

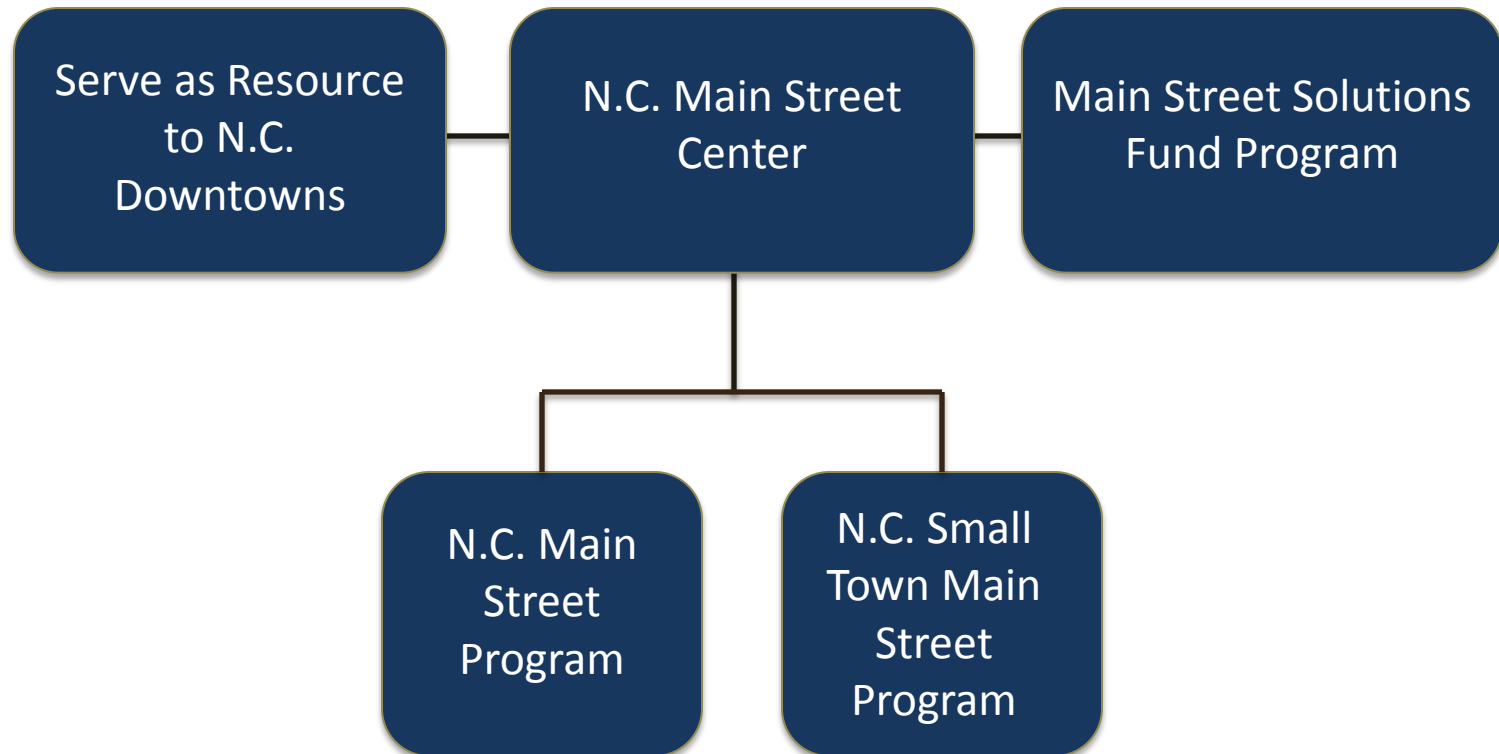
Office of Urban Development

Overview

T H R I V E
in **NORTH CAROLINA**TM

Elizabeth H. Parham, CMSM Director

N.C. Department of Commerce Office of Urban Development

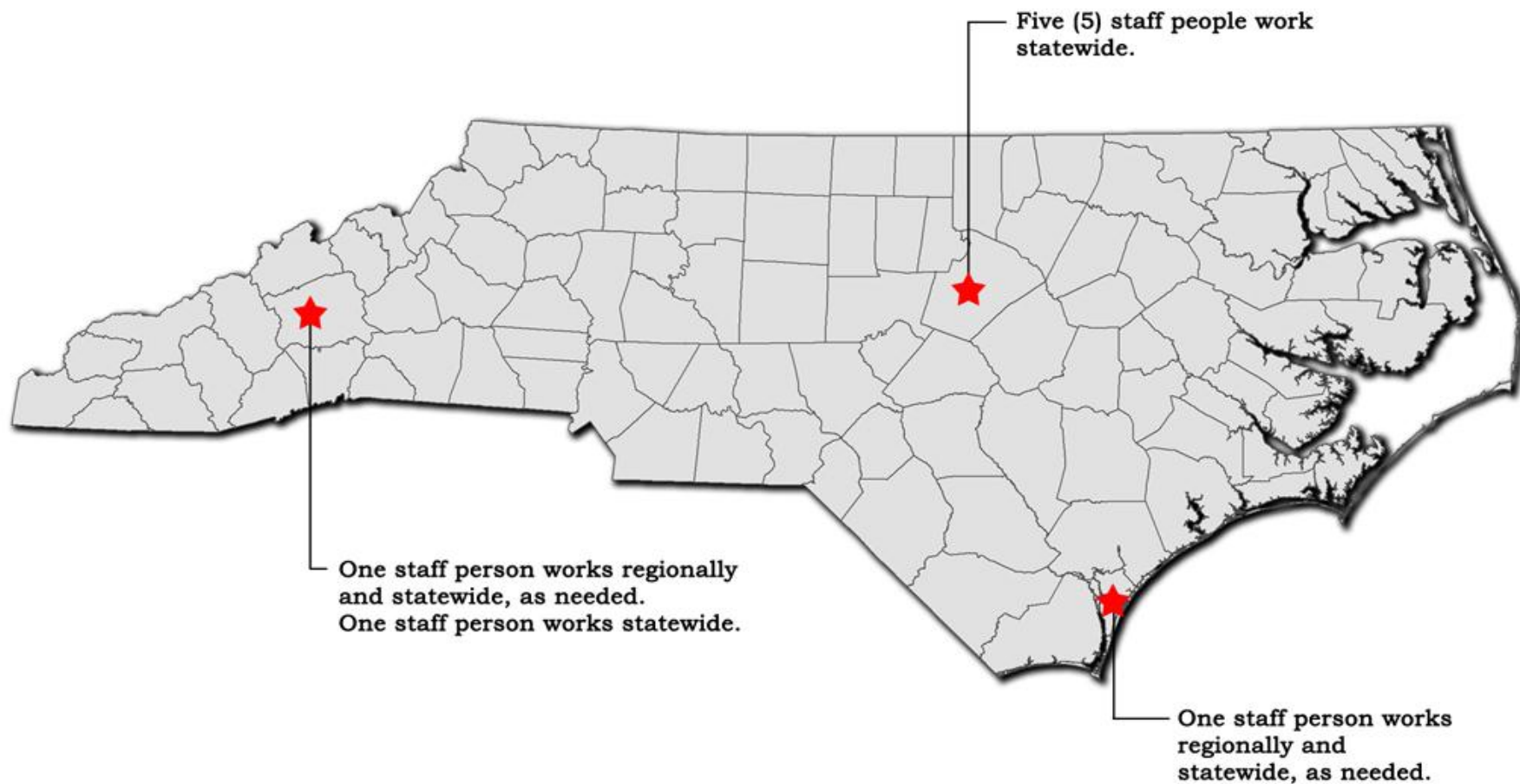


T H R I V E
in **NORTH CAROLINA™**




North Carolina
Main Street

North Carolina Urban Development Staff



★ Indicates an Urban Development Office.

Timeline of Program



1980	N.C. Main Street Center/Program Began. 5 communities originally designated for participation.
Every 2-3 years	Up to 5 additional communities designated
1989	Main Street Financial Incentive Fund State Appropriation (1 M)
2002	Office of Urban Development established for broader downtown economic development assistance
2002	Small Town Main Street Program Began in eastern N.C.
2003	Urban Redevelopment Grant - Unspent CDBG Economic Development Funds (\$3.7 M)
2004	Urban Redevelopment Grant - Unspent CDBG Economic Development Funds (\$1.7 M)
2007	Small Town Main Street Program Expanded to western N.C.
2009-10	Main Street Solutions Fund State Appropriation (\$2 M)
2010-11	Main Street Solutions Fund State Appropriation (\$1.5 M)
2011-12	Main Street Designer for Small Town Main Street (west) eliminated in budget



National Main Street
Center
a subsidiary of the
National Trust *for* Historic Preservation

Main Street®

- Created by the National Trust for Historic Preservation, a national non-profit.
- Downtown Economic Development within the context of historic preservation.
- North Carolina was one of 6 states originally selected for participation in 1980.
- Today, 46 states and over 1100 communities with Main Street® programs.

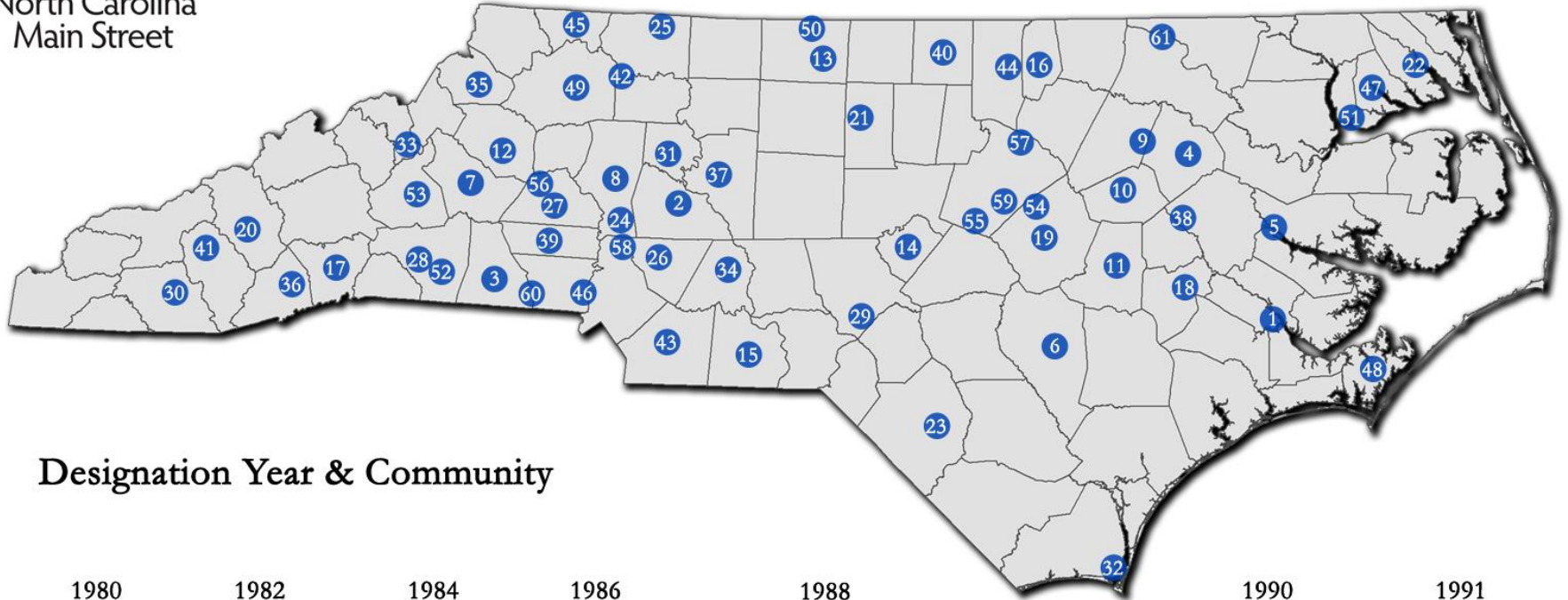


128 E. Innes Street, Salisbury



North Carolina Main Street Communities

North Carolina
Main Street



Designation Year & Community

1980	1982	1984	1986	1988	1990	1991
1 New Bern	6 Clinton	11 Goldsboro	16 Henderson	21 Burlington	26 Concord	31 Mocksville
2 Salisbury	7 Morganton	12 Lenoir	17 Hendersonville	22 Elizabeth City	27 Newton	32 Southport
3 Shelby	8 Statesville	13 Reidsville	18 Kinston	23 Lumberton	28 Rutherfordton	33 Spruce Pine
4 Tarboro	9 Rocky Mount	14 Sanford	19 Smithfield	24 Mooresville	29 Aberdeen (N-A)	
5 Washington	10 Wilson	15 Wadesboro	20 Waynesville	25 Mount Airy (N-A)	30 Franklin	
1993	1995	1998	2000	2003	2006	2009
34 Albemarle	38 Farmville	42 Elkin	46 Belmont (N-A)	50 Eden	54 Clayton	58 Davidson
35 Boone	39 Lincolnton	43 Monroe	47 Hertford	51 Edenton	55 Fuquay-Varina	59 Garner
36 Brevard	40 Roxboro	44 Oxford	48 Morehead City	52 Forest City	56 Hickory	60 Kings Mountain
37 Lexington	41 Sylva	45 Sparta	49 North Wilkesboro	53 Marion	57 Wake Forest	61 Roanoke Rapids

● Main Street Community

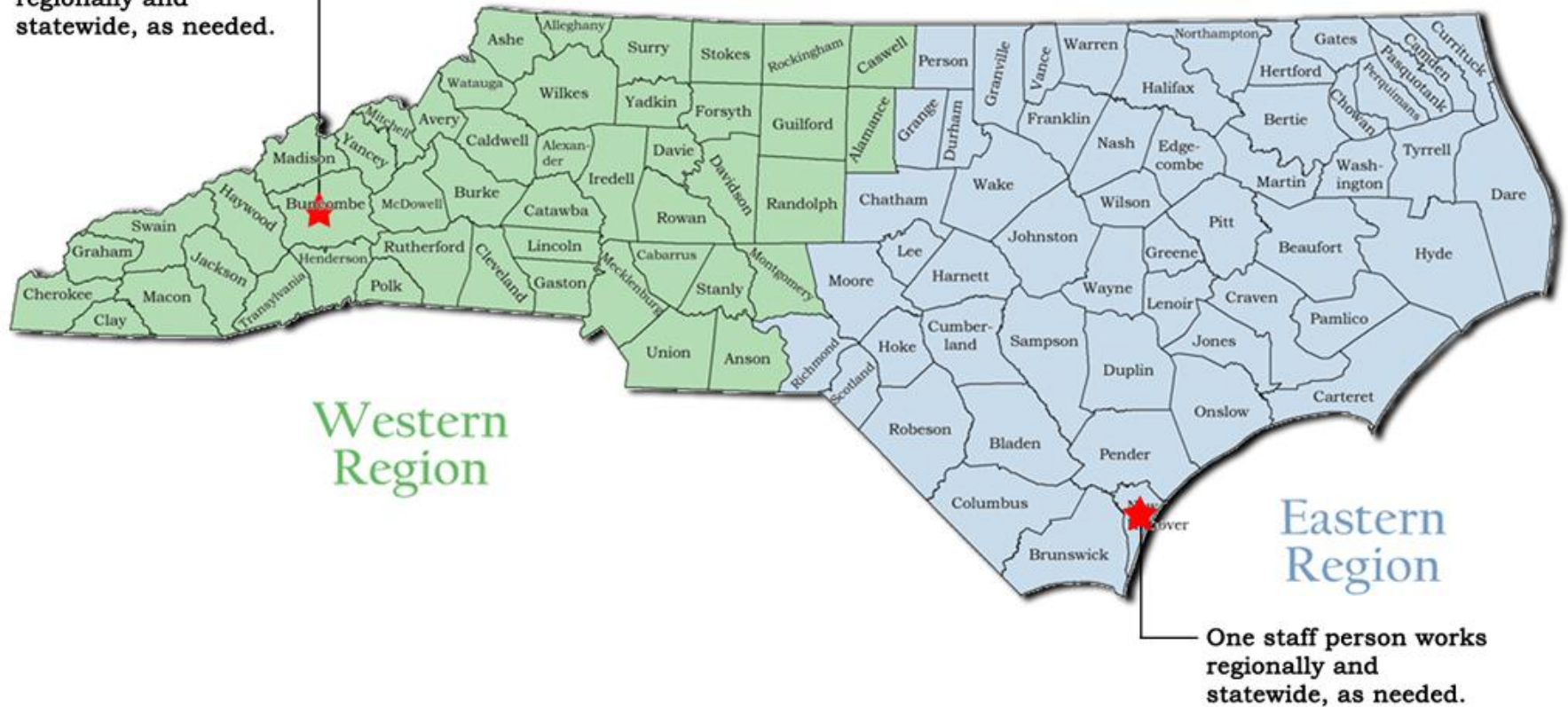
(N-A) indicates community is 'not active' in the program.



North Carolina Small Town Main Street

North Carolina
Main Street

One staff person works
regionally and
statewide, as needed.

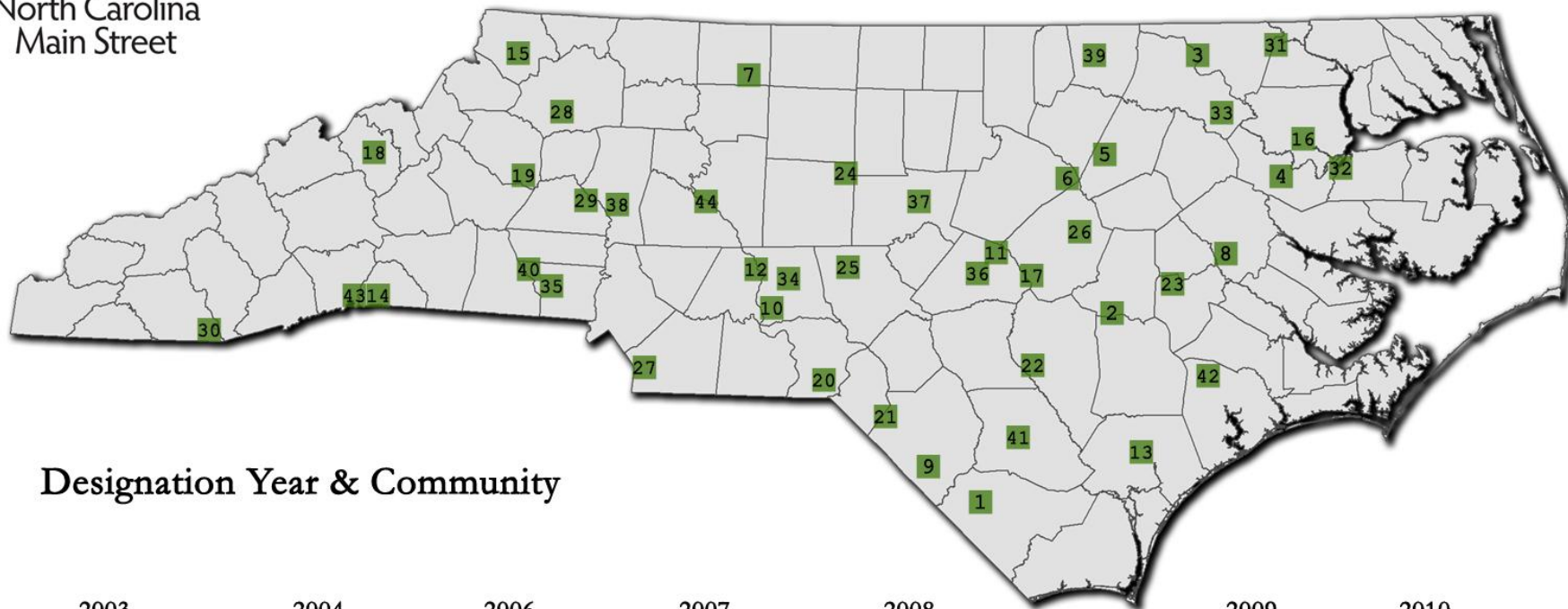


★ Indicates a Regional Office.



Small Town Main Street Communities

North Carolina
Main Street



Designation Year & Community

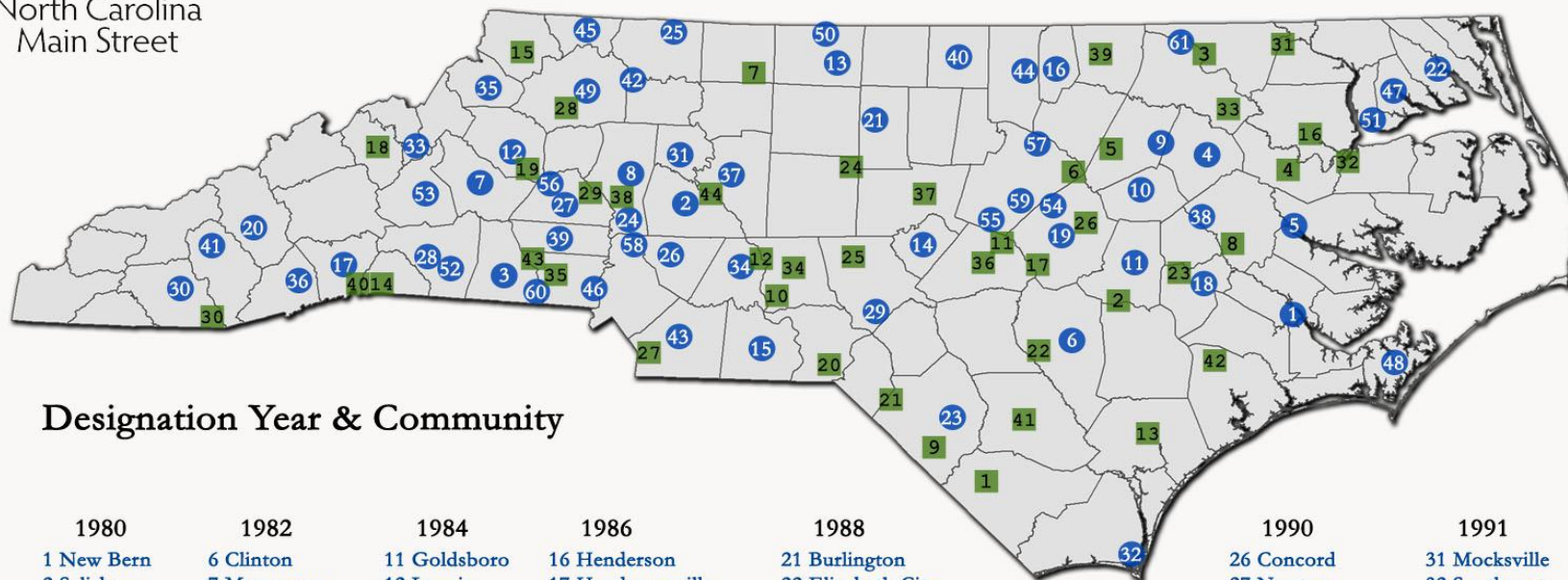
2003	2004	2006	2007	2008	2009	2010
1 Chadbourn (N-A)	5 Spring Hope	8 Ayden	11 Angier	17 Benson	23 La Grange	29 Catawba
2 Mount Olive	6 Zebulon (N-A)	9 Fairmont	12 Badin	18 Burnsville	24 Liberty	30 Highlands
3 Weldon		10 Mount Gilead	13 Burgaw	19 Granite Falls	25 Robbins	31 Murfreesboro (N-A)
4 Williamston			14 Tryon	20 Hamlet (N-A)	26 Selma	32 Plymouth
	2005		15 West Jefferson	21 Maxton (N-A)	27 Waxhaw	33 Scotland Neck
	7 Walnut Cove		16 Windsor	22 Roseboro	28 Wilkesboro	34 Troy
2011	2012					
35 Bessemer City	40 Cherryville					
36 Lillington	41 Elizabethtown					
37 Pittsboro	42 Richlands					
38 Troutman	43 Saluda					
39 Warrenton	44 Spencer					

(N-A) indicates community is 'not active' in the program.



North Carolina
Main Street

North Carolina Main Street and Small Town Main Street Communities



Designation Year & Community

1980	1982	1984	1986	1988		1990	1991	
1 New Bern	6 Clinton	11 Goldsboro	16 Henderson	21 Burlington		26 Concord	31 Mocksville	
2 Salisbury	7 Morganton	12 Lenoir	17 Hendersonville	22 Elizabeth City		27 Newton	32 Southport	
3 Shelby	8 Statesville	13 Reidsville	18 Kinston	23 Lumberton		28 Rutherfordton	33 Spruce Pine	
4 Tarboro	9 Rocky Mount	14 Sanford	19 Smithfield	24 Mooresville		29 Aberdeen (N-A)		
5 Washington	10 Wilson	15 Wadesboro	20 Waynesville	25 Mount Airy (N-A)	30 Franklin			
1993	1995	1998	2000	2003	2004	2006		
34 Albemarle	38 Farmville	42 Elkin	46 Belmont (N-A)	50 Eden	52 Forest City	5 Spring Hope	54 Clayton	56 Hickory
35 Boone	39 Lincolnton	43 Monroe	47 Hertford	51 Edenton	53 Marion	6 Zebulon (N-A)	55 Fuquay-Varina	57 Wake Forest
36 Brevard	40 Roxboro	44 Oxford	48 Morehead City	1 Chadbourn (N-A)	3 Weldon		8 Ayden	10 Mount Gilead
37 Lexington	41 Sylva	45 Sparta	49 North Wilkesboro	2 Mount Olive	4 Williamston	2005	9 Fairmont	
						7 Walnut Cove		
2007	2008	2009		2010	2011	2012		
11 Angier	17 Benson	58 Davidson	60 Kings Mountain	29 Catawba	35 Bessemer City	40 Cherryville		
12 Badin	18 Burnsville	59 Garner	61 Roanoke Rapids	30 Highlands	36 Lillington	41 Elizabethtown		
13 Burgaw	19 Granite Falls	23 La Grange	26 Selma	31 Murfreesboro (N-A)	37 Pittsboro	42 Richlands		
14 Tryon	20 Hamlet (N-A)	24 Liberty	27 Waxhaw	32 Plymouth	38 Troutman	43 Saluda		
15 West Jefferson	21 Maxton (N-A)	25 Robbins	28 Wilkesboro	33 Scotland Neck	39 Warrenton	44 Spencer		
16 Windsor	22 Roseboro			34 Troy				

Service to N.C. Downtowns

155 Communities Directly Served in 2011-2012:

- Provide Downtown Revitalization **Training, Education and Networking**
- Facilitate the Downtown **Revitalization Process**
- Provide Downtown **Resources and Funding Information**
- Administer the **Main Street Program for N.C.** and Offer **Main Street Four-Point Program®** guidance
- Provide Main Street and Small Town Main Street **Façade and Public Space Conceptual Design Assistance**
- Administer the **Main Street Solutions Fund Program**

Training & Education

- N.C. Main Street Conference & Awards Ceremony
- Main Street Basic Training
- Main Street Managers' Meetings
- On-Site Community Specific Education



Main Street Conference



Main Street Awards
(Burnsville)



Main Street Basic Training

Downtown Revitalization Process

- Downtown Strategic Planning
- Public-Private Partnership Development
- Downtown Studies and Business Development Plans
- Tools for Development
- Knowledge and Resources and Funding



Roseboro Business Recruitment Efforts, as result of studies.

Façade and Public Space Design Assistance

109 Broad Street, Statesville



Before - Full Façade



Conceptual Design



After – Full Façade



After – Cornice Detail

- Main Street and Small Town Main Street Façade and Public Space Design Assistance, resulting in economic benefit.
- Knowledge of Historic Preservation, Architecture and Materials
- Knowledge of Resources and Funding

Impact of the Main Street Program on N.C. Downtowns

FY 2011-12

- \$96 Million in public/private investment
- 334 Buildings Renovated
- 242 Façade Improvements
- 259 Businesses Net Gain
- 1,029 Jobs Net Gain

Impact of the Small Town Main Street Program on N.C. Downtowns

FY 2011-12

- \$20 Million in public/private investment
- 66 Buildings Renovated
- 81 Façade Improvements
- 105 Businesses Net Gain
- 278 Jobs Net Gain

Main Street Solutions Fund Program

- State Appropriation

N.C. Gen. Stat. § 143B-472.35

- 2009-2010 Appropriation - **\$2 Million**
- 2010-2011 Appropriation - **\$1.5 Million**
- **Communities have 3 Years** to complete projects
- A reimbursable, matching grant program (non state or federal 1:2 local match)
- Min. **\$25,000; Max. \$200,000 Grants**

Main Street Solutions Fund Program

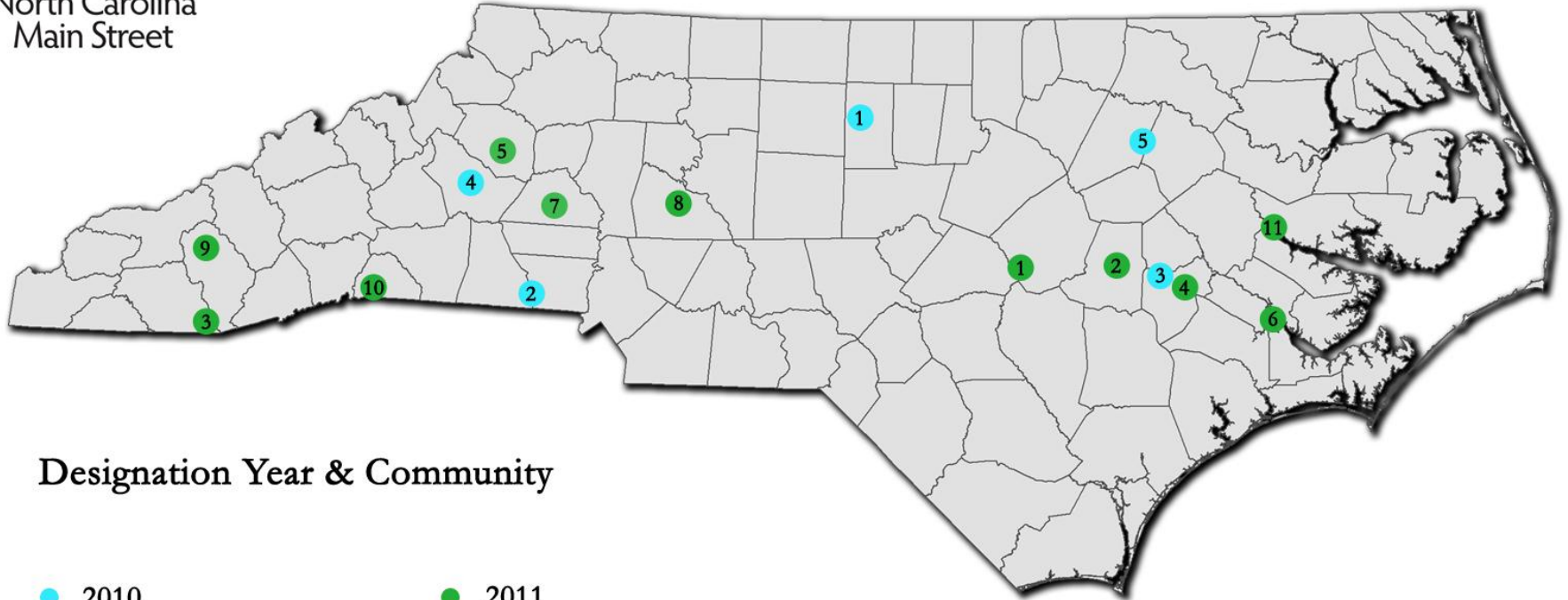
The Goals of this Program are:

- To provide direct financial benefit to small businesses.
- To retain and create jobs in association with small business.
- To spur private investment in association with small business.



North Carolina
Main Street

North Carolina Main Street Solution Fund Grant Recipients



Designation Year & Community

● 2010

- 1 Burlington
- 2 Kings Mountain
- 3 La Grange
- 4 Morganton
- 5 Rocky Mount

● 2011

- 1 Benson
- 2 Goldsboro
- 3 Highlands
- 4 Kinston
- 5 Lenoir
- 6 New Bern
- 7 Newton
- 8 Salisbury
- 9 Sylva
- 10 Tryon
- 11 Washington

Communities eligible to receive this grant must meet at least ONE of the following designations:

- a. Designated as a micropolitan in Tier 2 and 3 counties OR
- b. Designated as an ACTIVE North Carolina Main Street community in Tier 1, 2 or 3 counties OR
- c. Designated as an ACTIVE Small Town Main Street community in Tier 1, 2 or 3 counties.

Main Street Solutions Fund Program

Company Shops Market, 268 East Front Street, Burlington



Before

- 7,000 sq. ft, vacant 10 years
- \$3.2 Million
- \$298,000 MSSF Grant
- 13 FTE, 16 PTE
- Catalyst for 8 additional businesses



After

Impact of the Main Street Solutions Fund Program

- 16 Communities/15 Counties Benefit
- \$13.7 Million in Total Projects
- \$2.4 Million Grants Awarded to Date
- \$7.8 Million in Private Funds Spurred
- 54 Businesses Benefit
- 238 FTE's, 158 PTE's Retained or Created
- For every \$1 invested by the state, \$4.52 is invested by the local community.

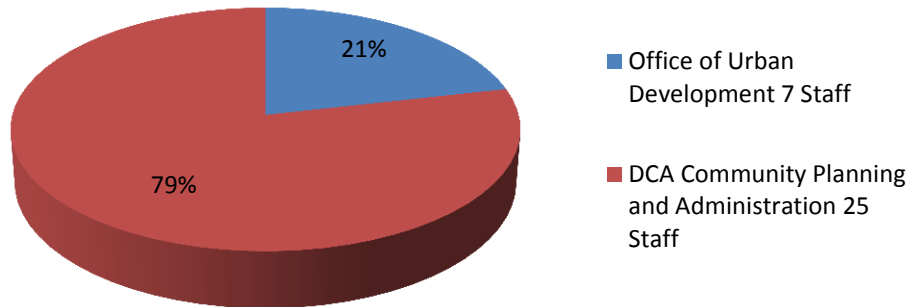
Partner Agencies

A Few Examples:

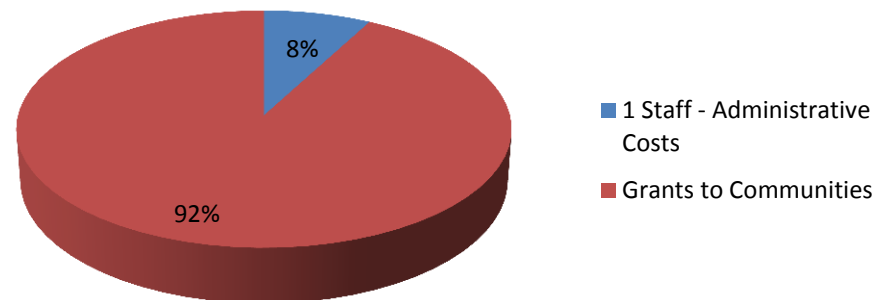
- State Government Departments and Divisions:
 - Commerce
 - Cultural Resources
 - Transportation
 - Health & Human Services
- Nonprofits:
 - National Main Street Center
 - North Carolina League of Municipalities
 - Council of Governments
 - Preservation North Carolina

Office of Urban Development Budgets

SHARED BUDGET



MAIN STREET SOLUTIONS FUND



Questions

- Elizabeth H. Parham, CMSM

Director

N.C. Department of Commerce, Office of Urban Development

(o) 919-571-4900

<http://www.nccommerce.com/cd/urban-development/main-street-program>