



ALBEMARLE DOWNTOWN DEVELOPMENT CORPORATION
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MAIN STREET

IMPACT REPORT

VISION/MISSION/GOALS

VISION & MISSION

Vision: Embracing its rich history, Downtown Albemarle offers a welcoming downtown experience in the heart of Stanly County and the Uwharrie Region. It celebrates abundant recreational activities, artistic creativity, culture, culinary delights and libations. A destination for a thriving business community, that is supported by engaged downtown residents and college students.

Mission: To create an environment for development that enhances downtown Albemarle as the cultural, historic, social, economic, and educational center of the community.

INVESTMENT STATS

2023-2024

PUBLIC

\$1,625,673

PRIVATE

\$11,664,679

2 FACADE IMPROVEMENTS

2 BUILDING IMPROVEMENTS

6 NET NEW BUSINESSES

39 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

497 VOLUNTEER HOURS

\$15.7K VOLUNTEER VALUE

“I enjoy volunteering for the Albemarle Downtown Design Committee because it allows me to contribute to the revitalization and beautification of our community, creating inclusive spaces that reflect and celebrate our diverse population. Additionally, working with a dedicated team on impactful projects provides a rewarding sense of accomplishment..” - Chris Morgan, ADDC Design Committee



JOHN WILLIAMS
2023 NC MAIN STREET CHAMPION



DOWNTOWN SUPPORTS THE ARTS

GHOST SIGN RESTORATION

The ADDC Design Committee, with a match from the NC Arts Council’s Grassroots Grant, funded a ghost sign restoration on N. Depot St.



DOWNTOWN ART WALK

In June 2024 the ADDC hosted the first quarterly Downtown Art Walk in collaboration with the Stanly County Arts Guild. Guild artists set up displays in Courthouse Plaza to sell handcrafted works of art.



MAKE MUSIC DAY

In June of 2024, the ADDC partnered with the Stanly Co. Arts Council and Music on Main to host the first annual Make Music Day in downtown Albemarle. Free music lessons were offered and live music performances were hosted throughout downtown Albemarle.





HELPING BUSINESSES THRIVE

The ADDC awarded \$5,162 in matching grants to downtown businesses for facade improvements, business signage, and landscaping improvements. The ADDC also contributed \$20,000 to the city's Catalyst Grant to assist with larger scale improvement projects to downtown properties.

HISTORIC TAX CREDIT WORKSHOP

JANUARY 2024

The City of Albemarle's Economic Development staff hosted the workshop to empower downtown property owners to take on preservation-based rehabilitation projects. Special guest speakers Diane Young, David Maurer, and Brett Sturm shared more information about incentives at both the state and national level for qualifying properties.



- Desirable Building Attributes:
1. Corner Building
 2. Interior of Block with adjacent alley
 3. Open space at rear
 4. Lots of windows — 3-4 sides preferably
 5. Not too wide or not too deep — definitely not both!
 6. 2-3 stories
 7. On-site or nearby parking
 8. Historic status
 9. Attractive architecture
 10. Good condition



COURTHOUSE PLAZA

GRAND OPENING - JUNE 2024

Downtown's newest placemaking project officially opened on June 22, 2024 with a special ceremony and an art walk. Courthouse Plaza has already been the setting for a number of special events and activities, with more to come!



**NORTH CAROLINA
MAIN STREET**

NC Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, NC Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



THE IMPACT OF MAIN STREET

2023-24

IN OUR COMMUNITIES

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

\$5.5B 1980-2024
\$377.5M 2023-2024

NET NEW BUSINESSES

8,230 1980-2024
375 2023-2024

NET NEW JOBS

37,605 1980-2024
2,461 2023-2024

BUILDING IMPROVEMENTS

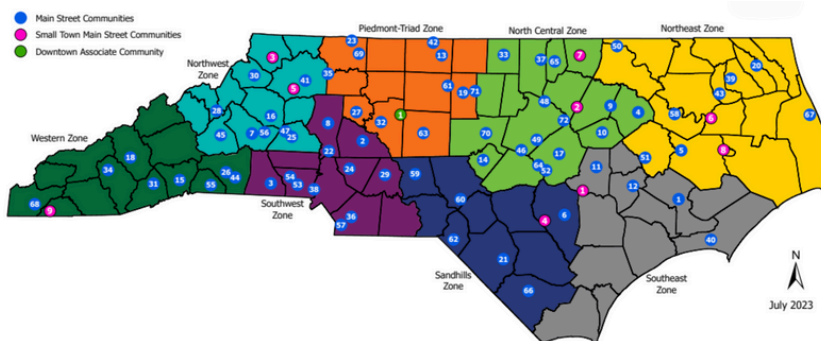
8,126 1980-2024
293 2023-2024

FACADE IMPROVEMENTS

9,076 1980-2024
360 2023-2024

VOLUNTEER HOURS

131,986 2023-2024
\$4.2M Time Value



**LEARN ABOUT
NC MAIN STREET**

CLICK LOGO TO VIEW
WEBSITE



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

CLICK LOGO TO VIEW
WEBSITE

