



COMMUNITY PROFILE

City of Norton/Wise, Virginia



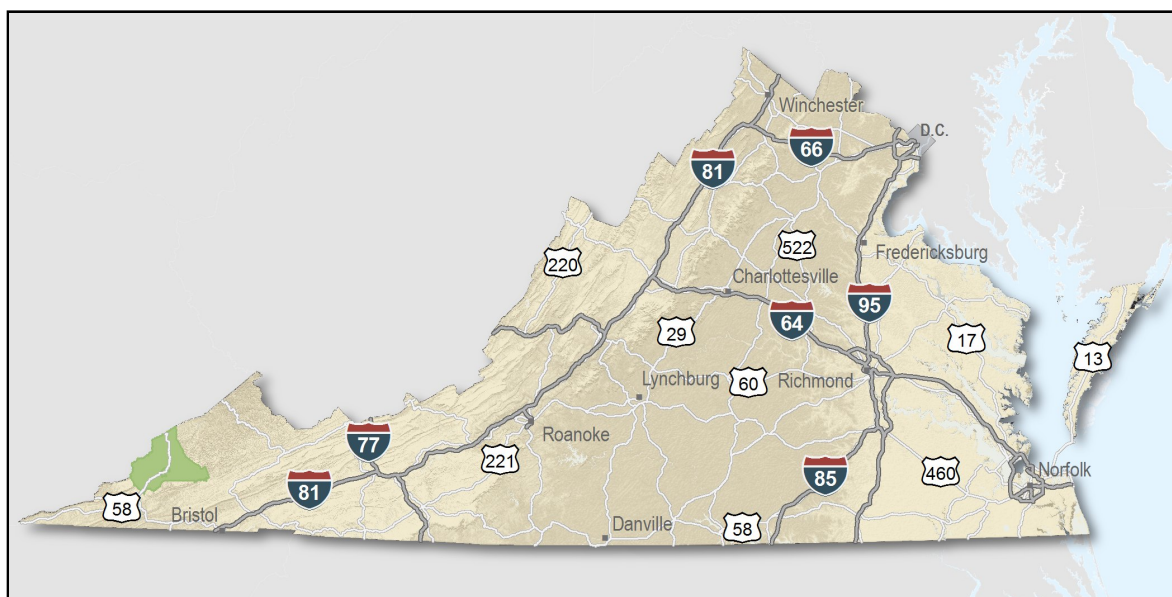
**VIRGINIA ECONOMIC
DEVELOPMENT PARTNERSHIP**
www.YesVirginia.org

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 32 Fortune 1000 firms.
- Headquarters to over 70 firms 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.

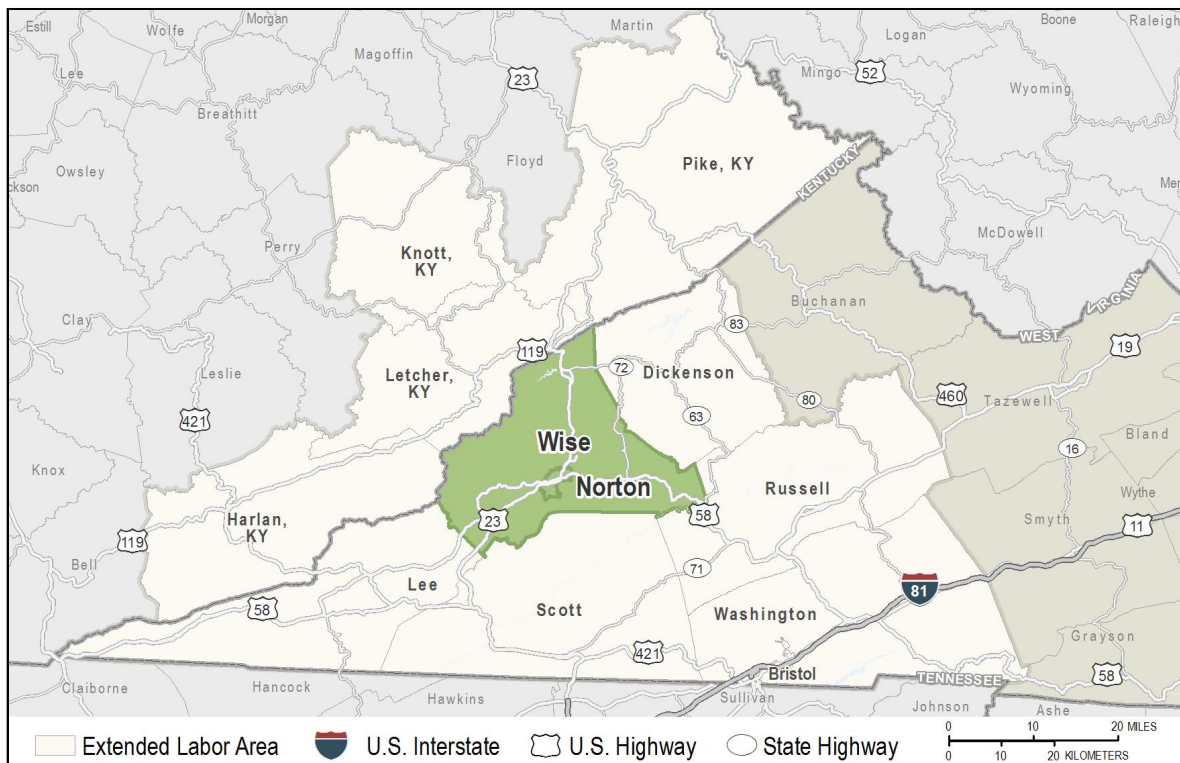


Location

Wise County is located in the southwestern tip of Virginia in the midst of the Appalachian Mountains. The independent city of Norton is situated near the center of this predominantly rural community. The Kentucky state line forms the western boundary of Wise County. The community is within close proximity to the Interstate highway network allowing for easy access to both eastern and midwestern markets. An abundant natural resource base consisting of natural gas, coal, timber, and mineral deposits represents special opportunities for economic diversification.

The area borders Kentucky and offers close proximity to Tennessee.

Norton/Wise County is 360 miles southwest of Richmond, the state capital; 66 miles north of Bristol, Virginia; 410 miles southwest of Washington, D.C.; and 429 miles west of Norfolk. Lexington, Kentucky is located 180 miles west, and Louisville, Kentucky is 250 miles west.



City of Norton/Wise

City of Norton/Wise

Wise County provides state-of-the-art infrastructure, skilled labor and extensive training opportunities to serve its new and existing industry. The county is an ideal location for manufacturing or information technology-related companies. Verizon, AT&T Relay, Crutchfield and Mullican Flooring have already found success in the county, and parks such as the Lonesome Pine Regional Business and Technology Park offer an excellent location for your business. Aggressive incentive packages are available through the Virginia Coalfield Economic Development Authority as well as other financing sources.

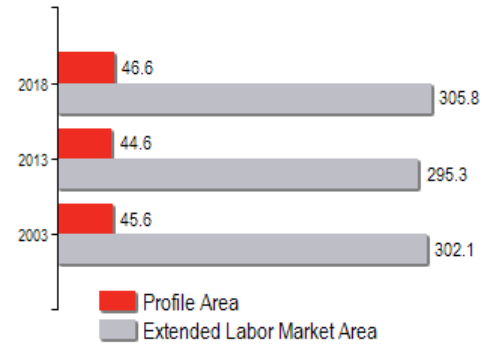
The Virginia City Hybrid Energy Center will help meet the nation's electrical energy needs using the latest advancements in clean-coal technology.



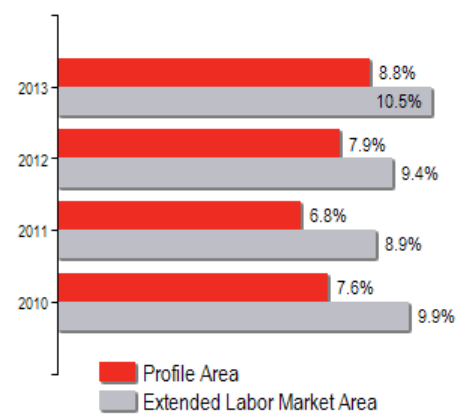
Labor Market

Population		
Gender Distribution (2012)		
	Male	Female
City of Norton/Wise	51.1%	48.7%
Race/Ethnicity (2012)		
	Profile Area	Extended Labor Area
Classification		
White	41,844	289,457
Black	2,346	4,561
Two or More	502	2,260
Asian	217	1,087
Pacific Islander	116	610
American Indian or Alaska Native	71	603
Hispanic (may be of any race)	598	3,090
Median Age (2012)		
Norton		40 years
Wise		40 years

Population in Thousands



Unemployment Rates



Labor Market

Civilian Labor Force (2013)	
City of Norton/Wise	19,367
Extended Labor Market Area	120,497
Total	139,864

Wise County and the City of Norton averages a monthly labor force of over 19,000.

Labor Force Participation (2008-2012)	
City of Norton/Wise	49.1%
Extended Labor Market Area	48.3%

Unemployment	
Unemployment Rate (March 2014)	
City of Norton/Wise	8.3%
Extended Labor Market Area	10.0%
Statewide	5.3%
Unemployed (2013)	
City of Norton/Wise	1,698
Extended Labor Market Area	12,629
Total	14,327
Underemployed (4th Quarter 2013)	
City of Norton/Wise	2,131
Extended Labor Market Area	14,617
Total	16,748

Labor Market

Commute Time (2008-2012)

Worked from home	254	1.5%
Under 15 minutes	6,455	39.9%
15-24 minutes	4,628	28.6%
25-34 minutes	2,419	14.9%
35-44 minutes	733	4.5%
45-59 minutes	754	4.7%
Over 60 minutes	1,185	7.3%
Mean Travel Time to Work (minutes)		
Norton		16
Wise		23

Additional Labor Resources

High School Graduates Not Continuing (2012-2013)	95
Two-Year College Graduates (Spring 2013)	731
Two-Year College Enrollees (Fall 2013)	2,924
Other College and University Graduates (Spring 2013)	291
Total	4,041

"Wise County is blessed to have a skilled workforce and talented professionals dedicated to the success of their companies." Eddie Bateman, President of Paramount Coal Company Virginia.

Labor Market

Career Readiness Certificate (11/01/2012-01/31/2014)

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.

City of Norton/Wise	52
Extended Labor Market Area	1,024
Total	1,076

Educational Attainment

On-Time Graduation Rate (Class of 2013)	89.2%
Percentage of City of Norton/Wise population age 25+ who are high school graduates (2008-2012)	72.2%
Percentage of City of Norton/Wise population age 25+ who have earned a Bachelor's Degree or higher (2008-2012)	13.4%

"Crutchfield recommends this region and its employees to other companies because of the outstanding efforts of our wonderful employees in Southwest Virginia". Dan Minahan, Director-Southwest Virginia Operations, Crutchfield Corporation.

Labor Market

Employment by Sector* (3rd Qtr. 2013)		
Agriculture Forestry Fishing and Hunting	N.D.	N.D.
Mining Quarrying and Oil and Gas Extraction	1,302	7.8%
Utilities	155	0.9%
Construction	434	2.6%
Manufacturing	425	2.6%
Wholesale Trade	450	2.7%
Retail Trade	2,787	16.7%
Transportation and Warehousing	258	1.6%
Information	266	1.6%
Finance and Insurance	340	2.0%
Real Estate and Rental and Leasing	99	0.6%
Professional Scientific and Technical Services	603	3.6%
Management of Companies and Enterprises	202	1.2%
Administrative and Support and Waste Management	766	4.6%
Educational Services	N.D.	N.D.
Health Care and Social Assistance	2,684	16.1%
Arts Entertainment and Recreation	35	0.2%
Accommodation and Food Services	1,356	8.1%
Other Services	307	1.8%
Total Government	4,106	24.7%
Federal Government	235	1.4%
State Government	2,099	12.6%
Local Government	1,772	10.6%
Unclassified	0	0
Total	16,639	100.0%

N.D. - Not Disclosed

*By Business Establishment

Wise County and the City of Norton provide a trained, experienced, diversified workforce, with varied skill levels in manufacturing, information technology, and natural resources opportunities.

Labor Market

Major Employers

Manufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Buchanan Pump Service & Supply Co., Inc.	Custom pumps	20 - 49
Mullican Lumber	Hardwood flooring	100 - 299
Pepsi Cola Bottling Company	Soft drinks	100 - 299

NonManufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
A&G Coal Corporation	Coal mining	100 - 299
AT&T	Telecommunications	100 - 299
Crutchfield Corporation	Customer service - Electronics	100 - 299
Cumberland Resources	Mining	300 - 599
LogistiCare	Transportation logistics	100 - 299
Mountain Empire Community College	Higher education	300 - 599
Mountain View Regional Medical Center	Health care	300 - 599
Norton Community Hospital	Health care	300 - 599
Sykes Enterprises, Inc.	Customer service	300 - 599
Teleded, Inc.	Medical profession information	50 - 99
UVA College at Wise	Higher education	300 - 599
Verizon Communications	Telecommunications	100 - 299

"You can make all the investments that you want, but it's the people that ultimately determine your success. We are proud to be one of the top five manufacturers of quality hardwood flooring in the United States, and just as proud to be a part of Wise County." Rick Burchfield, Vice President of Manufacturing, Mullican Flooring, Inc.

Labor Market

Closings, Reductions, Layoffs (1/2013 to date)

<i>Date</i>	<i>Type</i>	<i>Company</i>	<i>Product/Service</i>	<i>Employees Affected</i>
4/1/2013	Closing	Alpha Natural Resources (Mill Branch Coal Corp.)	Coal mining	102

Union Activity (1/2009 - 1/2014)

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 2011)

<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	\$10.08	\$10.63	\$20,962.18	\$22,111.25
Industrial Truck and Tractor Operators	\$12.46	\$12.92	\$25,916.47	\$26,880.96
Heavy and Tractor-Trailer Truck Drivers	\$15.76	\$17.47	\$32,781.48	\$36,340.26
Welders, Cutters, Solderers, and Brazers	\$20.29	\$21.62	\$42,207.86	\$44,972.38
Machinists	\$17.29	\$17.45	\$35,959.02	\$36,303.19
Team Assemblers	\$11.72	\$11.28	\$24,378.10	\$23,453.21
First-Line Supervisors of Production and Operating Workers	\$24.95	\$28.10	\$51,904.48	\$58,445.72
Maintenance and Repair Workers, General	\$15.77	\$16.56	\$32,801.39	\$34,436.04
Industrial Machinery Mechanics	\$16.37	\$17.26	\$34,041.57	\$35,908.43
Bus and Truck Mechanics and Diesel Engine Specialists	\$16.10	\$18.57	\$33,504.13	\$38,618.98
Office Clerks, General	\$10.72	\$11.57	\$22,291.41	\$24,052.62
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$12.40	\$12.94	\$25,799.63	\$26,911.92
Receptionists and Information Clerks	\$9.30	\$9.87	\$19,330.71	\$20,524.12
Customer Service Representatives	\$10.31	\$11.04	\$21,457.95	\$22,973.79
Bookkeeping, Accounting, and Auditing Clerks	\$14.61	\$14.78	\$30,394.80	\$30,745.62
First-Line Supervisors of Office and Administrative Support Workers	\$17.26	\$20.18	\$35,899.46	\$41,973.96
Computer Support Specialists	\$14.98	\$16.51	\$31,168.63	\$34,336.34
Network and Computer Systems Administrators*	\$25.45	\$42.65	\$52,935.40	\$88,707.20
Accountants and Auditors	\$22.68	\$25.37	\$47,176.07	\$52,750.70
Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$21.36	\$22.16	\$44,428.19	\$46,085.82

Per Capita Personal Income (2012)

\$32,605

Median Family Income (2008-2012)

Wise	\$43,790
Norton	\$55,974

Education

Public School Enrollment (Fall 2013)		
<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	3	1,884
Combined	4	1,678
Middle	3	1,415
High School	4	2,056

The Wise County and City of Norton School Systems are fully accredited by the Southern Association of Schools and Colleges. Wise County Christian School offers K-12 classes.

Student Teacher Ratio (FY2013)	
Elementary	14:1
Secondary	11:1

Per Pupil Expenditure (FY 2013)
\$9,745.26

On-Time Graduation Rate (Class of 2013)
89.2%

High School Graduates Continuing Education (2012-2013)
80.0%

Advanced Programs (2012-2013)	
Governor's Schools	
A. Linwood Holton Governor's School	
Students taking 1 or more Advanced Placement (AP) Courses	26
Students taking 1 or more AP Exams	20
Students taking 1 or more college courses	323

Education

Workforce Development Facilities	
<i>Facility</i>	<i>Type</i>
Appalachian Community Action Agency	Satellite Center
Bluestone Workforce Training Center	Comprehensive Center
Cedar Bluff Workforce Center	VEC Workforce Center
Clinch Valley Community Action	Satellite Center
Lee County Workforce Center	Satellite Center
Norton Workforce Center	VEC Workforce Center
Occupational Enterprises, Inc.	Satellite Center
Pennington Gap Workforce Services	Satellite Center
Wise County Career-Technical Center	Career and Technical Center
Wise Workforce Center	Comprehensive Center

UVA's College at Wise offers the only four-year software engineering degree in Virginia.

Higher Education Facilities — Fall 2013	
<i>Facility</i>	<i>Enrollment</i>
Mountain Empire Community College	2,924
University of Virginia's College at Wise	2,291
Virginia Commonwealth University - Wise Dental Clinic	.

* Enrollment figures are included in participating colleges and universities.

Transportation

Interstates	
Name	Distance
I-26	19.1 miles (30.7 km.)
I-381	19.6 miles (31.5 km.)
I-81	19.6 miles (31.5 km.)

Note: Measured from border of locality/region.

Highways				
ALT 58	Highway 158	Highway 160	Highway 23	Highway 270
Highway 283	Highway 63	Highway 68	Highway 72	Highway 74
Highway 78	Highway 83			

Note: 4-Lane US Highways located within locality/region.

Commercial Air Service		
<i>Tri-Cities Regional Airport, Blountville, TN -- 63.1 miles (101.5 km.)</i>		
Delta Connection	US Airways Express	Allegiant Air

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

Wise County and the City of Norton are located in the southwestern portion of Virginia where U.S. Routes 23 and 58 (major four-lane arterial highways) intersect, and they provide easy access to nearby I- 26, I-81, I-75, and I-77.

Transportation

General Aviation Service	
<i>Name</i>	<i>Runway Length</i>
Lonesome Pine Airport, Wise	5,280 ft (1,609 m)

Lonesome Pine Airport is equipped with a 5,408 ft . Runway, medium intensity lighting with VASI-beacon lights, as well as Instrument Landing capability.

Freight Rail Service	
CSX Transportation	
Norfolk Southern Railway Company	

Seaports	
<i>Name</i>	<i>Distance</i>
Port of Virginia	428.0 miles (688.8 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>
Tri Cities	63.0 miles (101.5 km)
Port of Washington - Dulles	395.4 miles (636.4 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	Old Dominion Power Company
Natural Gas	Equitable Resources Exploration
Natural Gas	Glamorgan Natural Gas
Natural Gas	Paramont Energy
Telecommunications	Verizon-Virginia
Telecommunications	LENOWISCO Broadband
Water	City of Norton
Water	Town of Big Stone Gap
Water	Town of Coeburn
Water	Town of St. Paul
Water	Town of Wise
Water	Wise County Public Service Authority
Water	Town of Appalachia
Water	Town of Pound
Waste Water Treatment	Coeburn-Norton-Wise Regional Wastewater Authority
Waste Water Treatment	Town of Big Stone Gap
Waste Water Treatment	Town of St. Paul
Waste Water Treatment	Town of Appalachia
Solid Waste Disposal	Wise County Landfill

Electricity is provided by Old Dominion Power Company while telecommunications is provided by Verizon, Lenowisco, and Comcast.

Financial Institutions

Financial Institutions — 4th Qtr 2013 Assets	
<i>Bank</i>	<i>Assets (millions)</i>
Bank of America, N.A.	\$1,433,716.0
Wells Fargo Bank, N.A.	\$1,373,600.0
Branch Banking and Trust Company	\$179,126.3
Carter Bank & Trust	\$4,661.8
WoodForest National Bank	\$3,884.3
First Community Bank, N.A.	\$2,575.1
The First Bank and Trust Co.	\$1,337.0
New Peoples Bank, Inc.	\$684.6
TruPoint Bank	\$440.8
Powell Valley National Bank	\$245.7
Farmers and Miners Bank	\$132.4
Miners Exchange Bank	\$118.0

Qualifying businesses could be eligible for assistance from the Virginia Coalfield Economic Development Authority and the Virginia Tobacco Indemnification and Community Revitalization Commission.

Government and Taxes

Government

Norton has a City Manager and a five-member City Council. Wise County has a County Administrator and an eight-member Board of Supervisors.

Both the county and city have comprehensive plans and zoning and subdivision ordinances.

Wise is the county seat. Appalachia, Big Stone Gap, Coeburn, Pound, and St. Paul are 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 (Norton) [pdf](#)

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

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

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

Recreational activities such as hiking, fishing, swimming, camping, and picnicking are available at High Knob Mountain as well as Natural Tunnel State Park.

Community Facilities

Two hospitals in Norton are available to provide excellent health care for area residents. Mountain View Regional Medical Center with 133 patient beds, and Norton Community Hospital with 129 beds, are both located in Norton. Long-term care is available within an hour's drive at either Wellmont Holston Valley Medical Center in Kingsport, Tennessee or Wellmont Bristol Medical Center at Bristol, Virginia. Both of these facilities have a comprehensive slate of medical services including extensive cancer treatment centers and complete emergency care services. The Southwest Virginia Regional Cancer Treatment Center, located in Norton, provides treatment of patients with cancer, and eliminates the necessity of traveling a longer distance to regional hospitals for treatment.

An adequate number of health providers practice in the community. The Wise County Health Department provides further medical service to the area.

Library facilities are available at the Lonesome Pine Regional Library with branches located in the towns of Wise, Coeburn, and Big Stone Gap. In addition, the libraries at Clinch Valley College and Mountain Empire Community College are open to the public. Together, these facilities maintain collections in excess of 478,000 volumes.

The Wise County Fairgrounds hosts the VA-KY District Fair.

Community Facilities

(continued)

Retail activity in the Norton/Wise County area is strong and growing. Eight shopping centers exist in the community with stores representing nearly every retail specialty. New shopping plazas in the town of Wise and Norton areas feature an array of national retail chains including department and discount stores. These new centers and area highway improvements have helped to reinforce established patterns of attracting shoppers from eastern Kentucky and adjoining Virginia counties. In fact, for the past several years, the city of Norton has ranked third in the Commonwealth of Virginia in Per Capita Retail Sales collected for all cities and counties. The newest regional shopping malls are located in Kingsport, Tennessee and Bristol, Tennessee.

VCU's (Virginia Commonwealth University) satellite dental clinic will be located across from the University of Virginia's College at Wise. VCU dental students will receive training at this clinic.

Lifestyle

Residents of the Norton/Wise County area have access to a rich variety of activities and recreational offerings. Each of the municipalities has its own inventory of facilities and programs for recreation. Organized athletics include baseball, swimming, basketball, dance, gymnastics, soccer, softball, tennis, and football. Many special interest classes are available throughout the community in areas such as arts, crafts, karate, aerobics, and special events. In addition to facilities operated by local towns and cities, other public providers such as the school systems, Mountain Empire Community College, the National Guard Armory, and University of Virginia's College at Wise make their facilities available for public recreational purposes. These facilities include gymnasiums, swimming pools, tennis courts, baseball fields, a walking track, and meeting rooms. The Wise County Recreational Authority operates three community centers and the Phillips Creek Recreation Area. The authority also distributes a portion of its budget to the towns to help support their recreation budgets.

Camp Bethel, located in the town of Wise, is a non-denominational church-affiliated camp that provides summer camping programs for all age groups. The camp features a family campground, gymnasium, softball field, picnic area, and a lake for swimming and canoeing.

The county affords plenty of opportunities for outdoor recreation in federal and state facilities. The Jefferson National Forest encompasses more than 33,000 acres in Wise County and provides many spots for hiking, fishing, swimming, camping, and picnicking. The observation tower at High Knob Mountain allows splendid panoramic views of Virginia, Kentucky, and Tennessee. Natural Tunnel State Park, about 20 miles south of Big Stone Gap, offers a visitor's center, swimming pool, hiking, picnicking, and a chair lift. In adjoining Dickenson County, Breaks Interstate Park provides a view of spectacular scenery along with camping, hiking, swimming, picnicking, boating, and overnight accommodation in the park lodge. A visitor's center and amphitheater also complement the park's facilities. The park has been rated as one of the top ten state parks in the nation.

Medical facilities offer excellent healthcare with three hospitals and a state-of-the-art cancer treatment center. Health Wagon provides individual healthcare in more remote areas not readily served.

Lifestyle

(continued)

A host of private recreational facilities and organizations help round out the leisure activities in Wise County. Hunting and fishing clubs, skating rinks, bowling alleys, and fitness centers are all available. The Lonesome Pine Country Club near Big Stone Gap features an 18-hole golf course, tennis courts, swimming pool, and clubhouse for members.

The community is also home to a full range of cultural amenities. The Pro-Art Association provides a diverse series of concerts in the public schools. Performances have included the Joffrey Ballet, the Richmond Ballet, and the Pittsburgh Opera Theatre among others. A complete slate of special festivals and planned events offer entertainment for everyone throughout the year.

Examples of such events would include the Home Craft Days, highlighting traditional Appalachian music, and crafts; the Lonesome Pine Arts/Crafts Show; the Doc Boggs Music Festival; Best Friend Festival, and the Wise Fall Fling. Wise County is also home to the longest running outdoor drama in the southeastern United States. The "Trail of the Lonesome Pine" sets to music the romantic story of a young mountain girl in the early days of the coal boom. The Southwest Virginia Museum is notable for its displays of Appalachian life and heritage.

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[City of Norton](#)

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[Wise County](#)

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