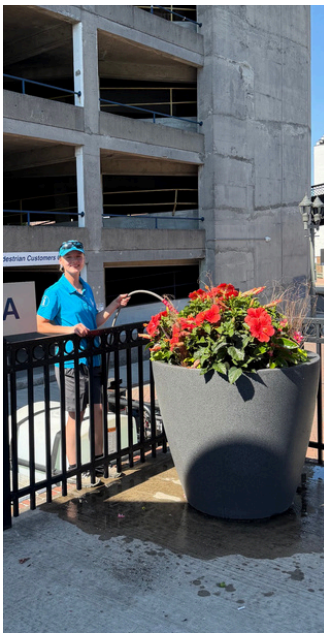
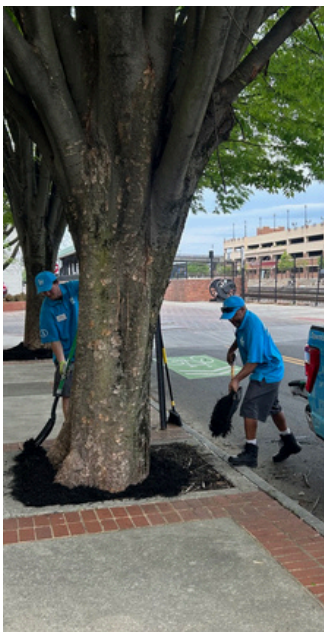
Downtown Roanoke







ANNUAL REPORT 2025

ABOUT US

Our Mission

Make **Downtown Roanoke** the preferred place to work, live and play.
We collaborate with vital organizations including businesses, property owners, government agencies, civic and cultural organizations, and the community. Together we develop strategies, shape public policy and implement programs that strengthen the economic vitality of Downtown Roanoke.



Why We Do It

As the heart of the region, a vital and thriving downtown is essential for a strong and healthy region. A vibrant downtown helps attract tourists, retain residents, businesses, jobs, and investment.

Downtown Roanoke Inc Staff



Tina Workman
PRESIDENT & CEO



Eric Pendleton
FARMERS MARKET AND OPERATIONS MANAGER



Tyler Mundy
EVENTS MANAGER



Brittany Smith
DIRECTOR OF MARKETING AND COMMUNICATIONS

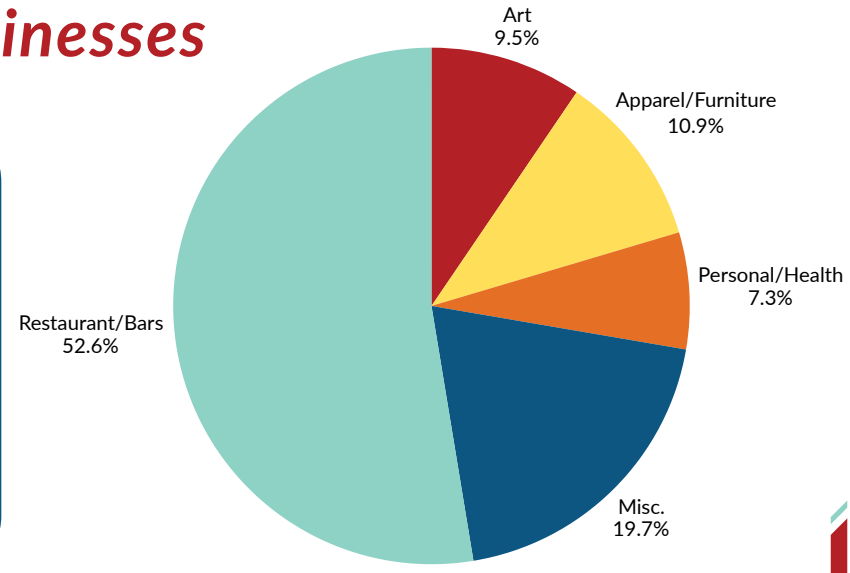
DOWNTOWN ROANOKE
Economic Development



945 Total Businesses
12,744 Employees

17 New Businesses
10+ Pending Businesses

150+ million invested in current and projected projects.





PARKING

On Street: 3,500

Garage/Lots: 5,650



ACCOMODATIONS

662 HOTEL ROOMS

DOWNTOWN ROANOKE RESIDENTIAL



3,500+
DOWNTOWN RESIDENTS

34.7
MEDIAN AGE

$68,103
AVERAGE HOUSEHOLD INCOME

2,021
RESIDENTIAL UNITS

20.6%
OWNERS

79.8%
RENTERS



Yiftee Gift Card Program launched in September 2025, creating an immediate economic impact for Downtown Roanoke. During its first year, **255** gift cards were sold, generating **$17,488** in value and engaging 28 participating businesses. The program encouraged local spending, supported small businesses, and helped keep retail dollars circulating within the downtown community.



The **Trespass Bar Program** gives Roanoke Police Department officers the authority to enforce trespass laws when the property owner is not present. **137** businesses in downtown Roanoke have registered in this program

Worked with Access U and the Roanoke Times to feature our **Upper Story Offices**, helping raise awareness of the importance of attracting businesses to vacant upper-floor spaces. Expanding office occupancy downtown supports our restaurants, retailers, and service businesses while strengthening the overall vitality of downtown.



DOWNTOWN ROANOKE BEAUTIFICATION EFFORTS



From colorful hanging baskets and seasonal planters to beautification grants, we are investing in a downtown that is welcoming, vibrant, and well-maintained. A clean, safe, and thriving downtown strengthens the local economy, supports businesses, and enhances the experience for everyone who lives, works, and visits here.

$17,957.11

raised for our Beautification Program



- 276 Hanging Baskets
- 118 Planters
- Approximately 1200 Plants



Hampton Inn Mural

The Hampton Inn mural in downtown Roanoke was developed through a collaborative effort led in part by Downtown Roanoke, Inc., working with the Roanoke Arts Commission and Hampton Inn & Suites, and private donors. Funded through the City's Art in Place program and Percent for Art Fund, along with a memorial contribution from Deborah B. Kaplan, the project reflects Downtown Roanoke, Inc.'s ongoing role in advancing placemaking and public art initiatives in the city.







SIX

NEW SELF-WATERING PLANTERS INSTALLED ALONG CAMPBELL AVE AT CURB RAMPS





DOWNTOWN ROANOKE AMBASSADORS

8 PERSON TEAM | 300 HOURS A WEEK | 7 DAYS A WEEK

- 1,218 BAGS OF LITTER COLLECTED
- 545 BIOHAZARD CLEANUP
- 11,686 SWEEP/SMALL CLEANUP
- 534 SMALL BULK TRASH REMOVE
- 494 BUSINESS CONTACTS
- 3,292 PROPERTY CHECKS
- 620 HANDBILLS, GRAFFITI, STICKERS REMOVED
- 3,945 HOSPITALITY ASSISTS (DIRECTIONS,ESCORT, ETC)

Annual Contract $575,000

HOSPITALITY ACTIVATIONS







OUTREACH WALKS



OUTREACH REFERRALS: 529
OUTREACH CONTACTS: 683

Our Downtown Roanoke Ambassador team connects with other local nonprofits to take weekly outreach walks. These walks provide an opportunity for local service providers to connect with individuals experiencing homelessness or other challenges and offer available resources and support.

COMMUNITY PARTNERS

The Rescue Mission
Council of Community Services
HAT Team
Virginia Works
Bradley Free Clinic
BrightView Health

RESOURCE GUIDE



About Us:

The Downtown Roanoke Ambassador Program builds on existing services and allows us to expand and improve the downtown experience for everyone. Dedicating trained employees to this work ensures continuous enhancements to the most visited area of the City of Roanoke.

Our Outreach Team addresses quality of life issues, checks in with those in need and helps connect them with services, and conducts joint outreach efforts with multiple agencies.

Contact Us
Outreach: 540-908-8841
Ambassadors: 540-553-6638

Food Pantries

Monday
- Presbyterian Community Center: 9:00 a.m.-12:00 p.m.
- St Francis House: 9:00 a.m.-11:45 a.m.
- Rosalind Hills Baptist Church: 10:00 a.m.- 12:00 p.m.
- St Mark the Lion's Share: 5:00 p.m.-7:00 p.m.

Tuesday
- Presbyterian Community Center: 9:00 a.m.-12:00 p.m.
- St Francis House: 9:00 a.m.-11:45 a.m.
- Agape Vinton: 10:00 a.m.-12:00 p.m.
- CSC Neighborhood Pantry: 10:00 a.m.-12:00 p.m.
- Rosalind Hills Baptist Church: 10:00 a.m.- 12:00 p.m. *(2nd Tues. only)*
- Sweet Union Baptist Church: 5:00 p.m.-7:00 p.m.

Wednesday
- Presbyterian Community Center: 9:00 a.m.-12:00 p.m.
- East Gate Church of the Nazarene: 6:00 p.m.-7:00 p.m. *(Last Wed. only)*
- Rescue Mission Mana Food Distribution 1:00 p.m.- 3:00 p.m

Thursday
- Bonsack Baptist Church: 8:30 a.m.-10:00 a.m.
- Presbyterian Community Center: 9:00 a.m.-12:00 p.m.
- St Francis House: 9:00 a.m.-11:45 a.m.
- Agape Vinton: 10:00 a.m.-12:00 p.m.
- CSC Neighborhood Pantry: 10:00 a.m.-12:00 p.m.
- Rosalind Hills Baptist Church: 10:00 a.m.- 12:00 p.m.
- High St. Baptist Church: 2:00 p.m. -3:00 p.m.
- Fairview United Methodist Church: 5:00 p.m.-6:00 p.m.
- Rescue Mission Mana Food Distribution- 1:00 p.m.- 3:00 p.m

Friday
- St Francis House: 9:00 a.m.-11:45 a.m.
- St. Mark the Lions Share: 10:00 a.m. -12:00 p.m.

Downtown Roanoke Ambassadors

Outreach Reference Guide

Includes information about:
- Free hot meals
- Employment assistance
- Free clinics
- Mental health services
- Day shelters
- Homeless assistance



Free Hot Meals

Rescue Mission
402 4th St. SE
3 times a day
(540) 343-7227

United Christian Inner City Ministry
828 Jamison Ave. SE
Sun: 10:30 a.m. - 2:00 p.m., 5:30 p.m.- 8:30 p.m.
Wed: 6:30 p.m. - 8:00 p.m.
Thurs: 10:00 a.m. - 11:00 a.m.
(540) 392-6613

Ursulas Cafe
511 Jefferson St. SW
Wed: 6:30 p.m. - 8:00 p.m.
Thurs: 11:00 a.m. - 2:00 p.m.
Fri: 11:00 a.m. - 2:00 p.m.

Pilgrim Baptist Church
1415 8th St. NW
Last Wednesday of the Month: 8:00 a.m.-5:00 p.m.

The Least of These Ministry (TLOT)
422 Luck Ave. SW
Mon: 12:30 p.m. - 4:30 p.m.
Wed: 12:30 p.m. - 4:30 p.m.
Fri: 12:30 p.m. - 4:30 p.m.

Samaritain Inn
543 Salem Ave. SW
Breakfast: 8:30 a.m.
Lunch: 12:00 p.m.

Employment Assistance

Humankind
2607 Salem Turnpike
M-F: 9:00 a.m. - 5:00 p.m. (540) 206-2748
Ways to Work Program•Career Counseling•Resume Development•Computer Literacy•Transportation Assistance•Financial Literacy

Veterans Employment Assistance
707 South Jefferson St.
M-F: 8:00 a.m. - 4:00 p.m. (276) 484-6065
For Veterans experiencing homelessness, legal issues, or recently incarcerated.

Virginia Works
707 South Jefferson St.
M-F 8:30 a.m. - 4:30 p.m.
Employment Assistance•Application Assistance

Free Clinics/Mental Health

Fralin Free Clinic
321 Tazewell Ave SE
M-F 8:00 a.m. - 5:00 p.m (540) 777-7671
Free Medical Clinic•Food Pantry•Case Management•Residential Recovery•Clothing Vouchers

Bradley Free Clinic
1240 3rd St. SW
M-F: 9:00 a.m. - 5:00 p.m. (540) 339-9010
Medical•Pharmacy•Behavioral Health-Counseling•Psychiatry•Community Health• Recovery Navigation

Roanoke City Health Department
414 9th St SE
M-F: 8:00 a.m. - 4:30 p.m. (540) 283-5050
Vaccines•Infant Care•Narcan Training•Drug Test Strips•STD/STI Screenings•Car Seat Safety

Harm Reduction
350 Albemarle Ave SW
Tue-F: 1:00 p.m. - 4:00 p.m. (540) 541-2022
Needle Exchange

BrightView
1345 Plantation Rd NE
M-F: 8:30 a.m. - 5:00 p.m. **Sat:** 11:00 a.m. - 5:00 p.m.
(540) 929-0226
Accepts Walk-Ins•Same Day Recovery Treatment• Hepatitis C Treatment•Accepts all Medicaid and Medicare Providers, and Most Commercial Insureance



Drop-In/ Day Shelter/ Homeless Assistance

Rescue Mission
402 4th St. SE
Daily Emergency Shelter
Breakfast 7:30 a.m. - 8:00 a.m.•Lunch 11:30 a.m. - 1:00 p.m.•Emergency Shelter•Free Clinic•Food Pantry•Addiction Recovery Program•Clothing Vouchers•Case Management

The Least of These Ministry (TLOT)
422 Luck Ave. SW
Mon, Wed, Fri: 12:30 p.m. - 4:30 p.m. Day Shelter
Showers•Laundry•Housing Assistance•Lunch 12:30 p.m. - 4:30 p.m.•Warming Bus in the Winter

Homeless Assistance Team (HAT)
1510 Williamson Rd. 3rd Floor Suite 3
M-F: 8:00 a.m. - 12:00 p.m.
Outreach•Permanent Housing Assistance•Case Management•Advocacy•Finance Management•Housing Baskets•Referrals•Assistance with Clothing, and ID's

Roanoke Area Ministries (RAM House)
824 Campbell Ave SW
8:00 a.m. - 4:00 p.m. Daily, (540) 891-1732
Case Management•Advocacy•Lunch•Clothing Closet

Contact Us

Downtown Roanoke Outreach:
540-908-8841
Ambassadors:
540-553-6638

Monday - Thursday 8:00 a.m. - 4:30 p.m.
Friday & Saturday 8:00 a.m. - 10:00 p.m.
Sunday: 8:00 a.m. - 4:30 p.m.

Downtown Roanoke Ambassadors

The Ambassador Team was invited by the Mayor to attend the **State of the City** Breakfast, where they were recognized for their contributions to Downtown Roanoke. The Mayor highlighted the team's daily services and thanked them for their positive impact on the community.







GOVERNOR'S HOUSING CONFERENCE AND DOWNTOWN TOUR



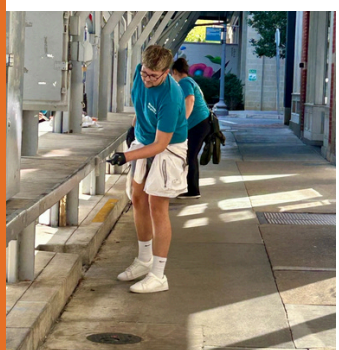
Downtown Roanoke, Inc. received a $500 grant to support participation in the Governor's Housing Conference, where staff led guided tours of downtown. The tours highlighted the Ambassador Program, showcased DRI's role in supporting the downtown community, and provided insight into Roanoke's history, growth, and revitalization efforts.



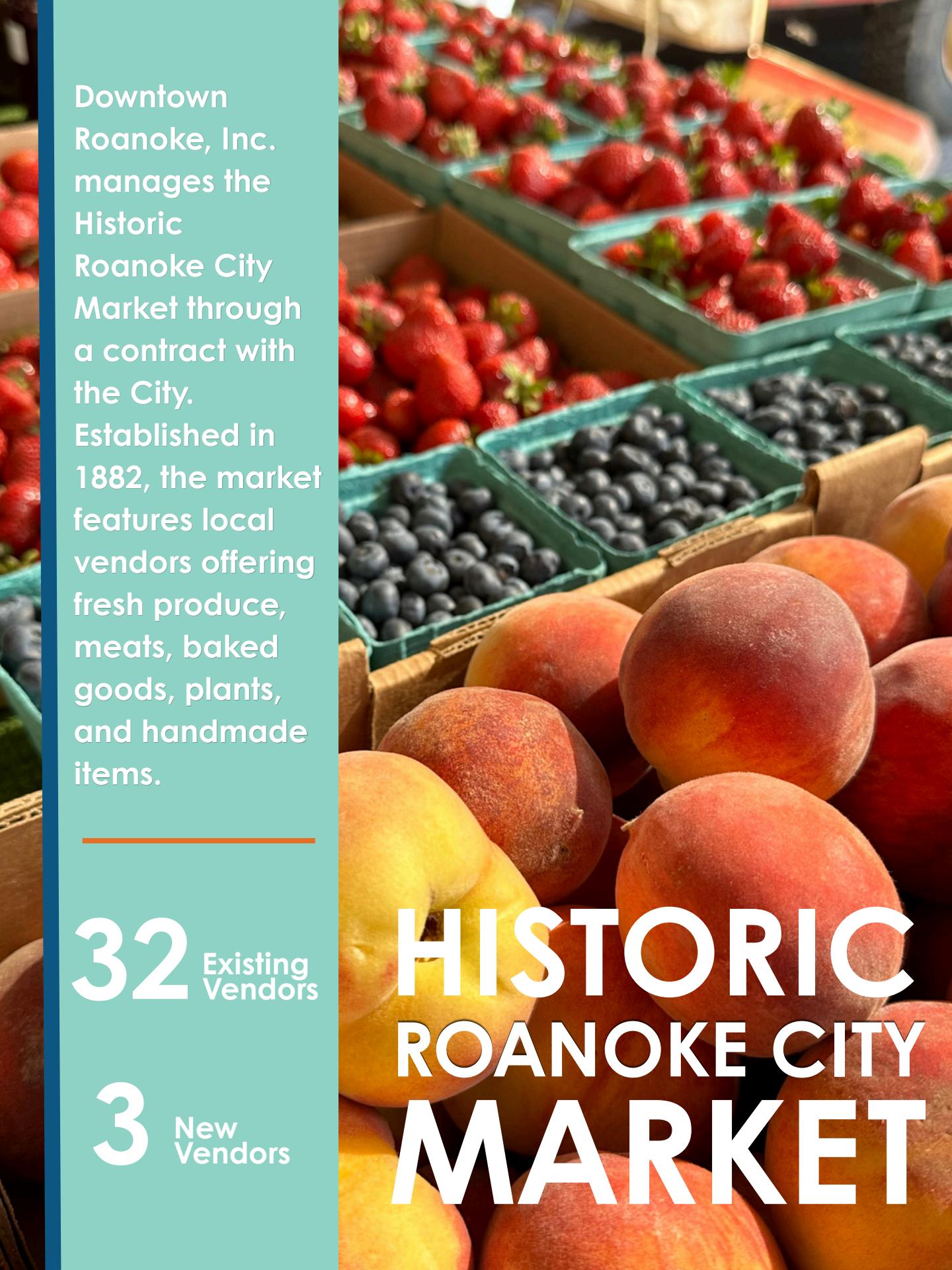
FREEDOM FIRST CREDIT UNION COMMUNITY DAY







Freedom First Credit Union partnered with Downtown Roanoke, Inc. for a Community Day, mobilizing more than 200 volunteers to complete beautification efforts across downtown. Working alongside our **Downtown Ambassador** team, volunteers picked up litter, cleared planters, painted the Market structure, mulched, weeded, swept, and refreshed public spaces. Supplies were generously provided by Home Depot, City of Roanoke, and Parks and Recreation.



HISTORIC ROANOKE CITY MARKET

Downtown Roanoke, Inc. manages the Historic Roanoke City Market through a contract with the City. Established in 1882, the market features local vendors offering fresh produce, meats, baked goods, plants, and handmade items.

32 Existing Vendors

3 New Vendors



HISTORIC ROANOKE CITY MARKET

IMPROVEMENTS

Installation of six new awnings supported by a **$50,000** AFID grant and **$44,000** from the City's Economic Development Authority, representing a total investment of **$94,000**.





We secured a Grant of **$3,000** from Virginia Fresh Match to provide a 20 dollar per day match to SNAP Recipients to double their benefits while shopping with our Vendors on the Farmers Market.









Platinum:
Best Farmer's Market

Platinum:
Best Place to Buy Seasonal Produce

EVENTS



Thank You To Our Sponsors Who Power Our Events!

FreedomFirst
DELTA DENTAL
WDBJ7 YOUR HOMETOWN STATION
WZBJ24 YOUR HOMETOWN NEWS @10PM
Q99
Budweiser
Michelob ULTRA SUPERIOR LIGHT BEER
K92 Today's Hit Music
Kroger
P.A. SHORT
ROANOKE ECONOMIC DEVELOPMENT
RUC RADFORD UNIVERSITY CARILION
THE ROCK CHANNEL 97.3
ROANOKE
MemberOne
WFIR 960 AM 94.5 FM 107.3 FM NEWS TALK RADIO
PARK ROANOKE
Atlantic Union Bank
GENTRY LOCKE Attorneys
ROANOKE PARKS AND RECREATION
COX
THE ROANOKE TIMES
APPALACHIAN POWER An AEP Company
ValleyStar
VIRGINIA'S BLUE RIDGE

Movie in the Square





Sidewalk Sale





Our **Annual Sidewalk Sale** and **Small Business Saturday** promotions allows retailers to step outside and offer end-of-season + holiday savings. Participating is free and the events are heavily promoted.

Small Biz Saturday



Dickens of a Christmas







63 Vendors 81 Parade Entries
20 Performers Estimated 25k Attendees

Dickens of a Christmas is Downtown Roanoke's annual holiday festival that transforms the city into a festive village, featuring themed entertainment, vendors, music, and seasonal activities that draw visitors and celebrate the spirit of the season. This event spans over three Fridays in December, and includes the City of Roanoke Christmas Tree Lighting, as well as The City of Roanoke Christmas Parade and Pet Costume Contest.



THE ELF ON A SHELF

17 Participating Businesses

The Elf on the Shelf Adventure is a family-friendly downtown scavenger hunt where participants visit local shops to find hidden Scout Elves, encouraging exploration, holiday fun, and engagement with businesses.

RESTAURANT WEEK

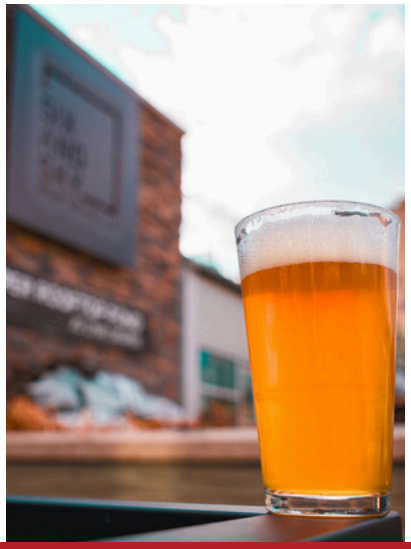
31

PARTICIPATING RESTAURANTS



Restaurant Week is planned during the winter months to encourage people to dine downtown, support local restaurants, and experience all the unique offerings our downtown has to offer. Participating restaurants offered lunch and dinner specials throughout the 10 days.









48 Registrations

DOWNTOWN RESIDENT HAPPY HOUR









St. Patrick's Day Parade

FreedomFirst

Shamrock Festival

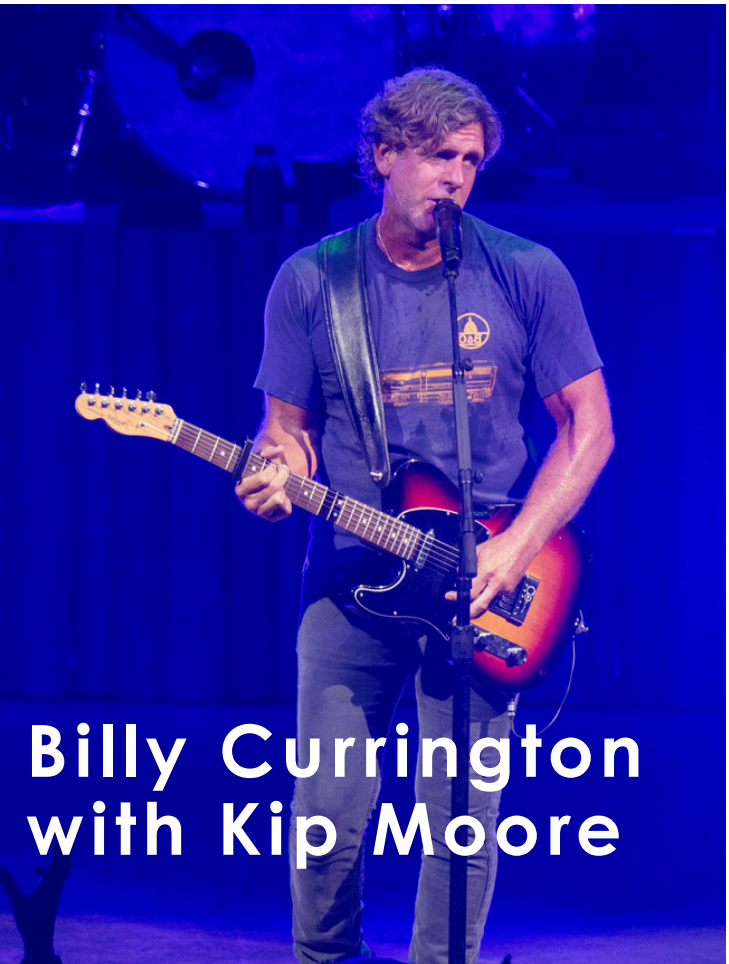
- 62 Parade Entries
- 5 Pipe Bands
- 21 Vendors
- Approximately 21,000 attendees

11 Shows
5 Remix Nights
10 Bands
120 Season Passes Sold

party in ELMWOOD

DELTA DENTAL





Billy Currington
with Kip Moore

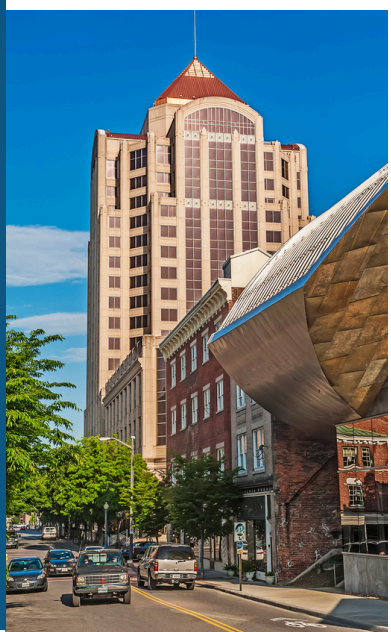


Tyler
Hubbard

Budweiser
SUMMER SERIES
at Elmwood Park







DRI Marketing INITIATIVES

Our marketing brings downtown's story to life through digital media, events, and community storytelling. We highlight the people, businesses, and experiences that make Downtown Roanoke vibrant, while helping residents and visitors stay connected. This work supports our mission to make downtown the preferred place to work, live, and play.

WEEKLY DROP NEWSLETTER

10,600k Subscribers

51% Open Rate (32% increase)

Our weekly newsletter arrives in subscriber's inboxes every Wednesday and is a well-read and valued communication tool.

WWW.DOWNTOWNROANOKE.ORG

748k Webpage Views

289k Visitors

Our website serves as a hub for events, businesses, and visitor information while promoting downtown as a vibrant place to live, work, and play.

PAID ADVERTISING

1,557,280 Impressions

We work with local media partners to serve paid ads through social media, geofencing, streaming, banner ads, print, and retargeting.

DRI

Marketing

INITIATIVES

SOCIAL MEDIA

Downtown Roanoke social media channels (Facebook + Instagram) provide real-time promotion of events, business highlights, and community storytelling, helping engage audiences, showcase downtown experiences, and amplify awareness of initiatives and happenings throughout the year. We utilize a mix of in-house video & photography and user generator content.

FACEBOOK

38.6k Followers (29% Increase)

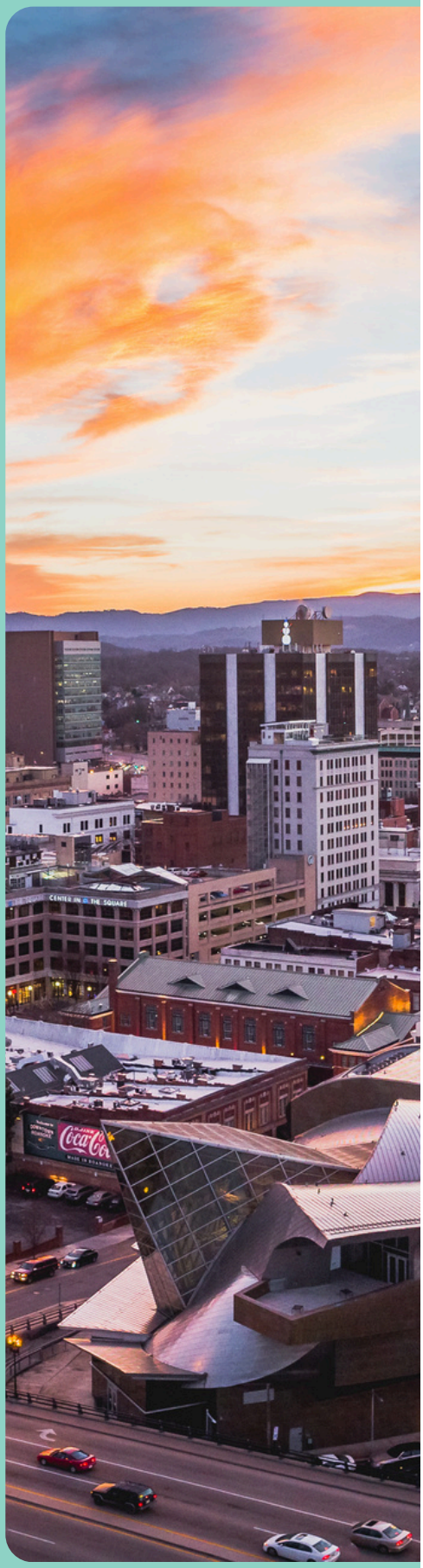
INSTAGRAM

13.2k Followers (26% Increase)

EARNED MEDIA

Downtown Roanoke Inc. received consistent local media coverage throughout 2025–2026, with multiple stories across regional outlets highlighting downtown events, economic development, and community initiatives (estimated 25+ mentions/stories)

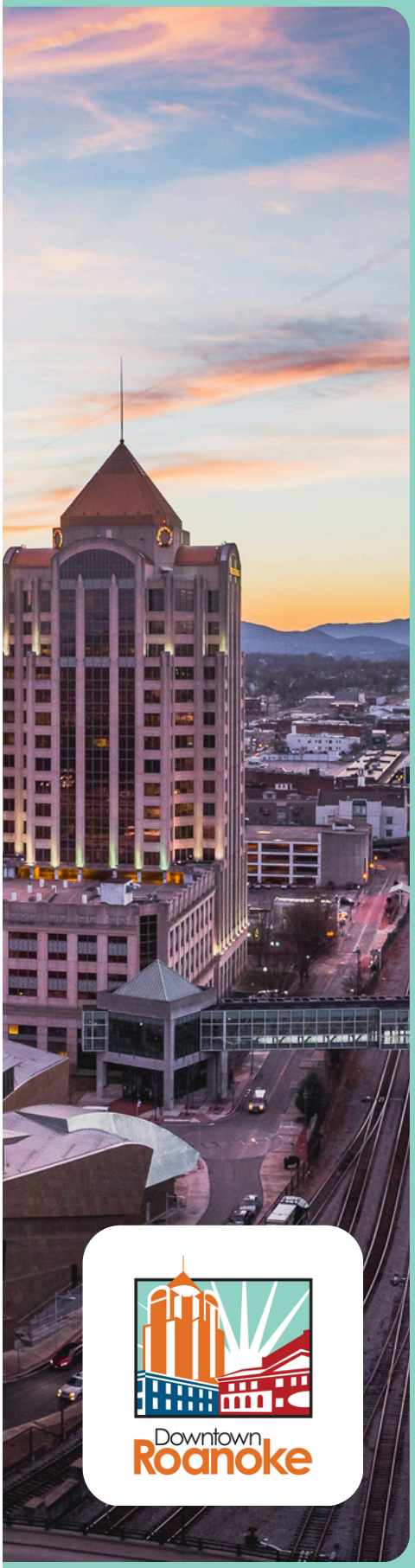












Downtown Roanoke