



*Downtown Associate Community Program:
A Program of the NC Main Street Center*

North Carolina Department of Commerce,
Rural Economic Development

2015-2016



Overview of the Downtown Associate Program & What it Means for YOUR Community



- ❖ Based on the Main Street Program®
- ❖ New Initiative of the North Carolina Department of Commerce, NC Main Street Center, Office of Urban Development
- ❖ Providing Communities with the **Organizational Foundation** necessary for long-term Downtown Economic Development success
- ❖ Path to move into NC Main Street Designation



Main Street



National Main Street Center

a subsidiary of the
National Trust for Historic Preservation

- Created by the National Trust for Historic Preservation, a national non-profit
- 1980, the National Main Street Center was created, 6 states and 30 communities selected, North Carolina was one of the first six selected
- Today, 46 states and over 1100 communities have programs

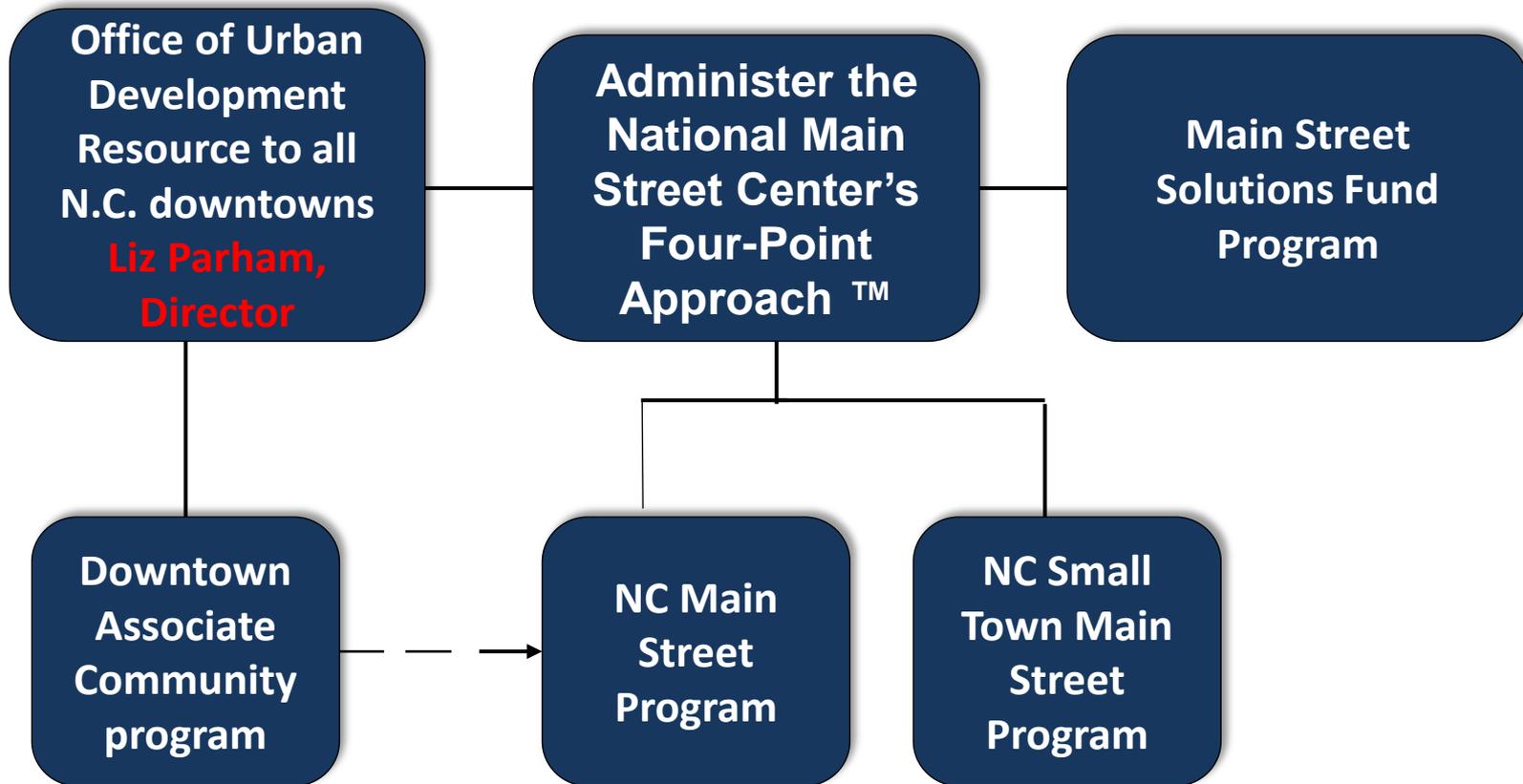


Main Street is Economic Development within the context of Historic Preservation



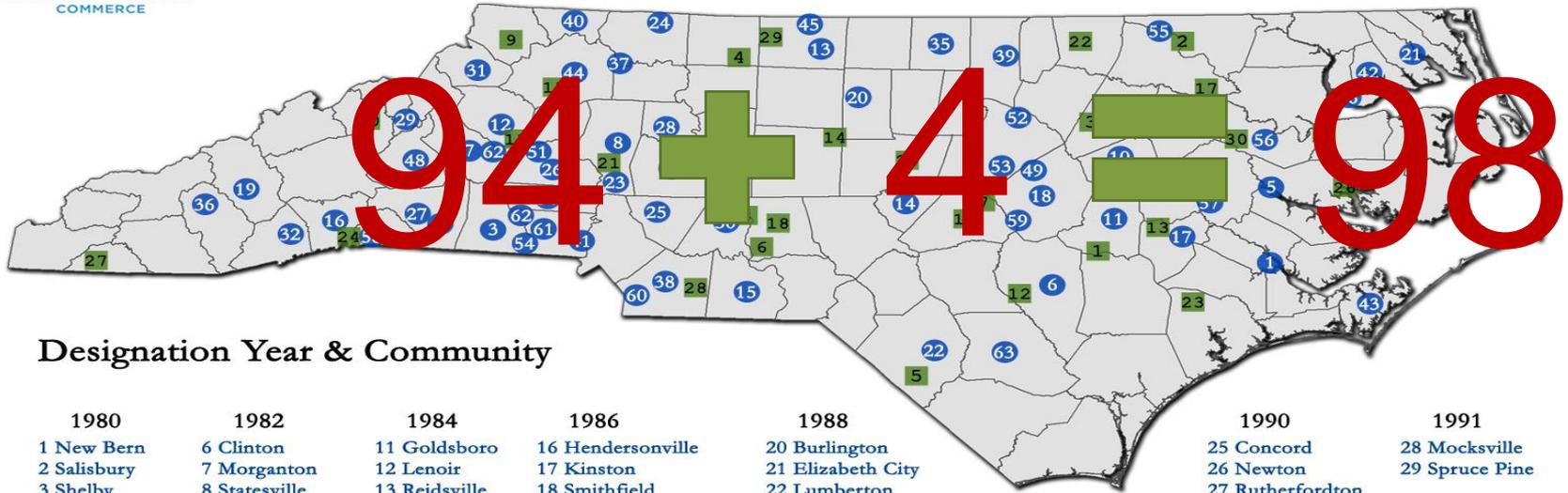
“Many people think about economic development in terms of manufacturing, so let’s look at that. Across America for every million dollars of production, the average manufacturing firm creates 23.9 jobs. A million dollars spent in new construction generates 30.6 jobs. But that same million dollars in the rehabilitation of an historic building? 35.4 jobs,” Don Rypkema, PlaceEconomics

N.C. Department of Commerce
NC Main Street Center





North Carolina Main Street and Small Town Main Street Communities



Designation Year & Community

1980	1982	1984	1986	1988	1990	1991	
1 New Bern 2 Salisbury 3 Shelby 4 Tarboro 5 Washington	6 Clinton 7 Morganton 8 Statesville 9 Rocky Mount 10 Wilson	11 Goldsboro 12 Lenoir 13 Reidsville 14 Sanford 15 Wadesboro	16 Hendersonville 17 Kinston 18 Smithfield 19 Waynesville	20 Burlington 21 Elizabeth City 22 Lumberton 23 Mooresville 24 Mount Airy	25 Concord 26 Newton 27 Rutherfordton	28 Mocksville 29 Spruce Pine	
1993	1995	1998	2000	2003	2004	2006	
30 Albemarle 31 Boone 32 Brevard 33 Lexington	34 Lincolnton 35 Roxboro 36 Sylva	37 Elkin 38 Monroe 39 Oxford 40 Sparta	41 Belmont 42 Hertford 43 Morehead City 44 North Wilkesboro	45 Eden 46 Edenton 47 Forest City 48 Marion	1 Mount Olive 2 Weldon 3 Spring Hope 4 Walnut Cove	49 Clayton 50 Fuquay-Varina 51 Hickory 52 Wake Forest 53 Fairmont 54 Mount Gilead	
2007	2008	2009	2010	2011	2012	2013	2015
7 Angier 8 Badin 9 West Jefferson	10 Burnsville 11 Granite Falls 12 Roseboro	13 La Grange 14 Liberty 15 Wilkesboro	16 Plymouth 17 Scotland Neck 18 Troy	19 Lillington 20 Pittsboro 21 Troutman 22 Warrenton	23 Richlands 24 Saluda 25 Spencer	26 Belhaven 27 Hayesville 28 Marshville 29 Mayodan 30 Robersonville	31 Bessemer City (STMS from 2011-2015) 32 Cherryville (STMS from 2012-2015) 33 Elizabethtown (STMS from 2012-2015) 34 Valdese (STMS from 2013-2015) 35 Williamston (STMS from 2003-2015) 36 Ayden (STMS from 2006-2015) 37 Tryon (STMS from 2007-2015) 38 Benson (STMS from 2008-2015) 39 Waxhaw (STMS from 2009-2015)

● Main Street Community ■ Small Town Main Street Community

NC & Small Town NC Main Street Economic Impact Fiscal Year 2014-2015

NC Main Street 2014-2015 Net Gain		Small Town Main Street 2014-2015 Net Gain	
282	Façade Improvements	62	Façade Improvements
215	Building Renovations	67	Building Renovations
358	Full & Part-time Jobs	304	Full & Part-time Jobs (58% increase)
228	Businesses	63	Businesses
82	Business Expansions	34	Business Expansions
123	Public Improvement Projects	53	Public Improvement Projects
\$120,335,068	Public and private investment (an increase of \$31.5 million over 2013-'14)	\$11.2	Public and private investment
74,188	Volunteer Hours VA \$1.5 billion in time	48,584	Volunteer Hours VA \$1 million in time

Surpassed \$2.3 Billion in public/private investment in their downtown districts in both NC Main Street and Small Town Main Street programs since 1981 for NCMS & 2003 for STMS (when the STMS program began.)



Impact of the Main Street Program on N.C. Downtowns

Since inception of the NC Main Street Program in 1980-1981 Main Street Communities experienced the following in their downtown districts:

NCMS 1980-1981 Inception		STMS 2003-20014 Inception	
5045	Façade Improvements	525	Façade Improvements
4,987	Building Renovations	518	Building Renovations
18,196	Full & Part-time jobs	1,677	Full & Part-time jobs
4,664	Businesses	587	Businesses
1,789	Business Expansions	163	Business Expansions
599	Public Improvement Projects	53	Public Improvement Projects
\$2,250,657,215	Public and Private Investment	\$111,435,170	Public and Private Investment
385,109	Volunteer Hours (tracked since 2010-'11)	66,020	Volunteer Hours (tracked since 2010-'11)

Nationally, Main Street communities have had more than \$61.7 billion of new public and private investment in their downtowns.



Main Street Four Point Approach®



Main Street Four Point Approach®

Promotion: *Selling a positive Image of downtown based on authentic, creative assets of the community.*

3 Basic Areas of Focus

- Image Building Campaigns
- Retail Promotion
- Special Event Development

1. Authentic



2. Creative



3. Market Driven



PROMOTION SNAPSHOT

IMAGE CAMPAIGNS

Downtown Branding

Communication

Social Media

Website

Logos/
Taglines/
Slogans

RETAIL PROMOTION

Activities to Generate Cash Register Sales

Joint Advertising

Sidewalk Sales/
Retail Events

Marketing/
Education

SPECIAL EVENTS

Community Events/
Seasonal Events

Holiday Activities



Main Street Four Point Approach®

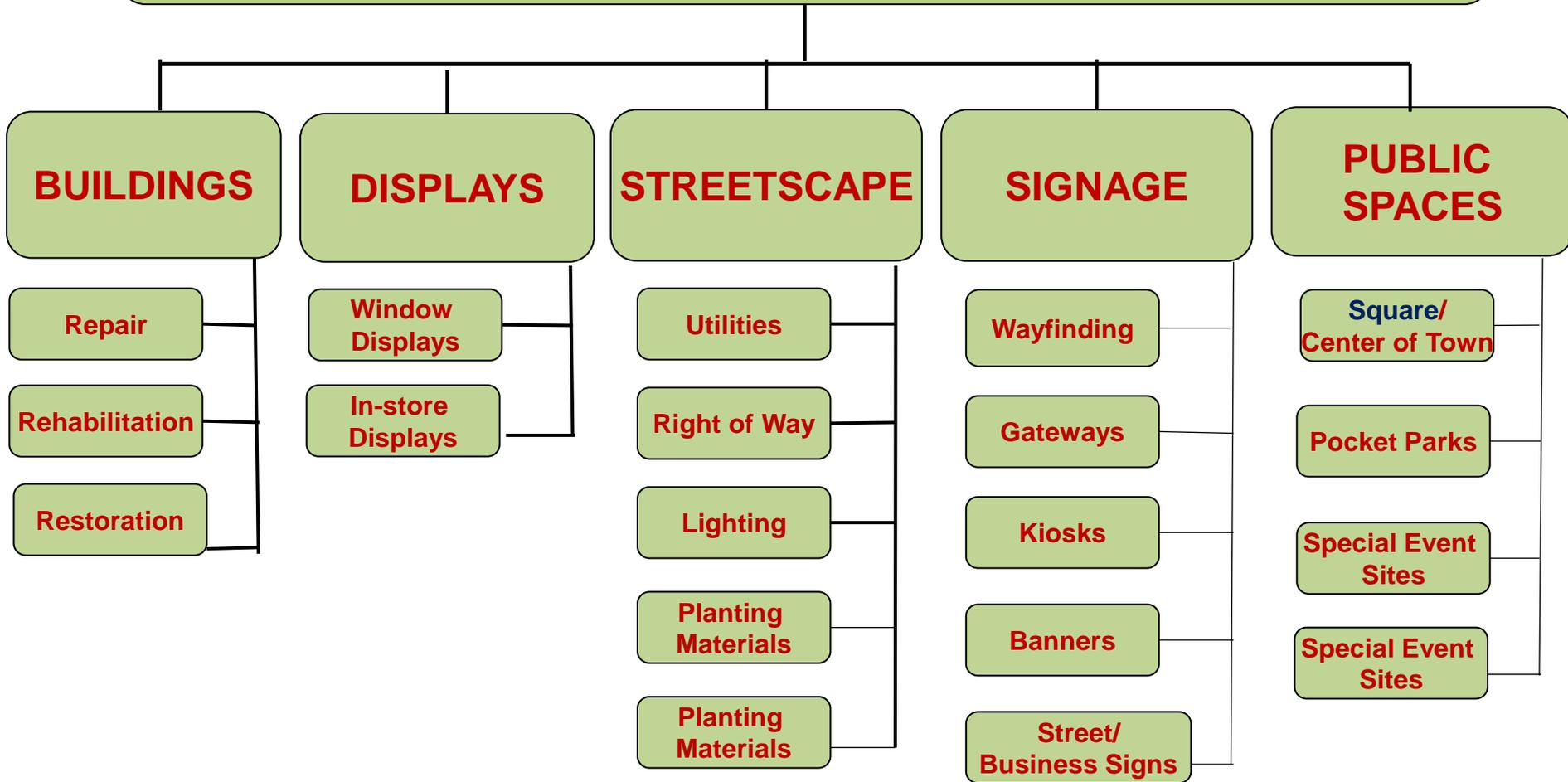
Design: *Improving the physical aspects of downtown.*

5 Basic Areas of Focus:

- Buildings
- Displays
- Streetscapes
- Signage
- Public Spaces



DESIGN SNAPSHOT



Economic Restructuring

•5 Basic Areas of Focus

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



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



ECONOMIC RESTRUCTURING SNAPSHOT

ECONOMIC CONDITIONS

Baseline Data

Inventory Data

Surveys

Market Analysis

EXISTING BUSINESSES

Educate

Promotion

Design

NEW USES

Vision

Zoning & Ordinances

Mixed Use

Investor Consultation

FINANCIAL INCENTIVES & CAPITAL

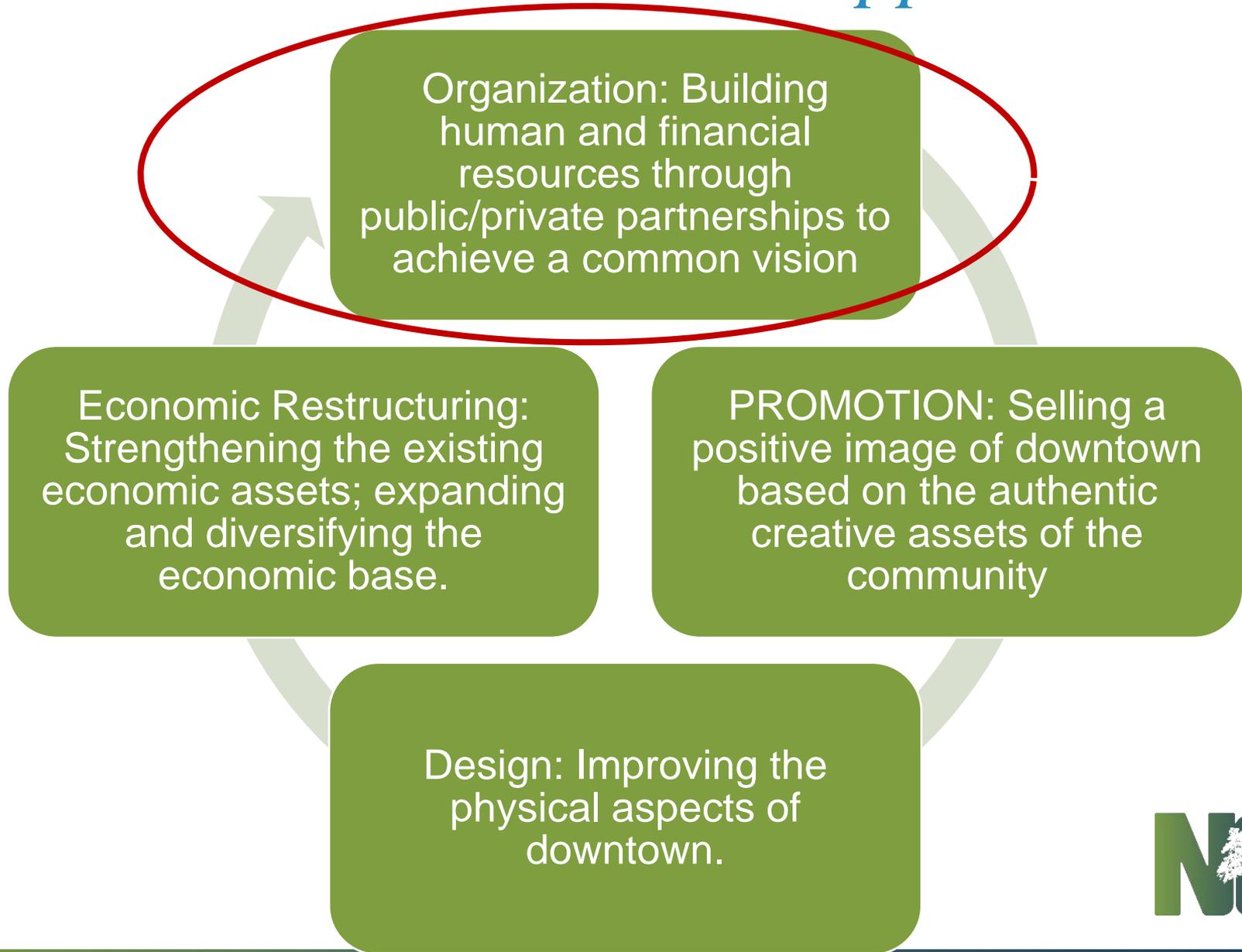
Incentives & Investment

MONITOR PERFORM.

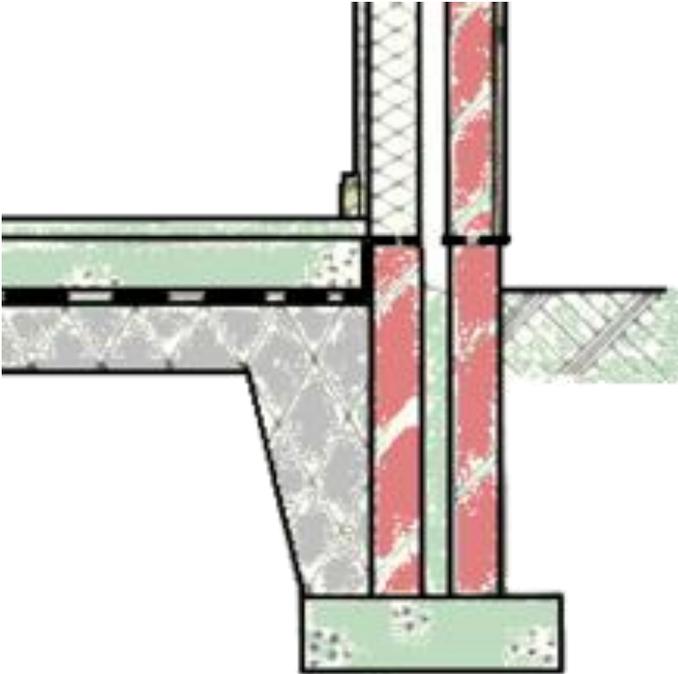
Baseline Data

Statistics

Main Street Four Point Approach®



Organization Begins with a Solid Foundation



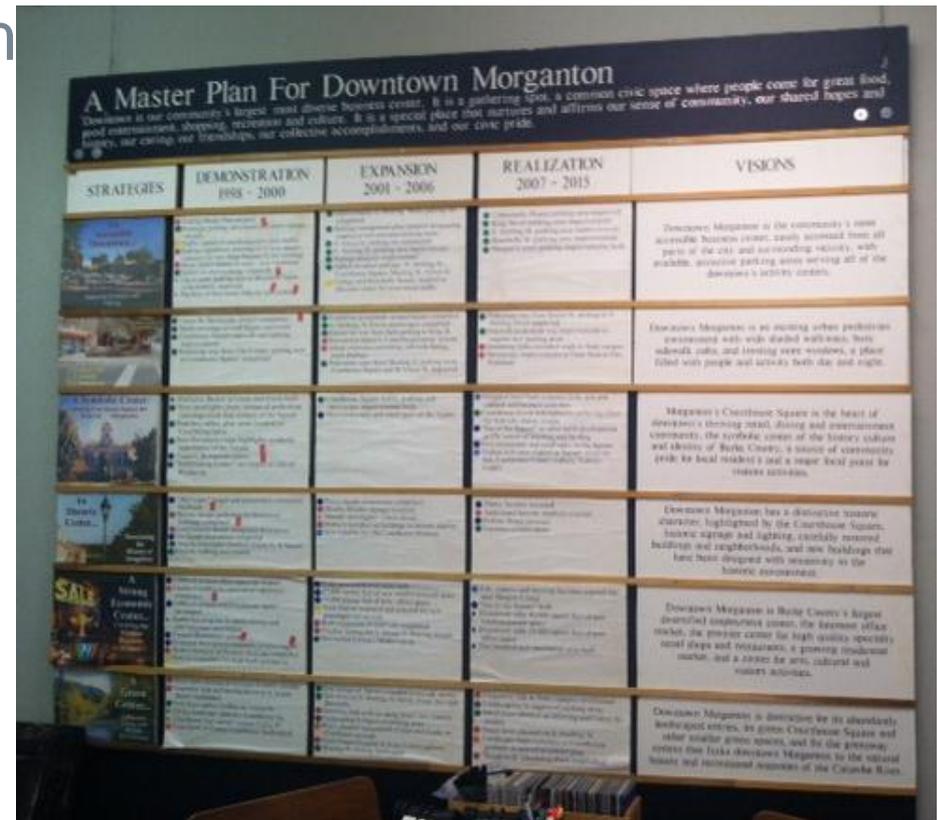
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Organization

3 Basic Areas of Focus

- Plan for Downtown's Success
- Manage the Main Street Program
- Promote the Program



Organization

Plan for Downtown's Success

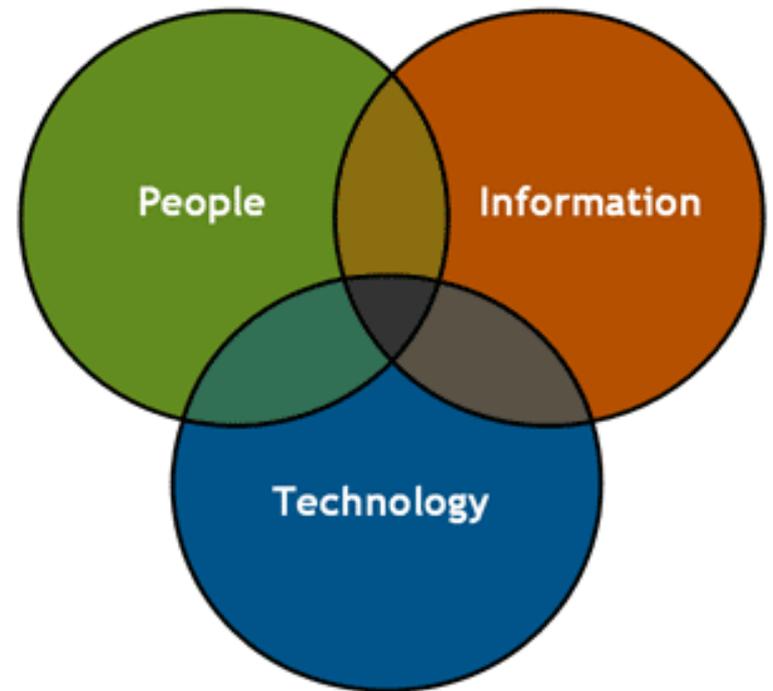
- Economic Drivers
- Vision
- Mission
- Plan of Work
- Identifying Stakeholders
- Budget



Organization

Manage the Main Street Program

- Organization Structure & Partnerships
- Staff & Volunteer Management & Development
- Financial Management & Development



Organization

Promote the Program

- Tell The Story
 - Visually
 - Numerically
 - Aurally
- Use a Mix of Tools
 - Press Releases
 - Annual Meetings
 - Speakers Bureau

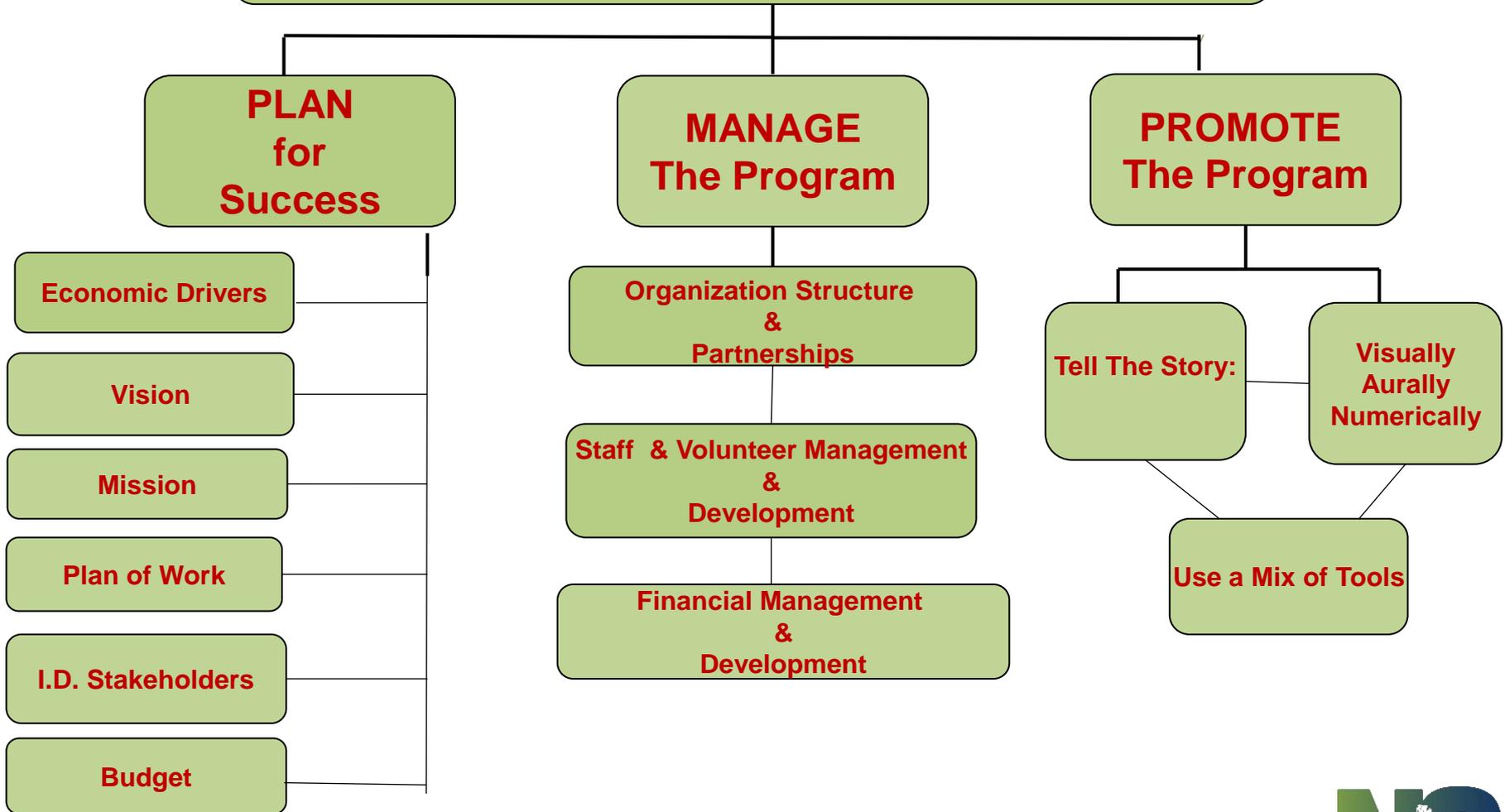
The Downtown Development Association of Lincolnton Inc.

Talking Points for September

1. The **final First Federal Alive After Five Summer Concert** featuring Atlantic Groove sponsored by Watson Insurance
2. **Strange Change Exchange at the Apple Festival:** DDA will provide festival goers with \$2 bills and \$1 coins in exchange for their 'regular' money to communicate the importance of shopping at **Locally Owned Independent Businesses** (aka Mom & Pops) “\$2 Bills and \$1Coins: The New Symbols of Going Local”
3. Lincolnton is again close to the **90% Occupancy** mark thanks to a number of new businesses that have opened recently: Custom Creations Scrapbooking; Overnight Bail-bonding; Experteez and Rainbow Vacuum Sales and Service. And two more new business announcements will be made soon!
4. **Vital Stats:** Lincolnton surpassed a major re-investment milestone this year. Over \$25 million has been reinvested in the downtown area since Lincolnton became a NC Main Street Community.



ORGANIZATION SNAPSHOT



Benefits of the Downtown Associate Community Program

- Partnership
- Training
- Technical Assistance
- Network

All leading to creating a **solid, sustainable program**.



Partnership

- Selected Downtown Associate Community Programs become partners with the North Carolina Department of Commerce, NC Main Street Center and the Office of Urban Development
 - ❑ NC Main Street Program is long-term
 - ❑ Proven positive impact on investment and job creation
- Downtown Associate Communities selected through a competitive process and are limited in number therefore:
 - ❑ Receive Focused and Personal Attention from the NC Main Street Staff
- During the first three years of a local Downtown Associate Community Program the State of North Carolina invests:
 - ❑ Approximately \$50,000 in on-site visits, training and technical assistance
- After the initial start-up phase the community
 - ❑ May be eligible to move up to the Main Street program for continued assistance



Training

- Downtown Associate Communities are eligible to attend and participate in the *Main Street Conference, Main Street Basic Training, Board and Committee Training, Main Street Managers' Meetings and Regional Meetings*



Technical Assistance

- NC Main Street Staff *guides* selected Downtown Associate Communities *through an organizational development process and helps to create*
 - ❑ **A Sustainable Organizational Structure to Implement**
 - ❑ A Downtown Vision
 - ❑ Develop Economic Development Strategies and
 - ❑ Produce Action Plan
- The NC Main Street staff *guides participating communities through volunteer development*
- The NC Main Street staff *provides guidance and support to communities on ways to find and develop financial resources*
- The NC Main Street **staff has extensive experience** in organizational development and nonprofit management, architecture, landscape architecture, historic preservation, building rehabilitation, investment tax credits, incentive programs, tourism development, marketing, image, and special event development, communications, and a range of other pertinent areas.
- The NC Main Street *staff is among the nation's leading authorities on downtown development* with collectively more than *98 years of experience* helping North Carolina towns with revitalization challenges.



Network



- Downtown Associate Communities are able to participate in a *special network* of Main Street cities statewide and nationally *to learn best practices, techniques and strategies for downtown development.*

Requirements & Responsibilities

1. **Participate in all services** provided by the NC Main Street Center
2. Designate a Downtown Associate Community Coordinator
3. Obtain nonprofit designation OR be designated under the local municipal government structure.
4. Establish broad-based support for the commercial district revitalization process, with strong support from both the public and private sectors.
5. Establish and maintain and active Board of Directors and Committees using the Main street 4-Point Approach® and develop a comprehensive Main Street style Work Plan.
6. Establish an annual work plan/planning process for downtown.
7. Adopt and exhibit a Historic Preservation Ethic and design management program
8. Demonstrate and established vision for downtown and a mission that defines the role of the organization that will manage the downtown initiative.
9. Downtown Associate Program Coordinator attend Main Street Basic Training and all required meetings and trainings including Annual Conference.
10. Fund the program for full-operation based on the adopted work plan.
11. Submit Annual Statistical data, Budget & Salary information and Program Assessment reports as requested to the NCMS Center.



Requirements & Responsibilities

12. Maintain an annual membership with the National Main Street Center
13. Reimbursement of travel expenses at the IRS state rate plus meals at the state per diem rate and lodging.
14. **Must meet the requirements of the NC Main Street program by the end of year 3 in order to move to full NC Main Street designation.**

But.....



*ROME WASN'T BUILT IN A DAY.....
OR Your Downtown*



Today's Takeaways

1. The Downtown Associate Community Program will **focus on establishing a sustainable program.**
2. The NC Main Street Staff is **guiding you in creating a PROGRAM not a PROJECT.** Program is ongoing. Project implies a beginning and an end.
3. The NC Main Street Staff will **guide** and **facilitate** you towards establishing a sustainable organizational foundation: **you cannot move forward, succeed or be sustainable without a solid foundation.**
4. The Downtown Associate Community Program is a **Pathway toward NC Main Street Designation** and the **services and benefits of being a Designated Main Street Program.**

