

IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE

ANNUAL REPORT FY 2018

IT'S HAPPENING IN DOWNTOWN MOORESVILLE. AND WE WANT YOU TO KNOW ALL ABOUT IT!

The **HAPPENINGS** of the past fiscal year (July 1, 2017-June 30, 2018) in Downtown Mooresville have been quite exciting. From upcoming park renovations and a new taphouse (in an old bank), to freshly renovated buildings and upper floor residential units now being offered; overall things continue to move in a positive direction!

Part of what makes Downtown Mooresville such a great family is that we have business owners who have been around for decades and business owners who are new or new to the area - and they all work to support one another. We truly are a community dedicated to the collective development, preservation, and sustainment of our extraordinarily unique Downtown.

We invite you to review some of the achievements from the past year, which show that in Downtown Mooresville, it truly **IS** happening.

IT'S HAPPENING WITH INVESTMENTS

FY18 PUBLIC INVESTMENTS:
\$ 641,922

FY18 PRIVATE INVESTMENTS:
\$ 3,311,114

FY18 TOTAL INVESTMENTS:
\$ 3,953,036

That means for every \$1
of tax payer monies
invested in Downtown in
FY18, \$5.16 of private
investment was generated.



The **Mooresville Downtown Commission (MDC)** is a non-profit 501(c)(4) organization that exists to provide leadership dedicated to the improvement of the Downtown Mooresville district. Formed in 1987, our organization facilitates downtown development, creates promotions, plans and implements events, supports preservation and serves as a clearing house of downtown information. We strive to enhance the appearance, desirability, and vitality of this very important economic and social center.

MDC Economic Positioning Statement: With a nod to our racing heritage, Downtown Mooresville is on a 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

IT'S HAPPENING WITH ECONOMIC DEVELOPMENT: We had to say good-bye to some long-time friends who left us FY18, but we also greeted some fantastic new businesses, property developments, and added 37 net new jobs. The below stats give a general overview of the growth numbers over the past five years. *(Stats submitted to NC Main Street program annually.)*

FY	Façades Redone	Bldg. Renos	Net Job Gain	Net Business Gain	Business Expansion	Number of Public Improvement Projects
FY 2014	2	9	1	3	1	2
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

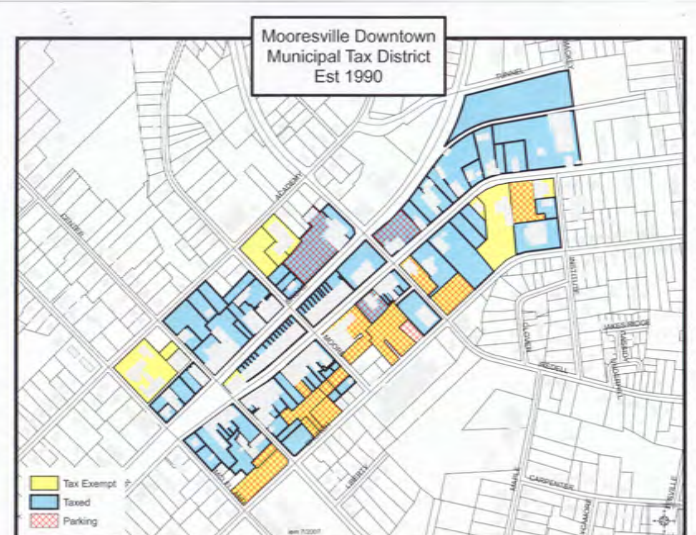
BUSINESS MOVEMENT: In FY18 four properties were sold for a total of \$1,690,000. A few of the businesses we welcomed to our downtown family were Famous Toastery, OnTap, Sawyer Insurance, Tim's Table, and WFV Designs. A few staples we were sad to see leave included Landmark Galleries (retired), Lost N Found Vintage Mall (relocated), Made in Mooresville (sold) and WryBaby (relocated).



IT'S HAPPENING WITH PROPERTY TAX:

The Downtown Municipal Service District is approximately 24 acres and the overall district is valued at \$46,179,518. This means that for FY17; the district generated \$267,841 for the Town of Mooresville or \$11,160 per acre.

In comparison, one large chain store in Mooresville is also approximately 24 acres. For FY17 that property generated \$74,052 for the Town of Mooresville or \$3,336 per acre. That means 235% more in property tax revenue generated per acre by Downtown Mooresville.



DOWNTOWN MOORESVILLE: THE HEART OF A HAPPENING COMMUNITY.

The BIGGEST part of our heart is the people that make it all happen. Downtown is genuinely abuzz with the many friendly faces of our local entrepreneurs, resident supporters, and the patrons that help contribute to our economic success.

We couldn't accomplish what we do without our Board of Directors and volunteers. Our Board is made up of a mix property owners, business owners/representatives, town officials, and community volunteers. In addition we have plenty of additional individual supporters that help advocate for Downtown Mooresville. We appreciate all you do! Special thanks goes out to the MDC's Executive Board for all your extra efforts and hours you serve and to Kandi Hauser, for your ongoing work in coordinating youth and adult volunteers.

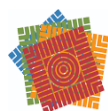
Our volunteers contributed 3,184 hours in FY2018; a value of \$ 74,537.44

According to independentsector.org which values volunteer time at \$23.41 per hour in NC for 2017.

OFFICIAL MAIN STREET COMMUNITY!



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



NC MAIN STREET
Designated Community

"MAIN STREET CHAMPIONS" Via the NC Main St. program, we have the privilege of honoring super folks that have made a special impact on Downtown Mooresville. Recently retired couple, Cotton and Vickie Ketchie, were nominated by the MDC for the 2017 "NC Main St. Champions" award. The Ketchies owned and operated the Landmark Galleries in downtown for 30+ years. Cotton & Vickie were recognized as "Champions" at the NC Main St. Conference in March of 2018. Even though we miss their Main Street business location, they continue to support Downtown. **Previous Champions include:** John Amon (2016); Dennis Cowardin (2013); Bob Amon (2012).



Board Members & Volunteers setting up the Annual Holiday Light Spectacular



Liz Parham, Director, NC Main Street Program & Dennis Cowardin, MDC Chairman



Cotton & Vickie Ketchie, Main Street Champions

MDC BOARD & LEADERSHIP:

SERVED THROUGH JUNE 2018:

Bob Amon, NOMA Properties
Tee Stanley, Adams + Associates Architecture
Michael Gander, First Bank Main Street

SERVING THROUGH JUNE 2019:

Dennis Cowardin, BB&T Main Street, Board Chairman
Shawnelle Cherry, Future Fashion Designers
Joel Goodman, Goodman Construction Co.
Kim Saragoni, Four Corners Framing, Board Secretary

SERVING THROUGH JUNE 2020:

John Amon, The Insurance Center
Barb Pfeffer, Salon 250 & Town Beautification
Ryan Pegarsch, First Bank Main Street

SERVING THROUGH JUNE 2021:

Bob Amon, NOMA Properties
Laura Brosseau, Ain't Miss Bead Haven
Kimberly Henderson, The Firm Real Estate

AT-LARGE:

Mark Fowler, 202 North Main Wines
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 EXECUTIVE DIRECTOR:

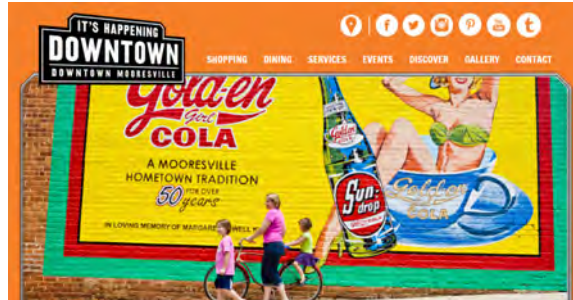
Kim Atkins, since Fall 2008

IT'S HAPPENING WITH MARKETING & EVENTS: The MDC utilizes multiple outlets to get the word out about how great Downtown Mooresville is! Included in our efforts are social media, digital marketing, event organization and promotions, online and print ads and campaigns to bring folks in to SHOP SMALL!

WEBSITE VISITORS: downtownmooreville.com had 22,882 visits and 46,677 page views by 17,212 users in FY18.

Top Page Visits FY18:

1. Events 30%
2. Home 28%
3. Signature Events
4. Shopping
5. Restaurants



Where our FY18 digital visitors are from:

1. Mooresville 40%
2. Charlotte 22%
3. Cornelius 5%
4. Raleigh
5. Statesville
6. Huntersville
7. Concord
8. Matthews
9. Salisbury
10. Davidson



SOCIAL MEDIA & OUTREACH: Current platforms include: Facebook, Twitter, Instagram, Tumblr Blog, YouTube Channel, e-newsletters - all organic (no \$ spent to increase audience)

Facebook: 10,834 likes (Milestone of 10K reached Nov. 2017)

MailChimp: 2,661 total newsletter subscribers

Instagram: 2,078 followers

Twitter: 767 followers

DOWNTOWN EVENTS: MORE THAN JUST A FUN REASON TO VISIT.

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.



Board members Kim Saragoni & Mark Fowler present Mooresville Arts President Jessica DeHart and VP Jeannine Tieri with a check for warehouse renovation funds.



Wiener Race organizers Tom & Taffy Kilroe

MDC SIGNATURE EVENTS:

Every March | Downtown Mooresville Annual Saint Patrick's Day Parade

Every Spring & Fall | Downtown Mooresville Uncorked & Artsy

Every April - October | Downtown Mooresville Festival of Food Trucks

Every October | Downtown Mooresville Wiener Race

Every November | Shop Small Celebrations

Every December | "Downtown's Holiday Light Spectacular"

Every December | Celebrate the Holidays in Downtown Mooresville.

FY18 CONTRIBUTIONS:

- Uncorked & Artsy generated \$1,100 for Mooresville Arts Renovation Fund
- Mooresville Wiener Race generated \$1,500 for Lake Norman Humane



GET THE SCOOP ON MORE HAPPENINGS VISIT DOWNTOWNMOORESVILLE.COM