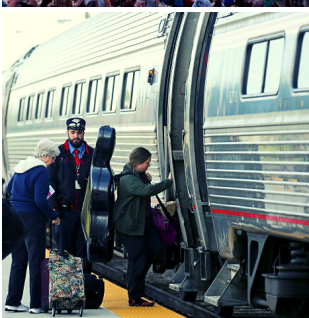
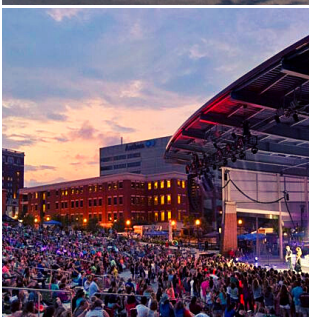
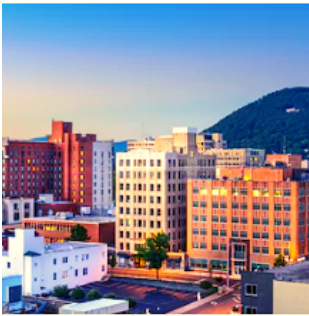




Resilient Economy

In 2040, Roanoke's economy will continue its sustainable growth through the recruitment of diverse industries, revitalization of underperforming commercial spaces, support for small and local businesses, and its continued partnerships with strong regional and national players. Our economy will be one that builds on a strong collaboration between private businesses, non-profits, local government, and educational partners in order to develop a strong, skilled workforce across all ages, skill levels, and backgrounds that meets current and future employment needs and provides for good paying jobs. These critical stakeholders will value, support, and celebrate each other's successes.



Promote Broad Diversity in Economy

Roanoke recognizes that having a wide range of industries creates a more stable and resilient economy. Policies for creating a more diverse economy focus on being proactive in market research, capitalizing on local assets, and supporting local industries.

Establish Stronger Economic Ties to our Regional Partners

Roanoke recognizes that local business is part of a larger economy connected to regional partners. Policies for establishing stronger regional economic ties focus on leveraging nearby higher education institutions, working with local tourism agencies, and creating relationships with various public and private partners.

Conversion of Underperforming Commercial and Industrial Areas

Roanoke recognizes that it is limited in land that can be newly developed, but rich in properties that have the potential to be redeveloped. Policies for conversion of underperforming areas focus on identifying viable opportunities, providing incentives, and connecting buyers to sellers.

Local Business Development

Roanoke recognizes the importance of providing resources to help create and expand local business. Policies for local business development focus on increasing outreach for current resources and providing for new business support services.

Align Economic Development with Workforce Development Systems

Roanoke recognizes the need for a strong, skilled workforce in the current economic environment. Policies for workforce development focus on outreach, talent connection, and training.

Support Local Community Development

Roanoke recognizes the benefits of supporting local businesses and partners that invest in the community. Policies for supporting local community development focus on celebrating partners that support local development initiatives, encouraging community support programs, and providing education about these programs.