Rowan County Destination Development – Farmer's Market & Pavilion

The Rowan County Tourism Development Authority invested $850,000 to restore an abandoned warehouse in the Downtown Salisbury Railwalk district into a functional space now known as the Rowan County Farmer's Market & Pavilion. This effort created a permanent home for the Rowan County Farmer's Market while also establishing a flexible event venue for private gatherings, festivals, and destinational event programming. The project addressed an identified food desert in the area by increasing access to fresh, locally grown produce and supporting Rowan County's agricultural community through a Tourism Development Initiative in accordance with NC Session Law 2017-202.

This investment was part one of a larger, multi-phase Railwalk development plan. By pairing agricultural assets at the Farmer's Market with the urban energy of Downtown Salisbury, the initiative created a dual track experience that bridged local farming traditions with downtown commerce, dining, arts, and culture.

The Rowan County Farmer's Market is held every Saturday in Downtown Salisbury April through December. The market includes various types of vendors including, but not limited to produce, meat, flowers, crafts, woodwork, soap and bath products, and has live music each week.

Destination & Visitor Benefits

Benefits to the Destination

Fresh Food Access

Increased access to fresh, healthy, locally sourced food.

Urban Revitalization

Revitalization of an underutilized warehouse, breathing new life into a key downtown corridor.

Business Growth

Permanent venue for farmers, artisans, and entrepreneurs to grow their businesses.

Cultural Expansion

Expanded opportunities for community events and cultural activities.

Benefits to the Visitor Economy

Agritourism Attraction

A unique attraction that connects visitors with Rowan County's agricultural heritage.

Enhanced Experience

Enhanced downtown experience through the integration of agritourism, food, arts, and culture.

Versatile Event Space

A versatile event space that supports festivals, markets, and private events, driving tourism-related spending.

Destination Appeal

Strengthened destination appeal by combining original local experiences with vibrant downtown amenities.