

## 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 19<sup>th</sup> 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 99,644 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).

<b>POPULATION DATA</b>			
<b>Locality</b>	<b>Population</b>	<b>% of MSA</b>	<b>Change Since 2010 Census</b>
City of Roanoke	99,644	31.8%	2.7%
City of Salem	25,476	8.1%	2.7%
County of Botetourt	33,176	10.6%	0.1%
County of Craig	5,216	1.7%	0.5%
County of Franklin	56,205	17.9%	0.1%
County of Roanoke	93,924	29.9%	1.7%
<b>MSA Total</b>	<b>313,641</b>	<b>100.0%</b>	<b>1.6%</b>

Source: Weldon Cooper Center for Public Service, July 2016 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
  - 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.

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 2016 – 2017:
  - Hospitality
  - Manufacturing
  - Health Care
  - Retail and Development

## Hospitality.

**Hampton Inn & Suites** by Hilton Roanoke-Downtown opened its 127-room hotel managed by Hospitality America in September, 2016 investing \$17 million. Located at 27 Church Avenue SE, the new hotel is situated in the heart of downtown Roanoke. 51 of the rooms feature balconies.

Guests of Hampton Inn & Suites by Hilton Roanoke-Downtown are treated to scenic views of the Blue Ridge Mountains. Adjacent to Elmwood Park, one of Virginia's most prominent concert and festival venues, hotel guests are steps from more than 60 eateries and numerous retail shops, a year-round City Market and a diverse art and music scene.



**Home2 Suites by Hilton Roanoke** opened in May, 2017 and is located across the street from Valley View Mall within minutes of the culture, natural beauty and fun of historical downtown Roanoke.

The new, \$11 million property offers spectacular views with several popular restaurants in close proximity including the new **Rodeo Grande**, a \$1.25 million investment from the owners of the local El Rodeo group. With 9,000 square feet and a seating capacity of more than 600, the two-story restaurant features a bar and outdoor patios on both levels.

Home2 Suites by Hilton Roanoke also offers convenient access to the Roanoke-Blacksburg Regional Airport, I-581 and I-81. With 121 suites, the extended-stay hotel suits every type of traveler offering contemporary studio and one-bedroom suites with fully equipped kitchens. The hotel is also pet-friendly.

**Amtrak** is moving closer to a new home in Roanoke. Construction began in February, 2017 on the \$10.9 million Amtrak boarding platform in downtown Roanoke. The 10 month construction includes a new section of track, a raised waiting and boarding platform beside it and the platform will be topped with a canopy. Pedestrian access ramps are also being constructed to lead from ground level to the platform's top, which will sit level with the floor of the train.

Also, the servicing facility that will house and service the Amtrak train when it arrives the night before it leaves the next morning has been completed at a cost of \$15 million

Once completed, passenger train service to Lynchburg and points beyond, including Washington, D.C., will begin. Amtrak plans for a single train to depart Roanoke each morning and return at night.

## Manufacturing

**Wholesome Harvest Bakery** announced in May, 2017 that it had invested \$22.1 million in the Roanoke facility located in the Roanoke Centre for Industry and Technology.

The company upgraded equipment and added a production line for artisan breads. Over 324 existing employees are being retrained to operate the new machinery for this task.

The company is a subsidiary of Grupo Bimbo, one of the world's largest bakery companies. The Virginia Economic Development Partnership will support Wholesome Harvest's job retraining through its Virginia Jobs Investment Program (VJIP). VJIP is state-funded. VJIP provides consultative services and funding to companies creating new jobs or experiencing technological change to support employee training activities.

Indiana-based **Steel Dynamics**, which acquired Roanoke Electric Steel in 2006, announced plans in February, 2017 to invest \$28 million at the Roanoke Bar Division in the City of Roanoke to install new equipment and make other changes designed to increase production and expand product offerings.

After the upgrades and retraining of about 307 existing production employees, the Roanoke Bar Division anticipates roughly doubling its production of steel reinforcing bar, or rebar, to more than 200,000 tons per year at the plant off Peters Creek Road near Shenandoah Avenue.

## Health Care

It was announced in March, 2016 that **The Virginia Tech Carilion Research Institute** would receive a bond package from the Commonwealth in the amount of \$45 million to double its size, a major expansion that local lawmakers hailed as one of the biggest 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 construction is slated to begin in fall, 2017.

Current plans call for a 105,000-square-foot addition that will allow the Roanoke-based campus to grow from 25 to 50 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 would also support programs for hundreds of Virginia Tech students studying health, science and technology.

Carilion Clinic and Virginia Tech also collaboratively announced the new **Clinical Neuroscience in Practice Course** in Roanoke where undergraduate students at Virginia Tech receive the opportunity to learn from Roanoke-based neurosurgeons and neurosurgery residents inside the operating room. A course such as this is a rare experience and is not often offered at any medical facility.

Currently, eight neurosurgeons and six neurosurgery residents from Carilion are adjunct faculty at Virginia Tech's School of Neuroscience as part of the program. Fall 2016 was the first semester for the course and currently 18 students are enrolled in Roanoke.

The **Virginia Tech Carilion School of Medicine** welcomed 40 new doctors during its fourth commencement ceremony on Saturday, May 6. This summer the new doctors will begin residency programs representing 13 specialties in 16 states. The most represented specialties among the class include internal medicine, pediatrics, and general surgery.



The school continues to gain international popularity as evidenced by recent applications. There were 4,000 applications submitted for 42 places for the new, entering class of 2021.

**Roanoke RAMP, or Regional Acceleration and Mentorship Program** announced in February, 2017 the opening of their offices in the newly renovated Gill Memorial building located at 709 Jefferson Street in downtown Roanoke.

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

RAMP businesses will specifically be focused on technology, bio-health and life sciences.

RAMP is a \$1.3 million investment in downtown Roanoke and is the stimulus for the future Innovation Corridor linking downtown to the Virginia Tech Carilion Riverside facilities.

### Retail and Development

Richmond-based developer Bill Chapman purchased the four-story property at 403 Salem Ave. west of downtown Roanoke for \$1.9 million and began demolition in July on this former Habitat for Humanity offices and second-hand store. Chapman is a familiar name in downtown Roanoke as he also completed renovation of Parkway 301, Fulton Motor Lofts and the Lofts at West Station, which neighbor the former Habitat building. Because of this location, he has developed new apartments also called the Lofts at West Station which have the same look as the residences next door.

This second phase of **Lofts at West Station** includes 72 apartments, mostly one-bedroom units and a few two-bedroom apartments. The project will be completed in June, 2017 and 50 percent of the apartments are already leased.

The building also houses a 5,300-square-foot commercial space with an additional 6,000 square feet of outdoor space which has been leased by **Big Lick Brewery** as they expand from a much smaller space on Salem Avenue with plans to open in July, 2017. Total investment for this project is expected to be \$7,000,000.

Chapman also completed **416 Micro Farms** on Salem Avenue in November, 2016 with seven apartments featuring small outdoor spaces for farming, and **Tuco's Taqueria Garaje** offering Latin food and a Tequila bar. Tuco's was once an electrical supply store – and is now part of a Westward expansion in Roanoke's downtown core. The investment of these two assets to the west end of downtown Roanoke total \$670,000.

Construction at **The Bridges, Phase II** began in March, 2016 and is quickly coming to a close. The new living space, South16 will have 127 units, 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 swimming pool and a fourth-floor viewing deck. The developers have invested about \$14 million in this new building, and have invested about \$40 million in The Bridges site at the completion of this new project.

Also taking place at The Bridges is the recent announcement by **Starr Hill Brewery** based out of Crozet, Virginia of a new tasting room to be located between Starbucks and Moe's Southwest Grill. The tasting room will open in the fall of 2017 and feature the company's new to market brews.

Lastly, paddling the Roanoke River downtown and access to the Roanoke River Blueway is now easier with the opening of a new **kayak and canoe launch** site adjacent to The Bridges and made possible by a crowdfunding campaign that raised \$80,000.



In October, 2016, Hist:Re Partners LLC developer Lucas Thornton announced the opening of **Gramercy Row** located at the corner of Williamson Road and Church Avenue, a \$9 million investment.

As the first new-build in downtown Roanoke since the construction of the Social Security Regional Administration Building in 2009, Gramercy Row creates the feel of a Roanoke street with its variegated storefronts, and extends downtown Roanoke east, across Williamson Road.

The mixed-use development features 82 apartments with state-of-the-art amenities and private courtyard gardens.

New commercial tenant to the City of Roanoke, **Hawk Advisers**, an insurance firm leased approximately 5,000 s.f. within Gramercy Row, bringing 17 new full-time positions to Roanoke City. This was a \$1,000,000 investment in the City of Roanoke.

Other retail news includes the January, 2017 announcement of the first **Earth Fare** in Virginia coming to **Roanoke's Ivy Market development** along the Franklin Road corridor.

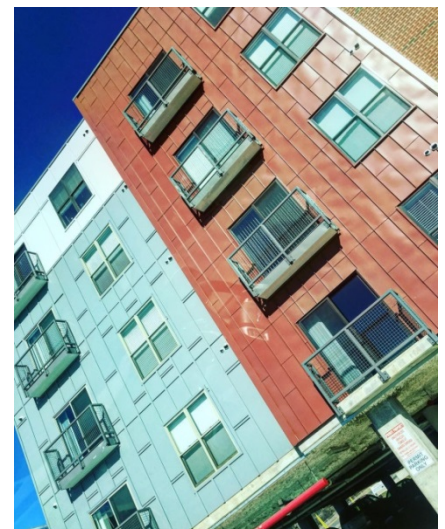
The organic and natural foods grocery store which will open this fall will be adjacent to the new Mellow Mushroom pizza restaurant and near the Carilion Institute for Orthopaedics and Neurosciences.

**Mellow Mushroom**, one of the most anticipated restaurants desired in Roanoke, opened in October, 2016 also at the **Ivy Market development**. The restaurant seats 250, and has a family dining area and indoor and outdoor sports bars. A patio features a fire pit and about 50 seats and has a garage door that can be closed when it gets too cold. There are 30 beer taps at both bars, featuring some local brews.

Developer Joe Thompson continues with additional construction along Dale Avenue adjacent to the Wal-Mart Neighborhood Market in southeast Roanoke.

A conveyor car wash, **Parkside Express Wash** with a 90-foot tunnel was built as a stand-alone in the parking lot and opened in December, 2016. The 3,230 square foot newly constructed car wash which gives customers a clean car in 120 seconds features a water reclamation system that allows Parkside Express to recycle 80% of its daily water consumption. Estimated construction cost was approximately \$1.5 million.

This development follows the completion of a 45,000-square-foot, climate-controlled self-storage facility. **Parkside Storage** opened in fall of 2016 and invested \$1.6 million in this new





facility. This space is already at capacity and being expanded by 180+ units to be completed in mid-2018.

The third phase of the development coming soon will be a new retail center with multiple storefronts. It is expected to offer more than 11,000 square feet of retail space.

**Deschutes Brewery** announced the opening of a downtown Roanoke tasting room in April, 2017. The new pub is slated to open by the end of August and will include more than 15 taps of Deschutes beer favorites, along with pints, growlers and brewery merchandise for sale to patrons. Deschutes leased the 4,700-square-foot space at 315 Market Street at the corner of Market Street and Church Avenue across from the new Hampton Inn and Suites. This will be an investment in downtown Roanoke of \$750,000.

**Jimmy Johns**, the national retail deli shop also opened in downtown Roanoke in November, 2016 bringing 50 part-time and full-time new jobs to the City of Roanoke.

**Freedom First Credit Union** proudly announced the opening of a new 3,400 square foot branch on the corner of 1st Street and Campbell Avenue in downtown Roanoke in December. This full service branch will be home to Freedom First's Business Banking and Commercial Lending division and employs twelve full-time team members.

The new branch, located in the historic State and City Building and formerly occupied by Frank L. Moose Jewelers, is a \$1.5 investment and is the first financial institution to occupy the landmark commercial space since the 1930s when it was the State and City Bank. Great care was taken in designing the space to include historic elements as well as modern style and technology. The eclectic décor is accentuated by a meeting table, custom-made by Black Dog Salvage, and historic images contributed by the History Museum of Western Virginia and the Roanoke Public Library.

Just next door, **Freedom First** invested an additional \$650,000 in their commercial lending operations offices.

At Towers Shopping Center, plans for a **Zoes Kitchen**, the fast casual Mediterranean chain signed a lease and will soon be added to the retail restaurant mix at this popular retail center. Additionally, \$50,000 was invested in **Which Wich?** at Towers, adding 15 full-time and 10 part-time positions. Which Wich? serves custom-crafted sandwiches and salads with over 60 toppings to create "a masterpiece" sandwich.

**Red Wing Shoes**, a nationally known retailer offering high-quality work footwear, accessories, care products and service opened in September at Towers investing \$100,000 into the Roanoke market bringing two full-time and 3 part-time positions.

➤ Based on Virginia Employment Commission data through the fourth quarter of 2016, the City's top employment sectors include:

- 1) Services as the largest industry, employing 31,085 workers.
- 2) Trade is the second largest industry, employing 10,693 workers.
- 3) Government ranks third with 8,189.
- 4) Construction totaled in with 4,845 employees.
- 5) Transportation and Warehousing employ 4,265 people, and has now exceeded the Manufacturing sector.

- 6) Manufacturing, which previously ranked fifth, now totals 4,017, decreasing from prior year.
- 7) Finance, Insurance and Real Estate at 3,891 workers.
- 8) Information employs 753.



<b>Roanoke MSA Labor Force Data</b>	<b>April 2017</b>
Civilian Labor Force	159,458
Employment	153,819
Unemployment	5,639
Percent of Labor Force	3.5%
State Rate (%)	3.6%
National Rate (%)	4.1%

\* Virginia Workforce Connection (September 2015)

<b>Roanoke MSA Employment by Industry</b>	<b>4th Quarter 2016</b>
Agriculture, Forestry, Fishing, & Hunting	385
Mining, Quarrying, and Oil and Gas Extraction	136
Utilities	359
Construction	8,651
Manufacturing	15,099
Wholesale Trade	6,745
Retail Trade	18,140
Transportation & Warehousing	6,966
Information	1,371
Finance & Insurance	5,750
Real Estate & Rental & Leasing	1,763
Professional, Scientific, & Technical Services	7,325
Management of Companies & Enterprises	4,581
Administrative & Support and Waste Management Services	8,353
Educational Services	2,521
Health Care & Social Assistance	23,110
Arts, Entertainment, & Recreation	1,360
Accommodation & Food Services	12,948
Other Services	5,433
Government	21,586

\* Virginia Employment Commission (4th Quarter 2016)

**Roanoke MSA Top 20 Largest Employers \***

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

**City of Roanoke**

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

**Product or Industry**

Healthcare  
Education  
Healthcare  
Groceries  
Banking  
Education  
Healthcare  
Retail Trade

**Government**

Education  
Healthcare  
Government  
Windows/Door Manufacturer  
Shipping/Delivery  
Healthcare  
Education  
Government  
Auto Parts Distributor  
Insurance  
Tires

\* Virginia Employment Commission, 4th Quarter 2016



## PARKS, RECREATION, & CULTURAL

- Pocket Parks and Plazas - 10 locations, 4.5 total acres
- Neighborhood Parks – 27 locations, 117.1 total acres
- Community Parks – 20 locations, 551.8 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 – 18.9 miles
- Natural Trails – 4 locations, 70.7 miles
- Total Park Acreage within City Limits - 1,369.8 acres
- Total Park Acreage – 13,912.8 acres
- Total Miles of Trails within City Limits – 33.6
- Total Miles of Trails – 89.6
- 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.

### 2016-2017: Complete list of Awards and Honors

#### FY17 Awards/Recognitions

- ❖ Governor's Technology Award for Cross-Boundary Collaboration – City of Roanoke and the Roanoke Valley Broadband Authority (Commonwealth of Virginia Innovative Technology Symposium)
  - ❖ Pacesetter Awards – Star City Reads (The Campaign for Grade-Level Reading)
  - ❖ Project of the Year – Raleigh Court Library Renovation (APWA Mid-Atlantic Chapter)
  - ❖ Commonwealth Award – “Bringing George Takei to Roanoke” (Virginia Public Relations Society)
  - ❖ Award of Excellence – Roanoke's Website and Social Media Model (City-County Communications and Marketing Association)
  - ❖ Best New Special Event – Christmas Past Open House at the Fishburn Mansion (Virginia Recreation and Parks Society)
  - ❖ Best Promotional Effort-Traditional – Christmas Past Open House at the Fishburn Mansion (Virginia Recreation and Parks Society)
  - ❖ Re-Accreditation – E-911 Center (Commission on Accreditation for Law Enforcement Agencies)
  - ❖ Green Fleet Award – Fleet Management (Virginia Clean Cities)
  - ❖ National Safe and Sustainable Snowfighting Award – Public Works Department (The Salt Institute)
  - ❖ Bicycle Friendly Community, Bronze Award (The League of American Bicyclists)
  - ❖ Best Festival, Best of the Blue Ridge – The GO Outside Festival (*Blue Ridge Outdoors Magazine*)
- Best Biking Trail, Best of the Blue Ridge – Carvins Cove (*Blue Ridge Outdoors Magazine*)



# 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 60,584

**2015 POPULATION BY AGE:**

1 - 19 23,950  
 20 - 24 6,480  
 25 - 44 27,765  
 45 - 54 13,226  
 55 - 59 6,917  
 60 - 64 6,415  
 65 - 84 12,676  
 85 + 2,468  
 Total 99,897

**2015 POPULATION BY RACE:**

White Alone 64.7%  
 African-American Alone 29.3%  
 Asian Alone 2.7%  
 Other Races 0.5%  
 Two or More Races 2.8%

**EDUCATION (2016-2017):**

Elementary Schools 17  
 Middle Schools 5  
 High Schools 2  
 Students 13,677

**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 \$223,819,909  
 Norfolk Southern Corporation \$168,338,807  
 Appalachian Power \$153,038,718  
 Valley View Mall LLC \$83,533,700  
 Roanoke Gas Company \$46,663,319  
 Steel Dynamics Roanoke Division \$38,616,461  
 Verizon Virginia, Inc \$34,901,868  
 Faison Roanoke Office Limited \$29,885,900  
 Advance Auto Parts \$24,552,514  
 Maple Leaf Bakery \$15,792,700

**RECREATION AND CULTURE:**

Parks, Greenways, Plaza and Recreation Sites 70  
 Including:  
 Olympic-size swimming pools 2  
 Basketball courts 39  
 Tennis courts 54.5  
 Football/soccer fields 25  
 Baseball/softball fields 30  
 Parks w/restroom facilities 24  
 Parks w/shelter facilities 29  
 Miles of Paved Urban Greenways 18.9  
 Miles of Natural surface trails 70.7  
 Playgrounds/play areas 74  
 Neighborhood Centers 8  
 Libraries 9  
 Volumes 246,401  
 Microform titles 188  
 Audio Materials 14,701  
 Video Materials 39,647  
 E-books 41,200

**POLICE PROTECTION:**

Sworn Police Positions 248  
 Police Dept Vehicles 162  
 Traffic Summons 9,710  
 Assistance Call Responses 86,055

**FIRE/EMERGENCY MEDICAL SERVICES:**

Stations 11  
 Uniformed Fire/EMS Staff 235  
 Emergency Call Responses 27,811

**CONSTRUCTION:**

Commercial & Government Permits Issued 2,045  
 Residential Permits Issued 1,666  
 Value of Building Permits Issued \$164,090,567

**PERSONAL INCOME:**

Per Capita Personal Income \$40,947

**HOUSING:**

Total Housing Units 47,381  
 Single-Family 28,923  
 Converted SF/2+ Units 5,667  
 Condominium 992  
 Townhouse 251  
 Total Single Family 30,166  
 Apartment Units 9,584  
 Duplex Units 1,964  
 Average Assessed Value of Single-Family Housing Units \$123,316  
 Average Assessed Value of Condominiums \$149,489  
 Average Assessed Value of Townhouses \$160,052

# 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	2016 Est.
Roanoke	97,032	99,644
Botetourt County	33,148	33,176
Craig County	5,190	5,216
Bedford (City & County)	74,898	77,465
Franklin County	56,159	56,205
Roanoke County	92,376	93,924
Salem	24,802	25,476
Floyd County	15,279	15,321
<b>Total</b>	<b>398,884</b>	<b>406,427</b>

## 2015 DISTRIBUTION BY GENDER:

Locality	Male		Female	
	#	%	#	%
Roanoke	47,855	47.9	52,042	52.1
Botetourt County	16,453	49.3	16,894	50.7
Craig County	2,625	50.4	2,586	49.6
Franklin County	27,677	49.2	28,587	50.8
Roanoke County	45,349	48.0	49,060	52.0
Salem	12,132	47.7	13,300	52.3
<b>Total</b>	<b>152,091</b>	<b>48.4</b>	<b>162,469</b>	<b>51.6</b>

## 2015 DISTRIBUTION BY RACE:

Locality	White	Black	Other
Roanoke	64,683	29,230	5,984
Botetourt County	31,418	1,154	775
Craig County	5,131	11	69
Franklin County	50,350	4,665	1,249
Roanoke County	83,489	5,694	5,226
Salem	22,338	1,896	1,198
<b>Total</b>	<b>257,409</b>	<b>42,650</b>	<b>14,501</b>

## SELECTED WAGE RATES:

Occupation	Median Wage
Accountant/Auditor	\$64,205
Mechanical Engineer	\$74,733
Electrical Engineer	\$72,728
Computer Operator	\$45,204
General Office Clerk	\$31,960
Manager – Industrial Production	\$105,461
Secretary	\$36,790

## 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*	89.1
Grocery items	87.8
Housing	83.7
Utilities	103.2
Transportation	83.8
Health Care	97.0
Miscellaneous	90.3

\*100 = National Average

## EDUCATIONAL ATTAINMENT (18 yrs & over):

Education	MSA		Virginia	
	#	%	#	%
8 <sup>th</sup> 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	20,821	8.44	862,686	13.5
<b>Total</b>	<b>246,741</b>		<b>6,391,962</b>	