



## History and General Information

In colonial days Roanoke was known as being the crossroads of the north-south Great Wagon road (Great Indian Warpath) and the east-west Wilderness Road. After the Civil War, Roanoke was known as the headquarters of the merger between the Norfolk and Western Railroad and the Shenandoah Railroad in the 1880's. The Town of Roanoke grew so rapidly into the City of Roanoke with the railroad jobs and money that it earned its first nickname of "Magic City." In 1949, the Roanoke Merchants Association built the Mill Mountain Star, 88.5 feet tall, to kick-off the Christmas Season. It stayed and gave Roanoke its common nickname of "Star City of the South." Roanoke is the largest population center west of Charlottesville, VA, and is known as the "Capital of the Blue Ridge" within the state. Roanoke is a Federal Refuge City for African, Asian and Balkan refugees.

The Roanoke Valley offers a diverse arts and cultural community. Roanoke is the home of the Farmer's Market, Virginia Transportation Museum, the O. Winston Link Museum, Mill Mountain Theater and the Taubman Art Museum. Roanoke City hosts several festivals, including the Festival in the Park, the Chili Cook-off, the Strawberry Festival, First Fridays, Dickens of a Christmas and Local Colors. The Roanoke Area is surrounded by the Blue Ridge Mountains which not only defines the culture of the region, but also provides for some of its most desired activities. The Appalachian Hiking Trail and Blue Ridge Parkway run through the area as well as having access to Claytor Lake, Philpott Lake, Smith Mountain Lake and the Carvins Cove.

The approximately nineteen acres of Melrose Baptist Church is located strategically on Peters Creek Road on the Roanoke County / Roanoke City boundary with easy access to Interstate Route 81 and the Interstate Spur 581 into Roanoke City. The Northside High School (Roanoke County) and William Fleming High School (Roanoke City) complexes are at 1 minute and 5 minutes, respectively, driving times distant. There is a regional airport and a major shopping mall, Valley View, within a four mile radius.

## **Community Profile**

Roanoke, Virginia

&

Melrose Baptist Church

## **Business and Industry**

Roanoke is located midway between New York and Atlanta on Interstate 81. The Roanoke metropolitan area is a hub of transportation, finance and business for the southwest part of Virginia. The city is centrally located and so close to so many other large areas on the East Coast. With the great convenience of its location and the low cost of living, the area is a desirable area to work.

The top industries in the region are: Health care and Social Assistance; Government; Retail Trade, Accommodation and Food Services and Construction. The top employers in the area are: Carilion Clinic; Veterans Affairs; Wells Fargo; Roanoke City Schools; Kroger.

Roanoke is also home to the Roanoke-Blacksburg Regional Airport and has Rail Service by Norfolk Southern and CSX and Amtrak passenger service. There are also more than 70 trucking lines that serve the Roanoke Region with local, state and interstate freight service.



## **Schools Systems and Higher Education**

The Roanoke Region, which includes, Roanoke City, Roanoke County, City of Salem, Botetourt County and Franklin County have 5 accredited public school systems with numerous offerings. The public schools systems closest to the Melrose Baptist area are: Roanoke City Schools, (17 Elem. Schools, 5 Middle Schools and 2 High Schools), Roanoke County Schools (16 Elem. Schools, 5 Middle Schools and 5 High Schools) and Salem Schools (4 Elem. Schools, 1 Middle School and 1 High School). These schools systems offer a variety of educational, vocational and occupational training programs.

There are also a number of private schools for Pre-K through 12 grades in the area. Some are religiously affiliated and some are not. The area additionally has numerous daycares and childcare centers for infants to Pre-K age children. We also partner with nearby Northside High School and serve as an evacuation center for them.

There are also numerous colleges and universities in the greater Roanoke area, which include Virginia Western Community College, Hollins University, Roanoke College, Ferrum College, American National University, Jefferson College of Health Science, and the Roanoke Higher Education Center. Roanoke is also in close proximity to major universities, such as Virginia Tech, University of Virginia and Liberty University.

## Sports and Recreation



There are many public parks with opportunities to watch or participate in many different sports activities. There are several professional sports teams, including the Rail Yard Dawgs (ice hockey), Salem Red Sox (baseball), professional cyclocross racing and the Blue Ridge Marathon (America's Toughest Road Marathon). Roanoke College has a full complement of collegiate sporting events. Additionally, there are many organized activities to participate in including baseball, bass fishing, bicycling, cheerleading, dance team, dodgeball, flag football, golf, disc golf, hiking, kickball, rugby, soccer, softball, swimming, tennis, ultimate Frisbee, volleyball and water skiing. There are many organizations to support participation in these sports: Appalachian Trail Club, Blue Ridge Bicycle Club, Blue Ridge Mountain Adult Baseball League, New River soccer Association, Roanoke Rugby Football Club, Roanoke Ski Club, Roanoke Putting Club, Star City Striders and Roanoke Valley Tennis Association.



## Dining

The Roanoke Metropolitan Area is very blessed to have a very large number of restaurants available for dining out, meal pick-up or meal delivery. There are over fifty restaurants with menus inspired by tastes from chefs in American, Southern American, Italian, Afghan, Indian, Cuban, French, Lebanese, Brazilian, Caribbean, Australian and Western American kitchens.

[www.roanoke.com/sports](http://www.roanoke.com/sports); [roanoke.org/livability/sports-recreation/adult-sports](http://roanoke.org/livability/sports-recreation/adult-sports);  
[www.visitroanokeva.com/restaurants](http://www.visitroanokeva.com/restaurants); [www.opentable.com/va/roanoke-restaurants](http://www.opentable.com/va/roanoke-restaurants)

## Demographics

The Roanoke Metropolitan Area is comprised of Botetourt County, Craig County, Franklin County and Roanoke County, including the Cities of Roanoke and Salem. Shown below are some of the available demographic statistics for this area.

Source	1990 Census	2000 Census	2010 Census	Municipal Estimate: 7-2019
Population	268,513	288,370	308,666	313,222
Change	—	+ 7.4%	+ 7.0%	+ 1.5%



Using the 2018 estimated population of 314,172:

Male - 48.4%

Female - 51.6%

Age Demographics	
Ages 0 – 20	22.8 %
Ages 20 – 40	23.7 %
Ages 40 – 60	26.2 %
Ages 60+	27.3 %
<b>Median Age 43.1</b>	

Race Demographics	
White	77.3%
Black	13.7%
Hispanic	4.0%
Other	2.9%
2 or More Races	2.1%

## Economics

### Household Income:

- Under \$50,000                      46 %
- \$50,000 - \$100,000              29 %
- \$100,000 - \$200,000            21 %
- Over \$200,000                      4 %

Per capita income                      \$31,659  
 Median household                    \$55,151  
 Below poverty line                    13.4 %

### Households

- Married couples                      58 %
- Female householder                19 %
- Non – family                         18 %
- Male householder                    5 %

### Education

- No degree                              10 %
- High School                            31 %
- Some college                         29 %
- Bachelor’s Degree                  19 %
- Post – graduate                      11 %

