



Office of Relocation and Dual Career Assistance

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High Country, NC Demographics and Area Information

Collected from various sources as indicated. Information contained herein is not opinion or fact expressed by Human Resources.

The town of Boone sits in Watauga County atop the beautiful Appalachian Mountains of North Carolina. Serving as the county seat and market town, Boone is also home to Appalachian State University. Our town gets its name from the famous pioneer and explorer, Daniel Boone. The Town of Boone was incorporated in 1872 and now has reached a population of 18,280 people. At 3,333 feet above sea level, Boone sits at the highest elevation of any town its size east of the Mississippi!

Summertime in Boone usually consists of temperatures no hotter than 76°F. Noticeably cooler than surrounding lowland areas, Boone may be just the place to escape the heat of a Carolina Summer. Winters in Boone are also colder than most. The regular snowfall provides perfect opportunities for wintry sports. Located off the breathtaking Blue Ridge Parkway, Boone offers a four-season playground for families and adventure seekers alike.

Just miles away from Grandfather Mountain, Boone is known as one of the best outdoor adventure destinations in the Southeast. Boone boasts charming local businesses as well as a progressive school system that has been consistently rated for its excellence. The strong sense of community and natural beauty makes Boone stand out as one of the best places to visit *and* live.

–TownofBoone.Net

Embraced by the gentle slopes of the Blue Ridge Mountains and the campus of Appalachian State University, Boone is a real downtown experience - a community with heart, focused on its economic, social, and environmental impact and dedicated to the enriching experiences of art, history, music, food, and shopping. www.downtownboonenc.com

Downtown Boone and Surrounding Area



According to the Boone 2003 Study, “Downtown Boone has a small town flair and metropolitan spirit that includes an eclectic mix of shops, restaurants, and services. This high country downtown is full of people who are devoted to its survival and revitalization and are a passionate and enduring population.” This dedication will remain a powerful asset as this area continues to evolve and grow. With over 175 businesses in this district, the streets are typically bustling with people and cars. The northern boundary of Appalachian State University abuts Boone’s Downtown District and creates the intersection of 'Town & Gown.' Both Town and University effectively interface within Downtown Boone which creates a synergy of activity in the downtown area.



The economic makeup of our downtown consists of independent small businesses, governmental agencies, non-profit organizations, University buildings and small pockets of green space, and both

seasonal and long-term residences. Our small businesses include: 22 restaurants and coffee shops, 26 independently owned specialty shops, 12 independently owned apparel shops, and 10 arts and crafts shops.

In addition, our downtown is the beneficiary of a strong commitment to cultural activities by the Town of Boone, facilitated in part by the DBDA. The Jones House community Center offers traditional music classes and is home to several organizations for the arts. Inside the Jones House Community Center you will also find several art galleries and classrooms.

The physical character and geography in and around downtown Boone and in Watauga County are extraordinary. The immediate area is home to some of the tallest peaks in the Appalachian Mountains including: Grandfather Mountain (5,964'), Rich Mountain, and Howard's Knob (4,445'). The New River, the oldest river in North America, runs through Watauga County. Smaller rivers and creeks are plentiful within the county and a few such as Winkler's Creek, Hodges Creek, Rocky Creek, and Kraut Creek flow through town limits. We host a section of the Blue Ridge Parkway within Watauga County that includes Moses Cone and the Parkway Craft Center. Also in the area are Tweetsie Railroad, Horn in the West – the nation's oldest revolutionary war drama - and Hickory Ridge Homestead. Our downtown visitors and residents alike are drawn by the abundance of wildflowers and old growth trees, beautiful fall colors, diverse wildlife, crisp mountain air, and the breathtaking views. To learn more about the history of Watauga County visit the Watauga Co. Historical Society's website by visiting: <http://www.wataugacountyhistoricalsociety.org>.



The Mission of the **Downtown Boone Development Association (DBDA)**, the Town of Boone Main Street Agency, is to improve the central business district of Boone by organizing under the four-point approach of the Main Street Program to carry out each of the following: to encourage property owners to maintain, improve, and beautify downtown properties; to improve our walkways and pedestrian

crosswalks; to provide more cultural and civic events downtown; to encourage transportation and parking improvements; and to encourage greater involvement of all property owners, professionals, nonprofit groups and agencies, and merchants in the district. The Downtown Boone Development Association was formed to promote the revitalization of the central business district. The organization began with the merger of the Municipal Service District Board, which was established in 1987, and the Downtown Boone Merchants Association, which has existed in various forms since 1981. The merged organization gave a single, stronger voice in downtown planning, revitalization and promotion.

The programs and services offered by the DBDA are made possible by the creation of the Municipal Service District in downtown Boone; the organization administers district revenues for such improvement projects as community art projects, parking study plans, revitalization projects for major downtown roadways, economic development studies, community events, and street festivals. DBDA programs and services are provided for all residents, renters, and visitors to the Boone area including the more than 70 businesses in downtown Boone and their clientele. Currently, the DBDA Executive Board is made up of twelve members representing a variety of groups with the Town of Boone including business owners, property owners, real estate brokers, town council officials, and several local community organizations.



The DBDA has also been instrumental in several other recent activities located in the downtown district. The First Friday Art Crawls, an evening of activity in downtown, takes place on the first Friday of each month and the DBDA provides promotion for the event. The DBDA is also a long-time sponsor of the Summer Concerts at the Jones House. These concerts are held each summer on the lawn and deck of the Jones House Community Center in downtown Boone. In total the DBDA hosts 16 annual public events that encourage community and business development.

The Downtown Boone Vision Statement was formulated by the DBDA Board from comments received at a public meeting of over 150 members of the community in the fall of 1993 as Boone began its participation in the NC Main Street Program. "King Street displays a continually improving vitality

because of the attractiveness of the restored storefronts and improved facades that give continuity to Boone's mountain town theme and distinct identity. Howard Street thrives from a planned development that incorporates the already distinctive buildings along with new business spaces that reflect and compliment the desired theme. The new mix of restaurants, shops, and galleries has created an exciting environment for strolling, shopping, and dining. Other streets and sections also reflect this visual theme and continue to the ongoing upgrade. The new public library graces the old Coleman lot and a community performing arts center occupies the Methodist Church property. The library and the performing arts center also provide facilities for additional cultural and civic events. Several murals (one on the Earp Furniture Building) reflect the historic and cultural importance of Boone.

Among the great improvements are the walkways and pedestrian crosswalks, that, along with green spaces, shelters, a new park and landscaping, tie-in visually and connect physically the properties of downtown. Brick pavers substituted for the aging concrete walkways provide aesthetic appeal, durability, low maintenance, and ease of servicing the underground utilities. Parking improvements and accessibility have kept pace with the commercial expansion on Howard and King Streets. A bypass/thoroughfare system helps to divert through traffic. Attractive directional and location signage makes getting around Boone easier. The availability of parking has also helped the flow of traffic. Lighting at night has been improved both in terms of aesthetics and actual lamination to help create a safe nighttime environment. All of these various improvements have contributed to a growth of business presence in the downtown. There is a renewed vitality that has spilled over into the evening hours with numerous nighttime activities including a good selection of white tablecloth restaurants, sidewalk cafes, entertainment, and other cultural events, as well as retail shopping. Boone has capitalization on its appeal to locals, tourists and students, and accommodates them all in a friendly, safe and fun environment." -www.downtownboonenc.com

Photos courtesy historic Boone & Watauga Co. Public Library

From the Boone Historical Society:

Boone, NC, Altitude 3,332 ft. Highest County Site East of the Rockies, Howard's Knob, altitude 4,451 ft.

From City-Data.Com:

Population in 2014: 18,130 (99% urban, 1% rural). **Population change since 2000:** +34.6%

Population in 2015 for Watauga County: 51,079

Boone Square Miles (land): 5.84

Last Edited January 25, 2017

Males: 9,102 (50.2%)

Females: 9,028 (49.8%)

Median resident age: 21.7 years

North Carolina median age: 37.9 years

Zip codes: 28607, 28608.

Estimated median household income in 2013: \$14,319 (it was \$20,541 in 2000)

Boone: \$14,319

NC: \$45,906

Estimated per capita income in 2013: \$12,419 (it was \$12,256 in 2000)

Estimated median house or condo value in 2013: \$282,080 (it was \$133,200 in 2000)

Boone:\$282,080

NC: \$154,300

Mean prices in 2013: All housing units: \$275,036; Detached houses: \$294,343; Townhouses or other attached units: \$241,162; In 2-unit structures: \$338,052; In 3-to-4-unit structures: \$181,061; In 5-or-more-unit structures: \$313,574; Mobile homes: \$97,338

Median gross rent in 2013: \$839

Number Of Occupied Homes In Boone	
Total:	5,755

From Movoto.com (2017):

Demographics for Zip Codes 28607 and 28608:

Population by Education Level

Bachelors or Associates Degree	7,999 (54%)
Graduate Degrees	2,954 (20%)
High School Graduate	2,416 (16%)
High School or Less	1,409 (10%)

Population by Age

9 years old or under	2,235 (7%)
10 to 17 years old	1,519 (5%)
18 to 24 years old	13,976 (43%)
25-39	4,814 (15%)
40-64	6,712 (21%)
65 years old or older	3,186 (10%)

Civilian Employment Industry

Agriculture/Forestry/Fishing/Hunting/Mining	179 (1%)
Arts/Entertainment	3,739 (24%)
Construction	799 (5%)
Education/Health	4,728 (30%)
Finance/Real Estate	907 (6%)
Information	150 (1%)
Manufacturing	306 (2%)

Last Edited January 25, 2017

Others	979 (6%)
Professional	729 (5%)
Public Administration	256 (2%)
Retail/Wholesale	2,875 (18%)
Transportation/Warehousing	261 (2%)

Means of Transportation to Work

Walk or Bicycle	1,574 (10%)
Work at Home	824 (5%)
Others	1,536 (10%)
Private Vehicle	11,283 (73%)
Public Transportation	180 (1%)
Taxi	14 (0+%)

Employment Status

Employed (Armed Forces)	31 (0+%)
Employed (Civilian)	15,908 (55%)
Not in Labor Force	11,352 (39%)
Unemployed	1,713 (6%)

Household Income Levels

Less than \$30,000	6,542 (51%)
\$30,000 to \$74,999	3,585 (28%)
\$75,000 to \$149,999	2,015 (16%)
\$150,000 or More	594 (5%)

Household Size Distribution

1 Person	3,927 (31%)
2-3 Person	7,085 (56%)
4-5 Person	1,574 (12%)
6 or More Occupants	150 (1%)

Residences by Year Built

Built Before 1950	805 (5%)
Built Between 1950 and 1989	10,560 (63%)
Built After 1990	5,306 (32%)

Rental Information**Owner vs. Renter Occupancy**

Owner Occupied	5,727 (45%)
Renter Occupied	7,009 (55%)

Rents of Renter Occupied Units (per Month)

Less than \$600	2,878 (44%)
\$600 to \$999	2,612 (40%)
\$1,000 to \$1,499	615 (9%)
\$1,500 to \$1,999	344 (5%)
\$2000 or More	151 (2%)