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Instagram <https://www.instagram.com/downtownlaurinburg/?hl=en>

## VISION/MISSION/GOALS

### MAIN STREET

# IMPACT REPORT

## VISION & MISSION

### Positioning Statement

Downtown Laurinburg is a creative hub where new businesses take root, existing businesses grow, and community entrepreneurship thrives – enriched by diversity, heritage, and the arts. It is the destination of choice for quality retail, services, and government in Scotland County.

### Mission

The Laurinburg Downtown Advisory Committee fosters downtown economic growth while preserving its historic character.

### Vision

A vibrant small-town center where culture, community, and business prosper together.

## ECONOMIC STRATEGY & GOAL

Downtown is the preferred destination – the first place people think of to gather with friends and family, offering a true sense of place and community identity..

## ECONOMIC STRATEGY & GOAL

Downtown is the center where small businesses grow, prosper, and drive business development.

blocks **37**

parcels **140**

parcel owners **98**

public parking spots **349**

1st floor storefronts **79**

residential units **1**

lodging units **0**

restaurants **4**

retail **24**

vacancy rate **43%**

property value increase  
2020-2025 **4.1%**



# INVESTMENT STATS

2024-2025

PUBLIC

\$76,935

PRIVATE

\$52,86

5 FACADE IMPROVEMENTS

2 BUILDING IMPROVEMENTS

4 NET NEW BUSINESSES

-3 NET GAIN JOBS

## RENOVATION HIGHLIGHT

RED WILLOW, A BELOVED HAIR SALON NESTLED IN THE HEART OF DOWNTOWN LAURINBURG, HAS TAKEN A BOLD STEP FORWARD IN ITS JOURNEY OF GROWTH AND TRANSFORMATION. IN 2023, THE TEAM BEGAN EXTENSIVE RENOVATIONS AT THEIR NEW LOCATION – 109 SOUTH MAIN STREET – WITH A VISION TO CREATE A MORE SPACIOUS, INVITING, AND MODERN ENVIRONMENT FOR THEIR CLIENTS. THE GOAL WAS NOT ONLY TO EXPAND THE PHYSICAL SPACE BUT ALSO TO ENHANCE THE OVERALL EXPERIENCE BY INTRODUCING A WIDER VARIETY OF PREMIUM SERVICES.

AFTER MONTHS OF HARD WORK, DEDICATION, AND ATTENTION TO DETAIL, RED WILLOW OFFICIALLY REOPENED ITS DOORS ON FEBRUARY 10, 2025. THE NEWLY RENOVATED SALON NOW OFFERS AN ELEVATED ATMOSPHERE WHERE STYLE, COMFORT, AND CREATIVITY MEET. WITH UPDATED INTERIORS, MORE SERVICE STATIONS, AND A BROADER MENU OF HAIR AND BEAUTY SERVICES, RED WILLOW IS PROUD TO PROVIDE A FULL-SERVICE SALON EXPERIENCE FOR BOTH LOYAL RETURNING GUESTS AND FIRST-TIME VISITORS.

WHETHER YOU'RE COMING IN FOR A FRESH CUT, A BOLD COLOR TRANSFORMATION, OR A RELAXING TREATMENT, THE RED WILLOW TEAM IS EXCITED TO WELCOME YOU INTO A SPACE THAT REFLECTS THEIR PASSION FOR BEAUTY, COMMUNITY, AND EXCEPTIONAL SERVICE. COME SEE WHAT'S NEW – AND LET RED WILLOW BRING OUT THE BEST IN YOU.

## COMMUNITY

PROFILE - 2025

POPULATION  
15,130

HOUSEHOLDS  
5,712

MEDIAN HH INCOME  
\$39,258

MEDIAN AGE  
38 YEARS

"To be successful, you have to have your heart in your business, and your business in your heart."

Thomas Watson, Sr., former CEO, IBM



## DIGITAL IMPACT

WEBSITE IMPACT

68,350

FACEBOOK REACH

3,654

INSTAGRAM REACH

5,563



## HELPING BUSINESSES THRIVE

THE DOWNTOWN ADVISORY COMMITTEE, IN PARTNERSHIP WITH THE CITY OF LAURINBURG, OFFERS FACADE GRANTS TO DOWNTOWN BUSINESSES TO SUPPORT IMPROVEMENTS TO BUILDING EXTERIORS.

 APPLICATION PERIODS:


JANUARY 1 – MARCH 31

JULY 1 – SEPTEMBER 30

 FOR MORE INFORMATION OR TO APPLY, CONTACT THE COMMUNITY DEVELOPMENT DEPARTMENT AT 910-276-8324.

## REDEVELOPMENT PROJECTS UNDERWAY!

Exciting News for Downtown Laurinburg!

 127 South Main Street – the second largest building in Downtown Laurinburg – is about to get a major transformation!

The City of Laurinburg has been awarded two grants totaling \$1.1 million to support the renovation of this landmark property.

 Construction begins November 2025!

You'll soon see work underway as this historic building is reimagined into a show-stopping establishment that will add even more life to our downtown.

 Stay tuned for updates as the City of Laurinburg brings this exciting vision to reality!

## PROMOTIONAL ACTIVITIES



Follow the [downtown.laurinburg.org](https://downtown.laurinburg.org) page and click on events to see the dates and times of all events Downtown.

- Farmers Market
- Sip & Shop
- Downtown Spooky Fest
- Relay for Life
- FUNd Run
- Christmas on Main
- Suds & Swine
- Highland Fling
- Live Like Madison
- Stop the Violence

“Becoming isn’t about arriving somewhere or achieving a certain aim. I see it instead as forward motion, a means of evolving, a way to reach continuously toward a better self. The journey doesn’t end.”

Michelle Obama



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 1,600 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**  
1980-2024 2023-2024

### NET NEW BUSINESSES

**8,518** **288**  
1980-2024 2023-2024

### NET NEW JOBS

**39,530** **1,925**  
1980-2024 2023-2024

### BUILDING IMPROVEMENTS

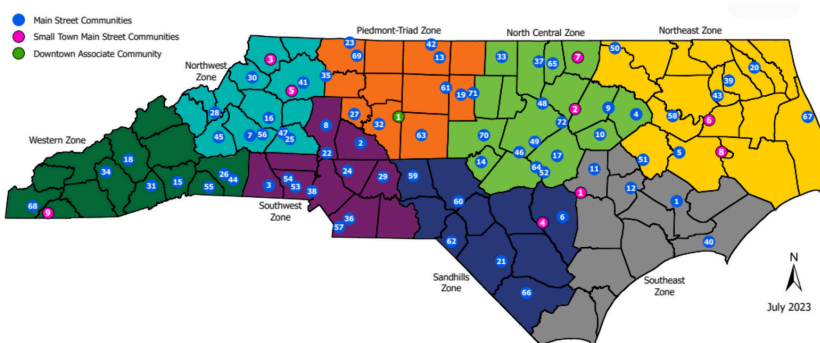
**8,419** **293**  
1980-2024 2023-2024

### FACADE IMPROVEMENTS

**9,440** **364**  
1980-2024 2023-2024

### VOLUNTEER HOURS

**127,805** **\$4.2M**  
2023-2024 Time Value



**LEARN ABOUT  
NC MAIN STREET**

CLICK LOGO TO VIEW  
WEBSITE



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

CLICK LOGO TO VIEW  
WEBSITE

