



VISION/MISSION/GOALS

MAIN STREET

IMPACT REPORT

VISION & MISSION

Vision: Historic Downtown Dunn, located along I-95, serves as Harnett County’s destination for arts and entertainment. Downtown Dunn emphasizes family fun with specialty retail, arts, dining and entertainment.

ECONOMIC STRATEGY & GOAL

The goal of Downtown Dunn is to provide its guests with unique retail, dining and entertainment options, while focusing on the entire family.

ECONOMIC STRATEGY & GOAL

Downtown is the place where community is first. We strive to have a supportive network between our small business.

blocks	28
commercial spaces	140
1st floor storefronts	88
residential units	46
lodging units	1
restaurants	3
retail	62



INVESTMENT STATS

2023-2024

PUBLIC

\$93,000

PRIVATE

\$893,000

8 FACADE IMPROVEMENTS

3 BUILDING IMPROVEMENTS

6 NET NEW BUSINESSES

19 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$16K VOLUNTEER VALUE

518 VOLUNTEER HOURS

"I am so grateful to all of our volunteers! It's an understatement to say that we couldn't do anything we do without them. They are such a huge part of all of our success." -Karyn Lindsey, Downtown Director

PROJECT 1

On the corner of Broad Street and Railroad Avenue, our little red caboose sits on a small grass lot. The caboose has been moved from the center to the edge to make room for a pocket park. The pocket park will serve as a location for families to gather and relax.



PROJECT 2

The Stewart Theater opened in 1949 in the heart of Downtown Dunn. It is the central piece of our Arts and Entertainment District. It is still an active theater as the home of the Harnett Regional Theatre group, as well as monthly movie nights and several concerts throughout the year.



COMMUNITY

PROFILE - 2024

POPULATION 8,581

HOUSEHOLDS 3,664

MEDIAN HH INCOME 42,349

MEDIAN AGE 44 YEARS

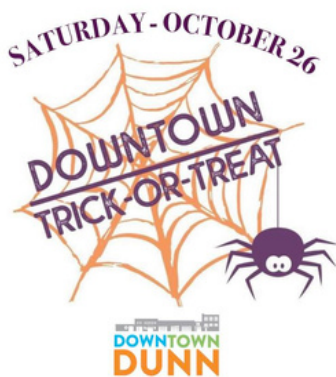
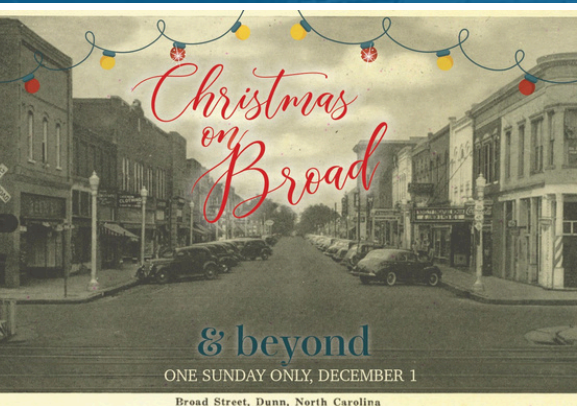




HELPING BUSINESSES THRIVE

- facade grants
- marketing
- store warmings
- community events

We strive to foster a sense of community in our Downtown Businesses by helping to facilitate a number of events that encourage not only citizens to visit but owners to visit each other.



Downtown Dunn Store Warming

Join us in welcoming our new merchants! This is a floating event. Pop in and say hello to 5 of our new downtown businesses.

- Fuquay Spice & Tea
 - Grandeur Grove
 - Dana Raegan Photography
 - Scripted - The Studio
 - Black River Tobacco Co Cigar Bar & Lounge
- Thursday
November 7th
4:00 - 6:00 p.m.



PROMOTIONAL ACTIVITIES



- Happening This Week Social Media Posts
- Community Meetings
- Store Warming Walks

Happening this Week

December 31 - January 5, 2025

- 12/31: New Year's Eve
- 1/1/2025: HAPPY NEW YEAR!
- 1/4/2025: Kyle Mullins with Clayton Blackman @ Bird's Nest Listening Room 7:00pm

Food Trucks Brought to You by Lucknow Bottle & Tap:
1/2/2025: Mr Outrageous
1/3/2025: Cheesesteak Factory
1/4/2025: Hop & Jae BBQ





**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

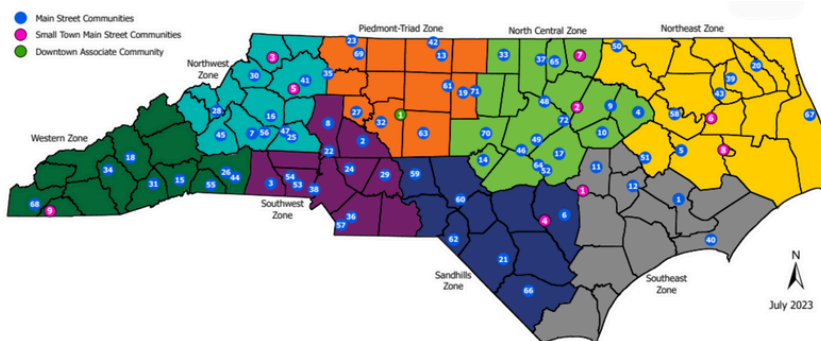
8,126 1980-2024
293 2023-2024

FACADE IMPROVEMENTS

9,076 1980-2024
360 2023-2024

VOLUNTEER HOURS

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



**LEARN ABOUT
NC MAIN STREET**

CLICK LOGO TO VIEW
WEBSITE



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

CLICK LOGO TO VIEW
WEBSITE

