



MAKE YOUR MOVE





ROANOKE REGION OF VIRGINIA, USA



**BICYCLE
FRIENDLY**

**TOP 24
MOUNTAIN
TOWN**
-Outside Magazine

25
colleges &
universities

4 SEASONS
average temperatures of
75 degrees in summer and
34 degrees in winter

331,319
regional
population

12% BELOW
cost of living,
U.S. average



BIG-CITY AMENITIES, SMALL-TOWN VIBE

As a place to live or make a living, the Roanoke Region of Virginia is recognized as one of the best. Its East Coast location provides excellent market access for business and a pleasant climate for residents. Roanoke is the largest metro in the western half of Virginia with a population of 331,219 spread across 2,322 square miles, yet nothing in the region is far away thanks to an exceptional system of roadways and greenways.

Nestled in the foothills of the beautiful Blue Ridge Mountains, the region is your gateway to the finest outdoor recreation available on the East Coast. Simply walk out your backdoor to find adventure where world-class singletrack and road cycling, hiking, paddling, fishing, and more await. From cycling the picturesque Blue Ridge Parkway, to backpacking on the Appalachian Trail, the Roanoke Region's robust natural assets draw outdoor enthusiasts to live, work, and play.





MOUNTAINS MEET METRO

The Roanoke Region of Virginia is that unique combination of a full-service metro with an active outdoor culture. Surrounded by the beautiful Blue Ridge Mountains, the region is your gateway to balanced livability.

We dare you to conquer 1,000 miles of hiking and biking trails, Virginia's second largest lake, the state's two largest rivers, 25 rivers and creeks, 30+ miles of urban trails, world class single-track, and destination-worthy fishing. Two of the country's finest outdoor assets, the Blue Ridge Parkway and Appalachian Trail, run through the heart of the region. And all of it is right outside your door.

HOME TO

Blue Ridge Parkway: the historic 469-mile National Park

Appalachian Trail: the 2,180-mile trail spanning Georgia to Maine

Carvins Cove: the 2nd largest municipal park in U.S.

Smith Mountain Lake: the 2nd largest lake in Virginia





ARTS, MUSIC, & MORE...

If the arts are your thing, you've found your place. The Roanoke Region is a hub for visual and performing arts. Visit the world-famous Taubman Museum of Art, or walk a few blocks to the Virginia Museum of Transportation or Center in the Square, home to five museums and the Mill Mountain Theatre. Brush up on your history at the Salem Museum and Historical Society or enjoy a live performance by the Roanoke Symphony, Opera Roanoke, Roanoke Ballet, or one of the 20+ live music venues around town.

Vibrant art abounds 'round these parts. Stroll through one of the trendy galleries or strike a pose with public murals you'll encounter throughout our downtowns, greenways, and public spaces.



FESTIVALS & EVENTS

Over 100 festivals & events celebrating everything from the outdoors and art to music and beer!

ARTS & CULTURE

Western Virginia's cultural mecca — museums of art, history, science, transportation, and even pinball — plus, art galleries, theater, symphony, and ballet.



SMALL TOWN, BIG EATS

The Roanoke Region is a foodie's dream. Fine dining, farm-to-table, international fare, greasy spoons—we've got it all. If you're into tasty trends, experience one of the several local restaurants committed to creative, sustainable menus based on the season and the freshest ingredients. Cruise Williamson Road for a Bahn-mi sub, Cuban fare, or a killer taco. Satisfy that burger craving with a visit to Richee Freeze or the iconic Texas Tavern.

And the craft doesn't stop at the plate. Treat your palate to a craft cocktail (or mocktail) from one of the many local bars or speakeasys. Or head to the award-winning Olde Salem or Parkways breweries for a post-work beer or two. With nearly 30 breweries, distilleries, and wineries, you can't go wrong.



FOODIE FACTS

Year-round farmer's markets can be found in Botetourt, Roanoke, Salem, and Vinton.

Several local restaurants have been featured in *Garden & Gun*, *CNN*, *Food Network*, *USA Today*, *Southern Living*, *Esquire Magazine*, *Cooking with Paula Deen*, and *The Tonight Show*.



THE ROAR OF THE CROWD

Sports fan can rejoice in the myriad of athletic offerings and teams year-round. The region is home to the Roanoke Railyard Dogs hockey team and the Salem Red Sox baseball team, the Single-A affiliate of the Boston Red Sox. Enjoy the college game? Head to Salem to watch the Roanoke College Maroons compete. And don't miss your chance to cheer on the Division I Virginia Tech Hokies in Lane Stadium and Cassel Coliseum.

It's not called Virginia's Championship City for nothing. Salem, VA, has an impressive track record of attracting major athletic tournaments including the Stagg Bowl, the ODAC basketball tournament, and even the USA Olympic softball team.



GET IN THE GAME

From kickball and volleyball to tennis and pickleball, our local club teams and parks and rec organizations offer a variety of adult athletic leagues. Visit the resource page to get off the bench and in the game.



SAME DOLLAR, ONLY WORTH MORE

COST OF LIVING INDEX Nationwide

REGION	INDEX
New York City	255
Washington DC/Arlington, VA	146
National Average	100
Charlotte, NC	94.8
Richmond, VA	96.5
Chattanooga, TN	92.2
Roanoke Region	87.9

COST OF LIVING INDEX Virginia

MARKET	INDEX
Washington DC/Arlington	146
Virginia Average	97.4
Richmond	96.5
Winchester	95.5
Blacksburg-Christiansburg	94.7
Roanoke Region	87.9

Source: coli.org, 2021-Annual Average

Unlike most mountain towns, it does not cost more to live in Roanoke; in fact, it costs less.

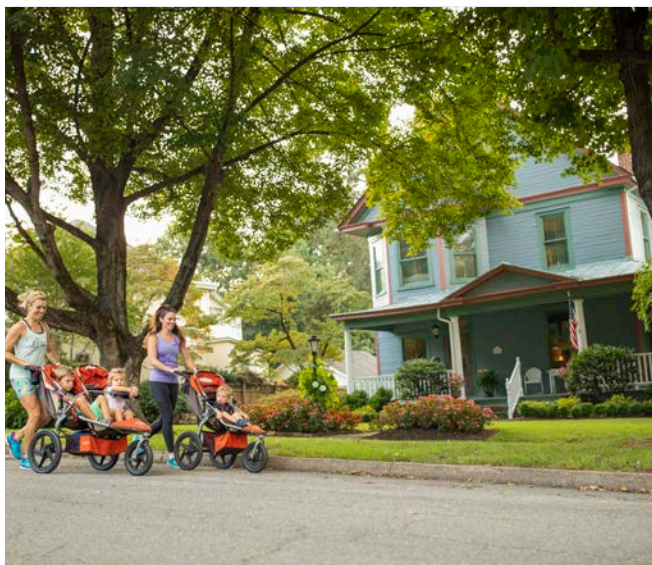
Roanoke has the lowest cost of living for any metro area in Virginia. The Roanoke metro area has the entertainment, housing variety, shopping, and services of a metro area all at a very low cost. Every dollar will go much further in Roanoke whether it be for housing, groceries, utilities, transportation, health care or miscellaneous expenses. Living costs, on average, are 12 percent lower in Roanoke than the nation overall.

Roanoke leaves other metros on the East Coast in the dust when comparing the bottom line. Don't take our word for it; Penny Hoarder listed Roanoke in the *25 Cities that Millennials Can Afford and Actually Want to Live in*.



EASY LIVING

Whether you dream of a great expanse of land, a modern downtown apartment, an old home, a suburban palace, lakefront living, or a cabin in the woods, it can become a reality in the Roanoke Region. Surrounded by the beautiful Blue Ridge and Allegheny mountains, homes are not only first-class but affordable, too. With competitively low housing prices on top of a low cost of living, it's no wonder why the Roanoke Region has been nationally recognized as one of the best places in the United States to live. The median home price in the Roanoke MSA is \$289,950, compared to the U.S. median price of \$374,900. (Source: Federal Reserve Bank, 2021)



FAST FACTS

Top 24 Mountain Towns in the U.S.,
Outside Magazine

25 Cities that Millennials Can Afford and
Actually Want to Live In, *Penny Hoarder*

More All-America City Awards than Any
Other U.S. City, *National Civic League*



BIKE-FRIENDLY COMMUNITY



Our mountains, trails, and rivers are more than wallpaper; they're part of our DNA. We're the first IMBA Silver-Level Ride Center on the East Coast, and the USA Olympic cycling team, Team Twenty24, recently made the Roanoke Region its home for training.

The region has invested \$45 million in paved and natural-surface trails, resulting in 150 miles of recreation and alternate-transportation options for residents and visitors. And the Roanoke Valley Greenway network is one of our most popular amenities with 25 more miles anticipated to be built in the next 10 years.



**ROANOKE
OUTSIDE**

Visit RoanokeOutside.com to learn more about the region's outdoor opportunities.



FIND YOUR NETWORK

The Roanoke Region is the place to make connections. New to the workforce or new to a workplace, there are active professionals making the region a great place to live, work, and play. Remote workers have access to co-working spaces, networking groups, and alumni associations to help them find their people. For continuing education and career advancement, there are 25 colleges within an hour's drive, including Virginia Tech, the state's largest research institute.

From pop-up socials at the newest hotspots and weekly pub runs to the annual Experience professionals' conference, it's only a matter of time until you find your network.

Get a head start on networking today by joining the "Roanoke Regional Professionals Network (RRPN)" on LinkedIn.



GET2KNOW
NOKE
ROANOKE REGION OF VA

Visit [Get2KnowNoke.com](https://get2knownoke.com) to jumpstart your professional networking.

RESOURCES

What you've read so far is just the tip of the iceberg when it comes to living and working in the Roanoke Region. Here are a few more tidbits of information that we hope you find useful.

TOURISM: There's no better way to get to know a community than by planning a visit. Visit Virginia's Blue Ridge is the region's tourism organization, and its website is chock full of ideas to make you feel right at home. Visit www.visitroanokeva.com to plan your trip. Visit <https://www.visitalleghanyhighlands.com/> for a curated trip to the Alleghany Highlands.

FESTIVALS: The Roanoke Region is known for its festivals and world-class events. A few highlights include Olde Salem Days, Local Colors, Blue Ridge Marathon, Ironman 70.3, Jackson River Scenic Trail Marathon, Kite Festival, St. Patrick Day, Dickens of a Christmas, and the GO Outside Festival.

OUTDOOR RECREATION: In case you missed it, we're big on the outdoors around here, and the Roanoke Outside Foundation is your resource for trails to hike, groups to join, rivers to float, and more. Check it out at www.roanokeoutside.com, and be sure to sign up for their GET OUTSIDE e-newsletter.

SCHOOLS: There are seven public school systems and a dozen private schools within the Roanoke Region, as well as 25 colleges and universities within an hour's drive. Visit www.roanoke.org/livability/education to learn more.

CO-WORKING SPACE: Remote working doesn't have to be so... well, remote. The region has many co-working spaces available to keep you connected to the professional community while earning a paycheck from afar. Visit <https://roanoke.org/co-working-spaces/> for a list.

YOUTH SPORTS, ADULT SPORTS, AND PARKS & RECREATION DEPARTMENTS: From the traditional sports like soccer, baseball, basketball, golf, and tennis to the less traditional hockey, mountain biking and rock climbing teams, check out www.roanoke.org/livability/things-to-do/sports-recreation.

RESTAURANTS: The diversity of our community is reflected in our restaurants. From taco and ramen trucks to sports bars or farm-to-table, there aren't enough days in the year to sample the outstanding tastes of our region. Visit www.visitroanokeva.com/restaurants to get started.

HEALTHCARE: The Roanoke Region is the medical center of western Virginia and offers state-of-the-art cardiac and cancer diagnosis and care, as well as a Level I Trauma Center and more. The region is served by Carilion Clinic, HCA Lewis Gale, LewisGale Hospital Alleghany, and the Veterans Administration facility. In addition, there is the Virginia Tech Carilion School of Medicine, Radford School of Nursing, and the Fralin Biomedical Research Institute.

LIVE MUSIC: The music scene in the Roanoke Valley in Virginia's Blue Ridge is a mix of sounds and styles that continues to grow. With a great collection of local artists, unique venues full of character, and exciting festivals and events, Virginia's Blue Ridge is earning its spot on the map for live music. Check out the live music calendar at www.visitroanokeva.com/things-to-do/arts-and-culture/music.

TRANSPORTATION: The Roanoke-Blacksburg Regional Airport (ROA) offers nonstop service to eight major cities. Amtrak offers daily service to Amtrak's Northeast Regional Route making it easy to reach Washington DC, Baltimore, Philadelphia, New York, and Boston; Amtrak's Cardinal Line connects Clifton Forge to Chicago. Valley Metro is the public transportation provider for the valley. And Ride Solutions provides alternative transportation options to citizens including ridesharing, carpooling, and biking programs.



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