

UPTOWN LEXINGTON, INC.



Lexington
FIND IT HERE

2025

2025

www.uptownlexington.com





THE HISTORY OF UPTOWN LEXINGTON

In the late 1970's communities across the country were asking the National Trust for Historic Preservation to offer assistance in retaining the central business districts. With shopping centers and strip centers popping up closer to residential growth, downtowns were having a harder time retaining their share of the market. The Main Street program was created as a test program by the National Trust as a result of those requests. Based on the success rate of the three test programs, the National Main Street Center, a division of the National Trust, was established in 1980 and five North Carolina communities were among the twenty communities in the nation to be designated as Main Street communities. The success was so significant that five more NC communities were selected in 1982, and programs across the country were being created.

In January, 1992, Mayor V.G. Price appointed a committee of five people to evaluate the uptown business district and make a recommendation. The uptown committee recommended applying to the North Carolina Main Street Program to become a designated Main Street community and receive technical assistance from the State of NC. In the spring, 1993, Lexington was awarded Main Street designation and Uptown Lexington, Inc. was formed. In July, 1993, a Municipal Service District was established to fund the Main Street program and to hire full time management for the revitalization program. Property owners within this special taxing district voluntarily taxed themselves \$.19/\$100 valuation. In January, 1994, the first full time executive director was hired to manage the program with the Board of Directors.

BENEFITS OF BEING A MAIN STREET PROGRAM

Economic Growth

The program helps communities attract new businesses to their downtown areas, leading to increased investment and job creation.

Historic Preservation

By focusing on historic preservation, the program encourages the rehabilitation of older buildings, enhancing the aesthetic appeal of downtown areas.

Community Engagement

Encourages citizen participation, fostering a sense of place, pride and ownership within the community

Technical Assistance

Receiving expert guidance and training from the North Carolina Main Street staff on aspects like design, economic development, and marketing.

Grant Opportunities

Access to potential grants and funding sources to support revitalization and restoration projects.

Branding and Promotion

Utilizing the "Main Street" designation to attract tourists and new businesses to the downtown area.



VISION/MISSION/GOALS

MAIN STREET

IMPACT REPORT

1

STRATEGY: Center of vitality in the community (active, strong, relevant, and full of life).

GOAL: Bring more life and activity to Uptown Lexington in order to remain relevant now and in the future.

OBJECTIVE: Increase the number of upper-floor living options by 30% over the next three years while decreasing the number of vacant or inactive storefronts to 0%.

2

STRATEGY: Center for connection in the community (creative, entertaining, unified, engaged).

GOAL: Create a greater sense of place through art, music, cuisine and events that encourage engagement and foster community connections.

OBJECTIVE: Expand the number of community activities, events and options by 10% in 12 months and 40% over the next three years including art exhibitions, projects, businesses, cultural events, music performances and culinary choices.

3

STRATEGY: Center for growth for new and existing businesses (evolving, resilient, supportive, resourceful).

GOAL: Become a hub for business development through support, funding and collaboration.

OBJECTIVE: Increase the number of new businesses by 25% and expand on support services for new and existing businesses by 40% over the next three years.

VISION

To be the center for vitality, culture and growth where people are drawn to gather, connect and live.

MISSION

Uptown Lexington exists to enrich and empower our community by fostering growth and facilitating opportunities. We are dedicated to being a catalyst for economic vitality, creating a vibrant sense of place that inspires community pride and engagement. Through our efforts, we aim to cultivate an environment where current residents and future generations can live, work, and thrive, ensuring a prosperous and connected community for years to come.



INVESTMENT STATS

2023-2024

PUBLIC

\$13.8 MILLION

PRIVATE

\$640,000

2 FACADE IMPROVEMENTS

6 BUILDING IMPROVEMENTS

8 NET NEW BUSINESSES

28 NET GAIN JOBS

SPIRIT SPOTLIGHT

\$32K VOLUNTEER VALUE

1032 VOLUNTEER HOURS

Wende embodies everything it means to be the Spirit of Uptown Lexington. She volunteers countless hours, pours her heart and soul into advocating for the town and the merchants, and always shows up to help, lots of times with delicious treats!

BOARD OF DIRECTORS

Greg Baer
President
JAG, LLC

Jeff Smith
Past-President
Black Chicken Coffee House

Julie Harshaw
President-Elect
The Smoke and Oak

Conrad McKnight
Treasurer
Triad PC Support

Josh Tackett
Secretary
The District Group

Rachel Skinner
Main Street Deli

Matt Leonard
Carolina Brothers

Johnson Phillips
Bumbles and Beans Media

Dan Briggs
Davidson Funeral Home

Jessica McDaniel
Davidson Speed Printing

Alan Lomax
Fidelity Bank

Liasons

Tammy Absher
Director, Community Development,
City of Lexington

Morgan Brinkle
Executive Director, Lexington
Tourism Authority

Joe Wallace
President, Lexington Area
Chamber of Commerce

Jason Hayes
Mayor, City of Lexington

Fred McClure
Davidson County Commissioner

COMMUNITY

PROFILE - 2024

POPULATION
19,898

HOUSEHOLDS
7,530

MEDIAN HH INCOME
36,868

MEDIAN AGE
38 YEARS

"We have enjoyed celebrating the last 30 years of growth, and now we are focused on cultivating an environment for continuing that growth for 30 more!"

- Board President, Greg Baer



EXECUTIVE
The Organization

VITALITY
Economic Development

COMMUNITY & CONNECTION
PROMOTION, PLACEMAKING, STORYTELLING

GROWTH & SUPPORT
GRANTS, STREETScape, SPECIAL PROJECTS

COMMITTEES



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

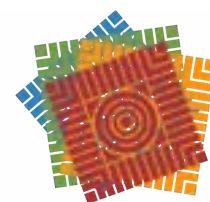
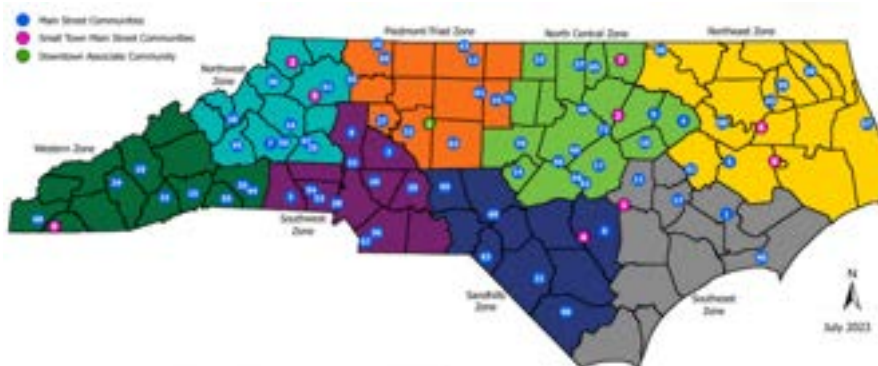
VOLUNTEER HOURS

131,986

2023-2024

\$4.2M

Time Value



North Carolina
MAIN STREET





Kim's salon
Natural Hair Care
and More



