

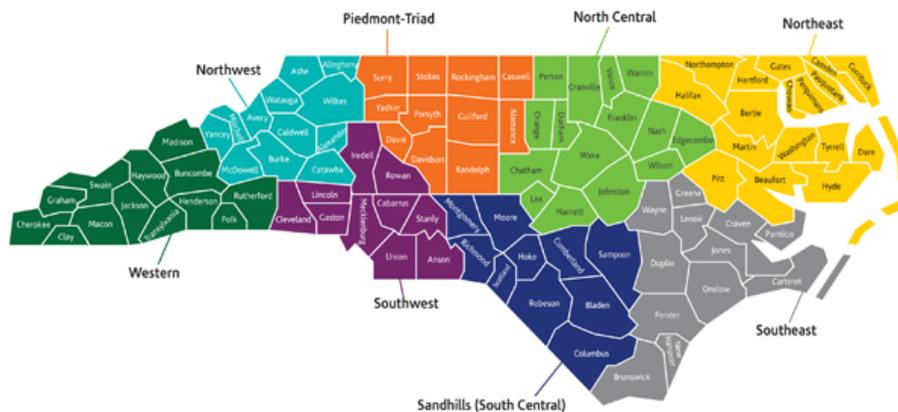


The NC Main Street & Rural Planning Center works in regions, counties, cities, towns, downtown districts, and in designated North Carolina Main Street communities, to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business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

### Who We Are

The NC Main Street & Rural Planning Center (MS&RP Center) is part of the NC Department of Commerce, the state’s lead agency for workforce, community, and economic development. In this capacity, the MS&RP Center provides downtown revitalization and planning assistance to communities across the state primarily in the area of economic development planning. The MS&RP Center has offices throughout the state, in the West (Asheville and Sylva), Northwest (North Wilkesboro), the Piedmont (Winston-Salem), Southwest (Albemarle), North Central (Raleigh and Clayton), South Central (Fayetteville), and the East (Greenville, Jacksonville, and Wilmington). Recognizing that economic prosperity is the number one priority in most communities, our experienced staff partners with community leaders to add value to their economic development efforts through a variety of services and assistance.

- Strategic Economic Development Planning
- Implementation Services
- Local and Regional Market Analysis
- Small Area Planning for High Impact Areas
- GIS and Custom Mapping
- Administer the Main Street America™ Program in NC
- Main Street Solutions Fund Grant Program
- Downtown Design Services
- Economic Development in the Context of Historic Preservation



**TO LEARN MORE ABOUT THIS PROGRAM, CONTACT:**

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## Main Street Solutions Fund

The Fund provides economic development planning assistance and coordinated grant support to designated micropolitans located in Tier 2 and 3 counties and to active North Carolina Main Street communities. It serves to strengthen the local economy and its role as a regional growth and employment hub. This is accomplished by leveraging the State's resources for small business development, spurring private investment, and coordinating economic development planning assistance with grant support.

Program goals are to:

- Provide direct financial benefit to small businesses.
- Spur local investment in association with small business.
- Retain and create jobs in association with small business.

### Financial Support for Local Investment

The Main Street Solutions Fund is a reimbursable matching grant program. The North Carolina Department of Commerce and the NC Main Street & Rural Planning Center are authorized to award grants from the Main Street Solutions Fund totaling not more than two-hundred thousand dollars (\$200,000) to each eligible local government. Funds from local governments, Main Street organizations, downtown organizations, downtown economic development organizations, private businesses, and sources other than the state or federal government must be committed to match the amount of any grant from the Main Street Solutions Fund on a basis of a minimum of two non-state dollars (\$2.00) for every one dollar (\$1.00) provided by the State.

### Local Job Retention and Creation

The Fund also promotes recirculation of invested dollars in the local economy. For each \$25,000 of State grant funding, projects are required to retain and/or create one full-time job. For a maximum grant of \$200,000, a project must provide a minimum of eight full-time jobs in a private, for-profit business for a period of six months following completion of the grant project activities.

### Program Effectiveness

As of December 31, 2018, twenty-five communities have been awarded thirty-five Main Street Solutions Fund grants since 2009, totaling \$4,618,475. For every \$1 invested by the state, an additional \$6.96 has been or will be invested by the local community. The total projected local investment is 27,534,225.. Sixty-four businesses have directly benefitted

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