



2021 Housing Summit



So Why a Housing Summit?

Strategic Growth

In the decade leading up to the financial crash of 2008 and the great recession, Franklin County was one of the fastest growing localities in Virginia.

- Annual Population Growth Rate of 1.88% per year between 2000 and 2010
- Growth resulted in new homes and commercial investment
- Strong economic activity added new, annual revenue

In the decade since, Franklin County's growth slowed. As a result, the Board of Supervisors prioritized population growth as a strategic priority moving forward.



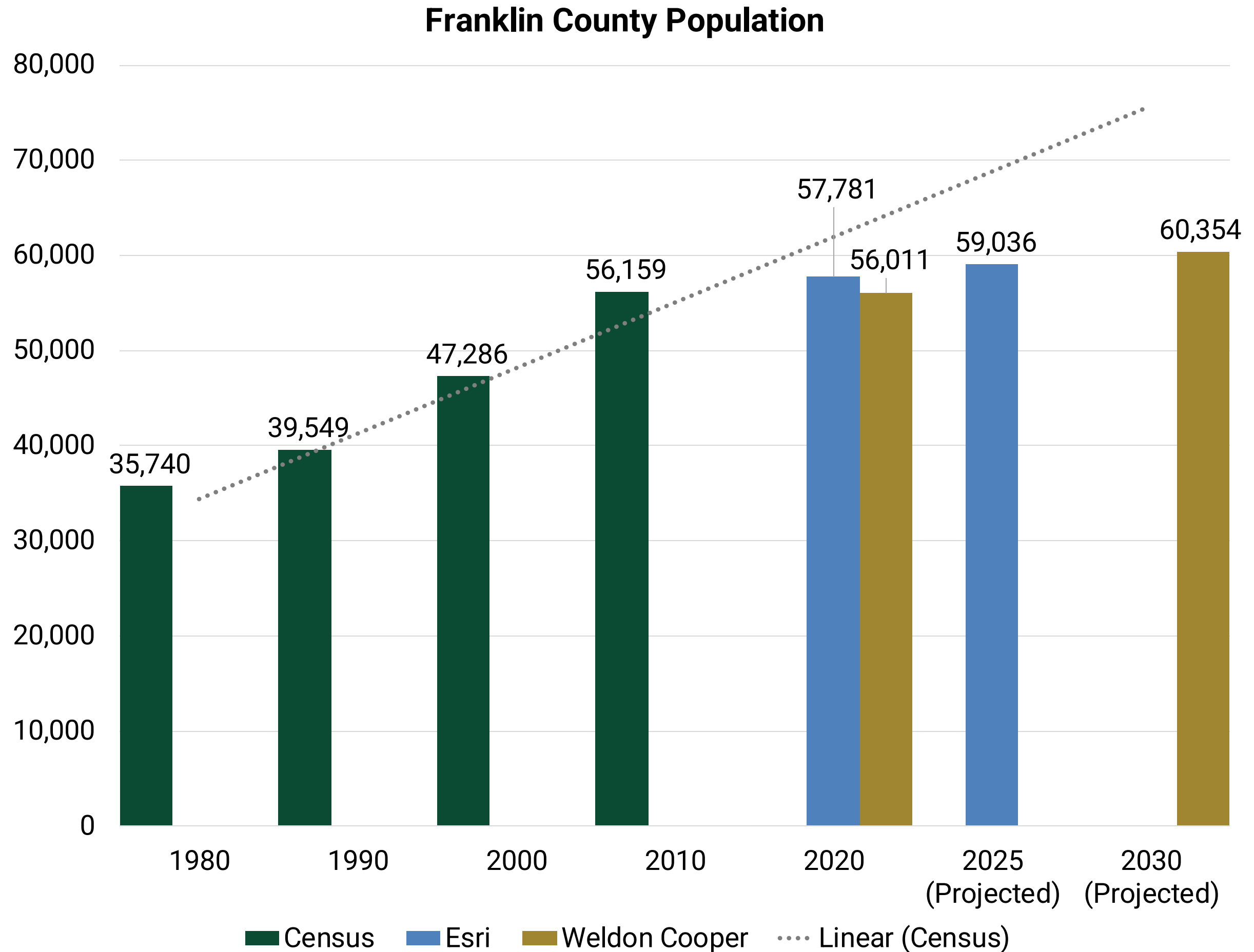
Housing Summit

So Why Now?

Recent Housing Studies indicate the demand, capacity and need for multiple housing options within Franklin County.

“From July 1, 2012 to July 1, 2016, Franklin saw more people move out than in... in the four years since, Franklin has seen a net in-migration. Whatever Franklin is doing, it should keep on doing that — and more.” -

Roanoke Times, March 2021





Franklin County Overview

A County Made for Outdoor Lovers



Smith Mountain Lake



**Blackwater
River**



Hiking



Pigg River



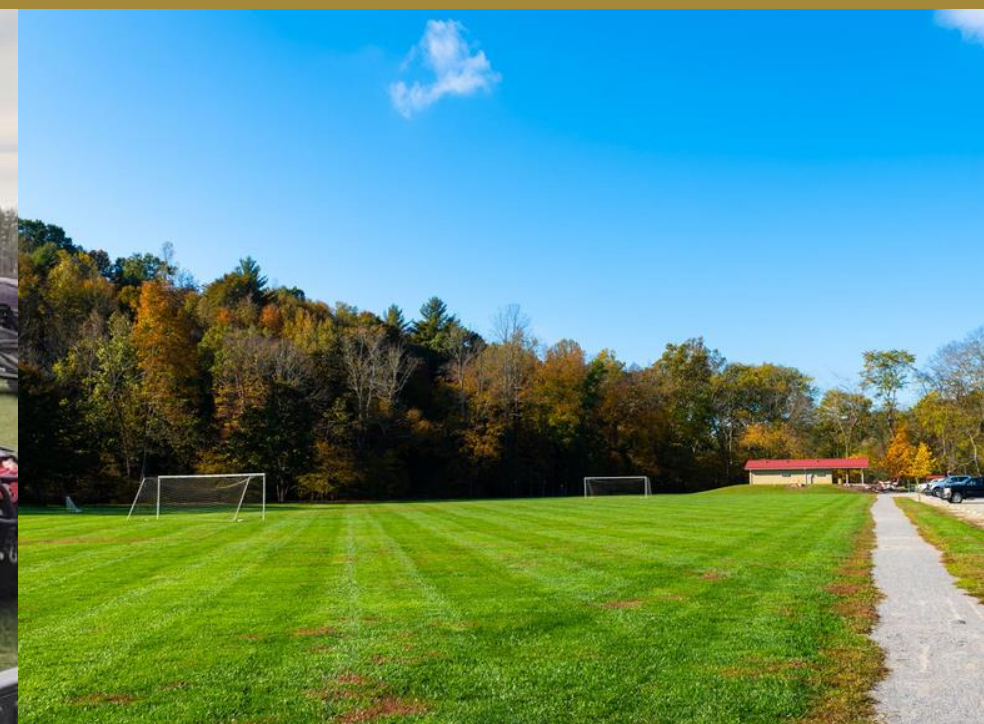
Philpott Lake



East Coast Mountain Biking Capital



ATVing



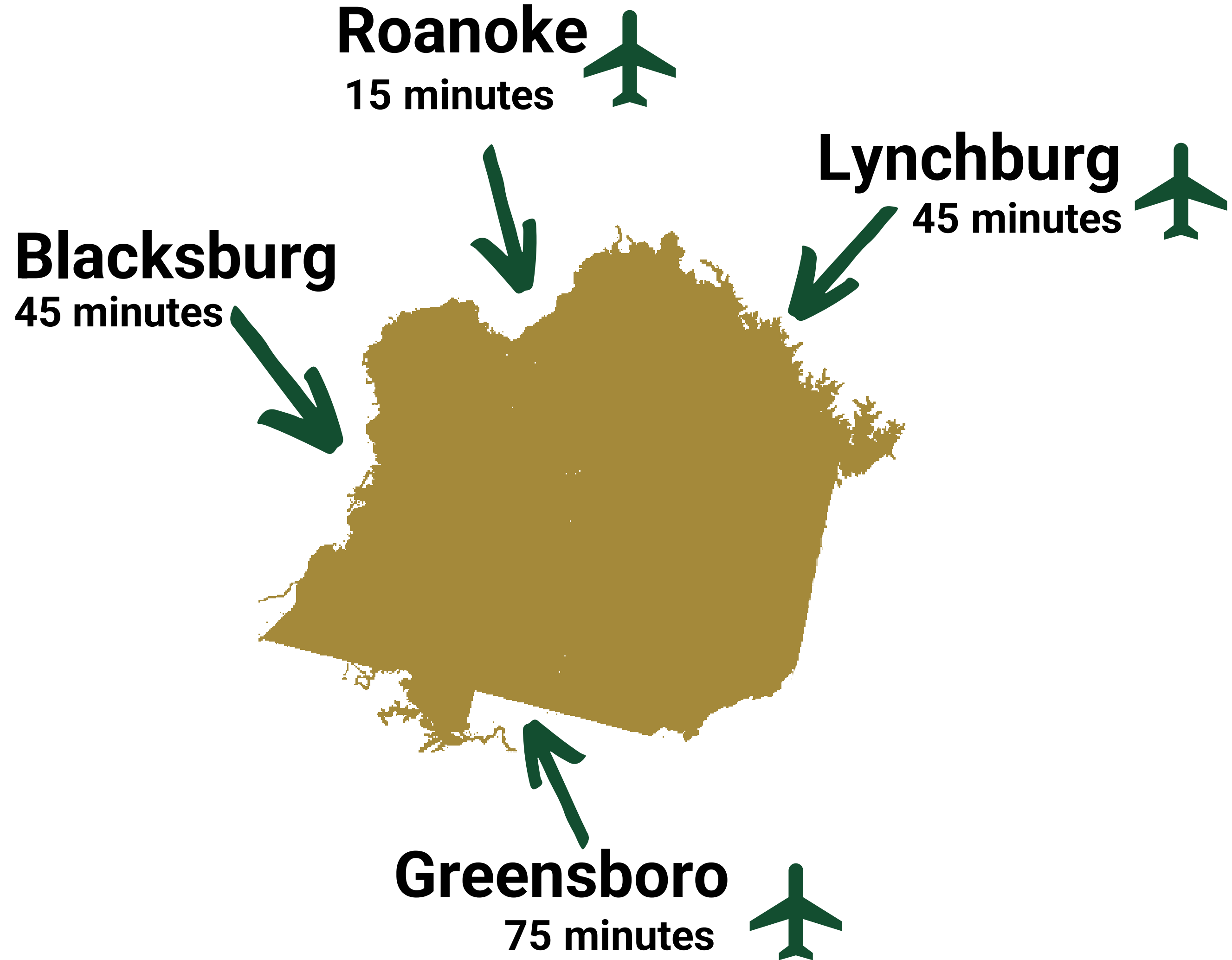
**Waid
Park**



Arts & Culture

Prime Location

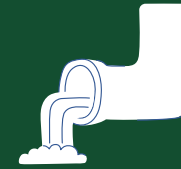
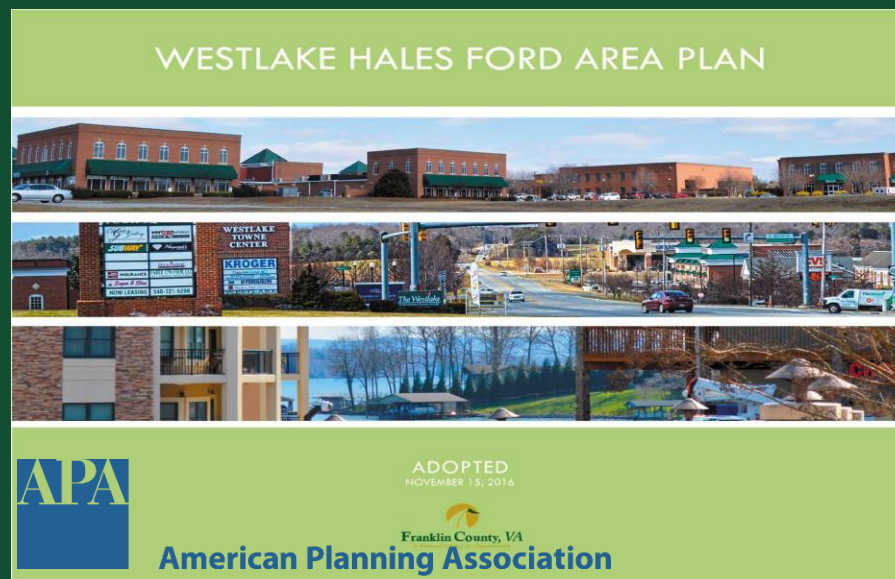
At 712 square miles Franklin County is the seventh largest county in Virginia and is centrally located between Charlotte, NC and Washington, DC.



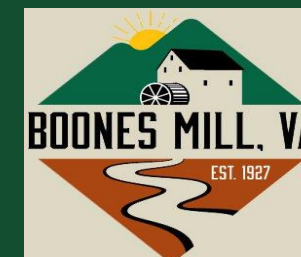
Supportive Infrastructure & Planning



Village Planning & Transportation



Utility Partners



Broadband Partners



\$4.2 Million - Project Grants

Safety Priority



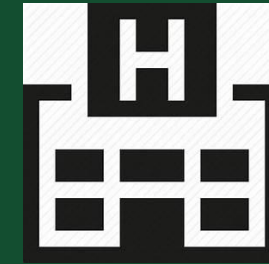
Fire & EMS

- Staffed 24/7 Stations
- 70 Career Staff
- 250 Volunteers
- 4-4Y ISO Rating
- Stroke, Heart, & Trauma Alert



Law Enforcement

- 24/7 Coverage
- 115 Staff
- COPS Program
- State Accreditation
- Community Safety Rating



Health Care

- Local hospital (24/7 ER, MRI, CT, Intensive Care, Surgical Unit, Labs, Rehab, Therapies).
- Numerous Medical Clinics
- Staffed Helipad Medivac Unit

Franklin Co. Schools

- Fully Accredited
- 6,185 (+/-) Students
- 12 Elementary
- 1 Middle, 1 High
- Gereau Center , CTE
- Dual Enrollment (AP)
- 54% Faculty w/ Graduate Degrees

Virginia Western CC

- 8,500 (+/-) Students
- College Access
- STEM Curriculum

Ferrum College

- 1,200 (+/-) Students
- 700 Acre Campus
- 55 (+/-) Major Fields

Franklin Center

- Higher Education
- Workforce Training

Private Schools

- Expanding Facility Enrollments

Award Winning Schools

The Franklin County Public Schools System is fully accredited and is widely recognized for its high achieving students, schools, the innovative Gereau Center, and a large competitive sports and extracurricular activities program.



*Anthony Swann,
Virginia's 2021 Teacher of the Year*

Higher Education & Lifelong Learning

Franklin County residents have access to a large number of higher education and workforce training programs as the County is home to Ferrum College and The Franklin Center which offer multiple training certifications, undergraduate and graduate degrees.





296 New Jobs and 371
Total Jobs Announced



\$71.6 Million New
Private Investment



Recent Economic Development Announcements

Remote Worker Campaign



"Live Here, Work Anywhere"

May-December 2020

- 3.93 million impressions
- 47,100 clicks
- Top 5 locations: Los Angeles, New York, Philadelphia, Atlanta, Washington DC
- Newsletter signups: 2,200

Rocky Mount considers co-working space as more people consider full time telework

A recent campaign advertising the Roanoke Valley for teleworking drew more than 45,000 clicks



Financial Health



Low Costs & Competitive Advantage among Virginia's Blue Ridge communities

High Achieving Bond Ratings AA+

Standard and Poors states “*Franklin County has a history of sound financial management, supported by a number of formalized financial policies and practices as well as a growing economic base. As a result, (Standard and Poors) believe the County will continue to maintain its very strong financial position*” December, 2020



FitchRatings



Franklin County

Real Estate: \$0.61

Personal Property: \$2.41

In 2020, Franklin County reduced the Personal Property nominal tax rate from \$2.46 to \$2.41 per \$100 Assessed Value.

Roanoke County

Real Estate: \$1.09

Personal Property: \$3.50

Botetourt County

Real Estate: \$0.79

Personal Property: \$2.71

Roanoke City

Real Estate: \$1.22

Personal Property: \$3.45

Source: Weldon Cooper Center

It's Not About Us, but Partners Like You

Agenda

- Presentation of Housing Studies
- Regional and Corporate Investor Perspectives
- LUNCH
Current Real Estate Market Analysis
- Housing Network Connections, Feedback, and some Homestead Creamery Ice Cream !!

