

## VISION/MISSION/GOALS

## MAIN STREET

# IMPACT REPORT

### VISION & MISSION

**Vision:** Rutherfordton is a dynamic hub for creativity, wellness, and innovation. A destination community where diverse businesses thrive and foster a strong sense of connection, opportunity, and belonging for all who live, work, and explore here.

**Mission:** Rutherford Town Rising is committed to transforming downtown Rutherfordton into a thriving and sustainable destination community for art, wellness, and entrepreneurship.

### ECONOMIC STRATEGIES & GOALS

Rutherfordton will be a hub for art and creativity. RTR will support the growth of creative opportunities in downtown and promote their economic impact.

Rutherfordton will be a center for health and wellness. RTR will help establish downtown as a premier destination by creating an ecosystem of wellness-focused businesses, outdoor spaces, and community programs.

Rutherfordton will be a center of growth and innovation for new and existing businesses. RTR will be a resource for business development through support, funding, training and collaboration.

Downtown is a destination for residents, visitors and businesses to connect, support and thrive. RTR will build a collaborative mindset where visions are shared, businesses are supported, and visitors return time and time again

|                                      |     |
|--------------------------------------|-----|
| blocks                               | 10  |
| parcels                              | 125 |
| parcel owners                        | 71  |
| public parking spots                 | 689 |
| 1st floor storefronts                | 53  |
| residential units                    | 6   |
| lodging units                        | 2   |
| restaurants                          | 7   |
| retail                               | 17  |
| health & wellness                    | 11  |
| property value increase<br>2020-2025 | 14% |





# INVESTMENT STATS

2024-2025

PUBLIC

\$192,399

PRIVATE

\$481,000

13 FACADE IMPROVEMENTS

2 BUILDING IMPROVEMENTS

13 NET NEW BUSINESSES

23 NET GAIN JOBS

## VOLUNTEER SPOTLIGHT

\$27.3K VOLUNTEER VALUE

864 VOLUNTEER HOURS

“Volunteers are the heart of our downtown. Their dedication fuels the preservation, pride, and progress of Rutherfordton. Volunteers don’t just give their time, they build connections, strengthen local economies, and ensure that small-town heritage continues to thrive for generations to come.” - **Leniece Lane - Business Owner, Resident and RTR Volunteer**

### PROJECT 1 - Parcel Exchange/191

An investor from Charlotte fell in love with the historic building and decided to open a multi-use building that includes a mailing center, a full restaurant and bar, an event space, and a remote office for his mortgage company.



### PROJECT 2 - Global Roots Mural

Rutherfordton was chosen to host the American Horizons international mural, the first of its kind in the state. Mural Mosaic’s Global Roots is a unique initiative that aims to bring people from around the world together through the power of art. Each tile was hand-painted and then combined to produce the final image.

Contributors to the mural traveled from locations such as San Francisco, Chicago, Kentucky, Idaho, Texas, Canada and even Ireland to take part in the mural reveal in April 2025.



## COMMUNITY

PROFILE - 2025



POPULATION  
3,671



HOUSEHOLDS  
1,440



MEDIAN HH INCOME  
\$58,913



MEDIAN AGE  
40 YEARS

In 2025, RTR celebrated their 30<sup>th</sup> year as an organization and 35 years as a NC Main Street Community. We held a year long fundraiser asking the community for \$30 for our 30<sup>th</sup> anniversary to help raise funds for downtown.

## DOWNTOWN DRIVE TIME MARKETS

|               | 5 MIN    | 10 MIN   | 20 MIN   |
|---------------|----------|----------|----------|
| POPULATION    | 4,296    | 13,995   | 43,455   |
| HOUSEHOLDS    | 1,878    | 5,766    | 17,988   |
| MEDIAN INCOME | \$41,541 | \$45,929 | \$50,152 |





YOUR TOWN  
YOUR SAY

COMMUNITY SURVEY



## WOMEN'S WELLNESS MONTH

This month we are celebrating all the amazing in our community and making sure you are stay healthy, wealthy and wise.



## HELPING BUSINESSES THRIVE

RTR has worked hard this year to improve its downtown business support program and provide new resources to ensure businesses grow and thrive. Features included a community survey and a Women's Wellness Month in May.

- facade grants
- marketing

- design services
- newsletters

# REDEVELOPMENT PROJECTS UNDERWAY!

There are several exciting development projects underway including, but not limited to the following:

- Revitalization through use of historic tax credits of a historic building into retail and upper floor housing
- Purchase of an endangered property by a new investor with plans to turn it into an Irish Pub in 2026
- Property secured and plans in place for a new and upgraded Town Hall
- Several historic, vacant buildings have been purchased and renovations are underway to turn into multi-use buildings that will support both retail, office and upper floor living.

## PROMOTIONAL ACTIVITIES

There is always something happening in downtown Rutherfordton!



- Hilltop Festival
- Trick or Treat
- Christmas Parade
- Rutherfordton Night Out
- Business After Hours
- FAB Festival Series
- Brewtiful Mornings Live Series
- Movies in the Park
- Citizens Academy
- July 4th Fireworks Kiwanis Park

"What I love most about Rutherfordton is the pride people take in this town. We're growing and evolving, but we've never lost sight of our roots. "Downtown Rutherfordton has always felt like home to me."

**Christy Houser - President RTR**





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 IMPACT OF MAIN STREET

2024-25

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

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

### NET NEW BUSINESSES

**8,518** **288**

### NET NEW JOBS

**39,530** **1,925**

### BUILDINGS REHABILITATED

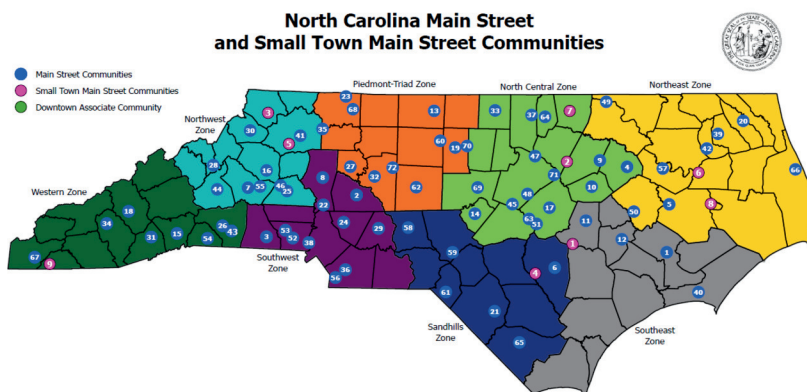
**8,419** **293**

### 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**

CLICK LOGO TO VIEW  
WEBSITE

