

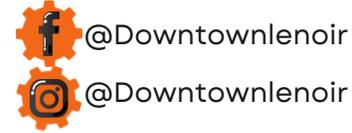


2024-2025

DOWNTOWN LENOIR

828-757-2200

WWW.DOWNTOWNLENOIRNC.COM



## MAIN STREET

# IMPACT REPORT

## VISION/MISSION/GOALS

### MISSION

Downtown Lenoir Main Street Program guides and facilitates connections to resources that create a culture which powers growth Downtown, promotes diversity through engagement, inclusive design and actively showcases the talents of this creative community which lives, works, and prospers in the beauty of a natural environment that inspires artisans, entrepreneurs and attracts the next generations of the creative class.

### ECONOMIC STRATEGY & GOAL

As an Accredited Main Street community our goals are implemented through comprehensive work in four broad areas, known as the Four Points.

**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.

**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.

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

blocks	20
parcels	247
public parking spots	1064
1st floor storefronts	140
residential units	24
lodging units	3
restaurants	8
retail	11
Bottle Shops & Tap Rooms	3
property value increase <small>2020-2025</small>	20%



# INVESTMENT STATS

2024-2025

**PUBLIC**

**\$77,687**

**PRIVATE**

**\$821,080**

**2** FACADE IMPROVEMENTS

**2** BUILDING IMPROVEMENTS

**11** NET NEW BUSINESSES

**56** NET GAIN JOBS

## VOLUNTEER SPOTLIGHT

**\$42K** VOLUNTEER VALUE

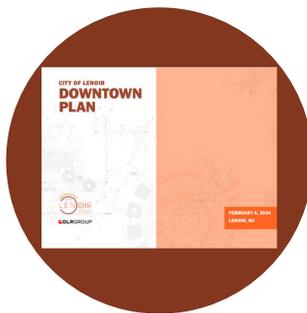
**1039** VOLUNTEER HOURS

"We've never lived in a town with so much activity. Downtown is blessed with outstanding people and some of the most beautiful surroundings we've ever seen. We love being part of downtown. Volunteering is simply our way of giving back to this great place."

- MS Volunteer

### Downtown Master Plan

Lenoir's first Downtown Master Plan was adopted in February 2024. The plan, created by the DLR Group emphasizes organizational goals and implementation strategies as a framework and vision for the downtown moving forward.



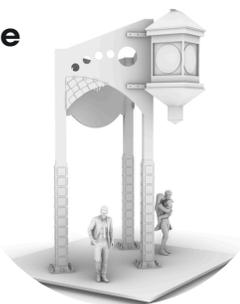
### Sculptural Wayfinding and Gateways

The project includes 55 vehicular sculptural wayfinding signs and 5 gateways signs. The 55 wayfinding signs around the City of Lenoir is an excellent way to create a sense of place and guide residents and visitors to our amenities. Many of the signs will guide motorists to downtown and 12 will be installed in downtown. The Smith Crossroads illuminated gateway sign and 4 remaining gateway signs will be installed in 2026.



### "Time Well Spent" Clock tower sculpture

The Lenoir Historic Clock Tower Sculpture, designed by Joe Bigley, features 224 cast-iron tiles created by the community and celebrates the historic O.B. McClintock Co. clock. Installation is set for late spring/early summer 2025, completing a project that honors Lenoir's rich history and public art scene.



## COMMUNITY

PROFILE - 2025

POPULATION  
**18,352**

HOUSEHOLDS  
**7,340**

MEDIAN HH INCOME  
**50,153**

MEDIAN AGE  
**43.2 YEARS**

"Historic improvements in a rural community like Lenoir are noticeable and appreciated by all residents and visitors. These efforts illustrate dedicated community support."  
-Brenda Floyd MS Director

## DOWNTOWN DRIVE TIME MARKETS

	5 MIN	20 MIN
POPULATION	31,795	56,726
HOUSEHOLDS	13,280	23,506
MEDIAN INCOME	\$50,153	\$50,636



## HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing

Our Main Street program supports businesses by offering facade grants, marketing assistance, and design services to enhance their visibility and appeal. These resources help local businesses thrive and contribute to a vibrant, revitalized community.

# THE CAMPUS PROJECT

The City of Lenoir City Council and staff are committed to the rehabilitation of The Campus. The project plan includes a multi-venue event center that includes a 500-seat auditorium, a 10,000 square foot “flex-space” gymnasium, an outdoor recreation athletic field, and Harper Band Building. Positioned within Lenoir’s Downtown Central Business District, the rehabilitation of these historic assets will provide the citizens, small businesses and non-profits within the Downtown, the City, and the Region with a much-needed event venue facility and recreational tourism destination. This multi-acre project includes a complex plan of adaptive reuse, multi-modal improvements and strategic mixed-use development. Implementation of the project is phased in over 10 years.

## PROMOTIONAL ACTIVITIES



- Love Letters for Locals
- Lenoir Cruise-Ins
- Bootlegger 100
- Lenoir Bicycle Festival
- Bloom Blast
- Neon Night Ride
- Juneteenth Celebration
- Blackberry Festival
- Crack of Dawn Dash
- Sundowner 4 Miler
- Carolina Tattoo Gathering
- Police National Night Out
- Wood, Fire, Smoke Festival
- Mad Hatter Pumpkin Patch Parade
- Light Up Lenoir
- Starry Night Christmas Parade
- Downtown Carriage Rides



“Community – that’s what drives us every day! We want to be part of a spot that celebrates all things local and participate in the growth that is taking place here.”

- Board Member

## DESIGNATIONS

- Certified Retire NC Community
- Preserve America Community
- National Register Historic District



**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

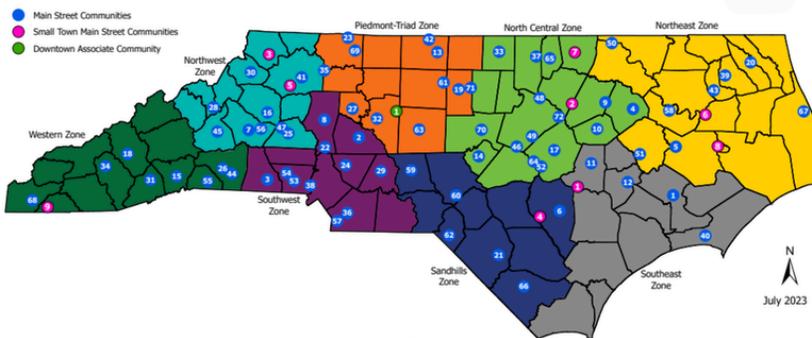
**8,126** 1980-2024  
**293** 2023-2024

### 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](#)

