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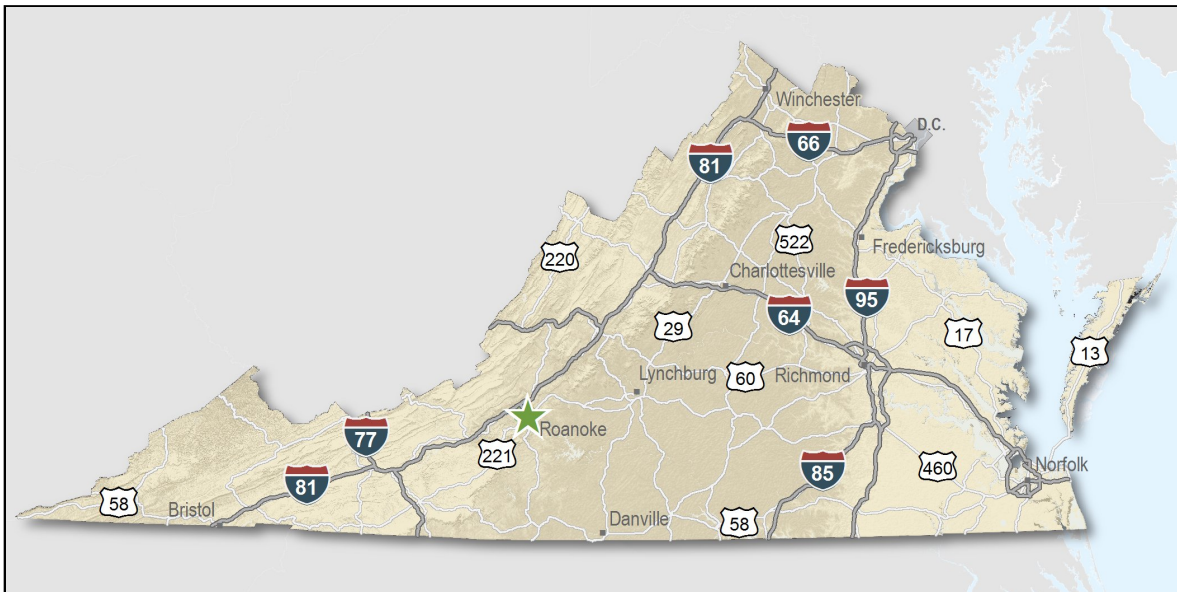
# City of Roanoke, Virginia

# Overview

Only a few locations can guarantee the right combination of resources that are crucial to your business's success. Virginia's premier location offers excellent domestic and international access. Centrally located on the U.S. East Coast, more than 47 percent of the U.S. population is within a day's drive, and our integrated transportation system of highways, railroads, airports and seaports ensures that you can reach every one of your markets efficiently. Close proximity to Washington, D.C. facilitates contact with policy makers and the federal government system.

Virginia continues to rank among America's leading states for business by CNBC and Forbes.com. Business-first values, easy access to markets, stable and competitive operating costs, and a talented workforce all drove Virginia to the top. This unique combination of assets has encouraged businesses to prosper here for more than 400 years. Like you, they searched the world over for that convergence of resources that would help ensure their prosperity. For them, their search ended here. Chances are yours will too.

- AAA bond rating- Virginia has maintained a AAA rating since 1938, longer than any other state.
- Right-to-work law allows individuals the right to work regardless of membership in a labor union or organization.
- Corporate income tax rate of 6% has not been increased since 1972.
- Headquarters to 37 Fortune 1000 firms.
- Headquarters to 56 firms each with annual revenue over \$1 billion.
- More than 21,400 high-tech establishments operate in Virginia.
- More than 700 internationally-owned businesses from 40 countries are located in Virginia.
- Ranks third among the 50 states as a recipient of federal R&D funds.
- Streamlined permitting process.
- Recruitment training programs to help new businesses become operational faster.
- Programs at little or no cost to help businesses increase international sales.

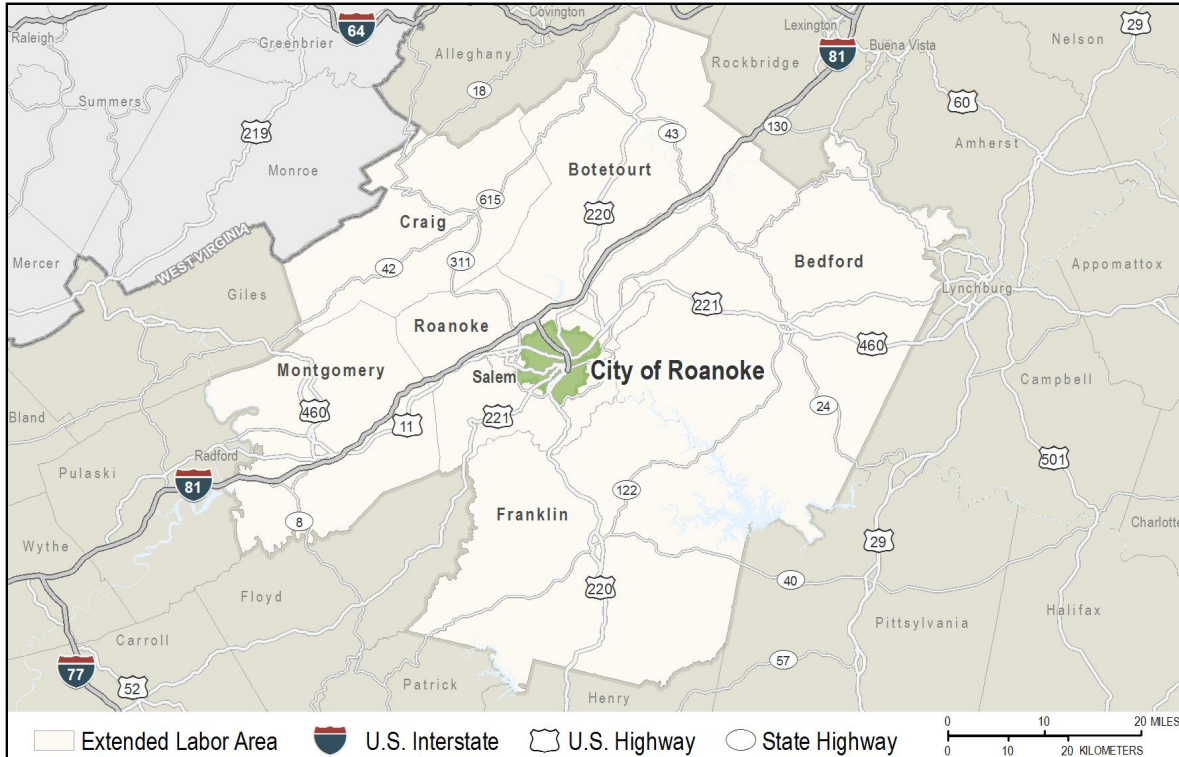


# Location

The independent city of Roanoke is located in the southwestern portion of Virginia in the scenic Roanoke Valley. Roanoke serves as the transportation hub of the area with an integrated network of interstate highways, rail, and air.

The city of Roanoke is 168 miles southwest of Richmond, the state capital; 107 miles north of Greensboro, North Carolina; and 233 miles southwest of Washington, D.C.

The city of Roanoke is part of the Roanoke Metropolitan Statistical Area (MSA).



# Labor Market

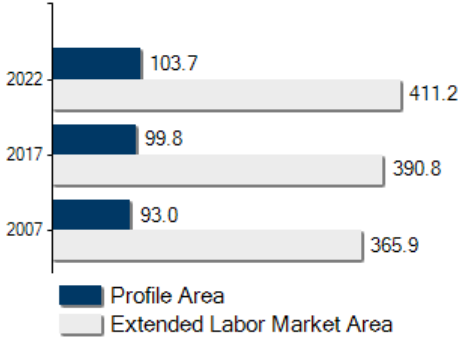
Population		
<b>Gender Distribution (2017)</b>		
City of Roanoke	Male 47.8%	Female 52.2%
<b>Race/Ethnicity (2017)</b>		
<b>Classification</b>	<b>Profile Area</b>	<b>Extended Labor Area</b>
White	63,524	347,501
Black	29,533	23,122
Asian	3,266	11,720
Two or More	3,001	7,085
American Indian or Alaska Native	424	1,232
Pacific Islander	89	164
Hispanic (may be of any race)	6,366	50,928
<b>Median Age (2017)</b>		39 years

Civilian Labor Force (2017)	
City of Roanoke	48,976
Extended Labor Market Area	196,009
<b>Total</b>	<b>244,985</b>

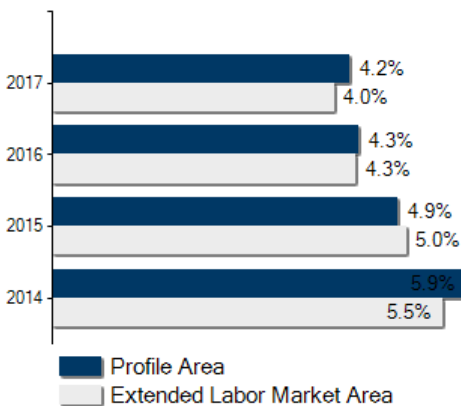
Labor Force Participation (2013-2017)	
City of Roanoke	63.6%
Extended Labor Market Area	59.9%

Unemployment	
<b>Unemployment Rate (September 2018)</b>	
City of Roanoke	2.8%
Extended Labor Market Area	2.7%
Statewide	2.8%
<b>Unemployed (2017)</b>	
City of Roanoke	2,066
Extended Labor Market Area	7,359
<b>Total</b>	<b>9,425</b>
<b>Underemployed (3rd Quarter 2018)</b>	
City of Roanoke	2,092
Extended Labor Market Area	13,663
<b>Total</b>	<b>15,755</b>

**Population in Thousands**



**Unemployment Rates**





# Labor Market

## Commute Time (2013-2017)

Worked from home	1,210	2.6%
Under 15 minutes	14,052	31.0%
15-24 minutes	17,587	38.8%
25-34 minutes	9,474	20.9%
35-44 minutes	861	1.9%
45-59 minutes	1,586	3.5%
Over 60 minutes	1,722	3.8%
Mean Travel Time to Work (minutes)		21

## Additional Labor Resources

High School Graduates Not Continuing (2017-2018)	285
Two-Year College Graduates (Spring 2017)	1,850
Two-Year College Enrollees (Fall 2017)	8,617
Other College and University Graduates (Spring 2017)	9,513
Total	20,265

**Career Readiness Certificate (06/30/2017-06/30/2018)**

Virginia’s Career Readiness Certificate (CRC) assists employers by certifying that a recipient possesses core skills in applied math, reading for information, and locating information. The CRC certification is based on established Workeys® assessment tests. Virginia uses a three-tiered approach (bronze, silver, gold) to credentialing certificate holders that is based on the recipient’s level of development skills.

City of Roanoke	29
Extended Labor Market Area	109
<b>Total</b>	<b>138</b>

**Educational Attainment**

On-Time Graduation Rate (Class of 2017)	89.7%
Percentage of City of Roanoke population age 25+ who are high school graduates (2013-2017)	85.0%
Percentage of City of Roanoke population age 25+ who have earned a Bachelor's Degree or higher (2013-2017)	23.2%



# Labor Market

## Employment by Sector\* (2nd Qtr. 2018)

Agriculture Forestry Fishing and Hunting	N.D.	N.D.
Mining Quarrying and Oil and Gas Extraction	N.D.	N.D.
Utilities	N.D.	N.D.
Construction	4,147	6.2%
Manufacturing	3,768	5.6%
Wholesale Trade	2,299	3.4%
Retail Trade	7,639	11.4%
Transportation and Warehousing	3,960	5.9%
Information	618	0.9%
Finance and Insurance	2,961	4.4%
Real Estate and Rental and Leasing	850	1.3%
Professional Scientific and Technical Services	2,646	4.0%
Management of Companies and Enterprises	2,882	4.3%
Administrative and Support and Waste Management	3,317	5.0%
Educational Services	530	0.8%
Health Care and Social Assistance	12,622	18.9%
Arts Entertainment and Recreation	657	1.0%
Accommodation and Food Services	6,486	9.7%
Other Services	2,940	4.4%
Total Government	8,179	12.3%
Federal Government	1,495	2.2%
State Government	1,750	2.6%
Local Government	4,934	7.4%
Unclassified	77	0.1%
<b>Total</b>	<b>66,735</b>	<b>100.0%</b>

N.D. - Not Disclosed

\*By Business Establishment



# Labor Market

## Major Employers

### Manufacturing

#### Company

Coca Cola Bottling Company Consolidated  
 Freightcar America  
 Maple Leaf Foods  
 Steel Dynamics Inc: Roanoke Bar Division  
 Times-World Corporation

#### Product/Service

Beverage manufacturing  
 Transportation equipment  
 Commercial bakery  
 Steel  
 Newspaper

### NonManufacturing

#### Company

Advance Stores Company, Inc.  
 Anthem Blue Cross and Blue Shield  
 Carilion Health System  
 Eaton  
 Elizabeth Arden, Inc.  
 Norfolk Southern  
 Orvis  
 Solstas Laboratories  
 United Parcel Service  
 Virginia Western Community College

#### Product/Service

Auto parts distribution  
 Health insurance  
 Health care  
 Electrical product distribution  
 Cosmetics  
 Railroad  
 Sporting goods/customer fulfillment  
 Medical diagnostic laboratory  
 Courier  
 Higher education





# Labor Market

## Closings, Reductions, Layoffs (1/2015 to date)

Date	Type	Company	Product/Service	Employees Affected
6/1/2015	Closing	BB&T Corp.	Call center	140
6/1/2015	Reduction	Norfolk Southern Corp.	Railroad office	426
1/4/2016	Layoff	Norfolk Southern	Line-haul railroad company	38
4/17/2017	Layoff	FreightCar America, Inc.	Freight car manufacturing	168
5/28/2017	Layoff	FreightCar America	Freight car manufacturer	198
7/31/2017	Reduction	BH Media Group Inc.	Reductions at the Roanoke Times pressroom and mailroom	53

## Union Activity (8/1/2015 - 8/1/2018)

Petitions filed for decertification	0
Petitions filed for representation	0
Petitions filed for raid	0
Elections won by union	0
Elections won by company	0

# Labor Market

## Estimated Earnings (May 2017)

Occupation	Median Wage (US\$)	Mean Wage (US\$)	Median Salary (US\$)	Mean Salary (US\$)
Laborers and Freight, Stock, and Material Movers, Hand Industrial Truck and Tractor Operators	13.45	14.31	27,985	29,752
Heavy and Tractor-Trailer Truck Drivers	15.80	16.26	32,883	33,814
Inspectors, Testers, Sorters, Samplers, and Weighers	19.37	21.24	40,277	44,181
Welders, Cutters, Solderers, and Brazers	17.75	18.76	36,922	39,019
Machinists	20.47	21.39	42,580	44,495
First-Line Supervisors of Production and Operating Workers	21.33	22.73	44,359	47,294
Maintenance and Repair Workers, General	28.23	30.38	58,714	63,177
Industrial Machinery Mechanics	17.45	18.25	36,290	37,956
Bus and Truck Mechanics and Diesel Engine Specialists	21.39	21.98	44,489	45,712
Office Clerks, General	19.50	19.94	40,556	41,480
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	15.20	15.50	31,625	32,244
Receptionists and Information Clerks	15.34	15.91	31,906	33,088
Customer Service Representatives	11.88	12.67	24,727	26,350
Bookkeeping, Accounting, and Auditing Clerks	15.95	16.21	33,176	33,735
First-Line Supervisors of Office and Administrative Support Workers	17.32	17.75	36,017	36,908
Telemarketers	25.36	26.51	52,766	55,139
Accountants and Auditors	16.88	17.86	35,101	37,143
Management Analysts	31.24	36.73	64,980	76,398
Human Resources Specialists	34.97	41.82	72,732	86,992
	26.39	28.06	54,889	58,352

## Per Capita Personal Income (2016)

\$42,263

## Median Family Income (2013-2017)

\$51,828

# Education

## Public School Enrollment (Fall 2017)

Level	Number	Enrollment
Elementary	17	7,330
Middle	5	2,876
High School	2	3,582

## Student Teacher Ratio (FY 2017)

Elementary	13:1
Secondary	10:1

## Per Pupil Expenditure (FY 2017) (US\$)

13,064.00
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## On-Time Graduation Rate (Class of 2017)

89.7%
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## High School Graduates Continuing Education (2017-2018)

66.8%
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## Advanced Programs (2017-2018)

Governor's Schools	
Roanoke Valley Governor's School for Science & Technology	
Governor's School Enrollment	135
Students taking 1 or more Advanced Placement (AP) Courses	189
Students taking 1 or more AP Exams	178
Students taking 1 or more Dual Enrollment Courses	314

# Education

## Workforce Development Facilities

Facility	Type
Franklin Center for Advanced Learning and Enterprise	Satellite Center
Goodwill Industries Jobs Campus	Satellite Center
Roanoke Valley Workforce Center	Comprehensive Center
Workforce Center-Covington	Satellite Center

## Higher Education Facilities – Fall 2017

Facility	Enrollment
Virginia Tech	34,440
Virginia Western Community College	7,271
Roanoke College	2,047
Jefferson College of Health Sciences	1,151
Ferrum College	1,130
American National University - Roanoke Campus	1,090 <sup>◇</sup>
Edward Via College of Osteopathic Medicine	855
Hollins University	790
Miller-Motte Technical College - Roanoke Campus	256 <sup>◇</sup>
Virginia Tech Carilion School of Medicine	164
Roanoke Higher Education Center	*
Virginia Tech - Roanoke Center	*

\* Enrollment figures are included in participating colleges and universities.

<sup>◇</sup> Fall 2016 Enrollment



# Transportation

Interstates	
Name	Distance
I-581	0.0 miles (0.0 km.)
I-81	1.1 miles (1.8 km.)
I-64	29.9 miles (48.1 km.)

Note: Measured from border of locality/region.

Highways				
Highway 101	Highway 11	Highway 115	Highway 116	Highway 117
Highway 118	Highway 220	Highway 221	Highway 24	Highway 419
Highway 460	Highway 48			

Commercial Air Service		
<b>Roanoke-Blacksburg Regional Airport, Roanoke -- 5.0 miles (8.0 km.)</b>		
American Airlines	Delta Air Lines	United Airlines
Allegiant Air		
<b>Lynchburg Regional Airport, Lynchburg -- 48.5 miles (78.1 km.)</b>		
American Eagle		

Note: Within a 75-mile drive of the center of the locality.



# Transportation

## General Aviation Service

Name	Runway Length
Virginia Tech/Montgomery Executive Airport, Blacksburg	4,539 ft (1,383 m)

## Freight Rail Service

Norfolk Southern Railway Company
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## Seaports

Name	Distance
Port of Virginia	266.0 miles (428.1 km)

Note: Driving distance from the center of the locality to Port of Virginia and any other seaports within 100 miles.

## Other Ports of Entry

Name	Distance
New River Valley Airport (Virginia TradePort)	50.2 miles (80.8 km)
Port of Washington - Dulles	225.4 miles (362.7 km)

Note: Driving distance from the center of the locality to Port of Washington - Dulles and any other port of entry within 100 miles.

# Utilities

Utilities	
Electric	Appalachian Power
Natural Gas	Roanoke Gas Company
Telecommunications	Cox Communications
Telecommunications	Verizon-Virginia
Telecommunications	Lumos Networks
Telecommunications	Level 3 Communications
Water	Western Virginia Water Authority
Waste Water Treatment	Western Virginia Water Authority
Solid Waste Disposal	Smith Gap Landfill
Solid Waste Disposal	Tinker Transfer Station

# Financial Institutions

## Financial Institutions – 1st Qtr 2018 Assets

<b>Bank</b>	<b>Assets (US\$ Millions)</b>
Wells Fargo Bank, N.A.	1,716,532.0
Branch Banking and Trust Company	215,012.0
SunTrust Bank	199,970.2
First-Citizens Bank & Trust Co.	34,262.9
Pinnacle Bank	22,809.9
Union Bank & Trust Co.	13,118.0
WoodForest National Bank	5,699.6
Carter Bank & Trust	4,112.8
Hometrust Bank, N.A.	3,264.1
HomeTown Bank	551.2





# Government and Taxes

## Government

Roanoke has a City Manager and a seven-member City Council.

The city has a comprehensive plan and zoning and subdivision ordinances.

## Taxes

Localities in Virginia collect a 1% sales tax. They do not tax other items taxed at the State level.

Counties and cities in Virginia are separate taxing entities. Therefore, a company pays taxes to either a county or to a city.

If a company is located in a town, it pays town and county taxes except for utility taxes which are paid only to the town and the license tax which is paid only to the town unless town law permits the additional collection of a county tax.

Manufacturers pay real estate, machinery and tools, truck and automobile, utility, and sales taxes.

Nonmanufacturers pay real estate, tangible personal property, truck and automobile, utility, and sales taxes. They also may pay either a merchants' capital or a license tax.

*Manufacturer's Tax Profile (Roanoke City) [pdf](#)*

*Non-Manufacturer's Tax Profile (Roanoke City) [pdf](#)*



# Community Facilities

As the medical center for Southwest Virginia, the Roanoke area offers residents easy access to numerous medical facilities. Carilion Roanoke Memorial Hospital with 703 beds and an additional 60-bed neonatal intensive care unit is the area's largest hospital. This acute care facility provides services including surgery; 24-hour emergency care; an air ambulance service; a Level I trauma center; a cancer treatment center; and a respiratory unit. Roanoke Memorial Hospital houses a cardiac care center ranked in the nation's top 100. Lewis-Gale Medical Center in Salem is a 521-bed facility offering a full range of acute care services.

The Roanoke area has more than 20 nursing facilities to provide long-term and intermediate care to the elderly.

Approximately 450 physicians representing 41 specialties and 125 dentists maintain practices in the area.

The Roanoke-Blacksburg Regional Airport services 8 nonstop destinations including Atlanta, Charlotte, Chicago, Orlando, Philadelphia, St. Petersburg FL, Dulles and LaGuardia. Amtrak provides passenger service from downtown Roanoke to points in the Northeast including Washington DC, Philadelphia, Boston, and New York City.

The Roanoke Public Library with a total collection of over 390,000 books has a main library, five branches, a law library, and a bookmobile service. Colleges and universities in the area also open their library facilities to the public. These facilities include Roanoke College's library with a 235,000 item collection; Virginia Tech's library with a 5,800,000 item collection; Virginia Western Community College's library with an 83,000 item collection; and Hollins University's library with a 225,000 item collection.



# Community Facilities

**(continued)**

Over 400 places of worship representing the leading Protestant denominations, Roman Catholic, Greek Orthodox, Muslim, and Jewish faiths are located in the Roanoke area.

Residents of Roanoke enjoy a variety of shopping opportunities. Over 275 stores are located in the metropolitan area's three regional malls. Numerous community, neighborhood, and discount shopping centers are conveniently dispersed throughout the area. The downtown area of Roanoke is also bustling with a number of retail facilities, including the Roanoke City Market, centered on an open farmers market surrounded by restaurants and specialty stores.

Roanoke is the cultural and recreational center for the region. Center in the Square, in the midst of the open-air farmer's market in downtown, has become the focal point of cultural activity. This unique facility houses the Science Museum of Western Virginia, the Mill Mountain Theater, performing a series of Broadway plays throughout the year; and the Roanoke Valley Historical Society with its Roanoke Valley History Museum. The Roanoke Ballet Theater, Roanoke Symphony Orchestra, and Opera Roanoke put on productions throughout the year. The Taubman Museum of Art is a modern \$63 million dollar facility hosting multiple exhibitions and regular arts programs. Several theatre groups are also active in the area.

The Roanoke Civic Center, with a seating capacity of 11,000, plus a 2,500 continental seating auditorium, hosts national musical performers, exhibitions, and sporting events throughout the year.

Other attractions in Roanoke include the Virginia Museum of Transportation, the Harrison Museum of African American Culture, and the Mill Mountain Zoo. The Virginia Museum of Transportation features an outstanding collection of steam locomotives, railroad equipment, and one of the largest operating model train layouts in the country. The Harrison Museum is a refurbished school, which changes exhibits frequently. The Zoo, located at the top of Mill Mountain, is encircled by a miniature railroad, contains picnic areas, and houses wild animals. Other public recreational facilities include 73 local parks, 186 tennis courts, and four outdoor public swimming pools. There are two public 9-hole, a par 3, four semi-private 18-hole, and three private 18 and 27-hole golf courses in the area, as well as 17 driving ranges, three roller skating rinks, and 15 racquetball courts.

(continued)

The area is blessed with abundant forests, streams, and lakes. The Jefferson National Forest and the Appalachian Trail extend over the northwestern edge of Roanoke County and offer excellent camping, hiking and hunting opportunities. The famed Blue Ridge Parkway passes through the Roanoke Valley to the east and also offers outstanding picnic areas, hiking trails and scenic views. Fishing can be found at Carvins Cove, where boats are available for hire and the waters have been stocked with largemouth bass, crappie, bream and pickerel. Fishing and canoeing are also popular on the Roanoke River, which is regularly stocked with rainbow trout and several species of bass. Smith Mountain Lake is within an hour's drive of the city. This man-made impoundment, with over 500 miles of shoreline, is a favorite fishing, boating, and water skiing area. Other nearby attractions include the Dixie Limestone Caverns, Natural Bridge, and Explore Park.

The Roanoke Valley hosts a variety of festivals and events throughout the year. The highlight of the festival schedule is Roanoke's Festival in the Park in June, which features art displays, concerts, and theatrical performances. Other festivals include Festival on the Market in May and September, Fridays at Five on the first and third Fridays of each month, Art by Night (once each month), Dickens of a Christmas in December, Music for Americans in July, Roanoke City Art Show in July, Virginia Mountain Peach Festival in August, Henry Street Heritage Festival in September, Harvest Festival in October, Festival of Lights in November and December, the Annual Crafts Festival in November, Railway Festival in October, Strawberry Festival in May, the Virginia Chili Cook-off in May, and First Night on New Year's Eve.

[Roanoke MSA Profile](#)

[Roanoke Region Profile](#)

[Roanoke Valley Economic Development Partnership](#)

[City of Roanoke](#)