



Roanoke Regional 2009 Business Outlook

Economic Summit VI



ROANOKE
REGIONAL
CHAMBER OF
COMMERCE



2009 Business Climate Survey

 **987 Chamber Members Surveyed**

 **16% Response Rate**

 **23 Zip Codes**



Who Responded?

27%

Professional Services

13%

Wholesale/Retail

13%

Non-profit

11%

Construction

10%

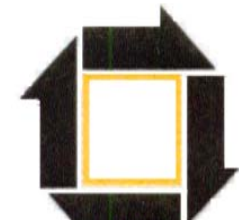
Manufacturing

7%

Real Estate/Leasing

4%

Finance/Insurance



Employment

21%	1-5 Employees
13%	6-10
23%	11-25
11%	26-50
9%	51-100
23%	100+





What Issues Affect Business?

2009

3.70 Economic Growth

3.37 Health Care Costs

3.30 K-12 Education

3.29 Available Workforce

3.25 Retaining Young People

3.24 Local Taxes/Fees





What Jobs Are Needed?

2009

39%	Sales
31%	Management
28%	Administrative/Clerical
27%	Computer/Technology
17%	Production
15%	Engineering
13%	Construction/Trades
11%	Health Care





Where is Training Needed?

2009

45% Technical/Job Related

35% Communication Skills

**31% Computer Skills/Microsoft Office
Applications**

28% Work Ethic

26% Supervisory

21% Sales



Will You Expand?

2008

24%

16%

3%

2009

18% Expect to expand within region

6% Expect to expand outside region but in Virginia

2% Expect to decrease local space



Will You Relocate?

2008

7%

.5%

2009

4% Will relocate within
the region

0% Will relocate outside
the region



Will You Add Jobs?

2008

44%

9%

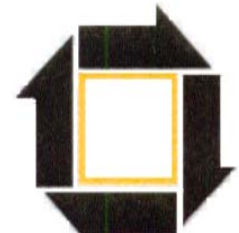
2009

35%

19%

Plan to add jobs

Plan to cut jobs



Will Your Revenues Increase?

2008

59%

17%

18%

2009

36%

19%

42%

Increase

No Change

Decrease



Will Operating Expenditures Increase?

OPERATING EXPENDITURES

2008

74%

12%

12%

2009

39% Yes

33% No

26% No Change



Capital Expenditures?

2009

23%

\$1-9,999

31%

\$10,000-249,999

7%

\$250,000-499,000

2%

\$500,000-999,00

6%

\$1,000,000+



Will Profits Increase?

2008

44%

22%

25%

2009

27%

26%

41%

Increase

No Change

Decrease





Economic Climate

25% **Good**

56% **Fair**

21% **Poor**





Effects of Economic Downturn

13% Little or No Effect

51% Some Effect

36% Significant Effect





Possible Effects of Stimulus Plan

3% Make it a lot better

40% Make it a little better

48% No Effect

9% Make it Worse





Conclusions

✦ **Economic Growth Remains a Priority**

✦ **Roanoke Region Not Immune from Economic Downturn**





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