



Mooresville, North Carolina *One town with two speeds: full chill & full throttle.*

Just north of Charlotte, Mooresville connects working NASCAR shops and racing history with the many ways to get onto Lake Norman. A walkable downtown, a fifth-generation farm, updated accommodations, and new places to eat make way for stories well beyond a single race or lake outing.

What is Happening Now

DEEPWELL OPENS ON MAIN STREET

Joe and Katy Kindred, working with chef Craig Deihl, have opened Deepwell at 185 N. Main St. in Downtown Mooresville. The historic building now houses a modern steakhouse with New Orleans influences, giving food writers a timely story about the people and investment reshaping Mooresville's culinary and downtown scene.

A FARMERS MARKET GROWS INTO A NEW HOME

Josh's Farmers Market, a Mooresville business since 1990, has moved from its roadside roots into a permanent location at 142 Joe Knox Ave. Seasonal produce now shares space with baked goods, meats, seafood, cheeses, and specialty groceries. The move offers a tangible local-business story and an easy stop for a food or farm-focused itinerary.

NEW VISITOR CENTER COMING TO DOWNTOWN MOORESVILLE

Visit Mooresville purchased two historic North Main Street buildings for a future visitor center and offices. The project remains in development and will begin construction in 2027. The destination plans to welcome visitors and invest in Downtown Mooresville to further solidify its commitment to community engagement and building the visitor experience.

A REFRESHED PLACE TO STAY

TownePlace Suites Charlotte Mooresville, SpringHill Suites Charlotte Lake Norman/Mooresville, and Candlewood Suites Mooresville Lake Norman have all undergone renovations within the past year. The refreshed hotels give visitors updated options for an overnight or multi-day stay.

LOOKING AHEAD TO A NATIONAL EVENT

New Victory Lanes will host the 2027 USBC Women's Championships in Mooresville. The tournament typically attracts about 16,000 bowlers and runs for weeks, creating a future story about sports travel and the local businesses that welcome competitors and companions. The 2027 event will be its first return to the Charlotte area in 20 years.

DATES TO PLAN AROUND

Dec. 11, 2026: A Classic Christmas brings live entertainment, shopping, and holiday activities to Downtown Mooresville.

April 18–July 25, 2027: New Victory Lanes hosts the USBC Women's Championships, bringing thousands of bowlers to Mooresville for more than three months.

May 27–31, 2027: Coca-Cola 600 weekend brings race fans to the greater Charlotte region. Mooresville's race shops offer meet-and-greets, expos, and entertainment during fan days held annually before the race.

Stories Worth Pursuing

RACE CITY USA

Follow racing from the people who prepare cars to the fans who come to see them. JR Motorsports and Team Penske have public visitor areas; Team Penske's elevated fan walk looks into its working race shop. Pair a shop visit with the North Carolina Auto Racing Hall of Fame and the sidewalk plaques of the Walk of Fame in Downtown Mooresville. At Trackhouse Motorplex, a visitor can move from watching the sport to driving a rental kart. Race-shop hours and any interviews require advance coordination.

EXPERIENCE LAKE NORMAN

Tell a first-timer's story through a wake surfing lesson with Ride Wake & Surf Co., then show the lake at another pace: a kayak or paddleboard from Stutts Marina, a pontoon from Saltshaker Marine, or a sunset cruise with Island Vibes Charter. An evening at a Mooresville waterfront restaurant, such as Eddie's on Lake Norman or Havana 33, completes an overnight itinerary. Operators and activities vary by season; Visit Mooresville can help identify the right local voices.

FRESH FROM THE FARM

At fifth-generation Carrigan Farms, the farm shifts with the seasons, from spring strawberries to quarry swims, autumn apples, and October pumpkins. Nearby Aurora Flora offers seasonal pick-your-own flowers, while Josh's Farmers Market connects the harvest to what locals take home. A feature can explore the work, weather, and family history behind the experiences rather than simply listing activities. Confirm crop and reservation availability before visiting.

DOWNTOWN MOORESVILLE

Downtown Mooresville works as a story in its own right. Begin with the racing legends embedded in Main Street's Walk of Fame, then move to the art in the historic depot at Mooresville Arts, local history at the Mooresville Museum, and independent book and record shopping. End with dinner at newly opened Deepwell. The route connects the town's best-known identity to the people and businesses making its center a place to spend an afternoon and evening.

MUSIC IN MOORESVILLE

Mooresville's music scene gives visitors plenty to follow beyond the racetrack. Local bands play at breweries, restaurants, and cocktail bars throughout the week, while karaoke and open mic nights invite visitors to take the stage themselves. Outdoor concerts and downtown festivals bring music into public spaces, and record shops offer another way to explore the town between performances. Discover the musicians, venues, and shop owners who keep Mooresville's music scene thriving.

OUTDOOR EXPLORATION

Mooresville's outdoor adventure extends inland from the lake. Mazeppa Park has six miles of mountain bike trail with sweeping turns, berms, and rock gardens. A feature can pair a morning on the trail with a lake paddle or a seasonal swim at Carrigan Farms' quarry, giving active travelers an itinerary that moves between woods and water in one town.

Media Contact

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Media support

Visit Mooresville can connect journalists with local tourism partners, suggest interview subjects, arrange destination imagery, and help build an itinerary suited to an outlet's angle. Business interviews and access are subject to availability.