



## *Governor McAuliffe Announces Wholesome Harvest Baking to Invest More Than \$22 Million in City of Roanoke Operation*

*~The Virginia Jobs Investment Program will support the retraining of 324 employees on new machinery~*

Governor Terry McAuliffe recently announced that Wholesome Harvest Baking, a subsidiary of Grupo Bimbo, one of the world's largest bakery companies, will invest \$22.1 million to upgrade equipment and add a production line for artisan bread in its City of Roanoke operation. In addition, 324 existing employees will be retrained to operate the new machinery with support from the Virginia Jobs Investment Program (VJIP).

"Wholesome Harvest Baking's products are consumed around the globe, and we are proud that this industry giant continues to invest in the Commonwealth," said Governor McAuliffe. "This expansion strengthens the company's future in the City of Roanoke and allows it to continue to benefit from the region's infrastructure, assets, and strategic location. Staying competitive in a global market demands businesses' constant evaluation of new technologies and requires a workforce with skills of the 21st century. The Virginia Jobs Investment Program helps ensure that our labor pool is readily recruitable, trained, and highly productive, which remains a key focus as we continue to diversify and build the new Virginia economy."

"Wholesome Harvest Baking continues to be a strong employer in the City of Roanoke, and the decision to retrain more than 300 existing employees on new equipment is a great testament to the company's commitment to the Roanoke Valley and the Commonwealth," said Secretary of Commerce and Trade Todd Haymore. "Commercial bakeries are one of the largest sectors in the Commonwealth's vibrant food processing industry, which employs more than 35,000 people. We thank the company for this major investment and look forward to its continued success in Virginia."

With more than 100 years of experience in the bread business, Wholesome Harvest Baking has a proven track record of success and brought its expertise to the United States in 1996. In 2014, Mexican baking company Grupo Bimbo acquired this frozen bakery business and established the new Wholesome Harvest Baking LLC. Grupo Bimbo is the largest bakery corporation in the world, currently operating in 22 countries across four continents.

"We value our people who work in the Roanoke community and believe that a successful company is built on the talents of our many associates," said Dan Curtin, President, Wholesome Harvest Baking. "We are proud to partner with the VJIP to provide our associates with quality training and are committed to fostering the personal and professional growth of our associates to provide our customers with exceptional products."



### IN THIS ISSUE

- 1/WHOLESOME HARVEST INVESTS IN ROANOKE OPERATION
- 2/WHOLESOME HARVEST (CONT) & NEW VIRGINIA ECONOMY
- 3/BLUE COW ICE CREAM CO. OPENS
- 4/VIRGINIA'S BLUE RIDGE & FEATURED BIZLINK
- 5/RIDE SOLUTIONS UPDATE
- 6/COLAB NEWS
- 7/RAMP ANNOUNCES FIRST COHORT
- 8/RAMP (CONT) & ROA BLACKSBURG REGIONAL AIRPORT REPORT
- 9-11/TRAINING & EVENTS
- 12-14/DEVELOPMENT OPPORTUNITIES

## *Wholesome Harvest Baking to Invest More Than \$22 Million in City of Roanoke - continued from Page One*



The Virginia Economic Development Partnership will support Wholesome Harvest's job retraining through its Virginia Jobs Investment Program (VJIP). VJIP provides consultative services and funding to companies creating new jobs or experiencing technological change to support employee training activities. As a business incentive supporting economic development, VJIP reduces the human resource costs of new and expanding companies. VJIP is state-funded, demonstrating Virginia's commitment to enhancing job opportunities for its citizens.

"For nearly 20 years, Wholesome Harvest Baking has provided gainful employment to hundreds of residents of the Roanoke Valley, and also been a strong supporter of infrastructure development within the Roanoke Centre for Industry and Technology, including the installation of sidewalks and initiation of bus service to the park," said Sherman P. Lea, Sr., Mayor, City of Roanoke. "I am delighted to see Wholesome Harvest's further commitment to the community by announcing this expansion. The City of Roanoke looks forward to continuing our partnerships with Wholesome Harvest for many years to come."

"Wholesome Harvest Baking has served the City of Roanoke year after year by operationalizing its values and continually looking for ways to grow its employees," said Delegate Sam Rasoul. "The retraining of current employees will ensure that our workforce is growing and developing new skills to meet the needs of our employers. We are privileged to have a company investing in the future of Roanoke, and hope to be able to continue to support each other."

Wholesome Harvest Baking, a wholly-owned subsidiary of Grupo Bimbo since 2014, is a leading producer of quality frozen and par-baked products for retail operators and in-store bakeries. Providing customers with custom solutions for private label initiatives and delicious packaged baked goods, Wholesome Harvest Baking delivers nutritious and delicious products. In business for more than 100 years, the Company operates seven bakeries in North America and employs approximately 1,400 associates in the United States and Canada. For more information, please visit [www.wholesomeharvestbaking.com](http://www.wholesomeharvestbaking.com).

## *Roanoke's Mike Hamlar Focuses on the Future through The New Virginia Economy*

The New Virginia Economy with Mike Hamlar was created to highlight career development and job skills that will be critical for the future of our workforce; and to provide business resources to entrepreneurs, business owners, leaders and management of small businesses in the Commonwealth of Virginia. Each segment showcased resources such as the Small Business Administration (SBA), eVA (Electronic Procurement of Virginia), Small Business Development Center (SBDC) and Supplier and Diversity Center (SBSD) for the Commonwealth. The goal was to educate our existing and potential business owners so that they can begin taking advantage of the resources that are available. With the right information and motivation, they can continue to thrive, thus making even greater impacts on our local and state economies.



*Mike Hamlar*

The New Virginia Economy with Mike Hamlar just finished Season One. The show aired weekly on WSLs10 during the NBC Nightly News with Lester Holt. Season Two is scheduled to begin in July. Mike and his guests will continue to talk about workforce development and economy security. In the meantime, check out our podcast on iTunes; and follow us on Facebook ([newvaeconomy](https://www.facebook.com/newvaeconomy)), Twitter and Instagram (@MikeHamlar). Please feel free to email us at [info@newvirginiiaeconomy.com](mailto:info@newvirginiiaeconomy.com) or call our office at 540-585-1670.

The economic landscape is quickly changing, so Virginians have to be prepared to move forward and capitalize on future opportunities. By remaining focused, encouraged and engaged, together we can progressively build and influence the New Virginia Economy.

### Blue Cow Ice Cream Co. Opens in Former HITS Location



*Blue Cow Ice Cream Co. owners Jason and Carolyn Kiser (right) cut ribbon at recent opening with Blue Cow Ice Cream Co. manager, Ann Melchionna (left).*

Residents of the Roanoke Valley are invited to check out some new flavors in town!

Blue Cow Ice Cream Co. recently opened at 1115 Piedmont Street in Roanoke along the Roanoke River Greenway, adjacent to the Walnut Street Bridge.

Blue Cow Ice Cream Co. handcrafts its ice cream on site in small batches. Flavors will be introduced regularly and with seasonality of ingredients. The flavor list will include classics in addition to unique flavor combinations as well as some “greatest HITS,” flavor recipes passed down from the previous owners of HITS that occupied the same space for the past six years prior to their recent retirement last fall.

The new owners, Jason and Carolyn Kiser, have spent the last six months renovating the space and developing and perfecting new recipes and popular flavors. “Many of our flavors are inspired by Roanoke’s growing and eclectic food scene, and we love to explore new flavor ideas, said Jason. And the ice cream is of the highest quality – that’s extremely important to us. We make all the ice cream by hand in small batches, and we’re all about using great ingredients, buying local as much as possible to help support a strong and vibrant local economy.”

“While we love food and certainly love ice cream, we are hoping to create a business the community will love to support and that in turn, supports it right back. Our location is situated near two of Roanoke’s greatest assets – the greenway and Mill Mountain and we look forward to scooping for residents and visitors alike,” added Carolyn.

Blue Cow Ice Cream Co. employs a team of seven people to create and scoop the flavors. It will operate year round, seven days a week. The summer hours will be 11 am – 9 pm Sunday – Thursday, and 11 am – 10 pm on Friday and Saturday.



## VISIT VIRGINIA'S BLUE RIDGE HOLDS CUSTOMER SERVICE AND HOSPITALITY WORKSHOP

Visit Virginia's Blue Ridge is excited to offer a Customer Service and Hospitality Workshop in June. This workshop is geared specifically for the travel and tourism industry. Visit Virginia's Blue Ridge in partnership with Virginia Western Community College have developed hospitality training core curriculum. Several resources will be provided including Visitor's Guides, maps, Visitor Information Booklets and more. The cost to attend is \$49/per person.



Thursday, June 22, 2017  
8am-Noon (registration begins at 7:45am)  
Virginia Western Community College  
Natural Science Center-Room N101  
3102 Colonial Avenue, SW  
Roanoke, VA 24015

### Featured BizLink

Roanoke Arts Commission Celebrates 10 Years of Public Art  
<https://www.roanokeva.gov/769/Roanoke-Arts-Commission>

The City's Public Art Plan was adopted in 2006 and the first piece to be commissioned under the new Percent for Art Ordinance was installed in 2008.

During the 2017-2018 fiscal year the Arts Commission will celebrate by highlighting a different work each month beginning this month. The city will host live videos from different public art pieces and hold contests throughout the month on Facebook and Instagram to generate interest in the city's art. Citizens are encouraged to visit art around the city and post photos to social media using #ArtInRoanoke.

Check the Art in Roanoke Facebook Page and City of Roanoke Instagram page regularly for art and contest announcements and to win fabulous prizes!





## RIDE SOLUTIONS BRINGS BIKESHARE TO THE ROANOKE VALLEY

Bikesharing has come to the Roanoke Valley!

Through bikesharing, riders can easily access bikes at one of a number of stations in the valley, check out a bike by using their smartphone, and ride it for shopping, commuting, recreation, social visits, and more.

Bikes can be returned to the same or a different station, often times free of charge. With 50 bikes at 10 stations active in Phase One, the new system will provide transportation and recreation options to help connect valley residents to their neighborhoods, greenways, employment, and more.

To get started, riders will download the Zagster app to their smartphone or may do so by visiting [Zagster.com/ridesolutions](http://Zagster.com/ridesolutions). Select from an hourly rental plan or an annual membership rate with unlimited, 1 hour, station to station rides. Once you've selected your plan, you'll simply walk up to a bikeshare station, type in the number of the bike you wish to check out, and you'll be given an unlock code. The bike is yours until you return it to a station!

Rates will be \$3 an hour for hourly rentals, or \$40 a year for annual membership. For Phase One of the program, stations will be located in downtown Roanoke and surrounding neighborhoods, including stations with easy greenway access in Wasena, at Fallon Park, and Carilion Roanoke Memorial Hospital.

RIDE Solution and Zagster have already started work on Phase 2, for which they hope to double the system size by the fall.

For more information visit [ridesolutions.org/bikeshare](http://ridesolutions.org/bikeshare) or [Zagster.com/ridesolutions](http://Zagster.com/ridesolutions).



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## Seeking Inclusivity In Entrepreneurship

On May 25th, the CoLab co-hosted a Conversation on Inclusive Entrepreneurship with the Virginia Tech Office of Economic Development. We had good turnout and a vibrant conversation on some of the challenges faced by people, especially those who are not traditional entrepreneurs, looking to start a business in Roanoke.

Now, let's be clear. There are a number of great resources available to small businesses in the area already. CoLab, RAMP, RBTC, the SBDC, the Advancement Foundation and a number of other folks are engaged in promoting entrepreneurship and small business across the region. Additionally, the City of Roanoke, and other municipalities, have been important players in this conversation as well. So, while there is no doubt that we are vastly better than even a few years ago, we still need to be looking forward. We should to be asking how we can be the best place for entrepreneurs and small businesses in Virginia and beyond!

So, as a starting point for our conversation the other day, two representatives from the Virginia Tech Office of Economic Development shared some of their data from a Kauffman Foundation study they have done on entrepreneurship in the region. As a starting point, they shared that the data suggests we have lower levels of entrepreneurship than comparably composed areas and that we have fewer young businesses than many of these areas.

This is crucial data for us to have. We know that a large percentage of the population is employed by small and new businesses. In many ways, it is these small companies that are the foundation of our community and are required for this to remain a thriving place. A community that is not creating new businesses is a community in trouble.

We also dug into how not everyone in our region has the same access to resources when it comes starting a small business. For example, minorities and women often face unseen barriers that complicate the process. Likewise, members of the surrounding rural communities can face a number of different challenges. Further, there are many types of businesses that struggle to find the resources they need to thrive just because of the market or niche they want to fill.

So, the question then becomes, what can we do to create community that supports all kinds of business owners and businesses?

During our discussion, we were asked to "imagine that the Roanoke region is among the most diverse, inclusive, and equitable communities for people to start and grow a business." Then we were asked what would that look like and how can we construct such an outcome. This led to some really interesting conversations.

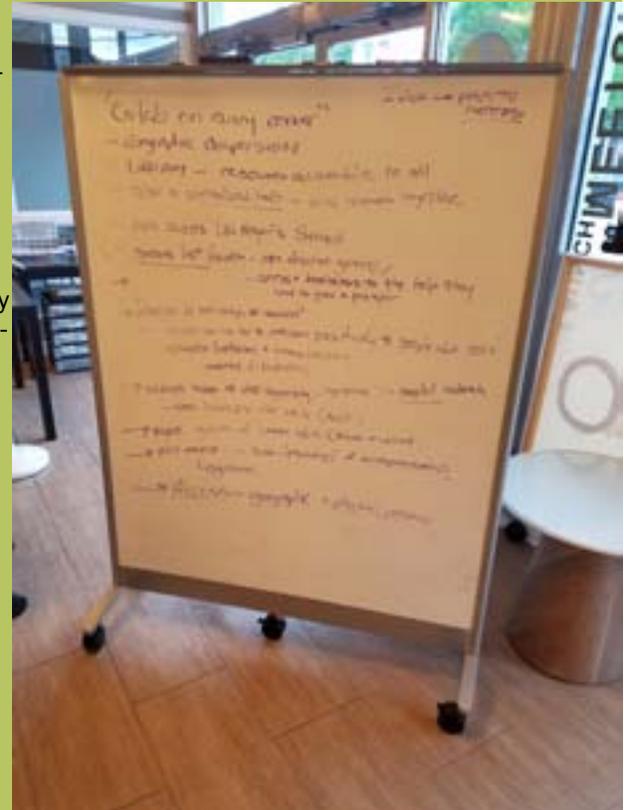
In the end, we feel like we have a slightly better understanding of some of the roadblocks that exist and some of the ways forward. One of the most common refrain was the geographic divisions that we already know are at play in our region. But, there are parts of the region that just are not particularly close to any of the existing resources and, thus, struggle to utilize them.

Further, it was just clear that while some populations are very aware of the resources available, others do not know what is available to them. Ensuring that there is better awareness seems to be a crucial component of moving forward.

These are, of course, just two of the hurdles that we touched on the other evening. There are so many other roadblocks that need to be identified.

That's why it is so important that this conversation is just the beginning in our region. We plan to continue to engage with these questions and seek out other groups to hear from. It is important that we, as a community, start trying to answer these important questions.

For more information, please reach out us at [info@colabroanoke.com](mailto:info@colabroanoke.com) and (540) 524-2702.





Six high-potential startups have been selected to serve in the inaugural cohort at RAMP (Regional Acceleration and Mentoring Program), a business accelerator program in downtown Roanoke. The six companies were chosen for their ability to expand and create jobs within the STEM-H field. The program launched June 1, 2017, in the renovated former Gill Memorial Building in downtown Roanoke.

The inaugural cohort is comprised of the following:

Acomhal Research Inc., a biotech spinout from the Virginia Tech Carilion Research Institute (VTCRI), working on an innovative therapeutic drug to target chemoresistant cancer cells and prevent tumor recurrence in glioblastoma. Acomhal Research Inc. is led by Dr. Samy Lamouille and Dr. Robert Gourdie.

Altede, developing easy and affordable tests for gluten and other allergens in food. Altede is led by Ed Champion, Dr. Anna Champion, and Briana Petruzzi.

Autonomous Flight Technologies, Inc. (AFT), licensed and credentialed to use drones for businesses developing new ways to replace older, slower, and costlier methods. AFT is led by Josh May.

DESA, developing screening assessments to more effectively support the diagnosis and monitoring of health issues such as dementia, depression, concussion, PTSD, anxiety, pre- and post-surgery instructions, among others. DESA is led by Jonathan Briganti, Brian Elliot, and Dr. Anne Brown.

Flex Metrics by SoftSolutions, providing real-time production visibility technology for print, packaging, and manufacturing industries for almost 20 years. Flex Metrics is led by Jay Foster.

Volatia, a full-service language service company, providing on-site, over the telephone, and remote video interpretation and translation services in more than 280 languages. Volatia is led by Baraka Kosongo, recently recognized with the Regional Entrepreneur award at RBTC's TechNite.

The businesses in the cohort will benefit from structured mentorships between entrepreneurs and experienced individuals in their field, gain access to funding that will get them beyond early stage, and receive business education specifically targeted to scaling technology-based start-ups.

## RBTC Announcement of First Cohorts for RAMP - *continued from Page 7*

“There is so much to celebrate with our first cohort. The companies represent a diverse set of industries and are in various stages of their business development, said RAMP director Mary Miller. This program is designed to provide the tools and support to move the needle for each one, and I expect to see just that. I couldn’t be more pleased to just have a small part in all of this.”

Achomal Research Inc., Altede, AFT, DESA, and Volatia will all co-locate on the third floor where they will have access to a 1Gig fiber network made available through a generous partnership with Cox Business. Additionally, the space, furniture, and utilities are provided to these companies free of charge. Flex Metrics by SoftSolutions, in addition to participating in the inaugural cohort, will be the Gill Memorial Building’s anchor tenant and will be located on the first floor.

Support for RAMP comes from a broad public/private partnership that draws on leaders in higher education, government, and the region’s growing technology community. RAMP founding partners include:

The City of Roanoke, which owns the building and won a \$600,000 state grant to renovate the former Gill building as an accelerator.

Virginia Western Community College, which will provide business education classes and faculty support. The Roanoke-Blacksburg Technology Council, which pays for the Director and will lead the accelerator’s mentorship and networking initiatives.

For more information, contact Robert McAden, President & CEO, Roanoke-Blacksburg Technology Council by phone at 540-443-9232 or by email [robert@rbtc.Tech](mailto:robert@rbtc.Tech).

## Roanoke-Blacksburg Regional Airport Partners with Allegiant Air and their new “Allegiant Honors” Program to Support U.S. Military & Veterans with Select Free Services

The Roanoke Regional Airport Commission recently announced it will partner with Allegiant Air on their new “Allegiant Honors” program.

Under the Allegiant Honors program, U.S. active duty military, retired military veterans, members of the National Guard, military reserve and their dependents are eligible for free services when they fly Allegiant. These include up to three pieces of checked baggage, one carry-on bag, one pet in cabin, courtesy boarding pass printing at the airport and free seat assignments, pending availability. In addition, active duty military may board flights with priority boarding at no charge, and will not be charged a change or cancelation fee due to a change in orders.

All optional items and services will be added to the itinerary at the airport – eligible individuals should reserve in person with valid military I.D. Those who have paid for items which qualify for a military waiver may visit the airport ticket counter for a refund of eligible fees.

A complete list of services, as well as eligibility and ID requirements, may be accessed at [Allegiant.com/military-discount](http://Allegiant.com/military-discount).

The Roanoke-Blacksburg Regional Airport is the primary airport for Virginia’s Blue Ridge. ROA serves over 600,000 passengers per year via four airlines with nonstop service to eight hub cities. To learn more, please visit [www.flyroa.com](http://www.flyroa.com).



## TRAINING & EVENTS

### Virginia Western to provide Leadership Bootcamps in downtown Roanoke

*Monthly workshop to impart essential soft skills to advance in manufacturing, IT, healthcare industries*

Virginia Western Community College will offer a comprehensive one-day Leadership Bootcamp monthly beginning in April at the RAMP business accelerator in downtown Roanoke. The eight-hour workshop will be held on the first Friday of each month, except for July, and will help individuals build important leadership skills such as team work, communication and soft skills, time management, emotional intelligence, the ability to build trust and generational divides.

“Business leaders around the Roanoke Region have indicated they want more opportunities for future leaders to build these type of skills, and this workshop will deliver,” said Milan Hayward, Vice President of Workforce Solutions at Virginia Western. “In our new classroom in the RAMP facility, individuals will gain essential soft skills they need to advance in an existing business or grow their own businesses as entrepreneurs.”

WHAT: Leadership Bootcamp

WHEN: 9 a.m.-5 p.m. on the first Friday of each month, except July.

WHERE: RAMP business accelerator, Gill Memorial Building, 709 S. Jefferson St., Roanoke, VA

COST: \$285 + \$99 in materials/books fees for assessments; class size limited to 20 students; registration required by the first of each month

SIGN UP: <http://www.viriniawestern.edu/ramp/index.php>

CONTACT: Samantha Steidle, Innovation Officer, at 540-857-6076 or [ssteidle@viriniawestern.edu](mailto:ssteidle@viriniawestern.edu).

As part of the workshop, participants will complete a team work cycle assessment to better understand the four phases and eight roles of a project cycle they prefer to work within. They will also complete a DISC assessment to discover and understand their behavioral style and how to become more effective in communicating and working with others.

With more than 12,000 students on the college’s main campus in Southwest Roanoke City, to our satellite locations at the Greenfield Education & Training Center in Daleville and the Franklin Center in Rocky Mount, Virginia Western Community College is committed to providing affordable, accessible, and quality educational opportunities and workforce training to meet individual, community, and global needs. To learn more, visit [www.viriniawestern.edu](http://www.viriniawestern.edu).



## TRAINING & EVENTS

Tuesday, June 20, 2017

8:30 - 10:30 a.m.

### MARKETING & SOCIAL MEDIA BASICS

This course describes the fundamentals of the most important aspect of any small business: marketing. At the end of this course, you will be able to create a marketing plan for your small business that encompasses a creative plan, a positioning plan, and a media marketing calendar--the essentials of any good marketing strategy. Topics covered by this course include: What is marketing? Creating personas, social media marketing, and tools for automation and ROI reporting. For questions, contact Christina Garnett at 540-983-0717. Pre-Registration is required by visiting:

<https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370021>

Speaker: Christina Garnett

Location: Roanoke Regional Small Business Development Center, Chamber of Commerce Building, 210 S. Jefferson St., Roanoke, VA

Fee: \$ 20.00

Thursday, June 22, 2017

9 - 11:30 a.m.

### IMARKETING WORKSHOP

Virginia Community Capital, the City of Roanoke Department of Economic Development and the Roanoke County Economic Development Department will host this hands-on, interactive workshop which takes place from 9 - 11:30 a.m. and explores ways to navigate and discover many of the newest and best apps available for marketing and advertising to capture new leads and increase sales. Topics covered include the development of a marketing plan, the do's and don't of advertising and social media, and ways to market products and your business through Facebook, Twitter, LinkedIn, Pinterest, YouTube and other social media channels. If you wish to participate in this workshop, you must register by visiting:

<http://www.vastartup.org/blog/events/roanoke-imarketing-workshop>.

Speaker: Sandy Ratliff, Virginia Community Capital

Location: Roanoke South County Library, 6303 Merriman Road, Roanoke, VA

Fee: No Fee Event

Tuesday, June 27, 2017

8:30 - 10:30 a.m.

### SEO AND GOOGLE ANALYTICS

This course will go over various topics relating to SEO, including: tools/plugins for onsite SEO, keyword strategy and an overview of how crawlers work and how you can tell them what pages you want them to review. Course also includes how review sites impact SEO, local SEO strategies, and how to complete a website audit. The importance of Google Analytics will be discussed and how it can improve your website and conversions. Contact Christina Garnett at 540-983-0717 for questions. Pre-Registration is required by visiting:

<https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370022>

Speaker: Christina Garnett

Location: Roanoke Regional Small Business Development Center, Chamber of Commerce Building, 210 S. Jefferson St., Roanoke, VA

Fee: \$ 20.00

## TRAINING & EVENTS

Celebrate Americana with Star City Motor Madness and STAR CITY SOCK HOP!

The Williamson Road Area Business Association "WRABA" has announced the notorious Star City Cruise night will be held Friday June 23, 2017 from 6 – 10 p.m. on Williamson Road! Star City Motor Madness Cruise night celebrates Americana through our automobile history. Remember the days of cruising Williamson Road? Well, Friday night is all about the history and more! This event is free to the public. Parking fee donations will be charged at Berglund Credit Line and Breckenridge School.

WRABA is also holding Star City Sock Hop following Star City Motor Madness this year. Star City Sock Hop will be held on Saturday evening, June 24, 2017 on the Preston Park tennis courts located in the 3100 block of Trinkle Avenue from 6:30 – 9 p.m. Dress in 50's costumes or come as you are to relive Roanoke City's sock hops of the 1950's & 60's!

Star City Sock Hop celebrates Americana and Williamson Road Sock Hop history featuring Disc Jockey Jim Skinner. Local brews, wines and cuisine prepared by Famous Anthony's will be available. Commemorative wine glasses will also be available for purchase. A Costume and Dance Contest with prizes and other great giveaways will take place, as well.

Tickets are \$10 each for the event and can be purchased at [www.wraba.org](http://www.wraba.org). You can also purchase tickets at the WRABA office located at 4804 Williamson Road. Call ahead at 540.362.3293 to insure someone is in the office before you make the trip. Tickets do not include beer, wine or food; these tickets will be sold separately at the event.

Hop rules are as follow:

- o Pets are prohibited
- o Outside food or drink prohibited
- o Backpacks or coolers are prohibited
- o BYO chairs/blankets
- o A valid ID for beer/wine purchases must be presented
- o A valid ID of ticket purchaser must be presented to pick tickets up at Will Call



*Star City*  
**SOCK HOP**

**SATURDAY JUNE 24 6:30-9PM**

**Preston Park Tennis Courts**  
3100 Trinkle Avenue NW, Roanoke, VA

**Food On Site • Local Beer & Wine**  
**Live DJ • Dancing**

*No outside food or drink • No pets*  
*BYO chair or blanket • Rain or Shine*

[www.wraba.org](http://www.wraba.org)

PRESENTED BY  
 Williamson Road Area Business Association

Let's celebrate the wonderful history that is a part of what makes Williamson Road great! See you there!

## Check it Out! City Owned Available Property

The City of Roanoke has a variety of properties, from existing buildings to buildable sites, that are presently available for acquisition. The purchase of City property must be approved by Council; this requires potential buyers to submit a proposal for the property. For more information on available properties and the proposal process, please visit the links below:

<http://www.bizroanoke.com/Start,-Locate,-Expand/Sites-and-Buildings/Available-Sites.aspx>

<http://www.bizroanoke.com/Start,-Locate,-Expand/Sites-and-Buildings/Available-Buildings.aspx>

Commercial Property for Sale  
\$299,000



Approximately 1.09 acres located on Blue Hills Drive are available for sale and commercial development. The parcel (Lot 6) is located at the entrance to The Roanoke Centre for Industry and Technology (RCIT), just off of Orange Avenue (north side of Route 460). This Roanoke City Tax Parcel #7160119 is zoned Commercial-General (conditional), is level and suitable for office or commercial use. Public utilities are available and the listing agent can provide information regarding the Blue Hills Concept Plan.

RCIT is one of Western Virginia's premiere industrial parks with approximately 2,500 employees. The 440-acre park was initially developed by the City of Roanoke in 1980, and was expanded in 1992. RCIT is adjacent to US Route 460 and offers quick access to Interstate 581 (approximately 3.4 miles), Interstate 81 (approximately 6.9 miles), less than 4 miles to the Norfolk Southern Bulk Transfer Terminal, and 8 miles to Roanoke-Blacksburg Regional Airport.

RCIT will be home to the new Deschutes Brewery, and currently houses Advance Auto Parts Distribution Center, AT&T, Creative Kids School, Eaton, Elizabeth Arden, FedEx Ground, Heritage Point/Roanoke Natural Foods Co-op, InfoSeal, Orvis, SEMCO, Virginia Utility Protective Services/VA811, and Wholesome Harvest Baking.

For more information, contact:  
Thomas S. Turner Property Listings  
Senior Associate Broker  
Hall Associates, Inc.  
112 Kirk Avenue, S.W.  
Roanoke, VA 24011

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today!



## Development Opportunity Property for Sale Located at 2903 Peters Creek Road, NW \$1,695,000



The City of Roanoke (owner) is accepting proposals for the purchase of three adjoining parcels located at 2903 Peters Creek Road, NW; Tax Map Numbers 6410104, 6410105 and 6410106. The combined acreage is approximately 11.8 acres, a portion of which is zoned Commercial Large Site (conditional) and the remaining portion is zoned Commercial General.

Conveniently located just minutes from Interstates I-581/220, and I-81, the site offers bi-directional access to Peters Creek Road, NW. Current traffic count is approximately 18,000 vehicles per day.

For complete property details please follow the link to the City of Roanoke's GIS system and use the Search/Query function by entering the following parcel ID Tax Numbers: 6410104, 6410105 and 6410106.

GIS link: <http://gisre.roanokeva.gov/>

### How to Propose:

Proposals for the property must contain the following elements and be accompanied by the required signature form available on the Economic Development website under Available Properties, Peters Creek Road.

Proposals for the property must contain the following elements:

- Identification of the property and any adjacent property involved in your development
- Concept plan of the intended development including use, location and size of any buildings, number of units and a timeline for the completion of the project
- Description of the qualifications and experience of the proposer/developer
- Business Plan and Financial Plan for the project
- Offer amount for the property

Proposals will be reviewed and evaluated for compatibility to the City of Roanoke's Comprehensive Plan and Neighborhood Plan. The proposer will be contacted after sufficient time for staff review.

Please submit your written proposal to:  
Rob Ledger, Manager, Department of Economic Development  
117 Church Avenue, SW Roanoke, VA 24011

Or submit by email to: [econdevl@roanokeva.gov](mailto:econdevl@roanokeva.gov)

For more information please contact the Department of Economic Development at 540-853-2715.

## Development Opportunity Roanoke Centre for Industry and Technology (RCIT) – Tract A



This site is located within the Roanoke Centre for Industry and Technology (RCIT) and consists of approximately 12 acres. The parcel is zoned Light Manufacturing (I-1) and includes certain covenants and restrictions. The Tax Map Number associated with this parcel is 7230103. The site is graded and ready for development.

The Roanoke Centre for Industry and Technology (RCIT) is one of Western Virginia's premiere industrial parks consisting of 440 acres. RCIT is adjacent to U.S. Route 460 and offers quick access to Interstate 581 (approximately 3.4 miles) and Interstate 81 (approximately 6.9 miles). RCIT is less than 4 miles from the Norfolk Southern Bulk Transfer Terminal and 8 miles from the Roanoke-Blacksburg Regional Airport.

Some of the major tenants calling RCIT home include: Advance Auto Parts, AT&T, Eaton, Elizabeth Arden, FedEx Ground, Orvis, Wholesome Harvest Baking and soon to be home of Deschutes Brewery.

For complete property details, please follow the link provided below to the City of Roanoke's GIS system and use the Search/Query function by entering the tax map number.

GIS link: <http://gisre.roanokeva.gov/>

Our GIS system also displays Program Incentives so please follow that link for a more comprehensive listing of potential incentives

### How to Propose:

Proposals for the property must contain the following elements and be accompanied by the required signature form available on the Economic Development website under Available Properties, Centre for Industry and Technology (RCIT) - Tract A.

Proposals for the property must contain the following elements:

- Identification of the property, and any adjacent properties, involved in your development.
- Concept plan outlining the intended development use, including: location and size of any buildings, number of units, and a timeline for the completion of the project.
- Description of the qualifications and experience of the proposer/developer.
- Business Plan and Financial Plan for the project.
- Proposed offer amount for the property.

Proposals will be reviewed and evaluated for compatibility to the City of Roanoke's Comprehensive Plan and Neighborhood Plan. The proposer will be contacted after sufficient time for staff review.

Please submit your written proposal including the attached form on the next page to:

Rob Ledger, Manager, Department of Economic Development

117 Church Avenue, SW

Roanoke, VA 24011

Or by email to: [econdevl@roanokeva.gov](mailto:econdevl@roanokeva.gov)

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