coolcity...cooldowntown

In 2007, Blacksburg became the first town in the Commonwealth of Virginia to earn the Sierra Club’s “coolcity” designation for its commitment to reducing carbon dioxide emissions. The town has since converted its public fleet to biodiesel fuel. And Blacksburg’s downtown merchants will recycle your electronic household wastes free of charge — raising customer service to atmospheric heights!

A commitment to "smart growth" is evidenced in the green spaces, bikeways, and buildings of Blacksburg.

Regional arts & culture district

Recognized by the commonwealth as an "arts & culture district," Blacksburg's downtown is home to several public and private galleries, the Lyric Theatre and the Community Arts Information Office. It is also adjacent to the Virginia Tech Arts Initiative, which includes several galleries, an experimental theatre and, in the future, a regional center for performing arts.

Mission statement

Downtown Blacksburg, (DBI) is an association of merchants, property owners, and downtown advocates whose mission is to sustain a dynamic, vital, and diverse community through marketing, events, economic development, and leadership.

Annual events

Each year, DBI hosts numerous downtown events. All proceeds are reinvested right back into the community. DBI has provided funding for downtown park benches, brick pavers, street lamps, the Farmers Market, the Lyric Theatre, Blacksburg's Hand-in-Hand Playground, and more.

SUMMER SOLSTICE FESTIVAL
June, Third Saturday
Welcome summer with midway games, dog parade, 5k race, live entertainment, beer garden, and food.

ART AT THE MARKET
July
Local artists display and sell their works of art. Held in conjunction with Breakfast at the Farmers Market.

STEPPIN’ OUT
August, First Friday and Saturday
A Blacksburg tradition! More than 180 craft vendors, three stages of live entertainment, great festival food, community connection, and more.

HALLOWEEN HAPPENINGS
October 31st
Downtown trick-or-treating, special entertainment, costume contest, and other Halloween activities for the young and the young at heart.

WINTER LIGHTS & TubaChristmas
December, First Friday in conjunction with Town of Blacksburg Holiday Parade
Celebrate the season — concessions, holiday crafts, hot cider and hot chocolate, visits with Santa, and more.

Downtown Blacksburg, Inc. also partners with other groups during the year for events such as the International Street Fair, Pretty in Pink Ladies’ Night, and other activities promoting the downtown community. In addition, DBI sponsors weekly and monthly retail promotions, including Senior Discount Tuesdays.