

North Carolina Downtown Associate Community Program

Liz Parham, CMSM

Director, NC Main Street & Rural Planning Center

Chuck Halsall

Coordinator, Downtown Programming & Technical Services

Sherry Adams

Coordinator, Downtown Programming & Technical Services

Naomi Riley

Coordinator of Downtown Services



Who We Are

The NC Main Street & Rural Planning Center is part of the NC Department of Commerce. We are the state's lead agency for workforce, community and economic development.

In this capacity the center:

- Provides downtown revitalization & planning assistance to communities across the state
- Provides Local & Regional Market Analysis
- Provides Small Area Planning
- Provides Downtown Design Services
- Provides Economic Development Strategies within the context of historic preservation

We:

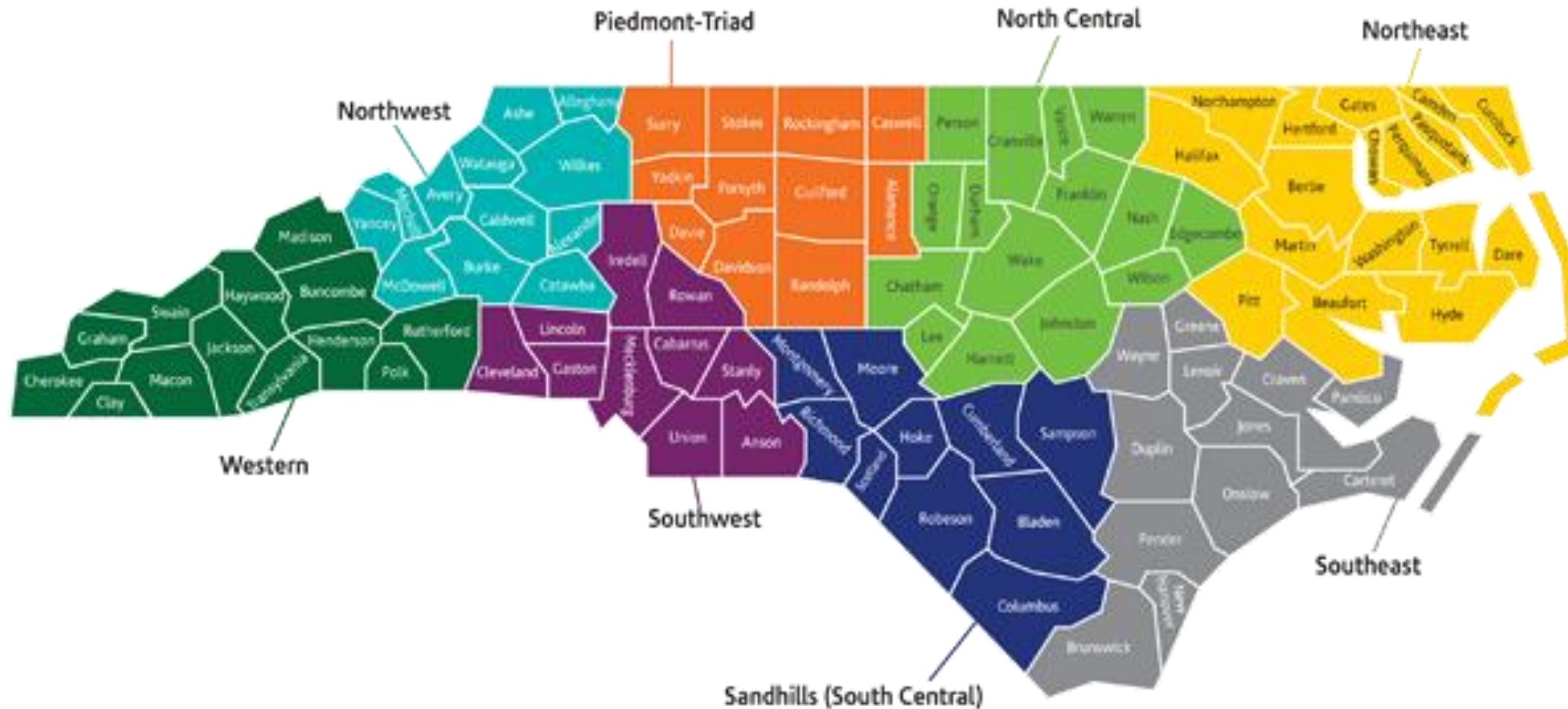
- Administer the Main Street America™ Program in NC
- Administer the Main Street Solutions Grant program

Mission of the NC Main Street & Rural Planning Center

- 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.



Offices Located throughout the State

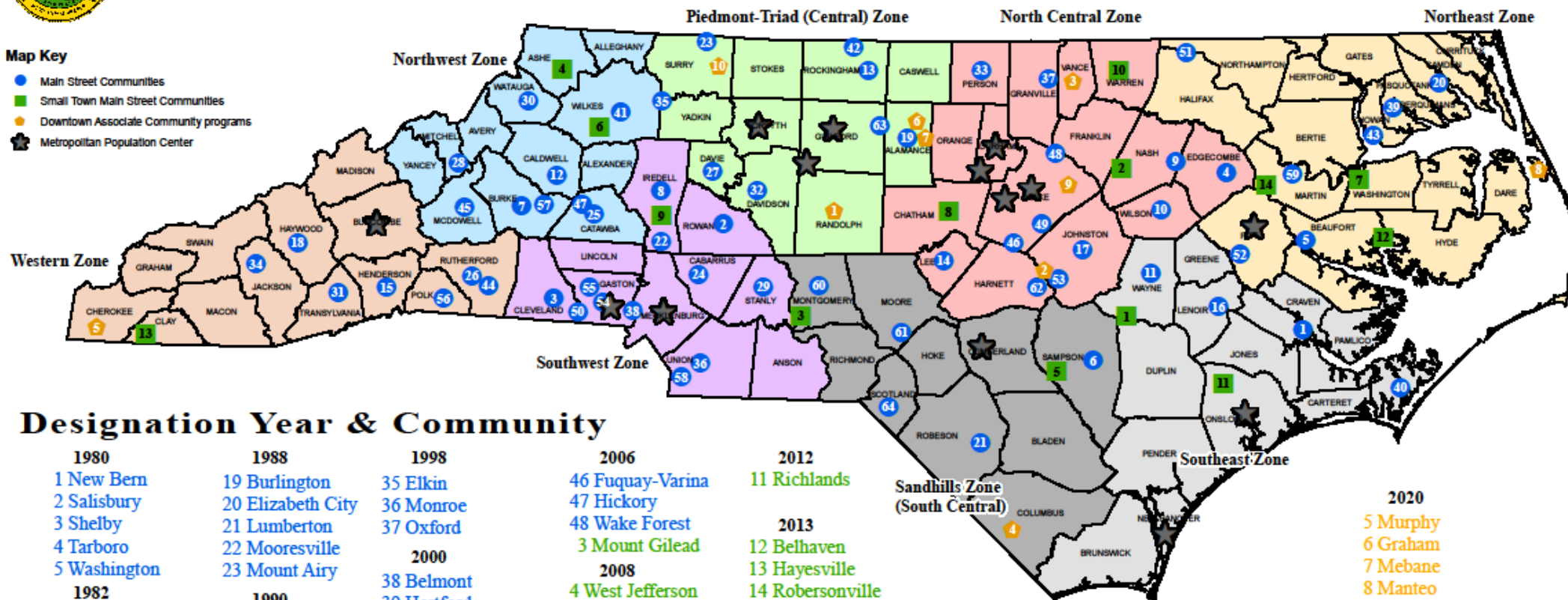




North Carolina Main Street and Small Town Main Street Communities

Map Key

- Main Street Communities
- Small Town Main Street Communities
- ★ Downtown Associate Community programs
- ★ Metropolitan Population Center



Designation Year & Community

1980	1988	1998	2006	2012	2020
1 New Bern	19 Burlington	35 Elkin	46 Fuquay-Varina	11 Richlands	5 Murphy
2 Salisbury	20 Elizabeth City	36 Monroe	47 Hickory		6 Graham
3 Shelby	21 Lumberton	37 Oxford	48 Wake Forest	2013	7 Mebane
4 Tarboro	22 Mooresville		3 Mount Gilead	12 Belhaven	8 Manteo
5 Washington	23 Mount Airy	2000	4 West Jefferson	13 Hayesville	9 Zebulon
1982		38 Belmont	5 Roseboro	14 Robersonville	10 Pilot Mountain
6 Clinton	1990	39 Hertford	2008		
7 Morganton	24 Concord	40 Morehead City	49 Garner	2015	
8 Statesville	25 Newton	41 North Wilkesboro	50 Kings Mountain	52 Ayden (STMS from 2006-2015)	61 Aberdeen
9 Rocky Mount	26 Rutherfordton	2003	51 Roanoke Rapids	53 Benson (STMS from 2008-2015)	1 Asheboro
10 Wilson	1991	42 Eden	6 Wilkesboro	54 Bessemer City (STMS from 2011-2015)	2 Dunn
1984	27 Mocksville	43 Edenton	2010	55 Cherryville (STMS from 2012-2015)	3 Henderson
11 Goldsboro	28 Spruce Pine	44 Forest City	7 Plymouth	56 Tryon (STMS from 2007-2015)	
12 Lenoir	1993	45 Marion	2011	57 Valdese (STMS from 2013-2015)	2018
13 Reidsville	29 Albemarle	1 Mount Olive	8 Pittsboro	58 Waxhaw (STMS from 2009-2015)	62 Angier (STMS from 2008-2018)
14 Sanford	30 Boone	2004	9 Troutman	59 Williamston (STMS from 2003-2015)	63 Elon
1986	31 Brevard	2 Spring Hope	10 Warrenton	2016	64 Laurinburg
15 Hendersonville	32 Lexington			60 Troy (STMS from 2010-2016)	4 Whiteville
16 Kinston	1995				
17 Smithfield	33 Roxboro				
18 Waynesville	34 Sylva				

Overview of the Downtown Association Community (DAC) Program



- The program is a 2 to 3-year process
- The program provides communities with the **Organizational Foundation** necessary for long-term Downtown Economic Development Success
- The program is THE pathway to move into a NC Main Street Designation

A Brief History of Main Street...Since 1980



- Created by the National Trust for Historic Preservation
- 6 states and 30 communities
- NC originally selected state
- Today 46 states and over 2000 communities in the program



Main Street IS...

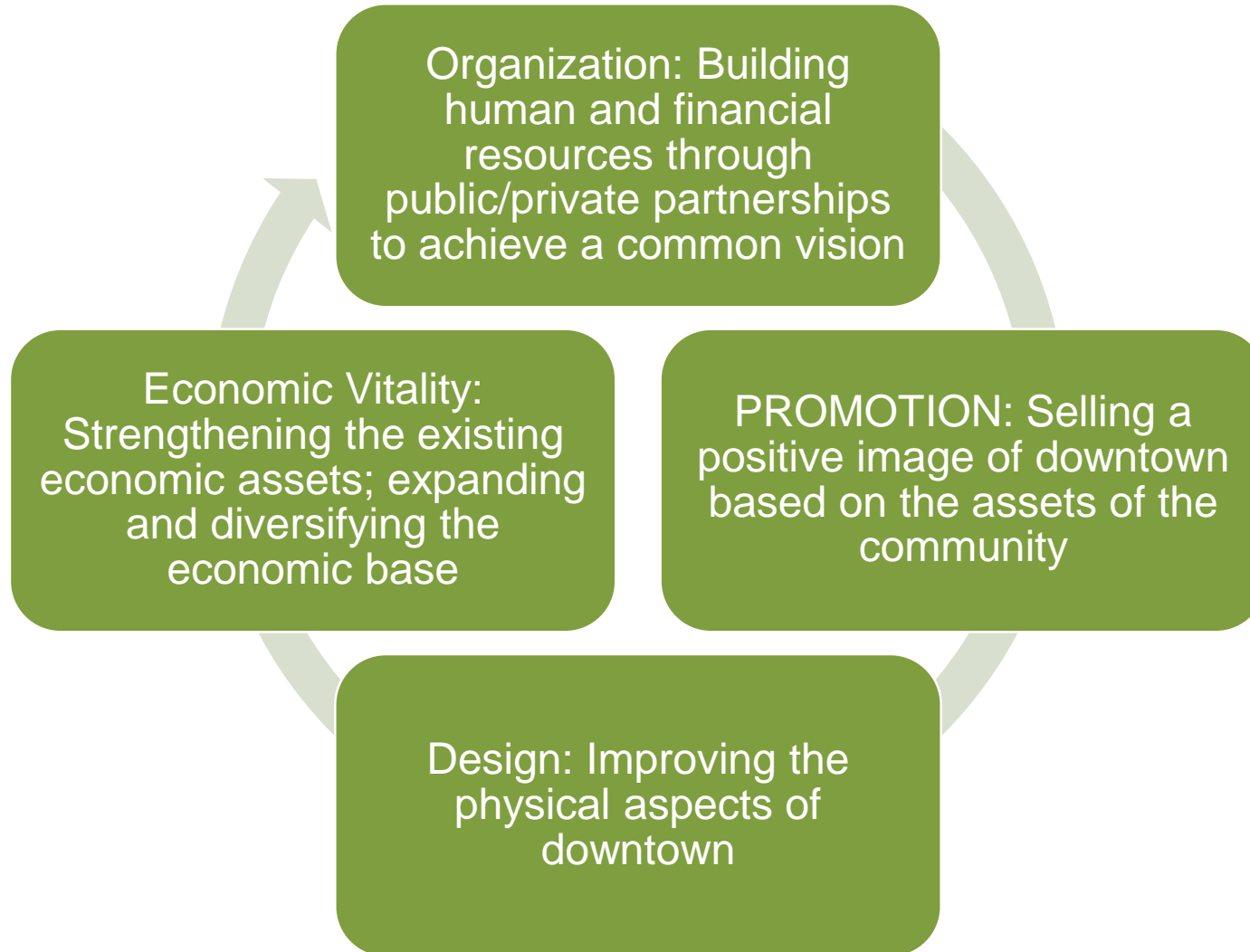
Economic Development within the Context of Historic Preservation

Impact of the NC Main Street & Small Towns since 1980



- \$2.54 Billion in Public/Private Investment
- 5,833 Buildings Renovated
- 5,963 Façade Improvements
- 5,570 Businesses Net Gain
- 22,832 Jobs Net FTE & PTE Gain

Main Street's Four Point Approach®



Eight Principles of Main Street

- Comprehensive
- Incremental
- Self-help
- Partnerships
- Builds on assets
- Quality focus
- Change
- Implementation



Main Street Four Point Approach®



ORGANIZATION

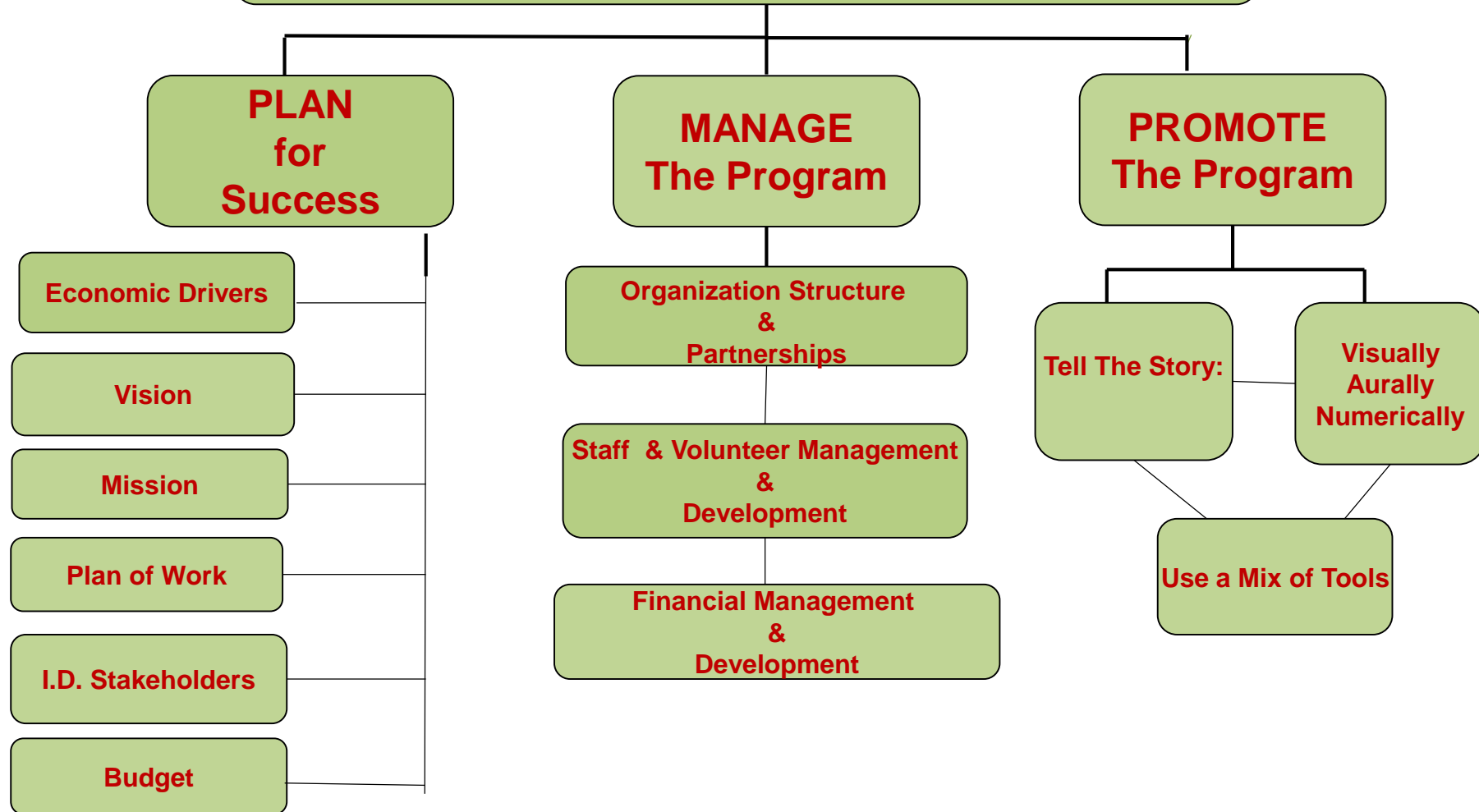
Building human and financial resources, through public/private partnerships, to achieve a common vision.

Organization

- Basic Areas of Focus for the Organization Committee:
- Plan for Downtown's Success
- Manage the Program
- Promote the Program



ORGANIZATION SNAPSHOT



Main Street Four Point Approach®

PROMOTION

Selling a positive image of downtown based on the assets of the community.



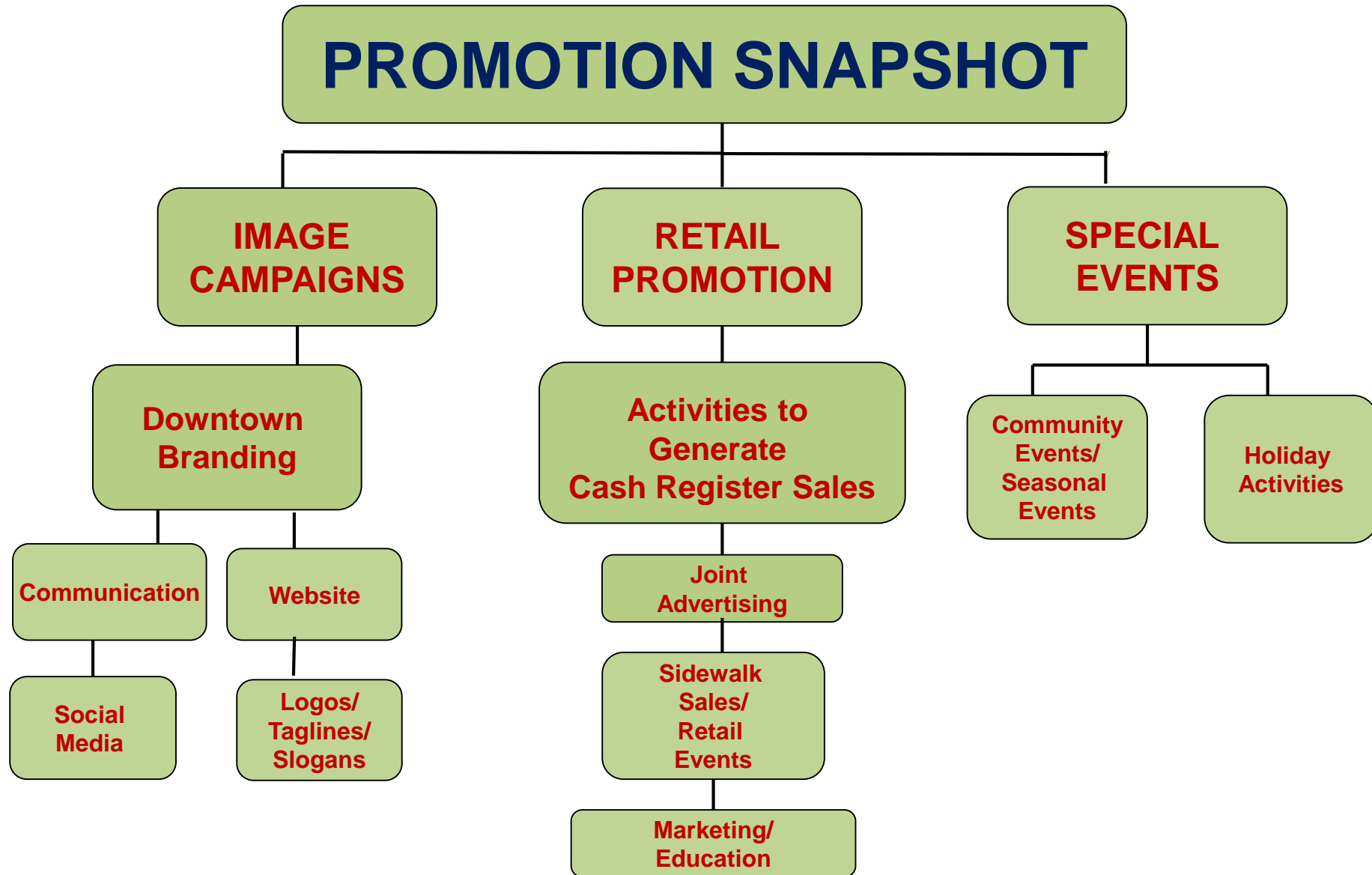
Main Street Four Point Approach®

Promotion

3 Basic Areas of Focus

- Image Building Campaigns
- Retail Promotion
- Special Event Development





Main Street Four Point Approach®

Design

Improving the physical aspects of downtown.



Main Street Four Point Approach®

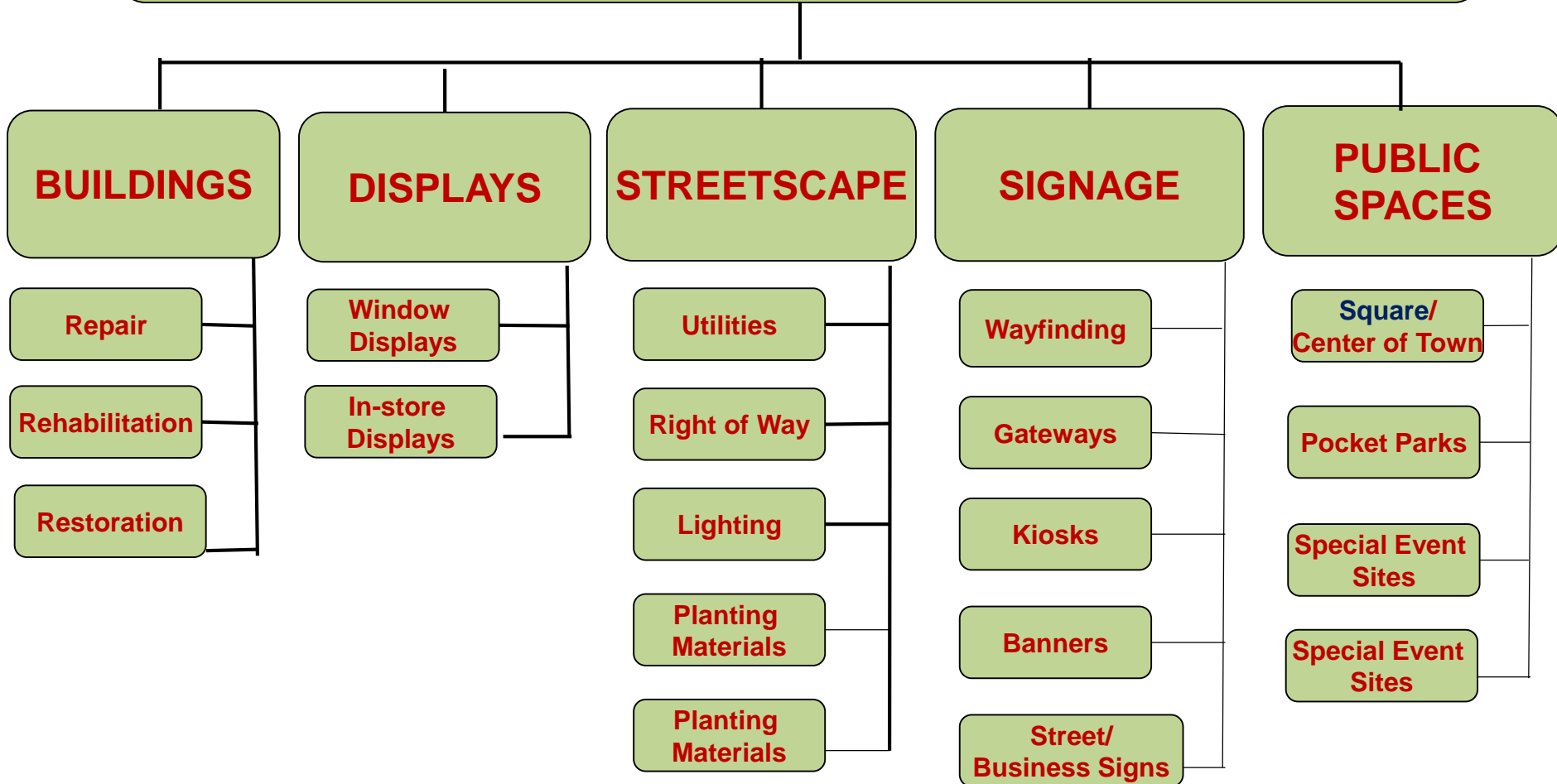


Design

5 Basic Areas of Focus:

- Buildings
- Displays
- Streetscapes
- Signage
- Public Spaces

DESIGN SNAPSHOT



Main Street Four Point Approach®

- Opportunity for increased density
- Adjacent to most important part of downtown
- Needs strong architectural edge



Economic Vitality focuses on strengthening the existing economic assets and expanding and diversifying the economic base.

ECONOMIC VITALITY

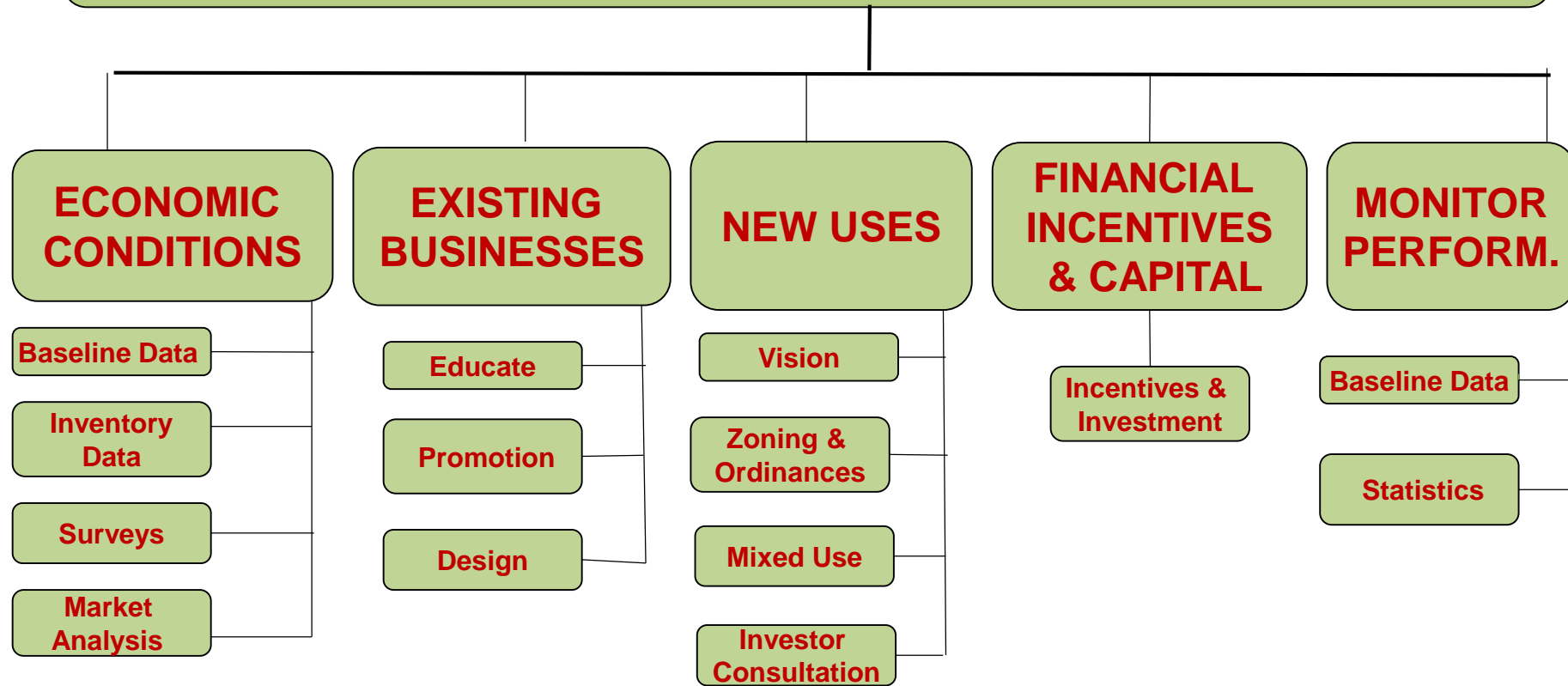
5 Basic Areas of Focus

- Understand Current Economic Conditions
- Strengthen Existing Businesses
- Find New Economic Uses
- Develop Financial Incentives & Capital for Building Rehabilitations & Business Development
- Monitor the Economic Performance of Downtown

Know what's in your existing toolbox & grow & expand your tool box



ECONOMIC VITALITY SNAPSHOT





Benefits of the Downtown Associate Community Program



- It is a partnership
- It involves specialized training
- It includes technical assistance
- It involves networking with other downtown professionals

This leads to creating a **solid, sustainable program**.

Requirements & Responsibilities of the Downtown Associate Community

1. Incorporated NC municipality with a downtown district
2. A certified population of less than 50,000
3. Sign a Memorandum of Agreement with the NC Main Street and Rural Planning center agreeing to participate in all services provided by the NC Main Street Center & Rural Planning Center and agree to designate a Downtown Associate Community Coordinator. As well as establish **broad-based support** for the commercial district revitalization process, with strong support **from both the public and private sectors**. The agreement also spells out a long list of requirements such as reporting annual statistics, the coordinator will participate in training, attend the annual conference, reimburse the state for travel expenses, etc. and;
4. *Must meet requirements by the end of year three in order to become a designated NC Main Street community*

In the coming months:

- Set a visitation schedule
- Each visit will have:
 - Public Educational component for the 1st two years
 - Expect 6 visits per year
- Asset mapping
- Economic Driver Identification
- Stakeholder and Partner Identification
- SWOT Analysis
- Retail Market Snapshot (data?)
- Benchmarks & Timeline



QUESTIONS?



Contact information: Liz Parham, lparham@nccommerce.com, 919-814-4658
Chuck Halsall, chalsall@nccommerce.com, 252-974-1308
Sherry Adams, sadams@nccommerce.com, 828-251-6914