

A high-angle photograph of a large industrial facility, likely a power plant or manufacturing plant. The scene is dominated by a massive yellow overhead crane system. Several workers in safety gear are visible on a yellow platform or walkway. Below the platform, a large, deep, blue-tinted pool of water is visible, with some equipment submerged. The background shows more industrial structures, including stairs and railings. The overall atmosphere is one of a busy, large-scale industrial environment.

FRAMATOME

YEAR IN REVIEW

CITY OF LYNCHBURG
Office Of Economic
Development & Tourism
FY 2025

LYH
LOVES
YOU

A MESSAGE FROM THE DIRECTOR

As we reflect on Fiscal Year 2025, one word rises to the top: momentum. With a focused team, clear direction, and strong partnerships, the City of Lynchburg continues to move forward—delivering results that matter for our residents, businesses, and visitors.

The Lynchburg Museum System remains one of our city's most important cultural assets—and it doubles as our Visitor Center. Years ago, we made the strategic decision to bring these together, creating a one-stop destination where guests can explore our free public history museum and get everything they need for their visit. This unique combination not only deepens connections to Lynchburg's rich history but also enhances the overall visitor experience, turning a simple stop for information into an opportunity to discover, engage, and return.

This year, we advanced transformational economic development projects that signal real confidence in our city. Delta Star's \$35 million headquarters expansion will bring 300 new jobs to Lynchburg. Our Enterprise Zones supported more than \$17.7 million in private investment and helped create or retain nearly 1,000 jobs, while the Local Redevelopment Program spurred \$8.4 million in improvements to small businesses and commercial corridors. We secured \$850,000 in state funding to improve access to our top industrial sites and laid the groundwork for a major Virginia Business Ready Sites Program application—ensuring we can compete for high-impact industries.

Tourism continued to be a vital driver of growth. We welcomed visitors from all over the world for the PDGA World Championships as well as over 93 group events and sports tournaments, earned national media recognition, and strengthened partnerships with attractions, venues, and hospitality businesses. From signature events like

Bright Nights to preparing for the opening of the City's new riverfront amphitheater, our destination marketing efforts generated millions in economic impact and solidified the City's reputation as a place to visit, gather, and return.

Everything we do is driven by impact. We lead with strategy, deliver with urgency, and steward every resource with care. In a time when trust in government is often questioned, we are showing what's possible when local government leads with heart, integrity, and measurable results.

To our partners, thank you for your belief in our work. To my team—you are mighty. You've proven that a small, dedicated group can achieve big things.

We are just getting started.

LYH LOVES YOU,



Marjette Upshur
Marjette Upshur, Director
Office of Economic
Development & Tourism



CITY OF LYNCHBURG OFFICE OF ECONOMIC DEVELOPMENT & TOURISM



GOAL ONE : Position the City as a premier location to launch and grow a business and make investments.

Why It Matters

Every dollar invested in business support helps generate jobs, grow the tax base, and strengthen Lynchburg's economy. By supporting site readiness, streamlining processes, and fostering partnerships with local industries and higher education, the City ensures that businesses can thrive here, not elsewhere. Proactive engagement with existing businesses helps retain employers and reduces the costs associated with business closures or relocations. This is how we turn taxpayer investment into long-term community prosperity.

GOAL TWO : Elevate the City of Lynchburg as a premier tourism and destination marketing hub.

Why It Matters

Tourism generates outside dollars for the City of Lynchburg, helping to fund city services without burdening residents. Strategic marketing of our history, culture, and events brings visitors who support small businesses, fill hotel rooms, and create jobs. With every campaign and partnership, we expand the City's reach and economic impact, making tourism a smart, revenue-generating investment for taxpayers.

GOAL THREE : Strengthen workforce development and talent retention to support business growth.

Why It Matters

Employers depend on a skilled workforce to succeed. By aligning education and training programs with real business needs, the City makes sure public investments in workforce development result in local jobs, higher wages, and reduced turnover. Attracting and retaining talent—especially students graduating from local institutions—helps our economy grow and our businesses remain competitive. It's how we build a future-ready Lynchburg.

GOAL FOUR : Strengthen implementation and performance measurement to drive accountability and continuous improvement.

Why It Matters

Taxpayers deserve results. By tracking performance, improving project delivery, and adjusting our approach based on data, we ensure that every program delivers meaningful impact. Transparent processes, clear metrics, and regular reporting help us stay focused, efficient, and accountable. Good intentions aren't enough—this goal is about doing the work and proving it.

LYNCHBURG BY THE NUMBERS

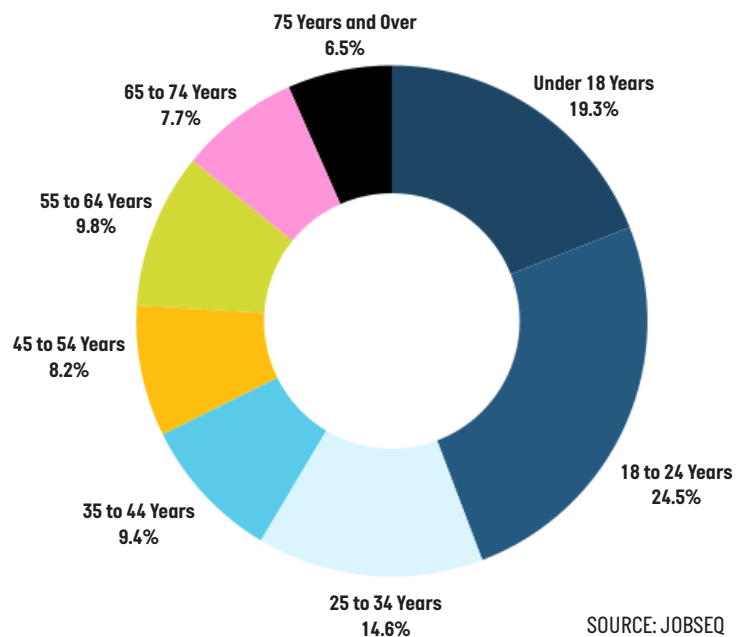
Population Continues To Grow



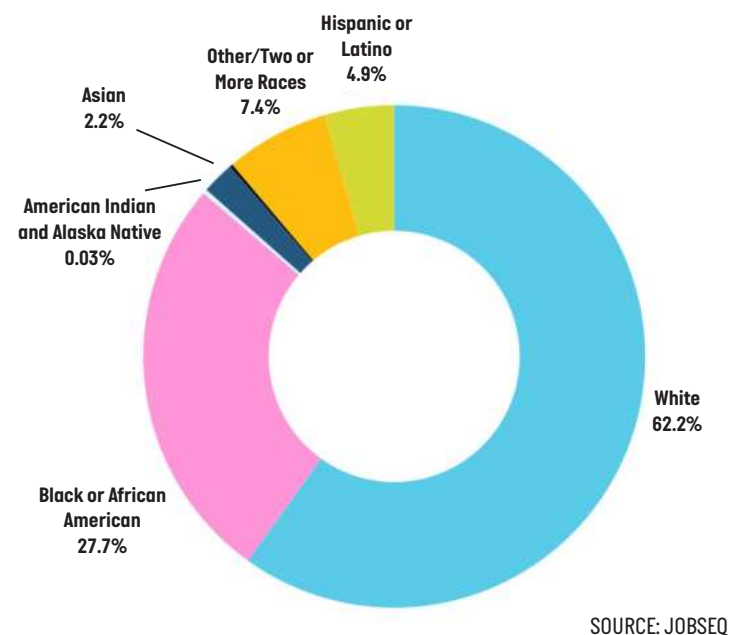
79,255

SOURCE: JOBSEQ

LYNCHBURG'S AGE DISTRIBUTION



LYNCHBURG'S POPULATION DIVERSITY

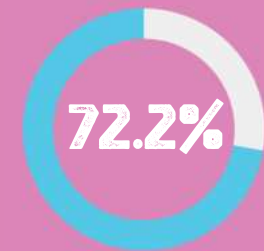


STRATEGIC POSITIONING

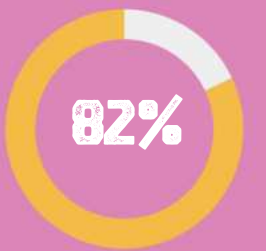
- Young, educated talent pool
- Short commute, lower cost of living
- Rich cultural, natural & recreational assets



Work from home

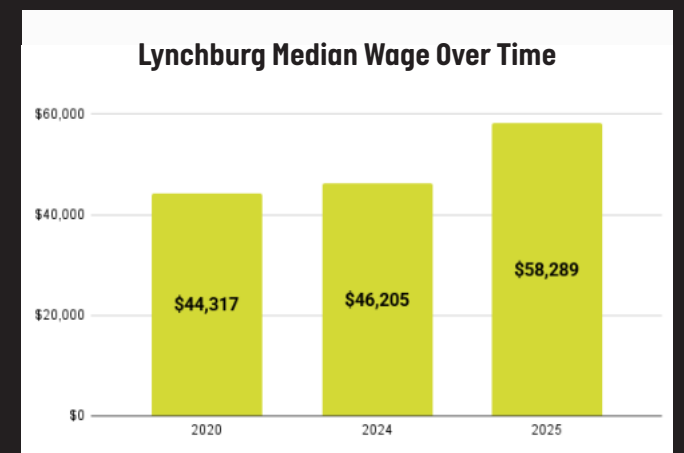


Veterans Labor Force Participation Rate Age 18-64



Adults aged 25-54 are actively participating in the workforce

49% OF THE CITY'S BUSINESSES HAVE BEEN HERE FOR 10 YEARS OR MORE.



SOURCE: JOBSEQ

KEY SECTORS

Healthcare

Education

Advanced Manufacturing

LYH BELIEVES IN YOU

SMALL BUSINESS AND ENTREPRENEURSHIP

Business visits are the heartbeat of our work—building relationships, uncovering needs, and making sure our companies know we're listening and ready to help.



RIVER RIDGE MALL

SMALL BUSINESS DEVELOPMENT CENTER

SBDC clients from the City of Lynchburg represented a diverse range of industries, including healthcare, manufacturing, and professional services. About half of the businesses that the SBDC serves have been open for more than five years, with some open for over 20 years.



HEALTH NUT NUTRITION

ENTREPRENEURSHIP IN ACTION: CO.STARTERS & LAUNCH LYH

The Office of Economic Development & Tourism partners with the Small Business Development Center (SBDC) to provide small business and entrepreneurship support through programs such as CO.STARTERS, which recently completed its eighth year with 134 graduates. Recent alumni have launched businesses ranging from sourdough bakeries to snack food and sauce companies, as well as photography services.

Similar to CO.STARTERS' 10-week entrepreneurship training program, Launch LYH offered an 8-week business training program for 23 participants. SBDC led all educational sessions, providing more than 200 hours of instruction, mentoring, and one-on-one counseling. The program, funded through a grant from the Virginia Department of Housing and Community Development (VADHCD) via the Community Business Launch program, concluded with a \$100,000 pitch competition managed by the Downtown Lynchburg Association.

Among the participants was Chantel West-White, an elementary school nurse who began making candles in her basement during the COVID-19 pandemic as a way to stay connected with friends and neighbors. Her creations quickly gained popularity, inspiring her to pursue candle-making as a business. With support from the SBDC – Lynchburg Region and the CO.STARTERS accelerator, she developed a business plan and launched Wick & Pour Candle Bar. The experience equipped her with the knowledge and connections to turn a basement hobby into a growing small business in Downtown Lynchburg.



WICK & POUR CANDLE BAR, LLC

SBDC STATS

80 CLIENTS IN LYNCHBURG FOR FY25

\$455.55K CAPITAL FORMATION

These businesses represent more than **\$5** million dollars in sales and nearly **200** employees across the city.

SOURCE: SMALL BUSINESS DEVELOPMENT CENTER



LYH EDUCATES YOU

LIFELONG LEARNING IN LYH

With over five colleges and universities, the City of Lynchburg is a hub for talent, innovation, and economic growth. Through our anchor strategy and the Campus LYH program, the City of Lynchburg Office of Economic Development & Tourism partners with these institutions to position the City as their greatest asset—helping attract students, faculty, and visitors while strengthening our economy, boosting tourism, and building a future workforce that chooses to stay in Lynchburg.

E.C. GLASS HIGH SCHOOL GRADUATION 2025



CENTRAL VIRGINIA COMMUNITY COLLEGE



RANDOLPH COLLEGE



RANDOLPH COLLEGE



UNIVERSITY OF LYNCHBURG

15,006

population under age 18

SOURCE: JOBSEQ

60

of Career and Technical Education (CTE) programs

SOURCE: LCS

46%

graduated with advanced diplomas

SOURCE: VDOE

Central Virginia Community College is a vital workforce partner, equipping students with in-demand skills that fuel regional growth. From advanced manufacturing and healthcare to IT and skilled trades, its graduates are prepared to meet the needs of local employers and drive the City of Lynchburg's economy forward.

7,700 students served by LCS

7 # of Colleges, Universities and Trade Schools

Liberty University
University of Lynchburg
Randolph College
Central Virginia Community College
Virginia University of Lynchburg
Centra College
Sylvain-Melloul International Hair Academy

28,000+ # of degrees and certificates conferred

SOURCE: JOBSEQ

\$20.3 MILLION

total economic impact of commencement weekends

SOURCE: CITY OF LYNCHBURG

LYH SUPPORTS YOU

BUSINESS RETENTION AND EXPANSION

The Office of Economic Development & Tourism, together with the Economic Development Authority (EDA), combines proactive business outreach with smart incentive programs to help Lynchburg companies innovate, expand, and create quality jobs for our citizens. As careful stewards of public funds, we transform targeted investments into significant private growth that strengthens the City of Lynchburg's economy and community.

LYNCHBURG FABRICATION

LOCAL REDEVELOPMENT

This year, **\$141,250** was awarded to support **13** local businesses through the Local Redevelopment Program, creating **189** new jobs and leveraging **\$8,404,661** million in capital investments across the City.

SUPER RAD ARCADE BAR

Our Team conducted nearly **100** face-to-face business visits in FY25 in addition to business round tables, cluster group meetings, and stakeholder meetings.

COMMERCIAL INVESTMENT

Citywide, finalized commercial building permits reflected **\$121** million in new real property investment - signaling strong market confidence in the City of Lynchburg's future growth.

JOB GRANTS

Job Creation Grants totaling **\$177,517** were awarded to Framatome, Bausch & Lomb, and Delta Star to support local hiring and workforce retention.

DELTA STAR

ENTERPRISE ZONES

The City of Lynchburg maintains two state-designated Enterprise Zones, covering **4,200** acres of commercial property. These zones combine state and local incentives, including cash grants for real estate investment and job creation, to support business growth and relocation.

In 2024, the Virginia Enterprise Zone Program helped the City leverage **\$17.7** million in private investment across 10 parcels, supported by **\$1,017,249** in state grant funding.

THE
WORK
DISTRICT

- Enterprise Zone #2 received **\$917,249** across nine parcels, resulting in **\$14,652,980** in capital investment.
- Enterprise Zone #46 received **\$100,000** for one parcel, generating **\$3,083,262** in investment.

1,200 SF each bay

REAL ESTATE REHABILITATION PROGRAM

The City's Real Estate Rehabilitation Program incentivizes improvements to aging commercial structures, helping to revitalize key corridors and neighborhoods. In 2024, 45 properties participated in the program, resulting in more than **\$47** million in private investment and boosting assessed values across the City.



CENTRA

In 2024, Centra advanced its multi-year modernization plan to expand and enhance regional care. Highlights include the opening of Virginia's first EmPATH Unit for patients in mental health crises, breaking ground on the Centra Langhorne Medical Center (opening 2025), and beginning construction on two new hospitals at the Simons Run Medical Campus (opening 2026). A six-story care tower at Lynchburg General is also underway, set to open in 2027 with new medical units, maternity care, and space for future growth.

STRATEGIC REDEVELOPMENT PROJECTS

In addition to citywide incentive programs, the EDA supported several major redevelopment projects:



FRAMATOME'S EXPANSION

A **\$293,707** incentive was awarded to **Framatome** to support its **\$49.4 million expansion**. As of this report, the company has invested \$8 million and hired **184 of 515** projected new employees, making it one of the region's largest ongoing job creators.

FRAMATOME



WOODSPRING SUITES

WOODSPRING SUITES

A **\$187,000 performance-based grant** supported the development of WoodSpring Suites, an \$8 million extended-stay hotel that created **41 new jobs**.

2307 BEDFORD AVE

A **\$50,000 Clean Vessel Assistance Program (CVAP) grant** helped remediate 2307 Bedford Avenue, transforming a former dry cleaner into a mixed-use building with apartments and a café.



PALMERA HOUSE

BUSINESS ATTRACTION

POSITIONING THE CITY FOR STRATEGIC GROWTH

In FY 2025, the Office of Economic Development & Tourism advanced LYH's competitiveness through coordinated efforts to attract new business and prepare high-quality industrial sites. Our team responded to multiple project inquiries, delivered customized proposal responses, and hosted qualified prospects exploring investment in advanced manufacturing, nuclear technology, and engineering services. We also represented the City at the SelectUSA Investment Summit—the nation's premier foreign direct investment conference—where we cultivated strong relationships with domestic and international decision-makers.



IVY CREEK

DELTA STAR EXPANSION

Delta Star celebrated the opening of their new 100,000-square-foot manufacturing facility - a transformative investment in Lynchburg's economy and workforce. With 150 new jobs coming online immediately and another 300 on the horizon, this expansion cements our city's role as a hub for advanced manufacturing and critical infrastructure. Delta Star's transformers power essential places like hospitals and schools across North America - and now, even more of that vital work will be done right here in the Hill City.



DELTA STAR

COMMERCIAL PROPERTY DATABASE

The Commercial Property Database is an interactive tool on the OpportunityLynchburg.com website, to allow users to search for and view available commercial properties and land in the City of Lynchburg. This database is also connected directly to the Virginia Economic Development Partnership database, providing international visibility for the properties listed.

Total Users: **915**
Up **20.2%** from previous year

Average of **55** properties
listed at any one time



IVY CREEK INNOVATION PARK

With due diligence complete and support from City Council and the Economic Development Authority, the City of Lynchburg Office of Economic Development & Tourism is moving forward with site development at Ivy Creek Innovation Park. Road access and utilities are the next steps to create two new pad-ready sites, positioning the City to attract future investment and job growth. Stay tuned!



WYNDHURST

LYH EMPOWERS YOU

WORKFORCE DEVELOPMENT

Workforce development is a cornerstone of economic growth in the City of Lynchburg, playing a critical role in supporting local industries, attracting new employers, and creating pathways to opportunity for residents. As a regional hub for manufacturing, healthcare, education, and technology, the City depends on a skilled and adaptable workforce to remain competitive. Our office partners with educational institutions, training providers, and employers, helping to align talent with the needs of the labor market—supporting both immediate hiring demands and long-term career readiness. With tools like the LYH Jobs Portal, and supporting programs such as the Educator Workforce Academy and JobFit, we are investing in people as the foundation of our economic future.

AEROFIN

JOBFIT STATS :

- 31 - # of interns at JobFit FY25
- 100+ - total number of interns to date
- 35+ - total JobFit hires to date
- 800+ - total number of applications this year

JOBFIT

LYH JOBS PORTAL :

- 128.8% increase in use/page visits from previous year
- On average, there were **5,020** job openings advertised in the City of Lynchburg each month

BWXT

EDUCATOR WORKFORCE ACADEMY:

- 78 total participants
- 45 K-12 educators
- 13 businesses (Tour Hosts: AeroFin, BWXT, Centra, Delta Star, Framatome, Southern Air.)
- Moving tour by Sonny Merryman
- 4 workforce partners
- Cloud Chamber Activity by the American Nuclear Society
- Continuing Education Credits offered by CVCC

EDUCATOR WORKFORCE ACADEMY

LYNCHBURG REGIONAL AIRPORT

Lynchburg Regional Airport connects our community to the world with daily American Airlines service to Charlotte, offering one-stop access to nearly 170 global destinations. In FY24, LYH ranked 151st in the U.S. for aircraft operations, making it one of Virginia's busiest airports.

Beyond commercial service, LYH is home to a thriving general aviation community powered by Liberty University's nationally recognized flight school, privately owned aircraft, and full-service support from Freedom Aviation.

The Airport continues to invest in the future with expansion of the South General Aviation area and development of a North Site Maintenance, Repair, and Overhaul (MRO) facility, supported through state and federal funding. These projects ensure that LYH remains a critical hub for economic growth, talent attraction, and regional connectivity.

LYNCHBURG REGIONAL AIRPORT

LYH WELCOMES YOU

GREAT THINGS ARE HAPPENING AT THE LYNCHBURG MUSEUM & VISITOR CENTER!

The museum and visitor center is the best place to start your visit to Lynchburg or bring out-of-town guests. Visitors can learn about the Hill City's unique history and culture, and plan a memorable experience of its other attractions, recreation, and dining.

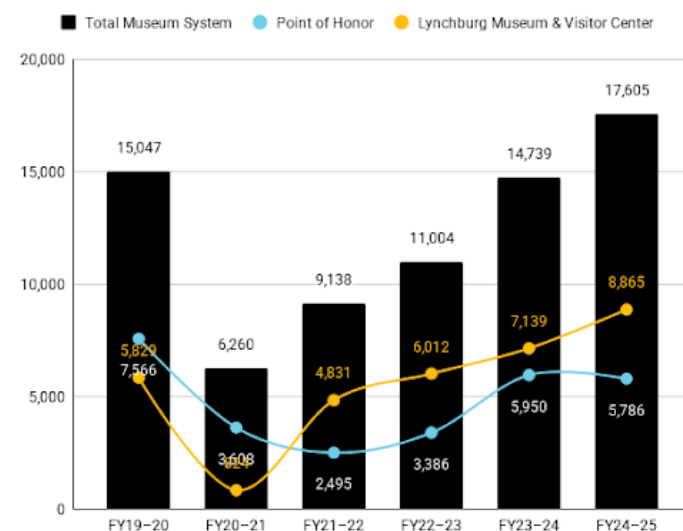
LYNCHBURG MUSEUM & VISITOR CENTER AT 900 COURT STREET



LYH MUSEUM

Museum visitation
now exceeds pre-
pandemic levels.

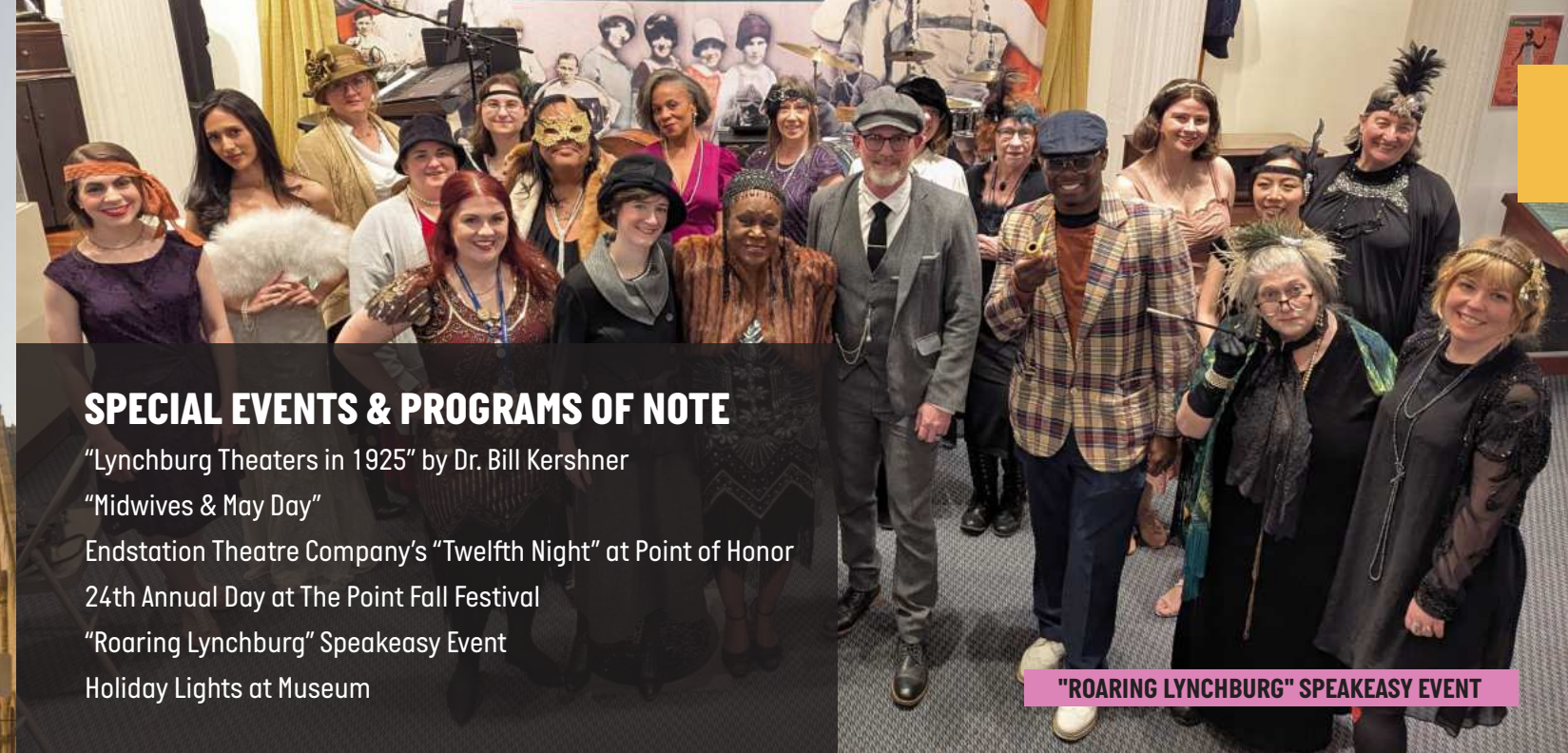
Lynchburg Museum System Visitation
2019-2025



SPECIAL EVENTS & PROGRAMS OF NOTE

"Lynchburg Theaters in 1925" by Dr. Bill Kershner
 "Midwives & May Day"
 Endstation Theatre Company's "Twelfth Night" at Point of Honor
 24th Annual Day at The Point Fall Festival
 "Roaring Lynchburg" Speakeasy Event
 Holiday Lights at Museum

"ROARING LYNCHBURG" SPEAKEASY EVENT



Guided Walking Tours

Lynchburg Museum and Visitor Center offered dozens of free guided walking tours to historic sites throughout the city:

- Point of Honor House & Grounds
- Quaker Meeting House & Burial Ground
- "Art al Fresco": Downtown Public Art
- Riverside "The Rough Little City": Civil War & Reconstruction on Court House Hill
- 161st Anniversary of the Battle of Lynchburg

MILLER-CLAYTOR HOUSE



MAJOR NEWS

Reduced Hours

Due to budgetary reductions, the operating hours for the Lynchburg Museum & Visitor Center have shifted to a new schedule. The Museum and Visitor Center is now open Wednesday through Saturday, 10:00 a.m.-3:00 p.m., Sunday, 12:00 p.m.-3:00 p.m., and closed Monday and Tuesday. Admission is always free.

Have a piece of local history to share? Contact Curator Crystal Diff at crystal.diff@lynchburgva.gov and help bring the past to life!

MONUMENT TERRACE



9,287 digitized photos - Visit LynchburgPhotos.org
 1,024 digitized collections - Visit LynchburgMuseum.org

LYH WELCOMES YOU

TOURISM SALES

Our strategic Tourism Sales efforts drive visitation to LYH through conferences, sporting events, group tours, and international travelers.

TRAVEL SOUTH INTERNATIONAL SHOWCASE



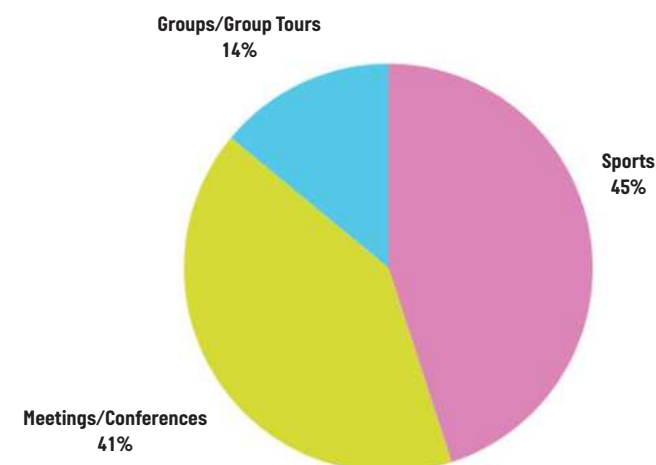
AMERICAN BUS ASSOCIATION MARKETPLACE



AMERICAN BUS ASSOCIATION

TOURISM SALES IMPACT

As a result of efforts in FY 25, the City secured **93** groups/events across all our target markets – sports, meetings and conferences and group travel – with an estimated economic impact of **\$17.1** million.



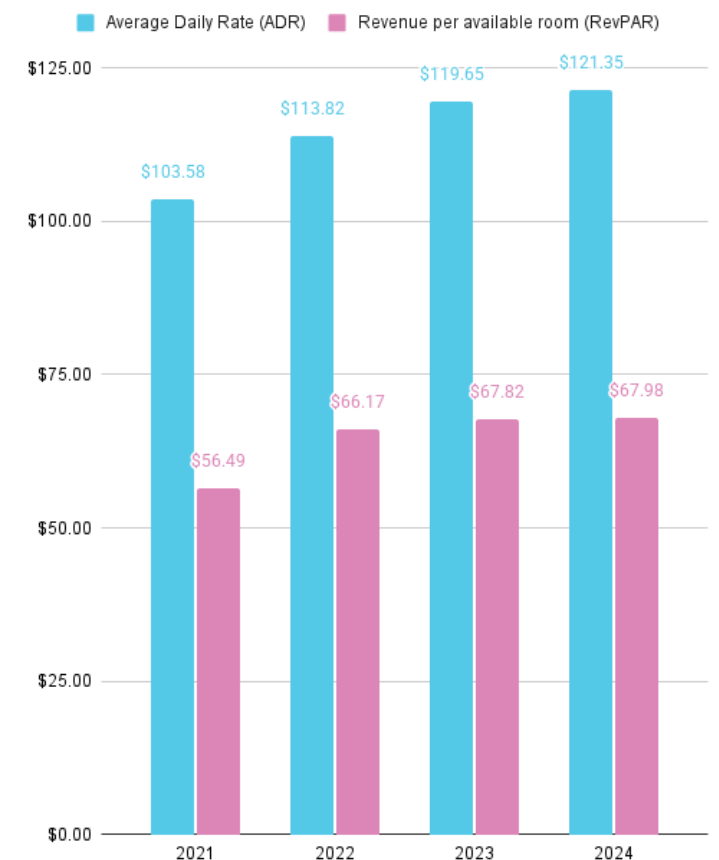
SALES MISSIONS

Our Assistant Director of Tourism conducted **534** one-on-one and collaborative appointments at **8** trade shows and sales missions in FY 25.



TRAVEL SOUTH INTERNATIONAL SHOWCASE

LODGING TRENDS



TOURISM ECONOMIC IMPACT

Tourism drives spending in food and beverage, lodging, transportation, retail, and recreation. In 2024 tourism in the City generated:

- 3,886** jobs – an increase of **48** from 2023
- \$409.9** million in total visitor spending
- \$27.2** million in state and local taxes revenues *
- \$990** - amount households save in additional taxes because of tourism

Source: Virginia Tourism Corporation

LYH CHEERS FOR YOU

SPORTS TOURISM

Sports Tourism is more than just a series of events; it's a critical component of the City's economic vitality and a core driver of our success. Our success is a shared victory, built on partnerships with Airstream Ventures, Lynchburg Parks & Recreation and our Anchor Institutions. LYH has momentum and has become a go-to destination for sporting events and competitions.

VIRGINIA COMMONWEALTH GAMES

SPORTS TOURISM IMPACT

In FY 25 the City hosted **46** sporting events with an estimated economic impact of **\$15.8** million.

67% increase in economic impact over FY 24.

Collegiate Championships hosted in LYH in FY 25:

- Conference USA Indoor Track & Field Championships
- Conference USA Men's & Women's Tennis Championships
- Atlantic Lacrosse Conference Championship
- Atlantic Sun Conference Women's Lacrosse Championship
- 2025 NCAA Division 1 Men's Golf Championship Regional
- 2025 NCAA Division III Baseball Regional & Super Regional
- Conference USA Baseball Championship

ATLANTIC LACROSSE CONFERENCE



DISC GOLF EVENT SUCCESS AND ITS FUTURE IN LYH

After a very successful PDGA Pro World Championships in August of 2024, the City of Lynchburg and Bedford County have partnered with the LedgeStone Group to continue to bring premier disc golf championship events to the Lynchburg Region. Mark your calendars for these upcoming events!

Disc Golf Pro Tour Championship – October 16-19, 2025

PDGA Champions Cup – April 9-12, 2026

Disc Golf Pro Tour Championship – October 15-18, 2026



LYH PROMOTES YOU

SOCIAL MEDIA / MARKETING / PR

This year, our marketing efforts continued to elevate LYH as a vibrant place to live, visit, and grow a business.

SOCIAL MEDIA

Our team manages two sets of social media accounts on Instagram and Facebook: @OpportunityLYH (Opportunity Lynchburg - VA) for business and economic development updates, and @LynchburgVA (Visit Lynchburg, Virginia) for tourism news, events, and things to do.

- Our Instagram following grew by **over 10%** and reached **41% more** accounts in FY25, a clear sign that our marketing efforts successfully engaged visitors, businesses, and stakeholders.
- Our Facebook page grew by **5%** and reached **45.2%** more accounts in FY25, showing that our posts, stories, and ads are resonating with a wider audience.

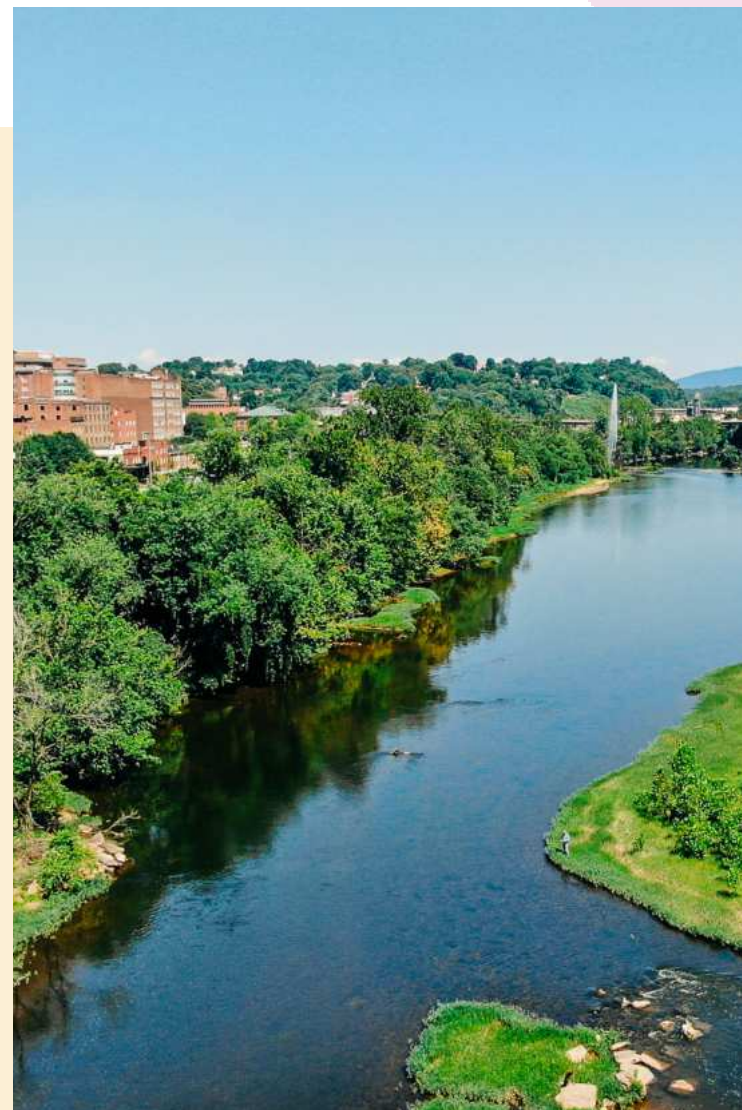
MEDIA RECOGNITION

LYH was named a **Weekend Getaway** spot by Atlanta-based publication, Southbound Magazine, highlighting our vibrant and historic Downtown.

LYH was named one of the **Top 100 Best Places to Live** by Livability, recognized for its mix of urban trails, outdoor amenities, and strong community.

LYH was named one of the **10 Best Places to Live in Virginia** by Travel + Leisure, praised for its affordability, outdoor recreation, educational opportunities, and revitalized downtown.

LYH was listed among the **25 Best College Towns & Cities in the U.S.** by Travel + Leisure, thanks to its scenic setting, urban trail systems, and proximity to the Blue Ridge Mountains



DIGITAL ENGAGEMENT

Our digital efforts also include overseeing three websites - **LynchburgVirginia.org** for tourism, **OpportunityLynchburg.com** for economic development, and **LYH Loves You.com** for local engagement and talent attraction - each serving a unique audience with targeted content that supports community growth.

Even with the continued pressures and advancements in Artificial Intelligence (AI) search help, our tourism website, lynchburgvirginia.org, continued to grow in use with over 193,000 users, a 9% increase in FY25 from FY24.

TOURISM WEBSITE

A **54%** engagement rate on lynchburgvirginia.org shows that visitors aren't just landing and leaving—they're exploring, clicking, and spending time with our content. It reflects real interest in what we're sharing and suggests our site is doing its job: connecting people to the resources, information, and stories they're looking for.

Our tourism website lynchburgvirginia.org generated over **254,000** sessions for our business listings - an increase of nearly **30,000** sessions in listing views means more eyes on our local businesses and tourism attractions. It shows that visitors are actively exploring what LYH has to offer, whether it's where to eat, shop, stay, or play. This kind of engagement directly supports foot traffic, boosts awareness, and encourages spending at these locations. More interest in listings ultimately helps strengthen our local economy.

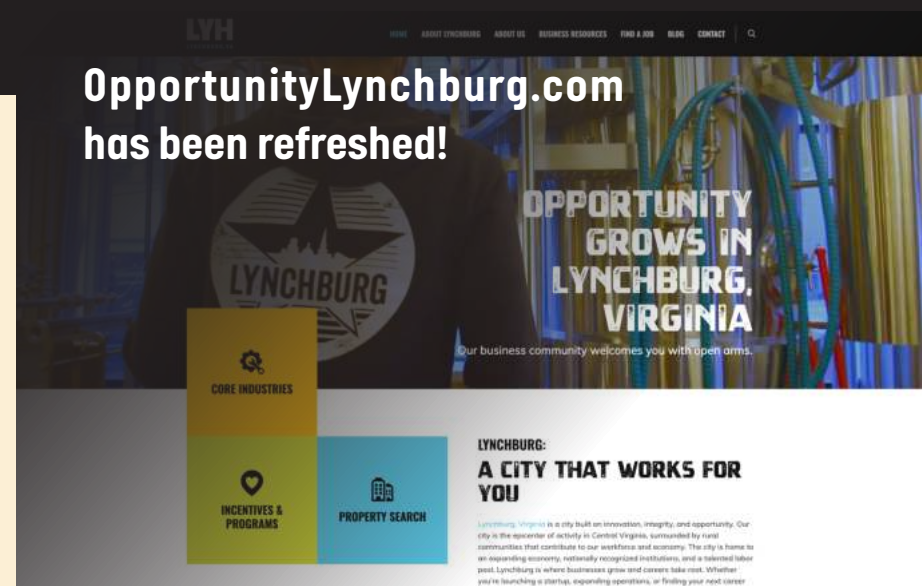


*Digital ad used to promote LYH and attract website visitors.

ECONOMIC DEVELOPMENT WEBSITE

An average session time of 2:49 on opportunitylynchburg.com demonstrated that our website content was highly engaging and relevant, successfully holding interest and encouraging deeper exploration of our business and economic development resources.

OpportunityLynchburg.com has been refreshed!



Redesigned to better serve entrepreneurs, businesses looking to invest in Lynchburg, and site selectors.

LYH INSPIRES YOU

ARTS AND CULTURE

The City of Lynchburg Office of Economic Development & Tourism supports and promotes arts, culture, and entertainment as both a community asset and an economic driver. A vibrant cultural scene enriches life for residents and visitors while strengthening the City's identity, attracting talent, and inspiring investment. Arts and culture are central to making LYH a place where people want to live, work, and thrive.



AMAZEMENT SQUARE

JAMES RIVER ARTS & CULTURE GRANT NUMBERS:

In FY25, **16** applicants received support for cultural performances and programs, generating an estimated **\$7,969,637** in economic impact for the City of Lynchburg.



WOLFBANE PRODUCTIONS



ENDSTATION THEATRE



ACADEMY CENTER OF THE ARTS



ART IN MOTION



LYNCHBURG SYMPHONY ORCHESTRA

LYH WELCOMES YOU

SPECIAL EVENTS

In FY25, the City of Lynchburg Office of Economic Development & Tourism served as the home for special event permitting, support, and promotion—helping nearly 50 events come to life across the City. From long-standing community traditions to new celebrations, these events showcased Lynchburg's vibrancy and brought residents and visitors together. Our four Legacy Events alone generated an estimated economic impact of \$287,000, underscoring how special events not only strengthen community pride but also deliver real returns to the City's economy.



BRIGHT NIGHTS KICK OFF



FIREWORKS ON THE RIVERFRONT



BATTEAU FESTIVAL



LYNCHBURG BEER, WINE, & CIDER FESTIVAL



LYNCHBURG ART FESTIVAL



INTERNATIONAL FESTIVAL



TURKEY TROT



DAY AT THE POINT



BOOKS AND BREWS



VIRGINIA 10 MILER



POPLAR FOREST ANNUAL FALL WINE FESTIVAL



BLOOMS AND BREWS



LYH LOVES YOU

CITY INITIATIVES

Lynchburg City Council prioritizes investments in five areas: Public Safety, Infrastructure, Economic Development, Lifelong Learning, and Quality of Life.



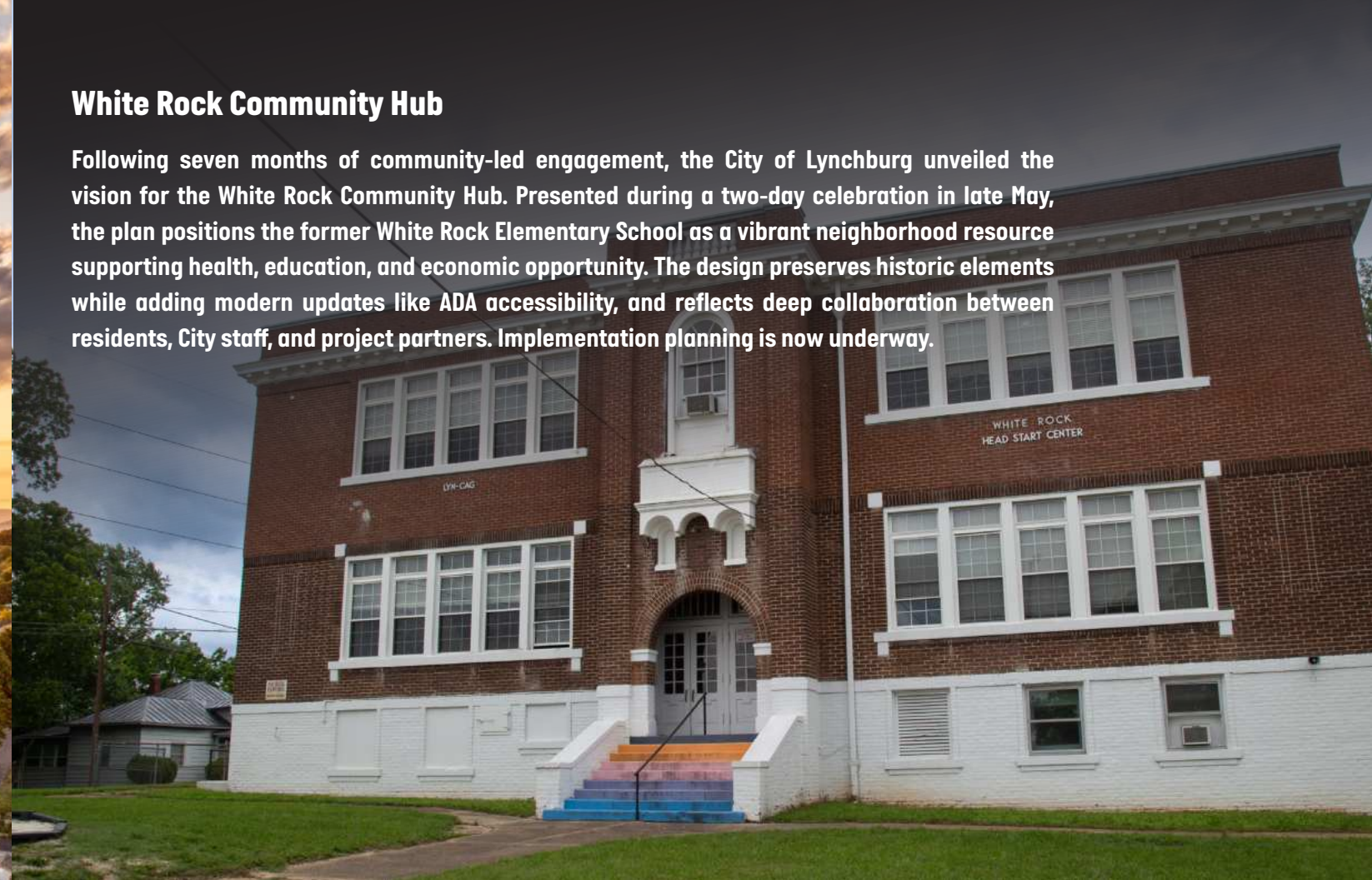
Kiwanis Centennial Riverfront Playground

The Kiwanis Centennial Riverfront Playground officially opened on May 2, 2025, marking Lynchburg's first fully accessible play space. Located in Riverfront Park, the playground features accessible equipment, sensory-friendly zones, and a smooth surface for children of all abilities. Made possible through a public-private partnership with the Kiwanis Club of Lynchburg, this milestone project highlights the City's commitment to public spaces and celebrates five years of collaboration, community support, and joyful play.



White Rock Community Hub

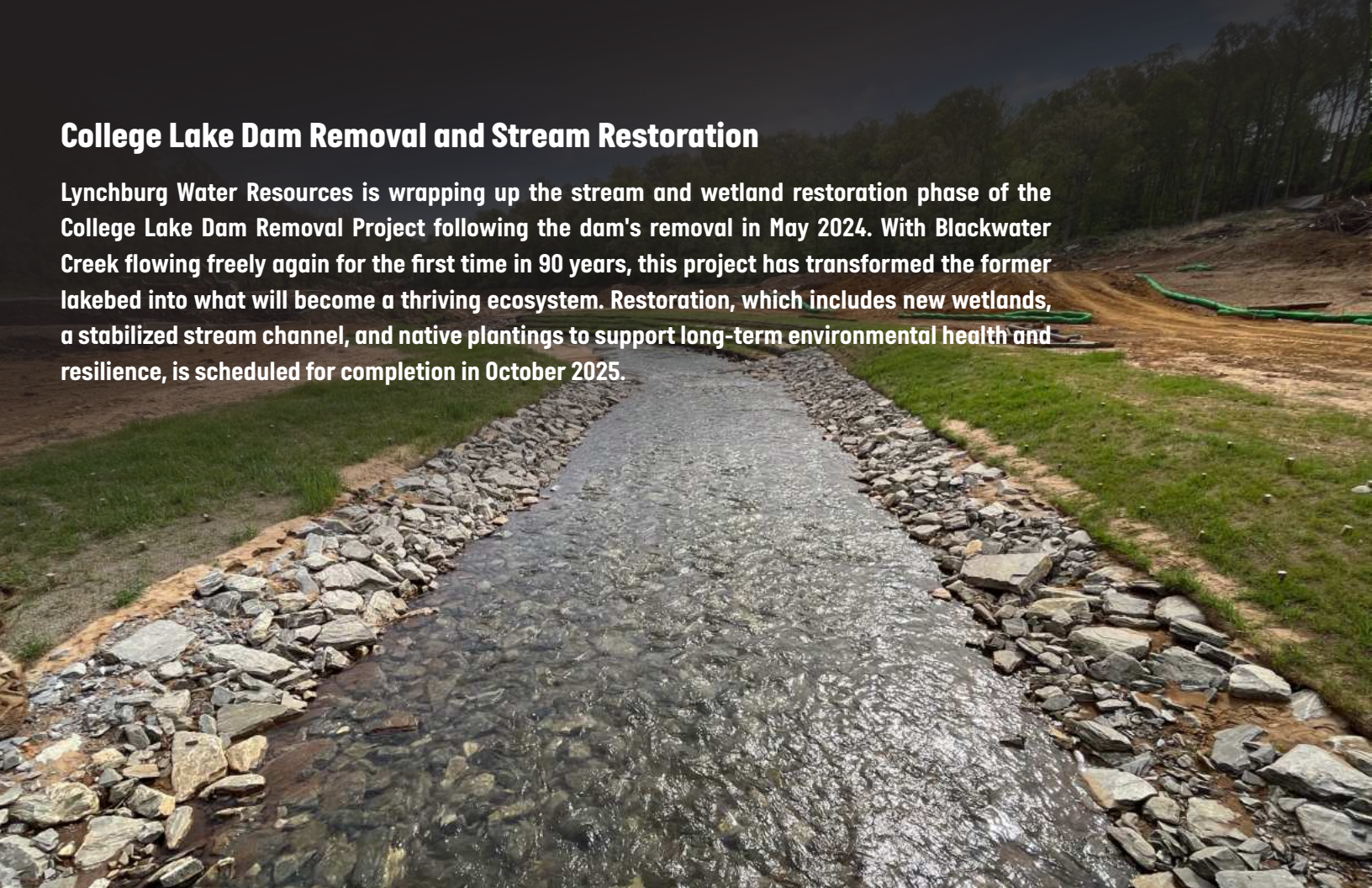
Following seven months of community-led engagement, the City of Lynchburg unveiled the vision for the White Rock Community Hub. Presented during a two-day celebration in late May, the plan positions the former White Rock Elementary School as a vibrant neighborhood resource supporting health, education, and economic opportunity. The design preserves historic elements while adding modern updates like ADA accessibility, and reflects deep collaboration between residents, City staff, and project partners. Implementation planning is now underway.



Lynchburg Police Department

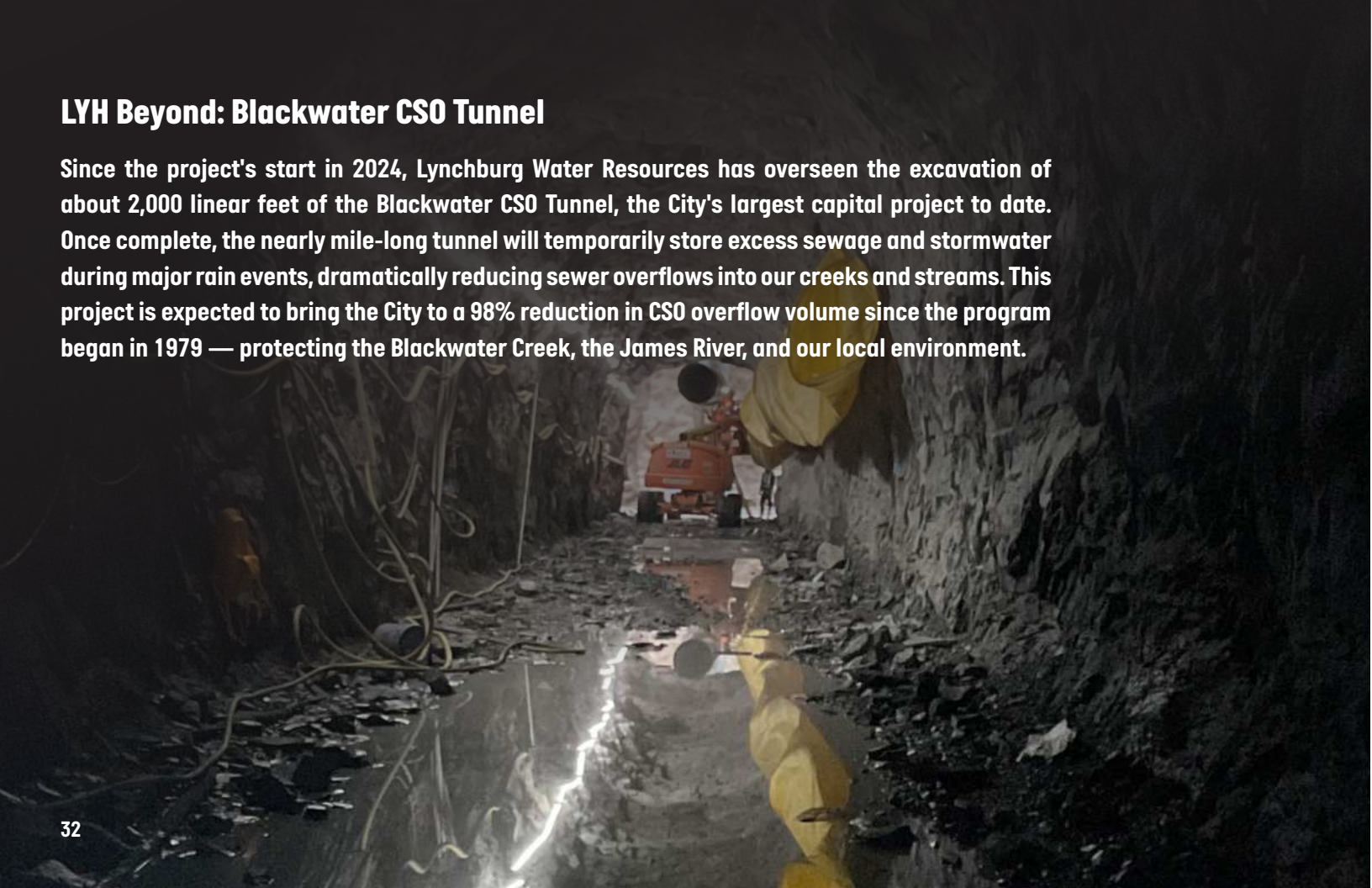
The City of Lynchburg celebrated the grand opening of its new, state-of-the-art Police Headquarters on June 27, 2025. Located at 3405 Odd Fellows Road, the 96,000-square-foot facility consolidates operations under one roof, improving efficiency, safety, and public engagement. Key features include a Real-Time Crime Center, modern forensics lab, and a Community Room.





College Lake Dam Removal and Stream Restoration

Lynchburg Water Resources is wrapping up the stream and wetland restoration phase of the College Lake Dam Removal Project following the dam's removal in May 2024. With Blackwater Creek flowing freely again for the first time in 90 years, this project has transformed the former lakebed into what will become a thriving ecosystem. Restoration, which includes new wetlands, a stabilized stream channel, and native plantings to support long-term environmental health and resilience, is scheduled for completion in October 2025.



LYH Beyond: Blackwater CSO Tunnel

Since the project's start in 2024, Lynchburg Water Resources has overseen the excavation of about 2,000 linear feet of the Blackwater CSO Tunnel, the City's largest capital project to date. Once complete, the nearly mile-long tunnel will temporarily store excess sewage and stormwater during major rain events, dramatically reducing sewer overflows into our creeks and streams. This project is expected to bring the City to a 98% reduction in CSO overflow volume since the program began in 1979 — protecting the Blackwater Creek, the James River, and our local environment.



LYH LOVES YOU

LOOKING AHEAD

The City of Lynchburg continues to make strategic investments in the infrastructure and public facilities that shape daily life for residents. On the horizon:

- Fire Station 9, a new facility near Liberty University, will break ground in late 2025, improving emergency response and coverage in a rapidly growing area.
- The City of Lynchburg has committed \$60 million over three years to support school facility maintenance and infrastructure—the largest investment in Lynchburg City Schools since the construction of Heritage High School.
- The Lynchburg Public Library Main Branch renovation is set to begin early 2026. Serving as the City's library for the past 40 years, the 1958 building will be transformed into a 21st Century Library, supporting modern services while addressing long-standing infrastructure needs.
- Miller Park Pool will begin demolition and reconstruction late in 2025. This project to improve and restore the City's only public pool preserves access to recreation and aquatic programming for years to come.
- Opening in Spring 2026, the Riverfront Park Amphitheater will position Lynchburg to host 10–20 performances annually, boosting arts and tourism across the city. The project includes public restrooms, a new sidewalk along Jefferson Street, and reopening of the Riverwalk Trail, complementing the Kiwanis Centennial Riverfront Playground at the other end of the park.



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OUR STAFF

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- Noelle Beverly**
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- Evelyn McLane**

THE ECONOMIC DEVELOPMENT AUTHORITY

The Economic Development Authority of the City of Lynchburg is a political subdivision of the Commonwealth of Virginia and serves as the incentive arm of the City. The Authority takes an active role in economic development efforts, pursuing investment and development opportunities, and elevating the economic profile of the City.

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- Richard Tugman**
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- Patricia (Pat) Mosby**
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- Sackett Wood**
- Sean Huyett**
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OFFICE OF ECONOMIC
DEVELOPMENT & TOURISM

Welcome To The City Of Opportunity

LYH is a quintessential Virginian city with a rich cultural character, a vital sense of the past and a growing contemporary energy. We celebrate our history and we look fearlessly to our future.

We're a small city of outsized opportunities, with a wealth of industries that are defining economic development. We're re-energizing our walkable downtown and our James riverfront. And we're retooling our ambitions, seeking to become a truly welcoming place that offers businesses, newcomers, and locals alike a seat at the table.

LYH Loves You!





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Designed by Kiera Hight