



VAPDC TRAINING CONFERENCE

**June 16, 2015
Charlottesville, VA**

**Gail P. Moody, Executive Director
Southside PDC**

Logos (Old & New)

*25 Years
of
Regionalism*



*Southside Planning District Commission
1969-1994*

40 Years
of
Regionalism



Southside Planning District Commission
1969 - 2009



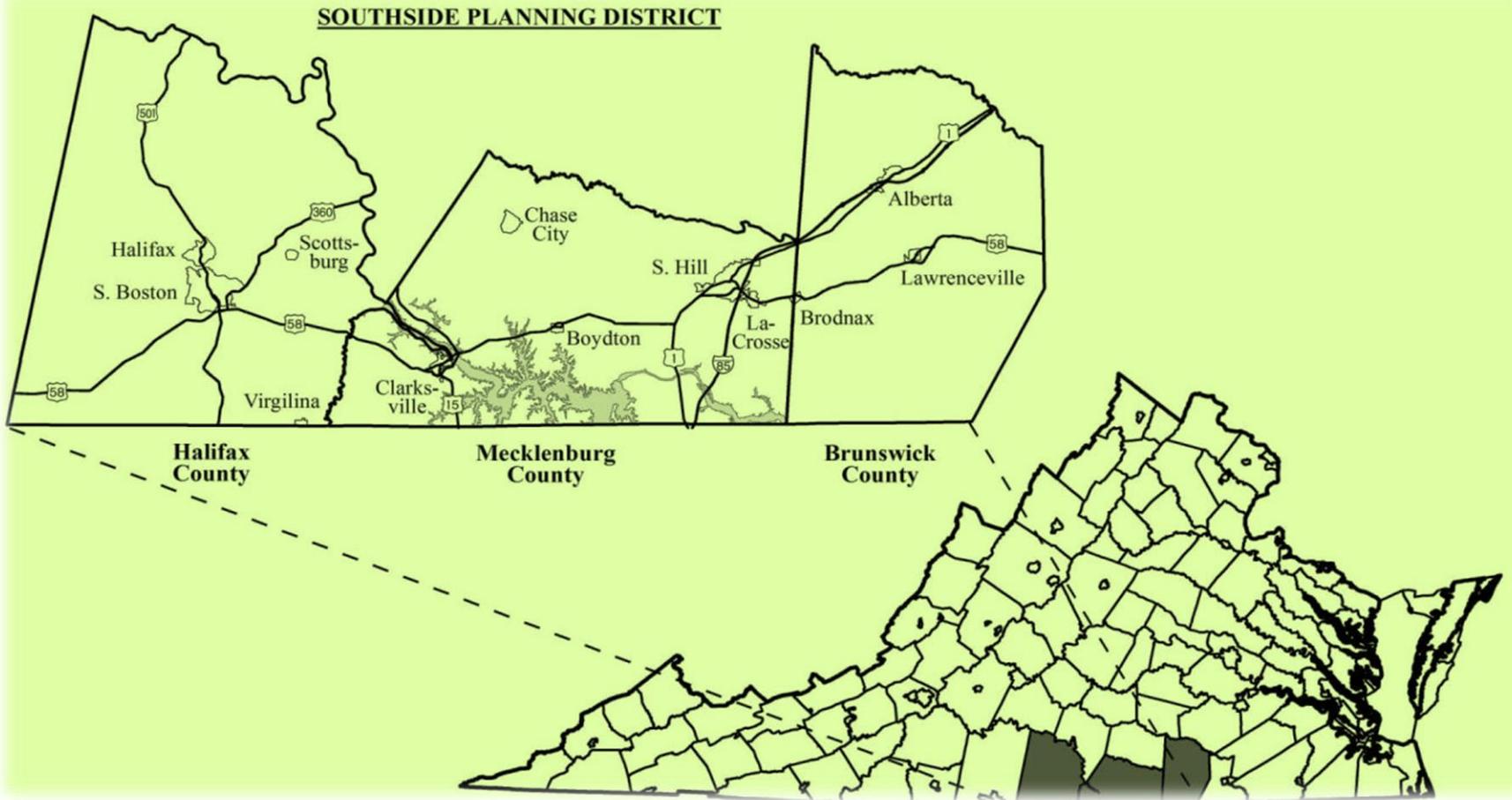
SPDC Regional Map

7 Lakes

Buggs Island Lake is the Largest Lake in Virginia

50,000 Acres of Water

800 Miles of Shoreline



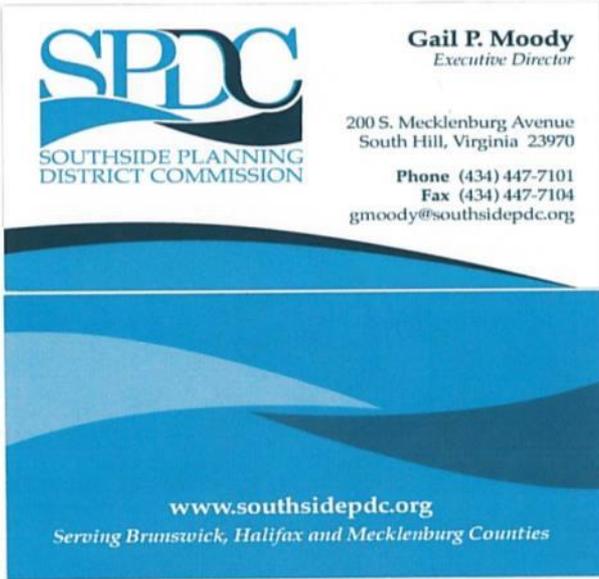
Lake Gaston & Kerr Lake Recreation



SPDC Logo



- The **Blue** is a nod to the lakes and rivers that the district is known for.
- The Serif font was used because it's more serious, but the abstract graphic gives it a more modern look.
- The ribbon-type graphic is an abstract of land and water, again a nod to lakes and rivers in the district, but also to signify that the SPDC works with projects across the spectrum.
- The graphic element crossing the D and C is an abstract of the fluke of an anchor, signifying the importance of SPDC in the district.
- *A brand isn't just a logo; it's everything about your organization. It covers not only logo, colors, and name, but also attitude, reputation, and other intangibles.*



New Logo & Business Cards



SOUTHSIDE PLANNING DISTRICT COMMISSION

Serving Brunswick, Halifax, & Mecklenburg Counties, and the towns of South Boston & South Hill, VA



South Boston Energy Project

Southside PDC secures Community Development Block Grant (CDBG) grant funds from the Virginia Department of Housing and Community Development for a new wood waste-fired biomass electric generating facility.

[Read More](#)

I'm looking for information on...

Search...

GIS & GPS Services



Staff produce maps and data for planning, documentation, and grant applications.

Grant Applications



We assist local governments with grant applications and manage funded projects.

Transportation Plans



SPDC assists the VDOT with their Work Plan for our region.

In the News

[2015 Local Officials Governmental Directory Available](#)

[Public Hearing - CEDS](#)

[Southside PDC's GIS/IT Coordinator Recognized](#)

Upcoming Events

Popular Downloads

[2015 Local Officials Governmental Directory](#)

[2015 Comprehensive Economic Development Strategy \(CEDS\) 2nd DRAFT](#)

[FY 15 Rural Transportation Work Program](#)

[SPDC 2014 Annual Report](#)



Southside Planning District Commission
200 S. Mecklenburg Avenue
South Hill, Virginia 23970



(434) 447 - 7101



- Located in Halifax County (local).
- Specializes in working with towns, small cities, and regions.
- Client list includes VDHCD, Virginia’s Growth Alliance, Southern Virginia Regional Alliance, Towns of South Hill and Halifax, Tar-Pamlico Water Trail, and most recently State of New Jersey Designated Main Street Communities—branding and web design.

“The process of branding and marketing is like dating: if you want to find a good match you have to be honest about who you are. You can only fake it for so long.”

Lisa-Kipps Brown, President & CEO

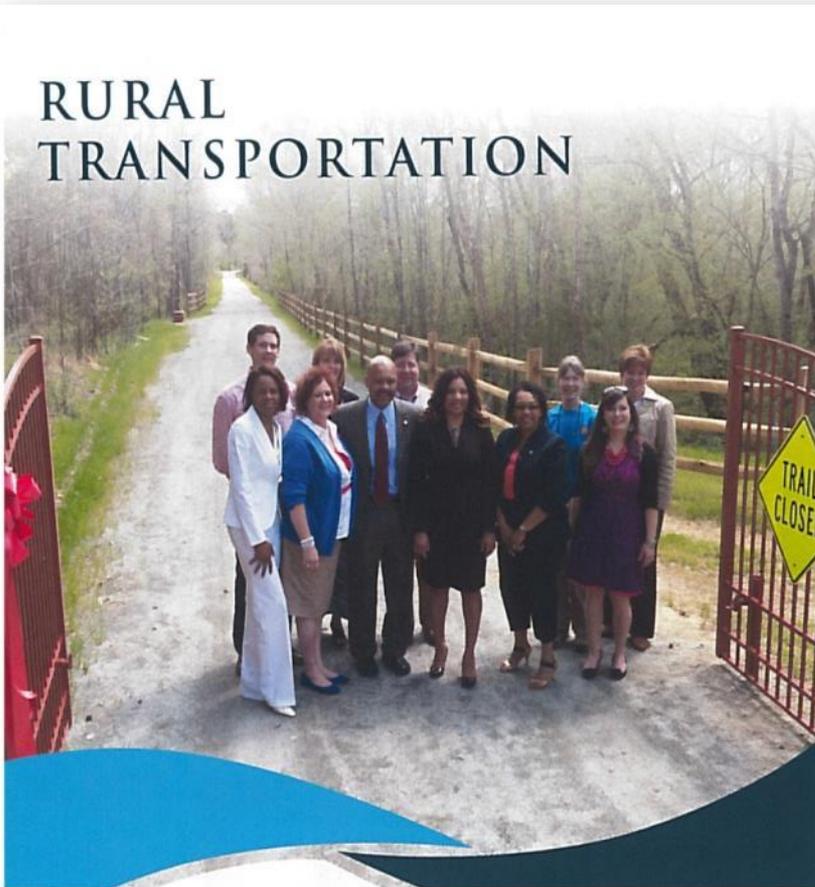
Annual Report Cover



2014 ANNUAL REPORT

Annual Report

RURAL TRANSPORTATION

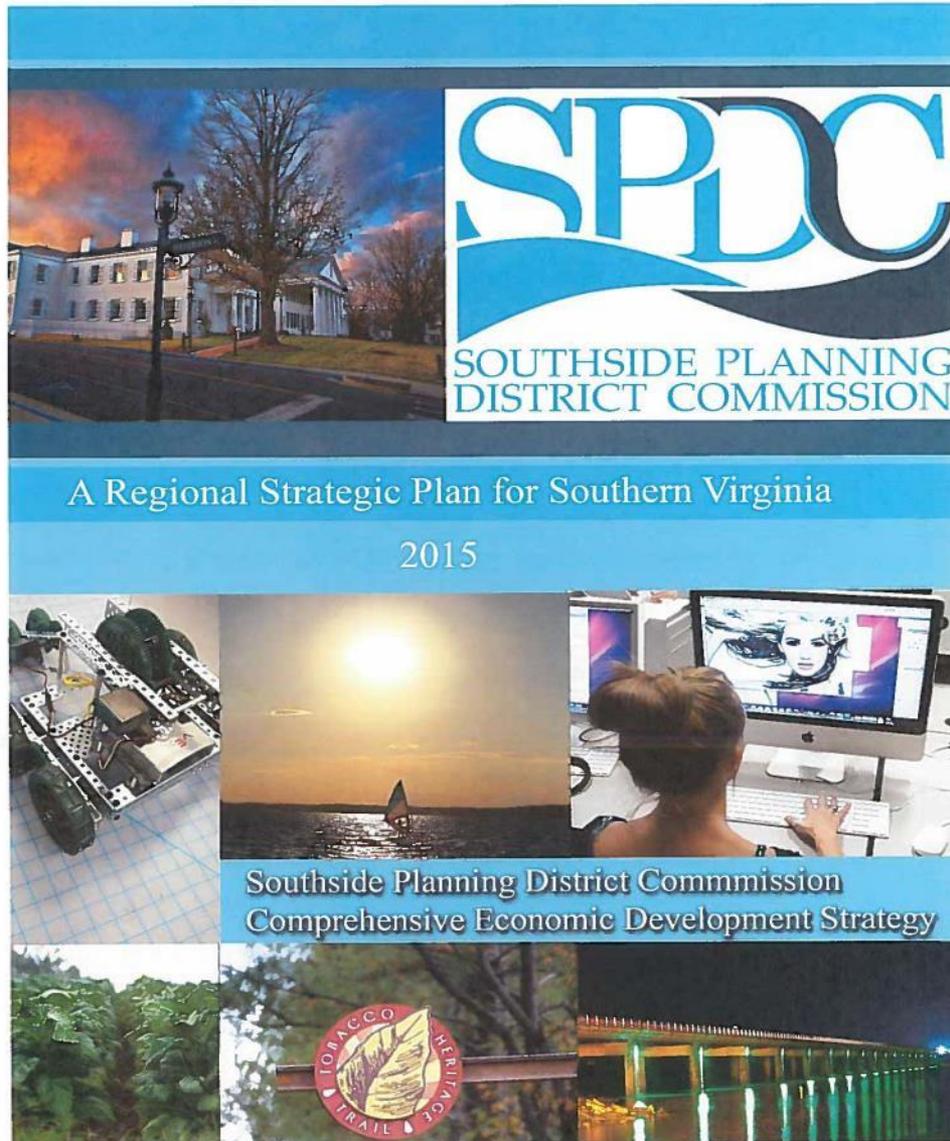


Rural Transportation funds are used to improve transportation methods by making them safer and providing alternate modes of transportation. Funding assists with planning, grant writing and administration and mapping.

The Tobacco Heritage Trail

Planning and development of the Tobacco Heritage Trail, a regional long distance non-motorized trail, is underway. It will eventually route through five counties consisting of Mecklenburg, Halifax, Brunswick, Lunenburg and Charlotte and will result in 150+/- miles of trail. Construction of the first phase, located in Mecklenburg and Brunswick Counties, was completed in 2009. Due to the \$6 million ARRA "Stimulus" funds awarded in 2012,

Southside PDC CEDS Cover



A REGIONAL STRATEGIC PLAN FOR SOUTHERN VIRGINIA

April 2015

INVESTING IN:

Land

Natural resources

Infrastructure

People

Skilled workforce

Superior public education

Capital

Gap financing

Public/Private partnerships

Economic Development Priorities:

- Development of workforce training programs
- Leveraging of resources for infrastructure improvements
- Increased provision of freight service in support of industries that can benefit from rail
- Expand broadband communication networks for attracting new entrepreneurs and businesses to the region
- Effectively promoting the region

EDUCATION: THE GATEWAY TO ECONOMIC SUCCESS

The current labor pool has respectable middle skills training, but it is also an aging workforce. Attracting, and keeping, young professionals and skilled labor continues to be challenging. Open positions are difficult to fill due to higher wages in Richmond, Raleigh/Durham and Lynchburg. Unemployment is lower than it's been since 2008, and the overall labor supply has increased indicating an availability of workers that were previously not seeking employment but developing a skilled workforce is a continuing effort.

The public school system has many dedicated professionals, but there are significant concerns regarding graduation rates, achievement scores, emphasizing workforce education as equal to a four year degree, and improving the aging infrastructure (i.e., investment in new school facilities). There is a general perception within the business community of not having a strong public education system, and there are limited private school options in the region. This hinders both the recruitment and retention of significant business sectors. The continued



Workforce Training at the Southern Virginia Higher Education Center

and effective development of workforce training programs is clearly the most important priority in the region. This will take commitment by the public school system, private schools, and various other post-secondary education centers in the area. Workforce education in Southern Virginia has the same weight as a college degree

in terms of earning power and career availability. This fact needs to be more effectively promoted and disseminated throughout secondary school systems. Federal and state mandates for educational requirements provide an additional challenge for workforce development programs in secondary schools.

INFRASTRUCTURE IMPROVEMENTS

Southern Virginia has an abundance of natural resources and raw land, as well as targeted sites with infrastructure that are available. The natural resources are so abundant they attract tourism and provide excellent recreational and cultural amenities for communities as exemplified by the Tobacco Heritage Trail and

John H. Kerr Reservoir (Buggs Island Lake). More water and sewer infrastructure is needed, along with natural gas and better rail access to the Port of Virginia. The transportation system also needs to be maintained to continue to be an effective conduit to markets and for labor.

