





## RURAL CHARM SINCE 1847

Named for its lofty altitude, Highland County is characterized by endless vistas, lush forests, pristine waters, and rolling farmland. It's an oasis for those who want to reconnect with nature and experience small town living in a tight-knit community where every individual can make a positive impact.

**SQUARE MILES: 416**

**POPULATION: LOW 2,000s**

**AVERAGE ELEVATION: NEARLY 3,000 FEET**

**COOL TEMPERATURES: SUMMERS AVERAGING 70° - 80°**

**FARMS: ~258 WITH ~96,000 ACRES OF LAND**

**HIGHLAND COUNTY GOVERNMENT: HIGHLANDCOVA.ORG**

**COUNTY SEAT: MONTEREY - TOWNOFMONTEREY.COM**

**CIVIC ORGANIZATIONS: 4 RURITAN CLUBS, LIONS CLUB**

**HEALTH & WELLNESS: HIGHLAND MEDICAL CENTER, VALLEY PROGRAM FOR AGING SERVICES**



## ELEVATED TRAVEL EXPERIENCE

Enjoy local sights, tastes, and sounds! From rustic cabins to historic bed & breakfasts, you'll find respite in peaceful lodging dotting the landscape. Shop in century-old general stores, explore your creative side with a thriving art scene, or get your dining fix at multiple restaurants, a trout hatchery, and an award-winning cidery. Start your itinerary with some of these attractions!

- SOUNDING KNOB FIRE TOWER
- VIRGINIA'S FIRST BARN QUILT TRAIL
- HIGHLAND COUNTY ARTS COUNCIL PERFORMANCES
- DARK SKIES FOR STARGAZING
- MCDOWELL BATTLEFIELD WITH INTERPRETIVE HIKE
- TOURS OF WORKING FARMS
- HIGHLAND COUNTY MUSEUM AT THE MANSION HOUSE
- CHARLES PINCKNEY JONES HOUSE MUSEUM
- VETERANS MEMORIAL & WALK OF HONOR
- HIGHLAND FARMERS' MARKET
- HIGHLAND COUNTY RECREATION COMMISSION POOL
- GEORGE WASHINGTON & JEFFERSON NATIONAL FOREST
- HIGHLAND WILDLIFE MANAGEMENT AREA
- EXCELLENT ROADS FOR MOTORCYCLISTS & CAR CLUBS



## SWEET TRADITIONS

We're known around the world for our pure Virginia maple syrup. Highland County is one of the southernmost places in the US that the golden delicacy can consistently be made. Each year, tens of thousands of visitors are drawn here in March to celebrate the "opening of the trees." Each season brings fun and memories for the entire family. Join us for one of our signature events!

- HIGHLAND COUNTY MAPLE FESTIVAL • 2nd & 3rd Weekends in March
- MOUNTAIN MAMA ROAD BIKE CHALLENGE • 1st Saturday in August
- HIGHLAND COUNTY FAIR • Wednesday - Saturday before Labor Day
- HANDS & HARVEST FESTIVAL • 2nd Weekend in October
- WINTERTIDE • 1st Saturday in December



## SPACE TO RAISE A FAMILY

Highland County Public Schools provide a quality education with a low student-teacher ratio at just over 200 students K-12. Beyond the classroom are many unique programs to support the next generation.

- HIGHLAND CHILDREN'S HOUSE DAYCARE
- YOUTH EMPLOYMENT PROGRAM
- YOUTH PHILANTHROPY COUNCIL
- ACTIVE 4-H & FFA PROGRAMS
- HIGHLAND COUNTY PUBLIC LIBRARY
- ALLEGHENY MOUNTAIN RADIO MID KIDS CLUB
- ALLEGHENY MOUNTAIN STRING PROJECT
- LITTLE SWITZERLAND CLOGGERS



## BUSINESS SUPPORT

Small businesses, farmers, and nonprofits are the backbone of Highland County's economy. Remote workers, entrepreneurs, and tradespeople have the opportunity to thrive. At least 80% of addresses within our county have access to broadband coverage, making a living with modern connectivity possible in an ideal rural setting. Take advantage of the following resources for success!

- THE HIGHLAND CENTER TELEWORK & CONFERENCE SPACE
- HIGHLAND COUNTY CHAMBER OF COMMERCE
- HIGHLAND EDA INCENTIVE GRANTS
- HIGHLAND TOURISM COUNCIL MARKETING GRANTS
- ANNUAL LITTLE SWISS FUND FOR NONPROFITS
- SCORE CONFIDENTIAL BUSINESS COUNSELING
- VIRGINIA COOPERATIVE EXTENSION



# HIGHLAND COUNTY

VIRGINIA  
VISITOR CENTER

COME SEE US AT  
27 W. MAIN STREET IN MONTEREY!



## MAKE YOUR MOVE!

Whether you're here to visit for a weekend or looking to make us your new home, Highland County welcomes you! Check out updated resources like links to realtors, utilities, things to do, and more by scanning the QR code below.



See You Soon!

[HIGHLANDCOUNTY.ORG/MAKE-YOUR-MOVE](https://highlandcova.org/make-your-move)

