



COMMUNITY PROFILE

City of Salem, Virginia



**VIRGINIA ECONOMIC
DEVELOPMENT PARTNERSHIP**
www.YesVirginia.org

State Map

Only a few locations can guarantee the right combination of resources that are crucial to your business's success. Virginia's premier location offers excellent domestic and international access. Centrally located on the U.S. East Coast, 40 percent of the U.S. population is within a day's drive, and our integrated transportation system of highways, railroads, airports and seaports ensures that you can reach every one of your markets efficiently. Close proximity to Washington, D.C. facilitates contact with policy makers and the federal government system.

Virginia continues to rank among America's leading states for business by CNBC and Forbes.com. Business-first values, easy access to markets, stable and competitive operating costs, and a talented workforce all drove Virginia to the top. This unique combination of assets has encouraged businesses to prosper here for more than 400 years. Like you, they searched the world over for that convergence of resources that would help ensure their prosperity. For them, their search ended here. Chances are yours will too.

- AAA bond rating- Virginia has maintained a AAA rating since 1938, longer than any other state.
- Right-to-work law allows individuals the right to work regardless of membership in a labor union or organization.
- Corporate income tax rate of 6% has not been increased since 1972.
- Headquarters to 32 Fortune 1000 firms.
- Headquarters to over 70 firms with annual revenue over \$1 billion.
- More than 17,300 high-tech establishments operate in Virginia.
- More than 700 internationally-owned businesses from 45 countries are located in Virginia.
- Ranks third among the 50 states as a recipient of federal R&D funds.
- Streamlined permitting process.
- Recruitment training programs to help new businesses become operational faster.
- Programs at little or no cost to help businesses increase international sales.



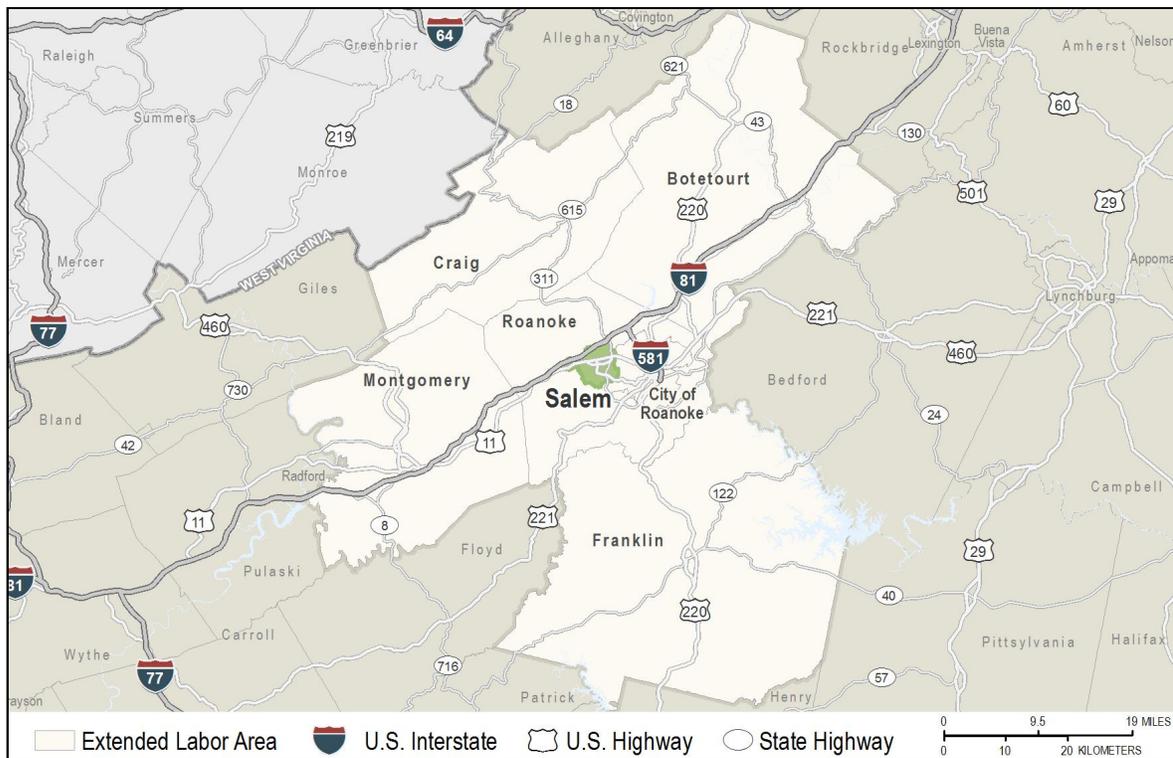
Location

The independent city of Salem, located in southwestern Virginia, is the Roanoke County seat. This 14.4 square mile community is strategically situated on Interstate 81 in the Roanoke Valley between the Allegheny and Blue Ridge Mountains. Salem has a strong and diverse economy that is conducive to business and industry.

Salem's location provides ready access to two-thirds of the nation's population within a 500-mile radius.

Salem is adjacent to the city of Roanoke, 189 miles southwest of Richmond, the state capital, and 250 miles southwest of Washington, D.C.

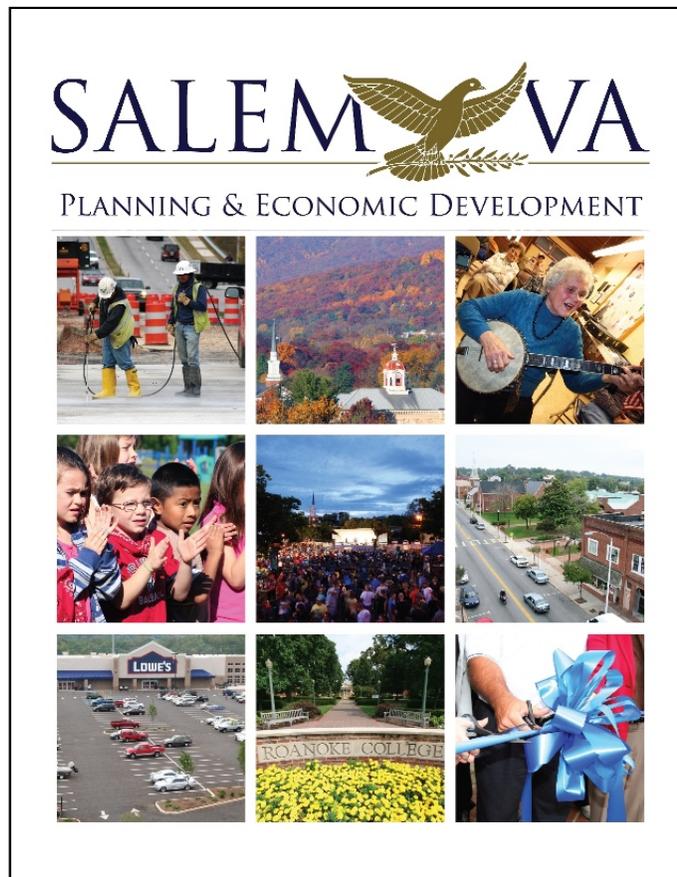
The city of Salem is part of the Roanoke Metropolitan Statistical Area (MSA).



City of Salem

Salem is known for its small town hospitality and big city ambition. Potential locations for any type of business abound: from our modern West Main Street Retail Corridor to our mixed-use Downtown. The city has a large manufacturing sector spread throughout, including names like General Electric and Yokohama Tire, as well as its own electric, water and sewer departments. We are home to two of the largest medical facilities in the state, Lewis Gale Medical Center and the Veterans Affairs Medical Center. Salem is also the home of Roanoke College - a four-year liberal arts college that has been named one of the best colleges in America by the Princeton Review and Forbes magazine. The city offers assistance with permitting fees and utility connections for new construction based on job creation, wages, and investment.

Salem, "Virginia's Championship City,"
Welcomes You!



Labor Market

Population

Gender Distribution (2012)	Male	Female
City of Salem	47.3%	51.7%

Race/Ethnicity (2012)

Classification	Profile Area	Extended Labor Area
White	22,210	318,615
Black	1,828	42,832
Asian	467	10,442
Two or More	380	7,077
Pacific Islander	242	5,151
American Indian or Alaska Native	77	1,184
Hispanic (may be of any race)	730	4,380

Median Age (2012)	40 years	
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Civilian Labor Force (2013)

City of Salem	12,933
Extended Labor Market Area	193,808
Total	206,741

Labor Force Participation (2008-2012)

City of Salem	59.8%
Extended Labor Market Area	62.3%

Unemployment

Unemployment Rate (May 2014)

City of Salem	5.3%
Extended Labor Market Area	5.5%
Statewide	5.4%

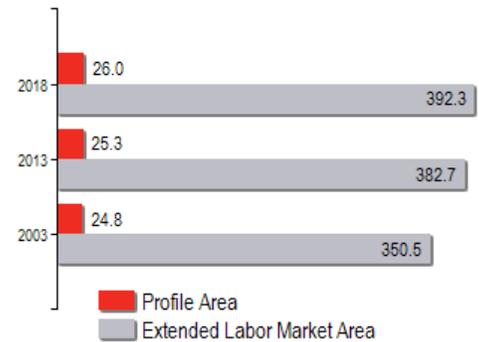
Unemployed (2013)

City of Salem	756
Extended Labor Market Area	11,054
Total	11,810

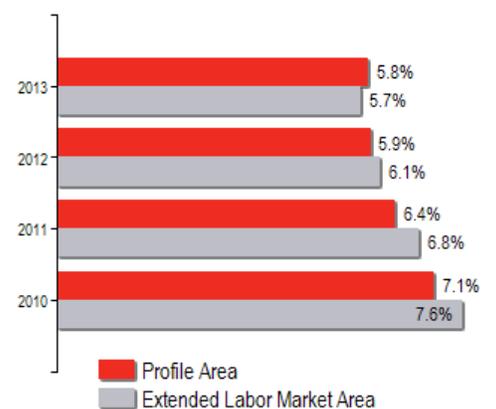
Underemployed (1st Quarter 2014)

City of Salem	1,184
Extended Labor Market Area	18,849
Total	20,033

Population in Thousands



Unemployment Rates



Labor Market

Commute Time (2008-2012)		
Worked from home	637	5.3%
Under 15 minutes	4,836	43.0%
15-24 minutes	4,028	35.4%
25-34 minutes	1,741	15.3%
35-44 minutes	239	2.1%
45-59 minutes	353	3.1%
Over 60 minutes	193	1.7%
Mean Travel Time to Work (minutes)		18

Companies in the Roanoke Valley draw workers from a 60-mile radius, which includes a civilian labor force of more than 340,000.

Additional Labor Resources	
High School Graduates Not Continuing (2012-2013)	38
Two-Year College Graduates (Spring 2013)	1,820
Two-Year College Enrollees (Fall 2013)	8,654
Other College and University Graduates (Spring 2013)	10,876
Total	21,388

Labor Market

Career Readiness Certificate (11/01/2012-01/31/2014)

Virginia's Career Readiness Certificate (CRC) assists employers by certifying that a recipient possesses core skills in applied math, reading for information, and locating information. The CRC certification is based on established WorkKeys® assessment tests. Virginia uses a three-tiered approach (bronze, silver, gold) to credentialing certificate holders that is based on the recipient's level of development skills.

City of Salem	21
Extended Labor Market Area	278
Total	299

The Roanoke Valley offers a diverse employment base, with a strong manufacturing sector.

Educational Attainment

On-Time Graduation Rate (Class of 2013)	89.2%
Percentage of City of Salem population age 25+ who are high school graduates (2008-2012)	88.1%
Percentage of City of Salem population age 25+ who have earned a Bachelor's Degree or higher (2008-2012)	30.0%

Labor Market

Employment by Sector* (4th Qtr. 2013)		
Agriculture Forestry Fishing and Hunting	N.D.	N.D.
Mining Quarrying and Oil and Gas Extraction	N.D.	N.D.
Utilities	N.D.	N.D.
Construction	834	3.8%
Manufacturing	3,609	16.3%
Wholesale Trade	1,695	7.6%
Retail Trade	1,990	9.0%
Transportation and Warehousing	308	1.4%
Information	62	0.3%
Finance and Insurance	674	3.0%
Real Estate and Rental and Leasing	163	0.7%
Professional Scientific and Technical Services	602	2.7%
Management of Companies and Enterprises	391	1.8%
Administrative and Support and Waste Management	984	4.4%
Educational Services	N.D.	N.D.
Health Care and Social Assistance	3,412	15.4%
Arts Entertainment and Recreation	144	0.6%
Accommodation and Food Services	1,647	7.4%
Other Services	702	3.2%
Total Government	4,341	19.6%
Federal Government	2,159	9.7%
State Government	591	2.7%
Local Government	1,591	7.2%
Unclassified	0	0
Total	22,168	100.0%

N.D. - Not Disclosed

*By Business Establishment

Over 10,000 enter the labor force each year from college/university and secondary educational institutions located in and around the region.

Labor Market

Major Employers

Manufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Accellent	Medical device components	300 - 599
General Electric Company	Industrial controls	600 - 999
Graham White Mfg. Company, Inc.	Railroad equipment	100 - 299
Yokohama Tire Corporation	Tires	600 - 999

NonManufacturing

<i>Company</i>	<i>Product/Service</i>	<i>Estimated Employment</i>
Carter Machinery Company, Inc.	Construction & mining equipment	300 - 599
City of Salem	Local government	300 - 599
County of Roanoke	Local government	300 - 599
Lewis Gale Medical Center	Hospital	1,000 - 1,499
Roanoke College	Higher education	300 - 599
Salem City Schools	Schools	300 - 599
U.S. Foodservice	Food distributor	300 - 599
Veterans Administration Medical Center	Hospital	1,500 - 2,499
Virginia Department of Transportation	State agency	300 - 599

Labor costs in the region are well below the national and state averages.

Labor Market



Closings, Reductions, Layoffs (1/2013 to date)

<i>Date</i>	<i>Type</i>	<i>Company</i>	<i>Product/Service</i>	<i>Employees Affected</i>
2/1/2013	Reduction	Liberty Medical Supply	Call center; diabetes products supplier	186
7/1/2013	Reduction	Liberty Medical Supply	Call center; diabetes products supplier	18

Union Activity (1/2009 - 1/2014)

Petitions filed for representation	1
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Estimated Earnings (May 2011)

<i>Occupation</i>	<i>Median Wage</i>	<i>Mean Wage</i>	<i>Median Salary</i>	<i>Mean Salary</i>
Laborers and Freight, Stock, and Material Movers, Hand	\$11.39	\$12.28	\$23,692.36	\$25,538.18
Industrial Truck and Tractor Operators	\$13.80	\$14.15	\$28,711.56	\$29,420.48
Heavy and Tractor-Trailer Truck Drivers	\$15.17	\$15.83	\$31,558.38	\$32,922.45
Welders, Cutters, Solderers, and Brazers	\$18.27	\$18.32	\$38,007.79	\$38,100.18
Machinists	\$17.21	\$18.50	\$35,798.61	\$38,471.76
Team Assemblers	\$13.11	\$13.33	\$27,257.34	\$27,719.28
First-Line Supervisors of Production and Operating Workers	\$24.87	\$26.63	\$51,740.01	\$55,393.89
Maintenance and Repair Workers, General	\$15.92	\$16.45	\$33,122.84	\$34,202.81
Industrial Machinery Mechanics	\$18.33	\$19.68	\$38,129.20	\$40,932.02
Bus and Truck Mechanics and Diesel Engine Specialists	\$19.39	\$19.11	\$40,331.71	\$39,760.80
Office Clerks, General	\$12.97	\$13.22	\$26,966.68	\$27,495.95
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$14.68	\$14.89	\$30,529.65	\$30,986.94
Receptionists and Information Clerks	\$11.20	\$11.93	\$23,297.24	\$24,824.23
Customer Service Representatives	\$13.80	\$14.44	\$28,698.48	\$30,035.86
Bookkeeping, Accounting, and Auditing Clerks	\$14.86	\$15.68	\$30,920.02	\$32,611.26
First-Line Supervisors of Office and Administrative Support Workers	\$22.27	\$23.45	\$46,320.71	\$48,774.44
Computer Support Specialists	\$19.97	\$21.32	\$41,534.87	\$44,343.97
Software Developers, Applications	\$35.74	\$36.88	\$74,327.36	\$76,711.00
Accountants and Auditors	\$26.72	\$30.14	\$55,573.42	\$62,698.48
Management Analysts	\$29.04	\$32.47	\$60,399.65	\$67,540.89

Per Capita Personal Income (2012)

\$42,288

Median Family Income (2008-2012)

\$60,803

Education

Public School Enrollment (Fall 2013)

<i>Level</i>	<i>Number</i>	<i>Enrollment</i>
Elementary	4	1,708
Middle	1	931
High School	1	1,200

Student Teacher Ratio (FY2013)

Elementary	13:1
Secondary	14:1

Per Pupil Expenditure (FY 2013)

\$10,640.00

On-Time Graduation Rate (Class of 2013)

89.2%

High School Graduates Continuing Education (2012-2013)

87.2%

Advanced Programs (2012-2013)

Governor's Schools

Roanoke Valley Governor's School for Science & Technology

Senior International Baccalaureate (IB) Enrollment	9
Students taking 1 or more Advanced Placement (AP) Courses	5
Students taking 1 or more AP Exams	6
Students taking 1 or more college courses	291

Seventy-one percent of students in the senior class have taken at least one dual enrollment course while attending Salem High School.

Education

Workforce Development Facilities

<i>Facility</i>	<i>Type</i>
Burton Center For Arts and Technology	Career and Technical Center
Covington Workforce Center	VEC Workforce Center
Franklin Center for Advanced Learning and Enterprise	Comprehensive Center
Roanoke Workforce Center	VEC Workforce Center

The Salem School Division is consistently ranked as one of the best in the state with high scoring students and well compensated teachers and faculty. Salem's four elementary schools, East Salem Elementary, G.W. Carver Elementary, South Salem Elementary and West Salem Elementary, earned the Board of Education's Excellence award. In addition, each of Salem's 6 schools and the division as a whole have met or exceeded all of the required "No Child Left Behind" targets in Math and Reading for the 2009-10 school year. Salem is one of just 7 school divisions out of 132 in the entire state to reach this level.

Higher Education Facilities — Fall 2013

<i>Facility</i>	<i>Enrollment</i>
Virginia Tech	31,205
Radford University	9,928
Virginia Western Community College	8,654
Roanoke College	2,060
Ferrum College	1,512
Jefferson College of Health Sciences	1,039
Hollins University	750
Roanoke Higher Education Center	·
Virginia Tech - Roanoke Center	·
American National University - Roanoke Valley Campus	†
ITT Technical Institute - Salem Campus	†
Skyline College - Roanoke Campus	†

· Enrollment figures are included in participating colleges and universities.

† Enrollment figures are not available.

Transportation

Interstates

Name	Distance
I-81	0.0 miles (0.0 km.)
I-581	2.2 miles (3.5 km.)
I-64	31.0 miles (49.9 km.)
I-77	49.5 miles (79.6 km.)

Note: Measured from border of locality/region.

Interstate 81 and U.S. Route 460 and 220 link to major north-south and east-west routes including Interstates 64, 77, 40, 85 and 95.

Highways

Highway 11	Highway 112	Highway 311	Highway 419	Highway 460
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Note: 4-Lane US Highways located within locality/region.

Commercial Air Service

Roanoke Regional Airport, Roanoke -- 7.5 miles (12.0 km.)

Delta Air Lines	United Airlines	US Airways
Allegiant Air		

Lynchburg Regional Airport, Lynchburg -- 59.3 miles (95.4 km.)

US Airways Express	
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Note: Within a 75-mile drive of the center of the locality.

Transportation

General Aviation Service	
<i>Name</i>	<i>Runway Length</i>
Virginia Tech/Montgomery Executive Airport, Blacksburg	4,539 ft (1,383 m)

Freight Rail Service
Norfolk Southern Railway Company

Seaports	
<i>Name</i>	<i>Distance</i>
Port of Virginia	268.0 miles (431.3 km)

Note: Driving distance from the center of the locality to Port of Virginia and any other seaports within 100 miles.

Other Ports of Entry	
<i>Name</i>	<i>Distance</i>
New River Valley Airport (Virginia TradePort)	44.7 miles (71.9 km)
Port of Washington - Dulles	224.2 miles (360.7 km)

Note: Driving distance from the center of the locality to Port of Washington - Dulles and any other port of entry within 100 miles.

With over 50 scheduled airline flights arriving and departing daily, the Roanoke Regional Airport offers nonstop service to dozens of major cities, as well as frequent connecting service through the hubs of four major airlines.

Utilities



Utilities	
Electric	City of Salem
Natural Gas	Roanoke Gas Company
Telecommunications	Verizon-Virginia
Water	City of Salem
Waste Water Treatment	City of Salem
Solid Waste Disposal	Amelia County Landfill

The City of Salem owns and operates its own electricity distribution system. The Electric Department operates and maintains 11 substations and one transmission switching station.

Financial Institutions

Financial Institutions — 4th Qtr 2013 Assets	
<i>Bank</i>	<i>Assets (millions)</i>
Wells Fargo Bank, N.A.	\$1,373,600.0
Branch Banking and Trust Company	\$179,126.3
SunTrust Bank	\$171,261.7
Carter Bank & Trust	\$4,661.8
WoodForest National Bank	\$3,884.3
StellarOne Bank	\$3,061.9
Valley Bank	\$824.5
Bank of Floyd	\$267.3

Valley Bank has been recognized as one of the fastest growing and most profitable start-up community banks in the Mid-Atlantic region.

Government and Taxes

Government

Salem has a five-member City Council. Members are elected at-large and serve a four-year term. City Council elects the Mayor and Vice-Mayor from their members for a two-year term.

The City Council appoints a professional City Manager and Assistant City Manager to oversee the daily operations of the city.

The city has a comprehensive plan and zoning and subdivision ordinances.

Roanoke's Center in the Square is the focal point of cultural activity in the region with the Science Museum of Western Virginia, the Roanoke Museum of Fine Arts, the Mill Mountain Theater and the Roanoke Valley History Museum.

Taxes

Localities in Virginia collect a 1% sales tax. They do not tax other items taxed at the State level.

Counties and cities in Virginia are separate taxing entities. Therefore, a company pays taxes to either a county or to a city.

If a company is located in a town, it pays town and county taxes except for utility taxes which are paid only to the town and the license tax which is paid only to the town unless town law permits the additional collection of a county tax.

Manufacturers pay real estate, machinery and tools, truck and automobile, utility, and sales taxes.

Nonmanufacturers pay real estate, tangible personal property, truck and automobile, utility, and sales taxes. They also may pay either a merchants' capital or a license tax.

[Manufacturer's Tax Profile \(Salem\) pdf](#)

[Non-Manufacturer's Tax Profile \(Salem\) pdf](#)

Community Facilities

The Roanoke Valley is the medical center for Southwestern Virginia with four major facilities and several smaller centers. Two of these facilities, the Lewis-Gale Medical Center and the Veterans Administration Medical Center, are located in Salem. Lewis-Gale Medical Center is a 506-bed acute care facility that offers a full array of diagnostic and treatment services that include 24-hour emergency care, surgery and a comprehensive cardiac treatment center. The Veterans Administration Medical Center is a 298-bed facility that provides acute, medical, surgical, and psychiatric care. Carilion Roanoke Memorial Hospital is another major regional hospital in the region. Carilion Roanoke Memorial Hospital is a 763-bed acute care facility that provides a full range of services that include 24-hour air ambulance service, a Level I trauma center, surgery, a diabetic care unit, a neurosurgical unit, and a respiratory care unit. Carilion Roanoke Community Hospital is home to several outpatient services including a new Urgent Care Center, the Wound Care Center including hyperbaric oxygen treatment (HBOT), outpatient radiology (X-ray, CT scanning and ultrasound) and Occupational Health Services for the business and industrial community. Other facilities in Salem include the Lewis-Gale Center for Behavioral Health and the Mount Regis Center, which provides programs for chemical dependency.

Overlooking the beautiful Roanoke Valley, Hanging Rock Golf Club is surrounded by breathtaking natural beauty. The course, designed by Russell Breeden, offers a championship layout that guarantees golfers of all skill levels a challenging and exciting round.

Community Facilities

(continued)

More than 20 nursing facilities that provide long-term and intermediate care for the elderly are located throughout the metropolitan area.

Approximately 100 physicians and 25 dentists practice in Salem. An additional 350 physicians and 100 dentists can be found in the metropolitan area.

The city of Salem has one public library with a collection over 137,000 volumes. Colleges and universities throughout the Roanoke Valley also permit the public to use their library facilities. These facilities include the libraries of Roanoke College with over 200,000 volumes and Virginia Western Community College with a 80,000-item collection.

The city of Salem offers residents a variety of conveniently located shopping facilities. Both the downtown area and Spartan Square Shopping Center with 27 stores offer a broad mix of retail and service-related businesses. A new Lowe's Home Improvement Store opened in the spring of 2010 on the former West Salem Shopping Center property. Several other retail establishments are anticipated on this site in the near future. Seven other conveniently located neighborhood shopping centers can be found in Salem. Additional shopping opportunities are available throughout the metropolitan area. Over 275 stores are located in the area's three regional malls.

The Salem Bike Route is an 11.2-mile round trip course designed for all ages and skill levels.

Lifestyle

Residents of Salem can pursue numerous recreational and cultural activities throughout the Roanoke Valley. The Jefferson National Forest and the Appalachian Trail extend over the northern edge of Roanoke County and provide excellent opportunities for hunting, fishing, camping, and hiking. Fishing and canoeing activities can be found on the Roanoke River, which has been stocked with rainbow and brown trout. Additional fishing is available at Carvins Cove, where boats can be hired and the waters have been stocked with largemouth bass, crappie, bream and pickerel. Smith Mountain Lake, a man-made impoundment with over 500 miles of shoreline is less than an hour's drive from Salem. This popular recreational area offers fishing, boating, camping, and water skiing.

Public recreational facilities in Salem include several community parks with picnic facilities; skateboard park; 12 tennis courts; 21 athletic fields; and a recently renovated nine-hole golf course. The Roanoke River Greenway runs through the heart of Salem, and connects with both Roanoke County and Roanoke City. The four-mile paved path provides opportunities for walking, fishing, biking and birding, as well as enjoying the natural scenery of the Roanoke River. Amenities include canoe launch facilities, water fountains, and picnic equipment. The city also owns and maintains a 1.6 mile "Rails to Trails" linear park. Golf can also be found in Salem at Hidden Valley Country Club that features an 18-hole private course and swimming and tennis facilities. Adjacent to Salem is Hanging Rock Golf Club, an 18-hole public course opened in 1992. In the metropolitan area there are four other semi-private 18-hole golf courses and two private 18 and 27-hole golf courses at country clubs that also have swimming and tennis facilities.

Lewis-Gale Medical Center has been named a "Top 10 HCA Hospital in Cardiac Care." Lewis-Gale's Chest Pain Center, the second chest pain center in Virginia to receive national accreditation, is one of only 128 such accredited centers in the U.S.

Lifestyle

(continued)

The Roanoke Valley offers a variety of cultural opportunities for area residents to enjoy. The focal point of cultural activity is the newly renovated Center in the Square in downtown Roanoke. This unique facility houses the Science Museum of Western Virginia and Hopkins Planetarium; the Roanoke Museum of Fine Arts, with its two galleries; the Roanoke Valley Arts Council; and the Roanoke Valley Historical Society with its Roanoke Valley History Museum. Mill Mountain Theatre, a professional, year-round, regional theater, is also located in the Center in the Square building. The theater, which will celebrate its 50th anniversary in 2014, provides educational and outreach programs in the performing arts to Southwest Virginia. The Roanoke Ballet Theater and the Roanoke Symphony offer performances throughout the year.

A wide assortment of events are also held at the Salem Civic Center. The Center seats 7,500 and presents events that include concerts, trade and exhibit shows, and spectator sports. The Center is also home to the Roanoke Valley Horse Show, which is the largest in Virginia and one of the ten largest in the country; and also the Salem Fair, the second largest in the State. The city was chosen to host the NCAA Division III College Football National Championship Game, The Amos Alonzo Stagg Bowl, at the Salem Stadium. The Roanoke Civic Center with a seating capacity of 11,000 hosts similar programming and has an adjoining auditorium for smaller events that seats 2,500.

Other attractions in the area include the Virginia Museum of Transportation and Mill Mountain Zoo. The Virginia Museum of Transportation operates the largest model train layout in the country as well as offering an extensive collection of steam locomotives and railroad equipment. Mill Mountain Zoo Park contains picnic areas and a children's zoo housing wild and domestic animals.

The Roanoke Symphony Orchestra is the only professional orchestra in Virginia west of Richmond. It has earned a national reputation for distinctive performances of traditional repertoire and high-profile pop concerts featuring jazz, blues, R&B, and country music guest artists.

Lifestyle

(continued)

A variety of festivals are held in the metropolitan area throughout the year. Olde Salem Days, held in September, celebrates fall with an arts and crafts show, musical performances, and one of the largest antique cars shows on the East Coast. Festival in the Park, held in June in Roanoke also features art displays, concerts, and theatrical performances. Other area festivals include the Virginia State Championship Chili Cookoff in May, Fiddlefest in July, Festival on the Market in September, Big Lick Blues Festival also in September, and the Annual Fall Classic Arts and Crafts Festival in November.

[Roanoke MSA Profile](#)

[Roanoke Valley Profile](#)

[Roanoke Valley Economic Development Partnership](#)