



Nick J Rahall, II

High Technology Corridor

"creating jobs through technology"



October 7, 2002

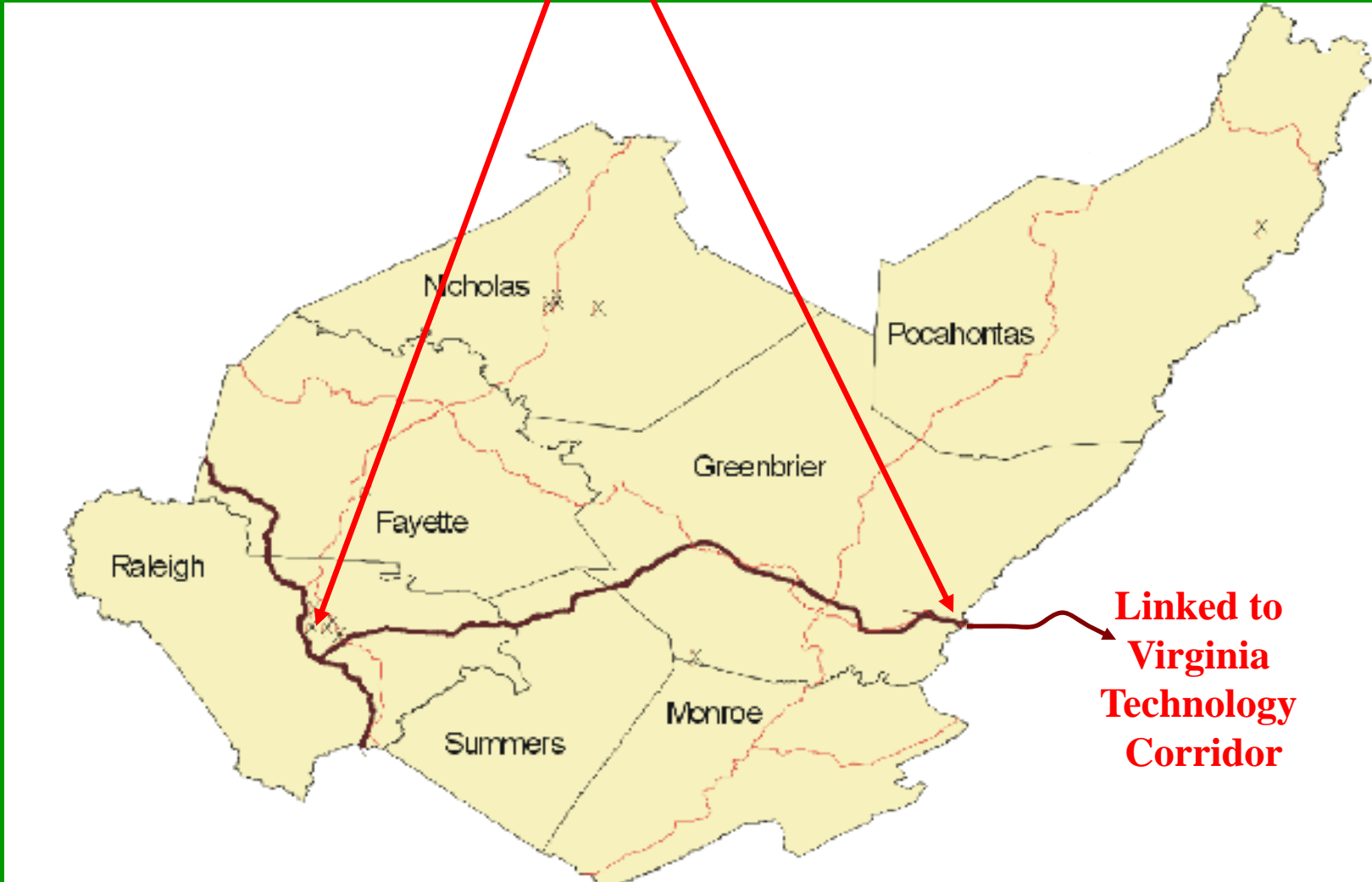
Michael J. Hicks

Asha Puttaiah

Center for Business and Economic Research



The Region



**Linked to
Virginia
Technology
Corridor**



Project Outline & Projected Completion

- A Tech-Transfer project funded by: Rahall Transportation Institute, Economic Development Authority and Greenbrier Valley Economic Development Corporation
- Needs Assessment draft complete 15 October
- Integration Guide tentatively completed January, 2003
- Planning Handbook tentatively completed March, 2003
- Ongoing Technical Support through at least 2005.



Delivered Products

Comprehensive Needs Assessment

Detailed recommendations

Interactive Website with firm and services database and survey

Interactive Mapping and Information System based on TEDIS

Integration Guide

Management, organization and committee work plan

Draft Strategies and Integration Activities

On-Site Briefings and Committee support

Planning Handbook

Management performance outline

Long-Term goal development evaluation

Technical Assistance



Regional Characteristics

- Diverse Suite of Education Services
- Modest and uneven population growth
- Micro-clusters of technology in several areas
- Location Quotient of Hi-Tech is greater than 1.1 in the area
- Per Capita Income roughly 71% of national average
- Low Labor Force Participation Rate



Challenges

No regional coordinating organization

Key labor force shortages and aging workforce

Infrastructure needs extensive development in some areas

Area not yet known for Hi-technology

Solutions!!!

Resources & Opportunities

Diverse Suite of Educational Services

Superb amenities

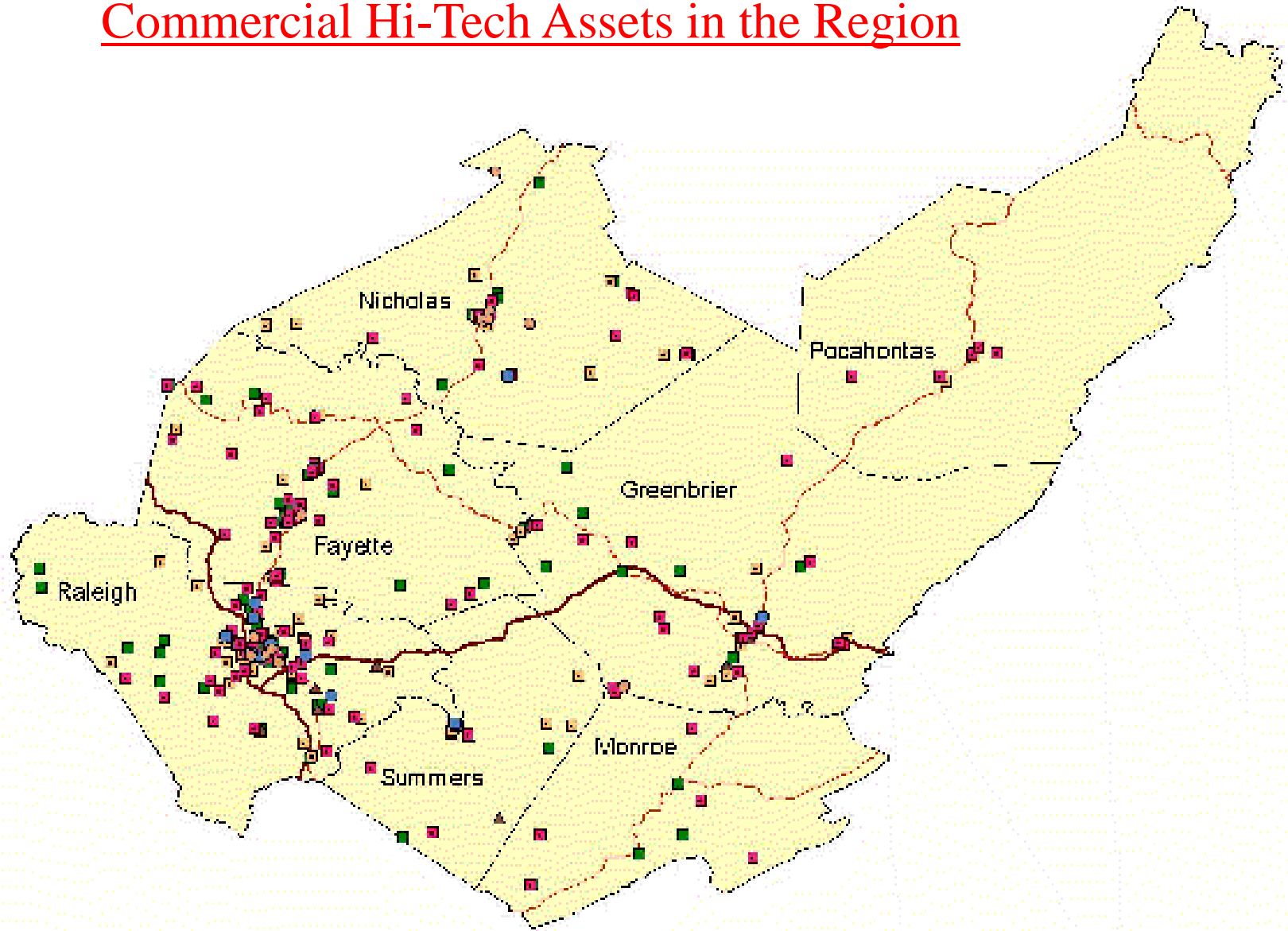
Strong state & regional interest in Hi-Tech



Why Does Hi-Tech Matter?

- It is what the economy now is!
- Technological spillovers are key input to long-term growth.
- Human capital is primary element of Tech growth, and can be “home grown” and imported from other regions.
- Markets for hi-tech products are dynamic, not regionally static.
- Wages in these sectors typically much higher than the national average.

Commercial Hi-Tech Assets in the Region





Class A Technology Firms: Manufacturers



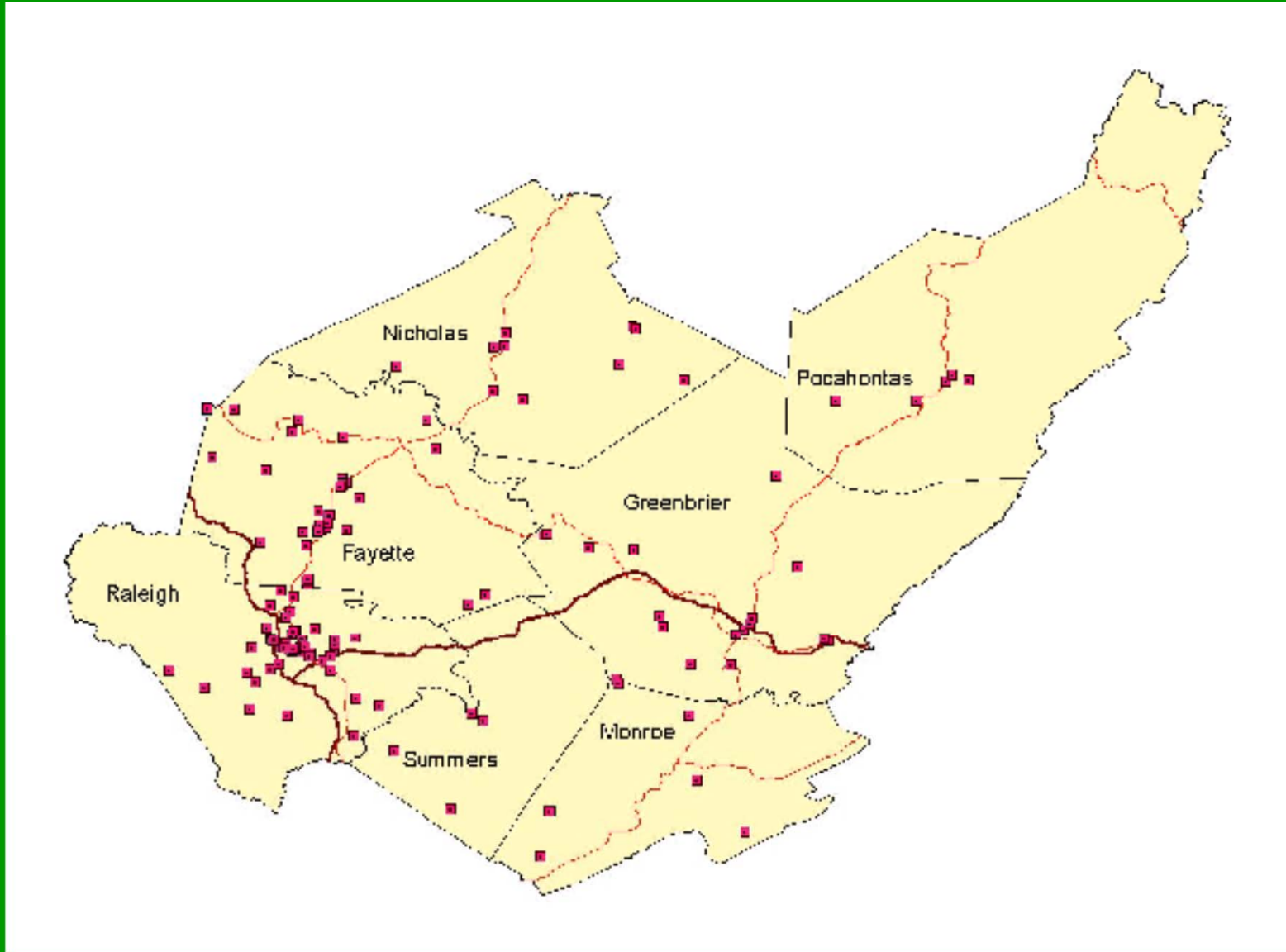


Class B: Research and Development



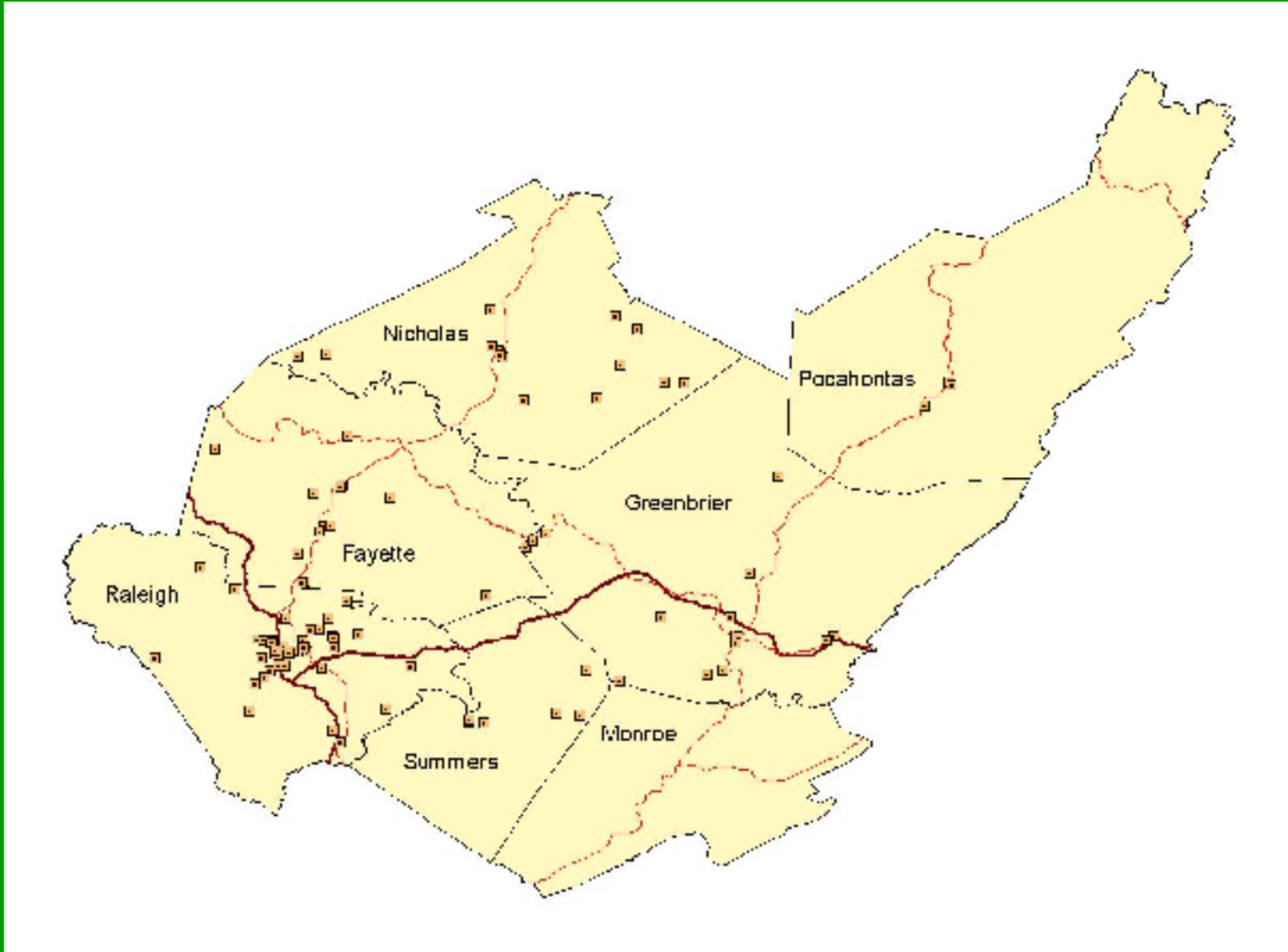


Class C: Value Added Service - Technology





Class D: Support and Maintenance



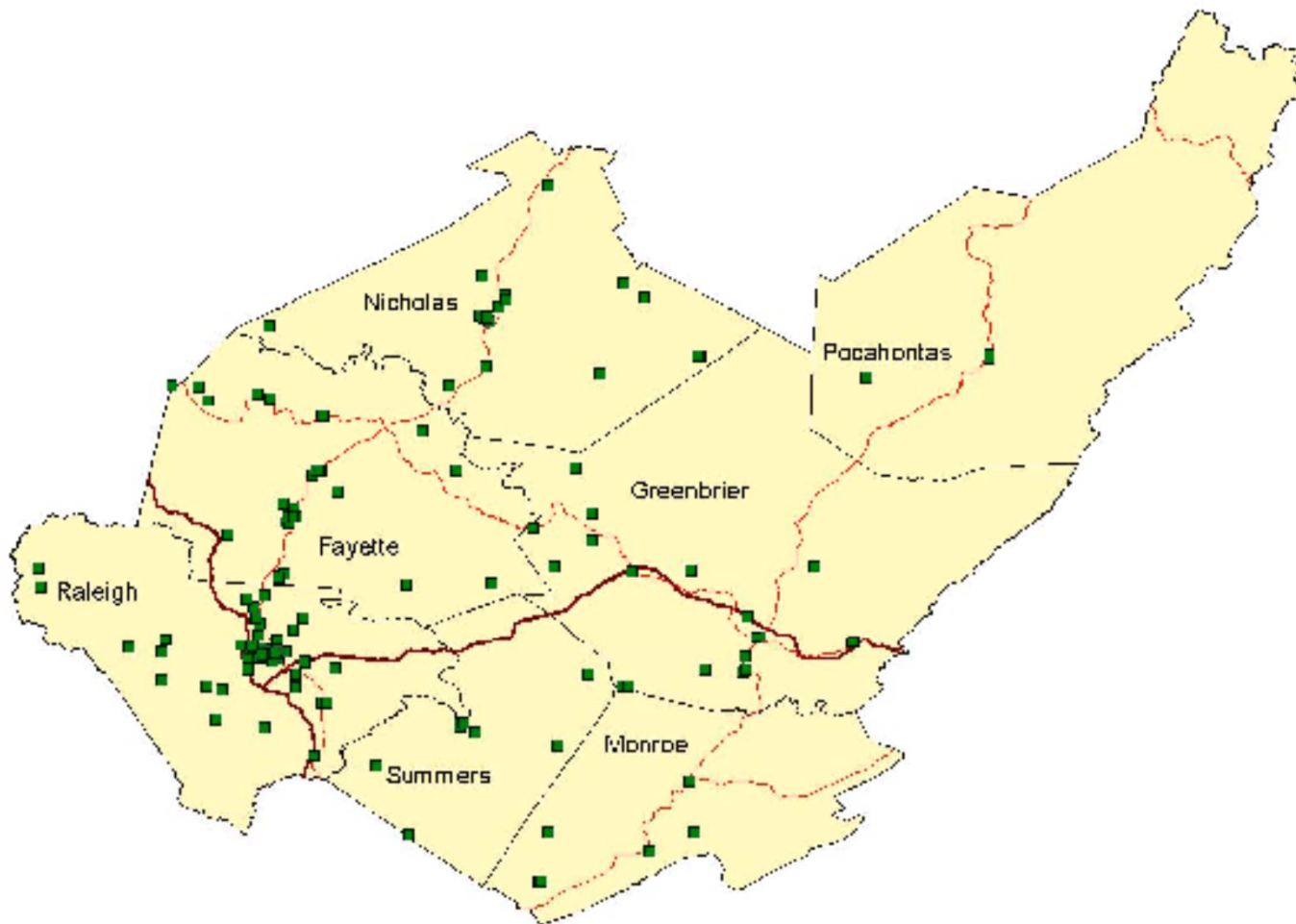


Class E: Resellers





Supporting Infrastructure: *Colleges, Universities, Schools, LDO, State, Fed and Misc. Gov't*



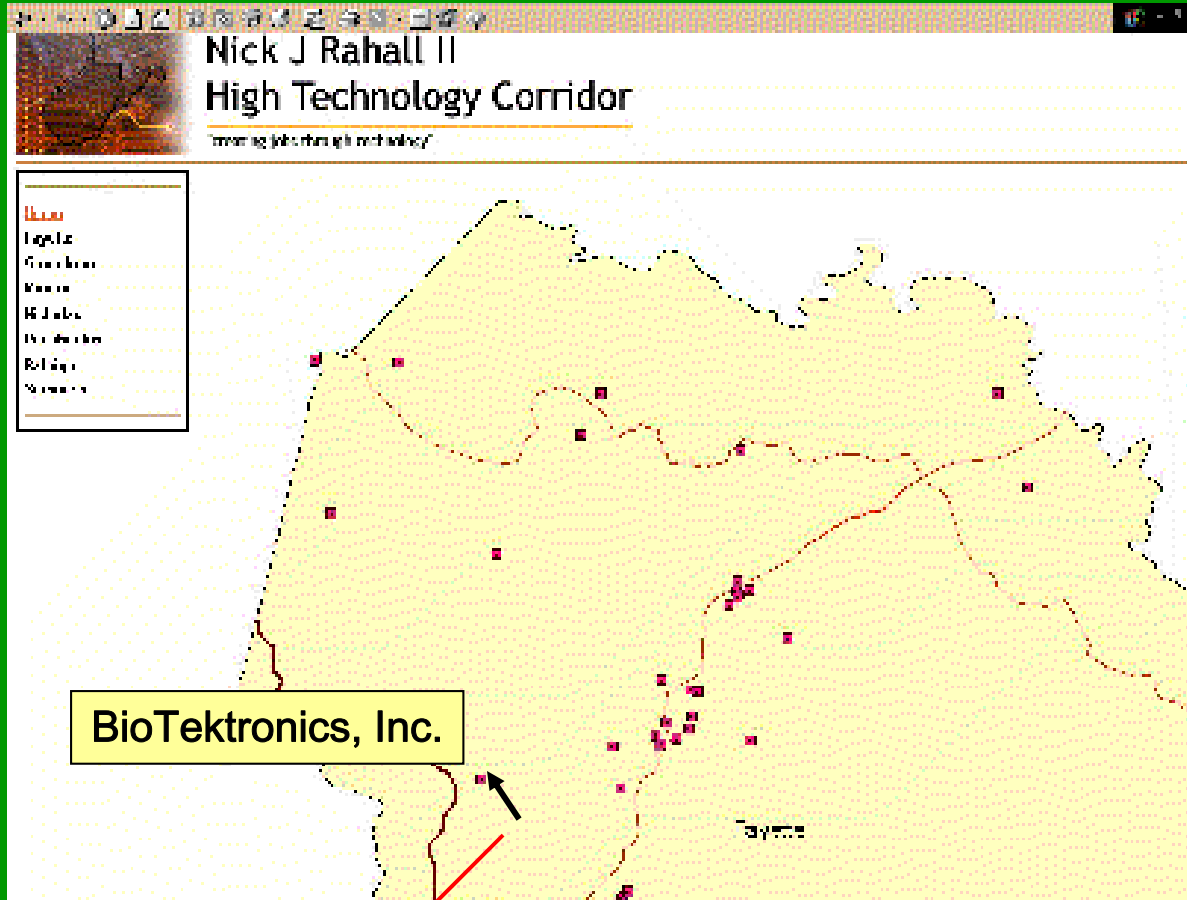


Website Entrance

A screenshot of a web browser window. The browser's address bar shows the URL "http://www.nickrahall.com/". The page content includes a header with a graphic of a map of West Virginia overlaid on a circuit board pattern. The main heading reads "Nick J Rahall II High Technology Corridor" with the tagline "creating jobs through technology" below it. On the left side, there is a vertical navigation menu with links for "Home", "County Information", "Business Directory", "Related News", and "Contact Information". On the right side, there is a portrait photograph of Nick J. Rahall II, a man in a dark suit and tie, standing in front of an American flag. The browser's status bar at the bottom shows "Done" and "Loading".



Interactive Mapping




BioTektronics, Inc.
P.O. Box 397,
Oak Hill, WV 3.4.696.6251,
Jim Wilson, Manager
SIC Code 55121, Medical Testing Equipment
5 Employees
Established 1994

← *Firm name on map, data through query*



Online Business Survey Form

 **Nick J Rahall II**
High Technology Corridor
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[Home](#)
[County Information](#)
[Business Directory](#)
[Related Research](#)
[Contact Information](#)

Name of business:

Address / Location (physical):

Mailing Address if different from above:

County:

Number of employees:

Do your employees need special job training to do their jobs?
 Yes
 No

If yes, what type of training?

Approximately how many customers do you have?

Where are most of your customers found?
 0-10 miles away
 11-30 miles away
 31-50 miles away
 51-100 miles away
 101-150 miles away
 151+ miles away

Do you have customers from out of state?
 Yes
 No

If yes, where?

Do you have international customers?
 Yes
 No

If yes, where?

How did you get the survey?



Strategies & Recommendations

- The Region has the pieces for High Technology Expansion, but not the framework for success.
- General Strategies
 - Education
 - Business Support
 - Community Development
 - Lifestyle & Environment



General Strategies

- Create Corridor Organization
 - mission statement
 - steering committee
 - liaison between entrepreneurs and community
 - Provide information of hi-tech growth

- Establish R&D partnerships

- Maintain Organization Web and GIS technology

- Survey Existing Businesses for needs and resources



Education

- Develop specialized training that is business centered (through WIB 1)
- Model programs on other regions (e.g. VA and CA CTC system)
- Support summer science and math camps (e.g. RTI Lego and Science on Wheels).
- Develop bi-annual Tech Conference (like ITS at MU).



Business Support

- Review and advertise existing R&D tax incentives
- Develop entrepreneurial support networks (include SBA, community gov'ts, and local NGO's)
- Create Entrepreneurial Database
- Attend Network Functions (trade and industrial shows, local meeting, etc.)



Community Development

- Integrate hi-tech development efforts with community development efforts (Mainstreet, etc.)
- Form community partnerships with higher education (funding R&D study groups and tech-outreach is a good start).
- Strengthen School/Community/Business links with mentorship and “shadowing” events.
- Target “high visibility” events for firm recruitment efforts.



Lifestyle & Environment

- Advertise community environmental amenities
- Link hi-technology and environment through advertising, and event sponsorship (eg. An expo at Bridge Day)
- Develop inter-generational programs to integrate the arts and hi-technology (eg. World Wide Web tours of Art Exhibits)
- Use urban renewal opportunities to create situations where high-technology and community restoration work together to improve local working environments



Next Steps

- Present Needs Assessment to key community meetings
- Advertise Website and GIS Technology Interface
- Schedule public meetings through sponsoring agencies



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