



WAKE FOREST DOWNTOWN
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 WAKEFORESTDOWNTOWN.COM

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VISION/MISSION/GOALS

MAIN STREET

IMPACT REPORT

VISION & MISSION

Vision: Wake Forest Downtown, anchored by a vibrant historic district, offers a diverse, compelling and creative blend of old and new. As a hub of greater Northern Wake County, it's a destination of distinctive cultural, shopping, dining, living, learning and entertainment experiences.

Mission: Wake Forest Downtown, Inc. champions the economic health, growth and vitality of downtown Wake Forest, in collaboration with downtown stakeholders – property owners, merchants and businesses.

ECONOMIC STRATEGIES & GOALS

Strategy: Wake Forest Downtown is the destination hub of Northern Wake County for distinctive cultural, shopping, dining, living, learning and entertainment experiences.

Goal: Promote Wake Forest Downtown and its' locally owned businesses as a welcoming destination with a variety of experiences.

Strategy: Public art enriches the overall downtown experience and adds to the vibrancy of downtown.

Goal: Diversify and increase public art in downtown.

blocks	22
commercial parcels	150
parcel owners	78
public parking spots	984
1st floor storefronts	67
residential units	253
lodging units	2
food & beverage	20
retail	25
vacancy rate	8%
property value increase 2020-2024	50.6%



INVESTMENT STATS

2023-2024

PUBLIC

\$275,618

PRIVATE

\$11,851,204

3 FACADE IMPROVEMENT

8 BUILDING IMPROVEMENTS

4 NET NEW BUSINESSES

28 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$30K VOLUNTEER VALUE

967 VOLUNTEER HOURS

“Volunteering for Wake Forest Downtown is not just about giving time; it’s about igniting a passion that turns our downtown into a canvas of vibrant stories and dreams woven by local hands.” **Stephanie Brown (Fidelity Bank)**

HISTORIC PLAQUES

In collaboration with the Wake Forest Historical Museum, Historic Preservation Planner, and other local historians a historic plaque program has been implemented with the goal to put plaques on all of the buildings located within the historic district downtown.



PUBLIC ART BANNERS

In partnership with the Public Art Commission, downtown became more vibrant with the installation of art banners on our streetlights. A “Call to Artists” was held seeking local artists and four different designs were chosen to be displayed throughout downtown.



SPONSORS

An annual sponsorship program was introduced for 2024. The generous contributions and support of these businesses has enabled us to implement initiatives that enhance the quality of life in downtown through events, marketing and more.



COMMUNITY

PROFILE - 2024

POPULATION
48,057

HOUSEHOLDS
16,800

MEDIAN HH INCOME
\$115,159

MEDIAN AGE
39 YEARS

#WhereQuaintMeetsCool represents the history, quaint feel, and charm of the historic core mixed with the cool vibrancy that the events, nightlife and new growth bring to downtown.

Jennifer Herbert,
Downtown Development Director

DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	10,187	56,397	220,313
HOUSEHOLDS	3,970	20,811	82,229
MEDIAN INCOME	\$86,145	\$110,749	\$99,316



HELPING BUSINESSES THRIVE

- Downtown Dollars
- Facade Grants
- Marketing
- Resources & Training

Wake Forest Downtown serves as the vibrant hub of our community fostering a sense of place. Collaboration and sense of community are important to the overall success of our downtown, as is the variety of businesses and experiences. Businesses are encouraged to network, partner, and tie in as applicable on promotions, events, and seasonal activities.

REDEVELOPMENT PROJECTS UNDERWAY!

- Atlas Stark - 535 S. White St.
 - Pure Barre is already open
 - COMING SOON - Cardinal Bar, Lil Hombre, Massage Luxe, and Mosaic Pediatric Therapy
- Food Hall - 303 E. Roosevelt Ave.
- Magnolia Trace (Residential) - 150 N. White

PROMOTING DOWNTOWN



- Advertising
- Annual Events
 - Forest Fest
 - Spirits of Wake Forest
 - Lighting of Wake Forest
- Business Social Events
- Dedicated meetings with retail, food & beverage, and service businesses
- Downtown engagement for merchant events
 - Goodies for Goblins
 - Small Business Saturday
 - Holiday Open House
- Print Marketing
- Social Media Marketing



“I am proud and honored to have served on the Board for Wake Forest Downtown, Inc., as it provides a valuable opportunity to directly contribute to the growth and economic vitality of the heart of the Wake Forest community.”

Kent Lower (Circa Magazine)

DESIGNATIONS

- AARP Age Friendly Community
- Main Street America Accredited
- National Register of Historic Places
- Purple Heart Community
- Tree City USA Community



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

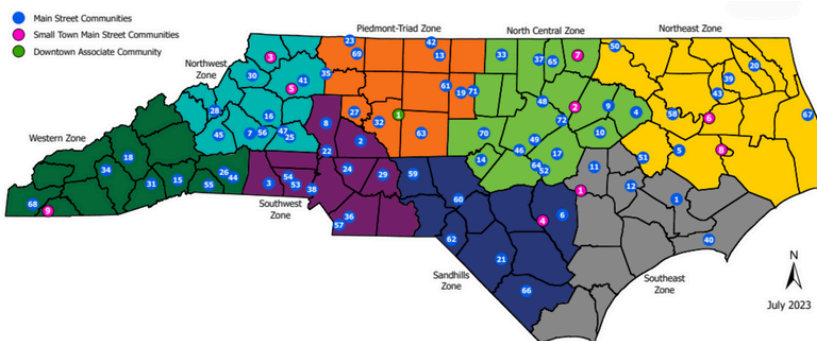
8,126 1980-2024
293 2023-2024

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

