DOWNTOWN SALISBURY
NORTH CAROLINA
A Main Street Original

2026

DOWNTOWN SALISBURY
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VISION AND MISSION

MAIN STREET IMPACT REPORT

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.

blocks	26
commercial spaces	367
public parking spots	1566
residential units	202
lodging units	6
restaurants	41
retail	63
vacancy rate	8.2%
rental rate increase 2021-2025	8%
property value increase 2021-2025	24%



INVESTMENT STATS

2025-2026

PUBLIC
$4,542,000

PRIVATE
$10,689,545

9 FACADE IMPROVEMENTS

12 BUILDING IMPROVEMENTS

5 NET NEW BUSINESSES

48 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

$34.5K VOLUNTEER VALUE

1,006 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**

Alley & Main

The Alley & Main project introduced three new residential units, one new AirBnb and two retail spaces to Downtown.



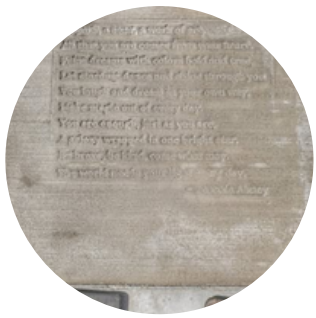
RailWalk Alley

The RailWalk Alley was a $1 million investment by Tourism into creating a safe, pedestrian-friendly alley to enhance the area by the Farmers Market and Salisbury Depot.



Sidewalk Poetry

The City's Public Arts Commission selected and installed a two mile loop of poems stamped in the concrete in Downtown.



COMMUNITY

PROFILE - 2026

POPULATION
36,879

HOUSEHOLDS
14,043

MEDIAN HH INCOME
53,716

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

ANNUAL DOWNTOWN METRICS

RESIDENT POPULATION	933	VISITORS	3.2M
EXTENDED WORKFORCE	3,300	BUSIEST DAY	SATURDAY



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.
- 126-128 N Main Street is being renovated into residential units and retail space.
- 130 S Main Street is being turned into an event and conference space with offices.
- 201 S Main Street will become residential units.

PROMOTIONAL ACTIVITIES



There is always something happening in Downtown Salisbury.

- Wine About Winter
- Marketing Campaigns
- Digital and Print Ads
- Quarterly Stakeholder Meetings
- Cheerwine Festival
- Bell Tower BrewFest
- Design Assistance
- Holiday Decorating Contest
- Resident Mixer
- Yeti in the City
- Event Grant Support



"Downtown Salisbury continues to thrive because it brings together the best of who we are: a strong business community, a vibrant arts and cultural scene, and a history we're proud to preserve. We're seeing new residents and businesses invest in downtown, while projects like the planned streetscape and other community initiatives help us prepare for what's next. Our goal is clear: keep downtown welcoming, active, and distinctly Salisbury as we grow."

- Samantha Haspel - DSI Board Chair

MAIN STREET AMERICA™
Coordinating Program

NORTH CAROLINA MAIN STREET

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.



MAIN STREET

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

$6.6B	$514M
1980-2026	2025-2026

NET NEW BUSINESSES

8,836	318
1980-2026	2025-2026

NET NEW JOBS

41,997	2,467
1980-2026	2025-2026

BUILDINGS REHABILITATED

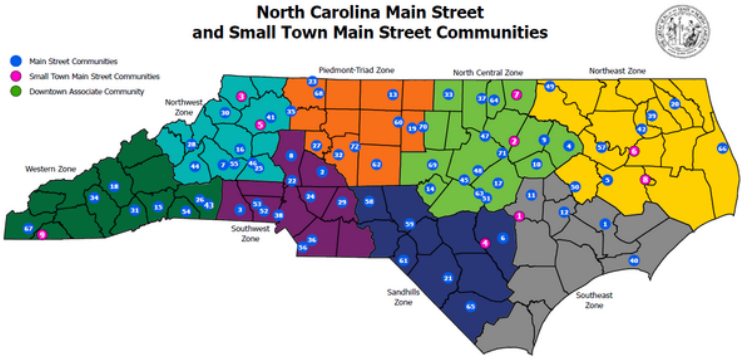
8,718	297
1980-2026	2025-2026

FACADE IMPROVEMENTS

9,798	358
1980-2026	2025-2026

VOLUNTEER HOURS

94,693	$3.3M
2025-2026	Time Value



LEARN ABOUT NC MAIN STREET

ncmainstreetandplanning.com

commerce.nc.gov/main-street-program

North Carolina MAIN STREET

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