



Main Street Center
COMMERCE

Annual Report

JANUARY-DECEMBER 2015 ACTIVITY



Cherryville Communications Campaign
2015 Main Street Award
ORGANIZATION
Best Public Relations Effort



Downtown Concord Rebranding
2015 Main Street Award
PROMOTION
Best Image-Building Campaign



Center Street Streetscape Project
(Goldsboro)
2015 Main Street Award
DESIGN
Best Outdoor Space Improvement



Wilson Furniture Company Lofts
Mixed-Use Rehabilitation Project
2015 Main Street Award
ECONOMIC VITALITY
Best Adaptive Reuse Project



2015 marked the 35 year anniversary of the Main Street program in both North Carolina and the nation. 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 NC Main Street Center, locally designated communities in North Carolina and more than 1600 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 a comprehensive approach to downtown revitalization based on *Economic Vitality, Quality Design, Effective Promotion* and *Sustainable Organization*.

THE ECONOMIC IMPACT OF MAIN STREET in North Carolina

#NCMainSt2016



There are 155,000 small businesses with less than twenty (20) employees in North Carolina and more than 135,000 are considered microenterprises with fewer than ten (10) employees. Collectively, small businesses make up nearly half of North Carolina's workforce, and the primary locations for small businesses are in rural, downtown and Main Street districts across the state. It is these communities and businesses that the NC Main Street Center serves through the North Carolina Main Street, Small Town Main Street and Main Street Solutions Fund programs. The Center provides downtown revitalization services and technical assistance to downtown organizations and helps them to build a positive climate, where businesses continue to open, expand, make physical improvements to their buildings and create new jobs.

Main Street America™ is a downtown revitalization strategy that has a proven track record of success. Since first used in a demonstration program in the late 1970s, Main Street has been the impetus for revitalizing thousands of downtowns throughout the United States.

Background

The NC Main Street Center, which serves as the state's leading resource in downtown revitalization, is part of the N.C. Department of Commerce's Rural Development Division. The Center operates two downtown revitalization programs for the state's smaller communities – Main Street, which serves selected communities of 50,000 and fewer, and Small Town Main Street, which works with designated communities of up to 5,000 without downtown directors. Under the umbrella of the Main Street Center and with the help of a grant from the Z. Smith Reynolds Foundation, the North Carolina Main Street Center expanded in 2003 to include Small Town Main Street. The Center also manages a third program, the Main Street Solutions Fund, which provides economic development planning assistance and coordinated grant support to small businesses in designated micropolitan areas located in Tier 2 and Tier 3 counties and/or in designated North Carolina Main Street communities in Tier 1, 2 or 3 counties.

Partnerships

The Main Street program was built upon the development of public-private partnerships that are formed to spur economic development in downtown. The NC Main Street 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 2015, the Center formed 20 distinct partnerships with state divisions and programs located within the Departments of Commerce, Administration, Natural & Cultural Resources, Health & Human Services and Transportation, programs within the UNC System Universities and the NC Community College system, and national and statewide economic development and preservation nonprofits.

Conference

The fourteenth annual N.C. Main Street Conference was held in March 2015 in Morganton, a 1982 North Carolina Main Street community. The conference – *Main Street HAS What It Takes!* – attracted more than 530 registrants. The 2015 Annual Main Street Awards Reception and Ceremony honored 23 Main Street and Small Town Main Street projects with awards, and the 2015 Breakfast with Main Street Champions recognized 33 individuals that made significant contributions to their local downtown programs. The highlight of the conference was a special Main Street conversation with Governor Pat McCrory, Secretary John Skvarla of Commerce and Secretary Susan Kluttz of Natural and Cultural Resources.



(L-R) Secretary John Skvarla, Governor Pat McCrory, Secretary Susan Kluttz. Main Street Conversation at the 2015 Main Street Conference, Morganton
Photo Credit: Sunset Studios Photography, LLC

The annual conference is a major undertaking, and 2015 saw Main Street Center staff engaged in planning and preparations for the 2016 Main Street Conference for much of the year. *Soaring with Main Street*, the 2016 NC Main Street Conference, is being hosted by Goldsboro, which was selected in 1984 and is one of the state's most successful Main Street communities. Fourteen 2015 Main Street and Small Town Main Street projects were recognized at the *2016 Annual Main Street Awards Ceremony*, and thirty-seven 2015 Main Street Champions were honored at the *2016 Honor Roll of Main Street Champions Ceremony*.

New Communities

The NC Main Street Center launched a new downtown program in spring 2015. Called the Downtown Associate Community programs, Aberdeen, Chimney Rock, Elon and Laurinburg were selected to receive quarterly services from the Center staff. The program is designed to establish a strong, sustainable organizational structure in each community that will support downtown revitalization initiatives. Communities that successfully build a solid foundation over the initial two-three years as a Downtown Associate Community program, will be invited to move up to Main Street designation.

For the first time ever in July, all Small Town Main Street communities were given the opportunity to move up to Main Street designation. Nine communities took advantage of the offer and Ayden, Benson, Bessemer City, Cherryville, Elizabethtown, Tryon, Valdese, Waxhaw, and Williamston became Main Street communities, bringing the total of designated communities to 64. With designation came additional training and networking opportunities.

Program Services

Program services provided by the NC Main Street Center staff to participating communities create economic vibrancy in downtown districts. Services include basic training for staff, board members and volunteers; assistance with budget and public-private partnership development; reconnaissance visits; community economic vision forums; mission development assistance; resource team site visits and reports; work plan and goal development facilitation; strategic planning facilitation; design and economic development workshops; design assistance; research assistance; business and market development reports; economic impact study facilitation; volunteer development assistance; annual program reviews, the annual conference and trainings and community specific economic development assistance.

By the Numbers: 2015 Calendar Year Program Services Delivered 149 NC Communities Directly Served

- Conducted **45** Main Street Trainings and Delivered **35** Downtown Revitalization Presentations
- Assisted **64** Communities with Organizational Structure/Needs & Downtown Programming
- Assisted **15** Communities with specific economic development assistance including: Economic Vision Development, Mission development, SWOT Analysis, Identification of Economic Drivers, and Community Asset Identification and Development
- Facilitated the development of **13** Strategic Plans & Annual Work Plans for downtown development
- Conducted **68** Program/Community Assessments and New Program Site Visits & Orientations
- Executed **94** Annual Main Street and Small Town Main Street Program Agreements
- Completed **12** Downtown Revitalization Data Surveys & Reports
- Completed **4** Market Studies/Updates, Business Consultations and Plans
- Assisted **17** Communities with Economic Development/Downtown Property Redevelopment Assistance and Resources
- Completed **54** Design Proposals & Packets
- Administered **12** Main Street Solutions Fund Grants
- Provided professional guidance at **29** Small Town Main Street Monthly Meetings
- Reviewed and scored **48** Applications and Nominations from N.C. communities for program assistance, awards and grant funding
- Honored **37** Main Street and Small Town Main Street Communities with Award and Champion Recognitions

NC Main Street Volunteer Hours

North Carolina Main Street and Small Town Main Street volunteers spent a total of 119,772 volunteer hours in their respective downtown districts in FY 2014-15. Independent Sector, www.IndependentSector.org, the nation's leading authority in the value of a volunteer hour, estimates that in North Carolina, an hour is valued at \$21.47. Therefore, 119,772 volunteer hours is valued at \$2,635,914 in time!

"The staff with the NC Main Street Center have been a vital partner in Fuquay-Varina's Downtown revitalization efforts. They continue to encourage and inspire us to keep looking for innovative ways to keep our historic cores vital. So many jobs have been created as a result of the team effort."

- Naomi Riley, Executive Director, Fuquay-Varina Downtown

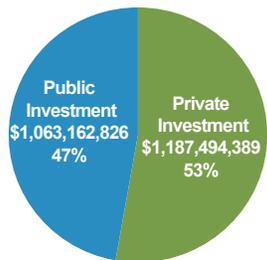
Community Statistics Fiscal Year 2014 - 2015

	NCMS	STMS
Façades Improvements	282	62
Building Renovations	215	67
Net FTE+PTE Job Gain	358	304
New FTE+PTE Jobs	2076	528
FTE+PTE Jobs Lost	1718	224
Business Expansions	82	34

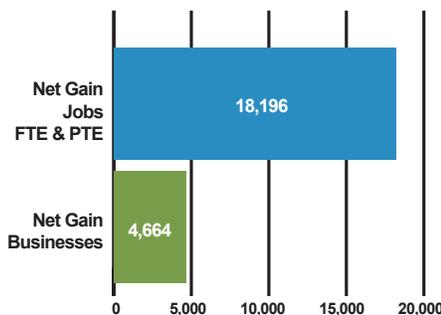
	NCMS	STMS
New Businesses	493	153
Businesses Lost	265	90
Net Business Gain	228	63
Private Investment	\$75,467,655	\$8,149,657
Public Investment	\$44,867,413	\$3,100,126
Total Investment	\$120,335,068	\$11,249,783

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

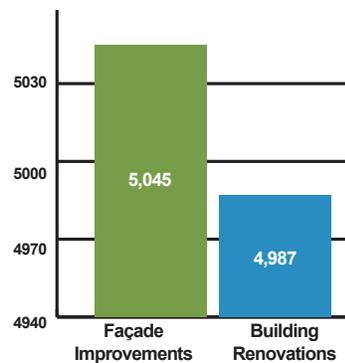
Main Street Communities Data 1981 - 2015



Cumulative Investment



Cumulative Job Growth



Cumulative Property Improvements

Training

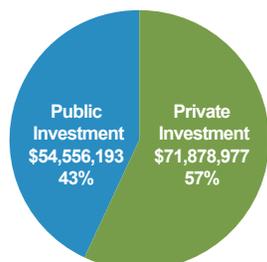
- The NC Main Street Center divided the state's designated Main Street and Small Town Main Street communities into eight regions. Regional meetings were held in January, July and October in an effort to increase communication and dialogue, tour innovative projects and offer an opportunity to network in a small group setting.
- In July, the NC Main Street Center provided intermediate downtown economic development training for more advanced Main Street staff and volunteers. BUILDING A HEALTHIER BUSINESS MIX: Practical Tips for Strengthening your Business Retention and Recruitment Programs and CONDUCTING FEASIBILITY ASSESSMENTS OF HISTORIC BUILDINGS: Reusing Historic Buildings, Profitably and Responsibility, were the workshops offered.
- An annual Main Street Managers' meetings is held in participating communities around the state to offer local Main Street managers more advanced training and education, enabling them to provide the highest level of service to their downtown constituents. These meetings also allow managers to network and learn from their peers. In August 2015, Smithfield hosted the state's Main Street managers for the annual summer meeting.

- A 3-day Main Street Basic Training session, held in Wake Forest in October 2015, provided 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.

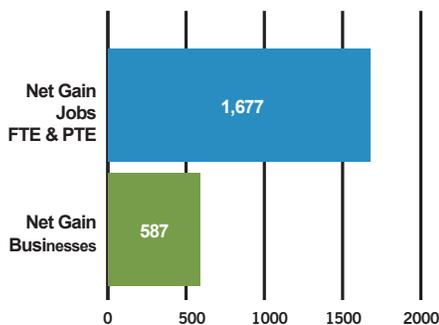


2015 Main Street Managers' Meeting
Small Group Economic Development Strategy Training, Smithfield

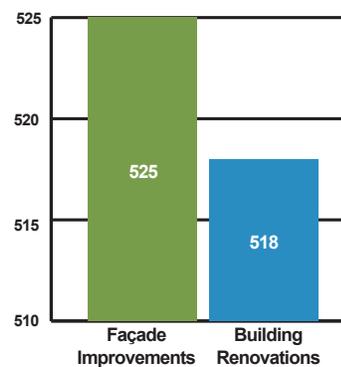
Small Town Main Street Communities Data 2003 - 2015



Cumulative Investment



Cumulative Job Growth



Cumulative Property Improvements

Main Street Solutions Fund Total Projects July 1, 2009 – December 31, 2015

Total All Grant Awards: \$3,599,377

Total All Projects: \$22,871,271

57 Businesses have directly benefited, creating or retaining
585 permanent full-time and part-time jobs.

The Main Street Solutions Fund has a required \$2:\$1 match (the local community must match \$2 for every \$1 in Solutions Funds that are awarded). However, based on statistics since the inception of the program in 2009, the average match has been \$6.35:\$1. (The local community has spent on average \$6.35 for every \$1 in Solutions Funds that was awarded.)

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 2015, the N.C. State Legislature allocated \$900,000 to reseed the fund and assist small businesses in communities throughout the state.

During the 2015 calendar year, five communities were awarded Main Street Solutions grant funds: Clinton, Elkin, Brevard, Warrenton and Morganton for a total grant award of \$575,000. For every \$1 invested by the state, an additional \$8.50, on average, will be invested by the local communities. Four small businesses will directly benefit from the Main Street Solutions grant awards in these communities. Those businesses will create or retain a minimum of 46 permanent full-time and part-time jobs. The total projected investment for 2015 projects is \$4,893,218.



Kirby Rebirth and Uptown Renewal Project (Roxboro)
2015 Main Street Award, A Main Street Solutions Fund project
DESIGN - Best Facade Rehabilitation Project for More Than \$15,000

MSSF Grant Awards 2013-2014

- Tryon, \$50,000*
- Tarboro, \$200,000
- Roxboro, \$175,000
- Williamston, \$100,000
- Garner, \$75,000
- Valdese, \$64,316
- Morganton, \$175,000

TOTAL GRANTS: \$839,316

“The Impacts of a Solutions Fund grant on a recipient community are remarkable. In the two years prior to receiving a Solutions Fund grant, recipient Main Street districts averaged 12.1 net new businesses per year. In the two years after receiving the grant those same districts averaged 23.3 net new businesses per year. The increase in jobs was even more impressive. In the two years prior to receiving a Solutions Fund grant, recipient Main Street districts averaged 26.5 net new jobs per year. In the two years after receiving the grant those same districts averaged 110.5 net new jobs per year.”

*NORTH CAROLINA DECADES OF SUCCESS - THE ECONOMIC IMPACT OF MAIN STREET
IN NORTH CAROLINA, MARCH 2014*

MSSF Grant Awards 2014-2015

- Shelby, \$75,000
- Warrenton, \$75,000
- Clinton, \$200,000
- Elkin, \$100,000
- Brevard, \$200,000

TOTAL GRANTS: \$650,000

MSSF Grant Awards 2015-2016 through December 31, 2015

- Warrenton, \$50,000 *
- Morganton, \$25,000 *

TOTAL GRANTS: \$75,000

**Denotes an expansion grant project*

Designated N.C. Main Street Communities

1980 New Bern Salisbury Shelby Tarboro Washington	1986 Hendersonville Lenoir Smithfield Waynesville	1991 Mocksville Spruce Pine	2000 Belmont Hertford Morehead City North Wilkesboro	2009 Garner Kings Mountain Roanoke Rapids
1982 Clinton Morganton Rocky Mount Statesville Wilson	1988 Burlington Elizabeth City Lumberton Mooresville Mount Airy	1993 Albemarle Boone Brevard Lexington	2003 Eden Edenton Forest City Marion	*2015 Ayden Benson Bessemer City Cherryville Elizabethtown Tryon Valdese Waxhaw Williamston
1984 Goldsboro Kinston Reidsville Sanford Wadesboro	1990 Concord Newton Rutherfordton	1995 Lincolnton Roxboro Sylva	2006 Clayton Fuquay-Varina Hickory Wake Forest	
		1998 Elkin Monroe Oxford Sparta		

Downtown Associate Community Programs

2015
Aberdeen
Chimney Rock
Elon
Laurinburg

Designated N.C. Small Town Main Street Communities

2003 Mount Olive, Weldon	2004 Spring Hope	2005 Walnut Cove	2006 Fairmont, Mount Gilead	2007 Angier, Badin, West Jefferson	2008 Burnsville, Granite Falls, Roseboro
2009 La Grange, Liberty, Wilkesboro	2010 Plymouth, Scotland Neck, Troy	2011 Lillington, Pittsboro, Troutman, Warrenton	2012 Richlands, Saluda, Spencer	2013 Belhaven, Hayesville, Marshville, Mayodan, Robersonville	

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