

IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

ANNUAL REPORT FY 2022

DOWNTOWN MOORESVILLE: 35 YEARS OF MILESTONES!

Downtown is the heart of Mooresville. And the Mooresville Downtown Commission (MDC) is the pulse that makes it all happen. Established in 1987, the MDC represents a partnership of merchants, property and business owners, volunteers, neighbors, and local leaders who work together to promote, cultivate, advocate, and care for our Downtown. The MDC also acts as a conduit between property owners, businesses, community leaders, and state and national organizations to ensure Downtown remains a vibrant asset for the Town of Mooresville. We couldn't have accomplished all the milestones that continue to make Downtown Mooresville happen without our Board of Directors, our entrepreneurs, and our dedicated volunteers.

Fiscal Year 2022 (July 2021-June 2022) marked the 35th Anniversary for the MDC, so we decided to celebrate some of the MDC's major milestones in this year's Annual Report. So grab your reading glasses, get comfortable, and join us for an amazing journey of happenings.

MDC MILE MARKERS AHEAD. LET'S GO!

- #1) 1987: MDC established, by-laws formed, and district boundaries set
- #2) 2005: MDC Force of Nature - Hugh Sykes joins MDC Board
- #3) 2007: MDC Warriors - Dennis Cowardin & Kim Saragoni join MDC Board
- #4) 2008: MDC Champion - Kim Atkins hired as Executive Director
- #5) 2009: MDC became an active member of the NC Main Street Program
- #6) 2009: Took over 'Cruise In' hosting 450+ cars, marking first major event
- #7) 2009: Our beloved "It's Happening" branding established
- #8) 2009: Downtown Master Plan adopted by Town of Mooresville (ToM)
- #9) 2010: Holiday Light Spectacular becomes 2nd significant event established
- #10) 2012: Live in the 115 Outdoor Music Series created by MDC
- #11) 2012: 1st "NC Main Street Champion" recognized (Bob Amon)
- #12) 2013: MDC receives NC Main St. "Best Innovation" for Downtownie program
- #13) 2014: First Food Truck event introduced in Downtown
- #14) 2015: Comprehensive website created with search engine optimization
- #15) 2016: Uncorked & Artsy event launched in partnership with Mooresville Arts



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

35 YEARS OF AWESOMENESS, CONTINUED...

- #16) 2016: New website averages 2,233 visits monthly vs. 101 per previous site
- #17) 2017: Facebook (FB) reaches 10K followers (100% organically*)
- #18) 2018: Grant Program launched in partnership with the ToM
- #19) 2019: Redesigned website launched with stream-lined mobile version
- #20) 2019: Launched improved Newsletter prompting a jump to 3K subscribers
- #21) 2019: Classic Christmas event established in partnership with ToM
- #22) 2020: DTM APP launched on Apple APP store & Google Play
- #23) 2020: Started #FallforDowntown & #SpringIntoDowntown Displays
- #24) 2021: Residential housing expanded with Broad Street Place & Mill One
- #25) 2021: \$6.7M in private investments for MDC district set highest recorded**
- #26) 2021: Highest FB reach recorded (95.2K*) for June Festival of Food Trucks
- #27) 2021: Bestowed with the Best City Award on the Great Race Tour
- #28) 2021: MDC contracts for WinterLights Alive Projected Light Show
- #29) 2021: Highest Net Business Gain recorded** (14 New – 5 Lost = 9 Net)
- #30) 2022: 1st Shamrocks & Shenanigans makes \$4.5K benefitting local FeedNC
- #31) 2022: Instagram (IG) reaches 6.5K followers (100% organically*)
- #32) 2022: Downtown Mooresville Social District Approved
- #33) 2022: Website hits record year with over 57K visits and 88.3K page views
- #34) 2022: FB reaches 17.5K followers (100% organically*)

*meaning no paid ads were used; **since data collection began in 2009



AND LAST BUT DEFINITELY NOT LEAST...

#35: IN 2022, WE BECAME AN “OFFICIALLY” ACCREDITED MAIN STREET COMMUNITY!

The Mooresville Downtown Commission (MDC) is proud to announce our 2022 designation as a Nationally Accredited Main Street America™ program. This accreditation status is Main Street America's top-tier recognition and signifies a demonstrated commitment to comprehensive commercial district revitalization and a proven track record of successfully developing an asset-based economic development strategy. The MDC began active partnerships with both state and national “Main Street” programs in 2009, and the Board of Directors, partners, and volunteers have worked diligently for several years to meet the rigorous performance standards required for the reputable mark of distinction.



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
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
FY2022	4	4	0	\$ 213,486	\$ 5,941,660	\$ 6,155,146	23	20	3	14	12	2	1
Totals	16	38	26	\$ 5,630,323	\$ 23,522,051	\$ 29,152,374	182	96	86	52	41	11	4

OK, JUST A
LITTLE MORE
BRAGGING. ;-)

The last two years (FY 2021 & FY2022) have marked major milestones for private investments made within the MDC district. Over \$12.7 MILLION investments were made within the two-year period, meaning that our Downtown is seen as a viable, valuable, and vibrant place worthy of plenty of ventures. We, at the MDC, continue to work diligently so our cherished Downtown will continue to be an asset for the entrepreneurs, property owners, and citizens that choose to make Downtown Mooresville their home.

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MDC | 215 NORTH MAIN STREET | MOORESVILLE, NC 28115

MEET THE PEOPLE OF THE MDC. MAKING THE MILESTONES HAPPEN.

Our Board of Directors and our volunteers are so vital to maintaining our momentum! The MDC 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 happen without them!

MDC Volunteers contributed 2,830 hours in FY2022 a value of \$ 78,192.90

According to independentsector.org which valued volunteer time at \$25.98 per hour in NC



“MAIN STREET CHAMPIONS”

Via the NC Main St. program, the MDC has the privilege of honoring individuals who have made positive impacts on Downtown Mooresville. Our Board Treasurer Paul Thompson, and wife Kristin, were named Downtown Mooresville’s 2021 Main Street Champions! The couple jumped into Downtown Mooresville in a big way in 2019, purchasing the building where DeLuxe Ice Cream was founded in 1924. For decades, the building had been used only for manufacturing, upper floor offices, and the Mooresville Ice Cream parlor; the rest of the building was vacant. However, Paul and Kristin had a vision for the property, and they brought it to life. With their personal investments, time, and dedication, they renovated almost all the 21,000 square feet, creating six new retail spaces plus eight new upper floor apartments, bringing not only new vitality to Broad Street, but

also adding crucially needed residential spaces in Downtown. Currently, all the retail spaces are leased to local, female entrepreneurs who chose to share their characteristically unique businesses with our community. We, at the MDC, are so fortunate to have such committed investors choose our Downtown as their home. Thanks Paul & Kristin!



MDC BOARD & LEADERSHIP:

SERVING THROUGH JUNE 2023:

Barb Pfeffer, Salon 250 & Town Beautification

SERVING THROUGH JUNE 2024:

Mark Fowler, 202 North Main Wines

Stephanie Hathaway, Southern Notions

Paul Thompson, Broad Street Place, Board Treasurer

EX-OFFICIO:

Bobby Compton, Town Commissioner

Danny Wilson, Town Planning and Community Development Director

SERVING THROUGH JUNE 2025:

Rick Blankenship, On Tap

Shawnelle Cherry, Future Fashion Designers

Dennis Cowardin, College Street Studios, Past Chair

Joel Goodman, Goodman Construction Co.

Kim Saragoni, Four Corners Framing, Board Chair

AT-LARGE:

Megan Morrow, Red Carpet Marketing, Board Secretary

Pam Reidy, Town Parks & Recreation Director

Hugh Sykes, Hugh Sykes Enterprises

John Walsh, SightSpan, Inc.

MDC EXECUTIVE DIRECTOR:

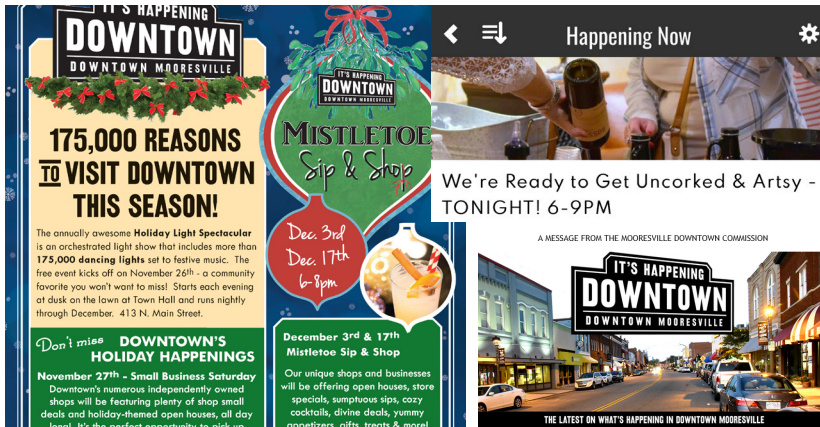
Kim Atkins, since Fall 2008

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: Modernizing within the context of historic preservation, Downtown Mooresville is racing forward to build economic vibrancy through creating synergy with local businesses and residents while engaging with partners to support creative entrepreneurship.

MDC: BY THE NUMBERS.

A variety of marketing, communications, and social approaches are used in making more milestones for all the happenings in Downtown Mooresville. Included in are multiple social media platforms; online and search engine presences; event development, organization, and publicity; a mix of digital, regional, and print advertising; co-op opportunities for our businesses, imagery and video content, plus a variety of targeted campaigns designed to bring folks into SHOP, PLAY, DINE & PARTY in the HEART of Town.



DOWNTOWNMOORESVILLE.COM is our comprehensive, interactive, fully mobile-optimized platform for getting the word out about ALL the happenings in Downtown. In FY22, an astounding 57,131 visitors viewed pages 88,379 times. That's almost double the numbers from FY21.

The highest traffic days were April 2, 2022, with 1,049 visits and 1,447 page views in a single day (corresponding with the 1st Festival of Food Trucks event in 2022), followed by December 10, 2021 with 956 visits and 1,400 page views (corresponding with the Classic Christmas event).

SOCIAL MEDIA: Targeted MDC Efforts Include: Facebook, Instagram, an APP, Google Platforms, and more.

Facebook: Ended FY22 with 17,877 Followers

Instagram: Ended FY22 with 6,681 Followers

Google Business Profile Statistics:

Downtown Mooresville Profile Viewed over 778K times; Over 9.1K actions taken by visitors (calls, website visits, directions); Photos, Videos, Events and Posts received over 2.6 MILLION views.

APP: Ended FY22 with 1,133 installations

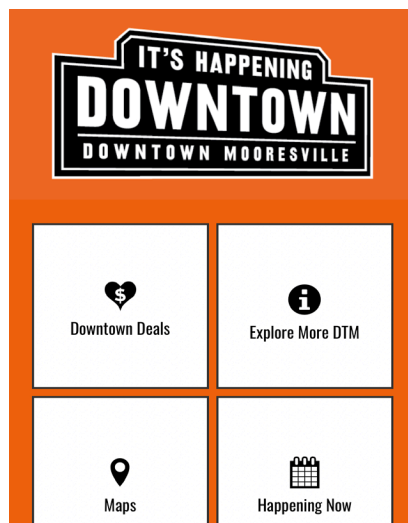
COMMUNICATIONS: Targeted MDC Efforts Include our e-Newsletter, Press Coverage, APP push notifications, and more.

Our Downtown Mooresville e-Newsletter is one of our most successful methods of communication. The Monthly Happenings e-blast is currently sent to close to 4K subscribers and has an average open rate of 52%. In FY22, our individual businesses received a phenomenal 1.1K direct click-thrus to their respective sites and events.



IF YOU HAVEN'T BEEN DOWNTOWN, YOU HAVEN'T BEEN TO MOORESVILLE!

Here in Downtown Mooresville, we like to say, "It's Happening". Truth be told - when



Learn more about the MDC, Downtown Mooresville's signature events, and keep up with all that is happening! Just scan the code and GO!



Thanks so much to all our patrons, our businesses, our volunteers, and our supporters for making 35 years of awesomeness happen!



IT'S ALWAYS HAPPENING. VISIT DOWNTOWNMOORESVILLE.COM