

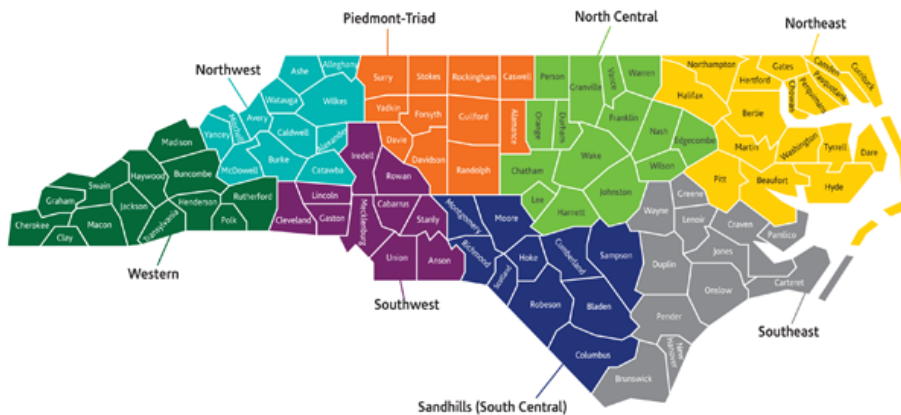


The NC Main Street & Rural Planning Center works in regions, counties, cities, towns, downtown districts, and in designated North Carolina Main Street communities, to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business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

Who We Are

The NC Main Street & Rural Planning Center (MS&RP Center) is part of the NC Department of Commerce, the state’s lead agency for workforce, community, and economic development. In this capacity, the MS&RP Center provides downtown revitalization and planning assistance to communities across the state primarily in the area of economic development planning. The MS&RP Center has offices throughout the state, in the West (Asheville and Sylva), Northwest (North Wilkesboro), the Piedmont (Winston-Salem), Southwest (Albemarle), North Central (Raleigh and Clayton), South Central (Fayetteville), and the East (Greenville, Jacksonville, and Wilmington). Recognizing that economic prosperity is the number one priority in most communities, our experienced staff partners with community leaders to add value to their economic development efforts through a variety of services and assistance.

- Strategic Economic Development Planning
- Implementation Services
- Local and Regional Market Analysis
- Small Area Planning for High Impact Areas
- GIS and Custom Mapping
- Administer the Main Street America™ Program in NC
- Main Street Solutions Fund Grant Program
- Downtown Design Services
- Economic Development in the Context of Historic Preservation



TO LEARN MORE ABOUT THIS PROGRAM, CONTACT:

Liz Parham, Director NC Main Street & Rural Planning Center

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Main Street Program

The NC Main Street & Rural Planning Center (MS&RP Center) is licensed by the National Main Street Center and charged by the North Carolina Department of Commerce to administer the Main Street program throughout the state. There are three downtown revitalization programs that are offered through the MS&RP Center: the Main Street program, that began in 1980; the Small Town Main Street program, that began in 2003; and the Downtown Associate Community program, that began in 2015. They all follow the National Main Street Center's Main Street America™ program that helps communities create transformation strategies and organize downtown revitalization initiatives around the Main Street Four Points for downtown revitalization: Economic Vitality, Design, Promotion, and Organization.

Services and Assistance Provided

Strategic Planning and Technical Assistance

- Assistance in creating local economic development strategies
- Identification of short term economic development opportunities, including economic development within the context of historic preservation, property redevelopment, and small business development
- Market analysis and community survey work
- Facilitation for action planning, goal setting, consensus building, retreats, stakeholder input meetings, etc.
- Downtown design services in partnership with the UNC Greensboro Department of Interior Architecture
- Statistical data collection and analysis

Program Guidance

- Local community Main Street program assessment
- Best practices guidance and consultation to local communities in managing and operating their downtown revitalization initiatives based on the Main Street program

Education and Training

- Coordination of statewide training sessions including the annual NC Main Street Conference, Main Street Basic Training, Regional Meetings, and Main Street Directors Meetings
- Main Street training for local program board members and volunteers

TO LEARN MORE ABOUT THESE SERVICES, CONTACT:

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