



## Information & Staff Contacts

### **Mission:**

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.

### **Director:**

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### **Web Pages:**

- [NC Department of Commerce](#)
- [NC Department of Commerce Grants and Incentives](#)
- [NC Rural Economic Development Division](#)
- [NC Main Street & Rural Planning](#)
- [NC Main Street & Rural Planning Training](#)
- [Main Street America](#)



June 1, 2022



## NC Main Street & Special Projects

**NC Main Street** is a **Main Street America™** Coordinating Program. **Main Street America™** has helped revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities who share both a commitment to place and to building stronger communities through preservation-based economic development.

The **NC Main Street and Rural Planning Center** is charged by the **NC Department of Commerce** to facilitate downtown economic development, using the Main Street America™ **Four Point Approach**. NC Main Street staff provide strategic downtown economic development planning, technical assistance, program guidance, education and training that achieves measurable results, including investment, business development and job growth. In addition to helping communities implement the Main Street Four Point Approach, NC Main Street holds **an annual three-day conference**, open to anyone interested in downtown revitalization.

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**NC DEPARTMENT  
of COMMERCE**  
RURAL ECONOMIC  
DEVELOPMENT

June 1, 2022



## Rural Planning & Special Projects

Rural Planning staff work throughout the State of North Carolina. Eight are assigned to work in designated Prosperity Zones. Staff members work with municipalities, county governments, and other organizations in rural areas to provide strategic economic development planning, plan implementation services, technical support, and training to help them prepare for and respond to potential economic growth opportunities. Outcomes include improving quality of life and prosperity, building community capacity, and maintaining the character of rural areas.

For a full list of state resources for the eight Prosperity Zones, visit the [webpage](#).

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## Rural Planning

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