

North Carolina
MAIN STREET



THE ECONOMIC IMPACT OF MAIN STREET IN NORTH CAROLINA

2021 Annual Report: January-December 2021 Activity

N.C. Department of Commerce, 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.

Machelle Sanders, Secretary of Commerce | Kenny Flowers, Assistant Secretary for Rural Economic Development
Elizabeth H. Parham, Director, NC Main Street & Rural Planning Center



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 N.C. Department of Commerce's NC Main Street & Rural Planning Center, locally designated communities in North Carolina, and more than 1,200 additional 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. There are 80 designated Main Street and Small Town Main Street communities in North Carolina, yet the principles of Main Street® are adopted and followed by hundreds of communities, of all sizes, throughout the state.

Technical Assistance

The NC Main Street & Rural Planning Center (the Center) works with individual Main Street programs and their community leaders on strategic planning, market analysis, and property redevelopment initiatives, and, in partnership with the University of North Carolina at Greensboro, Department of Interior Architecture, provides façade improvement plans to property and business owners located in the downtown districts of designated NC Main Street and Small Town Main Street communities.



In 2021, the Center developed a new initiative: the NC Main to Main Trail – www.ncmainstreetandplanning.com/nc-main-to-main-trail. With a Community Challenge grant from AARP, and in collaboration with Arnett Muldrow & Associates, the Center worked with all 67 designated NC Main Street communities on identifying their most unique downtown assets and developing destination itineraries to increase foot traffic and downtown visitation as a COVID-19 recovery strategy. Additional work on this important initiative will continue in 2022.

Training

Attendance for the NC Main Street & Rural Planning Center's robust downtown revitalization training and education opportunities totaled 1,041 in 2021. The Center held Regional Meetings virtually with downtown professionals in June and November. A hybrid Main Street Directors' Meeting, with in-person and virtual participation from Murphy to Manteo, was held in Asheville in August 2021, where the Center provided three days of intense training for Main Street Directors and their staff. Main Street Basic Training courses held in January, April, August, and October were all virtual, and provided Main Street and Small Town Main Street program staff, board members, and volunteers with in-depth knowledge of the components of each of the four areas of Main Street's comprehensive program: *Economic Vitality, Design, Promotion, and Organization*.

The 20th annual NC Main Street Conference, held in March 2021, used a virtual platform. The conference, *Main Street: Pivoting for Prosperity*, attracted nearly 600 attendees and is the largest statewide downtown revitalization conference in the United States. The 2021 Annual Main Street Awards Ceremony honored 12 Main Street projects, and the 2021 Main Street Champions Recognition Ceremony honored 38 individuals, organizations, and agencies that made significant contributions to their local Main Street programs.

On the Cover

Clockwise:

Heart of Salisbury
Salisbury, NC

Warrenton Town Hall
Rehabilitation
Warrenton, NC

202 South Sterling Street
Rehabilitation
Morganton, NC

Pfeiffer University Center for
Health Sciences
Albermarle, NC

Strong Arm Bakery
Oxford, NC

Total NC Main Street and NC Small Town Main Street Statistical Data

FY 2020-2021

NC Main Street and Small Town Main Street communities collectively generated the largest single year of total public and private investment since the inception of the program in 1980.

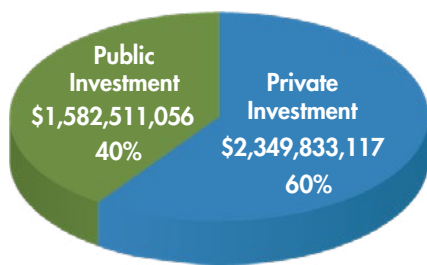
\$453,839,965 PUBLIC/PRIVATE INVESTMENT	267 BUILDINGS REHABILITATED	411 FAÇADE IMPROVEMENTS
381 BUSINESSES NET GAIN	1,829 JOBS NET FTE & PTE GAIN	101,194 VOLUNTEER HOURS (VALUED AT \$2,629,021)

2021 Calendar Year NC Main Street Program Services Delivered

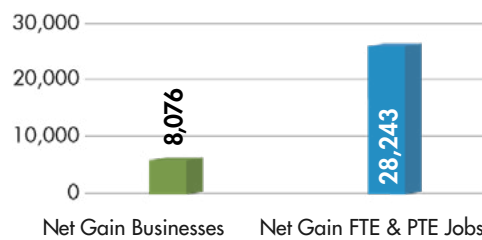
145 NC Communities Directly Served



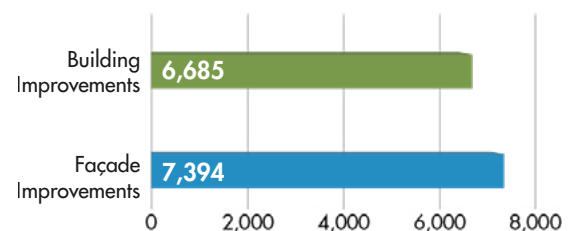
NC Main Street Communities Data 1981-2021



CUMULATIVE INVESTMENT



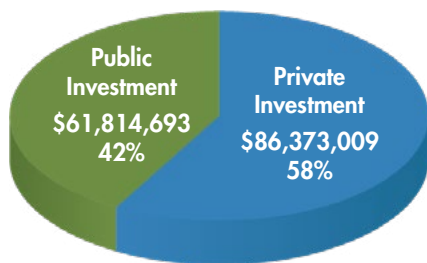
CUMULATIVE JOB GROWTH



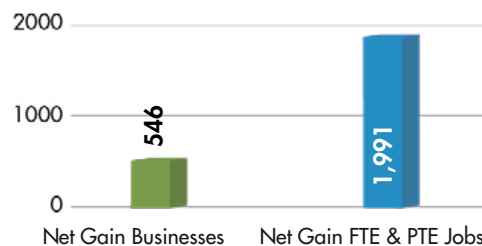
CUMULATIVE PROPERTY IMPROVEMENTS

NC Small Town Main Street Communities Data 2004 - 2021

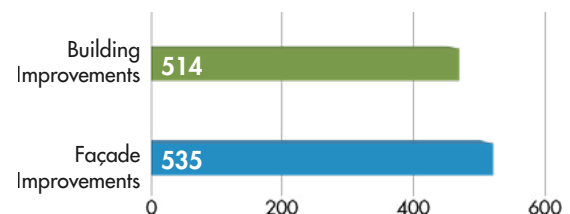
Numbers reflect communities that moved up to NC Main Street designation.



CUMULATIVE INVESTMENT



CUMULATIVE JOB GROWTH



CUMULATIVE PROPERTY IMPROVEMENTS

Partnerships

The NC Main Street & Rural Planning Center regularly forms partnerships with other state agencies and universities, national, statewide, and local nonprofits, and private entities to bring resources to communities designated in the North Carolina Main Street programs. The Center's most effective partnership in 2021 was the continued collaboration with the NC League of Municipalities, the NC Department of Natural and Cultural Resources–State Historic Preservation Office, and the NC Downtown Development Association (NCDDA), to offer 21 Leverage NC webinars to build local capacity for economic development. Through a carefully curated catalog of educational offerings and expert resources, Leverage NC provides cities and towns statewide with the tools needed to strengthen local economies and support enhanced business opportunities at the local level (www.leveragenc.org).



The NC Main Street & Rural Planning Center continued its partnership with the University of North Carolina at Greensboro (UNCG) Department of Interior Architecture, to design façade improvement plans for designated NC Main Street and Small Town Main Street communities. Twenty-eight design plans were completed by graduate and upper-level undergraduate students, at no cost to the downtown property owners and business owners that requested the assistance. All designs are in keeping with the Secretary of the Interior's Standards for Rehabilitation and this partnership provides an important resource for rural communities that may otherwise not have access to quality design guidance for downtown buildings.



Existing Façade – 124 Franklin Street, Mount Airy, NC



Proposed Façade – 124 Franklin Street, Mount Airy, NC

NC Main Street & Rural Planning Center Team

The NC Main Street & Rural Planning Center team is comprised of Main Street and downtown revitalization specialists, rural and community economic development planners, special project coordinators, and Geographic Information System (GIS) analysts.

Elizabeth (Liz) Parham
Director

Darren Rhodes
*Rural Planning Program
Manager,
Community Economic
Development Planner -
Piedmont Triad Region*

Sherry Adams
*Coordinator, Downtown
Programming and Technical
Assistance*

Ann Bass
*ARC Community Development
Planner - Western Region*

Will Best
Coordinator, Special Projects

Kyle Case
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*Community Economic
Development Planner –
Sandhills Region*

Glen Locascio
GIS Analyst

Bruce Naegelen
*Community Economic
Development Planner - North
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Lee Padrick
*Chief Planner,
Community Economic
Development Planner -
Northeast Region*

Naomi Riley
*Coordinator, Downtown
Services*

Karen Smith
Coordinator, Rural Solutions

Amy Suggs
*Community Economic
Development Planner -
Southeast Region*

Mark Zeigler
*Community Economic
Development Planner*

For a complete list of the NC Main Street and Small Town Main Street communities, visit nccommerce.com/about-us/divisions-programs/rural-economic-development/nc-main-street-rural-planning-center