

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 Gainsborough 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.

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AREA & POPULATION

- The City of Roanoke encompasses a land area of 43 square miles with 99,795 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	99,795	31.7%	2.8%
City of Salem	25,522	8.1%	2.9%
County of Botetourt	33,684	10.7%	1.6%
County of Craig	5,123	-1.6%	-1.3%
County of Franklin	56,011	17.8%	-0.3%
County of Roanoke	94,224	30.0%	2.0%
MSA Total	314,359	100.0%	

Source: Weldon Cooper Center for Public Service, January 2021

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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.

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- 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

- The City's economy is predominantly non-agricultural, consisting of: healthcare, wholesale and retail trade, construction, manufacturing, transportation, research & development, technology, and warehousing. Other sectors include financials services, insurance, real estate, public administration, utilities management, arts and recreation, and small-scale agriculture.
- Roanoke offers many of the cultural amenities typically associated with larger cities, including a vibrant arts scene, several higher education institutions, and a vibrant entrepreneurial community that boasts a balance of small and large businesses. Often thought of as cosmopolitan, Roanoke is proud of its attractive and eclectic neighborhoods, welcoming environment, and its emphasis on livability and quality of life.
- The largest city in the Commonwealth west of Richmond, Roanoke serves as the economic center of southwestern Virginia.
- Despite the slowdown associated with the COVID19 pandemic, Roanoke continues to see development reflective of its diverse economy with continued investment and opening of new businesses in the City.
- The COVID-19 pandemic has since resulted in new marketing efforts by the Roanoke Regional Partnership focused on attracting people who can work remotely from anywhere. The 2020 campaign resulting from COVID-19, "The View from Your Office," is running in major cities on the East and West Coasts and touts the many benefits of living in Roanoke, including outdoor lifestyle, housing costs, savings, and convenience. With major employers allowing employees to work remotely, this campaign presents a fitting message for our times.



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Several significant projects are on the drawing board or are underway within the City. Projects have taken place in the following sectors during fiscal year 2020-2021:

Hospitality.

The Hotel Roanoke & Conference Center, a Curio Collection by Hilton property, completed \$3.6 million in renovations to The Pine Room and 1882 Lobby Bar with a celebration held on September 30, 2020 to commemorate the 25th anniversary of the reopening of the hotel. The hotel partnered with Roanoke-based Lionberger Construction for the renovation of the 4,000 square-foot space which included the installation of a 40-seat lobby bar, a culinary bar, an open kitchen and outdoor patio and event space.

Savara Properties of Northern Virginia is redeveloping the Liberty Trust Building into Roanoke's first boutique hotel with plans to spend over \$10 million redeveloping the property. The hotel is slated to open in November 2021.

Kalyan Hospitality purchased the First Federal Building, located at the corner of Church Avenue and 1st Street SW, for \$3.1 million in late October, 2019 with plans to convert the property into two hotels. The developer anticipates spending \$36 million on the project.

Star City Properties, LLC opened a new Holiday Inn Express in August 2020. The 96-room hotel project is a \$2 million investment in the City of Roanoke.

The inaugural Carilion Clinic IRONMAN® 70.3® Virginia's Blue Ridge Triathlon took place in the Roanoke Valley on June 6, 2021. The challenging course included swimming at Carvins Cove, cycling on the Blue Ridge Parkway, and running along the Roanoke River Greenway. With 1,500 participants, the event quickly reached maximum capacity and is expected to have an approximately \$7 million economic impact on the City and the Region. The event's success is also the result of a decade-long effort by Roanoke Outside and Visit Virginia's Blue Ridge to lure such events to Roanoke. Finally, the event's success recognizes the effectiveness of outdoor assets as an economic development tool for the City. The Carilion Clinic IRONMAN® 70.3® Virginia's Blue Ridge triathlon will return in June, 2022.

Transportation

After 29 months of consecutive passenger growth, the Roanoke-Blacksburg Regional Airport (ROA) realized a decrease in passenger traffic due to travel restrictions caused by the COVID-19 pandemic. However, the airport saw a 21% increase in April 2021 passenger traffic vs. March 2021 and a 1677% passenger increase from April 2020.



Manufacturing

Frank Chervan, a Roanoke-based manufacturer of furniture for the hospitality and health care industry since 1932, announced a spin-off company, Txtur in January 2021 to service the retail market for consumers. The company collaborates with Black Dog Salvage for showroom space of this locally-made line of modern furniture with an attractive price point. Txtur furniture is built sustainably with recycled materials.

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Health Care and Education

Fralin Biomedical Research Institute unveiled its new 139,000 square foot state-of-the-art building in Roanoke. The \$91 million expansion will be home to at least 25 new teams of Virginia Tech biomedical researchers specializing in cardiovascular research, obesity and metabolism, body-device interfaces, cancer, and more. The building also features a green roof, classrooms, wet and dry lab space, offices, and a LINAC particle accelerator to help pets with cancer.

Valleys Innovation Council (VIC) in September 2020 was selected by the United States Department of Commerce to receive \$982,442 in Build to Scale grant funds as part of a \$2.08 million three-year effort to scale up accelerator and startup assistance programming through the Regional Accelerator and Mentoring Program (RAMP). The grant allowed RAMP to offer a second annual cohort focused on health and life sciences, an emerging industry cluster in the region. VIC and RAMP are located along Roanoke's Innovation Corridor, which links the City's vibrant downtown to the Virginia Tech Carilion Riverside District. Other partners include Virginia Tech, Carilion Clinic, the Fralin Biomedical Research Institute, Virginia Western Community College, and Radford University. To learn more, log onto roanokeinnovates.com.

Luna Innovations Incorporated, a global leader in advanced fiber optic-based technology with headquarters based in downtown Roanoke acquired OptaSense Holdings, Ltd., a QinetiQ company, for \$40.3 million (£29 million) in December, 2020. Opta Sense is a recognized market leader in fiber optic distributed monitoring solutions for pipelines, oilfield services, security, highways and railways, as well as power and utilities monitoring systems. The combination of these two companies will create the world's largest fiber optic sensing company.

In November, 2020 Luna also acquired New Ridge Technologies LLC, a Maryland- based developer and manufacturer of fiber optic test and measurement equipment and advanced fiber optic subsystems primarily for telecommunication and polarization-control applications. The acquisition of New Ridge Technologies and its solutions complement Luna's communications test and measurement portfolio, a \$6.2 billion space, so this acquisition acts as an accelerator for Luna in these growth areas.

LeadPoint Digital announced that the company was growing into new office space in downtown Roanoke and relocated their headquarters to Century Plaza on December 1, 2020. The company specializes in creating inbound strategies consisting of various digital marketing activities to include branding and nurturing prospects, converting them into leads. The company plans to grow by 5 full-time employees annually, and expand their market regionally and nationally.

Clarkston Technology Solutions in Dec. 2019 purchased the former Talecris Plasma Building at the corner of 5th and Luck for \$470,000. They have invested an additional \$2.1 million into the 10,000 square-foot property and opened June 30, 2021.

Salem-based Richfield Living's new Roanoke Campus, a \$36 million facility located at 1030 Mecca Street in northeast Roanoke opened Phase One in June, 2021. This 102,000 square foot facility is the first nursing facility in Southwest Virginia to employ the Household Model of Care, which emphasizes continued independence for residents and includes 19 private bedrooms per section situated around a central kitchen and living area. The first phase includes 105 full-time staff and professional employees with a median annual salary of \$42,300.

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In May 2021, Virginia Western Community College completed a project with Carilion Clinic to manufacture PPE devices to help protect healthcare providers in the Roanoke Region during the COVID-19 pandemic. College employees and students collaborated in the STEM Building's Fab Lab to 3D print almost 600 devices used to increase the effectiveness of respirators.

Carilion Clinic (Carilion) began work on the \$300 million expansion of Roanoke Memorial Hospital to include a new tower for emergency and heart patients, a new behavioral health hospital across Jefferson Street, and a 500-space parking garage. The expansion is part of Carilion's plan to invest \$1 billion over the next seven years on capital improvements, including \$200 million to equip the new buildings.

Retail and Development

Planning continues on the City of Roanoke's efforts to relocate its downtown Transit Transfer Center to a series of parking lots located at Salem Avenue and Third Street, SW. Construction on a temporary bus facility to be located at 339 Salem Avenue, SW is due to begin during Summer 2021. The former bus station on Campbell Avenue will be redeveloped into residential and commercial space by Hist:Re Partners, while the office space located at 106 South Jefferson Street will be converted into a dedicated Amtrak Station. The entire project is estimated to be an investment of \$35 million in downtown Roanoke.

In July 2020, the Governor of Virginia announced that ASGN Incorporated will create 700 jobs across Virginia, including 74 jobs in the City of Roanoke, with an average annual salary of \$103,894.

In July 2020, Charles Schwab, one of the largest full-service investment services firms in the country opened its first Southwest Virginia office at Towers Shopping center in Roanoke.

RBC Wealth Management in May 2021 announced the hire of a Roanoke-based UBS Wealth Management USA team with \$900 million in client assets. Temporarily based out of a former bank building in downtown Roanoke, the company will make 110 Franklin Road their final Roanoke destination in the fall of 2021 with 10 full-time employees.

In July 2020, the City of Roanoke, Freedom First Credit Union, and the Cities for Financial Empowerment Fund launched Roanoke's Financial Empowerment Center. The FEC offers professional, one-on-one financial counseling and coaching as a no-cost public service to local residents. First piloted in New York City under Mayor Michael R. Bloomberg in 2008, FECs across the country have serviced 108,000 clients, helping them reduce individual debt by over \$150 million and increasing their families' savings by more than \$23 million.

Melrose Hardware located at 2302 Melrose Avenue celebrated its 100th Anniversary in Roanoke.

Mama D's Barbershop held a Grand Opening & Ribbon-Cutting on Thursday, October 1, 2020. The woman-owned business kept a 50 year-old Roanoke business alive.

Build Smart Institute, a new 12,000 square foot facility located along Gainsboro Road, opened on October 30. The privately-owned facility offers students opportunities for careers in the construction industry with a training approach that blends classroom instruction with hands on experience and virtual instructional programs.

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November, 2020 brought the long awaited opening of Crystal Spring Grocery Company, a specialty grocer located in the South Roanoke neighborhood. The new grocery store is a lunch restaurant, specialty food store, and community gathering space with exceptional house-made food items, regional provisions, freshly prepared meals, fine wines and craft beer selections. This investment in the City of Roanoke is \$400,000 with 5 full-time employees.



Chris's Coffee & Custard opened in March, 2021 in southeast Roanoke in a redeveloped building that was once part of the American Viscose Corp. plant. The \$350,000 investment serves not only coffee and sweet treats, but also offers employment opportunities for individuals from all walks of life, focusing on Roanoke's special abilities community. Lovable Services, Inc., the 501(3)(c) non-profit parent corporation of Chris's Coffee & Custard offers a comprehensive workforce training arm supporting the company with Chris's being the job training site.

Well Hung Vineyard expanded from the Charlottesville area to space along the Jefferson Street corridor and across the street from Mast General Store. The full-service restaurant has 3 full-time employees and represents a \$350,000 investment in the City of Roanoke. Well Hung serves lunch and dinner daily, as well as brunch on Saturdays and Sundays.

Redevelopment of the former Graves Humphries Building was completed on a 2.2-acre site located at the corner of Franklin Road and McClanahan Street, SW. The 93,000 square foot building has been transformed into the *Varsity Park Business Center*. Amenities include a new parking lot and an elevated storage site with 500 storage spaces. With the location's postcard views and a location near the Roanoke Valley's outdoor sporting epicenter, the ownership team envisions the addition of uses beyond traditional storage, including traditional office space, showrooms, and logistics. Varsity Park Franklin is a \$20 million investment in the City of Roanoke.

The former Mick-or-Mack grocery store in Grandin Village is set to become a bike store. Cardinal Bicycle closed its Grandin Village location and will reopen in the 11,000-square-foot building in early July 2020. The investment is estimated to be \$1 million. Vintage home décor retailer The Gray Goose now occupies the former Cardinal Bicycle space located at 1502 Grandin Road.

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Roanoke MSA Labor Force Data	April 2021
Civilian Labor Force	152,729
1. Employment	147,140
2. Unemployment	5,589
3. Percent of Labor Force	3.7%
4. State Rate (%)	3.9%
5. National Rate (%)	5.8%

* Bureau of Labor Statistics April 2021

Roanoke MSA Employment by Industry	4th Quarter 2020
Agriculture, Forestry, Fishing, & Hunting	**
Mining, Quarrying, and Oil and Gas Extraction	149
Utilities	**
Construction	3,779
Manufacturing	3,388
Wholesale Trade	2,061
Retail Trade	7,238
Transportation & Warehousing	4,108
Information	485
Finance & Insurance	2,857
Real Estate & Rental & Leasing	774
Professional, Scientific, & Technical Services	2,552
Management of Companies & Enterprises	2,976
Administrative & Support and Waste Management Services	2,560
Educational Services	410
Health Care & Social Assistance	13,036
Arts, Entertainment, & Recreation	850
Accommodation & Food Services	5,128
Other Services	2,024
Government	8,171

* Virginia Employment Commission (4th Quarter 2020 – October, November, December)

** Indicates non-disclosable

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Roanoke MSA Top 20 Largest Employers *

Carilion Roanoke Memorial Hospital
Roanoke City School Board
City of Roanoke
Carilion Services
U.P.S.
Wal Mart
United States Postal Service
Virginia Western Community College
Anthem
Healthmarc
Kroger
Steel Dynamics Roanoke Bar Division
U. S. Department of Veterans' Affairs
Advance Auto Parts
Adams Construction Company
Virginia Transformer
Y.M.C.A.
Coca Cola Bottling Company
Blue Ridge Behavioral Health Care
Davis H. Elliot Company Inc.

Product or Industry

Healthcare
Education
Government
Health Care
Shipping/Delivery
Retail Trade
Shipping/Delivery
Education
Healthcare
Healthcare
Groceries
Steel Production
Healthcare
Auto Supplies
Construction
Energy Utilities & Services
Education
Beverage
Health Care
Legal

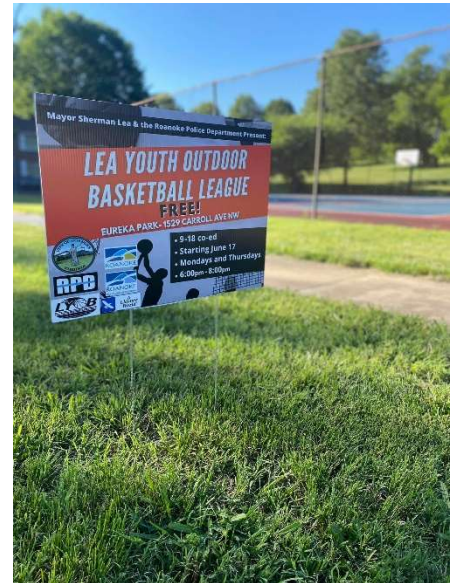
* Virginia Employment Commission, 4th Quarter (October, November, December) 2020



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PARKS, RECREATION, & CULTURAL

- Pocket Parks and Plazas - 9 locations, 4.13 total acres
- Neighborhood Parks – 24 locations, 133.3 total acres
- Community Parks – 18 locations, 488.6 total acres
- Regional Parks & Athletic Complexes - 4 locations, 649 total acres
- Natural/Preservation Areas – 3 locations, 12,601.7 acres
- Greenways – 7 locations
- Paved Trails within Greenways – 24.52 miles
- Natural Trails – 8 locations, 73 miles
- Total Park Acreage within City Limits - 1,338.7 acres
- Total Park Acreage – 13,881.7 acres
- Total Miles of Trails within City Limits – 39.6
- Total Miles of Trails – 97.5
- 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



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2020 HONORS / AWARDS

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

- Roanoke was recognized with a Top Digital City Award in the 75,000 to 125,000 population category.
- The City received the Governor's Technology Award for the "NextGen 911 PSAP" Project.
- The E911 Center retained its accreditation from the Commission on Accreditation for Law Enforcement Agencies (CALEA).
- Roanoke won an APWA Mid-Atlantic Project of the Year Award for "Structures Less than \$5 Million" for the Melrose Branch Library project.
- The Public Works Service Center was named a 2019 Exemplary Environmental Enterprise for the ninth year in a row by the Virginia DEQ.
- GFOA recognized Roanoke with the Distinguished Budget Presentation Award.
- Roanoke was one of 22 high-performing municipalities recognized nationwide during the 5th Annual National Municipal Stormwater and Green Infrastructure Awards. The City received two awards: Gold recognition in Program Management and Silver recognition in Innovation.
- The Stormwater Utility Division's Educational PSA, produced in collaboration with Roanoke Valley Television, received a Gold Summit
- Award from the Public Relations Society of America-Blue Ridge Chapter.
- Parks and Recreation received the Gold Leaf Award from the International Society of Arboriculture for our Arbor Day Celebration (along with Trees Roanoke).
- The Virginia Recreation and Park Society recognized Roanoke Parks and Recreation with the Most Innovative Marketing Strategy Award for the "Do You Gnome Our Parks?" campaign.

ABOUT OUR CITY

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	1,117 Miles
Street Lights	10,733
Number of City Employees	1,968
Registered Voters	64,806

2020 POPULATION BY AGE:

1 - 19	23,941
20 - 24	5,538
25 - 44	27,809
45 - 54	12,141
55 - 59	6,588
60 - 64	6,375
65 - 84	14,536
85 +	2,225
Total	99,153

2020 POPULATION BY RACE:

White Alone	63.2%
African-American Alone	29.5%
Asian Alone	3.6%
Other Races	0.5%
Two or More Races	3.2%

EDUCATION (2019-2020):

Elementary Schools	17
Middle Schools	5
High Schools	2
Students	14,049

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

Carillon Clinic	\$266,555,570
Appalachian Power	\$180,645,060
Norfolk Southern Corporation	\$158,067,253
Valley View Mall LLC	\$98,097,600
Roanoke Gas Company	\$64,432,762
Roanoke Electric Steel Corp	\$57,532,587
HR Foundation	\$40,096,507
Wholesome Harvest Banking	\$33,896,003
Verizon Virginia, Inc	\$30,405,724
Faison Roanoke Office Limited	\$30,193,400

RECREATION AND CULTURE:

Parks, Greenways, Plaza and Recreation Sites	65
Including:	
Olympic-size swimming pools	2
Basketball courts	34
Tennis courts	50.5
Football/soccer fields	28
Baseball/softball fields	27
Parks w/restroom facilities	27
Parks w/shelter facilities	28
Miles of Paved Urban Greenways	24.5
Miles of Natural surface trails	73
Playgrounds/play areas	73
Neighborhood Centers	8
Libraries	9
Volumes	311,780
Microform titles	227
Audio Materials	14,821
Video Materials	49,452
E-books	237,659

POLICE PROTECTION:

Sworn Police Positions	263
Police Dept Vehicles	152
Traffic Summons	5,843
Assistance Call Responses	86,359

FIRE/EMERGENCY MEDICAL SERVICES:

Stations	11
Uniformed Fire/EMS Staff	260
Emergency Call Responses	29, 149

CONSTRUCTION:

Commercial & Government Permits Issued	1,806
Value of Commercial / Gov Permits	146,099,546
Residential Permits Issued	1,708
Value of Residential Permits	\$ 29,875,065

PERSONAL INCOME:

City of Roanoke	\$48,374
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HOUSING:

Total Housing Units	47,281
Single-Family	29,240
Converted SF/2+ Units	5,204
Condominium	995
Townhouse	251
Total Single Family	30,486
Apartment Units	9,683
Duplex Units	1,908
Average Assessed Value of Single-Family Housing Units	\$136,837
Average Assessed Value of Condominiums	\$162,873
Average Assessed Value of Townhouses	\$168,498

ABOUT OUR CITY

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	2019
Roanoke	97,032	99,795
Botetourt County	33,148	33,684
Craig County	5,190	5,123
Bedford County	74,898	78,984
Franklin County	56,159	56,011
Roanoke County	92,376	94,224
Salem	24,802	25,522
Floyd County	15,279	15,670
Total	398,884	409,013

2020 DISTRIBUTION BY GENDER:

Locality	Male		Female	
	#	%	#	%
Roanoke	47,300	47.7	51,843	52.3
Botetourt County	16,594	49.8	16,825	50.3
Craig County	2,555	49.8	2,576	50.2
Franklin County	27,565	49.2	28,477	50.8
Roanoke County	45,381	47.6	48,805	51.8
Salem	12,053	47.6	13,248	52.4
Total	151,488	48.4	161,774	51.6

2020 DISTRIBUTION BY RACE:

Locality	White	Black	Other
	Roanoke	62,703	29,205
Botetourt County	31,456	1,093	870
Craig County	5,032	23	76
Franklin County	50,202	4,430	1,410
Roanoke County	82,798	6,032	5,356
Salem	22,190	1,965	1,146
Total	254,381	42,748	15,622

SELECTED WAGE RATES:

Occupation	Median Wage
Accountant/Auditor	\$79,664
Mechanical Engineer	\$94,598
Electrical Engineer	\$110,011
Computer Operator	\$112,258
General Office Clerk	\$34,840
Manager – Industrial Production	\$114,046
Secretary	\$35,797

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: (2020 Annual Avg. Data)

Composite index	88.6
Grocery items	86.9
Housing	80.5
Utilities	99.3
Transportation	92.8
Healthcare	100.6
Miscellaneous Goods & Services	90.3

EDUCATIONAL ATTAINMENT (18 yrs. & over):

Education	MSA		Virginia	
	#	%	#	%
8th Grade or less	4,243	1.5%	275,329	98.5%
Some High School	7,661	1.6%	464,075	98.4%
High School Grad/GED	24,293	1.5%	1,633,105	98.5%
Some College	18,130	1.2%	1,457,887	98.8%
Associate's Degree	5,961	1.3%	440,219	98.7%
Bachelor's Degree	10,696	.08%	1,258,661	99.2%
<u>Graduate Degree</u>	<u>6,057</u>	<u>.07%</u>	<u>862,868</u>	<u>99.3%</u>
Total	246,741		6,392,144	