



**DOWNTOWN NORTH WILKESBORO
PARTNERSHIP**

Opportunity starts here!

DOWNTOWN NORTH WILKESBORO

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MAIN STREET

IMPACT REPORT

VISION/MISSION/GOALS

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	148
parcel owners	99
public parking spots	475
1st floor storefronts	90
residential units	118
lodging units	1
restaurants	9
retail	24
1st floor vacancy rate	18.9%
property value increase <small>2024-2025</small>	54.75%



INVESTMENT STATS

2024-2025

PUBLIC

\$2,932,848

PRIVATE

\$2,325,554

8

FACADE IMPROVEMENTS

23

BUILDING IMPROVEMENTS

15

BUSINESS EXPANSIONS

VOLUNTEER SPOTLIGHT

\$7.3K VOLUNTEER VALUE

225 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, four applicants invested over \$18k and received over \$17k in public funding through the grant program. Four additional properties were improved with over \$17k in private investment.



Downtown & River District Master Plan

The Downtown and River District Master Plan was completed in the Summer of 2025. The Plan is a comprehensive, community-driven effort to create a cohesive vision for the future of Downtown North Wilkesboro. Through extensive public input, including open houses and surveys, the plan aims to enhance vibrancy, walkability, and economic potential while preserving the town's unique character.



IT Company to Bring 150 Jobs

North Wilkesboro entered into an economic development agreement to bring Provalus, a U.S.-based technology firm, to downtown. The agreement was facilitated by a grant from the state's One NC Fund. This funding is dependent upon the company's commitment to invest \$1.05 million and create 150 new jobs.



COMMUNITY

PROFILE - 2024



POPULATION

4,349



HOUSEHOLDS

1,960



MEDIAN HH INCOME

39,288



MEDIAN AGE

43 YEARS

“Seeing the Master Plan come together over the past year has been inspiring. This was a genuine community-wide effort to capture a shared vision for our future, with residents, business owners, and local leaders all contributing to the final result. We're excited to begin the work of turning these key priorities into reality, and with your continued support, we will build a more connected and vibrant downtown for everyone.”

- **Taylor Berry, Main Street Director**

**DIGITAL
IMPACT**
MEASURED BY
REACH

	WEBSITE	FACEBOOK	INSTAGRAM
NORTH WILKESBORO	79,718	276,414	12,444
DOWNTOWN	6,299	42,042	3,690
WILKES COUNTY FARMERS MARKET	N/A	46,954	1,789



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!

- Private improvements include apartment/short term residential unit renovation underway
- Wilkes Art Gallery and Wilkes County Public Library renovations underway
- B Street Park improvements from Hurricane Helene damage

PROMOTIONAL ACTIVITIES



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



DESIGNATIONS

- 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 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 1980-2025
\$518M 2024-2025

NET NEW BUSINESSES

8,518 1980-2025
288 2024-2025

NET NEW JOBS

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

BUILDINGS REHABILITATED

8,419 1980-2025
293 2024-2025

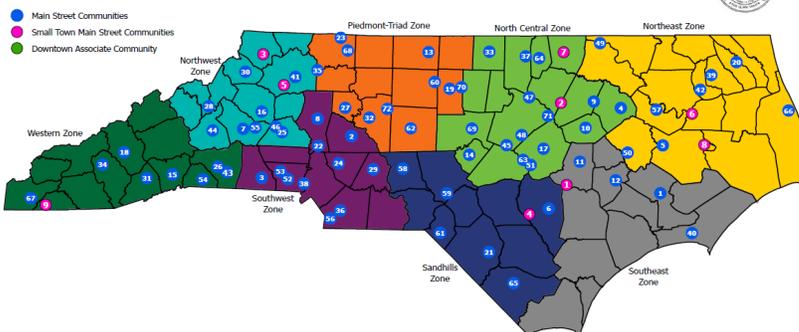
FACADE IMPROVEMENTS

9,440 1980-2025
364 2024-2025

VOLUNTEER HOURS

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

North Carolina Main Street and Small Town Main Street Communities



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NC MAIN STREET

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WEBSITE



North Carolina
MAIN STREET

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MAIN-TO-MAIN TRAIL

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