



# Greater Roanoke Virginia Statistical Guide



ROANOKE  
REGIONAL  
CHAMBER OF  
COMMERCE

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## WELCOME TO THE ROANOKE VALLEY OF VIRGINIA

The region is home to over 290,000 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:

- *Expansion Management* magazine's named Roanoke as one of the 50 hottest cities for expansions and relocations.
- *Expansion Management* also named the Roanoke Valley one of its Five-Star Communities for quality of life. The rating is based on a reasonable cost of living, affordable housing, low crime, excellent transportation access, good public schools, proximity to community colleges and universities, an educated work force, and low taxes.
- Roanoke was ranked the 11th best city in the U.S. by the publication, "Cities Ranked and Rated".
- Roanoke was ranked 39 of 276 metropolitan areas by *Inc. Magazine's* Top 25 Cities for Doing Business in America in the Most Balanced Economy and Growth category.
- The U.S. Department of Education has recognized Roanoke Valley schools for being among the nation's best.
- *Money Magazine* ranked Roanoke as one of the top three "Best Places to Retire in the United States." The city was picked among the five best cities for retirees in a survey by Kiplinger.com.

## BUSINESS LICENSE

(Commissioner of Revenue)

Botetourt County	(540) 473-8270	City of Roanoke	(540) 853-2524
Craig County	(540) 864-6241	City of Salem	(540) 375-3019
Franklin County	(540) 483-3083	Town of Vinton	(540) 983-0601
Roanoke County	(540) 772-2050		

## CHURCHES

The Roanoke Valley has approximately 500 churches and three synagogues.

## COMMUNICATIONS AND MEDIA

Ten radio stations and eight television stations serve the region, along with cable television services. A daily newspaper, *The Roanoke Times*, has a circulation of 100,000. To order, phone (540) 981-3100 or (800) 346-1234. Several weekly newspapers and monthly business and cultural publications are also available.

## COST OF LIVING

The Roanoke Valley has a lower cost of living than the national average according to the ACCRA *Cost of Living Index*. The Valley's cost of living is 91.8, below the national average of 100. ACCRA compares groceries, housing, utilities, transportation, health care, and miscellaneous goods and services for 301 urban areas.

## Roanoke's Cost of Living Index:

Composite Index:	91.8		
Housing	88.0	Grocery Items	90.9
Transportation	90.1	Utilities	89.3
Misc. Goods/Services	95.9	Health Care	95.6

\*Source ACCRA, 1st quarter 2007.

Roanoke compares favorably with other cities:

National Average	100.0		
Charleston, SC	97.9	Atlanta, GA	95.3
Harrisonburg, VA	105.8	Raleigh, NC	99.1
Charlottesville, VA	114.3	Washington, DC	136.9

## POPULATION

Greater Roanoke Valley	295,529
City of Roanoke	92,328
Roanoke County (including Vinton)	90,135
City of Salem	24,673
Botetourt County	31,991
Craig County	5,095
Franklin County	51,307

Source: U.S. Census 2006

## DRIVER'S LICENSE/AUTO REGISTRATION

A Virginia driver's license is required after residence has been established. A person must be 16 years and three months of age to obtain a Virginia driver's license.

To license an automobile in Virginia, a valid title of ownership must be established with the state and proof of sales and use tax furnished. Vehicles must be inspected annually with the:

Virginia Department of Motor Vehicles (DMV) (866) 368-5463

Most local governments also require a decal. Decals may be obtained from:

Franklin County	(540) 483-3078	City of Roanoke	(540) 853-2522
Botetourt County	(540) 473-8256	City of Salem	(540) 375-3019
Craig County	(540) 864-5641	Town of Vinton	(540) 983-0608
Roanoke County	(540) 772-2046		

## EDUCATION

### Public Schools:

Excellence in academics and a balance of cultural and athletic opportunities are available in the Valley's public schools. Secular and parochial private schools are also available for preschool students through high school. Adult and continuing education programs are offered by most public systems. To register a school-age child, call:

City of Roanoke	(540) 853-2816	Franklin County	(540) 483-5138
Roanoke County	(540) 562-3900	Botetourt County	(540) 473-8263
City of Salem	(540) 389-0130	Craig County	(540) 864-5191

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## Colleges & Universities:

There are 20 colleges & universities within a 60-mile radius of Roanoke:

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

## EMPLOYMENT

The Roanoke area's largest private employers:

Carilion Health System	10,000	GE Energy	1,300
Wal-Mart	3,700	Manpower	1,200
Kroger Mid-Atlantic	3,400	MW Manufacturer	1,200
Food Lion	2,800	ITT Industries, Night Vision	1,200
Lewis-Gale Medical Center	2,200	HSN	1,100
Advanced Auto Parts	1,949	Medical Facilities of America	950
Wachovia	1,900	Goodwill Industries	940
Norfolk Southern Corp.	1,400	Yokohama Tire Corp.	900
Allstate Insurance	1,350		

Source: Blue Ridge Business Journal-Book of Lists 2006.

## GEOGRAPHY/CLIMATE

Metropolitan land area (sq. miles)	1,866	Average January temperature	36
Botetourt County	545	Snowfall (inches, annual)	22.8
Craig County	330	Mean annual temperature	6.3
Franklin County	683	Average July temperature	76.4
City of Roanoke land area	43	Rainfall (inches, annual)	40.9
Roanoke County land area	251		
City of Salem	14		
Average elevation (feet)	1,149		

Source: Roanoke Valley-Alleghany Regional Commission.

## GOVERNMENT

Virginia cities and counties operate as separate governmental units. The counties of Botetourt, Craig, Franklin, and Roanoke each employ a county administrator and have an elected board of supervisors. Vinton is an incorporated town within Roanoke County. Roanoke and Salem are independent cities. Vinton, Roanoke, and Salem have the council-manager form of government, with a mayor serving as chair of the council. The governing body of each form of government is elected by the people. For general information and referral, call:

Botetourt County	(540) 473-8220	City of Roanoke	(540) 853-2000
Craig County	(540) 864-5010	City of Salem	(540) 375-3000
Franklin County	(540) 483-3030	Town of Vinton	(540) 983-0605
Roanoke County	(540) 772-2006		

## HOUSING/APARTMENT COST

Average home price: \$202,635

Source: Roanoke Valley Association of REALTORS.

The average monthly rental cost for an unfurnished apartment:

One bedroom	\$536
Two bedroom	\$644
Three bedroom	\$742

## INCOME (Per Capita)

Roanoke MSA	\$32,587	City of Roanoke	\$32,512
Roanoke County	\$35,140	Salem City	\$35,140
Botetourt County	\$32,693	Franklin County	\$27,584
Craig County	\$25,742		

Source: US Dept. of Commerce, Bureau of Economic Analysis.

## LIBRARIES

The Roanoke Valley offers 31 libraries, including 18 public, 5 college, 2 medical, 1 architectural, 1 history, 1 religion, and 3 law.

## MEDICAL FACILITIES

Roanoke is a major Virginia medical center. More than 500 physicians and surgeons provide services to western Virginia's population. General hospitals are:

Carilion Roanoke Memorial Hospital	(540) 981-7000
Carilion Roanoke Community Hospital	(540) 985-8000
Lewis-Gale Medical Center	(540) 776-4000
Veterans Affairs Medical Center	(540) 982-2463
Carilion Franklin Memorial Hospital	(540) 483-5277

## TAXES

### Virginia Individual Income Tax Rates:

Less than \$3,000 2% of federal adjusted gross income\*

\$3,001 - \$ 5,000: \$60 + 3% of excess over \$3,000

\$5,001 - \$17,000: \$120 + 5% of excess over \$5,000

More than \$17,001: \$720 + 5.75% of excess over \$17,000

\*With exemptions of \$800 each and applicable modifications.

Federal Internal Revenue Service	(800) 829-1040
State - Roanoke District Office	(540) 562-3510
FICA- Social Security Administration	(540) 857-2190

### Sales Tax:

Sales tax in Virginia is 5% (excluding prescription medicine) plus 4% meals tax on prepared food in most localities in the area.

Source: Virginia Department of Taxation, 2004.



**Property Tax:**

Taxes on real estate and tangible personal property are levied and collected by local authorities. All real estate assessments are made at 100% of the market value. Each municipality uses a different assessment for personal property tax.

	Real Estate*	Personal Property*	Phone
City of Roanoke	\$1.19	\$3.45	(540) 853-2523
City of Salem	\$1.18	\$3.20	(540) 375-3024
Roanoke County	\$1.09	\$3.50	(540) 772-2046
Vinton	\$1.12	\$4.50	(540) 983-0608
Botetourt County	\$ .65	\$2.55	(540) 473-8205
Franklin County	\$ .53	\$1.67	(540) 483-3083
Craig County	\$ .52	\$3.00	(540) 864-5641

\*Per \$100 of assessed value.

**TRANSPORTATION**

**Air Service:**

The Roanoke Regional Airport is served by six airlines providing approximately 50 daily departures:

Allegiant Air	(800) 432-3810
Delta Connection - ASA	(800) 282-3424
Delta Connection - Comair	(800) 354-9822
US Airways / Express	(800) 428-4322
Northwest Airlinck	(800) 225-2525
United Express	(800) 241-6522

**Bus Service:**

Valley Metro (local)	(540) 982-2222
Greyhound	(800) 231-2222
Smartway Bus - Roanoke to Blacksburg	(800) 388-7005

**Charter Bus Lines:**

Abbott Bus Lines	(540) 343-1133
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**Limousine & Taxi Services:**

Executive Town Car Limousine Serve	(888) 854-1998
Liberty Cab	(540) 344-1776
Yellow Cab	(540) 345-7711

**UTILITIES**

**Electrical Power:**

Appalachian Power	(800) 956-4237
Salem Electric Department	(540) 375-3021

**Telephone Service:**

Verizon	(540) 954-6222
Adelphia Business Solutions	(877) 780-0220
KMC Telecom	(540) 982-8180
NTELOS	(877)4NTELOS

**Cable Service Providers:**

Cox Communications	(540) 776-3848
Comcast (Salem)	(540) 378-1190
Comcast (Bedford & Botetourt)	(877) 760-5341

**Water:**

Western Virginia Water Authority (City of Roanoke and Roanoke County)	(540) 853-5700
Salem Utility Collections	(540) 375-3021
Vinton Water Dept.	(540) 983-0608
Botetourt County Public Works	(540) 473-8316
Franklin County - Rocky Mount Water	(540) 483-5747

**VOTING**

To vote in Virginia, a person must be 18 years old and a resident of the Commonwealth. Voter registration is required 30 days prior to a general election. Registrar offices:

Botetourt County	(540) 473-8235	Roanoke County	(540) 772-7500
Craig County	(540) 864-6190	City of Salem	(540) 375-3034
Franklin County	(540) 483-3025	Town of Vinton	(540) 772-7500
City of Roanoke	(540) 853-2281		

**RESOURCE LIST**

Alcoholic Beverage Control Board	(540) 562-3535
Environmental Protection Agency	(540) 344-6402
Health Department of Roanoke County	(800) 368-9051
Health Department of City of Roanoke	(540) 857-7804
International Trade Development, Virginia Division	(540) 857-7600
OSHA	(434) 582-5182
Roanoke Regional Small Business Development Center	(804) 786-8011
Roanoke Valley Convention & Visitors Bureau	(540) 983-0717
Roanoke Valley Economic Development Partnership	(800) 635-5535
Unemployment Compensation Taxes	(540) 343-1550
Virginia Employment Commission	(540) 561-7525
Virginia's Workers' Compensation Commission:	(540) 561-7525
<i>Regional Office (540) 776-2700 / State (877) 664-2566</i>	
Wage and Hour Laws: <i>Federal (804) 771-2995 / State (540) 562-3580</i>	

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