



UPTOWN ROXBORO GROUP
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List social media handles
Facebook @UptownRoxboroNC
Instagram @uptown_rox



VISION/MISSION/GOALS

MAIN STREET

IMPACT REPORT

VISION & MISSION

Vision: The “art in living” is found in Uptown Roxboro, which is the heart and pulse of Person County, supporting creative local businesses, providing inclusive and inviting gathering places, promoting arts and entertainment, and attracting visitors and residents alike.

Mission: For the good of Person County, the mission of the Uptown Roxboro Group is to plan and implement the continued revitalization of Uptown Roxboro. This involves encouraging economic development by providing a framework in which ideas will evolve into practical solutions for Roxboro’s future, by utilizing the North Carolina Main Street four-point approach as a guide.

ECONOMIC STRATEGY & GOAL

Uptown Roxboro is the perfect destination for fostering community connection, preserving local character & culture, spending locally to keep more dollars in our local economy, and gaining the specialized service and experience you can’t get anywhere else. Together, let’s nurture and sustain the vibrant soul of our Main Street community, one local purchase at a time.

| | |
|--------------------------------------|----------------|
| annual Uptown visitors | 777,700 |
| 1st floor storefronts | 49 |
| residential units | 29 |
| lodging units | 2 |
| food/drink establishments | 9 |
| retail | 28 |
| vacancy rate | 3% |
| property value increase 2020-2025 | 20% |



INVESTMENT STATS

2024-2025

PUBLIC

\$142,775

PRIVATE

\$2,090,302

4 FACADE IMPROVEMENTS

1 BUILDING IMPROVEMENTS

1 NET NEW BUSINESSES

8 NET GAIN JOBS

VOLUNTEER SPOTLIGHT

\$33K VOLUNTEER VALUE

1012 VOLUNTEER HOURS

“It’s been my pleasure to volunteer with Uptown Roxboro Group for several years now. I’ve had the opportunity to grow my relationship with the group over the last few years by assisting with other events, offering input and helping promote our vibrant Uptown area. Uptown Roxboro Group ensures that we think creatively and form innovative partnerships, making the area more welcoming to our diverse community. This is important to me as a volunteer and why I’m honored to contribute.”

- MS Volunteer, Beth Townsend

New Banners

Uptown Roxboro Group recently designed and installed new banners throughout Uptown Roxboro, adding fresh color and vibrancy to our historic district.



Celebrating 30 Years of NC Main Street

Uptown Roxboro Group celebrated 30 years as a designated North Carolina Main Street Community! A milestone highlighting three decades of dedication to preserving our historic charm, supporting local businesses, and fostering economic growth in the heart of Roxboro. Together, we celebrate our past, honor those who have guided our journey, and look forward to an even brighter future for Uptown Roxboro.



Wayfinding Signage

Uptown Roxboro Group assisted the Person County TDA with their wayfinding signage project, providing valuable input on the design and helping determine the locations and placement of the signs throughout the area.



COMMUNITY

PROFILE - 2025



POPULATION
8,129



HOUSEHOLDS
3,610



MEDIAN HH INCOME
\$39,283



MEDIAN AGE
41.3 YEARS

“Uptown Roxboro is continuing to make progress towards revitalizing several of our historic buildings. We have added several new businesses to Uptown and they are thriving.”

- URG Chair, Megan Gilbert

DIGITAL
IMPACT

WEBSITE REACH

27,230

FACEBOOK
REACH

22,185

INSTAGRAM
REACH

3,015



HELPING BUSINESSES THRIVE

- facade grants
- marketing
- design services
- roof grants

Uptown Roxboro Group strives to assist our small businesses by providing facade grants, training opportunities, and events & promotions in which they can bring in more foot traffic. We encourage our building owners and business owners to get involved in the community and work together as a team alongside them to help Uptown Roxboro continue to grow responsibly.

REDEVELOPMENT PROJECTS UNDERWAY!

We have seen many new businesses open and expand in Uptown Roxboro, as well as numerous facade renovations. We currently are anxiously awaiting the completion of a large redevelopment project in the Roxboro Building which will add more upper-story residential units to our district.

PROMOTIONAL ACTIVITIES



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

- Food Truck Rodeos
- Cruise-In Series
- Jingle On Main
- Touch a Truck
- Social Media
- Website listings & blogs
- Monthly newsletter
- Sponsorship opportunities
- Digital/print ads
- community meetings

“Amid the hustle and bustle of modern life, it’s easy to forget the quiet heroes of our communities—the small businesses that line our streets, each bringing its own unique charm and character. In an era dominated by the convenience of big-box stores and online giants, it’s more important than ever to pause and appreciate the vital role these local businesses play in shaping the spirit and vibrancy of our neighborhoods. - **URG Executive Director, April Spencer**



DESIGNATIONS

- Twice named one of North Carolina's Top 100 safest cities (2017 and 2021)

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**
1980-2025 2024-2025

NET NEW JOBS

39,530 **1,925**
1980-2025 2024-2025

BUILDINGS REHABILITATED

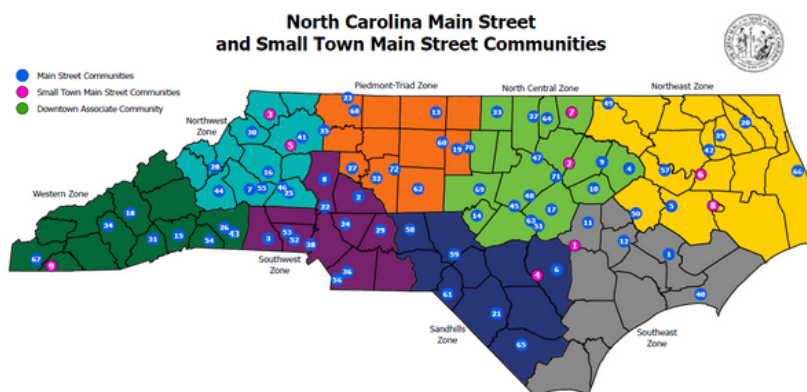
8,419 **293**
1980-2025 2024-2025

FACADE IMPROVEMENTS

9,440 **364**
1980-2025 2024-2025

VOLUNTEER HOURS

127,805 **\$4.2M**
2024-2025 Time Value



**LEARN ABOUT
NC MAIN STREET**

CLICK LOGO TO VIEW
WEBSITE



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

CLICK LOGO TO VIEW
WEBSITE

