FY 2025 -2026

DOWNTOWN GARNER
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MAIN STREET

IMPACT REPORT



ABOUT DOWNTOWN GARNER

VISION & MISSION

Vision: Historic Downtown Garner connects our small-town roots with our future as a growing crossroads of cultural arts, recreation, and creative entrepreneurship in the community.
Mission: To lead development of Historic Downtown Garner as a vibrant business, entertainment, and cultural center through public-private partnerships.

ECONOMIC STRATEGIES & GOALS

Downtown Garner is a center of creative entrepreneurship in the community. We provide awareness about local and regional small business assistance available to Downtown Garner merchants.

Downtown Garner is the perfect setting for connecting the community with our small-town roots and vibrant future. By increasing awareness and promoting Downtown Garner as a vibrant hub, we are bringing more visitors to our community.

Downtown Garner offers a vibrant outdoor setting for entertainment. We create greater visibility for Downtown Garner as an entertainment destination.

Area	.25 SQ MI
Annual Visitors	177.8K
Average Stay	107 MINUTES
Peak Business Hours	3PM - 8PM
Peak Days	THURSDAY & SATURDAY
Commercial Spaces	47
Residential Units	271
Parking Spaces	823

INVESTMENT STATISTCS

PUBLIC
$2,044,891

PRIVATE
$4,264,152

VOLUNTEER VALUE
$13,444

TOTAL INVESTMENT
$6,322,487

Private Building Rehabs	1
Business Expansions	3
Public Improvements	4
Net Gain Jobs	8

NC Destination Businesses

As a Main Street America Accredited Downtown Community, the Downtown Garner Association works with NC Main Street to offer programs and resources for our downtown communities. We are proud to recognize three of our local businesses who completed the Certified NC Destination Business program and received statewide recognition on the NC Main-to-Main Trail. Next time you're in town, be sure to visit Banks Bed and Breakfast, Steep Right Up, and GrafixHouse Design Studio.

Welcome to Downtown Garner

Did you know that the Downtown Garner Association is located right on Main Street? The Executive Director is part of the Town of Garner's Economic Development team and provides daily tours for visitors. If you want to learn more about historic downtown and what's happening, drop in and say, "hello."

Something for Everyone

There's something for everyone in Downtown Garner...from unique local shops, eateries, personal and professional services. Not to mention, all the entertainment "pockets" where we host events. Check our monthly calendar to discover more - annual food truck rodeos, Groovin' in Garner concerts, Paint on Main and Light Up Main - the annual tree lighting.

COMMUNITY

PROFILE - 2026

Population
47,117

Median HH Income
$90,700

Median Age
37.7 years

Source: Town of Garner Planning, NC Main Street



DIGITAL IMPACT

WEBSITE REACH	FACEBOOK VIEWS	INSTAGRAM VIEWS
74,000	**861.3K**	**290.3K**
208% increase	672% increase	1848% increase



HELPING BUSINESSES THRIVE

ECONOMIC VITALITY

- Business Grants
- NC Destination Business Certifications
- Downtown Market Analysis
- Entrepreneurship & Workforce Development Training

DESIGN

- Rand Mill Parking & Streetscape
- Pearl & Parker Street Improvements
- Sculptures & Murals
- Playground at Garner Recreation Center

PROMOTION

- Brand Development
- Marketing & Advertising
- Special Events & Festivals
- Evaluation and Strategy Through Event Metrics

ORGANIZATION

- Downtown Garner Association
- Volunteer Development and Engagement
- Downtown Garner Sponsors
- Partnerships with Local Groups



As a NC Main Street community, the Downtown Garner Association follows the Main Street America 4-point approach crafting a Plan of Work that guides our programming and initiatives for the Downtown Garner area.

MAIN STREET AMERICA™
Coordinating Program

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

2025-2026

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

$6.6B	$514M
1980-2026	2025-2026

NET NEW BUSINESSES

8,836	318
1980-2026	2025-2026

NET NEW JOBS

41,997	2,467
1980-2026	2025-2026

BUILDINGS REHABILITATED

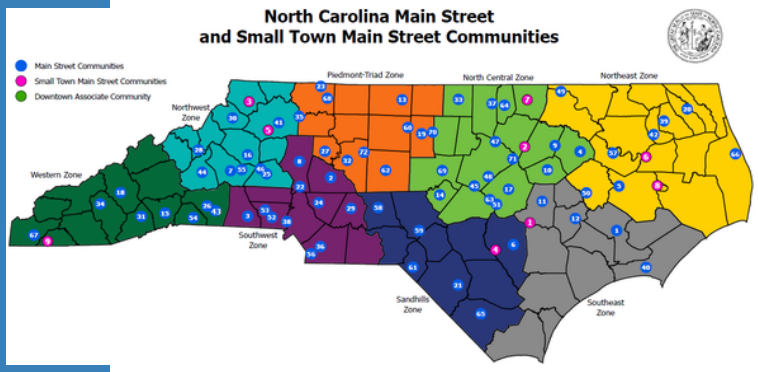
8,718	297
1980-2026	2025-2026

FACADE IMPROVEMENTS

9,798	358
1980-2026	2025-2026

VOLUNTEER HOURS

94,693	$3.3M
2025-2026	Time Value



LEARN ABOUT NC MAIN STREET

NCMAINSTREETANDPLANNING.COM

COMMERCE.NC.GOV/MAIN-STREET-PROGRAM

North Carolina MAIN STREET

LEARN ABOUT OUR MAIN-TO-MAIN TRAIL

MAINTOMAINTRAIL.COM

NORTH CAROLINA MAIN TO MAIN T·R·A·I·L