



FY2025

WASHINGTON HARBOR DISTRICT ALLIANCE

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DOWNTOWNWASHINGTONNC.COM



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VISION/MISSION/GOALS

VISION

Downtown serves as the heart of community life for Washington and Beaufort County, showcasing the qualities of a livable and walkable neighborhood. It is home to a variety of independently owned destination businesses offering goods and services, while also acting as a hub for diverse cultural amenities, entertainment, government, and educational experiences.

MISSION

The Washington Harbor District Alliance (WHDA) advocates for, promotes, and leads on behalf of the City the advancement of Downtown Washington as the region's economic, social, and cultural engine. We fulfill this mission through strong public-private partnerships that work collaboratively to enhance the appearance, appeal, and vibrancy of downtown—creating a dynamic destination for all.

STRATEGY: Downtown is the heart of community life in Washington and Beaufort County—a vibrant, livable, and walkable neighborhood that brings people together. It fosters a thriving mix of independently owned destination businesses and serves as the hub for diverse cultural amenities, entertainment, government services, and educational opportunities.

GOAL: Position Downtown as the region's premier destination by retaining and expanding businesses, and cultivating a vibrant, mixed-use environment where people choose to live, work, and play.

DOWNTOWN WASHINGTON IMPACT REPORT

blocks	32
parcels	125
parcel owners	177
public parking spots	1,069
1st floor storefronts	140
residential units	88
lodging units	31
restaurants	7
retail	28
vacancy rate	8%
property value increase 2020-2025	28%
visitors	152,000



INVESTMENT STATS

2025-2026

PUBLIC

\$3,280,350

PRIVATE

\$3,025,000

8 FACADE IMPROVEMENTS

2 BUILDING IMPROVEMENTS

6 NET NEW BUSINESSES

53 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$4K VOLUNTEER VALUE

129 VOLUNTEER HOURS

"The best way to find yourself is to lose yourself in service to your community. Volunteering with the WHDA isn't just fun – it's meaningful. Their work enhances the quality of life and drives the economic vitality that makes Washington a place we're all proud to call home'. - WHDA **Volunteer**

PLACER AI

What gets measured, gets managed. With powerful AI tools, WHDA can track visits to downtown and understand where visitors shop during events. This data allows us to ensure that our digital marketing and event strategies are effectively meeting our goals – driving foot traffic, supporting local businesses, and maximizing impact.



BOARD WALK IMPROVEMENT

The downtown boardwalk in Washington, NC – a vibrant and historic waterfront destination – has recently undergone significant improvements. It has been widened and upgraded to provide a safer, more enjoyable experience for pedestrians and visitors.



FRIENDS OF DOWNTOWN

Time, talent, or treasure – what can you bring to the table? Whether you serve on a board, join a committee, or volunteer at an event, there are countless ways to support the mission of the WHDA. Step right up and make a difference!



COMMUNITY

PROFILE - FY2024



POPULATION

9,560



HOUSEHOLDS

4,246



MEDIAN HH INCOME

\$66,271



MEDIAN AGE

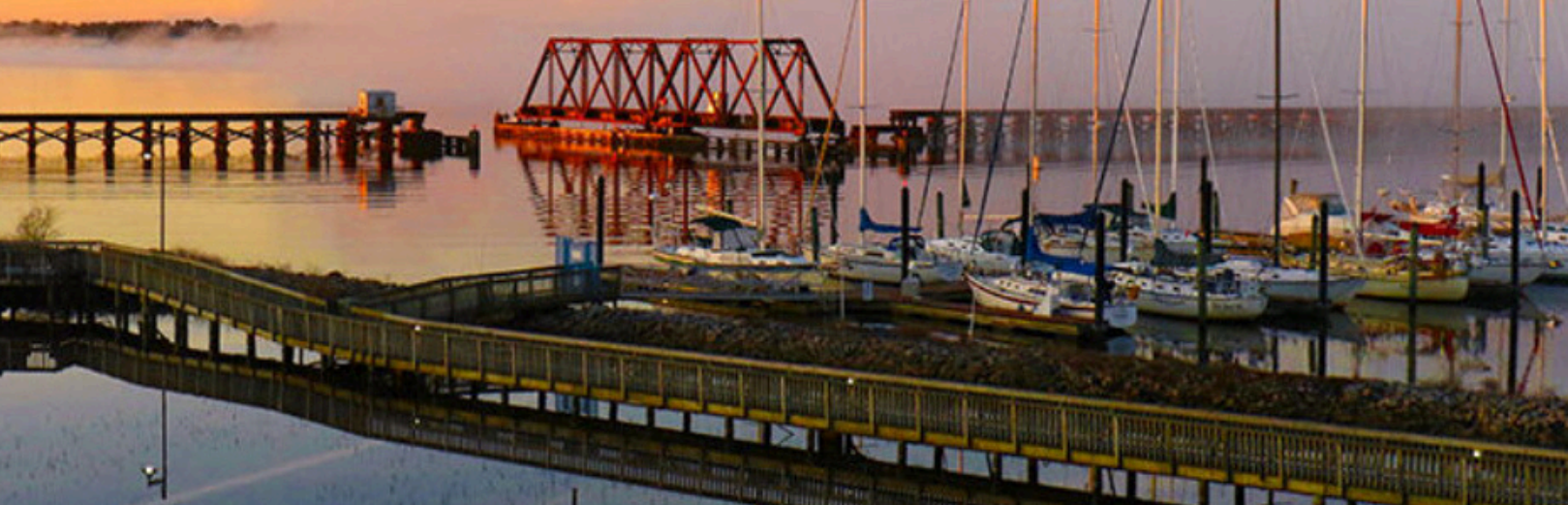
49 YEARS

Downtown Washington continues to make meaningful progress in revitalizing our remaining historic buildings. We've welcomed several new businesses to the district – and they're thriving, adding energy, charm, and economic strength to our growing downtown community.

- **Economic Chair Kim Asby**

DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	22,162	9,873	158,745
HOUSEHOLDS	9,928	15,222	67,923
MEDIAN INCOME	\$71,658	\$75,580	\$83,420



HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing
- small business support

Small businesses are the backbone of our economy – and here's why it matters. For every dollar spent at a local business, up to two-thirds stays in the community, recirculating 2 to 4 times more than money spent at non-local stores. That means more local wealth, more charitable giving, and more local jobs. Plus, let's be honest – the big chains aren't sponsoring our kid's Sports League

REDEVELOPMENT PROJECTS UNDERWAY!

Downtown Washington is experiencing exciting growth, with many new businesses opening and existing ones expanding. We've also seen a wave of façade renovations that continue to enhance the district's charm and appeal. Currently, we're eagerly anticipating the completion of a major redevelopment project at the historic Hotel Louise, which will bring additional upper-story residential units to the heart of downtown.

PROMOTIONAL ACTIVITIES



List key promotional activities. Can describe focus here if needed, otherwise delete.

- BEAR Music Festival
- Farm Week
- Harbor District Market
- website & blog
- UGRR Museum
- Jingle Mingle
- Small group presentations
- marketing campaigns
- digital/print ads
- social media posts

"I believe that a diverse range of promotional initiatives is essential to driving economic growth and celebrating the unique character of our downtown. These efforts do more than boost revenue – they cultivate a vibrant community spirit that makes Washington a true destination of choice for both residents and visitors alike."

-Promotions Committee Ellen Brabo



DESIGNATIONS

- North Carolina Main Street Community
- Main Street America Affiliate
- Community Partner
- Member-Washington-Beaufort Chamber of Commerce

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

2025-26

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 **\$518M**
1980-2025 2024-2025

NET NEW BUSINESSES

8,518 **288**

NET NEW JOBS

39,530 **1,925**

BUILDINGS REHABILITATED

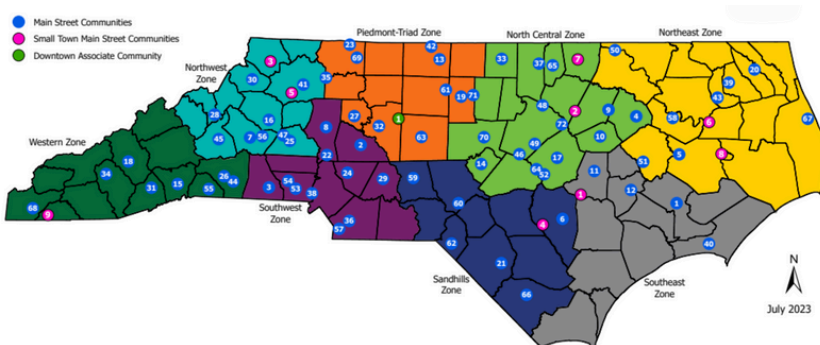
8,419 **293**
1980-2024 2023-2024

FACADE IMPROVEMENTS

9,440 **364**
1980-2024 2023-2024

VOLUNTEER HOURS

127,805 **\$4.2M**
2023-2024



**LEARN ABOUT
NC MAIN STREET**

CLICK LOGO TO VIEW
WEBSITE



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

CLICK LOGO TO VIEW
WEBSITE

