

TEAM BLUE

**THE COMMUNITY PLAN FOR THE
TOWN OF BLUEFIELD, WEST VIRGINIA**



Blueprint
COMMUNITIES®

CONTENTS

ACKNOWLEDGMENTS	1
LETTERS OF SUPPORT FROM THE BOARD OF DIRECTORS AND BANK REPRESENTATIVE	2
EXECUTIVE SUMMARY	4
SECTION I – OVERVIEW OF THE PLANNING PROCESS	5
SECTION II – ASSESSMENT RESULTS	6
SECTION III – VISION AND PRIME CHALLENGES	6
SECTION IV – PRIME CHALLENGE PERFORMANCE AGENDAS AND MEASUREMENT OF SUCCESS	8
SECTION V – CIVIC ENGAGEMENT PERFORMANCE AGENDA AND MEASUREMENT OF SUCCESS	9
APPENDICES:	
A – COMMUNITY PROFILE: POPULATION, ECONOMY & HOUSING DATA & TRENDS	10
B – DATA SOURCES	20
C – CITIZEN SURVEY: QUESTIONS & RESULTS	25

ACKNOWLEDGMENTS

The City of Bluefield Blueprint Communities Team, TEAM BLUE, would like to acknowledge the following sponsors of the program:



In addition, TEAM BLUE would like to thank the following local partners for their assistance and support of this project:



Finally, the team members that gave of their time and talents to TEAM BLUE include Coach Eric Pories, Greg Shrewsbury, Linda Whalen, Pete Sternloff, Kevin Morris, Mary Turner, Darryl Hudson, Jim Ferguson, Marsha Krotseng, Ronnie Hypes, Michael Collins, and Joshua Cline.





RESOLUTION OF THE CITY OF BLUEFIELD

**RESOLUTION OF SUPPORT AND RECOGNITION OF THE BLUEFIELD
BLUEPRINT COMMUNITY TEAM**

WHEREAS, the City of Bluefield is formally applying for a Blueprint Communities Grant; and

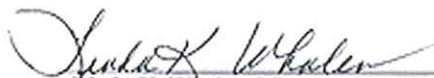
WHEREAS, this Grant will benefit the City of Bluefield by providing community leadership training; and

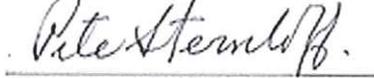
WHEREAS, the City of Bluefield recognizes and supports the Bluefield Blueprint Community Team consisting of Mike Collins, Principal of Bluefield High School; Kevin Morris, SGA President/Student at Bluefield State College; Mary Turner, Economic Development Director at Community Action of Southeastern, West Virginia; Dr. Marsha Krotseng, President of Bluefield State College; Darryl Hudson, Publisher of the Bluefield Daily Telegraph; Ronnie Hypes, Senior Vice-President & Chief Financial Officer of First Century Bank; Mayor Linda K. Whalen, City of Bluefield; Pete Sternloff, Member of the Board of Directors of the City of Bluefield; and Greg Shrewsbury, Economic Development Director for the City of Bluefield; and

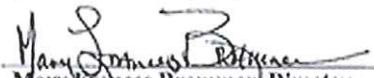
**NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF DIRECTORS OF
THE CITY OF BLUEFIELD, WEST VIRGINIA:**

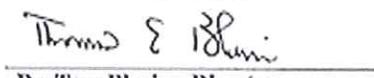
That the Board of Directors hereby takes great pride in publicly recognizing and supporting the efforts of the Bluefield Blueprint Community Team and hereby supports their application for a Blueprint Community Grant.

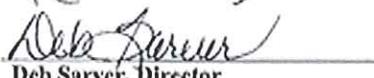
Given under our hands this the 23th Day of October, 2012.


Linda K. Whalen, Mayor


Pete Sternloff, Director


Mary Frances Brammer, Director


Dr. Tom Blevins, Director


Deb Sarver, Director



To Whom It May Concern:

First Century Bank is proud to be a partner with the Bluefield Blueprint Communities team. We are a community-minded bank with the desire to see the local community in which it is headquartered grow and develop. First Century Bank has seen the significant economic decline in recent years. As a partner we hope to provide assistance to help spur economic development, job creation, and job retention in the City of Bluefield.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Ronald Hypes', with a long, sweeping underline.

J. Ronald Hypes
Senior Vice President
Chief Financial Officer

Post Office Box 1559 • Bluefield, West Virginia 24701-1559 • Telephone (304) 325-8181

Executive Summary

Bluefield, West Virginia once flourished as a railroad community that served the Pocahontas coal fields. In 1941, Bluefield's rail yard facilitated transport of 40% of North American coal as a result of World War II. The city's success generated economic expansion that facilitated growth of downtown and commercial districts. Regional headquarters for Norfolk and Southern, Appalachian Electric Power, and other companies were located in Bluefield. Many supporting businesses, merchants, and retailers also set up shop in Bluefield making it a commercial hub for the region. At its peak, there were approximately 21,000 people living in Bluefield. In the 1960's the coal boom subsided, and consequently impacted Bluefield's economic development.

Over the past 60 years, Bluefield has encountered difficulty redefining its image and its economy. Like many communities in Southern West Virginia along the Route 52 corridor, the city's geography has posed obstacles to development. Recent demolition of buildings in downtown is indicative of the challenges many southern communities face with depreciating inventory in once thriving city centers. It is common for the older generation in Bluefield to reminisce about crowded city streets reminding one of major metropolitan areas. Bluefield's socio-economic structure has shifted dramatically in the last four decades. Bluefield still remains Mercer County's population center with just over 10,000 people. It was also identified in the 2010 Census as the center of the Bluefield VA-WV Micropolitan Area with a population of approximately 100,000. Just recently, the 2011 American Communities Survey from the U.S. Census Bureau reported a staggering 19 percent poverty rate for the greater Bluefield area, which is the second highest in West Virginia.

"It started out as a feeling which then grew into a hope, which then turned into a quiet thought, which then turned into a quiet word. And then that word grew louder and louder 'til it was a battle cry." "The Call" is a song by Regina Spektor and captures the revitalization and economic development movement the City of Bluefield has experienced the past two years. Growing

from conversations over coffee, dinner parties, and at community and sporting events, there is a longing to write our own story, change our current picture, and set ourselves on a different path for the future. There is an aspiration to no longer complain about what we do not have but to create a city where we wish to live, work, and play. An Economic Development Plan called Blue Momentum was created by a group of concerned citizens. Within that plan, a group of individuals were selected to lead a Blueprint Communities team. This team would learn about community development, civic engagement, and assist groups working to better the City of Bluefield.

"A CORE OF OUR TEAM'S EXPERIENCE WAS CIVIC ENGAGEMENT. IT IS HELPING OUR COMMUNITY FIND THAT THEY, BOTH INDIVIDUALLY AND AS A COLLECTIVE GROUP, CAN MAKE OUR COMMUNITY WHAT THEY WANT IT TO BE."

The Blueprint Communities Team envisions a different future than the image painted above. Our vision is that by 2016, Bluefield will be an exciting place for our visitors and residents, focusing on commerce, the arts, and education. Plans are in place to revitalize the downtown area and make Bluefield a downtown destination once again. This will not only be for those 100,000 Micropolitan Area residents, but for those 100 miles away focusing on regional tourism. Downtown will be a place where something is happening each week, whether it is a theater performance, a concert, a new gallery display, festival, or community event. This will be a place where students from Bluefield State College seek to live, work, and play.

A renewed focus on the city's relationship with Bluefield State College is a central part of the team's future plans. Bluefield State College is a major community asset with 1,750 students, 366 full and part-time faculty, staff, and student workers, \$14.3 million paid in salaries and benefits, \$16.7 million in distributed financial aid, and \$12.6 million of

renovations and maintenance work completed the past two years. A focused integration of the college in the community, especially downtown is important. This will be achieved by holding classes and community workshops downtown, encouraging attendance at the weekly downtown activities, and working on opening up student housing in the downtown area.

Bluefield continues to serve as a rail yard for Norfolk Southern with one mile of track for trains to pull off of the main line. Bluefield also sits along the Heartland Corridor, a major rail artery from shipping ports in Norfolk, Virginia to the Mid-West. In addition, Bluefield is in close proximity to three major interstates; I-77, I-64, and I-81. This makes Bluefield a prime location for logistics and transportation. Plans are in place to create a business procurement funnel, update a land use plan, and the installation of a natural gas refueling station.

Continuing to engage the community is one of the most important parts of this plan. Team members have found that civic engagement is critical to our future success. Through civic engagement, the team believes a continued sense of ownership in the community's future will be found. It will also provide for future ideas and plans continuing to challenge and grow the city. Overseeing all of this will be the Blueprint Community team. Plans are in place to establish the team as an entity to hold the vision, manage it, and continually support community development work. Through these efforts a burgeoning community will exist and a platform established for future plans.

THE BLUEFIELD BLUEPRINT COMMUNITIES TEAM—"TEAM BLUE"



JOSHUA CLINE
Economic Redevelopment
and Planning Director
City of Bluefield



JIM FERGUSON
City Manager
City of Bluefield



RONNIE HYPES
Senior Vice President
and Chief Financial Officer
First Century Bank



DR. MARSHA KROTSEING
President
Bluefield State College

Section I – Overview of the Planning Process

While beginning to come together as a team, a guiding principal and mission statement was adopted by the group:

"It begins with you!" is the guiding principle for Team Blue. We are thoughtful, action-oriented planners respectful of our past and each other. We are appreciative for each citizen, who has an equally important role to play. We are focusing on the future with a passion and commitment to making a positive difference through hard work and perseverance.

Initially, team members were brought to the table because of their background and skill sets. As this team evolved, the bench was filled by workers who truly sought to fulfill the mission statement and be forward thinkers. Partnerships have also been identified to work with the many volunteers that have been working to better the City of Bluefield. Throughout this process, team members have been exposed to community development training, engaged in civic engagement activities, and have helped share the importance of a unified commitment to the best for Bluefield.

Just prior to beginning the Blueprint Communities program, an economic development plan was developed. This plan took engaged citizens who over the course of multiple meetings and conversations sat and discussed issues facing the city. Once a picture of the city's present and future was

identified, the group developed goals and set them in a plan of action. This plan was titled Blue Momentum and was approved as the City of Bluefield's economic development plan.

Initially, a clear understanding of how to put together a previous developed plan with the Blueprint Communities process did not exist for the Blueprint Communities team.

"IT BEGINS WITH YOU!"

The team took things back to the basic level to see if anything was missed and began listening to the community as a whole, and not just engaged citizens. Civic engagement is flourishing in the City of Bluefield due to work by the Blueprint Communities team. During the planning process, the following events were established:

- "Chat and Chew with the City Manager" offered local businesses and merchants an opportunity to have discussion with one another and city officials on issues facing the City of Bluefield. Because of this program, new

initiatives such as group advertising, the desire to see a "shop local" guide developed, and sharing of resources have taken root.

- "Citizen John and Jane Smith Interviews" were conducted, asking individuals who live and/or work in the City of Bluefield to ask basic questions about economic development. This allowed the team to gauge what the basic understanding of the local economy was and what the community wished to see.
- Easy to read and understand diagrams were also created. At the onset of the Blueprint Communities program, there were multiple other "economic development" projects and plans in place in the City of Bluefield. Diagrams were created to help illustrate how teams were working in conjunction with one another and not competing.

In July 2013, a new governing Board of Directors was elected in Bluefield. These new members sought to listen to the community around them. Since their election, they have developed the following civic engagement pieces:

- "Lunch with the Mayor" offers three individuals who live, work, or study at Bluefield State College in the City of Bluefield the opportunity to have lunch with the mayor. Topics can be

pre-determined, but often lunches have open dialogue. The event is underwritten by a local business and free to participants.

- “Town Hall Meetings” are also being conducted out in the community, not

at the Municipal Building. This allows individuals an opportunity to share ideas and ask questions openly without routine city business taking time in a meeting. The first meeting held in October 2013 had a crowd ten times the size of a normal board meeting.

During the many workshops held during the Blueprint Communities program, team members have also learned how to identify the multiple forms of wealth in a community. This assessment was completed and used as a guide in identifying where to begin a plan.

Section II – Assessment Results

In having dialogue with the community and taking basic surveys, the Blueprint Communities team found that many knew there were economic development plans. However, only a 7% of the surveyed group could share those plans. This item was extremely important to the team. Spreading the word about the positive changes happening in Bluefield must be done by more than a few people to ensure community support, good public relations, and a greater interest from the region. The

team also asked about the current business climate and found that most found it an unfriendly business location.

Anecdotal data was collected in community meetings. Within the “Chat and Chew” meetings, personal accounts were collected. The Blueprint Communities team utilized the anecdotal data shared during these meetings. For example, in one meeting an African-American lady stated, “It is the same people making the same decisions.” This was not taken as an offense, but as a window of opportunity to bring more people to the table. In recent years, it has become common place for a few individuals to step up and serve the community. This one story is an example of others that gave the Blueprint Communities team the desire to continue work on civic engagement. By bringing more citizens to the table, more ownership and ideas can be brought forth.

The economic development plan *Blue Momentum* continued to serve as a guiding document for the Blueprint Communities

team in developing a performance agenda for the Bluefield Blueprint Community Team. The team also took the various forms of wealth identified within the city. In the assessment the team found that large pools of intellectual, individual, social, and built wealth existed in the City. These items included Bluefield State College, Bluefield Regional Medical Center, numerous organizations, active social groups, available property, access to rail and interstate.

By listening to the community, identifying forms of wealth, and utilizing prior plans the Blueprint Communities team identified key areas to compile a plan of action. The plan will be evaluated by the team in the future with sub-groups developed to continue its success. In the future, the team hopes to form into an advisory board to assist different partners in the community achieve their goals, further advancing the City, its interests, and its people.



Section III – Vision and Prime Challenges

The Blueprint Communities team formed from individuals who moved to Bluefield or stepped into a leadership role because they found it to be a place to make a difference. The team joins with residents, students, and visitors in envisioning a community that meets our needs today and tomorrow. The team envisions that Bluefield will become a community where individuals are engaged in the process. A culture of creating, not complaining, has captured the imagination of the community. Civic leadership is seen from artists to attorneys working on beautification, planning, little league, literary groups, and more. In our future people are working together for the advancement of

the City of Bluefield. They find information, support, and resources from a guiding body. This group provides valuable feedback to prevent duplication of work and connects people with similar passions to one another.

Bluefield State College students, faculty, and staff are a large part of the future of Bluefield. The College will be fully immersed in the city. Downtown will be a place where students want to be when they are not on campus. Students will have the opportunity to live, work, and play in downtown. Classes will be offered in the downtown area. Afterwards, students can stop by the local pizza shop and have lunch

before they start their shift for the evening. Once that shift is over, they can walk down the block to their loft apartment in a historic



RIBBON CUTTING FOR THE INTERPRETIVE WALK

downtown building. Businesses have a focus on the student population and entice them in with incentives such as student discounts and free Wi-Fi.

Students will not be the only part of the population that seeks to be in downtown. By 2016, there will be an event, concert, theater production, or exhibit bringing the population downtown. This will provide a boost for the businesses that will be open in the evenings. Bluefield State College will offer courses and community workshops helping increase the individual and intellectual wealth of our community. These classes can range from introductory writing courses, fly tying for fly fishing, microeconomics and personal finance, to a course celebrating Appalachian authors and artists. The City and Bluefield State College will partner to co-host two events each year downtown to engage those students and community members to have a greater interaction.

Finally, the City of Bluefield will seek to capitalize on new initiatives in the global marketplace by utilizing the assets found in West Virginia. With an updated comprehensive plan, a refocused land-use plan will allow the city to develop commercial and industrial areas within the city. A funnel will also be created identifying companies within the fields of energy and transportation that can take advantage of the access to railways and interstates. These companies will benefit from a focus on the creation of built wealth like bulk transfer facilities and natural gas refueling stations.

A performance agenda was created as part of this process. Prime challenges for the City of Bluefield were identified as well as broad aspirations in facing those challenges. The following items were identified:

VISION STATEMENT:

By 2016, Bluefield will be an exciting place for our visitors and residents, focusing on commerce, the arts, and education.

PRIME CHALLENGE #1: A LACK OF ONGOING CIVIC ENGAGEMENT.

BROAD ASPIRATION: By 2016, the number of citizens participating in community planning groups, committees, and advisory boards will increase by ten percent. Community improvement projects will have increased by ten percent.



PRIME CHALLENGE #2: A LACK OF ENTITY TO HOLD THE VISION, MANAGE, AND SUPPORT COMMUNITY DEVELOPMENT WORK.

BROAD ASPIRATION: By 2016, the Blueprint Communities team will evolve into a roundtable group providing guidance, financial consulting, connection of resources, educational resources, marketing, civic engagement, work with government, promotion, etc.

PRIME CHALLENGE #3: A LACK OF ONGOING CONNECTION BETWEEN OUR COMMUNITY AND OUR COLLEGE.

BROAD ASPIRATION: By 2016, the following items will be accomplished:

- Two classes are annually taught downtown and four community workshops will be offered
- Three downtown businesses are focused on college students as a target market
- 5% of students are living in close proximity to downtown
- 30% of college students, faculty, and staff will participate in community service offerings

PRIME CHALLENGE #4: REDEVELOPMENT OF COMMERCE, RALEIGH, AND BLAND STREETS FOR BUSINESS, ENTERTAINMENT, AND COMMUNITY FUNCTIONS.

BROAD ASPIRATION: By 2016, Bluefield will have

- A positive perception of downtown with weekly community exhibits, theater productions, concerts, and events
- Two co-hosted events between Bluefield State College and the City of Bluefield
- Half-way point achieved in a 10/10/10 model with:
 - Five retail/restaurant businesses in downtown
 - Five supporting businesses in downtown
 - Five businesses open after 6:00 p.m. in downtown
- A plan for new uses for the Bluefield State Research and Development Corporation Building

PRIME CHALLENGE #5: LEVERAGE OUR ENERGY AND TRANSPORTATION ASSETS FOR BUSINESS DEVELOPMENT.

BROAD ASPIRATION: By 2016, Bluefield's economic development strategy will have successfully welcomed one new business that employs a minimum of 20 employees and will have implemented a city natural gas refueling station which employs four employees from the community.

Section IV – Prime Challenge Performance Agendas and Measurement of Success

PRIME CHALLENGE #1: A LACK OF ONGOING CIVIC ENGAGEMENT.

SMART GOAL 1

By 2016, Bluefield will have 40 businesses and entrepreneur participants attending quarterly “Chat and Chews” co-hosted by the city merchants association, Bluefield State College School of Business, and the Blueprint Communities Team.

SMART GOAL 2

By 2016, quarterly open forums targeting specific segments of the community (students, the arts community, community leaders, etc.) will recruit participants to improvement task groups. Forums will be co-hosted by the Blueprint Communities team, Bluefield State College, Bluefield Regional Medical Center, etc.

SMART GOAL 3

By 2016, 75% of surveyed citizens can describe opportunities for community engagement and where they heard about it.

PRIME CHALLENGE #2: A LACK OF AN ENTITY TO HOLD THE VISION, MANAGE IT, AND SUPPORT COMMUNITY DEVELOPMENT WORK.

SMART GOAL 1

By 2014, the Blueprint Communities team will evolve into a community team with representation of all major sectors of the community, for the purpose of providing community development support.

SMART GOAL 2

By 2016, 75% of businesses, civic organizations, and school leadership can describe the functions of the community team and the team can report that 12 businesses/ organizations accessed their services.

PRIME CHALLENGE #3: A LACK OF ONGOING CONNECTION BETWEEN OUR COMMUNITY AND OUR COLLEGE.

SMART GOAL 1

By 2016, two classes are annually taught downtown with enrollment of 30 students and two community workshops are annually offered with 100 attendees.

SMART GOAL 3

By 2016, 15% of college students, faculty, and staff will participate in community service and 10 internships will be created.

SMART GOAL 5

By 2016, 5% of students will be living in close proximity to downtown.

SMART GOAL 2

By 2016, three downtown businesses are focused on college students as a target market.

SMART GOAL 4

By 2016, students will attend three entertainment activities downtown.



“WE ARE TAKING THE LEMONS THAT SOUTHERN WEST VIRGINIA HAS BEEN DEALT OVER RECENT YEARS AND WE DECIDED TO START MAKING LEMONADE FROM THEM.”

PRIME CHALLENGE #4: REDEVELOPMENT OF COMMERCE, RALEIGH, AND BLAND STREETS FOR BUSINESS, ENTERTAINMENT, AND COMMUNITY FUNCTIONS.

SMART GOAL 1

By 2016, a positive perception of downtown will be created through weekly community exhibits, theater productions, concerts, and events.

SMART GOAL 2

By 2016, two co-hosted events between Bluefield State College and the City of Bluefield.

SMART GOAL 3

By 2016, five retail/restaurant businesses will be reporting profitable sales.

SMART GOAL 4

By 2016, five supporting businesses will have opened in downtown.

SMART GOAL 5

By 2016, five downtown businesses will serve customers after 6:00 p.m.

PRIME CHALLENGE #5: LEVERAGE OUR ENERGY AND TRANSPORTATION ASSETS FOR BUSINESS DEVELOPMENT.

SMART GOAL 1

By 2016, business prospects report that Bluefield provided a comprehensive and effective orientation and strategy for locating to Bluefield.

SMART GOAL 2

By 2016, one new business tied to the energy or transportation sector will open, employing a minimum of 20 employees.

SMART GOAL 3

By 2016, the City of Bluefield will have a natural gas refueling station that employs four individuals from the community and attracts commercial traffic from the interstate.

Section V – Civic Engagement Performance Agenda and Measurement of Success

In the performance agenda the first prime challenge identified is the lack of ongoing civic engagement. In the team's mission statement, we share that we firmly believe that each person has an equally important role to play. Civic engagement is the key to continuing to have public faith in work being done to revitalize Bluefield. It is also important to develop future ideas once current goals are completed. The team will continue to hold listening forums, engage in dialogue with individuals and groups within the city, conduct surveys, and will seek to have individuals involved in efforts.



Appendix A – Population, Economy, Housing Data & Trends



BLUEFIELD, WEST VIRGINIA POPULATION | ECONOMY | HOUSING DATA & TRENDS FROM 1980-2011



INTRODUCTION

BLUEFIELD

At 2,655 feet above sea level, Bluefield is West Virginia's most elevated city. Bluefield was incorporated 1889 in the midst of a coal boom fed by the construction of the Norfolk and Western railroad. When the market demand for coal was strong, it brought a flood of money to the area, but when demand cooled, so did Bluefield's economy. In the coal rush years, which lasted till 1960, the city was a bustling metropolis complete with urban nightlife, sprawl and blight. In 1924, nearby Graham, Virginia decided to rename itself Bluefield, Virginia to try to unite the two towns who had been feuding since the civil war. The Great Depression era brought severe economic distress along with a series of fires that destroyed many buildings including the city's high rises. Bluefield became strategically important once again during World War II for its coal. Today Bluefield is a much quieter city. With a population of approximately 10,000 residents, it is the core city of the Bluefield WV-VA micropolitan area which has a population of over 100,000.

TRANSPORTATION & ACCESS

While the railroad played a huge part in Bluefield's early history, by 1980 it had lost its Amtrak station. Today the closest train station is in Hinton, WV (40 miles). The interstate highway system made Bluefield accessible to automobile traffic in 1960 and I-77 is less than 10 miles away. Mercer County airport is located 10 minutes from Bluefield, but currently has no commercial air provider.

PROXIMITY TO MEDICAL, COLLEGE, AND BANKING SERVICES

Bluefield is served by Bluefield Regional Medical Center. Colleges and Universities located nearby include Bluefield State College (1599 enrolled FT), New River Community and Technical College (in Princeton,) and Concord University (16 miles away in Athens with 2364 FT Enrollment). Other large universities located within an hour include Radford University (38 miles, FT enrollment 7927) and Virginia Polytechnic Institute and State University (44 miles, FT enrollment 27,887).

Local banks include First Century Bank, Inc., First Community Bank, and MCNB Bank and Trust Co.

PROXIMITY TO RECREATION FACILITIES

A number of fairs and festivals are held during the year, including the Lemonade Days Street Fair, the Railfest Model Train Show, and the Holiday of Lights. Bluefield City Park includes six named trails offering different degrees of challenge. Bluefield's commercial downtown historic district is on the National Register of Historic Places, as are the Country Club Hill, Jefferson Street, South Bluefield and Upper Oakhurst Historic Districts. The former City Hall built in 1924 lives on as the Bluefield Area Arts Center. This Classic Revival style edifice is home to the community theater troupe Summit Players Theater, and several independent businesses. Also in the region are the Bluestone National Scenic River, Camp Creek State Park, and Pipestem Resort State Park. Eight miles north of Bluefield sits Bramwell, once the richest small town in America with as many as 19

"RECOGNIZING THE MANY FORMS OF WEALTH AND RETHINKING HOW OUR COMMUNITY ENGAGES THOSE ASSETS WAS AN EYE-OPENER TO POSSIBILITIES."

millionaires. Many of the lavish mansions were built at the turn of the century by coal operators; tours are offered twice a year.

MEDIA

Newspapers include the Bluefield Daily Telegraph. TV stations include: WVVA (Channel 6; Bluefield, WV) and WLFB (Channel 40; Bluefield, WV).

AREA EMPLOYERS

Major employers in the area include Bluefield Regional Medical Center, EchoStar, Norfolk Southern Railroad, Rish Equipment, Bluefield Daily Telegraph and City Hall.

SOURCES

<http://www.cityofbluefield.com>

<http://www.city-data.com/city/Bluefield-West-Virginia.html>

<http://www.wvcommerce.org/people/communityprofiles/populationcenters/bluefield/default.aspx>

"National Register of Historic Places: Weekly List Actions". National Park Service, United States Department of the Interior. Retrieved on March 15, 2013.

<http://westvirginia.hometownlocator.com/wv/mercerc/bluefield.cfm>

GENERAL POPULATION DATA & TRENDS

This section contains information on the population, including size, median age, educational achievement, median household size and income and poverty rates.

- Tables 1 and 2 illustrate, from 1980 to 2010, Bluefield experienced dramatic population decline (35%) while the state lost 5% during this period. While the state's population has stabilized and risen slightly during the last two decades, Bluefield has continued to lose substantial population.
- Chart 1 shows that the population is aging: nationally, statewide and in Bluefield. Bluefield's population is aging at close to the same rate as the national population. In 2010, West Virginia's median age was 41.3, 11% higher than the national median at 37.2. At 44.3, Bluefield's 2010 median age was three years above the state median.
- Charts 2 and 3 illustrate the educational achievement of the population. In Chart 2 the percentage of West Virginia's population with a High School Diploma or higher is lower than the national percentage, years 2000 and 2010 show a narrowing of that gap. Bluefield has consistently exceeded the state's

percentage of High School Graduates, and in 2010 exceeded the national percentage. Since 1990 Bluefield has also consistently exceeded the state percentage of population with a Bachelor's degree by 5% or more.

- Table 3 shows that household size is decreasing. Since 1990, West Virginia has had a smaller household size than the national average, and Bluefield has had a smaller household size than West Virginia.
- Chart 4 shows that growth in national median household income has outpaced both WV's and Bluefield's, and in the most recent decade, Bluefield's rate of increase was below the state and nation. In the last decade, while the state and the nation's median household income increased by 33% and 26% respectively, Bluefield's median income increased by only 13%.
- Table 4 shows the percentage of families living below poverty in Bluefield in 2010 is slightly higher than the state's. While both Bluefield and the state experienced increases in poverty from 1980-1990, the state's percentage has declined, while Bluefield's has remained at or near 1990 levels.

TABLE 1: POPULATION

	1980	1990	2000	2010
West Virginia	1,949,644	1,793,477	1,808,344	1,852,994
Bluefield	16060	12756	11451	10447

TABLE 2: POPULATION CHANGE

	1980-1990	1990-2000	2000-2010
West Virginia	-8.0%	0.8%	2.5%
Bluefield	-20.6%	-10.2%	-8.8%

TABLE 3: AVERAGE HOUSEHOLD SIZE

	1980	1990	2000	2010
Bluefield	2.6	2.4	2.2	2.2
West Virginia	2.8	2.6	2.4	2.4
USA	2.8	2.6	2.6	2.6

TABLE 4: PERCENTAGE OF FAMILIES LIVING BELOW POVERTY LEVEL

	1980	1990	2000	2010
Bluefield	9.3%	14.4%	13.0%	14.4%
West Virginia	11.7%	16.0%	13.9%	13.2%
USA	9.6%	10.4%	9.2%	11.1%

CHART 1: CHANGE IN MEDIAN AGE

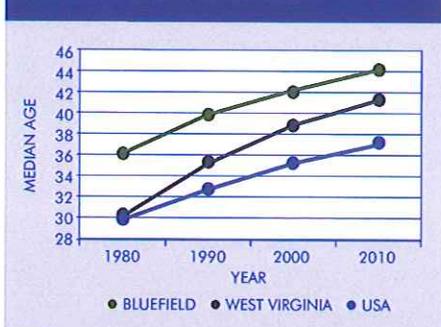


CHART 2: % OF POPULATION THAT IS HIGH SCHOOL GRADUATE OR HIGHER

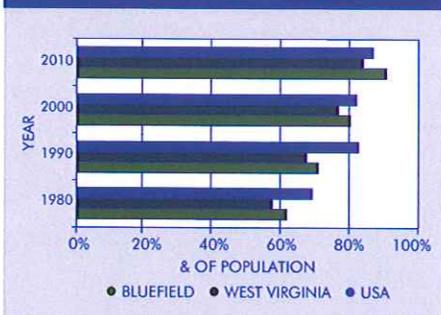


CHART 3: % OF POPULATION WITH BACHELOR'S DEGREE OR HIGHER

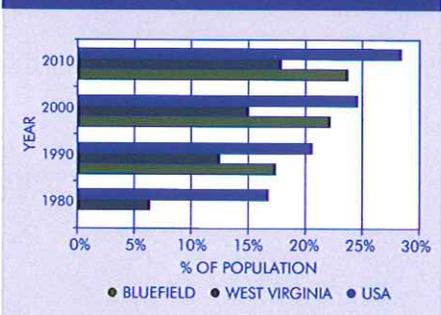


CHART 4: MEDIAN HOUSEHOLD INCOME

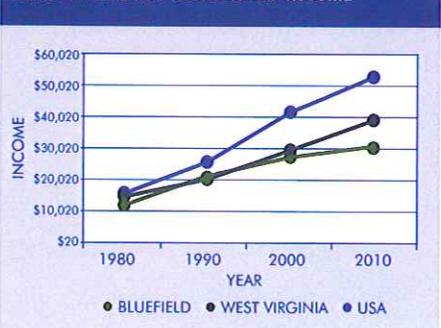


TABLE 5: GENERAL POPULATION DATA FOR BLUEFIELD, WV AND USA

INDICATOR	2010	2000	1990	1980
BLUEFIELD				
Total Population size	10447	11451	12756	16060
Median age	44.3	42.2	39.9	36.3
% under 18 years	20.8%	21.5%	22.4%	18.1%
% 65 and older	20.9%	21.5%	22.4%	18.1%
Bach degree or higher	23.6%	22.2%	17.3%	
High school grad or higher	89.9%	79.3%	70.3%	60.9%
Household size	2.18	2.23	2.39	2.57
Median Household Income	\$31,234	\$27,672	\$21,319	\$12,318
% of families living below poverty level	14.4%	13.0%	14.4%	9.3%
WEST VIRGINIA (STATEWIDE)				
Total Population size	1,852,994	1,808,344	1,793,477	1,949,644
Median age	41.3	38.9	35.4	30.4
% under 18	20.90%	22.3 %	24.7%	28.7%
% 65 and older	16.2%	15.3%	15.0%	12.2%
High School Graduate or higher	82.6%	75.2%	66%	56%
Bachelor's degree or higher	17.6%	14.8%	12.3%	6.1%
Average Household size	2.4	2.4	2.6	2.8
Median Household Income	\$39,550	\$29,696	\$20,795	\$14,564
% of families living below poverty level	13.2%	13.9%	16%	11.7%
USA (NATIONWIDE)				
Total Population size	308,745,538	281,421,906	248,709,873	226,545,805
Median age	37.2	35.3	32.9	30.0
% below 18	23.7%	25.7%	25.9%	28.4 %
% 65 & older	13.3%	12.4%	12.6%	11.2 %
High School Graduate or higher	85.4%	80.4%	81.2%	67.7 %
Bachelor's degree or higher	28.2%	24.4%	20.3 %	16.4%
Average Household size	2.6	2.6	2.6	2.8
Median Household Income	\$52,762	\$41,994	\$25,986	\$15,064
% of families living below poverty level	11.1%	9.2 %	10.4%	9.6%

(Data sources listed in Appendix B)

EMPLOYMENT & ECONOMIC DATA & TRENDS

This section contains economic and employment information, including labor force participation, unemployment rates, commute time, weekly wages. It also contains information on the number, size and payroll of business establishments in Mercer County and breakdowns by Industry Sector.

RECENT TRENDS IN EMPLOYMENT IN BLUEPRINT COUNTIES

COUNTY	DEC 2011	DEC 2012	NET CHANGE
Mercer County (Bluefield & Princeton)	7.4	7.4	0
Nicholas County (Richwood)	9.0	10.3	1.3
Pocahontas (Marlinton)	10.5	10.5	0
Raleigh (Sophia)	6.7	7.8	1.1
Summers (Hinton)	9.3	9.9	.6

Source: Bureau of Labor Statistics, Mid-Atlantic Information Office, 2012. Unemployment rates by County in WV, December 2012 (not seasonally adjusted)
<http://www.bls.gov/to3/wvlaus.htm>

COUNTY	JUNE 2012	% CHANGE, JUNE 2011-12	RANK STATEWIDE BY % CHANGE
Nationwide	132,896,015	1.8	n/a
Statewide	712311	1.4	n/a
Mercer County (Bluefield & Princeton)	20,667	-1.7	45
Nicholas County (Richwood)	8582	-2.1	47
Pocahontas (Marlinton)	2950	-1.2	44
Raleigh (Sophia)	33693	.9	25
Summers (Hinton)	2294	-2	36

COUNTY	2ND QUARTER 2012	RANK BY WAGE LEVEL	% CHANGE, 2ND QUARTER 2011-12	RANK BY % CHANGE
Nationwide	\$903		1.3	
Statewide	\$776		1.4	
Mercer County (Bluefield & Princeton)	\$661	40	3.6	17
Nicholas County (Richwood)	\$737	24	5.3	10
Pocahontas (Marlinton)	\$544	54	-4.9	51
Raleigh (Sophia)	\$792	16	4.6	14
Summers (Hinton)	\$548	53	1.9	30

Source: Bureau of Labor Statistics, Mid-Atlantic Information Office, 2012. Employment & Wages by County in WV, Second Quarter 2012
<http://www.bls.gov/to3/qcewvwdata.htm>

BUSINESSES IN MERCER COUNTY

TABLE 9: BUSINESSES BY SIZE

NUMBER OF EMPLOYEES	NUMBER OF ESTABLISHMENTS	NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12, 2010	ANNUAL PAYROLL (\$1000)
All sectors	1350	18,451	\$578,775
1-4 employees	621	Data unavailable	Data unavailable
5-9 employees	325	Data unavailable	Data unavailable
10-19 employees	215	Data unavailable	Data unavailable
20-49 employees	129	Data unavailable	Data unavailable
50-99 employees	39	Data unavailable	Data unavailable
100-249 employees	14	Data unavailable	Data unavailable
250-499 employees	4	Data unavailable	Data unavailable
500-999 employees	2	Data unavailable	Data unavailable
1000 or more	1	Data unavailable	Data unavailable

TABLE 10: BUSINESSES BY TYPE

INDUSTRY SECTORS	NUMBER OF ESTABLISHMENTS	NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12, 2010	ANNUAL PAYROLL (\$1000)
Agriculture, Fishing, Hunting	3	Data unavailable	915
Mining, Quarrying, Oil & Gas extraction	6	Data unavailable	243,846
Utilities	6	Data unavailable	10,285
Construction	102	705	56,383
Manufacturing	60	1542	44,234
Wholesale Trade	51	569	62,128
Retail Trade	250	3256	119,128
Transportation & Warehousing	34	233	13,941
Information	24	1011	20,550
Finance & Insurance	65	584	19,588
Real Estate, rental, leasing	43	156	9,199
Professional, Scientific & Technical	86	522	39,337
Management of companies	5	Data unavailable	31,556
Admin. & support and waste mgmt. & remediation services	45	783	29,441
Educational services	9	118	Data unavailable
Healthcare and Social Assistance	248	4871	269,167
Arts, Entertainment & Recreation	23	140	5,636
Accommodation & Food services	110	2115	45,944
Other services (except for Public Admin.)	179	1083	25,653

Source: US Census Bureau, CB1000A3 2010 County Business Patterns: Geographic Area Series: County Business Patterns by Employment Size, Class.

TRENDS IN EMPLOYMENT BY INDUSTRY SECTOR

Key Points for Table 11:

- The largest employment sectors statewide in 2012 are Government (20%), Education and Health Services (17%), Retail trade (13%) and Leisure & Hospitality (10%).
- The largest employment sectors in Bluefield in 2011 are Education, Health Care & Social Services (30%), and Retail trade (18%).
- Largest gains in employment state-wide between 1990 and 2012 are in Education and Health Services (6%), Retail trade (5%) and Professional and Business Services (3%).
- Largest declines in employment state-wide between 1990 and 2012 are in Wholesale Trade (-13%) and Manufacturing (-7%).
- Largest gains in employment in Bluefield between 1980 and 2011 are in Education and Health Services (5%), Professional and Business Services (5%), Leisure & Hospitality (5%), Other services (5%) and Govt./Public Administration (4%).
- Largest declines in employment in Bluefield from 1980 to 2011 are in Communication, Transportation & utilities (-11%), Financial Activities (-5%), Manufacturing (-4%), and Mining, Logging and Agriculture (-3%).

TABLE 11: NONFARM WAGE & SALARY EMPLOYMENT

INDUSTRY TYPE	WEST VIRGINIA ¹			BLUEFIELD			
	2012	2000	1990	2011 ²	2000 ³	1990 ⁴	1980 ⁵
Mining and Logging, Agriculture	4%	3%	5%	3%	1%	3%	6%
Construction	5%	5%	4%	4%	5%	4%	5%
Manufacturing	6%	10%	13%	6%	7%	8%	10%
Wholesale Trade	2%	3%	15%	6%	4%	5%	6%
Retail Trade	13%	13%	8%	18%	16%	24%	17%
Communication, Transportation & Utilities	6%	6%	7%	2%	6%	8%	13%
Information	1%	2%	2%	2%	3%	0%	0%
Financial Activities	4%	4%	4%	2%	4%	8%	7%
Professional & Business Services	8%	8%	5%	7%	7%	8%	2%
Education & Health Services	17%	14%	11%	30%	31%	27%	25%
Leisure & Hospitality	10%	8%	8%	6%	8%	2%	1%
Other Services	7%	7%	5%	8%	5%	0%	3%
Government/Public Administration	20%	19%	20%	7%	3%	3%	3%

¹ Data on West Virginia: US DoL, Bureau of Labor Statistics, Economy at a Glance, West Virginia, http://www.bls.gov/eag/eag.wv.htm#eag_wv.f.3

² Data on Bluefield, 2011: US Census Bureau, DP03 Selected Economic Characteristics 2007-2011 American Community Survey 5-year estimates

³ Data on Bluefield 2000: US Census Bureau, DP-3 Profile of Selected Economic Characteristics: 2000 Census 2000 Summary File 3 (SF 3) Sample data

⁴ Data on Bluefield 1990 Census of Population Social and Economic Characteristics, WV, Issued Sept 1993, CP-2-50

⁵ Data on Bluefield 1980 Census of Population Volume 1, Chapter C General Social and Economic Characteristics West Virginia Part 50, PC80-1-C50

TRENDS IN % POPULATION WORKING, UNEMPLOYMENT & COMMUTING TIMES

- Charts 5 and 6 illustrate the percentage of the population 16 and older in the labor force for the civilian labor force for Bluefield, West Virginia and the nation. Bluefield lags slightly behind West Virginia in its percentage of population working, and West Virginia is below the national average.
- Table 12 shows Mercer County's annual unemployment rate during the last 3 decades parallels West Virginia's rate. In 1980 and 1990, West Virginia experienced higher unemployment than the nation. However, in 2010,

the national unemployment rate was 9.6%, exceeding both West Virginia and Mercer County (both 8.4%). Mercer County's unemployment rate decreased in 2011 to 7.9%, and in 2012, the state's unemployment rate was at 7.3%, below the national rate of 8.1%.

- Table 13 shows that while mean commute time for West Virginians has risen by over 6 minutes since 1980, Bluefield workers' mean commuting time is unchanged. At 16.6 minutes, this is well below state and national means.

TABLE 12: EMPLOYMENT & ECONOMIC DATA FOR BLUEFIELD, WV AND USA

INDICATOR	2010	2000	1990	1980
BLUEFIELD				
Population 16 & older in labor force	51.9%	50%	49.9%	50.5%
Unemployment rate (Mercer County)	8.4%	5.1%	8.1%	9.2%
Mean travel time to work (minutes)	16.6	20	15.3	16.6
WEST VIRGINIA (STATEWIDE)				
Population 16 & older in labor force	54.3%	54.5%	53%	51.7%
Unemployment rate	8.4%	5.5%	8.6%	9.6%
Mean travel time to work (minutes)	26	26.2	21	19.7
USA (NATIONWIDE)				
% of population (16 & over) who worked during last year	64.4%	63.9%	65.9%	64.2%
Unemployment rate	9.6%	4%	5.6%	7.1%
Mean travel time to work	25.4	25.5		

(Data sources listed in Appendix B)

CHART 5: % OF POPULATION WORKING

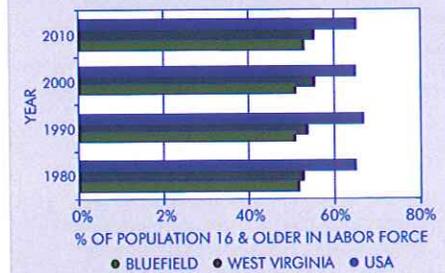


CHART 6: UNEMPLOYMENT RATE

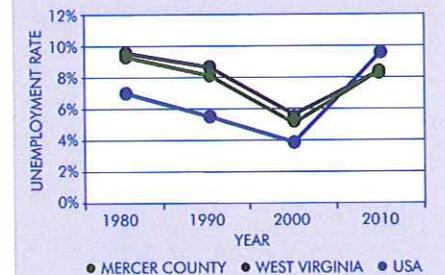


TABLE 13: MEAN TRAVEL TIME TO WORK (MINUTES)

	2010	2000	1990	1980
Bluefield	16.6	20	15.3	16.6
West Virginia	26	26.2	21	19.7
USA	25.4	25.5		

HOUSING DATA & TRENDS

This section contains information on housing, including number of units, percentage vacant and owner-occupied, the median value of owner occupied units and the median year built.

- Tables 14 (below) and Table 16 (next page) shows a decrease of 4% in the number of housing units in Bluefield from 1990-2010.
- Meanwhile, the state and nation have seen net increases of 13% and 29% respectively. Lower numbers usually indicate a lag in the number of new units built, but can also reflect the demolition of aging and unsafe homes.
- Charts 7 and 8 illustrate the percentage of vacant housing units, and the percentage of owner occupied homes in Bluefield, the state and the nation. While West Virginia experienced a gradual increase across two decades, nationwide, housing vacancy increased more sharply during the last decade. Bluefield's vacancy rate increase was sharper still. Bluefield's housing vacancy was at 18.4% in 2010 vs. 12.8% in 1990.
- In Chart 8, we see that in 2000-2010 West Virginia's rate of home ownership

exceeded the national rate. Bluefield's highest rate of homeownership was in 1990 at 70% but then dropped to match the national rate in 1990. It increased slightly to 67% in 2010, still well below the state's percentage (73%) which was the highest of any state in the nation.

- Chart 9 illustrates that the median value of homes nationwide is significantly higher than West Virginia's (93% in 2010). Additionally the rate of growth in value is much greater nationally, while homes are adding value at a much more moderate pace in West Virginia and Bluefield. While Bluefield's median home values were close to West Virginia's median in 1990, by 2010, Bluefield's values lagged behind state values by 31%.
- Table 15 shows that in 2010 Bluefield's homes were substantially older than both the state (28 years) and nation (31 years). Furthermore Bluefield's median age of homes remained flat over the last two decades, while state and national medians increased by 11 and 14 years respectively.

	# UNITS 1990	# UNITS 2000	# UNITS 2010	% CHANGE 1990-2000	% CHANGE 2000-2010	% CHANGE 1990-2010
Bluefield	6007	5966	5790	-1%	-3%	-4%
West Virginia	781,295	844,623	881,917	8%	4%	13%
USA	102,263,051	115,904,641	132,312,404	13%	14%	29%

CHART 7: % OF VACANT HOUSING UNITS

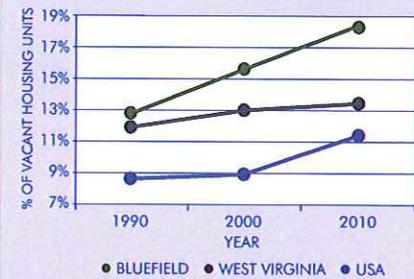


CHART 8: % OF OWNER OCCUPIED HOMES

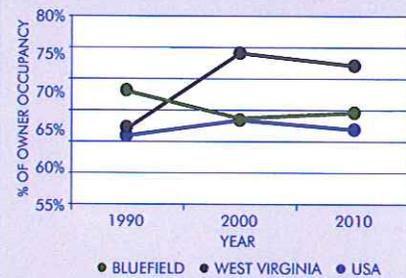


CHART 9: MEDIAN VALUE OF OWNER OCCUPIED HOMES

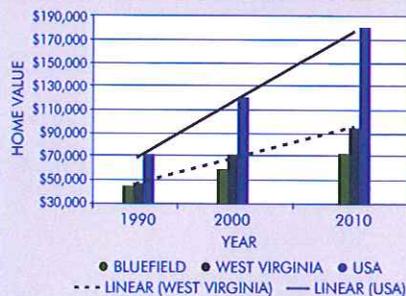


TABLE 15: MEDIAN AGE OF HOMES (YEAR BUILT)

	1990	2000	2010
Bluefield	1945	1947	1945
West Virginia	1962	1969	1973
USA	1962	1971	1976

TABLE 16: HOUSING DATA FOR BLUEFIELD, WV AND USA

INDICATOR	2010	2000	1990	1980
BLUEFIELD				
Total number of housing units	5790	5966	6007	
% of vacant housing units	18.4%	15.6%	12.8%	
% of homes owner occupied	67.1	66.3	70.0	
Median value of owner occupied units	\$73,700	\$59,500	\$44,700	
Median year built	1945	1947	1945	
WEST VIRGINIA (STATEWIDE)				
Total number of housing units	881,917	844,623	781,295	
% of vacant housing units	13.4%	12.8 %	11.9%	
% of homes owner occupied	73.4%	75.2 %	65.3%	
Median value of owner occupied units	\$96,500	\$72,800	\$47,900	
Median year built	1973	1969	1962	
USA (NATIONWIDE)				
Total number of housing units	132,312,404	115,904,641	102,263,051	88,410,627
% of vacant housing units	11.4%	9%	8.7%	6.4 %
% of homes owner occupied	65.1%	66.2%	64.2 %	64.4%
Median value of owner occupied units	\$186,200	\$119,600	\$72,400	\$41,500
Median year built	1976	1971	1962	

(Data sources listed in Appendix B)

Appendix B – Data Sources

BLUEFIELD (SOURCES OF DATA)

INDICATOR	2010	2000	1990	1980
GENERAL POPULATION				
Total Population size	(32)	(8)	(12)	(36)
Median age	(35)	(8)	(12)	(36)
% under 18 years	(32)	(31)	(12)	(36)
% 65 and older	(35)	(8)	(12)	(36)
Bach degree or higher	(17)	(6)	(14)	
High school grad or higher	(17)	(6)	(14)	
Household size	(17)	(8)	(11)	(36)
Median Household Income	(18)	(3)	(14)	
% of families living in poverty	(18)	(3)	(14)	
EMPLOYMENT & ECONOMIC				
% in labor force (16 & up)	(18)	(3)	(14)	
Unemployment rate	(39)	(39)	(39)	(39)
Mean travel time to work	(18)	(3)		
% EMPLOYMENT BY INDUSTRY SECTOR				
Agriculture, forestry, fishing hunting & mining	(18)	(3)		
Construction	(18)	(3)		
Manufacturing	(18)	(3)		
Transportation, communications & public utilities	(18)	(3)		
Wholesale trade	(18)	(3)		
Retail trade	(18)	(3)		
Information	(18)	(3)		
Finance, insurance & real estate	(18)	(3)		
Professional, scientific, management, administrative, waste management services	(18)	(3)		
Educational, health care and social assistance	(18)	(3)		
Arts, entertainment, recreation, accommodation & food services	(18)	(3)		
Other services (except Public Administration)	(18)	(3)		
Public Administration	(18)	(3)		
HOUSING				
Total number of housing units	(34)	(8)	(38)	
% of vacant housing units	(34)	(8)	(38)	
% of homes owner occupied	(34)	(8)	(12)	
Median Value of owner occupied housing	(19)	(2)	(38)	
Median year built	(20)	(21)	(40)	

WEST VIRGINIA (SOURCES OF DATA)

INDICATOR	2010	2000	1990	1980
GENERAL POPULATION				
Total Population Size	(32)	(31)	(12)	(5)
Median age	(32)	(31)	(12)	(16, table 19)
% under 18	(32)	(31)	(11)	(16, table 21)
% 65 and older	(32)	(31)	(12)	(16, table 19)
High School Graduate or higher	(1)	(2)	(13)	(15)
Bachelor's degree or higher	(1)	(2)	(13)	(15)
Average Household size	(4)	(31)	(12)	(15, table 62)
Median Household Income	(1)	(3)	(13)	(15, table 71)
% of families living below poverty level	(33)	(3)	(13)	(15)
EMPLOYMENT & ECONOMIC				
% Population 16 & older in labor force	(23)	(3)	(13)	(15, table 67)
Unemployment rate	(10)	(10)	(10)	(10)
Mean travel time to work (minutes)	(1)	(3)	(13)	(15 table 75)
% EMPLOYMENT BY INDUSTRY SECTOR				
Agriculture, forestry, fishing hunting & mining	(23)	(3)		
Construction	(23)	(3)		
Manufacturing	(23)	(3)		
Transportation, communications & public utilities	(23)	(3)		
Wholesale trade	(23)	(3)		
Retail trade	(23)	(3)		
Finance, insurance & real estate	(23)	(3)		
Professional, scientific, management, administrative, waste management services	(23)	(3)		
Educational, health care and social assistance	(23)	(3)		
Arts, entertainment, recreation, accommodation & food services	(23)	(3)		
Other services (except Public Administration)	(23)	(3)		
Public Administration	(23)	(3)		
HOUSING				
Total number of housing units	(1) 2011	(31)	(13)	
% of vacant housing units	(32)	(31)	(13)	
% of homes owner occupied	(32)	(31)	(13)	
Median value of owner occupied units	(1)	(2)	(13)	
Median year built	(28)	(29)	(13)	

USA (SOURCES OF DATA)

INDICATOR	2010	2000	1990	1980
GENERAL POPULATION				
Total Population size	(1)	(8)	(5)	(5)
Median age	(4)	(8)	(25)	(26)
% below 18	(1)	(9)	(27) 1988	(26)
% 65 & older	(1)	(8)	(25)	(26)
High School Graduate or higher	(1)	(6)	(27) 1988	(26)
Bachelor's degree or higher	(1)	(6)	(27) 1988	(26)
Average Household size	(19)	(7)	(27)	(26)
Median Household Income	(1)	(3)	(27) 1987	(26) 1978
% of families living below poverty level	(33)	(3)	(27) 1988	(26) 1979
EMPLOYMENT & ECONOMIC				
% of population (16 & over) who worked during last year	(33)	(3)	(27) 1988	(26)
Unemployment rate	(10)	(10)	(10)	(10)
Mean travel time to work	(1)	(3)		
HOUSING				
Total number of housing units	(1) 2011	(8)	(24)	(24)
% of vacant housing units	(4)	(8)	(27) 1987	(26)
% of homes owner occupied	(30)	(30)	(30)	(30)
Median value of owner occupied units	(1)	(2)	(27) 1987	(26) 1978
Median year built	(28)	(21)	(27) 1987	

NUMBER	DATA SOURCE
1	US Census http://quickfacts.census.gov/qfd/states/54000.html
2	US Census 2000 DP-4 Profile of selected Housing Characteristics 2000 Summary File 3 (SF 3)-Sample Data
3	US Census 2000 DP-3 Profile of Selected Economic Characteristics Summary File 3 (SF 3) Sample Data
4	US Census Profile of General Population and Housing Characteristics 2010: 2010 Demographic Profile Data
5	US Census WV Population of Counties by Decennial Census: 1900-1990
6	US Census 2000 DP-2 Profile of selected social characteristics: 2000 Summary File 3 (SF-3) - Sample Data
7	US Census Households and Families: 2010; 2010 Census Briefs Issued April 2012; C2010BR-14
8	US Census 2000 DP-1 Profile of General Demographic Characteristics: 2000 Summary File 1 (SF1) 100% data. Geographic area: United States
9	US Census 2000 QT-PI Age Groups and Sex: 2000 Summary File 1 (SF 1) 100 percent data
10	Bureau of Labor Statistics, Local Area Unemployment Statistics West Virginia LASST54000003, LAUST54000003, LNU04000000 http://www.bls.gov/data/
11	US Census 1990 CP-1-50 1990 Census of Population, General Population Characteristics West Virginia www.census.gov/prod/cen1990/cp1/cp-1-50.pdf
12	US Census 1990 CPH-1-50 1990 Census of Population & Housing Summary Population & Housing characteristics West Virginia
13	US Census 1990 CPH-4-50 1990 Census of Population and Housing Population & Housing Characteristics for Congressional Districts of the 103rd Congress WV
14	US Census 1990 CPH-5-50 Census of Population & Housing, Social Economic & Housing Characteristics
15	US Census 1980 Census of Population, Volume 1 Characteristics of the Population Chapter C General Social and Economic Characteristics West Virginia West Virginia, PC80-1-C50, Issued August 1983.
16	US Census 1980 General population Characteristics West Virginia
17	US Census DP02 Selected Social Characteristics in the US 2007-2011 ACS 5-Year Estimates
18	US Census DP03 Selected Economic Characteristics 2007-2011 American Community Survey 5-year estimates
19	US Census DP04 Selected Housing Characteristics 2006-2010 ACS 5 year estimates
20	US Census B25035 Median Year Structure built Universe: Housing Units 2006-2010 or 2007-2011 ACS 5-year estimates
21	US Census 2000 QT-H4 Physical Housing Characteristics-All housing units: 2000 Summary File 3 (SF3) Sample Data
22	US Census DP03 Selected Economic Characteristics 2006-2010 ACS Selected Population Tables
23	US Census DP03 Selected Economic Characteristics 2011 ACS 1 year estimates
24	US Census Table 2. Population, Housing Units, Area Measurements, and Density: 1790-1990
25	US Census Chapter 2 All Across the USA Population Distribution and Composition, 2000 www.census.gov/population/pop-profile/2000/chap02.pdf
26	US Dept. of Commerce, Bureau of the Census Statistical Abstract of the United States 1980 101st Edition, http://www2.census.gov/prod2/statcomp/documents/1980-01.pdf
27	US Dept. of Commerce, Bureau of the Census Statistical Abstract of the United States 1990 110th Edition, http://www2.census.gov/prod2/statcomp/documents/1990-01.pdf
28	US Census B25035 Median Year Structure built Universe: Housing Units 2011 ACS 1-Year Estimates
29	US Census QT-H4 Physical Housing Characteristics-All housing Units: 110th Congressional District Summary File (Sample)
30	US Census Housing Characteristics: 2010 2010 Census Briefs, Issued Oct 2011, C2010BR-07 www.census.gov/prod/cen2010/doc/sf1.pdf
31	US Census West Virginia 2000, Summary Population & Housing Characteristics, Issued Oct. 2020, PHC 1-50; www.census.gov/prod/cen2000/phc-1-50.pdf
32	US Census West Virginia: 2010 Population & Housing Characteristics, 2010 Census of Population & Housing Issued Oct 2012 CPH-1-50 www.census.gov/prod/cen2010/cph-1-50.pdf

NUMBER	DATA SOURCE
33	US Census DP03-Selected Economic Characteristics. 2009-2011 ACS 3-Yr estimate
34	US Census DP04 Selected Housing Characteristics 2007-2011 ACS 5-Year estimates
35	US Census DP05 Demographic and Housing Estimates, 2007-2011 ACS 5-Year estimates
36	1980 Census of Population, Vol. 1 Characteristics of the Population, Part 50, West Virginia PC80-1-B50, Issued Aug 1982
37	1980 Census of Population, Vol. 1, General Social & Economic Characteristics of the Population, Chapter C, Part 50, WV, PC80-1-C50, Issued 1983
38	1990 Census of Housing; General Housing Characteristics, WV, 1990 CH-1-50; www.census.gov/prod/cen1990/ch1/ch-1-50.pdf
39	Unemployment rate data provided by Workforce West Virginia
40	1990 Census of Housing, Detailed Housing Characteristics, WV 1990 CH-2-50 http://www.census.gov/prod/cen1990/ch2/ch-2-50.pdf

Appendix C – Citizen John Smith and Citizen Jane Smith Survey

PURPOSE

The purpose of this survey is to gauge the interest and collect the ideas of the average citizen in Bluefield, West Virginia about economic development.

METHOD

A member of the economic development team will survey workers in the “break-room” of local area employers with scales and open ended responses.

SURVEY QUESTIONS

1. HOW WOULD YOU RATE YOUR UNDERSTANDING OF THE CURRENT ECONOMIC DEVELOPMENT WORK IN THE CITY OF BLUEFIELD?

1. I understand the process clearly and could share with others about it.
2. I understand there are economic development groups working in the City.
3. I have not heard about economic development in Bluefield, West Virginia.

2. DO YOU THINK THAT THE CITY OF BLUEFIELD IS BUSINESS FRIENDLY? WHY OR WHY NOT?

1. Very friendly
2. Somewhat friendly
3. Average
4. Somewhat unfriendly
5. Unfriendly

3. WHAT KIND OF BUSINESS WOULD YOU LIKE TO SEE OPEN UP IN BLUEFIELD, WEST VIRGINIA?

4. WHAT KIND OF BUSINESS WOULD BENEFIT YOU MOST TO OPEN UP IN BLUEFIELD, WEST VIRGINIA?

SURVEY RESULTS

1. HOW WOULD YOU RATE YOUR UNDERSTANDING OF THE CURRENT ECONOMIC DEVELOPMENT WORK IN THE CITY OF BLUEFIELD?

RESPONSE	NUMBER OF RESPONDENTS
1. I understand the process clearly and could share with others about it.	7
2. I understand there are economic development groups working in the City.	72
3. I have not heard about economic development in Bluefield, West Virginia.	22

2. DO YOU THINK THAT THE CITY OF BLUEFIELD IS BUSINESS FRIENDLY? WHY OR WHY NOT?

RESPONSE	NUMBER OF RESPONDENTS
1. Very friendly	3
2. Somewhat friendly	14
3. Average	32
4. Somewhat unfriendly	37
5. Unfriendly	12
*N/A	3

COMMENTS:

- Downtown parking problem
- The businesses at Southpark Plaza are friendly
- Friendly city that has little direction for growth
- I feel like they shoot down a lot of great ideas
- A packet needs to be given to each new business applying for a license
- I closed my business in Bluefield and moved it back to Princeton due to treatment I received from the mayor and city officials
- Depends who you are speaking with and what subject area
- I think the City of Bluefield tries to help whenever they can, but citizens shop in more bigger cities where there are more good shops close together. Acceptance is missing.
- Businesses need an information pack with B&O information, fees, general/basic codes, building permits. Should be given to all new businesses.
- I cannot answer this question, I do not have a business
- B&O taxes and non-friendly board members
- I don't see anything new coming into Bluefield and everyone around us is growing
- You do not feel safe, guys walking with their pants down to where you can see underwear
- Only because I don't understand why business is hesitant to be in Bluefield
- I am all for developing downtown, I feel we have a beautiful downtown and wish we could fill it with neat little shops, and maybe bring Amtrak through here again. I think that we need to concentrate on developing John Nash Boulevard at Exit 1. I think we have missed a lot of financial opportunity from not developing that area. I believe some sort of industry other than eating places needs to be here to bring people back here.
- Because people bring business here don't keep it up or people don't want to bring business here because there are no jobs here, and no grocery stores, just a lot of car lots. I just want Bluefield to bloom like Princeton.
- Not sure why other than it seems like we are unable to keep businesses here
- Because everything keeps closing and there isn't anywhere decent
- Because few businesses last long amounts of time. Also, we are far from the interstate
- Taxes
- The City does not welcome small businesses (i.e. pubs and nightspots), they do not welcome all types of businesses, city taxation, parking, diverse groups are not welcomed
- Population decrease, tax structure, location
- B&O tax incentives for new start-up businesses
- There are more and more businesses leaving due to population
- Seems like most businesses are closed, homes in need of repair, thus not an attraction for new businesses to consider opening in Bluefield. Also I do not feel safe being out and about on our streets.

- Not enough being done to bring in new business
- You hear of businesses wanting to open in West Virginia but end up in Bluefield, Virginia.
- I guess economic times are not friendly to anyone right now
- B&O tax structure, no incentives for new businesses
- I think that the people in Bluefield want to see new businesses but are skeptical about the business staying in the area.
- Don't understand why!
- Not sure why
- It is difficult to answer this question since I have not had an opportunity to deal with the City through a business relationship
- There are opportunities to grow because of age diversity. I feel there should be more engagement geared towards young adults in our school or returning from college.
- What do we have to offer new people or new businesses to come here? We need a change in city government.
- B&O taxes, I have heard taxes are high
- Seems open for suggestions
- There appears to be no desire to create jobs to keep people here
- Leadership: Exit 1 could be just like Exit 9 with the right people in place to get the job done!
- It seems to me that they must be somewhat unfriendly or there would be more business new and old here
- Perception of higher taxes
- I live in Bluefield, Virginia and based on a comparison of the two towns, Bluefield, Virginia is much more business friendly.
- No assistance with B&O taxes, etc. for those wanting to have business in the City.
- Bluefield, West Virginia would like to be business friendly, but Bluefield, Virginia has the businesses
- Downtown business development is difficult. New businesses want to be near Route 460.
- For smaller business B&O tax. Not enough growth for businesses to sustain.
- Abandoned buildings/loitering
- We still have small town ideas instead of thinking
- Bluefield is rundown and not pleasing to the eyes
- Do not promote an atmosphere favorable to entrepreneur.
- Does things to keep businesses out of the City.
- You don't really have that many businesses to choose from, but who I have dealt with seems friendly and helpful
- Businesses are closing or moving a lot
- Not a whole lot of businesses left

3. WHAT KIND OF BUSINESS WOULD YOU LIKE TO SEE OPEN UP IN BLUEFIELD, WEST VIRGINIA?

- Businesses that are geared toward families
- Anything that brings more jobs and restaurants
- Mirror other small cities with businesses not already in our area
- Better restaurants and a pet store
- Pet store
- More restaurants and pet stores
- Something positive for the youth
- Lodging, gas station
- Youth related businesses, party supply store
- A drug rehab clinic or some business that serves senior citizens
- Grocery store, dry cleaner, family restaurant (sit down)
- Downtown gym, upscale dining (Red Lobster)
- TJ Maxx, Kohl's, and more higher quality shops, nice restaurants
- Restaurants and chains
- Restaurants, reasonable gas station, clothing stores
- Restaurants, grocery store
- Larger chain food establishments, more 21-35 age friendly establishments
- More restaurants, artisan businesses
- Redo merchants that were downtown in the 1950s and 1960s
- Whole Foods
- Grocery store
- Any kind of business would be good and helpful
- Grocery store
- Shopping and restaurants and a grocery store, industry for better paying jobs
- Shoney's, Dunkin' Donuts, Red Lobster, etc. More different food places, and grocery stores
- Grocery stores and restaurants
- I would like to see more restaurants, grocery stores, etc. open. We have to go to Princeton or Bluefield, Virginia for some of these
- Target, Chipotle, Starbuck's... bigger businesses that will last
- Grocery store
- Local grocery stores, pubs, fun places, clean restaurants, gas stations, boutiques
- Family entertainment, department store
- Some type of manufacturing. Service industry jobs are important but manufacturing jobs can create long-term growth and prosperity.
- Service industry business to attract from interstate traffic
- Manufacturing, restaurants, and retail stores
- Light manufacturing businesses, retail, chain restaurants
- Retail/Food service
- Any type that would bring some life back to Bluefield.
- Shopping, restaurants
- Better restaurants, music stores, stores like Target
- More small businesses
- Retail and manufacturing
- More "sit down" restaurants
- The kind that produces a lot of jobs
- Dollar General or same type of store for downtown residents
- Medium-large businesses (grocery store, restaurants)
- Restaurants, more food options would be a plus, craft stores
- Restaurants that deliver
- Restaurant, bakery, clothing store and shoes, Dunkin' Donuts, gas station
- Restaurant, clothing store, express care
- Shopping, restaurants, museums, cultural centers
- Grocery store, hotels, gas stations (John Nash and Cumberland), restaurants
- Grocery store, restaurant, retail
- A discount store such as Gabriel's in Beckley
- Café, wellness center to open back up or something similar
- Transition centers for rehab or recovering addicts. Better gyms or workout facilities, businesses with young adults in mind to keep graduates interested in living here.
- Chain restaurants, variety of shops other than Wal-Mart, bakery, Hobby Lobby or craft store
- Convenience store for folks at the Manor
- Places to eat, gas, grocery store, movie theater

- Grocery store please, would like to see Manor market open back up
- Youth centers, restaurants, counseling centers, grocery stores
- Restaurants (Olive Garden, Mellow Mushroom, Macaroni Grill), General Dollar, Sheetz, Wal-Mart (on John Nash Boulevard)
- Grocery store, large chain stores that would draw business back from Virginia
- Less poker machine businesses, more specialty shops like apparel and gift shops, and restaurants, yogurt and coffee shops
- Clothing stores and restaurants
- Grocery store
- Some franchise chain restaurant (not fast food)
- More national restaurant chains, pet supply store
- TJ Maxx clothing store, shoe store, motels
- Restaurant downtown, hobby shop
- Many of the same that have located in Lewisburg
- What kind of business would we not like to see in Bluefield?
- Restaurant, grocery store
- Sporting goods store
- Grocery store
- A social place that doesn't involve drunks or smoking
- Trendy coffee shop/nice restaurant
- Starbucks, bookstore
- SweetFrog, local eateries, sporting goods
- Cold Stone Creamery — Ice Cream Shop, Film company
- Something other than retail, manufacturing
- Retail shopping, restaurants
- More sit down restaurants, industry that will bring several high paying jobs
- Grocery store, casual dining, family restaurant, arcade-lounge
- Grocery store, department store, restaurant
- Skateboard park
- Restaurant, grocery store, hotel
- Motel, convenience store, ATV wash, restaurant, grocery store
- Hobby shop, salons-hair-nails-tanning, bike shop, thrift shop, produce store, tailor, shoe repair, used bookstore, ice cream or dessert shop
- Grocery store is needed the most
- N/A
- Consignment shop, nail shop, florist, nice restaurants
- Restaurants, little shops to get people in the town.
- A business that will produce jobs for the community.
- Downtown restaurants, museums, educational, eclectic shops
- Lady and men's sportswear store, shoe store
- I would like to see family oriented businesses.
- Restaurants, bakery, coffee shops, could be a lot of potential in downtown area.
- Manufacturing and big box retailers or anchor tenants
- An array such as more technology corporations, non-coal related industries, hotels, motels, decent restaurants, retail centers, supermarkets, fuel stations near I-77 that are not "mom and pop" stores, banking centers like in Charlotte and Roanoke, a research park associated with WVU, Virginia Tech, Marshall University, Bluefield College, Bluefield State and Concord University, I think that the City of Bluefield as well as the State of West Virginia should welcome other industries into the state such as: automotive, computer or technology industries, healthcare centers, etc. rather than rely on coal manufacturing. Coal manufacturing was good in the past, now it's time that Southern WV and Southwest VA needs to change the mindset, welcome in new opportunities, especially for adults ages 18-40. Especially individuals with a college education. The Bluefields are perfect locations for universities such as Marshall, Virginia Tech, and WVU to set up extended campuses and innovative technology research parks bring in a wide range of individuals from various cultures, etc.

4. WHAT KIND OF BUSINESS WOULD BENEFIT YOU MOST TO OPEN UP IN BLUEFIELD, WEST VIRGINIA?

- At this point any business
- Good restaurants
- Sit down eating, gas and convenience store next to John Nash, unique businesses that attract outside of Bluefield traffic
- N/A
- N/A
- Pet stores
- A supermarket or department store
- Lodging
- I would have to see major changes in before I thought about having a business in Bluefield again.
- Retail stores in downtown Bluefield
- Grocery store, dry cleaner, family restaurant (sit down)
- Full service grocery
- Soul food restaurant, Red Lobster, Olive Garden, IHOP, Waffle House, Dave and Busters, Sheetz, Jersey Mike's Subs, Boston Market, Deli Sandwich Shop, Old Navy, O'Mallie's Pub, Bojangles, Popeye's Chicken, T.G.I. Friday's, Ross Dress for Less, Walgreens, Ice Cream/Yogurt Shop, water park
- TJ Maxx, Olive Garden restaurant
- Target and Goodwill Store
- Grocery store
- Anything that would provide good job opportunities for college graduates
- Ones that offer opportunities for college graduates and young adults
- Not sure
- Nice gym with a whirlpool
- Whole Foods
- Any employer
- We need a grocery store back in the area and a nice restaurant that isn't fast food
- A restaurant
- Grocery store chain
- Somewhere the kids could play inside and have birthday parties like Chuckie Cheese and a grocery store
- Grocery store
- Grocery stores, restaurants, decent convenience stores/gas stations, etc.
- Better restaurant options and more department stores
- Grocery store
- Grocery stores, something like Target, restaurants, clothing stores, gas stations
- Different restaurants, department stores
- Service industry business towards the (two) college populations in town
- All of the above, because each business would benefit everyone and would be like a chain reaction
- Light manufacturing employing many workers with good paying jobs
- Retail/Food service
- New grocery store and restaurant that isn't fast food
- Industrial
- Retail store so you don't have to drive out of town or state to go shopping
- Technology

- Businesses that would sustain stable employment, railroad and coal related
- Grocery store
- The easy answer is restaurants, Home Depot, and other shopping/retail stores. However, I am going to say manufacturing and "blue collar" type jobs. I believe these kinds of jobs will lead to the other businesses coming to Bluefield. There has to be a reason for a business to come here, and right now I don't believe there is one. Our population certainly doesn't help that. We have had such a tremendous decline over the past few decades. Not only are the numbers down, but it seems the socioeconomic factors have changed as well. There are fewer well paying jobs to be had, therefore more people are making due with less. That is an environment that is friendly to business. If people can't afford to support a business that would come to Bluefield, why would that business come? It wouldn't. Bluefield needs to make itself attractive to businesses. One way to do that is to raise the standard by which people live. That allows people to spend more money and also encourages people to stay here, as well as bring people in from different areas and communities. More money to spend, plus more people would encourage new businesses to consider Bluefield. Also, make the tax structure enticing for businesses. I know this is easier said than done, but other areas are doing it, so why not us? One last thing, why haven't we developed anything on John F. Nash Boulevard? It is like a barren wasteland. It makes no sense that people on I-77 have to drive nine miles to Princeton before they see any signs of life. It's pathetic to be honest. And I am originally from Princeton! I have never understood this. I suppose it's the "old way of Bluefield" standing in the way of progress and potential growth. Well that "old way" got Bluefield a run-down and deserted downtown area. I think it is time to try something different.
- Fast food
- Chain restaurant (Taco Bell/Subway or something quick for lunch)
- Grocery store, PetsMart/PetCo., restaurants (anything other than fast food)
- Restaurants, more food options would be a plus, craft stores
- Places like Gabriel Brothers, Rugged Warehouse, TJ Maxx, Grocery store on Cumberland Road, something that sells a variety of fresh produce
- Restaurant that delivers, grocery store, produce store
- Restaurant, grocery store, produce
- Grocery store, restaurants, retail/department stores
- Grocery store
- Stores for shopping, ladies clothing store, service industry, salon and spa
- Fitness center
- Fitness center, sports specific training facilities
- Dollar store, General Dollar, Qualified tradesmen, café, dry cleaners
- Grocery store, we need more restaurants, and we need to upgrade downtown, eradicate the drug problem so the existing businesses can prosper and turn our downtown into a quaint little area with boutiques and areas for entertainment. Build out towards the tunnel!!! Make Exit 1 the stopping place for travelers, gas stations, motels, and restaurants.
- Places to eat, gas, grocery store, movie theater, shopping, clean up our town
- Grocery store and downtown it would be nice to have a convenient store for lunch breaks, etc. And a nice restaurant, for example a steak house and new stores welcomed downtown in all these empty buildings and new vision for downtown
- Youth centers, theaters, restaurants
- Anything that would draw traffic back into the area
- Something besides a Wal-Mart, Wal-Mart is filthy! I would love to see a Target store open and a bookstore. We drive to Christiansburg to go to a bookstore or to a mall that has any stores worth shopping at. The Bluefield Beautification Committee has done such a great job making downtown more attractive, but there is nowhere downtown to go or to see. The new parking lot is pretty and will be the beginning of making downtown a more welcome place to come, but give people some place to come to and keep the CASE people out of the parking lot. Movie theater (new, clean, and friendly) and Bookstore (large)
- Restaurant
- Grocery store
- Restaurant
- Pet store, retail clothing chains, ice cream parlor such as Baskin Robbins, fitness center
- Eateries
- Restaurant downtown, hobby shop
- Grocery store, sporting and camping outdoors store. A clean-up of downtown, empty building windows (clean and use storefront space to promote activities, advertise, etc.) at least until there is more interest. Need a major project downtown to encourage other business to locate. Businesses (current) "adopt" a section of downtown to pick up trash, etc. Use of building near railroad to display railroad history and new rail yard
- Industrial business that would allow for employment, growth in the area, increase population, act as a stabilizer. But also local business, allowing for our community to thrive, build stronger social networks, and engage citizens.
- Grocery store
- Food stores
- Coffee shop
- Target or something other than going to Virginia to get things
- Popular women's clothing, coffee shop
- Starbucks, bookstore
- Quality consignment shops would benefit a lot of people here with people being out of work and such
- Film company
- Big retail
- Retail shopping, restaurants
- Dry cleaners, restaurants
- Sheetz convenient store
- N/A
- Skateboard park, skateboard shop
- Grocery store, restaurant
- Motel, restaurant
- Any high traffic business
- Economic development near I-77 exit (gas, hotels, etc.). Would benefit all of Bluefield.
- N/A
- Anything to bring traffic into town
- Farmer's market
- Hardware
- Motels/Hotels, bed and breakfast, restaurants
- Food place
- Gas station on Bluefield Avenue
- Coffee shops, bakery
- Manufacturing and big box retailers or anchor tenants

