2025-26

BOONE, NC
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MAIN STREET

IMPACT REPORT

VISION/MISSION/GOALS

VISION & MISSION

Vision: Downtown Boone is where community and commerce thrive together in a vibrant, walkable hub that strengthens local connections while driving regional prosperity. Rooted in the spirit of the Blue Ridge Mountains, it cultivates collaboration among residents, entrepreneurs, and visitors, creating a dynamic economy built on shared experiences and sustainable growth.

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

To build a collaborative downtown ecosystem where residents, businesses and visitors actively engage to strengthen community ties and drive sustainable economic growth through shared experiences resulting in higher sales, sustained/expanded/new locally owned businesses, increased investment, safer, more attractive and walkable downtown blocks, stronger foot traffic and regional brand recognition.

blocks	12
parcels	141
parcel owners	120
public parking spots	355
1st floor storefronts	105
residential units	537
lodging units	43
restaurants	35
retail	38
coffee spots	4
vacancy rate	2%



INVESTMENT STATS

2025-2026

PUBLIC
$133,347

PRIVATE
$6,433,372

0 FACADE IMPROVEMENTS
1 BUILDING IMPROVEMENTS
5 NET NEW BUSINESSES
1 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

$12K VOLUNTEER VALUE
352 VOLUNTEER HOURS

"We're so grateful for the volunteers who continue to give their time and energy to Downtown Boone. We saw a slight increase in volunteer hours this year, and every one of those hours represents someone choosing to invest in our downtown and our community. We truly couldn't do this work without their support.""
—Kendra Sink, Board Chair, Downtown Boone Development Association

PROJECT 1: Partnership with Watauga Education Foundation

The DBDA partnered with the Watauga Education Foundation for the second annual Downtown Boone Restaurant Week, supporting our downtown businesses while also giving back to local schools. More than a dozen restaurants participated, offering specials and encouraging the community to dine downtown for a great cause.

Restaurant Week
FORKS UP! FOR EDUCATION
MAY 18-23, 2026

PROJECT 2: Appalachian Regional Commission Training

The DBDA Director and Board President participated in Appalachian Regional Commission Board Development training to strengthen board leadership, governance, and the organization's long-term effectiveness.

ARC Appalachian Regional Commission

PROJECT 3: Certified NC Destination Businesses

The DBDA connected downtown businesses with the Certified NC Destination Business program, providing training and tools to help them attract visitors, strengthen their identity, and become destinations in their own right.

CERTIFIED NORTH CAROLINA DESTINATION BUSINESS

COMMUNITY PROFILE - 2025

POPULATION 19,929
HOUSEHOLDS 5,975
MEDIAN HH INCOME 30,065
MEDIAN AGE 21 YEARS

"While our community profile continues to reflect Boone's unique student population, the continued investment in Downtown Boone speaks volumes about the value our community places on a strong and vibrant downtown."
- Main Street Director Lane Moody

DOWNTOWN DRIVE TIME MARKETS

Claritas 2026 Numbers

	5 MIN	10 MIN	20 MIN
POPULATION	12,382	23,596	43,328
HOUSEHOLDS	2,507	7,586	16,171
MEDIAN INCOME	$37,044	$37,553	$55,000



HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing
- business trainings

The Downtown Boone Development Association currently offers a variety of business support opportunities and is always looking for more. Alongside grants, marketing, and design services, the DBDA has recently organized training sessions designed to strengthen downtown businesses. These have included the NC Certified Destination Business program, which helps businesses attract new customers and stand out as destinations, as well as social media workshops that provide practical tools for improving online engagement and promotion.

REVITILIZATION

PROJECTS UNDERWAY!

Over the past year, the Howard Street Revitalization Project has been well underway, with significant progress made both above and below ground. The project includes upgraded underground utilities, improved stormwater systems, and a full streetscape redesign with new sidewalks, lighting, landscaping, bike and pedestrian improvements, and other streetscape amenities.

As construction continues toward its anticipated completion this year, the transformation of Howard Street is really beginning to take shape. These improvements will create a more accessible, welcoming, and vibrant street that supports downtown businesses and strengthens connections throughout 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
  - 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

"The arts and creative spaces are an important part of what makes Downtown Boone special, and the transformation of Howard Street gives us an exciting opportunity to build on that identity. Together, these investments create a more vibrant and welcoming downtown, strengthen our local economy, and give residents and visitors even more reasons to experience Boone."

— Suzanne Livesay, Vice President, Downtown Boone Development Association



DESIGNATIONS

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

MAIN STREET AMERICA™
Coordinating Program

NORTH CAROLINA MAIN STREET

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 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

$6.6B	$514M
1980-2026	2025-2026

NET NEW BUSINESSES

8,836	318
1980-2026	2025-2026

NET NEW JOBS

41,997	2,467
1980-2026	2025-2026

BUILDINGS REHABILITATED

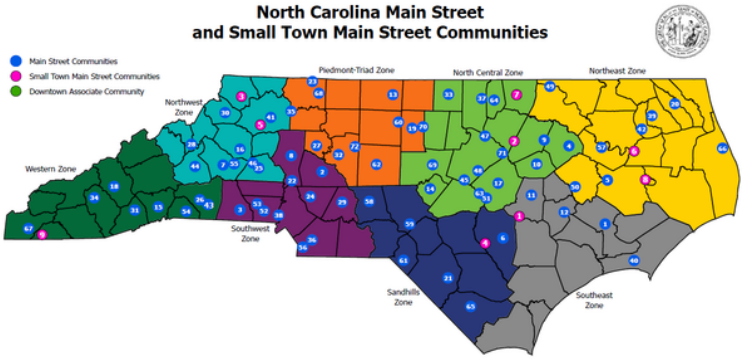
8,718	297
1980-2026	2025-2026

FACADE IMPROVEMENTS

9,798	358
1980-2026	2025-2026

VOLUNTEER HOURS

94,693	$3.3M
2025-2026	Time Value



LEARN ABOUT NC MAIN STREET

ncmainstreetandplanning.com

commerce.nc.gov/main-street-program

North Carolina MAIN STREET

VISIT THE MAIN-TO-MAIN TRAIL

maintomaintrail.com

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