2024

SWISS BEAR

DOWNTOWN NEW BERN
DOWNTOWNNEWBERN.COM

Facebook @greaterdowntownnewbern
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VISION/MISSION/GOALS

SWISS BEAR NEW BERN

IMPACT REPORT

VISION & MISSION

Mission: To foster a thriving business community in greater downtown and to celebrate our unique cultural and natural resources.

Vision: Swiss Bear envisions an attractive, abundant, historic downtown area that connects community, visitors and businesses.

ECONOMIC STRATEGY & GOAL

Downtown is THE environment where residents of all generations and backgrounds thrive. Our goal is to position Swiss Bear to be the “go to” source for downtown information and initiatives, generating private redevelopment, physical improvements and new business growth.

INVESTMENT STATS

2023-2024

PUBLIC
$209,218

PRIVATE
$1,423,980

2 FACADE IMPROVEMENTS

4 BUILDING IMPROVEMENTS

2 NET NEW BUSINESSES

235 NET GAIN JOBS

parcels	298
parcel owners	189
public parking spots	1300
1st floor storefronts	200
residential units	232
lodging units	10
restaurants	33
retail	51
theaters	2
pubs/breweries	11

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 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 2023-24 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

$5.5B	$377.5M
1980-2024	2023-2024

NET NEW BUSINESSES

8,230	375
1980-2024	2023-2024

NET NEW JOBS

37,605	2,461
1980-2024	2023-2024

BUILDING IMPROVEMENTS

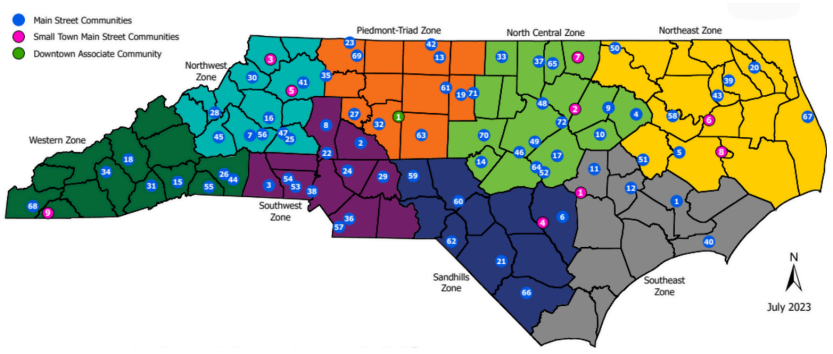
8,126	293
1980-2024	2023-2024

FACADE IMPROVEMENTS

9,076	360
1980-2024	2023-2024

VOLUNTEER HOURS

131,986	$4.2M
2023-2024	Time Value



LEARN ABOUT NC MAIN STREET

CLICK LOGO TO VIEW WEBSITE

North Carolina MAIN STREET

LEARN ABOUT OUR MAIN-TO-MAIN TRAIL

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NORTH CAROLINA MAIN TO MAIN T·R·A·I·L