



# COMMUNITY PROFILE

**City of Norton/Wise, Virginia**



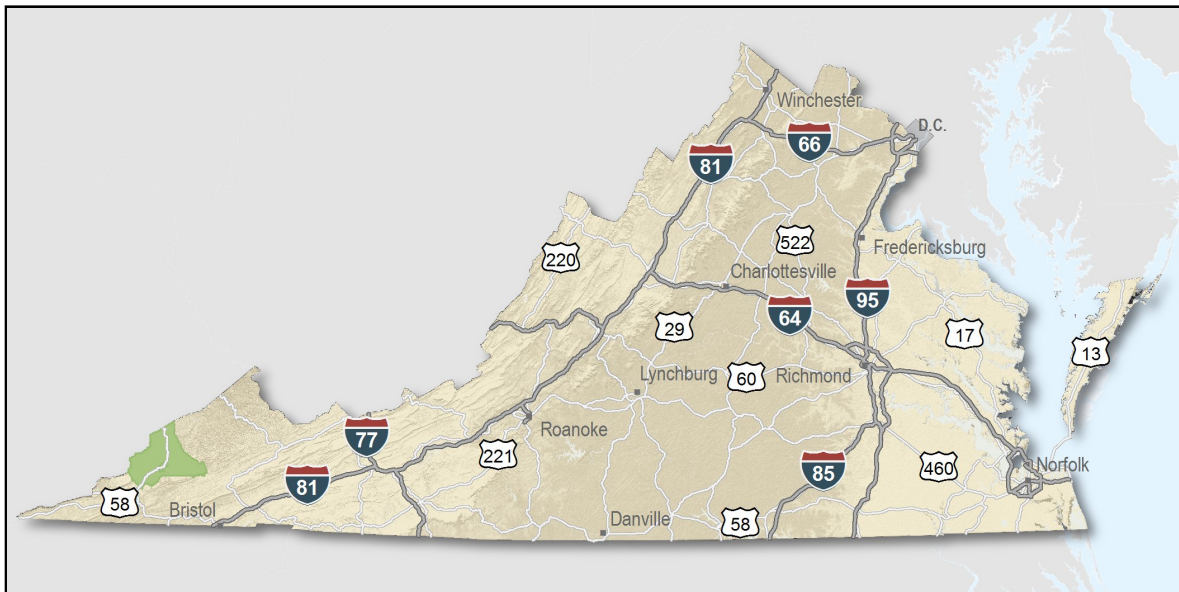
**VIRGINIA ECONOMIC  
DEVELOPMENT PARTNERSHIP**  
[www.YesVirginia.org](http://www.YesVirginia.org)

# 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 37 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.

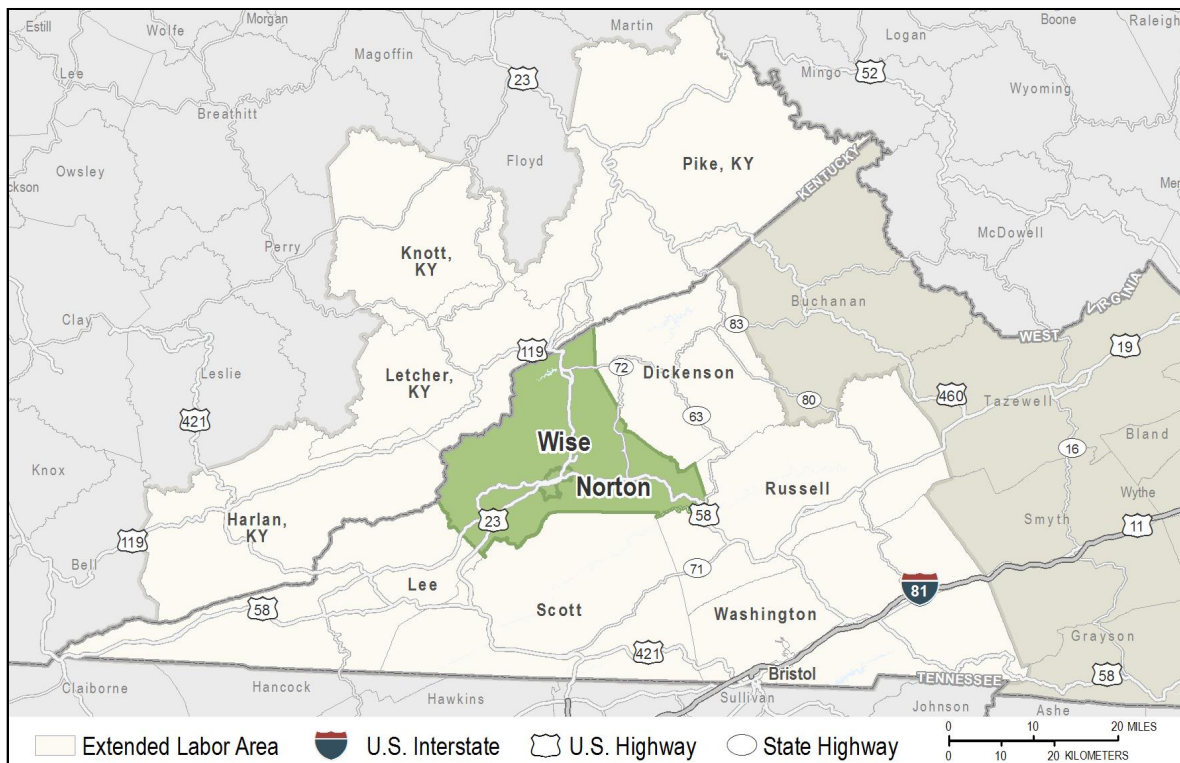


# Location

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.

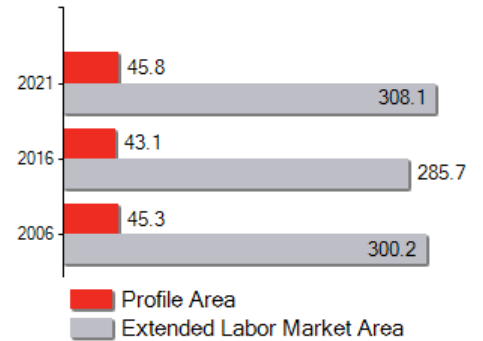
The Virginia City Hybrid Energy Center will help meet the nation's electrical energy needs using the latest advancements in clean-coal technology.



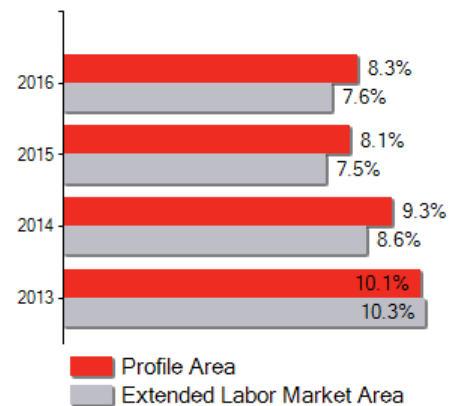
# Labor Market

Population		
<b>Gender Distribution (2016)</b>		
	<b>Male</b>	<b>Female</b>
City of Norton/Wise	51.7%	48.3%
<b>Race/Ethnicity (2016)</b>		
	<b>Profile Area</b>	<b>Extended Labor Area</b>
<b>Classification</b>		
White	39,810	276,497
Black	2,458	4,516
Two or More	510	2,666
Asian	225	1,174
American Indian or Alaska Native	85	683
Pacific Islander	4	125
Hispanic (may be of any race)	633	3,410
<b>Median Age (2016)</b>		
Norton		40 years
Wise		41 years

**Population in Thousands**



**Unemployment Rates**



# Labor Market

<b>Civilian Labor Force (2016)</b>	
City of Norton/Wise	14,712
Extended Labor Market Area	106,443
Total	121,155

<b>Labor Force Participation (2012-2016)</b>	
City of Norton/Wise	47.7%
Extended Labor Market Area	47.9%

<b>Unemployment</b>	
<b>Unemployment Rate (January 2018)</b>	
City of Norton/Wise	6.3%
Extended Labor Market Area	5.3%
Statewide	3.7%
<b>Unemployed (2017)</b>	
City of Norton/Wise	1,155
Extended Labor Market Area	8,175
Total	9,330
<b>Underemployed (4th Quarter 2017)</b>	
City of Norton/Wise	1,720
Extended Labor Market Area	12,155
Total	13,875

"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

Commute Time (2012-2016)		
Worked from home	348	2.3%
Under 15 minutes	5,658	39.0%
15-24 minutes	4,118	28.4%
25-34 minutes	2,138	14.8%
35-44 minutes	712	4.9%
45-59 minutes	786	5.4%
Over 60 minutes	1,066	7.4%
Mean Travel Time to Work (minutes)		
Norton		15
Wise		23

Additional Labor Resources	
High School Graduates Not Continuing (2016-2017)	64
Two-Year College Graduates (Spring 2017)	683
Two-Year College Enrollees (Fall 2017)	2,684
Other College and University Graduates (Spring 2017)	278
Total	3,709

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

## Career Readiness Certificate (01/01/2016-08/31/2017)

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 Workkeys® 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.

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

City of Norton/Wise	90
Extended Labor Market Area	2,062
Total	2,152

## Educational Attainment

On-Time Graduation Rate (Class of 2017)	95.9%
Percentage of City of Norton/Wise population age 25+ who are high school graduates (2012-2016)	75.9%
Percentage of City of Norton/Wise population age 25+ who have earned a Bachelor's Degree or higher (2012-2016)	14.7%



# Labor Market

## Employment by Sector\* (3rd Qtr. 2017)

Agriculture Forestry Fishing and Hunting	N.D.	N.D.
Mining Quarrying and Oil and Gas Extraction	415	2.8%
Utilities	180	1.2%
Construction	343	2.3%
Manufacturing	424	2.9%
Wholesale Trade	358	2.4%
Retail Trade	2,503	17.0%
Transportation and Warehousing	221	1.5%
Information	230	1.6%
Finance and Insurance	310	2.1%
Real Estate and Rental and Leasing	104	0.7%
Professional Scientific and Technical Services	552	3.8%
Management of Companies and Enterprises	50	0.3%
Administrative and Support and Waste Management	898	6.1%
Educational Services	N.D.	N.D.
Health Care and Social Assistance	2,752	18.7%
Arts Entertainment and Recreation	34	0.2%
Accommodation and Food Services	1,337	9.1%
Other Services	225	1.5%
Total Government	3,646	24.8%
Federal Government	224	1.5%
State Government	2,107	14.3%
Local Government	1,315	9.0%
Unclassified	20	0.1%
Total	14,685	100.0%

N.D. - Not Disclosed

\*By Business Establishment

"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

## Major Employers

### Manufacturing

<i>Company</i>	<i>Product/Service</i>
Buchanan Pump Service & Supply Co., Inc.	Custom pumps
Mullican Lumber	Hardwood flooring
Pepsi Cola Bottling Company	Soft drinks

### NonManufacturing

<i>Company</i>	<i>Product/Service</i>
A&G Coal Corporation	Coal mining
AT&T	Telecommunications
Crutchfield Corporation	Customer service - Electronics
LogistiCare	Transportation logistics
Mountain Empire Community College	Higher education
Norton Community Hospital	Health care
Sykes Enterprises, Inc.	Customer service
Telemed, Inc.	Medical profession information
UVA College at Wise	Higher education
Verizon Communications	Telecommunications
Wellmont Health System	Health care

"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

**Closings, Reductions, Layoffs (1/2015 to date)**

<i>Date</i>	<i>Type</i>	<i>Company</i>	<i>Product/Service</i>	<i>Employees Affected</i>
9/6/2015	Reduction	Alpha Natural Resources	Coal mining	165

**Union Activity (10/1/2015 - 10/1/2017)**

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 2016)

<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	\$10.05	\$11.27	\$20,902.50	\$23,436.19
Industrial Truck and Tractor Operators	\$11.55	\$11.76	\$24,028.51	\$24,447.49
Heavy and Tractor-Trailer Truck Drivers	\$16.31	\$17.13	\$33,942.41	\$35,619.33
Welders, Cutters, Solderers, and Brazers	\$16.63	\$17.81	\$34,580.97	\$37,052.88
First-Line Supervisors of Production and Operating Workers	\$25.21	\$26.26	\$52,424.41	\$54,618.35
Maintenance and Repair Workers, General	\$14.07	\$14.96	\$29,270.82	\$31,117.46
Industrial Machinery Mechanics	\$16.88	\$17.33	\$35,104.10	\$36,043.83
Bus and Truck Mechanics and Diesel Engine Specialists	\$17.92	\$19.47	\$37,270.95	\$40,495.86
Office Clerks, General	\$13.21	\$14.08	\$27,485.80	\$29,284.97
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$12.74	\$13.78	\$26,505.55	\$28,682.52
Receptionists and Information Clerks	\$11.60	\$12.09	\$24,129.47	\$25,155.67
Customer Service Representatives	\$11.34	\$12.07	\$23,603.60	\$25,094.40
Bookkeeping, Accounting, and Auditing Clerks	\$15.46	\$16.38	\$32,151.18	\$34,071.86
First-Line Supervisors of Office and Administrative Support Workers	\$21.24	\$22.23	\$44,183.75	\$46,235.12
Medical and Clinical Laboratory Technicians	\$17.00	\$16.72	\$35,365.38	\$34,772.98
Computer User Support Specialists	\$18.28	\$19.09	\$38,013.43	\$39,694.41
Software Developers, Applications	\$29.31	\$31.11	\$60,947.66	\$64,712.65
Computer Systems Analysts	\$26.66	\$27.68	\$55,450.04	\$57,569.50
Accountants and Auditors	\$28.17	\$32.67	\$58,607.04	\$67,959.23
Human Resources Specialists	\$19.35	\$23.01	\$40,241.45	\$47,859.94

## Median Family Income (2012-2016)

Wise	\$45,866
Norton	\$43,500

# Education

Public School Enrollment (Fall 2017)		
<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	3	1,918
Combined	3	1,181
Middle	3	1,461
High School	4	2,066

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

Student Teacher Ratio (FY 2016)	
Elementary	14:1
Secondary	11:1

Per Pupil Expenditure (FY 2016)
\$9,061.39

On-Time Graduation Rate (Class of 2017)
95.9%

High School Graduates Continuing Education (2016-2017)
85.6%

Advanced Programs (2016-2017)	
Governor's Schools	
A. Linwood Holton Governor's School	
Governor's School Enrollment	59
Students taking 1 or more Advanced Placement (AP) Courses	33
Students taking 1 or more AP Exams	26
Students taking 1 or more Dual Enrollment Courses	368

# Education

Workforce Development Facilities	
<i>Facility</i>	<i>Type</i>
Appalachian Workforce Center and Business Incubator	Comprehensive Center
Bluestone Workforce Training Center	Satellite Center
Dickenson Center for Education and Research	Satellite Center
Pioneer Center for Business Opportunity	Satellite Center
Southwest Virginia Alliance for Manufacturing Center of Excellence	Center of Excellence
SWCC Booth Center	Satellite Center
The Castle Building	Satellite Center
Wise County Career-Technical Center	Career and Technical Center

Mountain Empire Community College offers two-year degree programs in technical and occupational subjects. Wise County Skills Center, operated by Workforce Development is also available for training.

Higher Education Facilities — Fall 2017	
<i>Facility</i>	<i>Enrollment</i>
Mountain Empire Community College	2,684
University of Virginia's College at Wise	2,095

# 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 283
Highway 63	Highway 72	Highway 74	Highway 83	

Commercial Air Service		
<i>Tri-Cities Regional Airport, Blountville, TN -- 63.1 miles (101.5 km.)</i>		
American Airlines	Delta Connection	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
Telecommunications	Verizon South
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 2016 Assets	
<i>Bank</i>	<i>Assets (millions)</i>
Wells Fargo Bank, N.A.	\$1,727,235.0
Bank of America, N.A.	\$1,677,490.0
Branch Banking and Trust Company	\$214,433.0
WoodForest National Bank	\$4,854.5
Carter Bank & Trust	\$4,505.5
The First Bank and Trust Co.	\$1,646.9
New Peoples Bank, Inc.	\$634.1
TruPoint Bank	\$436.0
Powell Valley National Bank	\$273.9
Farmers and Miners Bank	\$135.4
Miners Exchange Bank	\$109.5

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](#)*

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.

# 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 Pro-Art Association provides a diverse series of concerts in public schools. Performances have included the Jeoffrey Ballet, the Richmond Ballet, and the Pittsburg Opera Theatre.

# Community Facilities

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**(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.

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

# 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.

Local cultural events include the Lonesome Pine Arts/Crafts Show, the Doc Boggs Music Festival, Best Friend Festival, and the Wise Fall Fling.

# Lifestyle

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**(continued)**

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

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.

[Virginia's e-Region Profile](#)

[Big Stone Gap MPSA Profile](#)

[City of Norton](#)

[Virginia Coalfield Economic Development Authority](#)

[Wise County](#)