

Main Street Orientation

Main Street Directors
Small Town Main Street Coordinators
DAC Coordinators

Welcome & Introductions

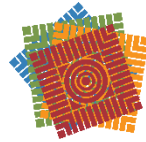


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North Carolina
MAIN STREET

New Director Guide

Welcome to NC Main Street!

Your new role in Main Street can be overwhelming at first, so in addition to orientation, we have developed a New Director's Guide that will allow you to understand how to START and where to LOCATE resources and support.

You will soon discover that managing the Main Street Program, at the local level is very rewarding. The program takes a team of community partners and volunteers. One of your first tasks will be to get to know your local board, downtown business owners, property owners and volunteers. We encourage you to spend time reviewing Main Street America's website. You will then begin to understand how "The Approach" translates to Main Street.

- ❖ <https://www.mainstreet.org/mainstreetamerica/theapproach>
- ❖ [New Director Information Guide](#)



Mission

NC Main Street & Rural Planning Center

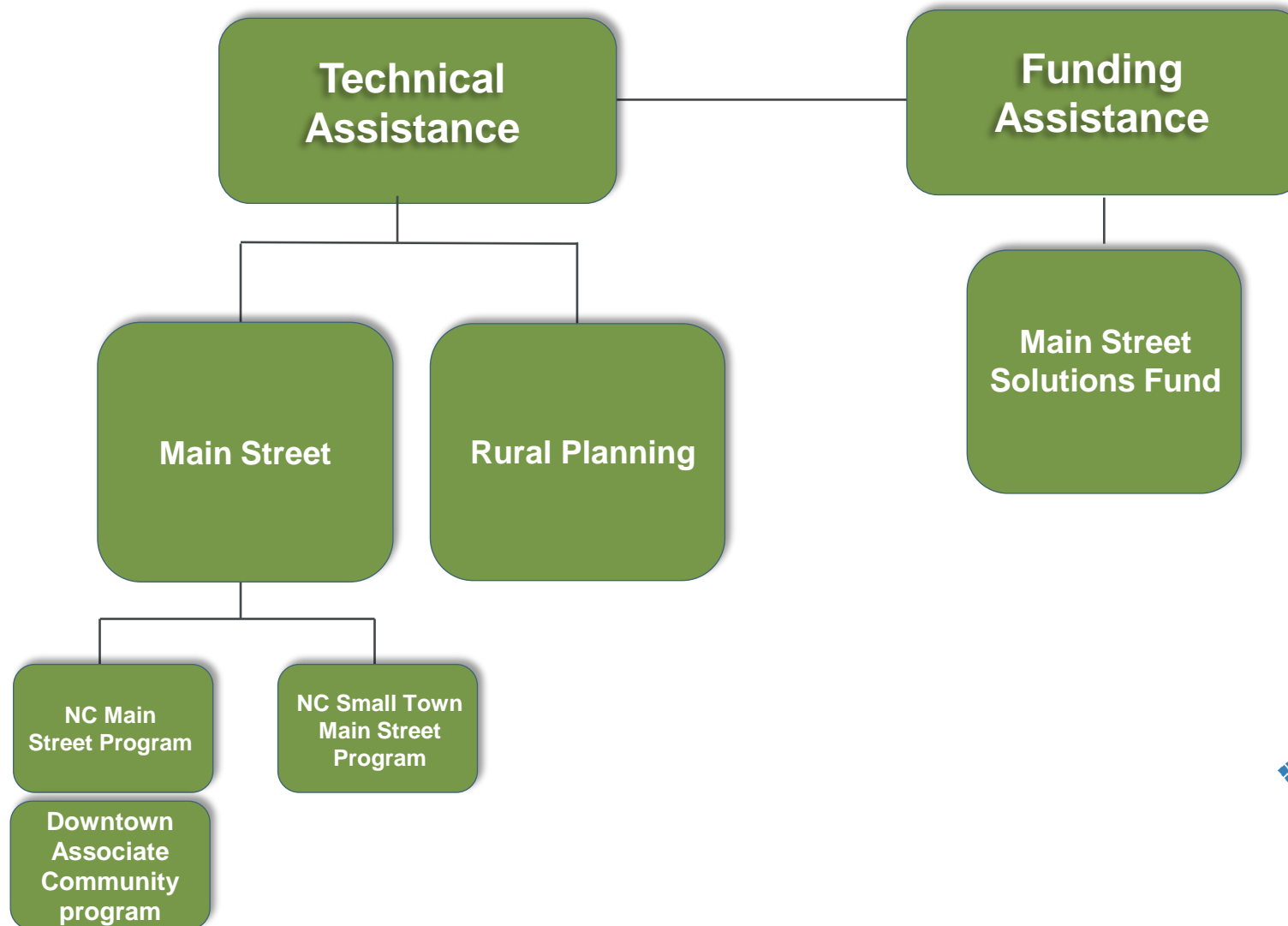


The NC Main Street & Rural Planning Center works in regions, counties, cities, towns, downtown districts and in designated North Carolina Main Street communities, to *inspire placemaking* through building asset-based economic development strategies *that achieve measurable results* such as investment, business growth and jobs.



N.C. Department of Commerce

NC Main Street & Rural Planning Center



The NC Main Street Center provides the following services:

1. Main Street Program
 - ☐ **Administers** the National Main Street Center's Four-Point Approach™ to Downtown Revitalization in North Carolina
2. **Training, Education & Communication**
 - ☐ (1) NC Main Street Conference & Awards Program, (1) Directors Meeting, (12) New Directors Orientations, (4) Basic Trainings, (2) Regional Meetings
 - ☐ Downtown Revitalization Communication
3. Funding Assistance
 - ☐ **Grants** (When Available)
4. Planning Facilitation
 - ☐ Offers Asset-Based **Economic Development Strategic Planning** that Defines Downtown Economic Development Positioning Statements, Strategies, Objectives, Goals and Task to organize annual programming and projects.
 - Develops strategies, programs, and projects to spur and enhance downtown development
 - Provides tools, templates and resources, including design services



The History of “Main Street”

The “Main Street” Story

40 Years of Success in North Carolina



The Main Street Movement

Collectively, the Main Street movement is the leading voice for preservation-based economic development and community revitalization across the country.

(C) DGDC

The History of “Main Street”

A Pilot Project Begins in 1977

The **National Trust for Historic Preservation** began a **3-year demonstration project** with three pilot communities

Purpose of the Project:

- To research **reasons for the decline of downtowns**
- To identify the **factors affecting downtown's health**
- To **develop a comprehensive revitalization strategy** to save historic commercial buildings



National Trust *for*
Historic Preservation™



National Trust *for*
Historic Preservation™

What They Learned

Downtowns Need:

- ✓ Strong **public-private partnerships**
- ✓ A dedicated **organization**
- ✓ A dedicated **program manager**
- ✓ A commitment to **good design**
- ✓ **Quality** promotional programs
- ✓ **Coordinated, incremental** processes

The Program Begins

1980: The **National Main Street Center** begins, still within the non-profit
National Trust for Historic Preservation

Framework:

Six states and **thirty communities** were selected to start the program
NC was one of the original states

The First NC Communities to Participate:

1. Salisbury
2. New Bern
3. Shelby
4. Tarboro
5. Washington



National Trust *for*
Historic Preservation™



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

The Program Progresses

1986

- The first **National Town Meeting** was held in **Winston Salem, NC** (Main Street NOW Conference)

2004

- The name changed:
National Trust Main Street Center®

2012

- The Center **spins off as a nonprofit subsidiary** of the National Trust for Historic Preservation
- The name changed:
National Main Street Center, Inc.

Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION

New Branding Effort

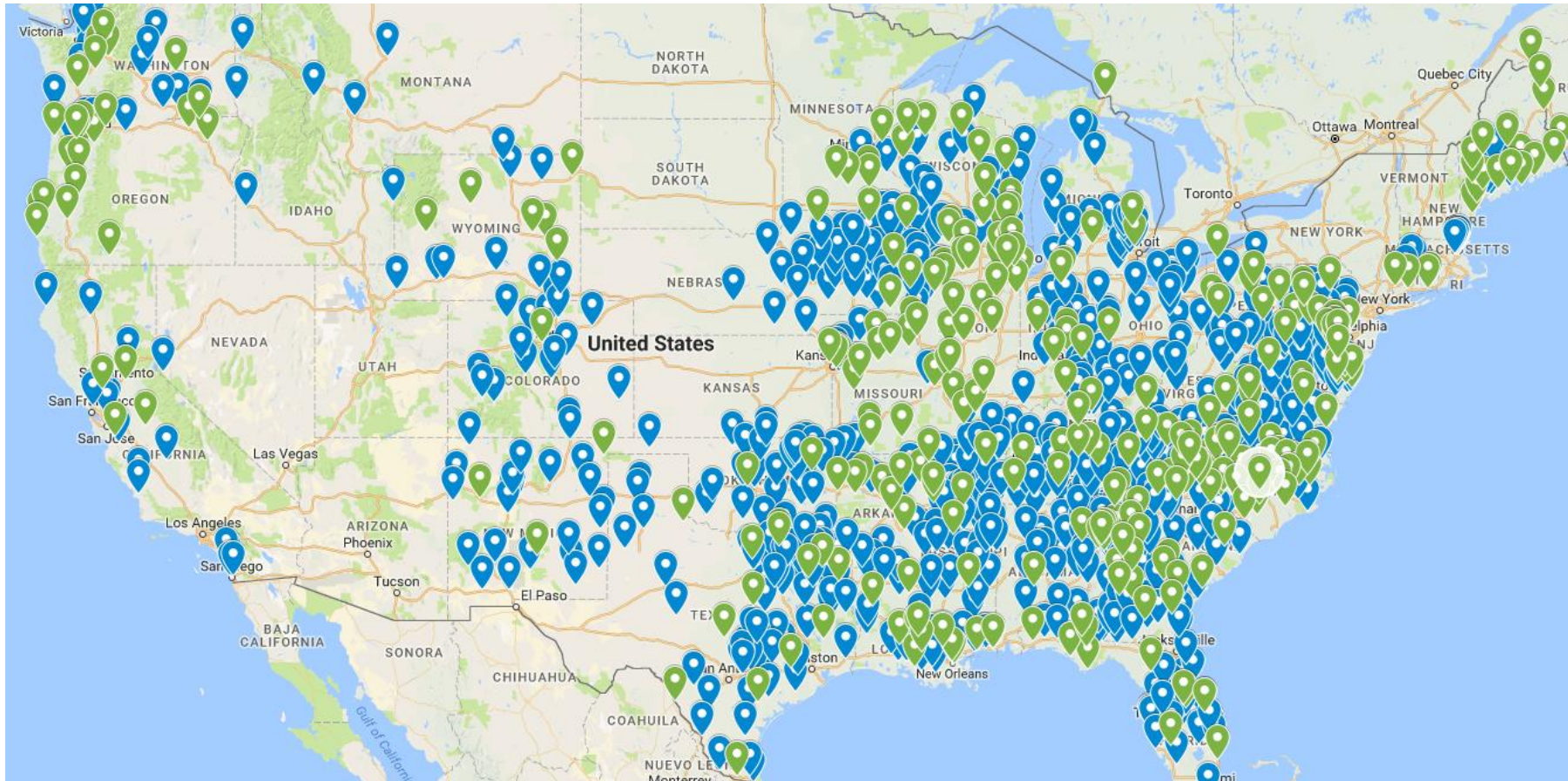


2015

- The National Main Street Center **undergoes branding effort**
- NEW Name: **Main Street America™** (a program of the NMSC)
- NEW Tag Line: **Nationally recognized. Locally powered.™**
- NEW Conference Name: **Main Street Now Conference**
- **Four Point Refresh:** Beta launch & the official rollout

Nationally

Today there are 46 States and Over 1600 Communities in the Main Street Program



Blue

Accredited Programs

Green

Affiliate Programs

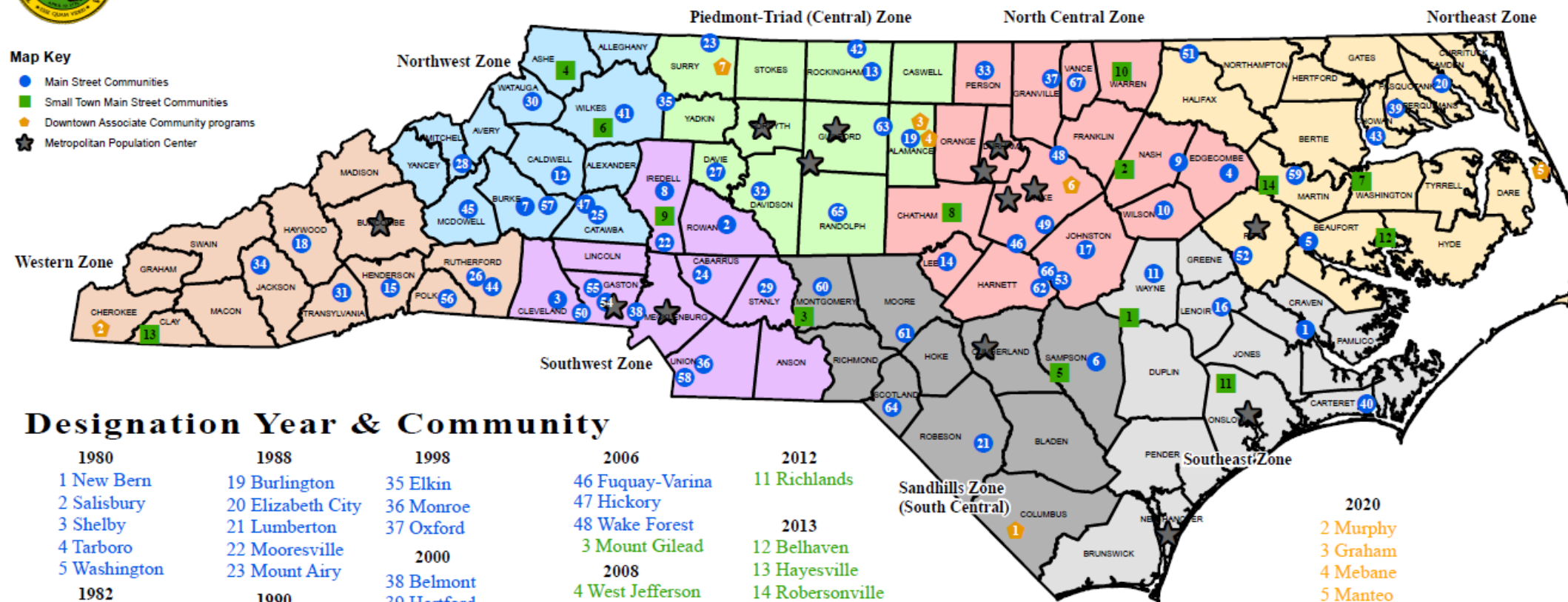




North Carolina Main Street and Small Town Main Street Communities

Map Key

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



Designation Year & Community

1980
1 New Bern
2 Salisbury
3 Shelby
4 Tarboro
5 Washington

1982
6 Clinton
7 Morganton
8 Statesville
9 Rocky Mount
10 Wilson

1984
11 Goldsboro
12 Lenoir
13 Reidsville
14 Sanford
1986
15 Hendersonville
16 Kinston
17 Smithfield
18 Waynesville

1988
19 Burlington
20 Elizabeth City
21 Lumberton
22 Mooresville
23 Mount Airy
1990
24 Concord
25 Newton
26 Rutherfordton
1991
27 Mocksville
28 Spruce Pine
1993
29 Albemarle
30 Boone
31 Brevard
32 Lexington
1995
33 Roxboro
34 Sylva

1998
35 Elkin
36 Monroe
37 Oxford
2000
38 Belmont
39 Hertford
40 Morehead City
41 North Wilkesboro
2003
42 Eden
43 Edenton
44 Forest City
45 Marion
2004
1 Mount Olive
2 Spring Hope

2006
46 Fuquay-Varina
47 Hickory
48 Wake Forest
3 Mount Gilead
2008
4 West Jefferson
5 Roseboro
2009
49 Garner
50 Kings Mountain
51 Roanoke Rapids
6 Wilkesboro
2010
7 Plymouth
2011
8 Pittsboro
9 Troutman
10 Warrenton

2012
11 Richlands
2013
12 Belhaven
13 Hayesville
14 Robersonville

2015
52 Ayden (STMS from 2006-2015)
53 Benson (STMS from 2008-2015)
54 Bessemer City (STMS from 2011-2015)
55 Cherryville (STMS from 2012-2015)
56 Tryon (STMS from 2007-2015)
57 Valdese (STMS from 2013-2015)
58 Waxhaw (STMS from 2009-2015)
59 Williamston (STMS from 2003-2015)
2016
60 Troy (STMS from 2010-2016)

**Sandhills Zone
(South Central)**

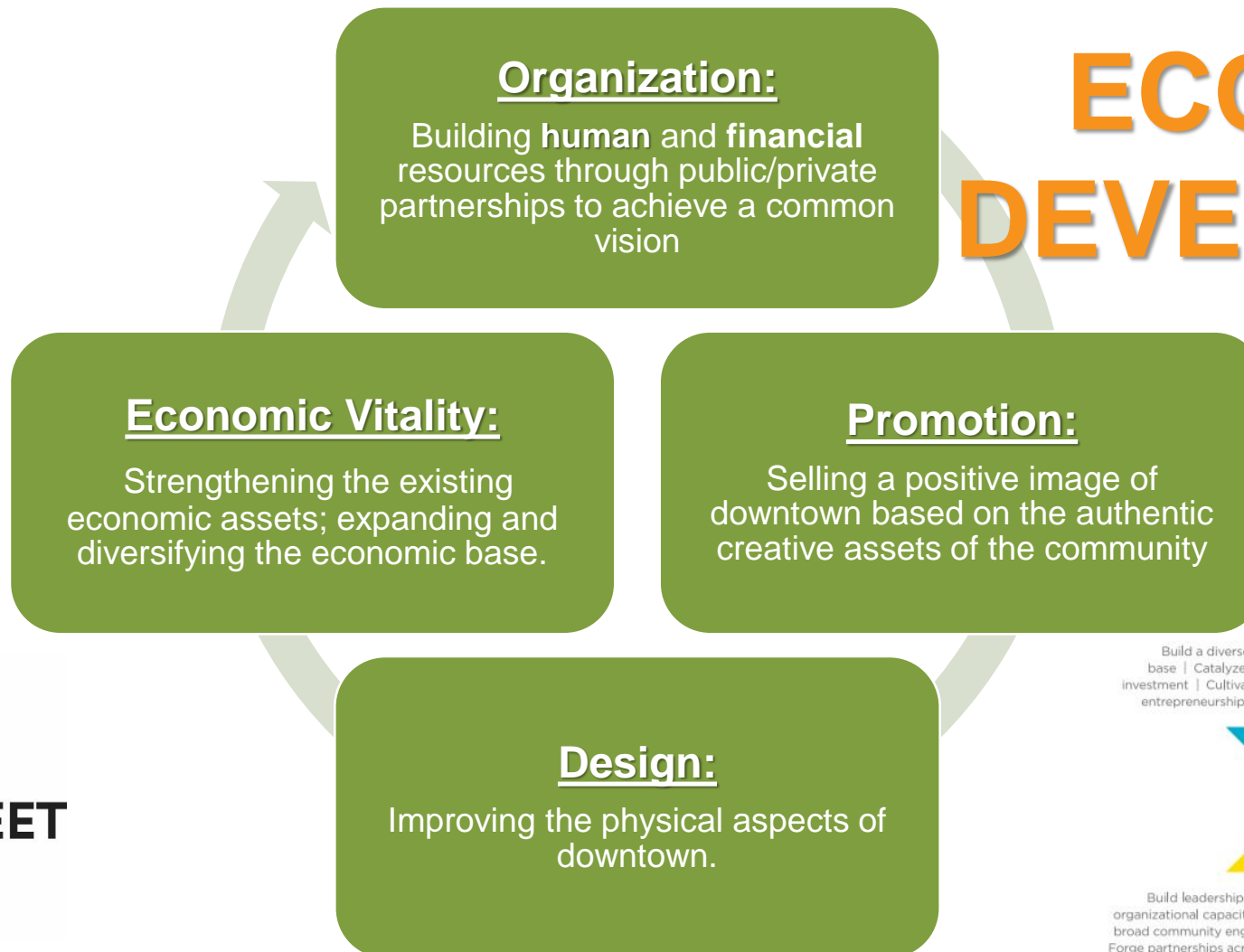
2017
61 Aberdeen

2018
62 Angier (STMS from 2008-2018)
63 Elon
64 Laurinburg
1 Whiteville

2020
2 Murphy
3 Graham
4 Mebane
5 Manteo
6 Zebulon
7 Pilot Mountain
65 Asheboro
66 Dunn
67 Henderson

Main Street Four Point Approach®

ECONOMIC DEVELOPMENT




Main Street Four Point Approach®

Eight Principles of Main Street

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



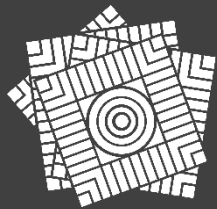


Program Benefits

Proven Success With NC Main Street!

TOTAL Main Street & Small Town Main Street

Since 1980-2019



North Carolina
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\$3,253,982,750 Billion
in public/private investment



6,672 Buildings REHABILITATED



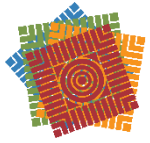
7,104 Façade Improvements



6,503 Businesses Net Gain



27,094 Jobs Net FTE & PTE Gain



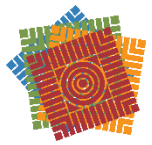
North Carolina
MAIN STREET

Benefits

Main Street Communities:

- **Develop a long-term partnership** with the NC Department of Commerce, NC Main Street & Rural Planning Center
- Develop asset-based **economic development strategies** that will have a positive impact on investment and job creation
- Are limited in number and therefore receive **focused and personal attention from NC Main Street staff**.
- Are **selected through a competitive process** and only a few are designated; therefore, Main Street designation is an honor bestowed upon only a few special communities
- **Receive resources from the state:** In the first three years of a local Main Street program, the state of NC invests approximately \$100,000 in on-site visits, training and technical assistance. After the initial start-up phase, the state annually invests approximately \$5,000 in each Main Street community in the form of ongoing town-specific technical assistance, and statewide and on-site training for directors and volunteers





North Carolina
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Benefits

Receive Training & Technical Assistance:

- Annual NC Main Street Annual Conference
- Four Basic Trainings (EV, Design, Promotion, Organization)
- One Directors Meeting (MS Program Directors)
- Two Regional Meetings
- Twelve New Director Orientation Trainings
- One On One Guidance – Program Development and Support
- Annual Progress Visit
- Group Presentations
- Free Building Exterior Design Recommendations

Receive Annual Feedback and Data

- Annual Program Assessment and Review – **Success and Goals!**
- Annual Budget and Salary Analysis – **Understanding What it Takes to Facilitate the Program!**
- Annual Statistical Data Collection and Analysis – **Snapshot of Program's Year in Review!**



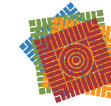
Large Network Participation:

- The NC Main Street network possesses some of the most experienced downtown development professionals in the country
- Main Street communities participate in a special network of Main Street cities statewide and nationally, allowing them to learn best practices, techniques and strategies for downtown development

Access to Funding:

- When available, Main Street communities are eligible to apply for grants, designed for downtown redevelopment
- Main Street communities work with state staff to identify potential grants and resources available to help move their goals forward
- The NC Main Street & Rural Planning Center maintains and distributes a funding guide of federal, state, corporate and foundation sources commonly used for funding downtown projects





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Benefits

Receive Recognition:

- Designated NC Main Street communities are eligible to receive statewide recognition through the NC Main Street Awards and NC Main Street Champions designations
 - Designated communities are eligible for recognition by the National Main Street Center as a Nationally Accredited Main Street community
 - Designated NC Main Street communities are eligible to apply for the National Main Street Center's Great American Main Street Awards® (GAMSA) program
 - NC Main Street communities receive publicity about their programs NC Main Street & Rural Planning Center newsletters and annual reports, Main Street presentations and the NC Main Street Center social media sites
- ❖ View [NC Main Street Award Videos](#)
 - ❖ View [NC Main Street Champion Videos](#)





Program Requirements

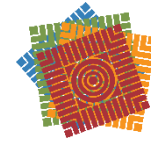
Main Street Communities Must:

- Be **50,000 and under** in population at the time of designation
- **Participate in all services** provided by the NC Main Street & Rural Planning Center
- Employ a **full-time - 40 hours/week paid professional Main Street Director**, that is dedicated to downtown
- Pay the Main Street Director a **salary consistent with those of other community development professionals** within the city, state, or region in which the program operates
- Have an **adequately trained Director** and should continue learning about revitalization techniques and about issues affecting traditional commercial districts
- Have a **written job description** for the Director
- Have a formal system in place for **evaluating the performance** of the Director on an annual basis
- Have **adequate staff management policies and procedures** should be in place

Communities with a population of **5,001-9,999 MAY employ two or more persons** that equal one or more full-time equivalent position(s). One of the positions must be designated as the director.

Communities with a population **of 5,000 or less MAY employ a part-time - 20+ hours/week position** paid professional Main Street Director.

Main Street Communities Must:



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Requirements

Have Structure:

- Function as a **501(c) 3, 4, or 6 nonprofit** designation OR be designated as a department of the **local municipal government** OR be a **combination of the two**

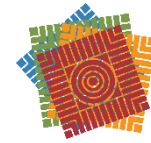
Have Community Support:

- Embrace the **community-driven process** where community members take an active role in leading and implementing positive change through their participation **as active board/committee members, volunteerism and financial/in-kind contributions**
- Include an ongoing process for **volunteer recruitment, orientation, and recognition**, constantly refreshing its pool of volunteers and involving new people each year
- **Facilitate partnerships with other private entities** that can support goals and initiatives for downtown

Have Municipal Government Support:

- A **government that demonstrates a philosophical commitment to commercial district revitalization** with an **historic preservation ethic**
- Provide **adequate funding to execute the annual plan of work**

Main Street Communities Must:



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Requirements

Have a Solid Plan:

- **Establish an annual work plan/planning process** for downtown that contains a balance of activities in each of the four broad program areas that comprise the Main Street approach — Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization

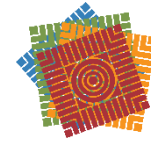
Have an ACTIVE BOARD

- Have a **dedicated governing body**, its own rules of operation, its own budget, and its own bylaws, and is empowered to carry out Main Street's mission, even if the Main Street program is a part of a larger organization
- A **working, functional board** that understands its roles and responsibilities and is willing to put forth the effort to make the program succeed
- Have **well-managed, regular monthly board meetings**, with an agenda and regular distribution of minutes

Have ACTIVE COMMITTEES

- Have **committee members assume responsibility for the implementation of the work plan**
- Have **regularly scheduled monthly committee meetings** with an agenda that addresses the committee work plan

Main Street Communities Must:



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MAIN STREET

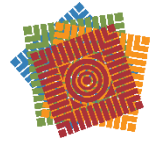
Requirements

Have A Historic Preservation Ethic

- Adopt and exhibit a historic preservation ethic that involves **saving, rehabilitating, and finding new uses for existing buildings**
- Actively work to **prevent the demolition or alteration**, including working with appropriate partners at the state, local, or national level to attempt to stay or alter the proposed activity; developing alternative strategies for the building's use; and/or educating local leaders about the importance of retaining existing buildings and maintaining their architectural integrity.

Focus on QUALITY Design

- Have an **active and effective design management program**
- Encourage **appropriate building renovation, restoration, and rehabilitation projects**
- Actively work to **prevent the demolition or alteration**, including working with appropriate partners at the state, local, or national level to attempt to stay or alter the proposed activity; developing alternative strategies for the building's use; and/or educating local leaders about the importance of retaining existing buildings and maintaining their architectural integrity.



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MAIN STREET

Attendance

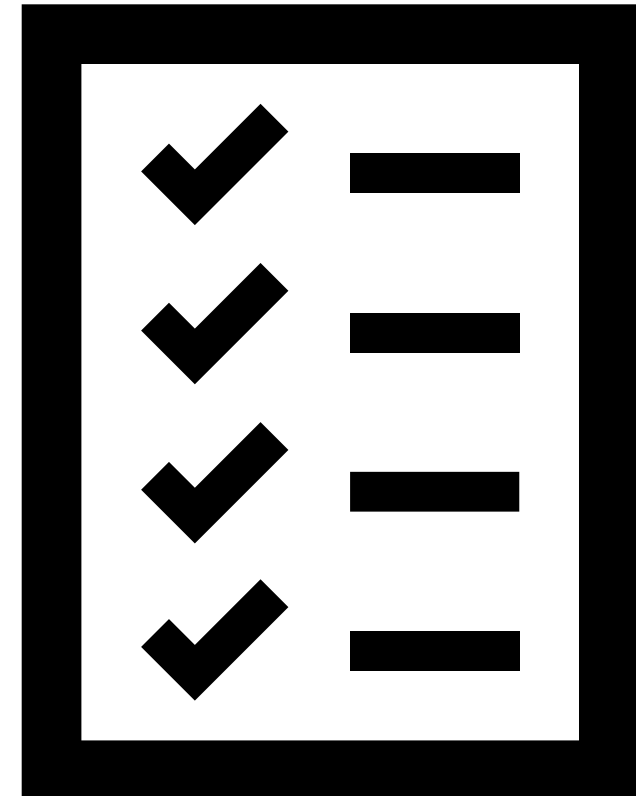
Due	What
Within one month of employment	New Main Street Orientation
First Year	Design Basic Training
First Year	Promotion Basic Training
First Year	Orientation Basic Training
First Year	Economic Vitality Basic Training
Annually	Main Street Director Meeting
Annually	Bi-Annual Regional Meetings – Must attend at least ONE. Both are preferred
Annually	Annual Conference – Director and at LEAST One Volunteer

[NC Main Street Training Dates/Calendar](#)

[NC Main Street Training RSVP Portal](#)

Forms & Deadlines

Due	What
Annually	National Main Street Center Membership
January	Budget and Salary Statistics
January	Program Assessment Survey
June	Annual Agreement
June	Trademark Agreement
July	Annual Statistics



Annual Program Assessment



Program Assessment Survey

*Note - The Annual Program Assessment and the Budget & Salary Surveys have been combined. Please make sure that you complete all 9 pages and **attach required documents noted in red.**

Name of Community: _____ Current Population _____

Name of Main Street Program: _____ Year: **2016**

Survey Must Be Typed

Please Scan and Email as one PDF OR Mail to Liz Parham, NC Main Street Center 4346 Mail Service Center Raleigh, NC 27699-4346 **Deadline to receive Completed Survey is January 6th Close of Business (5:00 p.m.)**

* Make sure that your Survey is COMPLETE (ALL Questions are answered) and please be Specific, Thorough and HONEST

Communities MUST meet the minimum requirements under each category in order to qualify and be submitted for accreditation as a National Main Street Community.

All information in Questions 1-11 are asking for **calendar year information – January 1 – December 31, 2016.**

1. Organizational Structure – N.C. Main Street communities are required to be administered by either a nonprofit corporation by the City/town government.

Please check all that apply.

- ☐ Main Street is administered by the City/town government and managed by a City employee.
- ☐ Main Street program is administered by a 501 (c) 3 corporation and managed by a nonprofit employee.
- ☐ Main Street program is administered by a 501 (c) 4 corporation and managed by a nonprofit employee.
- ☐ Main Street program is administered by a 501 (c) 6 corporation and managed by a nonprofit employee.
- ☐ Main Street program is managed by a city/town employee that also manages a 501 (c) 3 nonprofit.
- ☐ Main Street program is managed by a city/town employee that also manages a 501 (c) 4 nonprofit.
- ☐ Main Street program is managed by a city/town employee that also manages a 501 (c) 6 nonprofit.
- ☐ Main Street program is managed by a city/town employee that also manages more than one nonprofit.

Please note 501 (c) 3, 4 or 6

- ☐ Main Street program is managed by the Chamber of Commerce and managed by a Chamber employee.
- ☐ Other _____

*** If you have a nonprofit organization, please attach a copy of your exemption letter(s) from the IRS for each nonprofit that you manage.**

2. Partners – Has broad-based community support for the commercial district revitalization process with active participation from both the public and private sectors. (17 of 34 minimum)

Main Street is a public/private partnership that is dependent on many different individuals and groups getting involved. Indicate which groups are committed to Main Street.

Those marked with an (*) MUST have financial (cash and/or in-kind) and philosophical involvement in the program.

Public Partners _____



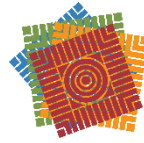
F/Y 2016-2017 Program Assessment

A program assessment for _____, a designated NC Main Street program, was reviewed by the North Carolina Main Street Staff. Below in the **right hand** column notes were made in areas that we see a need for improvement or where we noted above average to exceptional work in that area. We encourage and recommend that your organization consider ways in which to improve upon the areas noted. If you need assistance on how to improve these areas, please email or call Liz Parham at lparham@nccommerce.com, Director of the NC Main Street Center, 919-814-4658, or Sherry Adams at sadams@nccommerce.com, Coordinator, Downtown Programming and Technical Assistance, 828-251-6914. *Numbers correspond to the numbers on the assessment form.

Based on the information reviewed, we are recommending to the National Main Street Center that _____ be a 2017 Accredited Main Street program. Accredited communities will be recognized at the Main Street Now conference in May.

ORGANIZATION	NCMS STAFF COMMENTS
REQUIREMENTS (with * required)	
#1 Organizational Structure	
#2 Partners (17 of 34) & did they meet required with cash/financial/in-kind and philosophical involvement)	
• Public	
• Private	
#3 Mission & Vision Statements: 1 of 2 required should have two.	1 of 2
*Has Mission statement	
*Has Vision Statement	
Listed Downtown Economic Development Strategies	
#4 Work Plan (6 of 7 required)	6 out of 7
Has a balance of projects/action items under each of the Four Points®	
Work plan contains economic development strategies, goals, objectives, projects/action items	
Contains measurable outcomes	
Outlines specific projects/tasks and responsibilities along with due dates & budget	
Work plan is developed and reviewed annually by board with input from the NCMS Director	
80% of the actual work plan implemented	
Work plan activities are distributed to a broad range of committee members and volunteers	
#6 Board of Directors & Organization (3 of 3 required)	3 out of 3
Main Street program has had a board or advisory committee for at least 8 months (2/3) of the calendar year.	
Main Street program has four Main Street® working committees that meet regularly. (organization, promotion, design and economic vitality) OR has two – four economic development strategy working committees with expertise in organization, promotion, design and economic vitality represented on each committee that meet regularly. Committees have met for at least 8 months (2/3) of the calendar year.	
Main Street program has written by-laws, policies, and procedures for managing the board and the organization	

Assessment Form & Instructions



North Carolina
MAIN STREET


Statistics

Online Reporting

Results By Community

Secure | <https://ncidp.nc.gov/ncidsspr/>

Apps Suggested Sites <https://www.google.com/> Imported From IE [NC Intranet](#) > Commerce [NC Temporary Solutions](#) [NC.gov: Employee Dir](#)



North Carolina Identity Management (NCID)

New User Registration

Please indicate your user type from one of the following categories:

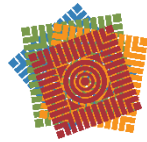
Individual	Request access to the State of North Carolina services as an individual or citizen.
Business	Request access to the State of North Carolina services on the behalf of a business.
State Employee	Currently employed or assigned to work for an agency within the State of North Carolina government.
Local Government Employee	Currently employed or assigned to work for a North Carolina county or municipality.

This system is the property of the State of North Carolina and is for authorized use only. Unauthorized access is a violation of federal and state law. All software, data transactions, and electronic communications are subject to monitoring.

[North Carolina www.nc.gov](#) [Privacy and Other Policies](#) [Contact Us](#)

Main Street - Annual Data

Designation Year	Community	Buildings Rehabilitation Completed	Facilities Improvements Completed	Full-Time Jobs Created	Part-Time Jobs Created	Net Full-Time Jobs	Part-Time Jobs Lost	Net Part-Time Jobs	New Businesses Opened	Businesses Closed	Businesses Net Change	Businesses Expanded	New Public Improvement Projects	New Construction Completed	Housing Units	Commercial Spaces	Vacant Commercial Spaces	Total sq. ft. of Commercial Space	Annual Average Net Job Refill	Public Investment	Private Investment	Total Investment	Volunteer Hours	Value of Volunteer Hours	
1980	New Bern	1	8	52	1	51	32	6	26	4	1	3	2		0	239	221	13	1,017,883	13.00	1,068,557	2,986,582	4,050,089	1,512	34,761
	Felldbury	3	13	96	9	87	108	22	86	11	4	7	4	21	0	149	314	33	1,658,173	9.30	1,699,344	5,830,000	6,499,344	1,113	25,588
	Shelby	9	4	30	15	15	34	14	21	11	5			11	0	64	113	27	914,141	9.90	2,472,832	1,771,000	4,444,032	1,032	27,834
	Tamora	0	3	14	4	10	2	2	0	10	3	7	2	0	0	17	135	15	319,000	12.00	300,000	100,000	300,000	900	11,495
	Washington	2	15	34	14	20	17	1	16	10	2	8	3	5	0	10	140	12	2,100,000	12.00	371,260	750,000	1,121,260	845	19,427
1982	Clinton	1	2	4	2	2	8	4	4	3	1	2	1	2	0	4	133	27	778,631	6.00	177,000	172,000	349,000	1,930	44,141
	Morganton	12	9	18	0	18	0	3	10	6	4	3	4	0	0	143	302	26	2,090,946	7.94	5,018,395	1,094,000	2,102,395	3,611	83,017
	Rocky Mount	1	0	2	15	-13	5	3	2	3	1	2	2	0	1	110	350	185	8,470,000	13.00	1,500,000	5,000,000	6,500,000	310	7,127
	Statesville	2	47	16	31	51	6	45	17	13	4	0	0	0	0	105	400	37	1,518,161	8.75	1,708,381	3,518,519	5,226,900	1,605	36,899
	Wilson	11	6	69	10	59	24	8	16	16	9	7	0	85	0	228	319	117	1,519,410	9.05	1,689,448	10,994,941	12,684,389	5,713	125,562
1984	Goodson	19	20	10	47	22	4	18	19	7	12	2	0	0	0	140	307	53	1,238,411	8.00	1,772,888	3,007,278	6,751,161	2,404	59,866
	Kinston	10	3	8	1	7	10	3	7	6	1	5	2	1	0	13	381	35	1,839,600	8.00	8,000,000	1,000,000	9,000,000	185	4,153
	Reidsville	5	3	10	5	5	4	2	6	3	3	0	0	0	0	43	133	36	845,000	11.00	25,000	250,000	275,000	1,500	34,445
	Seaford	4	11	13	7	16	16	11	5	12	7	5	2	1	0	71	149	15	1,484,824	10.00	1,462,444	1,060,055	446	10,254	
1986	Hendersonville	6	2	14	15	-1	9	12	-3	12	13	-1	0	0	0	99	331	32	891,468	7.00	15,750	487,915	503,675	2,008	46,164
	Jenior	2	2	14	6	8	19	4	15	10	4	6	1	9	0	13	134	33	1,035,781	7.00	117,000	1,887,000	2,003,781	67,568	1,500
	Lincolnton	0	1	30	10	20	12	2	8	12	2	10	2	3	0	31	142	15	1,160,767	11.00	95,000	4,127,718	4,322,718	1,100	25,239
	Waynesville	1	4	38	22	16	40	18	27	11	12	-1	8	0	0	21	128	7	3,376,860	10.40	98,249	3,094,740	3,192,989	880	22,330
1988	Burlington	5	1	20	27	7	25	25	0	13	15	-2	0	0	0	81	96	17	1,021,197	9.00	40,356	179,243	219,599	624	14,346
	Elizabeth City	9	0	27	7	20	42	10	32	16	5	11	5	5	0	240	134	11	1,767,000	10.00	21,293,427	860,000	22,153,427	2,347	53,958
	Lumberton	0	0	22	23	-1	15	0	2	3	1	0	0	0	0	4	116	21	795,873	4.12	14,022	1,500	15,522	434	9,978
	Mooreville	2	4	19	12	7	24	3	21	8	7	1	1	2	0	5	174	24	546,913	12.73	858,513	4,491,691	5,350,204	2,393	55,015
	Mount Airy	7	13	13	4	9	17	11	6	12	5	7	2	5	0	60	117	9	886,083	8.88	386,400	5,074,899	5,461,299	3,943	90,500
1990	Concord	5	0	27	11	16	29	6	23	18	11	7	3	4	0	17	72	8	2,002,714	10.90	8,240,919	1,073,191	2,114,110	349	8,145
	Newton	1	3	19	2	17	13	2	11	7	3	4	3	3	0	10	146	21	342,121	2.00	143,230	1,582,776	1,726,006	1,226	28,186
	Rutherfordton	3	5	12	0	12	8	0	4	5	0	5	0	0	0	6	88	13	484,396	9.00	113,722	238,135	351,857	2,245	51,613
1991	Mocksville	4	3	10	2	8	6	2	4	4	1	3	0	1	0	13	78	0	805,650	6.00	36,000	31,050	129,050	300	6,897
	Spruce Pine	1	9	13	1	12	13	5	8	11	4	7	2	6	0	48	127	18	580,041	5.20	302,100	989,993	1,242,093	1,244	35,497
1993	Albemarle	6	7	34	8	26	5	9	-4	6	2	4	2	14	2	254	151	29	1,831,880	4.70	228,618	8,129,283	8,357,901	1,426	32,764
	Boone	2	3	15	21	-6	21	15	6	11	15	-4	3	2	0	225	140	11	1,541,400	16.00	136,880	2,588,861	2,724,991	472	10,851
	Brenda	3	3	12	9	7	11	7	4	9	4	5	4	2	2	19	149	23	1,085,781	12.00	510,000	4,100,000	4,720,000	1,250	29,435
	Lexington	1	6	22	8	14	28	9	19	15	4	11	1	1	0	5	215	23	1,267,275	7.00	1,749,866	425,582	2,175,448	1,280	28,987
1995	Lincolnton	2	3	9	3	6	9	2	7	6	2	4	1	1	0	1	186	10	460,000	8.00	800,000	1,800,000	1,800,000	1,870	42,991
	Roxboro	7	8	9	6	3	4	3	1	8	5	3	0	0	0	18	127	11	674,187	5.41	249,422	597,015	846,437	806	20,829
	Sylva	0	0	21	12	9	4	2	2	7	6	1	1	6	0	32	88	10	330,973	7.00	68,338	1,127,500	1,296,338	455	10,440
1998	Elkin	5	15	56	87	-31	37	17	20	16	21	-5	24	15	1	16	121	23	956,011	4.23	1,433,547	1,624,847	5,126,447	5,127	117,870
	Monroe	7	3	12	9	3	15	7	8	6	5	1	1	9	0	52	205	31	1,079,306	10.00	842,000	736,200	1,578,200	1,051	24,162
	Oxford	4	0	21	12	9	16	0	16	6	2	4	0	1	0	22	136	22	615,657	10.00	18,000	50,000	1,74,000	1,975	45,405
	Spotts	1	0	34	3	11	24	5	19	2	2	0	1	3	0	22	37	3	112,313	3.00	17,381	1,000	13,381	6,120	140,999
2000	Belmont	8	7	35	8	27	51	7	44	14	7	7	2	7	0	85	165	5	639,024	10.00	276,250	5,550,993	5,827,243	3,046	70,028
	Hertford	0	2	2	3	-1	2	4	-2	0	1	-1	2	2	0	10	31	12	125,640	2.15	5,500	242,000	247,500	2,650	60,924
	Monroeth City	18	7	30	4	26	41	1	40	11	2	8	3	9	0	629	209	16	1,366,977	10.00	184,100	15,462,135	15,646,135	12,479	286,912
	North Wilkesboro	3	7	8	2	6	8	0	8	3	2	1	1	3	1	95	125	6	413,821	6.00	350,000	360,000	710,000	238	6,591
2003	Eden	3	5	15	5	10	4	0	4	4	0	0	0	1	0	9	119	22	407,844	2.34	133,044	959,459	1,092,703	227	5,119
	Edenton	1	4	2	0	1	0	1	1	1	1	1	1	1	0	29	54	2	276,803	10.00	3,000	375,000	390,000	185	6,552
	Forest City	2	4	17	8	9	56	3	55	9	6	3	0	0	0	4	76	4	416,445	6.60	9,000	250,000	259,000	1,700	39,083
	Marion	0	4	24	15	9	20	8	12	7	7	0	0	0	0	50	186	13	993,357	6.00	167,106	2,909,852	3,076,958	831	19,105
2006	Clayton	2	12	75	8	67	14	3	11	25	5	20	4	7	0	113	124	20	769,106	13.90	125,055	2,124,276	2,349,361	818	19,036
	Fayetteville	2	12	75	8	67	14	3	11	25	5	20	4	7	0	113	124	20	769,106	13.90	125,055	2,124,276	2,349,361	818	19,036
	Hickory	2	1	89	7	82	6	1	5	22	3	19	2	1	1	4	158	24	1,951,408	14.00	1,038,167	1,980,000	3,018,167	5,422	124,522
	Wake Forest	1	5	17	7	10	19	3	16	10	6	4	3	4	0	245	108	6	897,653	14.00	319,000	517,500	836,500	5,028	115,594
2009	Greensboro	1	5	21	13	18	13	3	10	5	4	1	0	2	0	29	54	2	276,803	10.00	3,000	375,000	390,000	185	6,552
	Kings Mountain	1	4	15	2	13	18	0	18	11	2	9	2	0	0	10	86	14	170,437	8.25	202,320	80,950	283,270	1,700	39,083
	Roseboro	6	31	32	8	24	46	18	28	20	4	16	1	2	0	309	237	49	1,047,918	2.75	467,247	4,051,130	4,518,377	1,350	31,037
2015	Ayden	0	0	11	7	2	5	4	2	2	0	2	0	0	0	6	42	16	136,900	5.00	25,000	1,000	1,000	0	7,001
	Benson	0	1	11	2	9	2	0	0	4	2	2	0	0	0	9	19	28	28,973	3.33	101,363	253,889	360,254	637	14,645



North Carolina
MAIN STREET

Budget & Salaries

Budgets

Community	Director's Years In Job	Pop.	City	County	Free Office Space Provider	MSD	¢ per \$100	Sponsorships	Earned Income	Grants	Membership/Friends	Fundraisers	Donations/Donor Requests	Interest	Other	Total
Albemarle	0.25	15,903	\$82,955		city	\$44,600	\$0.100	\$8,500	\$20,500			\$58,000	\$1,000	\$5	\$15,700	\$231,260
Ayden	2.50	5,018	\$76,000		city											\$76,000
Belmont	0.50	10,799	\$91,375		city			\$70,000	\$1,000	\$18,500			\$500			\$181,375
Benson	0.75	3,311	\$44,000		city			\$3,000								\$47,000
Bessmer City	2.50	5,396	\$85,000		city			\$25,000								\$110,000
Boone	3.91	17,130	\$62,000		town	\$164,999	\$0.210			\$7,500			\$1,000	\$6		\$235,505
Brevard	3.16	7,735	\$32,000	\$1,500		\$122,000	\$0.220	\$52,000	\$62,000	\$7,500		\$2,000				\$279,000
Burlington	0.25	51,919	\$150,000		50% free private	\$135,000	\$0.160		\$3,000	\$96,107			\$2,500			\$386,607
Cherryville	5.00	5,830	\$128,000							\$21,000		\$8,225	\$5,000		\$765	\$162,990
Clayton	0.75	17,330	\$148,182		town			\$16,043	\$2,519			\$7,879		\$62		\$174,684
Clinton	21.50	8,647	\$33,000		city	\$84,500	\$0.180	\$8,000	\$16,545			\$2,475				\$144,520
Concord	6.00	83,506	\$75,465			\$105,567	\$0.230	\$45,000	\$28,500		\$9,000			\$20		\$263,552
Eden	14.60	15,472	\$203,300		city	\$9,200	\$0.100	\$69,980					\$1,000			\$283,480
Edenton	11.00	4,958	\$68,500					\$6,000	\$1,000	\$4,000	\$2,000					\$81,500
Elizabeth City	0.25	18,047	\$20,000	\$2,500	city	\$33,338	\$0.085		\$29,000		\$100	\$2,279	\$28	\$14	\$2,400	\$89,658
Elizabethtown	1.50		\$20,000													\$20,000
Elkin	4.33	4,000	\$69,672		town	\$14,000	\$0.100									\$83,672
Forest City	2.75	7,404	\$224,795		city					\$125,540					\$15,000	\$365,335
Fuquay-Varina	0.41	21,796	\$95,089													\$95,089
Garner	1.50	28,053	\$98,553					\$7,950	\$6,225					\$20		\$112,748
Goldsboro	17.50	36,437	\$432,005		city	\$74,000	\$0.235	\$68,000	\$93,000		\$1,200	\$4,250		\$1,750	\$1,800	\$676,005
Hendersonville	5.33	13,457	\$154,086		city	\$237,725	\$0.280	\$66,350	\$88,750							\$546,911
Hertford	5.60	2,150	\$65,000		town			\$8,790	\$26,965	\$4,090	\$4,913		\$623			\$110,381
Hickory	10.00	42,000	\$50,000		city			\$48,000	\$15,000		\$8,800	\$4,000			\$2,200	\$128,000
Kings Mountain	4.00	10,632	\$218,970		city	\$30,000	\$0.236									\$248,970
Kinston	12.00	21,677	\$86,000			\$64,000	\$0.250	\$43,000	\$119,000	\$8,000	\$2,100					\$322,100
Lenoir	2.50	18,042	\$115,000		city	\$28,112	\$0.250		\$4,287					\$96		\$147,495
Lexington	2.40	18,993	\$50,000			\$97,000	\$0.200	\$30,500	\$5,700	\$3,000	\$8,000	\$70,000		\$60		\$264,260
Lincolnton	0.75	10,740	\$191,926	\$7,500				\$34,414	\$37,461	\$130		\$37,413		\$1,992		\$310,835
Lumberton	16.00	23,000	\$71,641		city			\$12,700	\$4,000	\$3,800		\$300	\$2,150		\$94,340	\$188,931
Marion	26.75	8,191	\$80,800	\$600	city			\$21,423	\$13,125		\$6,000				\$5,000	\$126,948
Mocksville	0.25	5,051	\$35,800	\$11,000	town							\$300				\$47,100
Monroe	8.50	34,323	\$245,486		city	\$51,951	\$0.219	\$775						\$200		\$298,412
Mooresville	8.25	37,000	\$70,000		town	\$68,000	\$0.160	\$2,000								\$140,000
Morehead City	0.50	9,500	\$35,000	\$8,000	city			\$16,900			\$17,625	\$20,167		\$23	\$4,942	\$102,657
Morganton	26.00	16,800	\$266,148		city	\$117,737	\$0.140									\$383,885
Mount Airy	2.50	10,417				\$55,000	\$0.210	\$8,000	\$10,000							\$73,000
New Bern	1.00	30,216					\$0.120	\$61,940	\$138,976	\$62,498		\$5,000	\$9,729	\$90		\$278,233
Newton	1.50	13,043	\$68,900					\$19,000	\$1,500				\$6,000			\$95,400
North Wilkesboro	3.25	4,700	\$36,000		town			\$2,000		\$3,000	\$2,600	\$8,000	\$1,500			\$53,100
Oxford	0.75	8,500	\$70,000	\$20,000	city	\$35,000	\$0.100	\$31,870	\$6,425	\$5,000						\$168,295



NC
Main Street
Center

N.C. MAIN STREET BUDGET AND SALARY PROFILE:
March 2017

N.C. Main Street City Budgets

-- 63 cities in survey

Public Funds

- 61 receive revenue from the City gov't
- 12 receive revenue from the County gov't
- 30 receive revenue from Municipal Service District (MSD) funds
 - Average MSD rate is \$0.177/\$100 valuation

Private Funds

- 43 receive revenue from Sponsorships
- 39 receive revenue from Earned Income
- 28 receive revenue from Grants
- 16 receive revenue from Membership/Friends
- 22 receive revenue from Fundraisers
- 17 receive revenue from Donations
- 20 receive revenue from Interest
- 14 receive revenue from "Other sources"

Average budget: \$ 191,744
Range: \$ 20,000 - \$ 676,005

N.C. Main Street Managers Salaries and Benefits

-- 62 managers in survey

Average salary: \$ 52,680 *

Range: \$ 25,440 - \$ 97,718 *

- 52 receive health insurance/benefits allowance
- 59 receive car allowance/mileage reimbursement
- 50 receive retirement benefits/401K contributions
- 56 receive paid sick leave
- 57 receive paid holidays
- 57 receive paid vacation leave
- 24 receive comp time
- 14 receive "Other Benefits": cell phone (9), fitness center membership (1), event incentive bonus (1), professional development (1), longevity bonus (1), iPad (1)

* Part-time salaries have been adjusted to 40 hours for comparison purposes.

N.C. Main Street Promotion Coordinators

Promotions Coordinator (full-time) - 8; Promotions Coordinator (part-time) - 8

Average Number of Hours per Week - 32

Average salary: \$ 34,192 *

Range: \$ 4,000 - \$ 56,784*

- Benefits: Health insurance (8), mileage (6), retirement (9), sick leave (10), holidays (11), vacation (11), comp time (5), Other (2) - (bonus (1), cell phone (2))

* Part-time salaries have been adjusted to 40 hours for comparison purposes.

Other Staff

Assistant (F-T)-2
Business & Property Specialist (F-T)-(2)
Communications Manager (F-T)-1
Downtown Planner (F-T)-1

Assistant (P-T)-12
Secretary (P-T)-6
Interns (P-T)-4
Officer Manager (P-T)-1
Bookkeeper (P-T)-1

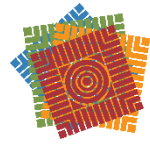


Property & Business Inventory

NORTH CAROLINA DEPARTMENT OF COMMERCE



Program Services

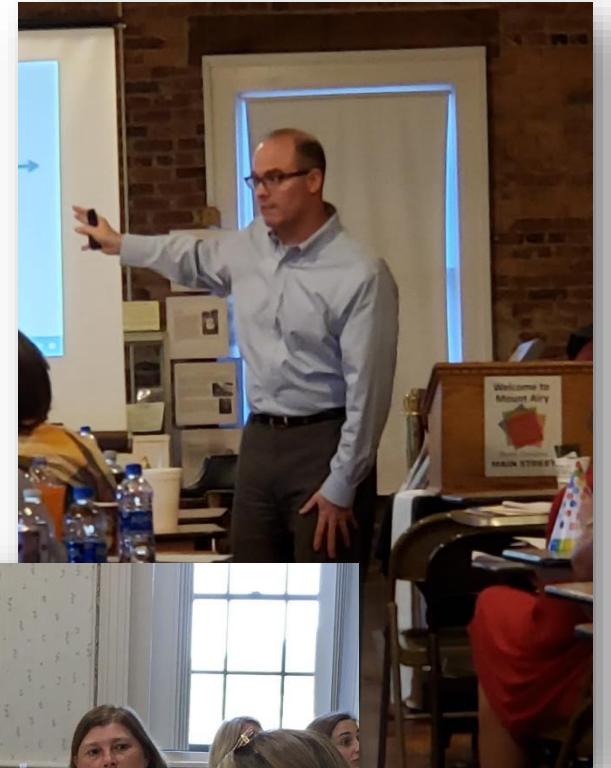


North Carolina
MAIN STREET

Trainings

Wide Variety of Education Offerings

- Annual NC Main Street Annual Conference
- Four Basic Trainings (EV, Design, Promotion, Organization)
- One Directors Meeting (MS Program Directors)
- Two Regional Meetings
- Twelve New Director Orientation Trainings



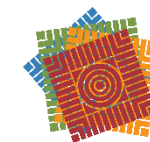


NC Main Street Conference



The North Carolina Main Street Conference is the state's largest downtown revitalization event, offering learning sessions, tours, time for downtown exploration and opportunities for networking with downtown professionals, elected officials, volunteers and consultants. Attendees will learn how to identify strategies and how to create an ensemble of projects that support and facilitate economic development in their communities.

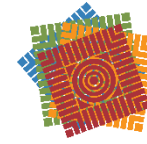
www.ncmainstreetandplanning.com



North Carolina
MAIN STREET

Training Calendar

ONLY FOR
Designated NC Main Street Communities



North Carolina
MAIN STREET

Events & Trainings



Mon, Aug 03 | Virtual Class

**ECONOMIC VITALITY BASIC
TRAINING - VIRTUAL CLASS**



[Register Now](#)



Tue, Aug 04 | Virtual Class

**ORGANIZATION BASIC TRAINING -
VIRTUAL CLASS**



[Register Now](#)



Wed, Aug 05 | Virtual Meeting

**DIRECTORS MEETING - VIRTUAL
MEETING**



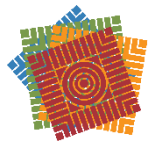
+56 more

[Register Now](#)

Training: Sign Up Online

<https://www.ncmainstreetandplanning.com/training-sign-up>





North Carolina
MAIN STREET

Strategic Planning for Downtown's Success:

Data Collection:

- Building, Land, Business Inventory

Identify:

- Stakeholders / Partners
- Community Assets
- SWOT
- Economic Drivers

Evaluate:

- Market Analysis

Develop:

- Economic Position Statement
- Mission
- Plan of Work
- Budget

Unless you know where
you are headed, how will
you know when you arrive?





NCMS Travel Policy

NC Main Street & Rural Planning Center Technical Assistance Travel and Reimbursement Policy

North Carolina communities requesting on-site technical assistance from the NC Main Street & Rural Planning Center are required to cover the staff member's travel expenses for accommodations, meals and mileage. An invoice for any expenses not provided by the local community will be sent following the completion of travel.

Accommodations

The community is responsible for arrangements for overnight accommodations for the staff member at a business class hotel or B&B within the town/city limits. If the community does not have a business class hotel or B&B, then other arrangements should be made directly with the staff that is traveling. Any B&B accommodations must include an in-suite bathroom. Also in the case of a B&B, the staff member should be consulted regarding additional accommodation needs, such as a shower, bath tub, television, internet access or other amenities typically available at business class hotels. If the local community is covering accommodations costs directly, payment should be made prior to the staff member's check in. Accommodations might be expected if the meeting ends in the evening (7pm or later) and the return travel distance is 2 hours or more. These details should be worked out with NCMS&RPC staff prior to the meeting.

Please note: NC Main Street & Rural Planning Center employees do not stay in private residences.

Meals

Some meals may be provided by the community as part of a meeting. Any meals that are not covered are reimbursable at state per diem rates. Any changes to the state reimbursement rate for meals will be reflected in corresponding changes to the reimbursement rate charged by the NC Main Street & Rural Planning Center.

Mileage

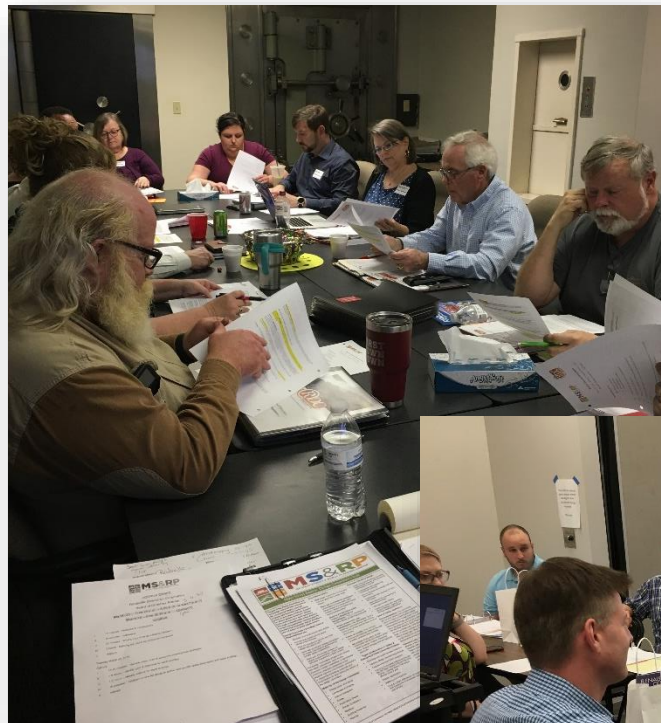
As of July 1, 2013, the NC Main Street & Rural Planning Center mileage reimbursement rate will be the same as the IRS mileage allowance. Any changes to the IRS rate will be reflected in corresponding changes to the reimbursement rate charged by the NC Main Street & Rural Planning Center.

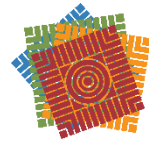
Meeting Requirements

- The community must finalize the agenda with the NC Main Street & Rural Planning Center staff member providing technical assistance two weeks prior to the meeting/presentation to allow sufficient preparation time.
- Provide water, coffee or other non-alcoholic beverages for the staff member during the meeting/presentation is greatly appreciated.

Contacting Staff

If you need to contact the staff member with whom you're working after they've departed for your community, call another NC Main Street or Rural Planning staff member and we will relay a message. NC Main Street & Rural Planning Center staff members do not have state cell phones, and we cannot release personal cell phone numbers. |





North Carolina
MAIN STREET

Design Services

Since 2016, the NC Main Street Program has partnered with UNCG's Interior Architecture Department and its Center for Community-Engaged Design to provide design assistance to the NC Main Street communities across the state, through its [NC Main Street Fellows program](#).

Fellows are both graduate-level and upper-level undergraduate students who work with seasoned professionals to provide design assistance to small towns across the state for storefront rehabs and the adaptive reuse of upper store commercial spaces to downtown. These projects involve a mix of archival research, fieldwork documentation, and digital design work.

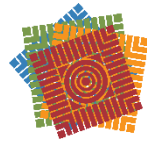
Only designated communities in the NC Main Street program are eligible for this free service.

Learn at UNCG's [NC Main Street Fellows program](#)
Email to Begin Process: [Online Instructions](#)






Resources



North Carolina
MAIN STREET

Tech Sheets

Online Organization Tech Sheets



Economic Vitality Tech Sheet

Main Street Basics: Economic Vitality Committee

The job of the Economic Vitality Committee is to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property. The EV Committee must develop a thorough understanding of the district's economic condition and its best opportunities, focusing on incremental changes that gradually improve the area's economic foundation and eventually make large-scale investment possible.

Five Major Area of Responsibilities:

- Learning the district's current economic conditions and identifying opportunities for market growth
- Strengthening existing businesses, expanding, recruiting new ones
- Finding new economic uses for traditional Main Street buildings
- Developing financial incentives and capital for building rehabilitations and business development
- Monitoring the economic performance of the district

These activities require close collaboration with program committees such as the Promotion Committee to ensure that Main Street's promotional activities reinforce the economic direction the district is pursuing. Synchronizing business development with real estate improvement is also important. If property owners invest too much money in physical improvements before small businesses have been strengthened, rents could increase beyond the ability of the merchants to pay them. Therefore, the EV Committee should work with Design Committee to balance real estate and business development, gradually accelerating the pace as the district's market improves.

Learning about the Market & Identifying Opportunities:

- Gather all readily available information, examine & identify weaknesses and opportunities in the marketplace.
- Census of population
- Census of retail trade
- State sales tax reports for your community examining 5 years of data
- Trends in the assessed value of Main Street real estate
- Any Market Analysis recently conducted

- Housing: finding space in under-used upper-floor spaces and large, white-elephant buildings.
- Inventory of vacant space
- Develop financial incentive program to Develop upper-floor housing
- Small-scale industry: using vacant space for low impact industries.
- Coordinate with regional industrial development groups
- Recruitment of "home-based cottage industries"

Examples of Information to Gather & Committee Projects:

- Buildings & businesses
 - Business inventory
 - Building inventory (with Design Committee)
- Demographic & Retail Sales Data. Sources could include:
 - Census Data
 - ESRI Data
 - Data from local & state resources
- Original research
 - Downtown business survey
 - Consumer Intercept & On-line Surveys

Main Street Investment Needs & Examples of Committee Projects:


- Small-Scale improvements
- Matching-fund grant pool (Façade Grants)
- Visual merchandising seminars
- Low-interest revolving loan fund
- Major building rehabilitation
- Community Initiated Development Training for real estate development

Strengthening Business by:

- Business expansions
- Real estate market analysis
- "Over-the-counter" updates on market opportunities provided to business owners
- Providing owners with information on changing markets.
- Recruiting complementary businesses to strengthen an existing business cluster
- Developing financial assistance and incentives to help existing businesses expand, upgrade, or reinvest in inventory

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Online Economic Vitality Tech Sheets



Organization Tech Sheet

Board of Directors Purpose & Roles

Organization means getting everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in the district can be eased by using the common sense formula of a volunteer driven program and an organizational structure of board and committees. The definition of "Organization" from the National Main Street Center is: *Building human and financial resources, through public/private partnerships to achieve a common vision.*

The **Organization Committee/Board** sets the organization's direction, while the remaining committees make the projects happen. They see that a concrete work plan is approved and adopted and will pull together resources and complete the projects. A minimum of five to seven people meet monthly to discuss the progress of the implementation (work) plan and to assure that the plan is moving forward by hearing from board members who sit on the various Action/Project Committees. Committees are organized either around the Main Street Four-Points: Organization, Promotion, Design, Economic Vitality or around Economic Development Strategies that are identified in the Implementation Plan.

Major Responsibilities include, but are not limited to:

Assuring sustainable funding for the program which can include fund raising for projects and administration. Funding can come from donations, sponsorships, municipal service districts and from the municipality

- Managing the staff and volunteers by recruiting people, supervising them and rewarding good work
- Promoting the program to downtown interests and the public
- Managing the finances by developing good accounting procedures

An Effective Organization Committee/Board member should:

- Have a sincere interest and desire to serve on the Organization Committee/Board
- Knows and understands the Main Street Approach™
- Expresses self clearly, yet eagerly exchanges ideas with others
- Keeps an open mind about new ideas
- Things about the "big picture" yet also can focus on the details when necessary
- Knows when to be decisive and come to closure
- Cooperates willingly in a team effort
- Stays focused on the task at hand
- Has a basic understanding of the of the economic circumstances of small retailers
- Rolls up sleeves willingly and pitches in to do the committee's work
- Has skills or interest in finance, volunteer development, or fund raising and;
- Carries out plans and projects in timely and professional manner

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Promotion Tech Sheet


Committee Roles & Responsibilities

- PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- Promotion is:**
- Communicating to the public in an attempt to influence the purchase of your products and/or services
 - Used specifically to refer to a particular activity that is intended to promote the business, product or service
 - As a word, an all inclusive term which could infer advertising and marketing
 - Advertising is just one specific action taken to promote a product or service
 - Inclusive of all the ways available to make a product/service known with the goal of increased revenue/positive economic impact
- Three Types of Promotion**
- Image
 - Retail
 - Special Events
- Image Development Includes:**
- Image advertising promotes downtown's unique qualities and market position through print media, social media, website, radio, TV, direct mail
 - Developing a branding and marketing campaign with good graphics and memorable tag line
 - Collateral materials including a logo that is consistently used and repeated on all promotional products from T-shirts to public signage/wayfinding. "Note this logo may or may not be the downtown organization's logo. Some organizations use a more professional stylized logo for the organization
 - Generating publicity with accurate, detailed and interesting press releases and timely communication with carefully cultivated media contacts
- Retail Promotion (3 types):**
- Cooperative:** focuses on the comparative aspects of retailing in the district, clustering stores that are in the same category and can be promoted together
 - Cross:** groups business with complementary goods and services in one retail event or in coordinated displays
 - Admission to event**
 - Niche:** focuses attention not on the product mix, but on a specific consumer group targeted through specially distributed fliers, coupons, posters, media ads, social media, etc. Example: Military appreciation Day, Senior Day, target to a specific zip code, etc.
- Special Events:** All special events should be authentic to your community and tied back to your downtown vision. There are usually three types of special events.
- Community heritage:** acknowledges the inherent qualities of the community which can include local arts, industry, talent, agriculture or celebrate the history and architecture of the community
 - Special holidays:** focuses on traditional and non-traditional or even unconventional holidays celebrating dates or events that have meaning for the entire community or dates of special interest to a specific ethnic or cultural group
 - Social events:** develop unusual activities that enliven public spaces and attract people who don't frequent downtown
- Resources: People, Funding & Time**
- Identify people who can help
 - Look to other organizations for potential volunteers
 - Prioritize via Implementation Plan and budget for promotions
 - Create a sponsorship program
 - Identify in-kind resources
 - Partner with another organization to do the event (in particular special event)
 - Seek potential grant opportunities
 - Consider a merchant participation fee
 - Admission to event
 - Always evaluate all resources to determine if promotional event, particularly a special event, will be beneficial (return on investment)
 - Promotional programs/events should be a part of the annual implementation plan denoting the number of hours for each program/ event including committee meetings
 - Avoid adding new promotional actions/projects to the implementation plan once plan has been adopted
 - Never add a promotion unless it ties back to the vision
 - Ask: Are you willing to make sacrifices for this project?
- Determining where to promote & target audience:**
- Ask: is the promotion for local audience or for regional, state or national?
 - Know your media options
 - Build relationships with media and avoid buying from media that doesn't target your audience
 - Buy what is best for the particular promotion
 - Strategize over where to market and how to market
 - Radio, TV & Print may offer some free ads if promotion is unique by allowing you/organization to go on air or story for print
 - Billboards can be economical
 - Always include social media
 - Are possibilities ask media reps

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Online Promotion Tech Sheets

Online Design Tech Sheets



Design Tech Sheet

Design Committee's Role

The job of the Design Committee is to encourage physical improvements in the commercial district, educate property and business owners about proper preservation methods and plan for future growth downtown. Design Committee members must develop a thorough understanding of the district's unique characteristics, opportunities for positive improvements, and to develop a plan of action to guide improvements.

Design Committee's Five Major Area of Responsibilities are:

- Educate community about good design
- Provide appropriate advice about design improvements
- Plan for downtown's growth and help shape regulations for it
- Work with Economic Vitality committee to create incentives & guidelines for private sector investments
- Work with the private investor to assure implementation of their design and their investment in their project

The Design Committee should work closely with other committees, such as the Economic Vitality Committee, in developing incentive programs pertaining to the physical aspects of downtown, promotions in designing marketing materials and Organization for articulating the efforts of the design committee.

Make-Up of the Design Committee:

- Preservation Architects
- Landscape Architects
- Interior Designers
- Artists
- Paint Store Owner
- Rehab Contractor
- Realtors
- Building Inspector
- Planner

Good Design Basics

- Start small. Tackle the low-hanging
- Looks at the entire building, removing inappropriate features and enhancing architectural character
- Is compatible with neighboring commercial buildings
- Can be changed dramatically with new paint colors
- Incorporates cloth awnings for color and shade
- Uses appropriate signage that is pedestrian in scale
- Uses appropriate lighting
- Continues inside with appealing window displays, lighting, color, product displays/ placement

Types of Design Assistance:

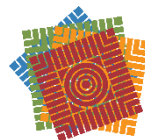
Recommendations. The committee should work closely with property/business owner in order to make specific design recommendations. These could include drawings/renderings, specifications and work descriptions, and can be provided by the NC Main Street & Rural Planning Center who contracts with UNC-Greensboro's Dept. of Interior Architecture to provide design renderings. Other recommendations could include but not limited to interior design/store layout and product placement.

Types of Information to Gather & Examples of Initial Committee Projects:

- Buildings and public spaces inventory
- Develop design standards/guidelines
- Façade Incentive Grant program
- Training Committee members through the NC Main Street & Rural Planning Center—Design Basic Training is offered once a year
- Design workshops
- Walking tour brochure
- Find & collect old/historic photographs and postcards of downtown buildings and streets

Planning. Work with your city's planning and/or zoning department on public improvements and on projects impacting the design of the downtown district.

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North Carolina
MAIN STREET

Forum / Listservs

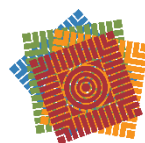
Purpose:

- Easy way to **ask questions, share ideas and to network** with peer communities
- Main Street & Rural Planning Center **staff can easily share opportunities of interest**

Important Information:

- This is **“closed” listserv** which means that names can only be added by the NC Main Street Center staff listserv administrators
- Only the primary contacts that our **Main Street staff** have for Main Street communities are on this listserv
- To **send an email**, type the email address msforum@lists.ncmail.net or stmsforum@lists.ncmail.net and it will send your email to the complete listserv
- If you would like to reply to the email, if you **hit “reply” or “reply all”** your response will be sent to the entire listserv
- If you want to respond directly to the person that sent the email, **hit “forward”** and copy and paste their email address from the original email that was sent
- You may forward the information from the listserv, however if you forward it and the recipient of the email hits “unsubscribe” at the bottom of the email, then you will be unsubscribed, not them, so, **delete the box at the bottom of the email with the unsubscribe**, archives and new message information, etc. **before you forward an email**
- You may “unsubscribe” at any time, but you may likely miss important information that our staff may send out through the forum. Each email that is sent will show a box like the one below, at the bottom of the email. There will be a button to click on to “unsubscribe”

If you have questions, please feel free to contact Liz Parham - lparham@nccommerce.com; Naomi Riley – naomi.riley@nccommerce.com; Sherry Adams - sadams@nccommerce.com; Chuck Halsall – chalsall@nccommerce.com



North Carolina
MAIN STREET

Grant | Funding Guide



NORTH CAROLINA MAIN STREET AND RURAL PLANNING CENTER POTENTIAL FUNDING SOURCES AND RESOURCES FOR DOWNTOWN AND RURAL ECONOMIC DEVELOPMENT

(Revised 01/10/2020)

**** The NC Main Street & Rural Planning Center recommends contacting listed entities directly for more information about their programs. The inclusion of a program on the list is not an endorsement by the NC Main Street & Rural Planning Center. ****

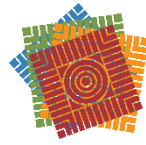
PROGRAM	PURPOSE / DESCRIPTION	GRANTS / RESOURCES	MATCH	WEBSITE / CONTACT
Accion	Lends to small businesses, startups, food and beverage businesses, green businesses, and businesses owned by women, minorities, veterans, and people with disabilities. Term loans range from \$300 to \$1 million. Credit requirements depend on location and other factors. The borrower should have collateral in the form of real estate, business assets, and/or personal assets. The company must have a business plan that includes a budget and cash flow projections.	Term loans of \$300 to \$1 million	No	https://us.accion.org/
AARP Community Challenge	Offers "quick-action" grants to make communities livable for people of all ages. Examples include small grants to improve housing, transportation, public space and other community elements. "If your idea is big, no project is too small!"	Grants can range from several hundred dollars for small, short-term, activities to several thousand for larger projects.	No	www.aarp.org/CommunityChallenge
Advisory Council on Historic Preservation	The Advisory Council on Historic Preservation (ACHP) is an independent federal agency that promotes the preservation, enhancement, and productive use of our nation's historic resources, and advises the President and Congress on national historic preservation policy. Also oversees the Preserve America program and provides training and information resources.	Information and training	N/A	https://www.achp.gov/
American Institute of Architects-Sustainable Design Assessment Team (SDAT)	The SDAT program is a community assistance program that focuses on the principles of sustainability. The program brings teams of volunteer professionals (such as architects, urban designers, landscape architects, planners, hydrologists, economists, attorneys, and others) to work with community decision-makers and stakeholders to help them develop a vision and framework for a sustainable future. Annual call for proposals. See website for details.	Up to \$15,000 worth of technical assistance services	Yes - \$5,000 cash match	http://www.aia.org/about/initiatives/AIAS075425
American Planning Association - Community Planning Assistance Teams (CPATs)	The American Planning Association's professional institute (AICP) organizes Community Planning Assistance Teams (CPATs) to work with community members, key stakeholders, and relevant decision makers on place-based initiatives to foster community education, engagement, and empowerment. Communities facing a range of challenges, such as social equity and affordability, economic development, sustainability, consensus building, and urban design, may be eligible for the program. Projects focus primarily on localities with a demonstrated need for assistance, where planning resources and expertise may not otherwise be available. Community proposals or inquiries about potential projects are accepted anytime.	Technical assistance	Must cover per diem travel expenses of team.	https://www.planning.org/communityassistance/teams/
Andy Warhol Foundation for the Visual Arts	The purpose of the Andy Warhol Foundation for the Visual Arts is to foster innovative artistic expression and the creative process by supporting cultural organizations that, in turn, support artists and their work. The Foundation is focused primarily on encouraging work of a challenging and experimental nature, while noting that the interpretation of those terms may vary from place to place and culture to culture. Grants are provided to curatorial programs at museums, artists' organizations, and other cultural institutions to originate innovative and scholarly presentations of contemporary visual arts. Projects may include exhibitions, catalogues, and other relevant activities. Calls for proposals twice a year with March 1 and September 1 deadlines.	Grants - award ceiling not specified.	Not specified	http://www.warholfoundation.org/grant/overview.html
Appalachian Regional Commission (ARC)	ARC focuses its resources on distressed counties and distressed areas within the 13-state Appalachian Region of the U.S. In NC, 29 western counties are in the ARC region. ARC funds are awarded to projects that address investment goals identified by ARC in its strategic plan in the areas of economic opportunity, ready workforce, critical infrastructure, natural and cultural assets, and leadership and community capacity, and demonstrating measurable results. ARC offers standard programming grants and sometimes has funds available for specific special projects.	Amounts vary by grant; most grants are originated at the state level.	Amount depends on distress level.	http://www.arc.gov (Federal) and https://www.nccommerce.com/about-us/divisions-programs/rural-economic-development/appalachian-regional-commission (NC)



[Online Grant and Funding Information](#)



Equipping Your Office



North Carolina
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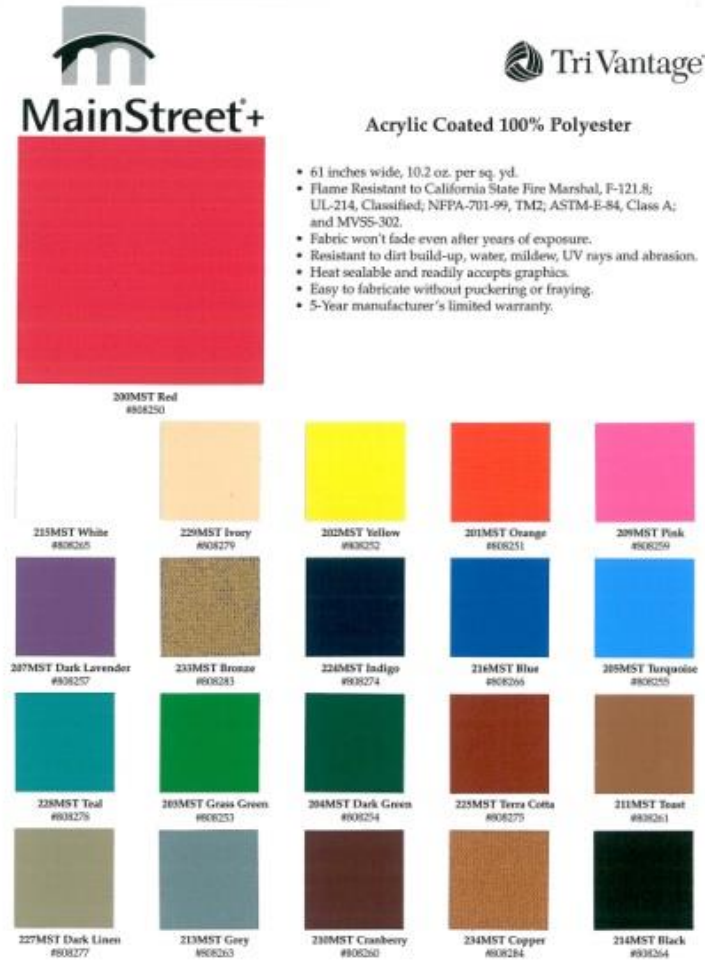
Awning Samples

Awning Fabric Must Be:

- Flame Retardant
- Fire Resistant

Sample Companies:

- Tri Vantage:
- Sunbrella
- Starfire
- Main Street
- Weblon Coastline Plus

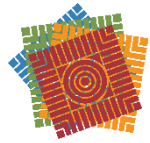


Main Street® is a registered trademark of Glen Raven, Inc.
Colors are representative only. Small variations in shade should be anticipated and are within commercial tolerances.

Sample Companies:

- Downtown Paint Store
- Sherwin Williams
- Benjamin Moore
- Valspar (Lowe's)
- Behr's (Home Depot)

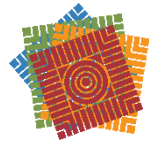




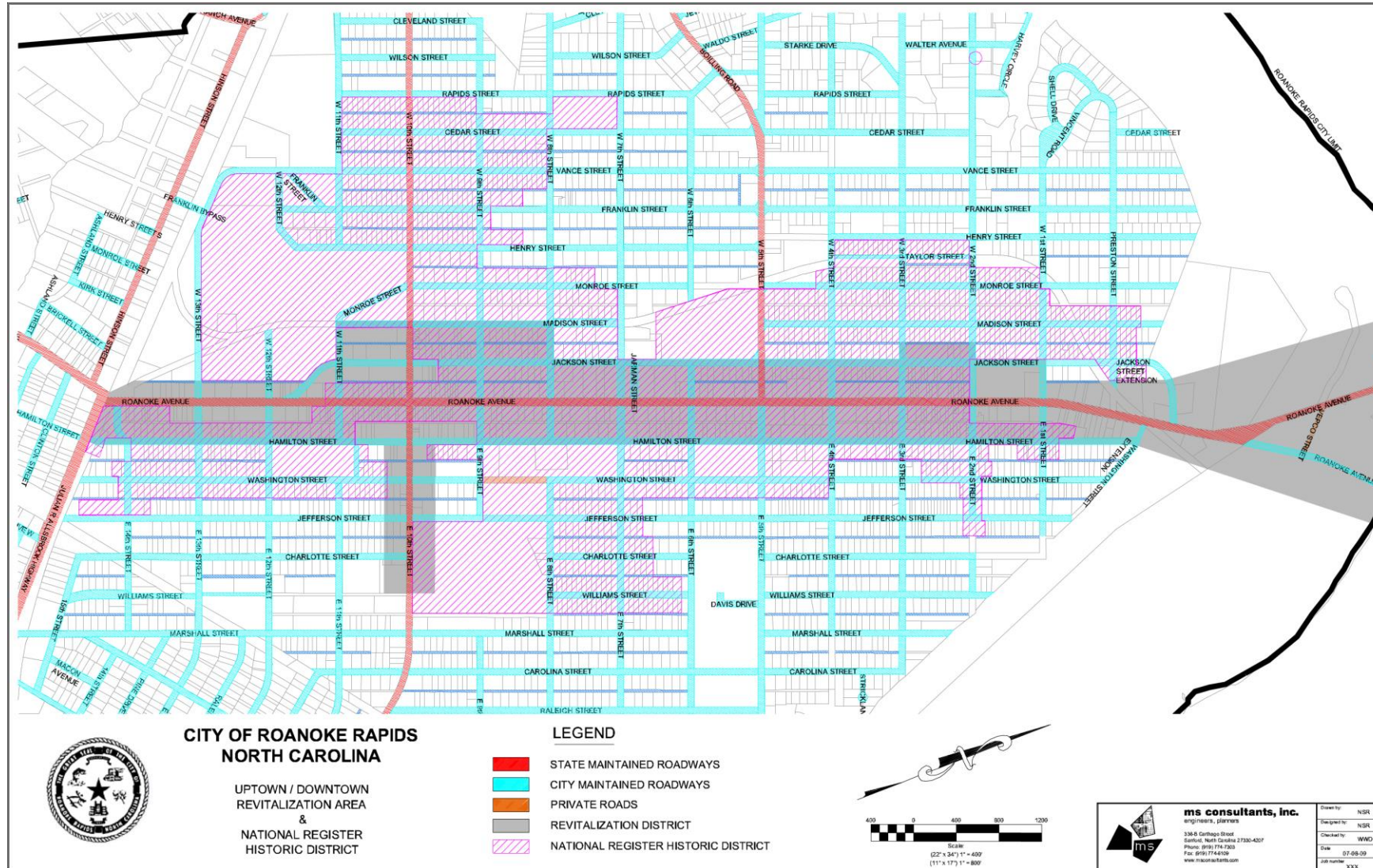
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Building and Event Management





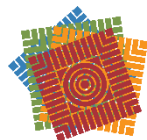
North Carolina MAIN STREET Maps



Sanborn Fire Insurance Maps – <http://www2.lib.unc.edu/dc/ncmaps/sanborn.html>



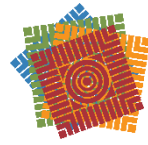
Websites



WEBSITE NC Main Street and Planning	WEBSITE NC Department of Commerce	WEBSITE National Main Street Center	WEBSITE State Historic Preservation Office
www.ncmainstreetandplanning.com/	www.nccommerce.com/about-us/divisions-programs/rural-economic-development/nc-main-street-rural-planning-center	https://www.mainstreet.org/home	https://www.ncdcr.gov/about/history/division-historical-resources/nc-state-historic-preservation-office
Training and Resources	• Agreement - Annual Agreement	• The Approach	• National Register
• Organization Committee	• Agreement - Licensing Trademark	• Main Street Institute	• Surveys
• Economic Vitality Committee	• Assessment Survey	• Resources	• Services
• Design Committee	• Design Services	• Member Area	• GIS Maps
• Promotion Resources	• Nominations - Award Submission	• The Point	• The Secretary of Interior's Standards Explained
• Organization Resources	• Nominations - Champion Submission	• Membership	• Staff Assignment Map
• Conference Info.	• Statistics	• Contacts	• Contacts
• Training RSVP	• Contacts		
• Awards			
• Contacts			



Main Street Successes



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Success Stories



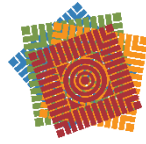
Elkin – The Reeves Theater





Mount Airy – The Whittling Wall



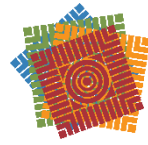


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Success Stories



Sanford – The Mural Program



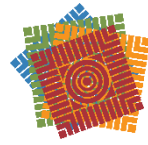
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Success Stories



Wilson – The Whirligig Park





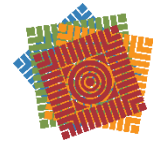
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Success Stories



Goldsboro – Streetscape Project





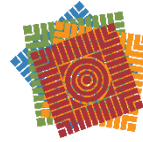
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Success Stories



Brevard – D.D. Bullwinkel's





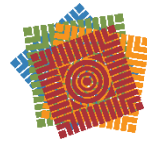
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Success Stories



Concord – City Hall





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Success Stories



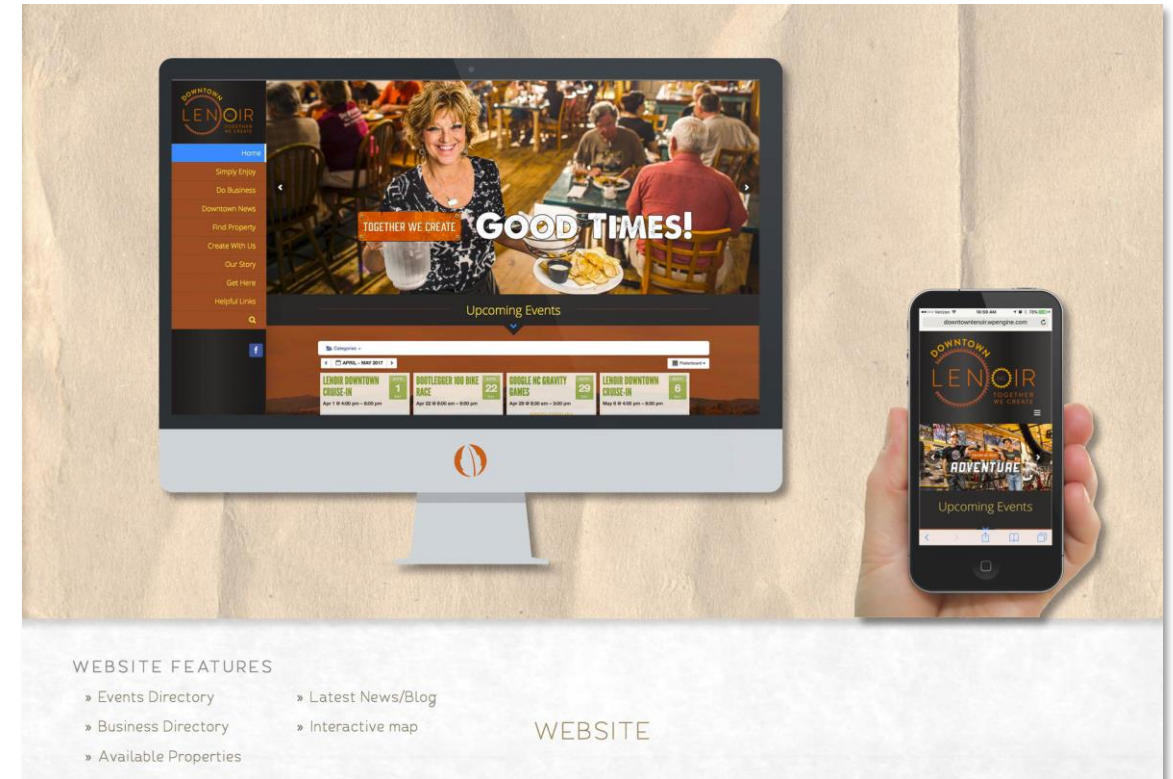
Morganton – Food Matters Market

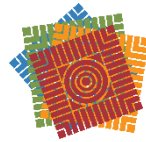


Success Stories



Lenoir – Image Building Campaign





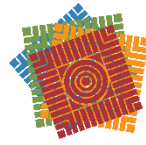
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Success Stories



Garner – Full Bloom Coffee Shop and Roasters





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Success Stories



Goldsboro – Downtown Pharmacy



