

Main Street Morgantown

# **Downtown Business Toolkit**

For Businesses & Developers

304-292-0168

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## How to Use This Toolkit

*On behalf of Main Street Morgantown, it is my pleasure to welcome you to Downtown Morgantown and to introduce our **Downtown Business Toolkit**. This guide has been created to give you a clear picture of the opportunities, resources, and support available to help you succeed in our downtown.*

*Inside the Toolkit, you'll find market studies, development opportunities, incentive programs, and practical resources for getting started. You'll also see how our thriving arts and cultural scene, signature downtown events, and growing recreational opportunities create built-in visibility for businesses and lasting connections with customers.*

*Morgantown is a city full of energy, character, and momentum. Nestled along the Monongahela River and anchored by West Virginia University, our downtown is both historic and a forward-thinking place where century-old architecture stands beside vibrant shops, eclectic restaurants, and innovative new ventures. Here, students, families, professionals, and visitors converge daily, creating a steady flow of activity and demand. In 2025 alone, more than **\$10 million in investment** and **5.3 million visits** demonstrated both the vitality of today and the promise of tomorrow.*

*We believe that strong businesses grow in strong communities, and that's why Downtown Morgantown invests in revitalization, infrastructure, and cultural enrichment. These investments are paying off, making this not just a great place to do business, but the right place to invest. By choosing Downtown Morgantown, you are joining a community on the rise and positioning yourself at the center of its growth.*

*Thank you for your interest in Downtown Morgantown. I look forward to the opportunity to work with you as we continue to shape a Historic District that is welcoming, innovative, and full of opportunity.*

*Sincerely,*

**Andrew White**  
President  
Main Street Morgantown

## A Revitalized Downtown

Downtown Morgantown is thriving thanks to collaborative efforts to engage the community, preserve its history, and create vibrant spaces for all.

Downtown Morgantown situated along the Monongahela River, serves as the historic and commercial heart of the city. This area boasts a diverse collection of architectural styles, reflecting its growth from a 1772 settlement to a vibrant urban center. Today, Downtown Morgantown is a lively hub featuring local shops, restaurants, arts and entertainment venues like the Metropolitan Theatre, and access to the scenic Caperton Trails and Deckers Creek.

### Downtown Revitalization

- **14** new businesses opened in 2025
- **3.7** million dollars of private investment in 2025
- **4** million dollars of public investment, including renovations at Hazel Ruby McQuain Amphitheatre, The City Hall Renovation Project, and the Foundry Street Rail Trail Link Project.
- **2<sup>nd</sup>** most visited retail center in Monongalia County



## Downtown Snapshot

From High Street to the scenic Wharf District, Downtown Morgantown is the heart of our community. Its historic charm and colorful businesses are complimented by entertainment opportunities, lively events, and access to outdoor recreation. Downtown Morgantown is a thriving economic ecosystem at the foot of WVU's Downtown campus where culture and business combine to create the perfect place for your future business.

In recent years, Downtown Morgantown has proven itself to be a unique atmosphere where Arts & Entertainment, Recreation, Nightlife, dining, and retail offer one-of-a-kind experiences for residents and students alike. Business is flourishing in Downtown Morgantown, from townie-favorite bars to vintage clothing, to kombucha, and handmade crafts. This Downtown Snapshot will give you the know-how you need to get started doing business in Downtown Morgantown.

## Map of Downtown Morgantown



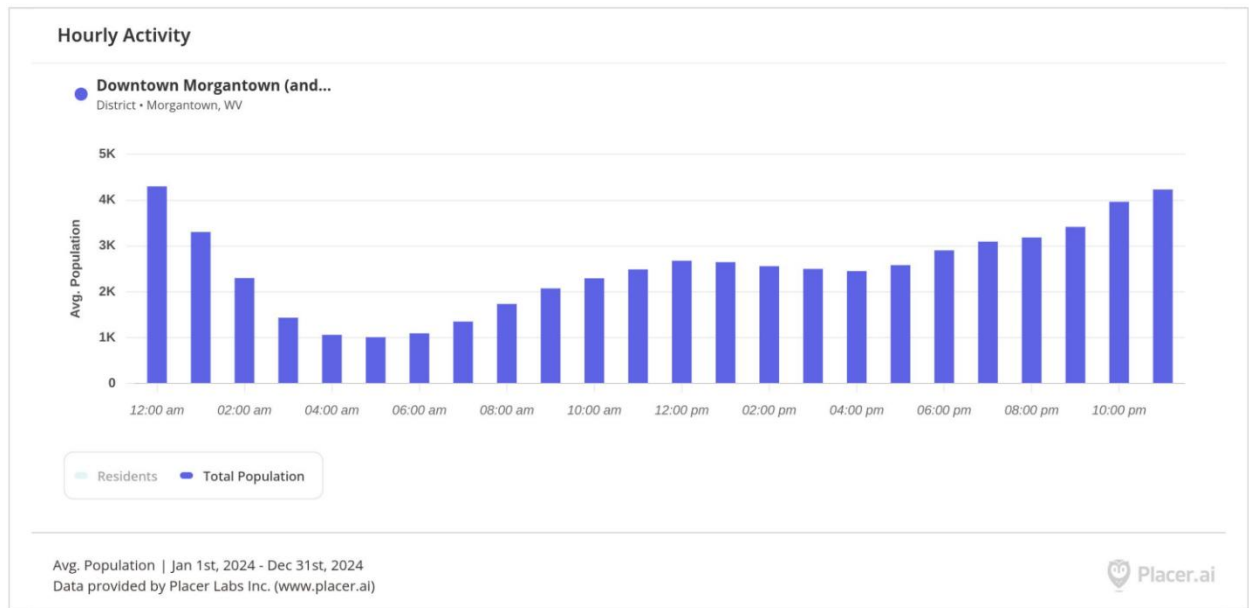
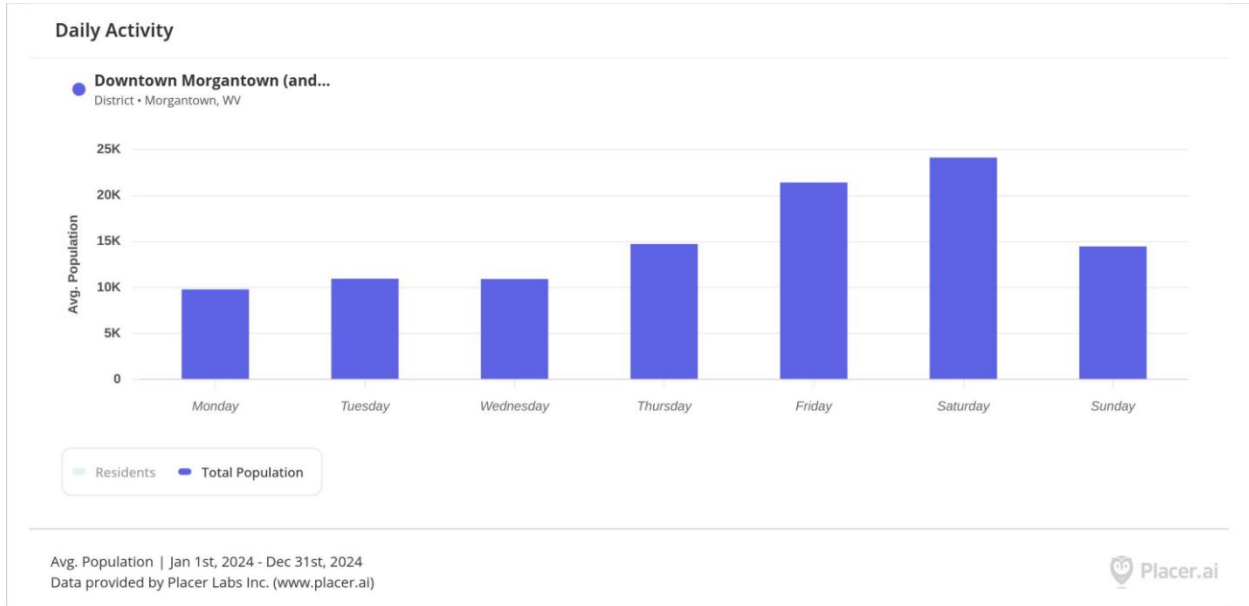
## Downtown in Data

- **Recent growth**
  - **14** new businesses opened in 2024
  - **5.3M** Visits to Downtown in 2025, making Downtown Morgantown the **2<sup>nd</sup>** most visited retail center in Monongalia County
- **Business mix**
  - **19%** Professional & Technical Services
  - **16%** Other services (Repair, Personal care, Etc.),
  - **13%** Public Administration
  - **12%** Accommodation and Food Services
  - **6%** Retail: Hobby, Media, General Merchandise
- **5%** Banking, Finance and Insurance
- **Top Industries by Revenue**
  - **\$47.3M** Professional, Scientific, and Technical Services
  - **\$37.5M** Accommodation & Food Services
  - **\$29.9M** Banking, Finance and Insurance
  - **\$26.5M** Arts, Sports, Entertainment, and Recreation
  - **\$22.4M** Retail: Home, Food, Personal Care
- **Events**
  - **108+** Downtown Events annually (per count of MSM & Affiliate Events, Ruby & Met)

See more key downtown venues at [Mainstreetmorgantown.com/whydowntown](https://Mainstreetmorgantown.com/whydowntown)  
For more, see [Additional Data & Tools](#)

## Downtown Visitation

In 2024, Downtown Morgantown attracted **5.2M** visits from **798.5K** visitors, **making it the second most visited retail center in Monongalia County.**



## The Local Market

### Quick Facts about Downtown Demographics & Trends

- **Population profile:**
  - Mostly 25-34 with 2 person to 3 person households where 50% are family households
- **Housing mix:**
  - **56%** apartments,
  - **36%** owner-occupied homes, with
  - **8%** of housing available
- **Median household income range:**
  - \$33,000–\$45,000
- **Education levels:**
  - **50.5%** with bachelor's degree or higher
  - **21%** with some college education
- **Daytime Population:**
  - Approximately **2.1K** workers
- **Commuter Trends:**
  - **79%** of workers commute 5 miles or less.
- **Major Employers:**
  - West Virginia University
  - City of Morgantown
  - Monongalia County
- **Where they stay:**
  - **345** rooms situated within Downtown offered by Morgantown Marriott at Waterfront Place, Hotel Morgan, and Scholar Hotel combined.
- **Visits:**
  - **634K** Overnight trips
  - **2.9** average nights per visitor
  - **1.55M** visit nights.

## Development Opportunities

Exciting opportunities are ahead. Main Street Morgantown actively and strategically guides the area's revitalization, preservation and sustainable growth, ensuring a vibrant and thriving future for our community. Contact us to learn more about studies and planning:

- **South Downtown Study** – Positioning South Downtown as a gateway destination for arts and the outdoors.
- **Decker's Creek Linear Park Study** – Promoting recreation and tourism

Contact Main Street Morgantown to learn more about how you can use these studies to boost your business: [Cam@Morgantownpartnership.com](mailto:Cam@Morgantownpartnership.com)

## High-Demand Business Opportunities in Downtown Morgantown

Main Street Morgantown regularly collects and studies local market data to understand what business opportunities residents desire most and are in high demand. Based on our recent studies, we've identified the following high-demand opportunities:

1. **Clothing & Apparel** – Expanding retail options for fashion and everyday wear.
2. **Fine Dining** – Creating upscale experiences that complement our existing dining scene.
3. **Bake Shops** – Offering fresh breads, pastries, and specialty baked goods.
4. **Ice Cream Shops** – Family-friendly and walkable dessert destinations.
5. **Grocery Stores** – Meeting the need for convenient, local food access downtown.

## Exclusive Features of Downtown Morgantown

- **At the Heart of The City:** Downtown Morgantown is adjacent to Historic Neighborhoods like Greenmont, South Park, Westover, Sunnyside, and WVU Downtown Campus.
- **Parking:** 2,202 parking spaces are located downtown within walking distance of stores, restaurants and services. Choose from four strategically located parking garages offering real-time parking availability and ample covered spaces. For shorter visits, utilize 9 convenient surface lots and on-street metered parking, easily managed through user-friendly mobile apps or traditional payment methods. Find more information and a detailed parking map at: <https://www.parkmpa.com/>
- **Downtown Recreation Opportunities** – The WVU Adventure Center, Caperton & Deckers Creek Rail Trail, The Monongahela River.

- **Local History Hub** – [Historic Downtown Walking Tour](#), [The Aull Center](#), [Morgantown History Museum](#), [Morgantown Public Library](#)

- **Downtown Morgantown Farmers Market** – The Spruce Street Farmer’s Market Pavillion houses the Downtown Morgantown Farmer’s Market and acts a venue space for Downtown Events. Connect with Main Street Morgantown today to see how you can use the Farmer’s Market Space for your event.



- **Interactive Events & Initiatives to promote your business** – Main Street Morgantown hosts Small Business Saturday, Downtown Trick-or-Treat, Arts Walk, Downtown Dash, and other events that help drive foot traffic to your door.

See the Downtown Events Calendar at [Mainstreetmorgantown.org/downtownevents](http://Mainstreetmorgantown.org/downtownevents)

- **City Ambassadors** – The City of Morgantown Ambassador program supports a safe, welcoming, and vibrant environment in the historic downtown and riverfront area. Ambassadors are here to help from 9am-8pm Wednesday to Sunday with the following services:
  - Visitor information
  - Litter control
  - Beautification projects
  - Resource Referral
- **Merchant Mixers** - Main Street Morgantown hosts two business networking events for business professionals in the downtown area.
- **Morgantown Mile Downtown Private Outdoor Designated Area (PODA)** – During PODA operating hours, you can grab a to-go drink in a designated PODA to-go cup (a clear cup with the PODA logo) and explore the downtown and Wharf area with your friends after dinner or before an event. Operating hours are from 4:00 p.m. to 10:00 p.m. Monday-Friday, and from 10:00 a.m. to 10:00 p.m. on weekends. To apply to be a participating business, apply on the City of Morgantown’s Website Here: <https://www.morgantownwv.gov/703/Private-Outdoor-Designated-Area-PODA>
- **Merchant Memo** – The Merchant Memo is a free bi-weekly newsletter for downtown business and supporters, promoting opportunities and pertinent information for your business in the downtown area. [Subscribe here>>](#)



### **Additional Data & Tools**

**Become your own market expert. The data below helps you make data-driven decisions to better take advantage of marketing opportunities to help your business succeed.**

Main Street Morgantown collects specific local data, statistics, and insights that can help your business project or expansion leverage marketing opportunities and valuable prospects. Contact Main Street Morgantown to learn more about how you can use these studies to boost your business: [Mainstreetmorgantown.org](http://Mainstreetmorgantown.org)

### **Primary Data**

- Downtown Gap and Void Study
- Downtown Market Report (placer.ai)
- Morgantown Market Snapshot
- Downtown Perception Survey

### **Secondary Data & Tools**

Learn more about the local market and find available properties with these tools:

- **Community Data Tool** ([Link](#))
  - **Buildings & Sites Tool** ([Link](#))
- Find available commercial properties, sites, and location services via [www.morgantownpartnership.com](http://www.morgantownpartnership.com).





## Open Here: A Guide to New Business

### Finding a Home for Your Business

Finding the perfect location is one of the most important steps in setting your business up for success. Main Street Morgantown encourages you to explore trusted local real estate partners, utilize the Morgantown Area Partnership’s Site Selector Tool, and connect directly with our team for knowledge on available properties. Whether you’re opening your first storefront or expanding an existing business, these resources will help you identify prime spaces that match your vision and needs.

[Find Real Estate Partners](#)   [Find Developer Partners](#)   [Find Banking Partners](#)

### **The Morgantown Area Partnership Site Selection Tool** ([Link](#))

Find available commercial properties, sites, and location services via [www.morgantownpartnership.com](http://www.morgantownpartnership.com).

### **Main Street Morgantown**

Speak directly with Main Street Morgantown staff about your future location via [Cam@morgantownpartnership.com](mailto:Cam@morgantownpartnership.com)

### Open for Business Checklist

**Ready to bring your big idea to Downtown Morgantown?** The City of Morgantown provides a free guide designed for entrepreneurs and business owners. You’ll find step-by-step tips on zoning, permits, certificates, and everything you need to open your doors with confidence:

- <https://www.morgantownwv.gov/247/Steps-to-Starting-Your-Business>



## Thrive Downtown

### City of Morgantown Department of Development Services

The Department of Development Services ensures compliance with city codes, development proposal review, and essential permits for your new site. Contact Development Services when planning expansions or future ventures. To get started, connect with the Development Services Department at [bmcdonald@morgantownwv.gov](mailto:bmcdonald@morgantownwv.gov) or call them at 304-284-7431.

### Main Street Morgantown

Main Street Morgantown is a nonprofit organization devoted to the development and promotion of a vibrant and prosperous Historic Downtown Morgantown District. Our programs and initiatives to position Downtown as a destination of choice, improve the capacity of businesses to succeed, and to develop an attractive downtown through artful revitalization. It is an affiliate organization of the Morgantown Area Partnership - a coordinated alliance to pursue holistic strategies for the betterment of economic, business, and community development. To learn how you can support or get involved with our initiatives, contact [Operations@Mainstreetmorgantown.com](mailto:Operations@Mainstreetmorgantown.com) or call 304.292.3311.

[View essential Business Resources at /main-street-Morgantown/thrive-downtown/](#)

### Morgantown Area Partnership

The Morgantown Area Partnership is your connection to the greater Morgantown area business community. They offer Chamber services including strategic resources and connections to help you thrive. 304-292-3311 or [www.morgantownpartnership.com](http://www.morgantownpartnership.com)

### WV Small Business Development Center

The Morgantown Small Business Development Center in Downtown Morgantown provides free one-on-one coaching to start and grow your business. Prospective businesses or current business owners receive support in marketing, funding, business management, planning, and more. Schedule a meeting with the local SBDC Coach to help walk them through the process of starting their business. Sign up at [https://wvsbdc.ecenterdirect.com/signup\\_today](https://wvsbdc.ecenterdirect.com/signup_today) or reach out to local coaches:

WVU Center: Sharon Stratton | (304) 293-5839 | [sharon.j.stratton@wv.gov](mailto:sharon.j.stratton@wv.gov)

Morgantown Center: Frank Goldsborough | (304) 945-3040 | [frank.g.goldsborough@wv.gov](mailto:frank.g.goldsborough@wv.gov)



## Helpful Business Contacts

### City of Morgantown

[www.morgantownwv.gov](http://www.morgantownwv.gov)

- City of Morgantown Office of Development Services 304-284-7431
- City of Morgantown Engineering & Public Works 304-284-7398
- City of Morgantown Finance Department 203-284-7408
- City of Morgantown Clerk’s Office 304-284-7439
- City of Morgantown Code Enforcement 304-284-7401
- City of Morgantown Administration 304-225-4213
- City of Morgantown Ambassadors 304-284-7522 Ext. 7
- Downtown City Council Member (Jodi Hollingshead) 304-288-5054

### County Services

- Mon County Assessor’s Office 304-291-7222
- Monongalia County Health Department 304-598-5100

### Public Safety

- Morgantown Fire Department 304-284-7480
- City of Morgantown Police Department (Non-Emergency) 304-284-7522 Ext. 0

### Utilities

- Morgantown Utility Board 304-292-8443

### Business Resources

- Main Street Morgantown [www.downtownmorgantown.com](http://www.downtownmorgantown.com)
- Morgantown Area Partnership [www.morgantownpartnership.com](http://www.morgantownpartnership.com) 304-292-3311
- WV Small Development Center 888-982-7232
- WV Business Resources [wv.gov/pages/business.aspx](http://wv.gov/pages/business.aspx)
- WV Business Link Resource <https://wvbusinesslink.com>
- WV Economic Development <https://westvirginia.gov/>

### Parking

- Morgantown Parking Authority <https://www.parkmpa.com/>



## Support Downtown

Main Street Morgantown is a 501c3 nonprofit organization. Volunteer and supporter contributions help advance our transformative strategies to develop and promote vibrant and prosperous Downtown and Wharf districts.

**According to Main Street America, every \$1 invested in a Main Street program generates an average of \$21.73 in new investment.**

Learn how you can support Main Street Morgantown at:

[www.main-street-morgantown.org/support-downtown](http://www.main-street-morgantown.org/support-downtown)