

IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

ANNUAL REPORT FY 2021

DOWNTOWN MOORESVILLE: MAKING MOMENTUM HAPPEN!

Fiscal year 2021 (July 2020 - June 2021) proved that no matter what the circumstances, Downtown Mooresville is not slowing down anytime soon! Regardless of lockdowns and pandemics, the Mooresville Downtown Commission (MDC) made major momentum happen in terms of business and job growth and new endeavors, and hit some significant milestones in terms of investments and residential development. Fourteen new businesses opened, fifty-six jobs were created, and the \$6.77+ million in private investments made within the Mooresville Service District set a record as the highest ever recorded.

Identified as a much-needed demand, residential opportunities have been a high priority for the MDC over the last few years, and finally came to fruition during FY21. Residential housing within the district provides a new and extended audience that will positively impact our business patronage, adding yet another element that is advantageous for our Downtown business success. Broad Street Place, a renovation of the former Mooresville Ice Cream production facility brought eight new residential lofts directly accessible from N. Broad Street and W. Moore Avenue with a new private parking lot, as well as approximately 20,000 square feet of newly redesigned historic street retail, almost all leased by female entrepreneurs.

Located adjacent to Liberty Park along Church Street, on the site of a 126-year-old textile mill, Mill One is a new mixed-use development property in the last phase of construction in Downtown Mooresville. The first floor is slated for retail and restaurant concepts, and the second and third floors have 90 high-end luxury style apartment homes that are already 100% pre-leased. After COVID restrictions were lifted, the MDC events Uncorked & Artsy and Festival of Food Trucks made the first weekend of June 2021 one of the busiest ever with crowds reaching into the thousands. We launched an APP, won a Great Race, funded over \$11.6K in grant monies, and reached literally millions of people via marketing efforts. So read on, and find out how Downtown Mooresville made major momentum happen last year!

FY21 BY THE NUMBERS

FY21 PUBLIC INVESTMENTS:

\$ 888,323

FY21 PRIVATE INVESTMENTS:

\$ 6,776,589

FY21 TOTAL INVESTMENTS:

\$ 7,664,912

DOWNTOWN MOORESVILLE
DISTRICT FY21 VALUATION:

\$ 45,275,409

**9 PUBLIC IMPROVEMENT
PROJECTS UNDERTAKEN**



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DON'T MISS A THING HAPPENING. VISIT DOWNTOWNMOORESVILLE.COM

BUSINESS MOVEMENT AND MOMENTUM: Despite a pandemic and restrictions on in-person activities and events, Downtown Mooresville has continued serious momentum in recruiting and retaining businesses, investors, and employment opportunities. FY21 brought the highest net business gain since the MDC began information collection in 2009 and the highest net job gain in five years. Private investments reached our largest total yet, with a 49.6% increase over the next leading year (2017) and public improvements were at an all-time peak. But enough bragging, we will just let the numbers speak for themselves...

5-Year Overview	Improvements in Downtown			Investments in Downtown			Job Growth			Business Movement			
	Façades Redone	Building Renos	Public Improvement Projects	\$ Value of New Investment PUBLIC	\$ Value of New Investment PRIVATE	\$ Value of New Investment TOTAL	Jobs Created	Jobs Lost	Net Job Gain	New Business	Business Closed or Relocated	Net Business Gain	Business Expansion
FY2017	4	2	2	\$ 858,513	\$ 4,491,691	\$ 5,350,204	43	15	28	8	7	1	1
FY2018	6	6	5	\$ 641,922	\$ 3,311,114	\$ 3,953,036	68	31	37	9	9	0	0
FY2019	2	14	4	\$ 631,663	\$ 4,378,959	\$ 5,010,622	9	2	7	9	6	3	1
FY2020	1	11	8	\$ 3,254,929	\$ 3,113,729	\$ 6,368,658	26	36	-10	6	9	-3	1
FY2021	3	3	9	\$ 888,323	\$ 6,776,589	\$ 7,664,912	56	7	49	14	5	9	1
Totals	16	36	28	\$ 6,275,350	\$ 22,072,082	\$ 28,347,432	202	91	111	46	36	10	4

We were sad to say goodbye to long-time friends Anna Craig Boutique, Hebrews, and Window Wear Designs. However, we were super excited to welcome some amazing new businesses to the Downtown family in FY21 including: 158 on Main, Beck on Broad, Lineberger Orthodontist, Pinkie's on Main, Paige Turner Books & Boutique, Performance Coffee House, Southern Notions, Southern Sass, and Wild Rose Salon.



WHY OUR MUNICIPAL MOMENTUM IS SO IMPORTANT:

The Downtown Municipal Service District is approximately 24 acres yet sustains over 170 small businesses. This concentration is crucial in generating local property tax revenues for our Town and for supporting independent entrepreneurs. When you patronize independently owned businesses, you keep between 3x to 4x the amount of tax dollars in your own community. You support your actual neighbors, prosper together, and keep jobs local.



HOW WE SHOW OUR "GRANT"ITUDE: To help give some momentum to our small, independently-owned businesses, the MDC and the Town of Mooresville (ToM) partnered in FY19 to fund a grant program. The grants aid business and property owners with everything from start-up costs to restorations to new awnings to building improvements. The program continues to exceed expectations, almost doubling in two years' time, with \$21,670.72 (\$10,000 ToM & \$11,670.72 MDC) being allocated to our small businesses in FY21.

KNOW WHAT REALLY GIVES US MOMENTUM? OUR HAPPENING PEOPLE!

Our Board of Directors and our volunteers are so vital to maintaining our momentum! Our Board is a mix of property owners, business representatives, community volunteers and town staff. In addition, we have plenty of individual supporters that continue to advocate for Downtown Mooresville. We would NOT be happening without them!



MDC Volunteers contributed 2,137 hours in FY2021 a value of \$ 55,519
According to independentsector.org which valued volunteer time at \$25.98 per hour in NC



North Carolina
MAIN STREET
Community

WE'RE AN "OFFICIAL" MAIN STREET COMMUNITY:

The MDC began active partnerships with both state and national "Main Street" programs in 2009. The programs provide valuable guidance on downtown revitalization within the context of historic preservation. As a Main Street America Affiliate™, Downtown Mooresville is part of a national network of over 1,200 communities who share a commitment to creating high-quality places through preservation-based economic development.



"MAIN STREET CHAMPIONS" Via the NC Main St. program, we have the privilege of honoring individuals who have made positive impacts on Downtown Mooresville. Board Treasurer Hugh Sykes was named Downtown Mooresville's 2020 Main Street Champion during a virtual recognition ceremony by the North Carolina Main Street Program on March 11, 2021. Hugh was nominated by the MDC for the award due to his 12+ years as a dedicated Board Member, his numerous contributions as a longtime volunteer, and for his steadfast devotion to the betterment of Downtown Mooresville. As an owner and operator of several businesses within the Downtown Mooresville municipal service district, his reputation as an established Downtown advocate combined with his easygoing, good-humored, caring demeanor has helped strengthen local relationships for the MDC. We appreciate his service!



Prior Champions: Kim Saragoni (2019), David Miller (2018); Cotton & Vickie Ketchie (2017); John Amon (2016); Dennis Cowardin (2013)

MDC BOARD & LEADERSHIP:

SERVING THROUGH JUNE 2022:

Rick Blankenship, On Tap
Shawnelle Cherry, Future Fashion Designers
Dennis Cowardin, Griffin Insurance, Immediate Past Chair
Joel Goodman, Goodman Construction Co.
Kim Saragoni, Four Corners Framing, Board Chairman

SERVING THROUGH JUNE 2023:

Barb Pfeffer, Salon 250 & Town Beautification

MDC EXECUTIVE DIRECTOR:

Kim Atkins, since Fall 2008

SERVING THROUGH JUNE 2024:

Mark Fowler, 202 North Main Wines
Stephanie Hathaway, Southern Notions
Paul Thompson, Broad Street Place

AT-LARGE:

Hugh Sykes, Hugh Sykes Enterprises, Board Treasurer
Megan Morrow, Red Carpet Marketing, Board Secretary
Pam Reidy, Town Parks & Recreation Director
John Walsh, SightSpan, Inc.

EX-OFFICIO:

Bobby Compton, Town Commissioner
Danny Wilson, Town Planning and Community Development Director

The **Mooresville Downtown Commission (MDC)** is a non-profit 501(c)(4) organization dedicated to the enhancement, vitality, and desirability of the Downtown Mooresville district. Formed in 1987, The MDC creates, facilitates and promotes the vibrancy of the heart of Mooresville through engagement, support, advocacy and leadership.

MDC Economic Positioning Statement: With a nod to our racing heritage, downtown Mooresville is on the fast track to becoming the technology hub of Iredell County, connecting to an array of multi-generational housing options and supporting creative entrepreneurship with entertainment value.

MDC EVENTS & MARKETING EFFORTS - HOW WE SPREAD THE WORD!

A variety of marketing and social approaches are utilized in giving momentum to the happenings in Downtown Mooresville. Included in our efforts are multiple social media platforms; online and search engine presences; event development, organization, and publicity; a mix of digital, regional, and print advertising; imagery and video content, plus targeted campaigns designed to bring folks into SHOP, PLAY, DINE & PARTY in the HEART of Town.



Local Billboards were a new effort for FY21



SOCIAL MEDIA & COMMUNICATIONS:

Targeted MDC Efforts Include: Facebook, Instagram, e-Newsletter Blasts, Blogs, Press Coverage, Google Platforms, and more. Check out some FY21 Highlights!

Facebook: Ended FY21 with 14,153 Followers

Instagram: Ended FY21 with 5,298 Followers

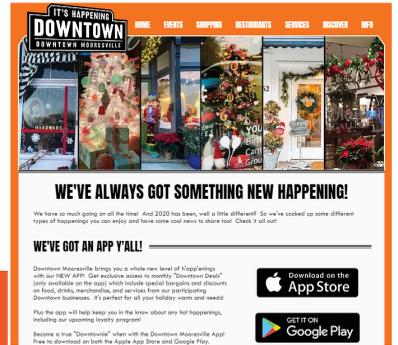
e-Newsletter: Ended FY21 with 3,191 total Subscribers; Average Open Rate is 36%-42%

Google My Business Numbers:

Downtown Mooresville Profile Viewed over 379.9K times; Over 6.6K actions taken by visitors (calls, website visits, directions); Photos, Videos, Events and Posts received over 2.24 MILLION views.

DOWNTOWNMOORESVILLE.COM is our comprehensive, interactive, fully mobile-optimized platform for getting the word out about ALL the happenings in Downtown. In FY21: 27,317 visitors viewed pages 49,064 times.

The highest traffic days for FY21 were June 5th, with 1,625 pageviews in a single day (corresponding with first Food Truck Festival since COVID); June 4th, with 849 pageviews (corresponding with Uncorked & Artsy) and June 26th with 837 pageviews (corresponding with Great Race). Just one more way we can help keep our small businesses going strong!



MDC SIGNATURE EVENTS:

Every Spring & Fall
Downtown Mooresville Uncorked & Artsy

Every April - October
Downtown Mooresville Festival of Food Trucks

Every October
Annual Downtown Mooresville Wiener Race
Annual Downtown Mooresville Candy Grab

Every November
Shop Small Business Celebrations

Every December
Downtown Mooresville Holiday Light Spectacular
Downtown Mooresville Sip & Shop
A Classic Christmas in Mooresville



NEW HAPPENINGS IN FY21:

We Got an APP!! Launched in Nov. 2020, the Downtown Mooresville APP is available on Apple & Google Play stores, featuring monthly Downtown Deals, Interactive Maps, Happening Now Updates, and more. As of June 30th, the APP had been installed on 407 active devices.

#FallForDowntown & #SpringIntoDowntown: The MDC teamed up with Brawley Garden Center to create amazing fall and spring displays in JF Moore Park. Both endeavors were highly successful, generating large amounts of both in-person and digital engagements and some of the highest image interactions on our Google profile to date.

Holiday Window Decorating Contest: Our small businesses battled it out for the Best in Show award; with Beck on Broad taking the win!

The Great Race: The MDC hosted a stopover for the National cross-country event on June 26th with over 5,000 spectators in attendance, as 109 of the world's finest antique automobiles paraded down Main Street. The special event was preceded by a local car show and family festival. Downtown Mooresville was awarded with the 2021 Best Overnight City Award of the entire Tour!

