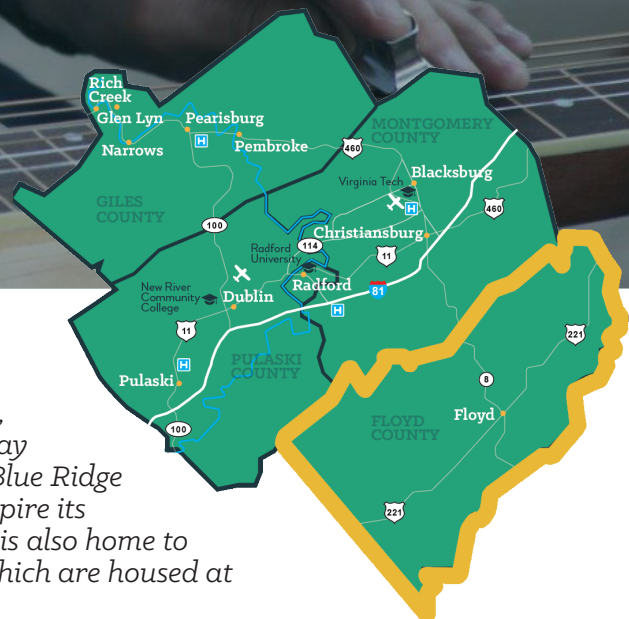


# FLOYD COUNTY, VA

TheNRV.org/Floyd-County-Va/

Floyd County, VA residents are proud of the friendly and open-minded nature of the many artisans, farmers, and craftsmen in Floyd. 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. Atop the Blue Ridge Plateau, the County is rich with beautiful farms and forests, which inspire its residents and support an array of specialty businesses. Floyd County is also home to several manufacturing, research, and production facilities, a few of which are housed at the new, state-of-the-art Floyd Innovation Center.



**FLOYD**  
VIRGINIA



**POPULATION:**  
15,670



**SMALL BUSINESSES:**  
85.7%



**EMPLOYMENT:**  
7,583

## WHAT FLOYD COUNTY IS KNOWN FOR:



### CONNECTION TO NATURE

The Floyd County people love their land. Not only is it a means of sustainability, bringing life to farmers markets and allowing space for rolling farms, but it's also a way to explore, adventure, and live. From stunning mountaintop views to vast river vistas, Floyd County has space to hike, bike, camp, fish, farm, and more.



### COMMUNITY OF ENTREPRENEURS

The innovative culture in Floyd has sparked the creation of many specialty foods, beverages, natural products, and high-end decor and advanced materials. With a strong work ethic and independent spirit, entrepreneurs are building on design expertise and craftsmanship and making some of the finest products in the world.



### MUSIC, ARTS, & CULTURE

Anywhere you go in Floyd, you'll feel the unique vibes. From FloydFest to a Friday Night Jamboree, Floyd is full of music. Not to mention it's also a community bursting with artisans and craftspeople who take pride in their creativity. Some have artistic hobbies, while others make a career of their design skill sets.

## MAJOR EMPLOYERS:



CRENSHAW



**citizens**



HOLLINGSWORTH & VOSE COMPANY





# VIRGINIA'S NEW RIVER VALLEY

Virginia's New River Valley is an eclectic mix of interconnected small towns that each offer their own unique vibe and appeal. The region provides an abundance of cultural and social offerings due to the presence of three world-class universities, while retaining the charm and benefits of small town living. The NRV is home to a diverse and innovative business community with companies that range from high-tech startups to foreign-based corporations to specialty agribusiness. These organizations benefit from the collaborative spirit of our region and a loyal, highly-skilled, and educated workforce. The scenic beauty of the region also fosters a deep connection to nature, which is deepened by access to outdoor recreation and the preservation of our natural environment. It's clear why Virginia's New River Valley is "A Natural Fit."



## POPULATION:

In the NRV: **183,054**  
1 hr. drive time: **641,286**



## INTERNATIONAL COMPANIES:

In the NRV: **12**  
1 hr. drive time: **45**



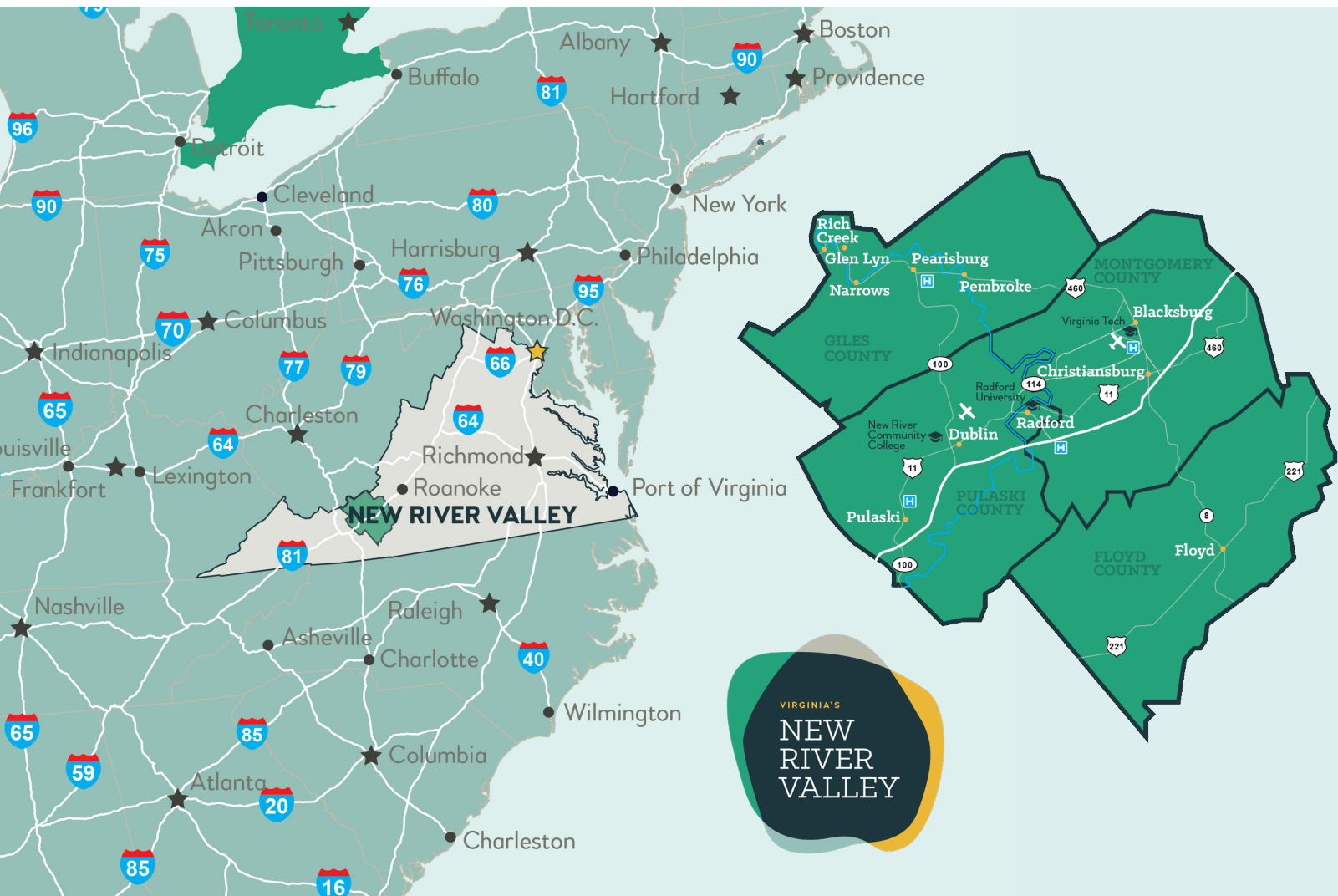
## ANNUAL GRADUATES:

Virginia Tech: **6,400**  
Radford University: **2,400**  
New River Comm. College: **500**



## EMPLOYMENT:

In the NRV: **76,800**  
1 hr. drive time: **258,904**



Onward New River Valley is a regional economic development organization and the parent organization for the Virginia's New River Valley brand.

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