



# 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**



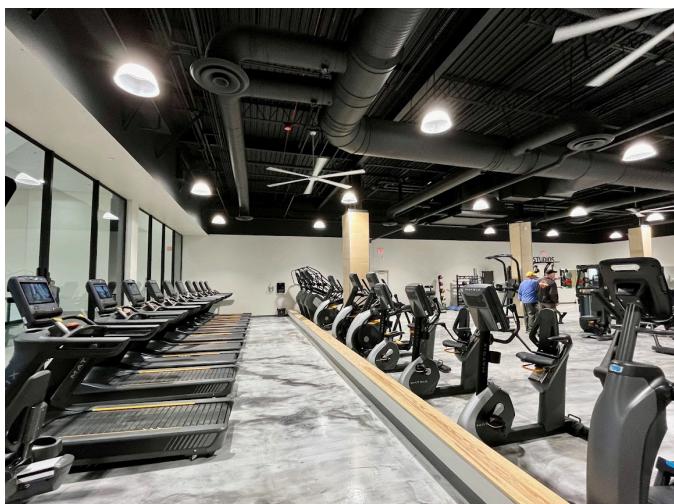
# YMCA AT TANGLEWOOD

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

Rookies

YOGASIX



IVYBROOK  
ACADEMY®  
HALF DAY PRE - SCHOOL



# CHOOSING ROANOKE COUNTY



Yoga Six near Tanglewood



Sips & Scoops in Oak Grove



Starbucks on Plantation Road



Marriott SpringHill Suites Hollins

# 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!

<b>#10</b>	Best Counties to Live in Virginia
<b>#8</b>	Healthiest Counties in Virginia
<b>#5</b>	Counties with the Best Public Schools in Virginia
<b>#2</b>	Best Counties to Buy a House in Virginia

**ROANOKE COUNTY ADVANTAGE**

ROANOKE COUNTY VA  
ECONOMIC DEVELOPMENT

Source: Niche.com 2024 Best Counties in Virginia Rankings



966 Followers



351 Followers

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  
Pete's 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](http://WWW.ROANOKECOUNTYVA.GOV/ECONDEV)  
540-772-2069 | ECONDEV@ROANOKECOUNTYVA.GOV



**WHERE MOUNTAINS MEET ADVENTURE**  
[WWW.ROANOKECOUNTYVA.GOV](http://WWW.ROANOKECOUNTYVA.GOV) | 540-772-2069



**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 Quest, 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, 38 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!



# COMMUNITY ENGAGEMENT



# THANK YOU PARTNERS!



VIRGINIA  
WESTERN



# MEET OUR TEAM!



**Megan Baker**



**Lindsay Webb**



**Alexander Jones**



**Nellie Philpott**

## **Megan Baker, CEcD**

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