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Town of Troy Earns ‘Main Street Community’ Status *Montgomery County municipality graduates from Small Town Main Street Program*

Raleigh, N.C. – The Town of Troy recently joined the ranks of ‘North Carolina Main Street Communities,’ a designation municipalities earn by demonstrating a series of commitments to restore economic vitality to historic downtown districts. The designation was announced today by the North Carolina Main Street & Rural Planning Center, a unit of the North Carolina Department of Commerce.

“Downtown districts are vital engines of economic growth, especially in our smaller and midsize towns,” said North Carolina Commerce Secretary John E. Skvarla, III. “We congratulate the community leaders in Troy who have made this important commitment to improve the economic well-being of its citizens.”

Troy, which previously participated in a Main Street development program for smaller towns now joins 63 active and full-fledged Main Street communities in North Carolina. Among other commitments, the flagship Main Street communities must employ a full-time paid professional dedicated to downtown economic development, establish an active board of directors, develop a work plan for downtown development and follow the Main Street Four-Point Approach, a methodology established by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

“Troy’s new status as a Main Street community brings new opportunities for growth,” said Liz Parham, director of the North Carolina Main Street & Rural Planning Center. “Town leaders now have access to one of the largest networks of downtown revitalization professionals in the United States.”

Since 1980, The North Carolina Main Street program has generated \$2.3 billion in private and public investment. In 2015, North Carolina Main Street downtown districts generated 228 net new businesses and 358 net new jobs.



More information about the North Carolina Main Street Center and its programs is available online at ncommerce.com/MainStreet.

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