



VIRGINIA'S

# NEW RIVER VALLEY

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Livability  
Guide

## A Natural Fit for INNOVATION AND GROWTH

Surrounded by the Blue Ridge Mountains and the oldest river in North America (The New River), Virginia's New River Valley is a beautiful place to live and do business. Nestled in southwest Virginia, the NRV is an eclectic mix of small towns and world-class universities. This unique blend offers excellent educational opportunities and brings an elevated presence of arts and entertainment to the region.

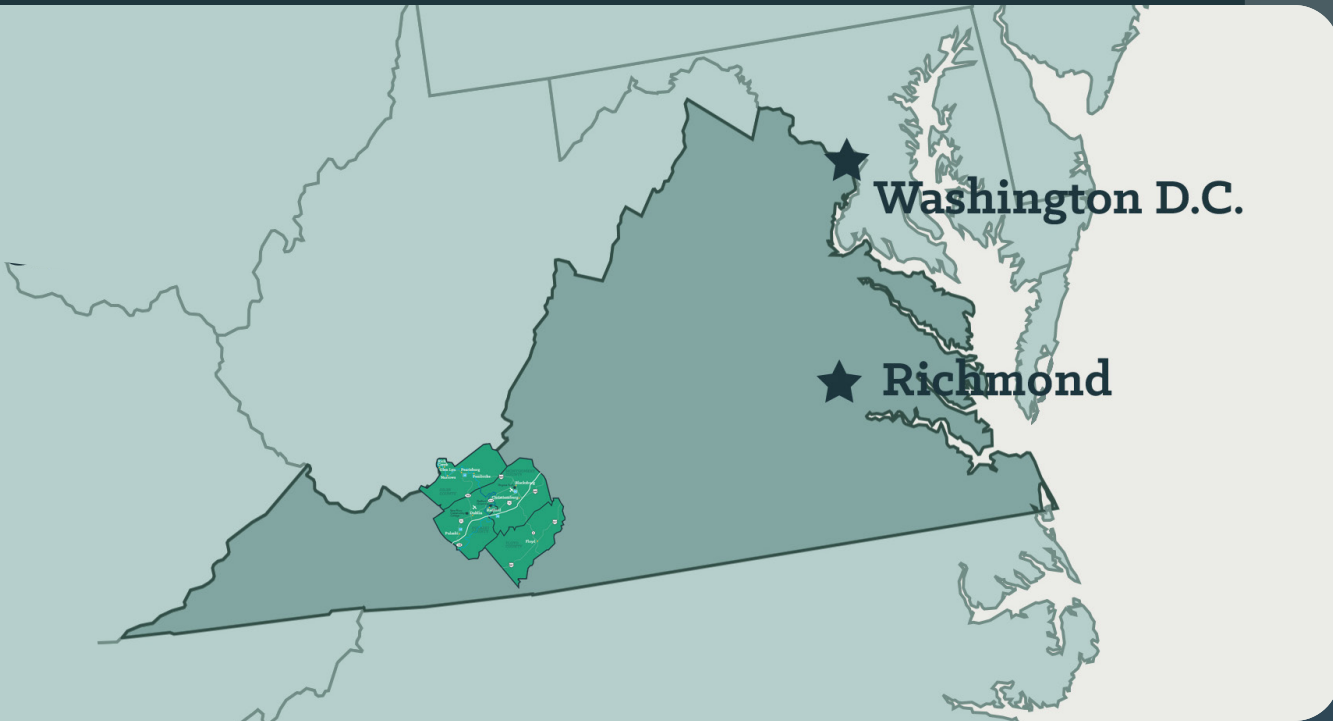
Virginia's New River Valley is home to the counties of Floyd, Giles, Montgomery, Pulaski, and the City of Radford. Our communities offer both small-town charm and an innovative, collaborative, and business-friendly culture. Combined with cutting-edge research and exceptional natural beauty, the NRV is, quite simply, "A Natural Fit".

Use our guide to explore what makes the area such a great place to live and work.

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# OUR REGION



**Four Counties. One City.  
Endless Opportunities.**

- Floyd County
- Giles County
- Montgomery County
- Pulaski County
- City of Radford

**180,000+**

**population**

\* U.S. Census Bureau

**52,500+**

**higher ed student population**

\* National Center for Education Statistics

**4.3%**

**below the national  
cost of living average**

\* Cost of Living Index produced by C2ER

**81,000+**

**employment opportunities**

\* U.S. Bureau of Labor Statistics

**\$270,600**

**average home value**

\* U.S. Census Bureau,  
American Community Survey 2024

**\$933**

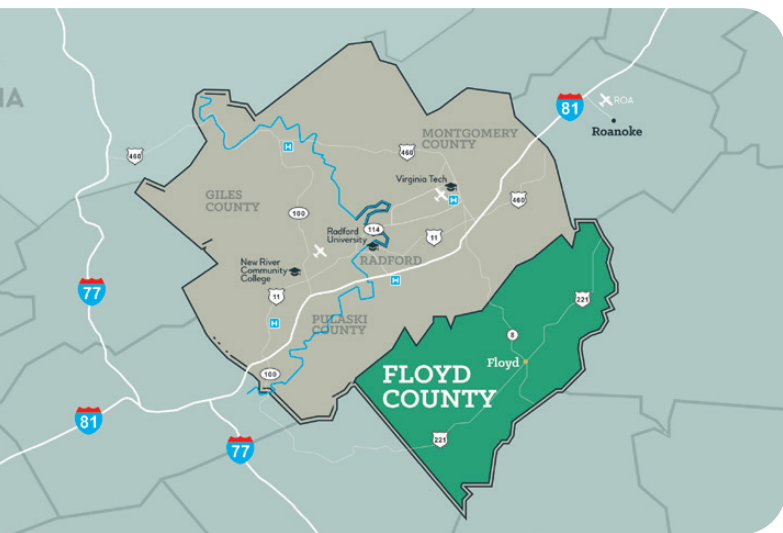
**median monthly rent**

\* U.S. Census Bureau,  
American Community Survey 2024



# FLOYD VIRGINIA

**Where Creativity and  
Entrepreneurship Flourish**



Floyd County, VA, residents are proud of the friendly and open-minded nature of the many artisans, farmers, and craftsmen. Music and arts play a foundational role within the community, which is proven by the large crowds at the Floyd Country Store's Friday Night Jamboree and the many festivals around the county.

## COMMUNITIES



- Town of Floyd
- Willis
- Indian Valley
- Check
- Copper Hill

## KNOWN FOR



- Arts & Music Festivals
- Entrepreneurial Spirit
- Connection to the Land

## POINTS OF INTEREST



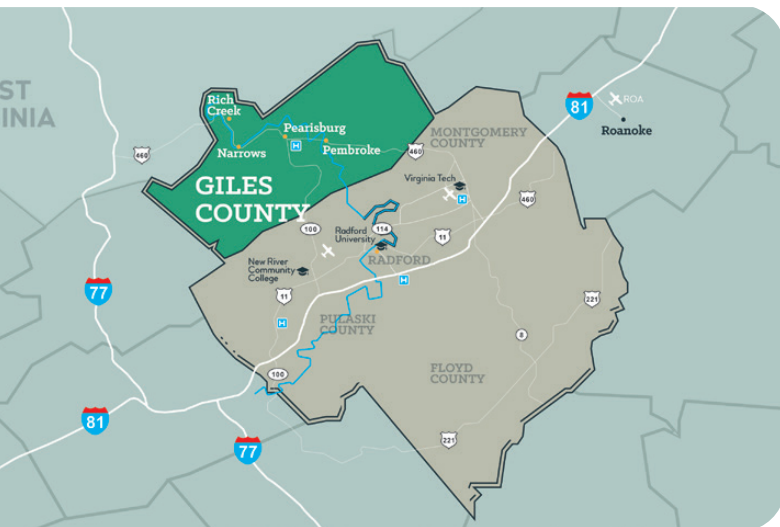
- Blue Ridge Parkway
- Mabry Mill
- Buffalo Mountain
- Floyd Country Store
- Floyd Center for the Arts
- FloydFest
- Chateau Morrisette Winery



# Giles

VIRGINIA'S  
MOUNTAIN  
PLAYGROUND®

Home of well-known hiking trails,  
welcoming resorts, and outdoor outfitters



Known as “Virginia’s Mountain Playground”, Giles County combines a strong manufacturing heritage with the stunning natural beauty of the mountains and the New River. Here, residents enjoy small-town living, outdoor adventure, waterfalls, and a deep connection to the land they call home.

## COMMUNITIES



- Town of Pembroke
- Town of Pearisburg
- Town of Narrows
- Town of Rich Creek

## KNOWN FOR



- The New River Water Trail
- Dirty Dancing Movie Location
- Outdoor Recreation

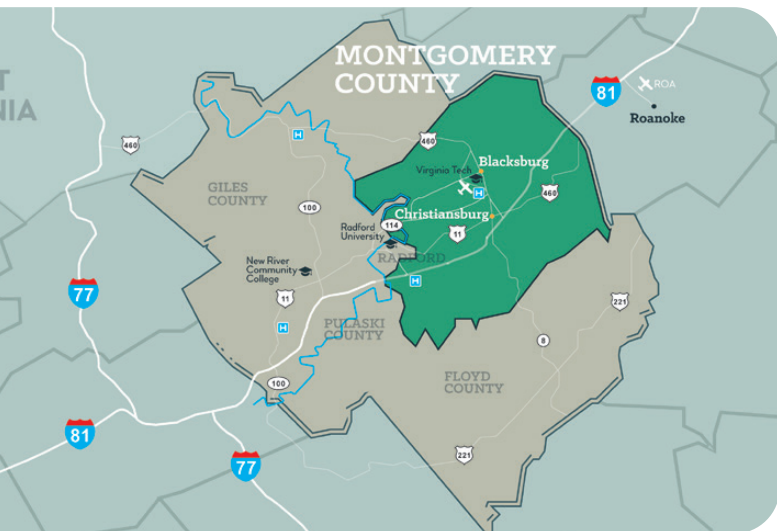
## POINTS OF INTEREST



- Cascade Falls
- The Palisades Restaurant
- New River Water Trail
- Mountain Lake Lodge
- Mill Creek Nature Park
- Kairos Wilderness Resort
- Walker Creek Retreat



## Home of Virginia Tech and the Towns of Blacksburg and Christiansburg



Montgomery County thrives with young professionals, innovative tech companies, and vibrant downtowns energized by Virginia Tech. The area offers the charm of a small urban community with easy access to outdoor recreation and breathtaking mountain scenery.

## COMMUNITIES



- Town of Blacksburg
- Town of Christiansburg
- Elliston, Lafayette, Shawsville
- Prices Fork
- Riner
- Other Communities

## KNOWN FOR



- Virginia Tech
- Technology Community
- Shopping & Dining

## POINTS OF INTEREST

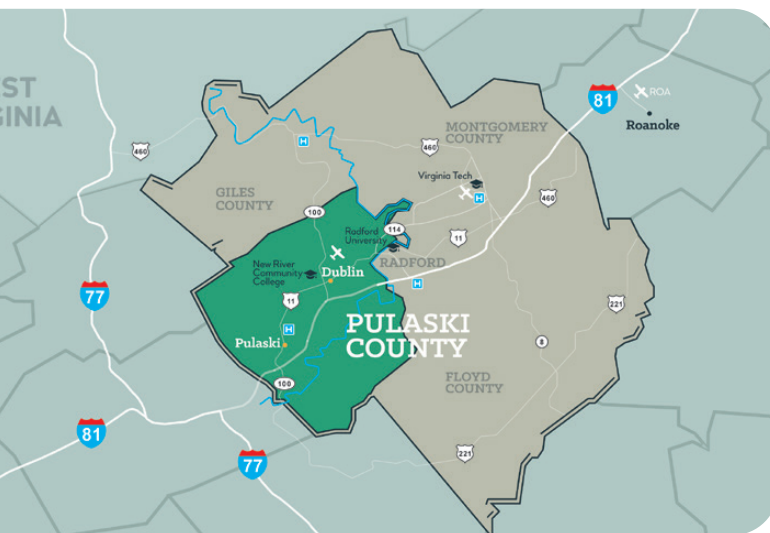


- Sinkland Farms
- Hokie Football
- Center for the Arts at Virginia Tech
- Pandapas Pond Trails
- Uptown Christiansburg
- Christiansburg Aquatic Center
- McCoy Falls





**Play outside among our mountains, lakes, and rivers**



Pulaski offers top-rated state parks, affordable education at New River Community College, and a strong economy powered by global companies like Volvo Trucks and Red Sun Farms. It's a place where outdoor adventure meets opportunity. Play outside in Pulaski County.

## COMMUNITIES



- Town of Pulaski
- Town of Dublin
- Fairlawn
- Draper
- Other Communities

## KNOWN FOR

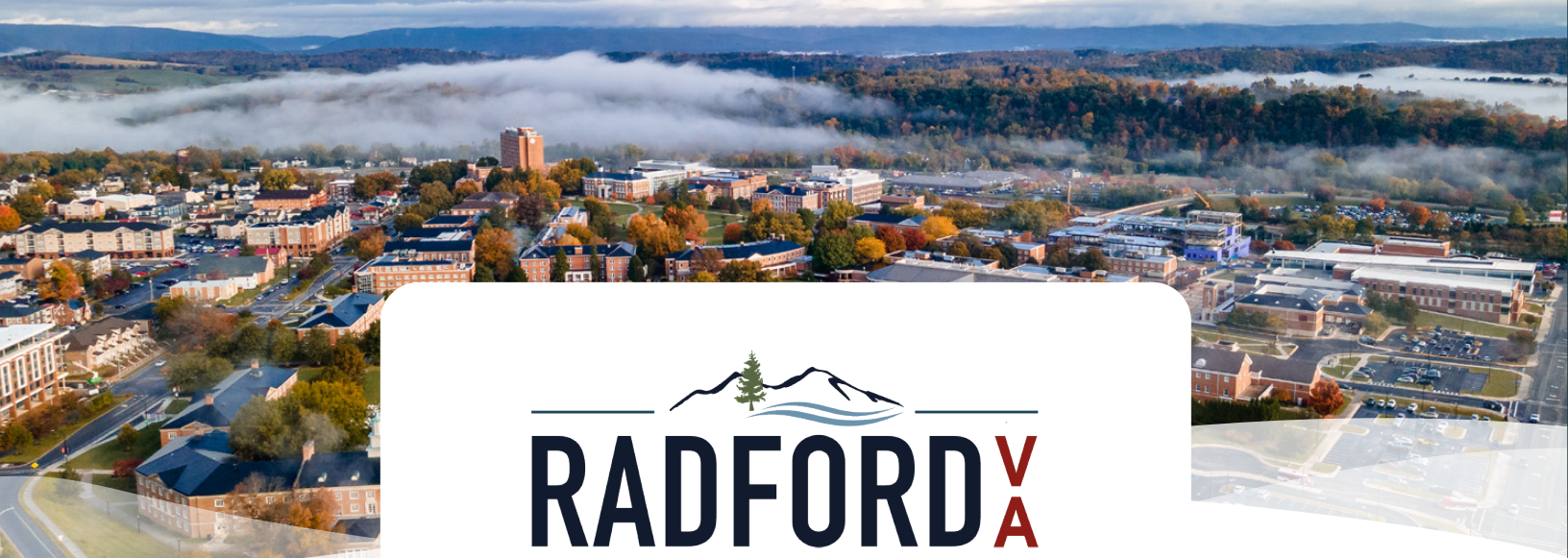


- 2 State Parks
- Pulaski River Turtles Baseball Team
- International Business

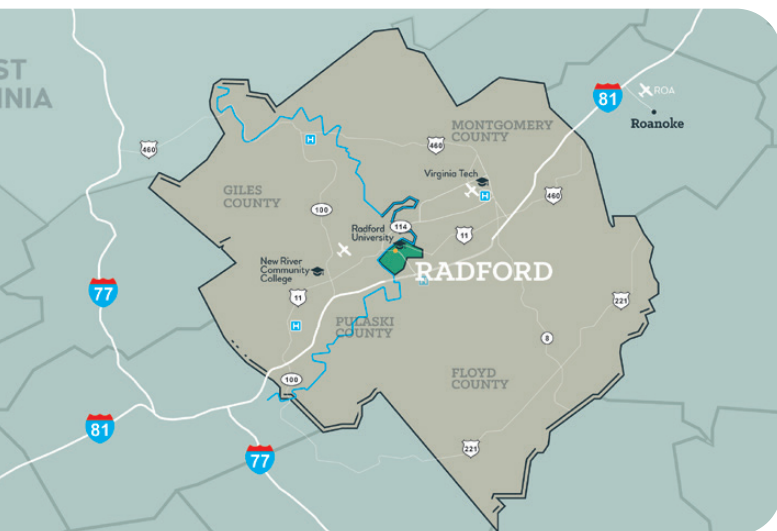
## POINTS OF INTEREST



- Wineries & Breweries
- Historical Attractions
- Pete Dye River Golf Course
- Claytor Lake State Park
- New River Trail State Park
- Thee Draper Village
- Randolph Park



## The New River City



Radford is a dynamic, independent micro city where small-town charm meets the vibrant spirit of university life. Home to Radford University and 200 acres of scenic riverfront parks, it's a hub for outdoor adventure and close-knit community connections. With a walkable main street full of dining, shopping, and entertainment, Radford offers something for everyone. Discover it all in The New River City.

## COMMUNITIES



### ➤ The City of Radford

Rich in history and surrounded by outdoor adventure, this New River Valley community blends heritage with natural beauty. Whether you're here to hike, paddle, study, or work remotely, it's the perfect place to live, work, and explore.

## KNOWN FOR



- Radford University
- Business Districts
- Bisset Park

## POINTS OF INTEREST



- Community Fest
- Radford Highlander Festival
- The New River
- Locally Owned Eateries
- Sporting Tournament Facilities
- Wildwood Park
- Mary Draper Ingels Statue



# COST OF LIVING

The affordability of Virginia’s New River Valley is one of the many reasons that people choose to live, work, and do business in the region. Residents enjoy an excellent quality of life and a below-average cost of living.

Want to know how living in the NRV region compares to other cities?

With our cost of living calculator, you can easily compare what you currently make to what you would need to make in the NRV. To the right, we’ve included an example based on \$90,000. You can also compare your own salary by scanning the QR code below or click here.



Making \$90,000 in ...	What you need to make in the NRV ..
San Francisco, CA	\$52,592
Seattle, WA	\$59,543
Washington D.C.	\$62,484
Boston, MA	\$57,978
Denver, CO	\$78,218
Dallas, TX	\$87,439
Charlotte, NC	\$84,852
Greenville, NC	\$87,617
Arlington, VA	\$63,295
Athens, GA	\$86,299

\* Core cost of living data is from the Cost of Living Index produced by C2ER. Price collection by major metro is conducted in strict conformance with standard specifications at specified times. (C2ER Q4 2025)

Every Saturday, even on the coldest of days, I love going to the Blacksburg Farmers’ Market with my husband and dog. There are so many local food, goods and craft vendors, and they often have local musicians playing. I also love all the festivals that the NRV offers: Summer Solstice, Steppin’ Out, and Brew Do in Blacksburg and the Wilderness Trail Days festival in Christiansburg. The holiday parades are also some of my favorite. The Town of Christiansburg drives Santa around on a fire truck to several of the neighborhoods in town and it is seriously such a magical moment no matter what age you are.

- Angie, NRV Resident



# LIFESTYLE

When a community fits, you feel it.

Virginia's New River Valley is an eclectic mix of small towns and world-class universities with a deep connection to nature and the outdoors.

In Virginia's New River Valley there is no need to settle. The benefits of living here surround you. The mountains are majestic, the river is steady, and there is simple beauty in even the most unexpected places. The scenery inspires, the people connect, the work feels easy.

Here, nothing is overstated and yet nothing is underappreciated either. Simple is often profound. The people here are real, the successes are earned, and the opportunities are shared.

The New River Valley is at once organic and innovative, technical and agricultural, artistic and scientific. Each individual's unique experience is celebrated and the eclectic culture that results is an intricate fabric that is both beautiful and tough. The workforce is dedicated, passionate and unapologetic. People choose to live and work in Virginia's New River Valley and it's not hard to see why.

It's simply "A Natural Fit."

## The Outdoors

Rich in natural resources, outdoor activities, and breathtaking views, Virginia's New River Valley is a constant source of entertainment for adrenaline junkies and leisure-seekers alike. Major outdoor attractions such as the New River, the Appalachian Trail, the Blue Ridge Parkway, Claytor Lake State Park, and Cascade Falls are woven into the fabric of each community in the NRV. Whether you want to spend your time relaxing on the water, hiking up a mountain, or biking on roads or trails, the New River Valley has something unique to offer you.



# Sporting Events

Sports in Virginia's New River Valley are not to be taken lightly. Saturdays in the fall are spent cheering on the Virginia Tech Hokies as they take the football field to Metallica's "Enter Sandman" in a tradition only found here. Baseball fans can catch the Pulaski River Turtles, an Appalachian League team, at Calfee Park, one of the region's award-winning venues. Sports fans also have the opportunity to attend college games through Radford University's Highlander athletics. There truly is no end to sports in the NRV!



# Festivals



Nationally known FloydFest is a five-day long event which draws huge crowds who come for the music and the "Global Village" of over 100 artisans and food vendors. The region's diversity is celebrated at the International Street Fair at Virginia Tech, a six-decade-long tradition that highlights the international student population. The annual Radford Highlanders Festival highlights the city's Scots-Irish heritage and features heavyweight Scottish athletics, Highland dancing, and Celtic and Appalachian Music. Many other festivals are hosted throughout the year to give both visitors and residents the opportunity to experience the distinctive culture of the NRV.

# Farmers Markets

Farmers markets throughout Virginia's New River Valley connect our region's local farmers and artisans with residents and visitors who want to eat locally grown produce, savor handcrafted baked goods, and enjoy the bounties of nature. A majority of the communities in the region have a local farmers market, including Blacksburg, Christiansburg, Pulaski, Radford, Narrows, Pearisburg, and Floyd.



# Breweries & Wineries



Wineries, breweries, and even distilleries abound in Virginia's New River Valley. Stop by Chateau Morrisette in Floyd for a wine tasting from a third-generation winery right off the Blue Ridge Parkway or grab a pint on the farm at Rising Silo Brewery in Blacksburg. Sip on a craft brew at Eastern Divide Brewing Company or explore Iron Heart Winery. Wherever you grab a drink in the NRV, you will experience all the region has to offer!

## Food Scene

It's not hard to find what you're looking for when it comes to food and drink in Virginia's New River Valley. Across the region, a thoughtfully curated mix of restaurants and coffee shops delivers a dining scene defined by quality, creativity, and local character. Hungry? Stop by the award winning Palisades Restaurant in Eggleston. Thirsty? Head to Red Rooster Coffee in Floyd, a nationally ranked coffee roaster. You can also drop in at the historic Draper Mercantile in Pulaski for a tasty lunch.



## Leisure Activities



Leisure activities are available across Virginia's New River Valley no matter the season or location. Looking for agritourism? Pick apples on a crisp, fall day at Doe Creek Farm. Prefer a golf game? Play eighteen holes at Pete Dye River Course of Virginia Tech, an award-winning course on two-and-a-half miles of the New River. Want to take a leisurely bike ride? Take your bike and explore the Huckleberry Trail or simply grab a tube and spend the afternoon floating down the New River.

# Arts & Culture

The communities in Virginia's New River Valley fervently value arts & culture. The presence of a major research university allows for opportunities to see performances that are not available in every small town. Want to see world-class performers and artists? Attend a concert, see a play, or wander through an art gallery at the Center for the Arts at Virginia Tech and the Radford University College of Visual and Performing Arts. Interested in exploring the history of music in Southwest Virginia? Visit The Floyd Country Store, a major venue on the Crooked Road Heritage Music Trail. How about watching a movie or a show in a vintage theatre? Visit The Lyric in Blacksburg or The Radford Theatre in Radford.



My favorite part about living in the New River Valley is the access to beautiful nature trails, hikes, and the New River. Whether you are passionate about the outdoors, college sports, supporting local businesses, or the arts, there truly is something for everyone here! It can be hard to relocate to a small town, especially if you don't know anyone. Luckily, there is a strong sense of community and people are incredibly friendly!

- Abbie, NRV Resident



# EDUCATION

Education in Virginia's New River Valley is supported by five distinct public school divisions, each serving families within their respective counties and offering strong academic, extracurricular, and career-focused programs. Students have access to robust Career and Technical Education (CTE) pathways that prepare them for in-demand fields, as well as cutting-edge GO TEC labs that introduce middle and high school students to advanced manufacturing, IT, robotics, and other high-growth industries. A range of K-12 private schools further expands the options for families seeking the right educational environment.

The region is also home to world-class higher education institutions, including Virginia Tech, Radford University, the Edward Via College of Osteopathic Medicine, and New River Community College, giving residents exceptional learning and research opportunities close to home.

## Access to College Education

Through New River Community College's Access to Community College Education (ACCE) program, eligible high school and home school graduates can receive two years of tuition-free education, reducing student debt and preparing students for the workforce or for transfer to a four-year university.

Radford University offers a variety of programs to ensure access and affordability for those looking for a college education. Radford University's Tuition Promise allows qualified incoming freshmen and transfer students with Virginia residency to receive federal, state and gift aid to cover the cost of their tuition at Radford University. While the Tuition Promise helps students afford college, the Radford Tartan Transfer program allows direct admission from partnering community colleges.

Together, these resources create a comprehensive and supportive educational landscape for learners of all ages across the NRV.

## K-12 SCHOOLS



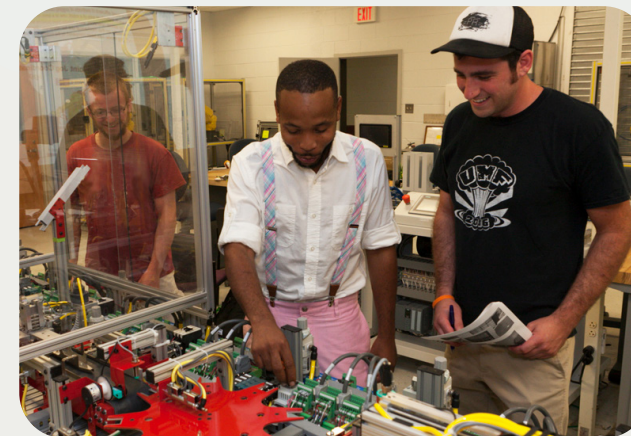
- Floyd County Public Schools
- Giles County Public Schools
- Montgomery County Public Schools
- Pulaski County Public Schools
- Radford City Public Schools

## HIGHER ED



- Virginia Tech
- Radford University
- New River Community College
- Edward Via College of Osteopathic Medicine

## OPPORTUNITIES



- 12.78 Avg. Student Teacher Ratio
- Private Schools
- STEM Academies
- CTE Programs
- Governor's Schools
- ACCE Program

# BUSINESS SERVICES

Curious about what life in the New River Valley looks like day to day? Living well means having the right services, connections, and support close at hand. From housing and education to healthcare and essential utilities, these everyday pieces help make the NRV a place where people can put down roots and thrive.

This business services guide highlights trusted local providers and community partners who support the rhythms of daily life in the region. Whether you are getting established, growing a family, or simply navigating your next chapter, these organizations help make life in the NRV convenient, connected, and comfortable.

Scan the QR Code to access the guide  
or visit <https://TheNRV.org/business-services-guide/>



We encourage you to leverage the expertise of these dedicated local partners!

A note on the business service guide: This is not a comprehensive directory of every service available in the New River Valley. Instead, it is a curated list featuring organizations and businesses that are proud investors in Onward NRV—our regional economic development organization. These investors are deeply committed to the growth and vitality of the region, and by highlighting them, we introduce you to partners who actively support the community.

What I love about living in the New River Valley is how easy it is to feel at home here. Each town has its own charm, but there's this shared sense of community that ties everything together. Fall is one of the best times to be here, VT home football games bring so much energy, and you can feel the excitement everywhere. And when things slow down, I love spending time visiting the local distilleries and breweries around the NRV. It's a great way to unwind, meet people, and enjoy the scenery. It's just a place that fits and is full of things to enjoy year-round.

- James, NRV Resident



# WORK LIFE

In Virginia's New River Valley, you'll find a genuinely balanced work-life experience: a region where tight-knit communities, affordable living, and career opportunities all intersect. The NRV spans four counties and one small city, each with its own character and charm, but remains deeply connected to each other. With a cost of living that's below the national average, you can enjoy a variety of home options, short commutes, and meaningful work without sacrificing your quality of life. Opportunities abound here. Remote workers can find their fit, thanks to reliable broadband, co-working spaces, and welcoming "third spaces" like coffee shops and community libraries. When the workday is done, the mountains, the river, and the region's warm, small-town spirit are right outside your door.

In our community you not only live like a local, you are the local. You are "A Natural Fit"



Scan the QR code to watch a video about the region and all it has to offer or visit <https://youtu.be/YwSSOlbyCPO?si=WzNsS5741j4XVkQ>

## CO-WORKING SPACES



- COgro at the Virginia Tech Corporate Research Park
- QCowork
- CoWorks@TheHub
- Pulaski Historic Train Depot
- Skyward Studios

## THIRD SPACES



- Coffee Shops
- Libraries
- Bookstores
- And more

## PROFESSIONAL GROUPS

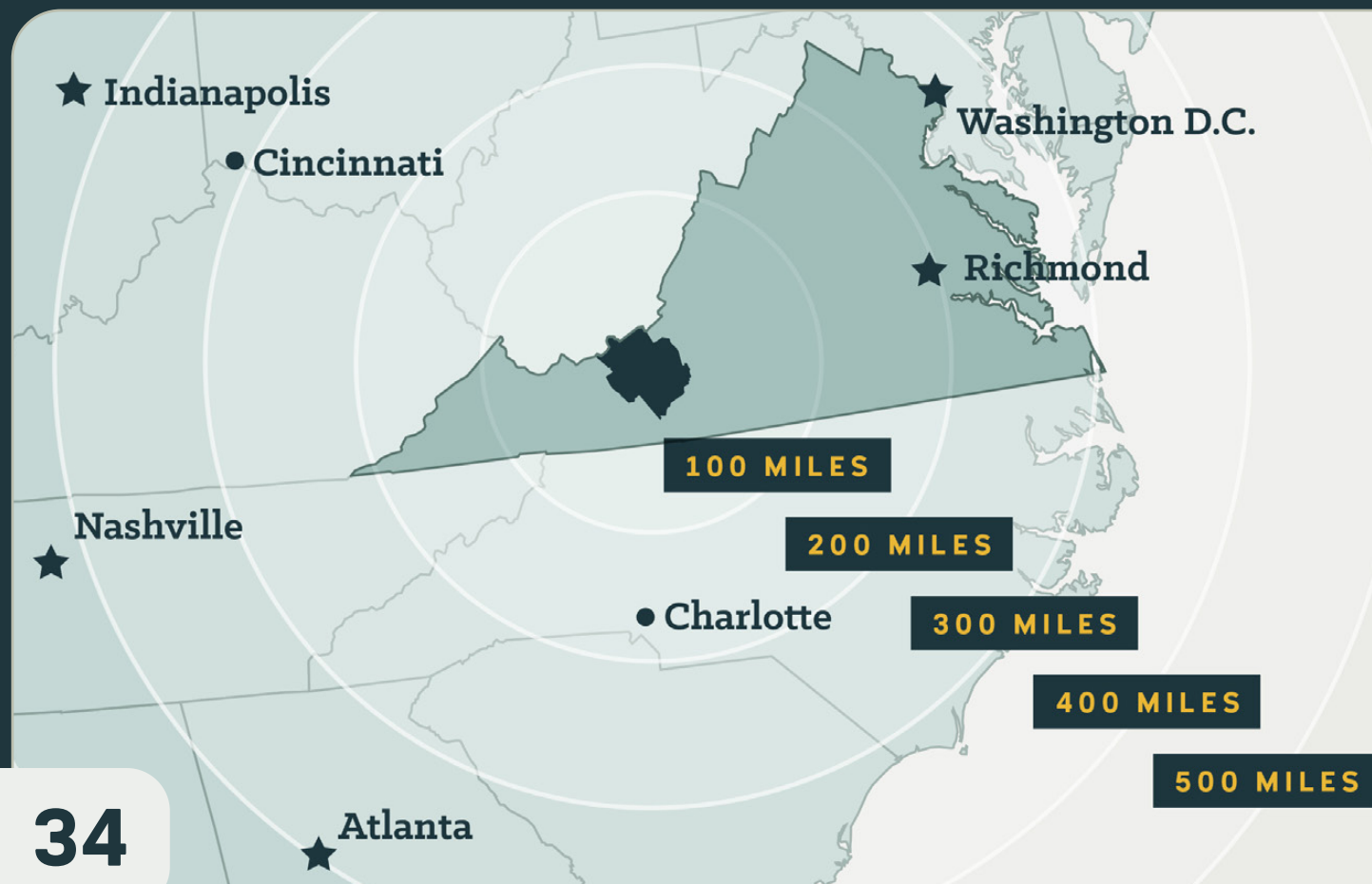


- Chamber of Commerces
- Young Professional Groups
- Roanoke Blacksburg Technology Council
- Small Business Organizations
- Downtown Committees

# SMALL TOWN LIVING, BIG CITY ACCESS

The NRV's location gives you access to a slower pace of life while still being close to everything you need. Spend a weekend exploring nearby cities, then come home to the peace and quiet of mountain views and riverside sunsets. Here, you can enjoy the best of both worlds—exciting adventures when you want them and the calm comfort of home when you need it.

Learn more about how you are “A Natural Fit” in Virginia’s New River Valley at [TheNRV.org](http://TheNRV.org)



## ABOUT US

Virginia's New River Valley is powered by Onward New River Valley, an organization dedicated to attracting businesses, supporting local companies, and helping people discover the rewarding opportunities found in the NRV.

Onward NRV is a public/private, regional economic development organization committed to seeking the best for Virginia's New River Valley. It's a movement that brings local government, higher education, and businesses together around a dynamic, long-term strategy that ensures the NRV remains a top location for companies and individuals alike. These strong regional collaborations drive progress while preserving the NRV's unique character.

The goals of the organization's five-year strategy are to retain and recruit talent, attract and grow businesses, market the NRV as a competitive destination, and strengthen the connectedness of the region. Through these initiatives, Onward NRV strives to move the region forward.

At the heart of Onward NRV's success are their investors. These partners play a vital role in providing essential resources and thoughtful guidance that fuels the organization's strategic plan. Onward and their investors are passionate about the region and committed to spearheading intentional regional economic development in the NRV.

Join Onward NRV in advancing Virginia's New River Valley. Visit [OnwardNRV.org](http://OnwardNRV.org) for more information.

United, we are “All Together. Better.”





[www.OnwardNRV.org](http://www.OnwardNRV.org)

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