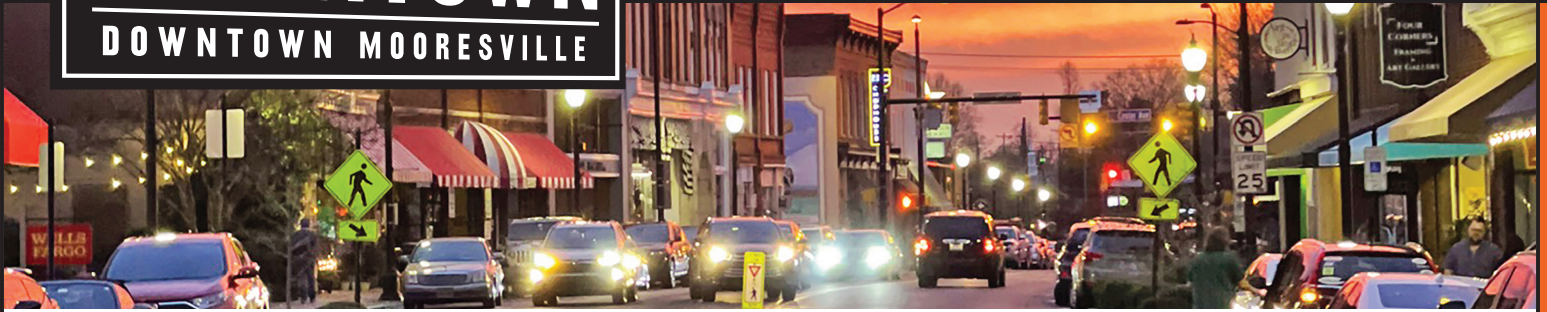
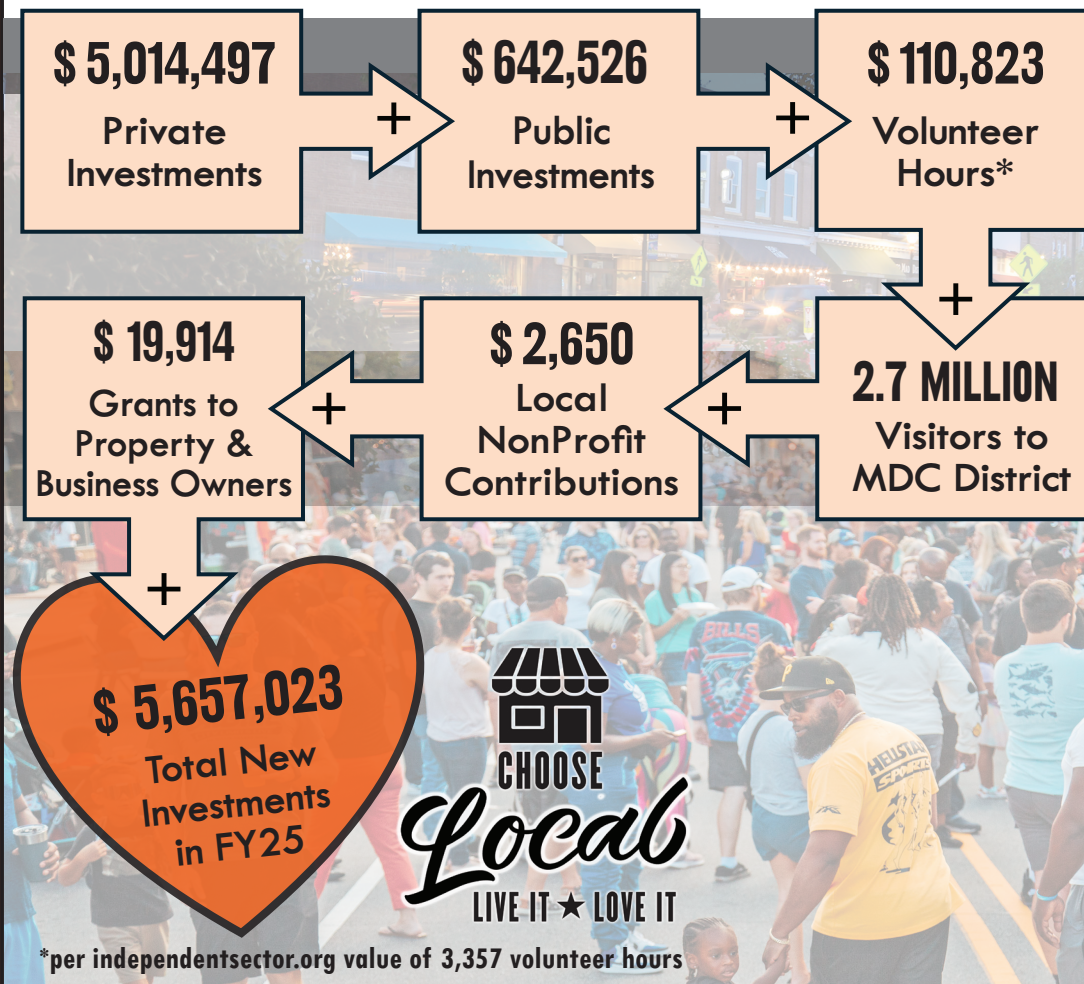


IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

FY2025 ANNUAL REPORT



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.



THE 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

20 NEW JOBS

8 NEW BIZ OPENED

10 PUBLIC AMENITY IMPROVEMENTS

121 FIRST FLOOR STOREFRONTS

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**

FY25 MDC MARKETING INITIATIVES

Digital Marketing, FB, IG, e-Newsletters, Google Biz Profile, APP on ios & Android, Print Co-Ops, Events, Branded Campaigns

86,170
Website
Visits

76,653
Google
Profile
Visits

35,379
Social
Media
Followers

3,219
APP
Subscribers

224,273
Website
PageViews

10,441
Google
Profile
Interactions

160,372
Digital
Ad Reach

5,255
e-News
Subscribers
Open Rate
52%

led to
5,431
direct clicks
to individual
biz

BRANDED EVENTS & CAMPAIGNS

MDC conceptualized, branded, implemented, and actively promoted:
23 MDC Hosted Events designed to bring foot traffic into Downtown
11 MDC Campaigns centered on increasing patronage for our small biz



MDC SPECIAL EVENTS:



In March 2025, the MDC proudly hosted the **NC Main Street Conference**. The conference turned out to be the largest ever, bringing 800+ attendees, including Governor Stein, into Downtown, and over \$510,000 in economic impact* to our community. *Determined in partnership with Visit Mooresville

In June 2025 the MDC welcomed **The Great Race**; the world's premiere car rally with over 120 of the finest antique automobiles rolling straight into Downtown. The MDC was awarded with the "Best Stop" on the race for the second time – after also winning the honor in 2021.



North Carolina
MAIN STREET
Community



LEARN MORE AND KEEP UP WITH ALL THE HAPPENINGS!