The Best State For Business
Thanks to Local Partnerships!
To enhance the quality of life and raise the standard of living for all Virginians, in collaboration with Virginia communities, through aggressive business recruitment, expansion assistance, and trade development, thereby building the tax base and creating higher income employment opportunities.
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WHY ECONOMIC DEVELOPMENT?

• $ for Companies
  – Profit and Sustainability

• $ for Citizens
  – Quality of Life, Wealth Creation

• $ for Government
  – Services for citizens Creating better, stronger communities
Of the many challenges that are driving Virginia’s need to diversify, two are most pressing:

• Market competition
  – Our competitors are hungry
  – They are loading their quivers

• Sequestration / federal budget cuts
Virginia offers...

- Business-first Values
- Easy access to domestic and global markets
- Stable and competitive operating costs
- Talented and educated workforce
**VIRGINIA IS PRO-BUSINESS**

<table>
<thead>
<tr>
<th>Virginia is a right-to-work state</th>
<th>Virginia's regulatory environment is ranked the best in the nation by Forbes.com</th>
<th>Virginia protects “At-Will” employment practices</th>
</tr>
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<tbody>
<tr>
<td>HQ to 40+ firms with over $1 billion annual revenue</td>
<td>Performance-based business incentives</td>
<td>32 Fortune 1000 firms</td>
</tr>
</tbody>
</table>
VIRGINIA IS GLOBALLY FOCUSED

• More than 700 internationally owned companies from 45 countries operate in Virginia

• Our exceptional infrastructure, strong education system, dynamic workforce, strategic location and pro-business climate provide a solid foundation for growth

International Companies Include:

- Canon
- STIHL
- Rolls-Royce
VIRGINIA’S TRANSPORTATION ASSETS
## OPERATING COSTS
### STABLE AND COMPETITIVE

| 6% | Unemployment insurance tax rate is among the lowest in the nation (56% lower than national average) |
| 5.3% | Building costs range from 8% to 22% below the national average |
| 8th lowest in the nation | average cost per unit of electricity 6.38 cents for the industrial sector (compare to 6.60 cents nationally) |

- 6% corporate income rate (unchanged in more than 40 years)
- 5.3% average State & local sales tax (8th lowest in the nation)
- 3rd lowest average worker’s compensation costs and unemployment tax burdens in the U.S. (among the lowest in the nation for over 15 years)
MARS SPACEPORT AT WALLOPS ISLAND
VIRGINIA IS ASSET RICH: TALENTED WORKFORCE

• The national leader for concentration of high-tech workers

• A right-to-work state
  – The 5th-lowest unionization rate in the country (5.5%), and one of the lowest in the private sector (3.0%)

• Population of just over 8 million, workforce of over 4.1 million

• One of the nation’s most educated workforces
  – 1 in 3 Virginians holds a bachelor’s or advanced degree
Unique Intellectual Property Policy

- Member-owned Directed Research
- All members share intellectual property for Generic Research
VIRGINIA IS ASSET RICH: QUALITY OF LIFE

Cost of Living
• Moderate, affordable cost of living that in many categories falls below the national average
• Modest 5% state sales tax

Natural Resources
• Moderate four-season climate
• Landscape variety from Atlantic beaches to the Blue Ridge Mountains, with rural and big-city options

Sports and Entertainment
• Live professional sporting events including NASCAR, football, baseball, hockey and basketball either within Virginia or just across the border
• A burgeoning wine culture, with over 230 wineries and dozens of wine trails, listed as one of the “10 Best Wine Travel Destinations of 2012” by Wine Enthusiast
COMMONWEALTH SUCCESS REQUIRES PARTNERS

- Local and Regional ED Allies
- DHCD
- VDRPT
- Virginia Chamber
- VCCS & WIA
- VJIP
- VSBFA
- Industry Associations
- Federal Agencies & Elected Officials
- Virginia Tobacco Commission
- Administration and General Assembly

[Diagram with interconnected partners]
VEDP’s Business Attraction & Expansion Managers help facilitate expansion and relocation

- Provide tailored research of suitable land and buildings, labor availability, local suppliers, etc.
- Coordinate site visits
- Coordinate with government agencies and assist with facilitating available financial incentives
VIRGINIA IS READY TO HELP: INTERNATIONAL TRADE

VEDP helps businesses expand international sales through export development programs and more – including **GOING GLOBAL** – VEDP’s Support for Adjusting to Sequestration Impacts

**VALET PROGRAM**
- Provides resources that lead to an average 88% increase in international sales

**TRADE MISSIONS**
- Provide opportunities for business leaders to meet with pre-qualified buyers/distributors

**RESEARCH**
- Available through our global network of over 50 in-country consultants
VirginiaScan™ gives businesses instant, real-time access to a database of over 2,100 qualified sites and available buildings.

Searches are available based on:

- Workforce statistics
- Business location data
- A host of other business drivers
TECHNOLOGY TO DRIVE KNOWLEDGE
COMPARE VIRGINIA

• Compare Virginia tool lets businesses conduct side-by-side comparisons between Virginia and 49 states plus the District of Columbia

• Compare Virginia MSAs with more than 360 MSAs across the country
TECHNOLOGY TO DRIVE KNOWLEDGE

MOBILE APP

Via our YesVA app for iPhone® and Android™
BUSINESS LOCATION DRIVERS

- Business Consolidation
- Talent Pipeline
- Broadening Global Footprint
- Innovation
- Social Responsibility
- Health Stats/Systems
LOCAL SUCCESS REQUIRES

- Engaged Leadership
- Asset-Based Actionable Plan
- Shared Vision
- Preparation
LOCAL SUCCESS REQUIRES REGIONAL PARTNERS

- Businesses do not see political boundaries
- Businesses evaluate and utilize a regional perspective for labor, transportation, education, supply chain, market, and virtually every aspect of their operations
- In Virginia, the governing system of independent cities and counties creates an artificial barrier for the public sector to answer business needs from a similar regional perspective.

- Regional alignment – and in some cases, regional ownership and/or cost-sharing – is attractive to business.
- Localities that connect with each other effectively can reduce costs, as well as produce more innovative and sustainable solutions in many areas including utilities, workforce, transportation, education, and visibility in the market.
VEDP Support for Regional and Local Partners
GUIDEBOOK FOR LOCAL ELECTED OFFICIALS

- A basic primer in economic development at the local level
- Designed for officials with limited experience in economic development
- Covers the key location factors and components of the business
- Contains case studies
- Recently updated
- Online at AIE or hardcopy
VirginiaScan is supported by ED professionals from every locality in Virginia. Organizations listed below and to the right actively market our database of sites and buildings on their websites using VEDP’s application, VanillaScan.

VeDP is in the process of developing a new VirginiaScan website. (Target completion Fall 2013). Representatives from the organizations below are engaged in helping design and test the new site.

The organizations below have not implemented VanillaScan but have an ongoing relationship with VEDP ES/GIS and Research groups and use our sites and buildings data to market properties.
GEOSPATIAL ANALYSIS – MARKET PROXIMITY
## SUPPORTING VIRGINIA’S STRATEGY

- Communicate with VEDP
- Participate in VEDP events
- Keep your political and community leaders informed
- Champion Virginia and economic development
- Support reinvestment in your area’s product, infrastructure, and workforce

### Use VEDP’s **BEST** message

- **Business-first values**
- **Easy access to global markets**
- **Stable and low operating costs**
- **Talented and educated workforce**
Thank you!

Liz Povar, Vice-President
Business Expansion Department
804-305-5300
lpovar@yesvirginia.org

www.YesVirginia.org
http://virginiaallies.org
WHAT HAS WORKED

Winchester/Frederick County

Henry/Martinsville

Carroll County
Winchester/Frederick County

“We believe, as hopefully you do, there is nothing that exerts more influence in the location process than demonstrated success and dedication to the existing economic base. Over 100 businesses experience Winchester's commitment each year.”
BUSINESS RECRUITMENT

- Existing publicly-controlled building with expansion potential
- Ample labor force in a non-union environment
- Financial solution that lowered upfront costs compared to competitor

$ S 100 M
Jobs 150
Carroll County/Crossroads Institute

To contribute to the revitalization of the region's economy and offer a brighter future for our citizens through an innovative center for educational and economic development through entrepreneurship.