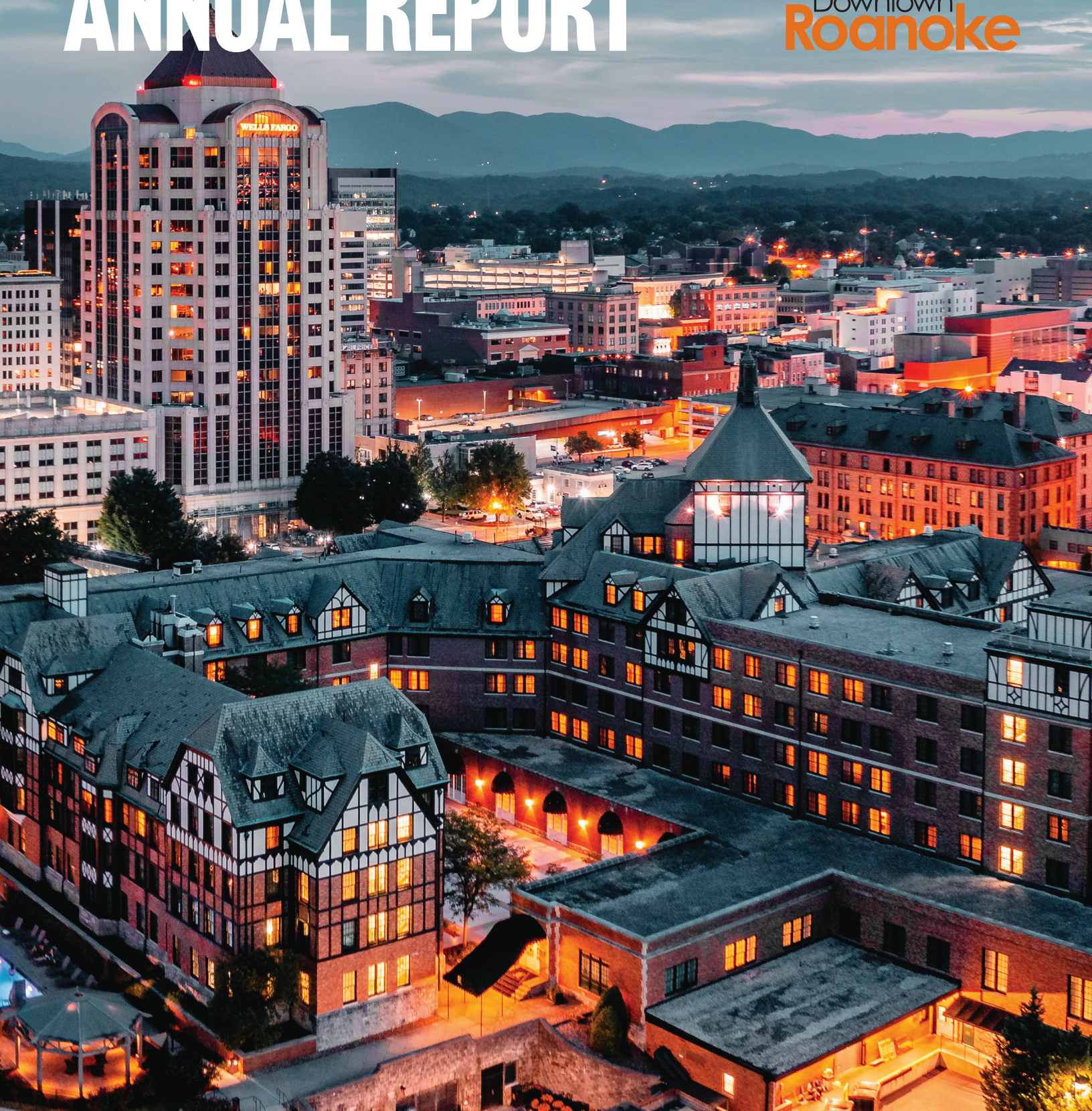


2024 ANNUAL REPORT



Downtown
Roanoke



OUR MISSION:

MAKE DOWNTOWN ROANOKE THE PREFERRED PLACE TO LIVE, WORK, 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.



DOWNTOWN ROANOKE (DRI) STAFF

pictured left to right

ERIC PENDLETON- Operations Manager, Farmer's Market Manager

TYLER MUNDY – Events Manager

TINA WORKMAN- President and CEO

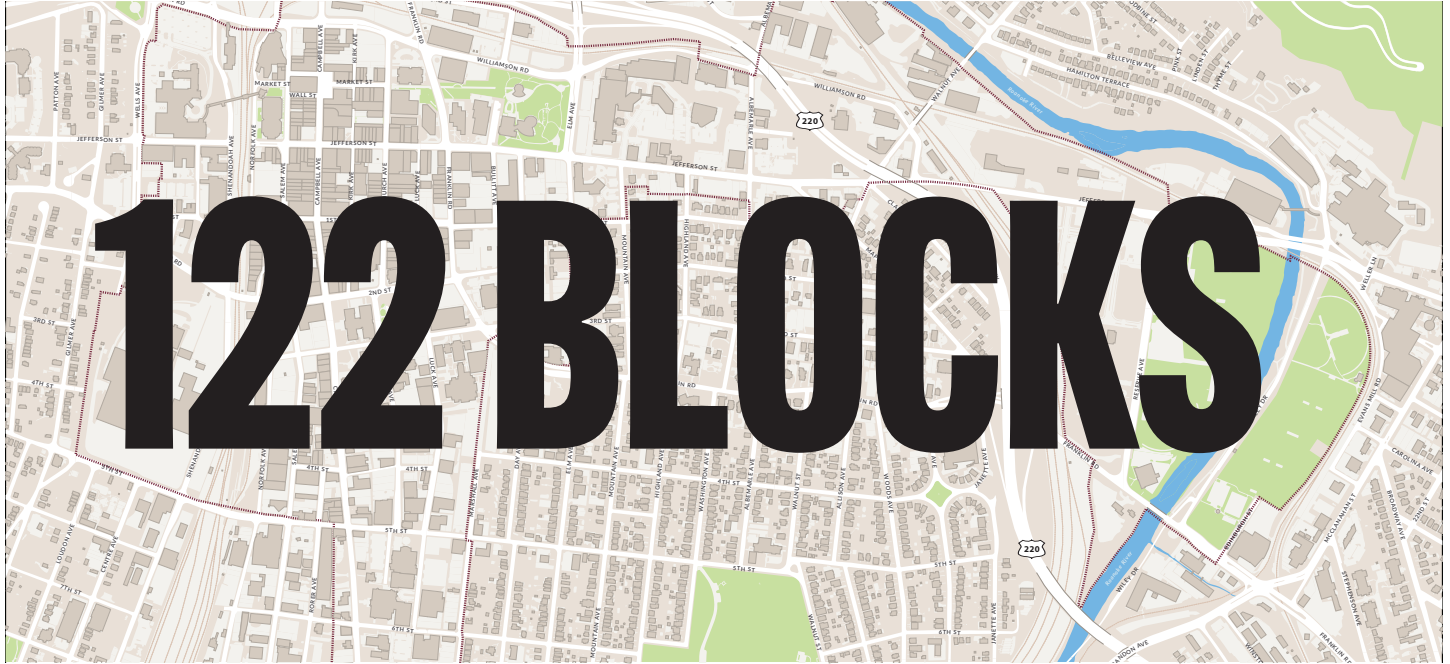
JOYA GARRIS – Community Engagement and Communications Manager

IZZY POST- Director of Marketing and Communications



WHY IS DOWNTOWN IMPORTANT?

As the heart of the Roanoke Valley, 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.



2023-2024 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR – BRIAN WELLS, Hotel Roanoke and Conference Center

PAST CHAIR – PAUL PHILLIPS, Freedom First Credit Union

CHAIR-ELECT – MATT PUMO, WDBJ7

TREASURER – NADRA SCOTT, Mel Wheeler, Inc.

SECRETARY – TIM BELCHER, Rolling Meadows Farms

LARRY JACKSON, AEP

ERIC SICHAU, Roanoke Regional Chamber

DIRECTORS

CHRISTOPHER ALIE, Coca-Cola Bottling Co. Consolidated

DUKE BALDRIDGE, Dominion Risk Advisors

R. NEAL KEESEE, JR., Woods Rogers

OLIVIA KING, Mast General Store

ROB LINDSTROM, Alcova Mortgage

BRIAN MANN, City of Roanoke – Ex-Officio Member

CHRIS MICHAEL, Member One Federal Credit Union

KATY NEWBERRY, Gypsy Palooza Too

TONY PEARMAN, AccessU

RHONDA SHANNON, Carilion Clinic

BILLY SIPLE, Alcova Mortgage

LUCAS THORNTON, Hist: Re Partners, LLC

STACY VEST, Cox Communications

DANIEL WICKHAM, Divaris Real Estate, Inc.



Downtown Roanoke maintains a healthy mix of diverse retail, restaurant and service options creating a vibrant and appealing community.

DOWNTOWN ROANOKE

83 RESTAURANTS

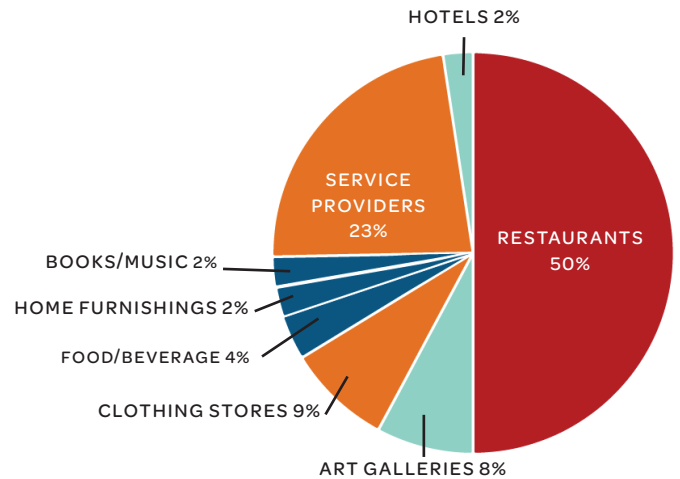
51 RETAILERS

13 Art/Galleries	4 Home Furnishings
14 Clothing	4 Books/Music
6 Food/Beverage	38 Service Providers

15 NEW BUSINESSES

4 HOTELS

644 Rooms



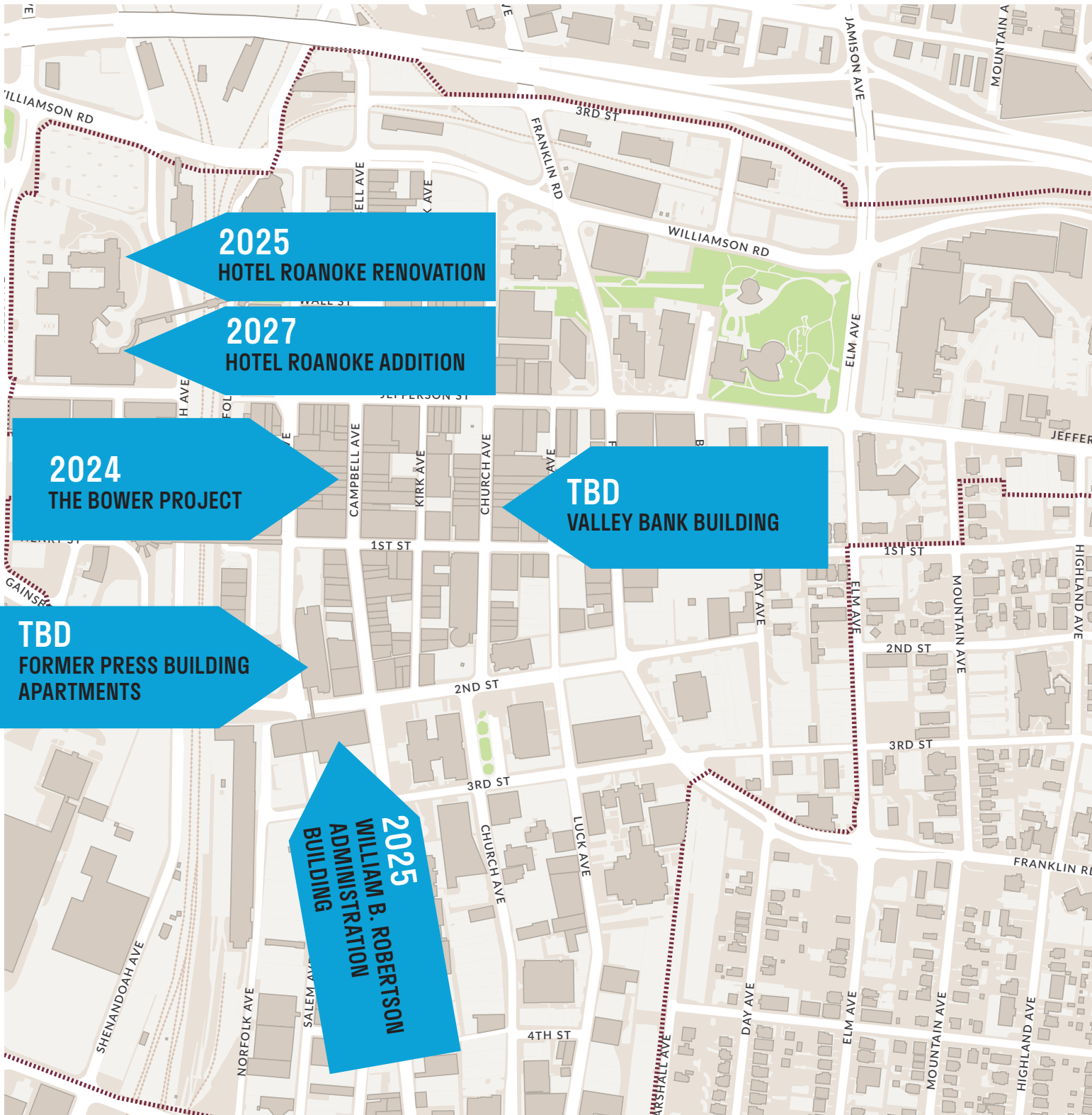
PARKING

3,500 ON-STREET SPACES

5,512 GARAGE SPACES

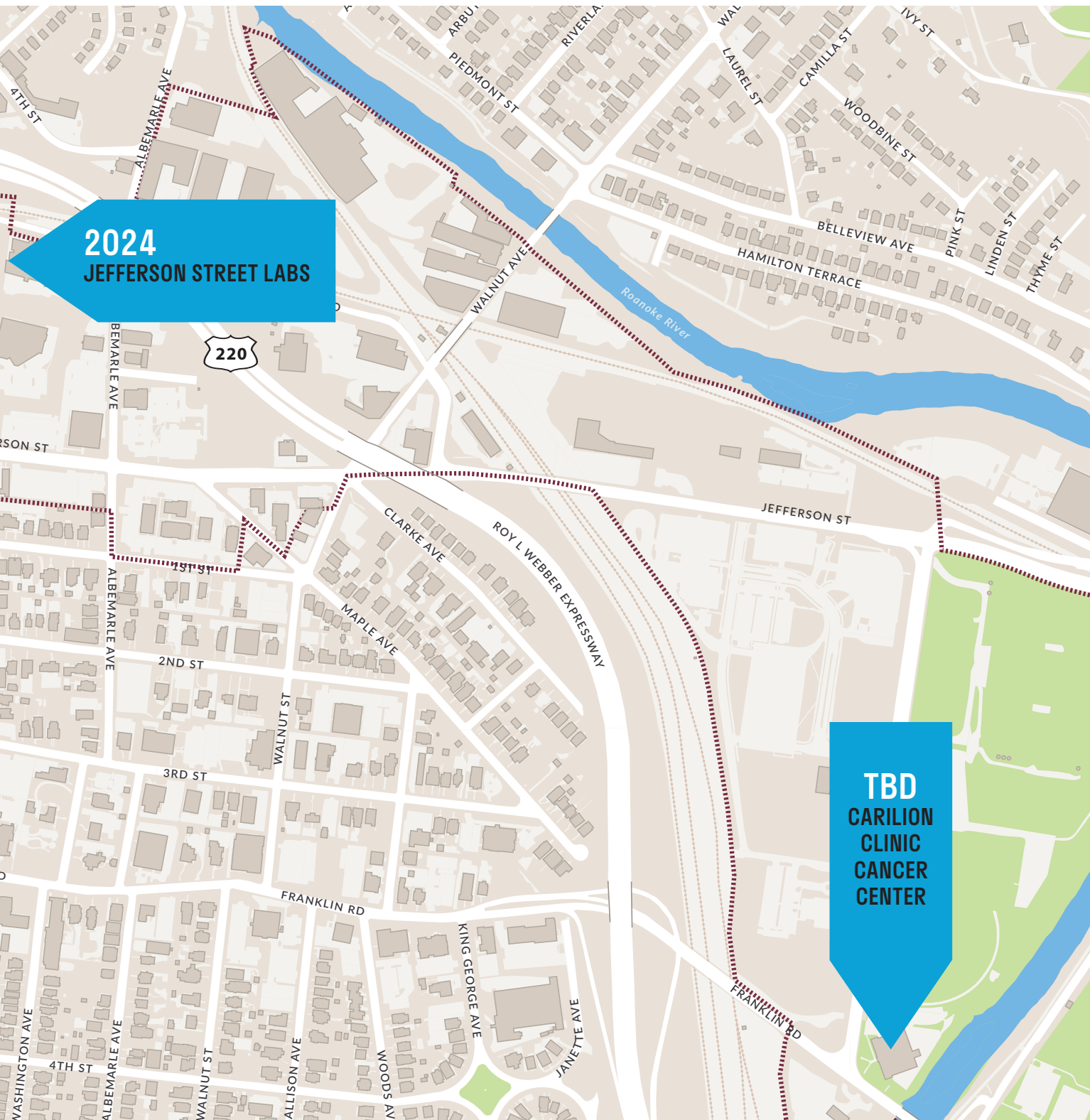
\$8 DAILY AVG. PARKING RATE





DOWNTOWN GROWTH

Public and Private investment play a huge role in development. The availability of Historic Tax Credits and Facade Grants spur private investment. Several new, large projects are on the horizon with the ability to transform new areas of Downtown Roanoke.



8 PROJECTS

188.4 M CURRENT PROJECTS

215.4 M CURRENT + PROJECTED PROJECTS



DOWNTOWN LIVING

Downtown Roanoke has seen a huge surge in residential growth over the past 15 years, becoming a highly desirable place to live. Occupancy rates remain high with little to no vacancies. New downtown units are often fully rented prior to opening, making Downtown Roanoke a great investment opportunity. New residential projects are still active with no sign of slowing down.



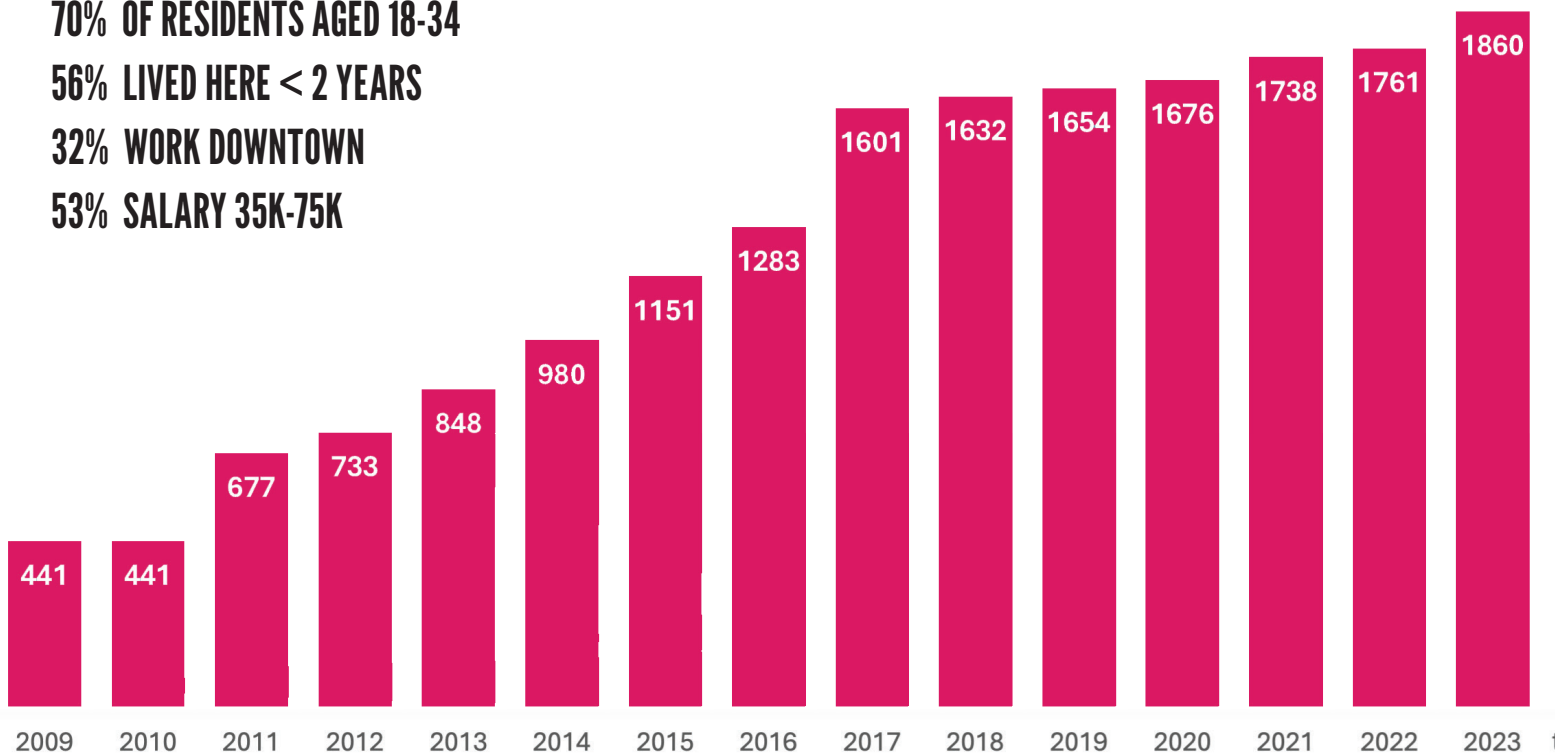
1,860 RESIDENTIAL UNITS

70% OF RESIDENTS AGED 18-34

56% LIVED HERE < 2 YEARS

32% WORK DOWNTOWN

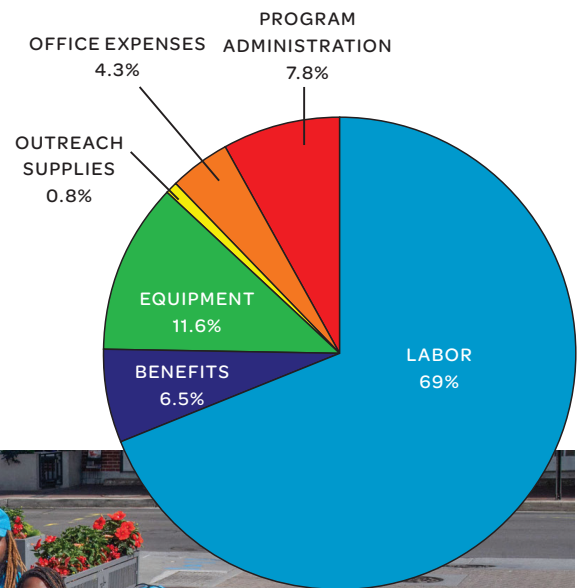
53% SALARY 35K-75K



DOWNTOWN AMBASSADOR PROGRAM



ANNUAL EXPENSE
\$542,823



Our 8 person Ambassador team is downtown 7 days a week providing 300 hours of weekly services. Our Ambassador Program builds on existing services and allows us to expand and improve the downtown experience for residents, employees, and visitors. The program is funded with investment from DRI, City of Roanoke, Roanoke Foundation for Downtown, Inc., Visit VBR Foundation, and other downtown stakeholders.

CLEAN TEAM

The clean team is responsible for removal of litter and debris, weed control, graffiti and handbill removal, power washing, and more.



620 HANDBILLS, GRAFFITI, STICKERS REMOVED

1,161 BAGS OF LITTER COLLECTED

463 BIOHAZARD CLEANUP

2,327 SWEEP/SMALL CLEANUP

498 SMALL BULK TRASH REMOVED

“

The Ambassadors I have interacted with have been professional and courteous. A great positive asset for Downtown!

”



HOSPITALITY TEAM

THE HOSPITALITY TEAM actively engages and welcomes downtown visitors, answers questions, and provides directions and recommendations.

403 HOSPITALITY ASSISTS
432 DIRECTIONS PROVIDED



“

“They do a wonderful job of being seen and always being around. They also go a long way to making walking downtown safer.”

”

OUTREACH TEAM

The Outreach Team conducts business outreach, addresses quality of life issues, checks in with those in need and helps connect them with services, and works closely with Roanoke City Police to report and share information.

2,023 OUTREACH CONTACTS
1,037 REFERRALS

“

“On several occasions I have witnessed the ambassadors providing assistance to the homeless by guiding them toward assistance programs. In addition, they are a welcoming presence and provide a sense of structure and security to downtown.”

”

BEAUTIFICATION

\$15,351 RAISED

A STRONG, BEAUTIFUL, AND VIBRANT DOWNTOWN IS ESSENTIAL FOR THE REGION. Our Downtown Beautification Program makes downtown attractive and vibrant with planters, hanging baskets, art, and storefront beautification grant activations.

DRI HELPED PLANT & MAINTAIN

276 BASKETS

9 PALISADE PLANTERS

116 PLANTERS

1,200 PLANTS USED

1,700 BEAUTIFICATION HOURS

BEAUTIFICATION GRANTS

\$2,000 LA DE DA, INC AWNINGS

\$2,000 WALKABOUT OUTFITTERS OUTDOOR HANGING SIGN

WAYFINDING SIGNS

2 SIGNS ADDED

\$22K INVESTMENT

Roanoke Valley Preservation Foundation awarded the 2023 Kegley Preservation Award to Downtown Roanoke Inc. for the Downtown Virtual Tour & Wayfinding Project.



ED HARTMAN
BEAUTIFICATION MANAGER

MARKET SQUARE LIGHTING

10 TREES

700 LIGHTS PER TREE

\$5,800 INVESTMENT





THE HISTORIC CITY MARKET

DRI is contracted by the City of Roanoke to manage the Historic City Market where vendors offer locally grown fruits, vegetables, flowers, plants, fresh meats, cheeses, baked goods, and hand-crafted items. We've been managing the Market for over 20 years and while market management is an expense to our organization, it is a worthwhile one.

We work to ensure vendor integrity and provide daily oversight of the area. We invest additional DRI funds

to promote the Market and drive traffic into the downtown district.

We also raise funds to offer SNAP (Supplemental Nutrition Assistance Program) matching on the Market, which benefits our Market vendors and the community.

We're working to make sure the Market remains a popular and beloved part of the community.

35 VENDORS (4 NEW VENDORS) | 2 SUNDAY CRAFT MARKETS | 36 TOTAL VENDORS



\$3,497 SNAP DOLLARS MATCHED
18% INCREASE OVER 2023
\$3,000 GUS GRANT FUNDS

We provide matching funds for SNAP users to purchase fresh fruits, vegetables, food items, and food producing plants on the Market. With the help of a GUS grant, SNAP users receive a \$1 to \$1 match up to \$20 per person per day. This program is beneficial for those who gain access to high-quality local products, and to our Farmers Market Vendors who benefit from additional customers. We also held 4 Mega Market Match days where benefits were matched up to \$100.



DOWNTOWN EVENTS

122,000 TOTAL ATTENDEES

100% REVENUE INVESTED BACK INTO DOWNTOWN

We organize events to encourage people to head downtown to shop, dine, and play. Events allow us to show off downtown and bring pedestrian traffic into the district to support our downtown businesses. Events also bring additional revenue into our organization that we reinvest towards our Ambassador Program, beautification efforts, marketing initiatives, and more.

Party in Elmwood

15,500 ATTENDEES

250 SEASON PASSES

16 BANDS

\$7,900 GIVEN TO 5 VOLUNTEER GROUPS







Restaurant Week

33 RESTAURANTS (LARGEST EVER!)

We host Restaurant Week each January to bring people downtown during a particularly slow time of year. Restaurants offered specials for dine-in and some also offered specials to go.



Sidewalk Sale

Our annual sale allows retailers to step outside and offer end-of-season savings. Participating is free and the event is heavily promoted.

22 RETAILERS | 4 RESTAURANT SPECIALS



Budweiser Summer Concert Series

1 CONCERT | 4,450 ATTENDEES



Dickens of a Christmas

We introduced a Silent Disco and a S'mores Station. The Elf on a Shelf Adventure, a popular family event, returned.

59 VENDORS

14 STAGE PERFORMANCES

35,000 ATTENDEES

Elmwood on Ice

19 PRIVATE RENTALS

7,000 SKATERS

10 WEEKS



Small Business Saturday

Free tote bags and coffee courtesy of DRI

20 RETAILERS

3 RESTAURANT SPECIALS



St. Patrick's Day

The St. Patrick's Day Parade & Shamrock Festival filled the streets of Downtown Roanoke with green. A great crowd turned out for the parade and our Shamrock Festival that followed was full of people enjoying the day.

20 VENDORS

27,000 ATTENDEES

4 BANDS





ECONOMIC IMPACT

OUR PROJECTS, INITIATIVES, AND COLLABORATIONS WITH STAKEHOLDERS ENHANCE THE DOWNTOWN DISTRICT.

Economic Development plays a role in a variety of activities and programs designed to obtain a healthy balance of strategic economic growth and improved quality of life.

GIFT CARDS

57 PARTICIPANTS

610 PURCHASED

\$30,220 VALUE

WIFI UPGRADE

\$7,000 INVESTMENT



**Halloween
Costume Contest**

20+ PARTICIPANTS

**Resident
Happy Hour**

**3 EVENTS (PARTY IN
ELMWOOD, TRIVIA AT
MARTIN'S, CORNHOLE AT
BIG LICK BREWING
COMPANY)**

Scoop

**Free ice cream
for downtown
employees 2x in
June, courtesy of
DRI**

**St. Patrick's Day
Window Decorating**

9 ENTRIES





MARKETING INITIATIVES

WE MARKET DOWNTOWN AS A DESTINATION FOR EVERYONE. OUR GOAL IS TO BE THE RESOURCE PEOPLE LOOK TO WHEN THEY WANT TO KNOW WHAT'S UP DOWNTOWN.

DRI is the marketing arm of the downtown district. While we use our platform to promote our events and initiatives, one of our main goals is to amplify what others are doing. We share information about events, businesses, downtown living, news stories, and more. If it's happening downtown, we'll share it. We create initiatives to help businesses succeed and get customers in the door. We're always looking for new and innovative tactics to expand our reach and bring people downtown.

Website

311,000 USERS

792,889 PAGE VIEWS

33 FEATURE POSTS

(13 NEW, 20 UPDATED)

NEW "SPECIALS" PAGE



Spring Specials in Downtown

Downtown Roanoke is the heart of the Roanoke Valley and home to hundreds of businesses. If you're looking for a sale or special, you'll find it downtown! Check out current specials.

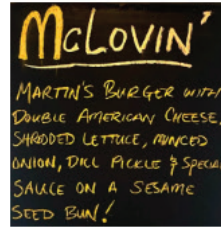
[SUBMIT A SPECIAL →](#)



Free pair of Turkish earrings with any \$10 purchase

Spend \$10 and get a free pair of Turkish earrings. Now - May 12th

[She's International](#)



Burger of the Month

Meet May's burger, The McLovin! Available the whole month of May, only at Martin's Downtown!

[Martin's Downtown Bar and Grill](#)



Happy Hour at The Vault

Happy Hour at The Vault is Monday-Sunday from 4pm to 6pm featuring \$9 cocktail specials and a selection of discounted small plates.

[The Vault at The Liberty Trust](#)



Summer Special

Sign up for one of MMT's amazing summer classes/camps that are priced over \$100 and get \$25 off! This special is active now and will expire on Sunday, May 12th.

[Mill Mountain Theatre Trinkle Main Stage](#)



50% off Winter Sale Clearance

Shop 50% off our Winter Clearance Sale items! Shop quickly because these deals won't last long!

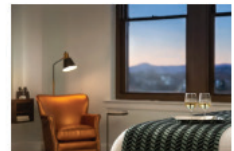
[Walkabout Outfitter](#)



HAPPY HOUR!!

Happy Hour from 4 - 7 pm with \$1 off all pints.

[Big Lick Brewing Co.](#)



The Liberty Trust - Advance Purchase Rate

Purchase your room in advance and

Social Media

COMBINED FOLLOWING:

50,700+

FACEBOOK:

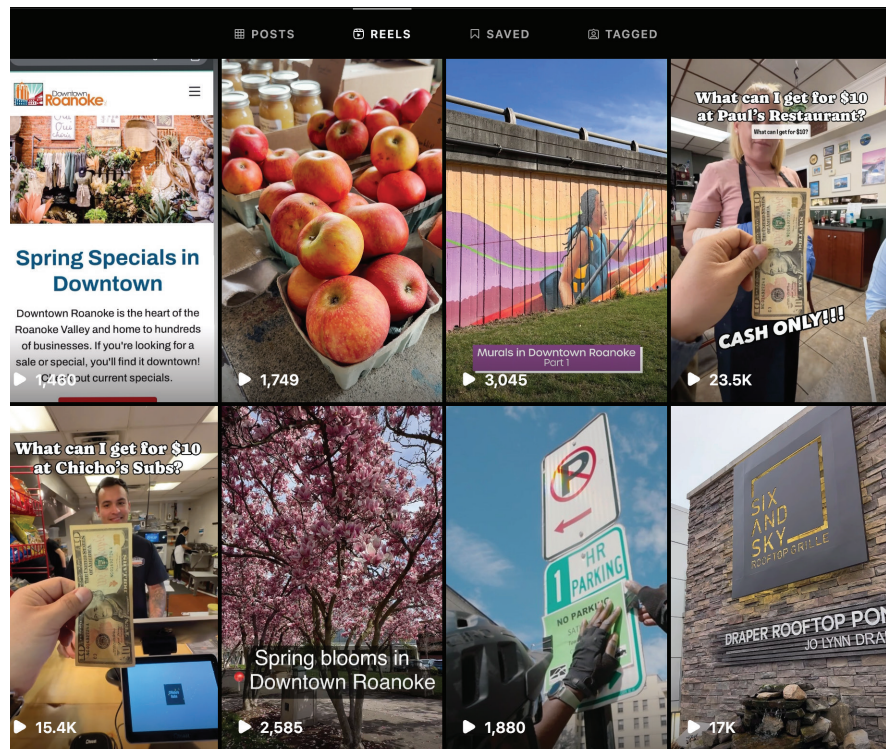
32,000 FOLLOWERS (+3.2%)

INSTAGRAM:

8,202 (+28%)

TWITTER/X:

10,500 (+9.4%)



Short Form Videos

14 REELS CREATED IN HOUSE

13 COLLABORATED REELS

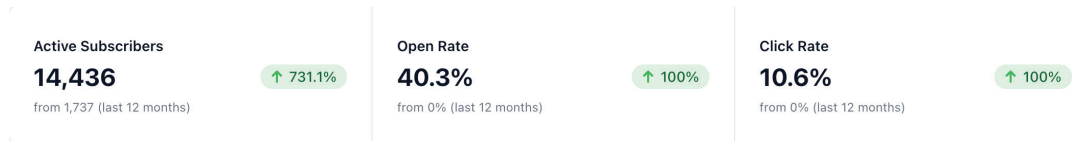
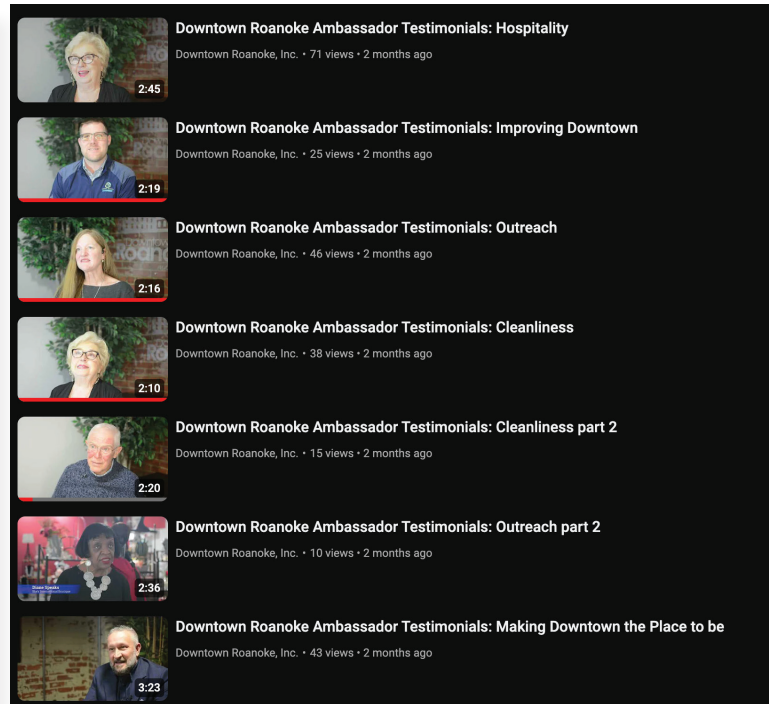
6 TESTIMONIAL VIDEOS

233,207 TOTAL INSTAGRAM VIEWS

53,305 DRI GENERATED CONTENT VIEWS:

81,329 PAID COLLABORATION VIEWS:

98,573 NONPAID COLLABORATION VIEWS



Weekly Drop

14,488 SUBSCRIBERS

41.3% OPEN RATE

11% CLICK THROUGH

6.5% INCREASE FROM 2023





Vistity
450 USERS
641 CLICKS IN TOUR

Business News
310 SUBSCRIBERS
42.5% OPEN RATE
9.9% CLICK THROUGH

GIVEAWAY WINNERS

Charles Douglas
 Margaret Hatchett
 @melgies85
 @awesomenasum
 @Jackie_Bruce3
 @sherrimays

Each lucky winner will receive a \$100 Downtown Roanoke gift card!
 Email us at dr@downtownroanoke.org to claim your prize.

