DOWNTOWN BOONE DEVELOPMENT ASSOCIATION

ANNUAL UPDATE

SEPTEMBER 9, 2026





Current Board Members

Town Council Appointed Positions



Kendra Sink
Mast General Store



Megan Kevorkian
South End Brewing



Stephanie Boozer
Come Back Shack



Joe Lynch
Speckled Trout Outfitters



Julia Moretz
Betty's Biscuits

Open Position

Board Appointed Positions



Suzanne Livesay
Appalachian Theatre of the High Country



Renee Boughman
F.A.R.M Cafe



Fulton Lovin
Pads for Grads



Mike Forrester
Fizz Ed



Ethan Rector
Lumina Spas



Annie Jones
Turchin Center

Ex-Officio Positions



Mayor Dalton George
BooneTown Council Member
Board Liason

Anne Pruitt
Boone Town Council Member
Board Liason



Frances Keel
Appalachian State Conference and Event Services
Ex-Officio

Staff



Lane Moody
Downtown Development Director/ Executive Director



Mike Durrett
Downtown Specialist



A Designated Main Street Community Since 1993

For more than 30 years, Downtown Boone has been part of the NC Main Street program, providing access to resources, training, technical assistance, and a proven framework for downtown revitalization and economic development.

More than a designation, it connects Boone to a statewide network focused on keeping downtowns strong, vibrant, and economically resilient.

GRANT COMPONENTS

1) "How to Make Your Business & Community A Destination" Training for Small Businesses

2) Storytelling Training for Downtown Leaders

3) Professional Media Assets – Photography & Videography of All 72 Communities

4) Itinerary Development Template for Community Websites

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

NORTH CAROLINA MAIN TO MAIN T·R·A·I·L

Updated Photography for Downtown



CERTIFIED NORTH CAROLINA DESTINATION BUSINESS

Boone's Certified NC Destination Businesses

828 REAL ESTATE

THE APPALACHIAN THEATRE EST. 1938

LOST PROVINCE BREWING COMPANY

F.A.R.M. CAFE
Feed All Regardless of Means
REAL. GOOD. FOOD.

There is still time to earn your certification if you are interested; you have until September 30th! If there are multiple folks, we could schedule a group opportunity!

$25,000Approved Grant Application for:

1. **Updated Marketing and Communication Strategy**
2. **New Board Development Training**

BRIAN HAMILTON FOUNDATION

Entrepreneurship for all.

BRIAN HAMILTON FOUNDATION X



STARTER U IS LIVE

FREE SELF-PACED MASTER-CLASS

The **Brian Hamilton Foundation** is proud to partner with **BLANK** to bring Starter U to the BLANK community

ABOUT THE COURSE

This course breaks down the process of starting a business into clear, practical steps. It is designed for aspiring and early-stage entrepreneurs who have an idea and want guidance turning that idea into a business.

Students learn skills like getting customers, hiring, financing, managing money, and much more.

ONLY 3 HOURS

ENROLLING NOW!

LEARN FOR FREE THROUGH BLANK

ABOUT THE BRIAN HAMILTON FOUNDATION

After more than 30 years as a entrepreneur, Brian Hamilton created the foundation to help people puruse opportunity through business ownership. He founded Sageworks, one of the country's first fintech companies, and formalized inmates to entrepreneurs, a long-running program that provides practical entrepreneurship education to justice-impacted people

Restaurant Week

FORKS UP!
FOR EDUCATION

MAY 18-23, 2026

Northern Peaks State Trail

trails.nc.gov



2026 Carolina's FINEST Carolina country

Who's the finest in North Carolina?

Carolina Country magazine, published on behalf of North Carolina's electric cooperatives, is showcasing the best North Carolina has to offer through its annual Carolina's Finest Awards. We've been nominated as one of the finalists.

Vote for us!

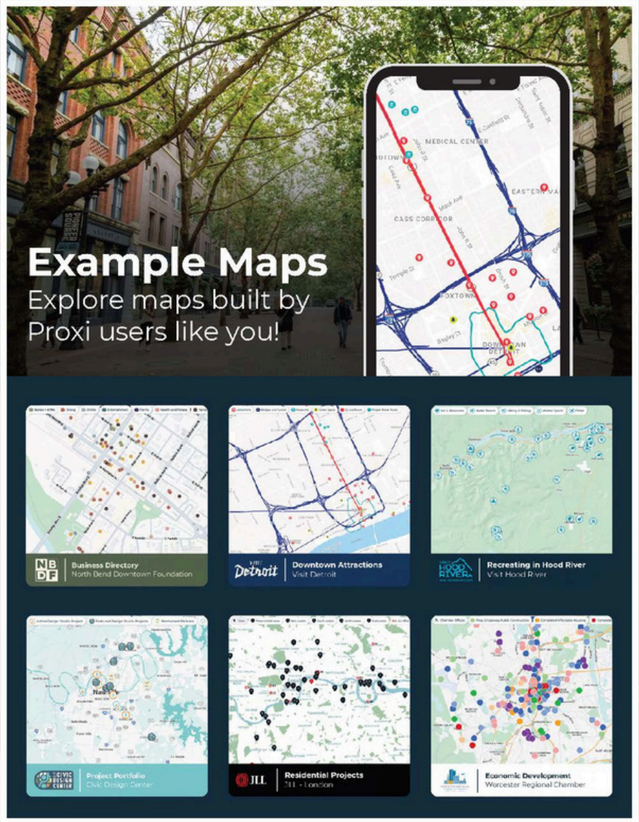
CarolinaCountry.com/Finest
Cast your ballot by August 15 for a chance at a $100 gift card!

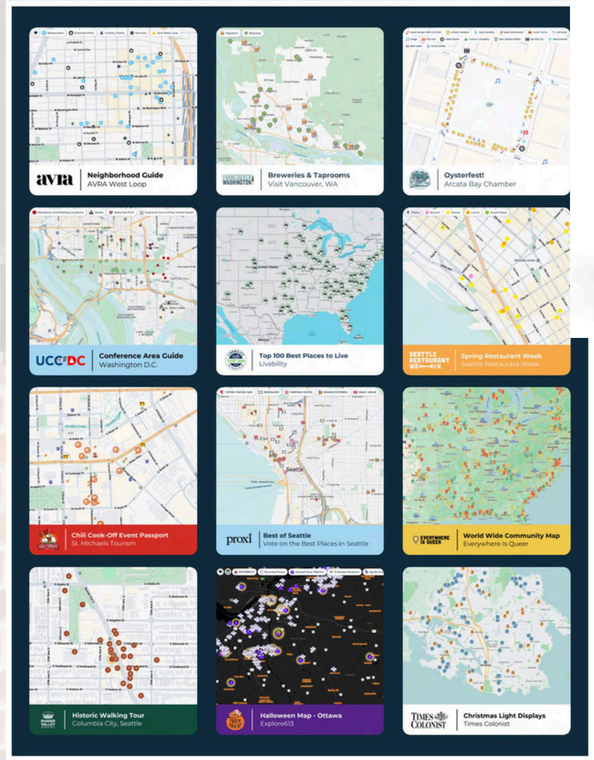
BOONERANG
MUSIC & ARTS FESTIVAL

JUNE 19-21, 2026

DOWNTOWN BOONE, NC

Proxi Downtown Management System





Mobile Guides

Acts like an App

Easily to Create + Edit

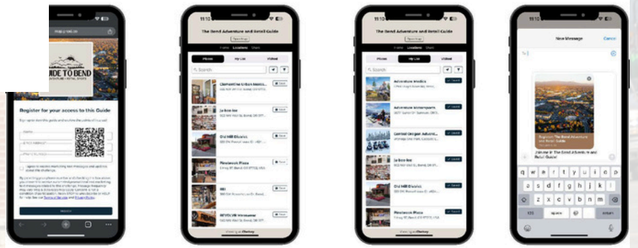
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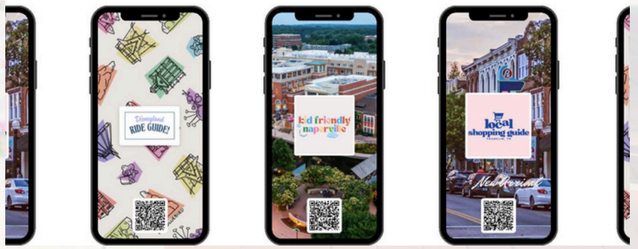
Affordable

Get data on interactions









NC Main Street Impact Reports









5 New Businesses

The Office





The PASTA JOINT
we roll our own

GOOFY FOOT
TAPROOM BREWERY
BOONE, NORTH CAROLINA
HIGH POINT, NORTH CAROLINA

3 Lost Businesses

JIMMY JOHN'S
JJ
SANDWICHES

LEAR GROUP
REAL ESTATE

EST. 2018
HOWARD STATION
BOONE, NC

Graffitti Update



Howard Street Social District Proposal

The Economic Vitality Committee has been working on a proposal for a Howard Street Social District, with support from Mayor George. Draft language is being developed, and the proposal will include multiple opportunities for public and stakeholder input as it moves through the review process.

UPCOMING EVENTS













Saturday, November 28, 2026 is “Shop Small” Saturday





UPCOMING PUBLIC ART IMPROVEMENTS





Scavenger Hunt



BATS OF BOONE

Written and Illustrated by Alyssa Hughes

Howard Street Construction Update

