THE ECONOMIC IMPACT OF *Main Street* IN NORTH CAROLINA

N.C. DEPARTMENT OF COMMERCE | NC MAIN STREET & RURAL PLANNING CENTER

2019 Annual Report: January-December 2019 Activity

MAIN STREET AMERICA™ *Coordinating Program*

NORTH CAROLINA MAIN STREET

Main Street America™ is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Coordinating agencies such as the N.C. Department of Commerce's NC Main Street & Rural Planning Center, locally designated communities in North Carolina and more than 1,400 additional neighborhoods and communities across the country are working in collaboration with the National Main Street Center to build stronger communities through preservation-based economic development. There are 78 designated Main Street and Small Town Main Street communities in North Carolina, yet the principles of Main Street® are adopted and followed by hundreds of communities throughout the state.

> **"We are so excited about the direction that Downtown Morehead City is headed, and we attribute that to the Four-Point Approach of Main Street!"**
>
> LISA RUEH, EXECUTIVE DIRECTOR, DOWNTOWN MOREHEAD CITY, INC.

OUR MISSION

The NC Main Street & Rural Planning Center works in regions, counties, cities, towns, downtown districts and in designated North Carolina Main Street communities, to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business growth and jobs.

2019 NC Main Street Award winners, from left to right:

Cherry Bounce Festival | Forest City
PROMOTION | Best Special Event or Event Series

Historic O.O. Rufty Building Fire Restoration & Adaptive Reuse Project | Salisbury
ECONOMIC VITALITY | Best Adaptive Reuse Project

The Spencer's Loft Condominiums | Mount Airy
DESIGN | Best Historic Rehabilitation Project

The View at Hotel Concord | Concord
ORGANIZATION | Best Public-Private Partnership in Downtown Revitalization

Anthony M. Copeland, Secretary of Commerce | David Spratley, Senior Assistant Secretary of Finance
Kenny Flowers, Assistant Secretary for Rural Economic Development | Elizabeth H. Parham, Director, NC Main Street & Rural Planning Center

NC MAIN STREET CONFERENCE

The eighteenth annual NC Main Street Conference was held in March 2019 in Salisbury. The conference – Time, Talent, & Money: Main Street – attracted more than 700 attendees and is now recognized as the largest statewide downtown revitalization conference in the country. The 2019 Annual Main Street Awards Dinner and Ceremony honored 21 Main Street projects with awards. The 2019 Breakfast with Main Street Champions recognized 44 individuals, organizations and agencies that made significant contributions to their local Main Street programs. Keynote speakers were Nicole Reyle, Founder and Publisher of Retail Minded, who presented *Retail Realities: 10 Must Know Strategies to Help Downtown Thrive*, and Ken Anderson, Regional Business Manager with the Delaware Department of State, Division of Small Business, who presented *"Make Sure the Dog Wants to Eat the Dog Food": Ways to Enhance Downtown Entrepreneurial Business Success!* In addition, there were breakout sessions, tours and networking opportunities offered throughout the conference.

2019 Small Town Main Street Award

Clay County Historic Courthouse Adaptive Reuse (Hayesville)

ECONOMIC VITALITY

2019 Calendar Year NC MAIN STREET PROGRAM SERVICES DELIVERED

TRAINING & EDUCATION

30 Main Street Trainings

54 Downtown Revitalization Presentations

102 Applications & Nominations

65 Main Street & Champion Awards

GRANTS & FUNDING

36 Grants Administered

COMMUNICATION

2,695 Facebook Followers

13,944 Unique Website Visitors

3,753 Newsletter Subscribers

PROGRAM GUIDANCE

82 Main Street Program Assessments

78 Main Street Agreements

80 Main Street Program Site Visits

49 Main Street Program Recommendations

STRATEGIC PLANNING & TECHNICAL ASSISTANCE

22 Strategic Economic Development Plans

24 Downtown Strong Engagements

8 Market Analysis Reports

4 Data Surveys

87 Design Plans

163 NC Communities Directly Served

TRAINING

The NC Main Street & Rural Planning Center provides a robust calendar of training and education opportunities each year. In partnership with the North Carolina Downtown Development Association (NCDDA), Regional Meetings were held with downtown professionals in May and November in the state's prosperity zones. A Main Street Directors' Meeting was held in Mount Airy in August 2019 and provided three days of intense training for Main Street Directors and their staff. Main Street Basic Training provides Main Street and Small Town Main Street program staff, board members and volunteers with in-depth knowledge in the components of each of the four areas of Main Street's comprehensive program: Economic Vitality, Design, Promotion and Organization. Training on one of the four points is held each quarter, in January, April, August and November.

Main Street Directors' Meeting (Mount Airy); NC Main Street Program Directors & Staff.

COMMUNITY STATISTICS | FISCAL YEAR 2018-19

NCMS – NORTH CAROLINA MAIN STREET COMMUNITIES; STMS – SMALL TOWN MAIN STREET COMMUNITIES

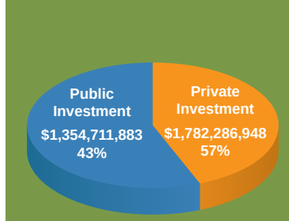
	NCMS	STMS
Façade Improvements	354	24
Building Rehabilitations	271	26
Net FTE + PTE Job Gain	1,782	429
Business Expansions	139	9

	NCMS	STMS
Net Business Gain	303	42
Private Investment	$173,150,223	$5,362,718
Public Investment	$88,666,091	$2,668,481
Total Investment	$261,816,314	$8,031,199

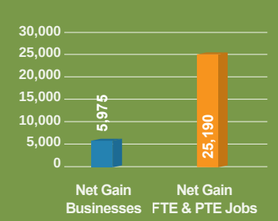
NC MAIN STREET VOLUNTEER HOURS

North Carolina Main Street and Small Town Main Street volunteers spent a total of 150,372 volunteer hours in their respective downtown districts in FY 2018-19. Independent Sector, (IndependentSector.org) the nation's leading authority in the value of a volunteer hour, estimates that in North Carolina, an hour of volunteer service is valued at $24.19. Therefore, 150,372 volunteer hours is an investment of $3,637,499!

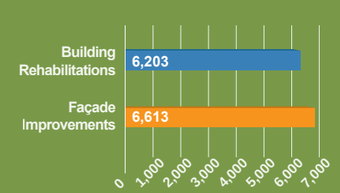
NC MAIN STREET COMMUNITIES DATA 1981 - 2019



CUMULATIVE INVESTMENT



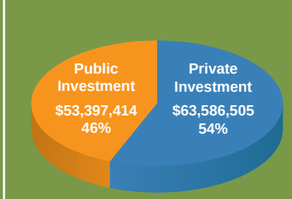
CUMULATIVE JOB GROWTH



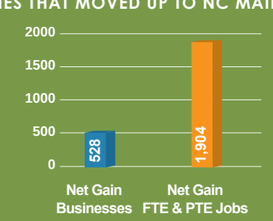
CUMULATIVE PROPERTY IMPROVEMENTS

NC SMALL TOWN MAIN STREET COMMUNITIES DATA 2004 - 2019

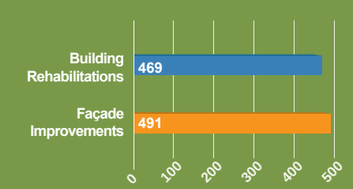
NUMBERS REFLECT COMMUNITIES THAT MOVED UP TO NC MAIN STREET DESIGNATION.



CUMULATIVE INVESTMENT



CUMULATIVE JOB GROWTH



CUMULATIVE PROPERTY IMPROVEMENTS

GRANTS & FUNDING

Main Street Solutions Fund

The North Carolina Main Street Solutions Fund provides maximum support to small businesses in designated micropolitans located in Tier 2 and Tier 3 counties and/or in designated North Carolina Main Street communities. Seven Sounds Brewery in Elizabeth City was awarded $200,000 in Main Street Solutions funding in 2019. It is anticipated that the funds will leverage an additional $4.1 million in local public and private investment and will create eight full-time and part-time jobs.

Since the inception of the Main Street Solutions Fund program in 2009, the $4.8 million in Main Street Solutions Funds has leveraged an additional $41.8 million in local public and private investment to assist 65 businesses that have created or retained 767 full-time and part-time jobs.

The Hackney (Washington): A Main Street Solutions Fund Project completed in 2019

Downtown Strong & Local Capacity Grant Awards

In 2019, the NC Main Street & Rural Planning Center partnered with Governor Roy Cooper's Hometown Strong Initiative to spur rural economic development in North Carolina communities. Downtown Revitalization services were provided to 24 communities located in the eight prosperity zones in the state. Five experienced Main Street professionals were hired to conduct a downtown assessment and provide each town with a plan of work to serve as a step-by-step roadmap to improve the downtown districts for economic prosperity. In addition, Local Capacity Grant Awards totaling $600,740 were allocated to 32 projects in 29 communities. Some of the funds for this program were specifically allocated to hurricane recovery efforts such as stormwater mitigation and building repair. Other funds were awarded to community efforts such as studies on employment, economic development and business recruitment; web design and Search Engine Optimization (SEO) support; and commercial façade improvements for downtown properties. These grants all support community-designed, short-term, municipal projects that help build local capacity. All projects will be completed in 2020.

Before & Proposed Design, 516 Main Street, Maysville.
Design Proposal – Maurer Architecture.

NC MAIN STREET & RURAL PLANNING CENTER TEAM

The NC Main Street & Rural Planning Center team is comprised of Main Street and downtown revitalization specialists, rural and community economic development planners, special project coordinators, and Geographic Information System (GIS) analysts.

Elizabeth (Liz) Parham
Director

Darren Rhodes
Rural Planning Program Manager
Community Economic Development Planner - Piedmont Triad Region

Sherry Adams
Coordinator, Downtown Programming and Technical Assistance

Wesley Barker
ARC Community Development Planner - Northwest Region

Ann Bass
ARC Community Development Planner - Western Region

Will Best
Coordinator, Special Projects

Viki Dekle
Main Street Grants Administrator

Jeff Emory
Community Economic Development Planner - Southwest Region

Charles Halsall
Coordinator, Downtown Programming and Technical Assistance

Grace Lawrence
Community Economic Development Planner – Sandhills Region

Glen Locascio
GIS Analyst

Bruce Naegelen
Community Economic Development Planner - North Central Region

Tierra Norwood
Program Associate

Lee Padrick
Chief Planner
Community Economic Development Planner - Northeast Region

Naomi Riley
Coordinator, Downtown Services

Karen Smith
Coordinator, Rural Solutions

Amy Suggs
Community Economic Development Planner - Southeast Region

Mark Zeigler
Community Economic Development Planner

For a complete list of the NC Main Street and Small Town Main Street communities, visit nccommerce.com/about-us/divisions-programs/rural-economic-development/nc-main-street-rural-planning-center