

Vision Statement

The Roanoke Valley-Alleghany Region will be recognized for its outstanding outdoor amenities, quality of life, and higher wage employment opportunities. The region will grow and prosper while preserving its natural beauty and resources. Businesses and individuals of all ages will be attracted to the region because of its accessibility, affordability, commitment to lifelong learning, vibrant arts and culture, diversity, and hospitality.

Goals

1. Encourage regional economic vitality through an increasingly diverse base of businesses including entrepreneurial startups and large employers.
 - 1.1 Recruit businesses and industries in high-wage industry clusters.
 - 1.2 Promote small and entrepreneurial businesses.
 - 1.3 Retain and expand existing businesses in the region.
2. Develop and maintain a skilled workforce ready to meet the challenges presented by the creative economy.
 - 2.1 Improve literacy and graduation rates.
 - 2.2 Promote cooperation between local higher education institutions and local public school districts to improve K-12 educational quality.
 - 2.3 Promote career and technical education to address the growing needs of business.
 - 2.4 Promote affordable lifelong education.
 - 2.5 Pursue the development of additional specialized training, educational programs as appropriate to further develop higher wage industry clusters.
 - 2.6 Actively attract and retain young professionals to work in the region.
3. Ensure the region has adequate infrastructure in place to facilitate the growth of higher-wage industry clusters and to ensure connectivity with regions nationally and globally.
 - 3.1 Pursue development of appropriate commercial, industrial, and research-oriented parks and centers to facilitate growth of appropriate industry clusters.
 - 3.2 Expand information technology infrastructure and telecommunications systems.
 - 3.3 Pursue the maintenance and expansion of traditional infrastructure including water, sewer, natural gas lines, and transportation infrastructure in areas where such investments will improve economic development potential.

- 3.4 Promote innovative transit programs and expansion of existing transit services in the region where such investments will improve economic development potential.
 - 3.5 Pursue development and/or improvement of ‘quality of life infrastructure’ including, for instance, arts and cultural amenities, outdoor amenities, and other related improvements.
4. Project a positive identity for the Roanoke Valley – Alleghany Region.
 - 4.1 Pursue regional marketing initiatives to promote the region to select markets including site selection professionals and individuals.
 - 4.2 Engage the public and media to inform and educate residents on the economic development initiatives being pursued in the region.
 - 4.3 Seek to improve intergovernmental cooperation and collaboration as well as cooperation and collaboration between government and the private sector and other important stakeholders to enhance regional economic development.
5. Seek to maintain and promote the region’s natural beauty as well as its cultural amenities, and seek growth sustainable growth opportunities.
 - 5.1 Invest in appropriate natural and outdoor amenities to simultaneously preserve open space and outdoor quality while further promoting the region as a destination for outdoor activities.
 - 5.2 Promote existing outdoor amenities (greenway networks, hiking trails, lakes, State and National Park lands, and the National Forest) to residents and external markets.
 - 5.3 Promote the region’s arts and cultural amenities.
 - 5.4 Take necessary steps to ensure ongoing improvement and/or maintenance of healthy air and water quantity and quality.
6. Seek to reuse existing underutilized commercial and industrial properties and target them for redevelopment.
 - 6.1 Direct investment to unused or underused properties and reduce the need for Greenfield development.
 - 6.2 Invest in infrastructure to increase the intensity of use in already developed areas.
 - 6.3 Pursue revitalization of blighted areas.
 - 6.4 Pursue redevelopment of Brownfields and Greyfields where appropriate and feasible.

7. Seek to ensure that the region offers a strong and diverse mix of housing opportunities.
 - 7.1 Pursue the rehabilitation and preservation of existing housing stock.
 - 7.2 Expand housing opportunities for all income levels.
 - 7.3 Encourage the development of quality, affordable housing for workers entering the job market.
 - 7.4 Encourage the development of housing for the elderly.
 - 7.5 Encourage the development of market-rate housing.
 - 7.6 Encourage the development of a second-home housing market.