



# Community Profile

Emporia/Greensville, Virginia

## Emporia/Greensville

Progress. Livability. Productivity. Welcome to Virginia's Business Crossroads - the Emporia-Greensville Region.

The Emporia-Greensville Region has turned its strategic East Coast location at the crossroads of Interstate 95 and U.S. Routes 58 and 301 into a rapidly emerging commerce and industry center. Coupled with its central location and prime access, this community's pro-business environment offers ready-to-go sites and buildings, low operating costs, advanced broadband connectivity, and a population in excess of 1.9 million within 60 miles with a wage-friendly, dedicated workforce of 950,000. Discover the Emporia-Greensville Region at [www.greensvillecountyva.gov](http://www.greensvillecountyva.gov) or [www.ci.emporia.va.us](http://www.ci.emporia.va.us).



### Location

Emporia/Greensville is located 65 miles south of Richmond, 80 miles west of Norfolk and 95 miles northeast of Raleigh, North Carolina.

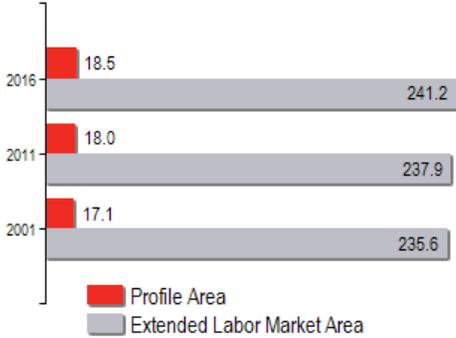
The city of Emporia and Greensville County consist of 300 square miles located on the banks of the Meherrin River in Southside Virginia just north of the North Carolina state line. The community is directly connected to the entire Eastern Seaboard by interstate highways and rail service.

Richmond, the state capital, is 65 miles to the north; the port of Norfolk is 80 miles east; and Raleigh, North Carolina is 95 miles southwest.

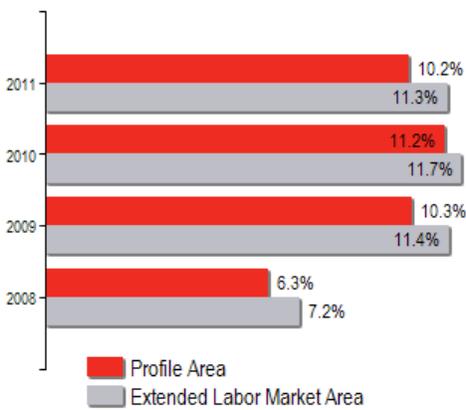


**Labor Market Data**

**Population in Thousands**



**Unemployment Rates**



**Population**

Gender Distribution (2011)	Male	Female
Emporia/Greenville	57.5%	42.5%

Race/Ethnicity (2011)	Profile Area	Extended Labor Area
Black	10,944	130,230
White	6,710	98,983
Two or More	165	3,137
Asian	103	1,376
American Indian or Alaska Native	56	4,036
Pacific Islander	5	129
Hispanic (may be of any race)	483	5,994

Median Age (2011)	Profile Area	Extended Labor Area
Emporia		39 years
Greenville		41 years

**Labor Market Data**

The excellent transportation system places the community within a 60-mile drive of a workforce of more than 980,000.

<b>Civilian Labor Force 2011</b>	
Emporia/Greenville	7,103
Extended Labor Market Area	102,707
<b>Total</b>	<b>109,810</b>

<b>Labor Force Participation (2007-2011)</b>	
Emporia/Greenville	45.9%
Extended Labor Market Area	54.0%

<b>Unemployment</b>	
<b>Unemployment Rate (December 2012)</b>	
Emporia/Greenville	9.4%
Extended Labor Market Area	10.1%
Statewide	5.4%
<b>Unemployed (2011)</b>	
Emporia/Greenville	726
Extended Labor Market Area	11,640
<b>Total</b>	<b>12,366</b>
<b>Underemployed (4th Quarter 2012)</b>	
Emporia/Greenville	865
Extended Labor Market Area	11,191
<b>Total</b>	<b>12,056</b>

**Labor Market Data**

US Highway 58 provides direct access to the Ports of Virginia.

Commute Time (2006-2010)		
Worked from home	189	2.9%
Under 15 minutes	2,554	40.1%
15-24 minutes	1,934	30.4%
25-34 minutes	731	11.5%
35-44 minutes	288	4.5%
45-59 minutes	401	6.3%
Over 60 minutes	461	7.2%
Mean Travel Time to Work (minutes)		
Emporia		15
Greenville		25

Additional Labor Resources	
High School Graduates Not Continuing (2010-2011)	40
Two-Year College Graduates (Spring 2011)	422
Two-Year College Enrollees (Fall 2011)	3,547
Other College and University Graduates (Spring 2011)	129
Total	4,138

**Labor Market Data**

The Emporia-Greenville region has a strong retail economy and a well diversified regional mix of manufacturing, distribution, health care, state government and travel industry employment. The community has a pro-active economic development program in place to attract, retain and expand the region's employment base.

**Career Readiness Certificate (01/01/2011-10/31/2012)**

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.

Emporia/Greenville	143
Extended Labor Market Area	1,639
Total	1,782

**Educational Attainment**

On-Time Graduation Rate (Class of 2012)	88.9%
Percentage of Emporia/Greenville population age 25+ who are high school graduates (2006-2010)	70.3%
Percentage of Emporia/Greenville population age 25+ who have earned a Bachelor's Degree or higher (2006-2010)	8.6%

**Labor Market Data**

Emporia/Greenville has historically had a strong industrial based economy.

Employment by Sector* (2nd Qtr. 2012)		
Agriculture Forestry Fishing and Hunting	16	0.2%
Mining Quarrying and Oil and Gas Extraction	N.D.	N.D.
Utilities	N.D.	N.D.
Construction	85	1.0%
Manufacturing	1,812	21.8%
Wholesale Trade	220	2.6%
Retail Trade	755	9.1%
Transportation and Warehousing	509	6.1%
Information	23	0.3%
Finance and Insurance	81	1.0%
Real Estate and Rental and Leasing	65	0.8%
Professional Scientific and Technical Services	66	0.8%
Management of Companies and Enterprises	N.D.	N.D.
Administrative and Support and Waste Management	235	2.8%
Educational Services	0	0
Health Care and Social Assistance	1,261	15.2%
Arts Entertainment and Recreation	86	1.0%
Accommodation and Food Services	919	11.1%
Other Services	149	1.8%
Total Government	1,973	23.7%
Federal Government	32	0.4%
State Government	965	11.6%
Local Government	976	11.7%
Unclassified	0	0
Total	8,312	100.0%

N.D. - Not Disclosed

\*By Business Establishment

**Labor Market Data**

Emporia/Greenville is an excellent business location within a 500-mile radius of nearly 50 percent of the nation's economic activity.

**Major Employers**

**Manufacturing**

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Beach Mold & Tool, Inc.	Molded plastic components	50 - 99
Belding Hausman, Inc.	Textiles	50 - 99
Bell Nursery USA, LLC	Wholesale bedding plants	20 - 49
Boar's Head Provisions Company, Inc.	Deli-style meats	300 - 599
Creative Playthings, Ltd.	Playground equipment	50 - 99
Franklin Braid Manufacturing Company	Braided tapes	50 - 99
Georgia Pacific Corporation (2 facilities)	Wood products	300 - 599
Iluka Resources, Inc.	Titanium mining	300 - 599
Oran Safety Glass Inc.	Safety glass	50 - 99
Quality Culvert Inc.	Plastic & concrete pipe	50 - 99
SteelFab of Virginia, Inc.	Structural steel fabrication	50 - 99
Toll Integrated Systems, Inc.	Panelized homes	50 - 99

**NonManufacturing**

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Emporia/Greenville Manor	Health care	100 - 299
Grayson Mitchell, Inc.	Trucking	100 - 299
Greenville Correctional Center	Correctional institution	1,000 - 1,499
Greenville County Public Schools	Education	300 - 599
Sadler Enterprises	Oil, Convenience stores	100 - 299
Southern Virginia Regional Medical Center	Health care	300 - 599
Walmart Stores, Inc.	Retail	100 - 299

**Labor Market Data**

**Closings, Reductions, Layoffs (1/2012 to date)**

<i>Date</i>	<i>Type</i>	<i>Company</i>	<i>Product/Service</i>	<i>Employees Affected</i>
12/1/2012	Closing	Wheeling Pittsburgh Steel Corp.	Industrial steel processing	15

**Union Activity (2/2007 - 2/2012)**

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 Data**

<b>Estimated Earnings (May 2011)</b>				
<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	\$9.53	\$10.08	\$19,833.39	\$20,966.23
Industrial Truck and Tractor Operators	\$12.61	\$14.29	\$26,224.78	\$29,714.59
Heavy and Tractor-Trailer Truck Drivers	\$15.39	\$15.82	\$31,999.55	\$32,917.38
Welders, Cutters, Solderers, and Brazers	\$17.14	\$18.01	\$35,651.40	\$37,453.46
Team Assemblers	\$8.78	\$9.24	\$18,266.32	\$19,215.57
First-Line Supervisors of Production and Operating Workers	\$19.59	\$22.03	\$40,766.21	\$45,822.14
Maintenance and Repair Workers, General	\$13.85	\$15.71	\$28,816.19	\$32,664.50
Industrial Machinery Mechanics	\$21.01	\$21.11	\$43,706.46	\$43,910.28
Bus and Truck Mechanics and Diesel Engine Specialists	\$17.53	\$17.85	\$36,471.23	\$37,112.11
Office Clerks, General	\$10.52	\$11.31	\$21,896.99	\$23,509.15
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$14.32	\$14.61	\$29,782.38	\$30,389.73
Receptionists and Information Clerks	\$10.80	\$11.03	\$22,468.85	\$22,949.46
Customer Service Representatives	\$12.70	\$13.96	\$26,430.30	\$29,032.07
Bookkeeping, Accounting, and Auditing Clerks	\$14.72	\$14.86	\$30,624.96	\$30,921.03
First-Line Supervisors of Office and Administrative Support Workers	\$20.25	\$21.73	\$42,115.91	\$45,191.18
Computer Support Specialists	\$19.25	\$21.38	\$40,039.65	\$44,488.84
Network and Computer Systems Administrators	\$29.97	\$30.91	\$62,319.02	\$64,292.38
Accountants and Auditors	\$29.37	\$30.96	\$61,093.44	\$64,394.53
Management Analysts	\$29.21	\$30.35	\$60,747.56	\$63,126.28
Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$16.41	\$20.74	\$34,131.50	\$43,149.83

**Per Capita Personal Income (2010)**

\$23,236

**Median Family Income (2006-2010)**

Emporia	\$39,410
Greenville	\$49,741

**Education**

Major research universities such as Virginia Commonwealth University, Old Dominion University and North Carolina State University are a short drive from the area.

**Public School Enrollment (Fall 2011)**

<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	2	1,297
Middle	1	576
High School	1	739

**Student Teacher Ratio (2010-2011)**

Elementary	12:1
Secondary	12:1

**Per Pupil Expenditure (FY 2011)**

\$10,558.10

**On-Time Graduation Rate (Class of 2012)**

88.9%

**High School Graduates Continuing Education (2010-2011)**

78.1%

**Advanced Programs (2010-2011)**

**Governor's Schools**

The Governor's School of Southside Virginia

**Workforce Development Facilities**

<i>Facility</i>	<i>Type</i>
Emporia Workforce Center	VEC Workforce Center
Fort Lee Workforce Center	VEC Workforce Center
Reemploy Virginia - Tri Cities	Reemployment Center
Tri-Cities Workforce Center	VEC Workforce Center
Virginia Workforce Center - Petersburg	Satellite Center

**Education**

Southside Community College provides a quality education program for transfer to four-year colleges and universities and an occupational-technical program to educate, train and retrain workers for business and industry.

Higher Education Facilities — Fall 2011	
<i>Facility</i>	<i>Enrollment</i>
Southside Virginia Community College - Christanna Campus	3,547
Saint Paul's College	410
Southside Virginia Community College - Southside Virginia Education Center Campus	†

† Enrollment figures are not available.

## Transportation

The area has excellent access to interstate, highway, rail, air and ports.

Interstates	
Name	Distance
I-95	0.0 miles (0.0 km.)
I-85	5.2 miles (8.3 km.)
I-295	21.3 miles (34.2 km.)
I-64	46.2 miles (74.3 km.)
I-195	46.2 miles (74.4 km.)

Note: Measured from border of locality/region.

Highways			
Highway 139	Highway 301	Highway 58	

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

Commercial Air Service		
<i>Richmond International Airport, Sandston -- 67.6 miles (108.9 km.)</i>		
Air Canada	AirTran Airways	American Airlines
Delta Air Lines	United Airlines	US Airways
JetBlue Airways	Vision Airlines	

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

## Transportation

This region has the notable advantage of its central East Coast positioning at the crossroads of I-95 and U.S. Routes 58 and 301, with the benefit of seven interchanges off I-95. Additionally, the Emporia-Greenville Industrial Development Corp. is experienced in facilitating the establishment of site to rail access for businesses to expedite the shipment and distribution of products.

General Aviation Service	
<i>Name</i>	<i>Runway Length</i>
Emporia/Greenville Regional Airport, Emporia	5,010 ft (1,527 m)

Freight Rail Service
CSX Transportation
Norfolk Southern Railway Company

Seaports	
<i>Name</i>	<i>Distance</i>
Port of Richmond	56.0 miles (90.1 km)
Port of Virginia (APM Terminals Virginia)	77.0 miles (123.9 km)
Port of Virginia (Norfolk International Terminals)	83.0 miles (133.6 km)
Port of Virginia (Portsmouth Marine Terminal)	84.0 miles (135.2 km)
Port of Virginia (Newport News Marine Terminals)	87.0 miles (140.0 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>
Richmond-Petersburg	67.6 miles (108.9 km)
Norfolk	87.3 miles (140.5 km)
Newport News	90.0 miles (144.9 km)
Port of Washington - Dulles	183.3 miles (295.0 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**

Dominion Virginia Power, one of the nation's largest power producers, provides electricity to the area.

Utilities	
Electric	Mecklenburg Electric Cooperative
Electric	Dominion Virginia Power
Natural Gas	Columbia Gas of Virginia
Telecommunications	Verizon South
Water	City of Emporia
Water	Greenville County Water & Sewer Authority
Waste Water Treatment	City of Emporia
Waste Water Treatment	Greenville County Water & Sewer Authority
Solid Waste Disposal	Greenville County Sanitary Landfill

## Financial Institutions

The Emporia-Greenville Industrial Development Corp. is experienced in helping companies to structure project financing utilizing local and regional banks as well as programs of the U.S. Small Business Administration, U.S. Department of Agriculture and Virginia Small Business Financing Authority.

Financial Institutions — 2nd Qtr 2012 Assets	
<i>Bank</i>	<i>Assets (millions)</i>
Branch Banking and Trust Company	\$173,678.2
First-Citizens Bank & Trust Co.	\$20,889.3
Carter Bank & Trust	\$4,297.1
First Community Bank, N.A.	\$2,787.6
Bank of Hampton Roads	\$1,774.1
The Bank of Southside Virginia	\$538.2

## Emporia/Greenville

Medical care is available at the state-of-the-art Southern Virginia Regional Medical Center, an 80-bed acute care hospital.

### Government

Emporia has a City Manager and an eight-member City Council. Greenville County has a County Administrator and a four-member Board of Supervisors.

Both Emporia and Greenville County have a comprehensive plan and zoning and subdivision ordinances.

Emporia serves as the county seat. Jarratt is the only incorporated town 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 (Emporia) [pdf](#)*

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

*Manufacturer's Tax Profile (Greenville) [pdf](#)*

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

## Emporia/Greenville

The City of Emporia, located just eight miles from the North Carolina state line, is the first municipality on Interstate 95 leading into Virginia.

### Community Facilities

Greenville Memorial Hospital was established in 1961 to serve the medical needs of the community. The facility has 117 medical-surgical beds, 47 intermediate nursing beds, and 18 skilled care nursing beds. The facility is staffed by 24 physicians and includes 24-hour emergency care, nuclear medicine, cardiology, and outpatient services. Air ambulance service is associated with the hospital. The Meherrin Dialysis Center is located adjacent to the hospital. The community also operates public health centers that include clinic facilities. Two private medical clinics are in close proximity to the hospital. The hospital also operates an annexed, 70-bed nursing home and an adjacent retirement home.

Twenty-four physicians and nine dentists practice in the community.

Intermediate nursing care for 130 patients is provided by the Avis B. Adams Christian Convalescent Center.

The William E. Richardson Memorial Library maintains over 37,000 volumes and provides a number of special programs and services. As part of a regional library system, a bookmobile services rural users.

Emporia is a participant in the Virginia Main Street Program in conjunction with the National Trust for Historic Preservation. The downtown commercial district is endowed with a diversity of specialty shops near the river. Additional trade areas can be found near the interchanges of Interstate 95.

## Emporia/Greenville

The Virginia Pork Festival, attended by more than 15,000 people, is one of the east coast's largest food festivals.

### Community Facilities (continued)

Approximately 55 churches are located in the community representing most leading Protestant denominations and the Roman Catholic faith. A Jewish synagogue is located in Petersburg.

## Emporia/Greenville

Lake Gaston, located southwest of Emporia-Greenville, covers 48,900 acres and offer a variety of recreational opportunities.

### Lifestyle

The Meherrin River Arts Council is instrumental in bringing outside showcase performers to the area and its regular programs are well received. In addition, the Greenville-Emporia Cultural Arts Association and Southern Virginia Dance Council sponsor programs and performances that are both educational and entertaining. The Emporia-Greenville Recreation Association provides facilities and programs for baseball, softball, basketball, soccer, and football. Emporia Country Club has swimming, tennis, and golf facilities for members and guests. Emporia's Arts in Public Places brings additional passive and performance artists to the community.

Greenville County is home of the East Coast's largest bicycling event, the Great Peanut Ride. Held annually in September, the three-day ride is attended by over 1,700 cyclists from across the nation. The community also hosts agribusiness events such as the Brink Horse Show and the annual 4-H Livestock Show and Sale.

Local lakes and rivers provide the setting for excellent fishing and boating. Nearby major lakes include Roanoke Rapids Lake, Lake Gaston, and Buggs Island Lake and allow superb opportunities for camping, picnicking, fishing, and water sports. Area hunting is quite good and waterfowl are plentiful.

Community festivals enlist widespread local involvement and attract tens of thousands of patrons annually. Among the most notable events are the Virginia Pork Festival and the Virginia Peanut Festival, which celebrate the most famous of local products. Many residents find additional recreational satisfaction through participation in the numerous civic clubs and organizations which are active.

Throughout the year, there are numerous promotions in the downtown district that bring together friends and business, creating a climate of community that enhances the living environment of Emporia-Greenville.

### TransTech Profile

### Emporia-Greenville Industrial Development Corporation