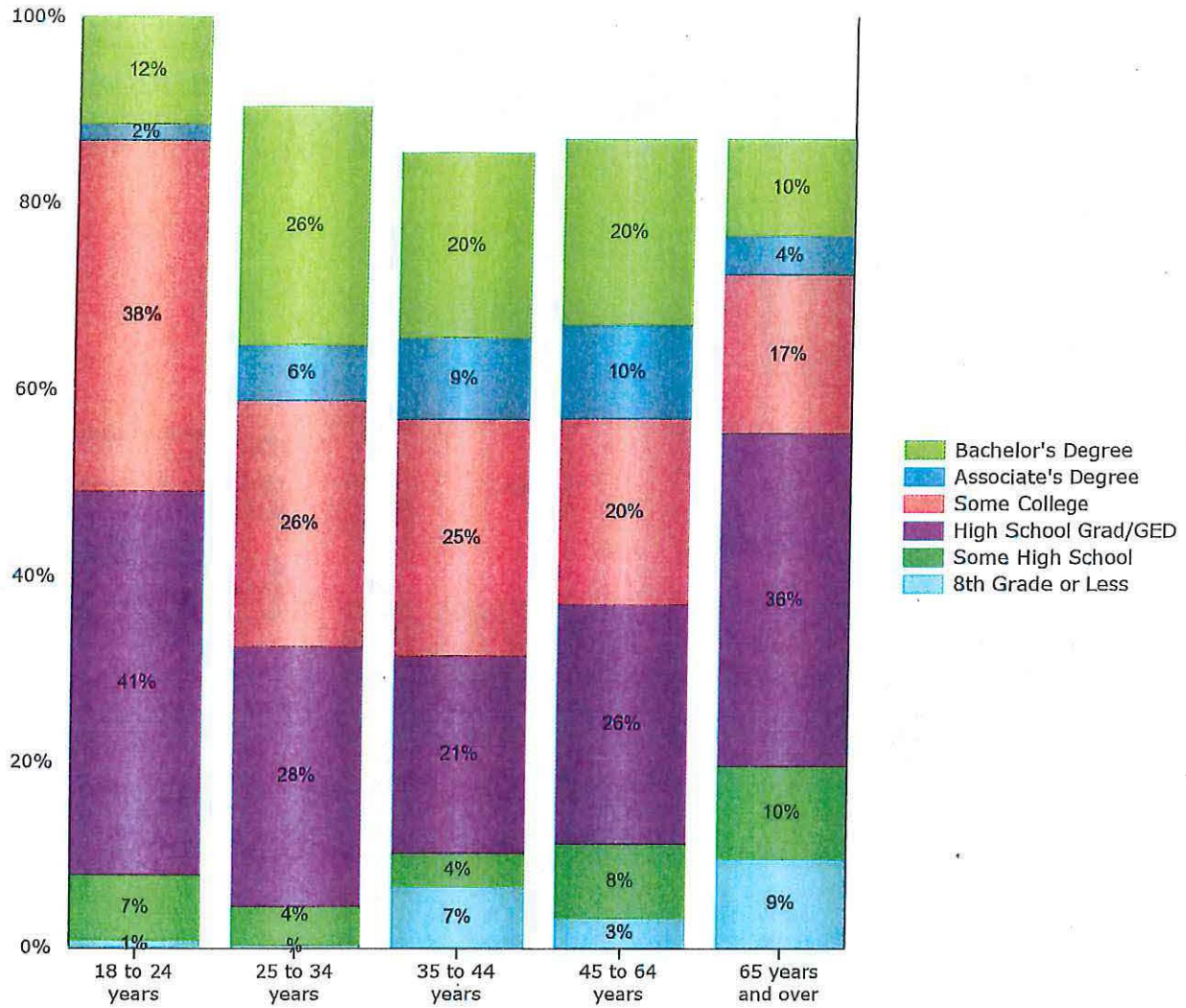
Doctor's degree

The highest award a student can earn for graduate study.

First-professional degree

An award that requires completion of a program that meets all of the following criteria: (1) completion of the academic requirements to begin practice in the profession; (2) at least two years of college work prior to entering the program; and (3) a total of at least six academic years of college work to complete the degree program, including prior required college work plus the length of the professional program itself.

Educational Attainment by Age

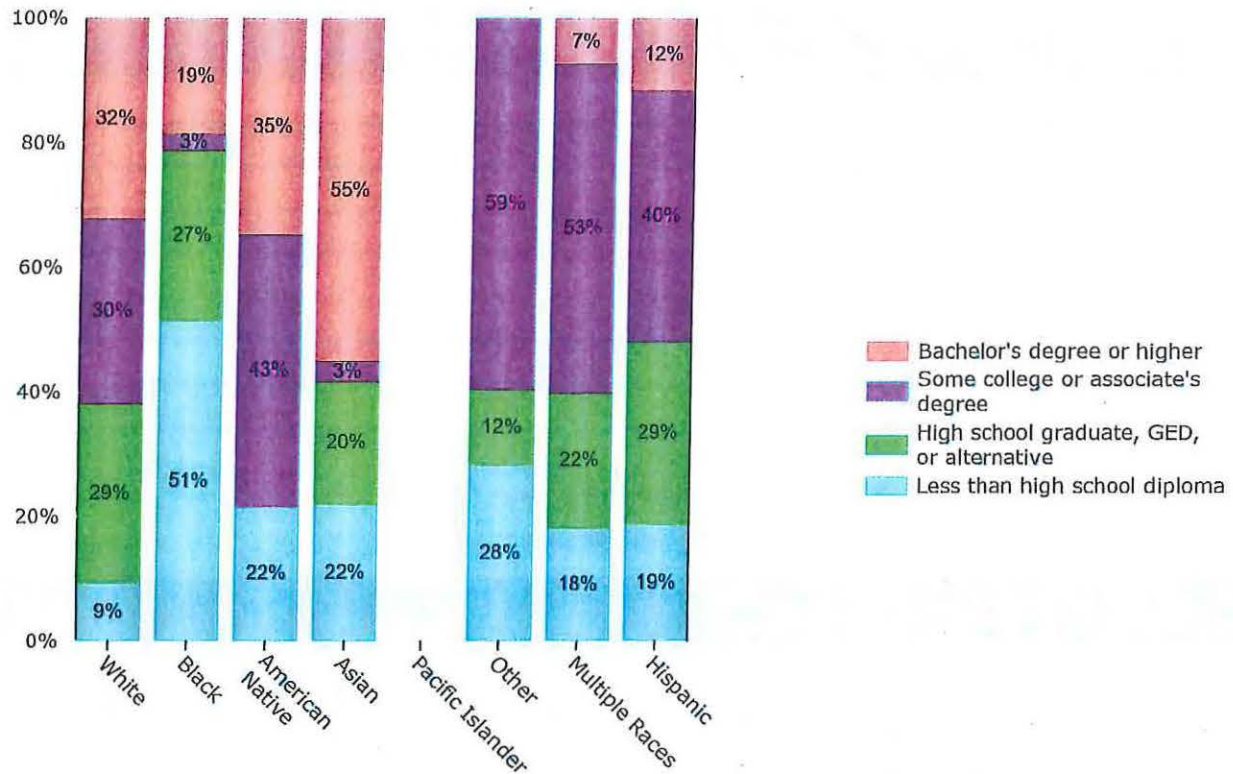


	18 - 24	25 - 34	35 - 44	45 - 64	65+	Total
8th Grade or Less	8	3	102	141	255	509
Some High School	73	58	57	368	270	826
High School Grad/GED	426	385	332	1,178	961	3,282
Some College	388	363	397	911	458	2,517
Associate's Degree	18	83	137	461	113	812
Bachelor's Degree	119	351	310	908	277	1,965
Graduate or Professional Degree		133	228	598	351	1,310
	1,032	1,376	1,563	4,565	2,685	11,221

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Educational Attainment by Race/Ethnicity

(Population 25 years and over)



	Less than high school diploma	High school grad, GED, or alternative	Some college or associate's degree	Bachelor's degree or higher	Total
Race					
White	867	2,646	2,724	2,966	9,203
Black or African American	276	146	14	100	536
American Indian or Alaska Native	10	0	20	16	46
Asian	28	25	4	70	127
Native Hawaiian/Pacific Islander	0	0	0	0	0
Other	63	27	132	0	222
Multiple Races	10	12	29	4	55
Ethnicity					
Hispanic or Latino (of any race)	63	99	135	39	336
	1,317	2,955	3,058	3,195	10,525

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Training Providers

James Madison University

800 South Main Street
Harrisonburg, VA 22807

Phone: (540) 568-6211

<http://www.jmu.edu/>

Number of 2016 graduates: 5,551

Eastern Mennonite University

1200 Park Rd
Harrisonburg, VA 22802

Phone: (540) 432-4000

<http://www.emu.edu>

Number of 2016 graduates: 556

Lord Fairfax Community College

173 Skirmisher Lane
Middletown, VA 22645

Phone: (540) 868-7000

<http://https://www.lfcc.edu>

Number of 2016 graduates: 1,536

Bridgewater College

402 E College St
Bridgewater, VA 22812

Phone: (540) 828-8000

<http://https://www.bridgewater.edu/about-us>

Number of 2016 graduates: 447

Blue Ridge Community College

1 College Lane
Weyers Cave, VA 24486

Phone: (540) 234-9261

<http://www.brcc.edu>

Number of 2016 graduates: 1,273

Virginia Military Institute

Vmi Parade
Lexington, VA 24450

Phone: (540) 464-7207

<http://www.vmi.edu>

Number of 2016 graduates: 382

Shenandoah University

1460 University Dr
Winchester, VA 22601

Phone: (540) 665-4500

<http://www.su.edu>

Number of 2016 graduates: 1,128

Mary Baldwin College

318 Prospect Street
Staunton, VA 24401

Phone: (540) 887-7000

<http://www.marybaldwin.edu>

Number of 2016 graduates: 353