



**North Carolina  
Department of Commerce  
Rural Economic Development Division  
North Carolina Main Street Center**

**Pat McCrory, Governor  
John E. Skvarla III, Secretary**

**Dr. Patricia Mitchell, CEcD, Assistant Secretary  
Elizabeth H. Parham, Director**

August 31, 2015

The Honorable William G. Terry, Mayor  
Bryan Gruesbeck, Manager  
Town of Pittsboro  
Post Office Box 759  
Pittsboro, NC 27312-0759

Dear Mayor Terry and Mr. Gruesbeck:

As you are aware, the NC Department of Commerce designated Pittsboro as an NC Small Town Main Street community in 2011. At the time of designation, the NC Main Street Center sent an announcement to the Town government, along with a certificate naming Pittsboro as an NC Small Town Main Street community. In addition, we asked the Town to name a Small Town Main Street coordinator who would serve as the liaison with the local Small Town Main Street committee and the NC Main Street Center as they worked on downtown revitalization activities.

In June 2015, the NC Main Street Center asked each local Small Town Main Street coordinator to sign an annual agreement for the FY 2015-16 year. The agreement outlines both the benefits and the requirements of being a designated Small Town Main Street community, including but not limited to, the Small Town Main Street program coordinator responsibilities, attendance at meetings and trainings and reporting, just to name a few.

As a means of keeping you in the communication loop, I have attached a copy of the agreement that was submitted and a copy of the services that we offer for your review. It does not require any action on your part, but I want you to be aware of these expectations as your Council makes programming and budgetary decisions that affect your downtown economic development initiatives.

On behalf of the Department of Commerce, we are proud to recognize Pittsboro as an NC Small Town Main Street community and we are here to assist you in your downtown revitalization efforts.

If you have questions, please do not hesitate to contact me.

Sincerely yours,

A handwritten signature in black ink, appearing to read "E. Parham".

Elizabeth H. Parham, CMSM

***Thrive NC***

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North Carolina  
Main Street

## 2015-2016 ANNUAL AGREEMENT NC SMALL TOWN MAIN STREET® DESIGNATION

\*Note –When communities are designated by the N.C. Department of Commerce as a Small Town Main Street community, the local city or town government, and specifically the chief elected official, is notified of the designation. The city or town government determines who will administer the Small Town Main Street program at the local level and the city or town manager communicates that information to the N.C. Main Street Center.

Designated Small Town Main Street communities (Small Town Main Street Coordinator and Small Town Main Street Committee Chair) will need to sign this document and return to the NC Main Street Center no later than June 30, 2015 as confirmation that they understand the benefits and requirements for active participation in the N.C. Small Town Main Street program.

Retain a signed copy for your records and return a signed copy of the entire document by mail no later than June 30, 2015:

To: Liz Parham, CMSM  
Director  
NC Main Street Center  
4313 Mail Service Center  
Raleigh, NC 27699-4313

### BENEFITS OF SMALL TOWN MAIN STREET® DESIGNATION

North Carolina Small Town Main Street communities benefit from the following:

- **Partnership:**
  - Communities selected to participate in the Small Town Main Street program become *partners with the North Carolina Department of Commerce*, N.C. Main Street Center and the Office of Urban Development, in a long-term economic development effort that has proven to have a positive impact on investment and job creation.
  - Small Town Main Street communities are limited in number and therefore *receive focused and personal attention* from North Carolina Main Street staff.
  - North Carolina cities are selected through a competitive process and only a few communities are designated; therefore *Small Town Main Street designation is an honor bestowed upon only a few special communities*.
  - In the first three years of a local Small Town Main Street program, the state of North Carolina invests approximately \$50,000 in on-site visits, *training and technical assistance*. After the initial start-up phase, the state annually invests approximately \$2,500 in each Small Town Main Street community in the form of ongoing town-specific technical assistance, and statewide and on-site training for coordinators and the core team.

- **Training:**
  - Small Town Main Street communities are eligible to attend and participate in the ***Main Street Conference, Main Street Basic Training, Board and Committee Training, Triannual Regional Meetings, and subject specific workshops.***
  - Designated North Carolina Small Town Main Street communities receive ***one free registration to the North Carolina Main Street conference*** held in March.
- **Technical Assistance:**
  - The North Carolina Main Street program staff ***guides designated communities through a strategic planning process*** which helps communities create vision, develop strategies and produce action plans so that limited resources are focused and results are magnified.
  - The North Carolina Main Street staff ***guide participating communities through volunteer development.***
  - The North Carolina Main Street staff ***provides guidance and support to communities on ways to find and develop financial resources.***
  - Property and business owners in Main Street cities ***receive free building exterior design and landscape plan consultation*** and recommendations from North Carolina Main Street staff design specialists.
  - North Carolina Main Street ***staff has extensive experience*** in organizational development and nonprofit management, architecture, landscape architecture, historic preservation, building rehabilitation, investment tax credits, incentive programs, tourism development, marketing, image, and special event development, communications, and a range of other pertinent areas.
  - The North Carolina Main Street ***staff is among the nation's leading authorities on downtown development*** with collectively more than 98 years of experience helping North Carolina towns with revitalization challenges.
  - The North Carolina Main Street staff ***conducts an annual program assessment and review*** of each Small Town Main Street program.
  - The North Carolina Main Street staff ***conducts an annual budget analysis*** of Small Town Main Street program.
  - The North Carolina Main Street staff ***conducts an annual statistical data collection and analysis.***
- **Network:**
  - Small Town Main Street communities are able to take advantage of and participate in ***a special network*** of Main Street cities statewide and nationally, with over 1100 communities across the nation that participate in the Main Street program from which ***they learn best practices, techniques and strategies for downtown development.***
- **Funding:**
  - When available, Small Town Main Street communities are ***eligible to receive Main Street Solutions Funding.***
- **Resources:**
  - Through the North Carolina Small Town Main Street program, ***communities are able to identify resource people, consultants and specialists on topics of interest to the community.***
- **Economic Impact:**
  - Since 2003 when the program began, Small Town Main Street communities in North Carolina have had over \$106 million in new investment in their downtowns, a net gain of over 500 new businesses and over 1,300 new jobs. ***This is serious economic development!***

- The North Carolina Main Street staff *facilitates statewide economic impact studies and collects data* to determine trends in Main Street and Small Town Main Street communities.
- **Recognition:**
  - Designated North Carolina Small Town Main Street communities are eligible to receive *statewide recognition through the North Carolina Small Town Main Street Awards program*.
  - North Carolina Main Street communities *receive publicity about their programs* through press releases distributed through the N.C. Department of Commerce, North Carolina Main Street Center newsletters and annual reports, Main Street and Small Town Main Street presentations and the N.C. Main Street Center social media sites.

## **REQUIREMENTS OF N.C. SMALL TOWN MAIN STREET COMMUNITIES**

### **Requirements of North Carolina Small Town Main Street communities beginning in July 2015:**

Designated Small Town Main Street communities are 5,000 and under in population .

1. Participate in all services provided to the local community by the N.C. Main Street Center.
2. Designate a paid OR volunteer Small Town Main Street coordinator (5 hours/week minimum) who will coordinate and facilitate the work of the program.
3. Establish broad-based support for the commercial district revitalization process, with strong support from both the public and private sectors.
4. Establish and maintain an active Organizational Core Team and 3-Committees (Design, Promotion and Economic Restructuring) based on the Main Street Four-Point Approach®, and develop a comprehensive Small Town Main Street Work Plan using the Main Street 4-Point Approach®.
5. Establish an annual work plan/planning process for downtown.
6. Adopt and exhibit a Historic Preservation Ethic and design management program.
7. Demonstrate an established vision for downtown and a mission that defines the role of the organization that will manage the downtown initiative.
8. New Small Town Main Street Coordinator attendance at Main Street Orientation, held each month in Raleigh, within three months of start date (if not previously attended).
9. Small Town Main Street Coordinator Attendance at Main Street Basic Training (if not previously attended).
10. Fund the local Small Town Main Street program through both public and private partnerships at a level allowing for full implementation of the program based on the Four-Point Approach® and the adopted annual work plan.
11. Coordinator, Town Staff Member OR Volunteer attendance at Two of Three Quarterly Regional Meetings each year. (Held in January, July and October.)
12. Small Town Main Street Coordinator attendance (minimum) at Annual N.C. Main Street Conference - (NCMS provides each designated STMS community with one complimentary registration).
13. Submit annual Statistical data in July, and Budget Information and Program Assessment Survey Information in January as requested to the NCMS Center.
14. Maintain an annual Designated Main Street membership with the National Main Street Center at \$350 level.
15. Reimbursement of NCMS Center's travel expenses, when traveling to the local community, at the IRS state rate plus meals at the state per diem rate and lodging.

## **BENEFITS OF MEMBERSHIP WITH THE NATIONAL MAIN STREET CENTER**

### **Designated Main Street Member**

(Required for all designated N.C. Main Street and Small Town Main Street communities)

As a Designated Main Street Member, your program is a recognized leader among the largest network of commercial district organizations in the world. Tap into the expertise of our large network of Main Street Programs, BIDs, CDC's, planners, local government agencies, consultants, and others to learn, research and share useful experience with each other. This guide explains the benefits of membership and how to access these tools.

We want you to get as much out of your membership as possible! Please contact us if you require any assistance with your benefits.

#### **Your benefits include:**

- *Main Street Now* - the digital journal of the National Main Street Center
- Access to our digital library of must-read revitalization publications
- Free online training opportunities
- Full access to the Main Street Solution Center with sample documents, articles, reports, and more from your peers and experts in the field - all at your finger-tips
- Access to the Main Street Listserv
- Exclusive eligibility for national accreditation
- Eligibility to apply for the Great American Main Street Awards and other special programs
- Discounts on conferences and workshops produced by the National Main Street Center
- The National Trust's volunteer opportunities web page
- National Trust membership List Exchanges
- Access to unique insurance products from the National Trust Insurance Services, LLC.
- Membership in the National Trust for Historic Preservation, which includes *Preservation* magazine
- A voice for your issues
- Eligibility to use the Main Street name
  
- And much more!

**Annual Dues:** \$350

Information from:

[http://www.preservationnation.org/main-street/join/designated-member-benefits.html#.VO9t5\\_nF874](http://www.preservationnation.org/main-street/join/designated-member-benefits.html#.VO9t5_nF874)



**SIGNATURE PAGE**

Designate Small Town Main Street City/Town: (Please Print) TOWN OF PITTSBORO

Name of Small Town Main Street Program Coordinating Organization/Agency: (Please Print) TOWN OF PITTSBORO

Date: 6/11/15

Name of Small Town Main Street Coordinator: (Please Print) PAUL HORNE

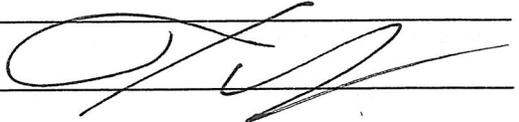
Title: (Please Print) PARKS PLANNER

Signature of Small Town Main Street Coordinator: 

Date: 6/11/15

Name of Small Town Main Street Committee Chair: (Please Print) PAUL HORNE

Title: (Please Print) PARKS PLANNER

Signature of Small Town Main Street Committee Chair: 

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