



Facebook @ marionbusinessassociation-mba

Instagram @ discovermarionnc



MAIN STREET

IMPACT REPORT

VISION/MISSION/GOALS

VISION & MISSION

Vision: Downtown Marion is the gathering place of McDowell County with a thriving downtown center of entrepreneurship and entertainment.

Mission: The Marion Business Association serves to strengthen the economic base of the City of Marion while preserving the historic character of the Downtown.

ECONOMIC STRATEGY & GOAL

Downtown Marion is the community gathering place with a thriving downtown center.

The goal is to have strong marketing & outreach for locals, visitors and new businesses with the objective of attracting people to Marion and McDowell County.

Value Statement

The Marion Business Association champions the entrepreneurial spirit of our community through a collaboration and innovation to enhance the quality of life for all citizens of our city.

blocks	16
parcels	178
parcel owners	152
public parking spots	374
1st floor storefronts	99
residential units	59
lodging units	2
restaurants	14
retail	11
vacancy rate	2%
property value increase 2020-2025	50%



INVESTMENT STATS

2023-2024

PUBLIC

\$300,000

PRIVATE

\$3,565,000

9 FACADE IMPROVEMENTS

2 BUILDING IMPROVEMENTS

8 NET NEW BUSINESSES

1 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$27,562K VOLUNTEER VALUE

823 VOLUNTEER HOURS

The Marion Business Association board members generously provide countless hours in service to the MBA and the City of Marion. They are an integral part of making our special projects and events successful. Thank you for all you do for our community!

Streetscapping Plans

The MBA has committed themselves to creating beautiful streetscaping for our Main Street Historic District. We are planning to purchase new containers and elevate the plant design to bring more beauty to our charming Main Street.



New Billboard Design

The MBA has created a modern, eye catching billboard design that is now on Interstate 40 showcasing our Historic Downtown and hints to all we offer, to all those who travel through McDowell County on .



Sidewalk Trail Markers

To coincide with the NC's "Year of the Trail," the MBA has purchased and placed trail markers on our sidewalks to show hikers and pedestrians alike where our Fonta Flora and Peevine Trails converge on Main Street.



COMMUNITY

PROFILE - 2024



POPULATION

7,652



HOUSEHOLDS

2,810



MEDIAN HH INCOME

48,520



MEDIAN AGE

39 YEARS

"Downtown Marion is the living room of the community. It is where we celebrate, work and play. Sometimes we mourn. It is our home."

- MS Director Freddie Killough

DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	5,347	13,943	34,655
HOUSEHOLDS	2,268	5,817	14,039
MEDIAN INCOME	\$53,338	\$57,562	\$57,878



HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing
- gem grants

The Marion Business Association works closely with the community to offer programs that support small business development with continued support, as well as creating an appealing city to appeal to local shoppers and travelers alike.

REDEVELOPMENT PROJECTS UNDERWAY!

Allen Roderick has several building projects in the Downtown Historic District. We are proud of his success in nearing completion of his historic 44 Depot Street building in the Historic Depot District of Marion, NC. The once empty building now houses a children's clothing manufacturing company, a restaurant, photography studio, healthcare office as well as promise of more manufacturing to join the bustling group of entrepreneurs in the near future.

PROMOTIONAL ACTIVITIES



List key promotional activities. Can describe focus here if needed, otherwise delete.

- WNC Bigfoot Festival
- Livermush Festival
- Independence Day Celebration
- Sidewalk Yard Sales
- Mountain Glory Festival
- Marion Christmas Parade
- Main Street Craft Crawl
- Christmas Fest
- New Year's Eve Celebration

Marion loves to celebrate community with a wide variety of events including nationally recognized WNC Bigfoot, Livermush, and Mountain Glory Festivals. Come celebrate Marion's rich heritage and tradition.



DESIGNATIONS

- Accredited Main Street America
- Accredited NC Main Street Community
- Certified Retirement Community
- Tree City Community

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

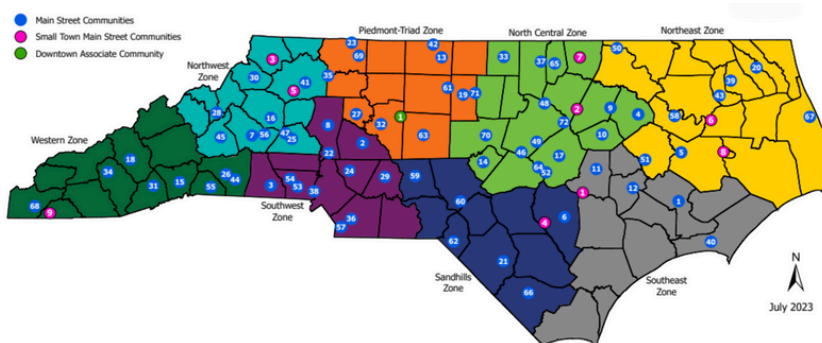
VOLUNTEER HOURS

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

