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 1600 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. Main Street America™ is a movement that advocates for a comprehensive approach to downtown revitalization based on Economic Vitality, Quality Design, Effective Promotion and Sustainable Organization.

The NC Main Street & Rural Planning Center staff is made up of Main Street and downtown redevelopment specialists, rural and community economic development planners and Geographic Information System specialists. There are 88 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. The program offers five distinct roles:

1. To work with community leaders in the creation and implementation of economic development strategies that directly spur job creation, business growth, and public and private investment.

2. To offer technical assistance and guidance to renovate valuable historic properties in the commercial core districts throughout the state.

3. To provide resources, through market analysis and funding, for small business growth and development.

4. To train and educate community leaders and volunteers on all aspects of downtown revitalization.

5. To guide downtown revitalization throughout the state on the policies, principles and implementation of the Main Street America™ movement.

"The Main Street Program offers a roadmap for locally owned, locally driven prosperity."

National Main Street Center
Background
The NC Main Street & Rural Planning Center, part of the N.C. Department of Commerce’s Rural Economic Development Division, has served as the state’s leading resource in downtown revitalization since 1980. North Carolina Main Street operates two downtown revitalization programs for the state’s smaller communities - Main Street, which has served selected communities of 50,000 and fewer since 1980, and Small Town Main Street, created in 2003 to serve designated North Carolina micropolitans located in Tier 2 and Tier 3 counties and/or in designated North Carolina Main Street communities in Tier 1, 2 or 3 counties. The CDBG Downtown Redevelopment Fund has provided economic development planning assistance and coordinated grant support to small businesses in designated micropolitans located in Tier 2 and Tier 3 counties and/or in designated North Carolina Main Street communities in Tier 1, 2 or 3 counties. The CDBG Downtown Redevelopment Fund returns vacant or underutilized downtown commercial buildings in Main Street and Small Town Main Street communities to economic use for new and/or expanding businesses.

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.

Conference
The sixteenth annual N.C. Main Street Conference was held in March 2017 in Shelby, a 1980 North Carolina Main Street community and one of the original Main Street programs in the country. The conference – Main Street: What’s Your Strategy? - attracted 500 registrants. The 2017 Annual Main Street Awards Dinner and Ceremony honored 15 Main Street projects with awards. The 2017 Breakfast with Main Street Champions recognized 36 individuals, organizations and agencies that made significant contributions to their local downtown programs. Keynote speakers Kimber Lanning, Founder and Executive Director of Local First Arizona, and the Honorable Knox White, Mayor of Greenville, SC, inspired the audience to develop asset-based economic development strategies that will guide the direction of their downtown revitalization initiatives.

"The City of Oxford and the Downtown Oxford Economic Development Corporation are pleased and excited to have engaged with the NC Main Street & Rural Planning Center to develop a strategic plan for Downtown Oxford that is envisioned to inspire and implement positive change. The result is a focused strategy that will serve as Oxford’s roadmap to success as we pursue our downtown revitalization initiative.

M. Alan Thornton, Town Manager, City of Oxford"

New Communities
Aberdeen graduated from the NC Main Street & Rural Planning Center’s Downtown Associate Community program and became a Main Street community in July 2017, bringing the total of designated Main Street communities to 65. With designation comes additional training and networking opportunities. Asheboro, Dunn and Henderson were selected for the Downtown Associate Community (DAC) program in July 2017 and will receive strategic economic development planning and guidance on the development of a sustainable organization structure. The DAC program is a stepping stone on the path to the Main Street designation.

Program Services
Program services provided by the NC Main Street & Rural Planning Center staff to participating communities create economic vibrancy in downtown districts. Services include: strategic economic development planning and facilitation; comprehensive trainings for staff, elected officials and volunteers; assistance with public-private partnership development; community economic vision forums and mission development assistance; design and economic development workshops; façade and upper-story redevelopment design assistance; business and market development reports; volunteer development assistance; annual program reviews; the annual conference; and community specific property redevelopment technical and funding assistance.

2017 Calendar Year Program Services Delivered
156 NC COMMUNITIES DIRECTLY SERVED

Conducted 34 Main Street Trainings and delivered 31 Downtown Revitalization Presentations.
Assisted 63 Communities with Organizational Structure/Needs & Downtown Programming.
Facilitated the development of 20 Five-year Strategic Economic Development Plans and One-year Implementation Work Plans for downtown development.
Conducted 87 Program/Community Assessments.
Executed 89 Annual Main Street and Small Town Main Street Program Agreements.
Completed 6 Downtown Revitalization Data Surveys and Reports.
Completed 3 Market Studies/Updates and Leakage Reports.
Assisted 16 Communities with Economic Development/Downtown Property Redevelopment Assistance and Resources.
Completed 45 Design Improvement Plans.
Administered 31 Main Street Solutions Fund and Downtown Redevelopment Fund Grants.
Reviewed and scored 91 Applications and Nominations from NC communities for program assistance, awards and grant funding.
Honored 40 Main Street and Small Town Main Street Communities with 57 Awards and Champions Recognitions.
Produced 8 Program Information Publications.
**Partnerships**

The Main Street program is built upon the development of public-private partnerships that are formed to spur economic development in downtown. The NC Main Street & Rural Planning Center is dedicated to forming partnerships with other state agencies, entities and nonprofit corporations in an effort to bring resources to local communities throughout the state. In 2016, the Center partnered with the University of North Carolina at Greensboro's Department of Interior Architecture to provide design assistance to Main Street communities. Under the direction of UNCG professor Jo Ramsay Leimenstoll, AIA, the Main Street Fellows completed 45 façade improvement plans and upper story redevelopment schematic drawings in 2017. The plans were implemented throughout the state.

**Community Statistics FISCAL YEAR 2016-17**

**KEY: NCMS - North Carolina Main Street Communities; STMS - Small Town Main Street Communities**

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<thead>
<tr>
<th></th>
<th>NCMS</th>
<th>STMS</th>
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<tbody>
<tr>
<td><strong>Façades Improvements</strong></td>
<td>322</td>
<td>45</td>
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<tr>
<td><strong>Building Renovations</strong></td>
<td>235</td>
<td>24</td>
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<tr>
<td><strong>New FTE + PTE Jobs</strong></td>
<td>2,692</td>
<td>259</td>
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<td><strong>FTE + PTE Jobs Lost</strong></td>
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<tr>
<td><strong>Net FTE + PTE Job Gain</strong></td>
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<td>196</td>
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<td><strong>Business Expansions</strong></td>
<td>131</td>
<td>13</td>
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<table>
<thead>
<tr>
<th></th>
<th>NCMS</th>
<th>STMS</th>
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<tbody>
<tr>
<td><strong>New Businesses</strong></td>
<td>589</td>
<td>75</td>
</tr>
<tr>
<td><strong>Businesses Lost</strong></td>
<td>308</td>
<td>37</td>
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<tr>
<td><strong>Net Business Gain</strong></td>
<td>281</td>
<td>38</td>
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<tr>
<td><strong>Private Investment</strong></td>
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<td>$ 4,233,524</td>
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<tr>
<td><strong>Public Investment</strong></td>
<td>$ 64,052,575</td>
<td>$ 6,216,140</td>
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</tbody>
</table>

**Total Investment**

- **NCMS**: $189,562,163
- **STMS**: $10,449,664

**Main Street Communities Data 1981 - 2017**

- **Public Investment**: $1,194,939,682 (45%)
- **Private Investment**: $1,455,816,745 (55%)

**Cumulative Investment**

- **Net Gain Jobs FTE & PTE**: 22,064
- **Net Gain Businesses**: 5,410

**Cumulative Job Growth**

- **Facade Improvements**: 5,844
- **Building Renovations**: 5,659

**Cumulative Property Improvements**

**Small Town Main Street Communities Data 2004 - 2017**

- **Public Investment**: $49,430,039 (48%)
- **Private Investment**: $53,950,960 (52%)

**Cumulative Investment**

- **Net Gain Jobs FTE & PTE**: 1,408
- **Net Gain Businesses**: 473

**Cumulative Job Growth**

- **Facade Improvements**: 493
- **Building Renovations**: 436

**Cumulative Property Improvements**

**Training**

- The NC Main Street & Rural Planning Center followed the state’s prosperity zones and divided the state’s designated Main Street and Small Town Main Street communities into eight regions. Regional meetings were held in July and October across the state, in an effort to increase communication and dialogue, tour innovative projects and offer an opportunity to network in a small group setting.

- An annual Main Street Directors’ meeting is held in a participating community in the state to offer local Main Street Directors more advanced training and education, enabling them to provide the highest level of service to their downtown constituents. In August 2017, Sanford hosted the state’s Main Street Directors’ annual meeting.

- 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: Organization, Design, Promotion and Economic Vitality. In 2017, Organization Basic Training was held in Sanford in August and Design Basic Training was held in Salisbury in December.
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) specialists.

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

Dan Becker
Main Street Grants Administrator
Will Best
Coordinator, Special Projects
Jeff Emory
Community Economic Development Planner, Southwest Region
Charles Halsal
Coordinator, Downtown Programming and Technical Assistance
Glen Locascio
Analyst
Bruce Naegelen
Community Economic Development Planner, North Central Region
Lee Padrick
Chief Planner
Community Economic Development Planner, Northeast Region
Naomi Riley
Coordinator, Downtown Services
Karen Smith
Coordinator, Rural Solutions
Mark Sutherland
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/rd/main-street

NC Main Street Solutions Fund

The purpose of the fund is to provide 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. The grants are used to assist planning agencies and small businesses with efforts to revitalize downtowns by creating jobs, funding infrastructure improvements and rehabilitating buildings.

In FY 2017-18, the North Carolina General Assembly appropriated an additional $500,000 to be awarded for Main Street Solutions Fund projects. Since the inception of the program in 2009, the $4.5 million in Main Street Solutions Funds has leveraged an additional $31.6 million in public and private investment to assist 63 businesses that have created or retained 736 full and part time jobs.

In 2017, projects were completed in Brevard (construction of a new mixed-use three-story building), Garner (Full Bloom Coffee Roasters & Café), Newton (The Hen and Egg restaurant) and Warrenton (Quilt Lizzy Showroom). The $394,316 in Main Street Solutions Funds for these four projects leveraged an additional $2,403,381 in public and private investment, a match of roughly $6.10 to every $1.00 of state funding.

CDBG - Downtown Redevelopment Fund

In 2016, the Rural Infrastructure Authority created a new Community Development Block Grant (CDBG) program called the Downtown Redevelopment Fund. The purpose of the program is to return vacant or underutilized commercial buildings to economic use for new and/or expanding business. The ultimate goal of the CDBG Downtown Redevelopment Fund is the elimination of spot slum and blight. Eligible activities are limited to historic preservation, remediation of environmentally contaminated properties and building rehabilitation activities, including code corrections, to eliminate public health and safety risks. All activities must be in accordance with the Secretary of the Interior’s Standards for Rehabilitation.

During the 2017 calendar year, six communities were awarded Downtown Redevelopment Funds by the Rural Infrastructure Authority: Ayden, Hendersonville, Reidsville, Robersonville, Washington and West Jefferson, for a total award of nearly $2.3 million that is expected to leverage an additional $13.4 million in public and private investment. Construction projects were completed in Brevard (D.D. Bullwinkel’s & Moose Tracks Footwear) and Wilson (Thomas Drug Store).

The program was suspended in 2017 in order to redirect maximum resources toward Hurricane Matthew recovery and no new grants are being awarded at this time.

FULL BLOOM COFFEE ROASTERS & CAFÉ

141 West Main Street, Garner, NC

A Historic Preservation project funded in part by the Main Street Solutions Fund grant program.

2017 North Carolina Main Street Award, DESIGN, Best Historic Rehabilitation Project