



Perceptions of RVA

October 2018



- Site Selection Consultants
- Corporate Executives (Domestic)
- Corporate Executives (International)



	Site Selectors	Corporate - Domestic	Corporate - International
Corporate Services	63%	30%	19%
✓ Finance & Insurance	54%	30%	28%
Food & Beverage	46%	18%	19%
Advanced Manufacturing	39%	16%	19%
✓ Information Technology	39%	38%	52%
Supply Chain	28%	18%	24%
BioScience	11%	24%	17%
Other	2%	10%	11%

Associated Industries



Higher education
Quality of life
Location / proximity
Transportation infrastructure
Labor force
Access to Washington, D.C.

Strengths



DON'T KNOW

**40% corporate respondents
didn't know enough to answer**



Operating costs
Lack of identity / brand
Lack of available real estate
Labor shortages

Don't Know
Air service / accessibility
Lack of incentives

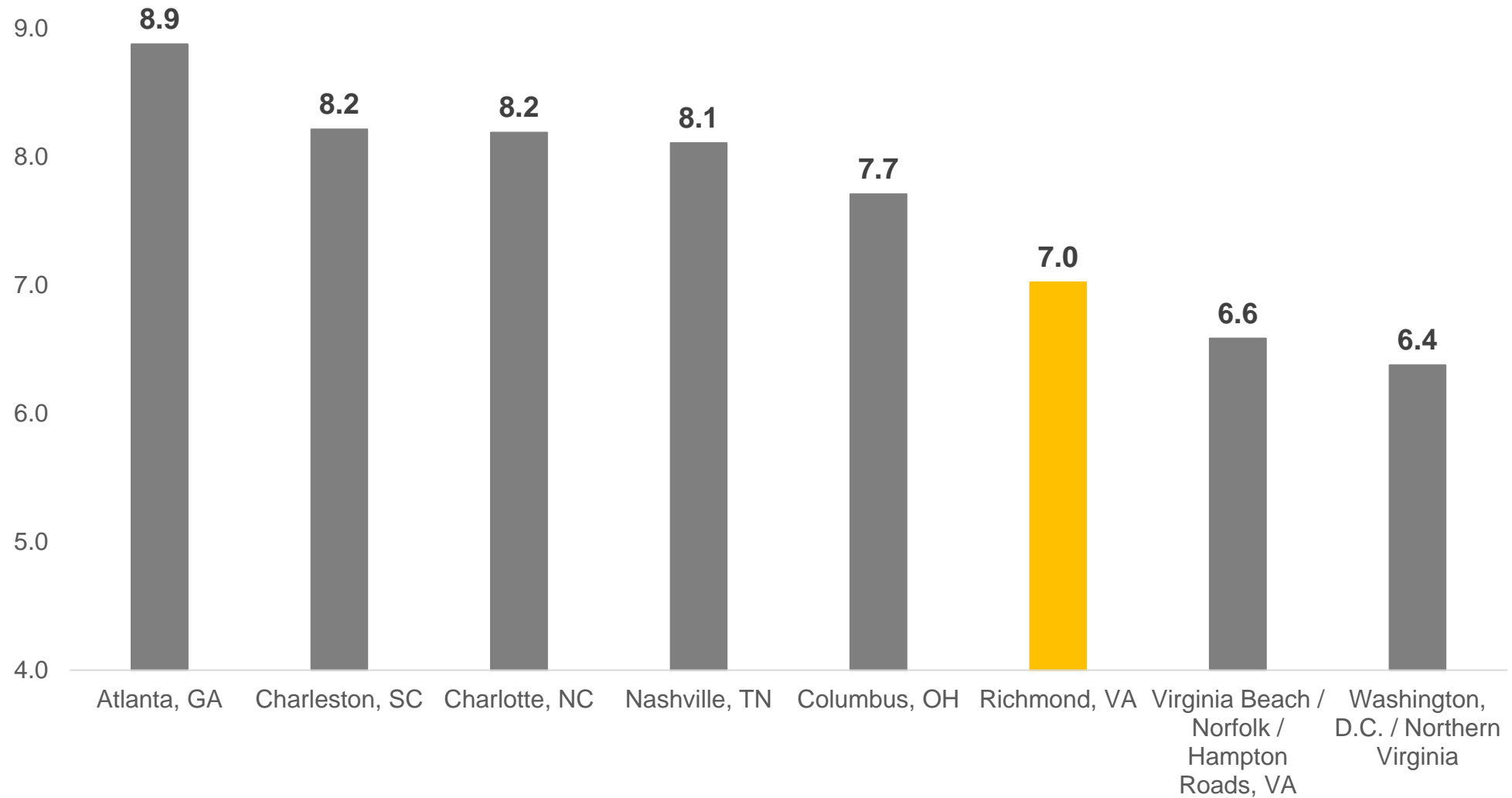
Weaknesses



	Site Selectors	Corporate - Domestic	Corporate - International
✓ Quality of Life	7.4	7.7	7.6
✓ Ability to recruit talent outside of region	7.0	7.3	7.4
✓ Quality of K-12 education	6.9	7.4	7.4
✓ Availability of skilled workers	6.9	7.6	7.5
Partnerships with regional post-secondary institutions	6.9	7.2	7.6
Competitive labor costs	6.7	7.5	7.3
Cost of living	6.7	7.1	7.5
Real estate and/or construction costs	6.6	7.4	7.8
Overall operating costs	6.4	7.1	7.3
Corporate tax rate	6.3	7.1	7.5
Competitive state/local incentives	6.2	7.2	7.4
Available sites/buildings	6.0	7.7	7.6
Direct air service/proximity to major suppliers/customers	5.8	7.0	7.3

Rating on Select Factors





Consideration for Projects - Consultants





Questions?

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