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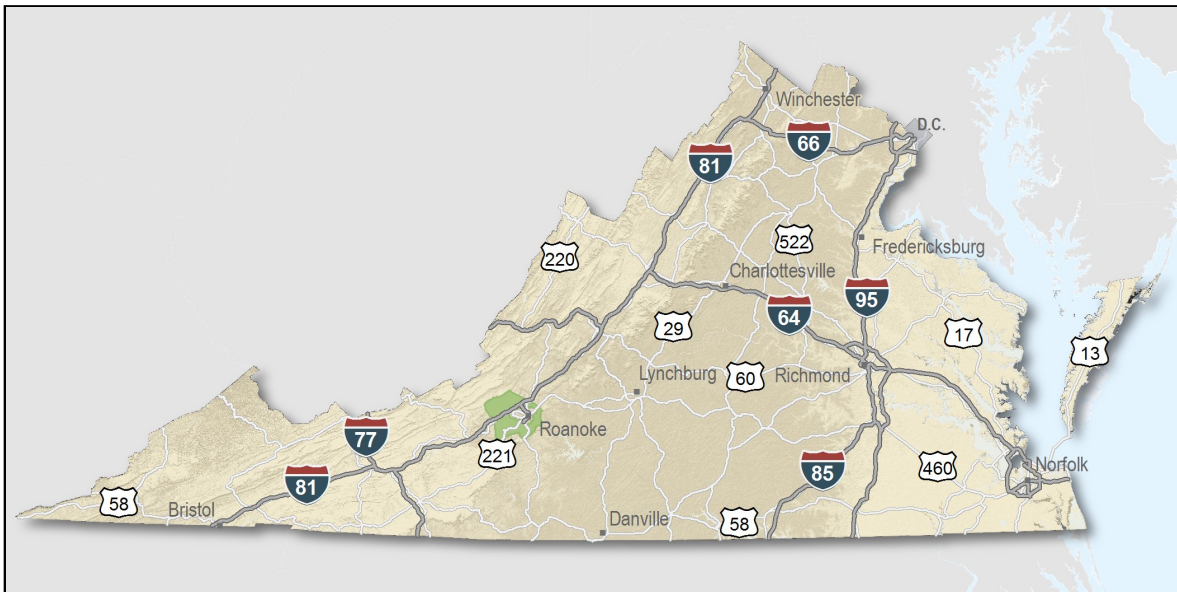
# Roanoke County, Virginia

# 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.

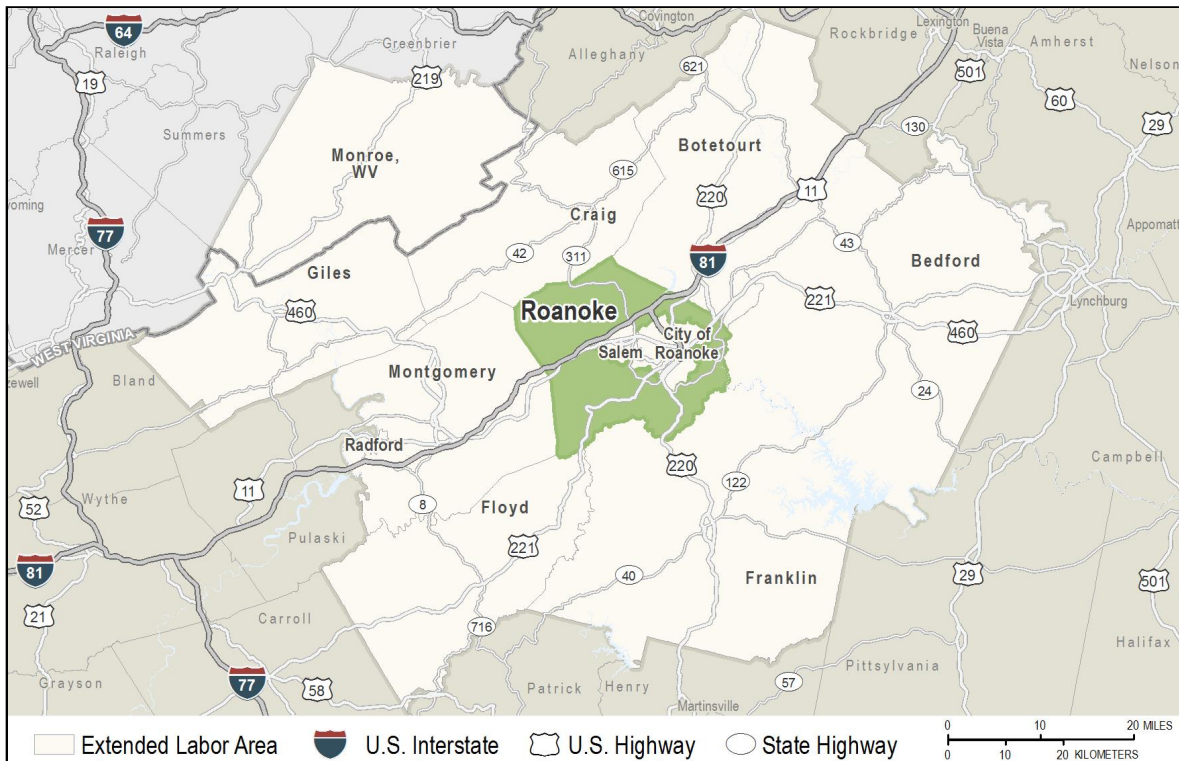


# Location

Roanoke County is located in western Virginia in the scenic Roanoke Valley. The county is strategically located on Interstate 81 making the markets of the Mid-West and East easily accessible.

Roanoke County is 189 miles west of Richmond, the state capital; 196 miles north of Charlotte, North Carolina; and 240 miles southwest of Washington, D.C.

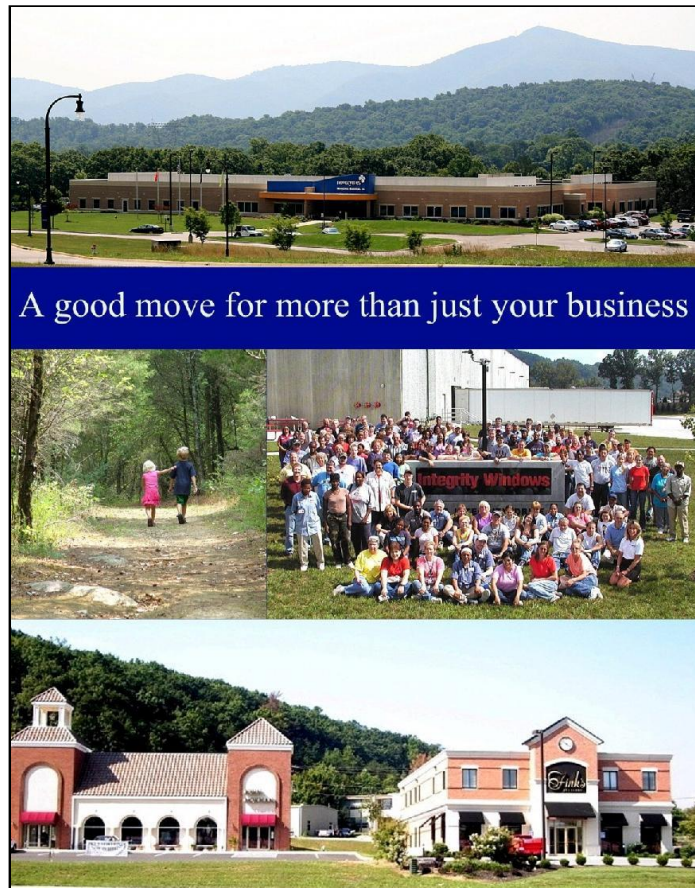
Roanoke County is part of the Roanoke Metropolitan Statistical Area (MSA).



# Roanoke County

Roanoke County: A good move for more than just your business

Roanoke County is the largest urban County west of Richmond and is the suburban hub of the Roanoke Valley. Within a day's drive of 2/3 of the U.S. population, Roanoke has easy access to most major markets on the east coast via I-81. The region is within 60 miles of 19 colleges and universities including Virginia Tech, one of the nation's top research universities. Roanoke County has successfully attracted over \$486 million in new investment and the creation of over 4,300 new jobs since 2005, while being recognized nationally for excellence in public education, public safety and information technology.



# Labor Market

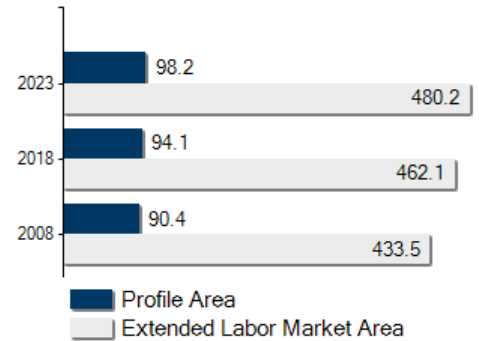
Population		
<b>Gender Distribution (2018)</b>		
Roanoke County	48.2%	51.8%
<b>Race/Ethnicity (2018)</b>		
<b>Classification</b>	<b>Profile Area</b>	<b>Extended Labor Area</b>
White	82,885	388,267
Black	5,890	49,385
Asian	3,322	12,610
Two or More	1,722	9,923
American Indian or Alaska Native	211	1,658
Pacific Islander	43	246
Hispanic (may be of any race)	2,959	35,508
<b>Median Age (2018)</b>		44 years

Civilian Labor Force (2018)	
Roanoke County	48,833
Extended Labor Market Area	225,386
<b>Total</b>	<b>274,219</b>

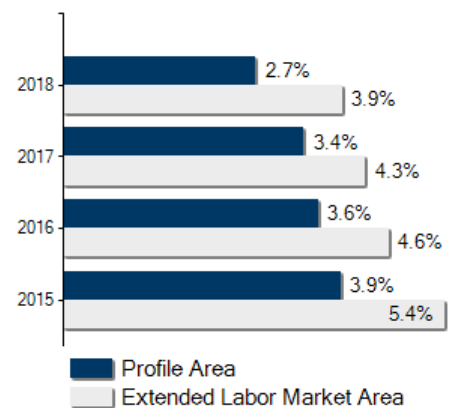
Labor Force Participation (2013-2017)	
Roanoke County	62.1%
Extended Labor Market Area	59.5%

Unemployment	
<b>Unemployment Rate (December 2019)</b>	
Roanoke County	2.3%
Extended Labor Market Area	2.7%
Statewide	2.5%
<b>Unemployed (2018)</b>	
Roanoke County	1,329
Extended Labor Market Area	6,993
<b>Total</b>	<b>8,322</b>
<b>Underemployed (4th Quarter 2019)</b>	
Roanoke County	3,514
Extended Labor Market Area	16,949
<b>Total</b>	<b>20,463</b>

## Population in Thousands



## Unemployment Rates





# Labor Market

## Commute Time (2013-2017)

Worked from home	1,916	4.3%
Under 15 minutes	9,681	22.7%
15-24 minutes	17,997	42.2%
25-34 minutes	11,088	26.0%
35-44 minutes	1,407	3.3%
45-59 minutes	938	2.2%
Over 60 minutes	1,535	3.6%
Mean Travel Time to Work (minutes)		22

## Additional Labor Resources

High School Graduates Not Continuing (2017-2018)	152
Two-Year College Graduates (Spring 2018)	1,285
Two-Year College Enrollees (Fall 2018)	7,807
Other College and University Graduates (Spring 2018)	11,905
Total	21,149

### 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.

Roanoke County	9
Extended Labor Market Area	259
<b>Total</b>	<b>268</b>

### Educational Attainment

On-Time Graduation Rate (Class of 2018)	95.2%
Percentage of Roanoke County population age 25+ who are high school graduates (2013-2017)	92.1%
Percentage of Roanoke County population age 25+ who have earned a Bachelor's Degree or higher (2013-2017)	34.7%

# Labor Market

## Employment by Sector\* (4th Qtr. 2018)

Agriculture Forestry Fishing and Hunting	N.D.	N.D.
Mining Quarrying and Oil and Gas Extraction	0	0
Utilities	N.D.	N.D.
Construction	1,200	3.1%
Manufacturing	3,765	9.7%
Wholesale Trade	1,353	3.5%
Retail Trade	4,429	11.4%
Transportation and Warehousing	1,281	3.3%
Information	431	1.1%
Finance and Insurance	1,509	3.9%
Real Estate and Rental and Leasing	480	1.2%
Professional Scientific and Technical Services	3,636	9.4%
Management of Companies and Enterprises	1,200	3.1%
Administrative and Support and Waste Management	2,414	6.2%
Educational Services	984	2.5%
Health Care and Social Assistance	6,150	15.8%
Arts Entertainment and Recreation	529	1.4%
Accommodation and Food Services	2,836	7.3%
Other Services	1,339	3.4%
Total Government	5,093	13.1%
Federal Government	126	0.3%
State Government	679	1.7%
Local Government	4,288	11.0%
Unclassified	47	0.1%
Total	38,853	100.0%

N.D. - Not Disclosed

\*By Business Establishment





# Labor Market

## Major Employers

### Manufacturing

#### Company

Cardinal Glass Industries  
 Harris Corporation  
 Integrity Windows & Doors  
 Medeco Security Locks, Inc.  
 New Millennium Building Systems  
 Optical Cable Corporation  
 Plastics One  
 TMEIC GE Automation Systems, LLC  
 VALCOM

#### Product/Service

Glass Manufacturer  
 Night Vision Products  
 Windows & Doors Manufacturing  
 High Security Locks Manufacturer  
 Metal Fabrication  
 Fiber optic cable  
 Custom injection molding  
 Industrial Engineering  
 Telecommunications Equipment  
 Manufacturer

### NonManufacturing

#### Company

Allstate Insurance Co., Inc.  
 Atlas Cold Storage  
 Catawba Hospital  
 Cox Communications  
 Friendship Retirement Community  
 Hollins University  
 Kroger Company  
 Lowe's Home Improvement of Roanoke  
 Richfield Recovery & Care Center  
 Wal-Mart  
 Wells Fargo Bank

#### Product/Service

Insurance services  
 Food Products Distribution  
 Medical Care  
 Telecommunications  
 Retirement Community  
 Education  
 Food products  
 Home Improvement Products retailer  
 Rehabilitative Care  
 Retail Sales  
 Bank operations center

# Labor Market

<b>Union Activity (8/1/2015 - 8/1/2018)</b>	
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 2018)

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	13.80	14.31	28,698	29,759
Heavy and Tractor-Trailer Truck Drivers	15.33	15.95	31,875	33,179
Inspectors, Testers, Sorters, Samplers, and Weighers	20.84	22.32	43,363	46,422
Welders, Cutters, Solderers, and Brazers	17.88	18.53	37,197	38,549
Machinists	20.51	21.43	42,653	44,571
First-Line Supervisors of Production and Operating Workers	22.46	23.92	46,723	49,765
Maintenance and Repair Workers, General	29.16	31.03	60,652	64,541
Industrial Machinery Mechanics	16.97	17.47	35,289	36,337
Bus and Truck Mechanics and Diesel Engine Specialists	22.17	22.62	46,128	47,036
Office Clerks, General	20.74	20.82	43,148	43,296
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	15.11	15.30	31,425	31,825
Receptionists and Information Clerks	15.74	16.21	32,741	33,712
Customer Service Representatives	12.23	12.71	25,443	26,441
Bookkeeping, Accounting, and Auditing Clerks	15.43	16.04	32,094	33,367
First-Line Supervisors of Office and Administrative Support Workers	16.99	17.23	35,332	35,848
Computer User Support Specialists	23.97	25.47	49,852	52,987
Accountants and Auditors	22.88	23.80	47,594	49,497
Management Analysts	32.21	37.43	67,008	77,860
Human Resources Specialists	37.58	44.60	78,166	92,758
	26.82	28.27	55,789	58,789

## Per Capita Personal Income (2017)

\$49,860

## Median Family Income (2013-2017)

\$77,475



# Education

## Public School Enrollment (Fall 2018)

Level	Number	Enrollment
Elementary	16	6,303
Middle	5	3,372
High School	5	4,446

## Student Teacher Ratio (FY 2018)

Elementary	13:1
Secondary	11:1

## Per Pupil Expenditure (FY 2018) (US\$)

10,878.00
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## On-Time Graduation Rate (Class of 2018)

95.2%
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## High School Graduates Continuing Education (2017-2018)

86.8%
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## Advanced Programs (2017-2018)

### Governor's Schools

Roanoke Valley Governor's School for Science & Technology

### Governor's STEM Academies and Health Academies

Governor's STEM Academy at the Burton Center for Arts and Technology

Governor's School Enrollment	53
Students taking 1 or more Advanced Placement (AP) Courses	1,117
Students taking 1 or more AP Exams	634
Students taking 1 or more Dual Enrollment Courses	739

# Education

## Workforce Development Facilities

Facility	Type
Burton Center For Arts and Technology	Career and Technical Center
Goodwill Industries Jobs Campus	Satellite Center
Roanoke Valley Workforce Center	Comprehensive Center
Workforce Center-Covington	Satellite Center

## Higher Education Facilities – Fall

Facility	Enrollment
Virginia Tech	34,850
Radford University	9,336
Virginia Western Community College	6,827
Roanoke College	2,033
Jefferson College of Health Sciences	1,128
Ferrum College	1,119
American National University - Roanoke Campus	980 <sup>◊</sup>
Hollins University	805
Edward Via College of Osteopathic Medicine	732
Virginia Tech Carilion School of Medicine	164
Roanoke Higher Education Center	*
Virginia Tech - Roanoke Center	*
Miller-Motte Technical College - Roanoke Campus	†
ECPI University - Roanoke Campus	†

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

† Enrollment figures are not available.

◊ Fall Enrollment



# Transportation

Interstates	
Name	Distance
I-581	0.0 miles (0.0 km.)
I-81	0.0 miles (0.0 km.)
I-64	24.6 miles (39.6 km.)
I-77	41.3 miles (66.4 km.)

Note: Measured from border of locality/region.

Highways				
Highway 11	Highway 115	Highway 116	Highway 118	Highway 220
Highway 221	Highway 24	Highway 311	Highway 419	Highway 460
Highway 48				

Commercial Air Service		
<b>Roanoke-Blacksburg Regional Airport, Roanoke -- 9.0 miles (14.4 km.)</b>		
American Airlines Allegiant Air	Delta Air Lines	United Airlines
<b>Lynchburg Regional Airport, Lynchburg -- 60.8 miles (97.9 km.)</b>		
American Airlines		

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	269.0 miles (432.9 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)	46.1 miles (74.2 km)
Port of Washington - Dulles	225.7 miles (363.2 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	
Electric	City of Salem
Electric	Appalachian Power
Natural Gas	Roanoke Gas Company
Telecommunications	Cox Communications
Telecommunications	Lumos Networks
Telecommunications	Comcast Business Communications
Telecommunications	Level 3 Communications
Telecommunications	Mid-Atlantic Broadband Cooperative
Telecommunications	Roanoke Valley Broadband Authority
Telecommunications	Zayo
Telecommunications	Verizon
Water	City of Salem
Water	Western Virginia Water Authority
Water	Town of Vinton
Waste Water Treatment	Western Virginia Water Authority
Solid Waste Disposal	Smith Gap Landfill





# Financial Institutions

<b>Financial Institutions – 4th Qtr 2018 Assets</b>	
<b>Bank</b>	<b>Assets (US\$ Millions)</b>
Wells Fargo Bank, N.A.	1,689,351.0
Branch Banking and Trust Company	219,071.0
SunTrust Bank	209,720.5
First-Citizens Bank & Trust Co.	35,267.5
Pinnacle Bank	24,904.5
Union Bank & Trust Co.	13,732.0
WoodForest National Bank	5,923.7
Carter Bank & Trust	4,039.6
Hometrust Bank, N.A.	3,409.3
American National Bank & Trust Co.	1,853.1
The First Bank and Trust Co.	1,809.0
Skyline National Bank	680.6
Bank of the James	675.3
Bank of Botetourt	435.8



# Government and Taxes

## Government

Roanoke County has a County Administrator and a five-member Board of Supervisors.

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

Vinton is the only incorporated town.

## 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) [pdf](#)*

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



# Community Facilities

Extensive medical facilities are located in the Roanoke metropolitan area. Carilion Roanoke Memorial Hospital, ranked number three in Virginia by U.S. News & World Report, is a 703-bed acute care facility that offers 24-hour emergency care; a Level I trauma center; an air ambulance service; surgery; respiratory and neonatal intensive care; and a cancer treatment center. The 521-bed Lewis-Gale Medical Center located in Salem is another acute care general hospital offering an array of services that includes a cardiac treatment center and a sports medicine center.

More than 20 facilities providing long-term and intermediate care to the elderly can be found in the Roanoke area.

Approximately 1500 physicians representing 80 specialties and 175 dentists serve area residents.

The Roanoke County Public Library with a 314,600-volume collection has a main library and five branches. Area colleges and universities also open their library systems to the public. These facilities include the library systems at Virginia Tech with a 5,779,100-item collection; Roanoke College with a 479,400-item collection; Hollins University with 239,800 volumes; and Virginia Western Community College with an 82,800-item collection.



# Community Facilities

**(continued)**

Over 400 places of worship representing all faiths are located throughout the metropolitan area.

Area residents enjoy a variety of convenient and unique shopping opportunities. The metropolitan area has three regional malls with a total of over 275 stores. Numerous other community, neighborhood, and discount shopping centers are located throughout the area. The downtown area of the City of Roanoke also offers an array of restaurants and specialty stores.



# Lifestyle

A variety of recreational and cultural activities are available to Roanoke County residents. The Jefferson National Forest and the Appalachian Trail extend over the northern edge of the county and offer excellent hiking and hunting opportunities. Explore Park, just off the Blue Ridge Parkway, features hundreds of acres of rolling hills, pristine woodlands, hiking and biking trails, river frontage, historical buildings and a visitor information center. Explore Park is in the process of implementing an Adventure Plan to bring exciting new outdoor recreation amenities to the park, including overnight accommodations, mountain bike skills park, aerial adventure course, in-river kayak park and equestrian areas. Fishing and world-class mountain biking trails can be found at Carvins Cove Natural Reserve, the second largest municipal park in the nation. Fishing and canoeing are also popular on the Roanoke River that has been stocked with rainbow trout and several varieties of bass. Smith Mountain Lake is within an hour's drive of the county. This man-made impoundment, with over 500 miles of shoreline, is a popular fishing, boating, and water skiing area. Other nearby attractions include the Blue Ridge Parkway, Roanoke River Greenway, Dixie Limestone Caverns, and Natural Bridge.

Roanoke County has 3 Recreation Centers, including Green Ridge our premiere recreation facility, featuring an indoor pool, wellness center, gymnasium, activity room and rental space. Roanoke County also has 51 local parks that offer picnic areas, equestrian facilities and over 30 miles of trails for hiking, running or biking; and 72 athletic fields. Swimming can be found at six private facilities in the area. Golf is available at four semi-private country clubs and three private country clubs that also have swimming and tennis facilities.

**(continued)**

Numerous cultural activities are also available to county residents. The cultural hub of the Roanoke Valley is Center in the Square, located in downtown Roanoke in the midst of the open-air farmer's market. This unique facility houses the Science Museum of Western Virginia the Mill Mountain Theater which offers a professional Broadway Play Series; and the Roanoke Valley Arts Council. In addition to these attractions, the Roanoke Ballet Theater offers two productions each season. The Roanoke Valley Chamber Music Society conducts an annual series of concerts. Roanoke Symphony Society produces ten concerts per year; Roanoke Valley Choral Society presents two performances; Opera Roanoke presents five productions; and the Virginia Museum of Transportation provides exciting exhibitions that thrill the young and old alike.

Festivals and special events are held throughout the year in the Roanoke Valley. Festival in the Park in downtown Roanoke is considered the highlight of the festival year. This celebration, held the first weekend in June, features art displays, concerts and theatrical performances. Other area festivals and special events include the Roanoke Valley Horse Show and Blue Ridge Garden Festival at Virginia's Explore Park in June; Festival on the Market held in May; The Vinton Dogwood Festival and the Children's Festival in April; the Virginia Hometown Balloon Classic in September; and the Annual Crafts Festival in November.

[Roanoke MSA Profile](#)

[Roanoke Region Profile](#)

[Roanoke Valley Economic Development Partnership](#)

[Roanoke County](#)