



BIKES, BRAINS & BUSINESS

Sept. 30, 2021





ROANOKE REGION OF VIRGINIA, USA



330,354
workers in labor
draw area

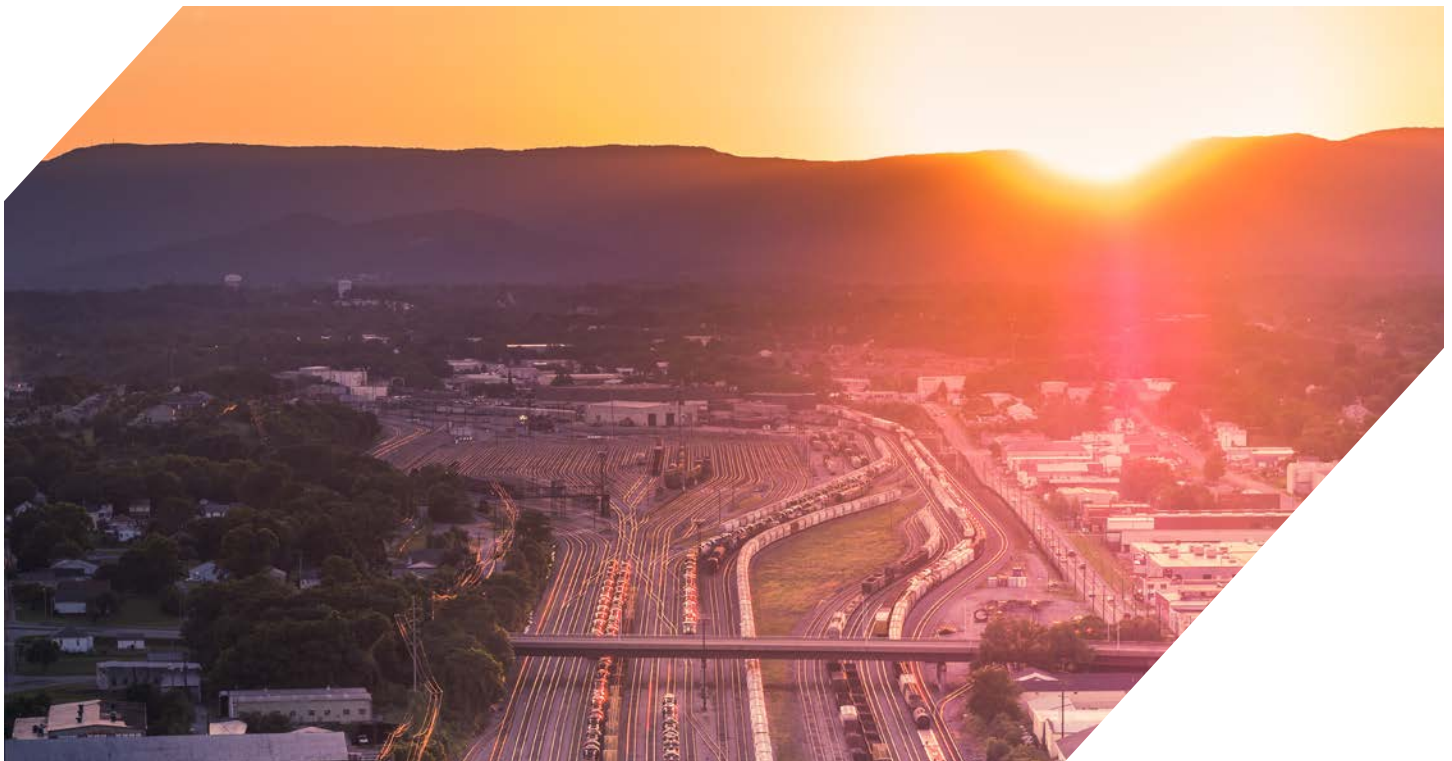
REACH 66%
of U.S. market in
one day by truck

25
colleges &
universities

**TOP STATE
FOR BUSINESS**
ranked by CNBC
two years running

LARGEST
research university
in Virginia

12% BELOW
cost of living,
U.S. average



WHERE YOU WANT TO BE

As a place to live or make a living, the Roanoke Region of Virginia is recognized as one of the best. The East Coast location provides excellent market access for business and a pleasant climate for residents. Roanoke is the largest metro in the western half of Virginia and is made up of the cities of Roanoke, Salem, and Covington and the counties of Roanoke, Botetourt, Franklin, and Alleghany. That's a population of 330,000 in 2,322 square miles yet nothing in the region is far away thanks to an exceptional system of roadways.

Nestled in the foothills of the beautiful Blue Ridge Mountains, Roanoke is your gateway to the finest outdoor recreation available on the East Coast. You don't have to leave Roanoke to find adventure: world-class singletrack, hiking, paddling, fishing, and more await just outside your door. From casting for trout in downtown to backpacking on the Appalachian Trail, Roanoke's robust natural assets draw outdoor enthusiasts to live, work, and play.



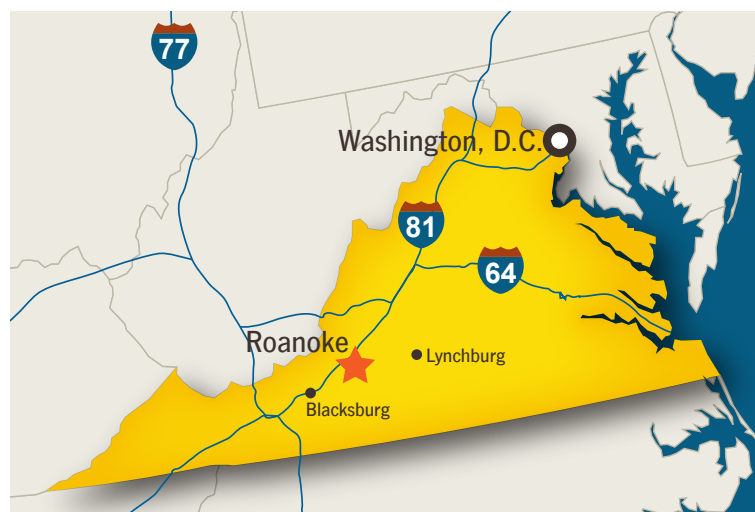


LOCATION, LOCATION, LOCATION

Roanoke has been a transportation hub for more than 150 years and as the old saying goes; it's all about location, location, location. The Roanoke Region is right in the middle of everything, located within a day's drive of 2/3 of the U.S. population.

Or when flying makes more sense, Roanoke Blacksburg Regional Airport has up to 44 flights per day on American, Delta, United, and Allegiant nonstop to eight hub cities.

And it doesn't stop there because international trade is easy and efficient through The Port of Virginia, the deepest port on the East Coast and port to the world's largest vessels.



FAST FACTS

Amtrak service to the Northeast and Chicago

Norfolk Southern Bulk Transfer Terminal serves non-rail served sites to transfer dry and liquid commodities

70+ trucking companies serve the Roanoke region



SAME DOLLAR, ONLY WORTH MORE

Unlike most mountain towns, it does not cost more to do business in Roanoke; in fact it costs less.

Roanoke leaves other metros on the East Coast in the dust when comparing the bottom line. Don't take our word for it; Forbes can do the talking for us. They ranked Roanoke among the *Top 15 Places for Low Business Costs* and in the *Top 100 Places for Business and Careers*.

From electricity to manpower, costs of doing business in the Roanoke Region are lower and the cost of living in the region is 10 percent below the national average.

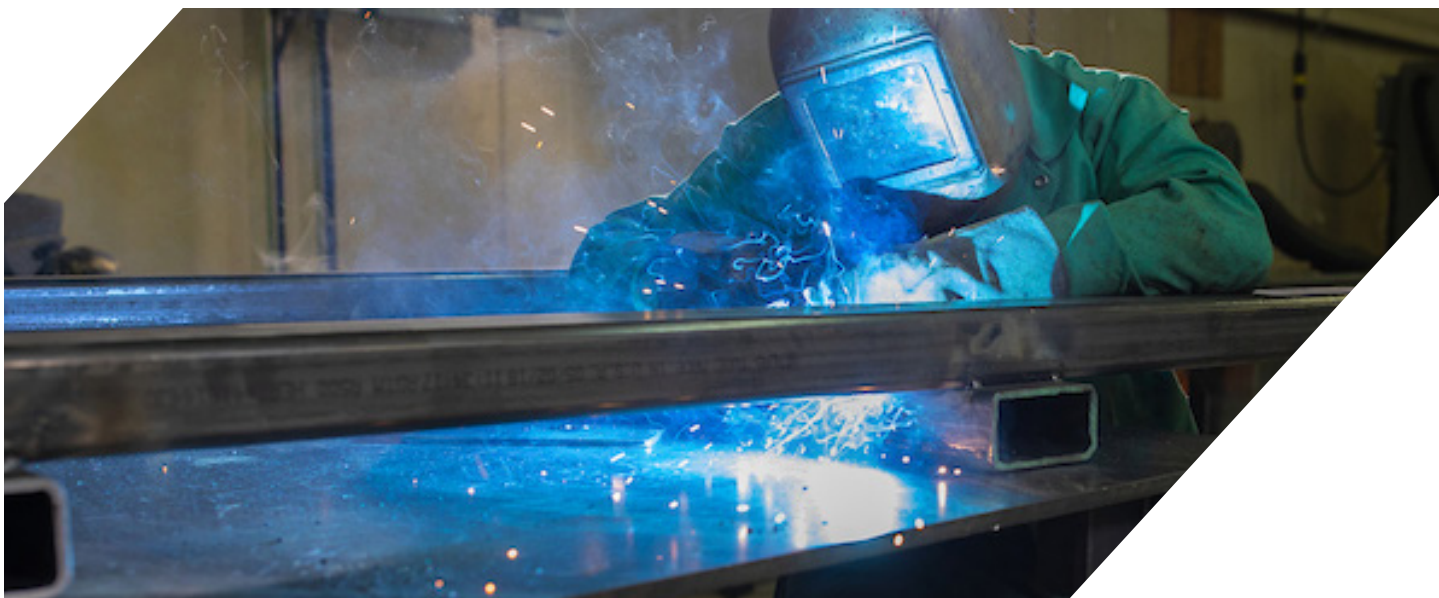


FAST FACTS

Average industrial electric bill 14% below U.S. average (EEL)

Construction costs 12% below national average

Cost of doing business 11% below U.S. average (Moody's)



IN GOOD COMPANY

With more than 1,500 people employed at 270 firms, advanced manufacturing is a strong cluster in the Roanoke Region. More than 12 percent of the private sector workforce is employed in manufacturing, compared to 10 percent nationally.

- Area employers draw from a labor force of 330,000.
- Less than 3 percent of the workforce in the Roanoke MSA is unionized.
- Products include auto parts, soft drinks, herbal tea, beer, food packaging, magnetic bearings, night vision goggles, and building products.
- Foreign investment from 20 nations.
- High-capacity electric, water/ wastewater, gas, and fiber utilities.





PUT HIGHER ED TO WORK FOR YOU

The Roanoke Region has one of the highest concentrations of higher education institutions in the nation and you have the opportunity to put them to work for you. Virginia Tech has schools and diverse research specialties in engineering, materials, plastics polymers, metals, food sciences, life sciences and more.

Continuing education and workforce development programs can be customized to fit your needs and help you streamline production. Whatever the future holds, the Roanoke Region has the talent to match.



FAST FACTS

25 institutions

✓ **VIRGINIA TECH:** Six research institutes and three research centers.

100,000 students

✓ **RESEARCH:** \$580 million in research expenditures annually.



WORKFORCE: WHO & WHERE



As the largest metro in Western Virginia, the Roanoke Region is a center for commerce, entertainment, health care, and, yes, jobs. There is a 60-mile radius to our labor draw area based on community patterns in our region.

You'll find 330,000 workers in that labor draw area. Workers travel up to an hour for good-paying jobs. And keep in mind that wages for production occupations are six percent below the national average (BLS).

FAST FACTS

330,000+ Workers

6% Savings on production wages

17,000 Unemployed

July 2021



MORE METRO TO ENJOY

These hills are alive every night of the week with music from 20+ live music venues. Outdoor amphitheaters, concert halls, and stages host all kinds of national acts, performers, and genres. Or choose from live theater, opera, ballet, or the Roanoke Symphony Orchestra – all of which pack the house.

From art to science to trains to pinball, people enjoy museums that entertain all ages. Everything is complemented by approximately 100 festivals that attract thousands to celebrate everything from outdoors to music and beer.

Foodies love the 70+ restaurants in downtown Roanoke. Tourism is huge for almost 30 craft breweries and 13 wineries.



FAST FACTS

Top 25 Small and Medium-Sized Towns People Want to Visit, *Expedia*

25 Cities that Millennials Can Afford and Actually Want to Live In, *Penny Hoarder*

More All-America City Awards Than Any Other U.S. City, *National Civic League*



MOUNTAINS MEET METRO

Roanoke, Virginia is that unique combination of a full-service metro with an active outdoor culture. Nestled in the foothills of the beautiful Blue Ridge Mountains, Roanoke is your gateway to balanced livability.

We dare you to conquer 1000 miles of hiking and biking trails, Virginia's largest lake, the state's two largest rivers, 25 rivers and creeks, 30+ miles of urban trails, world class single-track, and destination-worthy fishing. Two of the country's finest outdoor assets, the Blue Ridge Parkway and Appalachian Trail, run through the heart of the region. And everything is right outside your door.

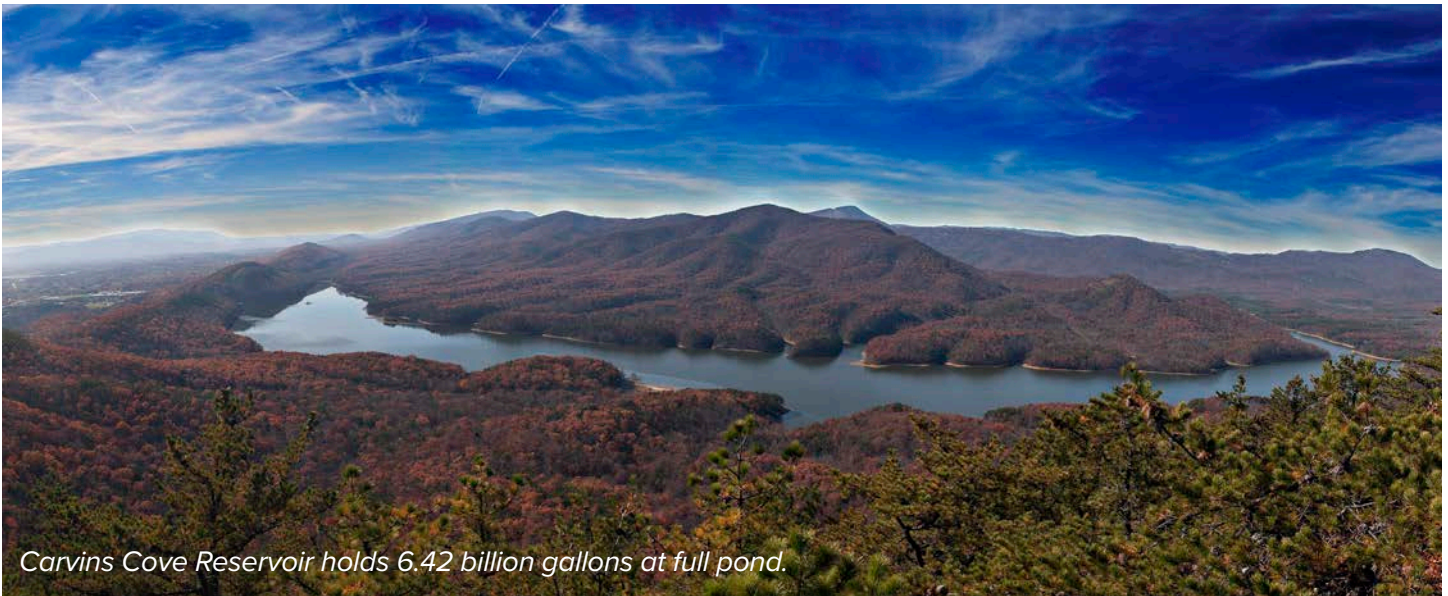
FAST FACTS

20 Greenest Cities in the Nation, *Expedia*

Bicycle Friendly Community, *League of American Bicyclists*

20 Best Mountain Towns, *by Men's Journal*





Carvins Cove Reservoir holds 6.42 billion gallons at full pond.

WATER, WATER EVERYWHERE

Roanoke was recognized as having the ***tastiest water in Virginia*** according to the VA American Waterworks Assoc. While that's a good start, here in the Roanoke Region, we turn our water into all sorts of awesome products. Constellation Brands knows the formula: Good beers and seltzers start with great water. Our water supply flows from the pristine headwaters of the Roanoke River, ensuring a quality product unsullied by any upstream development.

Now, let's talk sewer. We have the capacity and technology to handle it. In the Roanoke Region, water and waste are easy and inexpensive to move, cutting operating costs significantly.



- ✓ **SUPPLY:** Consistent, quality supply from Roanoke River and reservoirs
- ✓ **PRETREATMENT:** No pretreatment or strength charges
- ✓ **CAPACITY:** Water demand only 43 percent of capacity; sewer only 50 percent
- ✓ **RATES:** Water rates 20 percent below Virginia average; sewer 26-40 percent below state average



John Hull

111 Franklin Plaza, Suite 333

Roanoke, VA 24011

540.343.2012

john@roanoke.org

roanoke.org

[@roanoke_region](https://twitter.com/roanoke_region)