



2025

BOONE, NC
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VISION/MISSION/GOALS

MAIN STREET

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.

Goal: 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.

Goal: Downtown Boone is renowned for its culinary and entertainment experiences alongside being the conduit for outdoor recreational adventures.

blocks	12
parcels	141
parcel owners	120
public parking spots	355
1st floor storefronts	105
residential units	543
lodging units	35
restaurants	25
retail	38
coffee spots	4
vacancy rate	4%



INVESTMENT STATS

2024-2025

PUBLIC

\$5,363,114

PRIVATE

\$15,196,761

1 FACADE IMPROVEMENTS

1 BUILDING IMPROVEMENTS

3 NET NEW BUSINESSES

19 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$11K VOLUNTEER VALUE

403 VOLUNTEER HOURS

“Volunteering is how neighbors become a community, our downtown thrives because people show up for one another. When we share our time and talents, we strengthen local businesses, build connections, and turn good ideas into real progress, making downtown Boone a place where everyone feels welcome and reminding us that we all have a stake in its future.”

Kendra Sink, Board Chair, Downtown Boone Development Association

Professional Headshot Session

Earlier this year, the DBDA hosted a professional headshot session for downtown business owners. The project offered updated portraits at no cost, helping participants refresh their marketing materials, websites, and social media.



Downtown Restaurant Week

The DBDA organized the first Downtown Boone Restaurant Week, scheduled during a time that is traditionally slower for restaurants. The event was successful in bringing people downtown to dine out, discover new spots, and support longtime favorites.



Downtown Trainings

Over the past year, the DBDA offered social media trainings and partnered with the NC Main Street program to host Destination Development sessions. These opportunities focused on practical tools and strategies, giving owners and staff new ways to promote their shops, events, and services while strengthening downtown as a destination.



COMMUNITY

PROFILE - 2025



POPULATION

19,092



HOUSEHOLDS

5,874



MEDIAN HH INCOME

28,633



MEDIAN AGE

21.5 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

DIGITAL
IMPACT

WEBSITE REACH

90,500

FACEBOOK
REACH

162,133

INSTAGRAM
REACH
Last 90 Days

227,337



HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing
- business trainings

The Downtown Boone Development Association offers a range of business support opportunities and continues to expand them. In addition to grants, marketing, and design services, the DBDA has hosted trainings such as the NC Certified Destination Business program and social media workshops to help businesses attract customers and strengthen their online presence.

REDEVELOPMENT PROJECTS UNDERWAY!

In the past year, Downtown Boone marked the start of the long-awaited Howard Street Revitalization Project, a milestone investment in our community's future. The project includes upgraded underground utilities, improved stormwater systems, and a full streetscape redesign with wider sidewalks, new lighting, landscaping, and safer pedestrian crossings.

As work moves forward, these improvements will not only transform the look and feel of Howard Street but also create a more accessible and welcoming environment that supports downtown businesses and adds to the vibrancy of the district. This long-term investment will leave a lasting impact for residents, visitors, and future generations to enjoy.

PROMOTIONAL ACTIVITIES



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

- First Friday Art Crawls
- Downtown Restaurant Week
- Boonerang Music and Arts Festival
- Targeted Social Media Campaigns
- Annual Meeting of the Membership in August
- Rotating Public Art Program

"As Vice President of the Downtown Boone Development Association, I believe that celebrating the arts through diverse promotional projects is key to both strengthening our economy and enriching the cultural fabric of downtown. These efforts not only support our local businesses but also inspire creativity, connection, and a shared community spirit that makes Boone a destination for residents and visitors alike."

– Suzanne Livesay, Vice President, Downtown Boone Development Association



DESIGNATIONS

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

NC Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, NC Main Street is part a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 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

2024-25

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

\$6.1B **\$518M**
1980-2025 2024-2025

NET NEW BUSINESSES

8,518 **288**
1980-2025 2024-2025

NET NEW JOBS

39,530 **1,925**
1980-2025 2024-2025

BUILDINGS REHABILITATED

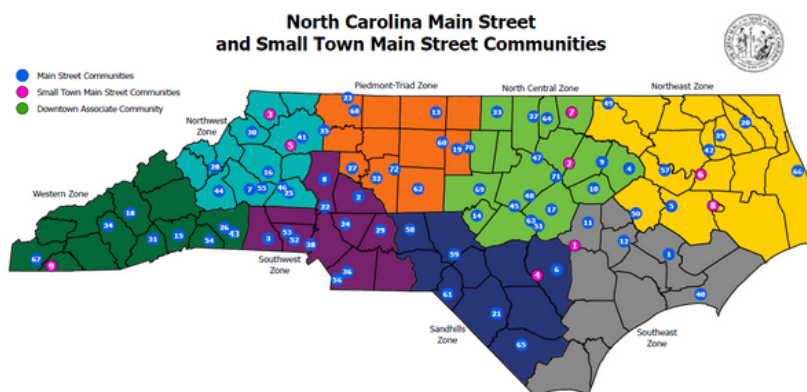
8,419 **293**
1980-2025 2024-2025

FACADE IMPROVEMENTS

9,440 **364**
1980-2025 2024-2025

VOLUNTEER HOURS

127,805 **\$4.2M**
2024-2025 Time Value



**LEARN ABOUT
NC MAIN STREET**

CLICK LOGO TO VIEW
WEBSITE



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

CLICK LOGO TO VIEW
WEBSITE

