



2022-2024
Report

Board of Directors

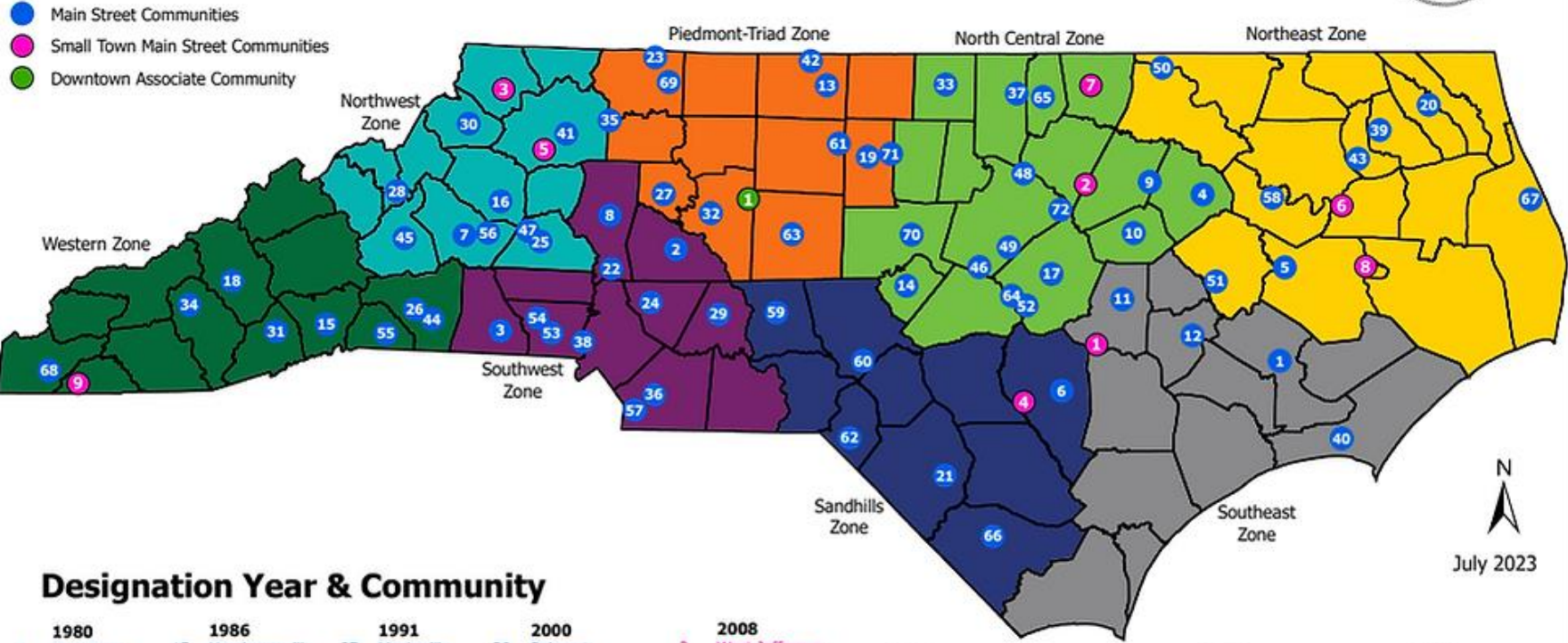


Class	First	Last	Role	Company
2024	Brandon	Barbour	Director	Barbour and Company
	Rick	Gunn	Director	Gunn & Associates
	Ben	Nye	Vice President	Labcorp
	Jeff	Wilkins	Director	Wilkins Design Group
	John	Wimmer	Director	Elon University
2025	Wade	Boteler	Director	National OnDemand
	Jason	Husser	Director	Elon University
	Reed	LaPlante	Director	First National Bank
	Coleman	Rich	Past President	Elon University
	Tom	Steele	Director	Pittman Steele Law
2026	Sara-Anne	Caudle	Director	Sara-Anne Photography
	Katie	Chung	Sec/Treas	Southland Electric
	Casey	Lewis	Director	Beechwood Metals
	Tracy	Schmidt	President	Burlington Beer Works, Tanner's
	OPEN		OPEN	

73 Main Street Communities



North Carolina Main Street and Small Town Main Street Communities



July 2023

Designation Year & Community

1980	1986	1991	2000	2008	2015	2018	2023
1 New Bern	15 Hendersonville	27 Mocksville	38 Belmont	3 West Jefferson	51 Ayden (STMS 2006-2015)	61 Elon	71 Mebane
2 Salisbury	16 Lenoir	28 Spruce Pine	39 Hertford	4 Roseboro	52 Benson (STMS 2008-2015)	62 Laurinburg	72 Zebulon
3 Shelby	17 Smithfield	1993	40 Morehead City	2009	53 Bessemer City (STMS 2011-2015)	2020	
4 Tarboro	18 Waynesville	29 Albemarle	41 North Wilkesboro	49 Garner	54 Cherryville (STMS 2012-2015)	63 Asheboro	
5 Washington	1988	30 Boone	2003	50 Roanoke Rapids	55 Tryon (STMS 2007-2015)	64 Dunn	1 Thomasville
6 Clinton	19 Burlington	31 Brevard	42 Eden	5 Wilkesboro	56 Valdese (STMS 2013-2015)	65 Henderson	
7 Morganton	20 Elizabeth City	32 Lexington	43 Edenton	2010	57 Waxhaw (STMS 2009-2015)	2021	
8 Statesville	21 Lumberton	1995	44 Forest City	6 Plymouth	58 Williamston (STMS 2003-2015)	66 Whiteville	
9 Rocky Mount	22 Mooresville	33 Roxboro	45 Marion	2011	59 Troy (STMS 2010-2016)	2022	
10 Wilson	23 Mount Airy	34 Sylva	1 Mount Olive	7 Warrenton	2017	67 Manteo	
1982	1990	1998	2004	8 Belhaven	60 Aberdeen	68 Murphy	
11 Goldsboro	24 Concord	35 Elkin	2 Spring Hope	9 Hayesville		69 Pilot Mountain	
12 Kinston	25 Newton	36 Monroe	2006			70 Pittsboro (STMS 2011-2022)	
13 Reidsville	26 Rutherfordton	37 Oxford	46 Fuquay-Varina				
14 Sanford			47 Hickory				
			48 Wake Forest				

Main Street America

FOUR POINTS OF THE MAIN STREET APPROACH

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.



COMMITTEES



• Economic Vitality

- Market Research
- Real Estate, Property Changes
- Business Recruitment, Pitch Deck Development
- Business Support, Networking, Grand Openings

• Design

- Public Art & Murals
- Pocket Park
- Alley activation

• Grant

- Reviewing Grant Applications
- Drafting Grant Program

• Promotion

- Art Walk
- Front Street Market & Sidewalk Sale
- Small Business Saturday
- Christmas Tree Lighting Event
- Advertising (Print, Digital, Media Releases, Social Media)

• Organization

- Board of Directors
- Plan of Work, Strategic Plan
- Bylaws, Finances, etc



Business Openings & Closings

19 Opened +14 5 Closed




NET JOBS ADDED

52 Full-Time 26 Part-Time \$17,407 Value of 300 volunteer hours logged





PUBLIC & PRIVATE INVESTMENT

\$303K public improvements \$300K grant dollars committed \$3.8M total private investment



MSD PROPERTIES

9 facade improvements 15 building rehab projects

**Business
Openings
& Closings**



Businesses Gained

- Bella's Pizza
- Big C Waffles
- Burlington Thrift Store
- Crush Superfoods
- D&Js Martinis and Memories
- D&Js Bakes and Bites
- Flossie Anne's Kitchen

- Go Burrito
- Grove Juice Bar
- Lizzy's Playthings
- Miles of Sweetness
- Oishii Hibachi Grill
- Tea-Rex
- The Wildflower on Front

MSD Foot Traffic Data (last 12 months)

Visits to MSD

253,000
94 min avg

Most Popular

Friday	March
Saturday	May
Thursday	April

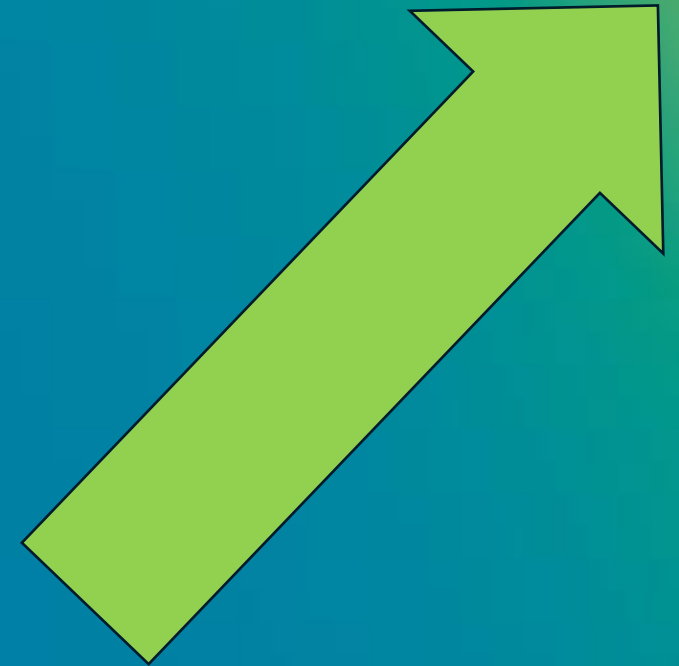
From

27215 (24%)
27217 (18%)
Graham (9%)
Elon (8%)

Downtown Projects



- Downtown Enhanced Services Work Group
- “Spring Cleaning” – community grant for awning power washing
- Planter Replanting in early May
- Assisting with vacant properties
- Hosting Grand Openings for new businesses
- Placer.ai – Foot Traffic Statistics
- Social District (Expansion planned for 2024)
- Spring Street Pocket Park – Planning in Progress
- New Grant Program – Fall 2024
- Paramount Expansion
- Streetscapes



VOLUNTEERS ALWAYS WELCOME!!!

THANK YOU
for your support!

Questions?