



## BUDGET AND SALARY PROFILE: MARCH 2025

### NC Main Street City Budgets for Operations and Programming Only

*The data below and the supplemental budget database show ALL designated NC Main Street programs, and then the data is broken down by quasi-public/private structures, city departments, and nonprofit management structures.*

*45 years of data show that the size of the community does not factor into budgets and salaries as much as the experience of the Main Street Director and the City and Volunteer team that is managing the Main Street Program.*

### All Designated NC Main Street Communities-- 72 cities in survey

#### Public Funds

71 receive revenue from the City gov't

12 receive revenue from the County gov't

32 receive revenue from Municipal Service District (MSD) funds

- Average MSD rate is \$0.166/\$100 valuation

63% of the Average Main Street program budget is funded from City & County General funds.

- \*Note - This percentage does not include MSD funding.

#### Private Funds

37 receive revenue from Sponsorships

41 receive revenue from Earned Income

32 receive revenue from Grants

14 receive revenue from Membership/Friends

14 receive revenue from Fundraisers

14 receive revenue from Donations

18 receive revenue from Interest

15 receive revenue from "Other sources"

Average budget: **\$314,157** – up 16.73% from 2024.

Range: **\$52,500 - \$1,603,006**

### Quasi Public/Private Designated NC Main Street Communities-- 38 cities in survey

#### Public Funds

38 receive revenue from the City gov't

4 receive revenue from the County gov't

21 receive revenue from Municipal Service District (MSD) funds

- Average MSD rate is \$0.164/\$100 valuation

63% of the Average Quasi Main Street program budget is funded from City & County General funds.

- \*Note - This percentage does not include MSD funding.

#### Private Funds

24 receive revenue from Sponsorships

25 receive revenue from Earned Income

21 receive revenue from Grants

9 receive revenue from Membership/Friends

9 receive revenue from Fundraisers

9 receive revenue from Donations

13 receive revenue from Interest

7 receive revenue from "Other sources"

Average budget: **\$331,102** – Increased by \$18.19% since 2024

Range: **\$77,510 - \$1,288,877**



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### City Designated NC Main Street Communities-- 19 cities in survey

#### Public Funds

19 receive revenue from the City gov't

5 receive revenue from the County gov't

2 receive revenue from Municipal Service District (MSD) funds

- Average MSD rate is \$0.148/\$100 valuation

83% of the Average City Main Street program budget is funded from City & County General funds.

- \*Note - This percentage does not include MSD funding.

#### Private Funds

4 receive revenue from Sponsorships

3 receive revenue from Earned Income

3 receive revenue from Grants

0 receive revenue from Membership/Friends

1 receive revenue from Fundraisers

6 receive revenue from Donations

0 receive revenue from Interest

3 receive revenue from "Other sources"

Average budget: **\$326,862** – increased by 21.36% since 2024

Range: **\$55,000 - \$1,603,006**

### Nonprofit Designated NC Main Street Communities-- 15 cities in survey

#### Public Funds

14 receive revenue from the City gov't

3 receive revenue from the County gov't

8 receive revenue from Municipal Service District (MSD) funds

- Average MSD rate is \$0.177/\$100 valuation

39% of the Average Nonprofit Main Street program budget is funded from City & County General funds.

- \*Note - This percentage does not include MSD funding.

#### Private Funds

9 receive revenue from Sponsorships

13 receive revenue from Earned Income

8 receive revenue from Grants

5 receive revenue from Membership/Friends

4 receive revenue from Fundraisers

8 receive revenue from Donations

5 receive revenue from Interest

5 receive revenue from "Other sources"

Average budget: **\$255,136** – increased by 4.79% since 2024

Range: **\$52,500 - \$551,350**

### NC Main Street Directors Salaries and Benefits

-- 72 directors in survey

Average salary: **\$68,988**

Average Years in Job – 4.0 years (Average for Quasi – 3.22years, Average for City – 4.54, Average for Nonprofits – 5.15)

Range: \$ 39,375-\$110,000\*

63 receive health insurance/benefits allowance



## **BUDGET AND SALARY PROFILE: MARCH 2025**

66 receive car allowance/mileage reimbursement  
61 receive retirement benefits/401K contributions  
63 receive paid sick leave  
64 receive paid holidays  
65 receive paid vacation leave  
36 receive comp time  
14 receive "Other Misc. Benefits"

\* Part-time salaries have been adjusted to 40 hours for comparison purposes.

### **NC Main Street Promotion Coordinators**

Promotion Coordinator (full-time) -17                      Promotion Coordinator (part-time) – 7  
Average Number of Hours per Week - 36  
Average salary: **\$47,707\***  
Salary Range: \$20,800 - \$69,434\*  
Benefits: Health insurance (8), mileage (7), retirement (9), sick leave (8), holidays (9), vacation (9), comp time (4), Misc. Other (1)

\* Part-time salaries have been adjusted for 40 hours for comparison purposes.

### **Other Staff**

Admin FT-3; PT-2  
Assistant Director FT-1  
Assistant to the Director FT-8; PT-5  
Community Development FT-1  
Intern PT-1  
Landscape PT-1  
Planner PT-2  
Promotions Support PT-1  
Secretary PT-2  
Specialist FT-1  
Other PT-1