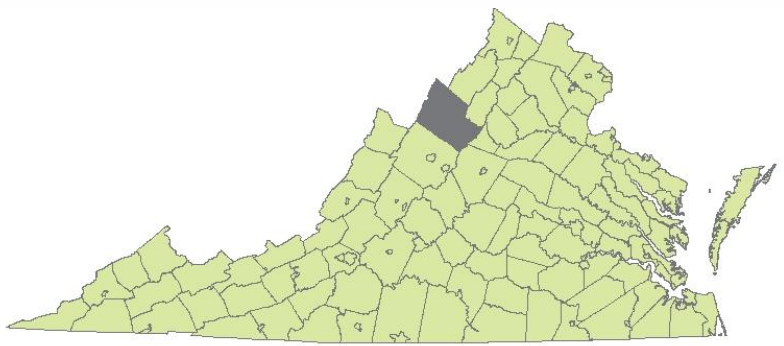




Community Profile

Harrisonburg/Rockingham, Virginia

Harrisonburg/Rockingham

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.

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.

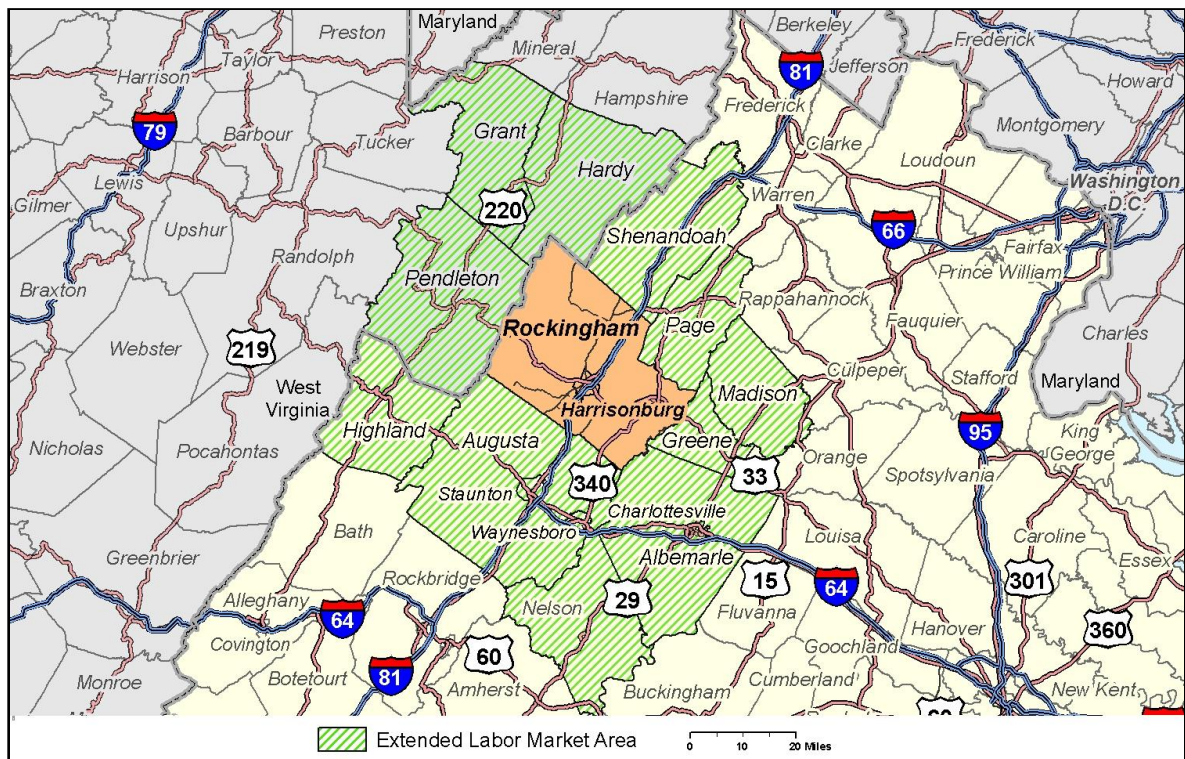


Location

Harrisonburg provides companies the ability to connect and interact with similar firms in a growing technology cluster.

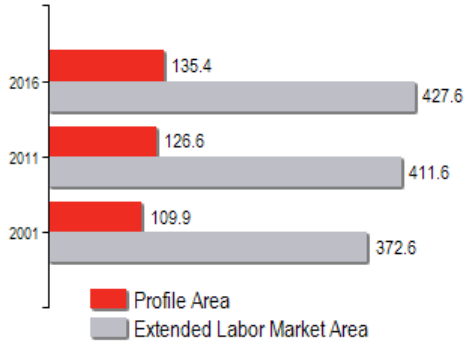
The Harrisonburg/Rockingham County MSA is nestled in the heart of the historic and scenic Shenandoah Valley in west central Virginia. The area is bounded on the west by the Allegheny Mountains and on the east by the crest of the Blue Ridge Mountains. I-81 is the major transportation route providing one-day access to two-thirds of the U.S. population.

Roanoke is 110 miles to the south; Washington, D.C. is 125 miles to the northeast; and Richmond, the state capital, is 131 miles southeast.

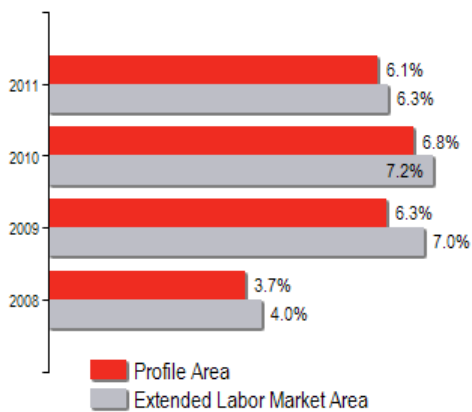


Labor Market Data

Population in Thousands



Unemployment Rates



Population

Gender Distribution (2011)	Male	Female
Harrisonburg/Rockingham	48.2%	51.8%

Race/Ethnicity (2011)

Classification	Profile Area	Extended Labor Area
White	115,717	359,161
Black	5,237	33,743
Asian	2,528	9,487
Two or More	2,165	7,661
American Indian or Alaska Native	782	1,358
Pacific Islander	133	199
Hispanic (may be of any race)	12,321	16,864

Median Age (2011)

Harrisonburg	23 years
Rockingham	41 years

Labor Market Data

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.

Civilian Labor Force 2011	
Harrisonburg/Rockingham	69,093
Extended Labor Market Area	215,104
Total	284,197

Labor Force Participation (2006-2010)	
Harrisonburg/Rockingham	60.0%
Extended Labor Market Area	62.0%

Unemployment	
Unemployment Rate (September 2012)	
Harrisonburg/Rockingham	5.6%
Extended Labor Market Area	5.6%
Statewide	5.6%
Unemployed (2011)	
Harrisonburg/Rockingham	4,248
Extended Labor Market Area	13,629
Total	17,877
Underemployed (2nd Quarter 2012)	
Harrisonburg/Rockingham	6,897
Extended Labor Market Area	24,769
Total	31,666

Labor Market Data

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

Commute Time (2006-2010)		
Worked from home	2,391	4.2%
Under 15 minutes	20,360	37.8%
15-24 minutes	18,693	34.7%
25-34 minutes	8,739	16.2%
35-44 minutes	1,919	3.6%
45-59 minutes	2,185	4.1%
Over 60 minutes	1,989	3.7%
Mean Travel Time to Work (minutes)		
Harrisonburg		16
Rockingham		22

Additional Labor Resources	
High School Graduates Not Continuing (2010-2011)	299
Two-Year College Graduates (Spring 2011)	888
Two-Year College Enrollees (Fall 2011)	4,836
Other College and University Graduates (Spring 2011)	5,674
Total	11,697

Labor Market Data

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

Career Readiness Certificate (01/01/2011-12/31/2011)

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	37
Extended Labor Market Area	349
Total	386

Educational Attainment

On-Time Graduation Rate (Class of 2011)	87.3%
Percentage of Harrisonburg/Rockingham population age 25+ who are high school graduates (2006-2010)	77.8%
Percentage of Harrisonburg/Rockingham population age 25+ who have earned a Bachelor's Degree or higher (2006-2010)	25.2%

Labor Market Data

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

Employment by Sector* (1st Qtr. 2012)

Agriculture Forestry Fishing and Hunting	795	1.3%
Mining Quarrying and Oil and Gas Extraction	58	0.1%
Utilities	34	0.1%
Construction	2,996	5.0%
Manufacturing	10,532	17.7%
Wholesale Trade	2,162	3.6%
Retail Trade	7,345	12.4%
Transportation and Warehousing	2,579	4.3%
Information	1,397	2.4%
Finance and Insurance	1,067	1.8%
Real Estate and Rental and Leasing	665	1.1%
Professional Scientific and Technical Services	1,410	2.4%
Management of Companies and Enterprises	313	0.5%
Administrative and Support and Waste Management	1,776	3.0%
Educational Services	1,099	1.9%
Health Care and Social Assistance	6,602	11.1%
Arts Entertainment and Recreation	618	1.0%
Accommodation and Food Services	6,841	11.5%
Other Services	1,108	1.9%
Total Government	9,985	16.8%
Federal Government	338	0.6%
State Government	4,439	7.5%
Local Government	5,208	8.8%
Unclassified	0	0
Total	59,382	100.0%

N.D. - Not Disclosed

*By Business Establishment

Employment by Occupation* (1st Qtr. 2012)

Construction, Extraction & Maintenance	4,210	8.3%
Farming, Fishing & Forestry	431	0.8%
Managerial, Professional & Related	11,323	22.2%
Production, Transportation & Material Moving	10,608	20.8%
Sales & Office	13,854	27.2%
Service	10,576	20.7%
Total	51,002	100%

*By Business Establishment

Labor Market Data

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

Major Employers

Manufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Banta Corporation	Book publishing & printing	300 - 599
ComSonics, Inc.	Telecommunications equipment	100 - 299
Georges, Inc.	Poultry processing	300 - 599
Graham Packaging Co.	Plastic bottles	300 - 599
Intrapac, Inc.	Aluminum extruded products	300 - 599
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
Marshalls	Retail distribution	600 - 999
Rockingham Memorial Hospital	Health care	1,500 - 2,499
Wal Mart	Retail distribution	600 - 999

Union Activity (2/2007 - 2/2012)

Petitions filed for representation	1
Petitions filed for decertification	1
Elections won by company	1

Labor Market Data

Estimated Earnings (May 2010)				
Occupation	Median Wage	Mean Wage	Median Salary	Mean Salary
Office Clerks, General	\$12.32	\$12.52	\$25,629.26	\$26,045.81
Laborers and Freight, Stock, and Material Movers, Hand	\$11.76	\$12.66	\$24,444.01	\$26,332.57
Heavy and Tractor-Trailer Truck Drivers	\$18.11	\$18.57	\$37,655.86	\$38,624.95
Stock Clerks and Order Fillers	\$11.98	\$12.91	\$24,920.10	\$26,860.63
Meat, Poultry, and Fish Cutters and Trimmers	\$10.62	\$10.57	\$22,082.64	\$21,991.74
Maintenance and Repair Workers, General	\$16.20	\$16.91	\$33,684.33	\$35,182.31
Elementary School Teachers, Except Special Education	\$22.44	\$23.03	\$46,668.43	\$47,907.70
Bookkeeping, Accounting, and Auditing Clerks	\$15.51	\$15.74	\$32,268.72	\$32,736.08
General and Operations Managers	\$36.09	\$41.35	\$75,062.73	\$86,010.68
First-Line Supervisors of Office and Administrative Support Workers	\$20.11	\$20.95	\$41,816.96	\$43,580.71
Carpenters	\$16.26	\$16.61	\$33,821.46	\$34,547.07
Secondary School Teachers, Except Special and Career/Technical Education	\$22.76	\$23.62	\$47,338.77	\$49,127.71
Teacher Assistants	\$8.95	\$9.66	\$18,620.52	\$20,088.99
Receptionists and Information Clerks	\$11.17	\$11.52	\$23,226.45	\$23,966.09
Licensed Practical and Licensed Vocational Nurses	\$17.97	\$18.41	\$37,382.00	\$38,286.61
Light Truck or Delivery Services Drivers	\$13.35	\$15.81	\$27,761.40	\$32,877.23
Industrial Truck and Tractor Operators	\$13.46	\$13.96	\$27,988.23	\$29,051.50
First-Line Supervisors of Production and Operating Workers	\$23.22	\$25.33	\$48,299.21	\$52,682.61
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$23.97	\$26.72	\$49,856.50	\$55,577.89
Customer Service Representatives	\$13.47	\$13.94	\$28,016.82	\$28,985.06

Per Capita Personal Income (2010)

\$30,451

Median Family Income (2006-2010)

Harrisonburg	\$53,529
Rockingham	\$58,067

Education

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.

Public School Enrollment (Fall 2011)		
Level	Number	Enrollment
Elementary	20	8,002
Middle	6	4,039
High School	5	4,812

Student Teacher Ratio (2010-2011)	
Elementary	13:1
Secondary	10:1

Per Pupil Expenditure (FY 2011)
\$10,319.20

On-Time Graduation Rate (Class of 2011)
87.3%

High School Graduates Continuing Education (2010-2011)
74.2%

Advanced Programs (2010-2011)

Governor's Schools

Massanutten Governor's School for Integrated Environmental Science & Technology

Governor's School Enrollment	27
Students taking 1 or more Advanced Placement (AP) Courses	557
Students taking 1 or more AP Exams	465
Students taking 1 or more college courses	333

Education

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.

Workforce Development Facilities

Facility	Type
Career Café Job Resource Center	Comprehensive Center
Fisherville Workforce Center	VEC Workforce Center
Harrisonburg Workforce Center	VEC Workforce Center
Massanutten Technical Center	Career and Technical Center
Reemploy Virginia - Fisherville	Reemployment Center
Winchester Workforce Center VEC	Comprehensive Center
Workforce Job Center	Satellite Center

Higher Education Facilities — Fall 2011

Facility	Enrollment
James Madison University	19,722
Blue Ridge Community College	4,836
Mary Baldwin College	1,786
Bridgewater College	1,648
Eastern Mennonite University	1,521
Lord Fairfax Community College - Luray-Page County Center	†
National College - Harrisonburg Campus	†

† Enrollment figures are not available.

Transportation

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

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				

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

Commercial Air Service

Shenandoah Valley Regional Airport, Weyers Cave -- 15.1 miles (24.2 km.)

United Airlines	
-----------------	--

Charlottesville-Albemarle Airport, Charlottesville -- 46.2 miles (74.4 km.)

American Eagle	Delta Connection	United Express
US Airways Express		

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

Transportation

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

Freight Rail Service

Chesapeake & Western Railroad

Norfolk Southern Railway Company

Shenandoah Valley Railroad

Seaports

Name	Distance
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

Name	Distance
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

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

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

Financial Institutions

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

Financial Institutions — 4th Qtr 2011 Assets

<i>Bank</i>	<i>Assets (millions)</i>
Bank of America, N.A.	\$1,451,969.3
Wells Fargo Bank, N.A.	\$1,161,490.0
SunTrust Bank	\$171,291.7
Branch Banking and Trust Company	\$168,867.6
First-Citizens Bank & Trust Co.	\$20,566.4
Carter Bank & Trust	\$3,970.4
Union First Market Bank	\$3,888.6
United Bank	\$3,634.1
StellarOne Bank	\$2,911.7
Summit Community Bank, Inc.	\$1,442.6
The First Bank and Trust Co.	\$1,247.0
Farmers & Merchants Bank	\$566.0
Community Bank	\$511.2
Pendleton Community Bank, Inc.	\$253.5
Blue Ridge Bank	\$198.9
Pioneer Bank	\$164.5

Harrisonburg/Rockingham

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.

Government

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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.

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 (Harrisonburg) [pdf](#)

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

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

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

Harrisonburg/Rockingham

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

Rockingham Health Care, Inc. is composed of Rockingham Memorial Hospital (RMH), a full-accredited, not-for-profit, 266-bed regional healthcare facility; East Rockingham Health Center; Mt. Jackson Medical Center; and the RMH Wellness Center, a medically based wellness facility. 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 RMH.

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

The Rockingham Public 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 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 trade district.

Harrisonburg/Rockingham

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Community Facilities (continued)

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

Harrisonburg/Rockingham

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

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.

[Shenandoah Valley Profile](#)

[Harrisonburg MSA Profile](#)

[City of Harrisonburg](#)

[Rockingham County](#)

[Shenandoah Valley Partnership](#)