



2024 ANNUAL REPORT

WHERE MOUNTAINS MEET MOMENTUM





LETTER FROM THE DIRECTOR

Dear Stakeholders,

Roanoke County has many reasons to celebrate 2024.

Mack Trucks announced a major expansion, and both that project and the Wells Fargo expansion—the largest single project employment announcement in Roanoke County’s history—are now under construction. Southern Team Automotive Group opened a state-of-the-art Hyundai dealership, and we welcomed the County’s first YMCA at Tanglewood Mall.

We also broke ground on Roanoke County Public Schools’ new Career & Technology Center—a transformational investment in our future workforce. This modern facility will allow for the expansion of existing programs and the introduction of new ones tailored to meet the evolving needs of our business community.

Our strong partnership with Roanoke County Public Schools continues to grow. This year, we hosted five Industry Insight Tours, giving educators firsthand exposure to local employers and job opportunities. In October, as part of National Manufacturing Day, 100 high school students toured local manufacturing facilities—an important step in connecting education to high-demand careers.

Reflecting on 2024, the word that best captures the year is **momentum**.

We’ve seen record-breaking investment and job creation in recent years. Roanoke County continues to gain recognition for its exceptional quality of life, affordability, and unparalleled outdoor amenities. As we look ahead to 2025, we are focused on building upon this momentum through strategic priorities: promoting our lifestyle and job opportunities, expanding talent retention and alignment initiatives, and enhancing infrastructure and site readiness to attract future business investment.

Our achievements are a testament to the vision and leadership of the Board of Supervisors, the dedication of County Administration, and the collaboration of our partners working to position Roanoke County as a premier destination to live and do business. Most importantly, none of this would be possible without the continued support of our residents, employers, and educators.

Together, we will shape the future of Roanoke County and continue delivering exceptional value to all who call this region home.

MEGAN BAKER

Economic Development Director

ROCO ECONOMIC DEVELOPMENT

LEADERSHIP

ROANOKE COUNTY BOARD OF SUPERVISORS

Catawba Magisterial District
Martha B. Hooker

Cave Spring Magisterial District
Paul M. Mahoney

Hollins Magisterial District
Phil C. North

Vinton Magisterial District
Tammy E. Shepherd

Windsor Hills Magisterial District
David F. Radford

ROANOKE COUNTY ADMINISTRATION

County Administrator
Richard Caywood

Deputy County Administrator
Rebecca Owens

Assistant County Administrator
Doug Blount

ROANOKE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Catawba Magisterial District
Sherry Lawrence
Kirtesh Patel

Cave Spring Magisterial District
Michael Cagle
Jeremy Carroll

Hollins Magisterial District
Greg Apostolou
Barry Thompson

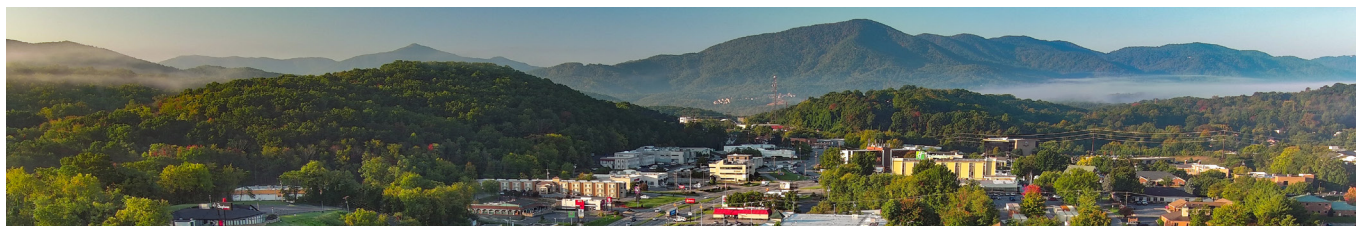
Vinton Magisterial District
Michael Altizer
Todd Ross

Windsor Hills Magisterial District
Sunny Shah
Linwood Windley

Secretary-Treasurer
Megan Baker

Legal Counsel
Peter Lubeck, County Attorney

Thank you Kyle Richardson and Donald Sowder for your service on the EDA!



BY THE NUMBERS



VIRGINIA IS
AMERICA'S
TOP STATE
FOR BUSINESS



VIRGINIA IS
BUSINESS
FACILITIES'
2024 STATE
OF THE YEAR

\$57+ MILLION
NEW CAPITAL INVESTMENT

200+
NEW JOBS

10
NEW BUSINESS LOCATIONS
& EXPANSIONS

13
BUSINESS GRANTS AWARDED



MACK TRUCKS RVO EXPANSION

On February 9, Governor Glenn Youngkin announced Mack Trucks' \$14.5 million investment to expand its Roanoke Valley Operations (RVO) to prepare the plant for higher demand for the Mack® MD Series and Mack MD Electric vehicles. Mack's investment will go toward equipment, tooling and a 72,000 square-foot building expansion, making the facility 352,000 square feet. The expansion project is projected to be completed in late 2025.

72,000 SQ FT
EXPANSION

\$14.5 MILLION
INVESTMENT

51
NEW JOBS



YMCA AT TANGLEWOOD

The YMCA at Tanglewood opened on December 10th. The new YMCA facility, located on the upper level of Tanglewood Mall, has over 47,000 square feet of space, including eight pickleball courts, a state-of-the-art Wellness Center, a hot yoga studio, two group exercise studios, two saunas, a children's programming space, a "Stay and Play" area for kids, and a community gathering area.

47,000 SQ FT
FACILITY

\$2 MILLION
INVESTMENT

100+
NEW JOBS



SOUTHERN TEAM HYUNDAI

40,000 SQ FT
FACILITY

\$10 MILLION
INVESTMENT

45
EMPLOYEES

Southern Team Automotive Group opened a state-of-the-art sales and service facility at 7300 Williamson Road. The new facility has a two-story open showroom, LED lighting, two indoor sales/service lounges, and updated service bays, along with other modern amenities.



“Southern Team is a valuable Roanoke County business and an engaged corporate partner. We appreciate their continued investments and commitment to grow their footprint in Roanoke County.” – Phil North, 2024 Chairman of the Roanoke County Board of Supervisors and Hollins District Supervisor.

NEW BUSINESSES & EXPANSIONS



Publix



SPRINGHILL
SUITES®
BY MARRIOTT



WELLS
FARGO



Rookie's



IVYBROOK
ACADEMY®
HALF DAY PRE-SCHOOL



CHOOSING ROANOKE COUNTY



SUPPORTING BUSINESS GROWTH

Roanoke County Economic Development announced \$115,000 in grant awards to 13 businesses through the Economic Development Authority (EDA) Business Equipment Acquisition Program (BEAP) Grant. The funds will help businesses acquire new capital to grow their operations.

The BEAP program was established in fiscal year 2025 (July 4, 2024-June 30, 2025) as a pilot program to help support existing businesses in Roanoke County and the Town of Vinton. The total grant award per business was up to 50% of capital acquisition costs, with a cap of \$20,000 per award. Applicants were scored on several criteria including locally owned, total employees, engagement with resource partners, impact on the business, and utilization of local suppliers.



BEAP GRANT RECIPIENT AWARDS

CONGRATULATIONS BEAP GRANT RECIPIENTS FOR FY2025:

- Children's Castle Early Learning Center, Inc.
- Creative Occasions
- Fit Studio VA, Inc.
- Fleet Feet Roanoke
- Keltech, Inc.
- Stickers Plus Ltd. (DBA Magnets USA)
- Optical Cable Corporation (OCC)
- CMKS BBQ LLC (DBA Pok-e-Joe's BBQ)
- Ride Source, LLC
- RND Coffee
- The Hearing Center at Hollins Communication Research Institute (DBA Beltone)
- Varsity Landscaping & Grounds, LLC
- William H. Moore Dentistry

MANUFACTURING DAY

Manufacturing Day, held on the first Friday of October, is an annual event that highlights the work of manufacturers and encourages interest in manufacturing careers.

To celebrate the day, Roanoke County Economic Development and Roanoke County Public Schools organized student tours.

Thank you to our manufacturing companies for hosting our high school students on October 4th!

OPTICAL CABLE CORPORATION
hosted Cave Spring

MACK TRUCKS RVO
hosted Glenvar

P1 TECHNOLOGIES
hosted Hidden Valley

DOUBLE ENVELOPE
hosted Northside

MARVIN
hosted William Byrd



INDUSTRY INSIGHT TOURS



Our Industry Insight Tours provide Roanoke County Public Schools educators an opportunity to learn about Roanoke County companies and job opportunities. Companies featured in 2024 included Double Envelope in Hollins, Cardinal Glass Industries at Vinton Business Center, Optical Cable Corporation at Valleypointe, Mack Trucks RVO at Valley Tech Park, and Carter Machinery in the City of Salem.



CAREER & TECHNICAL EDUCATION

Roanoke County Public Schools broke ground on September 9, 2024, to construct an all-new Roanoke County Career and Technology Center (RCCTC) at 6251 Peters Creek Road in Hollins, which will replace the existing Burton Center for Arts & Technology, located in Salem. When completed in Winter 2027, the new RCCTC will provide more than 123,000 square feet of state-of-the-art instructional space, about 34,000 square feet larger than the current Burton Center for Arts & Technology.

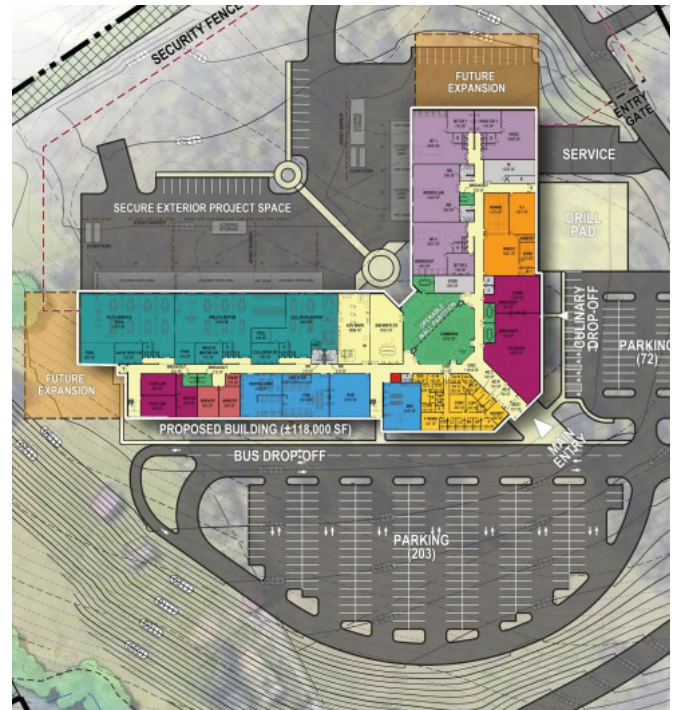
123,000 SQ FT
FACILITY

\$80 MILLION
INVESTMENT IN EDUCATION

28 ACRES
SITE



INVESTING IN OUR WORKFORCE



MARKETING ROANOKE COUNTY

Roanoke County Economic Development marketed in several publications this year, including The Roanoker Magazine, VBR Life Magazine, Southern Business and Development Magazine, and more!

#10 Best Counties to Live in Virginia

#8 Healthiest Counties in Virginia

#5 Counties with the Best Public Schools in Virginia

#2 Best Counties to Buy a House in Virginia

ROANOKE COUNTY ADVANTAGE

ROANOKE COUNTY VA
ECONOMIC DEVELOPMENT

2024
NICHE
BEST PLACES

#16 Best Counties for Young Professionals in Virginia

#9 Best Counties for Families in Virginia

#5 Best Counties for Retirees in Virginia

Source: Niche.com 2024 Best Counties in Virginia Rankings

Alejandro's Mexican Grill
Ben Gui Sushi
Café Asia 2
Dogwood Restaurant
El Rodeo
Farmburguesa
Hollywood's Restaurant
Katie's Ice Cream & Chocolates
Lew's Restaurant
Luigi's Italian Gourmet Restaurant
Macado's
Mike's Deli
Mill Mountain Coffee & Tea
New York Pizza
Our Daily Bread
Petra Mediterranean Grill
Pok-E-Joe's
Pollard 107 South
Red Palace
Remini's
RND Coffee
Tacos Rojas
Treehouse Tavern
Valhalla Vineyards & Wines

CONGRATULATIONS
ROANOKE COUNTY & TOWN OF VINTON
BUSINESSES & RESTAURANTS
FROM
ROANOKE COUNTY VA
ECONOMIC DEVELOPMENT

WE'RE READY TO CONNECT!
WWW.ROANOKECOUNTYVA.GOV/ECONDEV
540-772-2069 | ECONDEV@ROANOKECOUNTYVA.GOV

ROANOKE COUNTY VA

TOP 5 REASONS TO LIVE HERE!

1. Discover Adventure at Explore Park
Just off the Blue Ridge Parkway, this 1,100-acre park attracts 250,000+ visitors for hiking, camping, Twin Creeks Brewpub, Treetop Guest, and the dazzling Illuminights holiday display with 650,000+ lights.

2. Reach New Heights
Hike Roanoke County's iconic trails, including Dragon's Tooth and McAfee Knob, the Appalachian Trail's most photographed spot!

3. Enjoy Premier Amenities
Explore 6 libraries, 30 parks, 2 recreation centers, dozens of miles of greenways and trails, and 27 pickleball courts.

4. Access Top-Tier Schools
Ranked #11 in Virginia by Niche.com for 2024, Roanoke County Public Schools will also soon be home to a new state-of-the-art \$80 million Career & Technology Center.

5. Find Your Next Opportunity
Grow your career in Roanoke County's diverse economy spanning healthcare, tech, manufacturing, tourism, and more!

WHERE MOUNTAINS MEET ADVENTURE
WWW.ROANOKECOUNTYVA.GOV | 540-772-2069



966 Followers



351 Followers

COMMUNITY ENGAGEMENT



VEDA Fall Conference
in Roanoke



Novonesis in the Roanoke County
Center for Research and Technology



Sister City Opole delegation visit at
Mack Trucks RVO



Optical Cable Corporation
at Valleypointe

THANK YOU PARTNERS!



MEET OUR TEAM!



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Lindsay Webb



Alexander Jones



Nellie Philpott

Megan Baker, CEcD

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