

sync[®] NEWS & OPPORTUNITIES FROM N.C. COMMERCE



Three Towns Earn 'Main Street Community' Status

The North Carolina Main Street and Rural Planning Center has selected **Asheboro, Dunn and Henderson** as the latest "North Carolina Main Street Communities," a designation that municipalities earn after meeting rigorous national downtown development criteria. The designation became effective July 31, 2020.

"We congratulate Asheboro, Dunn and Henderson on joining the ranks of our state's Main Street Communities," said **North Carolina Commerce Secretary Anthony M. Copeland**. "This designation is a testament to the hard work of community leaders in Asheboro, Dunn and Henderson. They have fully committed to improving the economic well-being of their towns through the North Carolina Main Street program, and their work serves to inspire other communities considering downtown revitalization."

Asheboro, Dunn, and Henderson graduated from the Main Street and Rural Planning Center's Downtown Associate Community program, which supports sustainable economic revitalization through strategic planning and organizational development.

"These three communities will now have access to one of the largest resource networks for downtown revitalization in the United States," said **Liz Parham, director of the North Carolina Main Street & Rural Planning Center**. "Their status as Main Street Communities will bring them new opportunities for growth and development."

Since 1980, North Carolina Main Street program model has leveraged more than \$3.25 billion in public and private investment, generated 27,094 net new jobs and 6,503 net new

Governor Cooper Announces \$194 Million for Water and Sewer System Improvements

Governor Roy Cooper announced on July 23 that \$194 million in loans and grants will help pay for 54 drinking water and wastewater projects across the state.

The project funding was approved July 8 by the State Water Infrastructure Authority. The authority is an independent body with primary responsibility for awarding federal and state funding for water and wastewater infrastructure projects. Other responsibilities include developing a state water infrastructure master plan, recommending ways to maximize the use of available loan and grant funding resources, and examining best and emerging practices.

"North Carolina's communities need strong, resilient water infrastructure to support economic development," said **Governor Cooper**. "This funding provides water and wastewater improvements essential for clean water, public health and a brighter economic future."

Notable projects in the latest funding round include:

- **Everetts in Martin County** will receive \$609,800 from the Clean Water State Revolving Fund, with principal forgiveness, for sewer rehabilitation as part of its merger with Robersonville. The town previously received a Merger/Regionalization Feasibility grant from the Division of Water Infrastructure, and through this current project, moves closer to viability.
- **Rockingham County** will receive \$1.79 million through the Drinking Water State Revolving Fund for the Hogan's Creek Water Booster Pump Station Relocation and Flood Protection project. This project will relocate a booster pumping station out of a flood plain to remove the risk of flooding.
- **Ellerbe in Richmond County** will receive \$2,097,000 in combined funding through a Wastewater State Reserve grant and loan and a Clean

businesses, and rehabilitated more than 6,672 buildings. There are 67 designated Main Street communities in North Carolina.

The N.C. Main Street & Rural Planning Center at the Department of Commerce works with communities on the development of economic development strategies that will transform downtowns through implementation plans based on the Four-Point Approach®, a methodology for downtown revitalization developed by the National Main Street Center®, a subsidiary of the National Trust for Historic Preservation. A program of the National Main Street Center®, Main Street America® has helped revitalize older and historic commercial districts for more than 40 years. Its national network now extends to over 1,600 neighborhoods and communities.

The North Carolina Main Street and Rural Planning Center works in regions, counties, cities, towns, downtown districts and in designated North Carolina Main Street communities to inspire placemaking through asset-based economic development strategies that achieve measurable results such as investment, business growth and jobs. For more information about the N.C. Main Street & Rural Planning Center programming, visit the N.C. Main Street webpage

New Job Retention Grant Program Will Start Accepting Applications Soon

A new grant program will soon be available that could help certain businesses or non-profit organization impacted by the COVID-19 coronavirus pandemic.

The new Job Retention Grant (JRG) Program is part of House Bill 1023, which **Governor Roy Cooper** signed into law July 1. The JRG program utilizes the Coronavirus Relief Fund to provide economic relief to North Carolina businesses and nonprofits negatively impacted by the public health emergency.

The maximum grant amount may be up to two months of the eligible entity's average monthly payroll costs from 2019 plus an additional 25% of that amount. The grant amount may not exceed \$250,000.

The total of all funds granted under the Job Retention Grant Program may not exceed \$15 million. If the total amount of grants requested by qualified applicants exceeds the maximum amount of funds available, each grant award will be reduced on a proportionate basis. [Review the eligibility requirements for the JRG program at the Commerce website.](#)

To receive an alert when the online application form becomes available, [send an email to the editor.](#)

Water State Revolving fund loan, with principal forgiveness, for rehabilitation of its sewer system.

- **Rocky Point Topsail Water and Sewer District in Pender County** will receive \$20 million in funding through the Drinking Water State Revolving Fund/Additional Supplemental Appropriations for Disaster Relief Act, 2019 for its Reverse Osmosis Water Treatment Plant and associated improvements. This project will construct a new water treatment plant in the hydraulically isolated eastern side of the system and install additional waterline to increase connectivity to other areas of the system.

More information along with a complete list of all projects funded statewide by town and/or county [is available online.](#)

N.C. in the News

- [Exclusive: Here's when North Carolina's first offshore wind farm could be operational](#) (*Triangle Business Journal* - August 4)
 - [Here's how NC Biotech Center invested nearly \\$2M in state's life science sector](#) (*WRAL Techwire* - August 4)
 - [Fayetteville's Metropolitan Statistical Area Expands to Include Harnett County](#) (*U.S. Office of Management and Budget (OMB) via the Fayetteville Cumberland County Economic Development Corporation* - July 28)
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About Us

SYNC is North Carolina Commerce's electronic newsletter for local government officials, private-sector allies, state policy makers, and other economic development leaders. We offer unfiltered details about new economic development projects and events, useful news about your peers, and opportunities to synchronize with statewide programs and tools in order to advance economic development in your community. [Send your story ideas to the editor.](#)

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