

DOWNTOWN



SALISBURY

NORTH CAROLINA

A Main Street Original

2024-25

DOWNTOWN SALISBURY

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We  Local

VISION AND MISSION

VISION

Downtown Salisbury is a vibrant cultural epicenter where culture and innovation converge, creating a thriving economy and welcoming hub of activity. This historic district connects residents and visitors through diverse experiences in arts, dining, shopping, events, and recreation, while preserving its small-town charm. By fostering a dynamic and supportive environment for entrepreneurs, investing in modern and sustainable living spaces, and celebrating our heritage, we are building a downtown that is a cherished destination for generations to come.

MISSION

Downtown Salisbury Inc. facilitates and promotes the enhancement and growth of the central business district for its continued development as the economic, governmental, social, and cultural center of Rowan County.

MAIN STREET

IMPACT REPORT

blocks	26
commercial spaces	365
public parking spots	1566
residential units	199
lodging units	6
restaurants	34
retail	45
vacancy rate	10%
rental rate increase <small>2021-2025</small>	8%
property value increase <small>2021-2025</small>	24%



INVESTMENT STATS

2024-2025

PUBLIC

\$691,539

PRIVATE

\$5,038,481

21 FACADE IMPROVEMENTS

4 BUILDING IMPROVEMENTS

3 NET NEW BUSINESSES

11 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$55K VOLUNTEER VALUE

1,678 VOLUNTEER HOURS

"Volunteering with Downtown Salisbury, Inc. has been an incredibly rewarding experience. It's inspiring to see how our efforts can make a real difference in the community. Whether it's helping with events or supporting local businesses, it's a joy to contribute to the growth and vibrancy of downtown. The sense of camaraderie and the positive energy from fellow volunteers and residents is truly contagious!"

- Rosalind Hines - Downtown Business & Volunteer

Bell Block Building

The Bell Block Building boasts seven residential units and two retail spaces, preserving an 1898 building with its own parking.



Beaux-Arts Building

The Beaux-Arts Building on Main Street showcases two new residential units, an updated retail space, and a rear outdoor amenity area.



East Innes Street Alley

The City, in partnership with neighboring property owners, improved this alley with vehicular brick, drainage improvement, and future plans for public art.



COMMUNITY

PROFILE - 2025

POPULATION
35,540

HOUSEHOLDS
13,258

MEDIAN HH INCOME
48,888

MEDIAN AGE
37 YEARS

"Downtown Salisbury is a vibrant place to be with so much investment from private and public sources pouring into the area. Downtown is making great strides in being a cultural and community-centered neighborhood for people to live, work, shop, eat, explore, and play."

- Sada Troutman, Downtown Director

DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	13,725	42,102	138,072
HOUSEHOLDS	5,495	16,903	54,421
MEDIAN INCOME	\$43,716	\$55,345	\$58,584



HELPING BUSINESSES THRIVE

- grants
- marketing
- design services
- newsletters

Downtown Salisbury, serves as the primary cultural center of Rowan County offering a thriving downtown district with an Original Main Street America feel. Downtown Salisbury is the place where property owners, business owners, residents, and visitors alike come together to make Salisbury a better place to live, work and play.

REDEVELOPMENT PROJECTS UNDERWAY!

- There are several exciting development projects underway, including but not limited to the following:
- Empire Project has kicked off with phase one under construction, featuring nine residential units and a retail space.
 - Alley and Main is a rehabilitation of a building into four residential units and two retail spaces.
 - 126-128 N Main Street is being renovated into residential units and retail space.

PROMOTIONAL ACTIVITIES



There is always something happening in Downtown Salisbury.

- | | |
|----------------------------------|-----------------------------------------------------|
| • Wine About Winter | • Bell Tower BREWFEST |
| • Marketing Campaigns | • Design Assistance |
| • Digital and Print Ads | • Holiday Decorating Contest |
| • Quarterly Stakeholder Meetings | • Learn, Connect, & Grow Business Development Mixer |
| • Cheerwine Festival | |



“I am thrilled to announce the commencement of the first phase of the Empire Project, a significant milestone for Downtown Salisbury. This initiative is poised to enhance our economic landscape, fostering collaboration with the city and invigorating our community. The Empire Hotel, along with our upcoming streetscape project, represents a commitment to revitalizing our downtown area, ensuring it remains a vibrant hub for residents and visitors alike. Together we are shaping a dynamic future for Salisbury, one that honors our heritage while embracing the opportunities ahead.”

- Tonyan Schoefield - DSI Board President

NC Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, NC Main Street is part a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



THE RESULTS ARE IN...

Each year in July, North Carolina Main Street communities report the impact of their work to the North Carolina Department of Commerce. Main Street is the most impactful downtown economic development program in the state of North Carolina.

PUBLIC/PRIVATE INVESTMENT

\$6.1B **\$518M**
1980-2025 2024-2025

NET NEW BUSINESSES

8,518 **288**

NET NEW JOBS

39,530 **1,925**

BUILDINGS REHABILITATED

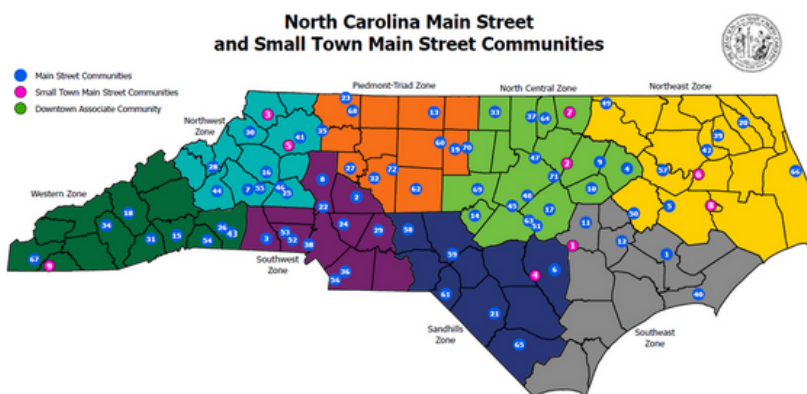
8,419 **293**

FACADE IMPROVEMENTS

9,440 **364**

VOLUNTEER HOURS

127,805 **\$4.2M**



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NC MAIN STREET**

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WEBSITE



**LEARN ABOUT OUR
MAIN-TO-MAIN TRAIL**

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WEBSITE

