BEST. Year. EVER.

ANNUAL REPORT 2016

ROANOKE REGIONAL PARTNERSHIP
ROANOKE OUTSIDE FOUNDATION
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.
### COMPANY JOBS INVESTMENT TYPE

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

### 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.
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.
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.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>JOBS</th>
<th>INVESTMENT</th>
<th>PROJECT FILES CREATED</th>
<th>ANNUAL ECONOMIC IMPACT</th>
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<tr>
<td>2016</td>
<td>1,154</td>
<td>$234</td>
<td>510</td>
<td>$904</td>
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<tr>
<td>2015</td>
<td>593</td>
<td>$23</td>
<td>514</td>
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<td>2014</td>
<td>713</td>
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<td>404</td>
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<td>2013</td>
<td>296</td>
<td>$122</td>
<td>370</td>
<td>$159</td>
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<tr>
<td>2012</td>
<td>549</td>
<td>$50</td>
<td>270</td>
<td>$322</td>
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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

<table>
<thead>
<tr>
<th>Year</th>
<th>Economic Impact</th>
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<tr>
<td>2012</td>
<td>$377,198</td>
</tr>
<tr>
<td>2013</td>
<td>$476,369</td>
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<tr>
<td>2014</td>
<td>$521,326</td>
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<tr>
<td>2015</td>
<td>$556,175</td>
</tr>
<tr>
<td>2016</td>
<td>$592,404</td>
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</table>
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.
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.
Roanoke is the 2016 Top Large Size Adventure Town winner in the annual ranking from Blue Ridge Outdoors Magazine. The region beat out 47 other contenders and topped Virginia Beach, Chesapeake, Baltimore, and Knoxville in head-to-head voting against locations more than double our size.

By starting conversations and raising the visibility of the region, we are attracting people, investment, ideas ... and attention to the Roanoke region.

Executive Director Beth Doughty was named as one of the Top 50 Economic Developers in North America by Consultant Connect.

RoanokeOutside.com launched a new website with interactive features and a sleek new look — it was great before and it's even better now — driving traffic through the roof.

"Roanoke is embracing the outdoors and spawning a neuroscience research cluster that's drawing attention from Houston to Oslo." That's what they said about us in the Christian Science Monitor.

The asset development strategy of the Partnership was part of the What Works feature on the region in Politico in September.

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

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.
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.

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.
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The Roanoke Times
Virginia Tech Foundation, Inc.

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Berglund Automotive
BNC Bank
Boxley
Carter Machinery Co., Inc.
Cox
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Gentry Locke
Lawrence Transportation Systems, Inc.
Medical Facilities of America
Optical Cable Corp.
Radford University
RGC Resources, Inc.
Rockydale Quarries Corp.
Rutherfoord aka Marsh McLennan
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Wells Fargo
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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.
McAirlad'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
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
Thalhimer/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.

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