

# OUR PRIORITIES



**MAIN STREET**   
morgantown

A 501(c)3 non-profit organization  
National Main Street Accredited

1

## Welcoming, Safe & Clean

We're making advancements toward safe and clean districts for all. View our Safety Strategy & Plan at [bit.ly/MSMSafetyPlan](https://bit.ly/MSMSafetyPlan)

2

## Vibrant Events

Our 29 events drove foot-traffic in 2022. Watch out for these upcoming events from MSM and its affiliates:

**September:** Arts Walk, Moonlight Market

**October:** Arts Walk (10/13), Hops on the Mon (10/14), Moonlight Market, Downtown Trick-or-Treat (10/26), Quilt Walk

**November:** Capitol Christmas Tree Tour & Winter Festival (11/11), Small Business Saturday (11/25)

3

## Business Growth & Prosperity

Facilitate growth & prosperity among businesses within the district, with an emphasis on small and diverse businesses.

4

## Encourage Property Investment

Encourage property investment in historic, underutilized, and blighted buildings and lots. View our Morgantown ReStored initiative to artfully revitalize vacant storefronts with creative imagery, installations, and lighting.

5

## Grow Impact Sustainably

Assess and optimize our funding mix to meet our mission and grow our impact.

# ABOUT US



Founded in 1984, Main Street Morgantown is approaching its milestone 40th year as a community advocate for revitalization of the downtown and wharf districts.

## Our Mission

To develop and promote a vibrant and prosperous Downtown and Wharf District. To that end, we lead:

- A safe, welcoming, and attractive district for businesses, residents, and visitors,
- Growth and prosperity for current and prospective businesses within the district,
- Thoughtful revitalization, historic preservation, and property investment,
- Collaborative partnering among public and private stakeholders to achieve a thriving business community.

## Our Vision

Downtown Morgantown is a welcoming, safe, and vibrant destination where diverse businesses grow and prosper. Day or night, the district draws people of all ages to gather, shop, and dine.

Connecting the Wharf, neighborhoods, river, and University, Downtown is the heart of our community, as a source of pride, historic character, and an attractive and clean place to live, work, and play.

**MAIN STREET**   
morgantown

A 501(c)3 non-profit organization  
National Main Street Accredited

**Become a Supporter / Renewals**

[www.downtownmorgantown.com/about/supporter](http://www.downtownmorgantown.com/about/supporter)