



2023-24

BOONE, NC

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MAIN STREET

VISION/MISSION/GOALS

IMPACT REPORT

VISION & MISSION

Vision: Downtown Boone serves as the guide to the high country for locals and visitors. Tucked against the Blue Ridge mountains backdrop, downtown is the hub of high country outdoor recreational adventures, entertainment and culinary experiences in one of the most walkable towns in the region.

Mission: The Downtown Boone Development Association promotes and champions the enhancement of downtown Boone.

ECONOMIC STRATEGY & GOAL

Serves as the guide to the high country for locals and visitors. The goal is Downtown Boone welcomes all, providing outstanding hospitality.

ECONOMIC STRATEGY & GOAL

Be the hub of the high country for outdoor recreational adventures, entertainment and culinary experiences. The goal is for Downtown Boone to be renowned for its culinary and entertainment experiences and to be the conduit for outdoor recreational adventures.

blocks **12**

parcels **141**

parcel owners **120**

public parking spots **355**

1st floor storefronts **107**

residential units **513**

lodging units **15**

restaurants **25**

retail **38**

coffee spots **6**

vacancy rate **4%**



INVESTMENT STATS

2023-2024

PUBLIC

\$628,182

PRIVATE

\$7,647,331

2 FACADE IMPROVEMENTS

1 BUILDING IMPROVEMENTS

9 NET NEW BUSINESSES

78 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$9K VOLUNTEER VALUE

327 VOLUNTEER HOURS

“At 828 Real Estate, we understand the importance of giving back to the community that provides so much to us. Whether it’s with our time, our treasure or our talent- we love to pour into this community. We recognize how privileged we are to live in the High Country and to have the opportunities we do, so giving back is not an option for us. Each agent in our firm, and collectively as a group, supports local non-profits and gives back in the community. **Main Street Volunteer/Board Member Sarah Long, Owner 828 Real Estate**

PROJECT 1: Sidewalk Replacement

Earlier this year, the DBDA funded the replacement and expansion of the sidewalk in front of the Daniel Boone Condos. The project involved installing 5 new streetlights along the sidewalks, as well as adding banners and flower baskets.



PROJECT 2: New Public Restrooms

In collaboration with the Town of Boone and TDA, the DBDA contributed \$60,000 for the construction of two new public restrooms located in front of Town Hall. Although they are still under construction, they are expected to be ready for use in the upcoming weeks!



PROJECT 3: Hellbender Mural

The DBDA in partnership with the Center for Biological Diversity, Mountain True, Turchin Center for the Visual Arts and Watauga Arts Council in collaboration with local artist, Josh Johnston, installed a mural that highlights the Hellbender Salamander, a local endangered species.



COMMUNITY

PROFILE - 2024



POPULATION

19,368



HOUSEHOLDS

5,840



MEDIAN HH INCOME

28,242



MEDIAN AGE

21 YEARS

“While our Community Profile numbers are heavily influenced by a student population that rivals our own, our private investment speaks volumes about how our community appreciates and understands the significance of a healthy downtown

- Main Street Director Lane Moody

DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	12,195	24,691	44,453
HOUSEHOLDS	2,635	8,287	16,911
MEDIAN INCOME	\$34,766	\$38,906	\$52,261



HELPING BUSINESSES THRIVE

- facade grants
- marketing
- design services
- business trainings

The Downtown Boone Development Association currently offers various business support opportunities and is continuously looking for more. Alongside grants, marketing, and design services, the DBDA recently organized two training sessions focusing on business operations support. The first session, titled "Challenging Behaviors in the Workplace," emphasized responding to problematic behaviors with empathy while setting boundaries. The second session, "NRLP 101," aimed to assist businesses in understanding their power bills and tracking energy usage for the insights.

REDEVELOPMENT PROJECTS UNDERWAY!

In the past year, Downtown has undergone significant redevelopment, with establishments like fizzEd, South End Brewing, Off the Rack, Betty's Biscuits, and Drip Coffee Bar contributing to its transformation. The area continues to evolve into the vibrant downtown it is today.

Exciting new developments are happening at 585 W. King Street (Vetro Building), 595 W. King Street (former King Street Creamery/Piece of the Past Spaces), and the new parking deck on Queen Street. These projects will not only enhance the visual appeal of Downtown but also stimulate the local economy, offering new business opportunities and creating a lively, inclusive environment for all to enjoy.

PROMOTIONAL ACTIVITIES



The events below are used to increase community engagement and foot traffic in the Downtown

- First Friday Art Crawls
 - April's Earth First Friday
 - Buskers Fest
 - Festive First Friday
- Boonerang Music and Arts Festival
- Targeted Social Media Campaigns
- Annual Meeting of the Membership in August
- Rotating Public Art Program

"As the President of the Downtown Boone Development Association, I believe that a diverse range of promotional projects is key to both driving economic growth and enriching the unique character of our downtown. These efforts not only boost revenue but also foster a vibrant community spirit that makes Boone a true destination for residents and visitors alike!

– Kendra Sink, Mast General Store General Manager



DESIGNATIONS

- Certified Local Government
- Downtown Historic District
- Bee City USA
- Tree City USA

NC Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, NC Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



THE IMPACT OF MAIN STREET

2023-24

IN OUR COMMUNITIES

THE RESULTS ARE IN...

Each year in July, North Carolina Main Street communities report the impact of their work to the North Carolina Department of Commerce. Main Street is the most impactful downtown economic development program in the state of North Carolina.

PUBLIC/PRIVATE INVESTMENT

\$5.5B

1980-2024

\$377.5M

2023-2024

NET NEW BUSINESSES

8,230

1980-2024

375

2023-2024

NET NEW JOBS

37,605

1980-2024

2,461

2023-2024

BUILDING IMPROVEMENTS

8,126

1980-2024

293

2023-2024

FACADE IMPROVEMENTS

9,076

1980-2024

360

2023-2024

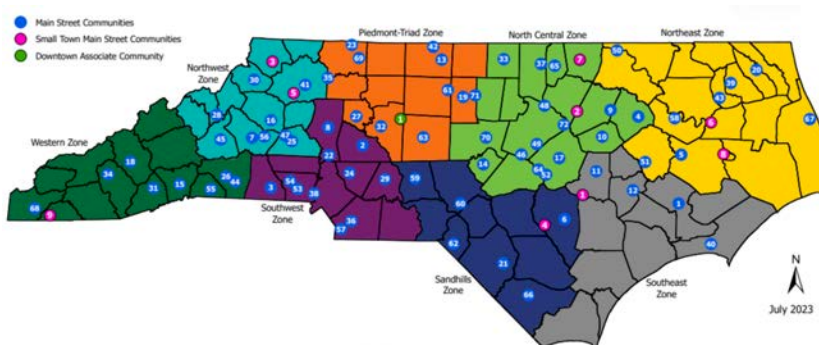
VOLUNTEER HOURS

131,986

2023-2024

\$4.2M

Time Value



**LEARN ABOUT
NC MAIN STREET**

CLICK LOGO TO VIEW
WEBSITE



**LEARN ABOUT OUR
MAIN-TO-MAIN TRAIL**

CLICK LOGO TO VIEW
WEBSITE

