



RUTHERFORDTON
828.287.3520 EXT 8
EXPLORERUTHERFORDTON.COM

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MAIN STREET

IMPACT REPORT

VISION/MISSION/GOALS

VISION & MISSION

Vision: Rutherfordton, a minted original, is the gold standard of small town living where the mountains are our backyard and downtown is a preferred destination and the center for small businesses to grow and prosper.

Mission: Rutherford Town Rising leads the efforts to grow our downtown economy by promoting quality of life, sense of community, and preservation of our historic district in Rutherfordton.

ECONOMIC STRATEGY & GOAL

Rutherfordton will be the center for small businesses to grow and prosper. Downtown will put its business owners in a strong position to succeed.

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 2020-2025	14%





INVESTMENT STATS

2023-2024

PUBLIC

\$130,488

PRIVATE

\$1,624,500

7 FACADE IMPROVEMENTS

4 BUILDING IMPROVEMENTS

6 NET NEW BUSINESSES

16 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$9.5K VOLUNTEER VALUE

301 VOLUNTEER HOURS

“Night Owl owes a great portion of our success to the Town of Rutherfordton. Town officials have put in years of dedicated service, forging invaluable partnerships with local businesses. We will be forever grateful for the beautiful town we call home and for the people who work passionately to keep it moving forward..” - Rachel and Jordan - Business Owners and RTR Volunteers

PROJECT 1 - Main Street Park

We dedicated significant time and resources to revitalizing Main Street Park. Enhancements included a performance stage, more greenery, modernized benches, and new signage. This park serves as a popular gathering point and gateway for foot traffic to Main Street.



PROJECT 2 - MackinGO Coworking

MackinGo Coworking Space rehabilitated a key property in our downtown transforming it from an old mechanics garage into a hip and trendy office space with an urban look and feel. The parking lot became an outdoor patio for networking and lunch.



PROJECT 3 - Endangered Building

The Town worked with the NC Department of Environmental Quality to save a distressed property that used to be a Dry Cleaners. The property has been cleared and then sold to an investor that plans on turning it into an Irish Pub.



COMMUNITY

PROFILE - 2024

POPULATION
3,671

HOUSEHOLDS
1,440

MEDIAN HH INCOME
\$58,913

MEDIAN AGE
40 YEARS

“There is a lot of energy and new ideas being brought to fruition in downtown Rutherfordton. It’s exciting to see all of these projects come together and bring new life into downtown”
- Doug Barrick - Town Manager

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



HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing
- newsletters

We don't care how you say it or spell it as long as you decide to call it home! RTR has worked hard this year to improve their downtown business support program and provide new resources to ensure businesses grow and thrive.

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 2025
- 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

“Rutherfordton is growing into a thriving downtown. The existing businesses are stepping up to match the energy from the Town, RTR and new businesses and it shows! The new programs and services that RTR will be providing will continue to move this town forward.”

- Christy Houser - Vice President RTR





**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

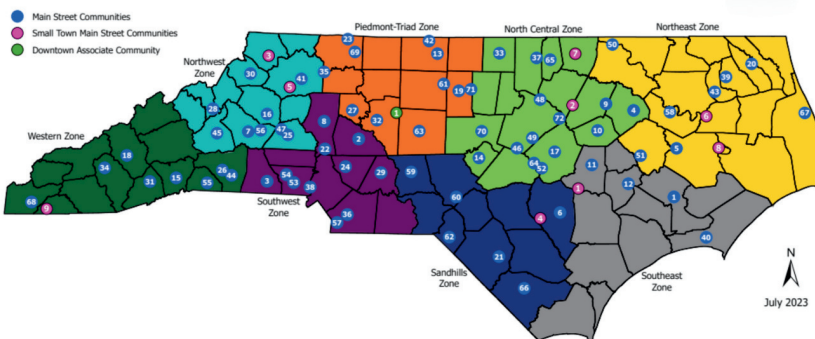
8,126 1980-2024
293 2023-2024

FACADE IMPROVEMENTS

9,076 1980-2024
360 2023-2024

VOLUNTEER HOURS

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



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NC MAIN STREET**
 CLICK LOGO TO VIEW WEBSITE



**LEARN ABOUT OUR
MAIN-TO-MAIN TRAIL**
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July 2023