

New River/Mount Rogers



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Skills for Jobs and Business Growth

Workforce Development Board



Photo Courtesy of PhotoSpin.com

# New River Mount Rogers Quarterly Workforce Report (2016 Q2)

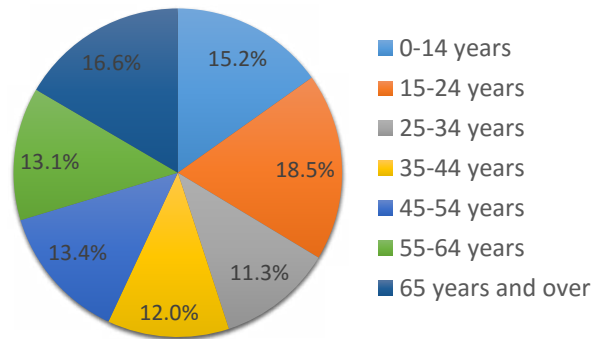
Prepared by The Virginia Tech Office of Economic Development  
July 2016



The New River Mount Rogers Workforce Quarterly is produced by the Virginia Tech Office of Economic Development on behalf of the New River Mount Rogers Workforce Development Board (WDB). These reports analyze and present regional labor supply and demand data to inform the public of the evolving workforce landscape. Note the data presented in this report is the most up-to-date data available in July 2016.

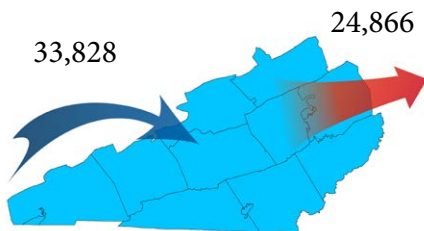
Total 2016 population in the New River Mount Rogers (NRMR) Workforce Area is approximately 373,701. From 2010-2014, the total number of people age 65 years and older increased by 8.1%, while the youth population (age 15-24 years) remained the same.

Population by Age

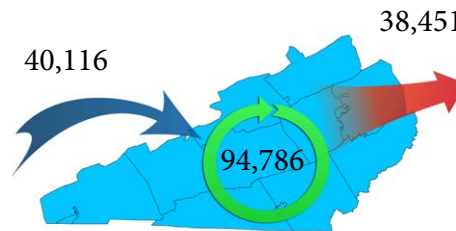


Source: U.S. Census American Community Survey, 2014 Five-Years Estimate

Migration Patterns



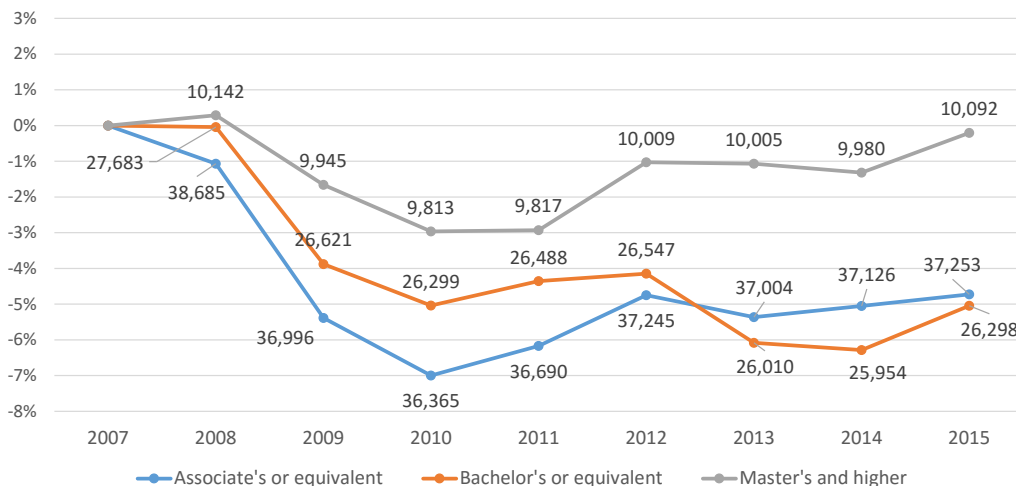
Commute Patterns



From 2009 to 2013, number of people who moved into the region exceeded the number of people moving out of the area by 8,962 people.

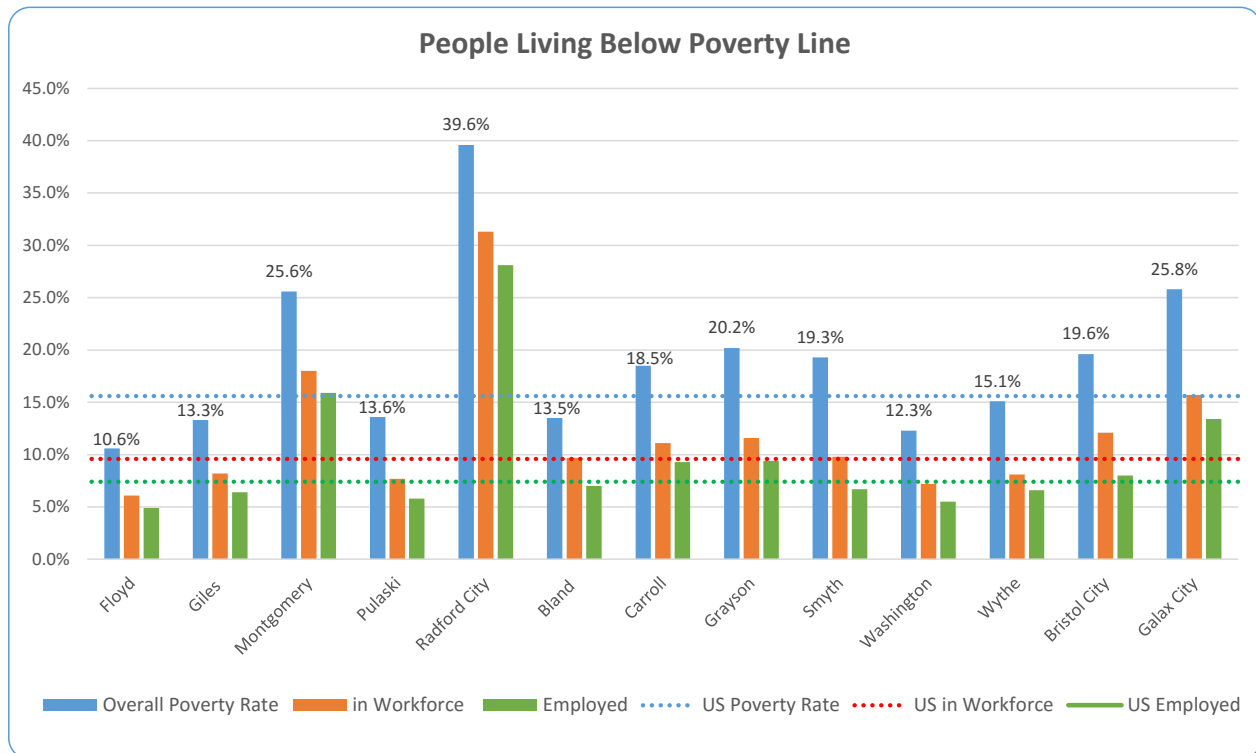
As of 2014, 70% of all jobs in the area were filled by workers who live in the region. 30% of the region's jobs were filled by workers who reside outside of the region, but commute into the area for work. Nearly 29% of workers living in the area commute out of the region for work.

Employment Change by Skills Preparation, 2007-2015



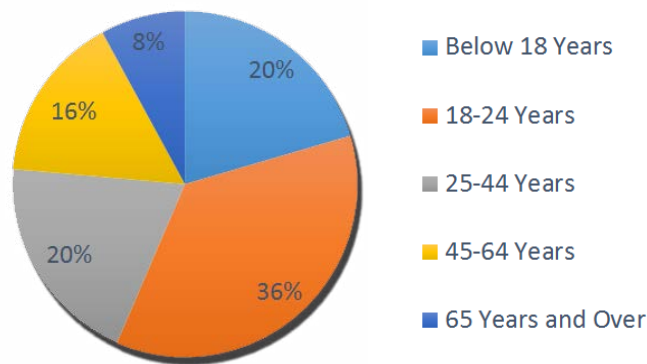
The chart provides % change in employment with a 2007 baseline for each of the following years. From 2007-2015, for instance, all jobs requiring BA degrees or equivalent work experience decreased by 5%. All occupations were negatively affected by the Great Recession. Occupations requiring Master degrees or higher were more resilient, and have returned to pre-recession job numbers unlike occupations requiring Bachelor's, Associate's degree or equivalent work experience.

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW

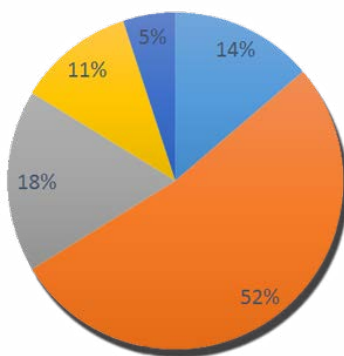


Source: U.S. Census, American Community Survey, 2014 Five-Years Estimate

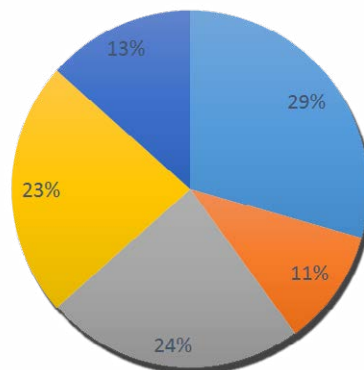
### People Living Below Poverty Line by Age



### New River Mount Rogers Workforce Development Board



New River Region

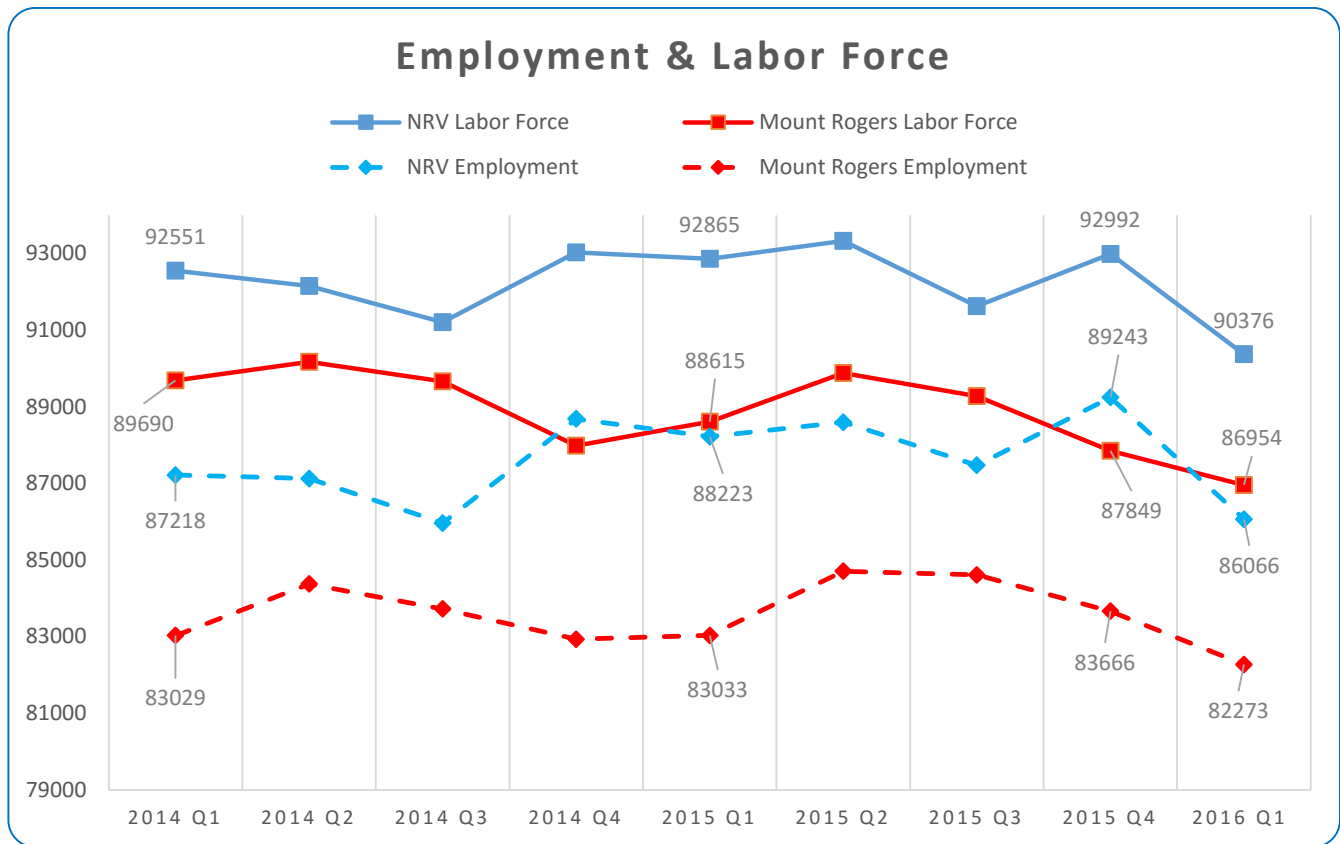


Mount Rogers Region

Source: U.S. Census, American Community Survey, 2014 Five-Years Estimate

The percentage of people living below the poverty line in metropolitan section of the workforce area, especially Radford City, Galax City and Montgomery County, is much higher than the U.S. average. The same situation is also applicable to people in labor force, and the ones currently employed.

The higher percentage of adults age 18-24 years in poverty for the New River Valley is skewed by Virginia Tech and Radford University's student populations.



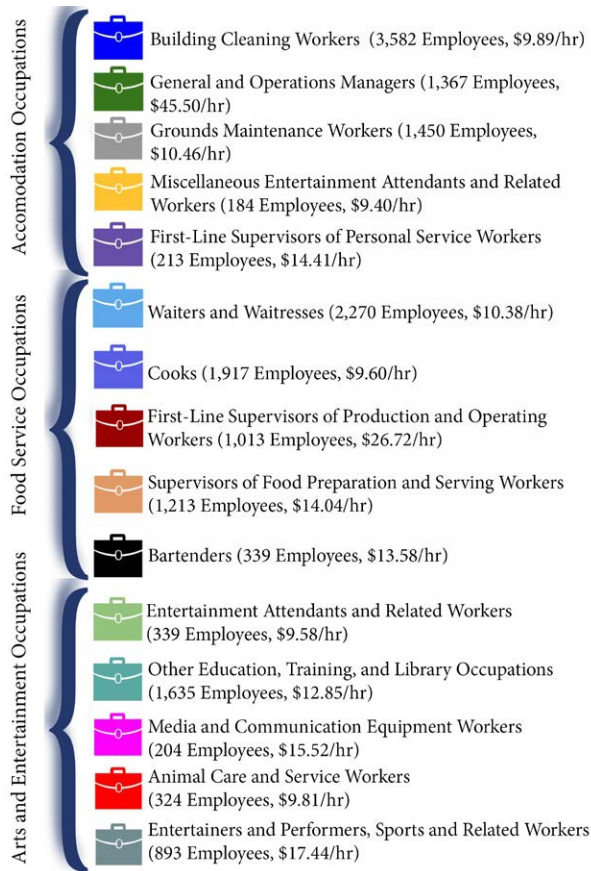
Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics

Trends in workforce participation remain on par with employment rate trends, although unemployment increased from 4.7% to 5.3% between 2015Q4 and 2016Q1. Moreover labor force participation declined, potentially masking the presence of additional unemployed workers. Prior to this, between 2014 and 2015, jobs among the region’s top growing industries all increased with Administrative and Support and Waste Management & Remediation Services showing the largest employment growth of 4%.

### Fastest Growing Industries

Industry	2014 Jobs	2015 Jobs	Change in Jobs (2014-2015)	% Change	2016 Earnings Per Worker
<b>Manufacturing</b>	25,790	26,455	665	3%	\$59,679
<b>Administrative and Support and Waste Management and Remediation Services</b>	4,596	5,174	578	13%	\$28,120
<b>Accommodation and Food Services</b>	13,659	13,953	295	2%	\$16,097
<b>Health Care and Social Assistance</b>	14,894	15,181	287	2%	\$44,856
<b>Government</b>	35,243	35,441	198	1%	\$51,003
<b>Professional, Scientific, and Technical Services</b>	4,175	4,351	176	4%	\$62,508
<b>Information</b>	1,138	1,213	74	7%	\$55,014
<b>Arts, Entertainment, and Recreation</b>	1,023	1,072	48	5%	\$20,774

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW



Source: Emsi Analyst. 2016.2. Class of Worker.QCEW

There are three categories of tourism related occupations: Accommodation Occupations, Food Services Occupations, and Arts and Entertainment Occupations.

As a top employing tourism industry, Accommodations offers opportunities for large-scale events and more tourist attraction. Reflecting this opportunity are some top regional employers, including Inn At Virginia Tech, Mountain Lake Lodge, Holiday Inn-Bristol Conference, Virginia Tech Recreation Sport, Motor Mile Speedway, and Barter Theatre.

### Rental Service Establishments

Description	2015 Establishments
Passenger Car Rental	6
Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	4
Recreational Goods Rental	4

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW

### Arts and Entertainment Establishments

Description	2015 Establishments
Fitness and Recreational Sports Centers	28
All Other Amusement and Recreation Industries	16
Golf Courses and Country Clubs	14
Independent Artists, Writers, and Performers	10
Theater Companies and Dinner Theaters	3
Promoters of Performing Arts, Sports, and Similar Events with Facilities	3
Promoters of Performing Arts, Sports, and Similar Events without Facilities	2
Racetracks	2
Museums	2
Marinas	2
Musical Groups and Artists	1
Historical Sites	1
Zoos and Botanical Gardens	1
Nature Parks and Other Similar Institutions	1

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW

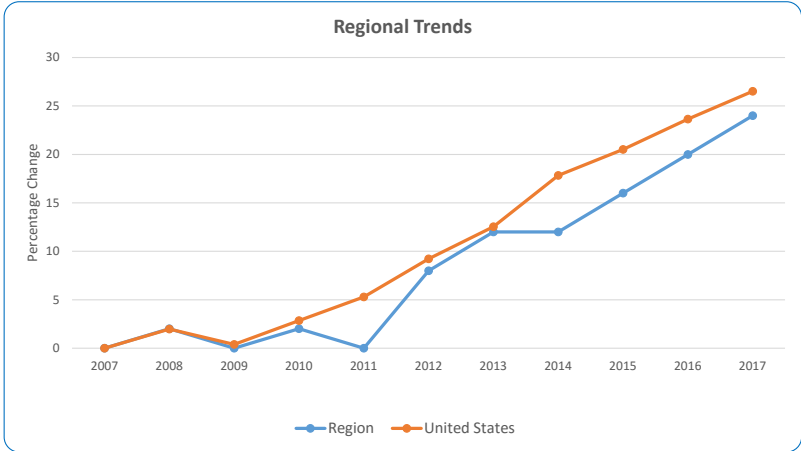
### Accommodation Establishments

Description	2015 Establishments
Full-Service Restaurants	244
Hotels (except Casino Hotels) and Motels	102
Snack and Nonalcoholic Beverage Bars	30
Food Service Contractors	29
Bed-and-Breakfast Inns	9
Cafeterias, Grill Buffets, and Buffets	7
RV (Recreational Vehicle) Parks and Campgrounds	6
Recreational and Vacation Camps (except Campgrounds)	3
Rooming and Boarding Houses	3
All Other Traveler Accommodation	2
Mobile Food Services	2
Drinking Places (Alcoholic Beverages)	1

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW



Increasing numbers of conferences, bus tours, destination weddings and other events have resulted in an increasing demand for meeting, convention and event planners in the region. While current employment numbers are small (60), they are projected to increase at a rate of 10% over time as enthusiasm for outdoors and cultural tourism grows. This occupation will support a much larger tourism and events industry.



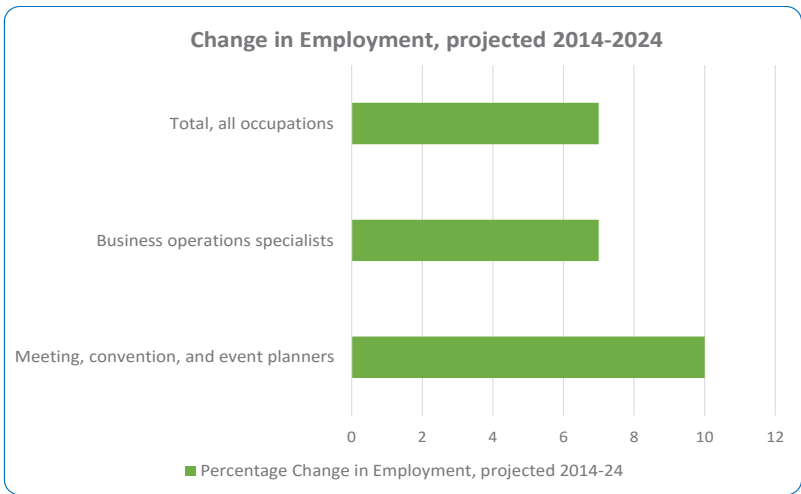
Earnings in 2015

Wages	Entry Level Earnings	Median	Experienced
Typical Hourly Earnings	\$13.38	\$22.52	\$39.45
Typical Annual Salary	\$25,680	\$46,840	\$82,050

Source: U.S. Bureau of Labor Statistics

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW

Most of these jobs require, or prefer an individual with a Bachelor's degree. Virginia Tech is currently offering a Bachelor's degree in Hospitality & Tourism Management that would be a great start for someone looking to start their career. To learn more, go to : <http://www.htm.pamplin.vt.edu/prospective-students/graduate-admissions/>



Source: U.S. Bureau of Labor Statistics, Employment Projections program

**77.3%**  
77.3% of the workers in this field are female.

**6 to 1**  
Job posting intensity

**Bachelor's Degree Preferred**

**\$22.52**  
an hour  
Median Pay

**9.8%**  
Only 9.8% of the workers currently in this field are minorities.

Source: Emsi Analyst. 2016.2. Class of Worker.QCEW, and U.S. Bureau of Labor Statistics

For more information on how to start a career in meeting, convention, and event planning check out Virginia Tech- Hospitality & Tourism Management

for More Information Please Contact:

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