



# **ASSET-BASED ECONOMIC DEVELOPMENT**



**ROANOKE REGIONAL  
PARTNERSHIP**

[www.roanokeoutside.com](http://www.roanokeoutside.com)

# BALLAST POINT

**BREWING COMPANY**





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**\$887 Billion  
Industry**



**Inventory  
Assets**

# Explore Roanoke Outside



## Events



Fleet Feet Sports Pub Run  
May 31, 2016



The Original Roanoke Pub Run  
May 31, 2016



National Running Day  
Community Run  
June 1, 2016



Yoga on the Roof  
June 1, 2016

[VIEW FULL CALENDAR](#)

## Create Your Own Adventure

[START NOW](#)

## FloydFest 16: Dreamweavin'

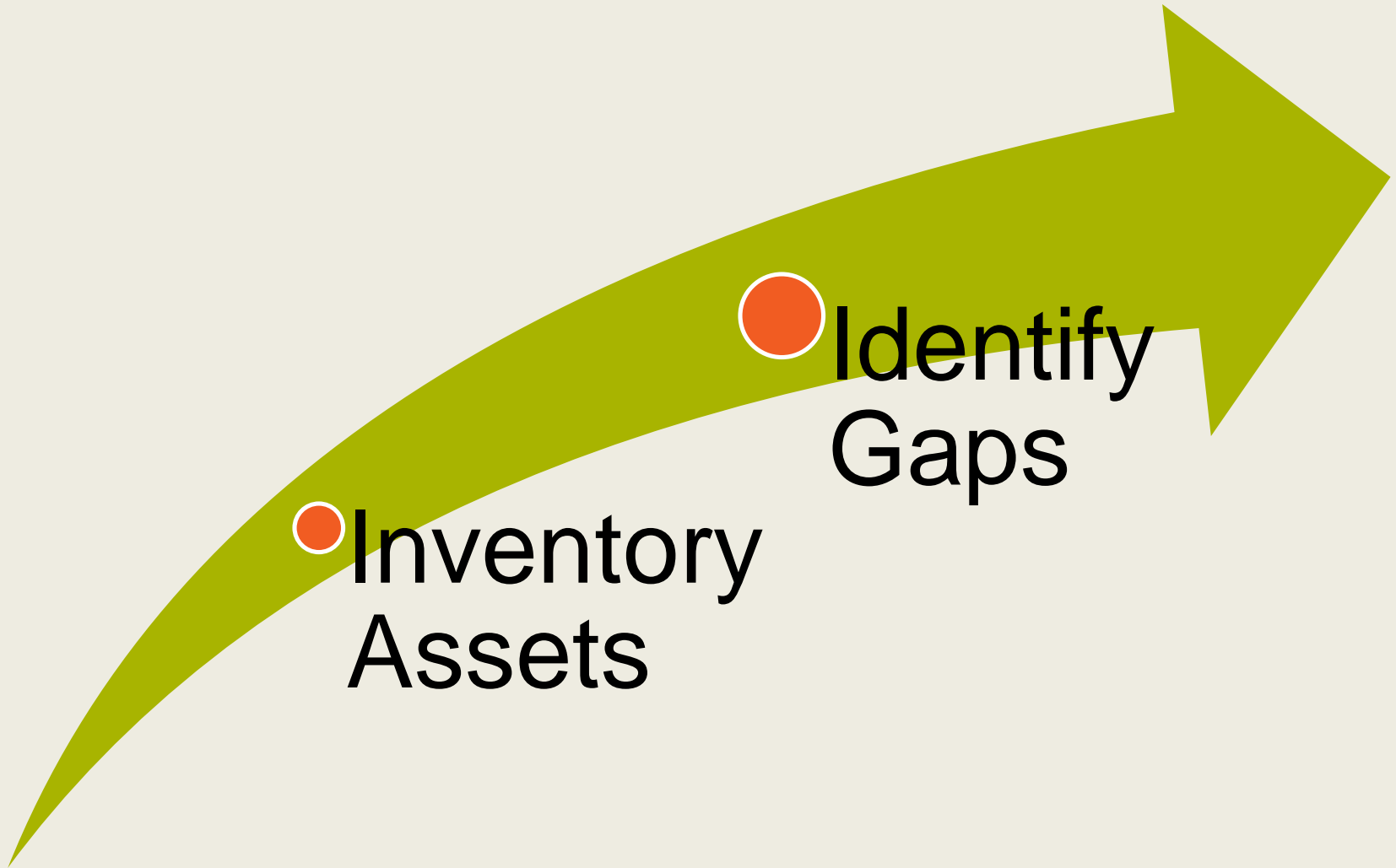
July 28, 2018

[VIEW DETAILS](#)

## Blog



Blue Ridge Marathon Impact Continues to Grow, Tops \$3.2 Million Over 7 Years  
May 31st, 2016

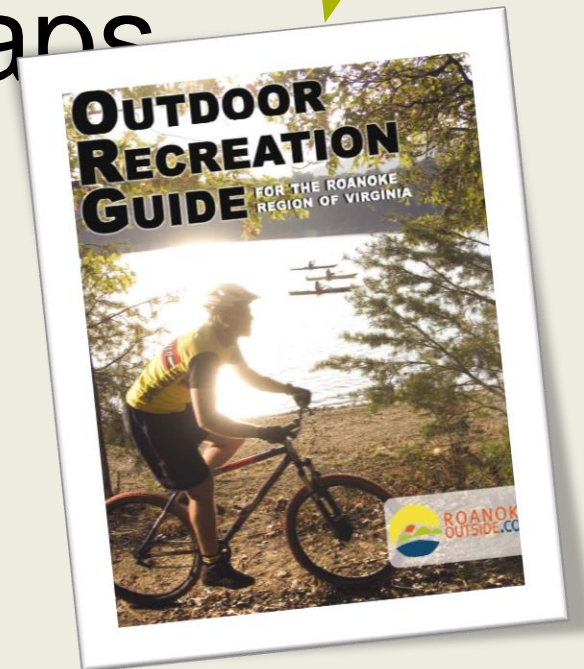






Inventory  
Assets

Identify  
Gaps





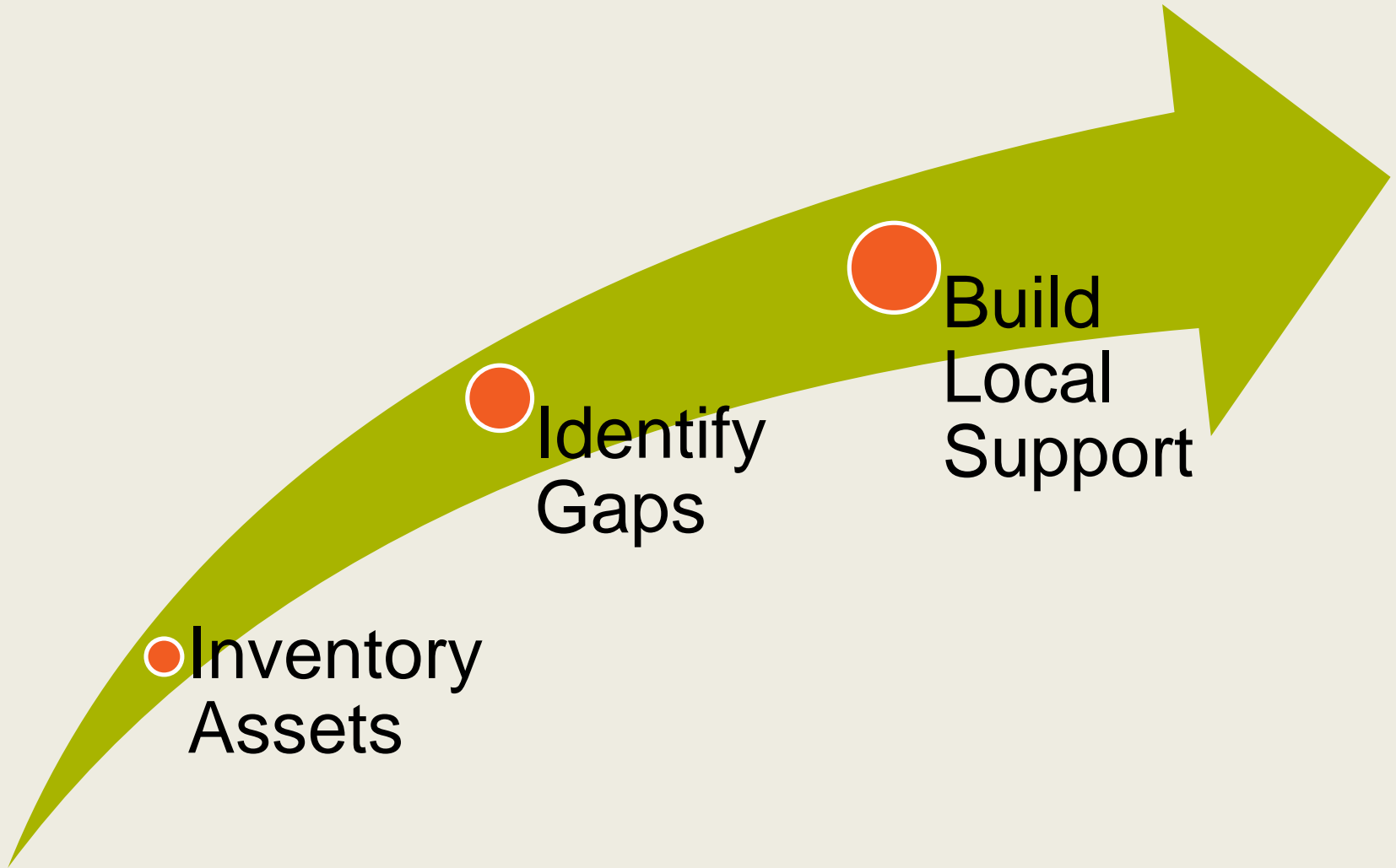
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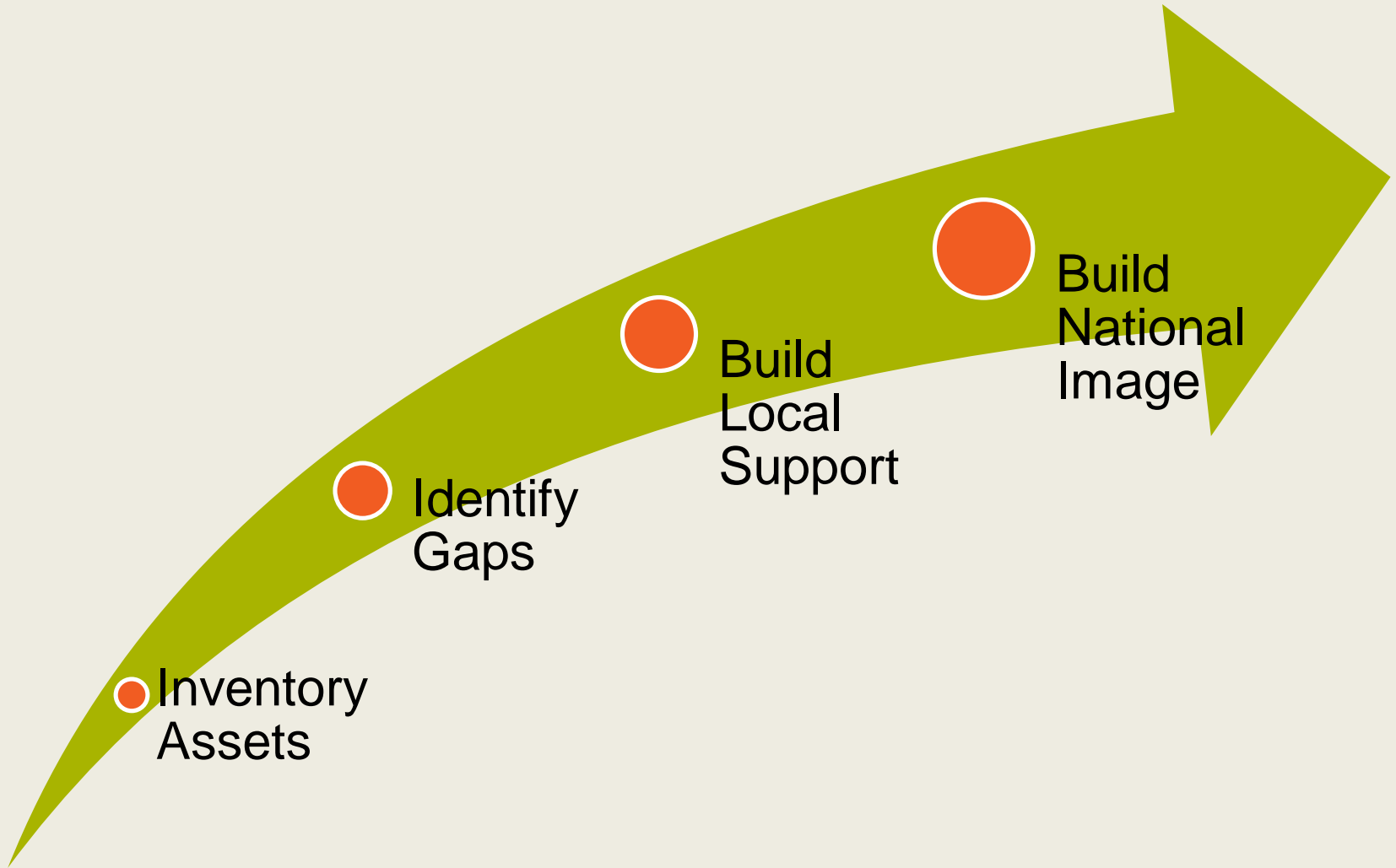
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- Weekly newsletter
- Advertising
- Exhibiting
- Contests & giveaways
- Financial support
- Film Festival
- Expo









BEST MID-SIZED TOWN  
**ROANOKE, VA.**





**AMERICA'S  
TOUGHEST  
ROAD  
MARATHON**

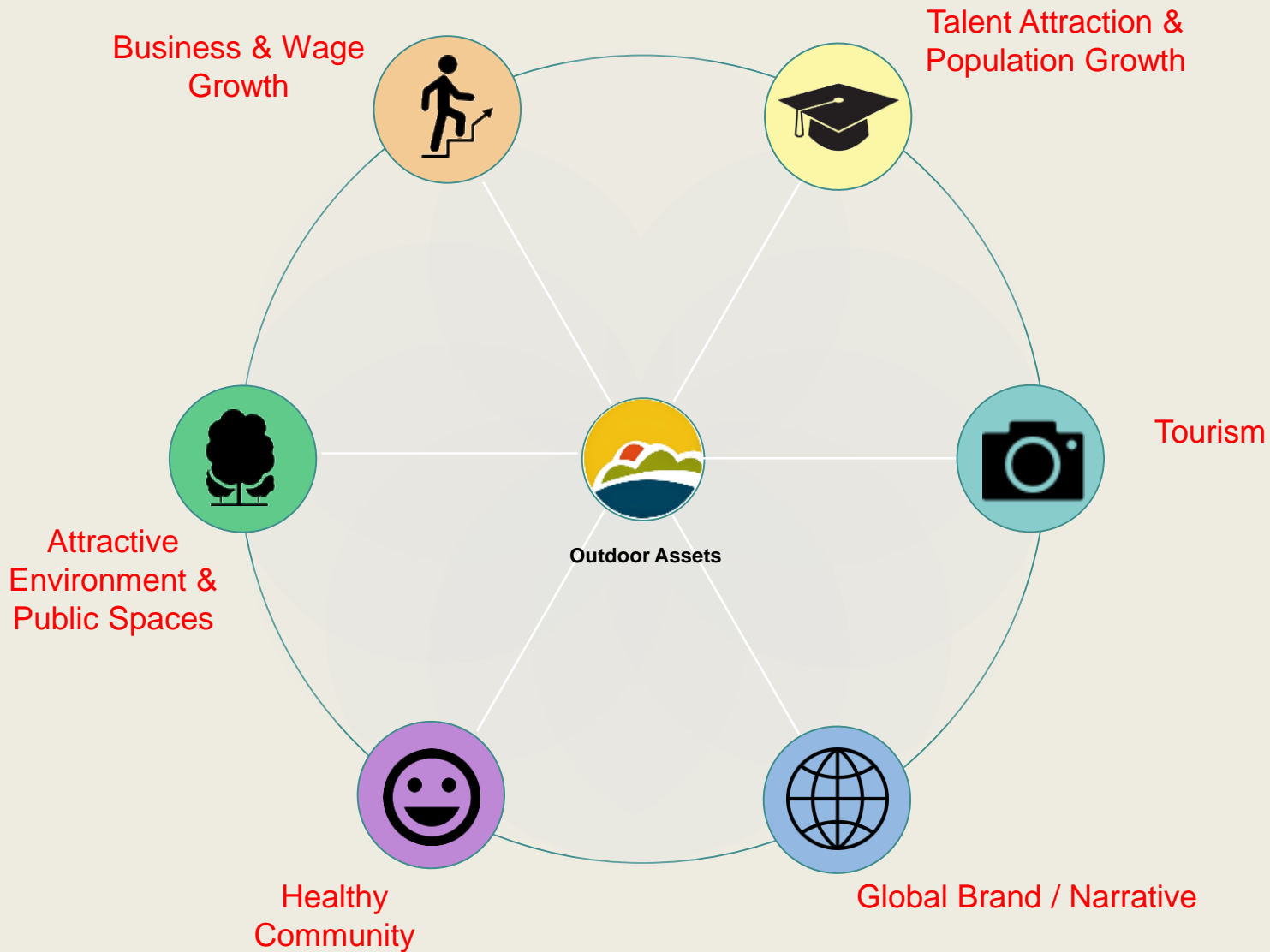


*The Weather Channel  
15 World's Toughest  
Marathons*



Anthem.  
**GO**  
**OUTSIDE**  
FESTIVAL  
ROANOKE, VA





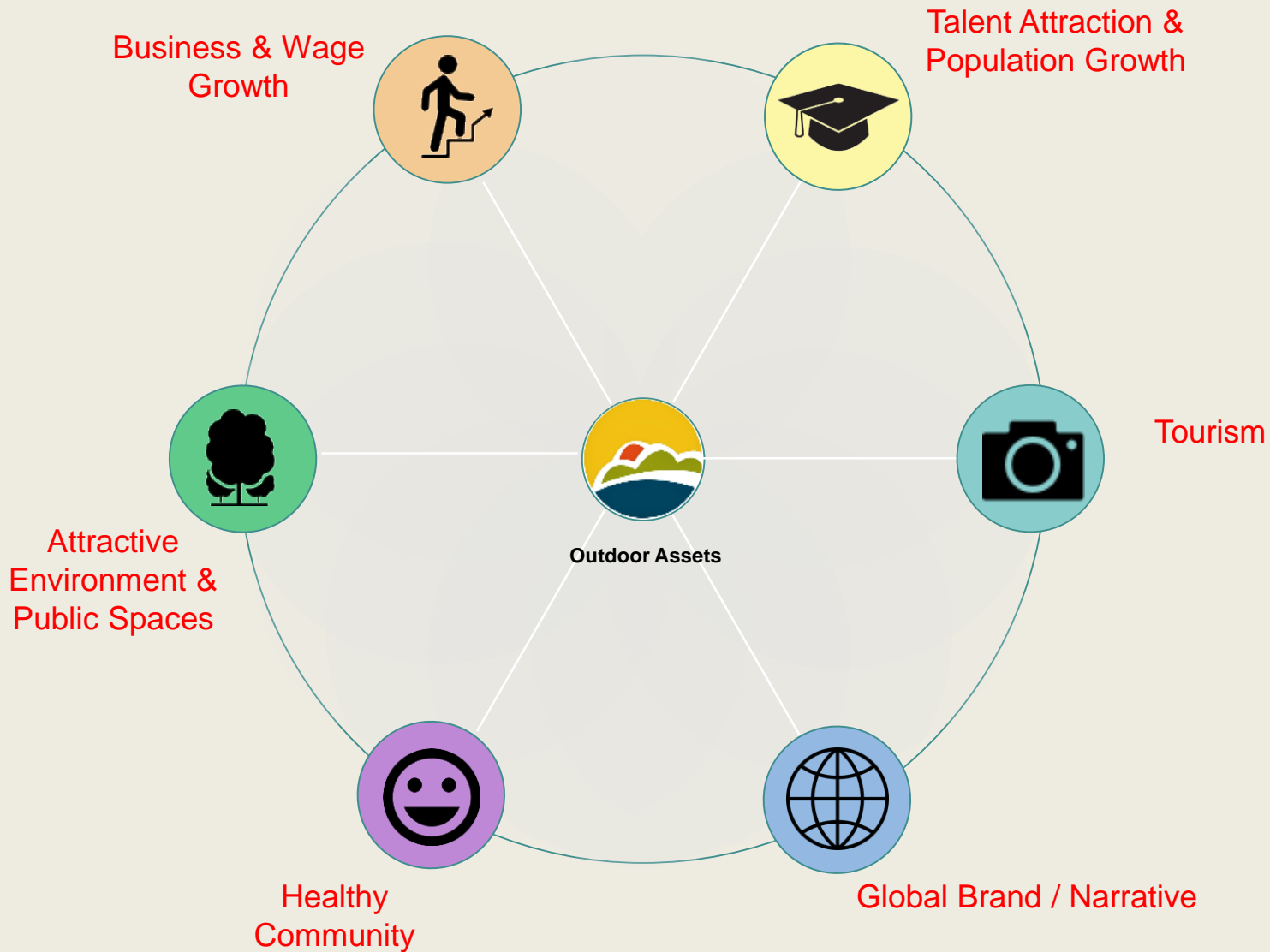




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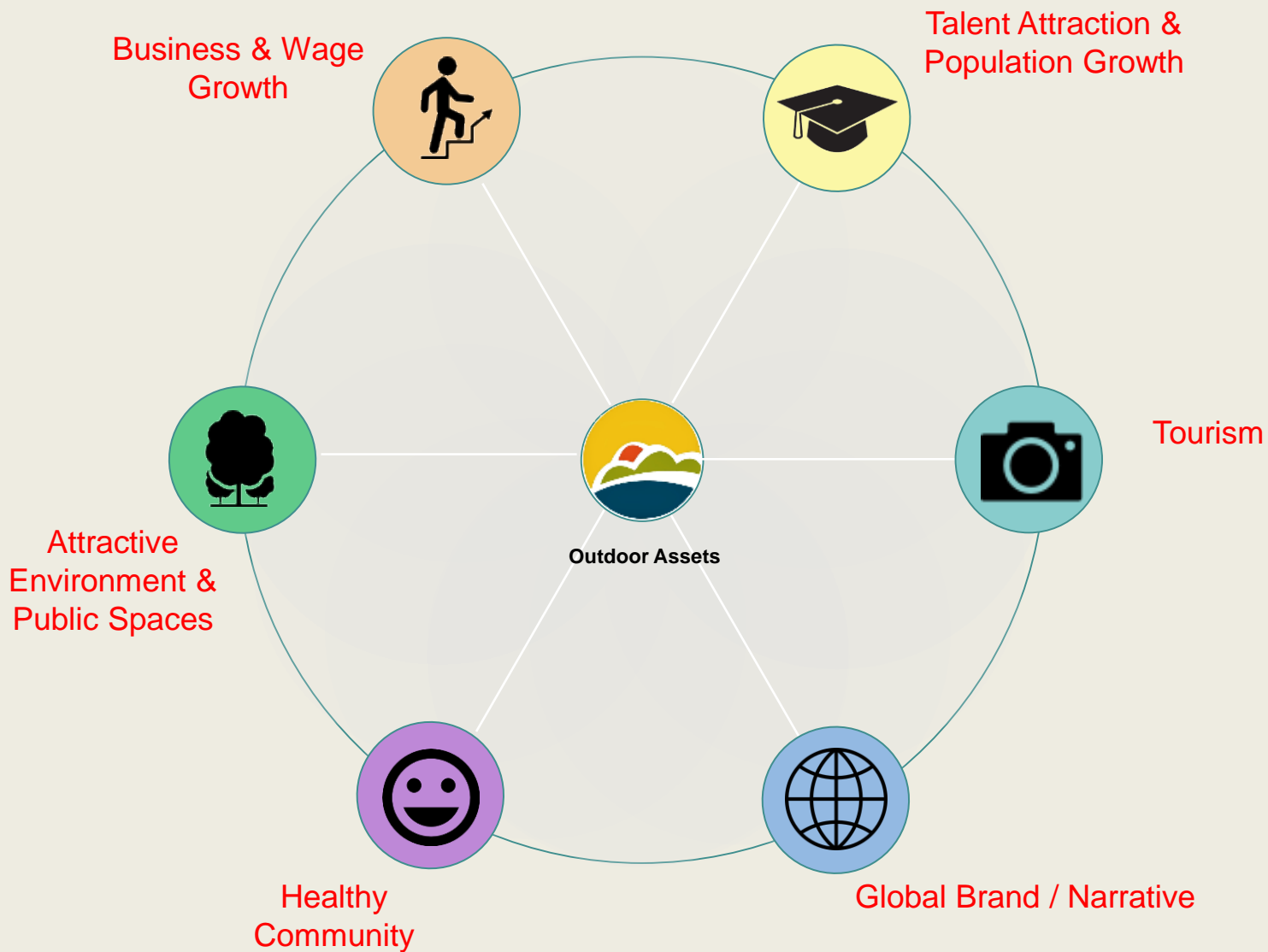












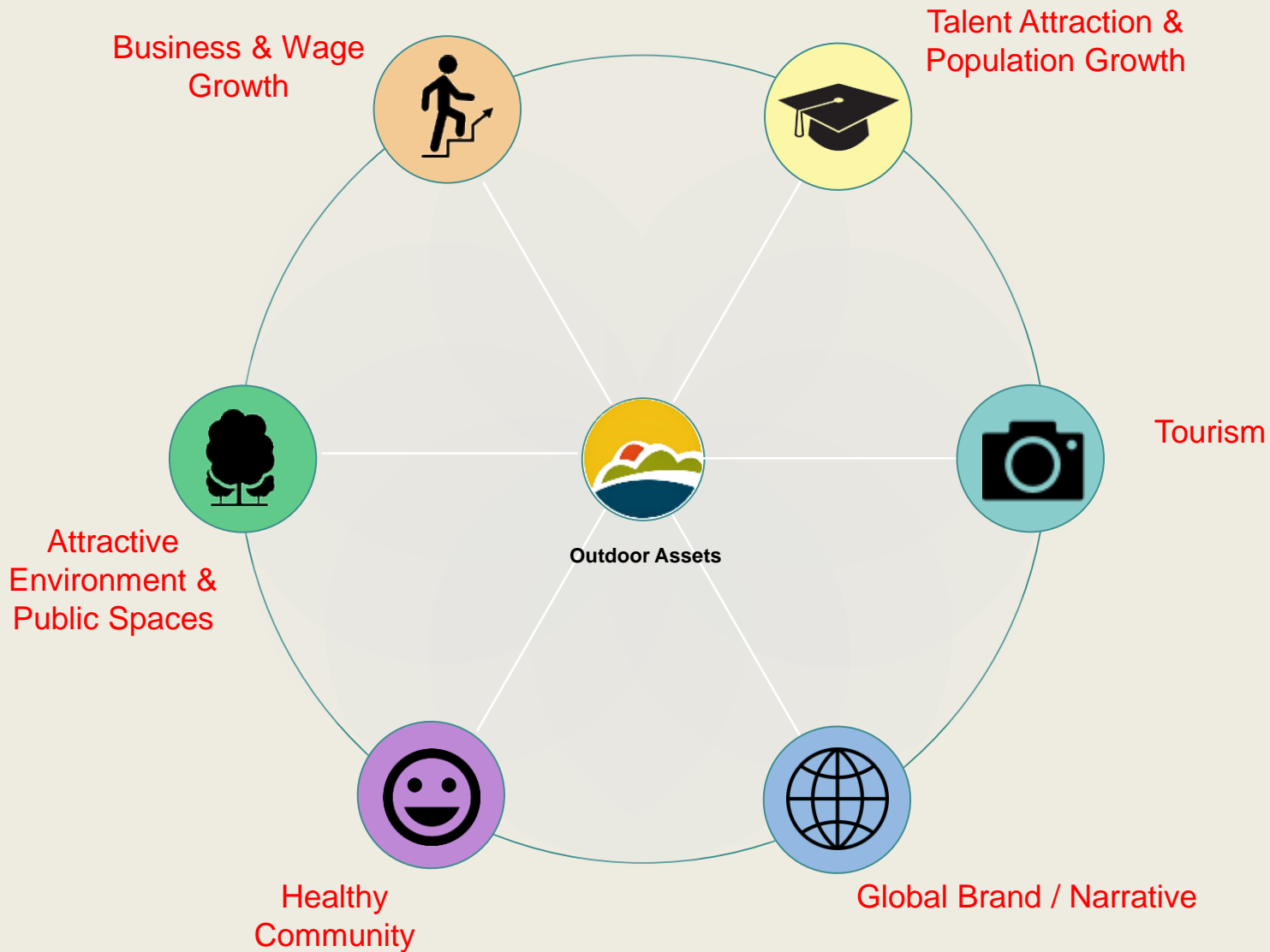




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