Rowan County Destination Development – Tourism Infrastructure

The Rowan County Tourism Development Authority invests in destination development and tourism community infrastructure projects such as downtown beautification, public art, and community spaces throughout the county in accordance with NC Session Law 2017-202. These initiatives enhance the visitor experience, strengthen the county's sense of place, and support long-term economic growth through tourism. By establishing partnerships with public organizations and funding projects, Rowan County Tourism helps create vibrant, welcoming destinations that attract visitors, encourage destination pride, and contributes to the overall vitality of Rowan County's visitor economy.

Examples of Past Projects

Hogan's Alley Project

Revitalization of Hogan's Alley in partnership with Downtown Salisbury, Inc. to increase visitor access to retail, restaurants and attractions.

Downtown Salisbury Christmas Decoration Purchase

Purchase of new Christmas decorations and lights for Downtown Salisbury to create a vibrant holiday experience for visitors and residents.

Paul E. Fisher Gateway Building

Owns and operates the building, makes improvements including, but not limited to: awnings, planters, benches, bike racks, and visitor center renovations to make a lasting impression for visitors.

Bell Tower Green Funding Support

For facilitating park music, entertainment and activities in partnership with the City of Salisbury to create a vibrant holiday experience for visitors and residents.

Public Art Purchases

Secured four pieces near I-85 exit and two pieces in Downtown Salisbury to create a dynamic and welcoming destination for visitors.

Spencer Park Archway

Supported installation of archways to the entrances of Spencer Town Park in partnership with the Town of Spencer to provide a welcoming visitor entrance adjacent to the North Carolina Transportation Museum.

Lee Street Theatre

Supported the revitalization and construction of Lee Street Theatre, creating an event space and hub for cultural and performing arts in the Railwalk District of Downtown Salisbury.