

ROANOKE CITY



Downtown Roanoke

Roanoke City, a historic gem in western Virginia, has transformed from a bustling Norfolk and Western Railway hub into a vibrant modern community. Its legacy is seen in landmarks like the Roanoke Star and lively cultural spots. Today, residents thrive amid diverse neighborhoods and a rich history that adds depth to their daily lives.

1884

ESTABLISHED

43

SQUARE MILES

97,847

RESIDENTS (2021 CENSUS)

\$30,379

PER CAPITA INCOME

89.3

COST OF LIVING INDEX

\$285,000

AVERAGE HOME PRICE

WHO SHOULD LIVE IN ROANOKE CITY?

URBAN ENTHUSIASTS

A vibrant downtown area offers a variety of restaurants, shops and entertainment options. It's perfect for those who thrive in a dynamic, city environment.

ART AND CULTURE AFICIONADOS

With attractions like the **Taubman Museum of Art**, the **Jefferson Center** and the **Roanoke Symphony Orchestra**, the area is ideal for those who appreciate arts and cultural experiences.

YOUNG PROFESSIONALS

Our growing economy and business opportunities make it a great place for young professionals looking to advance their careers while enjoying city life.

FOOD AND DRINK CONNOISSEURS

The city boasts a diverse culinary scene with numerous restaurants, breweries and coffee shops, making it a haven for food and drink enthusiasts.

HISTORY EXPERTS

With historical sites such as the **Virginia Museum of Transportation**, **Harrison Museum of African American Culture** and the **Historic Roanoke City Market**, history enthusiasts will find plenty to explore and appreciate.

OUTDOOR ADVENTURERS

Despite its urban setting, there is easy access to outdoor activities like hiking on **Mill Mountain**, running or cycling on the **Roanoke Valley Greenways**.



Taubman Museum of Art



Virginia Museum of Transportation



Opera Roanoke

ALL AGES WELCOME

- Families can enjoy a day of fun and learning at **Mill Mountain Zoo**, where exotic wildlife meets stunning views of the Roanoke Valley.
- Hop aboard history at the **Virginia Museum of Transportation**, where families can explore vintage trains, planes and automobiles.
- The **Historical Society of Western Virginia** transports visitors back in time with exhibits and tours that highlight the region's rich history.
- The **O. Winston Link Museum** invites families to discover the fascinating world of photography and the history of the Norfolk & Western Railway through captivating exhibits.
- At the **Taubman Museum of Art**, families can engage with a diverse range of artworks and participate in interactive programs designed to inspire creativity in visitors of all ages.
- Bounce, jump and play at **Sky Zone Roanoke**, a family-friendly trampoline park where fun meets safety.

UNDER ONE ROOF

- A cultural and entertainment hub in downtown Roanoke, **Center in the Square** brings together a mix of museums, theaters and interactive attractions under one roof. It's a go-to destination for exploring science, history, the arts and family-friendly activities.
- At the **Science Museum of Western Virginia**, visitors of all ages can dive into engaging, hands-on exhibits that explore the fascinating worlds of science, technology and nature.
- The **Roanoke Pinball Museum** offers a playful journey through pinball history, featuring over 50 machines that include vintage classics and modern favorites, ensuring fun for both kids and adults.
- **Roanoke STARcade** combines retro and contemporary video games, creating a nostalgic yet thrilling arcade experience for gamers of all ages.

- Dedicated to preserving the rich history and culture of African Americans in Southwest Virginia, the **Harrison Museum of African American Culture** showcases compelling exhibits and programs that celebrate this heritage.

MELODIES + MOTION

- **Opera Roanoke** captivates audiences with its world-class operatic performances that showcase powerful voices and dramatic storytelling in both classic and contemporary works.
- With exquisite choreography, **Southwest Virginia Ballet** enchants viewers by highlighting the talent of local dancers in performances that range from beloved fairy tales to modern interpretations.
- The **Roanoke Symphony Orchestra** enchants audiences with a varied program that includes classical masterpieces and engaging pop-infused performances that appeal to diverse tastes.
- The **Roanoke Valley Choral Society** invites community members to join their ranks and perform a diverse repertoire that includes everything from traditional choral works to contemporary favorites, uniting voices across the valley.
- Nurturing young talent, the **Roanoke Valley Children's Choir** provides exceptional music education and performance opportunities while allowing children to showcase their abilities to local audiences.
- The **Roanoke Baroque Chamber Orchestra** delights listeners with beautifully executed Baroque music, featuring skilled musicians who bring historical compositions to life in intimate concert settings.
- **Roanoke Ballet Theatre** presents a dynamic mix of classical ballet and contemporary dance, offering polished performances that appeal to audiences of all ages and backgrounds.
- **Star City Sounds Chorus** performs a wide range of a cappella music, creating a harmonious atmosphere that fosters community connection and showcases the joy of group singing.

LIVE + UNPLUGGED

- At the **Berglund Center**, you can catch everything from concerts by major artists to family-friendly shows, offering something for everyone in the community.
- Roanoke's own **5 Points Music Sanctuary** is known for its intimate live concerts that promote local musicians and sound-based community initiatives, making it a vibrant hub for music lovers.
- **Jefferson Center** regularly hosts an eclectic array of live performances, featuring genres from smooth jazz to folk and rock in a welcoming venue that emphasizes the arts and culture of Roanoke.
- **Dr Pepper Park at The Bridges** provides an outdoor concert experience with a festive atmosphere that hosts a diverse lineup of musical acts engaging local audiences and fostering community spirit.
- With a lively atmosphere, **Dog Bowl at Black Dog Salvage** combines live music and good food, making it the perfect destination for enjoying local performances with friends.
- **The Spot on Kirk** is an intimate venue, offering an inviting atmosphere for live music and community engagement through a variety of performances and events.

CURTAIN CALL

- **Mill Mountain Theatre** presents a dynamic array of year-round productions, from musicals to dramas, highlighting local talent and providing entertainment for everyone in the community.
- For those who enjoy the dramatic arts, **Virginia Children's Theatre** offers vibrant shows crafted especially for young audiences and their families.
- Roanoke's own **Showtimers Theatre** showcases local talent with an intimate community theater experience, producing a wide range of plays and musicals.
- Known for its bold, contemporary performances, **Exit, Pursued by a Bear** brings a fresh and unique approach to theater in the region, challenging traditional boundaries with innovative productions.
- Enjoy hilarious stand-up performances from local and touring comedians at **Star City Comedy Club**, making it a go-to spot for a night of laughs and good food.
- **Star City Mystery Dinner Theater** offers a unique dining experience where you can enjoy a delicious meal while engaging in a captivating whodunit performance, immersing yourself in the fun of solving a mystery.





Daisy Art Parade



First Fridays

SIGNATURE CELEBRATIONS

- November's **Stocked Market**, organized by the **Junior League of Roanoke Valley**, is a bustling holiday shopping tradition filled with local crafts and unique finds.
- Celebrate the start of summer with the **Strawberry Festival** in Elmwood Park, offering delicious treats and family-friendly activities.
- Roanoke **GO Outside Fest**, held every October, showcases biking, camping, climbing, equipment demos and exciting events like the Air Dogs show, Lumberjack show, ProTown BMX bike show and live music.
- A lively celebration of Roanoke's African American culture, the **Henry Street Heritage Festival** brings the community together with music, food and art.
- **Pride in the Park** creates a colorful celebration for the LGBTQ+ community, with live performances, entertainment and advocacy efforts.
- Every spring, downtown Roanoke comes alive with the **St. Patrick's Day Parade**, where green floats, music and celebrations fill the streets.
- The holiday season shines during **Dickens of a Christmas**, transforming

the streets into a festive Victorian wonderland with carriage rides and live performances.

- An annual celebration of flavor and fun that also gives back as a fundraiser, **Huddle Up Moms' Taco Fest** invites the whole family to enjoy a variety of delicious tacos and community spirit.
- Local vendors and lively streets define **Downtown Roanoke's Annual Sidewalk Sale**, the perfect opportunity to shop, stroll and experience the heart of the city.
- For live music, food trucks and after-work relaxation, **First Fridays** offer the perfect way to unwind in a laid-back, festive downtown atmosphere.
- The **Daisy Art Parade** celebrates creativity and community, inviting participants to showcase their artistic talents through a colorful and imaginative parade experience.

ARTSY ADVENTURES

- The **Roanoke Arts Commission** plays a vital role in supporting the arts in Roanoke through advocacy, funding and community engagement, ensuring the arts remain vibrant in the city.
- At **Alexander/Heath Contemporary LLC**, discover cutting-edge artworks from emerging and established artists— a must-visit for modern art lovers.
- For a unique twist, **Art by Bike** lets you explore Roanoke's art scene on guided bike tours that showcase public art and local installations.
- **Roanoke Art By Night** transforms the city into an art gallery after dark, inviting visitors to experience local art through evening exhibitions and artist-led tours.
- Through the initiative **Art in Roanoke - The Natural City**, public art installations highlight the beauty of Roanoke's landscape and inspire a connection with nature.
- At the **Blue Ridge Potters Guild**, local ceramic artists display their craftsmanship, allowing you to view stunning pottery and purchase unique pieces.



The Loft Gallery
at Black Dog
Salvage



Let's Party Creatively

- **commUNITY ARTSreach** makes art accessible to everyone, promoting community engagement through diverse programs, workshops and events for all ages.
- Challenge conventional art norms at **Left of Center Art Space**, featuring innovative works that spark conversation and encourage new perspectives.
- With a fun atmosphere, **Let's Party Creatively** offers interactive workshops where you can unleash your creativity while enjoying time with friends.
- Hosting various events and exhibitions, **LinDor Arts** fosters a sense of community through shared artistic experiences.
- **The Market Gallery** downtown showcases local artists' works, providing a platform for creativity and community connection.
- During **Open Studios Tour of Roanoke**, experience the artistic process firsthand as local artists open their studios to the public.
- Focusing on developing talents, **The Studio School** offers art classes for all skill levels, fostering a love for the arts.
- Promoting creativity in various forms, **The HeARTworks Company** encourages artistic expression through workshops and collaborative projects.
- **The Little Gallery** features local art and crafts, perfect for unique gifts or a quiet moment surrounded by creativity.
- Celebrating the intersection of art and salvage, **The Loft Gallery at Black Dog Salvage** showcases eclectic works from local artists in a repurposed space.
- **Wilson Hughes Gallery** offers a rotating selection of contemporary art, fostering dialogue between artists and the community through engaging exhibitions.
- At **2nd Helpings Gallery & Resale Shop**, a unique blend of art and thrift lets you explore works from local artists while supporting charitable causes.
- Committed to diverse artistic expressions, **Alternative Arts Inc** supports innovative projects and events that push the boundaries of traditional art.
- Celebrating both the written word and visual art, **Verses** provides a platform for local poets and artists to collaborate and share their talents.