

ANNUAL REPORT 2022

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A BANNER YEAR

Economic Impact of Projects Closed Per Year (in millions)



Thanks to a business-friendly climate and lower cost of living, the region saw significant investment in business expansion in 2022.

Eight businesses either opened their doors or announced expansions that will directly create 435 new jobs and \$132 million in capital expenditures, helping to further our goal of bringing prosperity to our community.

Since its inception, the Roanoke Regional Partnership has brought together local businesses and municipalities to invite strategic investment and strengthen the region's economic story. In 2022, the marrying of public-private partnerships, a dedicated workforce, and a strong livability story resulted in \$234 million in economic impact—a banner year for the region.

Our regional narrative as a mountain metro with big-town amenities and small-town charm has contributed to successful business investment and talent recruitment strategies. The past year was a strong one, and we're carrying that momentum into 2023.

COMMUNITY INVESTMENT

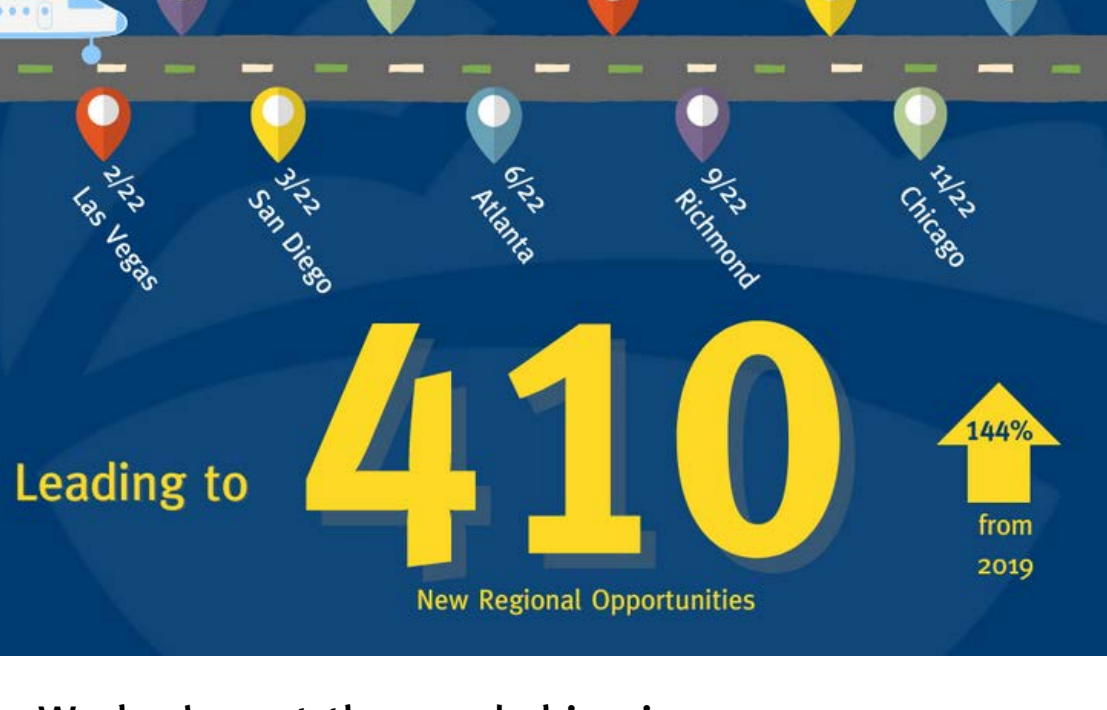
435 JOBS

\$132 MILLION in capital expenditures

THANKS TO THESE BUSINESSES



ROANOKE REGIONAL ROADTRIPS



We broke out the good china in 2022 as we welcomed over 35,000 attendees to our brand-building events. Some local, some out-of-towners, all shopping in our stores, visiting our parks, and experiencing the mountain-metro vibe that sets our region apart.

It's not uncommon for us to hear about folks who have moved here after attending one of our events (just look at Wombat Campers); these experiences and interactions matter.

We hit the ground (and air) running this year with an aggressive travel schedule around the globe. From Georgia to Germany, Partnership staff met with consultants and site selectors to showcase our region's many business-ready sites, available buildings, and livability assets that set us apart from the rest.

The payoff? A 144-percent increase in new regional opportunities.

PUTTING OUR REGION ON THE MAP



The Foot Levelers Blue Ridge Marathon's reputation as a bucket-list race is spreading. In 2022, it was recognized as one of the "World's Toughest Races" by Runner's World, adding to its notoriety and attracting more elite racers. This past April, the region welcomed 2,864 participants representing 40 states and five countries, and the race brought \$1.2 million in economic impact.

In an effort to create an entire weekend of entertainment, the Freedom First Down by Downtown Music Festival took place alongside the marathon, with 13 music venues hosting 30 different shows.

SOUTHERN HOSPITALITY



Our brand-building and placemaking events returned full force, but these experiences are more than fun talking points—they directly contribute to business investment, talent attraction, and placemaking; they elevate our regional profile and, quite literally, put us on the map for outdoor folks, cyclists, and running enthusiasts.

Combined, The Foot Levelers Blue Ridge Marathon, Freedom First Down by Downtown, Virginia's Blue Ridge Go Cross, and Anthem GO Outside Festival brought in \$3.7 million in economic impact and served as a tool for talent and business attraction.



The Anthem GO Outside Festival returned to downtown Roanoke with an expanded footprint in Elmwood Park and new attractions. The GO Fest committee is committed to equity in the outdoors, leading to the most accessible venue yet and a partnership with local non-profit Humble Hustle.

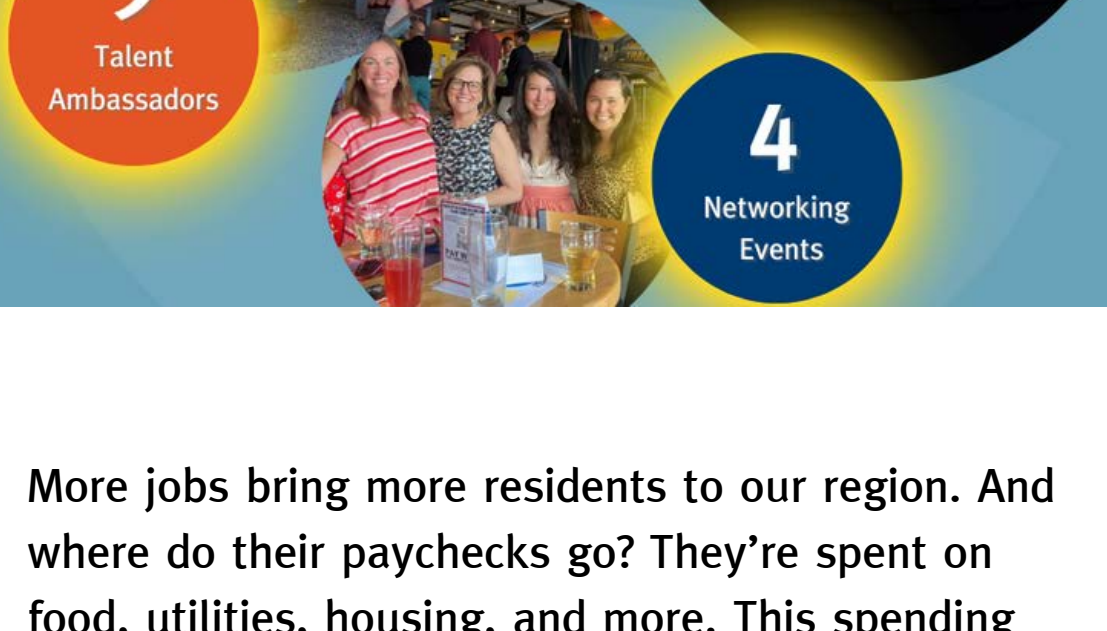
It was another successful year with a 12-percent increase in attendance (32,000), 147 activities (including highline walkers who performed tricks five stories from the air), a 47-percent increase in vendors from 2021, and an economic impact of \$2.1 million.



Virginia's Blue Ridge Go Cross joined, and kicked off, the United States Cyclocross race series in 2022. This attracted a new audience of cyclocross racers; athletes interested in completing the entire series now added our race to their itinerary. This change also led to VBR Go Cross being televised internationally on Discovery+ and Global Cycling Network.

These two additions resulted in a 25-percent increase in both participation and economic impact.

TALENT TAKING OFF



More jobs bring more residents to our region. And where do their paychecks go? They're spent on food, utilities, housing, and more. This spending directly helps our local economy by supporting the local infrastructure.

The Partnership's assistance in expansion projects this year has resulted in 435 quality jobs in the region, creating \$37.6 million in consumer expenditures here at home.

Talent is today's currency, and we're investing heavily. Get2KnowNoke underwent a brand refresh to capture the regional flavor and launched its first Talent Ambassador program. This curated group of individuals is helping craft the narrative of living and working in the region while building a welcoming community for talent here at home.

In 2022, Get2KnowNoke provided networking and professional development opportunities through the new Roanoke Regional Professionals Network, four after-hour social events showcasing local establishments, and the first in-person Experience Conference since 2019.



LEADING THE WAY IN RESEARCH & DATA



Even with our aggressive travel schedule, we can't be everywhere. Luckily, we have multiple avenues to reach our audiences and provide them with the information they need. Our social media presence has increased 11 percent since 2021, and our email list and website traffic remain strong.

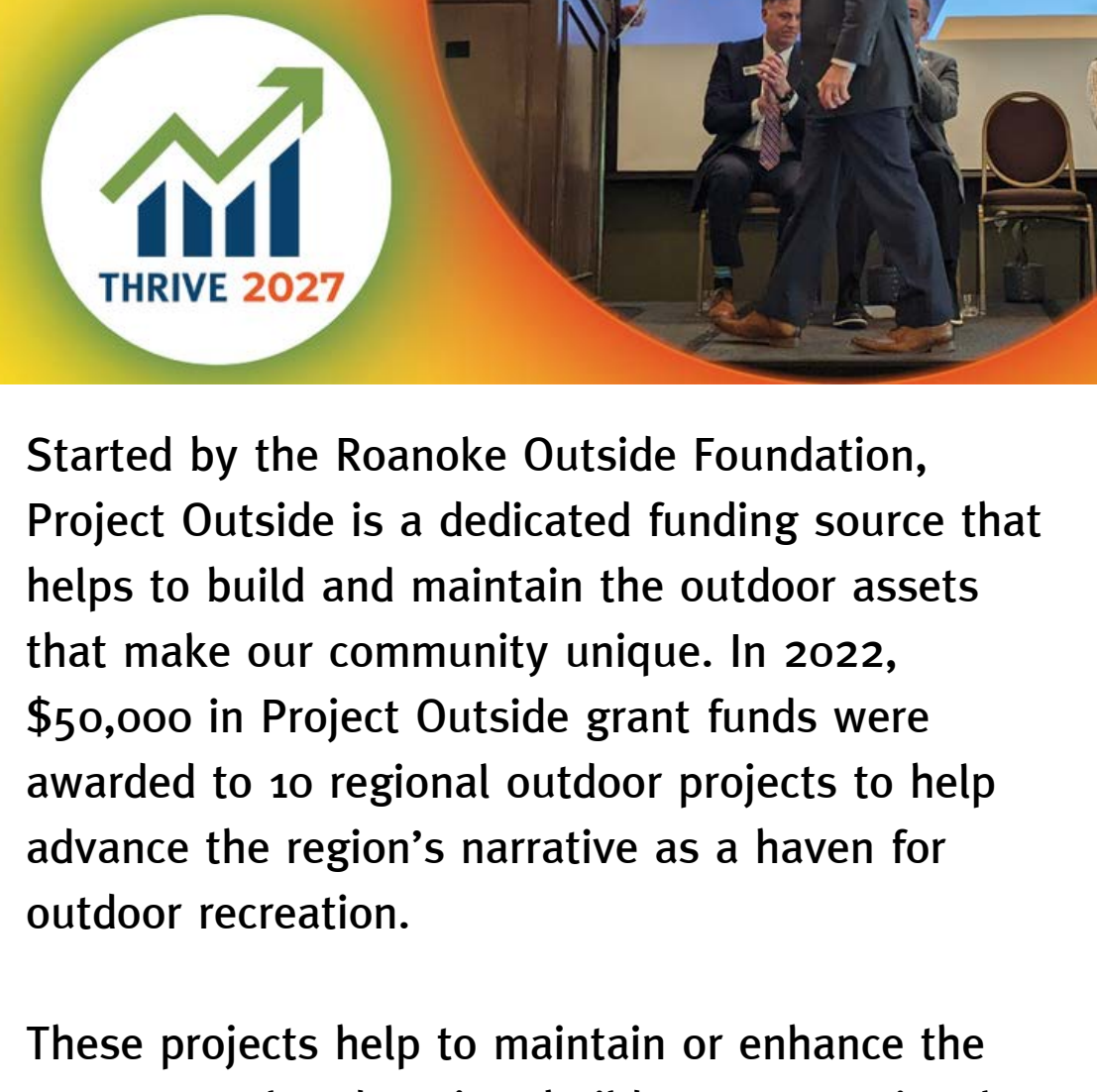
Robust marketing and communications contribute to raising our region's profile with C-Suite decisionmakers and talent alike.

MONEY WHERE IT MATTERS



As thought leaders in the community, investors and partners seek our assistance with a variety of information. From migration to workforce or annual GDP to housing numbers, our staff has the technology and know-how to provide the most up-to-date and accurate information regarding our community and economy.

In 2022, Partnership staff fielded 283 information requests, demonstrating our role as committed community partners and thought leaders in the region.



Started by the Roanoke Outside Foundation, Project Outside is a dedicated funding source that helps to build and maintain the outdoor assets that make our community unique. In 2022, \$50,000 in Project Outside grant funds were awarded to 10 regional outdoor projects to help advance the region's narrative as a haven for outdoor recreation.

These projects help to maintain or enhance the assets we already enjoy, build new recreational amenities, provide better access to the outdoors to underserved populations, and support outdoor education.

REGIONAL STORY, GLOBAL SCALE



The Partnership launched Thrive 2027, its five-year strategic campaign, in February 2022. The goal was to raise \$3.6 million to support four initiatives: economic growth and innovation, talent attraction and workforce development, commercial real estate and infrastructure, and placemaking and livability.

The Partnership exceeded that goal by 12 percent, proving the region's private and public sectors believe in the important work of the Partnership. The investment of the public and private sector contributed to the success of this campaign.

