



Mapping Your Assets for Economic Development

NC Main Street Conference | Statesville March 14, 2023

N.C. Department of Commerce, NC Main Street & Rural Planning Center
Glen Locascio, GIS Specialist



Community Asset Mapping



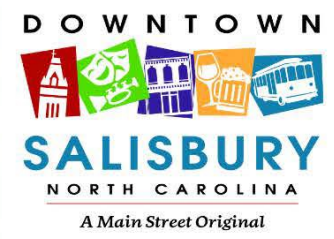
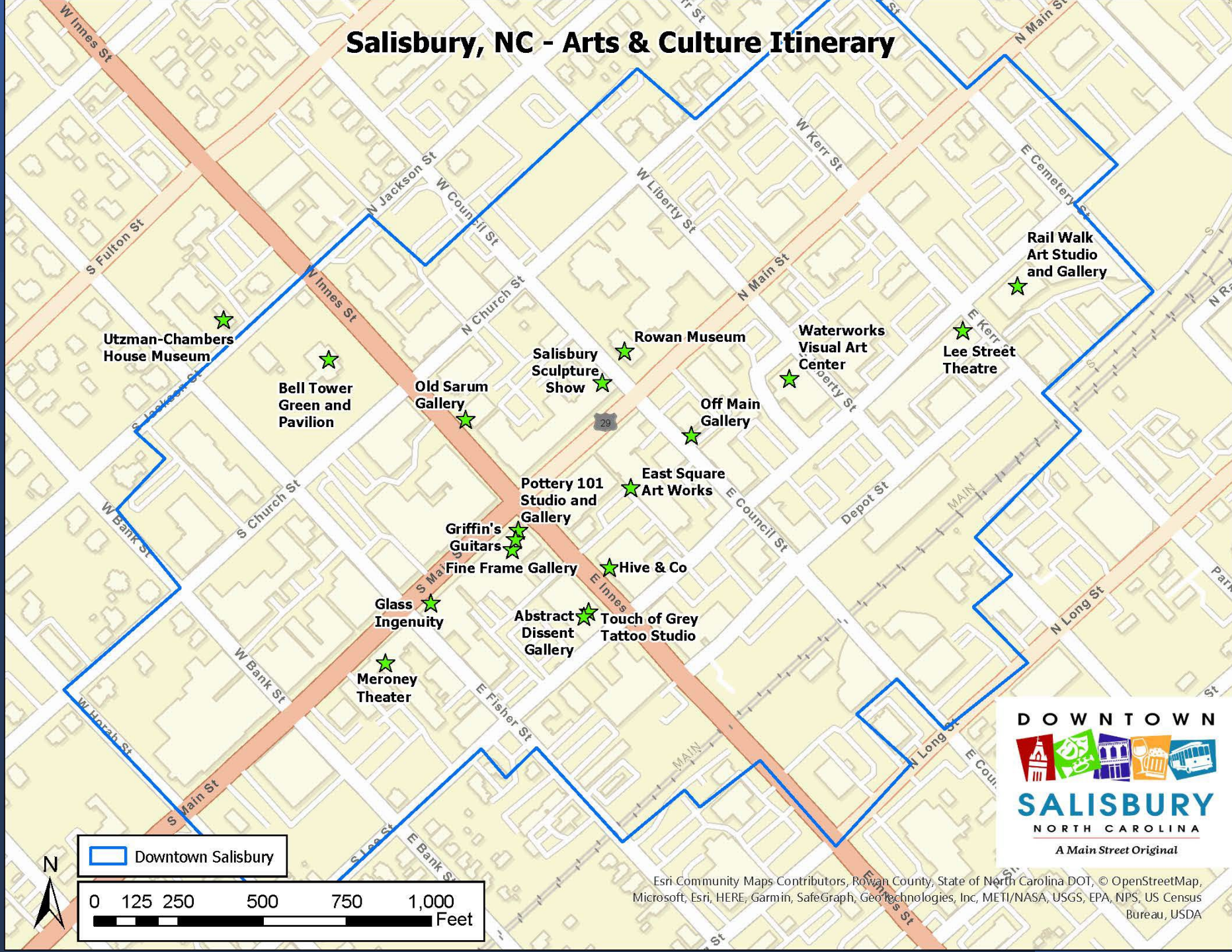
Salisbury Example

Arts and Cultural Assets

Arts and Cultural Assets	Addresses	Comments
Lee Street Theatre	329 N Lee Street	Theater Arts
Norvell Theater (Piedmont Players)	135 E Fisher Street	Theater Arts
Meroney Theater (Piedmont Players)	213 S Main Street	Theater Arts
Salisbury Symphony	204 E Innes Street	Musical Arts
Waterworks Visual Art Center	123 E Liberty Street	Visual and Mixed Media Arts
RailWalk Art Studio and Gallery	409 N Lee Street	Visual and Mixed Media Arts
Pottery 101 Studio and Gallery	101 S Main Street	Visual and Mixed Media Arts
Touch of Grey Tattoo Studio	129 E Innes Street	Visual and Mixed Media Arts
Historic Salisbury Foundation	215 Depot Street	Historical Culture
Rowan Museum	202 N Main Street	Historical Culture
Utzman-Chambers House Museum	114 S Jackson Street	Historical Culture
Hive & Co	126 E Innes Street	Visual and Mixed Media Arts
Historic Trolley Tours	204 E Innes Street	Historical Culture
African American Heritage Walking Tour	204 E Innes Street	Historical Culture; Self-Guided
Salisbury Sculpture Show	132 N Main Street	Visual and Mixed Media Arts; Changes annually
Shug's (Music and Art)	209 S Lee Street	Musical Arts
Salisbury Ghost Walk	130 W Innes Street	Historical Culture
Spotlight Dance Company	120 A N Church Street	Musical Arts
Salisbury Dance Academy	204 S Main Street	Musical Arts
Sounds of Salisbury Concert Series	120 S Church Street	Musical Arts
Salisbury Riffs Concert Series	120 S Church Street	Musical Arts
Pops at the Post Symphony Concert	120 S Church Street	Musical Arts
Civil War History Trail- Hall House	226 S Jackson Street	Historical Culture
Civil War History Trail-Rowan County Courthouse (Rowan Museum)	202 N Main Street	Historical Culture
Civil War History Trail-Confederate States Military Prison	277 E Bank Street	Historical Culture
Dixonville Cemetery	210 Old Concord Road	Historical Culture
Graffiti Park	100-120 E Horah Street	Visual and Mixed Media Arts
The Backcountry Peddler	323 N Lee Street	Historical Culture
Fine Frame Gallery	105 S Main Street	Visual and Mixed Media Arts
Griffin's Guitars	103 S Main Street	Musical Arts
Grievous Gallery	111 W Bank Street	Visual and Mixed Media Arts
Off Main Gallery	114 E Council Street	Visual and Mixed Media Arts
Abstract Dissent Gallery	129 E Innes Street (Second Floor)	Visual and Mixed Media Arts
East Square Art Works	120 E Innes Street	Visual and Mixed Media Arts
Old Sarum Gallery	124 W Innes Street	Visual and Mixed Media Arts
Plant World Classes and Workshops	109 E Innes Street	Visual and Mixed Media Arts
The Lettered Lily Design Studio	113 W Fisher Street	Visual and Mixed Media Arts
Nou Memories Photography	131 E Innes Street	Visual and Mixed Media Arts
Flashpoint Photography	119 W Innes Street	Visual and Mixed Media Arts
Snapshots Photogenic	211 S Main Street	Visual and Mixed Media Arts
Unique Vizionz	124 1/2 W Innes Street	Visual and Mixed Media Arts
Glass Ingenuity	133 S Main Street	Visual and Mixed Media Arts
NC Transportation Museum	1 Samuel Spencer Drive, Spencer, NC 28159	Historical Culture
NC Museum of Dolls, Toys and Miniatures	108 4th Street, Spencer, NC 28159	Historical Culture



Salisbury, NC - Arts & Culture Itinerary



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Historic 'advertising' murals, researched, documented and brought back to life in the historical context of Downtown Mooresville.

11 views
Published 6 days ago

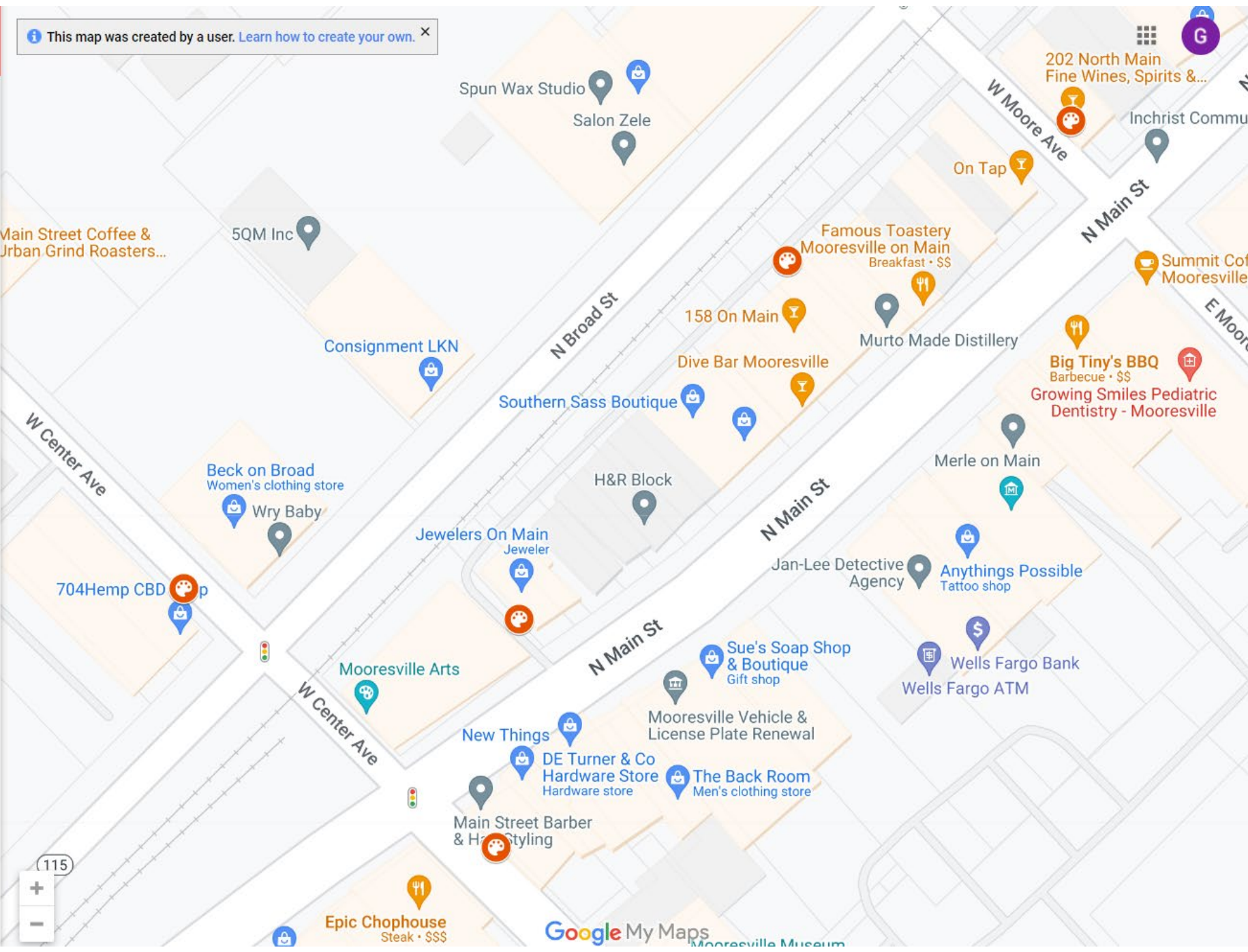
SHARE

Mural Locations

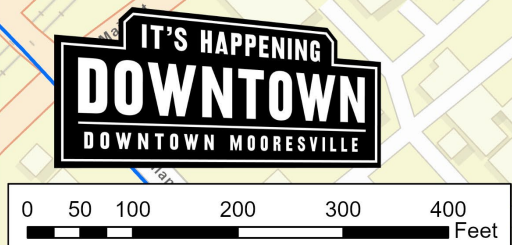
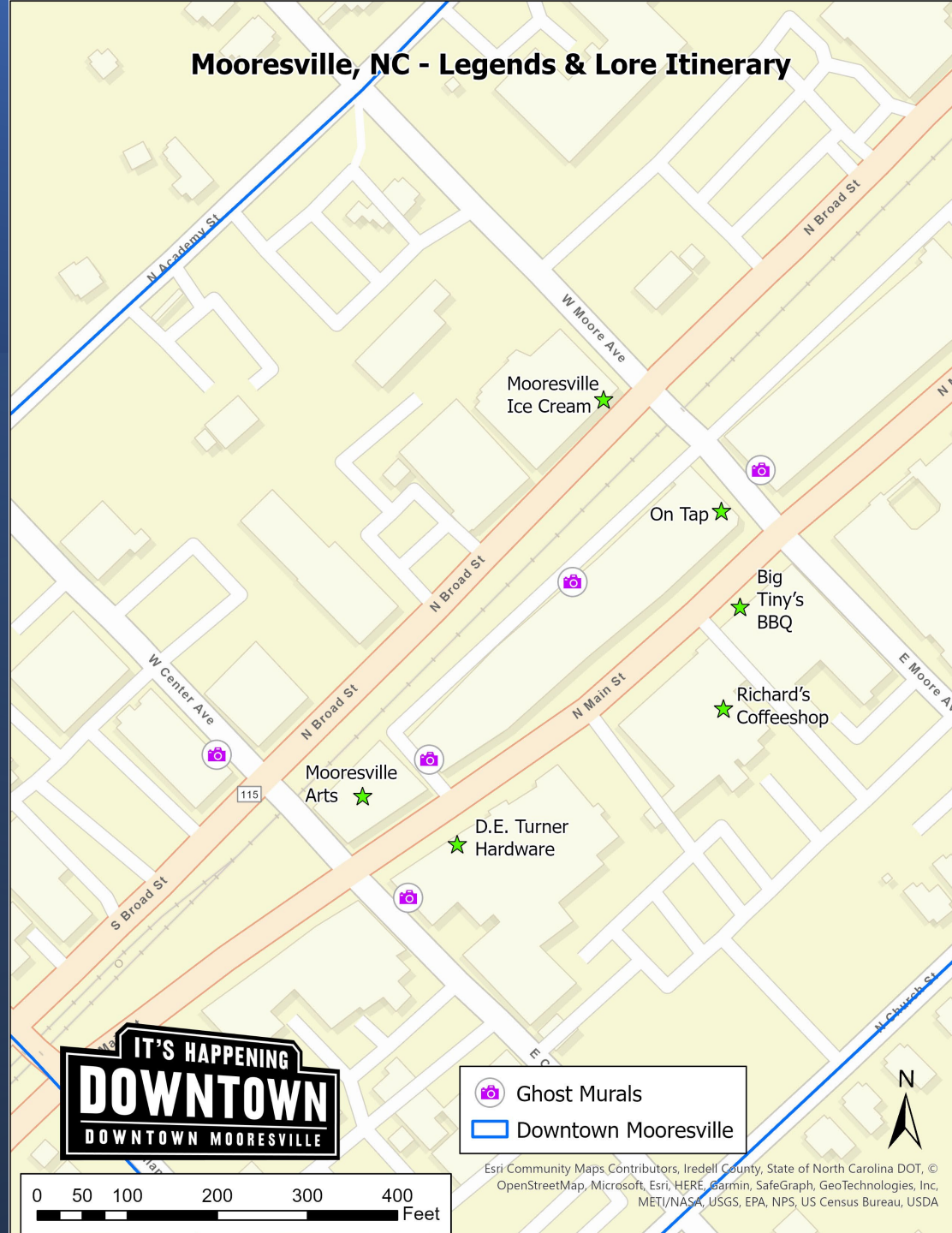
- Ghost Mural-1
- Ghost Mural-2
- Ghost Mural-3
- Ghost Mural-4
- Ghost Mural-5

https://www.google.com/maps/d/u/0/viewer?mid=192RBPO_fuCQL33FAruHDgj1I2elfPP8&ll=35.5831172527392%2C-80.8123493&z=19

This map was created by a user. Learn how to create your own.



Mooreville, NC - Legends & Lore Itinerary



- Ghost Murals
- Downtown Mooreville

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LEGENDS & LORE

MOORESVILLE, North Carolina



BREAKFAST Richard's Coffeeshop & Veterans Museum

Richard's Coffeeshop & Veterans Museum has hosted over 25,000 veterans and track them through their sign in book. All are welcome to stop in and hear the legends from these men and women who have proudly served our country. Thursday mornings offer free coffee to Veterans and Saturday mornings are local jam sessions. Come join in the patriotic fun!

165 N. Main Street
p.m.

Mon-Sat, 8:00 a.m.-1:00



MORNING D.E. Turner Hardware

Jack Moore has been working at D.E. Turner Hardware since he was 15 years old and at 91, he's still there most days and can share some delightful stories of Mooresville's past. This beloved business is 122 years old and still offers some of the BEST hardware and expertise around town!

111 N. Main Street

Mon-Fri, 8:00 a.m.-5:00 p.m., Sat, 8:00 a.m.-4:00 p.m.



LUNCH Big Tiny's BBQ

Texas Barbeque in NC, what? That's what Big Tiny's brings to Downtown Mooresville on any given day you can catch that delicious smoking smell wafting into the air. Brisket, smoked turkey and many a home-made sides to choose from, you'll leave full & happy & wanting more!

179 N. Main Street

Mon-Sat, 11:00 a.m.-9:00 p.m., Sun, 12:00-8:00 p.m.



AFTERNOON Mooresville Arts & Restored Ghost Murals

Mooresville started as a mill town, like so many others in NC. Mooresville Arts was the original train depot where the trains stopped and loaded and unloaded. Today, the depot is home to Mooresville Arts so stop in enjoy the historic building along with rotating art displays. And in keeping with the arts, Mooresville undertook the restoration of many original ghost murals.

103 W. Center Ave.

Tues-Fri, 12:00-4:00 p.m., Sat, 10:00 a.m.-2:00 p.m.

Various Locations for the Murals



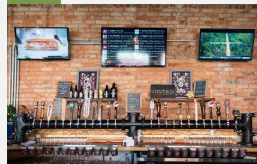
SWEET TREAT Mooresville Ice Cream

In 1924, Mooresville Ice Cream Company began manufacturing their tasty treats at the corner of Moore Ave. and Broad Street. The building recently underwent renovation and today houses several retailers but what remains? The ice cream parlor at the very same corner with some very tasting treats!

172 N. Broad Street

Sun-Thurs, 11:00 a.m.-8:00 p.m., Fri, 11:00 a.m.-9:30 p.m.,
Sat, 11:00 a.m.-9:00

p.m.



BONUS On Tap Craft Brews

Ever had a beer from a bank vault? If not, it's time to check out On Tap Crafty Brews! It's a tap house focusing on craft beers from small, independent breweries primarily from NC with wine, cider & prosecco on tap.

188 N. Main Street

Sun-Sat, 12:00 -11:00 p.m.

More to EXPLORE:

- [About Downtown](#)
- [Downtown Events](#)
- [Downtown Restaurants](#)
- [The NC Main to Main Trail](#)



Create or open a map


Use My Maps to create or view your own maps.

Computer


Android

iPhone & iPad



Create a map

1. On your computer, sign in to [My Maps](#) .
2. Click **Create a new map**.
3. Go to the top left and click "Untitled map."
4. Give your map a name and description.






Open a map

1. On your computer, sign in to [My Maps](#) .
2. You'll see maps you've made or viewed as well as maps shared with you.
3. **Optional:** To see popular maps and staff picks, click **Explore**.

Change how a map looks

1. On your computer, sign in to [My Maps](#) .
2. Open a map you can edit or create a map.
3. Next to "Base map" in the bottom of the left panel, click the Down Arrow .
4. To choose a style, click one of the images.

Create your map

-  Create or open a map
-  Add places to your map
-  Save directions on My Maps
-  Draw lines & shapes in My Maps
-  Import map features from a file

<https://mymaps.google.com/>

DEMO



HOME

ABOUT

EVENTS

BLOG

TOOLKIT

FIND A TRAIL

S

**THESE ARE OUR
TRAILS. THIS IS
OUR YEAR.**

<https://greattrailsonc.com/>

Details Basemap

Print Measure Find address or place

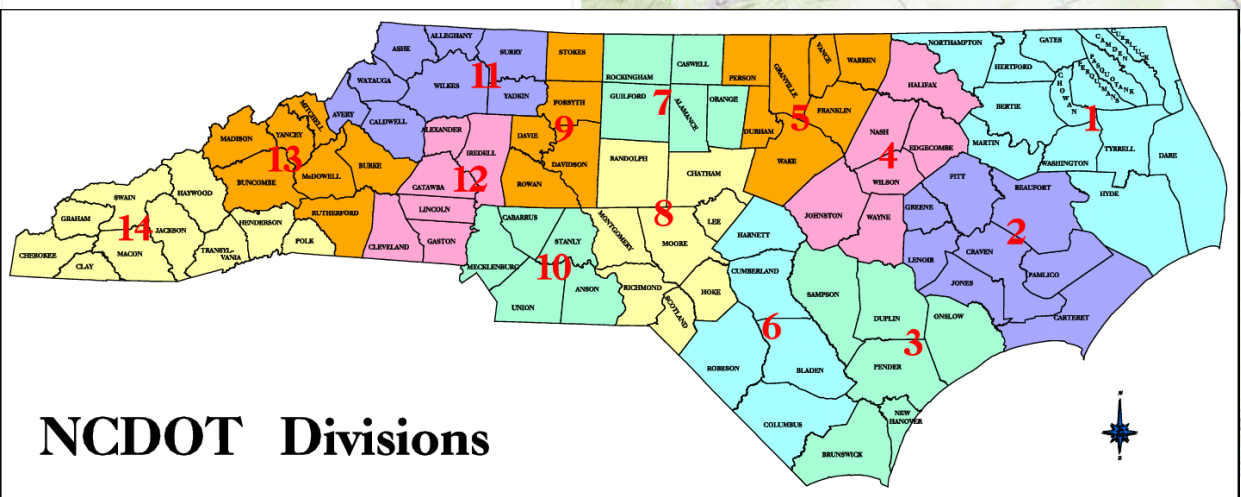
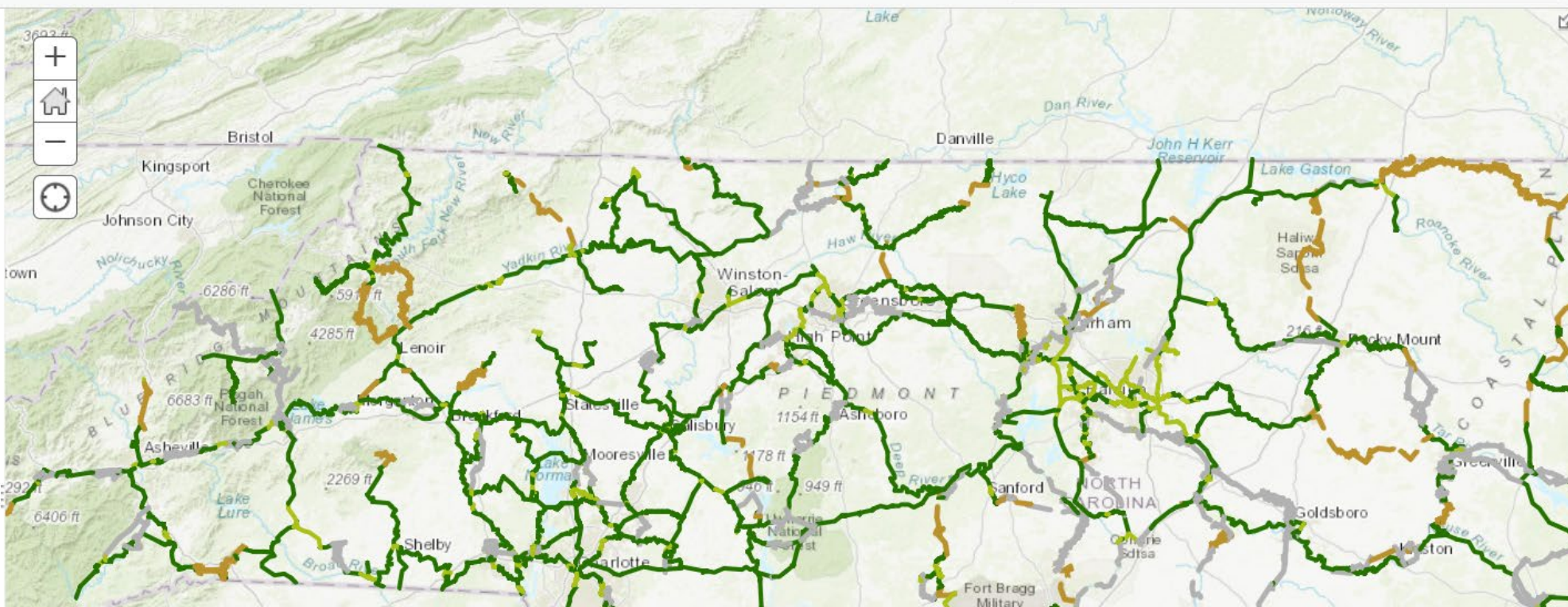
About Content Legend

Contents

NCDOT Great Trails State Plan Network

- Shared Use Path
- Ferry
- Proposed
- Alternate
- Gap
- <all other values>

Topographic



NCDOT Divisions

<https://ncdot.maps.arcgis.com/home/webmap/viewer.html?useExisting=1&layers=daecddb2e6374981b3ed122305d2baf5>

<https://www.ncdot.gov/divisions/integrated-mobility/multimodal-planning/great-trails-state/Pages/default.aspx>

North Carolina State Trails



<https://trails.nc.gov/state-trails>

STATE TRAILS

- | | |
|---------------------|----------------------|
| Dan River | Mountains-to-Sea |
| Deep River | Northern Peaks |
| East Coast Greenway | Overmountain Victory |
| Fonta Flora | Roanoke River |
| French Broad River | Wilderness Gateway |
| Hickory Nut Gorge | Yadkin River |

MAP LEGEND

- Planned state trail segments
- Existing state trail segments
- City
- State Park

division of parks and recreation
NC TRAILS



03/22

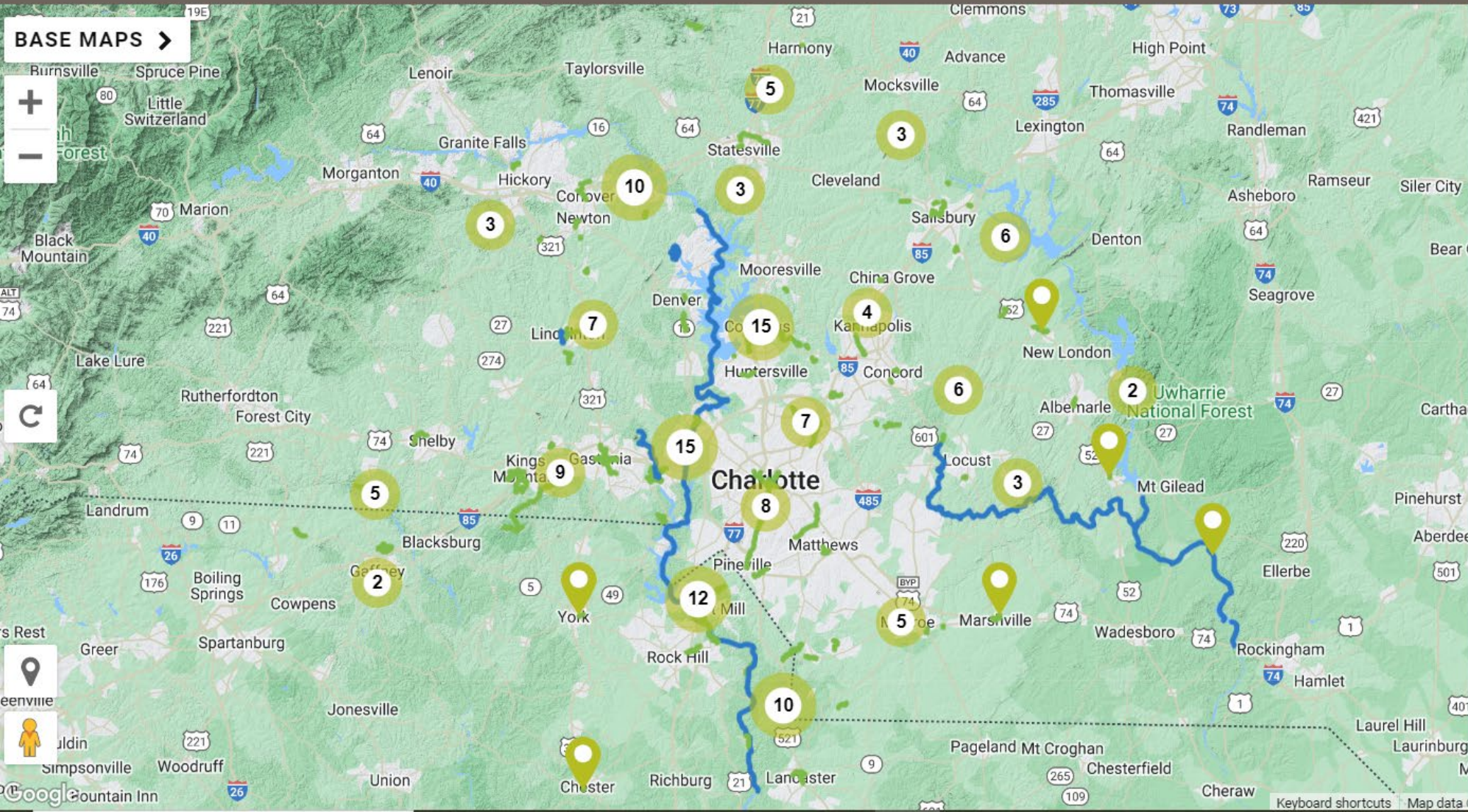


CAROLINA
THREAD TRAIL

Powered by
OrthoCarolina
A better choice

FIND TRAILS LOG MY TRAILS LEARN MORE

SHOWING 148 TRAILS SEE LIST VIEW



FIND TRAILS

Trail Activity

All Trails

Difficulty

All Difficulty Levels

ADA Accessible

Trail Distance (miles)

1 15+

Trail Surface

All Trail Surfaces

Trail Adventures

All Trail Adventures

Keywords

Type search words

FILTER BY LOCATION

Location

Within

All Locations

Any mi

North Carolina Main to Main Trail

Main Street Communities

Western

Northwest

Southwest

Piedmont-Triad

North Central

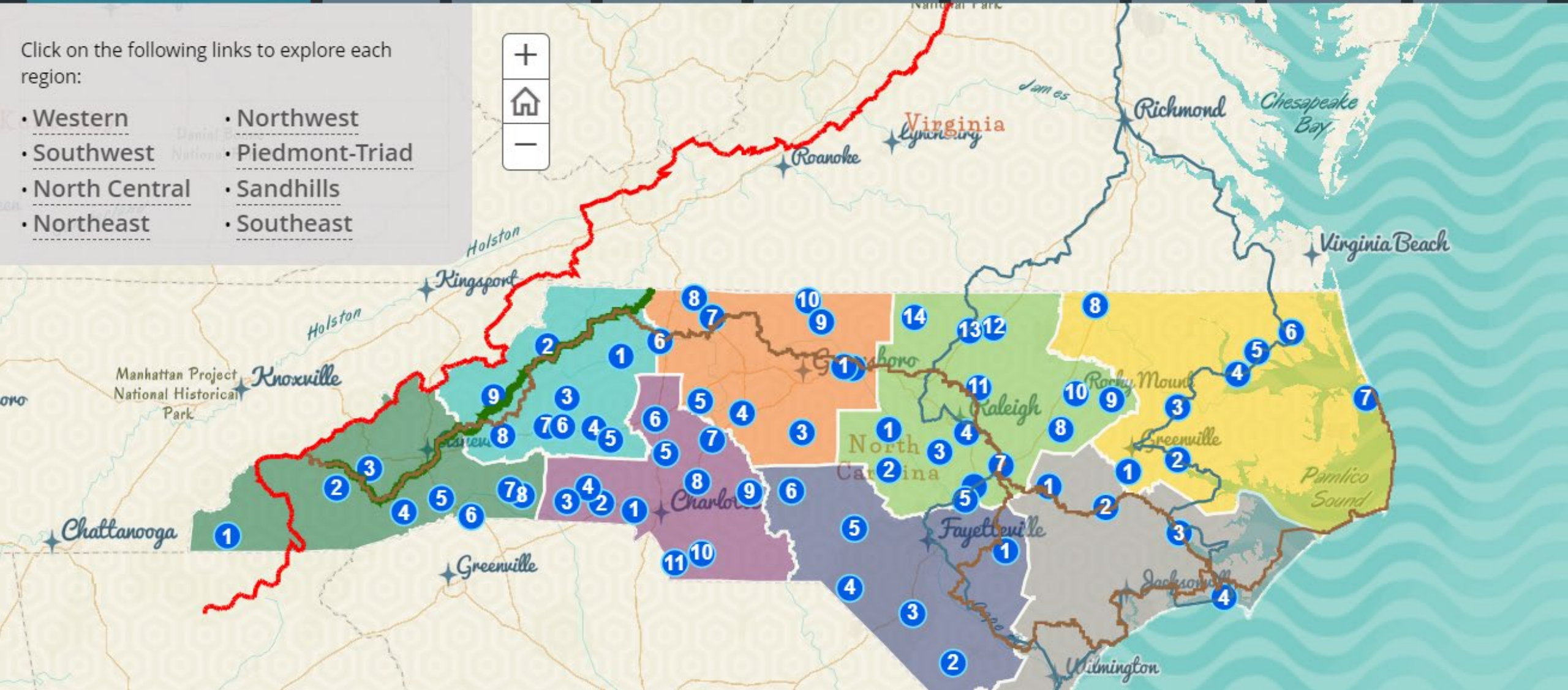
Sandhills

Northeast

Southeast

Click on the following links to explore each region:

- [Western](#)
- [Southwest](#)
- [North Central](#)
- [Northeast](#)
- [Northwest](#)
- [Piedmont-Triad](#)
- [Sandhills](#)
- [Southeast](#)



Wayfinding







PICK ALES & STOUTS

FULLER'S
THE PRINCES HEAD
PUBLIC HOUSE & RESTAURANT

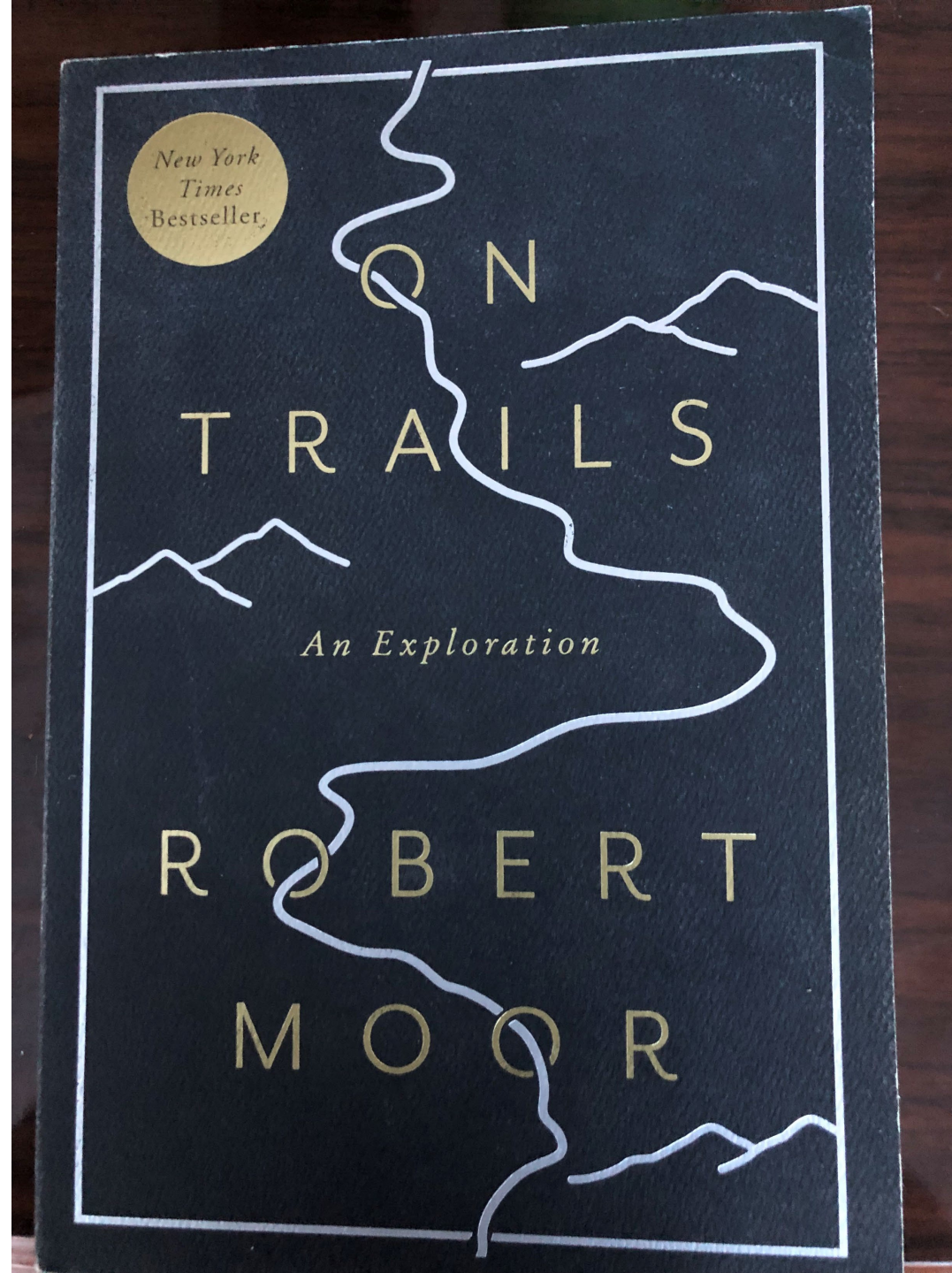
TOAST

THE PRINCES HEAD

mary's living
& giving shop
for Save the Children

Outstanding
WISSE PRIZE

Book Recommendation



Questions?



Glen Locascio

glocascio@commerce.nc.gov

