



DOWNTOWN NORTH WILKESBORO  
**PARTNERSHIP**  
*Opportunity starts here!*

DOWNTOWN NORTH WILKESBORO

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## VISION/MISSION/GOALS

## MAIN STREET

# IMPACT REPORT

### VISION & MISSION

Vision: Where stock-car racing and moonshine were born, North Wilkesboro resides at the confluence of the Yadkin and Reddies rivers. Downtown North Wilkesboro boasts a large collection of thriving locally-owned businesses, where culture and community converge as a hub for artisans, entertainers, and craftsmen.

Mission: The Downtown North Wilkesboro Partnership is the leading resource for cultivating culture, community, and success in the downtown district.

### ECONOMIC STRATEGY & GOAL

Economic Strategy: Downtown is a collection of thriving locally-owned businesses.

Goal: Cultivate a vibrant and supportive ecosystem for locally-owned businesses.

### ECONOMIC STRATEGY & GOAL

Economic Strategy: Hub for entertainers, craftsmen, and artisans.

Goal: Foster a dedicated arts environment for creative individuals.

blocks **15**parcels **146**parcel owners **100**public parking spots **475**1st floor storefronts **39**residential units **124**lodging units **1**restaurants **10**retail **23**1st floor vacancy rate **13.2%**property value increase **2.0%**  
2020-2024



# INVESTMENT STATS

2023-2024

PUBLIC

\$206,651

PRIVATE

\$2,994,820

7 FACADE IMPROVEMENTS

11 BUILDING IMPROVEMENTS

5 NET NEW BUSINESSES

36 NET GAIN JOBS

## VOLUNTEER SPOTLIGHT

\$12K VOLUNTEER VALUE

379 VOLUNTEER HOURS

“Investing in my Downtown is one of the most effective ways to give back to the community I am privileged to be a part of. An investment today is a step towards a better tomorrow.” - **Joseph K.**

### Facade Improvements

The Downtown North Wilkesboro Partnership has administered the Facade Grant Program for over twenty years. This year, two applicants received funding, and five properties were improved through private investment.



### Yadkin Valley Marketplace

Through a T-Mobile Hometown Grant received in 2023, the Yadkin Valley Marketplace underwent place-making improvements to make the space more inviting, visually appealing, and better suited for mixed use. Improvements included self-watering planters, heat mitigation efforts with umbrellas, turf, and shade trees, a pocket park with bartop and seating areas, and electrical improvements.



### Mobile Mural Project

This DNWP initiative aims to activate spaces, engage the community, and improve aesthetics through temporary mural installation. The first project included an interactive chalkboard and mobile mural at 321 10th Street. The DNWP hopes to spur development and increase traffic at this site and throughout the Arts District.



# COMMUNITY

PROFILE - 2024



POPULATION

4,349



HOUSEHOLDS

1,960



MEDIAN HH INCOME

36,855



MEDIAN AGE

43 YEARS

“Despite the challenges we’ve encountered, we remain dedicated to revitalizing downtown North Wilkesboro. Through our ongoing efforts and strategic planning, we are optimistic about downtown’s future. I encourage you to join us in our efforts! Your time and energy are invaluable to Main Street’s work and create a positive impact in our community.”

- **Taylor Berry, Main Street Director**

## DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	4,094	14,184	42,382
HOUSEHOLDS	1,602	5,810	17,697
MEDIAN INCOME	\$42,733	\$43,605	\$47,736



## HELPING BUSINESSES THRIVE

- facade grants
- marketing + promotion
- events + festivals
- design services
- resources + support
- infrastructure

The Downtown North Wilkesboro Partnership is dedicated to fostering a thriving business community. We offer many resources and support to help entrepreneurs and established businesses succeed. From providing marketing promotions and grant opportunities to organizing events and improving infrastructure, we're committed to creating a dynamic and welcoming downtown environment. By partnering with local organizations and actively seeking community input, we aim to ensure that our efforts align with the needs and aspirations of our businesses.

# REDEVELOPMENT PROJECTS UNDERWAY!

The Town of North Wilkesboro entered into an agreement with Charlotte-based Engineering Firm LandDesign Inc. to develop a River District and Downtown Master Plan. The Master Plan will set up the framework for the future, taking into consideration existing conditions, community goals, and development opportunities.

## PROMOTIONAL ACTIVITIES



- Light Up Downtown
- Christmas Carriage Rides
- Holiday Shopping Guide
- Holiday Punch Card Program
- Fan Fest in the 'Boros
- Concerts on the Deck
- Beverage Sales
- Community Input Sessions
- Wilkes County Farmers' Market
- Print + Digital Advertising
  - WNC Magazine
  - Mountain Times Magazine
  - Yadkin Valley Magazine
- Digital Billboard
- Community Event Programs
- Social media outlets
- Television and Movie Theater Commercials
- NWNC Visitor's Center
- and more!



## DESIGNATIONS

- Nationally Accredited Main Street Community

The Downtown North Wilkesboro Partnership has given me the opportunity to witness and participate in North Wilkesboro's growth and serve the community I now call home.

- Lorelei Harris



**NORTH CAROLINA  
MAIN STREET**

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**

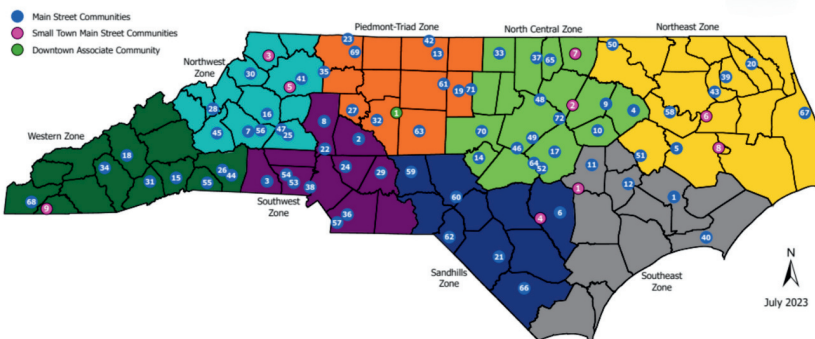
**8,126** 1980-2024  
**293** 2023-2024

**FACADE IMPROVEMENTS**

**9,076** 1980-2024  
**360** 2023-2024

**VOLUNTEER HOURS**

**131,986** 2023-2024  
**\$4.2M** Time Value



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NC MAIN STREET**  
CLICK LOGO TO VIEW  
WEBSITE



**LEARN ABOUT OUR  
MAIN-TO-MAIN TRAIL**  
CLICK LOGO TO VIEW  
WEBSITE



July 2023