



# Cape Cod's Downtown

[HyannisMainStreet.com](http://HyannisMainStreet.com)

# The Opportunity

Downtown Hyannis is an historic village and the urban center of Cape Cod. With a surge of new, year-round housing being developed and with Activity and Opportunity Zone designations, the downtown is truly a nexus of positive change and growth for the region. It is considered the hub for commerce, arts and culture, and the center of transportation for local and long-distance travel.

With its worldwide recognition, downtown Hyannis offers something for everyone and is a favorite year-round destination. The specialty shops, great restaurants and fun attractions are not only appealing to locals, but have also become a favorite place to visit for U.S. and international travelers alike.

Come visit downtown Hyannis and see the many opportunities and happenings on Main Street!



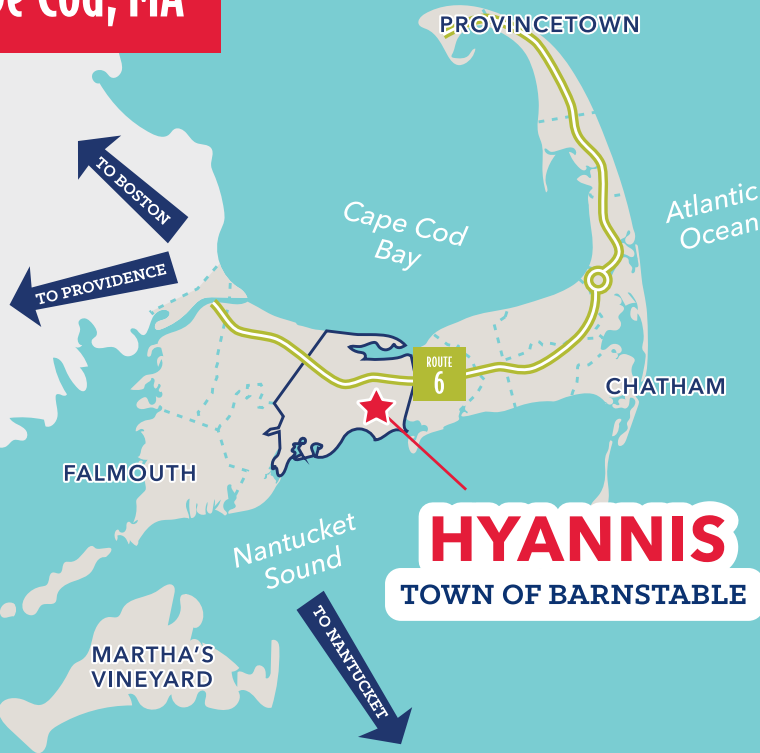


# Hyannis: Capital of the Cape

- Home to the Cape's centrally located airport, train station and bus depot.
- Home to Cape Cod Hospital, the Cape's largest hospital and employer.
- Home to the new state-of-the-art headquarters of Cape Cod Five, the Cape's largest homegrown bank.
- Home to its only super-regional mall, its only department stores and most of its big-box stores.



# Cape Cod, MA



Unlike the Cape's other well-known towns, Hyannis is both geographically central as well as economically diversified; a popular summer destination as well as a year-round community.

The town of Barnstable is the largest community in Barnstable County, which is roughly conterminous with what is more commonly known as Cape Cod.

# Downtown Hyannis

## The Village Center of Hyannis

Hyannis Main Street is a walkable, “seven block” street with a diversified mix of retail shops and restaurants that appeal to a wide range of clientele. It is also just five minutes away from Hyannis Harbor on foot.

\*Walk Score, a subsidiary of Redfin, provides a measure of the “walkability” of a given location, as based on the number of services and amenities not requiring the use of a car. It uses a 0 to 100 scale, with a score between 90 and 100 representing a “Walker’s Paradise.”

### Main Street Walker’s Paradise

Walk Score  
**93**





# High-Season Demand

Cape Cod's year-round population of roughly 230,000 swells to more than **500,000** during the summer high season.

Nearly **50%** of visitors to Hyannis, even amidst Covid-19, come from outside Massachusetts.

Cape Cod, one of the East Coast's premier vacation destinations, welcomes more than **6,000,000** visitors per year.

According to 2018 surveys of (off-Cape) New England residents, Hyannis enjoys the second-highest name recognition among all the towns on the Cape, slightly behind Provincetown.







With the famed Kennedy Compound in nearby Hyannis Port, Main Street boasts the John F. Kennedy Hyannis Museum, attracting

**69,000** visitors in 2018,  
**25%** of these visitors international.

## Vacationers as Shoppers

Not pressed for time, oriented toward convenience or fixated on price, vacationers are primed to spend and ready to buy on impulse. More than three-fourths make a purchase during their visit to Hyannis Main Street; more than half on either clothing or souvenirs.



Hyannis Harbor is the port for Hy-Line Cruises' high-speed ferries to Nantucket and Martha's Vineyard. It is also the Cape's largest recreational boating port.

# Year-Round Demand

Unlike the Cape's other village centers, Downtown Hyannis attracts both a seasonal trade and a year-round customer base.

The Town of Barnstable, by far the largest on the Cape, expanded by **8.2%** in the 2010s, to 49,000 residents.

As the "Capital of the Cape," Downtown Hyannis is also the center of gravity for a county of **230,000** year-round residents.



## Barnstable County Demographics

Population (2020)

**228,996**

Population Growth  
(2010–2020)

**+6.1%**

Average Household

Income (2019)

**\$99,954**

% Households  
\$200K (2019)

**9.0%**



## HYBRID/REMOTE WORK AND HYANNIS

With Boston/Cambridge just a 1.5-hour drive away, Hyannis is expected to benefit from the shift to hybrid/remote work, with a greater number of year-round and second-home residents as well as summer visitors arriving earlier (May/June) and/or staying later (September/October).

Full-time occupancy on the Cape increased significantly in the last decade, from

**53% to 58%**

Barnstable County welcomed net in-migration of more than

**5,000**

residents in 2020

Ranked

**#4**

among all metro areas across the U.S. with 50,000 or more people.

# The Customers

## **Middle Class Families/ Empty Nesters /Retirees**

Mid-market tastes and  
brick-and-mortar preferences

### **ESRI Tapestry Segments**

Parks & Rec

**10.3%**

Comfortable Empty Nesters

**8.5%**

Rural Resort Dwellers

**7.7%**

The Great Outdoors

**7.1%**

## **The Hyannisport/ Osterville/Nantucket Set** Traditional Seaside Alliance

### **ESRI Tapestry Segments**

Golden Years

**12.3%**

Silver and Gold

**10.0%**

In Style

**8.6%**

## **Neo-Hipsters**

Celebrating Creativity  
and Craft

### **ESRI Tapestry Segments**

In Style

**8.6%**



## THE CO-TENANCY



“The timelessness of Main Street as a whole really fits our brand seamlessly.

With the summer foot traffic, diverse clientele, and community-minded merchants on the street, Main Street Hyannis was the perfect spot to open Smith Family Popcorn’s first brick and mortar location.”

– Pat Smith

**Smith Family Popcorn**

“After analyzing other villages throughout the Cape for year-round customer potential, we found Hyannis to be the location where tourists, locals and people throughout Cape Cod visit retail stores all year long. We knew Hyannis Main Street was the perfect spot to open our shop. Hyannis has a strong focus on year-round housing and is an area of rapid gentrification, and we are so pleased with our decision to offer our premium products on Hyannis Main Street. We made the right decision!”

– Antoine Vera Medina  
**Chez Antoine Café**



Not only is Hyannis Main Street central to the entire region with access and close proximity to our collective needs, but it is also a vibrant and bustling downtown with an incredible mix of small businesses. The supportive and collaborative community is also a huge plus!

– Amanda Converse  
**Love Live Local**

# Hub of Cape Cod

## The Best Regional Access of the Cape's Major Village Centers...

- Connects to two interchanges along US Route 6, the Cape's only limited access highway.
- Runs a mile south of MA Route 28, the main east-west artery along the Cape's southern half.
- Sits a mile away from Cape Cod Gateway Airport, the Cape's main commercial airport.
- Home to the Hyannis Transportation Center, the Cape's main depot for intercity train and bus service.





**Parking: *Not* a Problem in Downtown Hyannis**

According to a 2017 Nelson-Nygaard study, even in the most in-demand locations, at the busiest times of day and during peak tourist season, there is more than enough supply.



# Getting to Yes

Among Cape Cod towns, the Town of Barnstable is known for a “Getting to Yes” approach that aims to expedite approvals and permitting.

Once here, businesses are represented and supported by the Hyannis Main Street Business Improvement District (BID), which takes the lead on advocacy, marketing and promotions, events and beautification while also assisting with retail attraction.



“Having a Business Improvement District (BID) ensures support for our property owners and merchants as a powerful single voice for economic development in Hyannis. Many grant programs are consistently awarded to the BID to directly support small businesses on Hyannis Main Street.  
–Elizabeth Wurfbain



The town of Barnstable works in partnership with property owners and entrepreneurs to make sure the permitting process runs as smoothly as possible. “Getting to yes” in a timely manner is a commitment they stand behind. The town’s business incentives such as a new facade improvement grant and business boost grant have been developed to help businesses succeed.



### **A Community of Merchants**

Main Street’s merchants collaborate closely on a number of initiatives, including an online marketplace, a holiday shopping webinar as well as Hyannis Open Street events.

# Town Contacts

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**Looking for space in Downtown Hyannis?  
A range of floor plans are currently available, which can be  
combined in some cases and subdivided in others.**



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