



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.

Hip-hop heating up for March



INSIDE OUT

125 YEARS

THE ROANOKE TIMES

THURSDAY MARCH 3, 2011

roanoke.com

ROANOKE, VIRGINIA 75¢

★ WHO WE ARE | 2010 CENSUS ★

## People are flocking to Franklin County



The last assets of the Downtown Learning Center, which abruptly closed in October, will be sold.

By Matt Chittum  
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981-3331

The Elmo chair must go. And the Fisher Price Play Family Farm. And the plastic cash register.

FEBRUARY 7, 2011

MONDAY

Franklin County wins its 24th consecutive district championship in wrestling and its 10th in a row in the Western Valley District Saturday at home. Inter Adams (right) Andrew Turner becomes four-time league champs. See story on Page 4.



Franklin County need an overtime period to stymie Liberty Christian Academy, 68-66, in a non-district boys' varsity basketball game Friday night. Isiah Gill (24 right) scored 29 points for the Eagles. See story on Page 5.



United Way Director Pat Koger, left, accepts a donation from Pat Marlowe. Koger is trying to raise \$140,000, the amount this year's fundraiser fell short of its \$370,000 goal. See story on Page 3.



50¢

Philipott Lake

# The Franklin News-Post

Volume 106, Number 16

Serving The Land Between The Lakes — Philipott and Smith Mountain

Rocky Mc

## 2010 Census: Franklin Co. tops growth in western Va.

By CHARLES BOOTHE  
Staff Writer

Between 2000 and 2010, Franklin County saw the largest percentage increase in population than any other county in western Virginia.

According to 2010 Census statistics released last week by the Virginia Public Access Project, the county's population increased 18.8 percent during that 10-year span, bringing the number of residents to 56,159, from just over 47,000 in 2000.

Other counties in the region, including Henry (-6.5 percent) and Patrick (-4.7 percent), lost population while Floyd (+10.1 percent), Bedford (+13.8 percent) and Roanoke (+7.7 percent) counties saw increases.

Most of the counties with the largest population increases (See Population on Page 7)

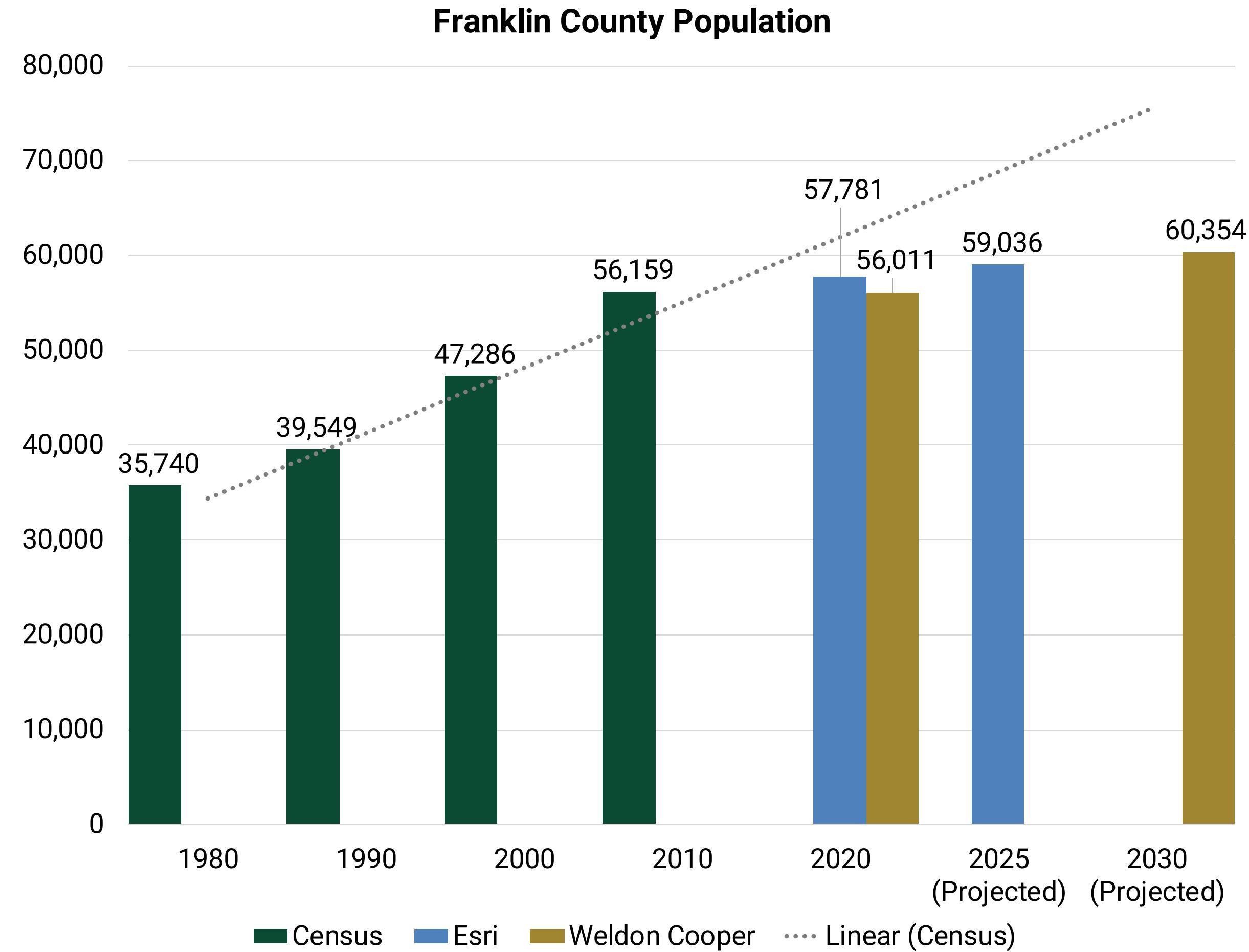
# Housing Summit

## 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**



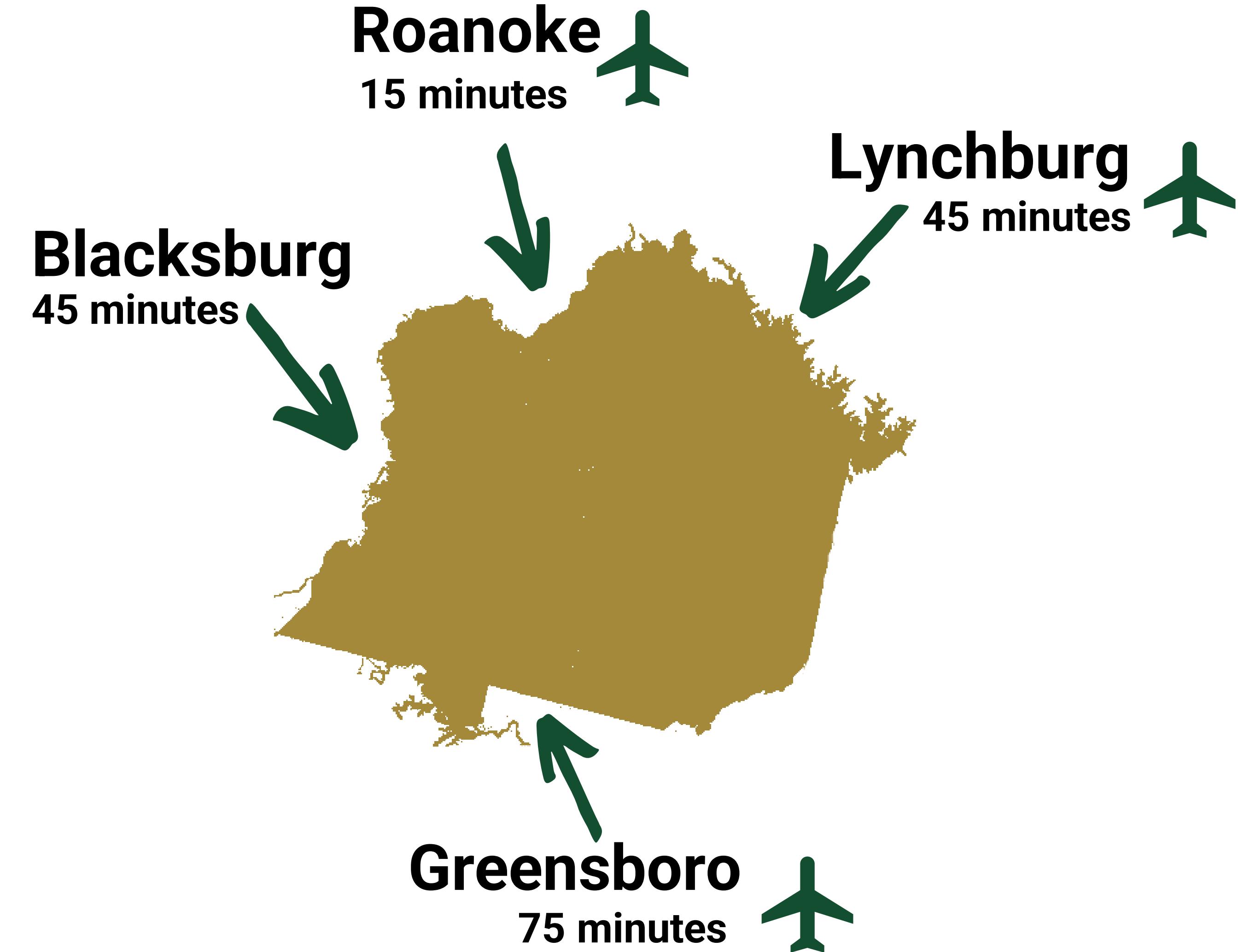
**Waid  
Park**



# Arts & Culture

# Prime Location

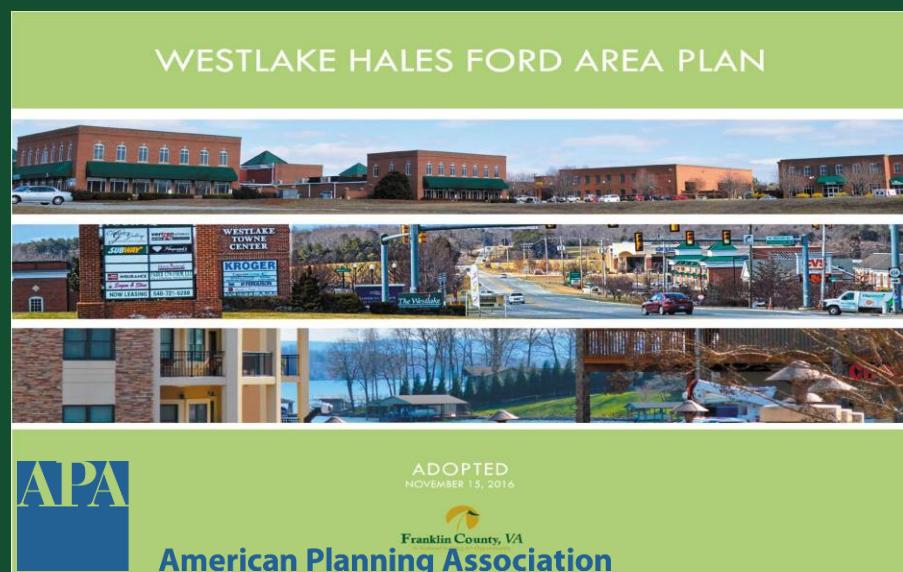
At 712 square miles Franklin County is the seventh largest county in Virginia and is centrally located between Charlotte, NC and Washington, DC.



# 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.



# Recent Economic Development Announcements

\$

\$71.6 Million New Private Investment



296 New Jobs and 371 Total Jobs Announced

EMPIRE  
BAKERY COMMISSARY



Fleetwood  
HOMES™



McAirlaid's



## 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

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### **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



Fitch Ratings



## 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.

## Botetourt County

Real Estate: \$0.79

Personal Property: \$2.71

## Roanoke County

Real Estate: \$1.09

Personal Property: \$3.50

## 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 !!

