EXECUTIVE SUMMARY

West Virginia's Eastern Panhandle (EPH) remains one of the state's fastest-growing economic regions. The region has posted healthy job growth in recent years; employment in the region now stands at three percent greater than its pre-recession peak. The unemployment rate in the EPH is significantly lower than the state average and labor force participation is significantly higher than the state average. The EPH continues to grow in population—a trend that has essentially gone on uninterrupted for several decades.

Several key facts behind the recent economic performance of the EPH are as follows:

- Employment in the EPH has grown rapidly over the past few years. Overall roughly 5,600 jobs have been added since the recent recession ended, compared to a loss of 4,300 jobs during the recession. Employment in the region is currently around three percent above its pre-recession peak. Employment growth over the past year, however, has been weak.

- The trade, transportation, and utilities sector has shown the strongest employment growth recently, driven heavily by the opening of the Macy’s fulfillment center in Berkeley County in 2012, which now employs more than 1,100 core staff and hires many more temporary workers during the peak holiday shopping season.

- Not all sectors have added a significant number of jobs over the past year. Employment growth in the leisure and hospitality sector has slowed over the past year and employment in the public sector—the region's largest employer - has been flat. Growth in construction employment has also slowed over the past year.

- Although the unemployment rate in the EPH has increased in recent months, the rate is lower than it was one year ago and remains substantially lower than the overall West Virginia average.

- Labor force participation is significantly higher in the EPH compared to the state overall.

- Although per capita personal income has grown in recent years at a rate that exceeds that of the nation, the figure declined in the EPH in 2013. This decline was driven by a drop in income earned by residents of the EPH who commute outside of the state for work—a reflection of the Greater Washington DC area’s sluggish performance for 2013.

- The EPH has posted by far the largest population increases of any region in the state in recent years. Over the past 20 years, population in the EPH has risen by 57 percent, whereas the remainder of the state has lost population by a small margin. The population in the EPH is also younger and more highly educated on average than the overall state population.

Our forecast calls for continued healthy growth in the EPH region over the next five years. Key facts related to our EPH forecast are as follows:

- We expect employment to grow at an annual rate of 1.3 percent per year in the EPH over the next five years. While this rate is down from what has been enjoyed over the past few years, it is higher than forecast employment growth for West Virginia overall (0.9 percent). At the same time, growth will be moderately lower than what is expected for the nation as a whole (1.5 percent).

- The construction sector is expected to produce the fastest rate of job growth in the coming years, with a forecast of 6 percent rate of annual job growth. Professional and business services, education and health services, and leisure and hospitality are also expected to expand at above average rates. All major sectors are expected to add jobs over the next five years.

- Unemployment is expected to continue to fall over the next five years, and will likely remain below the state and national rates indefinitely. This comes on top of a projected increase in the labor force in the region.

- Real per capita personal income is expected to increase at an annual average rate of 2.1 percent over the next five years. However, this rate of growth lags expectations for the nation (2.6 percent) and West Virginia as a whole (2.3 percent).

- Population in the EPH is expected to grow at a rate of 1.1 percent annually in coming years. While this does represent a deceleration from the rate of population growth in the region over the past two decades, it stands in sharp contrast to the slight population decline that is expected in the state overall.
RECENT ECONOMIC PERFORMANCE

The Eastern Panhandle remains one of West Virginia’s fastest-growing economic regions, notching a healthy rate of job growth during 2013. After registering a cumulative loss of approximately 4,300 jobs (9 percent decline) over the course of the Great Recession and into the fourth quarter of 2010, the three-county region has since bounced back at a strong pace. Indeed, local payrolls have increased by roughly 5,600, more than recovering the jobs lost during the economic downturn and now exceed the peak level observed prior to the recession by nearly 3 percent.\(^2\)

Each of the Eastern Panhandle’s three counties experienced a varying degree of job losses during the economic downturn, but the overall trajectory of growth from the beginning of the recovery through the first quarter of 2014 has not been identical across counties. Berkeley County contains approximately two-thirds of the jobs found in the region and has also been the biggest contributor of job losses and gains over the course of the recession and economic recovery. Overall, Berkeley registered a net decline in employment of nearly 12 percent between late 2007 and 2010, but has seen payrolls rebound 18 percent on a cumulative basis through early-2014.

The region’s second largest county, Jefferson County, recorded a more moderate downturn and recovery over the past several years. Nonetheless, total payrolls at businesses located within the county are roughly on par with their pre-recession peak. While the Eastern Panhandle’s two larger counties have registered appreciable improvements in employment levels, Morgan County establishments have seen the number of jobs trend lower since the mid-2000s.

In addition to the jobs located within the region’s borders, more than 40 percent of the Eastern Panhandle’s workforce holds a job out-of-state, primarily in Northern Virginia, Suburban Maryland or Washington DC. Although the greater Washington DC metro area’s economy continues to expand thanks to a highly diversified industrial base, the pace of job gains in the region have taken a hit over the past two years due to the effects of federal budget sequestration.

Although the Eastern Panhandle has enjoyed a relatively robust economic recovery, a few sectors have accounted for a lion’s share of job growth in the region over the past few years. The trade, transportation and utilities sector has recorded the strongest gains in employment, largely as a result of the new Macy’s fulfillment center in Martinsburg has provided the largest boost to payrolls in the region. The facility now employs approximately 1,100 core staff for year-round operations and is expected to hire more than 2,000 short-term workers during holiday shopping seasons. However, local retail sector employment has also trended higher for the past two years, as consumer spending activity has benefited from a healthier labor market and continued population growth.

Professional and business services firms have recovered a significant portion of the jobs lost during the recession. The Panhandle’s proximity to Northern Virginia and Suburban Maryland have enabled it to capture a range of business support activities for regional employers over the

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1. For the purposes of this report, The Eastern Panhandle Region is comprised of three counties: Berkeley, Jefferson and Morgan counties.

2. Sources for historical information are noted in each figure.
years, including IT, legal, accounting and temp services. Hiring activity has slowed over the past year as sequestration and weaker overall growth in federal spending have hurt companies in the area that perform contracting and subcontracting functions for federal defense and civilian agencies. After a relatively brief drop-off in hiring activity during late 2012 and early 2013, the education and healthcare sector have seen employment levels resume their long-term upward trend. Overall, this sector has added more than 2,000 jobs in the past decade.

The region's leisure and hospitality sector has lost some momentum. Several new midscale hotels and an improved regional and national backdrop for consumer and business travel and tourism spending have buoyed activity in the area. However, the expansion of gaming into Pennsylvania and more recently Maryland have clearly begun to affect the Hollywood Casino at Charles Town Races.

In addition to the large number of residents who commute into Maryland, Virginia and Washington DC to work at federal agencies, the public sector is also a significant source of jobs within the region. In fact, government at all levels accounts for more than 1 in 4 jobs in region. Aside from state and local government offices, the US federal government has a sizable presence, with offices and facilities for Treasury, Veterans Affairs, Customs and the National Parks Service that employ more than 4,000 workers.

Public sector employment has generally remained flat for the past four years. State government payrolls in the region have increased moderately since 2010, but the level of local government employment has been stagnant for several years as a result of weak property tax revenue growth and lagging casino and racing receipts. Federal government employment in the region has remained steady for several years, reflecting broader national trends related to the US federal budget situation.

Improvements have slowed down appreciably for the Eastern Panhandle’s construction sector. The pace of new single-family housing starts in Berkeley, Jefferson and Morgan counties plunged nearly 87 between early 2006 and late 2011. Since bottoming out, the level of new home construction has increased approximately 79 percent, but the rate of growth has been significantly slower in the past year due to still-tight lending conditions as well as very harsh winter conditions.

Nonresidential activity has been relatively limited over the past few years, with the Macy’s fulfillment center and Spring Hill High School representing the most significant projects. Approximately $87 million in nonresidential construction projects have been started over the past year across the Eastern Panhandle, an increase of 45 percent compared to the previous 12-month period, but well below levels observed as recently as 2011. Similar to other parts of West Virginia, as well as the nation as a whole, spending on infrastructure and other nonbuilding construction has remained weak in the Eastern Panhandle. Over the course of the past year, $72 million in nonbuilding projects have been started in the region, with the majority of estimated spending associated with mandated capital improvements to Berkeley County’s wastewater treatment system.3

In comparison to other regions in West Virginia, the Eastern Panhandle contains limited amounts of natural

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resources. Aside from sand mining and processing, most of the region’s jobs in natural resources and mining are associated with production agriculture. However, since the employment data presented here cover businesses that pay unemployment insurance taxes, a large portion of the region’s farm sector is excluded. According to the 2012 Census of Agriculture, the three-county region contains nearly 1,400 total farm operations that generated approximately $70 million in cash receipts from sales, a 60 percent cumulative increase since 2007. The primary types of farm operations found in the area include cattle ranching, horses and some apple orchards. While containing fewer farm operations, Jefferson County accounted for more than half of the region’s agricultural sales receipts. Overall, farms there received $36 million in sales during 2012.

The Eastern Panhandle’s unemployment rate reached a peak of 8.7 percent during the fourth quarter of 2010. By the end of 2013, the region’s jobless rate fell to 5.0 percent, marking a 5-year low. Over the past two quarters, however, the unemployment rate has increased 60 basis points to 5.6 percent. Despite the increase, the Eastern Panhandle’s unemployment rate is lower compared to the same period a year ago and is more than one-half a percentage point lower than state and national averages. Jefferson County has the lowest unemployment rate in the region at 4.5 percent while Morgan County’s jobless rate (6.2 percent) is in line with state and national averages.

In contrast to broader statewide trends, the Eastern Panhandle’s initial recorded declines in the unemployment rate were accompanied by solid labor force growth as 2,000 people joined the labor force between the fourth quarters of 2010 and 2012. Since that point, however, preliminary data indicate the region has experienced some degree of labor force attrition likely as a result of the recent federal government-driven slowdown in growth occurring in Northern Virginia and Maryland suburbs of the DC metro area. On a positive note, the Eastern Panhandle’s labor force has added nearly 1,000 people since the beginning of 2014. In addition, all three counties in the region have labor force participation rates well above the statewide average and Jefferson and Berkeley counties are actually several percentage points higher in comparison to the rest of the nation.

Per capita personal income in the Eastern Panhandle was estimated at nearly $35,100 during calendar year 2013, without adjusting for inflation. This was down slightly from the previous year, compared to gains of 1.1 and 1.3 percent for the state and nation, respectively. Although wages paid by local businesses increased in 2013, wages earned by residents who commuted outside of the state actually declined—a reflection of the Greater Washington DC economy’s sluggish performance in 2013. Overall, since 2008, the region has seen nominal per capita income levels increase at a rate of 1.9 percent per year, edging past the 1.8 percent rate of growth observed nationally yet lagging the 2.8 percent average annual gain for West Virginia registered over this time period.

Of the three counties that comprise the Eastern Panhandle region, residents in Jefferson County have the highest per capita income at roughly $39,500, putting it almost $4,000 above the statewide average and ranking it among the top five of West Virginia’s 55 counties. Per capita income levels in Berkeley and Morgan counties were lower at $34,400 and $32,900, respectively. Incomes tend to be somewhat higher in Jefferson County since a larger share of workers...
commute into the Washington, DC metro area where wages and salaries tend to be higher. Growth rates in per capita income across the three counties were similar, ranging between 1.8 and 2.1 percent per year.

The Eastern Panhandle has consistently ranked as West Virginia’s fastest-growing region over the past 20 years. Between 1993 and 2013, the three counties of Berkeley, Jefferson and Morgan combined to add nearly 65,700 residents, or a net increase of 57 percent. The state’s remaining 52 counties combined to produce a net decline of more than 27,500 residents. Population growth in the Eastern Panhandle has been measurably slower over the past several years as a result of the recession and housing market bust leading to smaller net in-migration flows. After falling below an annual increase of 1 percent in both 2011 and 2012, the pace of population growth picked up slightly to 1.2 percent during 2013.

In terms of its underlying demographic characteristics, the Eastern Panhandle’s population does not closely resemble the rest of the state in many ways. For example, with a relatively younger population, the Eastern Panhandle has higher birth rates and lower death rates, which allows the region to gain residents via natural increase (births minus deaths). For the region as a whole, the median age is more than two years below the state figure. The local population also tends to possess higher levels of educational attainment. Nearly 22 percent of the region’s 25 years and older population held at least a bachelor’s degree during 2012. Jefferson County contained the highest share of college graduates in the region, as 28 percent of the county’s residents aged 25 years and older had received a bachelor’s or graduate degree.

FIGURE 7: Per Capita Personal Income by County

FIGURE 8: Average Annual Salary by Major Sector (2013)

FIGURE 9: Summary Population Profiles

<table>
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<tr>
<th></th>
<th>Eastern Panhandle</th>
<th>West Virginia</th>
<th>United States</th>
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<tr>
<td>Total Population (2013)</td>
<td>181,277</td>
<td>1,854,304</td>
<td>316,128,839</td>
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<tr>
<td>% Population Under 18 (2013)</td>
<td>23.5%</td>
<td>20.6%</td>
<td>23.3%</td>
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<tr>
<td>% Population 65 Years + (2013)</td>
<td>13.8%</td>
<td>17.3%</td>
<td>13.7%</td>
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<tr>
<td>Population with Less than High School Diploma (2012, % of pop. 25 yrs. +)</td>
<td>14.5%</td>
<td>15.5%</td>
<td>13.6%</td>
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<tr>
<td>Population with High School Diploma, No College (2012, % of pop. 25 yrs. +)</td>
<td>37.4%</td>
<td>40.6%</td>
<td>28.0%</td>
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<tr>
<td>Population with Some College (2012, % of pop. 25 yrs. +)</td>
<td>26.7%</td>
<td>25.3%</td>
<td>29.2%</td>
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<td>Population with Bachelor’s Degree or Higher (2012, % of pop. 25 yrs.+)</td>
<td>21.5%</td>
<td>18.7%</td>
<td>29.1%</td>
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<td>Median Age (2013)</td>
<td>39.6</td>
<td>41.9</td>
<td>37.6</td>
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<td>Mean Household Income (2012)</td>
<td>$68,188</td>
<td>$54,382</td>
<td>$71,317</td>
</tr>
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<td>Average Household Size (2012)</td>
<td>2.61</td>
<td>2.44</td>
<td>2.64</td>
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Source: US Census Bureau
EASTERN PANHANDLE REGION OUTLOOK

Expectations for the US economy during the forecast horizon will have a significant impact on the Eastern Panhandle’s performance going forward. Our forecast calls for the economic recovery to continue over the next five years. Projected economic growth at the national level during the outlook period bodes well for the Eastern Panhandle’s economy and should allow the region to enjoy above-average growth through the end of 2019. We anticipate total employment will increase at a rate of 1.3 percent per year. This represents a slower rate of growth that was observed as the three-county region emerged from recession, but this will put the Eastern Panhandle’s performance ahead of statewide job growth (0.9 percent) and moderately lower than the national average (1.5 percent).

Among the three counties, the forecast calls for Jefferson County to enjoy the strongest rate of growth over the next five years with an expected gain of roughly 1.7 percent per year. In fact, Jefferson County is projected to rank as one of the state’s fastest-growing counties during the forecast horizon, reflecting a broad-based improvement in the county’s economy. Morgan County payrolls are expected to recover over the next five years at an average annual rate of 1.4 percent, but total employment will remain considerably below its pre-recession peak. Berkeley County’s economy is projected to have the slowest rate of job growth at 1 percent per year, but will still outpace the statewide average thanks to strong contributions from construction, manufacturing and several private service-providing sectors. However, Berkeley County’s forecast contains considerable uncertainty due to the current difficulty in estimating seasonal patterns in employment associated with the Macy fulfillment center.

Among the Eastern Panhandle’s major sectors, our forecast calls for construction to register the strongest pace of job growth, expanding at a rate of nearly 6 percent per year between 2014 and 2019. We anticipate the region’s residential construction sector to gain momentum after what was an incredibly slow first half of the year in 2014. The underlying demographic forces affecting housing demand remain positive, namely large net in-flows of migrants and an above-average share of households with a high propensity to buy new homes.

Furthermore, the distressed housing supply (foreclosures and short sales) in the Eastern Panhandle and neighboring sub-markets in Maryland and Virginia, has declined significantly and has allowed for increased house price appreciation. Rising home prices will allow individuals who have been stuck in their current homes due to limited, or even negative, equity to sell their homes and generate move-up demand, which is generally met with new construction.

Nonresidential and nonbuilding construction activity should also provide a boost to the sector. Projects such as the planned dorm for the US Customs training center and the wastewater system upgrades in Berkeley County...
will bolster payrolls somewhat for the next two years. In addition, an expanding population with comparatively high disposable income levels should foster more retail and commercial developments in the area.

The professional and business services sector is expected to tally job growth of nearly 3 percent per year through 2019. Jefferson and Berkeley counties have managed to attract firms responsible for business support functions such as data centers, IT services, temporary employment agencies, as well as accounting and legal services for private companies and federal agencies operating in the Washington DC area. The federal contracting and subcontracting segment of this sector has weakened appreciably and will likely have additional headwinds going forward as lawmakers continue to debate solutions to close the federal budget deficit. However, prospects for the sector as a whole in the Eastern Panhandle are positive due to the availability of an educated (yet lower cost) labor force and cheaper acquisition costs for land and commercial buildings when compared to Northern Virginia and Maryland.

We anticipate public sector job growth in the Eastern Panhandle will be significantly slower in comparison to the past 10 years. Nearly all of the job gains are expected to occur at the state and local levels, as high income levels along with anticipated population growth push demand for schools and other locally-provided social services higher. Federal government jobs in the region are expected to remain under pressure over the duration of the outlook period. Federal fiscal concerns all but point to a high likelihood of much weaker growth—perhaps even outright cuts—in spending for many federal agencies.

The forecast calls for solid gains in the leisure and hospitality sector going forward, but these improvements are expected to come entirely from businesses tied to local consumer discretionary spending patterns and business travel. By contrast, the Hollywood Casino Resort in Charles Town has come under increasing pressure from the expansion of gaming into Maryland. Three new casinos in Rocky Gap, Hanover and Baltimore have opened their doors in the past 2 years and have already prompted a decline to the venue in Charles Town. In addition, the MGM National Harbor Casino Resort is slated to open its doors in 2016 in Prince George’s County, and is also expected to weigh on visits to the Hollywood Casino Resort in Charles Town.

Education and health services providers operating within the Eastern Panhandle are projected to increase employment at an average annual rate of 2 percent through 2019. Political uncertainty surrounding the Affordable Care Act in 2014 could hurt the sector’s growth, but a growing elderly population and the location of several major health care facilities in the region provide enough of an impetus for the sector’s expansion during the outlook. The Eastern Panhandle’s manufacturing sector is expected to see payrolls expand at a rate of more than 1 percent per year. While portions of the manufacturing base will struggle going forward, local plastics, chemicals and building materials manufacturers will see underlying demand improve as a result of broader US economic growth and a stronger recovery in the housing market.

Employment in the region’s trade, transportation and utilities sector is projected to increase 0.8 percent per year between 2014 and 2019. Population growth, rising incomes and greater household wealth created by higher home values and healthy equity markets bode well for the Eastern Panhandle’s retailers. We also anticipate the Macy’s facility will likely create spillover opportunities for development of additional wholesale trade, transportation and warehousing facilities along the I-81 corridor.

Strong job growth will allow the Eastern Panhandle’s unemployment rate to fall over the course of the outlook period. Healthy labor force growth is expected to keep the Jobless rate at or above 5 percent through mid-2015. The forecast calls for gradual declines to occur before it settles at a rate of around 4 percent in 2019—or roughly one percentage point below state and national averages. Jefferson County is expected

![FIGURE 12: Employment Growth Forecast](image)

Source: Workforce WV, WVU BBER Econometric Model.
to have the lowest unemployment rate throughout the forecast horizon, falling to 3.5 percent. Morgan County’s jobless rate will likely be the highest overall, falling to 4.7 percent.

Unlike many other parts of West Virginia, the Eastern Panhandle should continue to see consistent growth in the labor force over the next five years. In addition to the anticipated consistent flow of migrants into the region, the size of the under-18 population will only add to the local workforce as these individuals reach working age. The size of Morgan County’s labor force will remain fairly steady going forward as new entrants are offset by the fact that the county’s large share of residents at or near retirement age should begin to exit the work force in greater numbers.

Inflation-adjusted per capita income growth in the Eastern Panhandle is projected to increase at an average annual rate of 2.1 percent through 2019, lagging state and national averages of 2.3 and 2.6 percent, respectively. Real wages and salaries earned by workers will expand as the region’s labor market tightens, while nonwage sources of income that include government transfer payments and investment returns such as capital gains/dividends should also record solid rates of growth.

The Eastern Panhandle’s population is expected to grow by just over 1.1 percent per year during the outlook period. Although this constitutes a rate of population growth for the region one percentage point lower compared to longer-term trends, it still represents an acceleration from the past few years. Moreover, a significant portion of this slow growth will be driven by Morgan County, which is expected to see only minimal population growth over the next five years. Berkeley and Jefferson counties are expected to register similar gains of 1.3 and 1.2 percent, respectively, through 2019 as migration in-flows pick return closer to normal historical levels.
APPENDIX A:
GLOSSARY OF TERMS

Annual Growth Rate between consecutive years is calculated as:
$$\left( \frac{X_t}{X_{t-N}} \right) - 1 \times 100$$

Average Annual Growth Rate is calculated for annual data as:
$$\left[ \left( \frac{X_t}{X_N} \right)^\frac{1}{N} - 1 \right] \times 100$$

Gross Product is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products; calculated without making deductions for depreciation of fabricated assets or for depletion and degradation of natural resources. Gross product can be calculated for various sized economies. This paper references Gross Product for counties (GCP), MSAs (GMP), states (GSP), and the domestic economy as a whole (GDP).

Metropolitan Statistical Area is distinguished by a densely populated city or urban agglomeration with a population of 50,000 or more according to the US Office of Management and Budget; a county containing that city become the core of the MSA and if an adjacent county has at least 25 percent of its labor force commuting to or from the core area it is including in the MSA.

Personal Income is the sum of the incomes of an area’s residents; it is calculated as the sum of wages and salaries, proprietor’s income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustments, personal dividend income, personal interest income, and personal current transfer receipts less contributions for government social insurance.

Per Capita Personal Income is the mean personal income within an economic aggregate, such as a country or city. It is calculated by taking a measure of personal income and dividing it by the total population. Per capita personal income is often used as average income, a measure of the wealth of the population of a nation, particularly in comparison to other nations.

Population is the number of persons whose usual place of residence was within the area at the time the census was taken. It is also referred to as resident population. Persons in the military or institutionalized are counted where the military base or institution is located.

Real data has been adjusted for inflation. Using real data eliminates the year-to-year changes in price and gives a clearer picture of the true changes in purchasing power, production, etc.

Real Dollars dollar amounts have been adjusted for inflation. Using real dollars eliminates the year-to-year changes in price and gives a clearer picture of the true changes in purchasing power.

Unemployment Rate is the percent of the civilian labor force that is unemployed. The civilian labor force is comprised of non-institutionalized persons 16 years of age or over who are employed or unemployed. A resident is considered to be unemployed for the month if that person is at least 16 years old and is not currently employed but is available and actively looking for work during the survey week (the week including the 12th of the month).