

IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

ANNUAL REPORT FY 2023

MOORESVILLE: 150 YEARS IN THE MAKING. IT ALL STARTS WITH THE HEART OF TOWN.

It's been a big year for the Town of Mooresville, with all kinds of festivities taking place for the 150th birthday. Downtown Mooresville, with our historic facades, offered the perfect setting for many of these activities. Add in the events the Mooresville Downtown Commission organizes and manages, and it's been one festive year! Fiscal year 2023 (July 2022 - June 2023) saw record breaking investments within our district, an expansion of adjacent residential housing, the growth of a significant asset with the second phase completion of Liberty Park, the approval of a plan for additional parking, an abundance of successful events, and the grand opening of our Social District. Just to name a few! So, let's get going on all the reasons we have to celebrate what's been happening in the heart of Mooresville, where it all began a century and a half ago!



FY23 BY THE NUMBERS

FY23 PRIVATE INVESTMENTS:

\$ 9,564,511

FY23 PUBLIC INVESTMENTS:

\$ 8,935,602

FY23 TOTAL INVESTMENTS:

\$ 18,500,113

THE DOWNTOWN DISTRICT: FROM HUMBLE BEGINNINGS TO THRIVING HUB

Here in Downtown Mooresville, we like to say, "It's Happening". Truth be told, when we coined that catchphrase for our Downtown district over a decade ago, we at the Mooresville Downtown Commission (MDC) knew we had a ways to go to live up to it. Flash forward to 2023 and our district is a flourishing hub for independently owned businesses, generating an average of over 200% more in property tax revenue than the typical chain store, while keeping jobs local.

That all started with the people determined to make it "happen". Thanks to a group of extremely dedicated Board Members, committed private investors, Town support, a resolute Executive Director, devoted volunteers, and some amazingly passionate entrepreneurs, the last ten years have seen incredible revitalization and growth in our "little" Downtown. Over \$58 Million has been invested in the approximate 24 acres that the Downtown municipal district encompasses in the last decade alone. This includes over \$42 Million in private investments by property and business owners, and almost \$16 Million in public investments by the Town, meaning that our Downtown has become a well-established, viable, valuable, and vibrant place. And our solid reputation just gets stronger by the year. The numbers from FY23 blew away our previous record of \$6.3 Million in a single fiscal year by almost three times, with an astounding \$18.5 Million in total investments.



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



OUR FOUNDATIONS START WITH OUR SMALL BIZ.

FY23 brought not only the largest investment totals ever amassed in the Downtown Mooresville municipal service district, but also saw the highest number of new business openings in our history. Bae's Burgers and Summit Coffee brought fresh flavors to our inventory. Consignment LKN, The Garden Room, Hampton's Men's and NC Provisions Company added to our distinctive shopping options. Lineberger Orthodontics, Anna Maclsaac Photography, and L.A. Skin Studio enhanced our service offerings available to residents. The building improvements, renovations, public assets, and local jobs created all contribute to the pulse of the heart of Mooresville: Downtown. Where it all began. And where it continues to happen.

10-Year Overview	Improvements in Downtown			Investments in Downtown			Job Growth			Business Movement			
	Facades 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
FY2014	2	9	2	\$ 41,915	\$ 538,587	\$ 580,502	5	4	1	7	4	3	1
FY2015	3	2	7	\$ 378,700	\$ 1,609,096	\$ 1,987,796	20	40	-20	8	8	0	1
FY2016	3	2	5	\$ 53,177	\$ 2,400,431	\$ 2,453,608	17	14	3	8	7	1	3
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	0	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
FY2023	6	1	2	\$ 8,935,602	\$ 9,564,511	\$ 18,500,113	63	19	44	17	8	9	1
Totals	34	40	44	\$ 15,898,230	\$ 42,126,367	\$ 58,024,597	330	188	142	100	75	25	11

The success of our Downtown has evolved in large part due to these unique establishments that choose to be part of the Downtown Mooresville community. You won't find a big box store or the typical fast-food joint, instead we offer exclusive boutiques and personalized shopping experiences, mouthwatering dining experiences in independently owned eateries, jewelry and artwork fashioned by local artisans, deliciously distilled cocktails and regionally crafted brews in our hometown pubs, and shops full of one-of-a-kind furniture, gifts, and merchandise.

At the MDC, we believe support of these creative entrepreneurs and property owners is crucial to maintaining the vibrancy we've worked so hard to make happen. From the historic 124-year-old D.E. Turner Hardware to the long-time staples like Epic Chophouse to the newly opened Guns on Main and Consignment LKN, the eclectic mix of retailers, services, and restaurants are all deserving of the most care we can bestow. These efforts in FY23 included: awarding \$21,500 in grant monies, in partnership with the Town, to aid business owners with everything from start-up costs to new awnings to building improvements; providing co-op advertising opportunities at reduced costs to help with promotions; quarterly meet-ups so that our business and property owners can collaborate with each other; a multitude of marketing and communications platforms; and organizing a variety of events that draw locals and visitors alike. The MDC strives to provide these innovative ideas on a continuing annual basis, as well as advocating at the local and state level on topics that affect our businesses, and maintaining information streams about the impact of current and future Downtown projects.



MEET THE PEOPLE OF THE MDC. THEY ARE WHERE IT ALL BEGINS!

Our Board of Directors and our volunteers are the core of making it all happen. The MDC Board is a mix of property owners, business representatives, merchants, community volunteers, neighbors, individuals, and supporters, that all work together to promote, cultivate, advocate, and care for the Downtown Mooresville community.

MDC Volunteers contributed 2,492 hours in FY2022 a value of \$ 74,411.12

According to independentsector.org which valued volunteer time at \$29.86 per hour in NC

AN OFFICIAL “MAIN STREET” COMMUNITY! The MDC proudly received designation as a Nationally Accredited Main Street America™ community for the second year in a row in 2023. This status signifies the most distinguished recognition a Downtown can receive from the National program, signifying demonstrated commitment to comprehensive commercial district revitalization and a proven record of successfully fostering asset-based economic development strategies. We continue to work diligently to ensure our cherished Downtown continues to be an asset for the entrepreneurs, property owners, and citizens that choose to make Downtown Mooresville home.



OUR “MAIN STREET CHAMPION” Via the NC Main St program, the MDC has the privilege of honoring individuals who consistently contribute to the advocacy of Downtown. Our long-serving Town Board liaison, Commissioner Bobby Compton’s passionate support and commitment earned him the state-recognized accolade of being our “2022 Main Street Champion”. We would not be the happening place we are today without Commissioner Compton’s continuous championing!

MDC BOARD OF DIRECTORS & LEADERSHIP:



SERVING THROUGH JUNE 2024:

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

SERVING THROUGH JUNE 2025:

Rick Blankenship, On Tap
Shawnelle Cherry, Future Fashion Designers
Dennis Cowardin, Charles Mack Citizen Center, Past Chair
Joel Goodman, Goodman Construction Co.
Kim Saragoni, Four Corners Framing, Board Chair

MDC EXECUTIVE DIRECTOR:

Kim Atkins, since Fall 2008

SERVING THROUGH JUNE 2026:

Dawn Allman, Jewelers on Main & Guns on Main
Lisa Altieri, L.A. Skin Studio
Ron Mack, Mack on Main
Barb Pfeffer, Salon 250 & Town Beautification

AT-LARGE:

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

EX-OFFICIO:

Bobby Compton, Town Commissioner

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 EVENTS. THE BELOVED ENDEAVORS THAT ADD TO ALL THE HYPE!

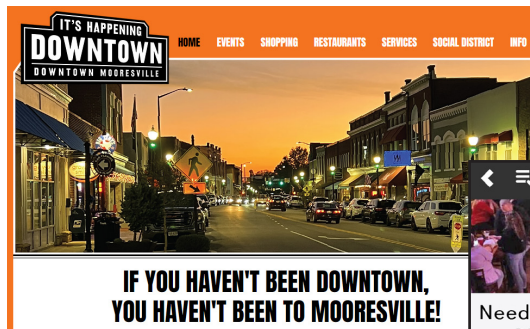
Events organized and managed by the MDC are certainly a labor of love. Hours of tedious planning, volunteer work, and promotions are required for success. But the resulting outcome produces many layers of positive patronage for our Downtown. The Festival of Food Trucks, Classic Christmas celebration, pop-up Spring & Fall floral displays, and the newly implemented Lovers Lane, entice folks in from across the region. Events like our Sip & Shops (expanded in FY23 to include every season), Christmas in July extravaganza, and Small Business Saturday festivities help showcase our array of unique businesses. Our signature happenings such as the St. Patrick's Shamrocks & Shenanigans and Uncorked & Artsy not only bring crowds into our district, but also generate donations for local non-profits. In FY23, proceeds from the two events resulted in contributions to Mooresville Arts (\$11,500) and FeedNC (\$4,500), the largest amount of donations bestowed by the MDC to date.



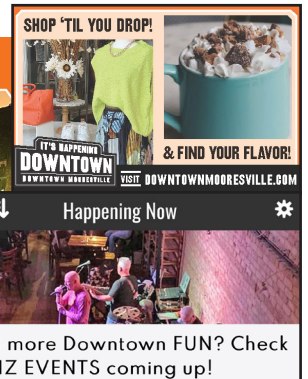
MDC MARKETING & COMMUNICATIONS: THE BASIS OF GOOD BEGINNINGS

A multitude of marketing platforms, communications, and social media approaches are utilized to promote our individual businesses and the entire Downtown district. Digital presences, print ads, targeted campaigns, and even an App via Apple and Android devices are just a few ways that we spread the word to local, regional, and traveling folks to come SHOP, PLAY, DINE & SIP in the HEART of Town.

DOWNTOWNMOORESVILLE.COM is our primary, comprehensive, mobile optimized platform for promoting ALL happenings in Downtown. In FY23, a record-breaking **68K** visitors viewed pages **108K** times. Highest traffic days were 3/18/2023, with **1,408** page views in a single day (Shamrocks & Shenanigans), followed by 12/9/2022, with **1,394** page views (Classic Christmas event).



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



SOCIAL MEDIA: Targeted MDC approaches include: Facebook, Instagram, an APP, live video content, Google Platforms, and more.

Facebook: Ended FY23 with **20,212** Followers

Instagram: Ended FY23 with **8,208** Followers

Google Business Profile Statistics:

Downtown Mooresville Profile was viewed **85,238** times and **9,814** actions were taken by visitors (calls, website visits, directions)

APP: Ended FY23 with **2,007** installations

COMMUNICATIONS: Targeted MDC Efforts Include our e-Newsletter, Press Coverage, & APP push notifications. Our Downtown Mooresville e-Newsletter is one of our most successful methods of communication. E-blasts about monthly happenings and special events are currently sent to over **4.4K** subscribers and has an average open rate of **55%**. In FY23, **21** blasts were delivered, and our individual businesses received a phenomenal **2K** direct click-thrus to their respective sites and events. That's almost twice the clicks from FY22!



Learn more about the MDC, Downtown Mooresville events, and keep up with all the happenings! Just scan code and GO!

IT'S ALWAYS HAPPENING. VISIT DOWNTOWNMOORESVILLE.COM