



HARRISONBURG

ECONOMIC DEVELOPMENT

SUCCESS IS SECOND NATURE

Labor Statistics

Labor Force

Participation

December 2022:

25,230

December 2023:

26,374

Total Employed

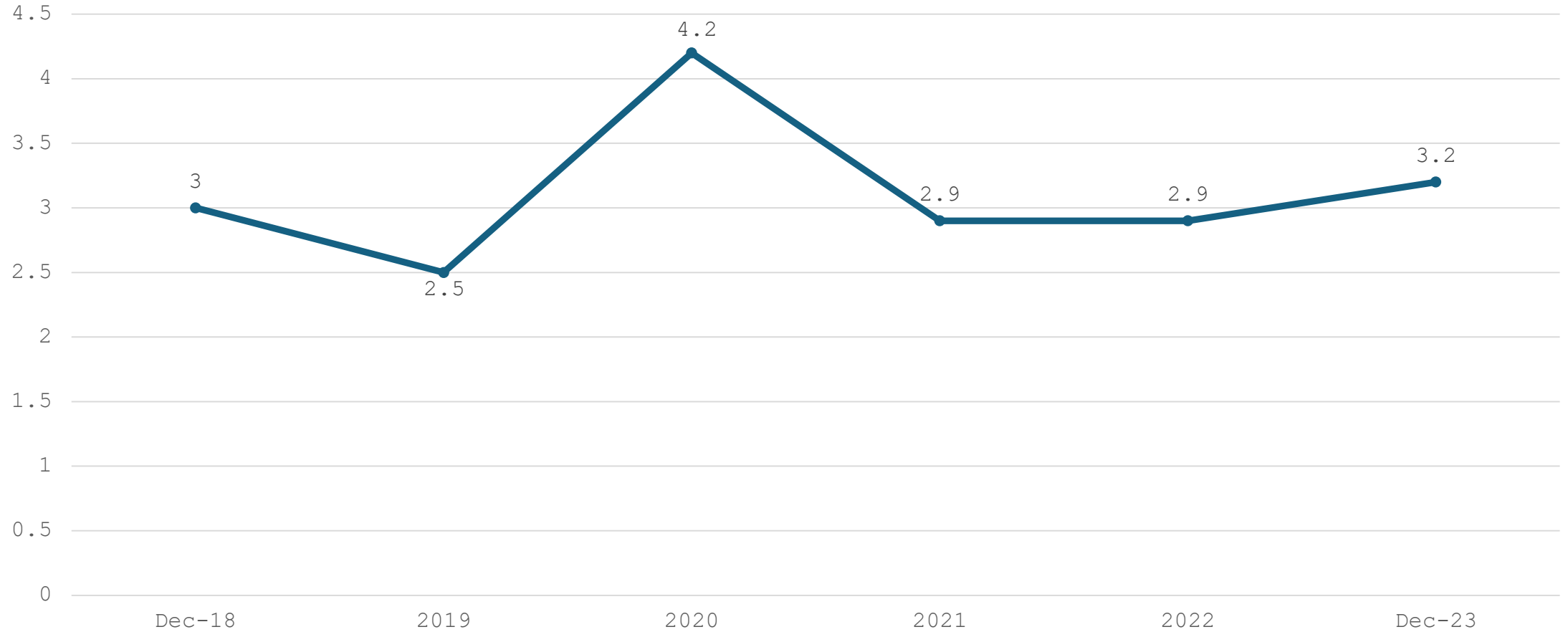
December 2022:

24,510

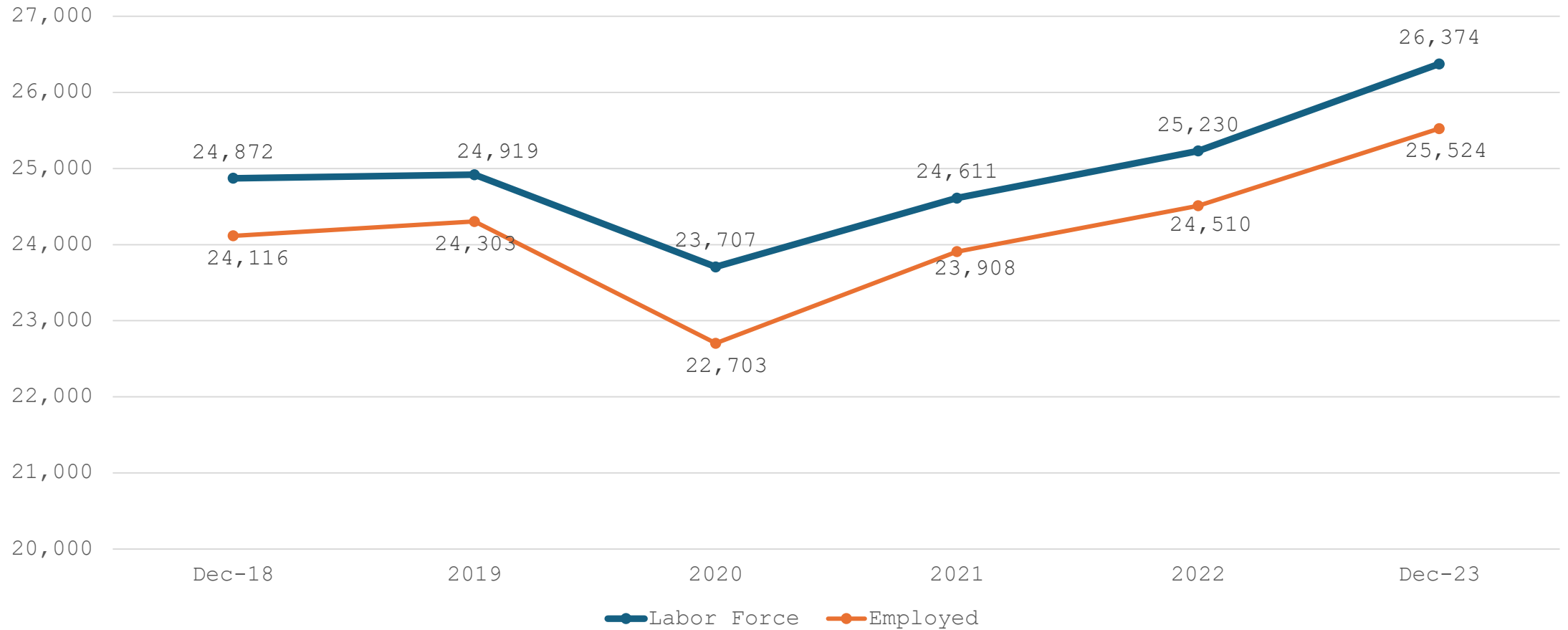
December 2023:

25,524

Unemployment Rate



Employment Trends

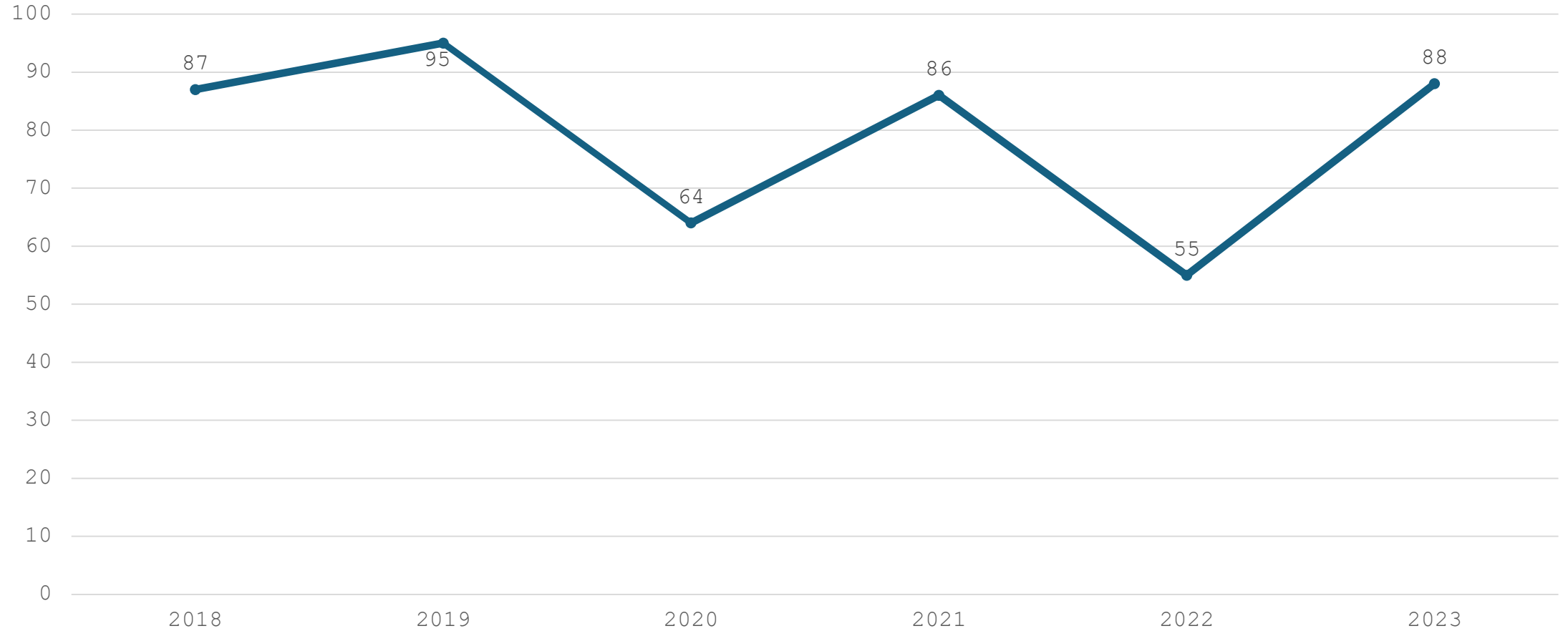


December MSA Growth

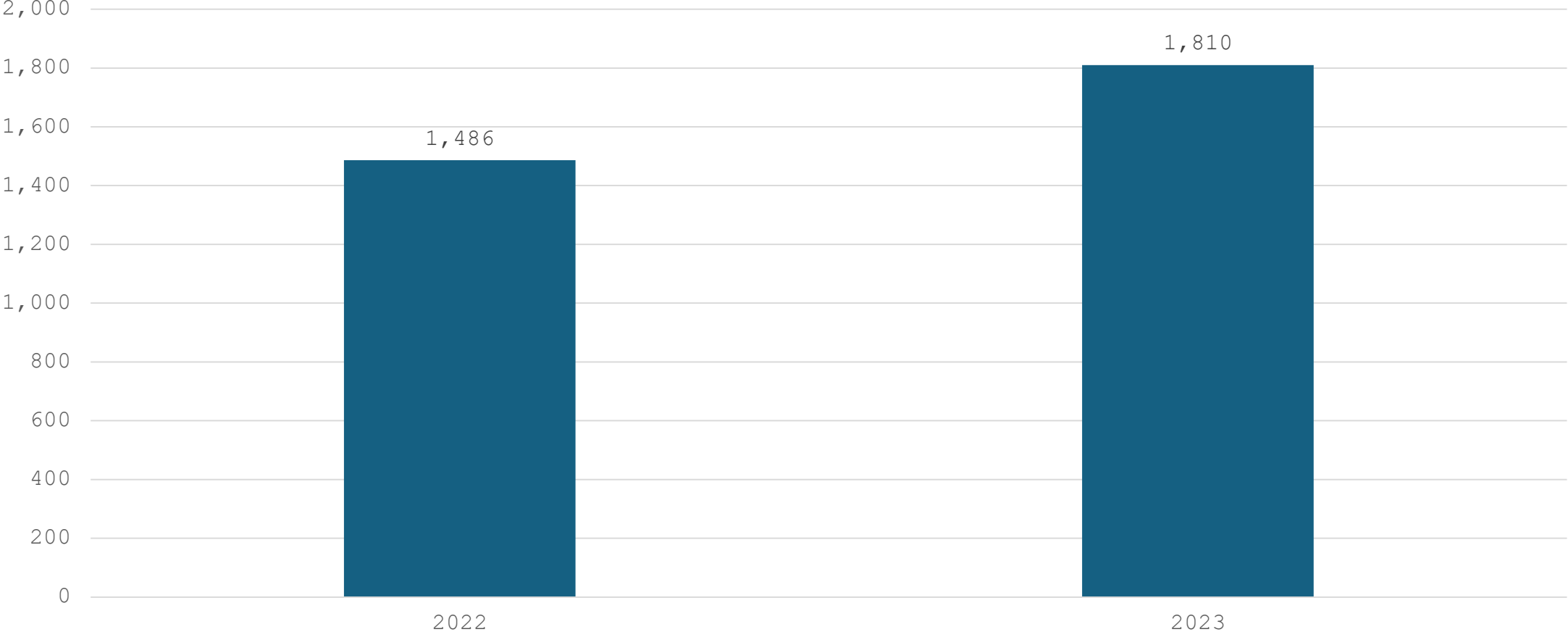
Area	Employment			December 2022 to December 2023	
	December 2023	November 2023	December 2022	Change	% Change
Virginia	4,157,000	4,168,800	4,111,900	45,100	1.1%
Blacksburg-Christiansburg-Radford MSA	82,000	81,800	81,700	300	0.4%
Charlottesville MSA	126,500	126,300	121,900	4,600	3.8%
Harrisonburg MSA	73,300	73,100	70,700	2,600	3.7%
Lynchburg MSA	105,400	105,000	104,800	600	0.6%
Northern Virginia MSA	1,561,100	1,570,100	1,549,900	11,200	0.7%
Richmond MSA	718,900	718,300	702,600	16,300	2.3%
Roanoke MSA	165,900	166,000	164,000	1,900	1.2%
Staunton MSA	53,200	53,100	53,200	0	0.0%
Virginia Beach-Norfolk-Newport News MSA	798,000	797,100	794,200	3,800	0.5%
Winchester MSA	72,000	71,400	70,700	1,300	1.8%

2nd largest December growth (year-over-year) growth in Virginia

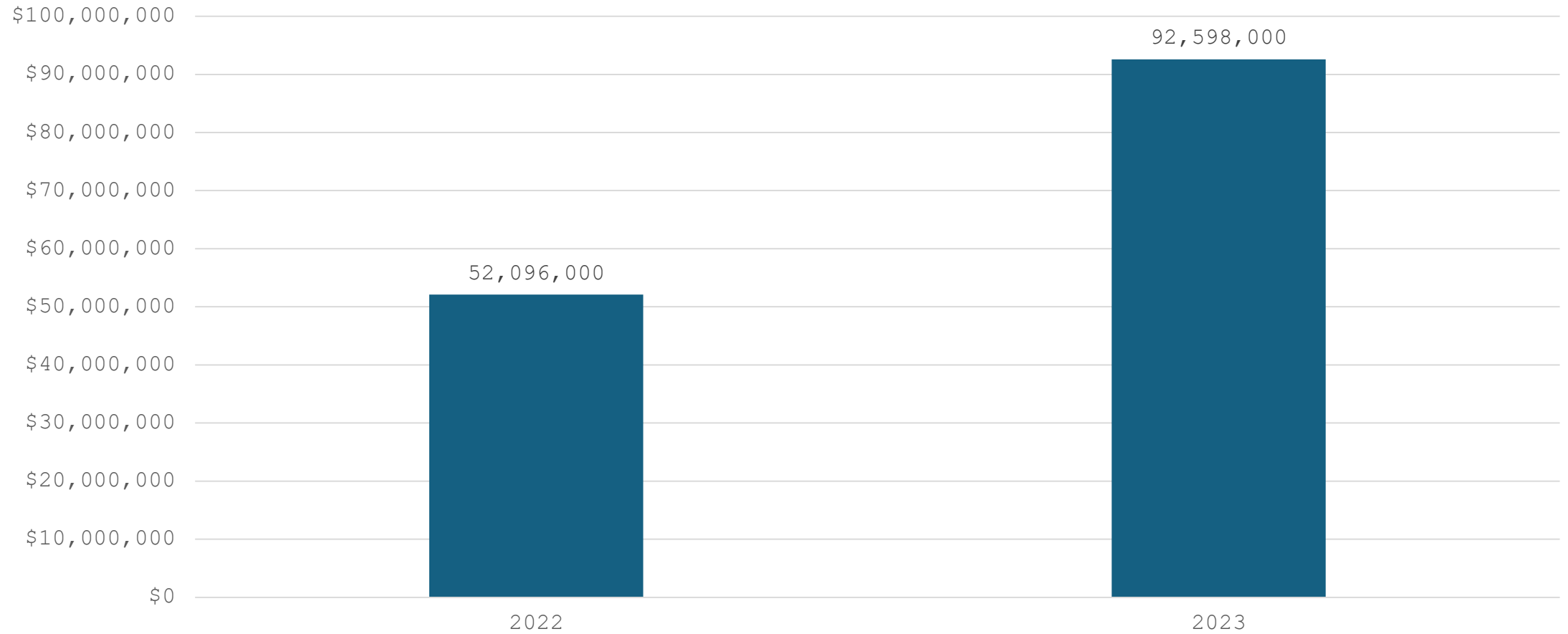
New Business Licenses



Building Permits Issued



Value of Building Permits





FARMER FOCUS



**Montebello and SIBO
USA**



LAUF CYCLES

NEW RETAIL & RESTAURANTS 2023

Restaurants

Aristocat Café
BMC Bakes
Bobo Café
Drifter's Café
Fiesta Maya Grill and
Bar
Grilled Cheese Mania
Truck
La Casa Salvadorian
Cuisine
Nightcap by Merge
Pueblo Magico
Rootstock Wine Bar
Sweet Joy's
Ott Street Eats
Outskirts Food Truck

Event Space

Requilda Modern Mexican
Friendly City
The Little Grill
Events
The Loft at
Liberty Street

Chains

Bintastic
Boot Barn
Bubble World
Burlington
Crumbl Cookies
Five Below
Hangry Joe's Hot
Chicken
Marco's Pizza
Nothing Bundt Cakes
7 Brew Coffee
Shopping
Boujie Hippie
Firefly Emporium
Liberty Street
Mercantile Shops
--Asdelia Mae Boutique
--Chestnut Ridge Coffee
--Hott Apiary
--Live Room Collective
--Parentheses Books

