



This is  
Lynchburg.

Welcome home.

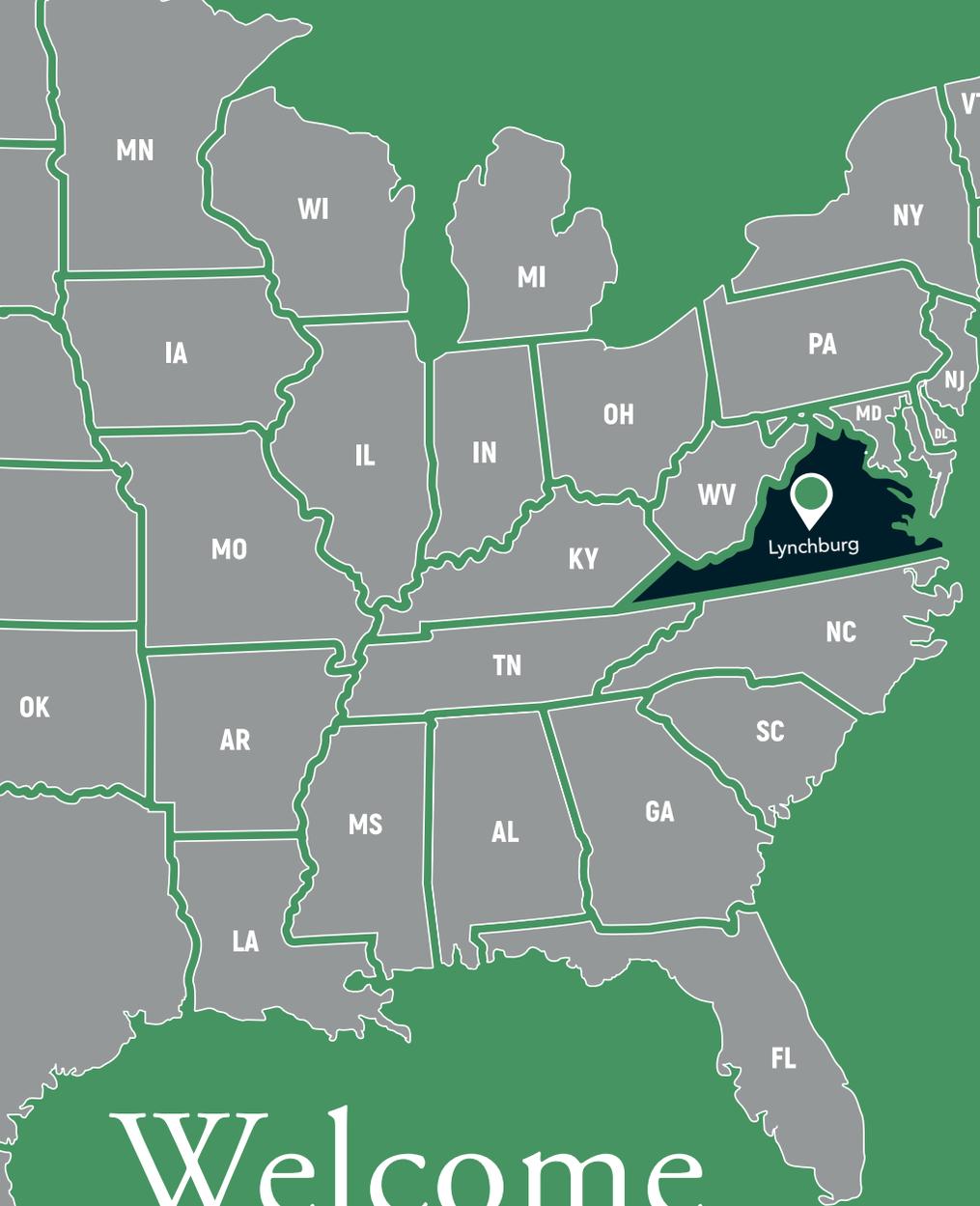
A guide for your relocation  
to the City of Lynchburg.

OFFICE OF  
ECONOMIC  
DEVELOPMENT  
& TOURISM

**CITY OF LYNCHBURG**

 Opportunity  
Lynchburg

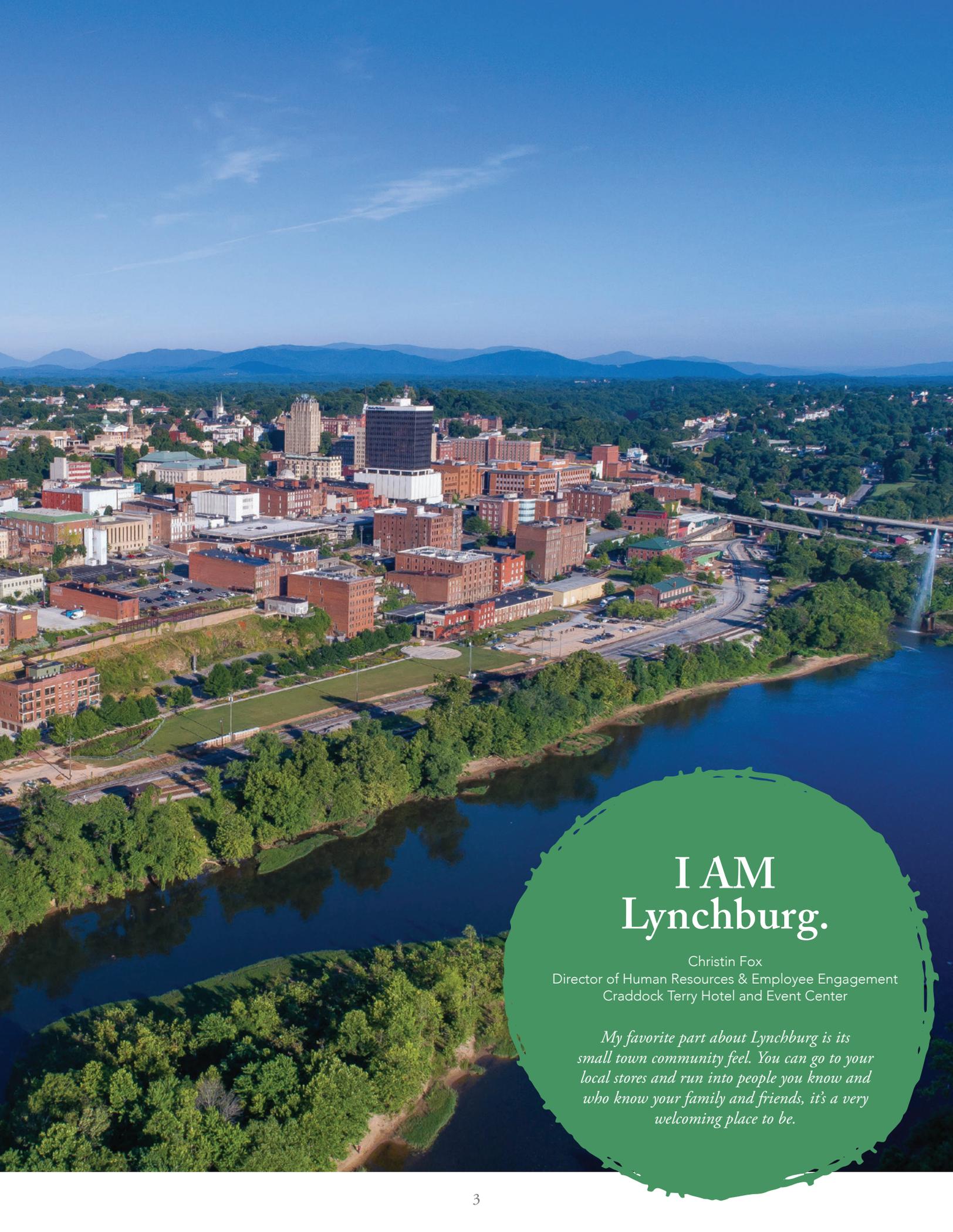
— VISIT —  
**LYH**  
LYNCHBURG, VA



# Welcome Home.

The City of Lynchburg boasts a vibrant economy, nationally-ranked public schools, five colleges and universities, a world-class healthcare system, a business friendly environment and diverse shopping and dining options—all situated in historic and affordable neighborhoods.

When you're part of the Lynchburg community, you don't just get daily, unrivaled views of the James River and the Blue Ridge Mountains, but you also get a network of neighbors, colleagues and organizations who are ready to help you succeed.



# I AM Lynchburg.

Christin Fox  
Director of Human Resources & Employee Engagement  
Craddock Terry Hotel and Event Center

*My favorite part about Lynchburg is its small town community feel. You can go to your local stores and run into people you know and who know your family and friends, it's a very welcoming place to be.*

## Lynchburg, welcoming newcomers from the start

*In 1757, seventeen year old John Lynch, a Quaker, took over the family ferry business carrying people and goods across the James River. In 1786, Lynch petitioned the General Assembly of Virginia for a charter to establish a town on the bluffs above the ferry. The petition was granted and the town of Lynchburg was founded. Today, Langley Fountain marks the point where Mr. Lynch's ferry landed on the Lynchburg side of the river.*



# What's inside

---

Locating - whether personally or professionally - to a new place is an exciting venture. We've created this guide to answer some of your questions and to help you in making the decision to move to the City of Lynchburg. We can't wait for you to discover why so many people love to call Lynchburg home.

## Index:

Living in Lynchburg .....	7
Social Scene in Lynchburg.....	8
Creating in Lynchburg .....	9
Learning in Lynchburg.....	11
Housing in Lynchburg .....	12
Exploring in Lynchburg.....	13
We're Here to Help .....	14
LYH Annual Events.....	15



# Top 7 Reasons

Why people move to Lynchburg, Virginia

**1 Stable, Flourishing Economy**  
Our industry makeup and workforce is made up of firms of all sizes, making our economy stable and diverse. This means more job security and peace of mind for our community. While employment is primarily driven by healthcare and retail, these jobs are complimented by higher education, energy, professional services and advanced manufacturing sectors.

**2 Outstanding Education Opportunities**  
Lynchburg offers top-notch pre-school, Kindergarten to Grade 12 education in public, private, Montessori and special-needs schools. Furthermore, the City is home to six college, university and technical school campuses. Every year, more people in Lynchburg pursue higher education, and over 34.5% of the overall population has either a Bachelors degree or a Graduate degree. Our City is also home to many sought after post-secondary institutions, including: Liberty University, University of Lynchburg, Randolph College, Virginia University of Lynchburg, Central Virginia Community College, and Sweet Briar College nearby.

**3 Connectivity**  
Strategically located with easy access to major markets, Lynchburg, Virginia, is a distinctive city with all the amenities and resources to live, learn, work, play and prosper. From two-hours to a days-drive from most major east coast cities, Lynchburg is easily accessed by Amtrak, air and car.

**4 Low Cost of Living**  
Rent, food, transportation, goods and services, and other essentials are generally more affordable in Lynchburg. In fact, the average cost of living is 14.2% lower than the United States average, which gives our community members a higher disposable income to invest in what they love. Lynchburg is even rated one of the Best Value Cities in the U.S. by Kiplinger!

**5 Fantastic Healthcare**  
Equipped with a world-class health care system, Lynchburg has many walk-in clinics, urgent care, dentists, orthodontists, two major hospitals, and even alternative healthcare consultants to keep you healthy.

**6 Safe Neighborhoods**  
Lynchburg is one of the top 10 most secure mid-sized cities in the United States, according to Farmer's Insurance and Sperling's Best Places.

**7 Beautiful Location**  
Ideally located in the foothills of the Blue Ridge Mountains and alongside the James River, Lynchburg is a beautiful city that perfectly blends Victorian, Art Deco and Beau Arts architecture with modern developments and the natural surroundings. The City fosters artistic expression and entrepreneurship contributing to a vibrant yet relaxed environment and a community ready to welcome new people and ideas.

# Lynchburg by the Numbers

Population is

81,339

and growing

Median Age is

28.6

Millennial population is **45%** larger than U.S. average

**14.2%** lower cost of living than national average



**New York, NY** - 446 mi  
**Philadelphia, PA** - 315 mi  
**Baltimore, MD** - 219 mi  
**Washington DC** - 180 mi  
**Raleigh, NC** - 150 mi  
**Charlotte, NC** - 207 mi  
**Columbia, SC** - 289 mi  
**Atlanta, GA** - 446 mi

More than **2,700** businesses,  
from Main Street to national headquarters

Median household income:

\$41,971

Unemployment Rate:

3.4%

Information updated as of Fiscal Year 2019 from local, state and federal sources



# Living in Lynchburg

To live in the City of Lynchburg is to be surrounded by natural beauty with all the amenities of a large city but in a small package. Grab a coffee with little to no wait, enjoy a traffic free drive to work, or immerse yourself in the forests and streams of our urban trails meandering throughout the city.

Outdoor activity is plentiful with numerous parks and trails, athletic facilities for tournaments or just having fun. Lynchburg is a designated "Runner Friendly City" by the Road Runners Club of America and takes health and fitness seriously hosting the annual Genworth Virginia 10 Miler and Amazing Mile Kids Run. We also take our fun seriously, as Lynchburg is home to many wine and music festivals, bicycle treks, and cultural events.

The arts play center stage in Lynchburg starting with the venerable Academy Center of the Arts. Bringing names like Wynton Marsallis and Mavis Staples to their grande dame stage, the Academy is the heartbeat of our Downtown. We also support countless theater groups, opera and choral companies, symphony orchestra, art galleries and museums, and the Lynchburg Museum System. Plus, with six liberal arts colleges/universities in the area, opportunities for workshops, classes, camps, lectures, and exhibits abound.

Getting around Lynchburg is a breeze. You can arrive almost anywhere within city limits in less than 15 minutes. And shopping for those things you need to make your new house a home is easy with malls, boutique and antique shops, and most big box stores close at hand.

There are so many ways to engage with your new community, join a team or league through Lynchburg Parks & Recreation, volunteer for a non-profit organization, or take a workshop provided by a local business. It's a great way to make new friends and support the community.

*From the low cost of living, and safe neighborhoods, to the abundant natural beauty that surrounds and winds through the city, it's no wonder over 80,000 people have chosen to call Lynchburg home.*

**#10** — #10 Happiest City to Retire in U.S.  
(Source: Gallup-Sharecare Wellbeing Index)

**28.6** — Median Age is 28.6

**14.2%** — Cost of living is 14.2% lower than national average

**14.5%** — 14.5% Retiree Population

**#1** — #1 City for Millennials to Live (Source: Reviews.org)

# I AM Lynchburg.

Rob Campbell

Upper James Community Conservationist  
James River Association/James River Adventures

*Lynchburg has a lot to offer as far as outdoor activities. We have the beautiful Blue Ridge Mountains to the west and the James River runs by the face of Downtown Lynchburg, and many other outdoor opportunities all centered around Lynchburg.*

## Social Scene in Lynchburg

With the James River at our feet, the Blue Ridge Mountains just 30 minutes away and a thriving Downtown scene, Lynchburg offers plenty of opportunities for recreation, entertainment, and places to connect and make new friends.

Lynchburg is a foodie city serving up a diversity of innovative restaurants and food trucks, micro-breweries, and wineries in the surrounding countryside to visit. Our chefs know how to please most any palate and offer tasty options for vegetarians, vegans, and those eating Gluten Free.

Stroll, bike or run the miles of urban trails that wind through the City, paddle or fish on the James River, or get real adventurous with year-round skiing and snowboarding at Snowflex Centre. Take the kids to Amazement Square, a hands-on experience with a four story network of tunnels and zip lines to help kids traverse from floor to floor. Indoor adventure abounds as well with rock climbing, escape room games, trampoline park, and museums and art galleries galore.



Festivals and concerts happen year-round at Riverfront Park and nearby attractions. Annual events like the Thomas Jefferson Wine Festival, Bluegrass, Barbecue & Brew Festival, and the Virginia Wine & Garlic Festival bring thousands out to taste the fruits of Virginia's agricultural labors and cultural events like the Lynchburg International Festival celebrate the many ethnic traditions that contribute to the diversity of our city.

And Lynchburg's Parks & Recreation department offers opportunities to get involved with team sports, fun classes and their Nature Zone where kids can meet new four, six and eight legged friends.

There is so much to see and do in Lynchburg, we know you will find a favorite place and make new friends in your new home.



# Creating in Lynchburg

Lynchburg has always been a home to a diverse and supportive community of artists and artisans, helping to build a thriving creative and entrepreneurial workforce and a vibrant place to live.

*The Americans for the Arts' Arts & Economic Prosperity 5 study provides compelling evidence that our nonprofit arts and culture sector is a multi-million industry for the City of Lynchburg, and that these organizations spur additional spending by their audiences –pumping vital revenue into our local restaurants, hotels, retail, and other businesses.*

Opportunities for amateur and professional artists, actors, and musicians are plentiful with many museums, galleries, theatres, and music venues offering ample ways to stretch creative muscles. Want to take your art to the next level? Lynchburg is home to *create virginia*, an annual arts + business conference for makers to learn from experts on how to build, grow, and sustain arts-based ventures.

Creativity is not just for the arts! The City's **CO.STARTERS** program equips aspiring entrepreneurs with the insights, relationships, and tools needed to turn ideas into action and passion into sustainable, thriving businesses.

In Lynchburg, we know creativity is key to innovation and our artists, musicians, chefs, and entrepreneurs call this city home because of the appreciative and supportive community and the relaxed, affordable environment ripe for creative experimentation.



# I AM Lynchburg.

Georgeann Snead, President/CEO  
Electronic Design & Manufacturing

*We produce products right here (in Lynchburg) that are shipped to customers worldwide contributing to keeping American manufacturing alive, jobs that are good career options.*



A diverse, highly-skilled workforce is the backbone of the City of Lynchburg's business community. That's why the Office of Economic Development & Tourism has created a network of resources available to those starting businesses, relocating them or simply seeking new career avenues.

## Largest Employment Sectors

Lynchburg's unique infrastructure, assets and workforce programs help to support the our largest growth sectors.

- **Health Care & Social Assistance**
- **Retail Trade**
- **Advanced Manufacturing**
- **Accommodation & Food Service**

## Top Employers

Lynchburg is home to a diverse set of employers, from colleges and universities to large manufacturers to financial services.

- **Liberty University**
- **Centra Health**
- **Framatome**
- **BWXT**
- **J.Crew**
- **University of Lynchburg**
- **Genworth**
- **Pacific Life**
- **Harris**
- **Delta Star**
- **Fleet Companies**
- **Randolph College**

# I AM Lynchburg.

Aaron Smith, Ed.D, PHR Vice President & Dean for Student Development at University of Lynchburg

*Students come from all over the world to attend the University of Lynchburg. When they graduate we use the relationships we've cultivated in the region to connect our students so they end up staying and contributing to our economy.*



## Learning in Lynchburg

With five colleges and universities, it's easy to see why we value education and investing in our citizens.

Of individuals ages 25 to 64 in our city, 34.5% have a bachelor's degree or higher, which compares with 33.4% nationally. Last year, Lynchburg's higher education institutions conferred more than 21,000 graduate and undergraduate degrees.

The Lynchburg Beacon of Hope, a local born non-profit, has launched the *Stay Close, Go Far Promise Scholarship Program*. This scholarship program gives all graduates of Lynchburg City High Schools—roughly

550 students—\$8,000 per student over two years to attend Central Virginia Community College, and a like amount over four years to attend Liberty University, Centra College of Nursing, Randolph College, Sweet Briar College or the University of Lynchburg. We are proud to be one of only 200 communities in the country and the first in Virginia with such a program.

### City and Regional Liberal Arts and Trade Schools

- **Central Virginia Community College**
- **Centra College of Nursing**
- **Liberty University**
- **Randolph College**
- **Sweet Briar College**
- **University of Lynchburg**
- **Virginia University of Lynchburg**



# Housing in Lynchburg

Lynchburg offers many affordable housing options. Whether you're interested in purchasing a house, or renting a gorgeous Downtown loft on the James River, our City has a perfect, comfortable home that's ready for you!

## Trendy Downtown Lofts

Lynchburg's vibrant Downtown community is a cultural hotspot for restaurants, live music and beautiful, modern living accommodations. Blending contemporary architectural features with original wooden beams, brick walls and sky high ceilings, Lynchburg's lofts offer warm spaciousness while hinting at the City's industrial roots. With over 1,000 beautiful Downtown residential units, Lynchburg's upbeat Downtown core offers lots of great living opportunities.

## Popular Apartment Complexes

Due to the continuously rising population, brand new or recently developed apartments and townhouses can be found throughout the city.

## Family Friendly Neighborhoods

Lynchburg is comprised of 10 core neighborhoods - all of which are family-friendly, welcoming communities where you will feel comfortable and at home. Downtown and along Rivermont Avenue, you will find historic districts, such as Diamond Hill, with homes that have character, interesting architectural features and spacious floor plans.

In other parts of the City, you'll find more modern developments that back onto rolling hills, creeks, forests and pastures. Surrounded by parks, nearly every community in Lynchburg boasts unparalleled natural vistas.

*One of the biggest perks of living in Lynchburg? Everything you need is conveniently within a 15 minute drive of your doorstep!*

**\$835** — Median gross rent

**\$153,800** — Median house value



## Go Team!

*The Lynchburg Hillcats is our minor league baseball team, currently farm team for the Cleveland Indians.*



# Exploring in Lynchburg

The City of Lynchburg is quintessentially known for our "Lynchburg Legacies" - locations, sights, and experiences that will give you an idea of who we are as a community.

The city's relationship with the James River has long been one of commerce and recreation and that tradition continues today. Miles of urban trails meander through the city along the river and its tributaries providing nature breaks for walking, biking, and fishing. On the water, you can enjoy hours of kayaking and canoeing, or just splash around to cool off on a warm day.

The Blue Ridge Mountains provide a breathtaking backdrop for the city and it's only a 35 minute drive to hop on the Blue Ridge Parkway, America's most visited National Park. Stop at orchards and wineries along the way, there's always something to uncover just around the bend.

To really get to know the city, explore our Downtown with its distinctive 19th and 20th century architecture now renewed into boutique shops, chef inspired

eateries, and the third oldest continuously operating farmers market in the country, the Lynchburg Community Market.

Spend a day unplugged on the water, listen to a concert at Riverfront Park, ski or snowboard year-round, or venture deeper into the city and beyond to find must-see galleries and museums - and all roads lead to sites of historic importance to our nation.

We know you'll find cozy corners and local haunts that will quickly become your favorites.

**16** — *Parks*

**40** — *Miles of Trail*

**20** — *20+ Major Historic Sites, Museums & Galleries in the area*

**70** — *Members of the City Streets & Country Roads Artisan Trail*



## I AM Lynchburg.

Ambassador Program

*Ask about our I AM Lynchburg. Ambassador Program. This quarterly “get to know your city” program helps attendees see the city through the eyes of a visitor. Learn how to create a travel itinerary, take a “familiarization tour” and make new friends along the way. You’ll have the inside scoop on all there is to do in LYH and be an expert ambassador for the city!*

# We’re Here to Help



## Start at the Lynchburg Visitor Center

216 12th Street, Downtown (corner of 12th & Church Streets)

Start your quest to understand your new city, all the things there are to do and see here, with help from our friendly and knowledgeable travel counselors. Find out about all the places you can soak up the rich history in Lynchburg, where to enjoy the

many wineries and vineyards in the area, or where to relish all of the natural beauty surrounding you through outdoor activities, our travel counselors know the best places to guide you to. You will also find a variety of helpful brochures, guided and self-guided walking tour opportunities, and all you need for LYH gear. We can’t wait to see you at the Lynchburg Visitor Center!

## Citizens First Info Center makes it easy

The City of Lynchburg wants to make it easier for you to obtain the services you want and need. One way we do this is through the Citizens First Info Center — a one-stop citizens assistance office. Call (434) 856-CITY (856-2489) Monday – Friday, between the hours of 8:30 a.m. and 5:00 p.m. to speak with a customer service representative, or submit a request online anytime at [lynchburgva.gov/citizensfirst](http://lynchburgva.gov/citizensfirst). The City also has an app and is available for download at [lynchburgva.gov/apps](http://lynchburgva.gov/apps)

### TOURISM:



@visitlynchburgva



@lynchburgva



@visitLYH



@lynchburgvirginia

### ECONOMIC DEVELOPMENT:



@opportunitylynchburgva



@lynchburgEDA

### CITY OF LYNCHBURG:



@lynchburgva



@lynchburggov



@lyhcitygov



@LynchburgVATV

# LYH Annual Events

The Lynchburg region is home to numerous annual, uniquely local and culturally significant events and festivals. Whether your interest is wine, food, history, music, sports or just plain fun, Lynchburg has the happening for you.

## Year-Round

### **First Fridays Lynchburg**

*First Friday of each month*

Downtown arts venues & galleries stay open late to debut performances, hold openings and exhibit new works.

## April - June

### **Antique Rose Festival at Old City Cemetery Museums & Arboretum**

*April-May*

Rose varieties dating back to the late 1500's are in bloom and the center of special events on the beautiful grounds of this history park.

### **Virginia Historic Garden Week – Lynchburg**

*Last Tuesday of April*

Selected Lynchburg residences open their doors to visitors as part of "America's Largest Open House" hosted by the Garden Club of Virginia during their eight-day, statewide event.

### **International Festival**

*First Saturday of May*

Lynchburg celebrates its cultural diversity at with the traditional music, dance, food and art of the world.

### **Storming of Thunder Ridge Bicycle Tour**

*Third Sunday of May*

Make new friends with fellow cyclists while riding the beautiful roads of the Blue Ridge Parkway.

### **Anniversary of D-Day Commemoration at the National D-Day Memorial**

*June 6, 2019*

Pay tribute to those who made the ultimate sacrifice on the beaches of Normandy.

### **Lynchburg Launch of the James River Batteau Festival**

*Second Saturday of June*

This 8-day flat boat journey launches in Lynchburg and travels down the James River to Richmond in the tradition of the Batteau.

### **Lockn' Music Festival**

*June*

Join over 20,000 of your closest friends for four days of fantastic music in a scenic setting.

## July - September

### **Thomas Jefferson's Poplar Forest Independence Day Celebration**

*July 4, 2019*

### **Patrick Henry's Red Hill 4th of July Event**

*July 4, 2019*

### **Lynchburg Arts Festival**

*Second Saturday of September*

Artists from around Virginia show and sell their work during this prestigious art fair.

### **Virginia 10 Miler & Amazing Mile Kids Run**

*Last weekend of September*

Southern hospitality hits the road as thousands walk or run this 1, 4 and 10 mile event.

## October - December

### **Get Downtown**

*First Friday of September*

Lynchburg's largest festival brings thousands Downtown to celebrate local food, music, shops and fun.

### **Virginia Wine & Garlic Festival**

*Second full weekend of October*

Rebec Winery embraces food, wine, music, arts, crafts, and GARLIC during this two day event.

### **Bluegrass, Barbecue & Brew Festival**

*First Saturday of November*

Held at Patrick Henry's Red Hill, hear the timeless sounds of bluegrass music plus mouth-watering barbecue & libations from Virginia craft brewers.

### **Thomas Jefferson's Poplar Forest Wine Festival**

*Second Saturday of November*

Enjoy the fruits of Virginia wineries, local food purveyors, artisans and musicians, plus a visit from "Mr. Jefferson" himself.

For more events visit: [lynchburgvirginia.org/events](http://lynchburgvirginia.org/events)



OFFICE OF ECONOMIC  
DEVELOPMENT & TOURISM

VISITOR CENTER  
216 CHURCH STREET  
(434) 485-7290

CITY OF LYNCHBURG

[opportunitylynchburg.com](http://opportunitylynchburg.com)

[lynchburgvirginia.org](http://lynchburgvirginia.org)

 Opportunity  
Lynchburg

— VISIT —  
**LYH**  
LYNCHBURG, VA