



FOR IMMEDIATE RELEASE
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Roanoke County Seeks Citizen Input for Economic Development Strategic Plan

The Economic Development Department is hosting community meetings for ELEVATE 2026 Plan

Roanoke, VA – Roanoke County Economic Development Invites County businesses, citizens, and stakeholders to attend one of two community meetings to provide feedback on **ELEVATE 2026**, the County’s Economic Development Strategic Plan. The upcoming community events will be on **Oct. 21 at the Green Ridge Recreation Center** and **Oct. 26 at the South County Library**, both beginning at 6 PM. Attendees are able to use these events to learn about the Strategic Plan, ask questions, and provide feedback that Roanoke County staff will use to create the final draft of the Plan.

Each meeting will begin with welcome and introductions, followed by a presentation on the DRAFT Strategic Plan. Following the presentation, attendees will be encouraged to visit stations and provide feedback on specific Goal Areas in the Plan. Staff will attend each station to help gather feedback and answer questions on each Goal Area.

“Developing such a plan is essential to the work of economic development, said Jill Loope, Director of Roanoke County Economic Development. “Changing demographics, consumer preferences, and the ability of many employees to work remotely present challenges and opportunities for economic development. This strategic planning effort will help guide the County’s actions and investments to yield future results.”

The ELEVATE 2026 Plan will help guide economic growth in the County for the next five years, with a focus on primary goal areas and implementation strategies. The Virginia Tech Center for Economic & Community Engagement assisted Roanoke County in guiding the Economic Development Strategic Planning process over the past year. The draft plan will be presented to the Board of Supervisors in a work session in November, with a formal adoption considered in early 2022.

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