



UPTOWN ROXBORO GROUP  
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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.

1st floor storefronts	<b>48</b>
residential units	<b>28</b>
lodging units	<b>1</b>
food/drink establishments	<b>9</b>
retail	<b>27</b>
vacancy rate	<b>4%</b>
property value increase <small>2020-2025</small>	<b>20.5%</b>



# INVESTMENT STATS

2023-2024

PUBLIC

\$197,000

PRIVATE

\$2,518,267

10 FACADE IMPROVEMENTS

1 BUILDING IMPROVEMENTS

6 NET NEW BUSINESSES

13 NET GAIN JOBS

## VOLUNTEER SPOTLIGHT

\$39K VOLUNTEER VALUE

1253 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**

### Roxboro Savings Centennial Park

This year, Uptown Roxboro Group took on the pigeons at the park. We purchased and installed (with the help of Public Works) bird spikes to encourage the birds to congregate in another location so that the park could remain cleaner and more appealing for the public to use the space.



### Beautification

The URG Design Committee is diligent about Uptown Roxboro beautification and does annual planting twice a year in the many flower pots throughout Uptown Roxboro. With the help of a wonderful group of amazing volunteers we are able to make this project a success.



### Accessibility

URG was able to add a handicap accessible picnic table to the Roxboro Savings Centennial park so that people of different abilities can enjoy the space.



# COMMUNITY

PROFILE - 2024

POPULATION  
8,131

HOUSEHOLDS  
3,530

MEDIAN HH INCOME  
\$39,787

MEDIAN AGE  
40.7 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**

## DOWNTOWN DRIVE TIME MARKETS

	5 MIN	10 MIN	20 MIN
POPULATION	5,953	15,435	34,001
HOUSEHOLDS	2,607	6,561	14,141
MEDIAN INCOME	\$44,988	\$50,705	\$61,836



## HELPING BUSINESSES THRIVE

- facade grants
- design services
- marketing
- training opportunities

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



- 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



## DESIGNATIONS

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

In the hustle and bustle of modern life, it's easy to overlook the quiet heroes of our communities—the small businesses that dot our streets, each with its own unique charm and offerings. In today's fast-paced world, where the convenience of big-box retailers and online giants often reigns supreme, it's crucial to take a step back and recognize the invaluable role that local businesses play in shaping the character and vitality of our neighborhoods.

**-URG Executive Director, April Spencer**



**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

**\$5B** 1980-2024  
**\$684M** 2023-2024

### NET NEW BUSINESSES

**1546** 1980-2024  
**789** 2023-2024

### NET NEW JOBS

**1,257** 1980-2024  
**649** 2023-2024

### BUILDING IMPROVEMENTS

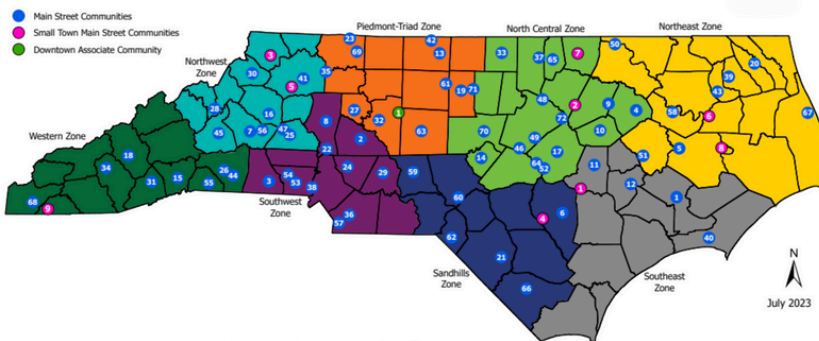
**445** 1980-2024  
**12,789** 2023-2024

### FACADE IMPROVEMENTS

**445** 1980-2024  
**12,789** 2023-2024

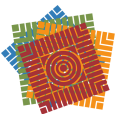
### VOLUNTEER HOURS

**445** 1980-2024  
**12,789** 2023-2024



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NC MAIN STREET**

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WEBSITE



North Carolina  
**MAIN STREET**

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

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