



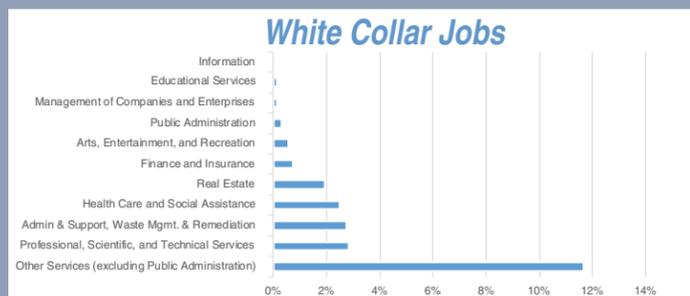
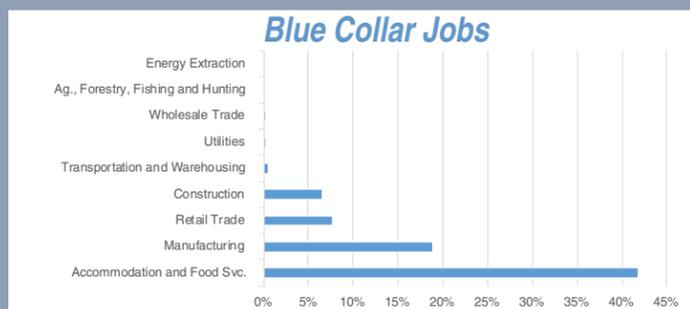
Overview

The economy of the Rockfish Valley is interconnected with its natural beauty and rural identity. The stunning vistas, ag heritage, and outdoor destinations attract a significant number of tourists and vacation home owners. Of the 1,593 jobs in the area, the largest proportion (40%) are in the accommodation and food service industry. The largest entities are Wintergreen Resort and the area's agribusiness sector, which includes numerous world-class breweries, cideries, wineries, and distillery. The vast majority of businesses have located on the 151 corridor, with concentrations in Nellysford, Afton, and Wintergreen. The area has a daily out-commuting pattern for employment, with area residents' destinations including Albemarle County (18%), Charlottesville (12%), Augusta (4%) and Waynesboro (3%).

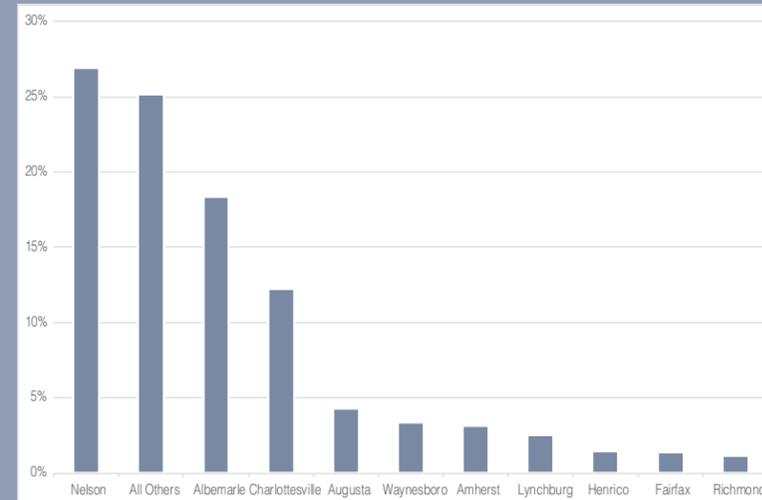
Facts and Figures

- Median Household Income in Nelson County: \$48,888
- Median Household Income in Study Area: \$57,203
- Population in Study Area: 7,749 people
- Population Density in Study Area: 32 persons per square mile
- Unemployment Rate: 3.4%

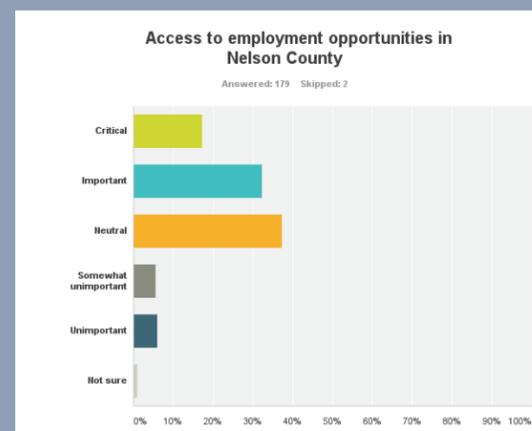
Employment by Sector



Commuting Destinations

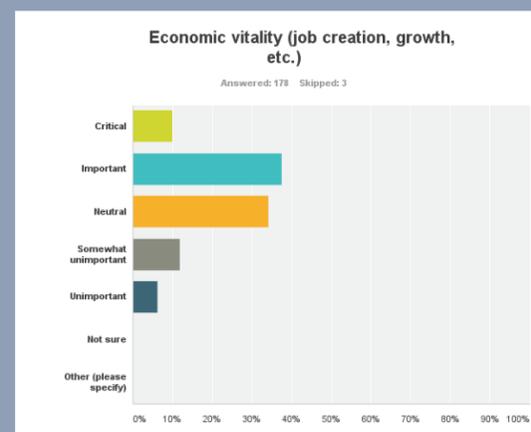


Public Survey Results: What is the community saying about the Economy? Do you agree with the results of the survey?

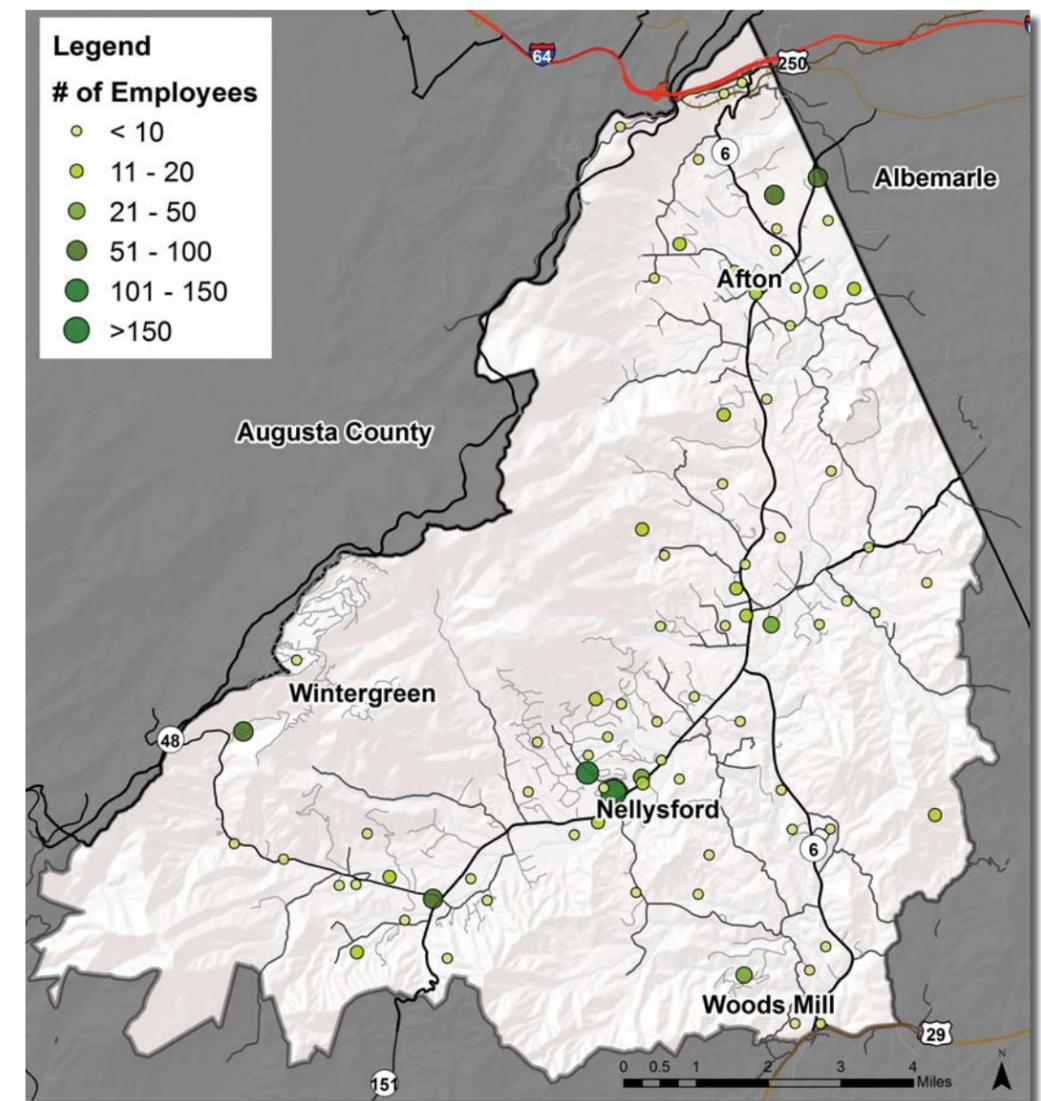


Approximately 50% said access to employment in Nelson County is important; while 35% said they are neutral on that issue.

Approximately 45% said economic vitality in the Rockfish Valley is important; while over 30% said they are neutral on that issue.



Employment Numbers by Location

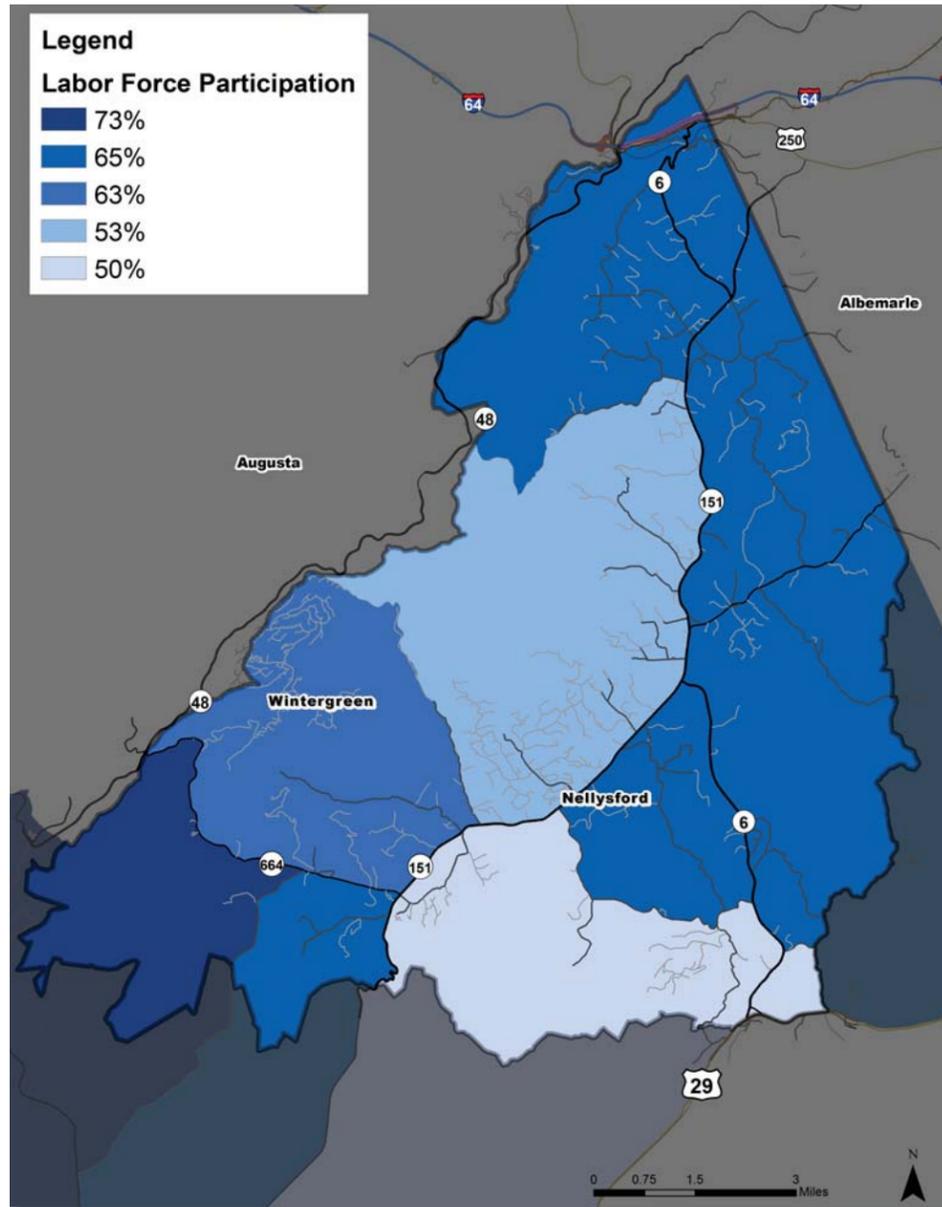


Economy

The Rockfish Valley is a vibrant, economically diverse area with numerous local family-owned businesses and successful entrepreneurs. The area supports a thriving agribusiness, agritourism, and resort tourism economy while maintaining its authentic rural character.

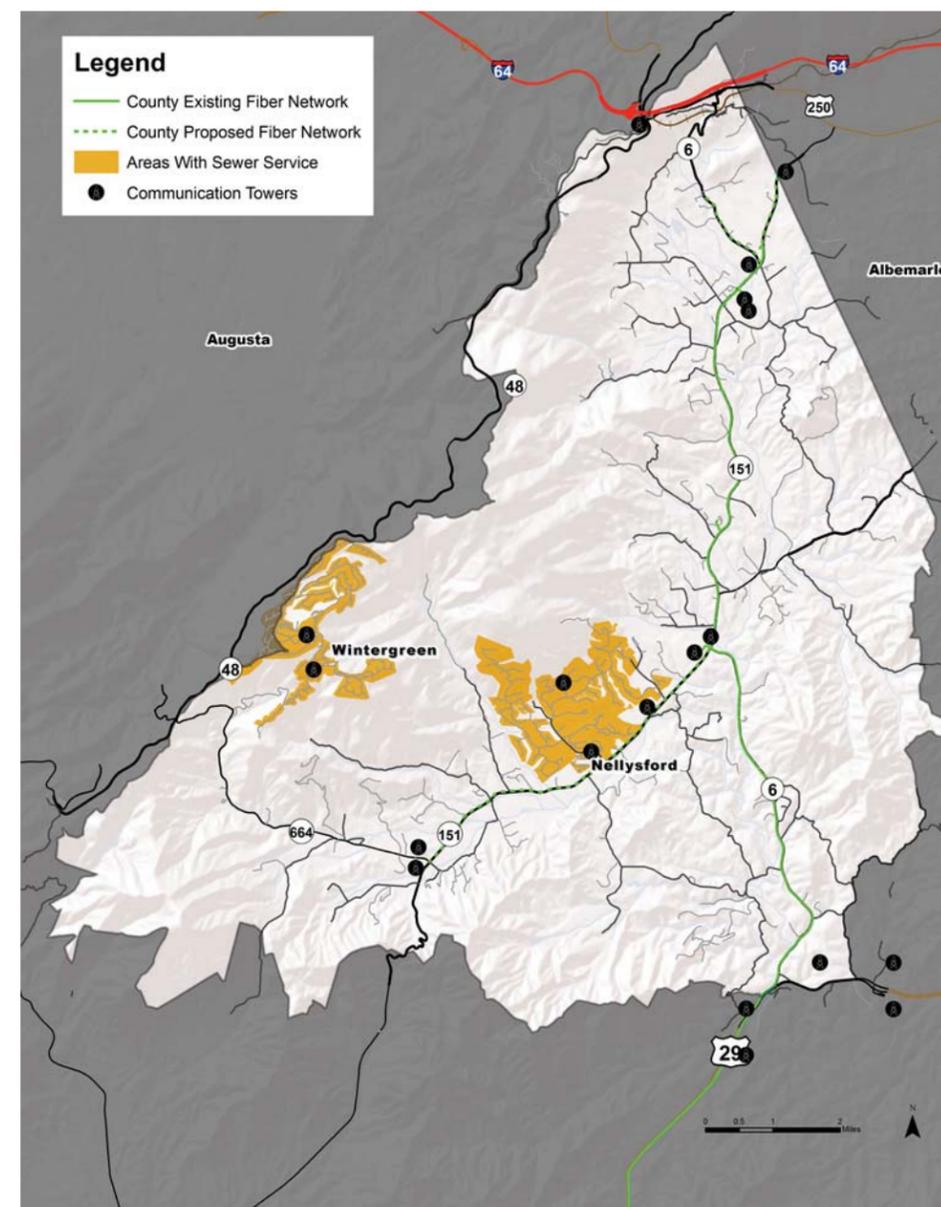


Labor Force Participation



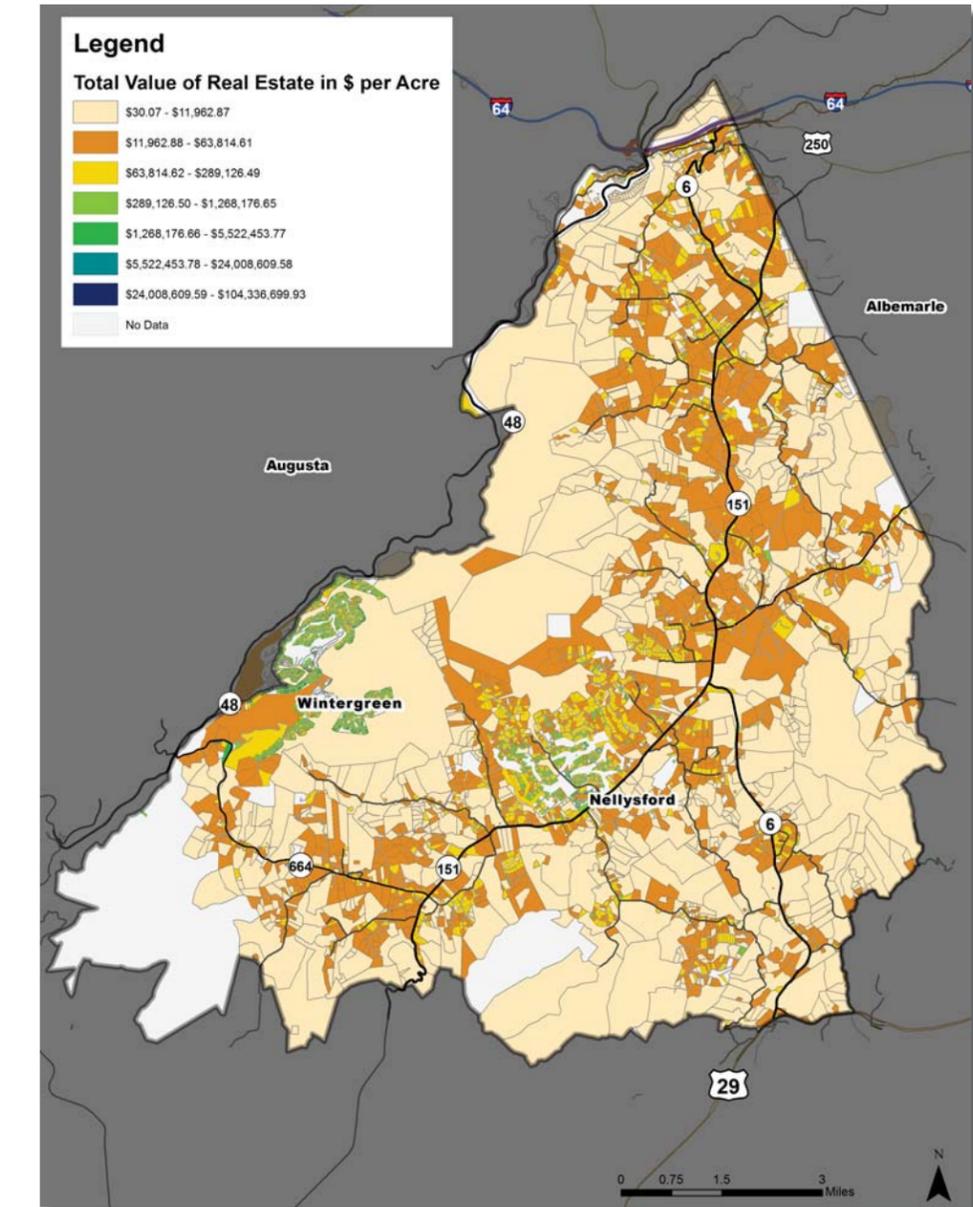
This map looks at the percent of the population 16 years and over that is participating in the labor force. This measure is an indication of areas with high unemployment rates; areas with concentrations of people who have dropped out of the labor force due to disability or long-term unemployment; and concentrations of people who are not participating because they are full-time students or retired. The state average participation rate is 66.4%

Utility Availability



This map highlights major utility availability in the area. Access to utilities is an important factor for new and existing businesses. Access to water, sewer, broadband, and other utilities also benefit residents by: reliably providing safe, clean drinking water; reducing water quality impacts from sewage; and providing broadband internet for education and teleworking.

Value of Real Estate



This map highlights the distribution of real estate values in the Rockfish Valley expressed in total dollars per acre. This value includes both the underlying land value and the value of any improvements, such as dwellings and other structures. Note: data was not available for all parcels; and the data does not represent a taxable value of real estate. Data was sourced from Nelson County assessor records from the first quarter of 2016.