



ANNUAL REPORT FY 2020

DOWNTOWN MOORESVILLE. WE ARE #SMALLBIZSTRONG.

Fiscal year 2020 (July 2019 - June 2020) started off with a bang on the very first day. A jam-packed July 1st Festival of Food Trucks paved the way to several months of extremely successful events, including a well-attended Uncorked & Artsy (*highest ticket sales to date*), the beloved Wiener Race, some of the highest sales ever reported on a Shop Small Saturday, and loads of fun holiday happenings. New businesses were burgeoning, staple businesses were thriving, and Downtown was bustling.

However, unexpected changes due to COVID-19 would bring an unforeseen halt to the momentum of many of our small businesses and Mooresville Downtown Commission's (MDC) signature events. Due to safety restrictions, the March St. Patrick's parade marked the last MDC event held and the flourish of activity that has come to define Downtown was brought to a quiet pause.

Yet, Downtown Mooresville is a seriously strong, supportive family of independently owned businesses. Many of our creative entrepreneurs rallied; embracing alternative ways to generate sales and distribute products and services. The MDC shifted support methods and adapted marketing efforts to better aid and promote the different state of business.

Since restrictions have eased a bit, Downtown Mooresville has been working hard on getting back to business. And we feel that FY20 still rounded out with plenty of positive happenings! Record-breaking fall 2019 event attendance resulted in record-breaking donations to local non-profits. Almost \$6.4 million in investments and improvements were undertaken, and we continue to move closer to expanded residential housing. We even saw new businesses open during - and sustain - the pandemic to become part of the Downtown family. Though we lost a few, most of our staple places survived and are already beginning to thrive again. At the MDC, we know that the heart and soul of Downtown Mooresville's resilience belongs to the determined fortitude of our entrepreneurs. We remain #SmallBizStrong!

FY20 BY THE NUMBERS

FY20 PUBLIC INVESTMENTS:

\$ 3,254,929

FY20 PRIVATE INVESTMENTS:

\$ 3,113,729

FY20 TOTAL INVESTMENTS:

\$ 6,368,658

2 PROPERTIES SOLD FOR

\$1,696,500

11 PROPERTIES RENOVATED (+1 FAÇADE REDONE)

8 PUBLIC IMPROVEMENT PROJECTS UNDERTAKEN



DON'T MISS A THING HAPPENING. VISIT [DOWNTOWNMOORESVILLE.COM](https://downtownmooreville.com)

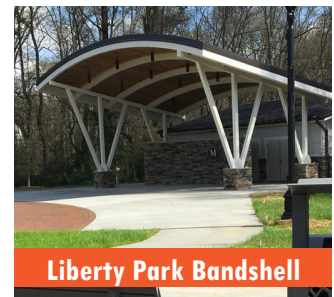
WHY BEING #SMALLBIZSTRONG IS SO VITAL: When you shop independently owned businesses, you keep between 3x to 4x the amount of tax dollars in your own community. You support your actual neighbors, prosper together, and keep jobs local. The Downtown Municipal Service District is approximately 24 acres. For FY20, the district generated \$269,868 in property tax revenue for the Town of Mooresville or \$11,244 per acre. In comparison, one large chain store in Mooresville is approximately 20.5 acres. For FY20 that property generated \$106,657 in property tax revenue for the Town of Mooresville or \$5,228 per acre. That's why we say SHOP SMALL y'all!

WHAT MAKES US SO #SMALLBIZSTRONG: Investments of all types go into making our Downtown happen. Private investments for purchases, renovations and improvements by building owners; public investments for infrastructure, parks, and safety; as well as the investment of the independent entrepreneurs as they take the plunge with upfits, inventory, and faith in their followers.

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
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	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
Totals	16	35	24	\$ 5,440,204	\$ 17,695,924	\$ 23,136,128	163	98	65	40	38	2	6

Even with the changes COVID-19 wrought, we were able to reduce the number of vacant spaces from 20 to 16 in the span of the fiscal year. We welcomed these new small biz into the Downtown family: Eat-A-Bowl, Mooresville Community Children's Theater, NufCed Custom T-shirts & More, Pinkie's on Main, Southern Notions, and Wagamuffins. The Back Room, a full service men's boutique and long-time staple business expanded into additional space. Sadly, we said goodbye to some of our long-time friends including JJ Wasabi's (relocated), Amity Finance (retired), American Classic Antiques (closed), and Enchanted Elegance (relocated) among others.

#SMALLBIZSTRONG SUPPORT: FY20 was a fantastic year for public improvements impacting the Downtown district. The Town of Mooresville (ToM) invested over \$3.25 million in community enhancements, walkability, and infrastructure including the installation of Smart Light Poles, the repaving of Main Street with new crossing signs and walks, and the first phase completion of Liberty Park - just to name a few! These improvements not only elevate the overall aesthetic, but help enrich the quality of life for those doing business, living in, and visiting Downtown Mooresville.



Liberty Park Bandshell

EAT-A-BOWL AWNING; SMART POLE



**IT'S HAPPENING
DOWNTOWN
DOWNTOWN MOORESVILLE**

HOW WE SHOW OUR "GRANT"ITUDE: To help encourage the strength of Downtown small businesses, the MDC and the Town of Mooresville (ToM) partnered in FY19 to fund a grant program. The grants aided business owners with everything from start-up costs to restorations. The program exceeded expectations last year, with over the original designated 12K being allotted (6K from each organization; extra covered by MDC).

Both the MDC and the ToM elected to increase grant allotments to \$6,750 each for FY20; and again the program blew expectations away. In March 2020, the MDC Board of Directors voted to move \$4,000 from MDC savings to the grant program, allowing a total of \$17,500 in grant monies to be allocated to business and building owners for restorations, jump-starts, store awnings and improvements.

MDC | 215 NORTH MAIN STREET | MOORESVILLE, NC 28115

KNOW WHAT ELSE KEEPS US #SMALLBIZSTRONG? OUR VOLUNTEERS!

Our Board of Directors and our volunteers are so vital to our happenings! Our Board is a mix of property owners, business representatives, town staff, and community volunteers. In addition we have plenty of additional individual supporters that continue to advocate for Downtown Mooresville. We would NOT be happening without them!



MDC Volunteers contributed 2,720 hours in FY2020; a value of \$ 67,238
According to independentsector.org which valued volunteer time at \$24.72 per hour in NC



WE'RE AN "OFFICIAL" MAIN STREET COMMUNITY:

The MDC began active partnerships with both state and national "Main Street" programs in 2009. The programs provide valuable guidance on downtown revitalization within the context of historic preservation. As a Main Street America Affiliate™, Downtown Mooresville is part of a national network of over 1,200 communities who share a commitment to creating high-quality places through preservation-based economic development.



"MAIN STREET CHAMPIONS"

Via the NC Main St. program, we have the privilege of honoring individuals who have made positive impacts on Downtown Mooresville. Kim Saragoni, owner of Four Corners Framing and Gallery, located in Downtown since 2006, was named the 2020 Champion due to her longstanding, consistent investments of time, energy, and money towards making Downtown Mooresville a happening place! Her passion for the Downtown community and fellow businesses inspired her to join the MDC Board in 2007. Ever since, she has brought her endless energy to multiple committees, volunteered countless hours during events, and served for 10 years as Board Secretary. Kim took on the role of MDC Chair in 2019, and continues to increase the MDC's effectiveness via her contagious enthusiasm, creative problem solving, and inspiring entrepreneurship. Thank you Kim for your dedicated, unwavering service!



Prior Champions: David Miller (2019); Cotton & Vickie Ketchie (2017); John Amon (2016); Dennis Cowardin (2013); Bob Amon (2012)

MDC BOARD & LEADERSHIP:

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

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

SERVING THROUGH JUNE 2023:

Barb Pfeffer, Salon 250 & Town Beautification

AT-LARGE:

Hugh Sykes, Hugh Sykes Enterprises, Board Treasurer

John Walsh, SightSpan, Inc.

EX-OFFICIO:

Bobby Compton, Town Commissioner

Danny Wilson, Town Planning and Community Development Director

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: 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.

MDC EVENTS & MARKETING EFFORTS: PROVIDING THAT EXTRA SUPPORT TO MAKE OUR #SMALLBIZ EVEN STRONGER!

A variety of marketing and social approaches help in spreading the word about how happening Downtown Mooresville is! Included in our efforts are multiple social media platforms; online presences; event development, organization, and promos; a mix of digital, video and print advertising; plus targeted campaigns designed to bring folks in to SHOP, PLAY, DINE & PARTY in the HEART of Town. ♥

SOCIAL MEDIA & COMMUNICATIONS:

Platforms: Facebook, Twitter, Instagram, Tumblr Blogs, YouTube, Pinterest, Google my Business, Wix e-Newsletters. FY20 Stats:

Facebook: 13,232 Follows/13,191 Likes

Instagram: 4,147 Followers

e-Newsletter: 3,191 total Subscribers

Twitter: 1,050 Followers

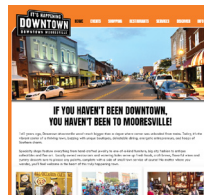
Google My Business: (Overhauled & Re-Launched)
Viewed over 209.2K times

Over 5.2K actions (calls, directions, website)

Photos, Event & COVID posts received over

1.56 MILLION views!

DOWNTOWNMOORESVILLE.COM is our comprehensive, interactive, fully mobile-optimized platform for getting the word out about ALL the happenings in Downtown. In FY20: 25,641 visitors viewed pages 46,565 times. The highest traffic day of FY20 was Oct. 4th (Fall 2019 Uncorked & Artsy) which saw 374 visits and 566 pageviews in a single day. Just one more way we can help keep our #SmallBizStrong!



Top Webpage Visits:

- | | |
|---------------------|-------------------------------|
| 1. Events (31%) | 4. Restaurants |
| 2. Home (21%) | 5. Happening Now (COVID page) |
| 3. Signature Events | 6. Shopping |

HELPING OUR #SMALLBIZ STAY STRONG DURING COVID-19: Marketing to support Downtown #SmallBiz began immediately after the first Executive Order in March 2020 and included:

- **Landing Page "Happening Now":** COVID updates; alternative ways to enjoy Downtown (Curbside pickups, takeout, online & by appt shopping, virtual appts, no-touch services, etc.)
- **Constant** social media push, e-newsletters, blogs, curbside parking implementation, & assistance info for our #SmallBiz

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

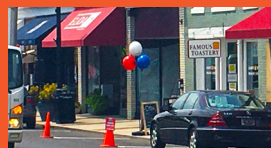
Every December

Downtown Mooresville Holiday Light Spectacular

Downtown Mooresville Sip & Shop

A Classic Christmas in Mooresville

Facebook & Instagram Video ads: #SmallBizStrong & "Still Making it Happen - We're Open" focused on how to alternatively still patronize Downtown; "Still Making it Happen - Dining Differently" focused on curbside, takeout, delivery, online ordering; "We're Open - Shopping" focused on reopening of retailers; "Party in the Heart of Town" focused on the reopening of dining/hot spots; Print co-ops ads & digital ads with Mooresville Citizen



MORE #SMALLBIZ LOVE!

FY20 NON-PROFIT CONTRIBUTIONS: Two of our annual events: the Mooresville Wiener Race & Uncorked and Artsy, donate a portion of event proceeds to local non-profits. Fall 2019 events not only set records for event attendance but also for the proceeds generated!

- Uncorked & Artsy generated \$2,500 for Mooresville Arts
- Mooresville Wiener Race generated \$2,500 for LKN Humane



**IT'S HAPPENING
DOWNTOWN
DOWNTOWN MOORESVILLE**

GET THE SCOOP ON MORE HAPPENINGS VISIT DOWNTOWNMOORESVILLE.COM