



BEST. *Year.* EVER.

ANNUAL REPORT 2016



ROANOKE REGIONAL PARTNERSHIP
ROANOKE OUTSIDE FOUNDATION

BEST. *Year.* EVER.

Since 1983, the Roanoke Regional Partnership has brought together the Greater Roanoke business community and eight governments in a regional economic development program that combines resources and strengths to attract talent, enhance assets, invite strategic investments, and stimulate development. We help the region compete and thrive by leveraging its assets — livability, the outdoors, business climate, and higher education. And we focus on results that shape our region's economic future.

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BUSINESS INVESTMENT

COMPANY	JOBS	INVESTMENT	TYPE
Arkay Packaging	60	\$11	● ●
Ballast Point	178	\$48	●
Canatal Steel USA	38	\$1.2	● ●
Deschutes	108	\$85	●
Eldor Corporation	350	\$75	●
Fleetwood Homes	100	\$2.3	● ●
Integrity Windows	60	\$1.7	● ●
Staybridge Suites	60	\$10	●
VCCS	200	n/a	●

Region on the *Rise*

Years of work are almost always behind the day we make a business investment announcement. In 2016, the efforts of the Partnership and its partners brought an incredible amount of attention to the region, built a strong sense of regional pride, and set a new standard for regional success.

- = Manufacturing
- = Office
- = Retail
- = Existing business expansion

Businesses Keep *Growing*

Local businesses contributed to the year of outstanding job growth and investment. Many companies originally located to the region by the Partnership and its partners announced expansions in 2016. Through Arkay Packaging, Fleetwood Homes, Integrity Windows, and Canatal Steel USA, the region realized \$16.5 million in new investment and 258 new jobs.

\$16.5M expansion investment
\$217.5M location investment

258 jobs from expansions
1,412 jobs from locations





Cheers!

A strategy to match the Roanoke region's assets with the exploding craft beer industry paid off in 2016 when San Diego's Ballast Point Brewing & Spirits and Bend, Oregon-based Deschutes Brewery announced the Roanoke region as home to new East Coast brewing facilities.

Ballast Point, the 11th largest craft brewer in the United States in 2015, will invest about \$48 million and create 178 jobs in Botetourt County. The company is one of the fastest growing craft beer companies in the United States and will be brewing here in 2017.

Deschutes finished up a four-year search by announcing that the City of Roanoke would be its East Coast home at a March event. The company will break ground in 2019 on an \$86 million production facility that will employ 108.

The Partnership began a campaign targeting the craft beer industry in 2012 showcasing the region's water, affordability, and outdoor lifestyle. Two big wins prove our efforts were worth toasting.



The Roanoke region of Virginia has one of the most diverse economies in the state and is able to provide low costs and high productivity that meet the needs of industries from electronics to software to shared services and more.





Eldor Corporation
350 new jobs
 over the next five years

Ignition On!

Eldor Corporation, an Italian automotive ignition systems manufacturer, made the largest announcement of jobs and investment in Botetourt County history in March. The 250,000 square foot and \$75 million facility will be the company's first North American production operation and create 350 jobs over the next five years. Partnership staff worked with Eldor executives for nine months as they evaluated more than 160 sites in six states. We connected the company with the resources that would make this project work here, such as Botetourt's pre-graded site, Virginia Tech, the mechatronics program at Virginia Western Community College, and business services.



Stay Awhile!

The hotel industry is booming nationwide and the Partnership has helped the Roanoke region earn a share of the bounty. Hampton Inn & Suites opened its doors in downtown Roanoke. This project was the result of active recruitment in 2013 of the developer, Windsor Aughtry, by the Partnership and Downtown Roanoke, Inc. Spartan Development called on the Partnership to help put its project together for a Staybridge Suites at the Salem Civic Center. The 95-room hotel is scheduled to open in 2018.

THE NUMBERS (DOLLARS IN MILLIONS)	YEAR	JOB	INVESTMENT	PROJECT FILES CREATED	ANNUAL ECONOMIC IMPACT
	2016	1,154	\$234	510	\$904
	2015	593	\$23	514	\$148
	2014	713	\$72	404	\$249
	2013	296	\$122	370	\$159
	2012	549	\$50	270	\$322





ASSET DEVELOPMENT

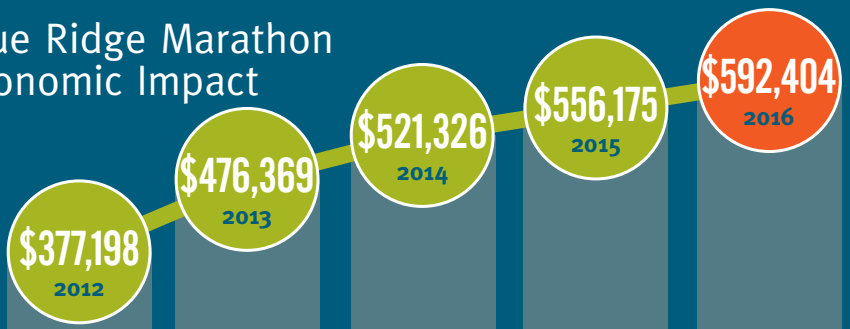
It was another year of growth in the outdoor sector with signature events and new infrastructure spearheaded by the Roanoke Outside Foundation, a 501c (3) focused on outdoor engagement and building the outdoor economy.

Marathon Keeps on Running

The economic impact continues to grow as racers brought more money to the regional economy during Roanoke Outside's seventh annual Foot Levelers Blue Ridge Marathon, half marathon, and Anthem Star 10K. America's Toughest Road Marathon hosted 1,844 runners in April who generated more than \$592,000 in economic impact. Over the past seven years, the event has contributed more than \$3.2 million to the local economy.



Blue Ridge Marathon Economic Impact

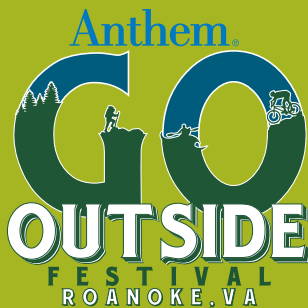


FESTIVAL KEEPS GOING

When Roanoke Outside founded the Anthem GO Outside Festival with Roanoke Parks and Recreation six years ago, the aim was to build a festival that would leverage our outdoor reputation to attract business and investment.

We Were Onto Something

October's GO Fest was the biggest to date with record crowds turning out to celebrate the outdoors and the Roanoke Region's active lifestyle. Attendance was up 20 percent with more than 30,000 people who enjoyed 140 free activities and consumed 20,000 beers. No wonder it was voted Top Festival in the Blue Ridge by Blue Ridge Outdoors magazine.



GO Outside Festival Attendees





Race Keeps Pro Cycling in the Blue Ridge

Adding to its runs and festivals, the Roanoke Outside Foundation got the bikes out in May for the inaugural Virginia's Blue Ridge Downtown Twilight Criterium.

The race drew 88 professional riders from as far away as California and Vermont, as well as a few pros from the Roanoke region.

The course was fast and the cheers were loud. The event coincided with Bike Month and downtown was packed with spectators that came out for the races, live music, and events such as an Adult Big Wheel Criterium and Roanoke Valley Beer Mile.

Hey, Want a Beer?

Well, 22,000 people did on August 27, when the Deschutes Brewery Street Pub in Roanoke broke the record for the nationwide event with 241 kegs of beer poured in one day.

All that drinking raised \$81,000 for nine local nonprofits. The Roanoke Outside Foundation put in the work as the pub's local organizer and coordinated 278 volunteers who worked the event.



\$81,000
for nine local nonprofits



Paddling the Roanoke River downtown is now easier with the opening of a new kayak and canoe launch site made possible by an \$80,000 crowdfunding campaign by the Roanoke Outside Foundation. Community and corporate leaders cut the ribbon in October at a site that is a joint effort between the Roanoke Outside Foundation, The Bridges development, Carilion Clinic and the City of Roanoke. The launch site will be managed by Roanoke City Parks and Recreation and the city's storm water division.

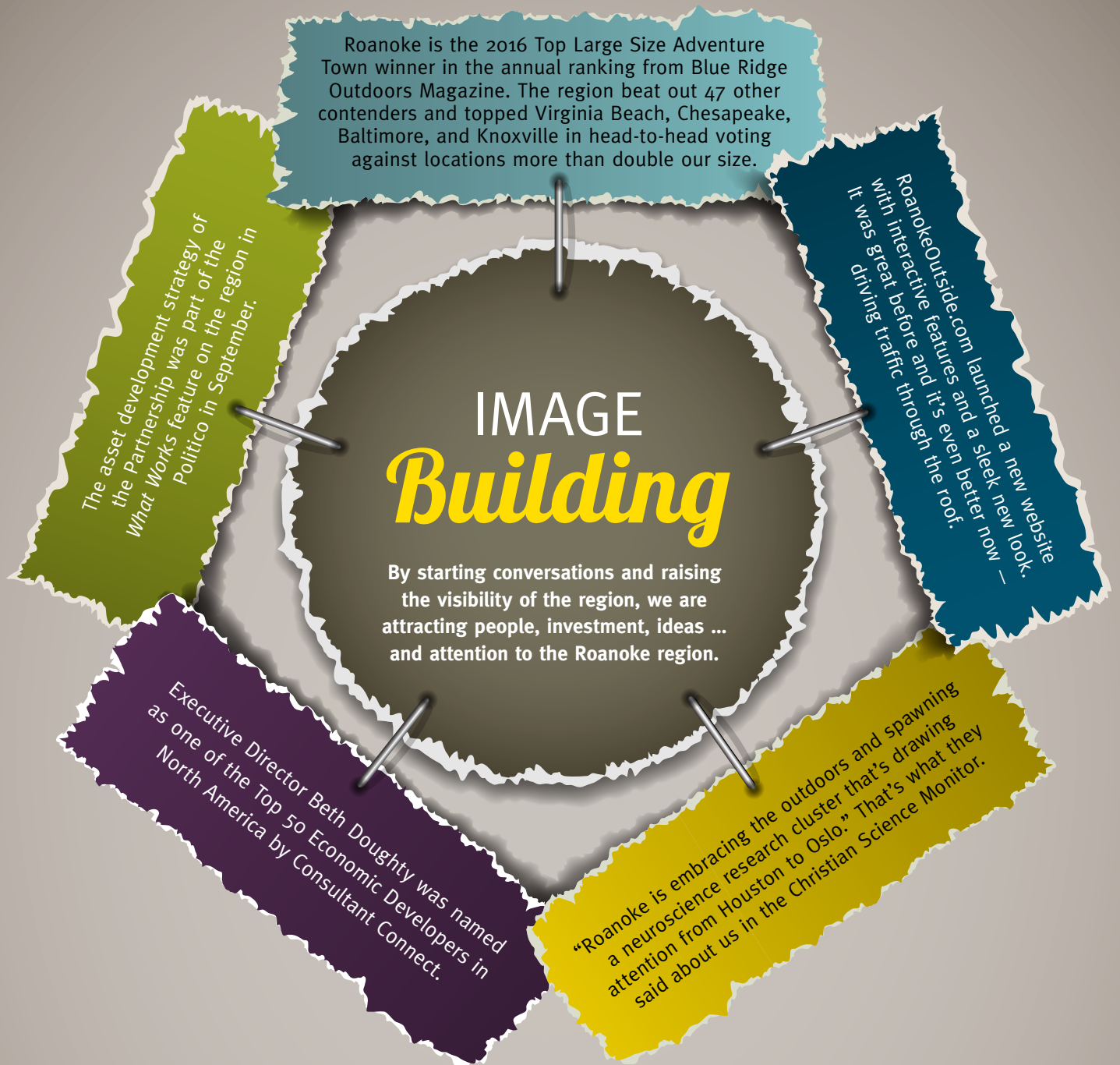
This project was funded by dozens of businesses and individuals to demonstrate the community's support of infrastructure that enhances outdoor assets. The project is in memory of Joe Gwaltney, former vice president of Boxley Materials, and Steve Buschor, former director of Roanoke Parks and Recreation.

Outdoor assets keep *growing*








Radical Reels

Our 8th annual Radical Reels Film Festival and Outdoor Expo attracted 600 people to see the best in outdoor short films.



BEST. *Digital Year.* EVER.

2016 YEAR	 WEBSITE VISITORS	 FACEBOOK FANS	 TWITTER FOLLOWERS	 NEWSLETTER	 INSTAGRAM FOLLOWERS
2016	750,320	56,949	21,508	15,000	8,709
2015	513,823	52,477	18,274	15,000	—
2014	307,241	44,704	13,079	15,000	—
2013	291,025	38,132	9,651	10,746	—
2012	207,646	23,141	9,270	7,814	—



Grants Received

- DHCD Building Collaborate Communities
- Appalachian Power EDGE Grant
- Wells Fargo
- Virginia Tourism Corporation
- Deschutes Street Pub
- Roanoke Valley Gives

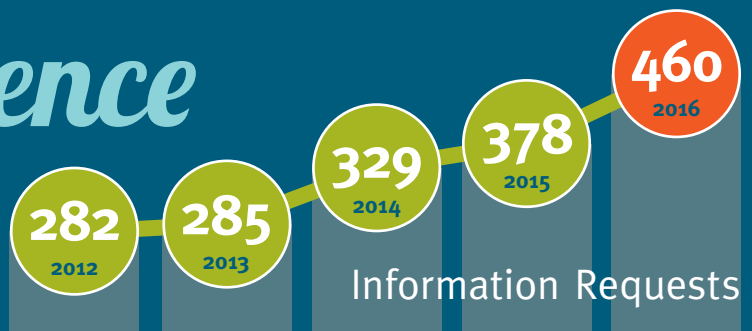
Research Projects

- Quarterly Cost of Living Study
- Roanoke Regional Competitive Assessment
- BRM Economic Impact
- Eldor Corporation Economic Impact Modeling
- Deschutes Brewery Economic Impact Modeling
- Ballast Point Economic Impact Modeling
- 2016 Roanoke Regional Economic Impact Modeling



MARKET *Intelligence*

The Partnership's market intelligence department is a regional resource for information for governments, businesses, and citizens. This department impacts the success of all aspects of our work.





The Partnership brought together the Greater Roanoke Valley Development Foundation, Roanoke Valley Development Corporation, and Botetourt County to build a 100,000 sq. ft. industrial shell building on 22 acres in Botetourt Center at Greenfield. The building broke ground in August and will be the future home to more advanced manufacturing and high-paying jobs.



The Partnership spearheaded the development in 2013 of the Western Virginia Regional Industrial Facility Authority which brings together Botetourt, Franklin and Roanoke Counties, Roanoke, Salem, and Vinton to acquire and develop large tracts of land for development. In 2016, Roanoke, Roanoke County, and Salem closed on its first piece of property; a 106 acre tract at I-81 and I-581.

PRODUCT *Development*

If we learned anything in 2016, it was that real estate is critical to our region's success. Studies by the Partnership in 2012 and 2013 determined the region is short on the right sites and buildings that attract jobs, investment, and businesses. In 2016, we did something about it.



Leadership 2016

BOARD OF DIRECTORS

Stephen A. Bennett	Jonathan Lanford
Dr. Nathaniel L. Bishop	Gary Larrowe
Kevin Bogges	Sherman P. Lea
Abney Boxley, III	L.W. Leffel
Cline Brubaker	Michael C. Maxey
Angie Chewning	Jim Parker
Larry Dickenson	Melinda Payne
Richard A. Douglas	P. Jason Peters
Byron R. Foley	Dr. John Rainone
Thomas C. Gates	Dr. Robert H. Sandel
Caroline Goode	Dr. Timothy Sands
Maryellen Goodlatte	Robert Sells
Nancy Oliver Gray	Thomas Sibold, Jr.
Bradley E. Grose	Dr. Joseph C. Spooner
Teresa A. Hammond	Barry Thompson
Dr. Brian Hemphill, PhD	Doloris Vest
Terry Jamerson	Joyce Waugh
Dr. Cynda Johnson, MD	

DEVELOPERS COMMITTEE

Marla Akridge	Jill B. Loope
Wayne Bowers	Ken McFadyen
Jay Brenchick	Melinda Payne
Michael Burnette	Pete Peters
Judy Hough	John Smolak
Robert Ledger	

OFFICERS

Dr. Victor Iannello	President
Don Halliwill	Vice President
Christopher Morrill	Treasurer
Brent Robertson	Secretary

Investors

PINNACLE INVESTORS

Appalachian Power Co.
Carilion Clinic
LewisGale Medical Center
The Branch Group, Inc.
The Roanoke Times
Virginia Tech Foundation, Inc.

PEAK INVESTORS

Advance Auto Parts, Inc.
Anthem Blue Cross Blue Shield
Berglund Automotive
BNC Bank
Boxley
Carter Machinery Co., Inc.
Cox
Friendship Retirement Community
Gentry Locke
Lawrence Transportation Systems, Inc.
Medical Facilities of America
Optical Cable Corp.
Radford University
RGC Resources, Inc.
Rockydale Quarries Corp.
Rutherford aka Marsh McLennan

SunTrust Bank
Wells Fargo
Woods Rogers, PLC

SUMMIT INVESTORS

Adams Construction Co.
Associated Asphalt, Inc.
Bank of Botetourt
BB&T
Blue Ridge Beverage Co., Inc.
Branch Management Corp.
First Team Auto Mall
Grand Home Furnishings
Kroger Mid Atlantic
NEST Furnished Living Solutions
Norfolk Southern Corp.
Smith/Packett
Steel Dynamics, Inc.
Union Bank & Trust
WDBJ-7
Western Virginia Water Authority

MOUNTAIN TOP INVESTORS

AECOM
Access

Altec Industries
Avis Construction Co.
Brown, Edwards and Co.
Dynax America Corp.
Entré Computer Center
Ferrum College
First Citizens Bank
Graham-White Manufacturing Co.
Hollins University
HomeTown Bank
Lanford Brothers Co., Inc.
McAirlaid's
Rice Management Co.
Roanoke College
Scott Insurance
Signature Flight Support
Trane

TRAILHEAD INVESTORS

Alexander's
Anderson and Associates, Inc.
Atlantic Bay Mortgage Group
Balzer and Associates, Inc.
Corrugated Container Corp.
Cort

STAFF MEMBERS

(Pictured from left)

Carrie Cousins

DIRECTOR OF
COMMUNICATIONS

Ann Blair Miller

DIRECTOR OF BUSINESS
INVESTMENT

Pete Eshelman

DIRECTOR OF OUTDOOR
BRANDING

Julia Boas

EVENT MANAGER

Lisa Link

DIRECTOR OF OPERATIONS

Beth Doughty

EXECUTIVE DIRECTOR

John Hull

DIRECTOR OF MARKET
INTELLIGENCE



Covenant Real Estate Services
Davidsons Men's Clothing
Dixon Hughes Goodman, LLP
Draper Aden Associates
ECS Mid Atlantic, LLC
Elk Hill Advisors
Engineering Concepts, Inc.
Fink's Jewelers, Inc.
Frith, Anderson & Peake, PC
Froehling & Robertson, Inc.
G & H Contracting
G. J. Hopkins, Inc.
Glenn, Feldmann, Darby & Goodlatte
Greater Roanoke Valley Development
Foundation
Harris Office Furniture Co.
Hilton Garden Inn
Hourigan Construction Corp.
Hughes Associates Architects & Engineers
Hypergen
Integrated Textile Solutions
JBL Consulting
John M. Oakey, Inc.
John T. Morgan Roofing & Sheet Metal
Co., Inc.

L&M Properties, LLC
Lionberger Construction Co.
Martin Travel, LLC
MB Contractors, Inc.
Member One Federal Credit Union
Miller, Long & Associates, Inc.
Moss and Rocovich, Attorneys-at-Law, PC
ndp
O'Connor Group
P.A. Short Distributing Co., Inc.
Poe & Cronk Real Estate Group, Inc.
Radiant Physics
RE/MAX All Stars
Resort Choices
Roanoke-Blacksburg Regional Airport
Commission
Roanoke Cement Co./Titan America
Roanoke Regional Home Builders
Association
Roanoke Valley Association of Realtors
Roanoke Valley Development Corp.
Sheraton Roanoke Hotel & Conference
Center
Spilman Thomas & Battle, PLLC
Thalhimier/Cushman & Wakefield

The Hotel Roanoke & Conference Center
The Orvis Co., Inc.
The Shockey Companies
The Trust Company of Virginia
Timmons Group
Turner Long Construction
Vertex Signs
Virginia Western Community College
W.M. Jordan Co.
Waldvogel Commercial Properties, Inc.
Wendy's of Western Virginia, Inc.
Wurth RevCar Fasteners, Inc.

GOVERNMENT INVESTORS

Alleghany County
Botetourt County
City of Covington
City of Roanoke
City of Salem
Franklin County
Roanoke County
Town of Vinton



Know Your Region

www.roanoke.org
www.roanokeoutside.com
www.blueridgemarathon.com
www.roanokegofest.com

FACEBOOK

Roanoke Region of Virginia
Roanoke Outside
Get2KnowNoke
Roanoke GO Outside Festival
Blue Ridge Marathon

TWITTER

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@Roanoke_Outside
@BRM26pt2



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ROANOKE OUTSIDE FOUNDATION

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