



DowntownRaleigh
Alliance

Q3 2026 MARKET REPORT



Photo: Downtown Raleigh skyline looking northeast
Credit: Matt Robinson RaleighSkyline

DOWNTOWN RALEIGH SUMMARY AND HIGHLIGHTS:

There are **13 developments under construction** that will deliver 575 residential units, 570,000 square feet of government office space, 68,685 square feet of retail space, and 739 hotel rooms when completed.¹ An additional 163 residential units are in site preparation at Heritage Park Phase 1.¹ Another **40 projects are planned or proposed**, which would add 6,072 residential units, 491,592 square feet of office space, 247,188 square feet of retail space, and 704 hotel rooms.¹

Downtown Raleigh has absorbed 1,781 apartment units over the past 24 months, including 221 units in Q3 2026.² So far **this year, 278 residential units have been delivered, including 252 apartments at Oldham & Worth** in the Warehouse District.¹ Stabilized apartment occupancy is 91.3%, excluding recently completed developments, and average asking rent is \$1,879 per unit.²

Downtown Raleigh recorded **+59,332 square feet of Class A office net absorption over the past eight quarters**.³ Average asking rent is \$41.48 per square foot, while the **direct occupancy rate is 86.3%**, the highest among major Triangle submarkets.³

13
PROJECTS UNDER
CONSTRUCTION¹
Q3 2026

18
NEW STOREFRONT
BUSINESS OPENINGS¹
Q3 2026

+1,781
APARTMENT UNITS
ABSORBED²
Q4 2024-Q3 2026

¹DRA
²CoStar
³JLL

*Stabilized occupancy
does not include recently
completed projects

In Q3, Downtown Raleigh recorded **19 storefront businesses openings, expansions or relocations** and an overall net gain of +7 storefront businesses.¹ A further **27 storefront businesses are currently announced coming soon.**¹ Notable early Q4 openings include Legends Nightclub, one of Raleigh’s longest-running LGBTQ nightlife venues, which relocated from 330 W. Hargett Street to 316 W. Cabarrus Street in October.¹

Average monthly food and beverage sales in Downtown Raleigh were \$28.1 million during July and August.² **The Warehouse District saw a +1.6% year-over-year increase**, averaging \$4.3 million per month.²

Total visitor **visits to Downtown Raleigh increased 2.5%** in Q3 compared with the same period last year.³ **Year-to-date total visits through September increased 4.1%** compared with the same period in 2025.³ Downtown welcomed approximately 2.2 million unique visitors during Q3.³

Average monthly **hotel room revenue increased +2.3% year over year** during July and August, while year-to-date revenue through August increased + 7.9%.² The former Holiday Inn on Hillsborough Street reopened at the start of October as a **204-room Hotel Indigo** following extensive renovations. Another 739 hotel rooms are currently under construction.¹

Notable property sales in Q3 included SkyHouse Raleigh at 308 S. Blount Street, a 23-story, 320-unit apartment tower built in 2015, which sold for \$71.9 million, or \$224,688 per unit, **and the Extra Space Storage at 410 W. South Street**, which sold for \$12.5 million.⁴

+59,332 SF

Class A Office Total
Net Absorption
Q4 2024 to Q3 2026⁵

575

Residential Units Under
Construction Q3 2026¹

+2.5%

Increase In Total
Visitor Visits To
Downtown Raleigh
Q3 2026 Year Over Year³

\$28.1M

Average Monthly
Food and Beverage
Sales Q3 2026^{2*}

+2.3%

Increase In Average
Monthly Hotel Room
Sales Revenue Q3 2026
Year Over Year^{2*}

¹DRA

²Wake County

³Placer.ai

⁴CoStar

⁵JLL

*Only July & August Data
Available and Included

DEVELOPMENT UPDATES:

Overall, there is **\$7.3 billion** of investment in the current Downtown Raleigh development pipeline.¹ This includes an estimated **\$2.6 billion** in projects completed since 2020, **\$1.6 billion** in projects under construction, and **\$3.1 billion** in proposed or planned developments.¹

\$2.6

BILLION

Completed
(since 2020)

\$1.6

BILLION

Under Construction
and Site Prep as of Q3

\$3.1

BILLION

Proposed/Planned
Developments

\$7.3

BILLION

Completed since 2020,
Under Construction, and Planned
Developments

Hotel Indigo Opens

The former Holiday Inn, originally built in 1969 and designated a historic landmark in 2015, has reopened as the 204-room Hotel Indigo following extensive renovations. The hotel features a 24-hour fitness center, a courtyard coffee bar housed in a vintage Airstream, and High Ground Lounge, a 20th-floor bar and restaurant with panoramic views of the Downtown Raleigh skyline.



Image: the recently renovated Hotel Indigo
Credit: Downtown Raleigh Alliance



Image: plans for a new office building at 333 W Hargett St
Credit: Kimley-Horn and Gensler

13-Story Office Building Proposed

Site plans have been filed with the City of Raleigh for a 13-story Class A office building at 333 W. Hargett Street in the Warehouse District. The proposed development would include 168,700 square feet of office space and 5,665 square feet of ground floor retail space. The proposal represents a notable addition to Downtown Raleigh's office development pipeline amid limited new office construction in recent years.

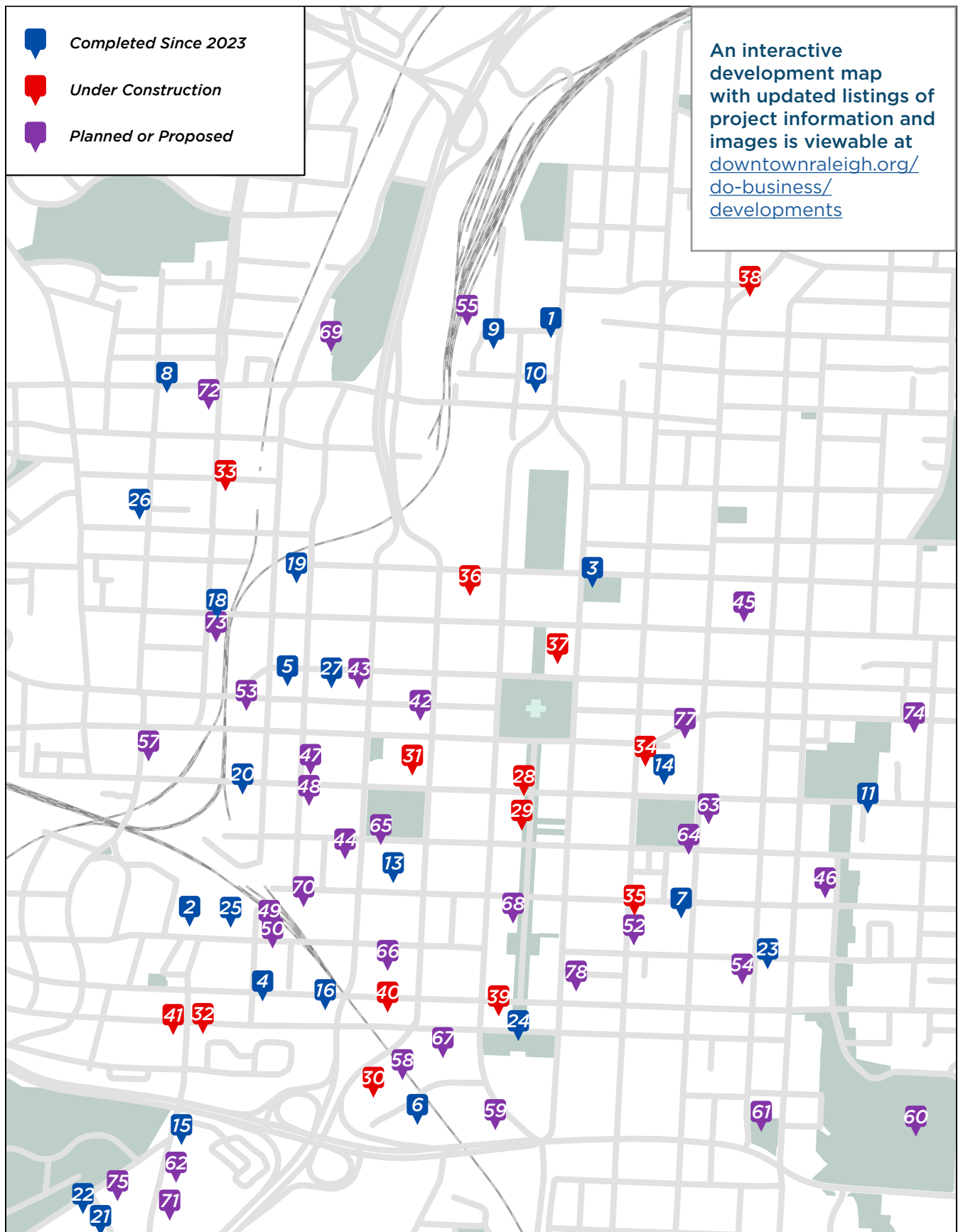
Construction Continues at New Red Hat Amphitheater

Construction continues on the new permanent Red Hat Amphitheater adjacent to the existing venue, with an anticipated opening in 2027. The current amphitheater will be demolished following the 2026 concert season to make way for the expansion of the Raleigh Convention Center. The new venue will preserve Downtown Raleigh's outdoor concert capacity while allowing the convention center expansion to move forward.



Image: the existing and new Red Hat Amphitheater
Credit: Matt Robinson RaleighSkyline

Q3 2026 DEVELOPMENT MAP



RECENTLY COMPLETED (SINCE 2023)					
#	NAME	Investment	OFFICE SF/RETAIL SF	Units/Rooms	Type
2023					
1	THE SIGNAL	\$95,000,000	0 SF / 30,000 SF	298 units	Apartment/Retail
2	THE PLATFORM (WEST END PHASE I)	Not announced	0 SF / 27,128 SF	442 units	Apartment/Retail
3	NC FREEDOM PARK	\$5,400,000	N/A	N/A	Public Space
4	DUKES AT CITY VIEW	Not announced	N/A	8 units	Townhome
5	400H	\$130,000,000	144,410 SF / 16,935 SF	242 units	Apartment/Office/Retail
2024					
6	MIRA RALEIGH	Not announced	0 SF / 2,800 SF	288 units	Apartment/Retail
7	THE ACORN ON PERSON STREET	Not announced	N/A	107 units	Apartment
8	615 PEACE	\$7,000,000	0 SF / 1,550 SF	24 units	Condo/Retail
9	THE MILES	Not announced	0 SF / 44,260 SF	204 units	Apartment/Retail
10	THE POINT & HYATT HOUSE	Not announced	0 SF / 10,000 SF	75 units / 149 rooms	Apartment/Hotel/Retail
11	ROW 12	Not announced	N/A	12 units	Townhome
12	THE BEND	Not announced	0 SF / 5,000 SF	N/A	Retail
13	TEMPO BY HILTON & HOMEWOOD SUITES	Not announced	0 SF / 1,810 SF	261 rooms	Hotel
14	MARBLES PLAYWAY	Not announced	N/A	N/A	Civic
2025					
15	THE ROW (ROCKWAY RALEIGH PHASE I)	Not announced	0 SF / 17,600 SF	336 units	Apartment/Retail
16	MAEVE	Not announced	0 SF / 10,522 SF	297 units	Apartment/Retail
17	122 GLENWOOD AVE (RENOVATION)	Not announced	11,200 SF / 8,000 SF	N/A	Office/Retail
18	GIPSON PLAY PLAZA	\$73,500,000	0 SF / 2,000 SF	N/A	Public Space
19	ALEXAN MOTO	Not announced	0 SF / 8,612 SF	186 units	Apartment/Retail
20	UNION STATION BUS FACILITY (RUS BUS)	\$37,917,000	N/A	N/A	Transit Infrastructure
21	THE HOLSTON AT THE WELD	Not announced	0 SF / 5,533 SF	283 units	Apartment/Retail
22	RAY AT THE WELD	Not announced	0 SF / 4,060 SF	392 units	Apartment/Retail
2026					
23	IDYLE	Not announced	N/A	10 units	Townhome
24	LICHTIN PLAZA	Not announced	N/A	N/A	Public Space
25	OLDHAM & WORTH (WEST END PHASE II)	Not announced	0 SF / 4,000 SF	252 units	Apartment/Retail
26	NOBLE PLACE	Not announced	N/A	16 units	Townhome
27	HOTEL INDIGO (RENOVATION)	\$49,000,000	N/A	204 rooms	Hotel
TOTALS:		\$1,770,052,133	155,610 Office SF / 199,610 Retail SF	3,472 Units / 614 Rooms	

UNDER CONSTRUCTION & IN SITE PREPARATION					
28	210 FAYETTEVILLE ST (RENOVATION)	Not announced	8,700 SF / 31,700 SF	N/A	Retail
29	216 FAYETTEVILLE ST (RENOVATION)	Not announced	14,100 SF / 13,400 SF	N/A	Retail
30	CITY GATEWAY PARKING FACILITY	\$52,000,000	N/A	N/A	Parking
31	EAST CIVIC TOWER - CITY HALL	\$206,000,000	370,000 SF / 0 SF	N/A	Government - Office
32	HERITAGE PARK PHASE 1 (IN SITE PREP)	Not announced	N/A	163 units	Apartment
33	HIGHLINE GLENWOOD	\$200,000,000	0 SF / 7,400 SF	306 units	Apartment/Retail
34	MARBLES EXPANSION	\$5,982,170	N/A	N/A	Museum
35	MARRIOTT TOWNEPLACE SUITES	Not announced	N/A	138 rooms	Hotel
36	NC EDUCATION CAMPUS	Not announced	200,000 SF / 0 SF	N/A	Government - Office
37	NC MUSEUM OF HISTORY (RENOVATION)	Not announced	Not announced	N/A	Government - Museum
38	OAKWOOD TOWNHOMES	Not announced	N/A	27 units	Townhome
39	OMNI HOTEL - CONVENTION HOTEL	\$314,100,000	0 SF / 10,856 SF	601 rooms	Hotel/Retail
40	RED HAT AMPHITHEATER RELOCATION	\$32,000,000	N/A	N/A	Concert Venue
41	ROSEWOOD	Not announced	0 SF / 5,329 SF	269 units	Apartment/Retail
TOTALS:		\$1,638,307,170	592,800 Office SF / 68,685 Retail SF	738 Units / 739 Rooms	

PLANNED & PROPOSED					
42	201 W HILLSBOROUGH	Not announced	0 SF / 6,485 SF	279 units	Apartment/Retail
43	300 HILLSBOROUGH HOTEL	Not announced	0 SF / 2,500 SF	180 rooms	Hotel/Retail
44	307 W MARTIN ST	Not announced	0 SF / 20,984 SF	220 units	Apartment/Retail
45	317 E JONES APARTMENTS	Not announced	N/A	10 units	Apartment
46	328 CHAVIS CONDOS	\$2,000,000	N/A	11 units	Condo
47	330 W HARGETT ST	Not announced	0 SF / 17,381 SF	372 units	Apartment/Retail
48	333 W HARGETT ST	Not announced	168,700 SF / 5,665 SF	N/A	Office/Retail
49	400 W CABARRUS	Not announced	22,892 SF / 6,188 SF	N/A	Office/Retail
50	401 CABARRUS APARTMENTS	Not announced	0 SF / 7,964 SF	298 units	Apartment/Retail
51	404 GLENWOOD (THE CREAMERY PHASE 2)	Not announced	280,000 SF / 10,000 SF	N/A	Office/Retail
52	423 S BLOUNT - BOUTIQUE HOTEL	Not announced	N/A	90 rooms	Hotel
53	501 HILLSBOROUGH	Not announced	0 SF / 8,550 SF	221 units	Apartment/Retail
54	516 S BLOODWORTH	Not announced	0 SF / 2,003 SF	6 units	Apartment/Retail
55	707 SEMART DRIVE	\$200,000,000	0 SF / 11,826 SF	680 units	Apartment/Retail
56	865 MORGAN APARTMENTS	Not announced	0 SF / 8,864 SF	400 units	Apartment/Retail
57	BLOOMSBURY APARTMENTS	Not announced	0 SF / 2,475 SF	237 units	Apartment/Retail
58	CITY GATEWAY HOTEL	Not announced	N/A	264 rooms	Hotel
59	FIRE STATION 1 & FIRE ADMINISTRATION BUILDING	\$72,000,000	N/A	N/A	Government
60	JOHN CHAVIS AQUATICS CENTER & PLAZA	\$53,950,000	N/A	N/A	Public Space
61	JOHN P. TOP GREENE CULTURAL CENTER	\$9,295,000	N/A	N/A	Public Space
62	LYNDE HILL LOFTS AT ROCKWAY	Not announced	0 SF / 5,000 SF	350 units	Apartment/Retail
TOTALS: **		\$3,119,136,730*	491,592 Office SF / 247,188 Retail SF**	6,072 Units / 704 Rooms	

16 ADDITIONAL PLANNED & PROPOSED PROJECTS CAN BE FOUND AT downtownraleigh.org/do-business/developments

*Totals based on investment estimates

**Totals for Planned & Proposed projects include projects not listed in table. See website for full list of these projects.

MARKET HIGHLIGHTS OFFICE

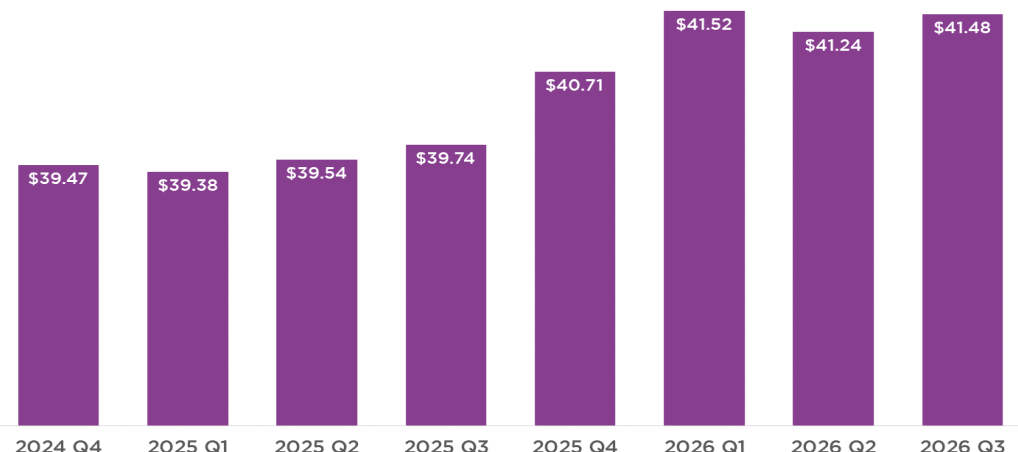


Photo: the law offices of Smith Anderson at 150 Fayetteville
Credit: Gensler, Magda Biernat Photography, and Smith Anderson

Class A office net absorption in Downtown Raleigh totaled +59,332 square feet over the 24-month period ending in Q3 2026.¹ Average asking rent is \$41.48 per square foot, while the **overall direct occupancy rate is 86.3%, the highest among major Triangle submarkets.**¹

Notable leasing activity in Q3 included **BDO renewing its lease for 18,100 square feet at One City Plaza**, located at 421 Fayetteville Street, and Goldberg Segalla signing a new lease for 7,050 square feet in the same building.²

+ PERFORMANCE INDICATOR: CLASS A AVERAGE ASKING RENT PER SQUARE FOOT¹



DOWNTOWN RALEIGH Q3 2026 MARKET REPORT

OFFICE MARKET Q3 2026

Class A Average Rent PSF¹
\$41.48

Class A Direct Occupancy Rate¹
86.3%

Class A Net Absorption¹ Last Eight Quarters
+59,332 SF

Class A Total Inventory¹
4,136,027 SF

Class A Delivered Since 2020³
898,412 SF

¹JLL

²CoStar

³DRA

+5.1%
INCREASE IN ASKING RENT SINCE Q4 2024¹

#1

BEST BUSINESS CLIMATE (LARGE CITIES)

Raleigh/Cary
Business Facilities 2025
Metro Rankings

MARKET HIGHLIGHTS RESIDENTIAL

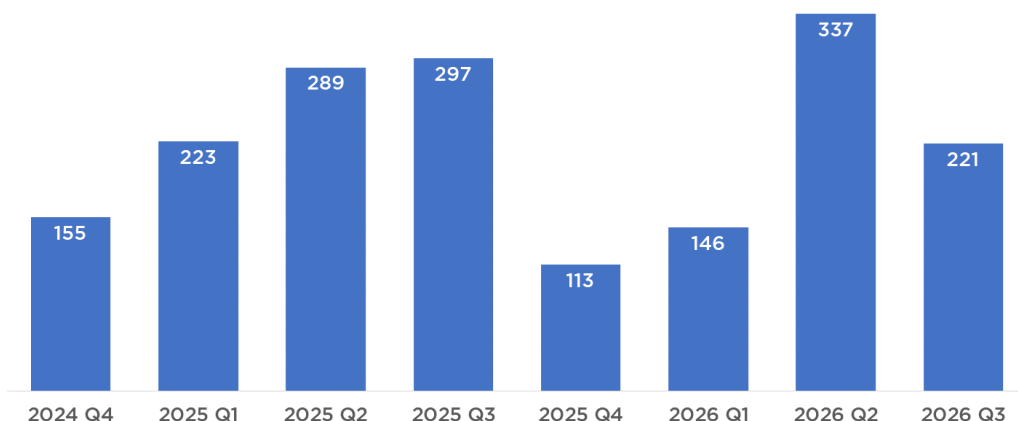


Photo: the courtyard at Oldham & Worth
Credit: Kane Realty

So far this year, **278 residential units have been delivered** across three projects, **including 252 apartments at Oldham & Worth**, the second phase of the West End development.¹ Another 575 residential units are actively under construction, with 163 units in site preparation.¹

Downtown Raleigh absorbed +221 apartment units in Q3 2026 and +1,781 units over the past 24 months, averaging +223 units per quarter.² The stabilized apartment occupancy rate is 91.3%. Average monthly asking rent is \$1,879 per unit.²

PERFORMANCE INDICATOR: APARTMENT UNITS NET ABSORPTION²



RESIDENTIAL MARKET Q3 2026

Stabilized
Occupancy^{2*}
91.3%

Average Asking
Rent per Unit²
\$1,879

Residential Units
Delivered 2026 YTD¹
278

Residential Units
Under Construction¹
575

Residential Units
Planned & Proposed¹
6,072 units

¹DRA

²CoStar

*Does not include recently
completed projects

+1,781 units
NET ABSORPTION
Q4 2024 TO Q3 2026²

#4 BEST BIG CITIES
TO LIVE IN THE US
2026-2027
Raleigh
U.S. News 2026

MARKET HIGHLIGHTS STOREFRONT

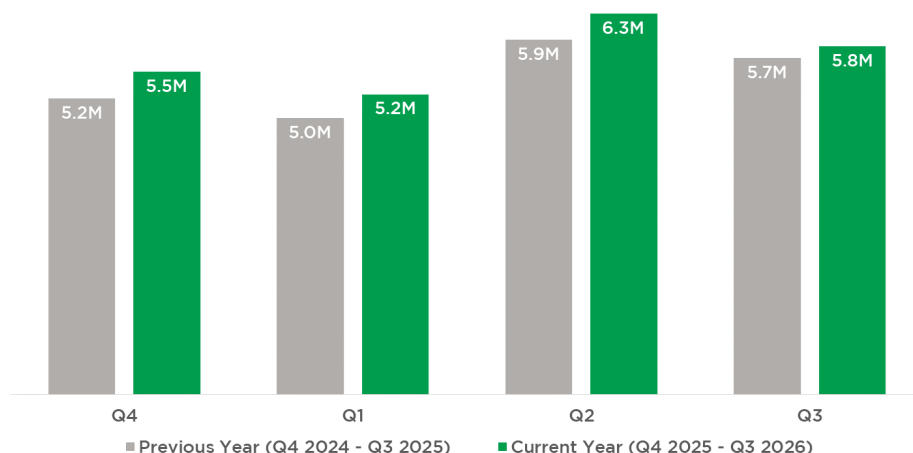


Photo: the bar at High Ground Lounge on the 20th-floor of the Hotel Indigo
Credit: Hotel Indigo Raleigh Downtown

Eighteen new storefront businesses opened in Downtown Raleigh during Q3, while 11 closed, resulting in a **net gain of seven businesses**.¹ Another 27 businesses have announced plans to open in the near future.¹ Notable early Q4 openings include **Legends Nightclub, one of Raleigh's longest-running LGBTQ nightlife venues, which relocated** from 330 W. Hargett Street to its new location at 316 W. Cabarrus Street.¹

Downtown Raleigh saw a **2.5% year-over-year increase in total visitor visits** during Q3.² Through September, year-to-date visitation was up 4.1% compared with the first nine months of 2025.²

+ PERFORMANCE INDICATOR: TOTAL VISITOR VISITS TO DOWNTOWN RALEIGH²



DOWNTOWN RALEIGH Q3 2026 MARKET REPORT

RETAIL MARKET Q3 2026

New Storefront
Business
Openings
Q3 2026¹

18

Storefront
Businesses
Coming
Soon¹

27

Retail SF Delivered
Q1 2020 to Q3 2026¹

393,017

Retail SF
Planned or
Proposed¹

247,188

¹DRA

²Placer.ai

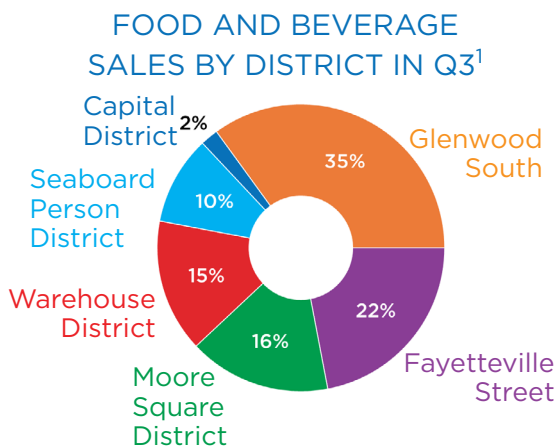
+2.5% increase
TOTAL VISITOR VISITS
Q3 2026 COMPARED
TO Q3 2025²

MARKET HIGHLIGHTS STOREFRONT

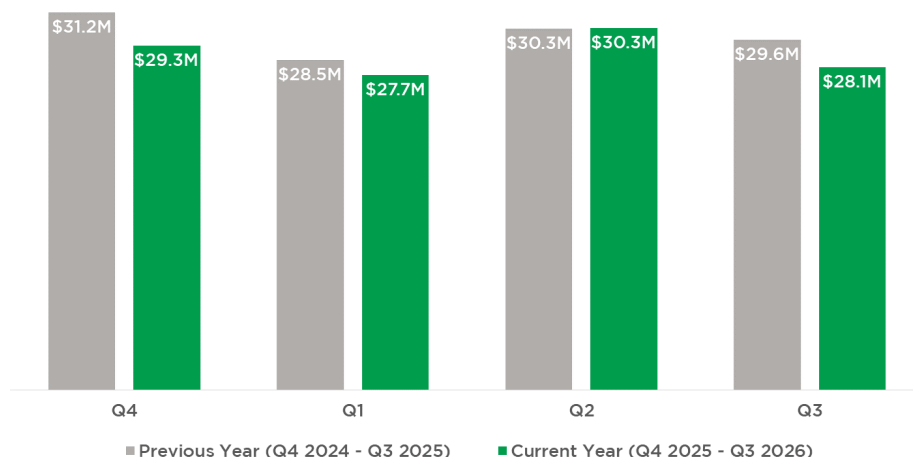


Photo: ribbon cutting at the grand opening for Hibachi88
Credit: Downtown Raleigh Alliance

Average monthly food and beverage sales during the first two months of Q3 were \$28.1 million, while year-to-date sales totaled \$230 million.¹ The **Warehouse District averaged \$4.3 million in sales, an increase of +1.6%** compared to the same period last year.¹



+ PERFORMANCE INDICATOR: AVERAGE MONTHLY FOOD AND BEVERAGE SALES BY QUARTER^{1*}



DOWNTOWN RALEIGH Q3 2026 MARKET REPORT

RETAIL MARKET Q3 2026

Average Monthly Food & Beverage Sales in Q3^{1*}

\$28.1 MILLION

Restaurants & Bars In Downtown²

300+

Craft Breweries & Distilleries In Downtown²

9

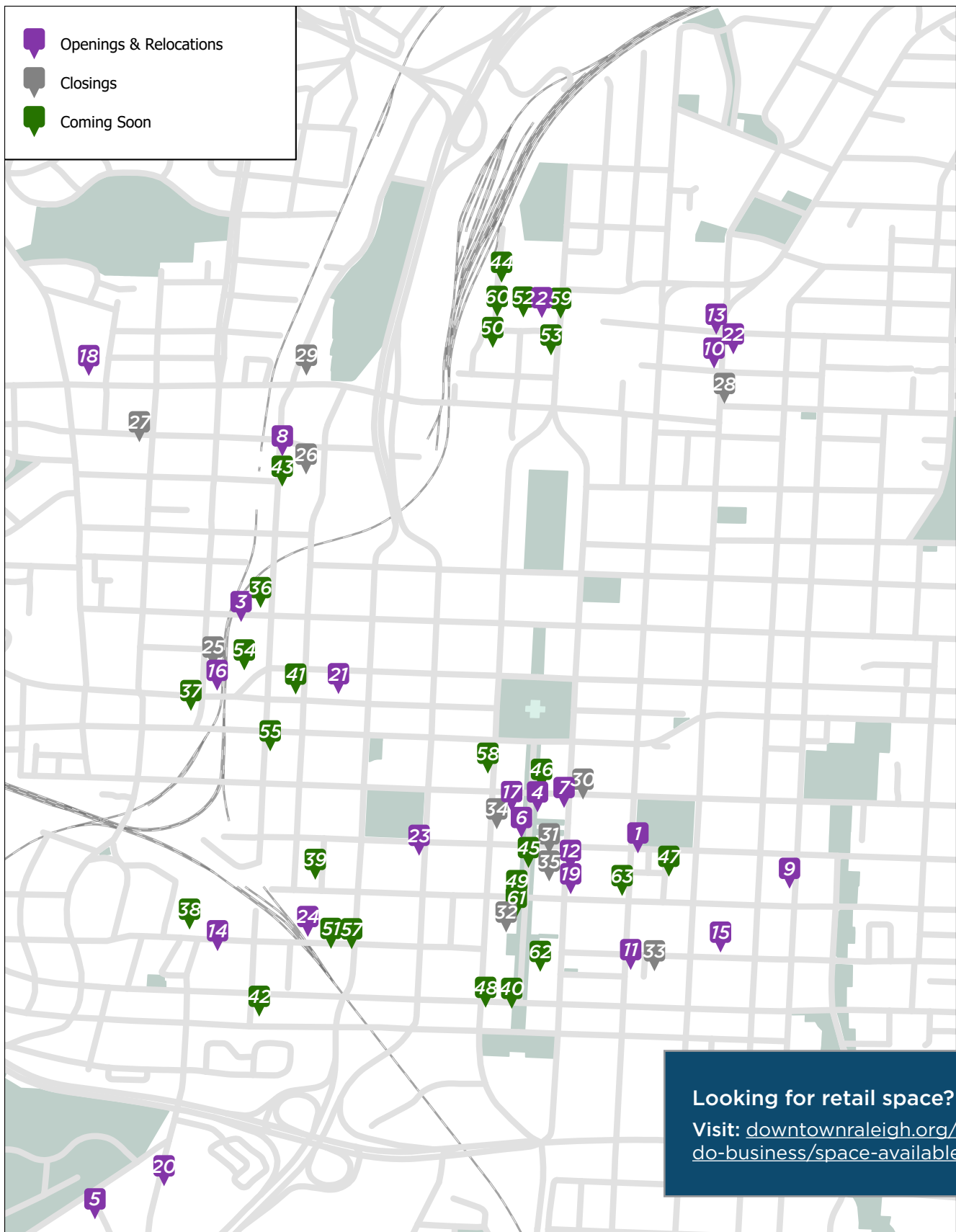
¹Wake County Tax Administration, DRA

²DRA

*Only July & August data available

\$347M
ESTIMATED FOOD & BEVERAGE SALES LAST 12 MONTHS¹

Q3 2026 STOREFRONT ACTIVITY



Q3 2026 STOREFRONT BUSINESS ACTIVITY

#	Business Openings in Q3	Type	Date
1	Kokoro Ramen & Izakaya	Restaurant	July
2	Tone Yoga Club	Service	July
3	Clouds Brewing	Bar	July
4	La Luz Dance Co	Service	July
5	Drift Coffee + Kitchen	Cafe	August
6	Redbud Writing Project (Relocation)	Service	August
7	Rebellion Media	Retail	August
8	Madeleine Mini Café Pop-Up	Cafe	August
9	Little By Little	Service	August
10	Cora Kitchen & Cocktail Bar	Restaurant	August
11	Plum	Experiential	August
12	Hibachi 88	Restaurant	September
13	Dormant Plant Parlor	Service	September
14	Walk Your Plans	Service	September
15	Littlest Tea House	Cafe	September
16	Evan Reid	Retail	September
17	Dior Nightclub	Bar	September
18	Raleigh Cannabis Company	Retail	September
19	The Fade Crew	Service	September
#	Early Q4 Business Openings		
20	Rooted Yoga & Wellness	Service	October
21	High Ground Lounge	Restaurant	October
22	Gallicchio's Market & Eatery	Restaurant	October
23	Low Bar Lounge	Bar	October
24	Legends Nightclub (Relocation)	Bar	October
#	Business Closings in Q3		
25	Raleigh Vintage	Retail	July
26	Tucker Street Diner	Restaurant	July
27	ReFit Therapy	Service	July
28	Custom Engraving & Trophy, Inc.	Service	July
29	Endless Grind Skate Shop	Retail	August
30	Grog Alley	Bar	August
31	The Flavor Hills	Restaurant	August
32	Alive Bar + Lounge	Bar	August
33	Lump Projects	Experiential	August
34	Casa Oro	Restaurant	September
35	919 Faye Art Lab	Experiential	September
#	Coming Soon		
36	42nd Street Oyster Bar (Reopen)	Restaurant	
37	83 South	Restaurant	
38	Basic Brewing Company	Bar	
39	Black Forest Bootique	Retail	
40	Bob's Steak & Chop House	Restaurant	
41	Chase Bank	Service	
42	Corporate Ladder Brewing	Bar	
43	Deb Wine Bar	Bar	
44	Empire Training Academy	Service	
45	Ibis Cuisine	Restaurant	
46	J'Adore Naemea	Service	

16 ADDITIONAL COMING SOON CAN BE FOUND AT downtownraleigh.org/do-business/new-businesses



27
STOREFRONT
BUSINESSES
ANNOUNCED
COMING SOON

MARKET HIGHLIGHTS

HOTEL & TOURISM

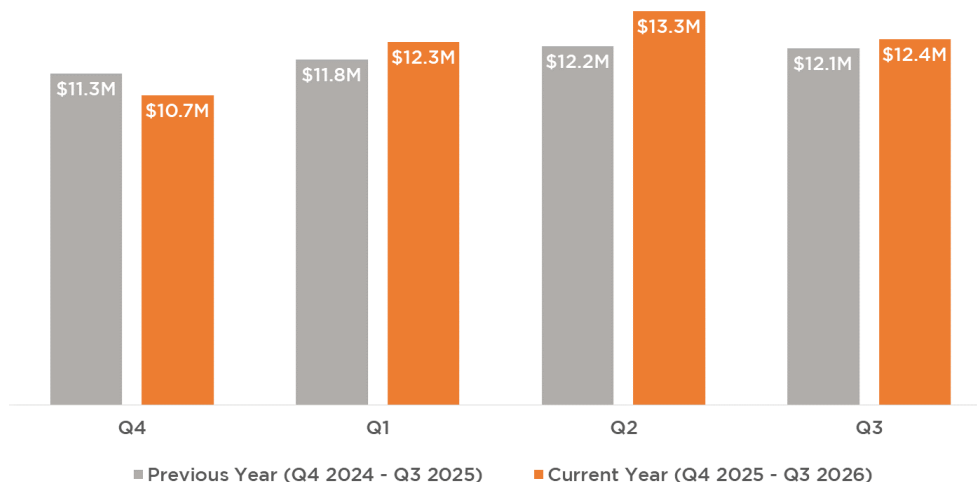


Photo: the lobby at the recently renovated Hotel Indigo on Hillsborough Street
Credit: Hotel Indigo Raleigh Downtown

Average monthly **hotel room revenue increased 2.3% year over year** in July and August, the only two months of Q3 2026 for which data are currently available.¹ Year-to-date hotel room revenue through August increased 7.9% compared to the same period in 2025.¹

The former Holiday Inn on Hillsborough Street reopened at the start of October as a **204-room Hotel Indigo** following extensive renovations. Another 739 hotel rooms are currently under construction.² The hotel also opened High Ground Lounge, a 20th-floor bar and restaurant offering panoramic views of the Downtown Raleigh skyline.²

+ PERFORMANCE INDICATOR: DOWNTOWN AVERAGE MONTHLY HOTEL ROOM REVENUE^{1*}



DOWNTOWN RALEIGH Q3 2026 MARKET REPORT

HOTEL + TOURISM MARKET Q3 2026

204

Hotel Rooms
Completed Q3 2026²

739

Hotel Rooms Under
Construction
Q3 2026²

2.2M

Unique
Downtown
Visitors in Q3³

\$12.4M

Average Monthly
Hotel Room
Revenue Q3^{1*}

¹Wake County

²DRA

³Placer.ai

*Only July & August Data
Available and Included

+2.3% INCREASE

Q3 2026 AVERAGE
MONTHLY HOTEL
ROOM REVENUE
YEAR OVER YEAR^{1*}

NEWS & EVENTS

Oakline Proposal Envisions a New Connection Between Downtown Raleigh and Dix Park

The Oakline is a proposed three-quarter-mile elevated pedestrian and bicycle promenade connecting Downtown Raleigh and Dorothea Dix Park. Showcased at the 2026 State of Downtown event, the concept envisions a landscaped linear park extending from the southern end of Fayetteville Street to Dix Park, bridging physical barriers that currently separate the two destinations. Featuring public art, native landscaping, and elevated overlooks, the Oakline would serve as both a vital connection and a new destination for residents and visitors.

The project could strengthen pedestrian connectivity, support surrounding mixed-use development, and create opportunities for downtown businesses to benefit from park visitation. The Oakline remains in the conceptual planning stage, with further feasibility analysis and funding strategies needed before implementation.

Learn more about the proposed project at theoakline.org.



Credit: SFL+A Architects, Surface 678, Preston Montague

Festival Season in Full Swing

Downtown Raleigh hosted a series of major festivals during the third quarter, including the CaribMask Carnival, African American Cultural Festival, Hopscotch Music Festival, BugFest, La Fiesta del Pueblo, and Oktoberfest. These events brought live music, cultural celebrations, and family-friendly activities to downtown streets, public spaces, and venues. The festival season continued into early October with the second annual Raleigh Wide Open Music Festival, featuring more than 40 musical acts across multiple stages along Fayetteville Street.



Image: Hopscotch main stage on Fayetteville Street
Credit: Hopscotch Music Festival

DOWNTOWN DEMOGRAPHICS¹



16,800+

Resident
Population¹

42,600+

Employees
Within 1 Mile
of the State
Capitol¹

22.5M

Visitor Visits
Per Year²

33.5

Median Age¹

151K

Average
Household
Income¹

66.3%

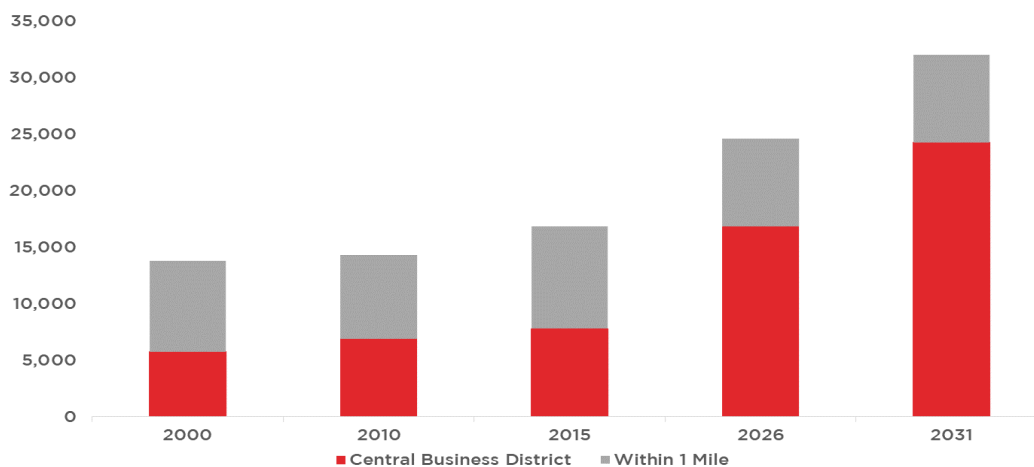
Bachelor's De-
gree or High-
er¹

39.9%

Of population
between ages
20-34¹

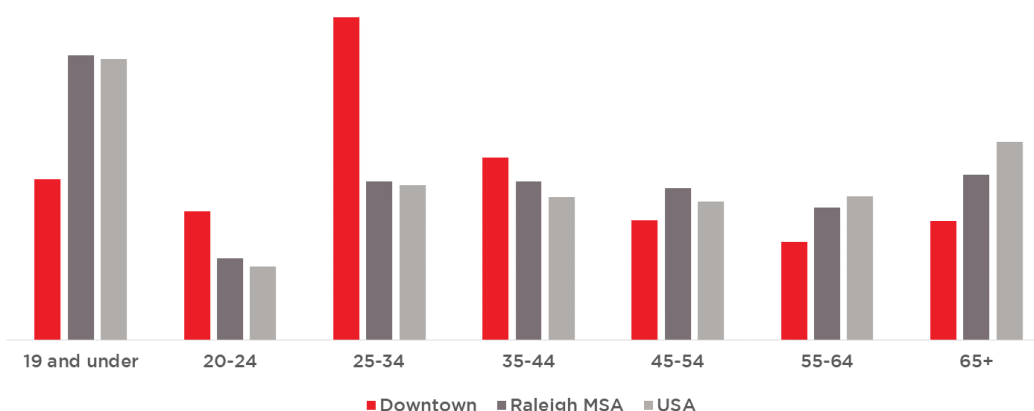
¹ESRI, DRA ²Placer.ai

DOWNTOWN POPULATION GROWTH [2000-2031]*



*Assumes 75% of residential pipeline delivers within the next 5 years

DOWNTOWN POPULATION BY AGE



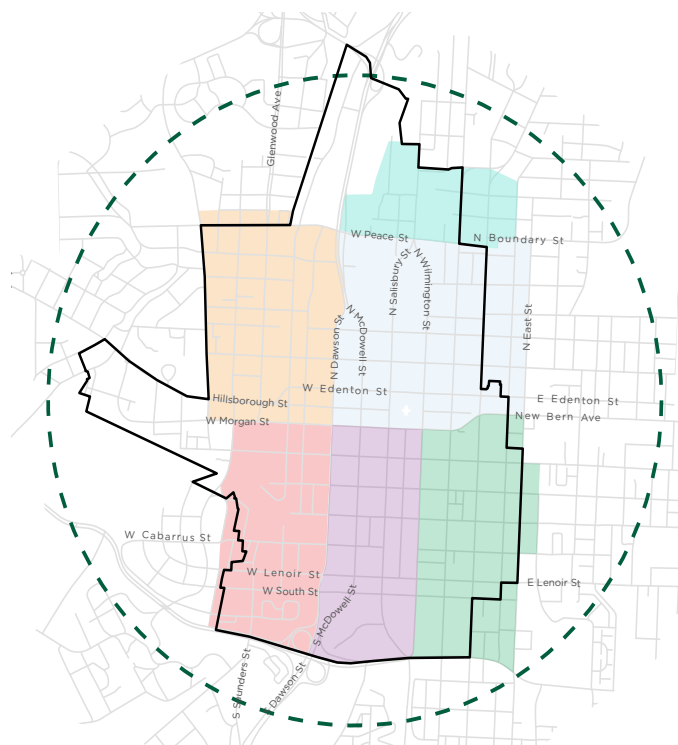


DowntownRaleigh
Alliance

ABOUT DOWNTOWN RALEIGH ALLIANCE (DRA)

DRA has a mission of **advancing the vitality of Downtown Raleigh for everyone**. DRA facilitates this mission through five goals:

- 1** Improve downtown economy through recruitment, pop-ups, financial support, research, marketing & promotions;
- 2** Advocate to make downtown a place for everyone that reflects evolving needs and interests of the community and lessons learned from the recent past;
- 3** Make downtown an engaging place to live, work, and visit through safe activations that appeal to a wide variety of stakeholders;
- 4** Improve and maintain a sense of safety and security in downtown through our Ambassador program, Social Services and work with RPD; and,
- 5** Elevate and improve DRA's internal organization and processes through improved database, project management, communication, financial stewardship, and planning.



For additional information and resources visit:
downtownraleigh.org/do-business

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DOWNTOWN BOUNDARY AND DISTRICT MAP

LEGEND

- Downtown Boundary
- 1-Mile Radius



Photo by Patrick Maxwell



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