

## REGIONAL SNAPSHOT

**Industry Cluster Analysis** 

Northern Shenandoah Valley Regional Partnership (NSVRP), Virginia





#### **Table of contents**

01

Overview

02

**Industry Cluster Analysis** 

# 01 overview

Northern Shenandoah Valley Regional Partnership, VA

#### **Overview**

Northern Shenandoah Valley Regional

Partnership, VA

Northern Shenandoah Valley Regional Partnership (NSVRP) Region is comprised of six Virginia counties. I-81 crosses the region from south to north and connects to I-70 to the north. I-66 connects the region to Washington, DC.

- Clarke
- Frederick
- Page
- Shenandoah
- Warren
- Winchester



# industry cluster analysis

Northern Shenandoah Valley Regional Partnership, VA

#### **Industry cluster analysis**

## How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.

Contains clusters that are more concentrated in the region but are declining (negative growth).

These clusters typically fall into the lower quadrant as job losses cause a decline in concentration.

#### **Mature**

Top left (strong but declining)

#### **Stars**

Top right (strong and advancing)

Contains clusters that are more concentrated in the region and are growing. These clusters are strengths that help a region stand out from the competition. Small, high-growth clusters can be expected to become more dominant over time.

Contains clusters that are under-represented in the region (low concentration) and are also losing jobs.
Clusters in this region may indicate a gap in the workforce pipeline if local industries anticipate a future need. In general, clusters in this quadrant show a lack of competitiveness.

#### **Transforming**

Bottom left (weak and declining)

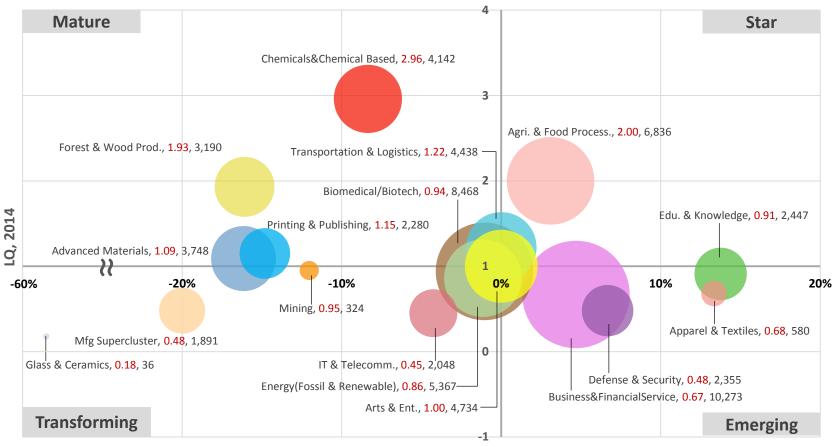
### **Emerging**

Bottom right (weak but advancing)

Contains clusters that are under-represented in the region but are growing, often quickly. If growth trends continue, these clusters will eventually move into the top right quadrant. Clusters in this quadrant are considered emerging strengths for the region.

#### **Industry and occupation**

## Industry cluster bubble chart

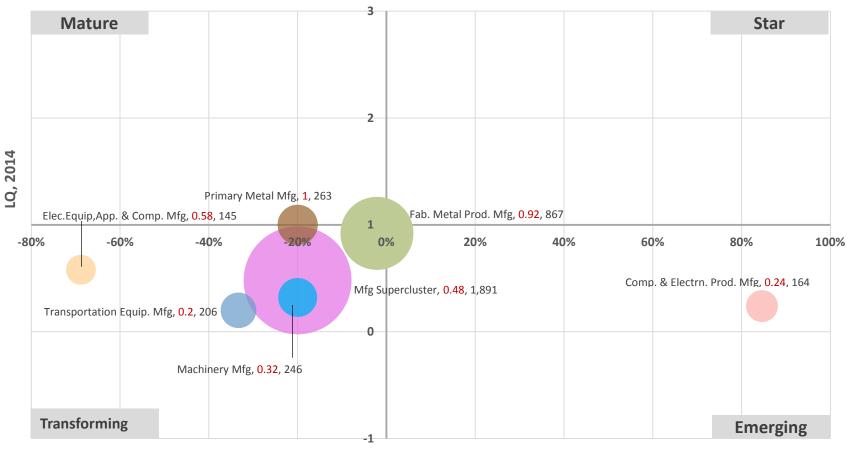


Percent change in LQ, 2009-2014

Note: Label includes cluster name, LQ 2014, and Employment 2014. Glass and ceramics cluster has too few jobs.

#### **Industry and occupation**

## Manufacturing sub-cluster bubble chart



Percent change in LQ, 2009-2014

Note: Label includes cluster name, LQ 2014, and Employment 2014.



#### **Industry cluster analysis**

#### **Mature Clusters**

Chemicals & Chemical Based Prod (2.96; 4,142)

Forest & Wood Products (1.93; 3,190)

Transportation & Logistics (1.22; 4,438)

Printing & Publishing (1.15; 2,280)

Advanced Materials (1.09; 3,748)

Arts, Ent, Rec. & Visitor Industries (1.00; 4,734)

Primary Metal Manufacturing (1.00; 263)

#### **Star Clusters**

Agribusiness, Food Processing & Tech (2.00; 6,836)

#### **Percent Growth in Specialization**

#### **Transforming Clusters**

Mining (0.95; 324)

Biomed/Biotechnical (Life Science) (0.94; 8,468)

Fabricated Metal Product Mfg. (0.92; 867)

Energy(Fossil & Renewable) (0.86; 5,367)

Elec Equip., App & Component Mfg. (0.58; 145)

Manufacturing Supercluster (0.48; 1,891)

Information Technology & Telecom. (0.45; 2,048)

Machinery Manufacturing (0.32; 246)

Transportation Equipment Mfg. (0.20; 206)

Glass & Ceramics (0.18; 36)

Note: Glass and ceramics cluster has too few jobs.

#### **Emerging Clusters**

Education & Knowledge Creation (0.91; 2,447)

Apparel & Textiles (0.68; 580)

Business & Financial Services (0.67; 10,273)

Defense & Security (0.48; 2,355)

Computer & Electronic Product Mfg. (0.24; 164)

#### section 02

Level of Specialization

#### **Industry and occupation**

## Bubble chart interpretation

#### **Mature Industries**

Seven industry clusters in the NSVRP Region are in the Maturing stage: Chemicals & Chemical Based Prod, Forest & Wood Products, Transportation & Logistics, Printing & Publishing, Advanced Materials, Arts, Ent, Rec. & Visitor Industries, Primary Metal Manufacturing. These industries are relatively concentrated, but their growth is trending downward. It is worth noting, however, that the NSVRP Region may find it worthwhile to invest in efforts to shore up the concentration of these industries.

#### **Transforming Industries**

Transforming clusters capture the mix of industries that are experiencing relative decline and limited export capability. In the NSVRP Region, 10 transforming clusters include Mining, Biomed/Biotechnical, Fabricated Metal, Energy, Elec. Equip., Manufacturing Supercluster, IT & Telecom., Machinery Mfg., Transportation Equip. Mfg., and Glass & Ceramics. Any amount of growth in these industries would require relatively large investments.

#### **Star Industries**

Star industry clusters are highly concentrated, exporting and still experiencing growth in the region. The only highly concentrated Star industry cluster in the NSVRP Region is Agribusiness, Food Processing & Technology. Its location quotient is 2.00, indicating that the cluster is 2 times more concentrated in the region compared to the U.S.

#### **Emerging Industries**

Industry clusters that may be poised for future growth are classified as "Emerging." There are five Emerging clusters in total in the NSVRP Region. Education & Knowledge Creation, Apparel & Textiles, Business & Financial Services, Defense & Security, and Computer & Electronic Product Manufacturing.