

## Downtown Morehead City Retail Marketplace Snapshot

Prepared by the NC Main Street & Rural Planning Center—February of 2024

The purpose of this report is to give Downtown Morehead City (MHC) information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace data within a 5- mile radius of and 20- minute drive time to the downtown area. The retail leakage analysis examines the quantitative aspects of the retail opportunities.

By reviewing the retail gaps, we can:

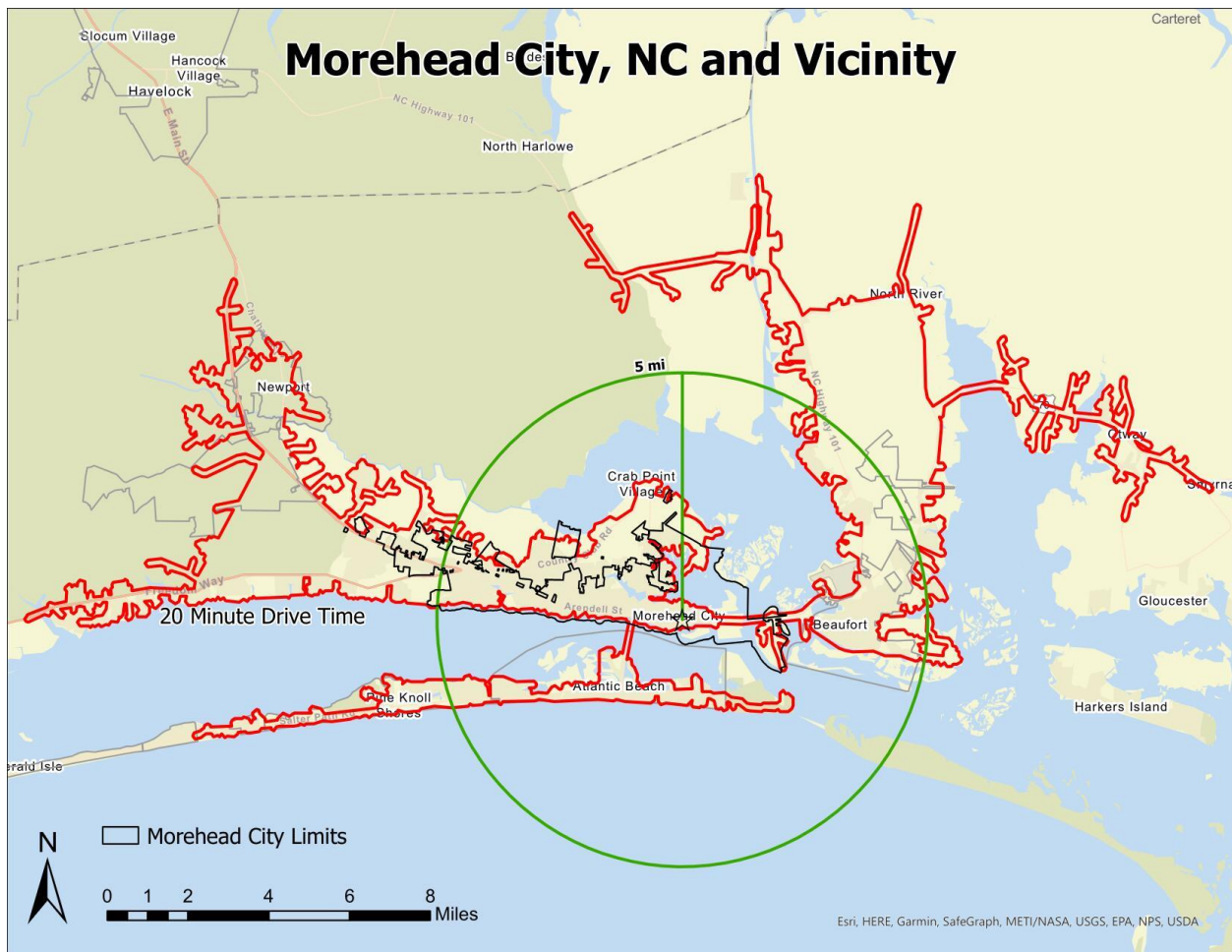
- Understand how well the retail needs of local residents are being met.
- Uncover unmet demand and possible opportunities.
- Understand the strengths and weaknesses of the local retail sector.

When consumers spend their dollars outside the specific radius of or drive time from Downtown MHC this is known as “Retail Gap” throughout this report. Retail Gap or leakage indicates an **unmet demand in the trade area**. This suggests the possibility the community can support additional retail for those business categories. Residents within the specified primary trade areas are purchasing products outside that area indicating opportunity to capture those dollars within the downtown district.

There are also categories for which Downtown MHC is exceeding the local market demand. Those are measured as red numbers in the below report. For the 5-mile radius and 20-minute drive time information, this means that MHC is exceeding its market potential in these categories. Surplus means the community has possibly developed strong clusters of retail that have broad geographical appeal.

You can also seek additional retail market data that the Carteret County Economic Development Department or the Eastern Carolina Regional Council can provide. This report is based on the data collected and should serve as a starting point for your economic vitality efforts.

We highly encourage you to couple this report with consumer surveys to get a complete understanding of the Downtown MHC potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.



The above Carteret County map outlines the two trade areas within a 5-mile radius of and within a 20-mile drive time to downtown. Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff only reviewed the data within these two segments. Downtown MHC should be targeting

residents within these two areas. The goal is to capture the retail sales volume leaking to surrounding Carteret County communities. The chart below shows total industry summaries for the 5-mile and 20-minute drive time to downtown. It details the total retail sales gap, potential 10% capture and retail square footage needed to attract this sales volume.

The sales per square foot column in the second table is the average number based on recent research across the state. Typically, restaurant annual retail sales are higher than \$300 per square foot. There are variables that impact this number such as building owned versus rented, rental rates either higher or lower as well as overall expenses, such as employee wages, insurance, utilities, etc. **Surplus is shown as a red number and retail gap is shown as a black number.**

Distance	Total Retail Gap	10% Capture	Sales/SF	S.F. Needed
5-mile radius	\$6,438,263	\$643,826	\$300	2,145
20-Minute Drive Time	\$6,780,534	\$678,053	\$300	2,260

The above information shows the aggregate number of potential sales within the 5-mile radius and 20-minute drive-time from Downtown MHC. Below you will see these numbers broken down by retail category.

### Retail Opportunities 5-mile radius around downtown

Morehead City, NC				
Primary Trade Area 5-mile around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
<b>Speciality Food Stores</b>	\$ 1,012,402	\$ 101,240	\$ 300	337
<b>Cosmetics and Beauty Supply Stores</b>	\$ 971,237	\$ 97,124	\$ 300	324
<b>Men's Clothing Stores</b>	\$ 467,254	\$ 46,725	\$ 300	155
<b>Women's Clothing Stores</b>	\$ 1,204,910	\$ 120,491	\$ 300	402
<b>Children's and Infants' Clothing Stores</b>	\$ 535,201	\$ 53,520	\$ 300	178
<b>Shoe Stores</b>	\$ 1,017,761	\$ 101,776	\$ 300	339
<b>Luggage and Leather Goods Stores</b>	\$ 1,229,498	\$ 122,950	\$ 300	410
<b>Total Gap</b>	<b>\$ 6,438,263</b>	<b>\$ 643,826</b>	<b>\$ 300</b>	<b>2,145</b>

## Retail Opportunities 20- Minute Drive-time to downtown

Morehead City, NC				
Primary Trade Area 20-Minute Drive Time		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
<b>Cosmetics and Beauty Supply Stores</b>	\$ 1,186,635	\$ 118,664	\$ 300	396
<b>Men's Clothing Stores</b>	\$ 733,950	\$ 73,395	\$ 300	245
<b>Women's Clothing Stores</b>	\$ 1,969,687	\$ 196,969	\$ 300	657
<b>Musical Instrument Stores</b>	\$ 423,035	\$ 42,303	\$ 300	141
<b>Shoe Stores</b>	\$ 538,462	\$ 53,846	\$ 300	179
<b>Luggage and Leather Goods Stores</b>	\$ 1,928,765	\$ 192,877	\$ 300	643
<b>Total Gap</b>	<b>\$ 6,780,534</b>	<b>\$ 678,053</b>	<b>\$ 300</b>	<b>2,260</b>

## 5-Mile Radius Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 3,769,916
Home Furnishings Stores	\$ 6,890,679
Appliance Stores	\$ 966,732
Electronics Stores	\$ 1,536,472
Home Centers	\$47,927,461
Paint and Wallpaper Stores	\$ 3,890,124
Hardware Stores	\$ 3,532,446
Grocery Stores	\$49,643,423
Beer, Wine and Liquor Stores	\$ 5,436,075
Pharmacies and Drug Stores	\$26,049,288
Family Clothing Stores	\$ 8,773,943
Clothing Accessories Stores	\$ 1,033,344
Jewelry Stores	\$ 810,809
Sporting Goods Stores	\$ 4,699,798
Hobby, Toy and Game Stores	\$ 1,368,051
Department Stores	\$ 7,597,327
Office and Stationary Stores	\$ 1,781,004
Gift, Novelty and Souvenir Stores	\$ 751,176
Pet and Pet Supply Stores	\$ 1,662,858
Drinking Places	\$ 1,282,230
Full- Service Restaurants	\$59,745,282
Limited- Service Restaurants	\$ 4,631,167
<b>Total</b>	<b>\$243,779.605</b>

## 20-Minute Drive Time Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 5,107,824
Home Furnishings Stores	\$ 9,506,680
Appliances Stores	\$ 2,349,089

Electronics Stores	\$ 2,314,335
Home Centers	\$77,757,766
Paint and Wallpaper Stores	\$ 5,331,938
Hardware Stores	\$ 4,842,089
Nursery, Garden and Farm Supply Stores	\$ 1,192,151
Grocery Stores	\$62,023,819
Beer, Wine and Liquor Stores	\$ 8,224,723
Pharmacy and Drug Stores	\$19,230,311
Family Clothing Stores	\$ 5,730,244
Clothing Accessories Stores	\$ 4,713,930
Jewelry Stores	\$ 1,226,171
Sporting Goods Stores	\$ 8,820,560
Hobby, Toy and Game Stores	\$ 3,149,764
Book Stores	\$ 1,186,901
Department Stores	\$14,522,645
Office and Stationary Stores	\$ 3,524,956
Gift, Novelty and Souvenir Stores	\$ 1,789,339
Full- Service Restaurants	\$62,635,453
Limited- Service Restaurants	\$ 2,947,009
<b>Total</b>	<b>\$308,127,697</b>

## 5-Mile Radius Projected Sales Growth

Morehead City, NC Demand Growth by Retail Store Types				
Primary Trade Area: 5 Mile Radius				
Business Type	2023	2028	Growth	Compound
	Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 5,553,413	\$ 6,292,932	\$ 739,519	3
Home Furnishings Stores	\$ 3,980,150	\$ 4,611,445	\$ 631,295	3
Appliance Stores	\$ 1,476,677	\$ 1,705,817	\$ 229,140	3
Electronics Stores	\$ 5,233,226	\$ 5,965,565	\$ 732,339	3
Home Centers	\$ 16,093,745	\$ 19,283,208	\$ 3,189,463	4
Paint and Wallpaper Stores	\$ 1,138,967	\$ 1,572,799	\$ 433,832	7
Hardware Stores	\$ 2,368,100	\$ 2,840,022	\$ 471,922	4
Nursery, Garden and Farm Supply Stores	\$ 3,046,660	\$ 3,544,096	\$ 497,436	3
Grocery Stores	\$ 50,150,489	\$ 59,401,635	\$ 9,251,146	3
Specialty Food Stores	\$ 1,508,029	\$ 1,783,167	\$ 275,138	3
Beer, Wine and Liquor Stores	\$ 4,551,608	\$ 5,383,046	\$ 831,440	3
Pharmacies and Drug Stores	\$ 21,894,028	\$ 25,040,583	\$ 3,146,555	3
Cosmetics and Beauty Supplies Stores	\$ 1,525,862	\$ 1,755,332	\$ 229,470	3
Jewelry Stores	\$ 2,532,804	\$ 2,644,020	\$ 111,216	1
Hobby, Toy and Game Stores	\$ 1,364,371	\$ 1,581,255	\$ 196,885	3
Book Stores	\$ 747,676	\$ 852,918	\$ 105,242	3
Office Supplies and Stationary Stores	\$ 740,071	\$ 881,192	\$ 141,122	4
Drinking Places	\$ 1,907,107	\$ 2,066,772	\$ 159,665	2
Full Service Restaurants	\$ 24,011,211	\$ 26,830,006	\$ 2,818,794	2
Limited Service Restaurants	\$ 20,240,247	\$ 22,818,129	\$ 2,577,882	2
<b>Total Sales</b>	<b>\$ 170,064,441</b>	<b>\$ 196,853,939</b>	<b>\$ 26,769,501</b>	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

## 20-Minute Drive Time Projected Sales Growth

Morehead City, NC Demand Growth by Retail Store Types				
Primary Trade Area 20-Minute Drive Time		DOWNTOWN POTENTIAL		Compound
Business Type	2023	2028	Growth	Growth
	Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 8,769,378	\$ 9,806,190	\$ 1,036,812	2
Home Furnishings Stores	\$ 6,259,531	\$ 7,241,034	\$ 981,503	3
Appliance Stores	\$ 2,310,895	\$ 2,673,215	\$ 362,420	3
Electronics Stores	\$ 8,171,499	\$ 9,347,084	\$ 1,175,586	3
Home Centers	\$ 25,277,934	\$ 30,177,732	\$ 4,899,798	4
Paint and Wallpaper Stores	\$ 1,809,275	\$ 2,482,708	\$ 673,433	7
Hardware Stores	\$ 3,720,082	\$ 4,444,000	\$ 723,919	4
Nursery, Garden and Farm Supply Stores	\$ 4,808,541	\$ 5,532,866	\$ 724,325	3
Grocery Stores	\$ 78,292,078	\$ 94,025,132	\$ 15,733,054	4
Specialty Food Stores	\$ 2,355,560	\$ 2,821,732	\$ 466,172	4
Beer, Wine and Liquor Stores	\$ 7,119,892	\$ 8,480,920	\$ 1,361,028	4
Pharmacies and Drug Stores	\$ 34,167,157	\$ 39,435,780	\$ 5,268,623	3
Cosmetics and Beauty Supplies	\$ 2,381,675	\$ 2,766,234	\$ 384,558	3
Hobby, Toy and Game Stores	\$ 2,159,368	\$ 2,492,810	\$ 333,441	3
Book Stores	\$ 1,169,491	\$ 1,341,996	\$ 172,504	3
Florists	\$ 705,317	\$ 796,152	\$ 90,835	2
Office Supplies and Stationary Stores	\$ 1,158,619	\$ 1,391,883	\$ 233,265	4
Pet and Pet Supply Stores	\$ 2,483,490	\$ 3,005,256	\$ 521,766	4
Drinking Places	\$ 3,018,320	\$ 3,184,851	\$ 166,531	1
Full Service Restaurants	\$ 37,799,543	\$ 41,804,099	\$ 4,004,556	2
Limited Service Restaurants	\$ 31,815,479	\$ 35,658,517	\$ 3,843,038	2
<b>Total Sales</b>	<b>\$ 265,753,124</b>	<b>\$ 308,910,191</b>	<b>\$ 43,157,167</b>	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

This data can be used to help recruit businesses to Downtown Morehead City to meet the unmet potential and reduce the retail gap or leakage. The priorities are to first retain, then expand and finally to recruit new businesses. The categories that show the most potential should be focused on first, especially within the 5-mile radius of downtown. This data can help existing businesses realize there may be potential to expand to capture additional retail sales.

### Retail Sales per Capita (Source U.S. Census QuickFacts)

- \$64,604 retail sales per capita for MHC in 2017 (the last year measured on this site)
  - This is 9.4% higher than the 2012 retail sales per capita of \$56,849.
  - 3.8 times the Carteret County average of \$16,785
  - 4.5 times the North Carolina average of \$13,735
  - 4.2 times the U. S. average of \$15,224.
  
- 51.9% of Carteret County annual retail sales (\$1,158,434,000) are being generated by MHC (\$602,306,000.)
  - While MHC only accounts for 14.2% of the county population.



- This reinforces the disproportionate amount of retail sales produced in MHC relative to its population. It benefits from having the most commercial development in the multi-county area and being a strong tourist destination.
- 37.8% of MHC residents have earned a bachelor’s degree or higher.
  - 31.9% for Carteret County
  - 33.9% for North Carolina
  - 34.3% for the U.S.
    - The higher educational level translates into greater income and more spending power.
    - College graduates, on average, earn \$1 million more over a lifetime than those without such degrees. (Source: Lumina Foundation)

**Comparison between MHC and neighboring communities (U.S. Census)**

<u>Categories</u>	<u>Morehead City</u>	<u>Carteret County</u>	<u>Jones County</u>	<u>Pamlico County</u>
Retail Sales per capita	\$56,849	\$16,785	\$5,005	\$10,403
Total Retail Sales (\$1000)	\$514,020	\$1,158,434	\$47,800	\$131,398
Median HH Income	\$44,802	\$66,186	\$53,053	\$55,867
Poverty Rates	13.0%	12.1%	17.1%	15.5%

- MHC retail sales per capita are significantly greater than neighboring counties, just as they exceed those of Carteret County, North Carolina, and the United States (see above.)
- MHC total retail sales far exceed those of Jones and Pamlico Counties, meaning its retail establishments and restaurants are attracting consumers from these neighboring communities.
- The neighboring communities have higher median household incomes than MHC. The goal is to attract these consumers to MHC to benefit local retailers and restaurant operators.

**Chain Store Presence and Independent Operators**


Chain stores are in communities where their investment will be supported with consistent retail sales according to company benchmarks. For example, a national pet supplies retailer restricts its store presence to those communities that have national home improvement centers, such as Lowe’s Home Improvement or Home Depot. They believe if those large retailers have determined that the market is strong enough to support these home improvement businesses, they will also support the pet supplies business. Another benchmark is communities that generate at least \$300,000,000 in retail sales annually. The logic is that if these communities sufficiently support these high-volume retailers and produce at least \$300,000,000 in annual retail sales, they will support other national chains. The current MHC grocery, home improvement and department chain stores confirm it as a strong market.



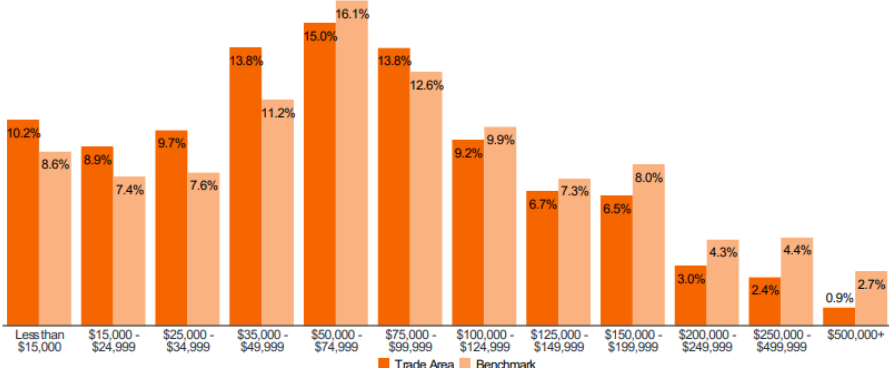
The same logic that pertains to chain stores applies equally to independent businesses. MHC retail sales, location, and tourism success confirm it will be a positive retail location for independent retailers and restaurateurs.

Claritas 5-mile radius income measurement (Similar to the 20-minute drive time measurement)

**HOUSEHOLD INCOME**

  
 Median Household Income  
**\$61,127**  
 Index:83  
 Average Household Income  
**\$83,353**  
 Index:79

**HOUSEHOLD INCOME DISTRIBUTION**



Benchmark:USA

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\*Ranked by percent composition

Index Colors: <80 80 - 110 110+

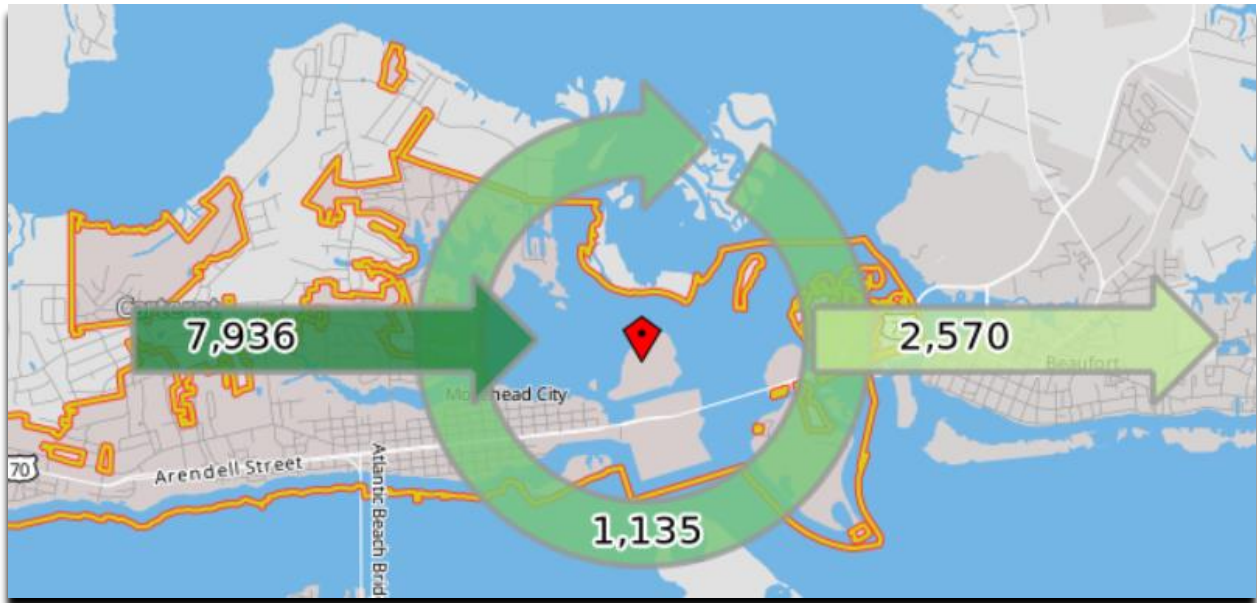
	<u>5-Mile Radius</u>	<u>20-Minute Drive Time</u>
Median Household Income	\$61,127	\$64,267
Average Household Income	\$83,353	\$87,605
Highest Income Distribution		
\$50,000-\$74,999	15.0%	16.0%
% earning below \$50,000	42.6%	40.3%
% earning above \$50,000	57.5%	59.7%

Note that the highest income distribution is \$50,000-\$74,999 which is consistent with the median household income. The number of people earning above \$50,000 is larger than those who earn below that amount, indicating a healthy economy.

The U.S. Census measures median household income as well. It differs from Claritas because of the geographic locations being measured—Claritas data often extends beyond the town/city limits. The U.S. Census median household income growth is as follows:

2022	\$51,716
2021	\$47,058
2020	\$44,802

This shows that MHC realized 15% median household income growth in the three-year period of 2020-2022.



(U.S. Census on the Map)

- 7,936 workers enter MHC daily for employment.
- 1,135 workers live and work in MHC.
- 2,570 workers leave MHC daily for employment.
  - 3 times as many workers enter MHC for employment daily than leave town.
  - 9,071 workers total either enter or live and work in MHC daily.
    - This is the equivalent of 93.2% of the total MHC population, all being potential downtown consumers.

[Go](#)

## 1001 Arendell Street

Morehead City, North Carolina, 28557

Commute to **Downtown Morehead City**

2 min 4 min 13 min [View Routes](#)

[Favorite](#)[Map](#)[Nearby Morehead City Apartments on Redfin](#)

[More about 1001 Arendell Street](#)

Walk Score  
**50**

### Somewhat Walkable

Some errands can be accomplished on foot.

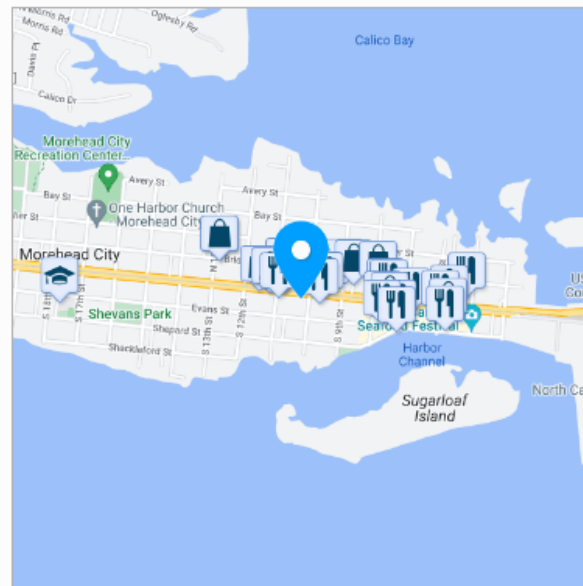
Bike Score  
**57**

### Bikeable

Some bike infrastructure.

[About your score](#)

[Add scores to your site](#)



For more information, visit [www.walkscore.com](http://www.walkscore.com)

## AARP Livability Index

The AARP Livability Index for Downtown MHC is 51 on a scale ranging from 0 to 100. The higher the score the more livable the community. Downtown MHC ranks above average on this scale. It is important to consider the different index categories, such as health, environment, neighborhood, and opportunity to help you determine what needs to be done to improve this score. Some areas of particular interest include:

The positive.....

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
<b>Housing (46 out of 100)</b>		
Zero-Step Entrances	53.8%	53.8%
Availability of subsidized housing (Units per 10,000)	0	0
<b>Neighborhoods (47 out of 100)</b>		
Access to Grocery Stores & Farmer's Mkts	2.0	0.0
Access to parks	4.0	1
Access to libraries	0*	0
Access to jobs by transit	0	0
Diversity of Destinations	0.70	0.70
Crime Rate (Crimes per 10,000 people)	152.5	268.9
MHC public library is not acknowledged by AARP.		
<b>Transportation (56 out of 100)</b>		
Frequency of local transit (Buses and trains per hour)	0.0	0
ADA-Accessible stations and vehicles (% of stations and vehicles accessible)	82.2%	82.2%
Walk Trips (Trips per household per day)	9.47	9.00
Congestion (Hours per person per year)	0.0	26.0
Crash Rate (Fatal crashes per 100,000 people per year)	4.9	7.6
<b>Environment (41 out of 100)</b>		
Regional air quality (Unhealthy air quality days/year)	0.00	3.90

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
Local Industrial Pollution (RSEI score from 0 to 9,070)	0.00	0.00
<b>Health (53 out of 100)</b>		
Smoking Prevalence (% of adults who smoke regularly)	12.8%	16.8%
Obesity Prevalence (% of adults obese)	28.4%	33.0%
Preventable Hospitalization Rate (% of preventable hospitalizations per 1,000 patients)	37.0%	38.3%
Patient Satisfaction (% of patients satisfied)	74.0%	69.0%
<b>Engagement (78 out of 100)</b>		
Opportunity for Civic Involvement (Number of organizations per 10,000 ppl.)	15.2	9.5
Voting Rate (% of people voting)	76.0%	61.9%
Social Involvement Index (Index from 0 to 2.5)	1.04	0.97
Cultural, Arts and Entertainment Institutions (Institutions per 10,000 people)	11.4	2.4
<b>Opportunity (34 out of 100)</b>		
Income inequality (Index from 0 to 1)	0.45	0.46
The negative.....		
<b>Housing (46 out of 100)</b>		
Availability of multi-family housing (% of units multi-family)	14.1%	53.8%
Housing Costs/month	\$1,199	\$1,101

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
<b>Housing (46 out of 100)</b>		
Housing Cost Burden (Percentage of income spent on housing)	16.8%	14.7%
<b>Neighborhood (47 out of 100)</b>		
Access to jobs by auto	5,085	44,198
Activity Density (Jobs and people per square mile)	973.5	2,910.2
Vacancy Rate (% of units vacant)	41.0%	7.7%
<b>Transportation (56 out of 100)</b>		
Household transportation costs (Amount per year)	\$15,778	\$15,468
Speed limits (Miles per hour)	30.8	28.3
<b>Environment (41 out of 100)</b>		
Drinking water quality (% of people exposed)	12.36%	0%
Near-roadway pollution (% of people exposed)	17.61%	0.00%
<b>Health (53 out of 100)</b>		
Access to exercise opportunities (% of people who have access)	83.2%	85.8%
Healthcare professional shortage areas (Index 0 to 26)	15.0	0
<b>Engagement (78 out of 100)</b>		
Broadband cost and speed (% of residents who have affordable, competitively priced service.)	29.9%	98.9%
<b>Opportunity (34 out of 100)</b>		
Jobs per worker	0.58	0.76

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
<b>Opportunity (34 out of 100)</b>		
High School Graduate Rate	80.0%	90.0%
Age diversity (Index from 0 to 1)	0.81	0.84

## Conclusions and Recommendations

### **1. Retail Gaps**

At both the 5-mile radius and 20-minute drive time measurements, retail gaps are seen in cosmetics and beauty supply stores, women’s clothing, shoes and luggage and leather goods. At just the 20-minute drive time measurement, retail gaps are seen in specialty foods and children’s and infants’ clothing.

### **2. Retail Surpluses**

Retail surpluses were seen at both the 5-mile radius and 20-minute drive time measurements in furniture, home furnishings, appliances, electronics, home centers, paint and wallpaper, hardware, groceries, beer, wine and liquor, pharmacies, family clothing, clothing accessories, jewelry, sporting goods, hobby, toys and games, department stores, office supplies, gift, novelty and souvenirs, and full and limited-service restaurants. At only the 5-mile radius measurement, retail surpluses are seen in pet and pet supply stores and drinking places.

There is a significant amount of retail in MHC because of it being the largest community in the region and a tourist destination. Retail surpluses are important in demonstrating the market strength in drawing regional consumers and tourists. This is illustrated with the presence of five major grocery chains, plus the independent Friendly Market specialty food store. Normally, this many chain grocery stores would not locate in a community of 10,000 residents. The same is true for home centers (Lowe’s Home Improvement) and department stores (*Belk, T.J. Maxx, Ross Dress for Less*, and until its recent corporate closure, *Bed, Bath and Beyond*.)

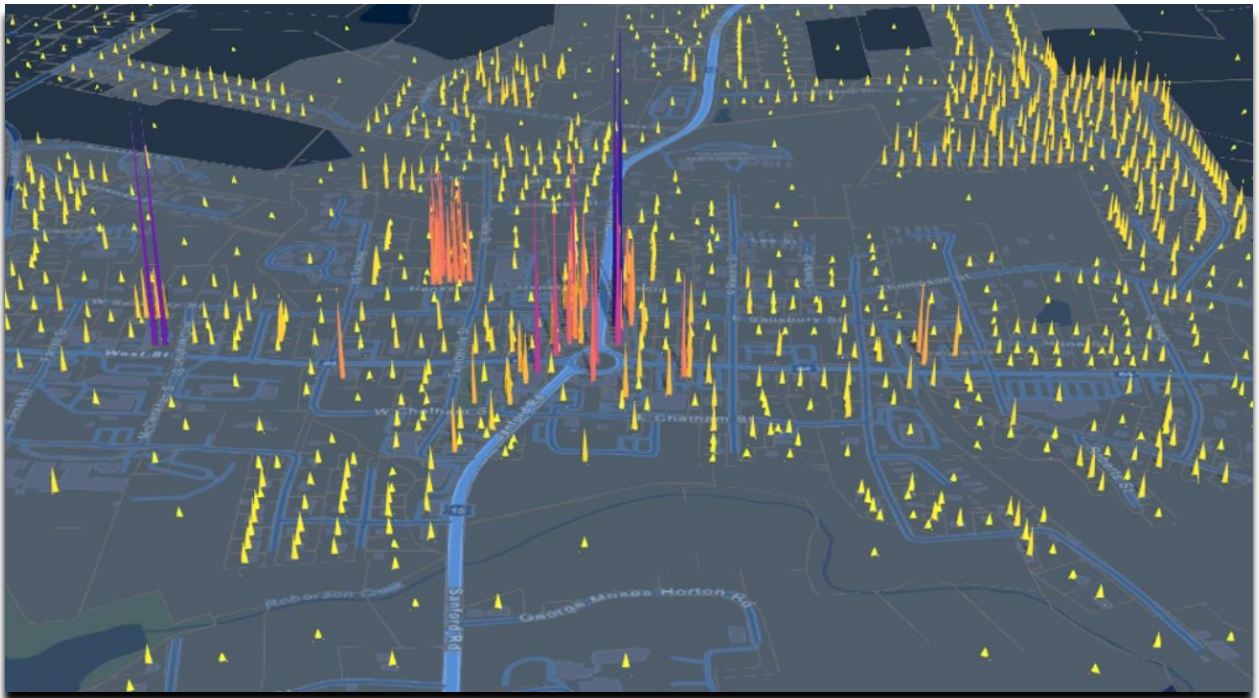
MHC retail surpluses confirm the community as a retail and restaurant destination; one that will support additional establishments downtown.

### **3. Support from Carteret County**

As was shown above, MHC generates a disproportionate amount of retail sales relative to its percentage of the county population. It is difficult to determine how much of those sales are coming from downtown compared to the rest of the city. (One source of this data is the Department of Revenue.) One measurement that reinforces the value of downtown to the city and county is the tax value per acre. Downtowns are much denser than the commercial business districts outside of downtown. They possess existing infrastructure, so additional



roadways do not have to be maintained as they are with commercial development outside of downtown. The tax value per acre shows much more is gained by downtown development than in other areas. The Town of Pittsboro created a map showing this comparison.



The orange cones, representing the higher tax values, are all located downtown, and the smaller yellow cones, representing lower tax value per acre, come from the commercial highway areas of the community. A similar map can be created for MHC through the city GIS department. This will reinforce to both Morehead City and County staff members and elected officials of the value of downtown.

#### **4. Walkability and Bikeability**

The Downtown MHC Walkscore of 50 which is average. Concerning bikeability, it scores a 57, which is above average. You will want to work with the local NCDOT division to incorporate bike lanes into their streets in downtown as well as those controlled by MHC.

According to a study by real estate advising company Robert Charles Lesser & Co., homebuyers are increasingly looking for green space and trail systems for walking, running, and biking. In fact, green space and trail systems were the No. 1 and No. 2 desirable community features in this referenced article---Source: New Home Source:

<https://www.newhomesource.com/learn/top-community-amenities/>

The list is below:

Parks and green spaces

Paved trail systems for walking, jogging, biking, etc.

Note that in addition to the walking and biking trail amenities, the #3 amenity that new homeowners want is:

**Main street village centers with retail services and cafes for gathering and socializing.**

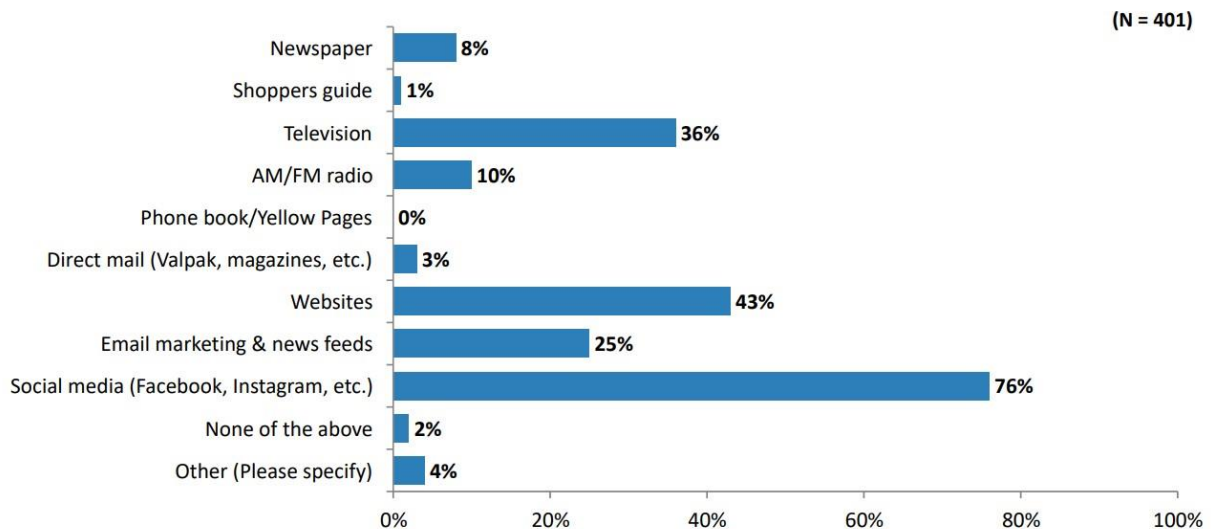
Downtown MHC fits the #3 desired community amenity and will want to see ways to increase walkability and biking options to meet consumer demands.

**5. Social Media and Electronic Communications to tell your story.**

Thomasville, NC is one of the newest NC Main Street communities, having been added to the DAC program in 2023. As part of its initial work, it surveyed 401 residents to determine consumer desires and habits. Note the below graph that shows social media as the overwhelming first choice for news and information access within this community. Social media, television, email, and websites---all electronic media---dominate the survey.

One suspects these results would be duplicated in MHC. It shows the importance of vibrant, engaging and up to date electronic communication.

**Of the following, which two media sources do you most rely on for area news and information?**



If you have additional questions on the above information, please contact Mike Dougherty at [mike.dougherty@commerce.nc.gov](mailto:mike.dougherty@commerce.nc.gov) or 919-817-7086.

Sources: Claritas Retail Data

U.S. Census Quickfacts and On the Map

Carteret County map—Glen Locascio, NC Department of Commerce