

ABOUT OUR CITY

HISTORY

- 1671: An exploration party's report told of the "blue mountains and a snug flat valley beside the upper Roanoke River."
- 1671 – 1741: After this initial exploration, the region remained undisturbed by settlers.
- 1740: People from Pennsylvania seeking new lands in the rich Shenandoah Valley joined early settlers from eastern Virginia and began farming in the Roanoke Valley.
- New counties and communities were established:
 - Botetourt County was created in 1789, with the town of Fincastle as its seat.
 - Roanoke County was separated from Botetourt in 1838.
 - Craig County was formed in 1851 from Botetourt, Roanoke, Giles and Monroe Counties with New Castle as its seat.
- Towns formed within what is now the City of Roanoke in the first decades of the 19th century:
 - Antwerp was subdivided in 1801
 - Gainesborough in 1825 (the present Gainsboro neighborhood)
 - Old Lick in 1834
 - The Gainesborough settlement remained the most populous community until 1874 when the Town of Big Lick was chartered. This tiny village of less than 500 people was to become the Town of Roanoke in 1882 and in 1884, the city of Roanoke. The new town was located along the old Atlantic, Mississippi and Ohio Railroad, later to become the Norfolk and Western.
- 1806: The Town of Salem became the county seat for Roanoke County. Salem was the largest town within the area during these formative years and was located on two stage lines. It remained the major center of activity in the Roanoke area until the mid-1880's.
- 1882: The completion of the Shenandoah Valley Railroad from Hagerstown, Maryland, to its junction with the newly formed Norfolk & Western marked the start of Roanoke's rapid growth. The adjacent Town of Vinton was also incorporated at this time.
- 1884: The town of Roanoke was chartered as an independent city.
- 1968: Salem became an independent city.



AREA & POPULATION

- The City of Roanoke encompasses a land area of 43 square miles with 99,908 residents.
- The local public school division is Roanoke City Public Schools.
- The city is divided into 49 individually defined neighborhoods.
- The city is divided into four quadrants: Northwest (NW), Northeast (NE), Southwest (SW), and Southeast (SE).
- The city represents nearly one-third of the population of the metropolitan area, which includes the neighboring City of Salem, Town of Vinton, and the counties of Botetourt, Craig, Franklin, and Roanoke.
- The City of Roanoke is the largest municipality in Southwest Virginia, and is the principal municipality of the Roanoke Metropolitan Statistical Area (MSA).

POPULATION DATA			
Locality	Population	% of MSA	Change Since 2010 Census
City of Roanoke	99,908	31.8%	3.0%
City of Salem	25,679	8.2%	3.5%
County of Botetourt	33,350	10.6%	0.6%
County of Craig	5,129	1.6%	-1.2%
County of Franklin	56,427	8.0%	0.5%
County of Roanoke	93,735	29.8%	1.5%
MSA Total	313,641	100.0%	1.6%

Source: Weldon Cooper Center for Public Service, July 2017 Estimates

GEOGRAPHIC LOCATION

➤ Roanoke is the largest city in the Commonwealth of Virginia west of Richmond and is located between the Blue Ridge and the Virginia Alleghany Highlands midway between New York, N.Y. and Atlanta, Ga., approximately 189 miles west of Richmond, 234 miles southwest of Washington, DC, and 240 miles west of Norfolk. This position in the Southeast gives Roanoke ready access to nearly two-thirds of the total population of the United States, all within a 500-mile radius.



- Roanoke's location in the Blue Ridge Mountains, midway along the "great valley" between Maryland and Tennessee, has been the key to its growth.
- The city is the center of a large metropolitan region, functioning as a hub of transportation, finance, health care, retail, and industry for the southwestern part of the state.
- The community has flourished as the region's transportation center, which includes:
 - Roanoke-Blacksburg Regional Airport with service via four airlines (Allegiant Air, American, Delta and United Airlines)
 - Modern highways, including Interstate 81 and Route 460 & 220, which have attracted numerous interstate motor freight lines to establish terminals
 - Express Delivery offered through Federal Express and UPS
 - Formation of the Interstate 73 Coalition, which will focus on improving street transportation connectivity
 - Construction of Passenger Rail, conveniently located near the City's downtown area, connecting Roanoke to other areas in Virginia, D.C., Baltimore, Philadelphia, and Boston

OPERATIONS

- The City operates under the Council-Manager form of government.
- City Council, which formulates policies for the administration of the City, is the governing body and is composed of seven members elected on an at-large basis to serve four-year staggered terms.
- Officers of City Council are the Mayor, elected directly by the voters to a four-year term. A Vice Mayor is selected based on the highest popular vote in council elections and serves a two-year term.
- Council appoints the City Manager to serve as the City's chief administrative officer. The City Manager is responsible for implementing the policies of City Council, directing business and administrative procedures, and appointing departmental officials and certain other City employees. Two Assistant City Managers who are responsible for the Operations and Community Development clusters aid the City Manager.
- City Council also appoints the City Attorney, the City Clerk, and the Municipal Auditor, each of whom reports directly to City Council.

The primary government provides a full range of services including general administration, emergency services, public works, recreational activities, judicial functions, health and welfare activities, and community development activities. The City also provides services through multi-jurisdictional efforts such as the Western Virginia Water Authority, the Regional Center for Animal Control and Protection, and the Roanoke Valley Resource Authority, a regional solid waste facility. In addition, the City participates in such commissions as the Hotel Roanoke and Conference Center Commission, the Roanoke Valley Juvenile Detention Commission and the Roanoke Regional Airport Commission.

- The financial reporting entity includes all the funds and account groups of the primary government (that is, the City of Roanoke as legally defined), as well as all of its component units. Component units are legally separate entities for which the primary government is financially accountable.

ECONOMY

- Much of Roanoke's economy was established prior to 1920. However, since the recession of the late 1950's, Roanoke's economy has become diversified, with almost all census-defined industries located within its boundaries.
- The economy of the city and the entire metropolitan area is predominantly non-agricultural, consisting of services, wholesale and retail trade, construction, manufacturing, transportation and warehousing, finance, insurance and real estate, public administration, and management of companies and enterprises. There are industries in information, arts and recreation, utilities and agriculture as well.
- Roanoke is a thriving 21st century community, a blending of "big city" and urban village. Roanoke continues to attract the attention of those concerned with livability and a welcoming business climate.
- Known historically as the "Capital of the Blue Ridge," the city is the economic center of the region.



New development in the City of Roanoke reflects the diversity of the local economy.

Exciting new projects have come to a close or are near completion, population is on the rise and Roanoke has seen more vibrancy and economic development in the last five years as the result of brains, beer and bikes.

- Significant projects have taken place in the following sectors during fiscal year 2017 – 2018:
 - Hospitality
 - Transportation
 - Manufacturing
 - Health Care and Education
 - Retail and Development
 - Professional Services

Hospitality

Marriott International announced the opening of **SpringHill Suites by Marriott** in Roanoke. The former Cambria Suites property is undergoing significant renovations, a \$2 million dollar investment in the City of Roanoke. The property offers easy access to downtown Roanoke, Carilion Roanoke Memorial Hospital, the Virginia Tech Carilion School of Medicine & Research Institute and the Roanoke Valley Greenways.

The all-suite hotel for business and leisure travelers offers a new restaurant – The Valley, as well as 856 square feet of conference meeting space to accommodate meetings.

Transportation



Amtrak celebrated their new Roanoke home in late October, 2017 with the completion of all construction leading up to the project and passenger train service underway to Lynchburg and points north to include Lynchburg, Washington, DC, Baltimore, Philadelphia, New York and Boston. The \$103 MM project included a new section of track, a raised waiting and boarding platform topped with a canopy, pedestrian access ramps, and a servicing facility.

The **Roanoke-Blacksburg Regional Airport** continues to see 2018 traffic increases. Strong community support, additional capacity, and improved airline operational reliability have all played roles in the continuation of sustained passenger growth, which began in September of 2016. March 2018 saw 2.4% passenger growth over March 2017. Year to date 2018 traffic is up 3.7% versus 2017. At this pace the airport is on track to have its busiest year since 2011.

Manufacturing

Indiana-based **Steel Dynamics**, which acquired Roanoke Electric Steel in 2006, completed a \$28 million upgrade at the Roanoke Bar Division installing new equipment and upgrading equipment in order to increase production and expand product offerings.

The company retrained 307 existing production employees on the new equipment and anticipates doubling its production of steel reinforcing bar, or rebar, to more than 200,000 tons per year at the plant located off Peters Creek Road near Shenandoah Avenue in the City of Roanoke.

Humm Kombucha, one of the fastest growing kombucha companies in the United States, announced in late October, 2017 it will build an East Coast manufacturing facility in the city of Roanoke. The company, based in Bend, Oregon will invest approximately \$10 million in a 100,000 square foot facility to be built on a 12-acre site in the Roanoke Centre for Industry & Technology where it will employ approximately 50 people. This project is estimated to have a \$58 million annual economic impact on the regional economy and create or retain approximately 110 additional jobs in the economy per the *IMPLAN economic model*.

Health Care and Education

The Virginia Tech Carilion Research Institute held a groundbreaking and began construction on a new facility in Roanoke to expand biomedical research and provide enhanced experiential learning opportunities to students at all levels.

The Virginia Tech Carilion Biomedical Research Expansion, a \$91MM, 139,000-gross-square-foot building on the Virginia Tech Carilion Health Sciences and Technology Campus at Riverside Centre will be physically connected by an elevated walkway to the Virginia Tech Carilion School of Medicine and Research Institute, which opened seven years ago.

The new building is an expansion on the success of the Virginia Tech Carilion Research Institute and will provide additional state-of-the-art research laboratories organized around interactive research themes and infused with experiential learning environments. This expansion is one of the largest economic development strides the region has seen in years.

The expansion will help usher in new jobs at the research institute and will help lead to the development of new technologies to spur new businesses to form in the Roanoke Region.

The expansion will allow the growth of 25 to 50 additional research teams. The current teams already employ about 250 researchers and students engaged in cutting-edge research in neuroscience, cancer biology and other biomedical fields.

The addition will also support programs for hundreds of Virginia Tech students studying health, science and technology.

In January, 2018 Carilion Clinic, **Jefferson College of Health Sciences and Radford University** announced a merger of Jefferson College into the Radford University family of colleges and departments positioning the combined initiative for increased institutional excellence, quality health care education and research, and financial strength. The merger is expected to be completed in two or more years.

Jefferson College of Health Sciences brings 35 years of history as an accredited institution to downtown Roanoke and has grown from 200 to about 1,150 students in that time. The college is one of the top producers of nursing and allied health professionals in the region and is in the top 10 in the Commonwealth of Virginia.

The Carilion Clinic Center for Simulation, Research and Patient Safety was completed in the former trolley barn at The Bridges. The \$5 MM Carilion addition is designed for health care providers and students to practice procedures that, once trained, will be performed on patients. Equipment used in the new facility is state-of-the-art and parallels the equipment Carilion uses at Roanoke Memorial Hospital and its affiliates. Users of the facility also train in a trauma room and operating room similar to those in the hospital.

Roanoke RAMP, or Regional Acceleration and Mentorship Program opened at 709 Jefferson Street in downtown Roanoke, hosted their first round of cohorts which are profiled as businesses specifically focused on technology, bio-health and life sciences. RAMP has recently chosen the second round of cohorts for residence.

RAMP, a collaboration between Roanoke City, Virginia Western Community College, and the Roanoke-Blacksburg Technology Council helps start-up businesses grow by giving them free office space, mentors, business education, and access to capital.

The downtown Roanoke facility is the stimulus for the future Innovation Corridor linking downtown to the Virginia Tech Carilion Riverside facilities.

The groundbreaking to commemorate the start of construction on the new **Virginia Western Community College STEM (Science, Technology, Engineering and Mathematics) Facility** was held in July, 2017. The new facility will be larger than 72,000-square feet, making it the largest building on the VWCC campus, and will feature engineering fabrication, mechatronics, computer, organic chemistry and micro biology labs along with new classrooms to promote collaborative and interactive STEM learning. Construction on the \$30MM plus project began in the summer (2017) with plans for completion by Spring Semester 2019.

Retail and Development

Richmond-based developer Bill Chapman completed the second phase of **Lofts at West Station**, a \$7MM project which includes 72 mostly one-bedroom apartments. The project was completed in July, 2017.

The building also houses a 5,300-square-foot commercial space with an additional 6,000 square feet of outdoor space which was leased by **Big Lick Brewery** as they expanded from a much smaller space on Salem Avenue. Big Lick Brewery opened in their new 11,300 sf venue in October, 2017 and have incorporated a production brewery into the new location. As part of The Lofts at West Station, Phase 2, Big Lick Brewing Company has become a premier brewery, taproom and beer garden at the new location in the heart of downtown Roanoke, specializing in craft beer with an emphasis on variety.



Construction at **The Bridges, Phase II of South 16** was completed in July, 2017 featuring 127 units with mostly one- and two-bedroom units and a few three-bedroom apartments with rents ranging from \$850 to \$1,650 per month. The new addition features outdoor recreation areas, a salt-water swimming pool and a fifth-floor viewing deck. The developers invested \$14 million in this new building, and have invested about \$40 million in The Bridges site at the completion of this new project. Additionally, a 3,000 sf public space was installed at The Bridges in

January, 2018 and will be used in warmer months for outdoor events.

Also at The Bridges was the opening of **Starr Hill Pilot Brewery & Side Stage** in September, 2017. As the oldest craft brewery in Virginia, the Crozet, Virginia based business showcases new beers and new music in the Star City. This facility allows the brewery to experiment with unique, small-batch beers for research, development, and limited releases. The venue will also serve as a platform to highlight and support local musicians, non-profits, and the greater community in Virginia's Blue Ridge.

Developer Husain Alam completed the **Lightwell Lofts** in downtown Roanoke. With 12 one- and two- bedroom apartment, several offer larger space for individuals desiring work/live space. The one-bedroom apartments begin at \$850 and increase in price based on size and location in the building.

North Carolina-based **Earth Fare** opened their first store in Virginia at **Roanoke's Ivy Market development** along the Franklin Road corridor. The new organic and natural foods grocer has been welcomed by Roanoke shoppers.

Additionally, Florida-based **First Watch Café** opened within the **Ivy Market development** in May, 2018. First Watch, the popular breakfast, brunch and lunch restaurant located at 2243 Franklin Road occupies 3,500-square-foot restaurant and will employ about 25 people. Adjacent to this space is another 3,500-square-foot space and the developer should have a tenant in place by June 30, 2018.

The entire Ivy Market development including Earth Fare, First Watch Café and the additional non-leased space is an \$8.9 million investment in the City of Roanoke.

There was additional activity along the Franklin Road corridor with an increase in retail mix at Piccadilly Square. Four new retailers opened including **Ellie Procter Antiques & Fine Things, Lusso**, followed by relocation by **Magnolia and Yarid's Shoes** from Roanoke County. Total investment in this newly renovated Piccadilly Square is approximately \$3.5 million.

The **Roanoke Co-op** remodel at 1319 Grandin Road was completed in May, 2018. The \$700,000 investment includes a completely revamped deli, which now offers a hot bar, salad bar, soup bar and signature sandwich program to complement the co-op's great selection of juices, smoothies and quick grab and go prepared foods. The co-op also added new energy efficient coolers, freezers and LED store lighting as well as an updated façade, refreshed parking lot, new entrance, a bright, new deli seating area that seats 40 customers and a new register system for the entire organization.



Developer Joe Thompson completed construction of the \$2MM **Parkside Storage** expansion of 200 units in May, 2018. The third phase of the development along the Dale Avenue, SE corridor has been postponed but will eventually offer a new 11,000 square foot retail center with multiple storefronts.

Deschutes Brewery opened a 4,700 square-foot downtown Roanoke tasting room in August, 2017. The new pub features 24 taps of Deschutes beer favorites, along with pints, growlers and brewery merchandise for sale to patrons. The new tasting room is located at 315 Market Street at the corner of Market Street and Church Avenue across from the new Hampton Inn and Suites and is a \$750,000 investment in the City of Roanoke.

Also in downtown Roanoke were welcomed retail expansions by Lynchburg-based **Altus Chocolate** and Charlottesville-based ladies apparel store, **BitterSweet**, as well as **Downshift Handcrafted Bikes and Brews**, and **Virginia Design Collective** in the West-end.

At Towers Shopping Center, **Zoes Kitchen**, the fast casual Mediterranean chain signed a lease for 2,700 square feet and opened in August, 2017 adding to the restaurant mix at this popular retail center.

BJ's Wholesale Club announced plans in October, 2017 to enter the Roanoke market in the former Crossroads Mall Kmart location along Hershberger Road. In addition to offering food and clothing items, BJ's will also sell gas at its Roanoke site. The new store has plans to open by the end of 2018.

National retailers **Gabe's Department Store** and the long awaited **DSW (Designers Shoe Warehouse)** both opened in May, 2018 in out parcels along Valley View Boulevard.

Professional Services

PowerSchool, a leading education technology platform for K-12 announced in September, 2017 a \$1.8 million investment to expand in the City of Roanoke. The company will relocate to a 38,000-square-foot facility in downtown Roanoke. Virginia successfully competed against California, Pennsylvania, and Texas for the project, which will retain 85 existing jobs and create 96 new jobs.

Atlantic Credit and Finance, Inc., a leading servicer of unsecured, consumer-distressed assets announced an investment of \$4 million to expand its headquarters in the City of Roanoke. The company will move to a new, 50,000-square-foot office at 111 Franklin Road in downtown Roanoke. Virginia successfully competed against Michigan and Minnesota for the project, which will create 115 new jobs.



In November, 2017, Columbus, Ohio-based **American Electric Power Co. (AEP)** announced it will invest \$12.7 million to establish a transmission operation in downtown Roanoke. The project is expected to create 102 jobs and relocate 200 jobs to the core of downtown Roanoke. AEP is modernizing, rebuilding, and

expanding electricity transmission lines throughout its service area, which includes 11 states. It is the parent company of Appalachian Power, which operates in Virginia and West Virginia.

AEP Transmission will occupy nearly 47,000 square feet on two floors of Appalachian Power's renovated facility at 40 Franklin Road, SW. In addition to creating new positions, AEP will transfer 93 employees to the downtown facility.

AEP will also construct a multi-level parking garage over part of its existing parking area to house vehicles for new employees. Construction and remodeling should be completed and all personnel should be in place by spring 2019.

The AEP Transmission employees will join 200 Appalachian Power employees currently housed in the Franklin Road building.

➤ Based on Virginia Employment Commission data through the fourth quarter of 2017, the City's top employment sectors include:

- 1) Services as the largest industry sector, employing 31,589 workers.
- 2) Trade is the second largest industry, employing 10,565 workers.
- 3) Government ranks third with 8,126.
- 4) Transportation and Warehousing employ 4,199 people, and has now exceeded the Construction sector.
- 5) Construction, which was previously ranked fourth, totals 4196 employees and trails Transportation and Warehousing.
- 6) Manufacturing totals in at 3,741, decreasing from prior year.
- 7) Finance, Insurance and Real Estate at 3,846 workers.
- 8) Information employs 689.

Roanoke MSA Labor Force Data	March 2018
Civilian Labor Force	158,047
Employment	152,736
Unemployment	5,311
Percent of Labor Force	3.4%
State Rate (%)	3.3%
National Rate (%)	4.1%

* Virginia Workforce Connection (March 2018)

Roanoke MSA Employment by Industry	4th Quarter 2017
Agriculture, Forestry, Fishing, & Hunting	415
Mining, Quarrying, and Oil and Gas Extraction	150
Utilities	318
Construction	8,151
Manufacturing	15,242
Wholesale Trade	6,846
Retail Trade	17,643
Transportation & Warehousing	6,941
Information	1,370
Finance & Insurance	5,543
Real Estate & Rental & Leasing	1,774
Professional, Scientific, & Technical Services	7,253
Management of Companies & Enterprises	4,488
Administrative & Support and Waste Management Services	8,486
Educational Services	2,584
Health Care & Social Assistance	23,077
Arts, Entertainment, & Recreation	1,488
Accommodation & Food Services	13,053
Other Services	5,667
Government	21,683

* Virginia Employment Commission (4th Quarter 2017)

Roanoke MSA Top 20 Largest Employers *

Product or Industry

Carilion Roanoke Memorial Hospital
Roanoke County School Board
U. S. Department of Veterans' Affairs
Kroger
Roanoke City School Board
Wells Fargo Bank, NA
HCA Virginia Health System
Wal-Mart Stores

Healthcare
Education
Healthcare
Groceries
Education
Banking
Healthcare
Retail trade

City of Roanoke

Government

Franklin County School Board
Carilion Services
M W Manufacturers, Inc.
County of Roanoke
United Parcel Service, Inc.
Gretna Health Care System
Botetourt County School Board
Postal Service
Yokohoma Tire Corporation
Allstate Insurance Company
City of Salem

Education
Healthcare
Windows/Door Manufacturer
Government
Shipping/Delivery
Healthcare
Education
Government
Tires
Insurance
Government

* Virginia Employment Commission, 4th Quarter 2017

PARKS, RECREATION, & CULTURAL

- Pocket Parks and Plazas - 12 locations, 4.83 total acres
- Neighborhood Parks – 27 locations, 136.3 total acres
- Community Parks – 18 locations, 474.3 total acres
- Regional Parks & Athletic Complexes - 6 locations, 689.5 total acres
- Natural/Preservation Areas – 3 locations, 12,601.7 acres
- Greenways – 6 locations
- Paved Trails within Greenways – 19.44 miles
- Natural Trails – 7 locations, 70.5 miles
- Total Park Acreage within City Limits - 1,363.6 acres
- Total Park Acreage – 13,906.6 acres
- Total Miles of Trails within City Limits – 35.93
- Total Miles of Trails – 92
- Center in the Square:
 - Arts Council of the Blue Ridge
 - Roanoke Valley History Museum
 - Science Museum of Western Virginia
 - The Roanoke Ballet/Opera Roanoke
 - William B. Hopkins Planetarium
- Harrison Museum of African American Culture
 - O. Winston Link Museum
- Roanoke Symphony Orchestra
- Taubman Museum of Art
- Virginia Museum of Transportation
- Other Activities of Interest:
 - Blue Ridge Zoological of Virginia
 - Blue Ridge Parkway
 - Dixie Caverns
 - Smith Mountain Lake (20,000 acres)
 - Appalachian Trail
 - Jefferson National Forest



HONORS & AWARDS

The City of Roanoke has been recognized regionally and nationally for its outstanding quality of life:

On Friday, June 16, 2017, the National Civic League named Roanoke an All-America City for the seventh time. No other city in the United States can make this claim to fame, and we're proud to be at the top of the list.

Roanoke is a Certified Crime Prevention Community, a one-of-a-kind program of recognition created by the Governor's Partnership Commission for Community Safety.

FY18 Awards/Recognitions

- ❖ Roanoke Fire-EMS received International Accreditation from the Center for Public Safety Excellence for the fourth time. Roanoke Fire-EMS is one of only 233 accredited Fire-EMS departments in the nation and abroad and one of 13 in Virginia.
- ❖ 2017 National Safe and Sustainable Snowfighting Award – Public Works Department (The Salt Institute)
- ❖ Roanoke Police Department received 1st Place in the statewide Virginia Law Enforcement Challenge Awards at the 92nd annual conference in Virginia Beach
- ❖ Roanoke received the “SolSmart Bronze” Award for Advancing the Growth of Solar Energy. SolSmart is a program funded by the U.S. Department of Energy’s SunShot Initiative. Roanoke has been awarded a Bronze Certification for taking important steps to encourage solar energy growth.
- ❖ The City of Roanoke was named a Top Ten Digital City by the Center for Digital Government. Roanoke is ranked fourth in the 2017 Digital Cities Survey for the 75,000 to 124,999 population category.
- ❖ Roanoke celebrated the return of passenger rail. The Inaugural Amtrak Train arrived in Roanoke on October 30, 2017, for a dedication ceremony. The new Roanoke line provides direct rail access to Washington D.C.
- ❖ The Virginia Energy Efficiency Council selected the Weatherize Roanoke Market Rate Program as the 2nd Place winner in its annual Leadership Awards. The award is for a Local Government Residential Energy Efficiency Program.
- ❖ The Federal Emergency Management Agency (FEMA) confirmed the City of Roanoke’s Class 7 rating for the National Flood Insurance Program (NFIP) Community Rating System (CRS). This rating qualifies flood insurance policy holders in the community for a 15 percent discount in premium costs for NFIP policies issued or renewed in Special Flood Hazard Areas.
- ❖ Forbes magazine named Roanoke as one of the 25 most scenic cities to retire to.
- ❖ The website Penny Hoarder named Roanoke one of the 25 coolest and most affordable cities in the US.

- ❖ Blue Ridge Outdoors magazine recognized Roanoke for the following: Best Running Trail - Mill Mountain; Best Urban Park - Mill Mountain; Best SUP Spot Finalist - Carvins Cove; and Best Place to Raise an Outdoor Family.
- ❖ The City of Roanoke has been recognized by the AARP as an age-friendly community joining approximately 200 other U.S. communities with this distinction.
- ❖ Expedia named Roanoke as Number 11 in its Top 25 List of readers' favorite small and medium towns to visit in the United States.
- ❖ The Roanoke Parks and Recreation Department received a Governor's Environmental Excellence Award Honorable Mention for the implementation of the Virginia Outdoors Plan.
- ❖ Hotel Roanoke and Conference Center was awarded the AAA 4-Diamond Status. This ranking is shared by only 18 other hotels in the State of Virginia.



CITY OF ROANOKE - - - QUICK GLANCE

NICKNAMES:

Big Lick
 Star City
 Magic City
 Capital of the Blue Ridge

JURISDICTIONAL STATISTICS:

Date of Incorporation 1884
 Form of Government Council/Manager
 Area 43 Square Miles
 Miles of Streets 1,300 Miles
 Street Lights 10,000
 Number of City Employees 1,714
 Registered Voters 61,398

2016 POPULATION BY AGE:

1 - 19 23,935
 20 - 24 6,144
 25 - 44 27,586
 45 - 54 13,092
 55 - 59 6,901
 60 - 64 6,462
 65 - 84 13,112
 85 + 2,428
 Total 99,660

2016 POPULATION BY RACE:

White Alone 64.0%
 African-American Alone 29.6%
 Asian Alone 3.0%
 Other Races 0.5%
 Two or More Races 2.9%

EDUCATION (2017-2018):

Elementary Schools 17
 Middle Schools 5
 High Schools 2
 Students 13,788

TAXES: Per \$100 of assessed value

Real Property \$1.22 / \$100
 Personal Property (Vehicle, Boats) \$3.45 / \$100
 Consumer Utility Tax 12%

PRINCIPAL PROPERTY TAXPAYERS & TOTAL

ASSESSED VALUE

Carilion Clinic \$248,436,278
 Norfolk Southern Corporation \$171,179,876
 Appalachian Power \$151,831,850
 Valley View Mall LLC \$87,808,139
 Roanoke Gas Company \$50,223,373
 Roanoke Electric Steel Corp \$38,397,772
 Maple Leaf Bakery \$35,626,573
 Verizon Virginia, Inc \$31,393,221
 Faison Roanoke Office Limited \$30,044,500
 Roanoke Times \$12,841,889

RECREATION AND CULTURE:

Parks, Greenways, Plaza and Recreation Sites 71
 Including:
 Olympic-size swimming pools 2
 Basketball courts 39
 Tennis courts 55.5
 Football/soccer fields 24
 Baseball/softball fields 29
 Parks w/restroom facilities 26
 Parks w/shelter facilities 29
 Miles of Paved Urban Greenways 19.44
 Miles of Natural surface trails 70.52
 Playgrounds/play areas 73
 Neighborhood Centers 8
 Libraries 9
 Volumes 283,291
 Microform titles 188
 Audio Materials 16,558
 Video Materials 42,851
 E-books 43,400

POLICE PROTECTION:

Sworn Police Positions 250
 Police Dept Vehicles 171
 Traffic Summons 10,259
 Assistance Call Responses 90,861

FIRE/EMERGENCY MEDICAL SERVICES:

Stations 11
 Uniformed Fire/EMS Staff 247
 Emergency Call Responses 28,468

CONSTRUCTION:

Commercial & Government Permits Issued 2,302
 Residential Permits Issued 2,642
 Value of Building Permits Issued \$121,685,816

PERSONAL INCOME:

Per Capita Personal Income \$40,263

HOUSING:

Total Housing Units 47,305
 Single-Family 28,909
 Converted SF/2+ Units 5,625
 Condominium 992
 Townhouse 298
 Total Single Family 30,199
 Apartment Units 9,585
 Duplex Units 1,896
 Average Assessed Value of Single-Family Housing Units \$124,551
 Average Assessed Value of Condominiums \$149,991
 Average Assessed Value of Townhouses \$135,591

ROANOKE METROPOLITAN STATISTICAL AREA – QUICK GLANCE

DEMOGRAPHICS:

The Roanoke Metropolitan Statistical Area (MSA) consists of Roanoke and Salem cities and Botetourt, Craig, Franklin and Roanoke counties. However, the MSA serves a much larger area:

	Population	
	2010	2017 Est.
Roanoke	97,032	99,908
Botetourt County	33,148	33,350
Craig County	5,190	5,129
Bedford County	74,898	77,807
Franklin County	56,159	56,427
Roanoke County	92,376	93,735
Salem	24,802	25,679
Floyd County	<u>15,279</u>	<u>15,550</u>
Total	398,884	407,585

2016 DISTRIBUTION BY GENDER:

Locality	Male		Female	
	#	%	#	%
Roanoke	47,704	47.9	51,956	52.1
Botetourt County	16,451	49.5	16,780	50.5
Craig County	2,582	50.1	2,576	49.9
Franklin County	27,715	49.4	28,354	50.6
Roanoke County	45,191	48.1	48,840	51.9
Salem	<u>12,160</u>	<u>47.6</u>	<u>13,389</u>	<u>52.4</u>
Total	151,803	48.4	161,895	51.6

2016 DISTRIBUTION BY RACE:

Locality	White	Black	Other
Roanoke	63,814	29,475	6,371
Botetourt County	31,383	1,067	781
Craig County	5,158	17	66
Franklin County	50,211	4,529	1,329
Roanoke County	83,317	5,649	5,065
Salem	<u>22,432</u>	<u>1,890</u>	<u>1,227</u>
Total	256,232	42,627	14,839

SELECTED WAGE RATES:

Occupation	Median Wage
Accountant/Auditor	\$65,421
Mechanical Engineer	\$77,663
Electrical Engineer	\$74,180
Computer Operator	\$50,299
General Office Clerk	\$31,557
Manager – Industrial Production	\$96,468
Secretary	\$32,069

HEALTH CARE:

Carilion Roanoke Memorial Hospital
 Lewis-Gale Medical Center
 Veterans Affairs Medical Center
 Catawba Hospital
 Mount Regis Treatment Center
 Institute for Orthopaedics and Neurosciences

COST OF LIVING INDEX: (2016 Annual Avg. Data)

Composite Index*	88.3
Grocery items	87.6
Housing	81.7
Utilities	96
Transportation	87.9
Health Care	101.3
Miscellaneous	90.2

*100 = National Average

EDUCATIONAL ATTAINMENT (18 yrs & over):

Education	MSA		Virginia	
	#	%	#	%
8 th grade or less	10,704	4.34	275,329	4.31
Some High School	19,214	7.79	464,075	7.26
High School Grad/GED	76,134	30.86	1,633,105	25.55
Some College	58,671	23.78	1,457,887	22.81
Associate's Degree	20,857	8.45	440,219	6.89
Bachelor's Degree	40,340	16.35	1,258,661	19.69
Graduate Degree	<u>20,821</u>	<u>8.44</u>	<u>862,686</u>	<u>13.5</u>
Total	246,741		6,391,962	