



## VISION/MISSION/GOALS

# MAIN STREET IMPACT REPORT

### VISION & MISSION

Historic downtown Mebane is a hub for regional recreation, wellness, and leisure activities. Downtown serves as the inclusive center for community engagement and is a hub of regional entrepreneurship and culture. Downtown is rich with diverse small businesses, nightlife, and dining options for a positively charming experience.

#### ECONOMIC STRATEGY & GOAL #1

Downtown Mebane is a hub for regional recreation, wellness, and leisure activities.

**Goal:** To be connected as a hub for recreation within the region while promoting downtown as the place for more leisurely activities.

#### ECONOMIC STRATEGY & GOAL #2

Downtown Mebane is the center for community engagement and inclusivity.

**Goal:** Downtown is a third-place destination after home and work. It is a place where all feel safe and welcome.

#### ECONOMIC STRATEGY & GOAL #3

Downtown Mebane is a vibrant destination for small business, nightlife, dining and entrepreneurial innovation.

**Goal:** To grow and expand options for services, dining, nightlife, and shopping.

commercial parcels	<b>111</b>
commercial parcel owners	<b>77</b>
public parking spots	<b>469</b>
1st floor storefronts	<b>118</b>
residential units	<b>240</b>
food/beverage	<b>16</b>
retail	<b>25</b>
vacancy rate	<b>4%</b>

2020-2025

# INVESTMENT STATS

2024-2025

PUBLIC

\$334,339

PRIVATE

\$2,425,235

5 FAÇADE IMPROVEMENTS

4 BUILDING IMPROVEMENTS

16 NET GAIN JOBS

## VOLUNTEER SPOTLIGHT

\$22,199 VOLUNTEER VALUE

672 VOLUNTEER HOURS

### Downtown Social District

DMDC initiated the creation of Mebane's downtown social district by presenting the concept to City Council and working closely with the City to secure a one-year pilot program. Throughout the trial, we provided outreach, signage, and education to ensure a smooth launch. At the end of the pilot period, the program was made permanent with City Council approval. The social district has driven noticeable increases in downtown activity. 45% of surveyed business owners reported a noticeable increase in foot traffic, highlighting the district's positive impact on vibrancy and commerce.



### Growing our Volunteer Base

We increased our base by 360% by creating more opportunities for engagement through events, committees, and outreach, welcoming new faces and strengthening our network of downtown advocates.



## COMMUNITY PROFILE - 2024



POPULATION  
20,2012



HOUSEHOLDS  
7,300



MEDIAN HH INCOME  
\$84,312



MEDIAN AGE  
36.6 YEARS

"Downtown Mebane continues to thrive because of the incredible collaboration between our businesses, volunteers, and community members. Together, we're building something special, one step, one storefront, one story at a time.

Laura Schaefer, Executive Director

## DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	9,155	27,464	145,295
HOUSEHOLDS	3,729	11,091	59,034
MEDIAN INCOME	\$64,746	\$74,653	\$62,846



## HELPING BUSINESSES THRIVE

- facade grants
- marketing
- design services
- education opportunities

DMDC is committed to supporting downtown businesses through direct resources like grants, professional design services, and targeted marketing. We also offer educational opportunities that help entrepreneurs grow, adapt, and succeed in a changing retail landscape.

## STRATEGIC STORYTELLING & BRAND BUILDING

DMDC has significantly grown its capacity to tell the story of downtown Mebane through thoughtful branding, content creation, and digital outreach. From compelling social media campaigns to branded event promotions and video storytelling, we've worked to elevate the downtown identity and deepen the community's emotional connection to it. In the past year, our social media content interactions grew by over 894%, video content garnered more than 79K combined views, and engagement rates consistently outperformed industry benchmarks—demonstrating the power of intentional storytelling to drive visibility, tourism, and support for local businesses.

## PROMOTIONAL ACTIVITIES



- AutumnFest
- Nutcracker Stroll
- Shop Small Saturday
- Downtown at Dusk
- Community Vision Forum
- Hook & Line Music Festival
- Small Business Workshops

The Downtown Mebane Development Corporation stands poised to lead the next chapter, harnessing the energy and optimism of business owners, residents, and city leaders alike. By preserving the area's unique character while embracing new opportunities, Mebane's downtown will remain a beacon of community spirit and economic vitality for generations to come.

- Mayor of Mebane, Ed Hooks



## DESIGNATIONS

- NC Main Street Designated Community
- 2025 Main Street America Accredited



# THANK YOU TO OUR SPONSORS

Downtown Mebane thrives because of sponsors, supporters, and the community. This support allows us to host exciting events, improve public spaces, and champion local businesses. Whether it's through a donation, volunteering, or spreading the word, their involvement makes a lasting impact. Together, we can continue to build a vibrant, welcoming downtown for everyone to enjoy.



Sean Ewing

Ed & Sandra Hooks

Matthew of Mebane

Preston, Carleigh, Rileigh, & Anna Mitchell

Greg Payne



**NICOLE** Cockerham  
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The Pig Pin by Fat Man

Greg Payne

Katie Burkholder - REMAX

Mebane Pediatric Dentisry

Sweet Grace Market

Tanger- Mebane

Walker's Funeral Home

Xtreme Dance

**AutumnFest**  
MEBANE, NC  
October 4, 2025



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

### FAÇADE IMPROVEMENTS

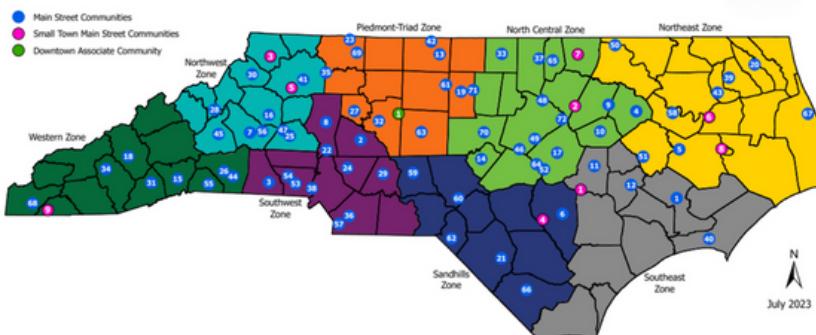
**9,076**  
1980-2024

**360**  
2023-2024

### VOLUNTEER HOURS

**131,986**  
2023-2024

**\$4.2M**  
Time Value



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