

# *NC Main Street Managers as Downtown Economic Developers Directors Meeting, August 2022*

N.C. Department of Commerce, NC Main Street & Rural Planning Center, Mike Dougherty, Downtown  
Development Specialist, NCMS & Rural Planning Center

NC Main Street Center, Sherry Adams, CBMS, Programming & Technical

# *North Carolina Main Street is Economic Development*

Since its 1980 inception, NC Main Street has produced:

7,200 new businesses

30,000 new jobs

\$4 billion in new investment

**An Impressive Economic  
Development Story!**



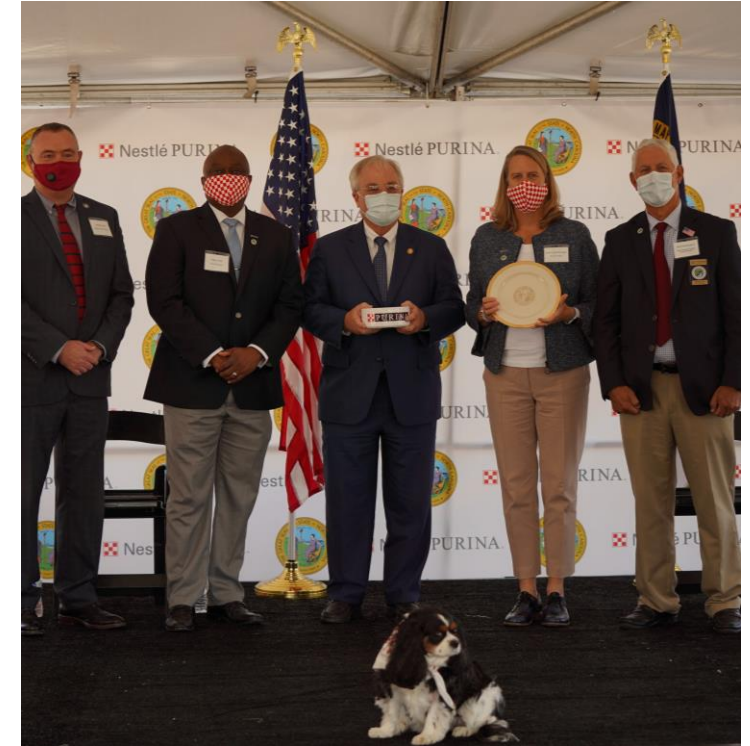




Vinfast



BEES Expansion



Nestle-Purina

*Every elected official campaigns for more jobs and hopes for industrial announcements*

## *True Story.....*

- Industry considered a community for its newest facility.
- Went to dinner with the community leaders in downtown.
- At the end of the dinner, the company owner looked around downtown.
- He saw many boarded- up buildings
- He commented to his colleague:

“We aren’t coming here!”



# *Downtown Economic Development Director*

- Downtowns are critical to industrial development.
  - Industry cannot attract talent without a vibrant, progressive downtown.
  - Few of us can remember a time when competition for talent was so fierce.



# *Area Development Magazine*

- Survey of 28 typical site selection factors for industrial development
- **Quality of Life** was a non-factor for years.

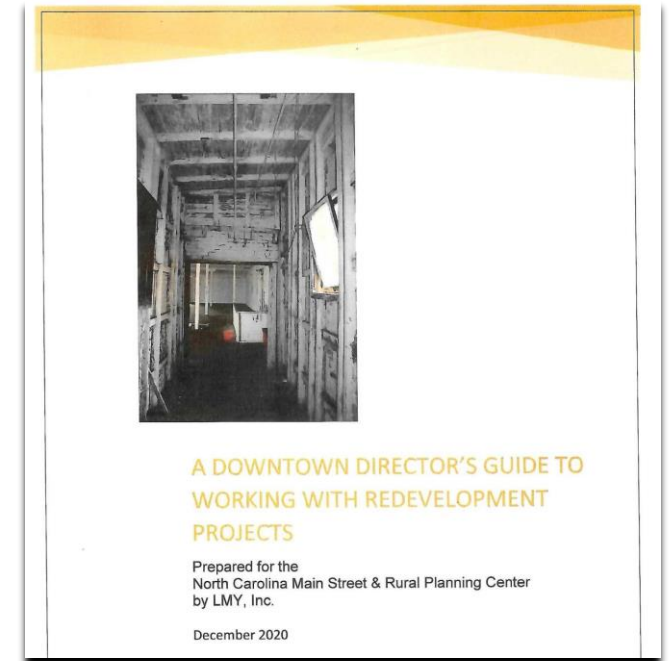
<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>Total</u>	<u>Average</u>
6	5	10	5	4	30	6

- *“Quality of life matters to every work group and age cohort”*

--Christopher Lloyd, SR. VP  
Infrastructure & Economic  
Development, McGuire Woods  
Consulting, LLC

# *Downtown/Uptown Development Board*

- Your county economic development staff should be either on your Board or invite you to theirs.
  - They need to be involved with what is happening downtown/uptown.
- You should be updating your Town/City Council about the success of your efforts on a regular basis
  - Main Street is just as important as industry and large businesses.
- Be familiar with commercial real estate terms or take a course
  - You can speak the same language as developers
  - View the 2020 *Guide for Working with Development Projects* by Diane Young for more information.
  - [https://www.ncmainstreetandplanning.com/files/ugd/a9c528\\_b1a10019eb87466c9afe8f9cca886317.pdf?index=true](https://www.ncmainstreetandplanning.com/files/ugd/a9c528_b1a10019eb87466c9afe8f9cca886317.pdf?index=true)
- Quality of Life is vital to attracting new entrepreneurs and industry
  - View Macon County, NC entrepreneurial recruitment video
    - <https://maconedc.com/videos-macon-county-edc.html>





# *Residential Development*

- According to a study by real estate advising company Robert Charles Lesser & Co., Source: New Home Source: <https://www.newhomesource.com/learn/top-community-amenities/>

- New home buyer desired amenities:

1. **Parks and green spaces**

2. **Paved trail systems for walking, jogging, biking, etc.**

- Note that in addition to the walking and biking trail amenities, the **#3** amenity that new homeowners want is:

**Main street village centers with retail services and cafes for gathering and socializing**





# *Main Street is economic development in the context of historic preservation*



- Preserving downtown buildings is a hallmark of the program.
- Historic Tax Credits are the best tool to accomplish this goal
- North Carolina (1976-2020)
  - 4,036 completed tax credit projects
  - \$3,253 billion of private investment on historic building stock
  - 91 of 100 counties have had historic tax credit restoration projects (Source: Preservation NC Annual Report)
- Familiarize yourself with historic tax credits and their use in development projects.
  - Consult with experienced historic tax credit developers.
  - View the *Leverage NC* tax credit webinars.
  - Speak to your Main Street peers about projects they have completed.

# *Economic Development Tools*

- U.S. Census Quickfacts (communities over 5,000 population)
  - Demographics
  - Education
  - Income
  - Retail Sales per capita
    - <https://www.census.gov/programs-surveys/sis/resources/data-tools/quickfacts.html>



## Table



All Topics	United States
<b>Population Estimates, July 1 2021, (V2021)</b>	<b>331,893,745</b>
<b>PEOPLE</b>	
<b>Population</b>	
<b>Population Estimates, July 1 2021, (V2021)</b>	<b>331,893,745</b>
Population estimates base, April 1, 2020, (V2021)	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.1%
Population, Census, April 1, 2020	331,449,281
Population, Census, April 1, 2010	308,745,538
<b>Age and Sex</b>	
Persons under 5 years, percent	5.7%
Persons under 18 years, percent	22.2%
Persons 65 years and over, percent	16.8%
Female persons, percent	50.5%
<b>Race and Hispanic Origin</b>	
White alone, percent	75.8%
Black or African American alone, percent (a)	13.6%
American Indian and Alaska Native alone, percent (a)	1.3%
Asian alone, percent (a)	6.1%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.3%

## QuickFacts

Shelby city, North Carolina; Cleveland County, North Carolina; North Carolina; United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

Table

All Topics	Shelby city, North Carolina	Cleveland County, North Carolina	North Carolina	United States
Population Estimates, July 1 2021, (V2021)	21,947	100,359	10,551,162	331,893,745
PEOPLE				
<b>Population</b>				
Population Estimates, July 1 2021, (V2021)	21,947	100,359	10,551,162	331,893,745
Population estimates base, April 1, 2020, (V2021)	21,883	99,519	10,439,388	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.3%	0.8%	1.1%	0.1%
Population, Census, April 1, 2020	21,918	99,519	10,439,388	331,449,281
Population, Census, April 1, 2010	20,323	98,078	9,535,483	308,745,538
<b>Age and Sex</b>				
Persons under 5 years, percent	4.4%	5.8%	5.6%	5.7%
Persons under 18 years, percent	21.2%	22.4%	21.8%	22.2%
Persons 65 years and over, percent	23.0%	18.7%	17.0%	16.8%
Female persons, percent	56.1%	51.7%	51.1%	50.5%
<b>Race and Hispanic Origin</b>				
White alone, percent	58.2%	75.4%	70.1%	75.8%
Black or African American alone, percent (a)	35.2%	21.0%	22.3%	13.6%
American Indian and Alaska Native alone, percent (a)	0.0%	0.4%	1.6%	1.3%
Asian alone, percent (a)	0.6%	1.2%	3.4%	6.1%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.6%	Z	0.1%	0.3%
Two or More Races, percent	4.3%	2.0%	2.5%	2.9%
Hispanic or Latino, percent (b)	3.1%	4.4%	10.2%	18.9%
White alone, not Hispanic or Latino, percent	56.7%	71.9%	61.9%	59.3%
<b>Population Characteristics</b>				
Veterans, 2016-2020	1,579	6,092	654,365	17,835,456
Foreign born persons, percent, 2016-2020	2.8%	2.4%	8.0%	13.5%
<b>Housing</b>				



# Shelby, NC

## Education

- Bachelor's Degree or higher

	<u>Shelby</u>	<u>Cleveland County</u>	<u>North Carolina</u>
	26.8%	19.5%	32.0%

➡ Translates into more spending power and business success

## Retail Sales and Retail Sales per Capita

- 56.5% of Cleveland County annual retail sales generated in Shelby (\$581,392 of \$1,028,390)  
(Only 21.8% of the county population)

- \$29,023 retail sales per capita compared to

	<u>Cleveland County</u>	<u>NC</u>	<u>USA</u>
	\$10,580	\$13,735	\$15,224

➡ Shelby produces almost three times the Cleveland County average, more than twice the NC average, and almost twice the USA average

Source: U.S. Census Quickfacts

# Claritas

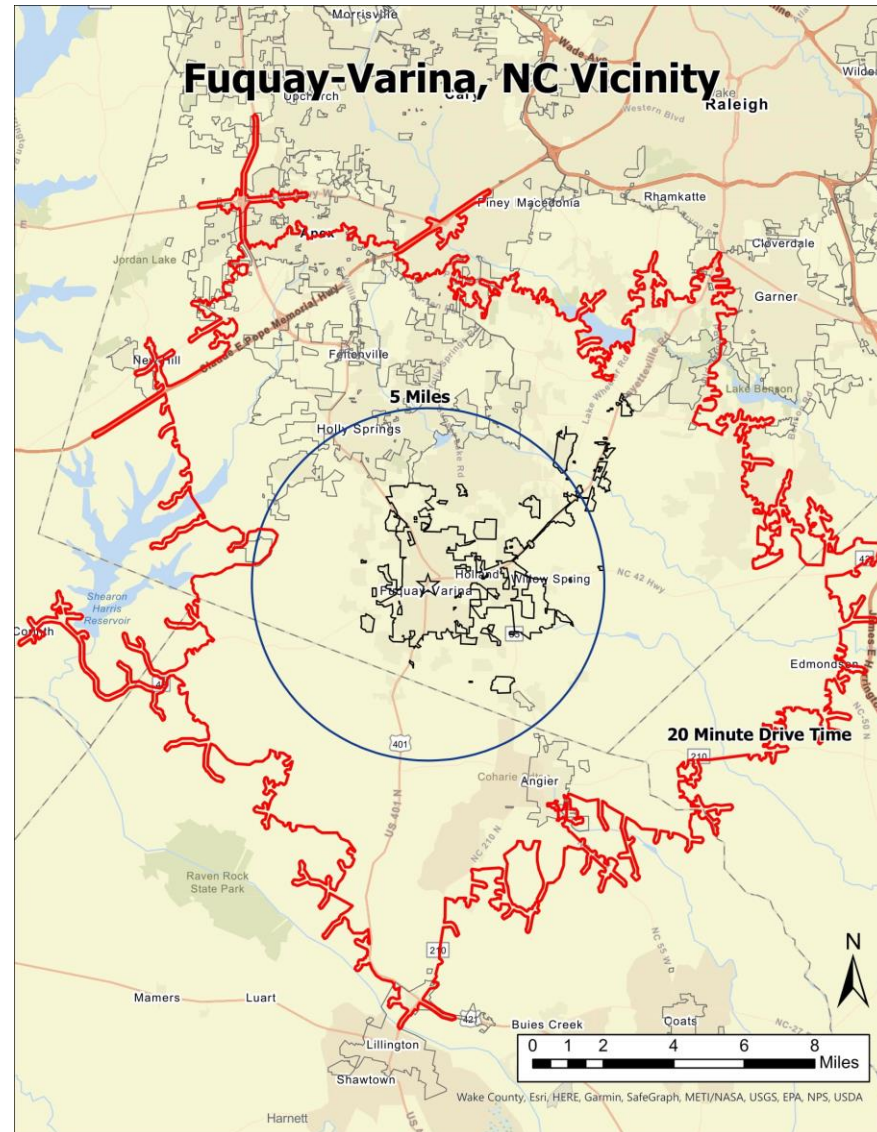
Claritas is a data-driven marketing company. We leverage our unique data and proprietary identity graph, to help marketers find their bestgraph, to help marketers find their best prospects, improve marketing execution and deliver superior ROI.

## Reports

- Retail Market Power
  - Retail Gap
  - Retail Surplus
  - Demand Growth by Retail Store Type
- Pop Facts Executive Summary
- Pop Facts Demographics
- MSRP can provide customized reports for your community upon request.
  - This data is used in assisting existing retailers in identifying sales potential.
  - Helps you recruit new businesses to your downtown.



# *5-Mile Radius and 20-Minute Drive Time*



# Retail Market Snapshot Report-Retail Gap

Morehead City				
Primary Trade Area 5 miles around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Home Centers	\$ 854,316	\$ 85,432	\$ 300	285
Other Home Furnishing Stores*	\$ 1,950,981	\$ 99,467	\$ 300	331
Nursery and Garden Stores	\$ 1,058,197	\$ 105,820	\$ 300	353
Cosmetics and Beauty Stores	\$ 303,724	\$ 30,372.40	\$ 300	101
Men's Clothing Stores	\$ 502,100	\$ 50,210.00	\$ 300	167
Children's and Infants Clothing Stores	\$ 916,832	\$ 91,683.20	\$ 300	306
Meat Markets	\$ 472,160	\$ 47,216.00	\$ 300	157
Clothing Accessories Stores	\$ 468,512	\$ 46,851.20	\$ 300	156
Jewelry Stores	\$ 1,133,662	\$ 113,366.20	\$ 300	378
Special Food Service and Catering	\$ 2,952,684	\$ 295,268.40	\$ 300	895
<b>Total Gap</b>	<b>\$ 10,613,168</b>	<b>\$ 1,061,317</b>	<b>\$ 300</b>	<b>3129</b>



# *Retail Market Snapshot-Retail Surplus*

## 5-Mile Radius Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 8,779,907
Appliances and Electronics Stores	\$10,899,565
Paint and Wallpaper Stores	\$ 909,036
Hardware Stores	\$ 1,074,840
Other Building Materials Stores**	\$ 2,695,990
Grocery Stores	\$14,627,500
Liquor Stores	\$ 1,051,621
Pharmacy and Drug Stores	\$ 8,398,532
Women's Clothing Stores	\$ 832,665
Family Clothing Stores	\$ 4,723,875
Shoe Stores	\$ 511,443
Sporting Goods Stores	\$14,294,597
Hobby, Toy and Game Stores	\$ 2,540,775
Office and Stationary Stores	\$ 811,187
Gift and Souvenir Stores	\$ 1,672,276
Pet and Pet Supply Stores	\$ 3,452,752
Full- Service Restaurants	\$24,292,816
Limited- Service Restaurants	\$11,386,869
<b>Total</b>	<b>\$112,956,246</b>

# Retail Gap/Surplus

## Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	226,874,046	326,620,265	-99,746,219
Clothing stores (NAICS 4481)	158,821,762	245,656,157	-86,834,395
Men's clothing stores (NAICS 44811)	6,889,864	641,024	6,248,840
Women's clothing stores (NAICS 44812)	31,760,909	24,151,434	7,609,475
Children's and infants' clothing stores (NAICS 44813)	4,154,682	13,190,547	-9,035,865
Family clothing stores (NAICS 44814)	96,090,575	182,545,954	-86,455,379
Clothing accessories stores (NAICS 44815)	6,737,541	9,266,209	-2,528,668
Other clothing stores (NAICS 44819)	13,188,191	15,860,989	-2,672,798
Shoe stores (NAICS 4482)	34,778,058	40,760,338	-5,982,280
Jewelry, luggage, and leather goods stores (NAICS 4483)	33,274,226	40,203,770	-6,929,544
Jewelry stores (NAICS 44831)	29,857,827	33,529,806	-3,671,979
Luggage and leather goods stores (NAICS 44832)	3,416,399	6,673,964	-3,257,565
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	78,495,900	74,007,543	4,488,357
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	71,795,785	64,408,953	7,386,831
Sporting goods stores (NAICS 45111)	51,889,765	37,703,259	14,186,506
Hobby, toy, and game stores (NAICS 45112)	13,175,901	17,989,312	-4,813,411
Sewing, needlework, and piece goods stores (NAICS 45113)	3,267,315	328,124	2,939,191
Musical instrument and supplies stores (NAICS 45114)	3,462,804	8,388,258	-4,925,454
Book stores and news dealers (NAICS 4512)	6,700,115	9,598,590	-2,898,475
Book stores (NAICS 451211)	6,355,953	5,954,031	401,923
News dealers and newsstands (NAICS 451212)	344,162	3,644,559	-3,300,397
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	698,974,285	635,472,369	63,501,916
Department stores (NAICS 4522)	52,791,061	27,573,764	25,217,296
Other general merchandise stores (NAICS 4523)	646,183,224	607,898,605	38,284,620
Warehouse clubs and supercenters (NAICS 452311)	577,634,211	607,898,605	-30,264,393
All other general merchandise stores (NAICS 452319)	68,549,013	0	68,549,013
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	113,692,941	83,138,559	30,554,382
Florists (NAICS 4531)	5,471,518	0	5,471,518
Office equipment, electronic, and other stores (NAICS 4532)	108,221,423	83,138,559	25,082,864

Black=Gap  
Red=Surplus

# Executive Summary-Population & Race

## Pop-Facts® Demographics | Population & Race



Trade Area: 9710 Scranton Rd - 5 mi Radius

### POPULATION

245,637

### HOUSEHOLDS

87,664

### ETHNICITY



13.7%

Index: 71

Hispanic/Latino

### HISPANIC ORIGIN\*



73.5%

Index: 119

Mexican

### HOME LANGUAGE\*

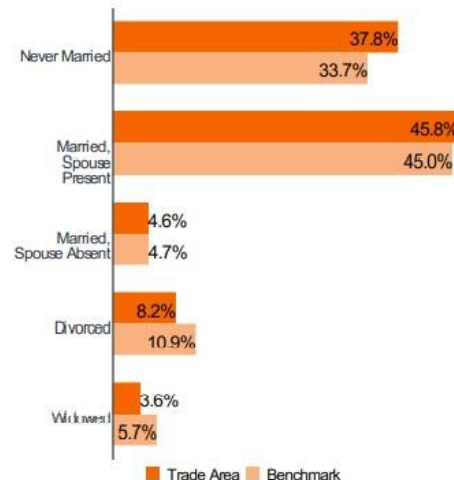


57.8%

Index: 76

Only English

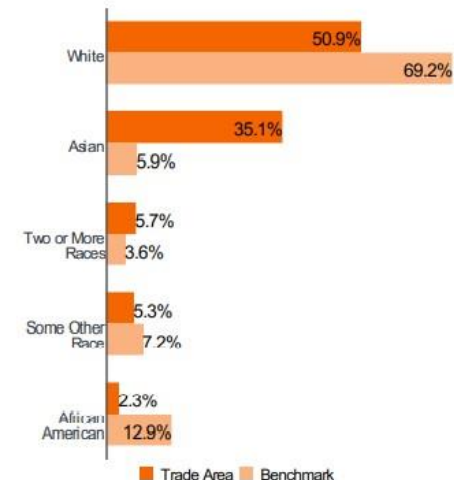
### MARITAL STATUS



### POPULATION BY AGE

Age	Count	%	Index
0 - 4	12,245	5.0	83
5 - 9	13,157	5.4	88
10 - 14	13,181	5.4	86
15 - 17	7,947	3.2	84
18 - 20	15,695	6.4	155
21 - 24	18,519	7.5	143
25 - 34	37,567	15.3	113
35 - 44	34,538	14.1	110
45 - 54	30,970	12.6	102
55 - 64	27,977	11.4	89
65 - 74	20,408	8.3	82
75 - 84	9,653	3.9	79
85+	3,780	1.5	76

### POPULATION BY RACE\*\*



Benchmark: USA

\*Top variable chosen from percent composition ranking

\*\*Top 5 variables chosen from percent composition ranking

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(<https://claritas.easptlight.com/Spotlight/About/3/2021>)

Index Colors:	<80	80 - 110	110+
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# Executive Summary-Housing & Household

## Pop-Facts® Demographics | Housing & Household



Trade Area: 9710 Scranton Rd - 5 mi Radius

Population: 245,637 | Households: 87,661

### MEDIAN AGE OF HOUSEHOLDER

49

Index: 92

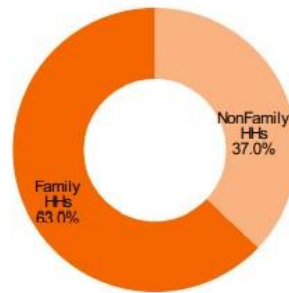
### PRESENCE OF CHILDREN\*



31.7%

Index: 95

### HOUSEHOLD TYPE



### HOUSING TENURE



Own

54.6%

Index: 84



Rent

45.4%

Index: 130

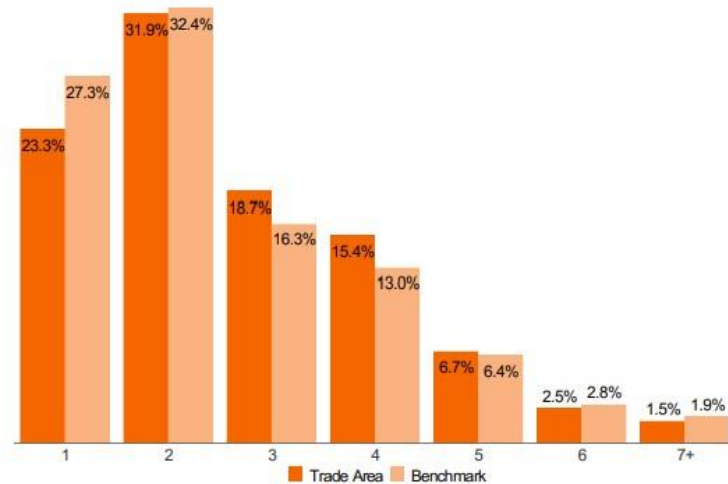
### AGE OF HOUSING\*\*



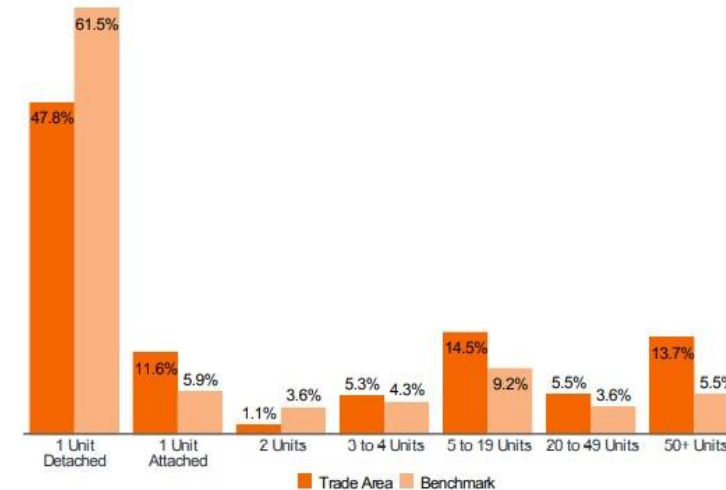
39 - 48 years old

% Comp: 23.7 Index: 165

### HOUSEHOLD SIZE



### HOUSING UNITS IN STRUCTURE





# Executive Summary-Affluence & Education

## Pop-Facts® Demographics | Affluence & Education



Trade Area: 9710 Scranton Rd - 5 mi Radius

Population: 245,637 | Households: 87,664

### EDUCATIONAL ATTAINMENT: TOP 2\*



31.1%

Index: 157

Bachelor's Degree



18.6%

Index: 210

Master's Degree

### EDUCATION: HISPANIC/LATINO



4.6%

Index: 170

Bachelor's degree or higher

### POVERTY STATUS



95.7%

Index: 106

At or above poverty

### HOUSEHOLD INCOME



Median Household Income

\$110,861

Index: 165

Average Household Income

\$151,346

Index: 156

### HOUSEHOLD INCOME DISTRIBUTION



# Executive Summary-Employment & Occupations

## Pop-Facts® Demographics | Employment & Occupation



Trade Area: 9710 Scranton Rd - 5 mi Radius

Population: 245,637 | Households: 87,664

### OCCUPATIONAL CLASS\*



77.7%

Index: 130

White Collar

### UNEMPLOYMENT RATE



4.9%

Index: 95

Percent of civilian labor force unemployed

### METHOD OF TRAVEL TO WORK: TOP 2\*



75.1%

Index: 98

Travel to work by **Driving Alone**

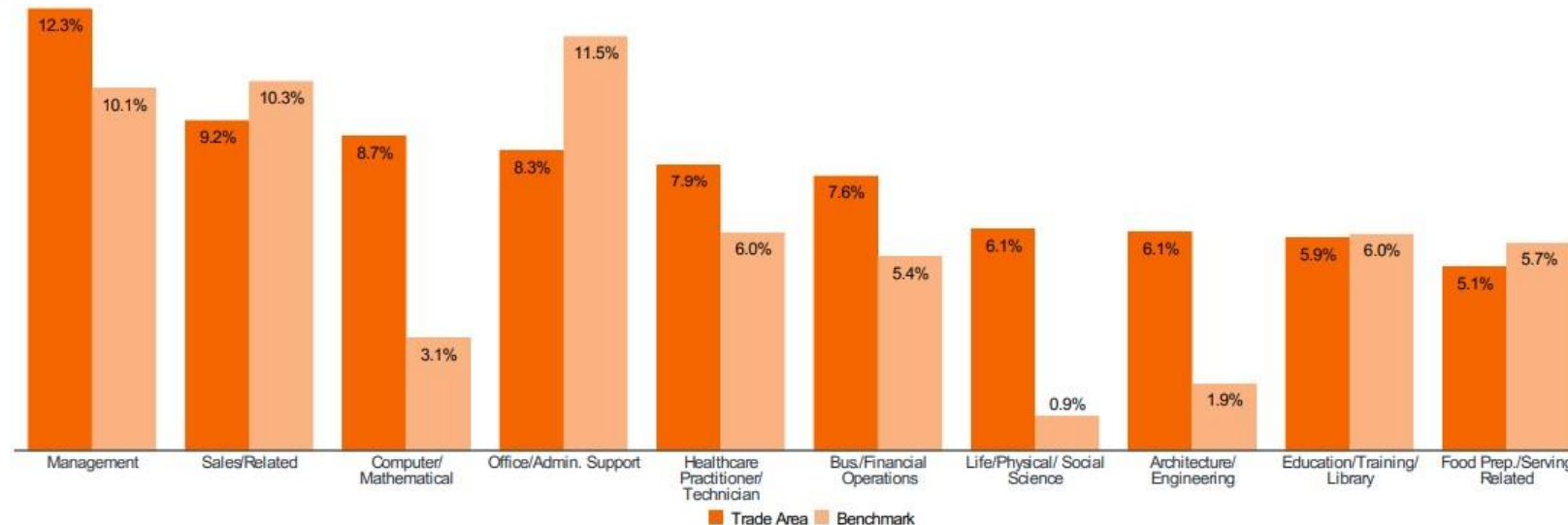


8.7%

Index: 97


Travel to work by **Carpooling**

### OCCUPATION: TOP 10\*



# Retail Marketplace Snapshot

- Walkscore
- Bikescore
- AARP Livability Index
- Tapestry Population Segmentations (ESRI)



LifeMode Group: Family Landscapes

## Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

### WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

### SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.



# Walk Score®





# *Retail Marketplace Snapshot*



## Downtown Waynesville Retail Marketplace Snapshot

Prepared by the NC Main Street & Rural Planning Center—April of 2022

The purpose of this report is to give Downtown Waynesville the baseline information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace date within a 5- mile radius of and 20- minute drive time to the downtown area. The retail leakage (gap) analysis examines the quantitative aspects of the retail opportunities.



# *Mobile Location Data Companies*

- Capture data from cell phone apps
- Can identify number of visitors/consumers in a specific geofenced area.
  - Takes guessing out of attendance numbers and helps refine marketing efforts
- Companies
  - Placer-ai
  - Cuebiq
  - Four Square
  - Skyhook



Note: U.S. Congress is passing legislation to deny these companies access to cell phone data under privacy concerns. Legislation may be passed before 2022 mid-term elections.

- Safegraph—Captures consumer credit card transactions in individual retail stores
  - Information is useful but expensive.
  - Communities should vet companies thoroughly before purchasing.

# *Leverage NC Webinars*

- Leverage NC is a partnership between The N.C. League of Municipalities (NCLM), the N.C. Department of Commerce and its Main Street and Rural Planning Center, the N.C. Downtown Development Association, and the N.C. Department of Natural and Cultural Resources Historic Preservation Office.
- On-going webinar series:
  - American Rescue Plan Act (ARPA)
  - Better Community Planning & Economic Development For NC Series
  - Tax Credit Building Block Series
  - How to avoid the negative impacts of natural disasters
  - Successful small towns
  - Knowledge Building
  - Keys to Sustainable Tourism
  - Mapping the Dollars & Sense of Land Use Patterns



# *Leverage NC Webinar*



*New Data Insights on  
Main Street Resiliency  
and Recovery*

*Jon Stover of Stover &  
Associates July 13,  
2022*

# *People like leaving their houses to do things (despite Amazon)*

- Consumption of “experiences” has outpaced the consumption of “goods” by a factor of 3 over the last two years.
- Retail Bifurcation Theory (Deloitte)

## **Price Based**

Lowest Price

## **Balanced**

Mix of quality  
and low affordability

## **Premier**

Exceptional Product or Experience

----Revenue over the past 5 years----

**+81%**

**+2%**

**+82%**

**Main Street retailers offer exceptional/unique products and positive customer service experiences**

# *Main Street's Role in Retailer Adaptability*

## **Price-Based**

Value based on low prices

## **Premier**

Value based on exceptional and unique services and experiences

## ***Chore***

On-line delivery linked to Amazon, Etsy and other digital platforms

## ***Cherish***

Experiences you want to have.  
Placemaking initiatives\*  
Offering various products via on-line platforms

\*transforming public places



# *Pandemic Fallout and Recovery*

- At the onset of the pandemic consumer spending on Main Street dropped 10% vs 2019.
- By the spring of 2021, spending on Main Street started to exceed pre-pandemic levels.

2020	-3.9% (compared to 2019)
2021	+9.5% (compared to 2020)
	+5.3% (compared to 2019)

<u>Category</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Arts/Entertainment	\$432M	\$317M	\$432M
Restaurant Industry	\$585M	\$391M	\$642M
Hospitality Industry	\$1.5B	\$671M	\$991M
Retail Merchandise	\$1.8B	\$1.78B	\$2.0B
Prof. Services	\$3.08B	\$3.3B	\$3.4B

# *Key Takeaways from Pandemic*

- Main Streets are invaluable in the good and bad times.
- They play a role in resiliency
  - Tangible programing
    - Direct financial support
    - Technical assistance
    - Outdoor seating (This helped save restaurants in pandemic)
  - Intangible Things
    - Identity
    - Pride
    - Local support
- Your programing works and the data backs it up.
- Communicate this to your partners
- Continue to invest in your downtowns to strengthen the statewide economy



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# *Priorities Moving Forward*

- **Housing is the lifeblood of a vibrant downtown**
  - Help restore residential stock
  - Provide consistent incentives to retail and grow residential supply in your downtowns.
- **Downtowns are the economic, social and emotional hubs for their counties.**
  - They provide placemaking investment to preserve their role and visual identities.
- **The Main Street program has established itself as a proven model in downtown revitalization.**
  - Continue to integrate accountability measures to ensure they remain impactful and generate a positive return on investment.



## *Retail Marketplace Snapshot*

- Requests to be made to:
  - Mike Dougherty, Downtown Development Specialist

[mike.dougherty@commerce.nc.gov](mailto:mike.dougherty@commerce.nc.gov)  
919-817-7086





*Questions* |



