

IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

FY2026 ANNUAL REPORT

THE BIG IMPACT OF OUR SMALL DISTRICT

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. The MDC represents a mix of property owners, business representatives, local entrepreneurs, merchants, community volunteers, neighbors, partner organizations, individuals, and supporters, that all work together to promote, cultivate, advocate, and care for Downtown Mooresville.

MDC MUNICIPAL SERVICE DISTRICT

Downtown Mooresville's
Service District is only 24
acres - proof that small
doesn't mean trivial when
creating economic impact!

15 BLOCKS
24 ACRES
143 PARCELS

21 NEW JOBS
TAX VALUE OF
\$67.4 MILLION



\$86,742*
in Volunteer
Hours
*2,526 hours

2.7+ Million
Visitors to
MDC District



5 Businesses
Opened or
Expanded

\$25,000
in Grants
to Property
& Business
Owners



\$55,017
in Public
Investments

\$6,329,238
in Private
Investments



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.

WE'RE MAKING THINGS HAPPEN VISIT DOWNTOWNMOORESVILLE.COM

FY26 MDC MARKETING INITIATIVES

Efforts included Online Marketing, Social Media, e-Newsletters, Google Biz Profile, Print Co-Ops, plus thousands of printed collateral pieces distributed.



39,906 Followers

2,005,389 Content Views
(yes, that's millions)

293K Engagements
with Content

592 Hours of Reels &
Video Watch Time

SOCIAL
MEDIA



DIGITAL
FOOTPRINT



83K Visitors &
197K Page Views



with 403K
actions taken



82K Profile Visits
9,834 Interactions



251K Views
7,717 Responses

23 e-Newsletters sent
to 5,826 Subscribers

with 50% Open Rate
& 9,240 Click-Thrus

Sponsored 8 Print
Ad Co-ops

OUTREACH

MDC BRANDED EVENTS & CAMPAIGNS

The MDC conceptualized, branded, implemented, and promoted:
20 MDC Events designed to bring foot traffic into Downtown
7 MDC Strategic Campaigns to increase patronage for our small biz



The MDC retained its designation as a Nationally Accredited Main Street America™ program in 2026 for the fifth consecutive year. This accreditation status is Main Street America's top-tier recognition signifying a demonstrated commitment to comprehensive commercial district revitalization and a proven track record of successfully developing an asset-based economic development strategy.



MAIN STREET
AMERICA®
2026 Accredited



North Carolina
MAIN STREET
Community



#iLOVEdtm



LEARN MORE & DON'T MISS OUT ON ALL THE HAPPENINGS!