



COMMUNITY PROFILE

Highland County, Virginia



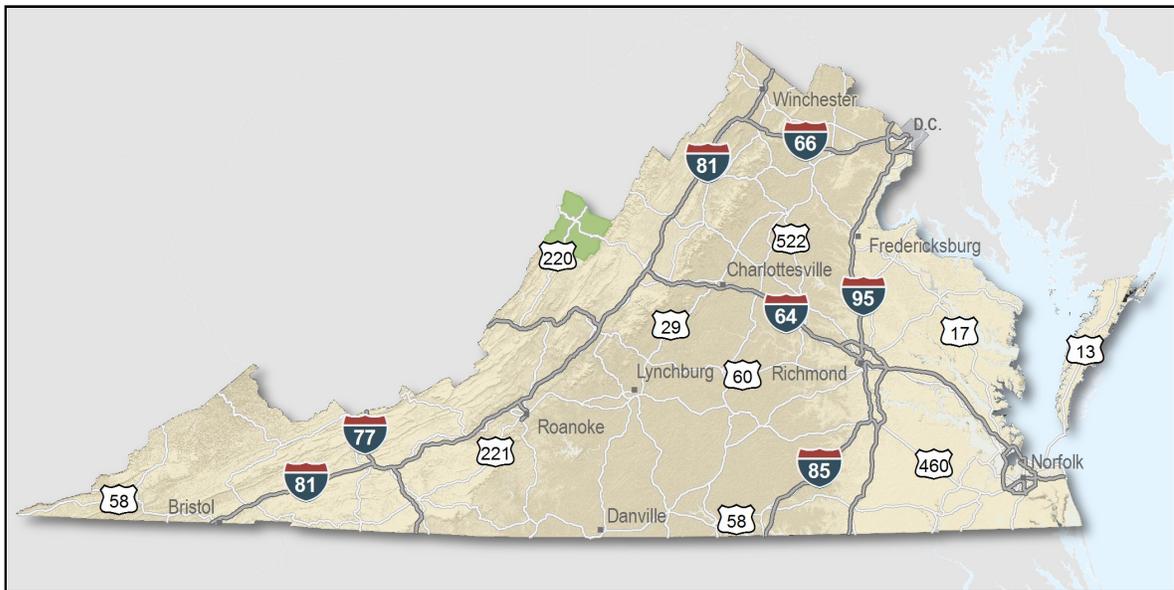
**VIRGINIA ECONOMIC
DEVELOPMENT PARTNERSHIP**
www.YesVirginia.org

State Map

Only a few locations can guarantee the right combination of resources that are crucial to your business's success. Virginia's premier location offers excellent domestic and international access. Centrally located on the U.S. East Coast, 40 percent of the U.S. population is within a day's drive, and our integrated transportation system of highways, railroads, airports and seaports ensures that you can reach every one of your markets efficiently. Close proximity to Washington, D.C. facilitates contact with policy makers and the federal government system.

Virginia continues to rank among America's leading states for business by CNBC and Forbes.com. Business-first values, easy access to markets, stable and competitive operating costs, and a talented workforce all drove Virginia to the top. This unique combination of assets has encouraged businesses to prosper here for more than 400 years. Like you, they searched the world over for that convergence of resources that would help ensure their prosperity. For them, their search ended here. Chances are yours will too.

- AAA bond rating- Virginia has maintained a AAA rating since 1938, longer than any other state.
- Right-to-work law allows individuals the right to work regardless of membership in a labor union or organization.
- Corporate income tax rate of 6% has not been increased since 1972.
- Headquarters to 35 Fortune 1000 firms.
- Headquarters to 52 firms each with annual revenue over \$1 billion.
- More than 17,300 high-tech establishments operate in Virginia.
- More than 700 internationally-owned businesses from 45 countries are located in Virginia.
- Ranks third among the 50 states as a recipient of federal R&D funds.
- Streamlined permitting process.
- Recruitment training programs to help new businesses become operational faster.
- Programs at little or no cost to help businesses increase international sales.

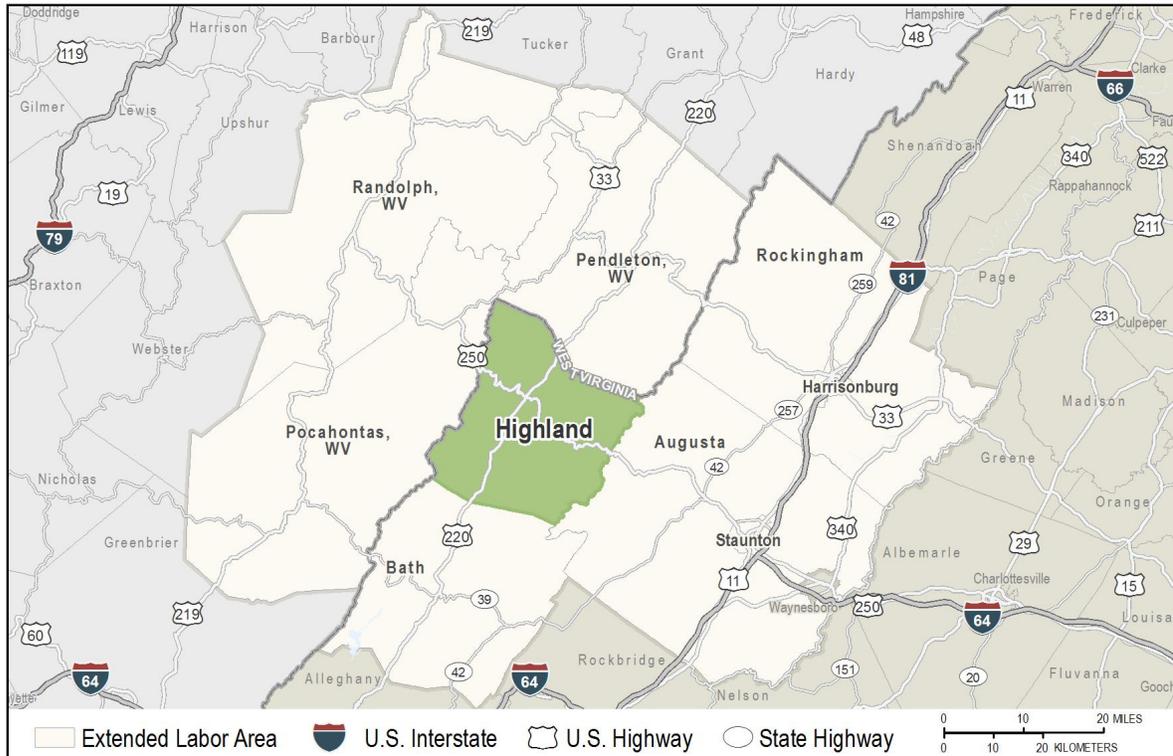


Location

Highland County is located in west-central Virginia in the Allegheny Mountains and is bounded on the west by the West Virginia state line. The county is a rural community that is known for its scenic beauty and vast forest and mineral resources.

Highland County is located in west-central Virginia in the Allegheny Mountains on the West Virginia State line.

Highland County is 132 miles north of Roanoke and 153 miles northwest of Richmond, the state capital.



Labor Market

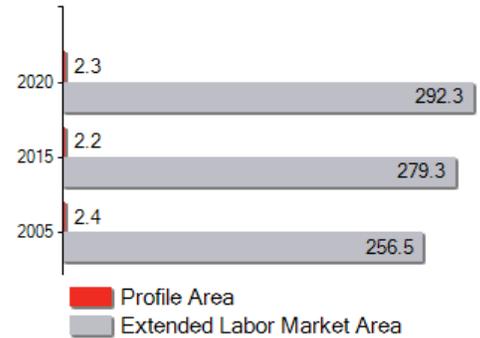
Population		
Gender Distribution (2014)		
	Male	Female
Highland County	49.7%	50.3%
Race/Ethnicity (2014)		
Classification	Profile Area	Extended Labor Area
White	2,208	256,440
Black	19	13,022
Asian	9	3,609
American Indian or Alaska Native	7	1,217
Two or More	5	4,586
Pacific Islander		200
Hispanic (may be of any race)	33	264
Median Age (2014)		56 years

Civilian Labor Force (2015)	
Highland County	1,356
Extended Labor Market Area	134,723
Total	136,079

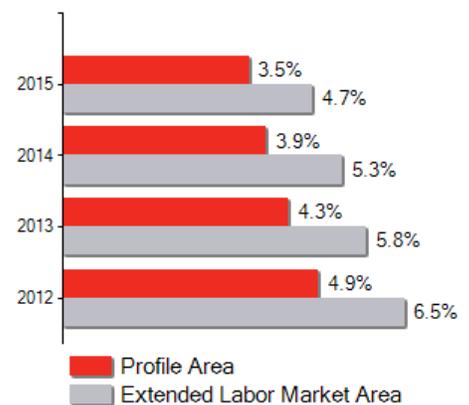
Labor Force Participation (2010-2014)	
Highland County	53.2%
Extended Labor Market Area	59.5%

Unemployment	
Unemployment Rate (July 2016)	
Highland County	3.0%
Extended Labor Market Area	4.2%
Statewide	4.0%
Unemployed (2015)	
Highland County	48
Extended Labor Market Area	6,376
Total	6,424
Underemployed (2nd Quarter 2016)	
Highland County	164
Extended Labor Market Area	16,282
Total	16,446

Population in Thousands



Unemployment Rates



Labor Market

Commute Time (2010-2014)

Worked from home	59	6.2%
Under 15 minutes	439	49.1%
15-24 minutes	209	23.3%
25-34 minutes	49	5.5%
35-44 minutes	40	4.5%
45-59 minutes	25	2.8%
Over 60 minutes	134	15.0%
Mean Travel Time to Work (minutes)		24

Highland County is one of the largest wood producers in Virginia.

Additional Labor Resources

High School Graduates Not Continuing (2014-2015)	2
Two-Year College Graduates (Spring 2015)	951
Two-Year College Enrollees (Fall 2015)	4,192
Other College and University Graduates (Spring 2015)	708
Total	5,853

Labor Market

Career Readiness Certificate (01/01/2015-05/31/2016)

Virginia's Career Readiness Certificate (CRC) assists employers by certifying that a recipient possesses core skills in applied math, reading for information, and locating information. The CRC certification is based on established Workeys® assessment tests. Virginia uses a three-tiered approach (bronze, silver, gold) to credentialing certificate holders that is based on the recipient's level of development skills.

More than 60 percent of Highland County residents work in the county.

Highland County	
Extended Labor Market Area	423
Total	423

Educational Attainment

On-Time Graduation Rate (Class of 2015)	91.7%
Percentage of Highland County population age 25+ who are high school graduates (2010-2014)	80.3%
Percentage of Highland County population age 25+ who have earned a Bachelor's Degree or higher (2010-2014)	19.4%

Labor Market

Employment by Sector* (4th Qtr. 2015)		
Agriculture Forestry Fishing and Hunting	24	4.8%
Mining Quarrying and Oil and Gas Extraction	0	0
Utilities	0	0
Construction	40	7.9%
Manufacturing	31	6.2%
Wholesale Trade	24	4.8%
Retail Trade	33	6.5%
Transportation and Warehousing	N.D.	N.D.
Information	N.D.	N.D.
Finance and Insurance	50	9.9%
Real Estate and Rental and Leasing	N.D.	N.D.
Professional Scientific and Technical Services	10	2.0%
Management of Companies and Enterprises	0	0
Administrative and Support and Waste Management	N.D.	N.D.
Educational Services	N.D.	N.D.
Health Care and Social Assistance	50	9.9%
Arts Entertainment and Recreation	0	0
Accommodation and Food Services	N.D.	N.D.
Other Services	18	3.6%
Total Government	167	33.1%
Federal Government	6	1.2%
State Government	34	6.7%
Local Government	127	25.2%
Unclassified	4	0.8%
Total	504	100.0%

N.D. - Not Disclosed

*By Business Establishment

Highland county was built around the richness of its natural resources. Wool remains one of the county's major agricultural commodities.

Labor Market

Major Employers

NonManufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Allen Lowry Logging	Logging	20 - 49
Highland County Public Schools	Public Education	20 - 49

Highland is Virginia's most rural and least populated county.

Labor Market

Union Activity (1/2014 - 3/2016)

Petitions filed for decertification	0
Petitions filed for representation	0
Petitions filed for raid	0
Elections won by union	0
Elections won by company	0

Labor Market**Estimated Earnings (May 2014)**

<i>Occupation</i>	<i>Median Wage</i>	<i>Mean Wage</i>	<i>Median Salary</i>	<i>Mean Salary</i>
Laborers and Freight, Stock, and Material Movers, Hand	\$12.84	\$13.75	\$26,712.00	\$28,599.00
Industrial Truck and Tractor Operators	\$14.35	\$15.24	\$29,852.00	\$31,707.00
Heavy and Tractor-Trailer Truck Drivers	\$18.35	\$19.14	\$38,173.00	\$39,819.00
Welders, Cutters, Solderers, and Brazers	\$17.15	\$17.50	\$35,676.00	\$36,408.00
Team Assemblers	\$14.51	\$14.47	\$30,190.00	\$30,096.00
First-Line Supervisors of Production and Operating Workers	\$23.59	\$24.80	\$49,063.00	\$51,585.00
Maintenance and Repair Workers, General	\$16.44	\$16.92	\$34,205.00	\$35,202.00
Industrial Machinery Mechanics	\$19.26	\$19.79	\$40,057.00	\$41,164.00
Bus and Truck Mechanics and Diesel Engine Specialists	\$17.98	\$18.99	\$37,394.00	\$39,506.00
Office Clerks, General	\$12.04	\$12.70	\$25,051.00	\$26,409.00
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$14.44	\$14.38	\$30,027.00	\$29,920.00
Receptionists and Information Clerks	\$11.86	\$12.08	\$24,676.00	\$25,128.00
Customer Service Representatives	\$14.30	\$14.91	\$29,754.00	\$31,009.00
Bookkeeping, Accounting, and Auditing Clerks	\$15.50	\$16.30	\$32,234.00	\$33,906.00
First-Line Supervisors of Office and Administrative Support Workers	\$20.31	\$22.04	\$42,235.00	\$45,835.00
Industrial Engineers	\$35.98	\$36.05	\$74,838.00	\$74,974.00
Network and Computer Systems Administrators*	\$30.35	\$30.83	\$63,130.00	\$64,121.00
Software Developers, Applications	\$36.19	\$40.32	\$75,274.00	\$83,871.00
Accountants and Auditors	\$28.37	\$30.07	\$59,005.00	\$62,541.00
Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$22.31	\$24.27	\$46,396.00	\$50,482.00

Per Capita Personal Income (2014)

\$44,403

Median Family Income (2010-2014)

\$55,726

Education

Public School Enrollment (Fall 2015)		
<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	1	96
Combined	1	111

Student Teacher Ratio (FY 2015)	
Elementary	9:1
Secondary	5:1

Per Pupil Expenditure (FY 2015)
\$19,728.00

On-Time Graduation Rate (Class of 2015)
91.7%

High School Graduates Continuing Education (2014-2015)
83.3%

Advanced Programs (2013-2014)	
Students taking 1 or more Advanced Placement (AP) Courses	11
Students taking 1 or more AP Exams	10
Students taking 1 or more Dual Enrollment Courses	4

Highland County's public school system nurtures approximately 300 students and offers a variety of enrichment programs tailored to fit the needs of individual students.

Education

Workforce Development Facilities

<i>Facility</i>	<i>Type</i>
Valley Workforce Center - Harrisonburg	Comprehensive Center
Valley Workforce Center - Luray	Satellite Center
Valley Workforce Center - Rockbridge	Satellite Center
Valley Workforce Center - Staunton	Satellite Center
Valley Workforce Center - Winchester	Satellite Center

Higher Education Facilities — Fall 2015

<i>Facility</i>	<i>Enrollment</i>
Blue Ridge Community College	4,192
Bridgewater College	1,834
Mary Baldwin College	1,666

Technology is a focus in the Highland school system with networked classroom computers, computer labs, and a networked distance learning lab where students can take advantage of courses not offered within the curriculum including distance learning and dual enrollment courses.

Transportation

Interstates

<i>Name</i>	<i>Distance</i>
I-64	19.8 miles (31.9 km.)
I-81	20.5 miles (33.0 km.)

Note: Measured from border of locality/region.

Highways

Highway 220	Highway 250	Highway 84	
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Commercial Air Service

<i>Shenandoah Valley Regional Airport, Weyers Cave -- 54.1 miles (87.1 km.)</i>	
Silver Airways	

Note: Within a 75-mile drive of the center of the locality.

Highland County is located a short distance from both Interstates 81 and 64, major east-west and north-south arteries.

Transportation

General Aviation Service

<i>Name</i>	<i>Runway Length</i>
Bridgewater Air Park, Bridgewater, VA	2,745 ft (837 m)

Commercial air service with direct flights to popular destinations is offered by several airports located near Highland County.

Freight Rail Service

CSX Transportation

Seaports

<i>Name</i>	<i>Distance</i>
Port of Virginia	232.0 miles (373.4 km)

Note: Driving distance from the center of the locality to Port of Virginia and any other seaports within 100 miles.

Other Ports of Entry

<i>Name</i>	<i>Distance</i>
Port of Washington - Dulles	171.3 miles (275.7 km)

Note: Driving distance from the center of the locality to Port of Washington - Dulles and any other port of entry within 100 miles.

Utilities



Utilities	
Electric	Bath-Alleghany-Rockbridge Cooperative
Natural Gas	Not Available
Telecommunications	Mountain Grove-Willamsville Telephone Company
Telecommunications	TDS Telecom/Virginia Telephone Company
Telecommunications	Highland Telephone Cooperative
Water	Town of Monterey
Water	McDowell Water System
Waste Water Treatment	Town of Monterey
Solid Waste Disposal	Contracts with Bath County for disposal outside the county

The Highland Center, a historic 1922 school building and national historic landmark, serves as an area catalyst for cultural and economic development. It houses a business and community incubator, a center for food-based initiatives, youth development program, and location for public venues.

Financial Institutions

Financial Institutions — 2nd Qtr 2015 Assets	
<i>Bank</i>	<i>Assets (millions)</i>
First and Citizens Bank	\$123.7
The Blue Grass Valley Bank	\$38.3

Two banks with assets totaling more than \$130 million serve the Highland County community.

Government and Taxes

Government

Highland County has a three-member Board of Supervisors.

The county has a comprehensive plan, a zoning and a subdivision ordinance.

Monterey is the county seat. There are no other incorporated towns within the county.

Taxes

Localities in Virginia collect a 1% sales tax. They do not tax other items taxed at the State level.

Counties and cities in Virginia are separate taxing entities. Therefore, a company pays taxes to either a county or to a city.

If a company is located in a town, it pays town and county taxes except for utility taxes which are paid only to the town and the license tax which is paid only to the town unless town law permits the additional collection of a county tax.

Manufacturers pay real estate, machinery and tools, truck and automobile, utility, and sales taxes.

Nonmanufacturers pay real estate, tangible personal property, truck and automobile, utility, and sales taxes. They also may pay either a merchants' capital or a license tax.

Manufacturer's Tax Profile (Highland) [pdf](#)

Non-Manufacturer's Tax Profile (Highland) [pdf](#)

The Highland Maple Festival, an annual celebration of the "opening" of the trees and observance of the process of maple syrup-making, is designated a Local Legacy by The Library of Congress.

Community Facilities

Family practice and some critical care is administered by Highland Medical Center in Monterey. Highland County residents utilize medical facilities in Bath County and the cities of Staunton and Waynesboro. The Bath County Community Hospital, located in Hot Springs, is a 25-bed full service medical facility offering 24-hour emergency care. King's Daughters' Hospital, located in Staunton, is a 243-bed facility that offers a full range of medical services which include 24-hour emergency care, surgery, home health program, sports medicine clinic and a wellness and fitness program. The Waynesboro Hospital is a 171-bed acute care facility staffed by 75 doctors and dentists.

Highland County Public Library in Monterey circulates 9,000 volumes per year.

More than 20 churches representing a variety of Protestant denominations are located in the county. There is a Catholic Church in Hot Springs, and both a Jewish synagogue and a Catholic Church in Staunton.

An assortment of retail and service businesses in Highland provide for the immediate needs of county residents. Easily accessible, Staunton offers a variety of shopping opportunities with over 250 stores in the retail community. Staunton Mall, a newly renovated and enclosed shopping facility, has approximately 50 stores.

Area historical and cultural attractions include Woodrow Wilson's birthplace, the Museum of American Frontier Culture, the Shenandoah Valley Art Center, and the P. Buckley Moss Museum.

Lifestyle

Highland County offers many outdoor recreational activities. The 17,000-acre Highland Wildlife Management Area in the George Washington National Forest has excellent opportunities for hunting and trout fishing. The Jackson and Bullpasture Rivers have been stocked. Many areas suitable for mountain camping and fishing are located throughout the county.

Each year, Highland County holds two festivals. The Highland County Fall Foliage Festival in October promotes the natural beauty of the county during the height of the autumn foliage, as well as arts and crafts. Highland's Maple Festival in March has become a regional event that attracts 70,000 visitors. During the festival weekend the production of maple syrup is demonstrated, dance performances are held, and the area's handicrafts and foods are sold.

Area recreational attractions include the Shenandoah National Park, Blue Ridge Parkway, and Natural Chimneys Regional Park where scenic views, hiking, picnicking, camping, swimming, fishing and other outdoor activities are available.

Area historical and cultural attractions include Woodrow Wilson's Birthplace and the Museum of American Frontier Culture in Staunton; and the Shenandoah Valley Art Center, an affiliate of the Virginia Museum of Fine Arts and the P. Buckley Moss Museum in Waynesboro.

[Shenandoah Valley Profile](#)
[Highland County](#)

The Highland Medical Center, founded and initially supported solely by the community, is a nonprofit entity that provides high quality medical care to the entire community.