



# COMMUNITY PROFILE

**Harrisonburg/Rockingham, Virginia**



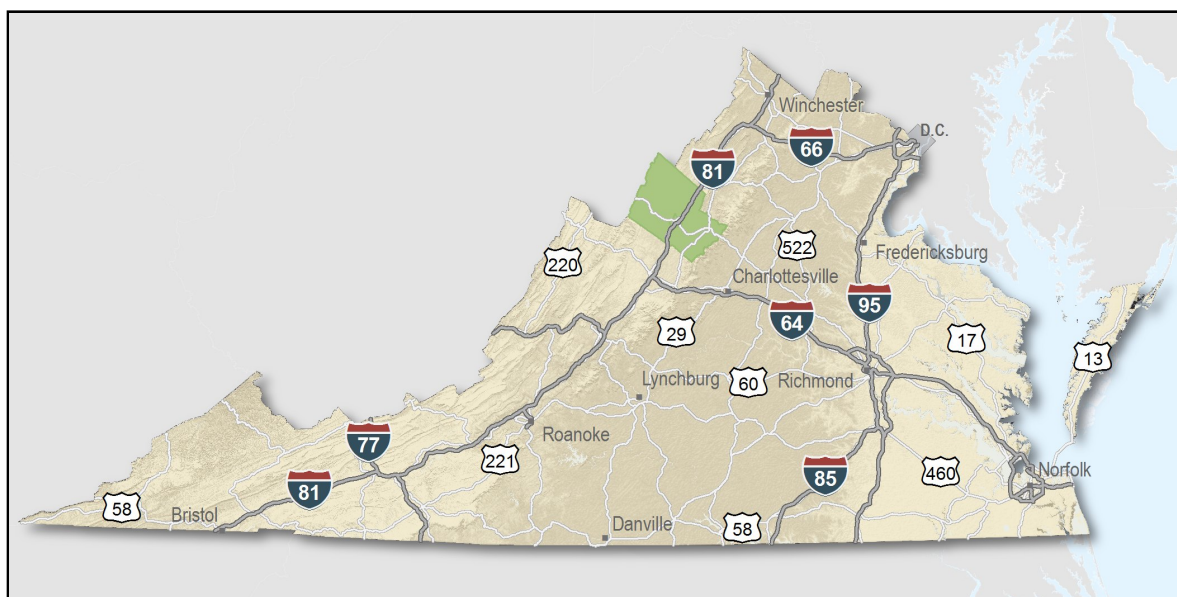
**VIRGINIA ECONOMIC  
DEVELOPMENT PARTNERSHIP**  
[www.YesVirginia.org](http://www.YesVirginia.org)

# 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.





# Harrisonburg/Rockingham

## Harrisonburg/Rockingham

The Harrisonburg MSA is a hub for technology development. When asked what attracted Serco to the Shenandoah Valley, the management team listed a highly skilled and professional workforce, James Madison University, affordable labor rates and a climate for technical innovation as key factors. Harrisonburg specializes in growing information technology businesses for health and security solutions. Come see why industry leaders Rosetta Stone, SRI International, Merck and MillerCoors are investing hundreds of millions in this thriving market.

The Harrisonburg/Rockingham County area is nestled in the heart of the historic and scenic Shenandoah Valley in west central Virginia. The area is bounded on the west by the Allegheny Mountains and on the east by the crest of the Blue Ridge Mountains.



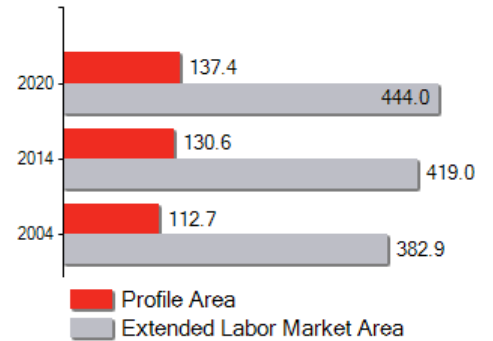
HARRISONBURG, VA Metropolitan Area - work & life in balance



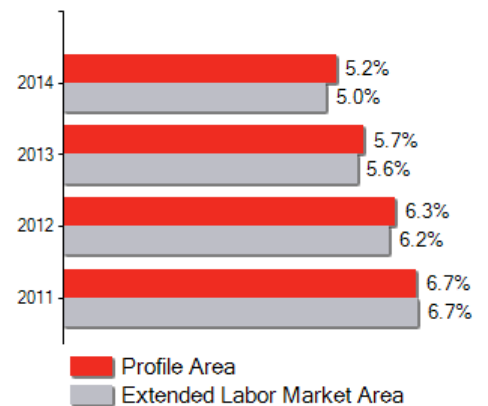
# Labor Market

Population		
<b>Gender Distribution (2014)</b>		
	<b>Male</b>	<b>Female</b>
Harrisonburg/Rockingham	48.5%	51.5%
<b>Race/Ethnicity (2014)</b>		
	<b>Profile Area</b>	<b>Extended Labor Area</b>
<b>Classification</b>		
White	118,451	363,890
Black	6,059	34,324
Asian	2,691	10,434
Two or More	2,484	8,672
American Indian or Alaska Native	807	1,457
Pacific Islander	157	207
Hispanic (may be of any race)	14,470	18,024
<b>Median Age (2013)</b>		
Harrisonburg		24 years
Rockingham		41 years

**Population in Thousands**



**Unemployment Rates**



# Labor Market

Civilian Labor Force (2014)	
Harrisonburg/Rockingham	64,921
Extended Labor Market Area	211,427
Total	276,348

Harrisonburg/Rockingham has a labor force of over 64,000. In addition, the surrounding area has an additional labor supply of over 200,000.

Labor Force Participation (2010-2014)	
Harrisonburg/Rockingham	61.9%
Extended Labor Market Area	59.9%

Unemployment	
<b>Unemployment Rate (December 2015)</b>	
Harrisonburg/Rockingham	3.9%
Extended Labor Market Area	3.9%
Statewide	3.9%
<b>Unemployed (2014)</b>	
Harrisonburg/Rockingham	3,344
Extended Labor Market Area	10,500
Total	13,844
<b>Underemployed (4th Quarter 2015)</b>	
Harrisonburg/Rockingham	5,257
Extended Labor Market Area	28,301
Total	33,558

# Labor Market

Commute Time (2010-2014)		
Worked from home	2,665	4.5%
Under 15 minutes	24,197	42.5%
15-24 minutes	18,050	31.7%
25-34 minutes	8,991	15.8%
35-44 minutes	1,798	3.2%
45-59 minutes	1,925	3.4%
Over 60 minutes	2,019	3.5%
Mean Travel Time to Work (minutes)		
Harrisonburg		15
Rockingham		22

The labor force participation rate in Harrisonburg/Rockingham is over 60 percent.

Additional Labor Resources	
High School Graduates Not Continuing (2013-2014)	246
Two-Year College Graduates (Spring 2014)	900
Two-Year College Enrollees (Fall 2014)	4,512
Other College and University Graduates (Spring 2014)	6,081
Total	11,739

# Labor Market

## Career Readiness Certificate (01/01/2014-12/31/2014)

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.

Harrisonburg/Rockingham	126
Extended Labor Market Area	1,987
Total	2,113

The current total population of Harrisonburg and Rockingham County is approximately 125,228.

## Educational Attainment

On-Time Graduation Rate (Class of 2014)	92.1%
Percentage of Harrisonburg/Rockingham population age 25+ who are high school graduates (2010-2014)	82.2%
Percentage of Harrisonburg/Rockingham population age 25+ who have earned a Bachelor's Degree or higher (2010-2014)	27.4%



# Labor Market

Employment by Sector* (2nd Qtr. 2015)		
Agriculture Forestry Fishing and Hunting	989	1.6%
Mining Quarrying and Oil and Gas Extraction	N.D.	N.D.
Utilities	N.D.	N.D.
Construction	3,209	5.3%
Manufacturing	9,820	16.1%
Wholesale Trade	2,339	3.8%
Retail Trade	6,791	11.1%
Transportation and Warehousing	3,337	5.5%
Information	1,041	1.7%
Finance and Insurance	1,078	1.8%
Real Estate and Rental and Leasing	942	1.5%
Professional Scientific and Technical Services	1,658	2.7%
Management of Companies and Enterprises	300	0.5%
Administrative and Support and Waste Management	1,786	2.9%
Educational Services	1,132	1.9%
Health Care and Social Assistance	6,911	11.3%
Arts Entertainment and Recreation	718	1.2%
Accommodation and Food Services	7,154	11.7%
Other Services	1,216	2.0%
Total Government	10,506	17.2%
Federal Government	341	0.6%
State Government	4,675	7.7%
Local Government	5,490	9.0%
Unclassified	N.D.	N.D.
Total	61,006	100.0%

N.D. - Not Disclosed

\*By Business Establishment

Per Capita Personal Income is over \$27,000.

# Labor Market

## Major Employers

### Manufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
ComSonics, Inc.	Telecommunications equipment	100 - 299
Georges, Inc.	Poultry processing	300 - 599
Graham Packaging Co.	Plastic bottles	300 - 599
Intrapac, Inc.	Aluminum extruded products	20 - 49
Merck & Company Inc.	Pharmaceuticals	1,000 - 1,499
MillerCoors Shenandoah Brewery	Malt beverages	300 - 599
Perdue Farms, Inc.	Poultry processing	600 - 999
Pilgrim's Pride Corporation	Poultry processing	1,500 - 2,499
R. R. Donnelley & Sons Company	Book printing	1,000 - 1,499
Tenneco Automotive Inc.	Motor vehicle parts	600 - 999
Valley Blox, Inc.	Concrete products	100 - 299
WhiteWave Foods	Milk, Soy Products	100 - 299

### NonManufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
James Madison University	Higher education	2,500 - 4,999
Jenzabar	software development	50 - 99
Marshalls	Retail distribution	600 - 999
Rockingham Mutual Insurance	Insurance Services	50 - 99
Rosetta Stone	Language Learning Software	300 - 599
Sentara/Rockingham Memorial Hospital	Health care	1,500 - 2,499
Serco	Patent Classification - Sciences	100 - 299
Wal Mart	Retail distribution	600 - 999

Businesses located in Harrisonburg are ideally located to create and develop partnerships with James Madison University or one of the eight other colleges and universities in the Shenandoah Valley region.

# 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>
3/1/2013	Reduction	Rosetta Stone Inc.	Language learning software	70

**Union Activity (1/2013 - 4/2015)**

Elections won by company	2
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# Labor Market

## Estimated Earnings (May 2013)

<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
Machinists	\$18.43	\$17.60	\$38,336.00	\$36,609.00
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
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 (2013)

\$34,166

## Median Family Income (2009-2013)

Rockingham	\$60,869
Harrisonburg	\$53,588

# Education

Public School Enrollment (Fall 2014)		
<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	20	8,132
Middle	6	4,272
High School	5	5,096

Student Teacher Ratio (FY2014)	
Elementary	13:1
Secondary	10:1

Per Pupil Expenditure (FY 2014)
\$10,598.39

On-Time Graduation Rate (Class of 2014)
92.1%

High School Graduates Continuing Education (2013-2014)
79.9%

### Advanced Programs (2013-2014)

#### Governor's Schools

Massanutten Governor's School for Integrated Environmental Science & Technology

Governor's School Enrollment	40
Students taking 1 or more Advanced Placement (AP) Courses	805
Students taking 1 or more AP Exams	580
Students taking 1 or more Dual Enrollment Courses	210

Rockingham County is home to 14 elementary, four middle, three high schools, a technical center, and an alternative education center. The student enrollment of approximately 11,400 is supported by over 1,850 full-time employees.

# Education

## Workforce Development Facilities

<i>Facility</i>	<i>Type</i>
Prince William SkillSource Center	Comprehensive Center
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

The region is also home to many diverse options for higher education and technical training, such as - James Madison University (JMU), Eastern Mennonite University (EMU), Bridgewater College, Blue Ridge Community College, and Massanutten Technical Center.

## Higher Education Facilities — Fall 2014

<i>Facility</i>	<i>Enrollment</i>
James Madison University	20,855
Blue Ridge Community College	4,388
Bridgewater College	1,785
Mary Baldwin College	1,755
Eastern Mennonite University	1,695
American National University - Harrisonburg Campus	124
Lord Fairfax Community College - Luray-Page County Center	†

† Enrollment figures are not available.



# Transportation

Interstates	
Name	Distance
I-81	0.0 miles (0.0 km.)
I-64	11.0 miles (17.7 km.)
I-66	33.1 miles (53.2 km.)

Note: Measured from border of locality/region.

Highways				
Highway 11	Highway 211	Highway 256	Highway 257	Highway 259
Highway 276	Highway 290	Highway 33	Highway 340	Highway 42
Highway 48				

Commercial Air Service	
<i>Shenandoah Valley Regional Airport, Weyers Cave -- 15.1 miles (24.2 km.)</i>	
Silver Airways	
<i>Charlottesville-Albemarle Airport, Charlottesville -- 46.2 miles (74.4 km.)</i>	
American Airlines	Delta Connection
US Airways Express	United Airlines

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

Interstate 81 runs north-south and meets east-west Interstate 64 near Staunton to the south in adjacent Augusta County.

# Transportation

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

Rail service includes Norfolk Southern and the Shenandoah Valley Short Line.

Freight Rail Service
Chesapeake & Western Railroad
Norfolk Southern Railway Company
Shenandoah Valley Railroad

Seaports	
<i>Name</i>	<i>Distance</i>
Port of Virginia (Inland Port Front Royal)	64.0 miles (103.0 km)
Port of Virginia	208.0 miles (334.7 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	113.7 miles (183.0 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	Shenandoah Valley Electric Cooperative
Electric	Dominion Virginia Power
Electric	Harrisonburg Electric Commission
Natural Gas	Columbia Gas of Virginia
Telecommunications	nTelos
Telecommunications	Shenandoah Telecommunications
Telecommunications	Verizon South
Telecommunications	Level 3 Communications
Telecommunications	Lumos Networks
Water	City of Harrisonburg
Water	Rockingham County
Water	Town of Bridgewater
Water	Town of Broadway
Water	Town of Elkton
Water	Food Processors Water Cooperative
Waste Water Treatment	Harrisonburg-Rockingham Regional Sewer Authority
Waste Water Treatment	Town of Broadway
Waste Water Treatment	Town of Elkton
Waste Water Treatment	Town of Timberville
Waste Water Treatment	City of Harrisonburg
Waste Water Treatment	Town of Bridgewater
Waste Water Treatment	Town of Dayton
Solid Waste Disposal	Harrisonburg-Rockingham Landfill

Shenandoah Valley Electric Cooperative, Dominion Virginia Power, and Harrisonburg Electric Commission provide electric service to the area.

# Financial Institutions

Financial Institutions — 2nd Qtr 2015 Assets	
<i>Bank</i>	<i>Assets (millions)</i>
Bank of America, N.A.	\$1,606,232.0
Wells Fargo Bank, N.A.	\$1,553,871.0
Branch Banking and Trust Company	\$186,642.9
SunTrust Bank	\$184,222.9
First-Citizens Bank & Trust Co.	\$30,803.5
Union Bank & Trust Co.	\$7,476.6
United Bank	\$7,394.9
Carter Bank & Trust	\$4,796.7
WoodForest National Bank	\$4,443.5
Summit Community Bank, Inc.	\$1,472.5
The First Bank and Trust Co.	\$1,419.3
First Bank - Strasburg	\$695.2
Farmers & Merchants Bank	\$648.1
Pendleton Community Bank, Inc.	\$268.0
Blue Ridge Bank	\$247.5
Pioneer Bank	\$170.9

Harrisonburg/Rockingham is served by numerous banking institutions with expertise in business lending including Bank of America, Wells Fargo, and SunTrust Bank.

# Government and Taxes

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## Government

Rockingham County has a County Administrator and a five-member Board of Supervisors. Harrisonburg has a City Manager and a five-member City Council.

Both Rockingham County and Harrisonburg have comprehensive plans and zoning and subdivision ordinances.

Harrisonburg serves as the county seat. Bridgewater, Broadway, Dayton, Elkton, Grottoes, Mount Crawford, and Timberville are incorporated towns within the county.

Virginia's tax rates are historically low. Localities collect a 1 percent 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.

# Community Facilities

Sentara RMH Medical Center is a 238-bed community hospital providing excellence through healthcare services since 1912. Serving a seven-county area with a population of close to 218,000, Sentara RMH admits more than 19,000 inpatients, nearly 241,000 outpatients and delivers close to 1,700 babies annually. The hospital is complemented by East Rockingham Health Center; Mt. Jackson Medical Center; and the RMH Wellness Center, a medically based wellness facility. Sentara RMH offers a regional Cancer Center, Ambulatory Surgery Center, Home Health Care, Family Birthplace, a hospice program, plus a number of other diversified health services.

There are more than 220 physicians, 1,180 health care workers, and over 600 volunteers associated with Sentara RMH.

In addition to hospital services, Rockingham County and Harrisonburg jointly maintain health departments and clinics to serve the health needs of area residents.

Massanutten Regional Library, with 175,000 volumes, has an annual circulation of 560,000. Libraries at James Madison University, Bridgewater College, Eastern Mennonite University, and Blue Ridge Community College are also open to the public and issue off-campus borrowers' cards to residents of the area.

The Harrisonburg Rockingham MSA was rated No. 2 "Most Secure Place to Live" by Spering's Best Places.



# Community Facilities

**(continued)**

The Rockingham County/Harrisonburg City area serves as the major retail and service center in the Shenandoah Valley. A regional mall with over 90 retail outlets is located in Harrisonburg. Six additional shopping centers are conveniently located throughout the area for residents' shopping needs along with a variety of shops and services in the Harrisonburg downtown central business district.

There are over 200 places of worship in the Rockingham County/Harrisonburg City area. These facilities represent a diversity of denominations and faiths.

Numerous cultural and recreational opportunities are available to the residents of the Rockingham County/Harrisonburg City area. The Shenandoah National Park, Skyline Drive, George Washington National Forest, Grand Caverns Regional Park, and Natural Chimneys Regional Park offer scenic views, hiking, skiing, picnicking, camping, swimming, fishing, and other outdoor activities for residents as well as visitors. Massanutten Four-Season Resort offers skiing, golf, hiking, mountain biking and an indoor/outdoor water park.

# Lifestyle

Numerous cultural and recreational opportunities are available to the residents of the Rockingham County/Harrisonburg City area. The Shenandoah National Park, Skyline Drive, George Washington National Forest, Grand Caverns Regional Park, and Natural Chimneys Regional Park offer scenic views, hiking, skiing, picnicking, camping, swimming, fishing, and other outdoor activities for residents as well as visitors. Massanutten Four-Season Resort offers skiing, golf, hiking, mountain biking and an indoor/outdoor water park.

James Madison University, Bridgewater College and Eastern Mennonite University sponsor lectures, concerts, art exhibits and numerous athletic events which can be attended by the general public. Many of these events are free. Two planetariums, at Bridgewater College and James Madison University, are also open to the public throughout the year. James Madison University also offers programs and activities through their theaters and galleries.

Explore More Discovery Museum, a hands-on learning environment for children ages 1-12 and their families, is a regional attraction located in Harrisonburg's thriving downtown Arts & Cultural District. Annual attendance exceeds 60,000 visitors.

[Shenandoah Valley Profile](#)

[Harrisonburg MSA Profile](#)

[City of Harrisonburg](#)

[Rockingham County](#)

[Shenandoah Valley Partnership](#)

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