



## SHOWCASING WHY WE BELONG IN WEST VIRGINIA. IT'S ON US.



### HOW CAN WE BETTER CONNECT PEOPLE WITH JOBS?

- Develop resources and tools to recruit talent and businesses.
- Build a talent pool that meets in-demand employment needs.
- Achieve greater higher education attainment.
- Knock down logistical barriers to enter or re-enter the workforce to increase overall participation.
  - Address dependent care accessibility.
  - Support substance abuse recovery and workforce reintegration to get individuals back to work.
  - Launch a resource network to empower women with the appropriate work attire and development tools to help them enter or re-enter the workforce.
- Address pay equity disparities.
- Explore ways to advance educational opportunities in sectors with new jobs.



### HOW CAN WE SHARE OUR STORIES WHILE BUILDING THRIVING COMMUNITIES?

- Improve the quality of life in West Virginia communities to strengthen local towns.
- Revitalize communities to attract new residents and workers.
- Identify projects, grants and opportunities to develop key community features and services to improve all residents' quality of life.
- Focus on what features attract individuals and families of all ages and backgrounds to make West Virginia their home.
- Share West Virginia success stories to showcase why West Virginia is a great place to live, work and play.



### HOW CAN WE INVEST IN BUSINESS AND INNOVATION?

- Create, grow and expand businesses and local economies through an economic atlas of tools, resources and information.
- Attract investment opportunities through collaboration and new incentives.
- Foster West Virginia's innovation ecosystem and startup activities.
- Diversify and strengthen sectors ripe for growth and opportunity.
  - Aerospace, AI, auto assembly plants, cybersecurity, big data, downstream manufacturing, energy, healthcare and life sciences, technology and tourism.
- Take advantage of national trends such as Opportunity Zones and grants to unleash full economic potential in West Virginia communities.







## REACHING NEW HEIGHTS

**#1**

HIGHEST HOME  
OWNERSHIP  
RATE IN  
THE U.S.

**#1**

IN U.S. FOR HIGHEST  
PERCENTAGE OF PERSONAL  
INCOME AND GDP  
GROWTH IN 2019

**#1**

IN U.S. FOR  
LOWEST  
EMPLOYEE  
TURNOVER RATE

COST OF  
LIVING  
IN WV

**14% <**

NATIONAL  
AVERAGE

**75%**

OF U.S.  
POPULATION  
WITHIN A  
DAY'S DRIVE

WITHIN A

**6-HOUR**

DRIVE FROM

**12+**

MAJOR METROPOLITAN AREAS

LOW COST OF DOING BUSINESS IN WV IS

**7<sup>TH</sup> BEST**

IN THE UNITED STATES

**6 CITIES**

IN FORBES' "BEST SMALL PLACES FOR  
BUSINESS AND CAREERS"

**#19**

TOP BUSINESS  
TAX CLIMATE  
INDEX IN U.S.



# WEST VIRGINIA: THE PLACE WHERE WE BELONG.



## OUR HISTORY IS DETERMINED AND STRONG. OUR PEOPLE: PROUD, COMMITTED, LOYAL.

The unique sense of place here preserves our heritage and promotes our values.

The direction of West Virginia is changing. We are moving forward.

Today, you are being asked to take another step. A step to engage at another level, to plan another tactic to support forward-thinking, positive change in our great state.

There are mountains of opportunity here. You know that. We talk about it. Now let's tell the world.

Here are three ways you can make a difference.

- Connecting people with jobs
- Sharing our stories
- Investing in business and innovation