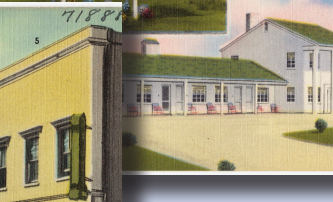




86844  
Prince George Motel  
U. S. Route #301 — 2 Miles South  
PETERSBURG, VIRGINIA

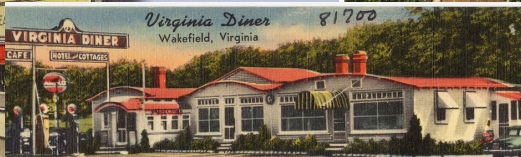


Street Scene, Emporia, Va.

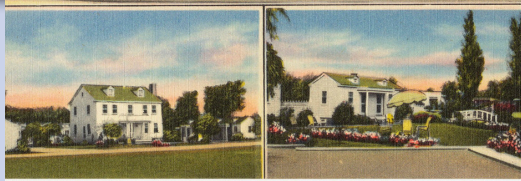


Greetings from Camp Lee, Va.

The Arms of the Service



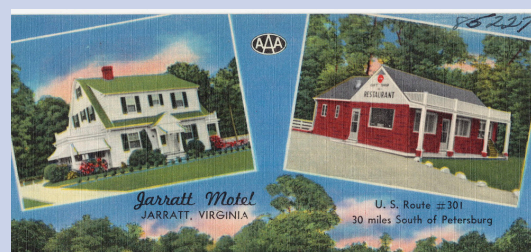
Virginia Diner  
Wakefield, Virginia



# CRATER REGION COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDSD) 2023 - 2028

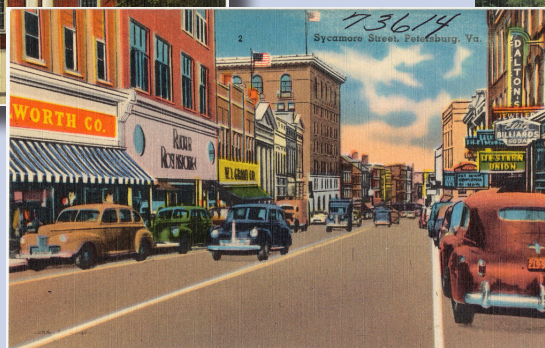


Greenville County Court House, Emporia, Va.



Jarratt Motel  
JARRATT, VIRGINIA

U. S. Route #301  
30 miles South of Petersburg



73614  
Sycamore Street, Petersburg, Va.



Appomattox River Bridge Entrance to Hopewell, Va.



Image Credit: "Onward!" (Michael Baker, 2020 via Flickr)

Cover Images: Postcards from The Tichnor Brothers Collection, Boston Public Library, Print Department

## **Crater Region Comprehensive Economic Development Strategy**

Prepared by: Crater Planning District Commission Staff, Crater CEDS Committee

In collaboration with and support of member localities: Charles City County, Chesterfield County, City of Colonial Heights, Dinwiddie County, City of Emporia, Greensville County, City of Hopewell, City of Petersburg, Prince George County, Sussex County, Surry County

Approved by CPDC Executive Committee: November 9, 2023



## LETTER FROM THE EXECUTIVE DIRECTOR

I am pleased to present the Comprehensive Economic Development Strategy (CEDS) for the Crater Planning District Commission. This strategy represents a significant milestone in our ongoing commitment to fostering collaborative, sustainable economic growth and prosperity within our region.

The Crater Planning District Commission, in collaboration with our localities, community groups and economic development organizations, has worked diligently to craft a CEDS that reflects our shared vision for the future. This strategy is rooted in the principles of regional cooperation, and it is designed to guide us towards a more vibrant and resilient economy.

Our CEDS outlines a strategic roadmap that addresses the unique challenges and opportunities present in our region. It focuses on key pillars such as workforce development, infrastructure enhancement, entrepreneurship support, quality of life and the diversification of our economic base. By nurturing our existing industries and cultivating emerging sectors, we aim to create a more diversified and robust economic landscape.

One of the core strengths of our CEDS is its responsiveness to the dynamic economic landscape and the needs of our community. We recognize that economic development is an ongoing journey, and this strategy provides a framework for adaptation and growth as we navigate an ever-changing environment.

Moreover, we remain committed to fostering collaboration and engaging with the broader community. We value your input, and your perspectives have been instrumental in shaping this strategy. Together, we will continue to build a resilient and prosperous future for the Crater Planning District Commission.

I would like to extend my gratitude to our dedicated staff, our board members, our partner organizations, and the local communities for their unwavering support and commitment to our mission. Your dedication is what makes the implementation of this CEDS possible.

In the coming months and years, we will work tirelessly to transform the vision outlined in this strategy into reality. With your continued support, we are confident that the Crater Planning District Commission will achieve its economic development goals and create a more vibrant, prosperous, and inclusive future for all.

Thank you for your trust in us, and I look forward to working together to realize the potential of our region.

Sincerely,

E. Jay Ellington  
*Executive Director*  
*Crater Planning District Commission*

# PREFACE

Every five years, as an EDD, the Crater Planning District Commission is required to develop a strategy document to guide economic development for the *next* five years. This document, completed in 2023, serves that purpose for the period of 2023 - 2028.

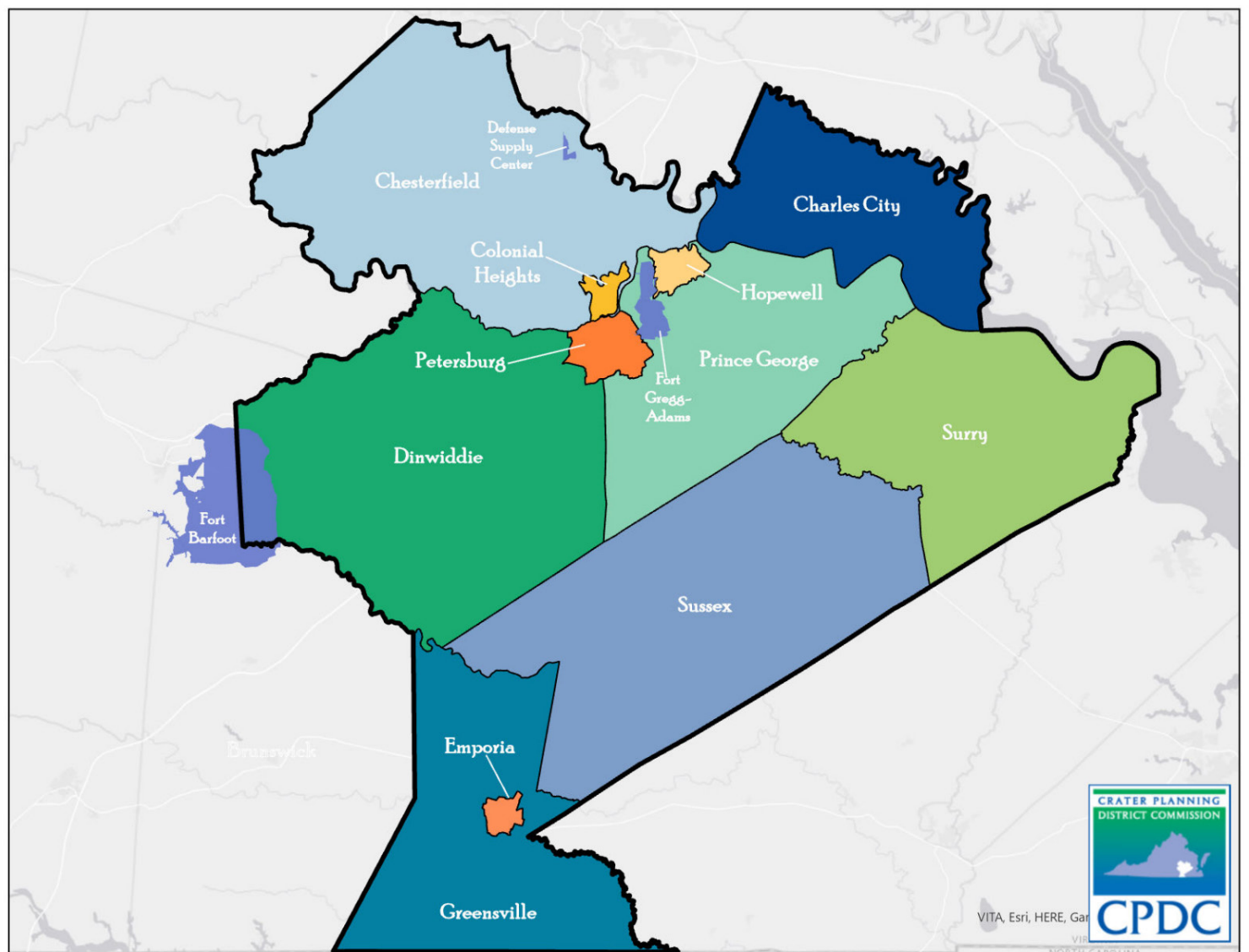
Over the past year, Crater PDC staff worked with member localities and other stakeholders in the greater economic community to identify the key challenges and opportunities facing the Crater region. This group, in its capacity as the Crater CEDS Committee, set five goals for economic development over the next five years. The committee at-large was broken into five sub-committees based on those five goals, and through a series of monthly sub-committee and committee at-large meetings, outlined objectives to define each goal, and actions that would need to be taken to achieve each objective. The committee also identified a series of metrics that could be used to track the success of these objectives in achieving said goals. The first appendix of this document identifies the top priority economic development projects to be pursued by Crater's member localities.

The goals set by this document are as follows:

- Goal 1: Strengthen and expand the network of transportation, utility, and broadband infrastructure throughout the region, to better serve current and future residents and businesses.
- Goal 2: Foster an environment where small businesses and entrepreneurs can thrive.
- Goal 3: Improve the quality of life for all of Crater's residents, in order to ensure the region is a place current and future residents are happy to call home.
- Goal 4: Promote regional workforce development efforts to optimize employment opportunities for residents and meet current and future employers' needs.
- Goal 5: Support the development of targeted industry sectors, including the pharmaceutical cluster, to foster a regional economy strengthened by its specialization.

As per EDA requirement, this document will undergo an annual update to adjust action items where necessary, apply the evaluation metrics, and make changes to the priority projects as they progress or are completed. The first annual update of this document is planned for Summer 2024.

# CRATER REGION



# CRATER CEDS COMMITTEE

## Member Localities:

**Morgan Ingram**  
Dinwiddie County

**Natalie Slate**  
Greensville County

**Joanne Williams**  
City of Petersburg

**Horace Wade**  
Surry County

**Yoti Jabri**  
Prince George County

**Cynthia Boone**  
Charles City County

**David Conmy**  
Sussex County

**Karen Epps**  
Colonial Heights

**Jake Elder**  
Chesterfield County

City of Hopewell

City of Emporia

## Multi-Jurisdictional Entities:

**Elizabeth Creamer**  
Community College Workforce  
Alliance

**Larry Murphy**  
Urban League

**Betsey Odell**  
Commonwealth Center fo  
Advanced Manufacturing

**Tabitha Taylor**  
Crater Regional Workforce  
Development Board

**Keith Boswell**  
Virginia's Gateway Region

**Ann Isbell**  
Grow Capital Jobs Foundation

**Becky McDonough**  
Hopewell-Prince George  
Chamber of Commerce

**Joy Polefrone**  
Alliance for Building Better  
Medicine

**Lorin Sodell**  
Virginia State University

**Vandy Jones**  
Crater Small Business  
Development Center

**Lynne Mann**  
Greater Crater APEX  
Accelerator

**Brittani Edwards**  
Dominion Energy

**Devin Keeler**  
Dewberry

**Elizabeth Povar**  
The Riverlink Group

**Wendy Austin**  
Freinds of the Lower  
Appomattox River

**Martha Burton**  
Petersburg Area Regional  
Tourism

**Tarvaris McCoy**  
The Real McCoy Companies

**Heather Lyne**  
Hopewell Downtown  
Partnership

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## Crater PDC Staff:

**E. Jay Ellington**  
Executive Director

**Andrew Franzysen**  
Director of Housing, Environment, and Economic Development

**Hannah Woehrle**  
Planner II, Housing and Economic Development

**Kit Friedman**  
Planner II, Transportation and Environment

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# INTRODUCTION

The Crater Planning District Commission obtained designation as an Economic Development District in 1985, reflecting the growing emphasis upon approaching economic development/job creation “regionally”. Since its inception, the agricultural economy has given way to manufacturing and logistics industries, both of which require a higher-skilled workforce, the importance of logistics has come to the forefront. Fort Gregg-Adams (formerly Fort Lee) has grown in prominence and is a significant player in the regional economy. Today, the level of understanding and appreciation for the regional economy and the myriad linkages that are necessary for success have brought about the successful regional collaborative effort that has produced this 2023 - 2028 CEDS Strategy for the Crater Planning District.

Crater PDC’s member jurisdictions play a critical role in connecting their economic development activities to the needs and collective initiatives of the region. Successful collaborative efforts in the region could not have been accomplished without their continued support. The local economic development offices are linked below:

- [Charles City County](#)
- [Chesterfield County](#)
- [Colonial Heights City](#)
- [Dinwiddie County](#)
- [Emporia City](#)
- [Greensville County](#)
- [Hopewell City](#)
- [Petersburg City](#)
- [Prince George County](#)
- [Surry County](#)
- [Sussex County](#)

The Crater Planning District Commission facilitates an ongoing economic development strategy planning process through the engagement of public and private sector stakeholders who are committed to innovation in the expansion of the region’s economic base. These stakeholders recognize the need to strengthen the economic landscape of the region by developing educational opportunities to create a highly skilled workforce, improving transportation and utility infrastructure, and promoting tourism and small business development, which will attract regional investment and lead to a high quality of life for its citizens. The CEDS process is an efficient and effective mechanism for coordinating the efforts of individuals, organizations, local governments, and private industry, all of which are committed to and working toward economic development.

While the CEDS document plans for the next five years, the results it produces are intended to last far longer. As climate change related weather events and the aftermath of the COVID-19 pandemic have highlighted, major disruptions can have far-reaching and long-lasting effects on the regional economy, making planning for economic resilience vital. Best practices for economic resilience have been weaved throughout this document, and success in advancing economic resilience will be measured alongside progress towards the main goals of this strategy.

The CEDS document:

- sets forth the region’s goals, objectives, and action plan;
- describes the strengths, weakness, opportunities, and threats of the Crater District;
- details the demographics, economic structure, and distinct features of the region;
- identifies priority programs, performance measures and projects for implementation; and
- discusses supporting economic resilience within the region.

The CEDS Committee was appointed by the Crater Planning District Commission (Crater PDC) and is comprised of stakeholders, including municipal economic development professionals and officials, community leaders, business, education, and many multi-jurisdictional organizations working in coordination with Crater PDC to orchestrate economic development initiatives across the region.

In addition to the eleven jurisdictions that make up the Crater Economic Development District (EDD), multi-jurisdictional entities engage with and contribute to the Planning District Commission's economic development initiatives:

- [Greater Crater APEX Accelerator](#) (formerly PTAC – Procurement Technical Assistance Center), provides one-on-one counseling, education, and bid matching services to assist businesses in government contracting;
- [Crater Regional Small Business Development Center of Longwood University](#) provides counseling, education, and economic research to support potential and existing small business owners;
- the [Tri-Cities Area Metropolitan Planning Organization](#) undertakes the Crater Region's transportation planning process for both urbanized and rural areas;
- [Petersburg Area Regional Tourism \(PART\)](#) and [Virginia's Crossroads](#) implement regional tourism marketing and promotional programs;
- [Friends of the Lower Appomattox River \(FOLAR\)](#) promotes environmental awareness, active lifestyles, outdoor recreation, and tourism in the region;
- [Virginia's Gateway Region](#) and [Virginia's Growth Alliance](#) are the regional economic development organizations (REDOs) serving as lead marketing entities, providing research, technical assistance, lead generation and outreach on behalf of their member localities and corporate partners;
- [Crater Regional Workforce Investment Group](#) is the designated regional administrator coordinating workforce development and training;
- [GO Virginia Region 4 Council](#), a Virginia bipartisan, business-led economic development initiative focused on creating more high-paying jobs through regional collaboration;
- [Chesterfield](#), [Emporia-Greenville](#), [Hopewell-Prince George](#), [Southern Virginia Regional](#), and [Surry](#) Chambers of Commerce serve the business communities throughout the region; and
- The [Hopewell Downtown Partnership](#) functions as the Main Street Organization for Hopewell, fostering development in Hopewell's central downtown district.

Together these multi-jurisdictional entities, working collaboratively through and with the PDC, facilitate a dynamic economic development planning process reflecting the varied needs of the District.

The Crater Planning District Commission and CEDS committee have intentionally engaged private sector business owners and community members to bring awareness of the region's economic development priorities, strategies, and agencies available to provide technical assistance. Meaningful dialogue with these groups helps build trust between government agencies and the business community, as well as the public. CEDS is an invaluable tool for decision-makers (public or private sector), investors, and the general public to use as a guide to understand the past, present, and future of the regional economy, as well as their role in shaping it.



## **BACKGROUND ON THE CRATER REGION**

**Geographic Overview - pg. 4**

**History - pg. 7**

**Economic Conditions - pg. 9**

# GEOGRAPHIC OVERVIEW

The Crater Planning District covers 2,493 square miles in south-central Virginia; one of 21 such organizations in the state. Included in its membership are the counties of Charles City, Chesterfield, Dinwiddie, Greensville, Prince George, Surry and Sussex, and the independent cities of Colonial Heights, Emporia, Hopewell, and Petersburg. Charles City and Chesterfield are dual members of Crater PDC as well as PlanRVA, which covers the Richmond region just north of Crater's jurisdiction. Surry County is a dual member with Hampton Roads Planning District to the southeast. Virginia's independent cities are governed independently of their surrounding counties, and collect their own taxes just as a county would. Within the counties mentioned, there are eight small, incorporated towns, all with populations under 3,500:

- Claremont, Dendron, and Surry in Surry County
- Stony Creek, Wakefield, and Waverly in Sussex County
- McKenney in Dinwiddie County
- Jarratt, located partially in Greensville and Sussex Counties

Much of the District (seven localities) comprises the southern portion of the Richmond MSA. The neighboring Hampton Roads MSA is directly east of the Crater District and includes Surry County. The City of Emporia and Greensville County, located along the Virginia-North Carolina boundary, are not part of an MSA.

## Transportation & Development

The District's strategic location in the US. Mid-Atlantic Region and transportation network are key assets and the centerpiece of the logistics industry. Interstates 95 and 85 run through the middle of the District, with I-295 running parallel to I-95 around Richmond and Petersburg. Both I-295 and Route 288 provide eastern and western linkages to I-64. In addition to I-64, Routes 460, 58 and 10 provide east/west linkages to the growing Port of Virginia. The widening of the Panama Canal has significantly expanded business at Virginia's ports, which enhances the importance of the District's location and transportation access.

The development of the Crater region is tied to transportation and shipping; its rivers and ports dictated the settlement of cities and counties, and the construction of the interstate highway system has led to a significant logistics industry cluster. Petersburg was a significant river port throughout the nineteenth century and was settled where the Appomattox River crosses the Fall Line. Hopewell, located downstream at the confluence of the Appomattox and James Rivers, was a thriving port city during the Civil War. Surry County, along the James, was settled concurrently with Jamestown. Charles City County sits along the James where it meets the Chickahominy and has a significant history dating to the colonial period. Likewise, the Meherrin River was integral to the development of Greensville County, runs through the heart of Emporia, founded in 1887. Sussex County was formed in 1753 from part of Surry County, south of the Blackwater River. Interstates 85, 95, and 295, as well as Route 460, play significant roles in regional connectivity and travel.

Freight and passenger rail service has also played a significant role in the economy of the Crater District throughout its history and continues today. Norfolk Southern and CSX have lines running through the region. Norfolk Southern's 2010 Heartland Corridor Rail Project significantly enhanced the region's transportation and distribution capabilities by shortening rail shipments from Norfolk to the Midwest. The project improved intermodal train operations by raising clearances on the railroad

bridges and tunnels to enable double stacked rail freight along the route. The trip time and distance from Norfolk to Chicago, for example, has been reduced by 24 hours and over 200 miles. Another major rail project enhancing the Crater District's long-haul freight capability is the CSX National Gateway Project. This was also a multi-state project, completed in 2013, that extended north-south from North Carolina to Ohio running parallel to Interstate-95 through Virginia and included a spur that connects to the Port of Virginia. The Heartland Corridor and the National Gateway intersect at Collier Yard in the City of Petersburg making the Crater District well suited to serve as an east coast hub for freight distribution. The Amtrak Station, located in Ettrick, has experienced record increases in ridership over the last three years, serving 30,000 passengers in 2022. The station has services northbound to Richmond and Washington DC, and southbound to Norfolk with plans to add a third line to Raleigh, North Carolina. The Virginia Passenger Rail Administration received \$6.4 million in 2022 from the USDOT for station improvements, which are currently being planned.

The Tri-Cities Area Metropolitan Planning Organization (TCAMPO), which comprises the urban areas of the planning district (Chesterfield County, Dinwiddie County, Prince George County, Hopewell, Petersburg, and Colonial Heights), is in the initial stages of developing a multimodal mobility plan to improve accessibility and connectivity for bicyclists, pedestrians, and public transit throughout the region. Currently, multimodal infrastructure is limited, with Petersburg Area Transit providing bus service to the Tri-Cities, Fort Gregg-Adams, and limited routes to Richard Bland College and Emporia.

## **Physical Features**

The Crater Planning District straddles the Fall Line (where the coastal plain and Piedmont regions meet), with the western portions of Dinwiddie and Greensville counties in the Piedmont Plateau and the remaining area in the Coastal Plain. Elevations range from 400 feet in the west to less than 100 feet above sea level in the east. Some of the low-lying sections are swampy. The flat to gently rolling topography has few areas of steep slopes, presenting few physical restrictions to development.

While the number of farms has not grown in the past 10 years, agricultural use is the most dominant land use in the region's counties. The principal crops are soybeans, wheat, corn, and cotton. There is also significant acreage in forest land.

The region is fortunate to have large open space areas for its citizens to enjoy, which also provide for the preservation and protection of wildlife. Petersburg National Battlefield provides valuable green space in an urban setting, and attracts hundreds of visitors to the Crater District. The site encompasses large properties in Petersburg, Prince George County, Hopewell, and Dinwiddie County. The U. S. Fish & Wildlife Service owns the national Harrison Lake National Fish Hatchery in Charles City County, which offers barrier free recreational fishing as well as trails and wildlife areas, and the James River National Wildlife Refuge in Prince George County, home to the Powell Creek Nature Trail.

Residents have easy access to two large state parks: Pocahontas (7,919 acres) in southern Chesterfield County and Chippokes (1,946 acres) along the James River in Surry County. Additionally, 5000+ acres have been acquired at the Chickahominy Wildlife Management Area in Surry County, as well as in Surry in the Charles Steirly Heron Rookery on the Blackwater River (19 acres). The Nature Conservancy owns over 300 acres along the James River in Prince George County, which is an eagle protection area. Sussex County is home to the Southeastern 4-H Educational Center on Airfield Lake. Also in Sussex County is Chub Sandhill, a state-designated

natural area along a segment of the Nottoway River (599 acres). Continuing to expand in Dinwiddie County is the privately-owned Pamplin Historical Park and the National Museum of the Civil War Soldier, which includes interpretive and educational facilities, museums, a plantation home, and a system of trails. In recent years, the Appomattox River Regional Park was established along the Appomattox River in Prince George County.

There are five scenic river segments in the region including portions of the James, Appomattox, Chickahominy, and Nottoway Rivers. The confluence of the James and Appomattox at Hopewell serves as a gateway to the Appomattox River Trail Greenway and Blueway, which traverses over 25 miles in six localities. This trail is currently under development and will be a 22-mile linkage of all recreational, cultural, and natural features and historic sites on both sides of the Appomattox River between Lake Chesdin in Dinwiddie and Chesterfield Counties and City Point in Hopewell. This project is spearheaded by Friends of the Lower Appomattox River (FOLAR), a partner and collaborator with Crater PDC. Crater residents also have access to the Capital Trail, which links Richmond and Williamsburg, and passes through Charles City County along Route 5. Lastly, the Fall Line Trail is currently under construction and will run from the town of Ashland (north of Richmond), with its southern terminus in Petersburg.

## **Education**

In addition to the ten public school districts in the Crater region, there are a number of professional, technical, and secondary education institutions that serve the region's residents. Virginia State University (VSU) in South Chesterfield is a Historically Black College / University, and one of only two land-grant universities in the state. Brightpoint Community College, formerly known as John Tyler Community College, is based in Chester. Programming at Brightpoint is linked to Richmond-based Reynolds Community College through the Community College Workforce Alliance (CCWA), a vital regional workforce development partner. Richard Bland College straddles the Dinwiddie and Prince George County line, and functions as a two-year transfer institution. Southern Virginia Community College also has a campus in Emporia, serving the southernmost part of the region.

Colleges provide valuable professional education, but they don't make up the whole of the professional and technical education landscape. Rowanty Technical Center provides programs in a variety of trades to high-school students in Dinwiddie, Sussex, and Prince George. The Central Virginia FAME (Federation for Advanced Manufacturing Education) program supported by Richard Bland College and the Commonwealth Center for Advanced Manufacturing (CCAM) connects post-high school students to potential employers in the manufacturing industry. CCAM also offers other important talent incubation programs including immersive internship programs, graduate research assistant programs, and fellowship programs with professors and industry leaders from Old Dominion University, Virginia Commonwealth University, Virginia Tech, University of Virginia, and Virginia State University.

# HISTORY

The region we now consider to be Crater was home to indigenous peoples long before European colonization of Virginia. Groups native to the area would have included, but not been limited to, the Appamatuck people, the Cheroenhaka people, the Saponi people, the Lumbee people, the Monacan people, the Chickahominy people, and the Quiyoughcohannock people. Of these groups, the State of Virginia recognizes three: the Monacan, the Cheroenhaka, and the Chickahominy. Today, the Chickahominy Tribe is based out of Charles City County, in the northeast part of the Crater region. While the area is not a recognized reservation, the tribe has purchased 110 acres of land for communal development.

Some existing jurisdictions in the Crater region were established prior to American independence. Surry County, along the James River, was settled concurrently with Jamestown, just across the river. City Point, the oldest part of Hopewell and located at the confluence of the James and Appomattox Rivers, was established by Sir Thomas Dale in 1613 and became part of the Charles City Shire, one of Virginia's eight original shires in 1634.

Petersburg was a major port city in the 1700s located along the Appomattox River; a commercial center for processing cotton, tobacco, and metal. By the early 1800s when Petersburg became a rail center also, it was the second largest city in Virginia. Manufacturers were producing tobacco products, cotton and flour mills, iron works. The city was also a banking center. In the 19th century, Petersburg's Pocahontas Island was established as a freedom colony. It became the largest community of free Black people along the Mid-Atlantic.

Most localities in the Crater region were established in the 18th century. Prince George County was formed from Charles City County in 1703, and Dinwiddie County was formed from Prince George County in 1752. Sussex County was formed from Surry County in 1753. Moving south, the City of Emporia, located in the center of Greensville County, was formed in 1787 when two towns along the Meherrin River were merged.

During the 1900s, the counties' economies were mostly agrarian; however, Petersburg and Hopewell were major centers of manufacturing and commerce. Hopewell was developed by DuPont in 1914 as Hopewell Farm, an incorporated area (a company town) in Prince George County. It was incorporated as an independent city in 1916. Dupont first built a dynamite factory there, and then during World War I switched it to a gun cotton plant. It was abandoned by DuPont after World War I. However, the Tubize Corporation established a plant in Hopewell in 1923. Since that time, it has been home to large chemical plants owned by Honeywell Corporation, DuPont, Alliance Rock Tenn, Goldschmidt, and Hercules Chemical Corporation.

Fort Gregg-Adams (formerly known as Fort Lee) is located along Route 36 between Hopewell and Petersburg, in Prince George County, and was established in 1917. It was not active after World War I until October 1940, when a second Camp Lee was constructed. It was re-designated in 1950 as Fort Lee and continues to grow. Fort Lee doubled in size because of Base Realignment & Closure (BRAC) decisions in 2005. In 2023, it was renamed Fort Gregg-Adams. Today, the site spans 5,376 acres. The region is home to two other military sites, both acquired in 1941. Fort Barfoot (formerly Fort Pickett), located partially in Dinwiddie County, was established as a training center for the Virginia National Guard. The U.S. Defense Supply Center - Richmond, located in Chesterfield County, is the headquarters of Defense Logistics Agency Aviation.

Petersburg was a retail and industrial center until 1985 when Brown & Williamson Tobacco

Corporation left the city, transferring its operations to Macon, GA. Four years later, in 1989, the Southpark Mall retail complex was opened in Colonial Heights, just across the Appomattox River from Petersburg. Much of the area's retail is now centered in and around Southpark Mall.

The period of the 1970s and 1980s was also a time of suburbanization in the counties adjacent to the region's cities. Economic development, job generation, and tax base expansion became a central focus in all the region's localities. A key example was the location in 1972 of Dominion Energy's Surry Power Station, the company's first nuclear station, in rural Surry County along the James River. It continues to be a major employment center and taxpayer in Surry County. Other examples are Boars Head and Beach Mold & Tool plants in Greenville County, Georgia Pacific and Steel Fab and Toll Brothers in Emporia, and Gerda Ameristeel, Amazon, Wal-Mart, and Aldi distribution centers in Dinwiddie County. In early 2020, Amazon added another distribution center in Prince George County. Dominion Energy opened a \$1.3 billion power plant in Greenville County in December 2018.

The region is served by various economic development bodies. In 1960, a group of local businesspeople founded the Appomattox Basin Industrial Development Corporation, which became Virginia's Gateway Region in 1985, and grew to include Dinwiddie, Prince George, Surry, and Sussex Counties. The Emporia-Greenville Industrial Development Corporation focused on development in the southernmost part of the region. When the E-G IDC disbanded, its functions were absorbed into the respective municipalities. The Crater Planning District Commission, in addition to functioning as a planning commission, was designated as an EDA (Economic Development Administration) Economic Development District to bring more focus to economic development in the region and to pursue economic development opportunities more effectively.

Even with the addition of major manufacturing plants, the interstate access, the retail hubs, and tourism attractions, government employees comprise the largest segment of employed persons in the Crater District. The District sits just south of Virginia's capital city, Richmond, on 1-95. There are a variety of government employment options besides Fort Gregg-Adams. The Defense Supply Center Richmond is in Chesterfield County just north of Colonial Heights, Virginia State University and Brightpoint (formerly John Tyler) Community College are in neighboring Chesterfield County, Richard Bland College of William and Mary sits along the Petersburg-Dinwiddie County-Prince George County boundary, and Southern Virginia Community College is in Greenville County. There are state and federal correctional facilities in Prince George, Greenville and Sussex Counties, and state behavioral health facilities in Dinwiddie County, as well as the eleven local governments and ten public school divisions.

# ECONOMIC CONDITIONS

The economy of any region is made up of two primary components: that region's population, and its industry makeup. As such, an understanding of the current economic development conditions in the Crater PDC can be derived from examining available data on both subject areas. American Community Survey data provides insight into the demographic makeup of Crater and its member localities. Analysis from Chmura Economics, supplemented with LightCast datasets, paints a picture of industry and employment in the region.

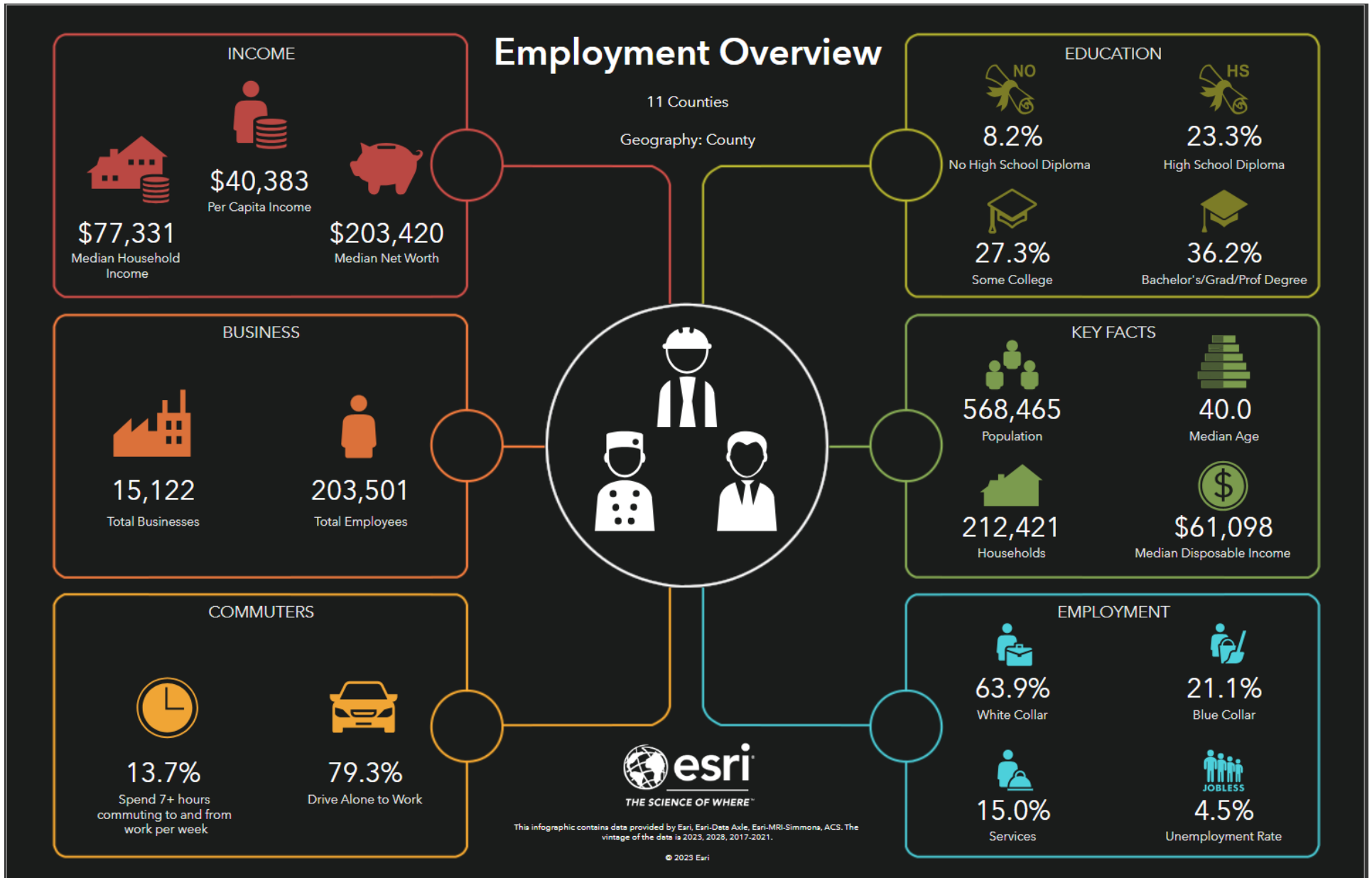
## *Demographic Snapshot*

- As of the 2022 ACS (American Community Survey) 5-year estimates, there are 556,840 residents and 200,039 total households within the Crater District. The population has increased 12% since 2012 as compared to a 6% increase in Virginia.
- The region has a greater Black population and a smaller white population than the rest of the Commonwealth. 53% of Crater residents are non-white. Currently 47% of the citizens are White, 44% Black, and 9% classified as some other race. 6% of the population is ethnically Latino compared to 10.5% for Virginia.
- The median age in the Crater District is 41 years old and 51% of residents are male while 49% are female.
- Median Household Income within the District is \$59,552, which falls well below median household in the Richmond Metropolitan Statistical Area (MSA), which is \$74,151.

## *Employment & Labor Snapshot*

- The region has a civilian labor force of approximately 261,099 (ages 16 and up) with a participation rate of 62.8%, similar to Virginia's rate of 63.1%.
- 34.8% of individuals have bachelor's degrees or higher, which is slightly lower than Virginia (40.3%), but roughly on par with the nation (33.7%).
- The top three sectors by employment are Health Care & Social Assistance, employing 30,145 workers, Retail Trade (27,674 workers) and Accommodation and Food Services (18,666 workers).
- The largest major occupation group in the Crater, VA PDC is Transportation and Material Moving Occupations, employing 26,153 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (24,814 workers) and Sales and Related Occupations (22,622).
- The poverty rate for all people in the Crater District is 10.7%, compared to 10.2% in all of Virginia and 11.6% in The United States as a whole.

Figure 1: Crater Economic Overview



## Population Trends

The following analysis is based on American Community Survey (ACS) 5-year estimates from 2012, 2021, and 2022. ACS data is provided by the U.S. Census Bureau.

**Table 1: Crater Population Change 2012 - 2022**

Locality	2012 Population Estimate	2022 Population Estimate	Population Change 2012 -2022	Percent Change
Chesterfield County, VA	316,895	370,688	53,793	17%
Prince George County, VA	36,013	42,170	6,157	17%
Petersburg City, VA	32,226	33,229	1,003	3%
Dinwiddie County, VA	27,926	28,040	114	0%
Hopewell City, VA	22,501	23,020	519	2%
Colonial Heights City, VA	17,426	18,127	701	4%
Greensville County, VA	12,127	11,465	-662	-5%
Sussex County, VA	12,095	10,960	-1,135	-9%
Charles City County, VA	7,226	6,817	-409	-6%
Surry County, VA	6,988	6,563	-425	-6%
Emporia City, VA	5,825	5,761	-64	-1%
<b>Crater Total</b>	<b>497,248</b>	<b>556,840</b>	<b>59,592</b>	<b>12%</b>
Virginia	8,185,867	8,683,619	497,752	6%

Source: American Community Survey 5-year Estimates, 2022; 2012

Historically, Census data for 1980, 1990, 2000 and 2010 revealed that the Crater District lost population in the 1980s by 3.5 percent, a stark contrast to the state's increase of almost 16 percent. The region experienced population growth of 6.9 percent during the 1990s and all localities grew except the cities of Hopewell and Petersburg. Virginia's population grew 14.4 percent during the nineties. Between 2000 and 2010, the Census Bureau data reflects a slowing of growth, with the District growing at 3.8 percent, and Virginia growing at 13.0 percent. In the past decade, however, growth had picked up. Between 2012 and 2022, the region grew by 12%, double the proportional growth of the Commonwealth. This is due in large part to the notable 17% growth in both Chesterfield and Prince George counties. More rural parts of the region saw a modest decrease in population in the past decade.

### *Population Density*

The Crater region varies dramatically from rural to urban. Five of the seven counties are rural, as defined by the U.S. Census Bureau as have a population density under 100 people per square mile. Those five include: Dinwiddie, Charles City, Greensville, Sussex, and Surry Counties. Surry is the most rural of these, with a population density of 22 people per square mile. Two counties and all four cities have an urban population density, including Chesterfield and Prince George Counties, Petersburg, Colonial Heights, Hopewell, and Emporia Cities. Colonial Heights and Hopewell are the densest, with population densities over 2,000 people per square mile each.

**Table 2: Crater Population Density 2022**

Locality	2022 Population	Land Area (mi <sup>2</sup> )	Population Density (people/mi <sup>2</sup> )
Chesterfield County, VA	370,688	423	876.33
Prince George County, VA	42,170	266	158.53
Petersburg City, VA	33,229	23	1,444.74
Dinwiddie County, VA	28,040	504	55.63
Hopewell City, VA	23,020	10	2,302.00
Colonial Heights City, VA	18,127	8	2,265.88
Greensville County, VA	11,465	296	38.73
Sussex County, VA	10,960	491	22.32
Charles City County, VA	6,817	183	37.25
Surry County, VA	6,563	279	23.52
Emporia City, VA	5,761	7	823.00
<b>Crater Total</b>	<b>556,840</b>	<b>2,490</b>	<b>223.63</b>

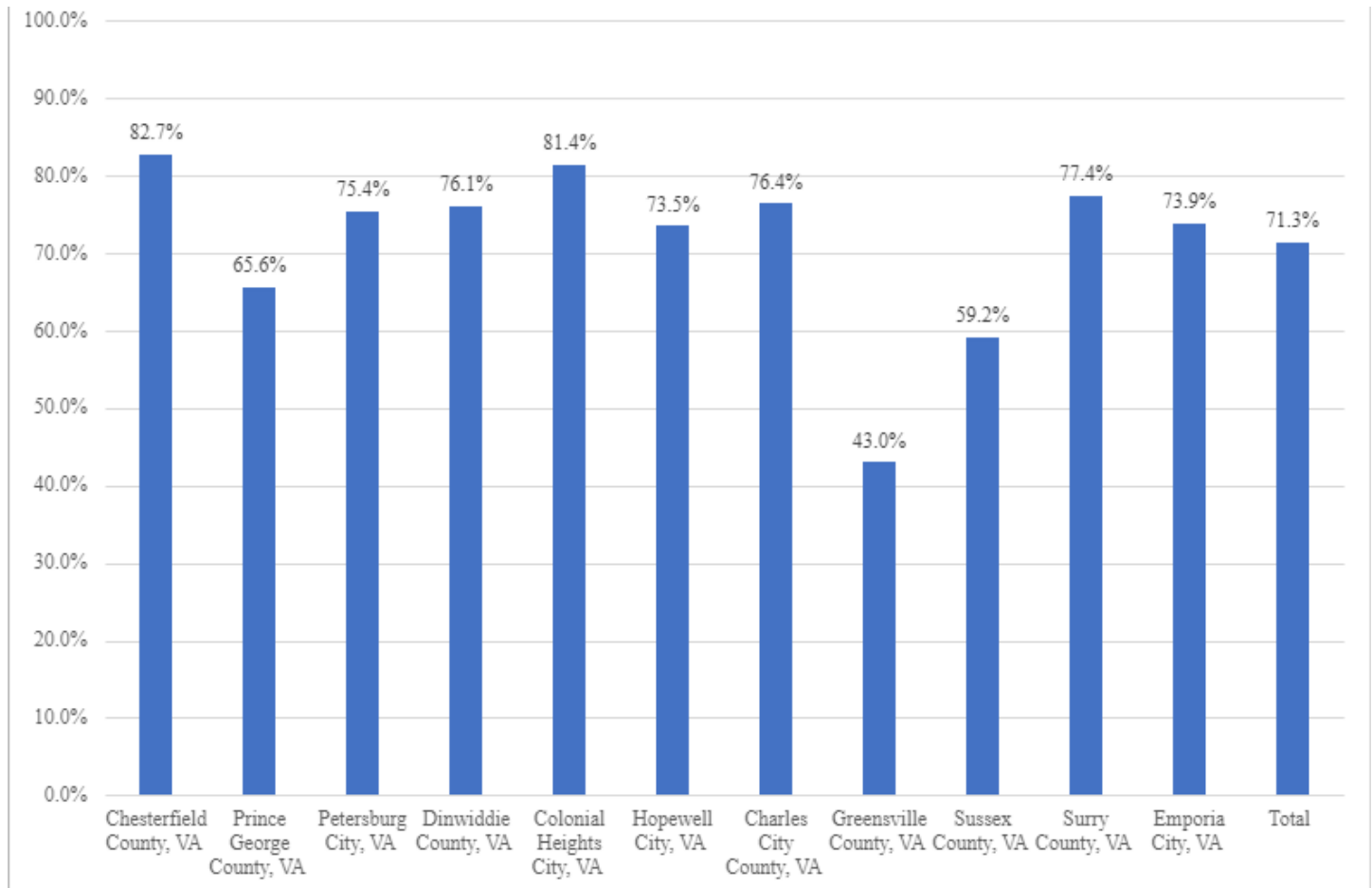
Source: American Community Survey 5-year Estimates, 2022

### *Labor Force Participation*

The 2021 labor force participation rate for the Crater region was 62.8%, comparable to Virginia’s rate of 63.1%. This statistic refers to the proportion of the civilian, non-institutional population that is employed or looking for work. Typically, the civilian labor force is considered the population aged 16 and up, which means it encompasses those non-institutionalized but may be minors or retired. A better indication of labor force participation in the region would be to look at the participation rate for those aged 25 to 64.

The age-adjusted labor force participation rate for the region is 71.3%, which trails the Virginia labor force participation of 80% by nearly 10%. The lag can be attributed to notably lower rates in Greensville County (43%) and Sussex County (59.2%), as seen in Figure 2 below. This means that the low rates cannot be attributed to the large state correctional facilities in both counties, though it is still worth noting that populations within those facilities cannot be counted towards a viable part of the region’s labor force. Determining the root cause of the low participation rates in these two counties will require further investigation, but depending on the cause(s), there may be potential to increase the labor force in both.

**Figure 2: Labor Force Participation Rate, Adults Aged 25 – 64 (2021)**



Source: American Community Survey 5-year Estimates, 2021

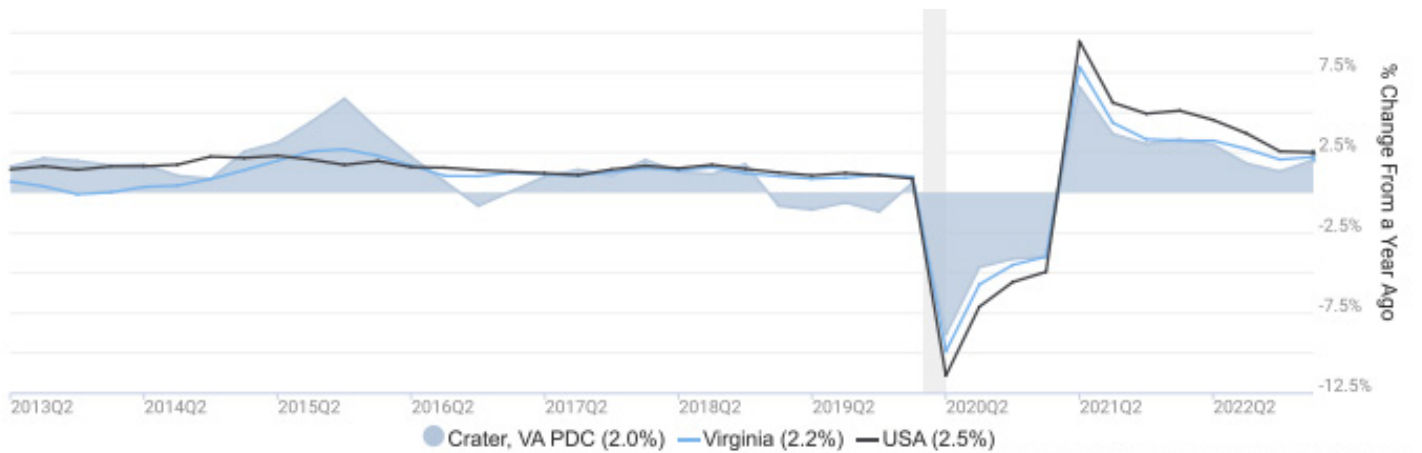
## Employment

The following analysis is based on data from the Chmura Economics JobsEQ Economic Overview Report for the Crater region, the Virginia Employment Commission, and LightCast data for Q3 2023. Where indicated, the analysis has been provided by the JobsEQ report as well. In other places, internal analysis has been conducted on data retrieved from one or more sources.

*Employment Trends - From the Chmura Economics JobsEQ Economic Overview Report, generated August 2023*

As of 2023Q1, total employment for the Crater PDC was 223,439 (based on a four-quarter moving average). Over the year ending 2023Q1, employment increased 2.0% in the region.

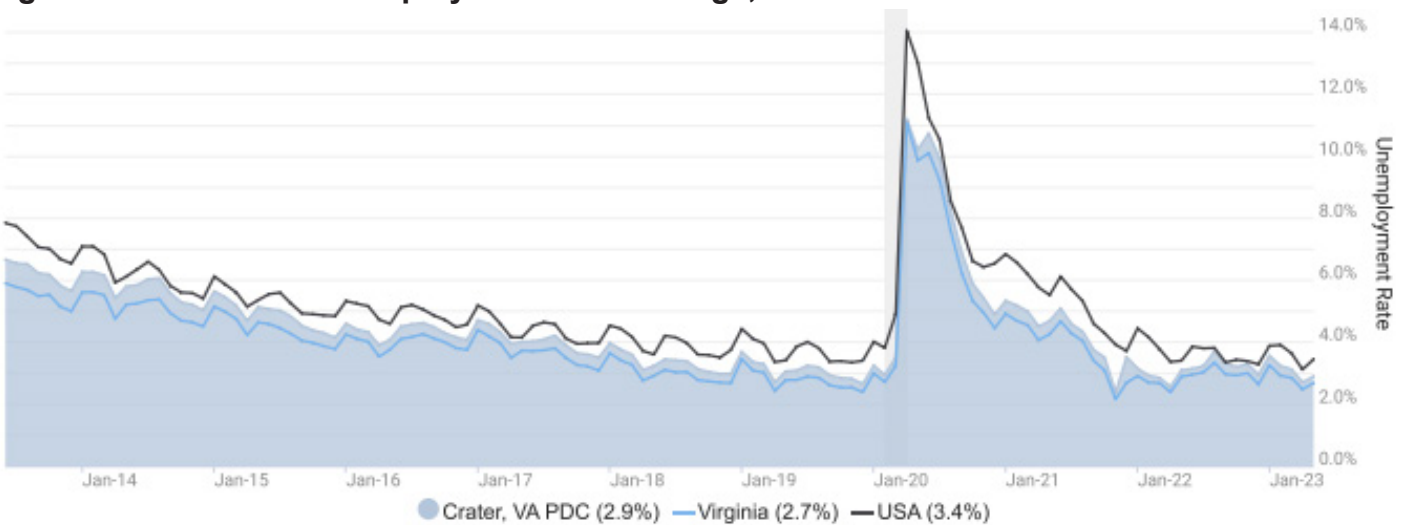
**Figure 3: Crater PDC Employment Percent Change, 2023 - 2023**



Source: JobsEQ. Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2023Q1.

The unemployment rate for the Crater, VA PDC was 2.9% as of May 2023. The regional unemployment rate was lower than the national rate of 3.4%. One year earlier, in May 2022, the unemployment rate in the Crater, VA PDC was 3.1%.

**Figure 4: Crater PDC Unemployment Rate Change, 2013 - 2023**



Source: JobsEQ. Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through May 2023

## Top Employers

The largest employers in the Crater region are:

1. Chesterfield County School Board
2. U.S. Department of Defense
3. Amazon Fulfillment Services Inc.
4. County of Chesterfield
5. Wal Mart
6. Bon Secours Health System Inc
7. HCA Virginia Health System
8. U.P.S.
9. DuPont Specialty Products USA, LLC
10. Food Lion
11. Hill Phoenix
12. Dominion Virginia Power
13. Kroger
14. AdvanSix Inc.
15. Maximus Services LLC
16. Prince George Co Public Schools
17. Boars Head Provisions Company
18. Central State Hospital
19. Atlantic Constructors Inc
20. Virginia State University
21. Hopewell City School Board
22. Virginia Department of State Police
23. City of Petersburg School Board
24. WaWa
25. YMCA

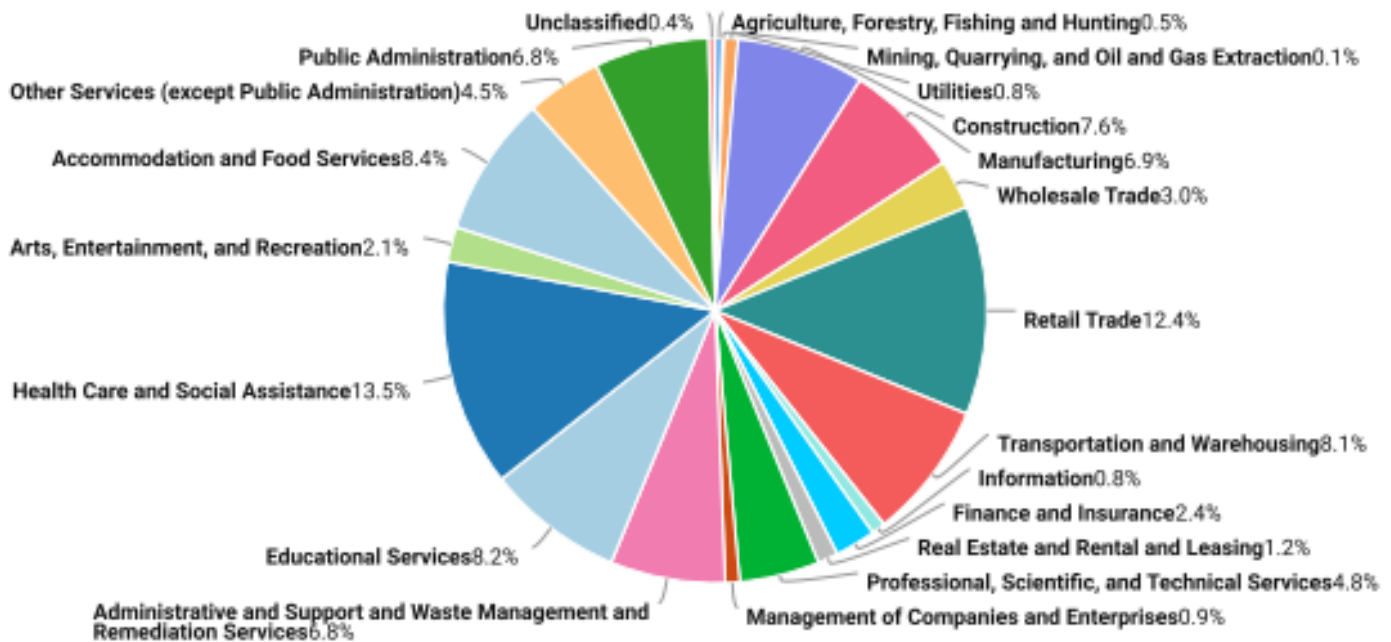
Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2023

Of these 25 employers, a fifth are educational institutions, and a fifth are manufacturers. Healthcare institutions and government agencies are also prominently featured.

*Employment Structure - From the Chmura Economics JobsEQ Economic Overview Report, generated August 2023*

The largest sector by employment in Crater PDC is Health Care and Social Assistance, employing 30,145 workers. The next largest sectors in the region are Retail Trade (27,674 workers) and Accommodation and Food Services (18,666). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Transportation and Warehousing (LQ = 1.64), Utilities (1.62), and Public Administration (1.48).

**Figure 5: Crater PDC Percent Share of Employees by Industry**



Source: JobsEQ. Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2023Q1.

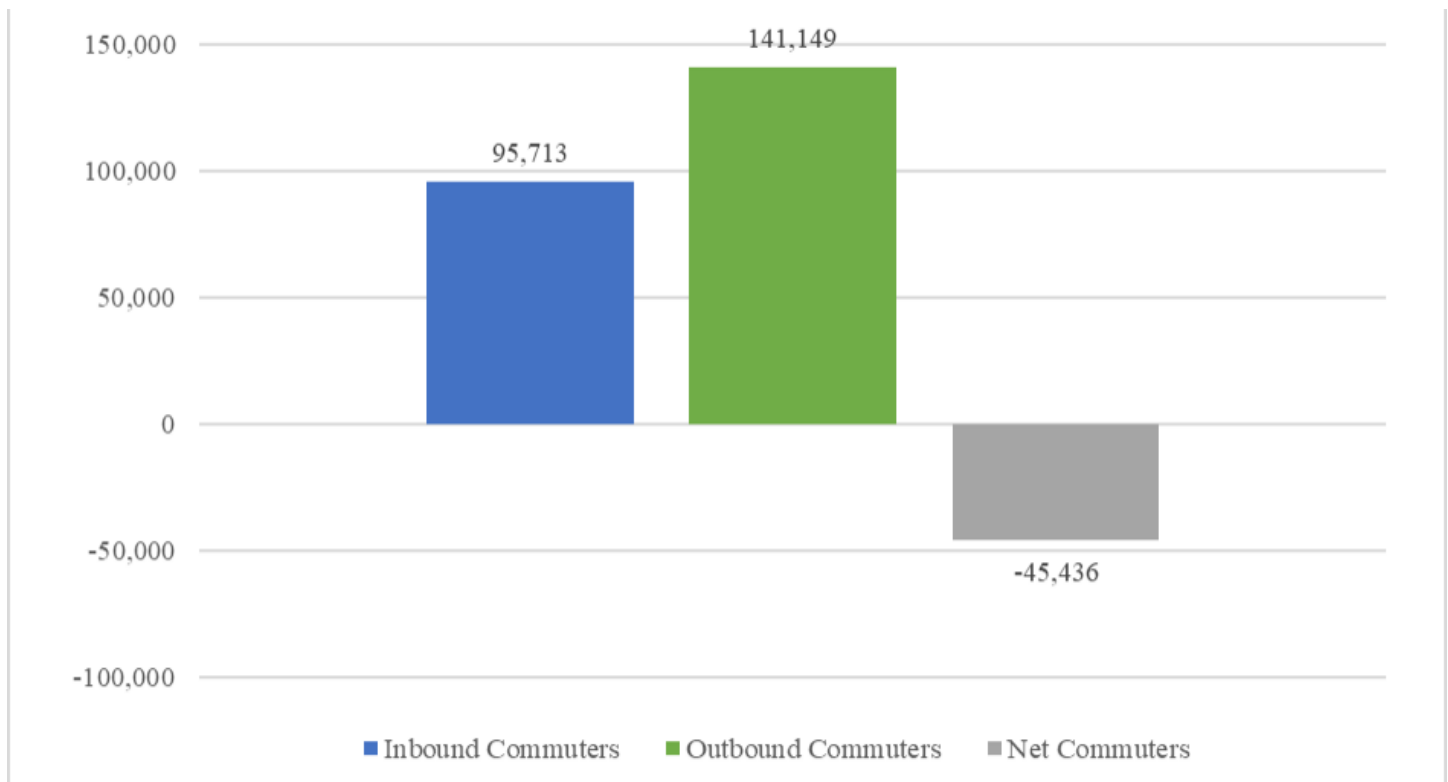
Sectors in the Crater, VA PDC with the highest average wages per worker are Utilities (\$142,676), Management of Companies and Enterprises (\$108,006), and Finance and Insurance (\$92,963). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Transportation and Warehousing (+1,706 jobs), Construction (+1,055), and Educational Services (+997).

Over the next 5 years, employment in the Crater PDC is projected to expand by 6,610 jobs. The fastest growing sector in the region is expected to be Information with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,849 jobs), Accommodation and Food Services (+1,374), and Transportation and Warehousing (+781).

### Commuting Patterns

As of Q3 2023, the Crater Planning District Commission and Economic Development District has 95,713 workers who commute into the region but 141,149 workers who commute outside of the region for work. This results in a net loss of 45,436 workers, making the district an exporter of employees; a so-called “bedroom community”. Commuters travel to and from not just localities throughout the Commonwealth, but select counties in neighboring states of Maryland, North Carolina, and the District of Columbia. To increase the share of workers remaining in the region for work, a concerted effort must be made to increase employment opportunities within the region.

**Figure 6: Daily Commuters In and Out of Crater PDC, 2023**



Source: *Commuting Map, Lightcast Q3 2023 Data Set*

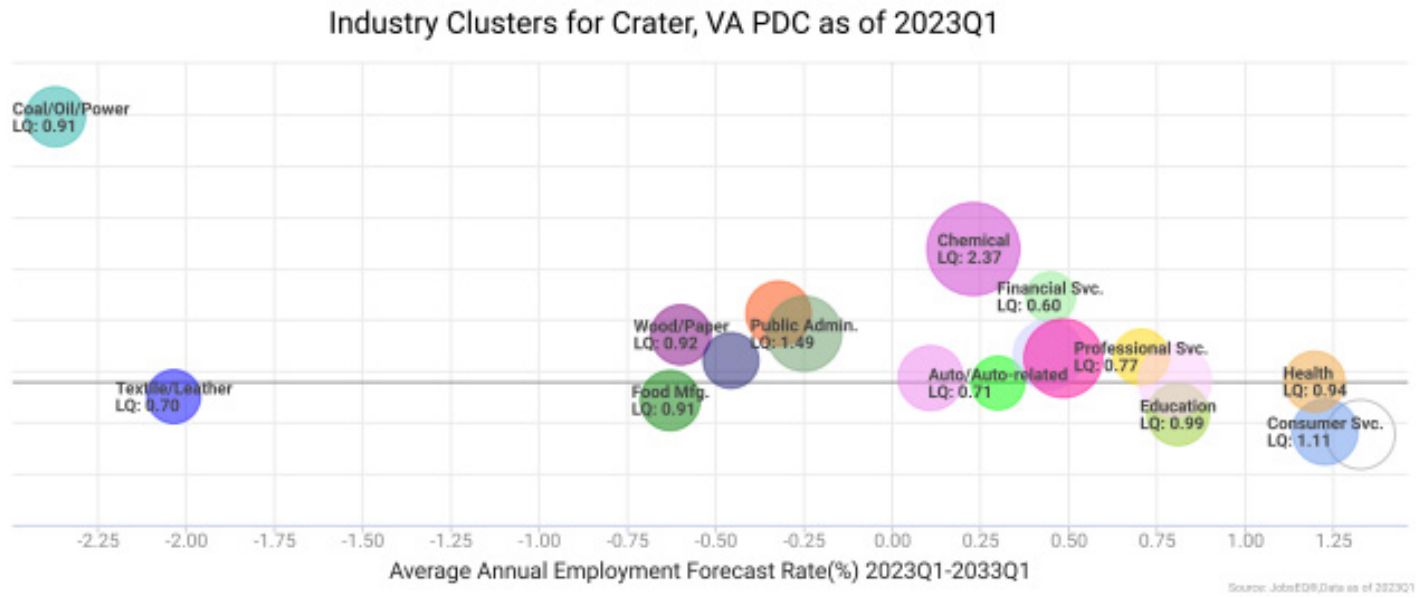
### Cluster Analysis

A cluster is defined as a geographic concentration of interrelated industries or occupations. Industry clusters can form and grow because of a region's competitive advantage: resources such as location, trained labor, and education systems.

The Location Quotient (LQ) is reflective of the size of the circle; the larger the circle, the larger the location quotient. A location quotient greater than 1.0 indicates that the region has a higher concentration of employment in a particular industry or occupation than the nation, while a location quotient less than 1.0 indicates the region has a lower concentration of employment in the cluster than the nation. If a regional industry group has a location quotient of 1.25 or higher, it is considered a specialized industry, and the region has a competitive advantage in that industry.

Average wages are shown on the vertical axis. The higher the circle is shown on the chart, the higher the average wages in the cluster. The forecast growth rate for a cluster is the annual average percentage change in employment expected over the given period, shown along the horizontal axis. The farther to the right a cluster's circle is shown, the greater the growth expected in that cluster.

**Figure 7: Crater PDC Industry Clusters, Q1 2023**



*Source: JobsEQ. Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q4 with preliminary estimates updated to 2023Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns*

The industry cluster in the Crater PDC with the highest relative concentration is Chemical with a location quotient of 2.37. This cluster employs 4,864 workers in the region with an average wage of \$107,801. Employment in the Chemical cluster is projected to expand in the region by about 0.2% per year over the next ten years.

This high level of specialization in the “Chemical” cluster is the basis for recent investment in what is more commonly known as the Pharmaceutical Cluster. High capacity for chemical manufacturing, combined with high capacity for transportation and warehousing, has primed the region to be leader in pharmaceutical production. In 2023, the Pharmaceutical Cluster received TechHubs designation from the U.S. Economic Development Agency, giving the regional industry national recognition and opening additional grant opportunities. With this investment, the region will likely see expansion in employment in this and related industries beyond the standard 0.2% projected growth mentioned above.

## Housing

### Occupied Housing Units

There are 209,187 occupied housing units in the Crater region. A 65% majority of those are owner-occupied, though that proportion trends higher in the counties and lower in the cities. The locality breakdown can be seen in Table 3.

**Table 3: Crater Owner- & Renter-Occupied Housing, 2021**

Locality	Occupied Housing Units	Percent Owner-Occupied	Percent Renter-Occupied
Chesterfield County, VA	140,498	75.9%	24.1%
Petersburg City, VA	14,464	35.9%	64.1%
Prince George County, VA	12,492	70.4%	29.6%
Dinwiddie County, VA	10,268	77%	23%
Hopewell City, VA	9,269	49.8%	50.2%
Colonial Heights City, VA	7,465	66%	34%
Sussex County, VA	3,656	72.2%	27.8%
Greensville County, VA	3,183	73.5%	26.5%
Charles City County, VA	2,932	84.6%	15.4%
Surry County, VA	2,720	73.6%	26.4%
Emporia City, VA	2,240	40.4%	59.6%
<b>Crater Total</b>	<b>209,187</b>	<b>65%</b>	<b>35%</b>

Source: ACS 5-year Estimates, 2017 – 2021

The region's housing stock is comprised mostly of single-family detached homes. Mobile homes and other types of housing make up the second largest group in the region and have a particularly large share of the housing market in the rural counties. In the region's four cities, apartments are the second most common housing type, and the single-family homes have a smaller majority. The cities have more diverse housing stock overall. The dense suburban county of Chesterfield has many large apartment buildings, and the rapidly growing Prince George County has the greatest share of single-family attached homes in the region.

**Table 4: Crater Occupied Housing Stock, 2021**

Locality	Single Family Detached	Single Family Attached	Duplex / 2 Apartments	3 – 4 Apartments	5 – 9 Apartments	10+ Apartments	Mobile Home / Other
Greensville County, VA	83.7%	0.2%	0.3%	0.3%	0.2%	2%	13.3%
Dinwiddie County, VA	83.6%	0.1%	1.6%	1%	0.2%	2.2%	11.4%
Charles City County, VA	83.2%	0.6%	0.2%	0.2%	1.1%	1.9%	12.9%
Surry County, VA	82.3%	0.8%	0.6%	1.7%	2.4%	0.9%	11.3%
Chesterfield County, VA	79.6%	4.9%	0.7%	2.1%	3.9%	7.5%	1.3%
Colonial Heights City, VA	77.7%	4.7%	3.7%	3.5%	4.8%	5.5%	0.2%
Prince George County, VA	76.5%	11.2%	1.6%	0.9%	0.7%	4.3%	4.7%
Sussex County, VA	74.6%	1%	2.3%	1.4%	2.2%	1.1%	17.5%
Emporia City, VA	70.1%	0	2.9%	10.1%	7.5%	6.5%	3%
Hopewell City, VA	69.6%	5.3%	5.4%	4.8%	5.9%	7.5%	1.5%
Petersburg City, VA	54.5%	3.6%	1.8%	9.5%	6.5%	21.4%	2.8%
<b>Crater Average</b>	<b>75.9%</b>	<b>2.9%</b>	<b>1.9%</b>	<b>3.2%</b>	<b>3.2%</b>	<b>5.5%</b>	<b>7.3%</b>

Source: ACS 5-year Estimates, 2017 – 2021

### Housing Costs

Across the region, housing costs in Crater are below average for the state. Not only is the regional average home value less than two-thirds that for the state, but the median home value and each locality, including the most affluent, is under that state average of \$295,500. Rent prices in the region are also below average for the state, though the median gross rent in Chesterfield and Prince George counties does exceed the state average of \$1,326/month.

**Table 5: Crater Housing Costs, 2021**

Locality	Median Value of Owner-Occupied Homes with a Mortgage	Median Monthly Gross Rent
Chesterfield County, VA	\$271,600	\$1,345
Prince George County, VA	\$234,900	\$1,394
Surry County, VA	\$213,800	\$943
Dinwiddie County, VA	\$208,200	\$1,088
Charles City County, VA	\$193,700	\$829
Colonial Heights City, VA	\$188,700	\$1,075
Sussex County, VA	\$157,100	\$868
Greensville County, VA	\$144,600	\$930
Emporia City, VA	\$140,400	\$841
Petersburg City, VA	\$137,700	\$1,023
Hopewell City, VA	\$133,200	\$957
<b>Crater Average</b>	<b>\$183,991</b>	<b>\$1,026</b>
<b>Virginia Average</b>	<b>\$295,500</b>	<b>\$1,326</b>

Source: ACS 5-year Estimates, 2017 – 2021

Looking at housing costs in relation to income can provide a more nuanced picture of the cost of living in Crater than raw housing cost numbers. Households that spend 30% or more of their household income on housing costs are cost burdened. Generally, higher incomes are correlated with lower rates of cost burden, and that mostly holds up for the Crater region. As shown in Table 6, Emporia has the lowest median household income for the region, and a relatively high percentage of their population (36.2%) is experiencing a housing cost burden. However, Petersburg has the greatest share of their population experiencing a housing cost burden at 41.4%, indicating disproportionately high housing costs.

**Table 6: Crater Income and Housing Cost Burden, 2021**

Locality	Population Experiencing a Housing Cost Burden	Median Household Income
Petersburg City, VA	41.4%	\$44,890
Emporia City, VA	36.2%	\$36,111
Hopewell City, VA	34.8%	\$44,209
Colonial Heights City, VA	30.3%	\$65,570
Prince George County, VA	25.6%	\$78,895
Chesterfield County, VA	25.2%	\$88,315
Dinwiddie County, VA	24.6%	\$68,918
Greensville County, VA	24.6%	\$53,063
Surry County, VA	23.8%	\$61,105
Charles City County, VA	23.5%	\$59,543
Sussex County, VA	22.8%	\$56,968
<b>Crater Average</b>	<b>28.4%</b>	<b>\$59,781</b>

Source: ACS 5-year Estimates, 2017 – 2021

## SWOT ANALYSIS

The following analysis inventories the strengths, weaknesses, opportunities, and threats of/to the economic development ecosystem of the Crater region. Strengths and weaknesses refer to current conditions in the region, whereas opportunities and threats anticipate external or future considerations. This analysis allows us to identify what regional assets can be built on, and where improvement may be necessary. Developing a healthy understanding of the region's weak spots is also vital to planning for economic and environmental resilience in the region.

**Strengths - pg. 23**

**Weaknesses - pg. 24**

**Opportunities - pg. 25**

**Threats - pg. 26**

## STRENGTHS

- + **Location:** Crater's mid-Atlantic location sits equidistantly between the Washington, D.C. and Raleigh-Durham metro areas. The region also sits just south of the Richmond metro area. As a result, Crater has access to a massive consumer market within a 200-mile radius.
- + **Secondary Education:** The region is home to multiple secondary education institutions, including:
  - Virginia State University – HBCU and one of two land-grant universities in the Commonwealth
  - Brightpoint Community College (formerly John Tyler Community College)
  - Southern Virginia Community College
  - Richard Bland College of William and Mary – 2-year transfer institution
- + **Transportation Infrastructure:** The region boasts a robust network of highways, ports, airports, and rail access, including:
  - Interstates - I-95 (North-South) and I-85 (East-West)
  - Local Highways - U.S. Route 1 (North-South) and U.S. Route 460 (East-West)
  - Shipping – Convenient access to the Richmond Marine Terminal and proximity to the Port of Virginia
  - Regional & Municipal Airports – Dinwiddie County Airport, Emporia-Greensville Regional Airport, Wakefield Municipal Airport
  - Rail Lines – Amtrak (Petersburg), CSX (Petersburg, Hopewell, & Jarratt), & Norfolk Southern (Sussex & Prince George)
- + **Research Centers:** Two of the six nonprofit Commonwealth Centers for Excellence are in the Crater region:
  - Commonwealth Center for Advanced Manufacturing (CCAM)
  - Commonwealth Center for Advanced Logistics Systems (CCALS)
- + **Low Cost of Living:** All member localities have a cost-of-living index below the national average, and all but Chesterfield have a cost-of-living index below the Virginia average. This means Crater residents have more purchasing power than they would in other regions.
- + **Natural Resources:** As a rural region, Crater has abundant open space and farmland. Several rivers run through the region as well, including:
  - The James River
  - The Appomattox River
  - The Nottoway River
  - The Meherrin River
  - The Chickahominy River
- + **Cultural Richness:** The Crater region is a font of cultural, racial, geographic, and topographical diversity. Sites across the region hold significance to indigenous, revolutionary, and Civil War history. All of this provides for rich, varied experiences that enhance quality of life.

## WEAKNESSES

- **Workforce:** Crater’s workforce is not as strong as it could be. The population in Emporia and the more rural counties has also been declining, shrinking the available workforce overall. The college-educated population in these areas is also smaller than the national and state averages.
- **Primary Education:** Public school districts in the region are some of the lowest ranked in the state in terms of college readiness and math proficiency. K-12 education is especially weak in the more rural areas. The reputation of these schools precedes them.
- **Infrastructure:** Infrastructure is insufficient, especially in the more rural parts of the region. Primary areas of concern are:
  - Broadband
  - Water/Wastewater/Sewer
  - Natural Gas
- **Transportation:** While the region’s automobile infrastructure is strong, there is a lack of public transit in the area. Additionally, car-centricity marginalizes the bike and pedestrian infrastructure necessary for the safety of bikers and pedestrians, and results in a dispersed region lacking in centralized areas. The lack of a hub airport limits connectivity to other metro areas, and the lack of commuter rail service to Richmond limits employment opportunities for residents.
- **Administration:** There are a few ways in which the region lacks the administrative capacity to accomplish all its goals:
  - Financial Resources – many localities struggle to fund projects and can only afford limited staff
  - Representation – rural areas have fewer political representatives to advocate for their needs due to lower population numbers
  - Visibility – The tri-cities often get grouped in with the state capitol in political conversations due to their proximity, resulting in their unique needs being overshadowed
- **Natural Resources:** While the region does have valuable natural resources, there are barriers to access for residents in terms of connectivity and usability. General awareness of these resources is lower than it could be.
- **Perceptions:** The Crater area struggles with the way it is perceived outside of the region. As a result, the region struggles to attract and retain young professionals and developers alike. Some of these perceptions include:
  - Curb Appeal – blight and vacancy leave a negative impression and deter investment
  - Identity – Lack of centralized areas and consistent branding result in the area having a weaker regional identity than neighbors, such as “RVA” or “757”

## OPPORTUNITIES

- ✓ **Infrastructure:** Infrastructure improvements are on the horizon for the region, which will expand regional capacity to support growth. Some of these include:
  - Poor Creek Wastewater Treatment Plant
  - VA250 Road Improvements
- ✓ **Natural Resources:** The aforementioned natural resources present untapped potential for outdoor recreation and agritourism promotion.
- ✓ **Mega-Sites:** There are two mega sites in the region available for development, which pose opportunity for economic growth. According to the Virginia Economic Development Partnership there is only one other certified mega site in the state, and state-level economic development efforts are heavily focused on mega sites. The sites are positioned advantageously due to their proximity to Richmond, which lacks the large land tracts available in the Crater region, as well as their location along major corridors of significance (I-95 and U.S. Route 460). These sites include:
  - Mid-Atlantic Advanced Manufacturing Center Mega Site (Greensville)
  - Sussex Mega Site at Beefsteak Road (Sussex)
- ✓ **Industry Clusters:** The growing Pharmaceutical Cluster in the region has been harnessing emerging technologies and securing investments to support existing pharmaceutical businesses and attract additional ones. Growth in this sector is helped by the regional strength in manufacturing and logistics, making this the ideal place to expand pharmaceutical manufacturing and distribution operations. In 2023, the Pharmaceutical Cluster received national recognition as an EDA-designated TechHub. As the cluster grows, opportunities for employment and technical advancement will continue to appear.
- ✓ **Military Community:** Further integrating the military communities based out of Fort Gregg-Adams and Camp Barfoot into the greater Crater region can strengthen the local economy. If the region can retain personnel leaving the military, either as retirees or to pursue new career opportunities, Crater can offer entrepreneurship opportunities that suit their ability.
- ✓ **Placemaking & Growth:** As parts of the region grow and suburbanize, Crater is poised to develop a stronger regional identity through placemaking efforts. Some specific opportunities are:
  - History – The region, named for the American Civil War Battle of the Crater, has historical significance that can be harnessed for community branding and increased tourism.
  - Arts – as the northern part of the region becomes more populous and the state capital becomes more expensive, Crater can invest in its own arts community and position itself as a more affordable alternative for creatives.
- ✓ **Partnership for Petersburg –** The governor’s Partnership for Petersburg is a collection of initiatives intended to revitalize the most populous city in the Crater region. Focus areas include:
  - Education - Establish Lab Schools, tutoring, and comprehensive wrap-around services to improve the lives of Petersburg’s students
  - Commerce - Revitalizing & investing in existing and new businesses, and growing workforce
  - Health - Enhance services and resources to improve health outcomes for residents
  - Transportation - Ensure citizens have access to transportation options for work and recreation
  - Public Safety - Safeguard Petersburg’s citizens through enhanced resources for legislative aid and police presence
  - Community - Maximize partnerships to enhance community and faith-based engagement

## THREATS

- X Workforce:** The size and training of the region's workforce may become a greater issue if trends continue. Outmigration combined with an aging population will result in a severely diminished workforce without intervention, and a lacking workforce will deter investment and fail to draw new companies to the region, despite the other strength the region presents.
- X Infrastructure:** While the mega sites and other industrial sites could be ideal for new companies, the electric and/or water infrastructure is insufficient in many cases, which makes it difficult to sell the sites and draw in new employers. Access to natural gas is also a concern.
- X Municipal Spending Capacity:** Except for Chesterfield and Prince George Counties, all of Crater's member localities have median incomes below and poverty rates above those for the Commonwealth as a whole. As a result, many localities lack the spending capacity to make investments into infrastructure and workforce development that could pay off in the long term. A culture of fiscal austerity makes localities even more reticent to take on investments that could expand workforce capacity.
- X Housing:** Based on the overall lack of rental housing and the substantial proportion of households that are cost burdened, workforce housing in the region is limited at all income levels. Despite significant vacancies in the region, an inability to provide accessible housing on pace with commercial growth will exacerbate the local effects of the nationwide housing crisis.
- X Perceptions:** As noted above, the negative perceptions that persist of the Crater region can deter investment and migration into the region. In so doing, they may limit economic opportunities and workforce development. The region is fighting an uphill battle against negative stereotypes and media coverage.
- X Regional Disharmony:** Collaboration between localities has not been as strong as it could be. Competitiveness and insufficient communication have hampered the region's ability to work towards regional solutions, wasting resources and limiting the pursuit of development opportunities.

A photograph of a vibrant red cardinal perched on a weathered wooden post. The cardinal is facing left, with its distinctive crest raised. The background is a soft, out-of-focus grey, suggesting a snowy or overcast day. The wooden post is partially covered in snow, and another similar post is visible to the right. The overall scene is serene and wintry.

# STRATEGIC DIRECTION

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**Goal 1: Infrastructure - pg. 29**

**Goal 2: Small Business &  
Entrepreneurship - pg. 30**

**Goal 3: Quality of Life - pg. 31**

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Sectors - pg. 34**

## STRATEGIC VISION

*This document envisions a Crater region that is united, prioritizing connectivity, accessibility, and sustainability to bolster the quality of life for all its citizens. It anticipates expansion and strives to ensure the region's economic growth parallels the growth of its population, while maintaining the cultural richness of the area. That vision will be realized by boosting collective capacity amongst Crater's members and stakeholders, while preserving the parity that is crucial to regional success.*

In order to realize this vision, the Crater CEDS Committee identified five goals to guide this document. These goals are supported by a series of objectives, some applicable to multiple goals.

The five goals that comprise the Crater region's strategic direction are:

Goal 1: Strengthen and expand the network of transportation, utility, and broadband infrastructure throughout the region, to better serve current and future residents and businesses.

Goal 2: Foster an environment where small businesses and entrepreneurs can thrive.

Goal 3: Improve the quality of life for all of Crater's residents, in order to ensure the region is a place current and future residents are happy to call home.

Goal 4: Promote regional workforce development efforts to optimize employment opportunities for residents and meet current and future employers' needs.

Goal 5: Support the development of targeted industry sectors, including the pharmaceutical cluster, to foster a regional economy strengthened by its specialization.

## **GOAL 1: STRENGTHEN AND EXPAND THE NETWORK OF TRANSPORTATION, UTILITY, AND BROADBAND INFRASTRUCTURE THROUGHOUT THE REGION, TO BETTER SERVE CURRENT AND FUTURE RESIDENTS AND BUSINESSES.**

A combination of factors has made infrastructure a particular concern throughout the Crater region. Major growth in parts of the region has put a strain on aging transportation and utility infrastructure. Existing water and sewer infrastructure is insufficient, and growth in the logistics sector has increased the use of roadways. As the economy, healthcare, and education become increasingly digital, especially in the wake of the COVID-19 pandemic, the need for all residents to have access to high-quality broadband connections has become more pressing. With the region boasting multiple strategically located economic development sites, including two mega-sites, economic growth in the region is dependent on the ability to ensure those sites are fully connected to transportation, utility, and broadband infrastructure.

The following objectives will help Crater to achieve this goal over the next five years.

### **Objective 1.1: Produce a Regional Broadband Report**

The Regional Broadband Report will identify the status of broadband connectivity throughout the region, as well as the landscape of internet service providers (ISPs) operating in the region. This report will serve as the foundation for future efforts to expand broadband access. It will also aid in identifying vulnerabilities in telecommunication infrastructure in the event of an emergency situation.

### **Objective 1.2: Establish a Water/Sewer Advisory Board to Meet Regularly and Produce a Regional Water/Sewer Plan**

A regional water/sewer plan will compile information from member localities' existing water/sewer plans and initiatives and address any gaps that exist between those plans and initiatives. Doing so will ensure the whole region sees progress and will have the added benefit of providing a convenient assessment of the current and future status of water/sewer infrastructure throughout the region to developers.

*\*Also supports Goal 5*

### **Objective 1.3: Produce a Development Site Electric Utility Database**

The Electric Utility Database will catalog the type, capacity, and scalability of electric power accessible at key economic development sites across the region. This will aid us in identifying where investments need to be made in the future and provide convenient information regarding electrical access to developers. Having a reference for where renewable energy is being used in the region is also essential for upscaling the use of resilient energy sources.

*\*Also supports Goal 5*

### **Objective 1.4: Prioritize Transportation Project Development and Governance**

Crater PDC will leverage its position as the host of the Tri-Cities MPO to advocate for key transportation improvement projects, advise localities on how to optimize project proposals, and explore options for organizational and policy tools that will increase the resources at the disposal of member localities. In so doing, the PDC will improve the chances of securing funding for necessary projects that will improve the overall quality of the region's transportation infrastructure, expanding the capacity of the region to support growth in the logistics sector and future development.

## **GOAL 2: FOSTER AN ENVIRONMENT WHERE SMALL BUSINESSES AND ENTREPRENEURS CAN THRIVE.**

Small businesses and entrepreneurship allow residents to invest and build wealth in their own communities. Ensuring that the Crater region is an environment that is conducive to small business and entrepreneurship development will promote that investment and wealth building, which in turn will ensure that the region retains residents who wish to pursue their own business ventures. There are several existing resources throughout the region to assist small business owners and entrepreneurs; the PDC's strategy moving forward is to refine and promote those resources to maximize accessibility.

The following objectives will help Crater to achieve this goal over the next five years.

### **Objective 2.1: Explore Options for Establishing or Facilitating a Microloan Program**

One of the largest barriers faced by Crater residents looking to start a small business or embark on an entrepreneurship journey is capital. Historically, Crater PDC administered a Revolving Loan Fund for small businesses. The PDC will explore the possibility of reestablishing the Revolving Loan Fund or supporting another kind of small business funding program.

### **Objective 2.2: Support the Development & Implementation of the GO Virginia Region 4 Regional Entrepreneurship Initiative**

The Crater region makes up a considerable portion of GO Virginia's Region 4. The PDC, member localities, and other local stakeholders have been involved in the development of the Region's Regional Entrepreneurship Initiative (REI), which is a strategic document that will guide small business and entrepreneurship development for the region in coming years.

### **Objective 2.3: Bolster Referrals and Visibility for Small Business-Focused Partner Programs**

Multiple organizations throughout the Crater region offer resources and services for small businesses. Two such organizations, the Crater APEX Accelerators and the Crater Small Business Development Center (Crater SBDC), are based out of the PDC's offices. In the coming years, the PDC will increase the visibility of these programs through referrals and information sharing, to maximize the number of Crater residents who can take advantage of them.

### **Objective 2.4: Develop a Small-Business Approach to Workforce Development**

One challenge faced by small business owners is the ability to find employees with the skills and training they need. Most workforce development programs focus on specific trades, either tailored to the skills of those willing to teach, or to high-growth industries with the most demand. In order to support small businesses, the PDC will initiate the development of a small-business specific approach to skills training and workforce development.

## **GOAL 3: IMPROVE THE QUALITY OF LIFE FOR ALL OF CRATER'S RESIDENTS, IN ORDER TO ENSURE THE REGION IS A PLACE CURRENT AND FUTURE RESIDENTS ARE HAPPY TO CALL HOME.**

Economic development in the region is heavily dependent on attracting and retaining residents to participate in the economy, be they workers, business owners, or consumers. Therefore, all planning activities that improve the quality of life for residents contribute to economic development. A vast number of factors impact overall quality of life, but this section pays particular attention to how housing, tourism, recreation, and overall culture can improve the quality of life for residents and support the regional economy as a result.

The following objectives will help Crater to achieve this goal over the next five years.

### **Objective 3.1: Conduct a Regional Housing Study**

Some member localities have completed their own housing studies in recent years, but the housing landscape needs to be assessed from a regional perspective. Currently, localities are expressing concern over vacancies and a lack of workforce as well as “missing middle” housing. If the region realizes the economic growth this strategy is meant to encourage, any insufficiencies in housing stock will be exacerbated. Conducting a Regional Housing Study will be the first step in assessing the current state of housing stock and housing needs throughout the region, laying the foundation future strategies to address housing needs.

### **Objective 3.2: Commission a Regional Agritourism & Agribusiness Economic Impact Study & Marketing Strategic Plan**

Parts of the Crater region are rural and adherent to its agrarian roots, yet agribusiness assets in the Crater region and the counties that comprise it have not been meaningfully studied nor quantified. With a national decline in the success of agribusiness enterprises, many agribusiness portfolios are shifting towards the inclusion of agritourism activities. A regional agritourism and agribusiness study will allow us to capture existing businesses and revenues, potential areas of growth, and ways in which the PDC and its partners can actively play a role in providing support and resources for these businesses through a cohesive regional marketing strategy. Investment in this sector also has the potential to bolster resilient food production in the region.

### **Objective 3.3: Increase Engagement in Regional Tourism Initiatives**

Tourism serves not just as its own industry, but as a tool to introduce future residents to the region and engage current residents. While member localities have individualized tourism initiatives, engagement in collective regional tourism campaigns is limited. One strategy is to increase buy-in to Petersburg Area Regional Tourism (PART), but performing a gap analysis of the arts, culture, and tourism landscape for the region will better situate us to plan long-term.

**GOAL 3: IMPROVE THE QUALITY OF LIFE FOR ALL OF CRATER'S RESIDENTS, IN ORDER TO ENSURE THE REGION IS A PLACE CURRENT AND FUTURE RESIDENTS ARE HAPPY TO CALL HOME.**

**Objective 3.4: Support the Expansion of Outdoor Recreation Assets Throughout the Region**

Crater PDC partner FOLAR has been working to see the Appomattox River Trail complete, along with the Fall Line Trail. Once completed, these trails will serve as a recreation and transportation assets for current residents and tourists alike. The multipurpose trails will also improve connectivity and health outcomes in the region, as they are being designed for “all ages and all abilities” and will be accessible to bike, walk, push a stroller or use a wheelchair. Identifying other opportunities for investment in outdoor recreation and multipurpose trail systems will result in similar positive outcomes throughout the region.

**Objective 3.5: Develop a Community Branding Plan**

The lack of cohesive regional identity has inhibited the region from successfully selling itself to potential residents and employers. To combat this, the PDC intends to lead the effort to develop a Regional Community Branding Plan, which will assess the current identities of member localities and make recommendations to build on them in a cohesive way.

**Objective 3.6: Develop a Multi-Modal Plan for the Crater Region**

Currently, the Tri-Cities MPO is working on a Multi-Modal Transportation Plan for the MPO's service area. Upon completion, CPDC staff intends to expand on the plan to create a Multi-Modal Plan for the whole Crater region, focusing on connectivity and alternate modes of transportation. Not only will the recommendations from this plan improve mobility for Crater residents, but they will also ease the process of moving employees between localities for work.

## **GOAL 4: PROMOTE REGIONAL WORKFORCE DEVELOPMENT EFFORTS TO OPTIMIZE EMPLOYMENT OPPORTUNITIES FOR RESIDENTS AND MEET CURRENT AND FUTURE EMPLOYERS' NEEDS.**

The size, perceptions, and readiness of Crater's regional workforce is a major concern for economic developers in the area. In order to successfully attract new development and employers to the region, Crater must prove that it can meet employment needs. Current workforce development efforts are focused on preparing individuals for employment in the Pharmaceutical Cluster, which is necessary, but still leaves gaps in the workforce. Providing skills training in a variety of areas is essential to fostering an economically resilient employment base. Jobs in one locality will provide employment opportunities for residents in neighboring localities, so it is vital to approach workforce development from a regional perspective.

The following objectives will help Crater to achieve this goal over the next five years.

### **Objective 4.1: Support the Crater Regional Workforce Development Board (CRWDB) in the Development and Implementation of a New Regional Workforce Development Strategic Plan**

CRWDB is responsible for the Strategic Plan that guides workforce development efforts throughout the region. As the Planning District Commission includes all nine localities that make up CRWDB, Crater PDC is invested in the outcome and direction of the plan and will lend support where appropriate.

### **Objective 4.2: Develop a Plan for a Targeted Outreach Campaign**

Workforce development professionals in the region are concerned about a lack of women, young people, and minority individuals engaging with existing workforce development programs in the region. To address this, Crater PDC intends to develop a plan for a Targeted Outreach Campaign, which will spread information about available resources for skills training and educate residents on the benefits of entering targeted fields.

### **Objective 4.3: Convene Representatives from Various Workforce Education and Training Programs Throughout the Region**

While there are several workforce development resources in the region, they are not leveraging relationships with one another to promote engagement in the network overall. The PDC intends to step into a convening role and gather representatives from workforce education and training programs throughout the region to gain insight and facilitate the sharing of resources.

### **Objective 4.4: Develop Informational Resources for Potential Employers**

Beginning with a factsheet on Crater's regional workforce, the PDC intends to develop informational resources to share with employers interested in relocating to the region. By providing convenient information about their potential employee base, localities can more effectively advertise to and negotiate with potential employers, including those eying key economic development sites.

*\*Also supports Goal 5*

**GOAL 5: SUPPORT THE DEVELOPMENT OF TARGETED INDUSTRY SECTORS, INCLUDING THE PHARMACEUTICAL CLUSTER, TO FOSTER A REGIONAL ECONOMY STRENGTHENED BY ITS SPECIALIZATION.**

Historically, Crater’s regional economy has been strengthened by its focus on chemical manufacturing. Manufacturing and logistics are two of the most prominent industries in the region, making the area well-located to produce and distribute chemical products. In recent years, the COVID-19 pandemic highlighted the need for local, efficient pharmaceutical manufacturing, and the combination of chemical manufacturing expertise and logistics competency makes the region an ideal site to invest in pharmaceutical manufacturing. This constructive collaboration has given rise to Crater’s Pharmaceutical Cluster, which is poised to be a major driver of growth and development in coming years. As a result, supporting and collaborating with the cluster is key for planning for future development.

Many of the actions that the PDC can take to support the Pharmaceutical Cluster are the same as the ones which will support economic growth overall. As such, the primary objectives that support this goal have been identified under previous goals. These objectives are reiterated below:

**Objective 1.2: Produce a Regional Water/Sewer Plan**

A regional water/sewer plan will compile information from member localities’ existing water/sewer plans and initiatives and address any gaps that exist between those plans and initiatives. Doing so will ensure the whole region sees progress and will have the added benefit of providing a convenient assessment of the current and future status of water/sewer infrastructure throughout the region to developers.

**Objective 1.3: Produce a Development Site Electric Utility Database**

The Electric Utility Database will catalog the type, capacity, and scalability of electric power accessible at key economic development sites across the region. This will aid us in identifying where investments need to be made in the future and provide convenient information regarding electrical access to developers.

**Objective 4.4: Develop Informational Resources for Potential Employers**

Beginning with a factsheet on Crater’s regional workforce, the PDC intends to develop informational resources to share with employers interested in relocating to the region. By providing convenient information about their potential employee base, localities can more effectively advertise to and negotiate with potential employers, including those eying key economic development sites.



## ACTION PLAN

The following matrix outlines the objectives that support the first four goals of the 2023-2028 Crater CEDS and identifies specific actions that will be executed in order to implement each objective. It also identified the primary party or parties responsible for the execution of each action, as well as the fiscal year(s) in which they are predicted to be completed. Not only will this action plan serve as a guide for economic development activities in the region over the next five years, but it will also serve as a tool to track progress and ensure those activities are on track to be completed by the end of the five-year scope.

**GOAL 1: STRENGTHEN AND EXPAND THE NETWORK OF TRANSPORTATION, UTILITY, AND BROADBAND INFRASTRUCTURE THROUGHOUT THE REGION, TO BETTER SERVE CURRENT AND FUTURE RESIDENTS AND BUSINESSES.**

**Objective 1.1: Produce a Regional Broadband Report**

Action	Description	Owner	Timeline
Action 1.1.1	Conduct preliminary research and produce preliminary report in-house	CPDC	FY24
Action 1.1.2	Pursue funding for more extensive report	CPDC	FY24-25
Action 1.1.3	Bring on consultant to produce more extensive report	CPDC	FY25
Action 1.1.4	Produce full report with current and projected service territories of ISPs, and identifying service gaps	Consultant, CPDC	FY25-26

**Objective 1.2: Establish a Water/Sewer Advisory Board to Meet Regularly and Produce a Regional Water/Sewer Plan**

Action	Description	Owner	Timeline
Action 1.2.1	Assemble advisory board with service providers and local stakeholders	CPDC	FY24
Action 1.2.2	Regularly convening advisory board to monitor progress	CPDC	ongoing
Action 1.2.3	Pursue funding to bring on consultant to assist with plan	CPDC	FY24-25
Action 1.2.4	Bring on consultant to assist with plan	CPDC	FY25
Action 1.2.5	Produce plan gauging current capacity, compiling existing plans, and identifying regional strategies for advancement	Consultant, CPDC	FY25-26

**Objective 1.3: Produce a Development Site Electric Utility Database**

Action	Description	Owner	Timeline
Action 1.3.1	Convene electric utility companies and member localities to obtain metrics and identify key development sites	CPDC	FY24
Action 1.3.2	Create pilot mapping tool with electric data profiles for each identified site	CPDC	FY24-25

**GOAL 1: STRENGTHEN AND EXPAND THE NETWORK OF TRANSPORTATION, UTILITY, AND BROADBAND INFRASTRUCTURE THROUGHOUT THE REGION, TO BETTER SERVE CURRENT AND FUTURE RESIDENTS AND BUSINESSES.**

**Objective 1.4: Prioritize Transportation Project Development and Governance**

<b>Action</b>	<b>Description</b>	<b>Owner</b>	<b>Timeline</b>
Action 1.4.1	Support the completion of ongoing transportation studies	TCAMPO	ongoing
Action 1.4.2	Pursue SMARTSCALE and other funding for recommendations identified in these studies and other projects proposed by member localities	TCAMPO, CPDC	ongoing
Action 1.4.3	Explore the possibility of establishing a regional transportation authority	CPDC, TCAMPO	FY24-25
Action 1.4.4	Conduct a feasibility study for a regional gas tax	CPDC, TCAMPO	FY26-28

## GOAL 2: FOSTER AN ENVIRONMENT WHERE SMALL BUSINESSES AND ENTREPRENEURS CAN THRIVE.

### Objective 2.1: Explore Options for Establishing or Facilitating a Microloan Program

Action	Description	Owner	Timeline
Action 2.1.1	Work with local financial institutions to gauge interest in a microloan program	CPDC	ongoing

### Objective 2.2: Support the Development & Implementation of the GO Virginia Region 4 Regional Entrepreneurship Initiative

Action	Description	Owner	Timeline
Action 2.2.1	Participate as a member of the stakeholder group guiding the REI	CPDC	ongoing

### Objective 2.3: Bolster Referrals and Visibility for Small Business-Focused Partner Programs

Action	Description	Owner	Timeline
Action 2.3.1	Ensure partner programs are linked on the CPDC website	CPDC	FY24
Action 2.3.2	Work with neighboring PDCs to advertise partner program services where applicable	CPDC	ongoing
Action 2.3.3	Include partner programs in regular public facing CPDC communications	CPDC	ongoing

### Objective 2.4: Develop a Small-Business Approach to Workforce Development

Action	Description	Owner	Timeline
Action 2.4.1	Regularly convene a regional stakeholder group of small-business owners and service providers	CPDC	ongoing
Action 2.3.2	Share insights from small-business stakeholder convenings with regional workforce development bodies	CPDC	ongoing
Action 2.3.3	Engage with the Virginia Talent Opportunity Partnership to raise awareness among small-business owners of their program	CPDC	FY24

**GOAL 3: IMPROVE THE QUALITY OF LIFE FOR ALL OF CRATER'S RESIDENTS, IN ORDER TO ENSURE THE REGION IS A PLACE CURRENT AND FUTURE RESIDENTS ARE HAPPY TO CALL HOME.**

**Objective 3.1: Conduct a Regional Housing Study**

Action	Description	Owner	Timeline
Action 3.1.1	Assemble advisory board with local stakeholders	CPDC	FY24
Action 3.1.2	Pursue funding to bring on consultant to assist with plan	CPDC	FY24-25
Action 3.1.3	Bring on consultant to assist with plan	CPDC	FY25
Action 3.1.4	Conduct study on existing housing stock, and evaluating current and future housing need	Consultant, CPDC	FY25-26

**Objective 3.2: Commission a Regional Agritourism & Agribusiness Economic Impact Study & Marketing Strategic Plan**

Action	Description	Owner	Timeline
Action 3.2.1	Assemble advisory board with local stakeholders	CPDC	FY24
Action 3.2.2	Pursue funding to bring on consultant to assist with plan	CPDC	FY24-25
Action 3.2.3	Bring on consultant to assist with plan	CPDC	FY25
Action 3.2.4	Conduct study identifying existing agricultural assets and opportunities for investment	Consultant, CPDC	FY25-26

**Objective 3.3: Increase Engagement in Regional Tourism Initiatives**

Action	Description	Owner	Timeline
Action 3.3.1	Promote participation of member localities in Petersburg Area Regional Tourism (PART)	PART, CPDC	ongoing
Action 3.3.2	Perform a gap analysis of arts, culture, and tourism programs and initiatives	CPDC	FY24-25
Action 3.3.3	Establish and convene a regional tourism advisory board	CPDC	ongoing

**GOAL 3: IMPROVE THE QUALITY OF LIFE FOR ALL OF CRATER'S RESIDENTS, IN ORDER TO ENSURE THE REGION IS A PLACE CURRENT AND FUTURE RESIDENTS ARE HAPPY TO CALL HOME.**

**Objective 3.4: Support the Expansion of Outdoor Recreation Assets Throughout the Region**

Action	Description	Owner	Timeline
Action 3.4.1	Fund the western branch of the Appomattox River Trail	FOLAR	FY28
Action 3.4.2	Engage as a partner with the Albermarle-Pamlico National Estuary Partnership (APNEP)	CPDC	FY24
Action 3.4.3	Support and pursue funding for outdoor recreation infrastructure projects as proposed by member localities	CPDC	ongoing

**Objective 3.5: Develop a Community Branding Plan**

Action	Description	Owner	Timeline
Action 3.5.1	Partner with a graduate student(s) to complete a Community Branding plan	CPDC	FY24
Action 3.5.2	Oversee and advise the student(s) and planning process	CPDC	FY24-25

**Objective 3.6: Develop a Multi-Modal Plan for the Crater Region**

Action	Description	Owner	Timeline
Action 3.6.1	Currently in-process Multi-Modal Plan for the Tri-Cities Area	TCAMPO	FY24
Action 3.6.2	Expand on MPO Multi-Modal Plan to encompass whole Crater region	CPDC, TCAMPO	FY24-25

**GOAL 4: PROMOTE REGIONAL WORKFORCE DEVELOPMENT EFFORTS TO OPTIMIZE EMPLOYMENT OPPORTUNITIES FOR RESIDENTS AND MEET CURRENT AND FUTURE EMPLOYERS' NEEDS.**

**Objective 4.1: Support the Crater Regional Workforce Development Board (CRWDB) in the Development and Implementation of a New Regional Workforce Development Strategic Plan**

Action	Description	Owner	Timeline
Action 4.1.1	Complete the Crater Regional Workforce Development Strategic Plan	CRWDB	FY24-25
Action 4.1.2	Participate and provide input in the planning process wherever prudent	CPDC	ongoing

**Objective 4.2: Develop a Plan for a Targeted Outreach Campaign**

Action	Description	Owner	Timeline
Action 4.2.1	Partner with regional workforce development bodies to identify strategies for outreach and engagement	CPDC	ongoing
Action 4.2.2	Complete an inventory of existing employment outreach programs and initiatives to identify successful strategies	CPDC	FY24-25

**Objective 4.3: Convene Representatives from Various Workforce Education and Training Programs Throughout the Region**

Action	Description	Owner	Timeline
Action 4.3.1	Assemble and convene a group of professionals working in the workforce development/professional education space throughout the region, to optimize connections and collaboration between programs	CPDC	ongoing

**Objective 4.4: Develop Informational Resources for Potential Employers**

Action	Description	Owner	Timeline
Action 4.4.1	Develop a fact sheet with insights on the Crater workforce at large to share with potential employers looking to move or establish themselves in the region	CPDC	FY24
Action 4.4.2	Develop similar fact sheets for individual localities within the region	CPDC	FY24-25
Action 4.4.3	Develop a fact sheet with workforce development programs and resources to share with potential employers	CPDC	FY24
Action 4.4.4	Add a workforce development landing page to the CPDC website with a network map and link to available resources	CPDC	FY24-25



**EVALUATION  
MATRIX**

While the Action Plan enables us to keep track of our progress in implementing this strategy in terms of process, the metrics below allow us to measure our success in achieving the goals of this strategy in terms of outcome. 2023 values serve as our baseline, with target values to be set with the first annual update once we have a second round of data points. In some cases, our 2023 values are yet to be determined, as they will be products of studies called for in this strategy. The target value field is color-coded to indicate which direction we aim to have the data trend; green fields represent values that should be increasing, whereas red fields indicate values that should be decreasing.

**Goal 1: Strengthen and expand the network of transportation, utility, and broadband infrastructure throughout the region, to better serve current and future residents and businesses.**

Metric	2023 Value	Target Value	2024 Value	2024 Change	2025 Value	2025 Change	2026 Value	2026 Change	2027 Value	2027 Change	2028 Value	2028 Change
Water/ Sewer Coverage	TBD	TBD										
Broadband Adoption	TBD	TBD										
Electric Capacity	TBD	TBD										

**Goal 2: Foster an environment where small businesses and entrepreneurs can thrive.**

Metric	2023 Value	Target Value	2024 Value	2024 Change	2025 Value	2025 Change	2026 Value	2026 Change	2027 Value	2027 Change	2028 Value	2028 Change
New Startup Firms – Previous Year (VEC)	665	TBD										
APEX Active Clients – Past Fiscal Year	295	TBD										

**Goal 3: Improve the quality of life for all of Crater’s residents, in order to ensure the region is a place current and future residents are happy to call home.**

Metric	2023 Value	Target Value	2024 Value	2024 Change	2025 Value	2025 Change	2026 Value	2026 Change	2027 Value	2027 Change	2028 Value	2028 Change
Population (ACS)	556,840	TBD										
Net Migration (LightCast)	+3,972	TBD										
Appomattox River Trail Traffic Counts – Previous Year (FOLAR)	170,795	TBD										
Visitor Spending (VTC)	TBD	TBD										
Housing Cost Burden (ACS)	28.4%	TBD										

**Goal 4: Promote regional workforce development efforts to optimize employment opportunities for residents and meet current and future employers’ needs.**

Metric	2023 Value	Target Value	2024 Value	2024 Change	2025 Value	2025 Change	2026 Value	2026 Change	2027 Value	2027 Change	2028 Value	2028 Change
Unemployment Rate (ACS)	2.9%	TBD										
Labor Force Participation Rate (ACS)	80.5%	TBD										
Total Diversity for All Occupations (LightCast)	41%	TBD										

**Economic Resilience**

Metric	2023 Value	Target Value	2024 Value	2024 Change	2025 Value	2025 Change	2026 Value	2026 Change	2027 Value	2027 Change	2028 Value	2028 Change
Regional Income Equality: 80-20 Income Share Ratio (ESRI)	114	TBD										

**2024 CEDS Project Prioritization List**

ID	Project	Need	Locality and Plan
1	Wasterwater/Water Treatment/Water Supply Infrastructure	Regional and Individual Water Infrastructure with New and Replacement Projects	<p align="center">Surry - Water/Wastewater Master Plan</p> <p>Petersburg - Poor Creek Infrastructure (serves Prince George, medical center, new industries)</p> <p align="center">Sussex - Water Line Extension to Mega Site, Stony Creek Treatment Plant</p> <p>Greensville - Water Treatment (MAMaC), Skippers Water Tower, Jarratt Water Line</p> <p>Dinwiddie - New water crossing at Chesdin, Update existing water lines, Update sewage treatment plant</p> <p align="center">Chesterfield - New water reservoir along Appomattox River</p> <p>Hopewell - Aging water infrastructure, need VA American Water and regional planning to update</p> <p align="center">Colonial Heights - Utility Infrastructure maintenance</p> <p>Prince George - Water Infrastructure Line Extensions (between PG and all surrounding localities)</p>
2	Broadband	Increase availability to underserved and unserved areas throughout region with VATI and Bead Funding. Use LECAP to reach last mile. Use ACP to increase adoption.	<p align="center">Prince George, Dinwiddie, Surry, Sussex - RuralBand</p> <p align="center">Greensville - Verizon &amp; EmPower</p> <p align="center">Chesterfield - All Points &amp; Dominion</p> <p align="center">Charles City - Comcast</p> <p>Petersburg, Colonial Heights, Hopewell - Increase adoption through existing service</p>
3	Site Acquisition - Central State Hospital	Land Development for commerical need	Dinwiddie - Acquire land for development and make necessary transportation adjustments for access management.
4	I-95 and I-85 Interchange Projects, including 460, Crater Rd, Rives Rd Interchange, and others	Upgraded interchanges and access management to increase ease of use and better transportation corridors	Petersburg (affecting Prince George, Colonial Heights, and access to all localities on corridor)
5	Workforce Development and Training	Training and job placement, teachers, clarity from businesses on needs, connecting workforce with opportunities, and training for current and future employment.	<p>Prince George - New and expanding industries in the counties industrial parks and support businesses needing specialized staff. Utilize CCAM, CCALS, and local colleges.</p> <p>Petersburg - As an EDA Tech Hub for the Pharmaceutical Manufacturing Cluster, using CCAM, CCALS, VSU, and other educational training to develop staffing requirements.</p> <p>Emporia - Partner with Southside Education Center and FAME, use SVCC and RBC.</p>
6	Industrial Site Development	Increase characterization of land for industrial purposes	<p align="center">Surry - Grayland Site near 460 purchased in 2021</p> <p align="center">Sussex - Sussex MegaSite</p> <p align="center">Greensville - MAMaC</p>
7	Housing Opportunities	Create housing opportunites through grant funding and affordable housing programs.	Emporia - Use city assets with help from DHCD and Virginia Housing to create affordable housing.
8	I-95 and Willis Road Interchange	Increase traffic flow and reduce incidents in highly travelled intersections	Chesterfield - Working with VDOT to create a double roundabout passing under 95 and eliminating the two signaled intersections.
9	Appomattox River Trail	Complete the Western portion of the Appomattox River Trail	FOLAR - partnering with CPDC and our localities along the Appomattox River. Using VDOT SmartScale funding and the help of multiple partners throughout the region the complete and maintain the trail.
10	Business Incubator	Create a physical space to foster and house small businesses.	<p align="center">Hopewell - Using grant funding to create a local small business hub.</p> <p>Charles City - Using partnerships with various organizations to develop small business infrastructure near current retail and business development owned by the county.</p> <p>Crater PDC, and our locality partners - Use existing facilities to help start incubators locally.</p>



# Economic Overview

## Crater, VA PDC



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# Demographic Profile

The population in the Crater, VA PDC was 545,950 per American Community Survey data for 2017-2021.

The region has a civilian labor force of 277,637 with a participation rate of 64.5%. Of individuals 25 to 64 in the Crater, VA PDC, 34.6% have a bachelor's degree or higher which compares with 35.1% in the nation.

The median household income in the Crater, VA PDC is \$78,189 and the median house value is \$241,272.

## Summary<sup>1</sup>

	Percent			Value		
	Crater, VA PDC	Virginia	USA	Crater, VA PDC	Virginia	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	545,950	8,582,479	329,725,481
Male	49.2%	49.5%	49.5%	268,339	4,245,281	163,206,615
Female	50.8%	50.5%	50.5%	277,611	4,337,198	166,518,866
Median Age <sup>2</sup>	—	—	—	39.1	38.5	38.4
Under 18 Years	23.1%	22.1%	22.5%	126,135	1,892,752	74,234,075
18 to 24 Years	8.4%	9.4%	9.2%	46,115	807,206	30,339,089
25 to 34 Years	12.8%	13.7%	13.8%	70,041	1,175,445	45,360,942
35 to 44 Years	13.2%	13.2%	12.9%	72,258	1,136,245	42,441,883
45 to 54 Years	13.4%	13.0%	12.6%	73,157	1,119,597	41,631,458
55 to 64 Years	13.4%	13.1%	13.0%	73,243	1,122,634	42,829,413
65 to 74 Years	9.7%	9.4%	9.6%	53,215	803,270	31,590,619
75 Years and Over	5.8%	6.1%	6.5%	31,786	525,330	21,298,002
Race: White	58.3%	64.9%	68.2%	318,090	5,574,307	224,789,109
Race: Black or African American	30.6%	19.0%	12.6%	166,815	1,631,941	41,393,012
Race: American Indian and Alaska Native	0.3%	0.3%	0.8%	1,707	24,007	2,722,661
Race: Asian	2.6%	6.7%	5.7%	14,291	578,210	18,782,924
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	519	5,313	615,557
Race: Some Other Race	3.4%	3.1%	5.6%	18,717	265,361	18,382,796
Race: Two or More Races	4.7%	5.9%	7.0%	25,811	503,340	23,039,422
Hispanic or Latino (of any race)	8.3%	9.8%	18.4%	45,211	840,248	60,806,969
<b>Population Growth</b>						
Population (Pop Estimates) <sup>4</sup>	—	—	—	564,872	8,683,619	333,287,557
Population Annual Average Growth <sup>4</sup>	1.1%	0.6%	0.6%	6,041	49,616	1,940,990
People per Square Mile	—	—	—	227.1	219.9	94.3
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.5%	65.3%	63.4%	277,637	4,422,588	166,672,597
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	81.5%	84.0%	82.5%	172,610	2,810,659	106,173,534
Armed Forces Labor Force	1.0%	1.9%	0.5%	4,195	130,047	1,196,529
Veterans, Age 18-64	7.9%	8.0%	4.4%	26,019	419,759	8,848,937
Veterans Labor Force Participation Rate and Size, Age 18-64	80.7%	82.6%	77.0%	21,004	346,830	6,809,906
Median Household Income <sup>2</sup>	—	—	—	\$78,189	\$80,615	\$69,021
Per Capita Income	—	—	—	\$37,010	\$43,267	\$37,638
Mean Commute Time (minutes)	—	—	—	26.7	28.2	26.8
Commute via Public Transportation	0.6%	3.4%	4.2%	1,574	146,755	6,472,373
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	8.9%	8.0%	10.3%	25,734	363,896	17,756,046
High School Graduate	26.6%	22.7%	25.3%	76,688	1,032,852	43,535,564
Some College, No Degree	20.8%	18.7%	20.1%	60,182	852,117	34,637,141
Associate's Degree	9.1%	8.4%	9.3%	26,349	382,895	15,944,395

## Summary<sup>1</sup>

	Percent			Value		
	Crater, VA PDC	Virginia	USA	Crater, VA PDC	Virginia	USA
Bachelor's Degree	22.1%	24.3%	22.0%	63,672	1,106,293	37,890,674
Postgraduate Degree	12.5%	17.9%	13.1%	36,074	815,868	22,499,876
<b>Housing</b>						
Total Housing Units	—	—	—	216,283	3,596,100	139,647,020
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$241,272	\$295,500	\$244,900
Homeowner Vacancy	1.1%	1.2%	1.2%	1,520	26,404	1,021,651
Rental Vacancy	4.9%	5.2%	5.7%	3,015	60,867	2,674,125
Renter-Occupied Housing Units (% of Occupied Units)	28.8%	33.4%	35.4%	57,628	1,083,561	43,858,831
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.9%	6.0%	8.3%	9,786	196,083	10,349,174
<b>Social</b>						
Poverty Level (of all people)	9.4%	9.9%	12.6%	49,900	828,664	40,661,636
Households Receiving Food Stamps/SNAP	9.4%	8.0%	11.4%	18,797	260,305	14,105,231
Enrolled in Grade 12 (% of total population)	1.7%	1.3%	1.3%	9,128	113,579	4,425,322
Disconnected Youth <sup>3</sup>	1.5%	1.5%	2.5%	421	6,847	432,389
Children in Single Parent Families (% of all children)	36.1%	30.8%	34.0%	42,541	551,639	23,909,672
Uninsured	7.6%	7.9%	8.8%	40,347	658,732	28,489,142
With a Disability, Age 18-64	11.8%	9.6%	10.3%	37,904	494,241	20,537,729
With a Disability, Age 18-64, Labor Force Participation Rate and Size	46.9%	47.1%	44.2%	17,782	232,649	9,068,973
Foreign Born	6.8%	12.5%	13.6%	37,247	1,076,919	44,844,808
Speak English Less Than Very Well (population 5 yrs and over)	4.0%	5.8%	8.2%	20,645	469,028	25,535,259

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2021, unless noted otherwise

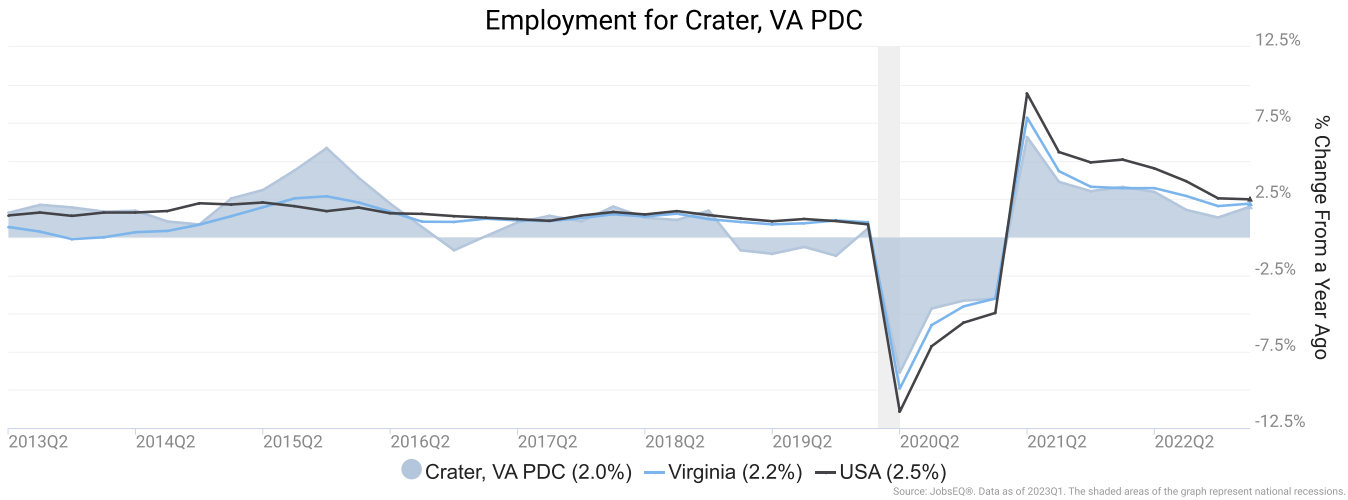
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

# Employment Trends

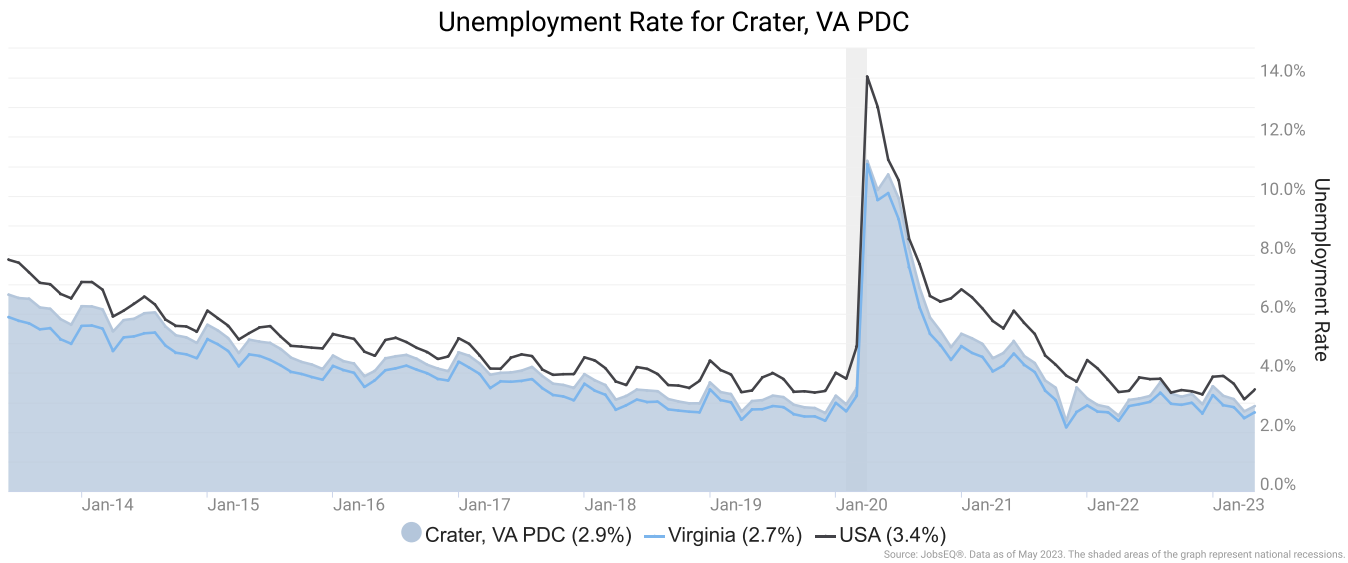
As of 2023Q1, total employment for the Crater, VA PDC was 223,439 (based on a four-quarter moving average). Over the year ending 2023Q1, employment increased 2.0% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2023Q1.

# Unemployment Rate

The unemployment rate for the Crater, VA PDC was 2.9% as of May 2023. The regional unemployment rate was lower than the national rate of 3.4%. One year earlier, in May 2022, the unemployment rate in the Crater, VA PDC was 3.1%.

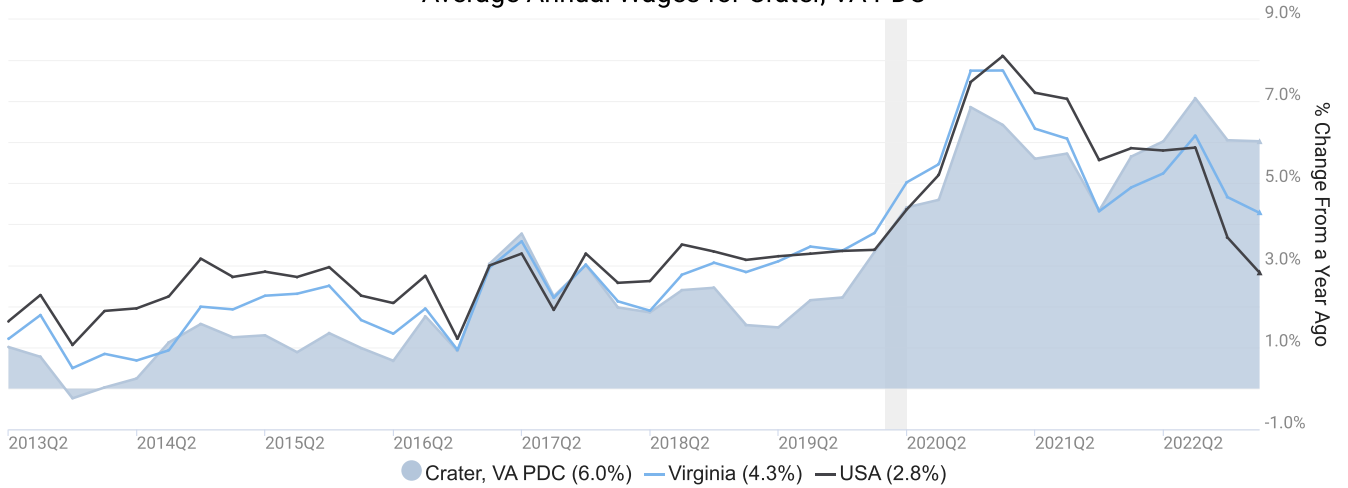


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through May 2023.

# Wage Trends

The average worker in the Crater, VA PDC earned annual wages of \$55,988 as of 2023Q1. Average annual wages per worker increased 6.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,501 in the nation as of 2023Q1.

Average Annual Wages for Crater, VA PDC



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2023Q1.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 5.0% lower in Crater, VA PDC than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Crater, VA PDC	\$55,988	95.0	\$58,957
Virginia	\$69,733	114.0	\$61,181
USA	\$68,501	100.0	\$68,501

Source: [JobsEQ®](#)

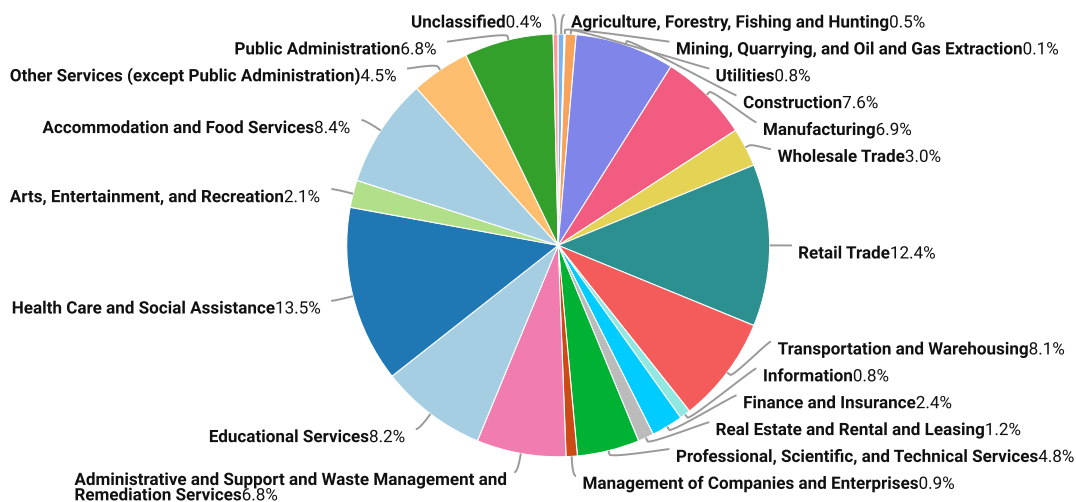
Data as of 2023Q1

Cost of Living per [COLI](#), data as of 2023Q1, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Crater, VA PDC is Health Care and Social Assistance, employing 30,145 workers. The next-largest sectors in the region are Retail Trade (27,674 workers) and Accommodation and Food Services (18,666). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Transportation and Warehousing (LQ = 1.64), Utilities (1.62), and Public Administration (1.48).

Total Workers for Crater, VA PDC by Industry



Source: JobsEQ® Data as of 2023Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2023Q1.

Sectors in the Crater, VA PDC with the highest average wages per worker are Utilities (\$142,676), Management of Companies and Enterprises (\$108,006), and Finance and Insurance (\$92,963). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Transportation and Warehousing (+1,706 jobs), Construction (+1,055), and Educational Services (+997).

Over the next 5 years, employment in the Crater, VA PDC is projected to expand by 6,610 jobs. The fastest growing sector in the region is expected to be Information with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,849 jobs), Accommodation and Food Services (+1,374), and Transportation and Warehousing (+781).

Crater, VA PDC, 2023Q1<sup>1</sup>

NAICS	Industry	Current			5-Year History		5-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	30,145	\$55,675	0.94	626	0.4%	17,787	7,338	8,601	1,849	1.2%
44	Retail Trade	27,674	\$38,037	1.24	-187	-0.1%	19,201	8,388	11,088	-275	-0.2%
72	Accommodation and Food Services	18,666	\$22,835	0.97	-637	-0.7%	18,197	7,609	9,214	1,374	1.4%
61	Educational Services	18,216	\$46,198	1.02	997	1.1%	9,872	4,340	4,798	734	0.8%
48	Transportation and Warehousing	18,196	\$62,439	1.64	1,706	2.0%	11,905	4,521	6,603	781	0.8%
23	Construction	16,965	\$66,378	1.28	1,055	1.3%	8,765	3,006	5,372	387	0.5%
31	Manufacturing	15,407	\$78,000	0.85	-221	-0.3%	8,090	3,079	5,238	-227	-0.3%
56	Administrative and Support and Waste Management and Remediation Services	15,240	\$45,889	1.06	69	0.1%	9,697	3,789	5,542	366	0.5%
92	Public Administration	15,194	\$74,601	1.48	-129	-0.2%	7,315	3,098	4,406	-189	-0.3%
54	Professional, Scientific, and Technical Services	10,651	\$86,937	0.65	-16	0.0%	5,462	1,800	3,093	569	1.0%
81	Other Services (except Public Administration)	10,052	\$37,680	1.05	-1,174	-2.2%	6,683	2,606	3,600	478	0.9%
42	Wholesale Trade	6,625	\$79,978	0.79	-337	-1.0%	3,826	1,369	2,338	119	0.4%
52	Finance and Insurance	5,422	\$92,963	0.61	-547	-1.9%	2,691	972	1,596	123	0.4%
71	Arts, Entertainment, and Recreation	4,663	\$21,094	1.07	163	0.7%	3,894	1,499	2,073	322	1.3%
53	Real Estate and Rental and Leasing	2,676	\$58,975	0.67	31	0.2%	1,424	624	769	30	0.2%
55	Management of Companies and Enterprises	1,926	\$108,006	0.55	275	3.1%	965	340	578	47	0.5%
51	Information	1,843	\$74,678	0.40	-196	-2.0%	1,095	332	603	160	1.7%
22	Utilities	1,828	\$142,676	1.62	-486	-4.6%	659	305	534	-180	-2.1%
11	Agriculture, Forestry, Fishing and Hunting	1,013	\$45,000	0.35	123	2.6%	643	283	362	-2	0.0%
99	Unclassified	847	\$56,913	1.96	447	16.2%	541	210	299	32	0.7%
21	Mining, Quarrying, and Oil and Gas Extraction	192	\$78,719	0.24	27	3.0%	101	33	68	1	0.1%
<b>Total - All Industries</b>		<b>223,439</b>	<b>\$55,988</b>	<b>1.00</b>	<b>1,588</b>	<b>0.1%</b>	<b>137,110</b>	<b>54,527</b>	<b>75,974</b>	<b>6,610</b>	<b>0.6%</b>

Source: [JobsEQ®](#)

Data as of 2023Q1

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q4 with preliminary estimates updated to 2023Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the Crater, VA PDC is Transportation and Material Moving Occupations, employing 26,153 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (24,814 workers) and Sales and Related Occupations (22,622). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Transportation and Material Moving Occupations (LQ = 1.34), Construction and Extraction Occupations (1.20), and Community and Social Service Occupations (1.18).

Occupation groups in the Crater, VA PDC with the highest average wages per worker are Management Occupations (\$122,400), Legal Occupations (\$121,700), and Computer and Mathematical Occupations (\$102,200). The unemployment rate in the region varied among the major groups from 1.1% among Legal Occupations to 5.2% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the Crater, VA PDC is expected to be Healthcare Support Occupations with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+1,205 jobs) and Transportation and Material Moving Occupations (+1,041). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Transportation and Material Moving Occupations (18,541 jobs) and Food Preparation and Serving Related Occupations (18,287).

Crater, VA PDC, 2023Q1<sup>1</sup>

SOC	Occupation	Current						5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
53-0000	Transportation and Material Moving	26,153	\$42,400	1.34	1,284	4.7%	884	1,727	1.4%	19,581	7,094	11,447	1,041	0.8%
43-0000	Office and Administrative Support	24,814	\$43,000	0.90	907	2.9%	684	-1,443	-1.1%	14,715	6,686	8,346	-317	-0.3%
41-0000	Sales and Related	22,622	\$45,900	1.09	999	3.9%	1,236	-767	-0.7%	15,464	6,927	8,712	-175	-0.2%
35-0000	Food Preparation and Serving Related	18,420	\$30,700	1.03	1,139	5.2%	1,169	-912	-1.0%	19,492	8,460	9,827	1,205	1.3%
13-0000	Business and Financial Operations	13,435	\$79,900	0.94	314	1.8%	354	1,535	2.5%	6,567	2,095	4,027	445	0.7%
25-0000	Educational Instruction and Library	12,914	\$55,000	1.08	285	2.1%	1,097	551	0.9%	6,695	3,001	3,080	614	0.9%
47-0000	Construction and Extraction	12,119	\$49,400	1.20	629	4.4%	214	228	0.4%	6,338	2,128	3,918	293	0.5%
29-0000	Healthcare Practitioners and Technical	11,501	\$91,300	0.89	207	1.5%	2,039	638	1.1%	3,987	1,802	1,713	472	0.8%
11-0000	Management	11,423	\$122,400	0.75	187	1.4%	877	962	1.8%	5,388	1,612	3,325	450	0.8%
51-0000	Production	11,196	\$45,600	0.89	556	4.2%	228	-988	-1.7%	6,131	2,407	3,961	-237	-0.4%
31-0000	Healthcare Support	10,031	\$31,800	1.02	386	3.3%	494	451	0.9%	8,324	3,445	4,022	857	1.7%
49-0000	Installation, Maintenance, and Repair	9,736	\$54,700	1.13	222	2.0%	606	-218	-0.4%	5,013	1,799	2,975	240	0.5%
37-0000	Building and Grounds Cleaning and Maintenance	7,197	\$33,100	0.98	434	4.7%	329	-433	-1.2%	5,206	2,293	2,683	230	0.6%
39-0000	Personal Care and Service	6,005	\$34,200	1.10	254	3.6%	223	-138	-0.5%	5,933	2,219	3,250	464	1.5%
15-0000	Computer and Mathematical	5,659	\$102,200	0.73	121	1.6%	311	440	1.6%	2,474	656	1,435	383	1.3%
33-0000	Protective Service	5,422	\$51,200	1.14	199	3.0%	204	-143	-0.5%	2,953	1,342	1,634	-23	-0.1%
21-0000	Community and Social Service	4,656	\$54,500	1.18	89	1.7%	464	-54	-0.2%	2,646	969	1,391	286	1.2%

### Crater, VA PDC, 2023Q1<sup>1</sup>

SOC	Occupation	Current						5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
17-0000	Architecture and Engineering	3,356	\$92,200	0.92	50	1.4%	185	4	0.0%	1,272	462	770	39	0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	2,839	\$65,500	0.72	127	3.4%	175	-63	-0.4%	1,749	659	925	166	1.1%
19-0000	Life, Physical, and Social Science	1,797	\$80,800	0.91	42	1.9%	169	158	1.9%	847	207	618	22	0.2%
23-0000	Legal	1,561	\$121,700	0.83	24	1.1%	25	-38	-0.5%	642	264	324	54	0.7%
45-0000	Farming, Fishing, and Forestry	585	\$36,700	0.41	37	5.2%	8	91	3.4%	467	149	316	2	0.1%
<b>Total - All Occupations</b>		<b>223,439</b>	<b>\$55,400</b>	<b>1.00</b>	<b>8,490</b>	<b>3.2%</b>	<b>11,975</b>	<b>1,588</b>	<b>0.1%</b>	<b>141,985</b>	<b>56,677</b>	<b>78,699</b>	<b>6,610</b>	<b>0.6%</b>

Source: [JobsEQ®](#)

Data as of 2023Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

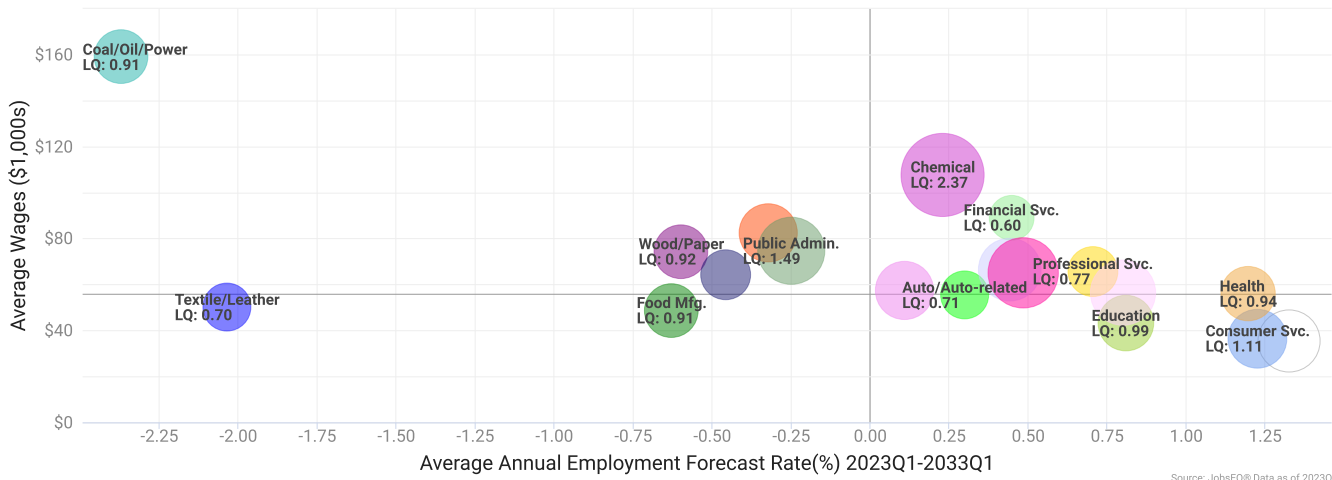
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q4, imputed where necessary with preliminary estimates updated to 2023Q1. Wages by occupation are as of 2023 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Crater, VA PDC with the highest relative concentration is Chemical with a location quotient of 2.37. This cluster employs 4,864 workers in the region with an average wage of \$107,801. Employment in the Chemical cluster is projected to expand in the region about 0.2% per year over the next ten years.

Industry Clusters for Crater, VA PDC as of 2023Q1



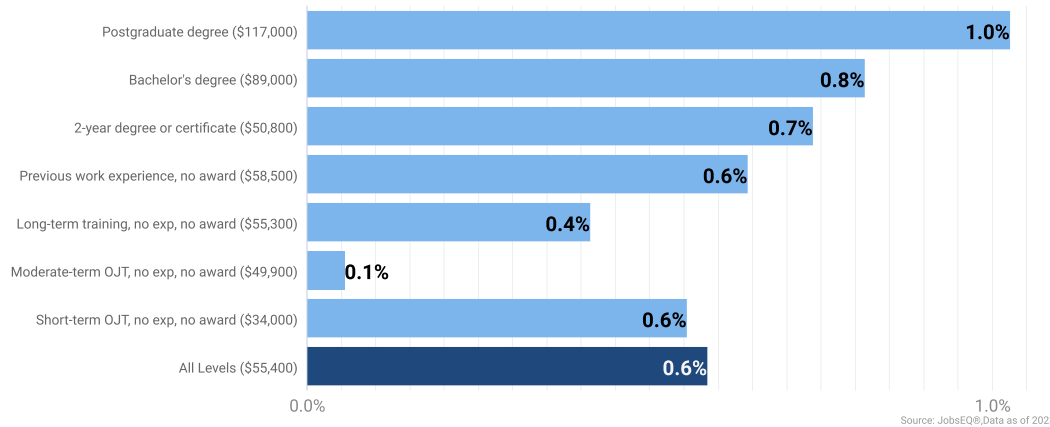
Source: JobsEQ® Data as of 2023Q1

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q4 with preliminary estimates updated to 2023Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Crater, VA PDC is projected to grow 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.0% per year, those requiring a bachelor's degree are forecast to grow 0.8% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.7% per year.

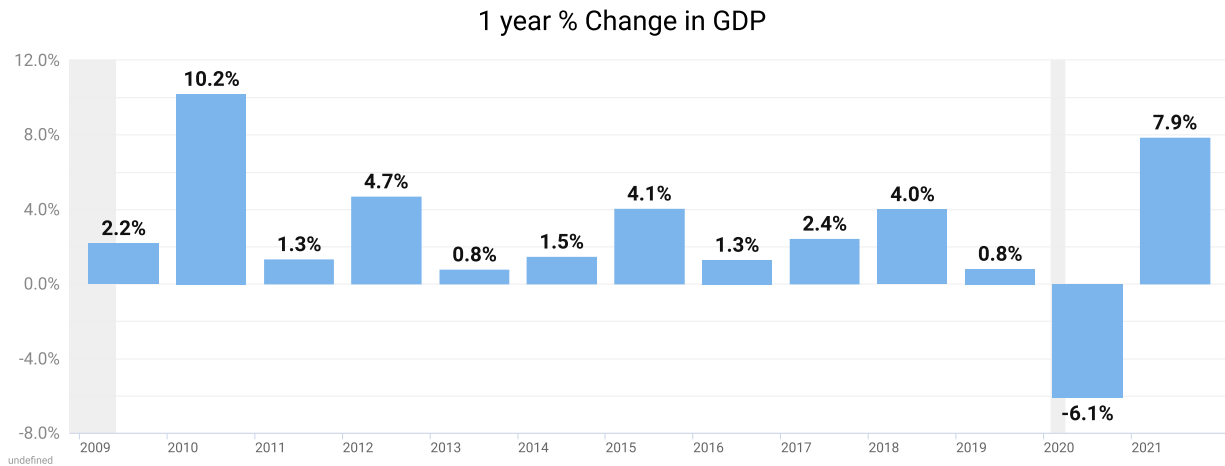
Annual Average Projected Job Growth by Training Required



Employment by occupation data are estimates as of 2023Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

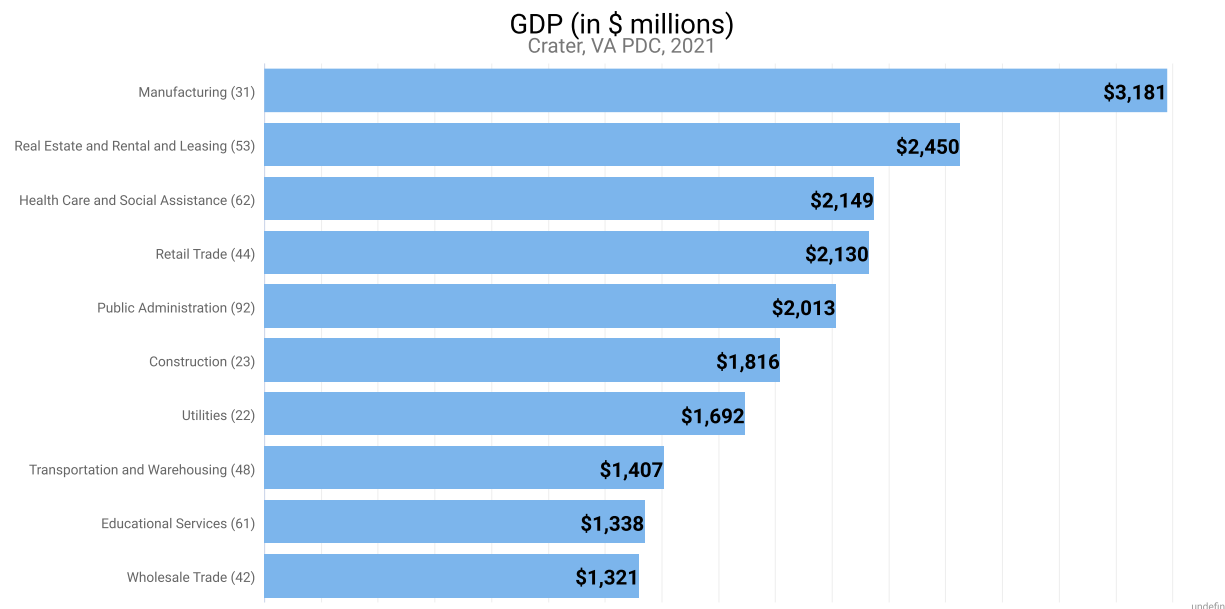
# Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2021, nominal GDP in the Crater, VA PDC expanded 7.9%. This follows a contraction of 6.1% in 2020. As of 2021, total GDP in the Crater, VA PDC was \$25,091,999,000.



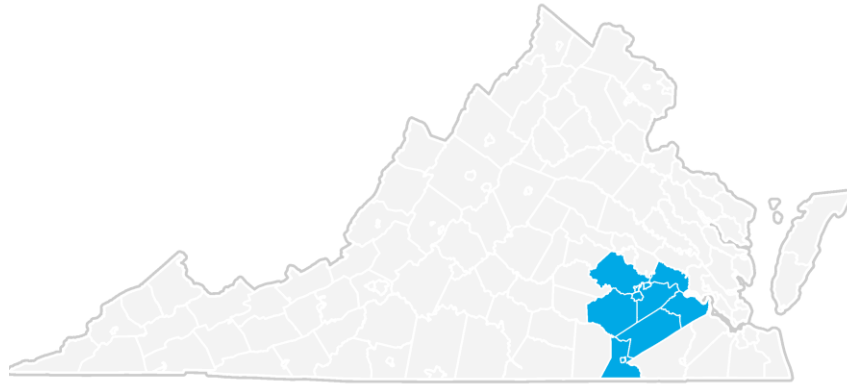
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2021.

Of the sectors in the Crater, VA PDC, Manufacturing contributed the largest portion of GDP in 2021, \$3,180,516,000. The next-largest contributions came from Real Estate and Rental and Leasing (\$2,449,881,000); Health Care and Social Assistance (\$2,149,092,000); and Retail Trade (\$2,130,104,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2021.

# Crater, VA PDC Regional Map



# Region Definition

**Crater, VA PDC is defined as the following counties:**

Charles City County, Virginia

---

Chesterfield County, Virginia

---

Dinwiddie County, Virginia

---

Greensville County, Virginia

---

Prince George County, Virginia

---

Surry County, Virginia

---

Sussex County, Virginia

---

Colonial Heights City, Virginia

---

Emporia City, Virginia

---

Hopewell City, Virginia

---

Petersburg City, Virginia

---

# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Virginia

# COMMUNITY PROFILE

Crater PDC

Charles City County • Chesterfield County • Dinwiddie County • Greenville County • Prince George County • Surry County • Sussex County • Colonial Heights city • Emporia city • Hopewell city • Petersburg city



Virginia Employment Commission  
Economic Information & Analytics Division

6606 West Broad Street , Richmond, Virginia 23230  
Tel: (804) 786-7496 Email: [veclmi@vec.virginia.gov](mailto:veclmi@vec.virginia.gov)  
<https://virginiaworks.com>



*Last updated: 9/21/2023 3:02:41 AM*

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## I. Introduction

This report provides a community profile of Crater PDC. It is intended to complement the information found in our Virginia Workforce Connection application, which can be accessed online at:

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

The report is divided into three major sections. The first contains a profile of regional demographic characteristics and trends, the second supplies similar information for the regional economy, and the third provides a profile of regional education characteristics.

## II. Demographic Profile

### Overview

This Demographic Profile provides an in-depth analysis of the population in Crater PDC. 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

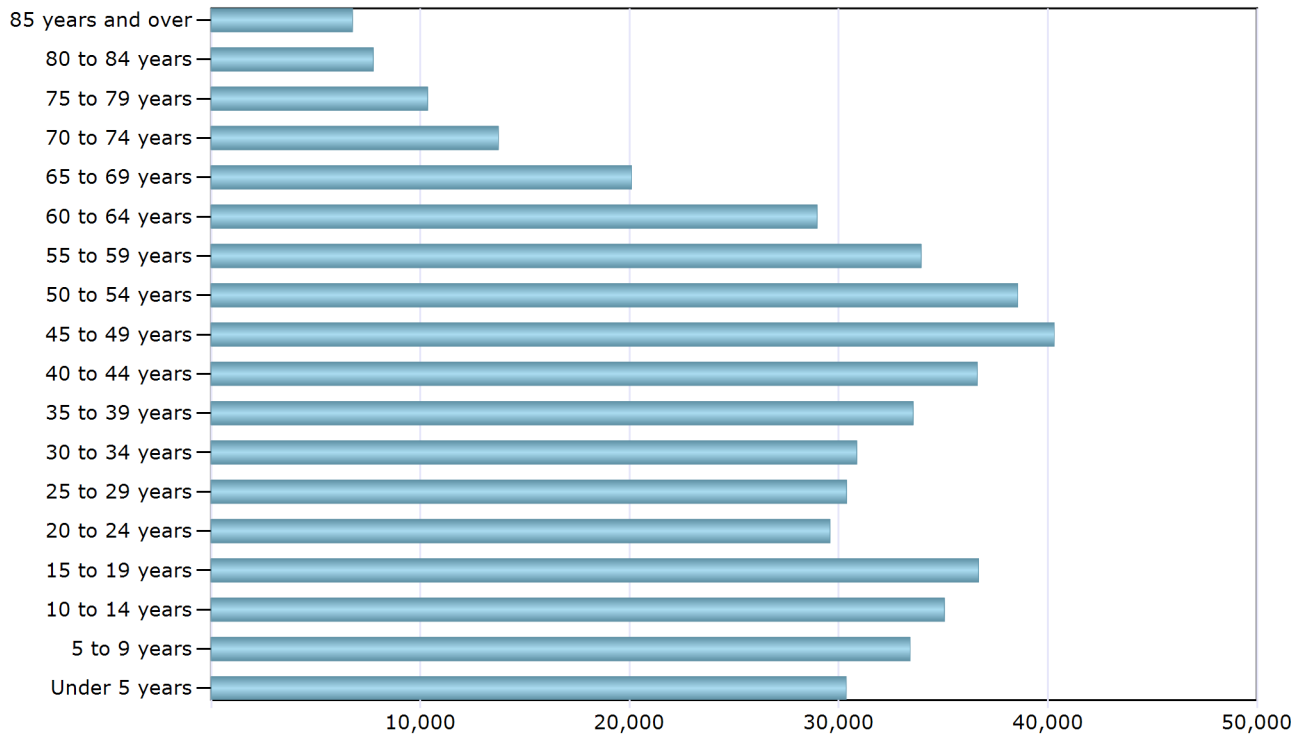
The data on gender were derived from answers to a question that was asked of all people. Individuals were asked to mark either "male" or "female" to indicate their gender. For most cases in which gender was not reported, it was determined by the appropriate entry from the person's given (i.e., first)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



	PDC 19	Virginia	United States
<b>Under 5 years</b>	30,356	509,625	20,201,362
<b>5 to 9 years</b>	33,414	511,849	20,348,657
<b>10 to 14 years</b>	35,053	511,246	20,677,194
<b>15 to 19 years</b>	36,686	550,965	22,040,343
<b>20 to 24 years</b>	29,584	572,091	21,585,999
<b>25 to 29 years</b>	30,375	564,342	21,101,849
<b>30 to 34 years</b>	30,861	526,077	19,962,099
<b>35 to 39 years</b>	33,557	540,063	20,179,642
<b>40 to 44 years</b>	36,625	568,865	20,890,964
<b>45 to 49 years</b>	40,304	621,155	22,708,591
<b>50 to 54 years</b>	38,557	592,845	22,298,125
<b>55 to 59 years</b>	33,943	512,595	19,664,805
<b>60 to 64 years</b>	28,967	442,369	16,817,924
<b>65 to 69 years</b>	20,096	320,302	12,435,263
<b>70 to 74 years</b>	13,730	229,502	9,278,166
<b>75 to 79 years</b>	10,346	173,929	7,317,795
<b>80 to 84 years</b>	7,747	130,801	5,743,327
<b>85 years and over</b>	6,754	122,403	5,493,433
	<b>496,955</b>	<b>8,001,024</b>	<b>308,745,538</b>

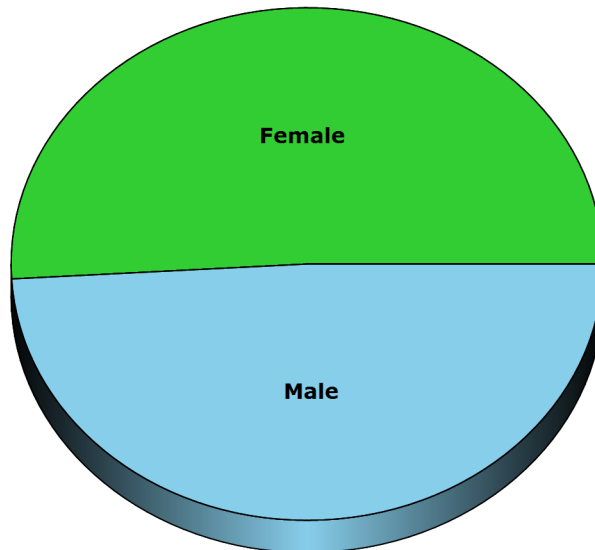
Source: 2010 Census.

### Population by Race/Ethnicity

	PDC 19	Virginia	United States
<b>Total</b>			
Total Population	496,955	8,001,024	308,745,538
<b>Race</b>			
White	305,746	5,486,852	223,553,265
Black or African American	150,658	1,551,399	38,929,319
American Indian or Alaska Native	2,360	29,225	2,932,248
Asian	12,160	439,890	14,674,252
Native Hawaiian/Pacific Islander	378	5,980	540,013
Other	13,582	254,278	19,107,368
Multiple Races	12,071	233,400	9,009,073
<b>Ethnicity</b>			
Not Hispanic or Latino (of any race)	467,112	7,369,199	258,267,944
Hispanic or Latino (of any race)	29,843	631,825	50,477,594

Source: 2010 Census.

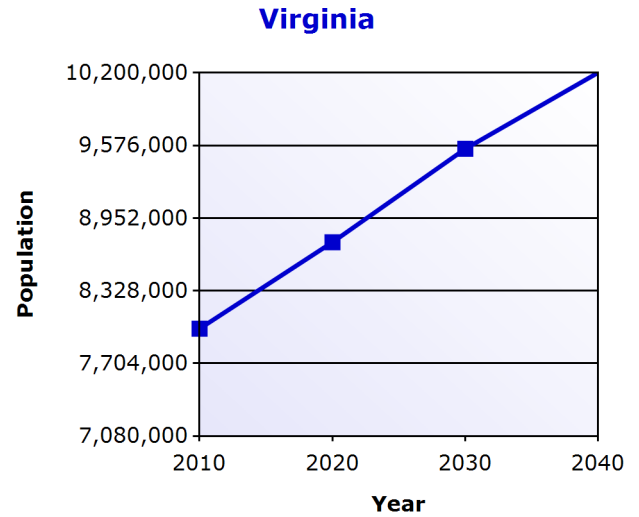
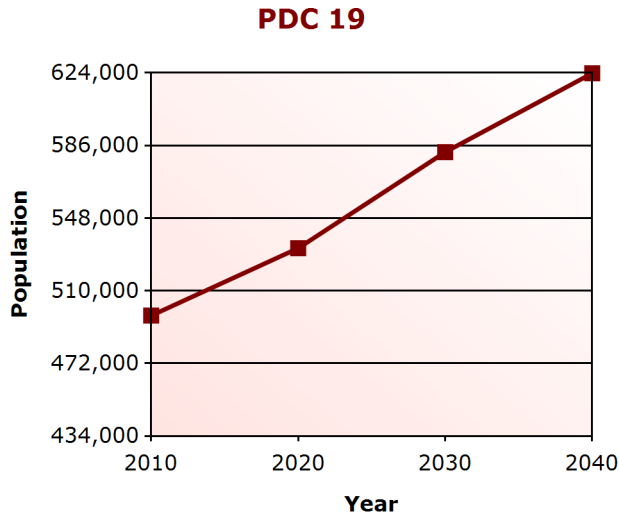
### Population by Gender



	PDC 19	Virginia	United States
<b>Male</b>	243,862	3,925,983	151,781,326
<b>Female</b>	253,093	4,075,041	156,964,212
	<b>496,955</b>	<b>8,001,024</b>	<b>308,745,538</b>

Source: 2010 Census.

## Population Change



	PDC 19	Percent change	Number Change	Virginia	Percent change	Number Change
<b>2000</b>	433,958			7,079,030		
<b>2010</b>	496,955	14.52 %	62,997	8,001,024	13.02 %	921994
<b>2020</b>	532,223	7.10 %	35,268	8,744,273	9.29 %	743249
<b>2030</b>	582,508	9.45 %	50,285	9,546,958	9.18 %	802685
<b>2040</b>	623,730	7.08 %	41,222	10,201,530	6.86 %	654572

Source: U.S. Census Bureau, Weldon Cooper Center for Public Service.

### Did you know...

you can log on to our website today and see population counts from each Decennial Census all the way back to 1900? Looking for annual population estimates? We have those too, all the way back to the 1970s!

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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)





## Population Projections by Age and Gender

	2020		2030		2040	
	Female	Male	Female	Male	Female	Male
<b>Under 5 years</b>	15,452	15,770	16,843	17,162	17,729	18,039
<b>5 to 9 years</b>	16,276	17,326	18,016	19,203	19,082	20,357
<b>10 to 14 years</b>	17,751	18,339	19,233	19,867	20,990	21,682
<b>15 to 19 years</b>	17,257	18,286	18,262	19,342	20,216	21,409
<b>20 to 24 years</b>	13,481	14,240	14,521	15,327	15,585	16,384
<b>25 to 29 years</b>	15,820	16,384	15,952	16,438	16,774	17,169
<b>30 to 34 years</b>	18,572	18,265	18,624	18,096	20,066	19,492
<b>35 to 39 years</b>	18,392	17,950	20,832	20,050	21,207	20,348
<b>40 to 44 years</b>	17,131	16,708	21,689	20,866	21,761	20,819
<b>45 to 49 years</b>	17,316	16,517	19,758	18,746	22,207	20,953
<b>50 to 54 years</b>	17,997	16,631	17,440	16,081	21,917	20,006
<b>55 to 59 years</b>	19,045	17,424	16,734	15,297	19,023	17,343
<b>60 to 64 years</b>	17,478	16,297	16,471	15,418	15,890	14,894
<b>65 to 69 years</b>	15,846	14,477	17,060	15,615	15,181	13,938
<b>70 to 74 years</b>	13,783	11,275	16,144	13,243	15,322	12,610
<b>75 to 79 years</b>	9,234	7,031	13,837	10,593	14,712	11,264
<b>80 to 84 years</b>	5,860	3,539	10,647	6,516	12,360	7,559
<b>85 years and over</b>	6,287	2,797	8,663	3,929	13,334	6,119
	<b>272,978</b>	<b>259,256</b>	<b>300,726</b>	<b>281,789</b>	<b>323,356</b>	<b>300,385</b>
	<b>532,234</b>		<b>582,515</b>		<b>623,741</b>	

Source: Weldon Cooper Center for Public Service.

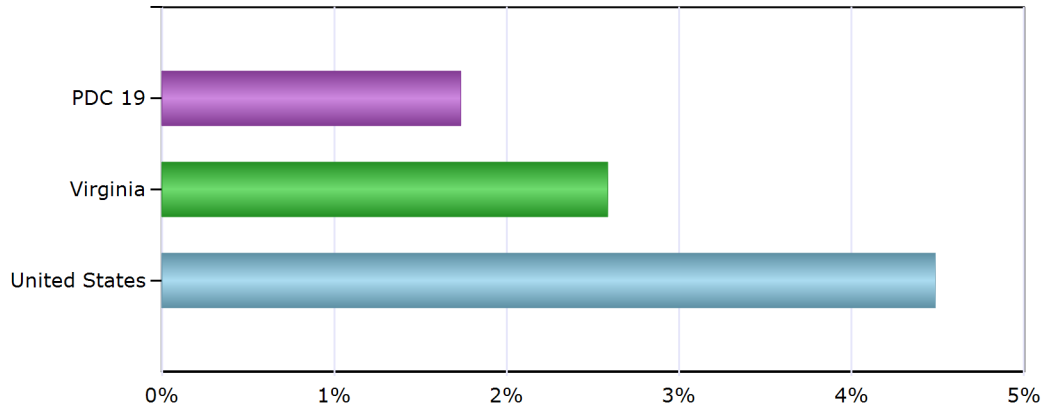
## Population Projections by Race/Ethnicity

	2020	2030	2040
<b>Total</b>			
Total Population	532,223	582,508	623,730
<b>Race</b>			
White	286,443	284,899	264,573
Black or African American	146,546	134,053	116,256
Asian	18,785	28,602	38,995
Other	16,386	18,066	17,965
<b>Ethnicity</b>			
Hispanic or Latino (of any race)	64,066	116,888	185,943

Source: Weldon Cooper Center for Public Service.

## English Language Skills

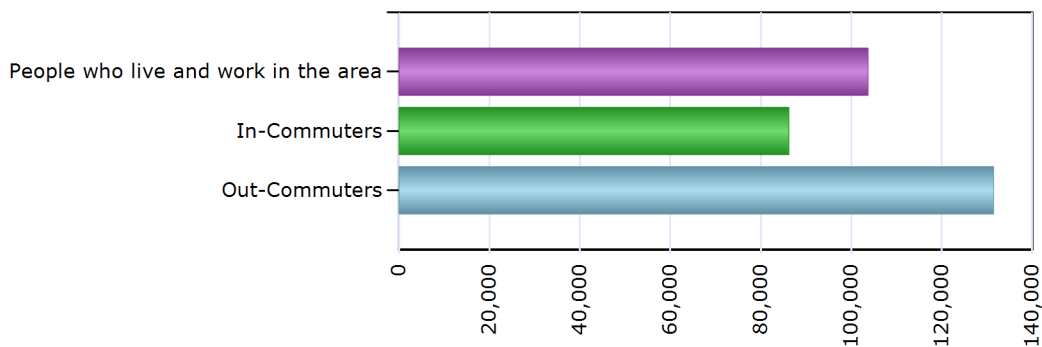
(Age 5 and over that speak English less than well)



	Total	Speak English less than well	Percent
<b>PDC 19</b>	482,119	8,356	1.73%
<b>Virginia</b>	7,800,044	201,628	2.58%
<b>United States</b>	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	103,697
In-Commuters	86,186
Out-Commuters	131,451
Net In-Commuters (In-Commuters minus Out-Commuters)	-45,265

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

## Top 10 Places Residents are Commuting To

Area	Workers
Richmond city, VA	38,818
Henrico County, VA	35,320
Hanover County, VA	6,572
Fairfax County, VA	5,373
Goochland County, VA	3,335
Virginia Beach city, VA	2,595
Newport News city, VA	2,177
Chesapeake city, VA	1,814
Norfolk city, VA	1,804
Powhatan County, VA	1,557

## Top 10 Places Workers are Commuting From

Area	Workers
Henrico County, VA	17,225
Richmond city, VA	13,396
Hanover County, VA	4,922
Powhatan County, VA	3,373
Virginia Beach city, VA	2,155
Fairfax County, VA	1,803
Brunswick County, VA	1,554
Amelia County, VA	1,537
Prince William County, VA	1,483
Newport News city, VA	1,369

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

**Please Note:** Commuting patterns data is no longer produced from the Decennial Census. As an alternative, we are providing commuting data from the U.S. Census Bureau's OnTheMap application and LEHD Origin-Destination Employment Statistics program. Since this data is produced from an entirely different data set, it is not advisable to compare the new data with previously released commuting patterns. For more information about the OnTheMap application or the LEHD program, please visit the following website:

<http://lehd.ces.census.gov>

## III. Economic Profile

### Overview

The Economic Profile of Crater PDC 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)**

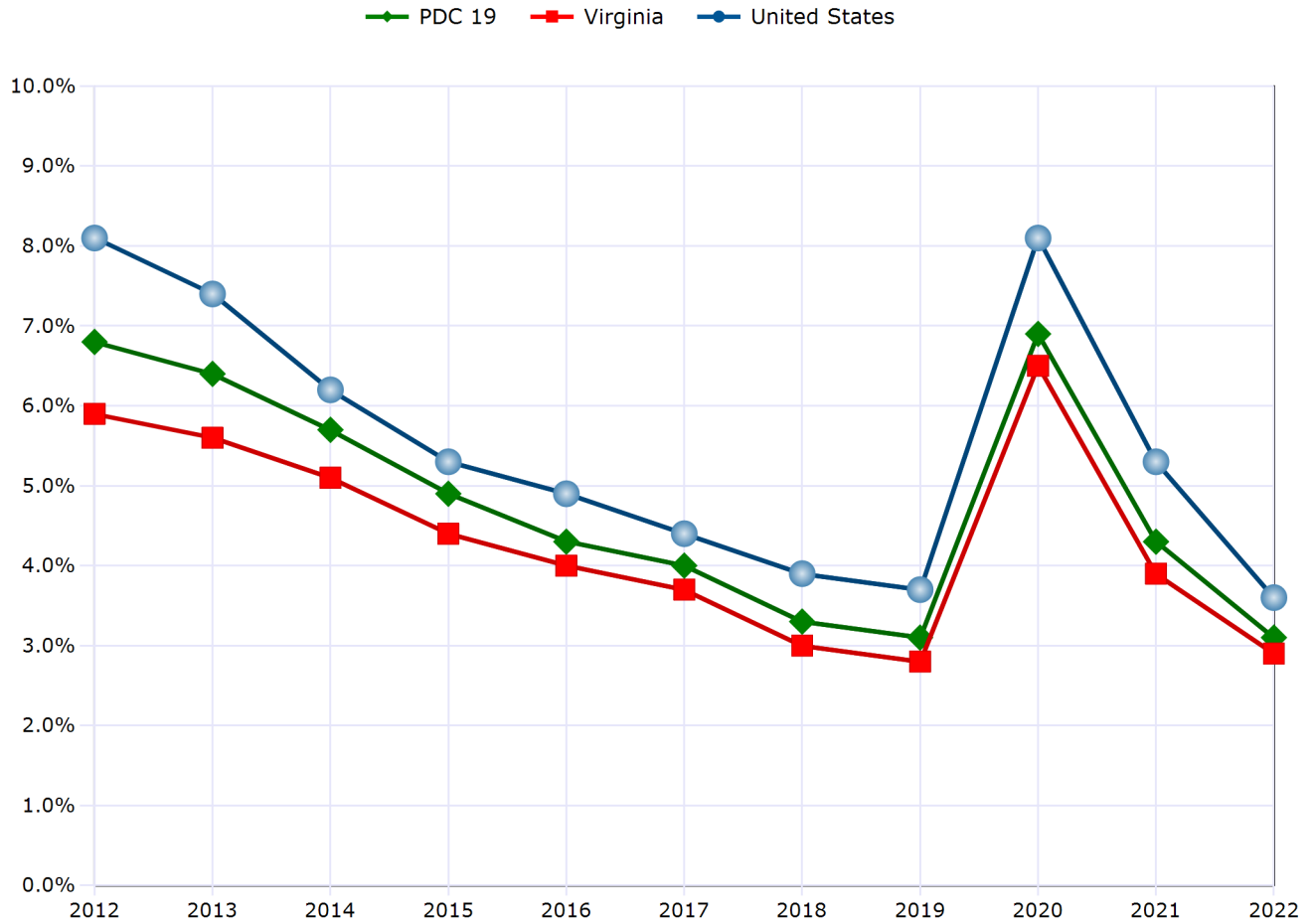
Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible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

#### **Unemployment Rate**

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

## Unemployment Rates

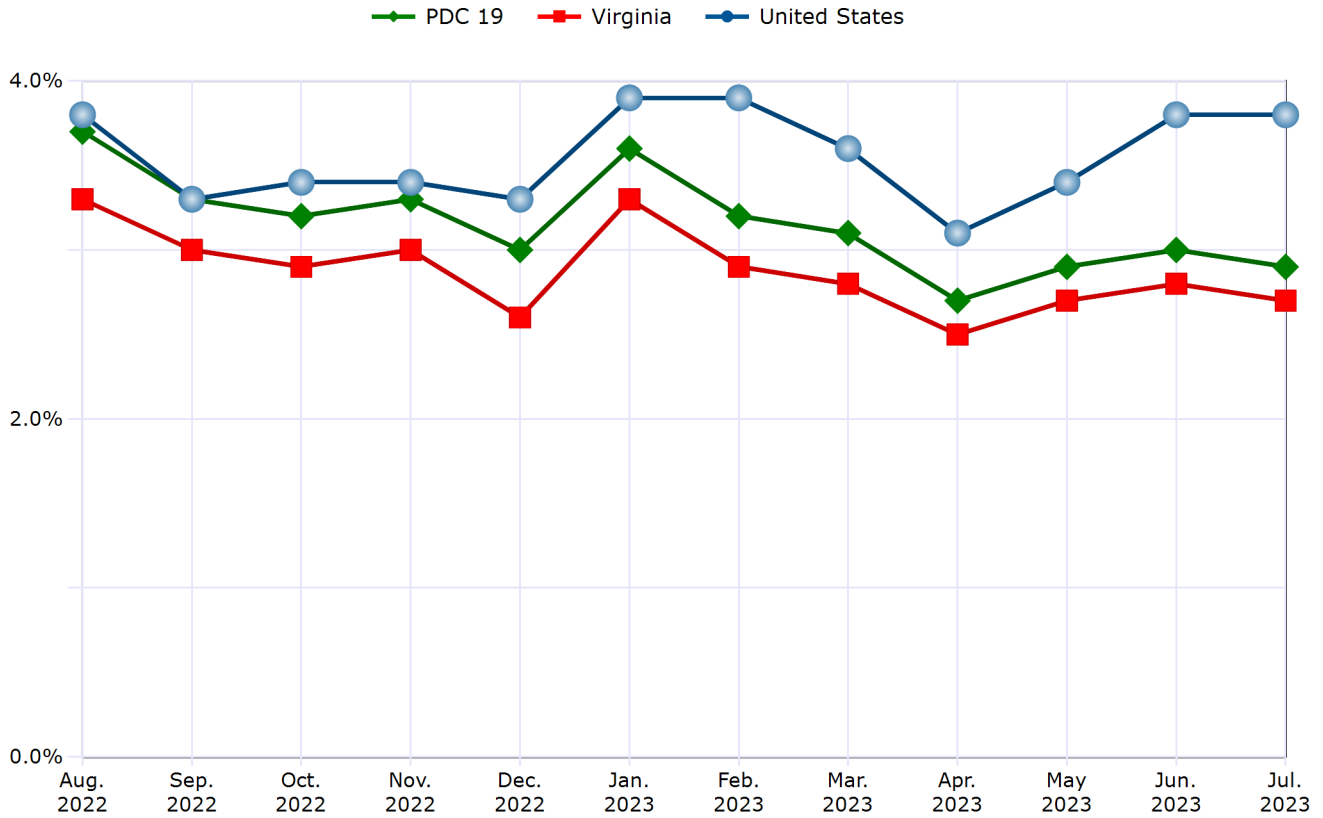
*Trends*



	PDC 19	Virginia	United States
<b>2012</b>	6.8%	5.9%	8.1%
<b>2013</b>	6.4%	5.6%	7.4%
<b>2014</b>	5.7%	5.1%	6.2%
<b>2015</b>	4.9%	4.4%	5.3%
<b>2016</b>	4.3%	4.0%	4.9%
<b>2017</b>	4.0%	3.7%	4.4%
<b>2018</b>	3.3%	3.0%	3.9%
<b>2019</b>	3.1%	2.8%	3.7%
<b>2020</b>	6.9%	6.5%	8.1%
<b>2021</b>	4.3%	3.9%	5.3%
<b>2022</b>	3.1%	2.9%	3.6%

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

## Unemployment Rates *Past 12 Months*



	PDC 19	Virginia	United States
<b>Aug. 2022</b>	3.7%	3.3%	3.8%
<b>Sep. 2022</b>	3.3%	3.0%	3.3%
<b>Oct. 2022</b>	3.2%	2.9%	3.4%
<b>Nov. 2022</b>	3.3%	3.0%	3.4%
<b>Dec. 2022</b>	3.0%	2.6%	3.3%
<b>Jan. 2023</b>	3.6%	3.3%	3.9%
<b>Feb. 2023</b>	3.2%	2.9%	3.9%
<b>Mar. 2023</b>	3.1%	2.8%	3.6%
<b>Apr. 2023</b>	2.7%	2.5%	3.1%
<b>May 2023</b>	2.9%	2.7%	3.4%
<b>Jun. 2023</b>	3.0%	2.8%	3.8%
<b>Jul. 2023</b>	2.9%	2.7%	3.8%

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

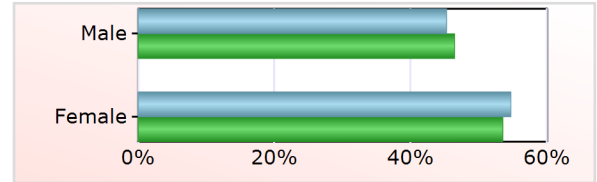
## Characteristics of the Insured Unemployed

Total number of claimants: 1,778

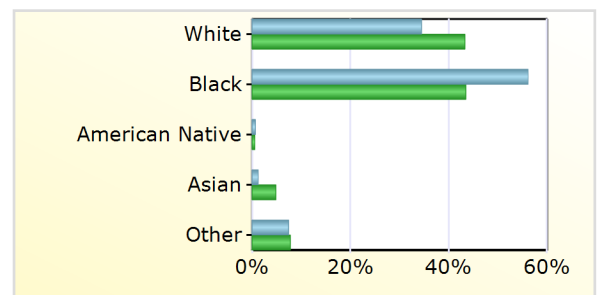
Crater PDC - (1,778 claimants)

Virginia - (20,432 claimants)

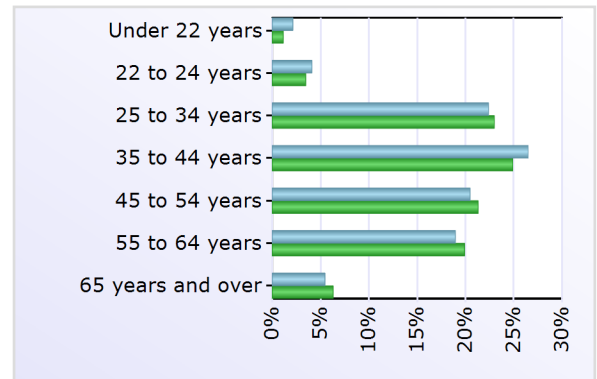
Gender	PDC 19	Virginia
<b>Male</b>	805	9,494
<b>Female</b>	973	10,938
<b>Unspecified</b>		



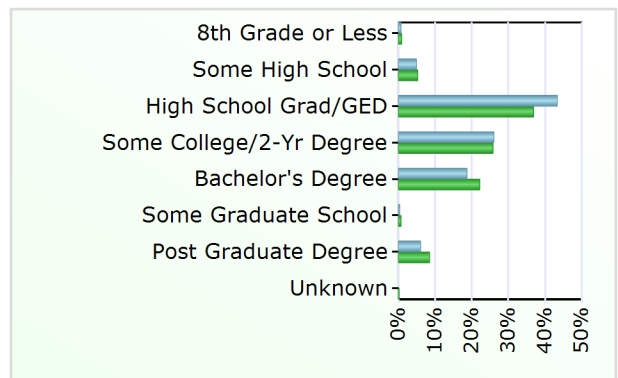
Race	PDC 19	Virginia
<b>White</b>	613	8,853
<b>Black</b>	999	8,889
<b>American Native</b>	12	114
<b>Asian</b>	22	987
<b>Other</b>	132	1,589



Age	PDC 19	Virginia
<b>Under 22 years</b>	38	232
<b>22 to 24 years</b>	73	707
<b>25 to 34 years</b>	398	4,696
<b>35 to 44 years</b>	471	5,087
<b>45 to 54 years</b>	364	4,355
<b>55 to 64 years</b>	337	4,067
<b>65 years and over</b>	97	1,288
<b>Unknown</b>		



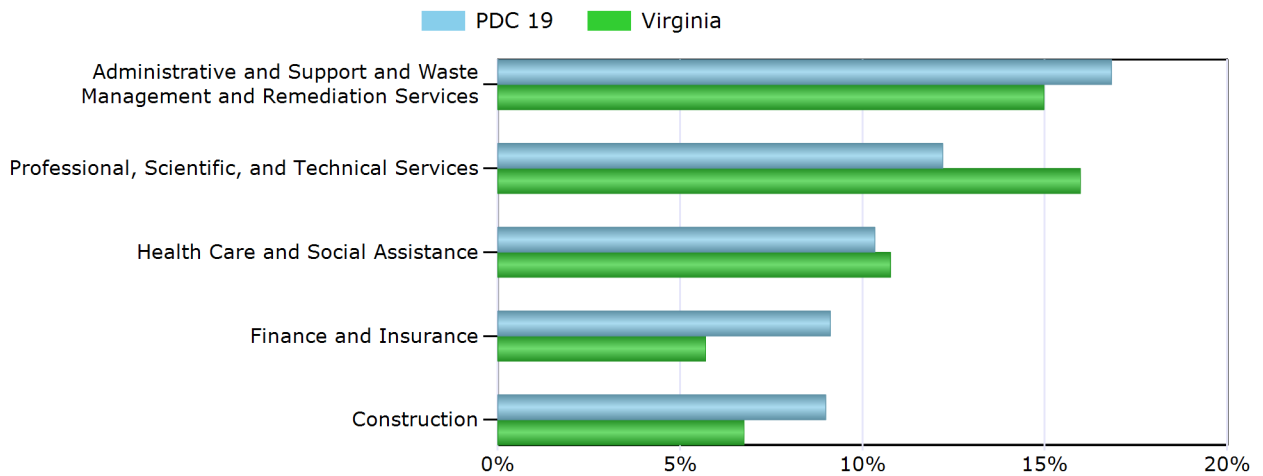
Education	PDC 19	Virginia
<b>8th Grade or Less</b>	12	171
<b>Some High School</b>	87	1,069
<b>High School Grad/GED</b>	771	7,529
<b>Some College/2-Yr Degree</b>	463	5,268
<b>Bachelor's Degree</b>	332	4,528
<b>Some Graduate School</b>	6	136
<b>Post Graduate Degree</b>	107	1,730
<b>Unknown</b>		1



Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, August 2023.

## Characteristics of the Insured Unemployed

Top 5 Industries With Largest Number of Claimants in PDC 19  
(excludes unclassified)



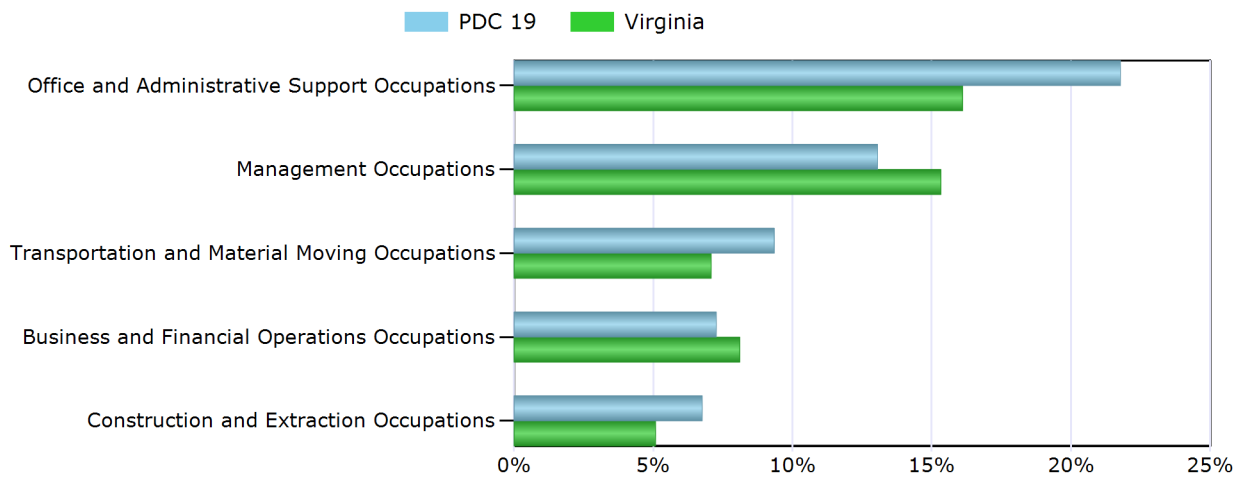
Industry	PDC 19	Virginia
Administrative and Support and Waste Management and Remediation Services	262	2,686
Professional, Scientific, and Technical Services	190	2,865
Health Care and Social Assistance	161	1,931
Finance and Insurance	142	1,022
Construction	140	1,211
Unclassified	99	1,589
Transportation and Warehousing	84	613
Retail Trade	78	926
Accommodation and Food Services	78	1,351
Wholesale Trade	74	712
Manufacturing	53	474
Other Services (except Public Administration)	53	609
Educational Services	45	550
Real Estate and Rental and Leasing	31	390
Information	29	593
Arts, Entertainment, and Recreation	16	168
Management of Companies and Enterprises	15	152
Utilities	4	32
Agriculture, Forestry, Fishing and Hunting	2	27
Mining, Quarrying, and Oil and Gas Extraction	1	32

Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, August 2023.

## Characteristics of the Insured Unemployed

### Top 5 Occupation Groups With Largest Number of Claimants in PDC 19

*(excludes unknown occupations)*

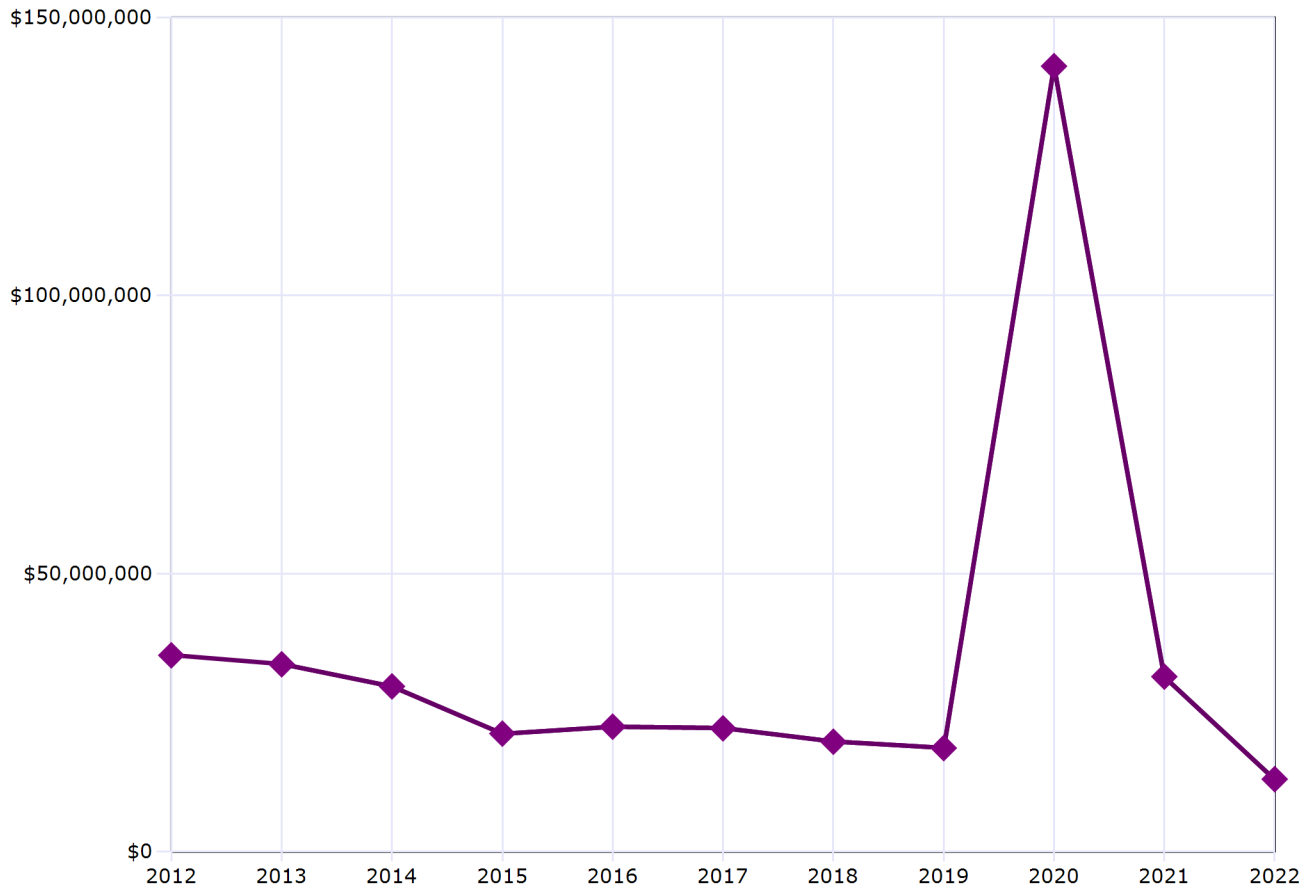


Occupation	PDC 19	Virginia
Office and Administrative Support Occupations	387	3,289
Management Occupations	232	3,130
Transportation and Material Moving Occupations	166	1,445
Business and Financial Operations Occupations	129	1,655
Construction and Extraction Occupations	120	1,037
Production Occupations	107	1,136
Sales and Related Occupations	106	1,294
Computer and Mathematical Occupations	83	1,368
Healthcare Support Occupations	50	592
Education, Training, and Library Occupations	48	645
Food Preparation and Serving Related Occupations	48	976
Installation, Maintenance, and Repair Occupations	43	516
Community and Social Service Occupations	41	268
Healthcare Practitioners and Technical Occupations	39	447
Building and Grounds Cleaning and Maintenance Occupations	33	409
Arts, Design, Entertainment, Sports, and Media Occupations	31	637
Architecture and Engineering Occupations	25	467
Personal Care and Service Occupations	24	335
Life, Physical, and Social Science Occupations	23	242
Protective Service Occupations	18	278
Legal Occupations	13	137
Military Specific Occupations	7	79
Farming, Fishing, and Forestry Occupations	4	40
Unknown Occupation Code		

*Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, August 2023.*

## Unemployment Insurance Payments

*Trends*

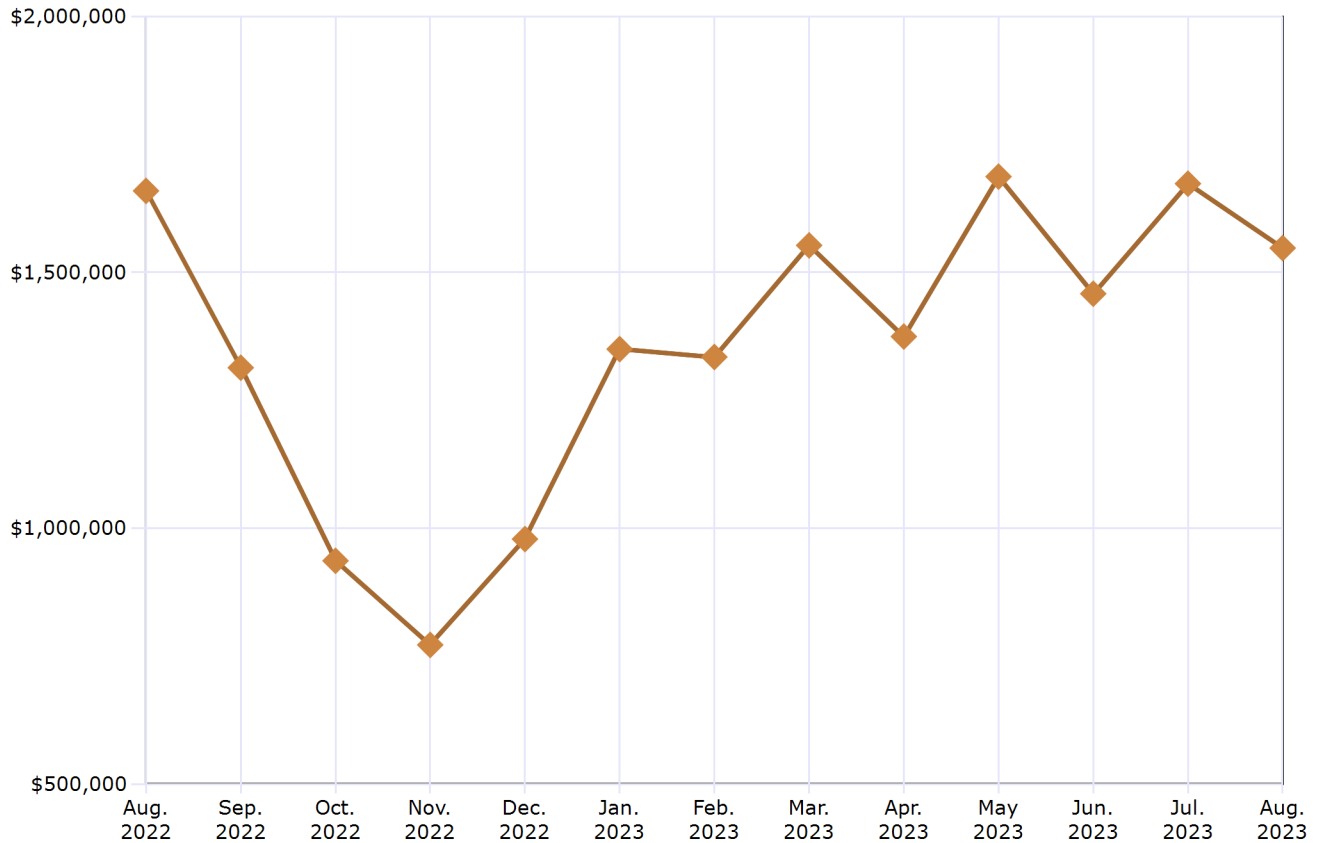


	PDC 19		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
<b>2012</b>	127,484	\$35,299,444	2,102,986	\$592,044,339
<b>2013</b>	122,976	\$33,685,579	1,999,039	\$574,074,609
<b>2014</b>	105,713	\$29,710,839	1,684,690	\$490,522,709
<b>2015</b>	74,678	\$21,222,358	1,198,476	\$351,290,100
<b>2016</b>	77,322	\$22,468,778	1,263,292	\$379,622,081
<b>2017</b>	74,624	\$22,173,420	1,114,650	\$336,664,624
<b>2018</b>	65,371	\$19,760,300	941,154	\$286,468,017
<b>2019</b>	60,176	\$18,617,249	867,371	\$269,014,541
<b>2020</b>	545,783	\$141,227,779	8,600,869	\$2,279,487,650
<b>2021</b>	109,849	\$31,461,478	1,601,885	\$458,078,646
<b>2022</b>	41,759	\$13,027,216	485,275	\$154,636,752

Source: Virginia Employment Commission, Economic Information & Analytics, Unemployment Insurance Program.

## Unemployment Insurance Payments

Past 12 Months



	PDC 19		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
<b>Aug. 2022</b>	5,522	\$1,659,369	66,314	\$20,447,065
<b>Sep. 2022</b>	4,128	\$1,313,824	45,997	\$14,814,406
<b>Oct. 2022</b>	2,944	\$936,468	31,973	\$10,336,937
<b>Nov. 2022</b>	2,361	\$772,143	29,516	\$9,779,078
<b>Dec. 2022</b>	2,940	\$978,930	37,497	\$12,385,867
<b>Jan. 2023</b>	4,116	\$1,350,133	52,882	\$17,480,393
<b>Feb. 2023</b>	4,067	\$1,334,797	53,761	\$17,833,348
<b>Mar. 2023</b>	4,740	\$1,552,863	61,542	\$20,646,823
<b>Apr. 2023</b>	4,173	\$1,374,751	56,836	\$19,081,667
<b>May 2023</b>	5,052	\$1,687,231	64,563	\$21,838,585
<b>Jun. 2023</b>	4,382	\$1,458,357	56,308	\$18,927,285
<b>Jul. 2023</b>	5,022	\$1,673,401	63,226	\$21,257,279
<b>Aug. 2023</b>	4,682	\$1,547,616	56,582	\$19,175,066

Source: Virginia Employment Commission, Unemployment Insurance Program.

## Employers by Size of Establishment

	PDC 19	Virginia
<b>0 to 4 employees</b>	9,529	205,920
<b>5 to 9 employees</b>	2,052	40,431
<b>10 to 19 employees</b>	1,541	29,433
<b>20 to 49 employees</b>	1,213	21,922
<b>50 to 99 employees</b>	406	7,464
<b>100 to 249 employees</b>	221	3,802
<b>250 to 499 employees</b>	53	1,058
<b>500 to 999 employees</b>	22	375
<b>1000 and over employees</b>	11	261
	<b>15,048</b>	<b>310,666</b>

## Employment by Size of Establishment

	PDC 19	Virginia
<b>0 to 4 employees</b>	11,909	258,710
<b>5 to 9 employees</b>	13,651	268,292
<b>10 to 19 employees</b>	21,129	400,351
<b>20 to 49 employees</b>	36,676	661,002
<b>50 to 99 employees</b>	27,739	514,398
<b>100 to 249 employees</b>	32,467	560,830
<b>250 to 499 employees</b>	18,684	360,080
<b>500 to 999 employees</b>	15,874	258,794
<b>1000 and over employees</b>	29,500	703,506
	<b>207,629</b>	<b>3,985,963</b>

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

'Zero; no employment' typically represents new startup firms or sole-proprietorships.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2023.

## 50 Largest Employers

- |   |   |
|---|---|
| 1. Chesterfield County School Board     | 26. Publix Nc Employee Services, LLC        |
| 2. U.S. Department of Defense           | 27. Dinwiddie County School Board           |
| 3. Amazon Fulfillment Services Inc.     | 28. Target Corp                             |
| 4. County of Chesterfield               | 29. Interpsan Inc                           |
| 5. Wal Mart                             | 30. Lowes' Home Centers, Inc.               |
| 6. Bon Secours Health System Inc        | 31. The Home Depot                          |
| 7. HCA Virginia Health System           | 32. VDOT                                    |
| 8. U.P.S.                               | 33. City of Petersburg                      |
| 9. DuPont Specialty Products USA, LLC   | 34. Virginia Credit Union, Inc.             |
| 10. Food Lion                           | 35. John Tyler Community College            |
| 11. Hill Phoenix                        | 36. Colonial Heights School Board           |
| 12. Dominion Virginia Power             | 37. Fiorucci Foods                          |
| 13. Kroger                              | 38. Greensville Correctional Center         |
| 14. AdvanSix Inc.                       | 39. Connectrn                               |
| 15. Maximus Services LLC                | 40. Postal Service                          |
| 16. Prince George Co Public Schools     | 41. Perdue Products                         |
| 17. Boars Head Provisions Company       | 42. Georgia Pacific Wood Prod               |
| 18. Central State Hospital              | 43. Sabra Dipping Co LLC                    |
| 19. Atlantic Constructors Inc           | 44. Delhaize America Distribution Center    |
| 20. Virginia State University           | 45. Care Advantage                          |
| 21. Hopewell City School Board          | 46. Mitchco International INC               |
| 22. Virginia Department of State Police | 47. U.S. Department of Justice              |
| 23. City of Petersburg School Board     | 48. Sussex I & Sussex II State Prisons      |
| 24. WaWa                                | 49. Starbucks Coffee                        |
| 25. YMCA                                | 50. Virginia Department of Juvenile Justice |

Source: Virginia Employment Commission, *Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2023.*

### Did you know...

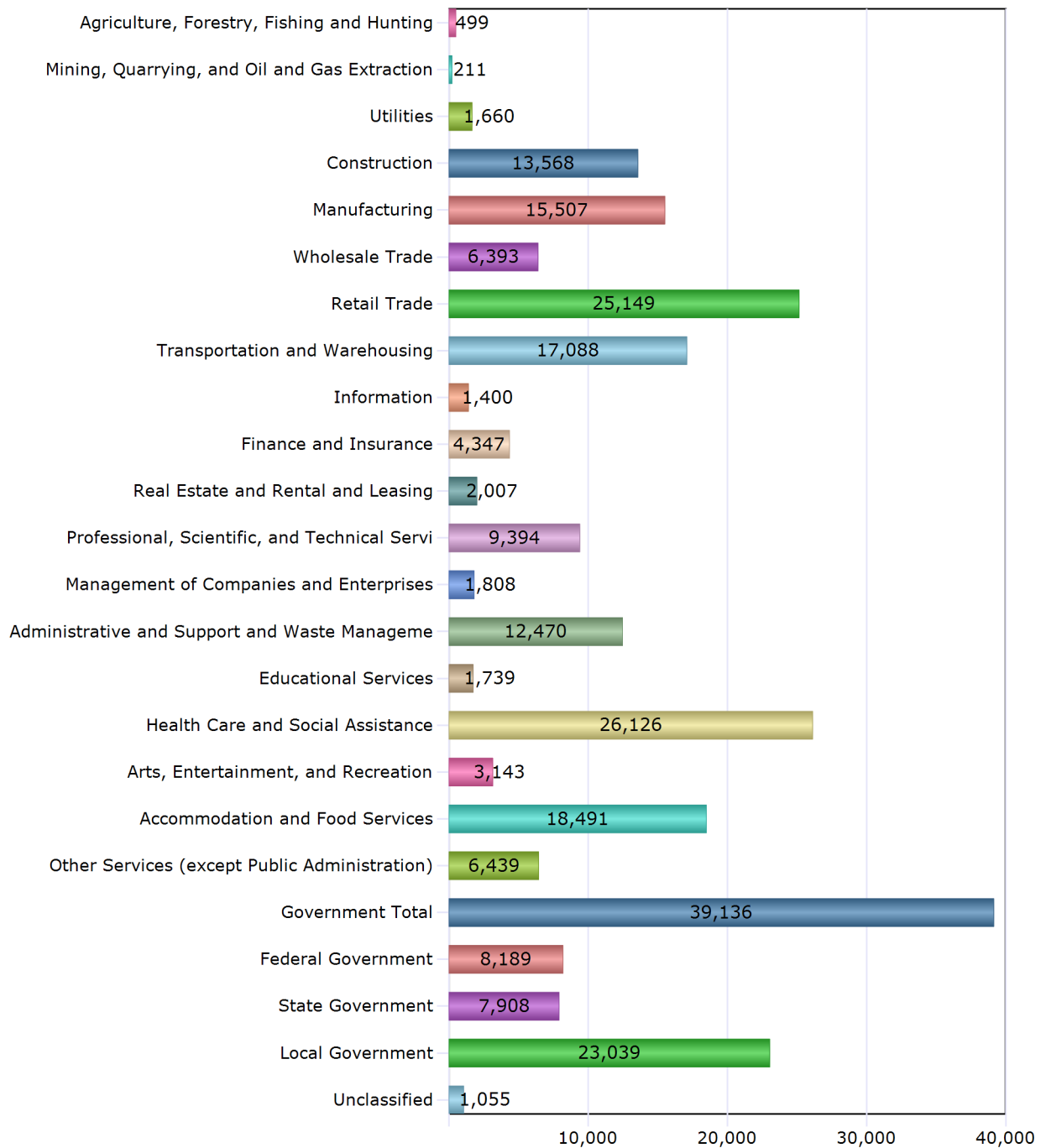
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

### Employment by Industry

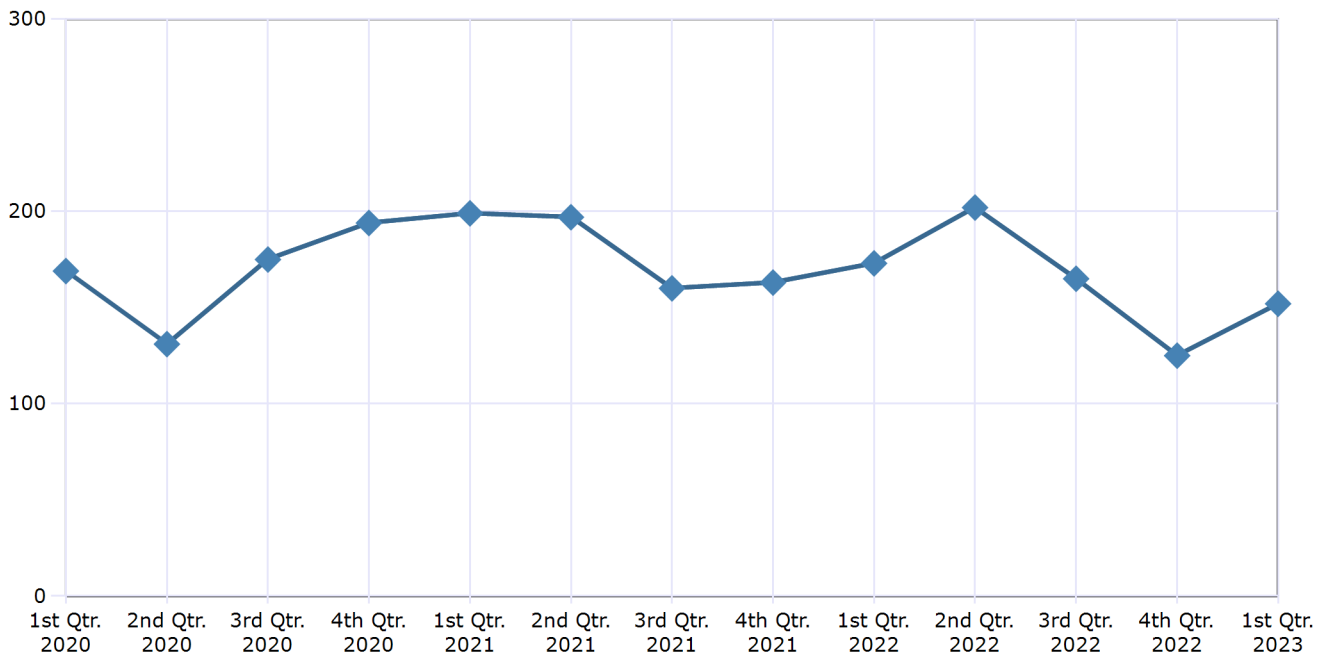


**Total: 207,629**

Note: Asterisk (\*) indicates non-disclosable data.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2023.

### New Startup Firms

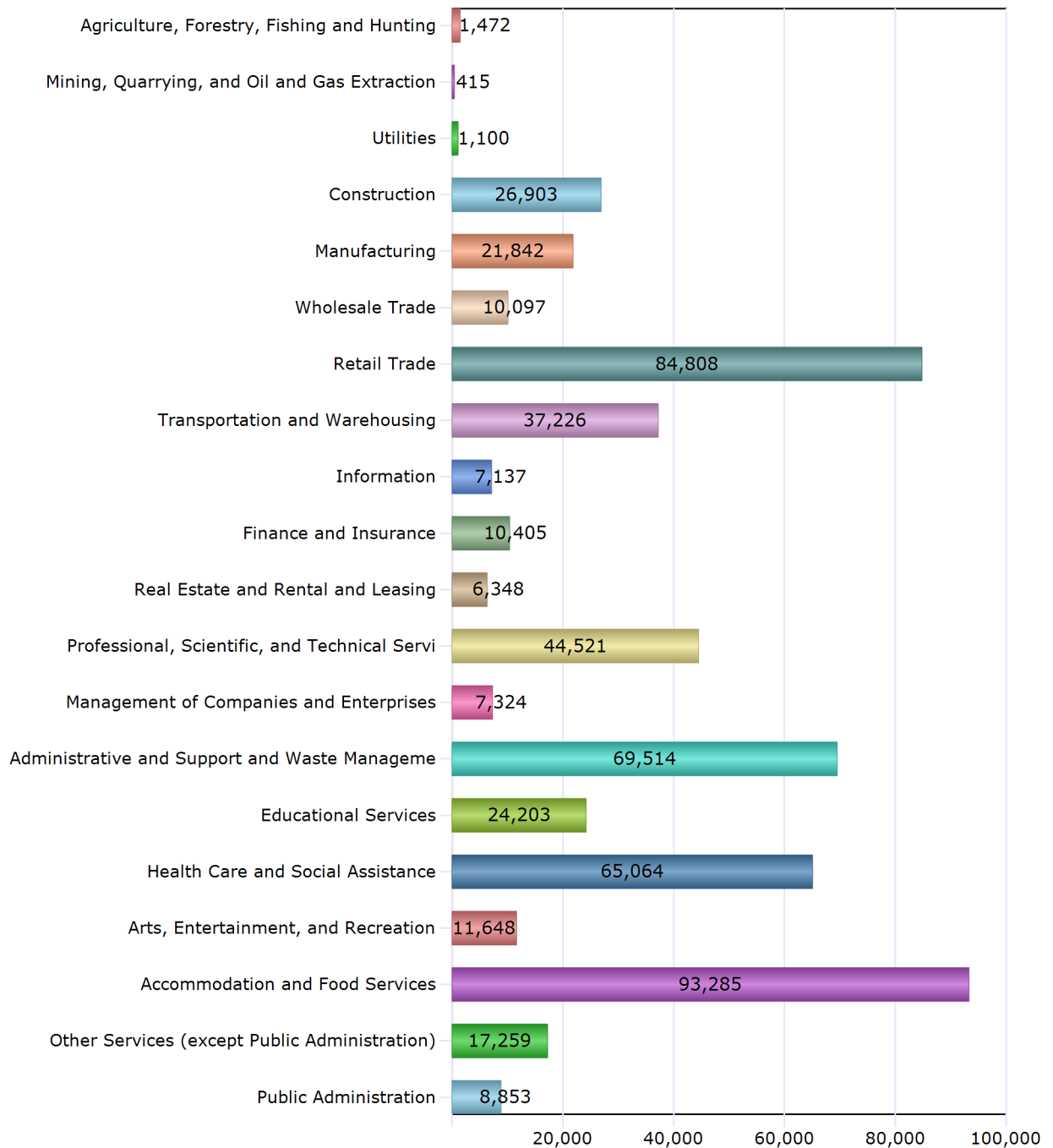


	PDC 19	Virginia
<b>1st Qtr. 2020</b>	169	4,299
<b>2nd Qtr. 2020</b>	131	3,279
<b>3rd Qtr. 2020</b>	175	4,309
<b>4th Qtr. 2020</b>	194	4,433
<b>1st Qtr. 2021</b>	199	5,190
<b>2nd Qtr. 2021</b>	197	4,866
<b>3rd Qtr. 2021</b>	160	4,948
<b>4th Qtr. 2021</b>	163	4,345
<b>1st Qtr. 2022</b>	173	5,291
<b>2nd Qtr. 2022</b>	202	4,993
<b>3rd Qtr. 2022</b>	165	4,850
<b>4th Qtr. 2022</b>	125	4,167
<b>1st Qtr. 2023</b>	152	5,061

Note: The following criteria was used to define new startup firms:  
 1.) Setup and liability date both occurred during 1st Quarter (January, February, March) 2023  
 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), 1st Quarter (January, February, March) 2023.

### New Hires by Industry

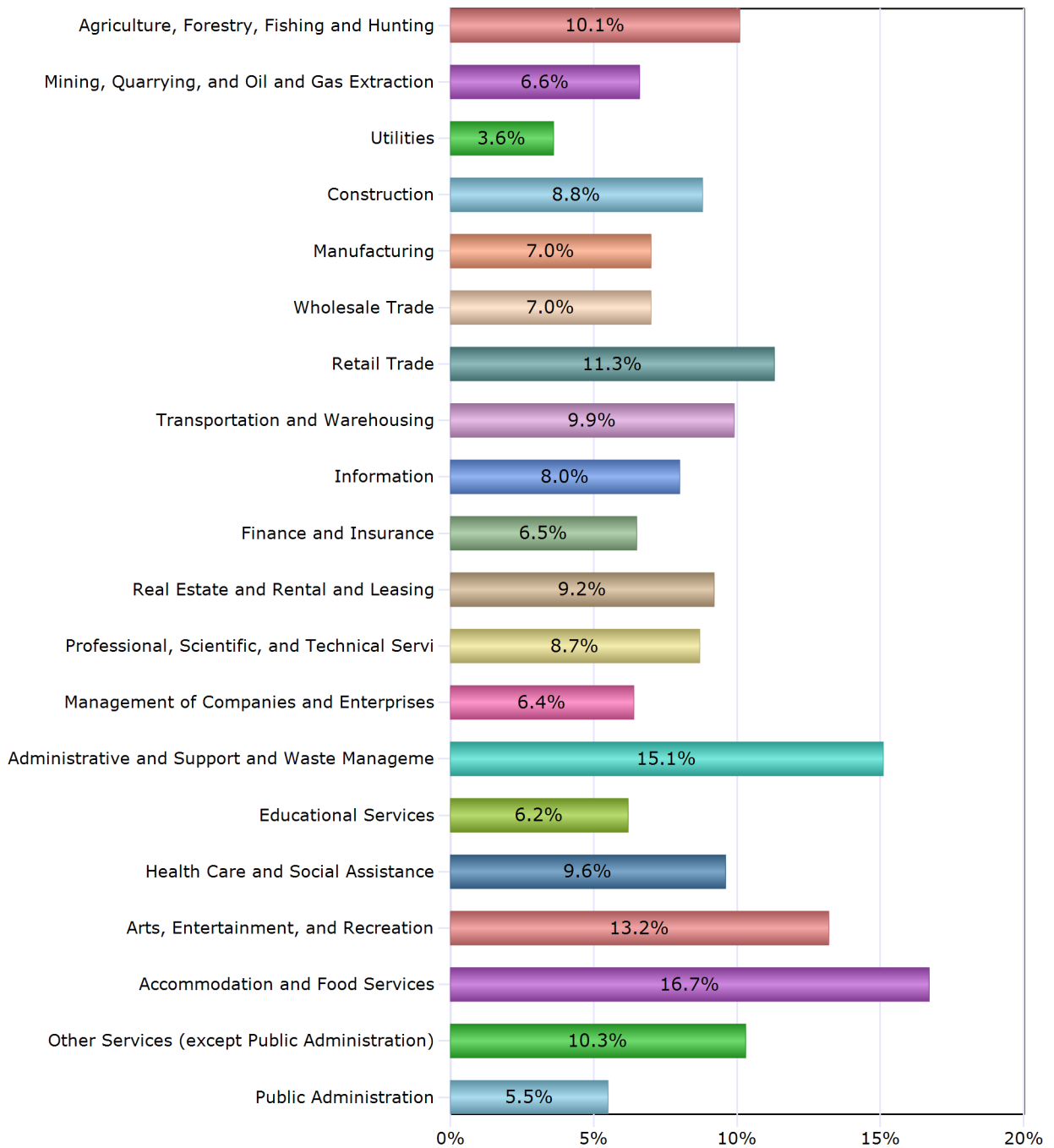


**Total: 549,424**

Data is for Virginia. No data available for Crater PDC.

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2022, all ownerships.

### Turnover by Industry

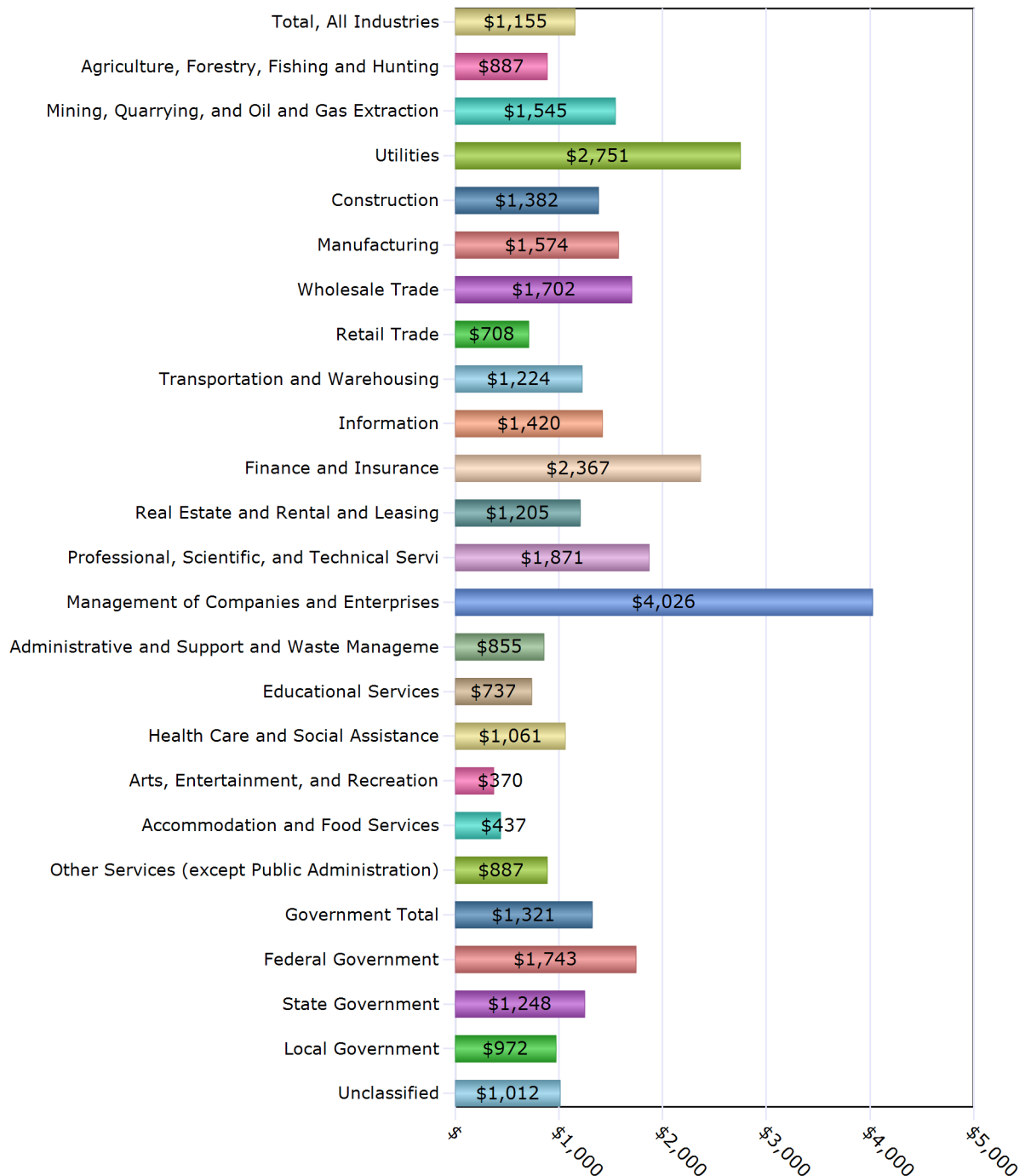


**Average: 9.0%**

Data is for Virginia. No data available for Crater PDC.

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 3rd Quarter (July, August, September) 2022, all ownerships.

### Average Weekly Wage by Industry



Note: Asterisk (\*) indicates non-disclosable data.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2023.

## Age of Workers by Industry

	14–18	19–21	22–24	25–34	35–44	45–54	55–64	65+
Total, All Industries	99,953	158,567	209,103	805,441	817,443	763,484	659,992	281,070
Agriculture, Forestry, Fishing and Hunting	519	580	642	2,454	2,456	2,359	2,360	1,791
Mining, Quarrying, and Oil and Gas Extraction	15	138	215	990	1,183	1,295	1,112	400
Utilities	56	251	606	3,796	4,659	4,099	3,820	932
Construction	2,186	8,036	11,612	45,394	49,232	46,241	41,130	17,208
Manufacturing	1,948	6,915	10,807	48,447	50,785	53,510	54,520	16,028
Wholesale Trade	577	2,150	4,074	22,636	25,737	26,317	23,258	8,221
Retail Trade	24,237	39,711	32,216	80,618	69,399	62,350	61,650	33,529
Transportation and Warehousing	1,328	6,618	9,396	33,476	31,970	30,430	27,395	9,598
Information	1,104	1,372	3,281	17,693	18,590	18,095	12,503	4,045
Finance and Insurance	189	1,322	5,391	32,054	37,523	33,899	24,967	7,218
Real Estate and Rental and Leasing	544	1,421	2,736	12,467	13,055	11,868	11,066	5,390
Professional, Scientific, and Technical Services	1,609	5,769	22,668	113,261	114,649	100,264	78,903	29,814
Management of Companies and Enterprises	817	1,663	3,856	19,645	21,579	19,630	16,357	5,106
Administrative and Support and Waste Management	2,111	9,111	15,793	65,407	59,658	51,163	42,172	20,903
Educational Services	2,745	5,945	12,415	59,088	78,190	86,452	73,248	31,852
Health Care and Social Assistance	4,192	14,478	27,136	114,996	115,831	104,423	89,628	37,614
Arts, Entertainment, and Recreation	7,792	6,217	5,861	14,406	11,852	10,498	9,311	6,047
Accommodation and Food Services	43,813	38,861	28,276	66,816	55,004	42,747	33,906	20,530
Other Services (except Public Administration)	3,128	5,979	7,407	27,009	26,856	26,653	24,599	12,949
Public Administration	1,043	2,029	4,714	24,789	29,234	31,190	28,086	11,894

Data is for Virginia. No data available for Crater PDC.

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2022, 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

Long Term (Period= 30)

	Employment			Percent	
	Estimated 2020	Projected 2030	Change	Total	Annual
Total, All Industries	4,018,590	4,420,741	402,151	10.01%	.96%
Total Self-Employed and Unpaid Family Workers	259,373	258,445	-928	-.36%	-.04%
Agriculture, Forestry, Fishing and Hunting	45,685	49,826	4,141	9.06%	.87%
Mining	5,090	4,072	-1,018	-20%	-2.21%
Mining, Quarrying, and Oil and Gas Extraction	5,090	4,072	-1,018	-20%	-2.21%
Utilities	10,781	10,471	-310	-2.88%	-.29%
Construction	201,137	221,463	20,326	10.11%	.97%
Manufacturing	232,301	249,606	17,305	7.45%	.72%
Wholesale Trade	105,574	110,598	5,024	4.76%	.47%
Retail Trade	384,437	395,440	11,003	2.86%	.28%
Transportation and Warehousing	131,395	157,525	26,130	19.89%	1.83%
Information	64,840	65,951	1,111	1.71%	.17%
Finance and Insurance	142,062	150,317	8,255	5.81%	.57%
Real Estate and Rental and Leasing	53,574	54,003	429	.8%	.08%
Professional, Scientific, and Technical Services	438,993	492,823	53,830	12.26%	1.16%
Management of Companies and Enterprises	79,982	92,710	12,728	15.91%	1.49%
Administrative and Support and Waste Management and Remediation Services	233,114	264,731	31,617	13.56%	1.28%
Educational Services	342,068	382,470	40,402	11.81%	1.12%
Health Care and Social Assistance	449,327	518,445	69,118	15.38%	1.44%
Arts, Entertainment, and Recreation	43,673	62,924	19,251	44.08%	3.72%
Accommodation and Food Services	278,544	337,247	58,703	21.07%	1.93%
Other Services (except Public Administration)	121,622	135,507	13,885	11.42%	1.09%
Unclassified	395,018	406,167	11,149	2.82%	.28%

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
Projections data is for Virginia. No data available for Crater PDC.

Source: Virginia Employment Commission, Economic Information & Analytics,  
Long Term Industry and Occupational Projections, 2020-2030.

## Industry Employment and Projections

Short Term (Period= 23)

	Employment			Percent	
	Estimated 2021	Projected 2023	Change	Total	Annual
Total, All Industries	3,958,165	4,160,689	202,524	5.12%	2.53%
Agriculture, Forestry, Fishing and Hunting	3,734	3,798	64	1.71%	.85%
Mining	5,045	4,878	-167	-3.31%	-1.67%
Mining, Quarrying, and Oil and Gas Extraction	5,045	4,878	-167	-3.31%	-1.67%
Utilities	10,277	9,851	-426	-4.15%	-2.09%
Construction	198,814	207,346	8,532	4.29%	2.12%
Manufacturing	235,608	240,500	4,892	2.08%	1.03%
Wholesale Trade	105,221	109,582	4,361	4.14%	2.05%
Retail Trade	390,975	402,149	11,174	2.86%	1.42%
Transportation and Warehousing	135,216	150,797	15,581	11.52%	5.6%
Information	65,027	67,361	2,334	3.59%	1.78%
Finance and Insurance	140,746	140,808	62	.04%	.02%
Real Estate and Rental and Leasing	53,299	56,983	3,684	6.91%	3.4%
Professional, Scientific, and Technical Services	443,616	462,311	18,695	4.21%	2.09%
Management of Companies and Enterprises	79,224	80,716	1,492	1.88%	.94%
Administrative and Support and Waste Management and Remediation Services	233,921	245,477	11,556	4.94%	2.44%
Educational Services	343,893	356,190	12,297	3.58%	1.77%
Health Care and Social Assistance	451,524	462,243	10,719	2.37%	1.18%
Arts, Entertainment, and Recreation	40,004	52,958	12,954	32.38%	15.06%
Accommodation and Food Services	275,632	344,810	69,178	25.1%	11.85%
Other Services (except Public Administration)	122,639	133,666	11,027	8.99%	4.4%

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
Projections data is for Virginia Statewide. No data available for Crater PDC.

Source: Virginia Employment Commission, Economic Information & Analytics,  
Short Term Industry and Occupational Projections, 2021-2023.

## Occupation Employment and Projections

Long Term (Period= 30)

	Employment			Openings		
	Estimated 2020	Projected 2030	% Change	Replacements	Growth	Total
Total, All Occupations	4,018,590	4,420,741	10.01%	4,518,025	402,151	4,920,176
Management Occupations	231,001	254,857	10.33%	192,604	23,856	216,460
Business and Financial Operations Occupations	326,329	359,786	10.25%	293,792	33,457	327,249
Computer and Mathematical Occupations	245,652	287,041	16.85%	186,935	41,389	228,324
Architecture and Engineering Occupations	79,253	84,736	6.92%	59,338	5,483	64,821
Life, Physical, and Social Science Occupations	39,551	41,432	4.76%	35,670	1,881	37,551
Community and Social Service Occupations	60,605	68,774	13.48%	61,967	8,169	70,136
Legal Occupations	42,086	41,770	-.75%	30,570	-316	30,254
Education, Training, and Library Occupations	230,558	260,480	12.98%	214,635	29,922	244,557
Arts, Design, Entertainment, Sports, and Media Occupations	59,006	63,772	8.08%	61,305	4,766	66,071
Healthcare Practitioners and Technical Occupations	220,171	247,347	12.34%	129,203	27,176	156,379
Healthcare Support Occupations	145,105	176,131	21.38%	194,147	31,026	225,173
Protective Service Occupations	100,081	108,901	8.81%	116,751	8,820	125,571
Food Preparation and Serving Related Occupations	277,827	334,150	20.27%	550,533	56,323	606,856
Building and Grounds Cleaning and Maintenance Occupations	136,964	146,344	6.85%	183,224	9,380	192,604
Personal Care and Service Occupations	94,603	116,272	22.91%	149,460	21,669	171,129
Sales and Related Occupations	391,851	399,021	1.83%	517,245	7,170	524,415
Office and Administrative Support Occupations	466,973	467,437	.1%	513,213	464	513,677
Farming, Fishing, and Forestry Occupations	31,939	33,903	6.15%	51,084	1,964	53,048
Construction and Extraction Occupations	193,847	211,921	9.32%	199,276	18,074	217,350
Installation, Maintenance, and Repair Occupations	158,114	172,750	9.26%	157,848	14,636	172,484
Production Occupations	172,512	183,516	6.38%	195,471	11,004	206,475
Transportation and Material Moving Occupations	314,562	360,400	14.57%	423,754	45,838	469,592

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
Projections data is for Virginia. No data available for Crater PDC.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030.

## Occupation Employment and Projections

Short Term (Period= 23)

	Employment			Openings		
	Estimated 2021	Projected 2023	% Change	Replace-ments	Growth	Total
Total, All Occupations	3,958,165	4,160,689	5.12%	870,429	202,524	1,072,953
Management Occupations	204,244	212,138	3.87%	32,195	7,894	40,089
Business and Financial Operations Occupations	325,075	334,328	2.85%	56,476	9,253	65,729
Computer and Mathematical Occupations	245,103	253,746	3.53%	34,982	8,643	43,625
Architecture and Engineering Occupations	79,039	81,312	2.88%	11,606	2,273	13,879
Life, Physical, and Social Science Occupations	39,329	40,211	2.24%	6,984	882	7,866
Community and Social Service Occupations	59,514	60,822	2.2%	11,519	1,308	12,827
Legal Occupations	41,604	41,727	.3%	6,091	123	6,214
Education, Training, and Library Occupations	231,395	239,811	3.64%	41,128	8,416	49,544
Arts, Design, Entertainment, Sports, and Media Occupations	58,238	62,330	7.03%	11,985	4,092	16,077
Healthcare Practitioners and Technical Occupations	222,351	229,962	3.42%	24,880	7,611	32,491
Healthcare Support Occupations	146,710	152,091	3.67%	36,150	5,381	41,531
Protective Service Occupations	98,209	99,455	1.27%	22,008	1,246	23,254
Food Preparation and Serving Related Occupations	276,724	333,328	20.46%	110,081	56,604	166,685
Building and Grounds Cleaning and Maintenance Occupations	130,701	136,829	4.69%	34,612	6,128	40,740
Personal Care and Service Occupations	94,154	105,896	12.47%	28,133	11,742	39,875
Sales and Related Occupations	393,361	408,584	3.87%	105,537	15,223	120,760
Office and Administrative Support Occupations	467,319	478,736	2.44%	103,884	11,417	115,301
Farming, Fishing, and Forestry Occupations	6,121	6,258	2.24%	1,880	137	2,017
Construction and Extraction Occupations	192,329	199,991	3.98%	38,523	7,662	46,185
Installation, Maintenance, and Repair Occupations	155,776	163,651	5.06%	30,515	7,875	38,390
Production Occupations	174,026	180,189	3.54%	38,951	6,163	45,114
Transportation and Material Moving Occupations	316,843	339,294	7.09%	82,309	22,451	104,760

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

Projections data is for Virginia Statewide. No data available for Crater PDC.

Source: Virginia Employment Commission, Economic Information & Analytics, Short Term Industry and Occupational Projections, 2021-2023.

## Growth Occupations

	Employment			Openings			Average Annual Salary
	Estimated 2020	Projected 2030	% Change	Replacements	Growth	Total	
Tire Builders	414	800	93.24%	592	386	978	\$55,685
Motion Picture Projectionists	81	129	59.26%	220	48	268	\$34,839
Nurse Practitioners	5,939	9,332	57.13%	3,988	3,393	7,381	\$121,478
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	1,253	1,896	51.32%	1,520	643	2,163	\$42,782
Cooks, Restaurant	24,247	36,319	49.79%	43,741	12,072	55,813	\$34,383
Solar Photovoltaic Installers	334	496	48.5%	475	162	637	\$48,272
Cutting and Slicing Machine Setters, Operators, and Tenders	1,476	2,173	47.22%	2,200	697	2,897	\$42,091
Fitness Trainers and Aerobics Instructors	10,614	15,553	46.53%	20,083	4,939	25,022	\$43,394
Rotary Drill Operators, Oil and Gas	143	207	44.76%	206	64	270	\$49,256
Ushers, Lobby Attendants, and Ticket Takers	2,616	3,660	39.91%	7,172	1,044	8,216	\$31,175
Amusement and Recreation Attendants	6,644	9,286	39.77%	16,696	2,642	19,338	\$29,057
Occupational Therapy Assistants	952	1,311	37.71%	1,392	359	1,751	\$72,543
Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	898	1,234	37.42%	1,213	336	1,549	\$42,893
Nonfarm Animal Caretakers	8,160	11,165	36.83%	14,221	3,005	17,226	\$31,935
Statisticians	1,276	1,744	36.68%	1,061	468	1,529	\$102,733
Flight Attendants	3,003	4,087	36.1%	4,338	1,084	5,422	\$53,672
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	1,652	2,231	35.05%	1,945	579	2,524	\$37,983
Orthotists and Prosthetists	268	359	33.96%	221	91	312	\$75,382
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	1,655	2,216	33.9%	1,939	561	2,500	\$44,805
Animal Trainers	432	578	33.8%	600	146	746	\$38,766

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
Projections and OES wage data are for Virginia. No data available for Crater PDC.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030 Occupational Employment Statistics (OES) Survey, 2022.

## Declining Occupations

	Employment			Openings		
	Estimated 2020	Projected 2030	% Change	Replacements	Growth	Total
Word Processors and Typists	352	222	-36.93%	327	-130	197
Nuclear Power Reactor Operators	108	70	-35.19%	83	-38	45
Parking Enforcement Workers	262	177	-32.44%	219	-85	134
Legal Secretaries	2,386	1,633	-31.56%	2,144	-753	1,391
Desktop Publishers	225	171	-24%	219	-54	165
Cutters and Trimmers, Hand	227	177	-22.03%	243	-50	193
Print Binding and Finishing Workers	1,089	854	-21.58%	1,086	-235	851
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	804	634	-21.14%	913	-170	743
Order Clerks	2,553	2,037	-20.21%	2,416	-516	1,900
Radio and Television Announcers	485	388	-20%	407	-97	310
Switchboard Operators, Including Answering Service	1,067	856	-19.78%	1,059	-211	848
Data Entry Keyers	2,722	2,201	-19.14%	2,655	-521	2,134
Forging Machine Setters, Operators, and Tenders, Metal and Plastic	304	247	-18.75%	266	-57	209
Cooks, Private Household	481	392	-18.5%	631	-89	542
Watch Repairers	137	112	-18.25%	129	-25	104
Continuous Mining Machine Operators	391	321	-17.9%	416	-70	346
Executive Secretaries and Executive Administrative Assistants	11,181	9,209	-17.64%	10,880	-1,972	8,908
Broadcast Technicians	695	573	-17.55%	629	-122	507
Prepress Technicians and Workers	665	563	-15.34%	821	-102	719
Telemarketers	4,662	3,959	-15.08%	6,393	-703	5,690

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
Projections data is for Virginia. No data available for Crater PDC.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030.

## Consumer Price Index (CPI)

### All Urban Consumers (CPI-U)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
<b>2013</b>	230.280	232.166	232.773	232.531	232.945	233.504	233.596	233.877	234.149	233.546	233.069	233.049	232.957	1.5
<b>2014</b>	233.916	234.781	236.293	237.072	237.900	238.343	238.250	237.852	238.031	237.433	236.151	234.812	236.736	1.6
<b>2015</b>	233.707	234.722	236.119	236.599	237.805	238.638	238.654	238.316	237.945	237.838	237.336	236.525	237.017	0.1
<b>2016</b>	236.916	237.111	238.132	239.261	240.229	241.018	240.628	240.849	241.428	241.729	241.353	241.432	240.007	1.3
<b>2017</b>	242.839	243.603	243.801	244.524	244.733	244.955	244.786	245.519	246.819	246.663	246.669	246.524	245.120	2.1
<b>2018</b>	247.867	248.991	249.554	250.546	251.588	251.989	252.006	252.146	252.439	252.885	252.038	251.233	251.107	2.4
<b>2019</b>	251.712	252.776	254.202	255.548	256.092	256.143	256.571	256.558	256.759	257.346	257.208	256.974	255.657	1.8
<b>2020</b>	257.971	258.678	258.115	256.389	256.394	257.797	259.101	259.918	260.280	260.388	260.229	260.474	258.811	1.2
<b>2021</b>	261.582	263.014	264.877	267.054	269.195	271.696	273.003	273.567	274.310	276.589	277.948	278.802	270.970	4.7
<b>2022</b>	281.148	283.716	287.504	289.109	292.296	296.311	296.276	296.171	296.808	298.012	297.711	296.797	292.655	8.0
<b>2023</b>	299.170	300.840	301.836	303.363	304.127	305.109	305.691							

### Urban Wage Earners and Clerical Workers (CPI-W)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
<b>2013</b>	226.520	228.677	229.323	228.949	229.399	230.002	230.084	230.359	230.537	229.735	229.133	229.174	229.324	1.4
<b>2014</b>	230.040	230.871	232.560	233.443	234.216	234.702	234.525	234.030	234.170	233.229	231.551	229.909	232.771	1.5
<b>2015</b>	228.294	229.421	231.055	231.520	232.908	233.804	233.806	233.366	232.661	232.373	231.721	230.791	231.810	-0.4
<b>2016</b>	231.061	230.972	232.209	233.438	234.436	235.289	234.771	234.904	235.495	235.732	235.215	235.390	234.076	1.0
<b>2017</b>	236.854	237.477	237.656	238.432	238.609	238.813	238.617	239.448	240.939	240.573	240.666	240.526	239.051	2.1
<b>2018</b>	241.919	242.988	243.463	244.607	245.770	246.196	246.155	246.336	246.565	247.038	245.933	244.786	245.146	2.5
<b>2019</b>	245.133	246.218	247.768	249.332	249.871	249.747	250.236	250.112	250.251	250.894	250.644	250.452	249.222	1.7
<b>2020</b>	251.361	251.935	251.375	249.515	249.521	251.054	252.636	253.597	254.004	254.076	253.826	254.081	252.248	1.2
<b>2021</b>	255.296	256.843	258.935	261.237	263.612	266.412	267.789	268.387	269.086	271.552	273.042	273.925	265.510	5.3
<b>2022</b>	276.296	278.943	283.176	284.575	288.022	292.542	292.219	291.629	291.854	293.003	292.495	291.051	287.984	8.5
<b>2023</b>	293.565	295.057	296.021	297.730	298.382	299.394	299.899							

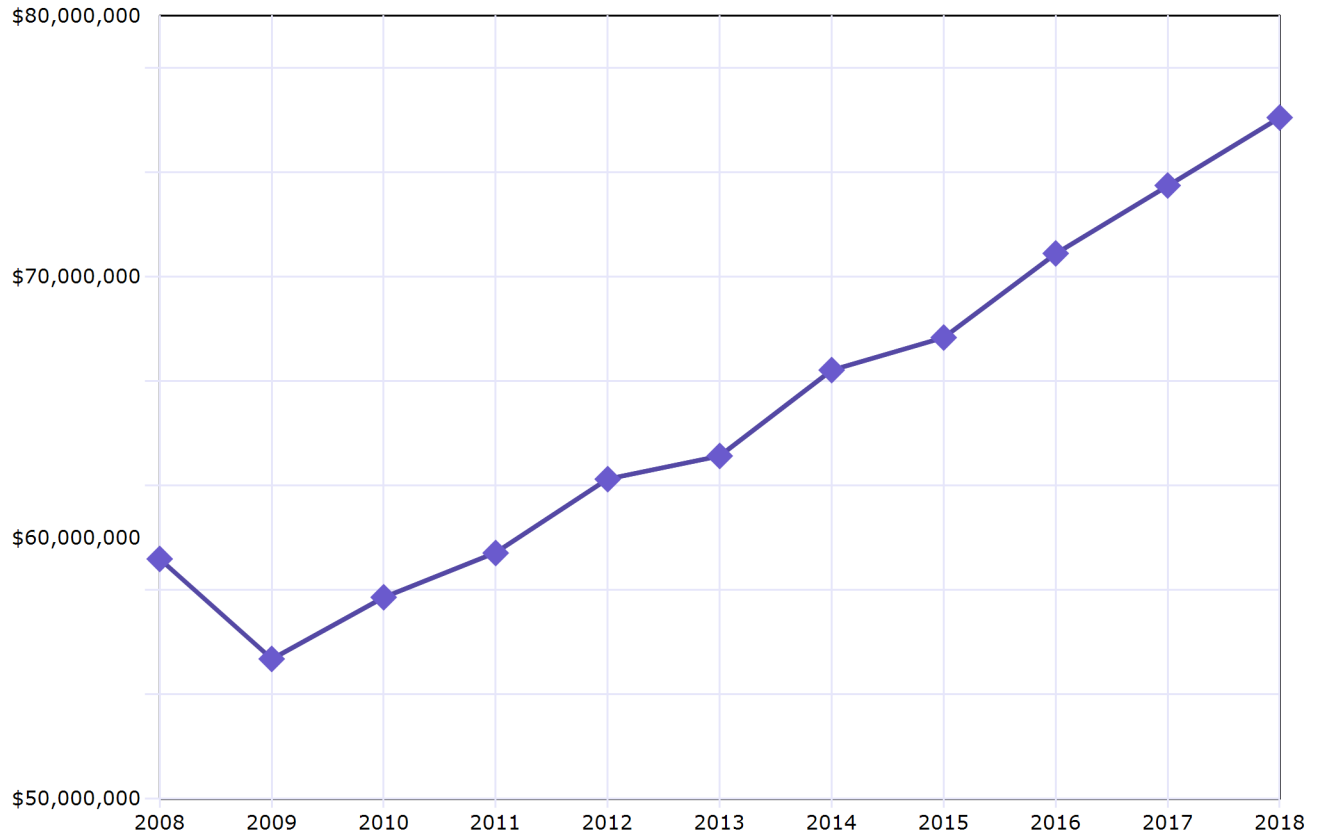
Note: CPI data is for the United States only. No data available for Crater PDC.

The CPI-U includes expenditures by urban wage earners and clerical workers, professional, managerial, and technical workers, the self-employed, short-term workers, the unemployed, retirees and others not in the labor force. The CPI-W only includes expenditures by those in hourly wage earning or clerical jobs.

Source: Bureau of Labor Statistics,  
Consumer Price Indexes (CPI) Program.

## Local Option Sales Tax

*Trends*



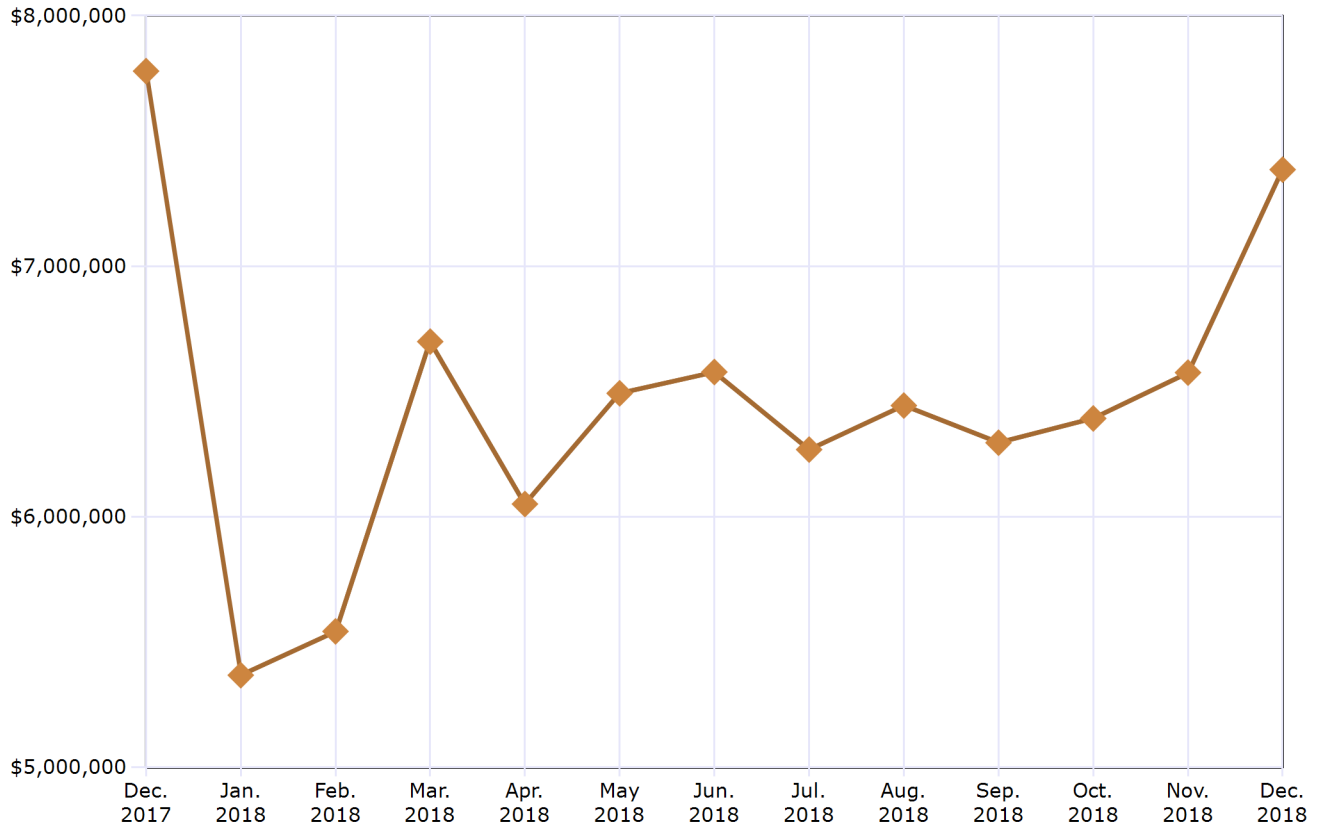
	PDC 19	Virginia
<b>2008</b>	\$59,187,992	\$1,032,815,078
<b>2009</b>	\$55,357,340	\$979,594,664
<b>2010</b>	\$57,718,525	\$992,820,512
<b>2011</b>	\$59,415,104	\$1,035,981,229
<b>2012</b>	\$62,243,432	\$1,080,663,042
<b>2013</b>	\$63,133,816	\$1,093,292,668
<b>2014</b>	\$66,422,987	\$1,131,194,860
<b>2015</b>	\$67,669,440	\$1,179,611,271
<b>2016</b>	\$70,893,023	\$1,202,257,995
<b>2017</b>	\$73,494,625	\$1,232,981,515
<b>2018</b>	\$76,096,500	\$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.*

## Local Option Sales Tax

Past 12 Months



	PDC 19	Virginia
<b>Dec. 2017</b>	\$7,778,705	\$123,193,863
<b>Jan. 2018</b>	\$5,368,193	\$90,794,207
<b>Feb. 2018</b>	\$5,543,130	\$90,576,093
<b>Mar. 2018</b>	\$6,699,525	\$107,834,402
<b>Apr. 2018</b>	\$6,051,290	\$102,372,977
<b>May 2018</b>	\$6,493,157	\$110,211,496
<b>Jun. 2018</b>	\$6,578,028	\$112,529,037
<b>Jul. 2018</b>	\$6,268,486	\$107,211,401
<b>Aug. 2018</b>	\$6,444,315	\$109,428,585
<b>Sep. 2018</b>	\$6,296,080	\$105,468,340
<b>Oct. 2018</b>	\$6,392,824	\$107,742,243
<b>Nov. 2018</b>	\$6,575,746	\$112,348,128
<b>Dec. 2018</b>	\$7,385,726	\$125,505,352

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 Crater PDC 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**

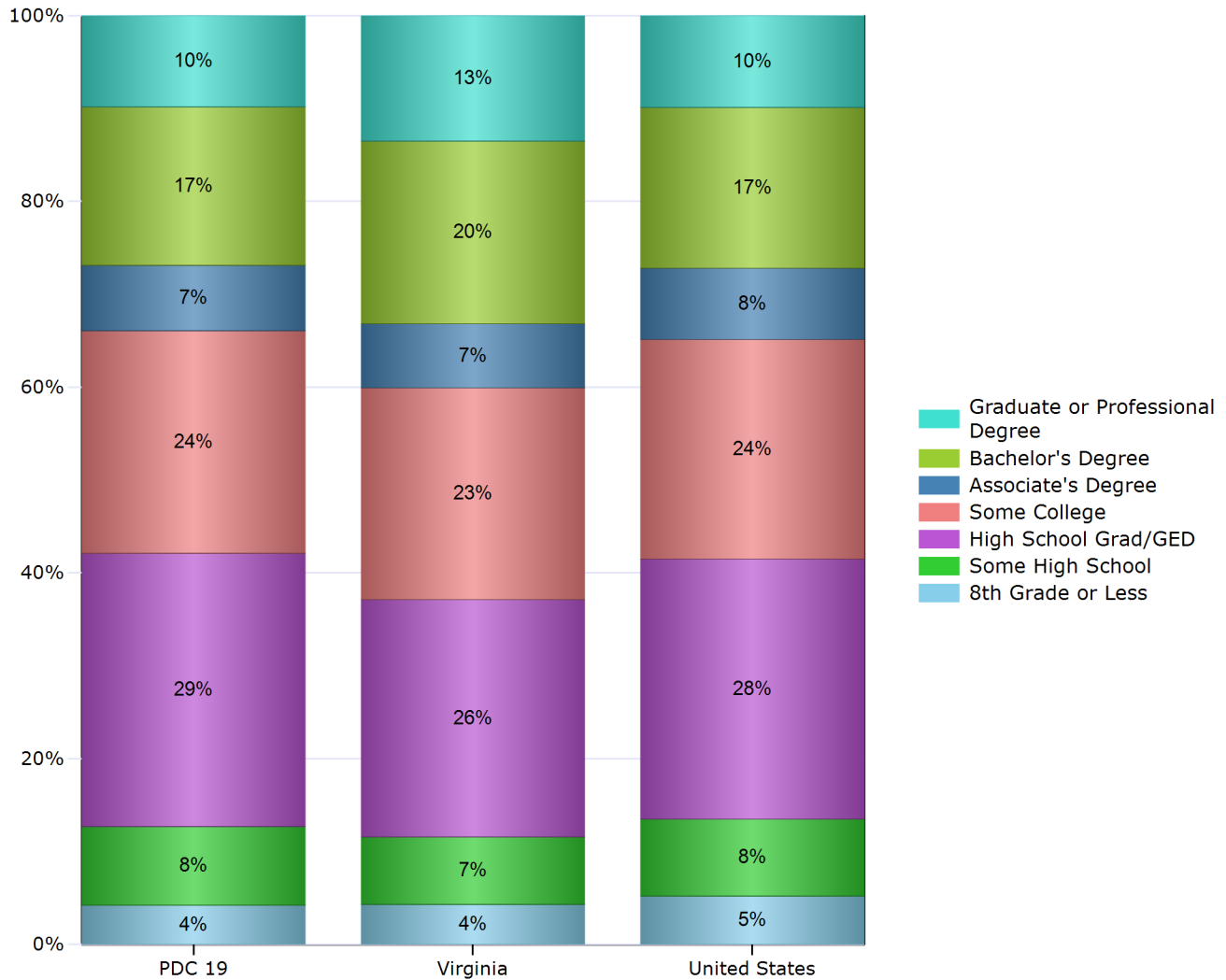
The highest award a student can earn for graduate study.

#### **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

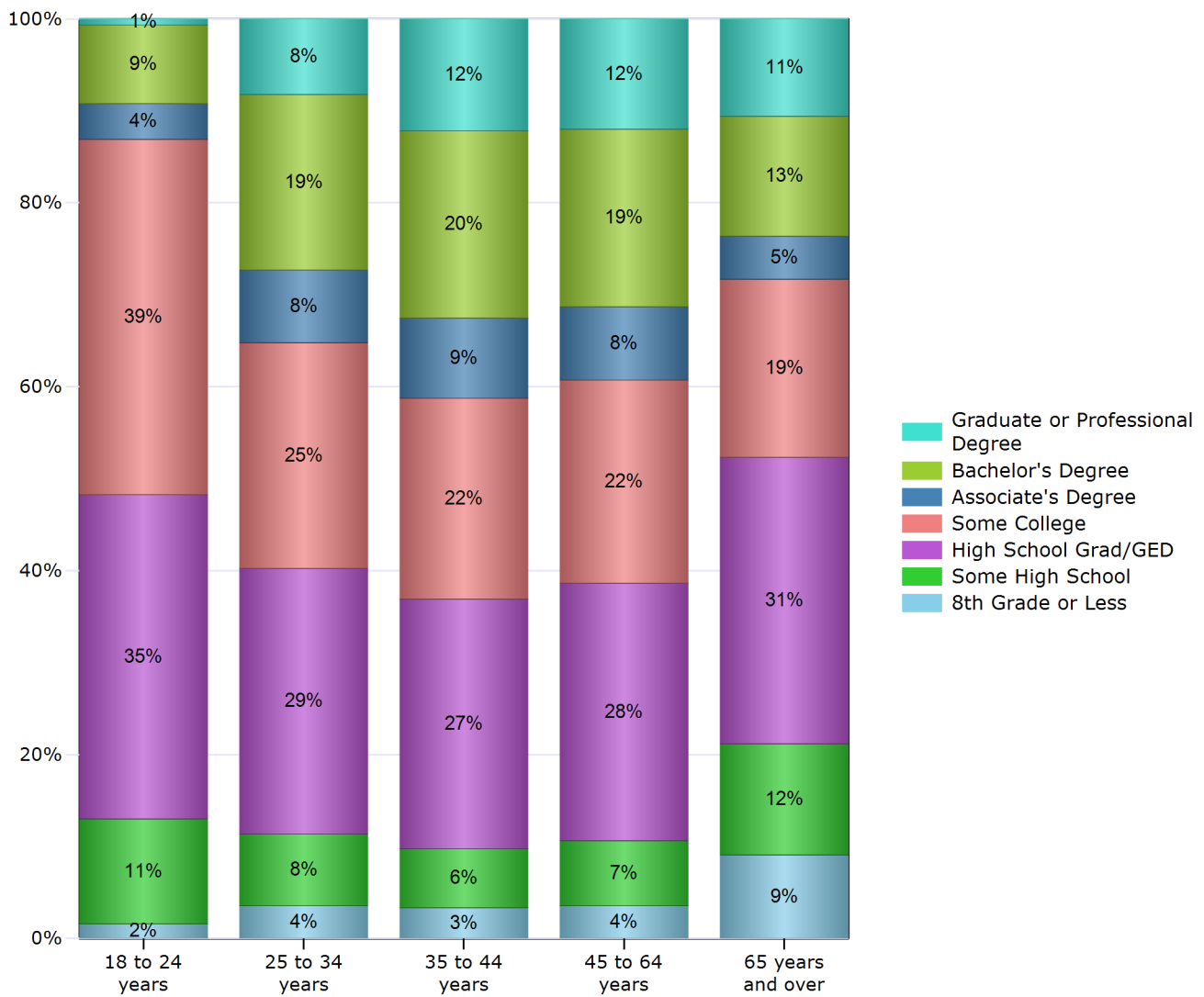
(Population 18 years and over)



	PDC 19	Virginia	United States
<b>8th Grade or Less</b>	16,482	275,329	12,639,425
<b>Some High School</b>	32,992	464,075	20,093,117
<b>High School Grad/GED</b>	114,631	1,633,105	68,044,371
<b>Some College</b>	93,312	1,457,887	57,431,237
<b>Associate's Degree</b>	27,412	440,219	18,586,866
<b>Bachelor's Degree</b>	66,536	1,258,661	42,027,629
<b>Graduate or Professional Degree</b>	38,209	862,686	24,008,551
	<b>389,574</b>	<b>6,391,962</b>	<b>242,831,196</b>

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

### Educational Attainment by Age

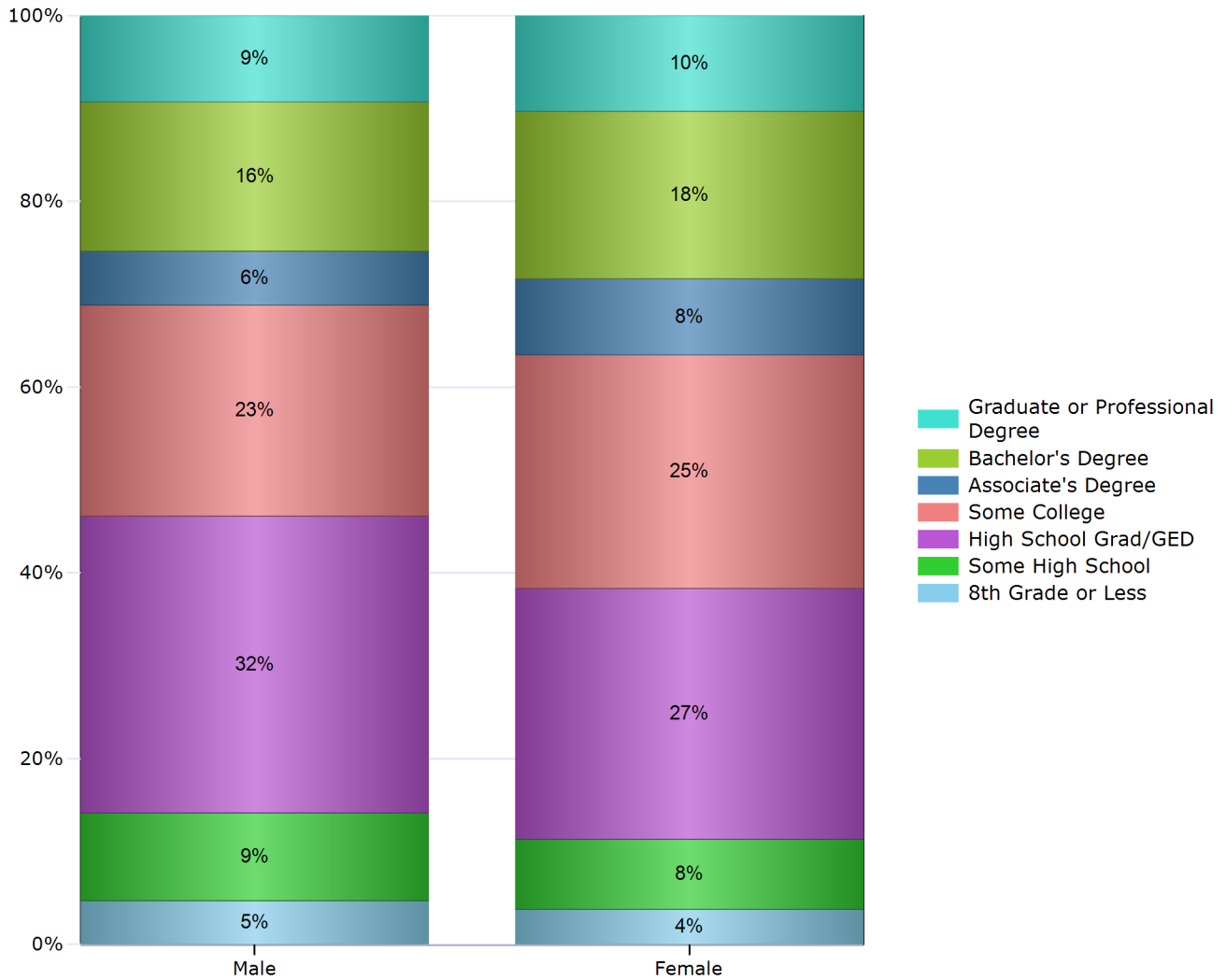


	18 - 24	25 - 34	35 - 44	45 - 64	65+	Total
<b>8th Grade or Less</b>	740	2,240	2,266	5,086	6,150	<b>16,482</b>
<b>Some High School</b>	5,329	4,920	4,366	10,194	8,183	<b>32,992</b>
<b>High School Grad/GED</b>	16,481	18,248	18,491	40,294	21,117	<b>114,631</b>
<b>Some College</b>	18,059	15,498	14,853	31,796	13,106	<b>93,312</b>
<b>Associate's Degree</b>	1,815	5,001	5,941	11,475	3,180	<b>27,412</b>
<b>Bachelor's Degree</b>	3,994	12,052	13,871	27,783	8,836	<b>66,536</b>
<b>Graduate or Professional Degree</b>	308	5,192	8,282	17,255	7,172	<b>38,209</b>
	<b>46,726</b>	<b>63,151</b>	<b>68,070</b>	<b>143,883</b>	<b>67,744</b>	<b>389,574</b>

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

### Educational Attainment by Gender

(Population 18 years and over)

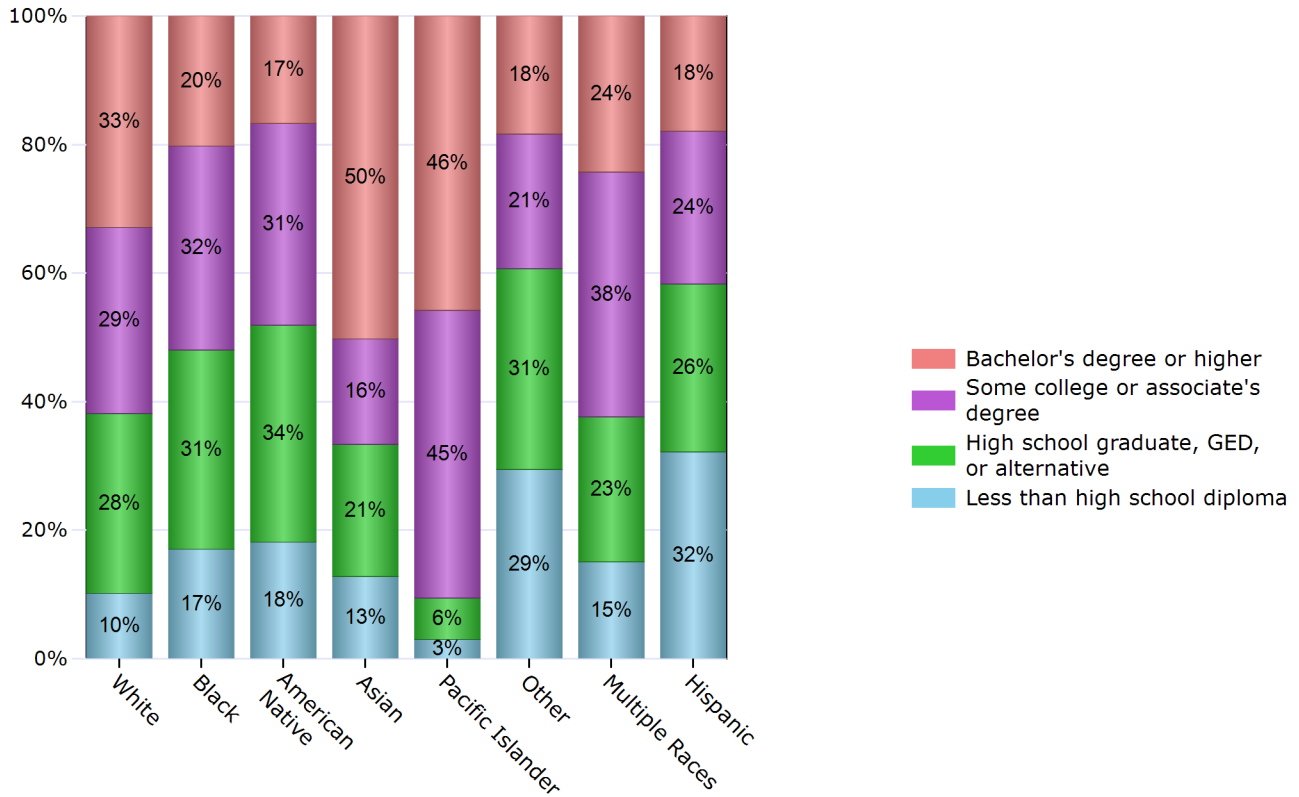


	Male	Female	Total
<b>8th Grade or Less</b>	8,930	7,552	<b>16,482</b>
<b>Some High School</b>	17,923	15,069	<b>32,992</b>
<b>High School Grad/GED</b>	60,608	54,023	<b>114,631</b>
<b>Some College</b>	43,053	50,259	<b>93,312</b>
<b>Associate's Degree</b>	11,029	16,383	<b>27,412</b>
<b>Bachelor's Degree</b>	30,484	36,052	<b>66,536</b>
<b>Graduate or Professional Degree</b>	17,611	20,598	<b>38,209</b>
	<b>189,638</b>	<b>199,936</b>	<b>389,574</b>

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
<b>Race</b>					
White	22,591	62,145	64,235	73,035	<b>222,006</b>
Black or African American	16,786	30,504	31,232	19,909	<b>98,431</b>
American Indian or Alaska Native	253	470	437	233	<b>1,393</b>
Asian	1,216	1,955	1,561	4,778	<b>9,510</b>
Native Hawaiian/Pacific Islander	6	13	90	92	<b>201</b>
Other	1,737	1,843	1,235	1,083	<b>5,898</b>
Multiple Races	816	1,220	2,060	1,313	<b>5,409</b>
<b>Ethnicity</b>					
Hispanic or Latino (of any race)	5,889	4,778	4,348	3,278	<b>18,293</b>
	<b>49,294</b>	<b>102,928</b>	<b>105,198</b>	<b>103,721</b>	<b>361,141</b>

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

## Graduate Data Trends

### Crater PDC

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
<b>2006</b>	184	177	1327	16	741		138			
<b>2007</b>	181	59	1500	17	775	0	137	0	5	
<b>2008</b>	220	58	544	12	599		99		9	
<b>2009</b>	237	72	1246		705		95		7	
<b>2010</b>	275	415	1347		776	8	102		6	
<b>2011</b>	318	393	1248		774	1	148		6	
<b>2012</b>	389	681	1496		914	7	135		3	
<b>2013</b>	398	624	1583		1039	15	138		6	
<b>2016</b>	454	678	1274		894	14	127		23	

Note: This table only reflects degrees completed from institutions within Crater PDC

### Virginia Statewide

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
<b>2006</b>	4,213	4,298	14,431	102	39,247	608	12,429	225	1,440	2,490
<b>2007</b>	4,478	3,686	15,519	116	40,381	650	12,781	252	1,516	2,626
<b>2008</b>	5,197	3,813	16,207	134	39,160	725	13,802	334	1,080	2,168
<b>2009</b>	6,259	4,587	17,179	85	40,233	756	15,445	300	925	2,064
<b>2010</b>	7,648	8,158	21,014	374	45,361	915	18,889	601	2,100	2,598
<b>2011</b>	6,972	12,557	24,306	473	49,109	1,055	20,697	727	2,329	2,658
<b>2012</b>	8,825	12,801	26,199	620	53,051	1,215	21,516	686	2,095	3,298
<b>2013</b>	8,153	12,179	25,854	484	54,778	1,067	22,782	706	2,230	2,963
<b>2016</b>	8,643	11,912	25,125	608	61,852	2,032	24,717	640	2,328	2,931

Source: U.S. Department of Education,  
Institute of Education Sciences (IES).

## Did you know...

you can search over 2,300 school listings online provided by the U.S. Department of Education?

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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)



## Training Providers

**John Tyler Community College**

13101 Jefferson Davis Hwy

Chester, VA 23831

Phone: (804) 796-4000

<http://www.jtcc.edu>

Number of 2016 graduates: 1,610

**Richmond School of Health and Technology**

751 West Hundred Road

Chester, VA 23836

Phone: (804) 425-5797

<http://chestercareercollege.edu/>

Number of 2016 graduates: 63

**Virginia State University**

1 Hayden Drive

Petersburg, VA 23806

Phone: (804) 524-5000

<http://www.vsu.edu>

Number of 2016 graduates: 1,021

**Southside Regional Medical Center**

430 Clairmont Court - Suite 200

Colonial Heights, VA 23834

Phone: (804) 765-5800

<http://www.srmconline.com>

Number of 2016 graduates: 56

**Richard Bland Col of the Col of William**

11301 Johnson Rd.

South Prince George, VA 23805

Phone: (804) 862-6100

<http://www.rbc.edu>

Number of 2016 graduates: 211

**Empire Beauty School-Midlothian**

10807 Hull Street Rd

Midlothian, VA 23112

Phone: (800) 920-4593

<http://www.empire.edu>

Number of 2016 graduates: 46

**Bryant and Stratton College-Richmond**

8141 Hull St Rd

North Chesterfield, VA 23235

Phone: (804) 745-2444

<http://www.bryantstratton.edu>

Number of 2016 graduates: 137

**Medical Careers Institute**

800 Moorefield Park Drive

Richmond, VA 23236

Phone: (804) 521-0400

<http://www.careers.edu>

Number of 2016 graduates:

**Beta Tech**

7914 Midlothian Turnpike  
Richmond, VA 23235

Phone: (804) 330-0111

<http://www.centuracollege.edu>

Number of 2016 graduates: 125

**ITT Technical Institute**

300 Gateway Centre Pky  
Richmond, VA 23235

Phone: (804) 330-4992

<http://www.itt-tech.edu>

Number of 2016 graduates:

*Source: U.S. Department of Education,  
Institute of Education Sciences (IES), 2016.*