



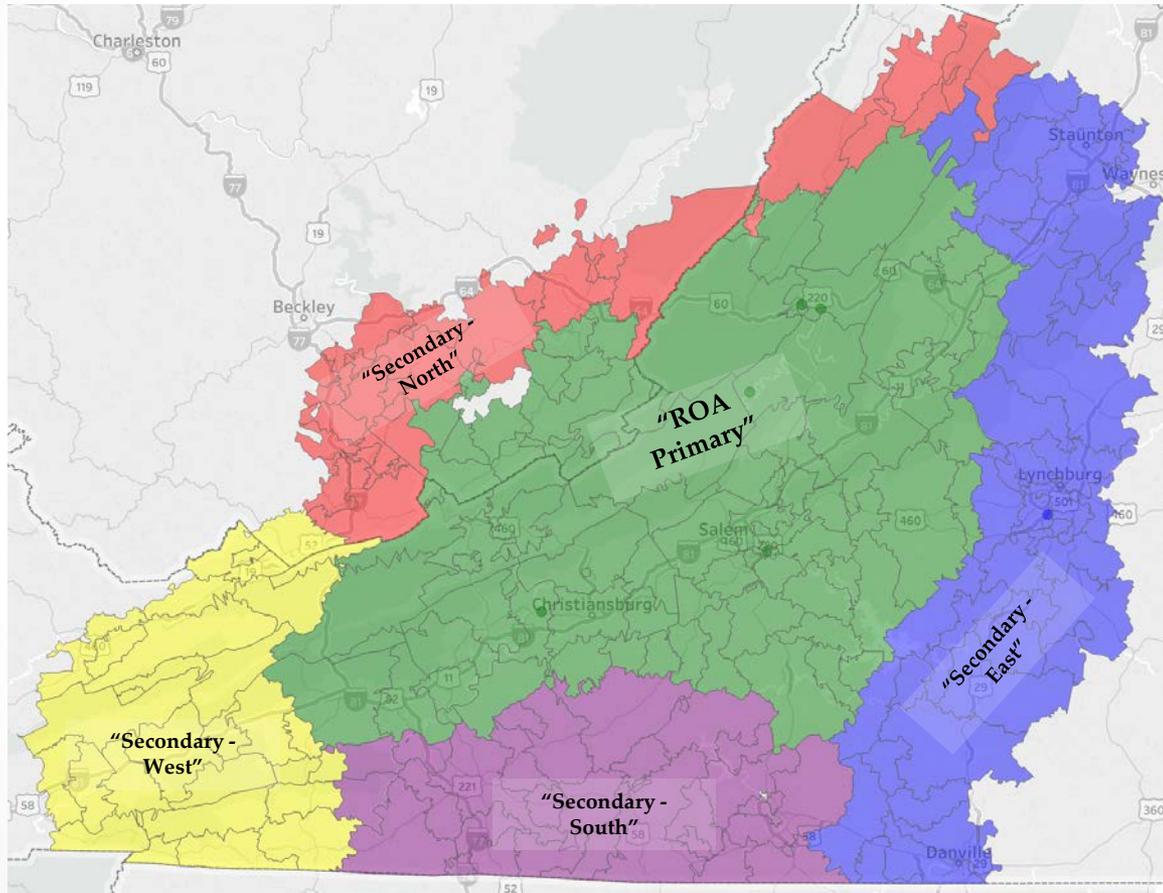
ROA: Challenges and Opportunities



Who is ROA?

- The gateway to Southwest Virginia
- ROA is an economic engine that produces an annual regional impact of \$250 billion.
- Through ROA there is one-stop access to nearly 500 cities worldwide.
- Our responsibility is to provide a safe and efficient air transportation facility and to promote greater connectivity to support economic development.
- It is important to note that we're a public entity that operates in the public marketplace.
- No local tax dollars are used to support the airport.

Catchment Area



90-Mile Radius of ROA

- Total Businesses: 48,815
- Total Employees: 679,565
- Total Residential Population: 1,452,070
- Median Household Income: \$45,335
- Retail Sales: \$5.4 Billion

Our Region is Growing

	Gross Metro Product Growth 2012 - 2017	Employment Growth 2012 - 2018
Roanoke MSA	10.8 %	3.8 %
Blacksburg/Christiansburg/Radford MSA	15.1 %	3.7 %
Lynchburg MSA	13.5 %	3.5 %
Total	12.6 %	3.7 %

Roanoke has gained 3,800 jobs since this time last year alone. The three metros together are up 7,800 jobs over the same period.

Economic Tipping Point

To continue growth we must improve moving people

- In & Out of the region

 - Air service critical – growth companies are serving national/global markets

 - Rail service could augment

- Within the region

 - I-81 Exits 109 to 150 critical

Capital Investment needed to grow the Regional Economy

Airports and the Wealth of Regions

- Airports are much more than places to catch planes; they are among the largest investments a city and region can make.
- Several studies have identified the close connection between airports and regional development.
- A 10% increase in passengers generates a 1% increase in regional employment
- Airports and airline service contribute more to knowledge and service-based industries and good airline service is an important factor in urban economic development.
- In today's economy, the ability to move people who generate commerce matters even more.
- The ability to move cargo is important as well.
- The number of airport passengers per capita is associated with higher metro economic output, wages, and incomes, as well as with the number of college graduates and even more so with high tech industry concentration.
- Airport activity is significantly associated with regional wealth and productivity.

ROA's Approach to Landing New Opportunities

- Commerce Center/Transportation Hub
- Develop Non-aeronautical revenue
- Purchase adjoining properties when you can afford to do so
- Advertise an RFP for a local commercial real estate broker
- Explore P3 opportunities (Public-Private Partnership)

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