



Population

Greater Roanoke Valley	312,331
Roanoke City	98,641
Roanoke County (including Vinton)	93,256
Salem	25,267
Vinton	8,130
Botetourt County	33,293
Craig County	5,258
Franklin County	56,616

Distances to other Cities (in miles)

Richmond, VA	193	Atlanta, GA	430
Norfolk, VA	284	Chicago, IL	722
Washington, DC	251	Cleveland, OH	440
Charlotte, NC	194	New York, NY	484
Charleston, WV	178	Boston, MA	712
Pittsburgh, PA	420	Nashville, TN	439

Honors and Distinctions

The region is home to over 300,000 people and is the center of a service area of over one million people throughout western Virginia. Botetourt, Craig, Franklin, and Roanoke counties and the cities of Roanoke and Salem are all part of this wonderful place to live, work, and visit. The accolades include:

- Roanoke was named one the “10 Best Places to Live on \$100 a Day” by *AARP Magazine*.
- Roanoke was named a 2012 All-America city by the National Civic League, marking the sixth time Roanoke has won this award, a feat achieved by no other city.
- Roanoke was named the “Best Mid-Sized Mountain Town” in 2012 and Best Trail Town in 2013 by *Blue Ridge Outdoors Magazine*.

Additional Facts

More restaurants per capita than any other area in Virginia

Cost of Living is below the national average –
Roanoke: 88.7, USA: 100 (ACCRA Cost of Living Index 2012)

Per Capita income: \$37,644

Average commute is 21.9 minutes, national average is 25.3 minutes

Median home price is \$170,000 compared to U.S. average of \$190,100 (2012)

Major Highways

Interstate 81	(North & South)
US Route 460	(East & West)
US Route 220	(North & South)
Blue Ridge Parkway – Scenic Byway	(North & South)

Climate/Geography

Mean Annual Temperature	55.8° F
Average Daily High Temperature	66.6° F
Average Daily Low Temperature	45.0° F
Clear Days	102
Rainfall (inches annually)	41.1
Snowfall (inches annually)	23.0
Elevation (feet)	950
Metropolitan Land Area (Sq. miles)	1,866
Location	37:16:42N 79:57:30W

Colleges and Universities within a 60-Mile Radius

- Virginia Western Community College
- Randolph-Macon Woman’s College
- Jefferson College of Health Sciences
- New River Community College
- Roanoke Higher Education Center
- Patrick Henry Community College
- Washington & Lee University
- Dabney S. Lancaster Community College
- Southern Virginia University
- Virginia Military Institute
- Central Virginia Community College
- Virginia Tech Carilion School of Medicine & Research Institute
- Virginia Tech
- Lynchburg College
- Hollins University
- National College
- Ferrum College
- Sweet Briar College
- Radford University
- Skyline College
- Liberty University
- Roanoke College
- Randolph College

Top 12 Employers

Carilion Clinic (Medical)	Kroger (Grocery)
Roanoke County School Board	City of Roanoke
Roanoke City School Board	Franklin County School Board
Veterans Affairs	County of Roanoke
Wells Fargo	Westvaco
Wal-Mart	Lewis Gale Medical Center

Taxes

Jurisdictional Lodging Tax:

City of Roanoke	8%
City of Salem	8%
Roanoke County	7%
Franklin County	5%
Botetourt County	5%

Sales Tax:

Sales tax in Virginia is 5.3% (excluding prescription medicine) plus 4% to 7% meals tax on prepared food in most localities in the area.

Property Tax:

	Real Estate*	Personal Property*
City of Roanoke	\$1.19	\$3.45
City of Salem	\$1.18	\$3.20
Roanoke County	\$1.09	\$3.50
Vinton	\$1.12	\$4.50
Botetourt County	\$0.72	\$2.63
Franklin County	\$0.54	\$2.34
Craig County	\$0.54	\$3.00

*Per \$100 of assessed value.