

2024-2025



WAKE FOREST DOWNTOWN  
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WAKEFORESTDOWNTOWN.COM

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## MAIN STREET IMPACT REPORT

### VISION/MISSION/GOALS

#### 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.

#### 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	263
lodging units	2
food & beverage	21
retail	23
vacancy rate	9%
property value increase 2020-2025	51%



# INVESTMENT STATS

2024-2025

PUBLIC

\$1,922,414

PRIVATE

\$11,378,923

1 FACADE IMPROVEMENT

4 BUILDING IMPROVEMENTS

4 NET NEW BUSINESSES

63 NET GAIN JOBS

## VOLUNTEER SPOTLIGHT

\$32K VOLUNTEER VALUE

976 VOLUNTEER HOURS

"Before settling in Wake Forest, I moved around quite a bit. But from the very first visit, I knew this was a place where I'd be happy to put down roots. My involvement with Wake Forest Downtown, Inc. has given me a deep connection to the community, helped me form lifelong friendships, and made me feel like I'm part of the charm that keeps our downtown the heart of such a warm and welcoming town."

Libby Kemp - Board Member and Events Committee Chair

## HISTORIC PLAQUES

We continue to share the history of our downtown buildings through the historic plaque program. There are currently plaques on 18 different historic properties downtown.



## YARNSPLOSURE

Downtown became more vibrant in Spring 2025 with the YarnSplosure installment on E. East Owen Ave. These colorful knitted and crocheted pieces were created by community members with donations from The Knotty Sheep and the Center for Active Aging.



Thank You to our Sponsors



## SPONSORS

WFD received \$22,500 in annual sponsorships for 2025. 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, public art initiatives and more.

# COMMUNITY

PROFILE - 2025

POPULATION  
56,764

HOUSEHOLDS  
18,963

MEDIAN HH INCOME  
\$116,943

MEDIAN AGE  
39 YEARS

## DIGITAL IMPACT

FACEBOOK REACH  
14,640

INSTAGRAM REACH  
6,929

## DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	10,351	57,996	223,181
HOUSEHOLDS	4,045	21,635	83,586
MEDIAN INCOME	\$83,524	\$112,122	\$103,836





## HELPING BUSINESSES THRIVE

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

## PROJECTS IN PROGRESS

- Adaptive Reuse (Food Hall) - 303 E. Roosevelt Ave.
- Residential (Magnolia Trace) - N. White St.

# WAKE FOREST SOCIAL DISTRICT Effective June 5, 2025

- 9 businesses sell alcohol to be consumed in the Social District
  - Allows them to economically benefit from Town events and Community organized events held downtown.
- 30 businesses allow Social District drinks
- 16 Businesses do not allow Social District drinks
- Businesses experiencing the greatest success are those that have extended their hours to benefit from the increased foot traffic and/or actively promoted their involvement.

## PROMOTING DOWNTOWN



- Advertising
- Annual Events
  - Forest Fest
  - Friday Night on White
  - Spirits of Wake Forest
  - Wake Forest Cares
  - Holiday Kickoff
  - Lighting of Wake Forest
- Downtown engagement for merchant events
  - Goodies for Goblins
  - Holiday Open House
- Merchant Mingles
- Print Marketing
- Social Media Marketing



“Downtown blends locally owned businesses, walkability, and vibrant events to create a high quality of life for residents and visitors alike. Offering a variety of experiences for everyone, Downtown continues to drive community pride, economic vitality, and future investment and development opportunities.”

**Jennifer Herbert, MSARP, HREDFP**  
**Downtown Development Director**

## 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 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

**\$6.1B** 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

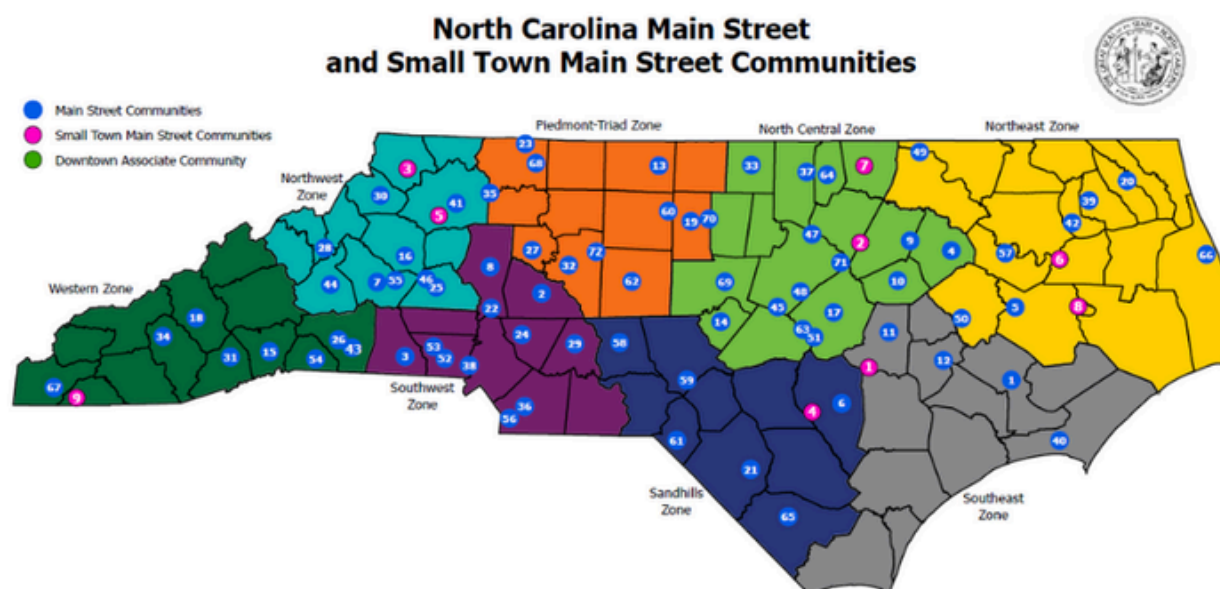
**8,419** 1980-2025  
**293** 2024-2025

### FACADE IMPROVEMENTS

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

### VOLUNTEER HOURS

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



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NC MAIN STREET**

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

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WEBSITE

