



Information & Staff Contacts

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.

Director:

Liz Parham, CMSM, Director, NC Main Street & Rural Planning Center
4346 Mail Service Center Raleigh, NC 27699-4346

Email: lparham@commerce.nc.gov

Office: (919) 814-4658

Cell: (919) 805-2067

Web Pages:

- [NC Department of Commerce](#)
- [NC Department of Commerce Grants and Incentives](#)
- [NC Rural Economic Development Division](#)
- [NC Main Street & Rural Planning](#)
- [NC Main Street & Rural Planning Training](#)
- [Main Street America](#)



NC Main Street Program

NC Main Street is a **Main Street America™** Coordinating Program. Main Street was established as a program of the **National Trust for Historic Preservation** in 1980 to address the myriad issues facing older and historic downtowns during that time. Working with a nationwide network of coordinating programs and local communities, Main Street has helped over 2,000 communities across the country bring economic vitality back downtown, while celebrating their historic character, and bringing communities together.

The **NC Main Street and Rural Planning Center** is charged by the **NC Department of Commerce** to facilitate downtown economic development, using the Main Street America™ **Four Point Approach**. NC Main Street staff provide strategic downtown economic development planning, technical assistance, program guidance, education, training, and funding. that achieves measurable results, including investment, business growth, and job creation. In addition to helping communities implement the Main Street Four Point Approach, NC Main Street holds **an annual three-day conference**, open to anyone interested in downtown revitalization.

Liz Parham, CMSM, Director NC Main Street & Rural Planning Center Email: lparham@commerce.nc.gov Office: 919-814-4658 Cell: 919-805-2067 4346 Mail Service Center Raleigh, NC 27699	Sherry Adams, CMSM, Program Manager NC Main Street Program Email: sadams@commerce.nc.gov Cell: 828-747-8218 48 Grove Street Asheville, NC 28801
Naomi Riley Downtown Services Coordinator Email: naomi.riley@commerce.nc.gov Office: 919-814-4726 Cell: 984-222-5292 4346 Mail Service Center Raleigh, NC 27699	Mike Dougherty Downtown Development Specialist Email: mike.dougherty@commerce.nc.gov Cell: 919-817-7086
Lisa Rueh Main Street Grants Administrator Email: lisa.rueh@commerce.nc.gov Cell: 919-817-3999 4346 Mail Service Center Raleigh, NC 27699	Chuck Halsall Main Street Program Specialist Email: chalsall@commerce.nc.gov Cell: 252-214-5132 105 Pictolus Hwy. (NC 33) Greenville 27835
Amy Suggs Main Street Program Specialist Email: amy.suggs@commerce.nc.gov Cell: 910-530-0278	Paige Hicks Main Street Program Specialist Email: paige.hicks@commerce.nc.gov Cell: 984-365-0342



May 3, 2023



Rural Planning Program

Rural Planning staff work throughout the State of North Carolina. Eight are assigned to work in designated Prosperity Zones. Staff members work with municipalities, county governments, and other organizations in rural areas to provide strategic economic development planning, plan implementation services, technical support, and training to help them prepare for and respond to potential economic growth opportunities. Outcomes include improving quality of life and prosperity, building community capacity, and maintaining the character of rural areas.

For a full list of state resources for the eight Prosperity Zones, visit the [webpage](#).

Liz Parham, CMSM <i>Director, NC Main Street & Rural Planning Center</i> Email: lparham@commerce.nc.gov Office: 919-814-4658 Cell: 919-805-2067 4346 Mail Service Center Raleigh, NC 27699-4346	Karen Smith, AICP <i>Program Manager, Rural Planning Program</i> Email: ksmith@commerce.nc.gov Cell: 828-747-1585 48 Grove Street Asheville, NC 28801
Glen Locascio <i>GIS Analyst</i> Email: glocascio@commerce.nc.gov Office: 828-251-6200 48 Grove Street Asheville, NC 28801	
Northeast Prosperity Zone Lee Padrick <i>Chief Planner</i> <i>Community Economic Development Planner</i> Email: lpadrick@commerce.nc.gov Cell: 252-565-2060 105 Pictolus Hwy. (NC 33) Greenville, NC	Northwest Prosperity Zone Kyle Case ARC <i>Community Economic Development Planner</i> Email: kyle.case@commerce.nc.gov Cell: 984-275-5209 720 E. Union Street Morganton, NC
Southeast Prosperity Zone Vacant <i>Community Economic Development Planner</i> Email: Cell:	Southwest Prosperity Zone Jeff Emory <i>Community Economic Development Planner</i> Email: jeff.emory@commerce.nc.gov Cell: 704-984-3666 615 Concord Road Albemarle, NC



<p>North Central Prosperity Zone Bruce Naegelen <i>Community Economic Development Planner</i></p> <p>Email: bruce.naegelen@commerce.nc.gov Cell: 984-365-0279 8998 US 70 Hwy Business West, Suite 100, Clayton, NC</p>	<p>Sandhills Prosperity Zone Grace Lawrence <i>Community Economic Development Planner</i></p> <p>Email: grace.lawrence@commerce.nc.gov Cell: 910-391-1298 490 McPherson Church Road Fayetteville, NC</p>
<p>Western Prosperity Zone Ann Bass ARC <i>Community Economic Development Planner</i></p> <p>Email: ann.bass@commerce.nc.gov Cell: 828-508-0107 253 Webster Road Sylva, NC</p>	<p>Piedmont-Triad Prosperity Zone Lizzie Morrison <i>Community Economic Development Planner</i></p> <p>Email: lizzie.morrison@commerce.nc.gov Cell: 919-971-5744</p>