



ORGANIZATION

Involves Creating a Strong Foundation For a Sustainable Revitalization Effort, Including Cultivating Partnerships, Community Involvement, and Resources for the District

Downtown Associate Community Program Benefits

- ◆ **Partnership with the NC Main Street and Rural Planning Center:**
 - ◇ North Carolina cities are selected through a competitive process to participate in the DAC program therefore;
 - ◇ Selected communities become partners with the North Carolina Department of Commerce, Rural Economic Development Division, and the NC Main Street & Rural Planning Center in a long-term economic development effort that has a proven positive impact on investment and job creation.
 - ◇ Downtown Associate Community programs (DAC) are limited in number and therefore receive focused and personal attention from the Center's staff.
 - ◇ Investment: The State of North Carolina invests approximately \$50,000 in on-site visits, training and technical assistance within the first three years of participation in a local DAC program. After the initial start-up phase, the community may be eligible to move up to the Main Street program for continued assistance.
- ◆ **Training:**
 - ◇ Selected communities are eligible to attend and participate in the NC Main Street Conference, Main Street Basic Training, Board and Committee Training, Main Street Orientation, Main Street Managers' Meetings and Bi-Annual Regional Meetings. Often the staff brings in nationally renowned speakers and statewide leaders in the field for the NC Main Street conference, annual directors meeting and basic training.
- ◆ **Technical Assistance:**
 - ◇ The North Carolina Main Street and Rural Planning Center's staff guides selected communities, based on best practices, through the following:
 - ◇ Development of a complete property and business inventory
 - ◇ Identifying community assets
 - ◇ Identifying economic drivers
 - ◇ Stakeholder and Partner identification
 - ◇ Strength, Weaknesses, Opportunities and Threats
 - ◇ Vision Forum that leads to a carefully written five-year vision statement and typically 1-4 economic development strategies
 - ◇ Downtown implementation plan, based on the vision and economic development strategies and implemented through the Main Street Four Point Approach®
 - ◇ Creation of an organizational structure to implement the plan
 - ◇ Volunteer development
 - ◇ Guidance and resources on ways to find and develop financial resources
 - ◇ Bimonthly direction and instruction on the tasks required for program progression
 - ◇ Bimonthly and annual Review and Assessment based on the program checklist
 - ◇ Review and assistance with any existing projects and programs
- ◆ **Extensive experience:** The North Carolina Main Street Staff has collectively 80 years of Main Street experience including two staff who have undergone the National Main Street Center's intensive certification program. The NC Main Street Staff is considered among the nation's leading downtown development authorities. Collectively, the NC Main Street & Rural Planning Center staff has extensive experience in organizational development and nonprofit management, architecture, historic preservation, planning, building rehabilitation, investment tax credits, incentive programs, marketing, image and special event development. Also in communications and a range of other pertinent areas.
- ◆ The NC Main Street & Rural Planning Center's staff conducts an annual program assessment and a collection of statistical data for review and analysis.
- ◆ **Network:**
 - ◇ Participating DAC programs can take advantage of and participate in a special network of Main Street cities statewide from which they learn best practices, techniques and strategies for downtown development, and share and receive information through our Main Street listserv.