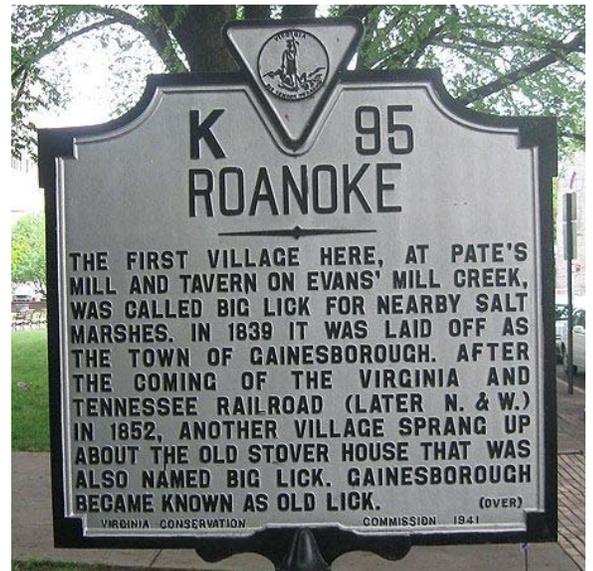


HISTORY

- 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 99,681 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	99,681	31.7%	2.7%
City of Salem	25,438	8.1%	2.6%
County of Botetourt	33,486	10.7%	1.0%
County of Craig	5,192	1.6%	0.0%
County of Franklin	56,373	18.0%	0.4%
County of Roanoke	93,775	29.9%	1.5%
MSA Total	313,945	100.0%	1.7%

Source: Weldon Cooper Center for Public Service, July 2015 Estimates

GEOGRAPHIC LOCATION

- Roanoke is the largest city in the Commonwealth of Virginia west of Richmond and is located at the southern end of the Shenandoah Valley, 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
 - Pending construction of Passenger Rail, conveniently located near the City's downtown area, with planned service to directly connect Roanoke to other areas in Virginia, and to 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.

The theme of this year continues to be the impact of redevelopment accompanied by new development in the City of Roanoke.

There are numerous major projects that are drawing to completion or are significantly underway, increasing our list of local assets and stimulating additional growth, vibrancy and economic development in the City of Roanoke. One vital initiative put into place which continues to reap rewards for the City of Roanoke is the newly expanded Downtown District which includes the South Jefferson Street corridor to Reserve Avenue.



➤ Significant projects in fiscal year 2015 – 2016 include:

- Moving closer to the first phase of construction for the Amtrak platform to serve intercity passenger rail service to Roanoke. It appears everything is on track for a 2017 opening.
- One of the nation's top 10 craft breweries selects Roanoke! Governor Terry McAuliffe announced in March 2016 that Deschutes Brewery, Inc., a Bend, Oregon based brewery will open its East Coast operations in the City of Roanoke, investing \$85 million and creating 108 new jobs, with plans to keep growing.
- Governor McAuliffe also authorized more than \$2.2 billion in state capital improvement projects, including Virginia Tech's request for about \$45 million to expand health sciences and technology research and training assets in the City of Roanoke. The university requested \$46.7 million in state funding to be matched by \$21 million from Virginia Tech and Carilion Clinic to construct a 105,000 square-foot biosciences addition at the Virginia Tech Carilion Research Institute. This recent news will enable the recruitment of an additional 25 research teams (each team is comprised of 10-12 researchers), which would raise the total number of teams doing scientific investigations in Roanoke to about 55.

- Additional news from the Carilion Clinic, and Virginia Tech Carilion School of Medicine and Research Institute:



- The Virginia Tech School of Medicine graduated the Class of 2016, the third class to graduate from the medical school. One student will stay in Roanoke for her residency in emergency medicine with Carilion Clinic. Another three students will do a preliminary year at Carilion, as part of the requirement for certain specialties.
- Carilion Clinic plans to expand Roanoke Memorial Hospital by constructing a 15-story building on the site of the nearby tennis courts. Plans call for a five-story garage capable of parking 800 vehicles that will be topped with 500,000 square feet of hospital space over 10 floors.
- The City sold the former Naval Reserve property at 250 Reserve Avenue to Carilion Clinic and then purchased from Carilion Clinic the former Gill Memorial Hospital located on South Jefferson Street. The Gill property was purchased to create the Gill Memorial Technology Accelerator. To help fund renovations for the new accelerator, Governor Terry McAuliffe announced Roanoke as one of four cities to receive a portion of more than \$2 million in industrial revitalization grants which provides funds for rehabilitation of underutilized commercial buildings. The award of \$600,000, which is the maximum for any one project, will fund renovations beginning in mid-2016. The center will initially focus on accelerating three to five companies each year and will have an economic impact of approximately \$3.4 million per year and create 18 initial jobs. The accelerator will be part of a far-reaching Health Sciences and Technology Innovation District in Roanoke extending from the Gill property to the Research Institute.

- Carillion Clinic's Institute for Orthopaedics and Neurosciences (ION) opened in February, following a \$32 million renovation of the former Ukrop's grocery store located at 2331 Franklin Road, SW. ION offers 116,000 square feet of space with 125 patient exam rooms, nine procedure rooms and capacity for eight diagnostic imaging rooms. A Mellow Mushroom is now under construction adjacent to the ION center.

➤ Additional projects and updates include:

- Allstate Insurance leased the 48,000 square foot Stone Printing building at 116 N. Jefferson Street in the City of Roanoke bringing 350 jobs to downtown.
- Downtown Roanoke Hampton Inn & Suites located on the historic Roanoke City Market at 24 Church Avenue, SE is opening the summer of 2016. The new select service hotel offers 127 rooms atop the Market Garage, an investment of approximately \$17 million.
- The Bridges, a 22-acre multi-year, mixed-use redevelopment project to include new apartments, restaurants, offices and retail space on the site of a former mill and scrap yard and an expected investment of more than \$100 million, broke ground on Phase II of the project. The second apartment complex, also called South 16, is currently under construction and will feature living space with 127 mostly one and two bedroom units, outdoor recreation areas, a swimming pool and a fourth-floor viewing deck. Rent ranges from \$850 to \$1,650 per month and the structure should be complete by the end of 2016. Developers are investing approximately \$14 million in the new building, and will have invested about \$40 million on The Bridges site by the time it is completed.
- Moe's Southwestern Grill, a national chain known for its made-to-order burritos opened at The Bridges in first quarter, 2016. The 2,200-square-foot restaurant is a \$750,000 investment in the City of Roanoke and employs 20 full-time and 20 part-time.



A downtown Roanoke kayak launch is under construction as the result of a successful crowdfunding effort led by the Roanoke Outside Foundation on behalf of The Bridges development. The campaign raised \$77,000 in cash and in-kind services to build the launch which is on the Roanoke River at The Bridges near the intersection with Reserve Avenue. Construction above the water line was completed in May with the underwater portion to begin after June 30 since instream construction is not permitted from March 30 to June 30 to protect the habitat of the endangered Roanoke log perch.

- Gramercy Row, the first downtown new-build mixed-use structure in many years broke ground in first quarter, 2015, on the corner of Tazewell Avenue and Williamson Road, and is slated for 80 new apartments along with retail and commercial office space. This \$8 million project is slated to open in the third quarter, 2016. Gramercy Row features a series of buildings along Williamson Road reflecting the historic look of other downtown streets like Jefferson Street and Campbell Avenue.

- Roanoke's former health department located on Eighth Street, SW was purchased by Ed Walker and renovated into the West End Flats. Originally constructed in the 1950s as the Roanoke City Health Department. The space, vacated by the City of Roanoke in 2007, has been converted, with an investment of approximately \$2.2 million, into 24 one-bedroom apartments featuring a communal patio, lawn and private courtyard. Rents range from \$570 to \$900 a month and are all one-bedroom units, but in different sizes. A 2,400-square-foot commercial space is also available for lease.

- Located on the corner of Church Avenue and 5th Street, the Locker Room Lofts offers 56 one- and two-bedroom apartments ranging in price from \$400 - \$1,100, live-work spaces, and 1 dedicated commercial site. This \$7 million investment in the building showcases many historic elements of downtown Roanoke's original YMCA, blended with modern features, to create an industrial, urban vibe.



- The Aurora, a \$3.1 million investment is the latest project from John Garland and opened in 2016. The building features 28 apartments, 9 artist studios (including a performance arts studio, classroom space, common arts area and gallery/exhibition space), roof top deck/lounge, a dramatic 75 foot skylight that illuminates the interior three-story open atrium, and 2 street level commercial spaces. The building once housed a Leggett's department store.
- Soaring Ridge Brewery has started a trend in the Shenandoah Avenue, NW corridor, as other businesses this year move in:
- Fuji Electric located at 105 14th Street, NW announced the opening of a new 37,000 square foot engineering and assembly facility in the City of Roanoke, a move by the company to grow and expand their business activities in the U.S., the expansion will allow them to respond more quickly to local market conditions and reduce lead time on product shipments. The Roanoke plant invested \$.5 million focusing on the assembly of Variable Speed Drive Custom Panels, Uninterruptible Power Systems (UPS), and Auxiliary Power Systems (APS) production.
- Safeside Tactical expanded from Stewartsville, VA investing \$3.5 million into their business located at 1201 Shenandoah Ave. The 72,000-square-foot building housed the former Noland Co. warehouse and has been vacant for over 8 years. Safeside Tactical, a family owned company, plans to employ 45 to 50 people at the new location. Besides a small retail showroom of about 2,500 square feet, the business features a state-of-the-art firing range (the longest west of the Mississippi River) and classroom facilities that can accommodate up to 75 students.
- KingScreen, a new business to Roanoke, located to 1627 Shenandoah Avenue, N.W., a 10,000 sf space. Owner and Roanoke native, Scott Garnett, moved his screen printing company, King Screen, from Atlanta to Roanoke after nine years in operation. Screen printing is the business of printing pictures and designs on fabrics. Garnett said King Screen specializes in printing t-shirts and clothing. KingScreen employs six full-time workers.

- Copeland Excavating expanded their business and relocated to 203 22nd Street, NW from Old Southwest. The family-owned company offers quality excavation and construction services and employs 10 individuals.
- The Sidewalk Project at Roanoke Center for Industry and Technology became a reality beginning in July, 2015 as the City, the Economic Development Authority and several property owners along the sidewalk path shared the \$388,000 cost of the 6,900 foot sidewalk project which includes the inbound side of Blue Hills Drive from Blue Hills Village to the cul-de-sac at SEMCO, and a portion of Blue Hills Circle along Elizabeth Arden's property. The project was completed in November, 2015. Other news at RCIT, of course, is the Deschutes' announcement and the opening of an ORVIS Clearance Store adjacent to the existing Orvis Service Center at 1709 Blue Hills Drive in RCIT. The new 2,500 store is a \$35,000 investment creating 8 – 10 new jobs.
- The CoLab in Roanoke has moved its downtown location to a larger space in The Patrick Henry building on Jefferson Street, the location of the former Henry's Public House restaurant. The co-working/networking space provider opened downtown in 2014 to cater to the downtown demand. Entrepreneurs, startups and other small business owners, often without a permanent office to work, pay for a membership to the CoLab, which allows them to use the office space, its many amenities, attend special events and network with everyone involved. It has more than 140 members in the region.
- Member One Federal Credit Union opened a new branch on Hershberger Road with a total investment of just over a \$1 million and created 10 full-time and 1 part-time positions.
- The Food and Beverage arena continues to increase significantly in Roanoke with much interest in craft breweries, as well as restaurants, food outlets and specialty food retailers.
 - The German-based discount grocer, Aldi opened in November, 2015 with its first store in the Roanoke market, located in the City of Roanoke at Crossroads Mall. The 21,000 square foot grocery store features a no-frills approach with customers securing grocery carts with a twenty-five cent deposit, money which is given back when carts are returned, and a ten cent fee for shopping bags. Brand name foods are among Aldi's offerings, and their European chocolate and wine offerings are commendable. The store employs 10 – 12 full and part-time workers.
 - BreadCraft, the artisan locally-owned European bakery, expanded to a new location at 24 W. Church Avenue in downtown Roanoke with the owner making a \$750,000 investment into the purchase and renovation of the new 6,000 sf space. Three residential apartments will be located on the upper floor, with the remainder of the space dedicated to the bakery. 3 new full-time employees have been hired as the result of the expansion.
 - The former Huff Lane Elementary School property in northeast Roanoke adjacent to Valley View Mall has a new restaurant. The El Rodeo Mexican restaurant opened in May, 2016. The 9,400 sf restaurant will feature an upper level outdoor dining terrace along with indoor/outdoor dining on the ground level. The investment in the City of Roanoke is \$1.7 million.

- The Kitchen, a Local Environmental Agriculture Project (LEAP), unveiled a one-of-a-kind resource in Roanoke's West End neighborhood. Opening in April, 2016 and co-located in the Freedom First Credit Union branch, The Kitchen allows residents of this neighborhood, along with culinary entrepreneurs in Roanoke, to reserve time slots 24/7 in the shared commercial kitchen. The Kitchen, as a food business incubator and resource hub, supports the development of small food-based businesses and provides commercial cooking equipment to facilitate large batch production for retail and wholesale. LEAP is also partnering with other community organizations to create a



resource hub for culinary entrepreneurs. This will serve as a robust resource including detailed information to help start-ups bring a food product from idea to the commercial market, as well as a network of experienced, successful community leaders in the industry to provide guidance and services. In addition, The Kitchen will offer general community programs such as education on food, cooking, and nutrition. LEAP was awarded grants from the Roanoke Women's Foundation of The Foundation for Roanoke Valley, Carilion Clinic Grant program, Sam and Marion Golden Helping Hand Foundation, Virginia

Department of Agriculture and Consumer Services Agriculture and Forestry Industries Development grant with matching funds from the City of Roanoke Economic Development Authority, and USDA Local Food Promotion Program to build it.

- Utilities such as electricity (Appalachian Power), natural gas (Roanoke Gas), and water/sewer (Western Virginia Water Authority) are available to the citizens of Roanoke. The City of Roanoke's Solid Waste Management provides collection of residential refuse, bulk & brush, recycling, commercial refuse collection, and seasonal collection of bagged leaves.
- Based on Virginia Employment Commission data through the third quarter of 2015, the City's top employment sectors include:
 - 1) Services as the largest industry, employing 31,199 workers.
 - 2) Trade is the second largest industry, employing 10,600 workers.
 - 3) Government ranks third with 7,526.
 - 4) Construction totaled in with 4,468 employees.
 - 5) Manufacturing remains strong and ranks fifth with 4,212 employees.
 - 6) Transportation and Warehousing employ 3,981 people.
 - 7) Finance, Insurance and Real Estate at 3,710 workers.
 - 8) Information employs 770.

Roanoke MSA Labor Force Data	March 2016
Civilian Labor Force	158,437
Employment	152,048
Unemployment	6,389
Percent of Labor Force	4.0%
State Rate (%)	4.2%
National Rate (%)	5.1%

* Virginia Workforce Connection (September 2015)

Roanoke MSA Employment by Industry	3rd Quarter 2015
Agriculture, Forestry, Fishing, & Hunting	430
Mining, Quarrying, and Oil and Gas Extraction	139
Utilities	345
Construction	8306
Manufacturing	15,532
Wholesale Trade	6,861
Retail Trade	17,974
Transportation & Warehousing	6,617
Information	1,445
Finance & Insurance	5,818
Real Estate & Rental & Leasing	1,862
Professional, Scientific, & Technical Services	7,225
Management of Companies & Enterprises	4,552
Administrative & Support and Waste Management Services	8,722
Educational Services	2,253
Health Care & Social Assistance	22,694
Arts, Entertainment, & Recreation	1,678
Accommodation & Food Services	12,763
Other Services	5,600
Government	19,346

* Virginia Employment Commission (3rd Quarter 2015)

Roanoke MSA Top 20 Largest Employers *

Product or Industry

Carilion Roanoke Memorial Hospital	Healthcare
U. S. Department of Veterans' Affairs	Healthcare
Kroger	Groceries
HCA Virginia Health System	Healthcare
Wal-Mart Stores	Retail Trade
Wells Fargo Bank, NA	Banking
City of Roanoke	Government
Roanoke City School Board	Education
County of Roanoke	Government
Franklin County School Board	Education
M W Manufacturers, Inc.	Windows/Door Manufacturer
Carilion Services	Healthcare
Roanoke County School Board	Education
Gretna Health Care Center	Healthcare
United Parcel Service, Inc.	Shipping/Delivery
Botetourt County School Board	Education
Allstate Insurance Company	Insurance
Yokohama Tire Corporation	Tires
Postal Service	Government
Advance Auto Parts	Auto Parts Distributor

* Virginia Employment Commission, 3rd Quarter 2015

PARKS, RECREATION, & CULTURAL

- Pocket Parks and Plazas - 11 locations, 4.5 total acres
- Neighborhood Parks – 34 locations, 164.3 total acres
- Community Parks – 10 locations, 529.8 total acres
- Regional Parks & Athletic Complexes - 6 locations, 674.1 total acres
- Natural/Preservation Areas – two locations, 12,543 acres
- Greenways – 5 locations
- Paved Trails within Greenways - 19 miles
- Natural Trails – 4 locations, 60.7 miles
- Total Park Acreage within City Limits - 1,372.7 acres
- Total Park Acreage – 13,915.7 acres
- Total Miles of Trails within City Limits – 34
- Total Miles of Trails – 76.1
- 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:

The National Civic League named Roanoke an All-America City six times. 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.

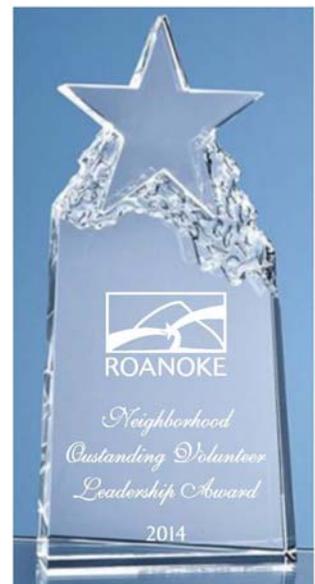
Our city was selected as one of "America's Most Livable Communities" by Partners for Livable Communities, a national, nonprofit organization working to restore and renew communities.

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.

The City of Roanoke has also been recognized by the Governor of Virginia for its environmental stewardship.

2015 - Complete list of Awards and Honors

- ❖ For the fourth year in a row, the Salt Institute presented the City of Roanoke with a Safe and Sustainable Snowfighting Award.
- ❖ Roanoke's Fleet was named one of the 100 Best Fleets in North America and recognized as a Notable Fleet by Government Fleet magazine.
- ❖ The city's Fleet received honorable mention status in Green Fleet awards sponsored by 100 Best Fleets.
- ❖ Roanoke's Star City Reads program was recognized by the National Campaign for Grade Level Reading with the 2015 All-Around Pacesetter Award.
- ❖ The City-County Communications and Marketing Association (3CMA) recognized Roanoke with Savvy Awards in two categories : "Best Use of Facebook" for the 2015 February snowstorm and "Social Media - General" for Roanoke's Social Media Center.
- ❖ Government Social Media presented the Office of Communications with a Golden Post Award for "the City of Roanoke, Va. – Communications Facebook page 2014 April Fool's Prank."
- ❖ The Public Relations Society of America, Blue Ridge Chapter presented the city with a Gold Summit Award in the social media category for its 2015 snow event on the "City of Roanoke, Virginia – Communications" Facebook page; and a Gold Summit Award in the external publications category for its digital citizen newsletter, "Roanoke Reports."
- ❖ The Virginia Statewide Neighborhood Conference presented the Department of Planning, Building & Development's Division of Community Resources with the "Project of the Year" award.
- ❖ e.Republic's Center for Digital Government announced the City of Roanoke was ranked second among the cities in the 75,000 to 124,999 population category in the 2015 Digital Cities Survey.



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 1,686.0
 Registered Voters 60,809

2014 POPULATION BY AGE:

1 - 19 23,724
 20 - 24 6,648
 25 - 44 27,781
 45 - 54 13,264
 55 - 59 6,885
 60 - 64 6,356
 65 - 84 12,245
 85 + 2,525
 Total 99,428

2014 POPULATION BY RACE:

White Alone 66.1%
 African-American Alone 28.9%
 Asian Alone 1.9%
 Other Races 0.4%
 Two or More Races 2.7%

PERSONAL INCOME:

Per Capita Personal Income \$39,385

EDUCATION (2014-2015):

Elementary Schools 17
 Middle Schools 5
 High Schools 2
 Students 13,676

TAXES: Per \$100 of assessed value

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

RECREATION AND CULTURE:

Parks, Greenways, Plaza and Recreation Sites 70
 Including:
 Olympic-size swimming pools 2
 Basketball courts 39
 Tennis courts 61.5
 Football/soccer fields 25
 Baseball/softball fields 30
 Parks w/restroom facilities 25
 Parks w/shelter facilities 29
 Paved Urban Greenways 19
 Miles of Natural surface trails 60.7
 Playgrounds/play areas 74
 Neighborhood Centers 7
 Libraries 9
 Volumes 210,549
 Microform titles 188
 Audio Materials 13,355
 Video Materials 32,435
 E-books 41,200

POLICE PROTECTION:

Sworn Police Positions 248
 Police Dept Vehicles 158
 Traffic Summons 11,916
 Assistance Call Responses 85,323

FIRE/EMERGENCY MEDICAL SERVICES:

Stations 11
 Uniformed Fire/EMS Staff 235
 Emergency Call Responses 25,211

CONSTRUCTION:

Commercial & Government Permits Issued 2,364
 Residential Permits Issued 1,739
 Value of Building Permits Issued \$152,460,486.41

HOUSING:

Total Housing Units 47,3556
 Single-Family 28,886
 Converted SF/2+ Units 5,689
 Condominium 992
 Townhouse 247
 Total Single Family 30,125
 Apartment Units 9,586
 Duplex Units 1,956
 Average Assessed Value of Single-Family Housing Units \$123,832
 Average Assessed Value of Condominiums \$155,392
 Average Assessed Value of Townhouses \$159,592

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	2015 Est.
Roanoke	97,032	99,681
Botetourt County	33,148	33,486
Craig County	5,190	5,192
Bedford (City & County)	74,898	77,575
Franklin County	56,159	56,373
Roanoke County	92,376	93,775
Salem	24,802	25,438
Floyd County	15,279	15,430
Total	398,884	406,950

2014 DISTRIBUTION BY GENDER:

Locality	Male		Female	
	#	%	#	%
Roanoke	47,470	47.7	51,958	52.1
Botetourt County	16,359	49.4	16,741	50.6
Craig County	2,622	50.1	2,612	49.9
Franklin County	27,770	49.3	28,588	50.7
Roanoke County	45,013	48.0	48,772	52.0
Salem	12,180	47.8	13,303	52.2
Total	151,414	48.3	161,974	51.7

2014 DISTRIBUTION BY RACE:

Locality	White	Black	Other
Roanoke	65,059	28,807	4,599
Botetourt County	31,219	1,150	633
Craig County	5,150	13	47
Franklin County	50,403	4,716	1,216
Roanoke County	83,459	5,475	4,590
Salem	22,556	1,872	871
Total	257,846	42,033	11,956

SELECTED WAGE RATES:

Occupation	Median Wage
Accountant/Auditor	\$63,784
Mechanical Engineer	\$73,265
Electrical Engineer	\$85,389
Computer Operator	\$45,458
General Office Clerk	\$27,804
Manager – Industrial Production	\$99,227
Secretary	\$32,609

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: (2015 Annual Avg. Data)

Composite Index*	90.0
Grocery items	90.2
Housing	89.0
Utilities	98.5
Transportation	86.3
Health Care	93.8
Miscellaneous	88.9

*100 = National Average

EDUCATIONAL ATTAINMENT (18 yrs & over):

Education	MSA		Virginia	
	#	%	#	%
8 th grade or less	11,381	4.7	283,115	4.5
Some High School	19,936	8.1	478,399	7.6
High School Grad/GED	75,651	30.9	1,624,572	25.7
Some College	57,225	23.3	1,446,589	22.9
Associate's Degree	2,168	8.2	425,110	6.7
Bachelor's Degree	40,394	16.5	1,230,312	19.4
Graduate Degree	20,419	8.3	834,750	13.2
Total	245,174		6,322,847	