



New River Mount Rogers Workforce Development Board

REGIONAL ECONOMIC AND FISCAL CONTRIUBUTION

PY 2023

April 2025



**NEW RIVER/MOUNT ROGERS
WORKFORCE DEVELOPMENT BOARD**

CULTIVATING TALENT FOR THE REGION



OUTREACH & INTERNATIONAL AFFAIRS
CENTER FOR ECONOMIC AND
COMMUNITY ENGAGEMENT
VIRGINIA TECH.

Table of Contents

03	Executive Summary
04	Introduction
05	Regional Economic Trends
06	WIOA Workforce Programming
07	Additional Workforce Programming
08	Programming by the Numbers
09	Economic & Fiscal Impact
13	Business Impacts
14	Return on Investment
15	Conclusion

Executive Summary



The New River/Mount Rogers Workforce Development Board (WDB) offers workforce services across Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe counties, as well as the independent cities of Bristol, Galax, and Radford. This report estimates the regional economic and fiscal impacts of the services provided by the New River/Mount Rogers WDB during Program Year (PY) 2023.

Key Findings



1,346

**ADDITIONAL
REGIONAL
EMPLOYMENT**

Driven by workforce development programs offered through the NRMWDB workforce development board



\$38K

**AVERAGE ANNUAL
SALARIES**

Individuals who exit workforce programming reflect higher earning potential gained through completing training and employment support programs



\$52M

**TOTAL
BENEFITS**

WDB programs resulted in \$33.3 million saved in government benefits, \$14.5 million contribution to gross regional product, and \$3.7 million in income tax revenue



15:1

**RETURN ON
INVESTMENT**

The benefit derived from these programs were almost twenty times the costs required to generate those benefits

Introduction

This report evaluates the economic and fiscal impact of the New River/Mount Rogers Workforce Development Board's (WDB) job training, career services, and business support programs during Program Year (PY) 2023.

Background

The New River/Mount Rogers Workforce Development Board (WDB) administers federally funded workforce programs that help businesses find qualified workers, support job seekers with training and job placement services, and strengthen regional economic growth by enhancing the local talent pool. Its service area includes the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe, as well as the cities of Bristol, Galax, and Radford.

In 2024, these localities had a combined estimated population of 367,6745, a 1.0% decline over the past five years.

The mission of the Board is to “support the region’s economy through a collaborative approach to meeting the needs of businesses and job seekers that is flexible and adaptable to the changing economic ecosystem.” Specifically, the WDB achieves this by:



1

Strategic Workforce Development

Align workforce services with economic needs, convene sector partnerships, and build system capacity

2

Business Services

Handle job matching, recruitment events, and provide skills assessments and customized training

3

Jobseeker Services

Offer info on in-demand jobs, training, job search assistance, resume help, computer skills, and veterans' services

4

Youth Services

Provide career exploration, high school completion and post-secondary education transition services for youth

REGIONAL ECONOMIC TRENDS

367,745

Regional Population

162,501

Total Regional Employment

\$61,700

Average Earnings Per Job

As of December 2024, the region's population declined by 1% since 2019 and is expected to remain steady over the next five years. As jobs increased by 4.1%, the labor force participation rate in the New River / Mount Rogers area grew from 57.4% to 61.2% from 2019-2024. The December 2024 unemployment rate was 2.6%, lower than the national rate of 4.1%.

Target Industries

Manufacturing

26,180 Jobs

16.1% of Regional Employment

\$79,157 Average Earnings

\$3.54B Gross Regional Product

Health Care & Social Assistance

17,832 Jobs

10.9% of Regional Employment

\$61,508 Average Earnings

\$1.31B Gross Regional Product

Skilled Trades

10,047 Jobs

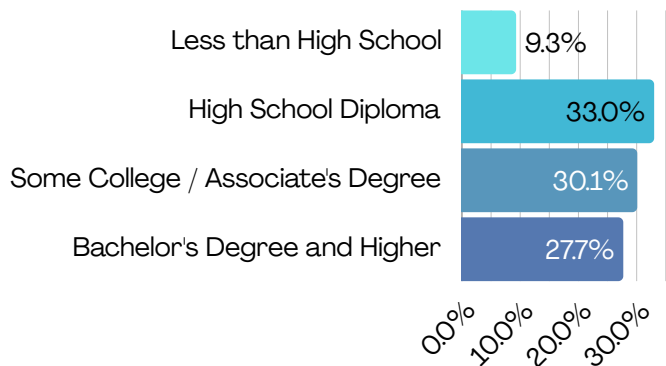
5% of Regional Employment

\$57,024 Average Earnings

856M Gross Regional Product

The top growing industries in region include government, construction, health care and social assistance, and transportation and warehousing. Top regional employers include Virginia Tech, Radford University, Carilion Clinic, Volvo, and the Montgomery County Public Schools.

Educational Attainment



In the region, most residents have a high school diploma, followed by some college or an associate's degree. Only 15.2% hold a Bachelor's degree, which is 6.2% below the national average.

Top In-Demand Occupations*

Registered Nurses
150 job openings in 2024
Miscellaneous Assemblers & Fabricators
425 job openings in 2024
Maintenance & Repair Workers
188 job openings in 2024
Inspectors, Sorters, Samplers, Weighers
100 job openings in 2024

*Factors considered hires, avg. annual openings, median wage, & turnover rate

Workforce Innovation and Opportunity Act Services Provided in 2023

WIOA Adult Program

Provides employment and training services to assist eligible adults (individuals 18 years of age and older) in finding meaningful employment.

WIOA Dislocated Worker Program

Provides employment and training services to dislocated workers (an individual who has been terminated or laid off, or has received notice that they will be terminated or laid off) in finding meaningful employment.

WIOA Youth Program

Provides summer and year-round development programs to at risk youth (e.g., dropouts, foster children, juvenile offenders, children of incarcerated parents, and migrant children).



Additional Grant-Funded Services Provided in 2023

Appalachian Regional Commission POWER Initiative

Provides support to individuals in recovery from substance use through the purchase of training expenses, paid internships, childcare, housing assistance, and job placement services.

Health Resources Services Administration (HRSA) Training

Provides funding for training costs and supportive services for in-demand healthcare occupations to strengthen the rural healthcare workforce in the region.

Pathways to New Beginnings WORC Program

Supports individuals formerly involved in the justice system by offering training costs, supportive services, and job placement assistance, helping participants rebuild their careers and re-enter the workforce.

YouthBuild Training

Provides youth ages 16–24, with training costs, paid internships, childcare, housing assistance, and other supportive services to pursue in-demand careers.

Trades Gap Initiative

Offers financial support for job seekers and those pursuing training in the trades industries, addressing barriers like childcare, low wages, and education, while assessing readiness for career advancement.

Soft Skills Program

Offers training to promote essential soft skills, such as communication, engagement, critical thinking, and leadership, which are crucial for successful hiring decisions.

Technical Skills Program

In partnership with the Center for Manufacturing Excellence (CME), Senior Home Share, and Warm Hearth Village, the program offers training and pathways to employment, helping businesses fill in-demand jobs.

Supplemental Skilled Trades Program

A pre-apprenticeship program designed for those interested in pursuing a career in the skilled trades. Participants earn credentials, gain hands-on experience, and transition directly into employment.

Worker Participation and Resulting Salaries by Service

The NRMW WDB provided the Center for Economic and Community Engagement data from their most recent performance year, PY 2023. The following table illustrates the enrollment number and average salary associated with each program offered by the Board.

Program	Enrollment	Average Salary
WIOA - Adult	204	\$35,526.40
WIOA - Dislocated Worker	138	\$40,144.00
WIOA - Youth	183	\$34,944.00
Appalachian Regional Commission POWER Initiative	201	\$42,369.60
Health Resources Services Administration (HRSA) Training	143	\$37,065.60
Workforce Innovations	56	\$45,510.40
YouthBuild Training	43	\$35,443.20
Pathways to New Beginnings WORC Program	112	\$40,560.00
Trades Gap Initiative	128	\$38,084.80
Soft Skills Program	60	\$36,108.80
Technical Skills Program	38	\$37,710.40
Supplemental Skilled Trades Program	40	\$37,481.60

Economic & Fiscal Impact

PY 2023

This section evaluates the regional economic and fiscal impact of the career training, job placement, and other workforce services provided by the New River/Mount Rogers Workforce Development Board (WDB) in PY 2023. The primary impact stems from the new income earned by individuals who were previously unemployed. Through workforce services, these individuals successfully transitioned into meaningful employment. The table below shows resulting household income from these activities, an estimated total of \$51.2 million of work attributable to the services of the workforce board.

Total Additional Household Income Attributable to PY 2023 Job Placements

Programs	Enrollment	Average Salary	Total Household Income
WIOA - Adult	204	\$35,526.40	\$7,247,385.60
WIOA - Dislocated Worker	138	\$40,144.00	\$5,539,872.00
WIOA - Youth	183	\$34,944.00	\$6,394,752.00
ARC	201	\$42,369.60	\$8,516,289.60
HRSA	143	\$37,065.60	\$5,300,380.80
Innovations	56	\$45,510.40	\$2,548,582.40
Youthbuild	43	\$38,001.60	\$1,534,291.20
WORC	112	\$38,084.80	\$4,265,497.60
Trades Gap	128	\$36,108.80	\$4,621,926.40
Soft Skills	60	\$37,710.40	\$2,262,624.00
Technical	38	\$37,481.60	\$1,424,300.80
Supplemental	40	\$38,958.40	\$1,558,336.00

Economic & Fiscal Impact

PY 2023

To quantify the regional economic and fiscal impact of this increase in household income, we utilize the IMPLAN economic impact simulation model. IMPLAN leverages regional and national data on production and trade flows to generate region-specific economic multipliers, which measure the ripple effects of an expenditure as it circulates through the economy.

For example, as individuals placed into employment through the New River/Mount Rogers WDB spend their new wages on housing, groceries, and transportation, they generate income for businesses and workers, who then spend their earnings, creating a continuous cycle of economic activity. This chain reaction is captured by economic multipliers, which quantify how each dollar spent leads to additional dollars in the economy. These secondary effects are classified as indirect impacts (business-to-business transactions) and induced impacts (household-to-business transactions).

The following analysis provides estimates for five key impact categories:

- **Employment** – The total number of jobs created in the regional economy, including both direct placements through New River/Mount Rogers WDB services and jobs generated through subsequent economic activity.
- **Labor Income** – The total salaries and wages associated with these jobs.
- **Gross Regional Product** – A measure of the regional economy's size, or the total value of goods and services produced in a given economy. This measure shows how many dollars workforce programming supports as part of New River Mount Rogers' regional economy.
- **Economic Output** – The overall regional economic activity generated through second-round effects.
- **Fiscal Impact** – The state and local tax revenues generated as a result of this economic activity.

Economic & Fiscal Impact

PY 2023

The economic and fiscal impact associated with the programming that the New River/Mount Rogers WDB provides via career training and job placement services enables individuals to transition from unemployment into well-paying jobs. The following assumptions were made, when assessing the likely economic and fiscal impact attributable to these programs:

- Without these programs, the 1,346 individuals exiting these programs and transitioning to employment in PY 2023 would be unemployed.
- The average salary by service was used to estimate total dollar value of work from these workers thanks to workforce programming (salaries detailed on Page 9).
- Most expenditures were made within the New River/Mount Rogers region provided the services or industry existed in the region. Online sales are not captured well in this model.
- Economic and fiscal impacts are based on a “representative year” and no attempt was made to calculate impact based on actual job start dates.

In PY 2023, 1,345 individuals exiting workforce programming gained \$51 million in salaries. The regional spending from these salaries resulted in \$23.7million for the regional economy, 150 additional jobs, and \$3.7 million in taxes.

Economic Impact	Jobs	Labor Income	Value Added	Economic Output
Direct Economic Activity	1,346	\$51M	\$0	\$0
Indirect & Induced Economic Activity	150	\$6.4M	\$14.5M	\$23.7M
Total Economic Activity	1,496	\$57.4M	\$14.5M	\$23.7M
Fiscal Impacts	Local & State	Federal		Total
Tax Revenue	\$1.9M	\$1.8M		\$3.7M

Economic & Fiscal Impact

PY 2023

The economic impact of the New River/Mount Rogers WDB's career training, job placement, and workforce services in PY 2023 extends beyond the wages earned by previously unemployed individuals. While these wages represent the primary economic contribution, they are not the sole measure of impact. As individuals transition into sustainable employment, they also use fewer government resources (e.g. Medicaid, Unemployment, and SNAP benefits), saving state and federal governments money annually. With 1,346 otherwise unemployed individuals now employed, annual government savings equals \$33.34 million, further emphasizing the return on investment (ROI) of workforce development programming to government investment and public tax dollars.

Government Benefit	Estimated Savings per Person
Unemployment	\$16,848
Medicaid	\$7,084
SNAP	\$1,852
Total	\$25,784

According to Virginia Works' Unemployment Monthly newsletter, the average weekly unemployment benefit was \$351 in December 2024. Over a year, an individual receiving these benefits would total \$16,848 in government costs. Meaningful employment provided by the NRMR workforce board programming would translate these costs into savings, totaling \$22.68 million in annual savings.

For Medicaid, U.S. Centers for Medicare & Medicaid Services data indicate that 100% of unemployed individuals rely on Medicaid, compared to only 20% of NRMR WDB-supported employees, many of whom transition to their employer. This shift results in estimated savings of \$7,084 per person. In total, \$9.54M would be saved annually.

For SNAP, ACS data shows that 45% of unemployed working-age individuals receive benefits, averaging \$343 per household monthly. With employment, fewer individuals qualify for assistance, leading to estimated annual per-person SNAP savings of \$1,852. Accounting for the 45% of individuals receiving these benefits, total savings would be \$1.12 million annually.

Business Impacts

224

businesses served

Top Services

- Recruitment Event Planning
- Labor Market Information
- Incumbent Worker Training
- Workforce Consultations
- Job Posting & Matching
- Recruitment Plan Development
- Customized Training

These services have wide-ranging benefits to businesses.

Note that these estimates are not included in the ROI calculation

These services can save employers **16-20%** of annual salaries by reducing turnover, while enhancing employee satisfaction and job quality.

Customized training programs can boost employee productivity by **15-30%**, saving companies **\$3,000-\$5,000** per worker annually

Workforce training boosts innovation and service quality, driving **4-8%** revenue growth

Proper training lowers workplace accidents and liability, with every \$1 spent on safety training saving **\$4-\$6** in injury and legal expense

Workforce development participation can qualify employers for tax benefits like the Work Opportunity Tax Credit (WOTC), offering up to **\$9,600** per eligible hire

Employers can save \$12,500-\$38,600 per employee through workforce development programs

RETURN ON INVESTMENT

In PY 2023, the cost associated with the programming provided by the New River/Mount Rogers WDB was \$3.48 million. In comparison employment through these programs resulted in \$33.34 million saved in government benefits, \$14.5 million contribution to gross regional product, and \$3.7 million in income tax revenue. This totals \$52M million in annual benefits. The resulting return on investment is 15:1, indicating that the benefit derived from these programs were almost twenty times the costs required to generate those benefits.



PY2023 Total Costs

\$3.5M



PY2023 Total Benefits

\$52M



PY2023 ROI

15:1

CONCLUSION



The New River/Mount Rogers Workforce Development Board serves Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe counties, as well as the cities of Bristol, Galax, and Radford. In 2024, these localities had a combined population of 367,6745.

NRMR WDB plays a critical role in the regional economy, assisting 1,346 individuals in securing well-paying jobs through its programming. The average annual salaries for these placements ranged from \$34,944 to \$51,126, generating an estimated \$51 million in additional household income.

NRMR WDB programming efforts resulted in an estimated 150 additional jobs, \$6.4 million in regional labor income, \$23.8 million in economic output, and \$3.7 million in state, local, and federal tax revenue. These figures underscore NRMR WDB's significant economic and fiscal impact in strengthening the region's workforce and economy.