



**MS&RP**  
 NC MAIN STREET & RURAL PLANNING CENTER  
 DEPARTMENT OF COMMERCE

*Downtown*  
**Morehead City**

**NAME OF MAIN STREET PROGRAM Economic Development Implementation Plan - January 2024-June 2025**

**Vision/Economic Positioning Statement in 2029:** Downtown Morehead City is a year-round coastal community that serves as the epicenter for premier waterfront outdoor recreation on the Crystal Coast. The water connects the community, and the downtown district and its small businesses have created a destination that invites locals and visitors to experience a variety of nightlife and entertainment opportunities, one-of-a-kind shopping, and a rich local culinary scene.

**Mission:** Downtown Morehead City, Inc. provides leadership in Downtown Morehead City to optimize economic and cultural opportunities in a welcoming environment, and encourages community engagement and participation.

**Implementation Strategy:** Morehead City is a designated NC Main Street community. The Town of Morehead City has charged Downtown Morehead City, Inc. with the administration of the Main Street program at the local level. The agency uses the Main Street America™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Economic Vitality, Design, Promotion, and Organization to implement a plan that achieves measurable results.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective	Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
<p><i>Downtown Morehead City is a year-round Coastal Community</i></p>	<p>Action: By March 2024, acquire an updated Market Snapshot from NC Main Street to identify business opportunities for downtown Morehead City and package the data and share with businesses by May 2024.</p>	<p>Action: By December 2024 and in collaboration with the Town of Morehead City, define the scope of a streetscape masterplan, research completed plans, costs, and lessons learned, and identify possible grants for the plan.</p>	<p>Action: By June 2024, create a logistics guide to "Hosting Special Events in Downtown Morehead City," and market and promote the guide to nonprofit organizations in Carteret County.</p>	<p>Action: By June 2024, develop board policies and procedure materials to train new board and committee members. Conduct board training in July 2024 and each year in July with new fiscal year.</p>
<p><i>Goal: Expand opportunities for investment, business growth, and visitor enjoyment.</i></p>	<p>Action: Work with existing businesses to expand their operating hours and offer 2 more weekday breakfast options, and 2 more basic lunch options (soup, salad, sandwich) by July 2024.</p>	<p>Action: Request 2 facade improvement plans from NC Main Street and approve 5 facade improvement grants by June 2025.</p>	<p>Action: By January 2025, develop a comprehensive logistics plan to host the following Annual events: May - Downtown Derby Crawl; June - October - Alive at Five Concert series; and December - Christmas in Downtown Events (Chowder and Cheer).</p>	<p>Action: By October 2024, restructure Downtown Morehead City, Inc.'s partner benefits program to better communicate with the partners on happenings and opportunities.</p>

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<i>Objective: To increase retail sales activity in the off season by 20%.</i>	Action: insert measurable action (measured by date, number and/or percentage)	Action:	Action: By March 31, 2024, add a "Stay" tab to the DMC website to promote the existing downtown lodging options, including AirBnB's, VRBO's, and traditional lodging options.	Action:
<i>Downtown Morehead City is the epicenter for waterfront outdoor recreation on the Crystal Coast</i>	Action: Work with an existing business or recruit a new business by June 2024, that offers goods and services related to fishing and water activities.	Action: By June 2024, define the scope of a wayfinding plan, research completed plans, costs, and lessons learned, and identify possible grants for the plan. By June 2025, implement the plan.	Action: In collaboration with the Town of Morehead City, by June 2024, add a "Park Downtown" tab to the DMC website to promote the public parking options.	Action:
<i>Goal: Make Downtown Morehead City the first place you think of for waterfront outdoor rec.</i>	Action: Develop a zipcode survey 2 times in 2024, with up to 10 waterfront outdoor recreation businesses to gain an understanding of where the customer base is coming from.	Action:	Action: Work with NC Main Street to develop 2 itineraries on the Main to Main Trail for downtown Morehead City in 2024.	Action:

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<i>Objective: To increase visitor stays and retail sales activity by 10%, leveraged from waterfront outdoor recreation</i>	Action:	Action:	Action: In collaboration with NC Main Street participate in the storytelling training that is offered in 2024/2025.	Action:
<i>Downtown Morehead City is a destination that invites locals and visitors to experience a variety of nightlife and entertainment opportunities, one-of-a-kind shopping, and a rich local culinary scene.</i>	Action: Work with existing businesses and/or recruit two new businesses by December 2024, that offer nightlife and entertainment opportunities (jazz, comedy, shag, etc.)	Action: Develop a landscape plan for an alleyway improvement project by January 2025, and secure funding for the project by June 2025.	Action: By September 2024, develop a creative marketing campaign to invite locals and visitors to downtown Morehead City by marketing the district as a destination for nightlife and entertainment opportunities, one-of-a-kind shopping, and a rich local culinary scene. Within the marketing campaign, include creation of new rack card design	Action: Work with NC Main Street in 2024 to provide destination creation training for small businesses in downtown Morehead City.

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<p><i>Goal: Bring community together downtown and increase awareness of offerings.</i></p>	<p>Action: Recruit a rideshare business(es) by June 2024, to provide service from downtown Morehead City.</p>	<p>Action: Conduct research and develop a creative plan for the North side of Arendell, by November 2024, to increase walkability in downtown (painted crosswalks, guerilla wayfinding, etc.) Identify funding for the plan and implement the plan by May 2025.</p>	<p>Action: Work with up to 20 downtown Morehead City businesses to develop a cross-promotion marketing program to extend the average time that a customer spends in downtown by 2 hours. Begin by grouping two businesses that have a similar customer base and create a cross marketing coupon program.</p>	<p>Action: By October 2024, use data collected for NCMS Annual Statistics Report to create a comprehensive Annual Report to demonstrate 2023-2024 progress in Downtown Morehead City. Host Annual Report on website and create attractive PDF printable version to share with partners &amp; stakeholders.</p>
<p><i>Objective: To increase diversified foot traffic in downtown and increase retail sales activity by 10%.</i></p>	<p>Action: Work with existing businesses and/or recruit two new businesses by June 2025, that offer culinary options (specialty foods market, seafood market, butcher shop, sushi, asian, tapas, etc.)</p>	<p>Action: By May 2024, conduct a refresh of the 6th Street Circle Sidewalk Murals in collaboration with the Arts Council of Carteret County.</p>	<p>Action: In collaboration with the Arts Council, identify funding and develop an app by February 2025, that identifies all of the public art in Downtown Morehead City, and install QR codes on the art for more information.</p>	<p>Action:</p>