

# IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

## ANNUAL REPORT FY 2019

### GUESS WHAT'S HAPPENING? DOWNTOWN MOORESVILLE IS!

We got it going on. And we're pretty excited about it! Loads of great stuff happened in Downtown Mooresville during the past fiscal year (July 1, 2018- June 30, 2019). For starters, **a record-setting \$6.93 return was generated** for every public dollar invested in Downtown Mooresville last year. Which isn't a surprise seeing how our downtown has become quite the happening place to be!

We saw new entrepreneurs established, surpassed goals in new endeavors, launched a modernized website, killed it on social media, and hosted a horde of events. We got hot new coffee experiences, cool crowds at food trucks, crafty DYIs, and colorful new awnings. Be sure to check out all the amazing happenings in Downtown!



**THANK YOU DENNIS!** After more than a DECADE of commitment to the Mooresville Downtown Commission Board of Directors, Dennis Cowardin (BB&T Main St., VP Home Mortgage) retired his role as Chairman at the end of FY19. Dennis' ability to create effective relationships combined with his balance of patience and persistence helped make Downtown the happening place it is today! His consistent, thoughtful guidance will continue in his new role as Immediate Past Chair. (Dennis with Liz Parham, NC Main Street Program)



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.

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**DON'T MISS A THING HAPPENING. VISIT [DOWNTOWNMOORESVILLE.COM](http://DOWNTOWNMOORESVILLE.COM)**

### INVESTMENTS ARE HAPPENING!

**FY19 PUBLIC INVESTMENTS:**  
**\$ 631,663**

**FY19 PRIVATE INVESTMENTS:**  
**\$ 4,378,959**

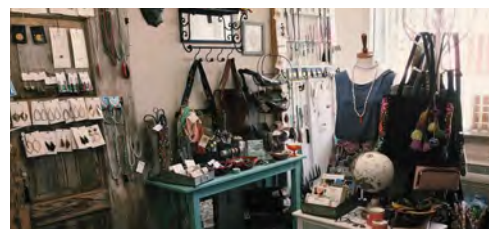
**FY19 TOTAL INVESTMENTS:**  
**\$ 5,010,622**

That means for every \$1  
of tax payer monies  
invested in Downtown in  
FY19, \$6.93 of private  
investment was generated.

**ECONOMIC DEVELOPMENT IS HAPPENING:** The Downtown Municipal Service District is approximately 24 acres. In comparison, one large chain store in Mooresville is also about 24 acres. That density means on average over 200% more property tax revenue is generated per acre by Downtown Mooresville. FY19 saw nine new businesses open, one expansion, and 14 building renovations. Overall growth continues to HAPPEN!

FY	Façades Redone	Bldg. Renos	Net Job Gain	Net Business Gain	Business Expansion	Number of Public Improvement Projects
FY 2015	3	2	-20	0	1	7
FY 2016	3	2	3	1	3	5
FY 2017	4	2	28	1	1	2
FY 2018	6	6	37	0	0	5
FY 2019	2	14	7	3	1	4

**BUSINESS IS HAPPENING!** In FY19, five properties sold for a total of \$3,555,000. A few of the businesses we welcomed to our downtown family were Actev Robotics, The Faded Farmhouse, Nailed It DIY, New Things, Royalty Salon, Sophia Dempsey Designs, Sue's Soap Shop & Boutique, and Urban Grind Roasters. A few friends we were sad to see go included The Enchanted Olive (relocated), Sophia Dempsey (relocated), Video Game World (relocated), and Whit Miller Shoe Store & Repair (relocated/retired).



**GRANTS ARE HAPPENING!** This past fiscal year, a new joint program between the MDC and the Town of Mooresville allocated contributions of \$6,000 per organization for Downtown Mooresville business grants. The total \$12K worth of monies available was designated for improving the visual quality of buildings, signs, and interior spaces located in Downtown's district, thereby improving the success rate of our local small businesses. The program exceeded all expectations, and the MDC was able to cover the needed money over the apportioned \$12,000.

Monies were allotted for: Two awning grants for a total of \$1,787.24; Two jumpstart grants for a total of \$3,000; Four venue improvement grants for a total of \$8,000.



**MDC | 215 NORTH MAIN STREET | MOORESVILLE, NC 28115**

# AT THE HEART OF WHAT'S HAPPENING DOWNTOWN? THE PEOPLE.

The BIGGEST part of the heart is the people that make it all happen. We couldn't accomplish what we do without our Board of Directors and volunteers. Our Board is made up of a mix of property owners, business owners/representatives, town staff, and community volunteers. In addition we have plenty of additional individual supporters that help advocate for Downtown Mooresville. We appreciate all you do!

In FY19, three committees were implemented to further the MDC plan of work: Creative Entrepreneurship with Entertainment Value, Multi-Generational Housing, and Technology Hub of Iredell County. Special thanks to Board Members Laura Brosseau, Kimberly Henderson, and John Walsh for chairing the committees (respectively).



Volunteers help clean up before Festival of Food Trucks Event

**Our volunteers contributed 3,061 hours in FY2019; a value of \$ 77,841**

*According to independentsector.org which values volunteer time at \$25.43 per hour in NC for 2019.*

## OFFICIAL MAIN STREET COMMUNITY!



**NC MAIN STREET**  
*Designated Community*

The MDC began active partnerships with both state and national "Main Street" programs in 2009. The programs provide resources to help give guidance on preservation-based downtown revitalization and economic development.



David Miller, 2018 Main Street Champion

## "MAIN STREET CHAMPIONS"

Via the NC Main St. program, we have the privilege of honoring individuals who have made positive impacts on Downtown Mooresville. David Miller, owner of Whit Miller Shoe Store & Repair, has been an anchor in downtown for decades and he has always had a positive approach with an eye on the future. David served on the MDC Board of Directors in several roles, including Chairman and contributed hundreds of volunteer hours at various meetings and events. The MDC thanks its 2018 NC Main St. Champion, David Miller, for his years of dedication! **Previous Champions include:** Cotton and Vickie Ketchie (2017) John Amon (2016); Dennis Cowardin (2013); Bob Amon (2012).



## MDC BOARD & LEADERSHIP:

### SERVING THROUGH JUNE 2020:

**John Amon**, The Insurance Center

**Michael McMillan**, McMillan – Design Build

**Ryan Pegarsch**, First Bank Main St., Board Secretary

**Barb Pfeffer**, Salon 250 & Town Beautification

### SERVING THROUGH JUNE 2021:

**Bob Amon**, NOMA Properties

**Laura Brosseau**, Ain't Miss Bead Haven

**Mark Fowler**, 202 North Main Wines

**Kimberly Henderson**, The Firm Real Estate

### MDC EXECUTIVE DIRECTOR:

**Kim Atkins**, since Fall 2008

### SERVING THROUGH JUNE 2022:

**Rick Blankenship**, On Tap

**Shawnelle Cherry**, Future Fashion Designers

**Dennis Cowardin**, BB&T Main St., Immediate Past Chair

**Joel Goodman**, Goodman Construction Co.

**Kim Saragoni**, Four Corners Framing, Board Chairman

### AT-LARGE:

**Hugh Sykes**, Hugh Sykes Enterprises, Board Treasurer

**John Walsh**, SightSpan, Inc.

### EX-OFFICIO:

**Bobby Compton**, Town Commissioner

**Rawls Howard**, Town Planning and Community Development Director



# MDC MARKETING & EVENTS. THEY ARE SO HAPPENING!



## SOCIAL MEDIA & COMMUNICATIONS:

Platforms: Facebook, Twitter, Instagram, Tumblr, YouTube, Pinterest, Google my Business, Wix e-Newsletters. **FY19 stats:**

**Facebook:** 12,219 likes/12,608 followers

**e-Newsletter:** 2,973 total subscribers

**Instagram:** 2,769 followers

**Twitter:** 916 followers

## MDC SIGNATURE EVENTS:

**Every March**  
Annual Saint Patrick's Day Parade

**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 Trick or Treat

**Every November**  
Shop Small Celebrations

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

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The MDC utilizes a variety of approaches to get the word out about how happening Downtown Mooresville is! Included in our efforts are social media platforms, online presences, event planning and promotions, a combination of digital, video and print ads and media, plus campaigns designed to bring folks in to SHOP SMALL and DINE IN DOWNTOWN!

## DOWNTOWNMOORESVILLE.COM

got a streamlined, interactive, fully mobile-optimized makeover! The new site is more representative of Downtown's current vibrancy and the numbers were HAPPENING with 22,714 user sessions and 46,051 pageviews (avg. of 2.03 per session). The highest traffic day of FY19 was April 6th, the first Festival of Food Trucks of the 2019 season, which saw 343 user sessions and 608 pageviews in a single day.



## Top Webpage Visits:

1. Events (31%)
2. Home (30%)
3. Shopping
4. Signature Events
5. Restaurants

## Where Our Digital Visitors Are From:

- |                |                 |
|----------------|-----------------|
| 1. Mooresville | 6. Huntersville |
| 2. Charlotte   | 7. Concord      |
| 3. Raleigh     | 8. Salisbury    |
| 4. Cornelius   | 9. Kannapolis   |
| 5. Statesville | 10. Davidson    |



## SOME DOWNTOWN MOORESVILLE EVENTS GO BEYOND BEING JUST A FUN REASON TO VISIT! THEY MATTER.

As part of our advocacy efforts for Downtown Mooresville, the MDC also helps support community organizations. Two of our annual events: the Mooresville Wiener Race & Uncorked and Artsy, donate a portion of event proceeds to local non-profits.

## FY19 NON-PROFIT CONTRIBUTIONS FROM EVENTS:

- Uncorked & Artsy generated \$2,300 for Mooresville Arts
- Mooresville Wiener Race generated \$2,000 for LKN Humane



GET THE SCOOP ON MORE HAPPENINGS VISIT [DOWNTOWNMOORESVILLE.COM](http://DOWNTOWNMOORESVILLE.COM)