



Understanding the Economic Power of Authenticity

North Carolina Department of Commerce,
Rural Economic Development Division
Liz Parham, Director
NC Main Street & Rural Planning Center
September 16, 2016



Main Street...



- Created by the National Trust for Historic Preservation, a national non-profit
- 1980, the National Main Street Center was created; 6 states and 30 communities selected; NC was one of the original states
- Today, 46 states and over 1600 communities with programs

Main Street is economic development within the context of historic preservation



“In economics it is the differentiated product that commands a monetary premium.”

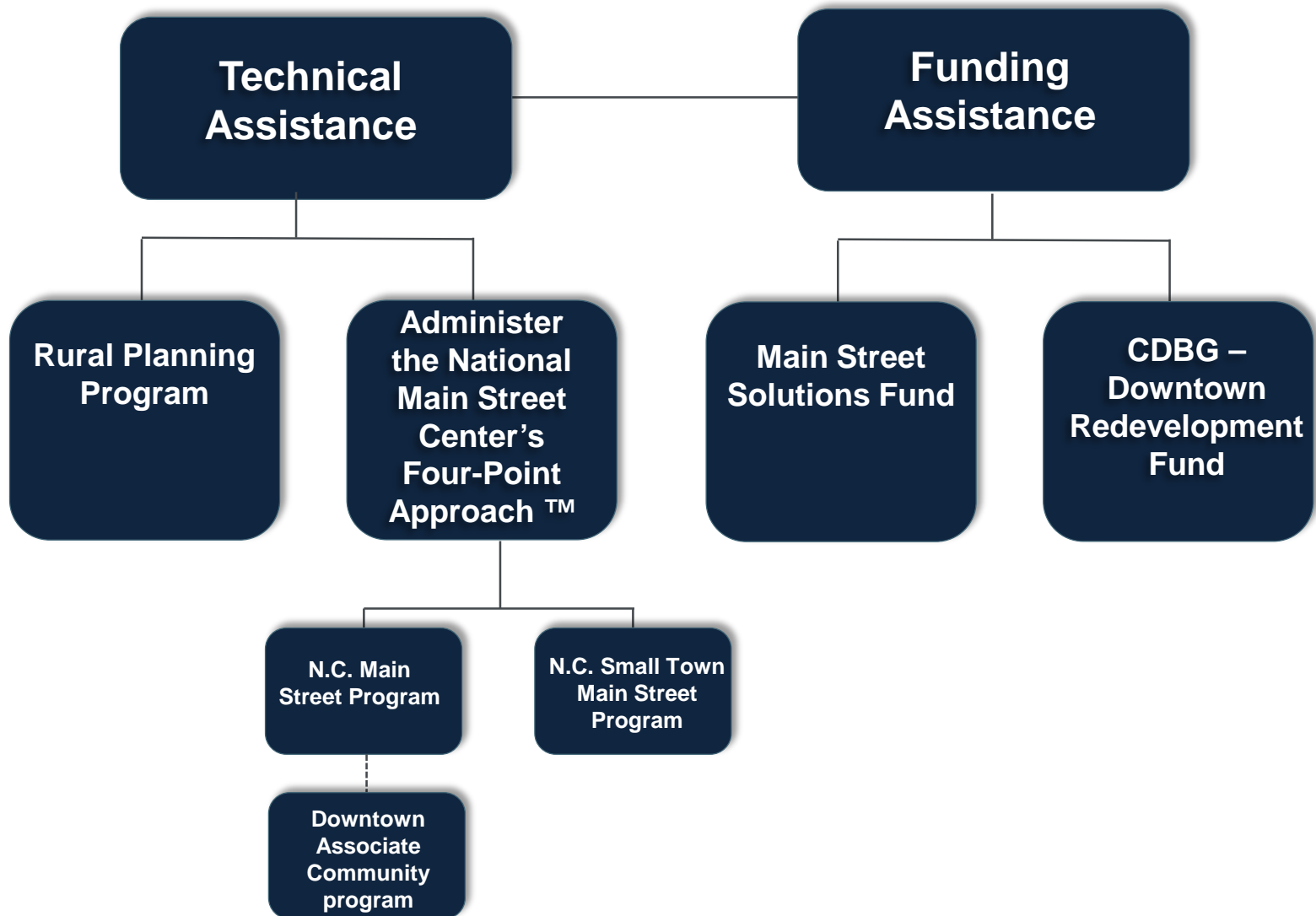
Main Street is economic development within the context of historic preservation

“If we want to attract capital, to attract investment to our communities, we must differentiate it from anywhere else. It is our built environment in general, and our historic buildings in particular, that express our diversity, our identity, our individuality and our differentiation.”

*Don Rypkema,
The Economics of
Historic Preservation*



N.C. Department of Commerce NC Main Street & Rural Planning Center

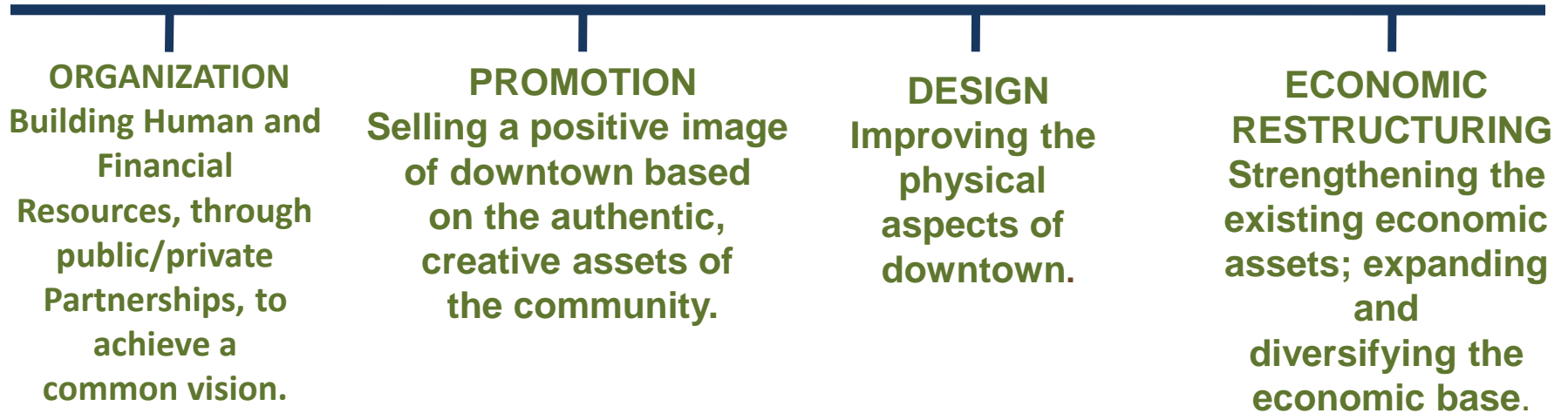


Mission of the NC Main Street & Rural Planning Center

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.



Main Street Four Point Approach®



Main Street Four Point Approach®



Main Street Four Point Approach®

Eight Principles of Main Street

- Comprehensive
- Incremental
- Self-help
- Partnerships
- Builds on assets
- Quality focus
- Change
- Implementation





Main Street &
Rural Planning Center
COMMERCE

North Carolina Main Street and Small Town Main Street Communities



Designation Year & Community

1980	1982	1984	1986	1988	1990	1991
1 New Bern	6 Clinton	11 Goldsboro	15 Hendersonville	19 Elizabeth City	24 Concord	27 Mocksville
2 Salisbury	7 Morganton	12 Lenoir	16 Kingston	20 Weldon	25 Newton	28 Spruce Pine
3 Shelby	8 Statesville	13 Reidsville	17 Smithfield	23 Mount Airy	26 Rutherfordton	
4 Tarboro	9 Rocky Mount	14 Sanford	18 Waynesville			
5 Washington	10 Wilson					
1993	1995	1998	2000	2003	2004	2006
29 Albemarle	33 Lincolnton	36 Elkin	40 Belmont	44 Eden	1 Mount Olive	48 Clayton
30 Boone	34 Roxboro	37 Monroe	41 Hertford	45 Edenton	2 Weldon	49 Fuquay-Varina
31 Brevard	35 Sylva	38 Oxford	42 Morehead City	46 Forest City		50 Hickory
32 Lexington		39 Sparta	43 North Wilkesboro	47 Marion		51 Wake Forest
					2005	6 Mount Gilead
					4 Walnut Cove	
2007	2009	2010	2012	2013	2015	2016
7 Angier	52 Garner	14 Plymouth	20 Richlands	22 Belhaven	55 Williamston (STMS from 2003-2015)	1 Aberdeen
8 Badin	53 Kings Mountain	15 Scotland Neck	21 Saluda	23 Hayesville	56 Ayden (STMS from 2006-2015)	2 Chimney Rock
9 West Jefferson	54 Roanoke Rapids			24 Marshville	57 Tryon (STMS from 2007-2015)	3 Elon
	12 La Grange			25 Mayodan	58 Benson (STMS from 2008-2015)	4 Laurinburg
	13 Wilkesboro			26 Robersonville	59 Waxhaw (STMS from 2009-2015)	
		2011			60 Bessemer City (STMS from 2011-2015)	
		16 Lillington			61 Cherryville (STMS from 2012-2015)	
		17 Pittsboro			62 Elizabethtown (STMS from 2012-2015)	
		18 Troutman			63 Valdese (STMS from 2013-2015)	
		19 Warrenton				
2008						
10 Granite Falls						
11 Roseboro						

★ Metropolitan Area (Population = 50,000+) ● Downtown Associate Community ● Main Street Community ■ Small Town Main Street Community

Strategic Economic Development Planning:

- **Thoughtful Direction:**

- Identifying Stakeholders
- Data Collection
- Community Assets
- Economic Drivers
- SWOT
- Market Analysis
- Vision
- Mission
- Economic Development Strategies
- Implementation Plan
- Identifying Partners
- Budget
- Communication Plan
- Measure Economic Impact

❖ *Unless you know where you are headed,
how will you know when you arrive?*



Community Assets

Assets are those identifiable characteristics that define your community:

- Governmental Assets
- Community/ Human Assets
- Institutional Assets
- Natural/ Recreational Assets
- Cultural Assets
- Economic Assets



Asset Mapping



Asset Mapping

- Governmental Assets
- Community/ Human Assets
- Institutional Assets
- Natural/ Recreational Assets
- Cultural Assets
- Economic Assets



Economic Drivers

- Economic Drivers: an understanding of what is driving your local economy.
 - Understanding how that role has changed and
 - Understanding where you have growth opportunities.



Vision for Downtown

- What is the **Economic Role** that downtown plays in the greater city, county or regional economy?

“Historic Downtown Mount Airy resides at the doorstep of the Blue Ridge Mountains where our urban living is enhanced by arts, entertainment, local wine, and our Traditional Music roots. Fostering a diverse variety of small businesses flavored with authentic dining experiences, Mount Airy is a true southern town with all the charm of Mayberry.”



Vision for Downtown

- What is the **Economic Role** that downtown plays in the greater city, county or regional economy?



“Historic Downtown Brevard, cradled by the Pisgah National Forest, is the safe, walkable center of our community. Lined with diverse independent businesses, downtown serves as the crossroads to exceptional outdoor recreation and a thriving hub for the arts.”

Vision → Transformative Economic Development Strategies

- The Hub of Education and Life-Long Learning
- The Center of arts and culture
- A Destination for Quilting and Quilting Supplies
- Promoting healthy living, arts and entertainment



Vision Transformative Economic Development Strategies

- Pathway for promoting active, healthy lifestyles.
- Destination for largest collection of independently owned restaurants in the city.
- The city's destination for performing arts and nighttime entertainment.
- Crossroads to exceptional outdoor recreation.
- Attracting the creative class to downtown.
- Hub of local foods for the county.
- Center for community, civic and social gatherings.
- The largest collection of downtown residential options in the region.
- Offering first class college-town amenities.

Etc.....

Clarion Downtown Economic Implementation Plan 2015-2016

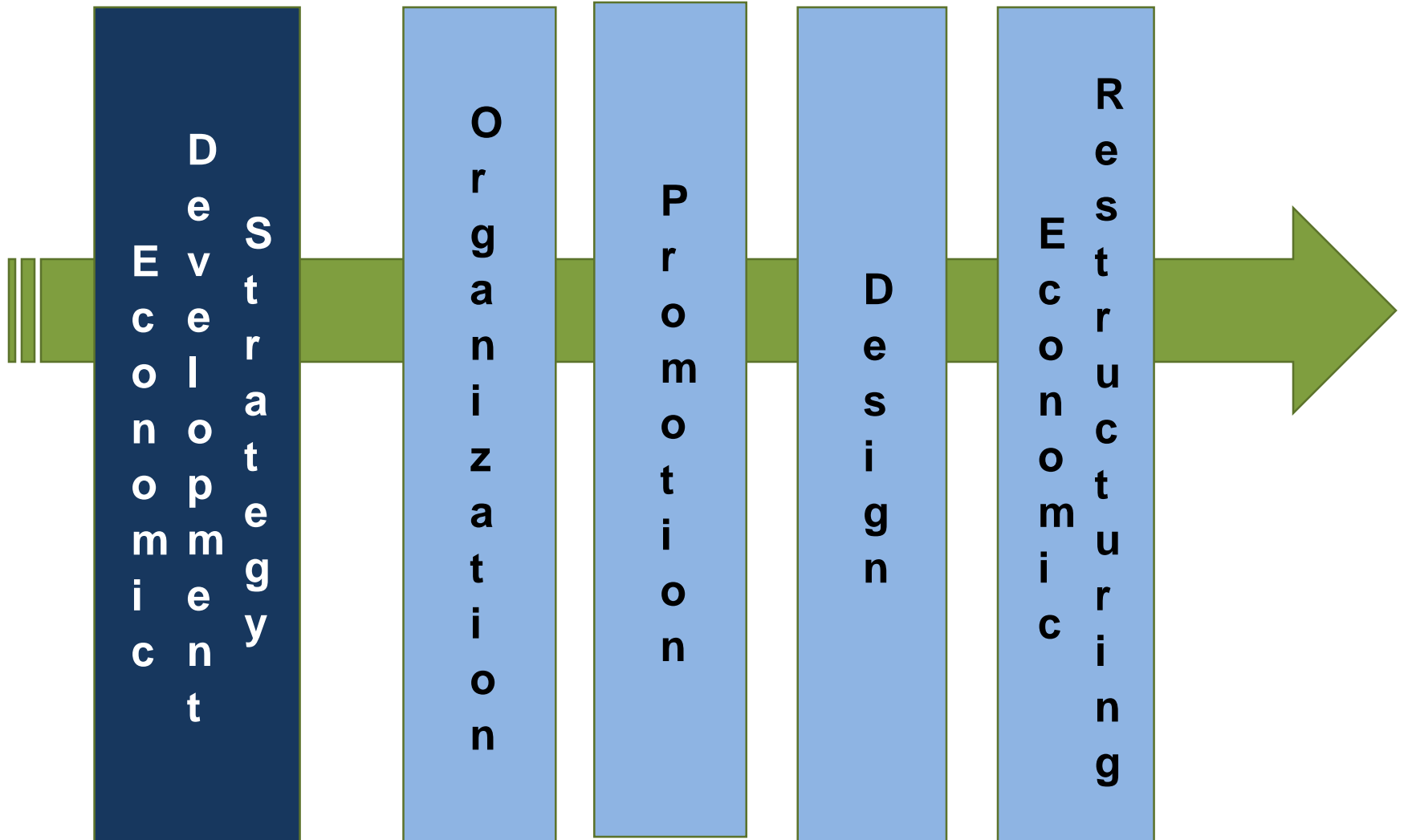
Vision: "Downtown Clarion is the leading regional destination for experiencing the largest collection of farm to table restaurants and craft style breweries in the region. A world class hiking, biking and horse trail system connecting with Jefferson National Historical Park and drawing people downtown to live an active, healthy lifestyle."

Mission: The Clarion main Street program exists to guide and facilitate the connections of resources to create a culture that leads downtown growth.

Implementation Strategy: Clarion is a designated NC Main Street Community that uses the National Main Street Center's Four-Point Approach® which includes: organization, promotion, design and economic restructuring to implement a downtown revitalization initiative.

Economic Development Strategies	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC RESTRUCTURING
<p>Experiencing largest collection of farm to table restaurants and craft style breweries in the region.</p> <p>Goal: Transform 3 vacant buildings into entrepreneurship opportunities that tie back to the local food movement by June 2016.</p> <p>Objective: To grow downtown's businesses that connect to the local food & craft beer movement increasing jobs by 50% over the next 3 years.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Create a partnership between Clarion Community College's Small Business Center and Jackson and Jackson Culinary Institute to provide quarterly learning opportunities downtown for people interested in developing a culinary related business by October 2015. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop a marketing program to educate and promote downtown Clarion as the destination to experience true farm to table foods and craft beer by November 2015. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Provide 10 building owners with Façade & Interior Improvements project plans by March 2016. 2. Develop & Implement a Community Garden Plan by May 2016. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Perform a market analysis & identify gaps in the local market & opportunities for growth by September 2015 2. Develop farm to table and craft brewery incentive tools by December 2015 that will assist potential and 2 existing business owners to expand and allow CDDA to recruit 3 new businesses by June 2016.
<p>World Class hiking, biking and horse trail system connecting with National Historical Park.</p> <p>Goal: Connect downtown to the National Park by expanding the existing hiking, biking and trail system by 2 miles by December 2016.</p> <p>Objective: To stimulate 15% more foot traffic for economic benefit of downtown businesses.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Strengthen and/or establish 25 networks between CDDA and local, state and national agencies, neighboring municipalities in order to complete and continue to improve for downtown access and connectivity to the hiking, biking and trail system that connect to the NHP. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop an image and marketing campaign promoting downtown's existing connections to world class hiking, biking and horse trails by June 2016. 2. Develop a Farm to City Cycling Event by July 2016 to increase awareness of existing connectivity and as a fundraiser for future trail projects. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop a plan by January 2016 to improve pedestrian, cycling, equestrian connectivity to downtown. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Recruit 3 businesses that support hiking, biking and horses by June 2016.
<p>Draw people downtown to live active, healthy, lifestyle)</p> <p>Goal: Increase residential living by 10% by June 30 2016.</p> <p>Objective: To increase downtown foot traffic by 50 people daily for economic benefit of downtown businesses and health and social benefits of those living downtown.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Identify and network with 10 local, regional and state organizations who have an interest in residential growth and promoting a healthy living lifestyle. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Sponsor a bi-annual "Tour of Homes" promoting existing and future downtown housing opportunities. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Improve 3 public and/or private spaces by May 2016 in order to create an atmosphere for socializing and gathering, i.e. downtown Pocket Park, coffee shop, wine bar, etc. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop a plan by March 2016 to sustain and grow a downtown economy that focuses on and supports an active lifestyle.

National Main Street Center



Food & Spirits are driving the economy in North Carolina Downtowns



- Cooperative Grocery Stores
- Food Production & Sales
- Farmers Markets
- Community Kitchens
- Farm to Table Restaurants
- Wineries, Breweries, Distilleries

Cooperative Grocery Stores



Coming to a Town Near You....

Case Study: Burlington: Company Shops Market



7,000 sq. ft, former A & P grocery store, vacant 10 years

Before

Case Study: Burlington: Company Shops Market



After

Case Study: Burlington: Company Shops Market



Case Study: Burlington: Company Shops Market

The Economic Development Deal:

Burlington: Population 51,195	Total Project Cost	Main Street Solutions Fund Grant	Additional Investment (Private)	Additional Investment (Public)
	\$3,254,937	\$298,000	\$1,225,477	\$1,731,000
	100%	9.2%	37.6%	53.5%

Number of Businesses to Directly Benefit from the Grant	Permanent Full Time Jobs Retained or Created	Permanent Part-time Jobs Created or Retained	Catalyst For:
1	17	15	31 additional businesses and 52 more jobs

Burlington Beer Works

- “We just hit our first major goal of 500 owners!”

<http://burlingtonbeerworks.coop/>



As of Feb. '15 – there were only 4 Brewery Coops in the country, with 5 more in the works!



Food Production & Sales



Bringing Them by the Bus Loads.....

Ashe County Cheese, West Jefferson



Community Kitchen



One Entrepreneur at a time....

Case Study: Incubator Kitchen, Burgaw



Case Study: Morganton's Community House



Case Study: Morganton's Community House & My Local Bakery



My Local Bakery to make use of Community House kitchen By Glen Luke Flanagan Staff Writer |

Posted: Wednesday, January 28, 2015
2:06 pm

Kitchen renovations at the Morganton Community House have given one local business a chance to satisfy the city's sweet tooth. My Local Bakery, located at 109 N. Sterling St., will be making use of the Community House kitchen to expand catering and wedding cake operations. This partnership was born from a \$75,000 grant the city obtained for kitchen renovation work, which requires the facility to be used as a "community kitchen." The bakery handles approximately one or two catering events per month, and about one wedding cake a week. Owners Kelly and Brett Simon would like to increase to a catering event each week and double or triple the current wedding cake production. "I'm excited to be able to offer brides a place to come and feel confident in the wedding cake that they order — that cream cake for their special day — and know it will be taken seriously," Kelly Simon said. The bakery has needed extra room for some time now, so when Main Street Director Sharon Jablonski approached the owners, they quickly reached an agreement. "It was a win win," Jablonski said. "The grant allowed us to pursue getting the kitchen (renovated), and to meet the needs of one of our local businesses." My Local Bakery will pay by the hour for kitchen usage, and will

Case Study: Morganton's Community House & Fonta Flora



Farmers Markets/ Tailgate Markets



Popping Up Everywhere....

Case Study: Marion: Tailgate Market



Directory is provided by
the Appalachian
Sustainable Agriculture
Project (ASAP)



Case Study: Marion: Tailgate Market

- In 2012, Kate B Reynolds Grant to fund a Market Manager and to fund the cost of EBT equipment and marketing.
- In 2015, Rural Advancement Foundation International (RAFI) grant, for additional EBT marketing & promotion for 2015 & 2016.



Case Study: Marion: Tailgate Market

Market shoppers may purchase \$1 EBT (SNAP) and \$5 Credit/Debit tokens from the Market Coordinator at the Market customer service table. The tokens are only redeemable at the Historic Marion Tailgate Market.

HISTORIC MARION
Tailgate Market
SNAP / EBT FRESH BUCKS

Fresh Bucks Steps

- 1. Go** to your Tailgate Market Information Tent. 
- 2. Swipe Your EBT Card** for Market Currency or SNAP / EBT Fresh Bucks Tokens. 
- 3. Double Your Dollars** with Fresh Bucks! (Up to *10 per person*) 
- 4. Shop** for fresh produce, including: fruit, vegetables, herbs, mushrooms, & vegetable starts. 

Fresh Bucks is a program of RAFI-USA, in collaboration with Appalachian Sustainable Agriculture Project.
*SNAP dollars are matched up to \$10 thanks to support from RAFI-USA.

  
Call for information
828-652-2215
Marion Tailgate Markets-FreshBucks
67 West Henderson Street

We Accept SNAP Benefits



HEALTHY PLACES NC

AN INITIATIVE OF THE
KATE B. REYNOLDS CHARITABLE TRUST

MCDOWELL COUNTY

WHAT IF MCDOWELL COUNTY WAS A HEALTHY PLACE?

What if fewer people suffered from diabetes? What if healthy food was affordable and staying active was easier?

What if each person in the county had a doctor they knew and who knew them?

What if grandmothers and pastors and business leaders and teachers all had a say?

What if improving the quality of life was everyone's business?

WHAT IF YOUR IDEAS AND YOUR COMMUNITY COULD MAKE IT HAPPEN?

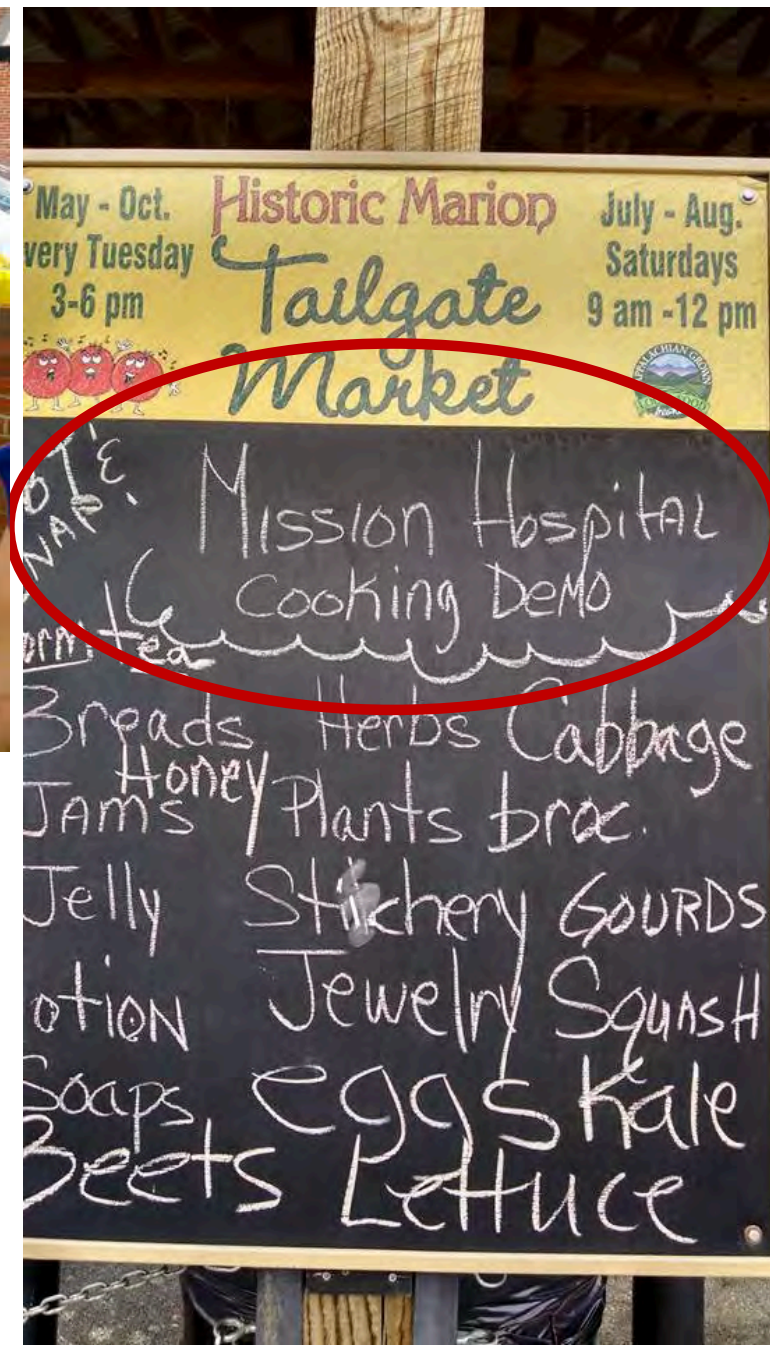
Of course, answers to all those "what ifs" don't come easy.

But **HEALTHY PLACES NC** — a new "place-based" initiative of the Kate B. Reynolds Charitable Trust aimed at improving the health and overall quality of life for people in rural areas of North Carolina — will address such challenging questions head on.





graffcreative.com | © Jebb Graff



Photos Above and to the left: Fuquay-Varina Farmer's Market



Marion Tailgate Market

Food & Grocery

Like Share ...

Timeline About Events Photos More ▾

656 people like this

200 people have been here

Closed now - Opens Tomorrow 9:00AM - 12:00PM
Get additional info

4.7 ★ 4.7 of 5 stars - 11 reviews
View Reviews

Post Photo / Video

Write something on this Page...

Marion Tailgate Market
October 27 at 4:04pm · 🌐

Come out to the Market today and shop for local crafts jewelry quilts hand towels and other stitchery. Candy Apple s Jam bread cakes and fried pies.

Community Gardens



Building Community....

Farm To Table Restaurants



Driving Local Economies.....

Guadalupe Café, Sylva



Tropical
Fusion
Eatery &
Bar



Knife & Fork, Spruce Pine



Condé Nast Traveler

Is Your Town One of
the Best Food Cities
in America?

Written by [Matt Duckor](#) October 09, 2015

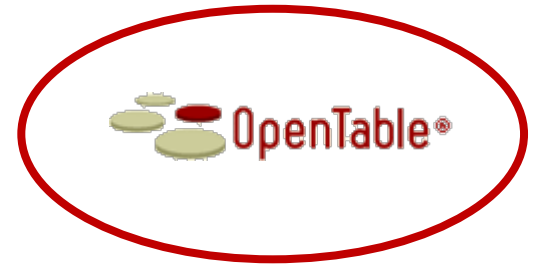
“Urban refugees who once set their sights on Asheville are now heading 50 miles northeast to Spruce Pine, a mining town in the foothills of the Blue Ridge Mountains that’s **gaining national attention for its restaurants.....**”



Frogs Leap Public House Waynesville



Frogs Leap Public House



- **Scarlett**
- Dined on 10/21/2014
- Great local farm to table food! In fact, there's a list of local sources on a blackboard so you can see just where they get all their food from. Love that! There's a little something for everyone, even if you're a vegetarian. Highly recommend while in Waynesville!

Chef & the Farmer Kinston



Farm to Table Partnerships



Mother Earth Brewery, Kinston



the Boiler Room

Oysters, Burgers and Beer



Funded in part by the Main Street Solutions Fund



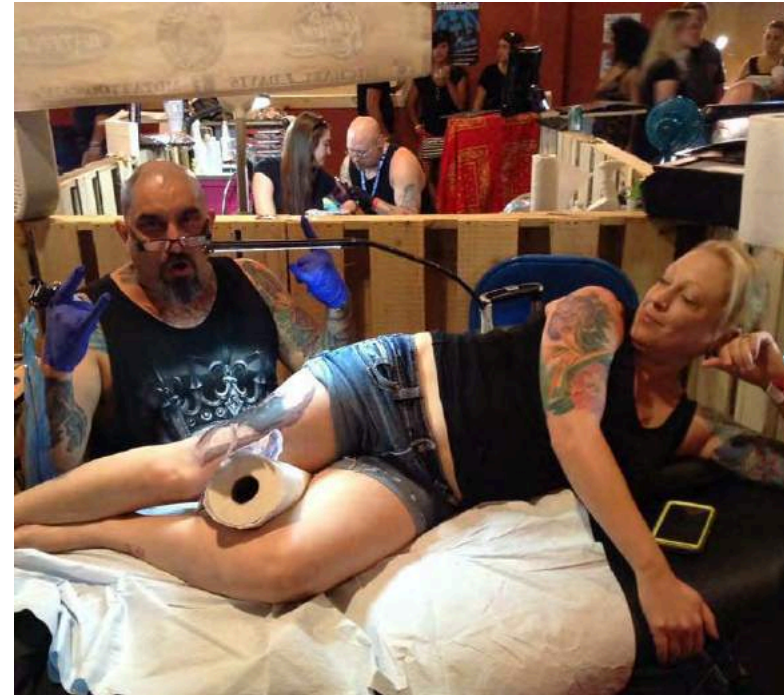
Carolina Distillery, Lenoir



Howard Brewing, Lenoir



Carriage House Tattoo Gathering



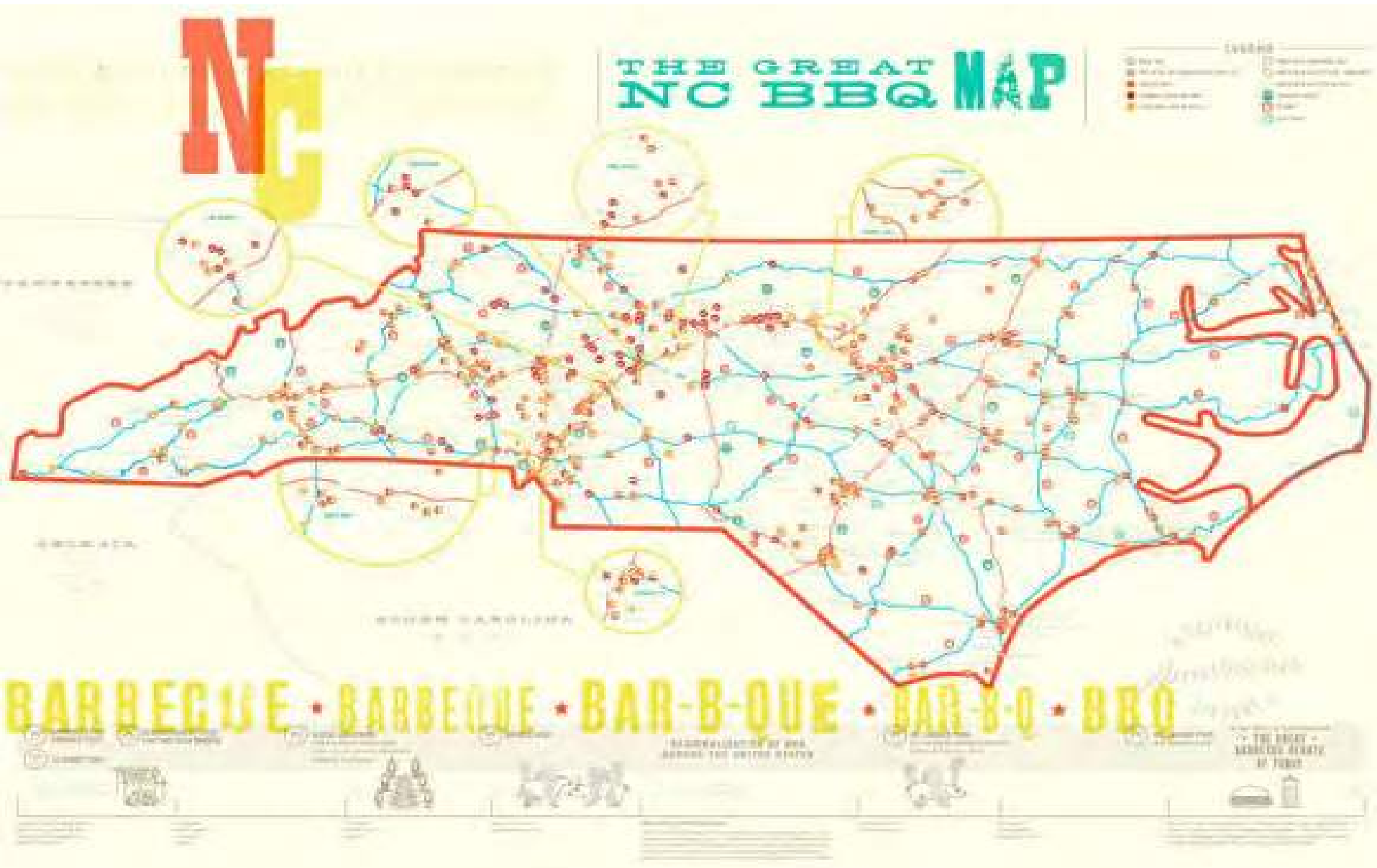
Howard Brewing Partnerships, Lenoir



\$1 from every pint sold will go towards Overmountain Victory Trail.



Marketing



Marketing

NORTH CAROLINA WINERIES

ncwine.org



- Mountains
- Piedmont
- Coast

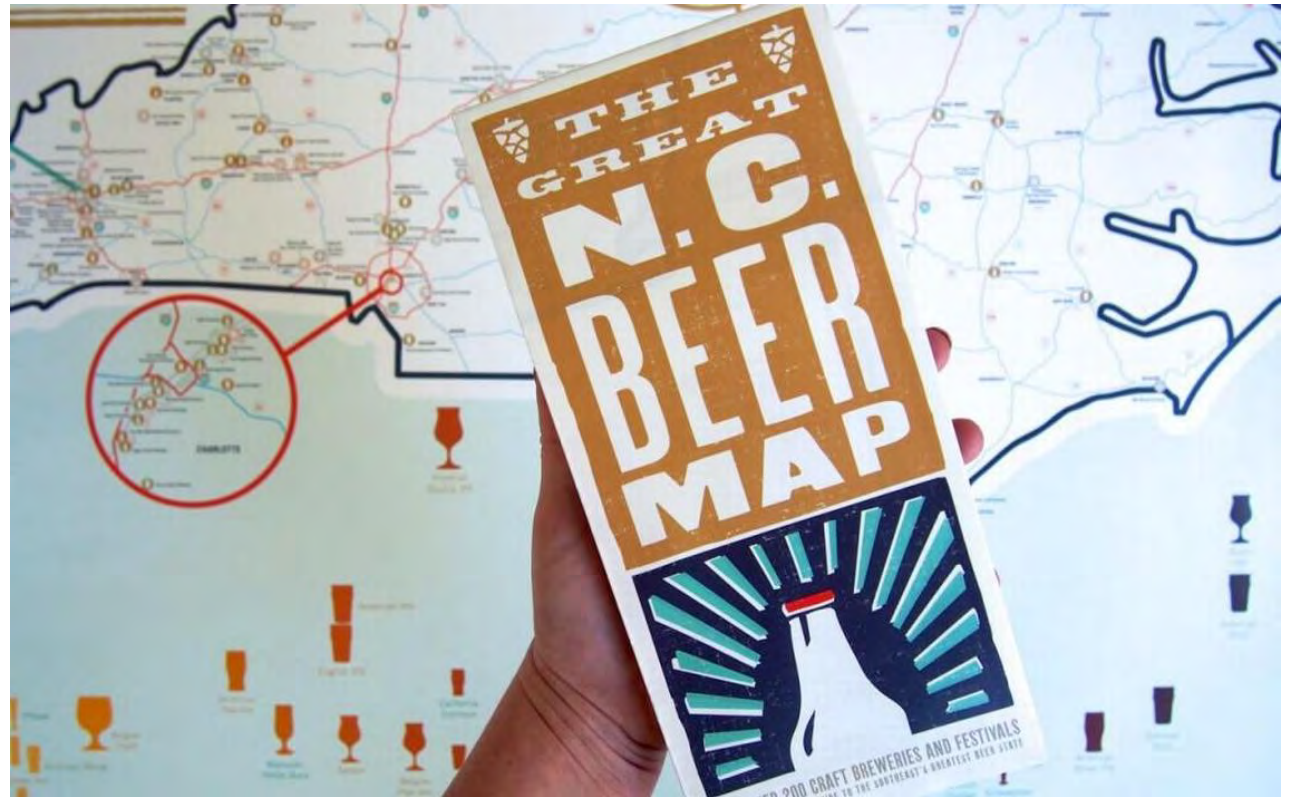
- Yadkin Valley Appellation
- Yadkin Valley Appellation & Swain Creek Appellation
- Haw River Valley Appellation

got to be
NC GOVERNMENT SUPPORTED
WINE

Marketing

“North Carolina is home to 132 breweries and brewpubs — the most of any state south of Pennsylvania and east of Texas. We are the State of Southern Beer.”

<http://www.ncbeer.org>



Downtowns Offer Unique Venues



Impact on Food Related Businesses: Downtown Housing



After

Downtown Lodging & Housing is driving the economy in North Carolina Downtowns

- Small Scale Inns
- Unique Lodging
- Long Term Lodging
- Market Rate
Condos (Owner
Occupied)
- Market Rate
Apartments (Rental)



Let's First Talk About Transient Housing...Or Lodging



Nu Wray Inn, Burnsville



Nu Wray Inn, Burnsville

- 16,500-square-foot
- 26 guest rooms
- Meals on Weekends
- Large dining room
- Located on Burnsville's Town Square
- Sold – September 2014
\$849,000



Marketed for weddings, family reunions, retreats, team-building, etc.

Able to book the entire Inn or a room

www.nuwray.com

Nu Wray Inn, Burnsville



The image shows two overlapping web pages. On the left is the Nu Wray Inn website, and on the right is a VRBO listing for the same property. The Nu Wray Inn website features a header with the name and phone number (828-682-2329), a navigation menu, and a main image of an outdoor event. The VRBO listing includes a search bar, a title "Book Your Spring Weddings Now! We Also Rent Rooms when Whole Inn is Not Booked!", a large photo of the inn at dusk, and a sidebar with property details and owner information.

Property Details	Value
Reviews	16 (5 stars)
Sleeps	32
Bedrooms	15
Bathrooms	10.5+
Property type	Lodge

Owner Information:
Member since: 2006
Speaks: English
Send email

Calendar last updated: 01/12/2015
Show phone number

Travel with confidence

www.nuwray.com

Small Scale Inns



Small Scale Inn: The O'Neil, Kinston



Small Scale Inn The O'Neil, Kinston



Come stay in downtown Kinston, North Carolina: a town in the midst of a 21st century renaissance. You're just a few blocks from an award-winning craft brewery and their new distillery, a world-renowned restaurant, a day spa, cultural and educational sites, and more.



Blue Ridge Inn, Sylva

Renovated motels



<https://www.facebook.com/blueridgeinnsylva>



62 Main Street Flats, Waynesville



“Experience our 1902 restored, eco-friendly **bed-and-breakfast**. Our award winning Inn speaks of casual luxury and features five beautifully appointed guest rooms, all with private baths, WiFi, and fireplaces. Situated between the Smoky Mountains and Blue Ridge Parkway we are a perfect mountain destination.”



114 South Main Street, Roxboro



Why Housing is Important to Downtown

Shifts the Downtown Economy:

- Increases the Rental Rates in Downtown
- Creates a “Neighborhood” Commercial District for Residents
- Downtown becomes a “Location of Convenience & Choice”
- Creates New & Expanded Business Opportunities
- Increases Hours of Operation



Why Housing is Important to Downtown



Improves Safety in Downtown:

- Downtown becomes viewed as a “Neighborhood”
- 24/7 operation
- Eyes on the Street

Why Housing is Important to Downtown

Increases Use of the Built Environment:

- Provides opportunity to use unused or underutilized property.
- Reduces Sprawl



Why Downtown is Important to Housing

- Increased interest in Historic Preservation
- Increased interest in “in-town” living
- “Convenience Center” for in-town residents



Typical Downtown Building “Uses”

Typical Downtown Building Upper Floor Uses:

- **Pre 1900's**

- Upper Floors were:

- Gathering Spaces – Ballrooms, Lodges /Halls, and
- Commercial Uses such as doctors' offices, hair salons, etc.

- **Post 1900's**

- Upper Floors were:

- Residential – early part of century
- Commercial Uses such as doctors' offices, hair salons, etc.
- Empty or Storage – later part of century



Market Rate Condos – Renfro Mills, Mount Airy



Market Rate Condos



Market Rate Condos: 101 S. Main St., Salisbury



Market Rate Condos: 101 S. Main St., Salisbury



Market Rate Apartments



Market Rate Apartments: The Bernhardt Hardware Bldg - Salisbury



Market Rate Apartments: The Bernhardt Hardware Bldg - Salisbury

The circa 1882 Bernhardt Hardware building at 113-117 North Main Street in Salisbury, North Carolina is undergoing extensive renovation that will create **three new retail or business spaces** on the street level, and **six exciting new residential spaces on the second story!**



Housing Promotion – Designer Showcase, Hendersonville



Our Lives Are In Our HOMES

Saluting our Main Street friends and neighbors on their impressive partnership of historic property, construction & interior design for Hendersonville's 2015 Designer Showcase!

Use your **MOBILE** to find prices, photos and information on any property in the MLS. On the top right corner of your screen, click:



NEARBY PROPERTIES

VISIT OUR REAL ESTATE DISCOVERY CENTER
512 NORTH MAIN STREET
828.697.0515

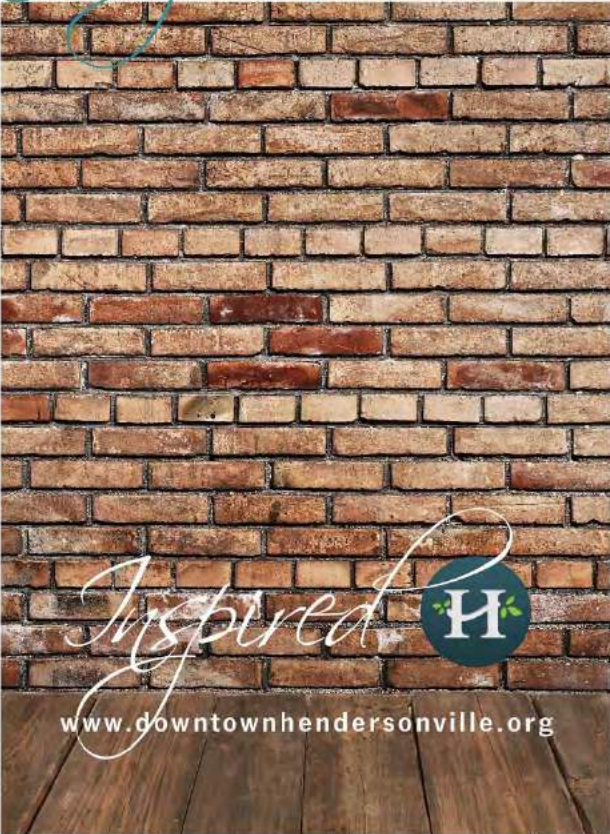



beverly-hanks.com



Historic Downtown Hendersonville's

Designer Showcase



Inspired 

www.downtownhendersonville.org

GUIDE BOOK



Housing Promotion – Designer Showcase, Hendersonville



Impacts of Upper Floor Housing



Slide – “Decades of Success: The Economic Impact of the Main Street Program in NC”



Upper Floor Housing Assumptions

Couple renting an apartment with monthly rent of...

Up to \$400

\$400 - \$800

\$800 - \$1200

Rent	Up to \$400	\$400 - \$800	\$800 - \$1200
Food at Home	\$1,607	\$2,307	\$3,758
Food away from Home	\$562	\$899	\$1,560
Furniture, Appliances, Household Equip	\$331	\$435	\$787
Apparel & Footwear	\$306	\$429	\$739
Fees & Admissions	\$67	\$101	\$216
Personal Care Products & Services	\$225	\$311	\$518
TOTAL EXPENDITURES	\$7,867	\$11,480	\$18,773

\$5,318 X 100 units = **\$530,000** in retail sales activity in food related businesses!



Slide – “Decades of Success: The Economic Impact of the Main Street Program in NC”

Rent	Up to \$400	\$400 - \$800	\$800 - \$1200
Food at Home	\$1,607	\$2,307	\$3,758
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TOTAL EXPENDITURES	\$7,867	\$11,480	\$18,773

\$18,773 X 100 units = up to **\$1.8 million** in retail sales activity in retail sales activity!

Morganton - \$18,773 X 143 units = up to **\$2.68 million** in retail sales activity!

New Bern - \$18,773 X 236 units = up to **\$4.4 million** in retail sales activity!

Housing Amenities

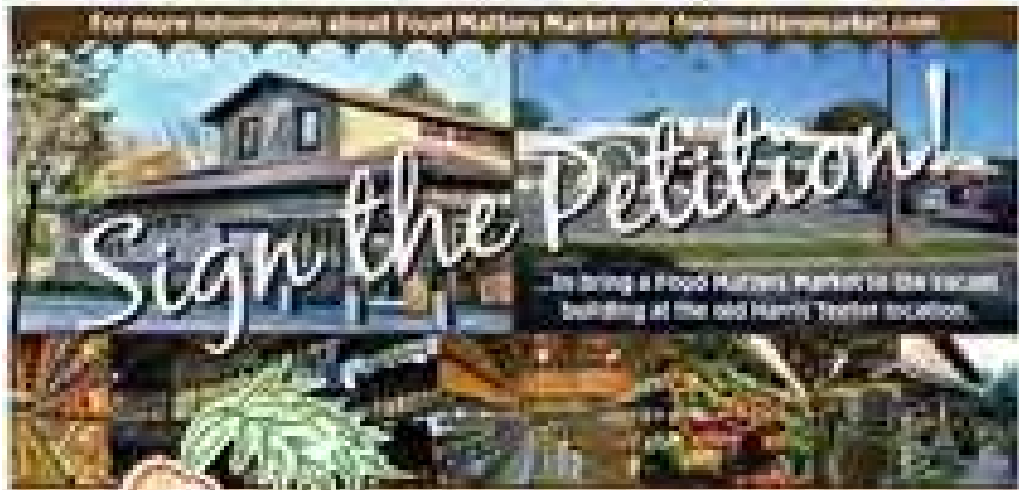
- Small
Business
Sustainability:
- Drug Stores
 - Restaurants
 - Grocery Stores
 - And much more.....



For more information about Food Matters Market visit foodmattersmarket.com

Sign the Petition!

To bring a Food Matters Market to the vacant building at the old Harris Theater location.



Food Matters Market[®] Petition for Morganton, NC

We would like to petition to please consider your presence in community of the "Gateway of the South" together with the community of downtown Morganton, North Carolina a place where food is the source of life and energy, connections, conversations and community. Food is what we live on and what sustains us. Please join the team where you can help build our people, community and place.

Sign the Petition @ facebook.com/MorgantonFoodMatters

OR Sign the petition at one of these downtown locations:

- Fonta Flora Brewery
- The Grind Caffe
- Wildfire Gastropub
- West Union Art Studios
- Root & Vine
- Catawba Valley Brewery
- Power Mountain Bottlenworks
- Business Chamber of Commerce
- Treks



Housing Amenities



Art & Culture is driving the economy in North Carolina Downtowns

- Theater Redevelopment
- Arts Councils
- Art Plans
- Public Art
- Arts Incubators
- Community Kiln
- Art Schools
- Artist Co-Ops
- Authentic Festivals & Special Events



Theaters



Goldsboro

- Paramount Theatre

Rebuilt following fire.
Reopened in 2008



- *Goldsboro estimates over 40,000 people visited the Paramount in 2009.*
- *The Goldsboro Downtown Development Corporation has seen a huge increase in traffic to downtown restaurants and businesses that can be directly attributed to the theatre.*

Mount Airy

Earle Theatre 1938
owned by Surry
County Arts Council



- Home of WPAQ's Merry-Go-Round live radio broadcast Saturdays 11 a.m. – 1:30 p.m. **the longest running live radio show in America**
- Concerts with live radio show format select Saturdays at 7:30 p.m.
- Shows 1st run movies
- Live musical performances

Shelby

- Don Gibson Theatre

Originally – The State Theatre - Art Deco

Renovated in 2009

Reopened October, 2009



- The theatre is the buffer between the Uptown Shelby commercial district and an adjacent residential historic district (National Register in both cases).
- Building sat empty for years
- Eventually purchased by the City of Shelby as it sat adjacent to City Hall.
- Until this project came along it was rented to an antique mall.

Ashe County Arts Council, West Jefferson



Ashe County Downtown Mural Project, West Jefferson began in 1996

Ashe County Arts Council, West Jefferson



Murals depict local history past and present

Caldwell County Arts Council, Lenoir

brewers
BREWERS

 H 1001 West Ave NW Lenoir, NC 828.572.4449 htabreweries.com	 LOES BREWING COMPANY 1048 Harper Ave. NW Lenoir, NC 828.754.3652 loesbrewing.com	 GRANITE FALLS 47 Dalie St. Granite Falls, NC 828.212.1222 granitefallsbrewing.com
 Tribal Home 317 N Green St Morganton, NC 828.413.1185 tribalhome.com	 CATAWBA 212 S Green St. Morganton, NC 828.430.6885 catawbabrewing.com	 OLDE HICKORY 2 Third St SW Hickory, NC 828.322-1422 oldhickorybrewery.com
 LOST PROVINCE 130 N Depot St. Boone, NC 828.265.3506 lostprovince.com	 BLOWING ROCK 152 Sunset Drive Blowing Rock, NC 828.414.9600 blowingrockbrewing.com	 AMB 143 Boone Creek Dr. Boone, NC 828.263.1111 appliedtasteourtownbrewery.com

food
FOOD




Smokehouse BBQ
Grilled Chicken Wings
Grilled Frog Legs

music
LIVE MUSIC BY:
The Djangovers
MaisCéu
Sycamore Bones

Non-Profit
Organization
US Postage Paid
Permit #218

Caldwell Arts Council
PO Box 1613 Lenoir, NC 28645
RETURNS SERVICE REQUESTED



HUES & BREWS
2ND ANNUAL ARTIST & CRAFT BEER CELEBRATION

CALDWELL ARTS COUNCIL 828.754.2486
LENOIR, NC
THEHUESANDBREWS.ORG

Saturday November 7th

9am-2pm
Tour the Studios of artists and craftspeople residing in Caldwell County who produce original handcrafted works

2pm-6pm
Join more artists and artisan craft brewers in downtown Lenoir



HuesAndBrews.org
828.754.2486
Sponsored by the
Caldwell Arts Council

STUDIO TOURS
9am-2pm FREE
throughout Caldwell County

FESTIVAL
2pm-6pm FREE*
1001 Harper Ave NW
Lenoir, NC
Rain or Shine

*UNLIMITED
Craft Beer Tasting
\$25 advance / \$30 onsite
(Collectible Glass Provided)

SPONSORS
Benfield Roofing
Caldwell Arts Council
City of Lenoir
Forbes Printing
Graystone Eye - Dr John Tye
Howard Brewing
ID's Smokehouse BBQ
Lenoir TDA
The Coves at Round Mountain
The Thankful Goat




Arts Councils driving the economy with a different twist on studio tours

Toe River County Arts Council, Mitchell & Yancey Counties



THE
BUSINESS OF
ART



TOE RIVER STUDIO TOUR



Art Plans



COMMUNITY PUBLIC ART PLAN



Submitted to:

The Town of Waxhaw, North Carolina
317 North Broome Street
Waxhaw, North Carolina 28173

June 2013

Art Creates The Downtown Environment



When the annual Sculpture Celebration began in Caldwell County in 1985, few could have imagined the impressive collection we enjoy today.

When Dr. Henry Mehra, a Lenoir native and sculpture professor at the University of South Carolina, envisioned the Sculpture Celebration he hoped to encourage citizens to enjoy an outdoor cultural park as much as to celebrate sculpture. Collaboration with Parks and Recreation Director Sam Slagov and Arts Council Executive Director Luella Rinker made the Sculpture Celebration a reality and Caldwell County with one of the largest and among a most remarkable and varied sculpture collection.

"This is small town North Carolina and yet here is a collection of 30 works which have been lovingly assembled for a sustained period of time."

Held annually on the first Saturday after Labor Day at E.H. Boydell Walking Park, this event draws sculptures from across the southeastern United States and is recognized nationally.

The first three pieces of the collection were purchased in 1986. One, the metal "Pop" weather vane, sits atop the Caldwell Arts Council in Lenoir. Over the years, privately funded acquisitions have been purchased from artists at the celebration. These pieces are commissioned works.

The Celebration and the permanent collection have been featured in North Carolina's Our State magazine, on a UNC-TV special, noted in the Orlando Sentinel, and dubbed by the Charlotte Observer as the place "where sculpture reigns."

A study by Appalachian State University in 2001 confirmed that Caldwell County has the largest collection of permanent public/outdoor sculptures of any community of its population in the United States.

In a recent study by the Chamber of Commerce, the collection was identified as a "phenomenal collection of assets" that sets Caldwell County apart from other counties in the region and is a reflection of our history of craftsmanship.

More than half the collection is outdoors for easy access to locals and visitors, and many of the indoor pieces are also accessible, though primarily on weekdays.

The nationally recognized sculptor Thomas Sayre

Website: www.WalkWithArt.net, 818.674.3327
Email: jared_caldwell@comcast.net, jared@walkwithart.com
Address: 1000 W. Highway 100, Lenoir, NC 28645



WALKING TOUR OF SCULPTURES IN THE DOWNTOWN LENOIR AREA

1

FIG
By Glen Gardner
Caldwell Arts Council



MEET ONE OF THE FIRST PIECES COULDED. IT NOW SITS ABOVE THE CALDWELL ARTS COUNCIL.



THE MELTDOWN
By Mark Fisher
Caldwell Arts Council

CREATED AT THE END OF THE COLD WAR, IT PICTURES THE SCENIC SHORES OF A BEACH AND SCENE COMPILED IN THE AMERICAN FLAG.

3

FINISH LINE
By Jim Holzer
Caldwell Arts Council



THE COOL CARVE FROM FOLDING A PHOTO OF A CARIBBEAN FLAG.



KEEPERS OF THE WILD
By Jane Taylor
Caldwell Senior Center

AN ELEGANT BIRD'S EYE VIEW.

5

INTERRUPTED COLUMN
By Maria Tardos
corner of Mulberry & Perkin



MEET THE COOL CARVE INSPIRED BY THE BUSHGIRLS.

6

IN OTHER WORDS
By Cristobal de Hoyos
Caldwell Memorial Hospital



"IT'S HARD TO BEAR COOL, BUT IT'S HARD TO BE HOT."

7

ORACLES
By Scott Stroder
Caldwell Family Care Center



AN ELEGANT, COOL CARVE THAT PAYS TRIBUTE TO THE GREAT MITH OF LENOIR.

8 & 9

SPECIAL DELIVERY
MEDIUM-SIZED BIRD
By Dejon Rucker
Davenport School



ARTIST WORKS ALMOST SOLELY WITH FOUND OBJECTS. MEDIUM-SIZED BIRD DEPICTS A BIRD ON THE PLAYGROUND.

10

AN ARYLLIS ARCHITECTURALS
By Vego Mihalj
1124 Apartments just across High Street



WORK COMPLETED BY THREE ARTISTS COMBINING FORM AND FUNCTION.

11

UNTITLED
By Don Jouchan
Lenoir Police Department



ARTIST'S PRICE MADE FROM MARIJUANA AND SUEDE.

12

HURRICANE SURFER
By Maria Tardos
Harper Avenue



HOW COOL ACCORDING TO THE SCULPTOR, IT'S NOT ONLY THE BIRD.

13

ACROSS THE GRASS
By Thomas Sayre
Harper Avenue



THIS IS BECAUSE WHEN I GIBBERED THE STORY OF OUR HISTORY AND OUR FUTURE.

14

WHILE I CLOSE MY EYES
By Karin Fischer
West Avenue



SCULPTOR GIVES FORM AND MOVEMENT TO BIG LITERARY.

15

RED CORONA
By Steve Hill
Main Street



PAINTED STEEL IN AN ARCHITECTURE & SCENE IS THE GREAT OLD FASHIONED BASKING IN THE SUN AND OTHER THINGS.

16

PONDERING SPOT
By Dean Cuffman
E.H. Boydell Park



DON'T MISS THIS ONE WHEN YOU FIND IT, HUNT A BIT AND ENJOY.

17

THE (SMALL)
By Scott Stroder
E.H. Boydell Park



AN ELEGANT & BEAUTIFUL TO BEHOLD TO MEET MAGIC POWERS OF BIRD'S EYE.

18

THE LAST OF THE SPYGLASS
By Griffin Childs
Lenoir Post Office



ONE OF A SERIES OF NORTH CAROLINA POWERFUL BY THIS ARTIST SHOWING THE BEAUTY AND INNER STRENGTH OF A MISUNDERSTOOD PEOPLE.

19

MOSAIC TRUFFYCH
By Debbie VanOrsdel
Family Resource Center



THE "SCULPTOR" HAS SPECIAL PROJECTS WITH COMMUNITY CENTER. HELP.

20

THE LAST OF THE SPYGLASS
By Griffin Childs
Lenoir Post Office



ONE OF A SERIES OF NORTH CAROLINA POWERFUL BY THIS ARTIST SHOWING THE BEAUTY AND INNER STRENGTH OF A MISUNDERSTOOD PEOPLE.

21

THE LAST OF THE SPYGLASS
By Griffin Childs
Lenoir Post Office



ONE OF A SERIES OF NORTH CAROLINA POWERFUL BY THIS ARTIST SHOWING THE BEAUTY AND INNER STRENGTH OF A MISUNDERSTOOD PEOPLE.

Art Creates The Downtown Environment



Waynesville – Permanent Public Art



Lenoir – Public Art Gallery



Lenoir – Public Art Gallery

Art Creates The Downtown Environment



Lexington – *Pigs in the City*



Lincolnton Pots on Parade

Art Creates The Downtown Environment



Arts & Culture Driving the Economy

Trails of a different nature NC Art Trails...



African American Music Trail in the East



Literary Trails

Art Drives the Economy



Burnsville



Art Drives the Economy



Burnsville



Downtown as an Arts Incubator



Art Galleries certainly.....but so much more.....

Downtown as an Arts Incubator



Art Galleries certainly.....but so much more.....



Community Kiln, Morganton



Partially funded by Main Street Solutions Funds

Downtown as an Arts Incubator



Art Galleries certainly.....but also alleyways



Downtown as an Arts Incubator



Art Galleries certainly but also businesses to showcase, educate and profit



Downtown as Artist Co-Op



Main Street Artist Co-op, Waynesville, NC

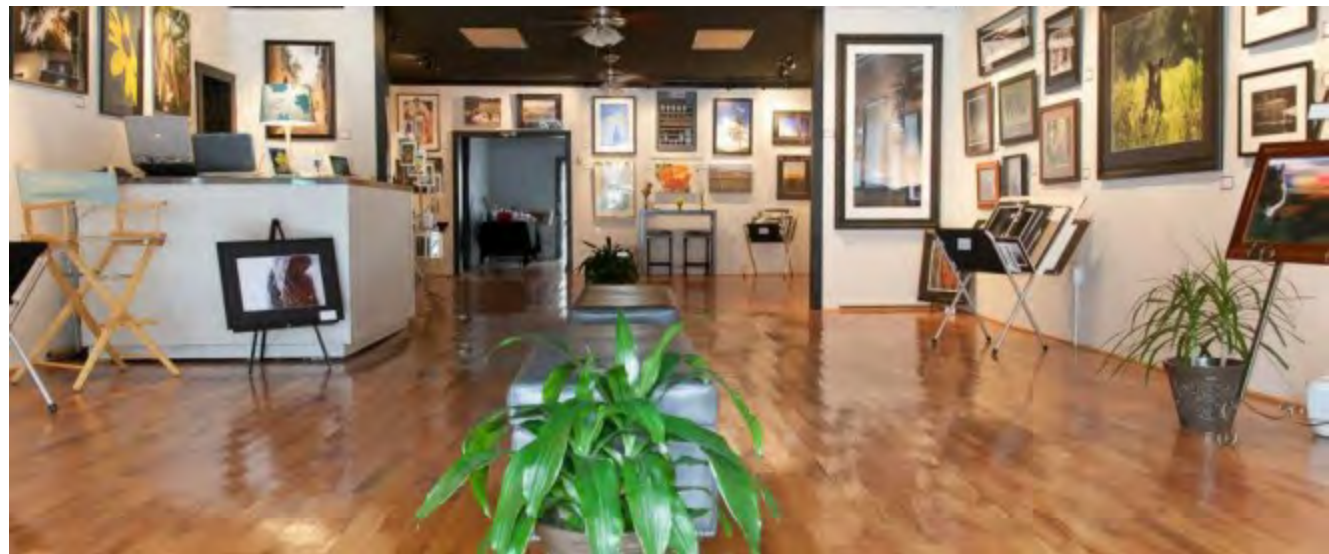


Fine Arts & Crafts &
working Artist Studio, Metal,
Foundry

Downtown as Artist Co-Op



West Jefferson



Authentic Festivals & Special Events

Let the Little Fiddle Crawl Begin!



Solve this riddle: Where are the Little Fiddles?!? These six little fiddles will diddle through Downtown Mount Airy from now through October 23rd when they'll be up for sale at the Fiddle Crawl Auction. Find the little fiddles and #fiddlecrawl #downtownmountairy on Instagram, Twitter, & Facebook. Bid on them now at their ever changing downtown location. Ask for the bid sheet at the register. Starting bid is only \$100! Contact: (336)401-0885, coordinator@mountairydowntown.org, www.mountairydowntown.org

Authentic Festivals & Special Events



Fiddles Auctioned as part of Fiddle Crawl



Authentic Festivals & Special Events



Brevard's White Squirrel Festival



Nina Simone Festival, downtown Tryon

COON DOG DAY 5K
July 5, 2014 Saluda, North Carolina
REGISTRATION 6:30-7:30AM - RACE BEGINS at 8:00AM

ENTRY FEE: \$30 with performance tee and festival parking <small>Entry Fee with Feminine cut tee is \$34</small>	USATF CERTIFIED 5K RACE	RACE INFORMATION AND REGISTRATION may be found online
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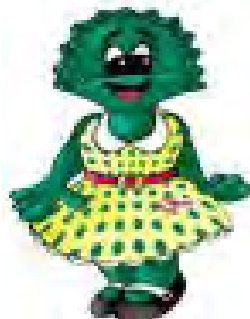
go-greenevents.com/CoonDogDay5K

LOCALLY SPONSORED BY

Authentic Festivals & Special Events



11TH ANNUAL
SHINE TO WINE
WINE, BREW & SPIRITS FEST
DOWNTOWN NORTH WILKESBORO

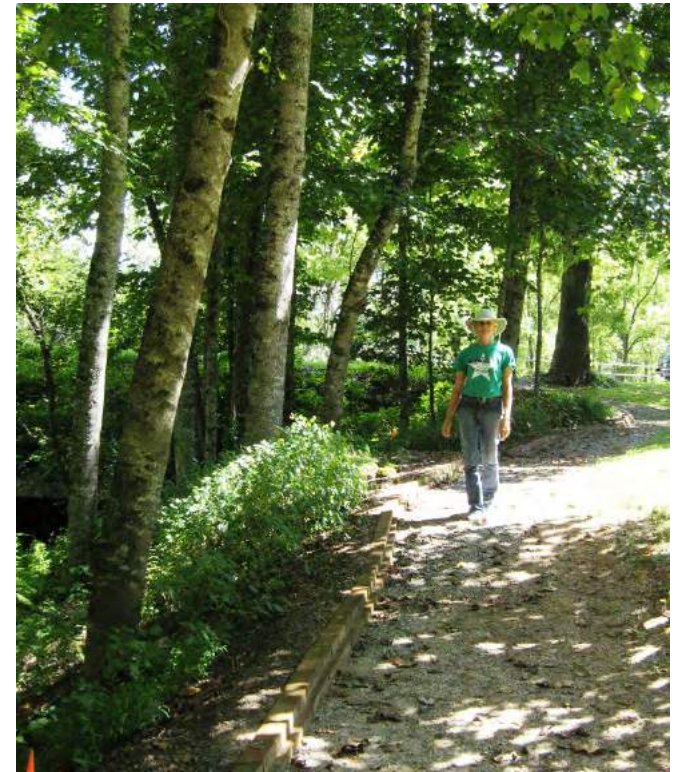


From Shine to Wine to Benson Mule Days & Ayden Collard Festival – these towns play up their authenticity!



Outdoor Recreation is driving the economy in North Carolina Downtowns

- Business Opportunities
- Trail Development
- Partnerships
- Wayfinding

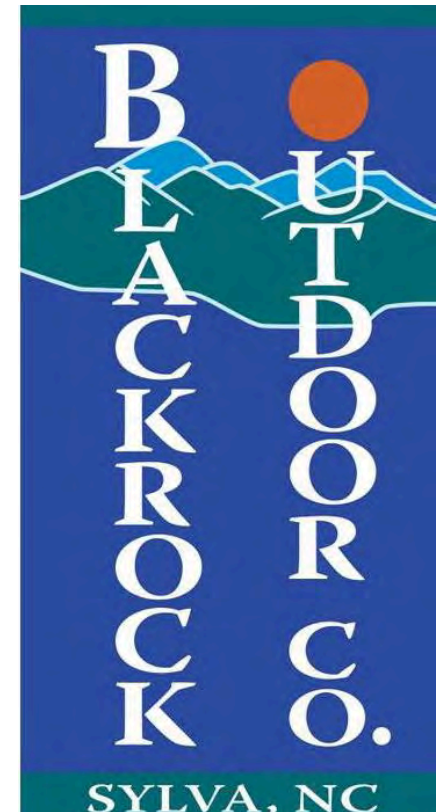
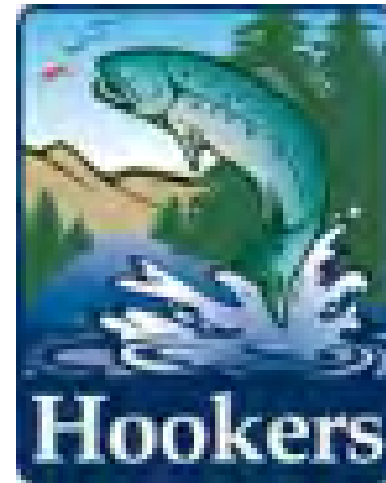


Outdoor Recreation

Outdoor recreation provides business Opportunities....



Above photo courtesy of Jackson County Chamber of Commerce



Hookers Fly Shop and Blackrock Outdoors are located in downtown Sylva

Outdoor Recreation



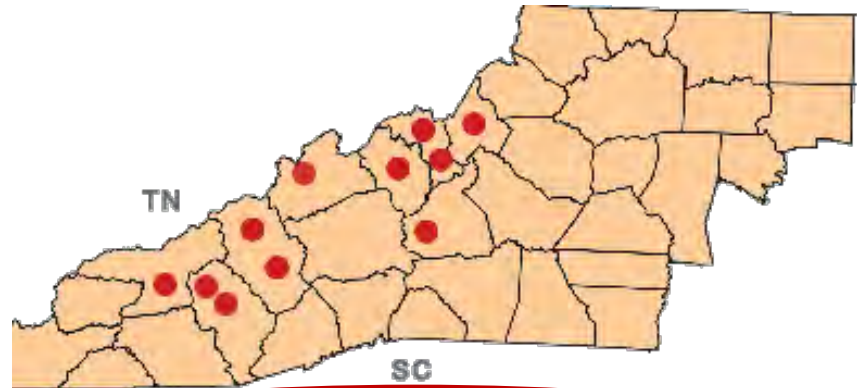
Located in downtown Saluda, Green River Adventures offers:

- Kayak & Gear Rental
- Guided kayak trips
- Guided fly fishing
- Stand Up Paddleboarding
- Classic Swimming Hole Hike
- Rappel down water falls
- Whitewater rafting trips



Outdoor Recreation

Economic Impact of Trout Fishing



- 93,000 anglers fishing in NC
- \$146 million spent on Mountain Trout Fishing & equipment
- Multiplier effect excess of \$174 million
- NC Main Street Towns that are designated **Mountain Heritage Trout Waters** by NC Wildlife are: Sylva, Waynesville, Burnsville, Spruce Pine
- City must provide public access to trout stream that runs through or adjacent to city

** above came from 2008 NC Wildlife Study ncwildlife.org

Outdoor Recreation



Outdoor recreation provides business Opportunities....



- Luna Cycle downtown Lenoir
- Sycamore Cycles downtown Hendersonville
- Motion Makers downtown Sylva

Trail Development

Outdoor Recreation connecting trails to communities & building partnerships: locally, regionally, statewide, nationally.

- 10 NC & 5 SC Counties impacted by Carolina Thread Trail
- Carolina Thread Trail will be 220 miles when completed
- 131 miles of Appalachian Trails in NC with additional 160 along TN/NC border
- Ecusta Trail will be 19 miles from Hendersonville to Brevard
- Approximately 126.5 miles of NC Rail-Trails



Weaving Communities Together



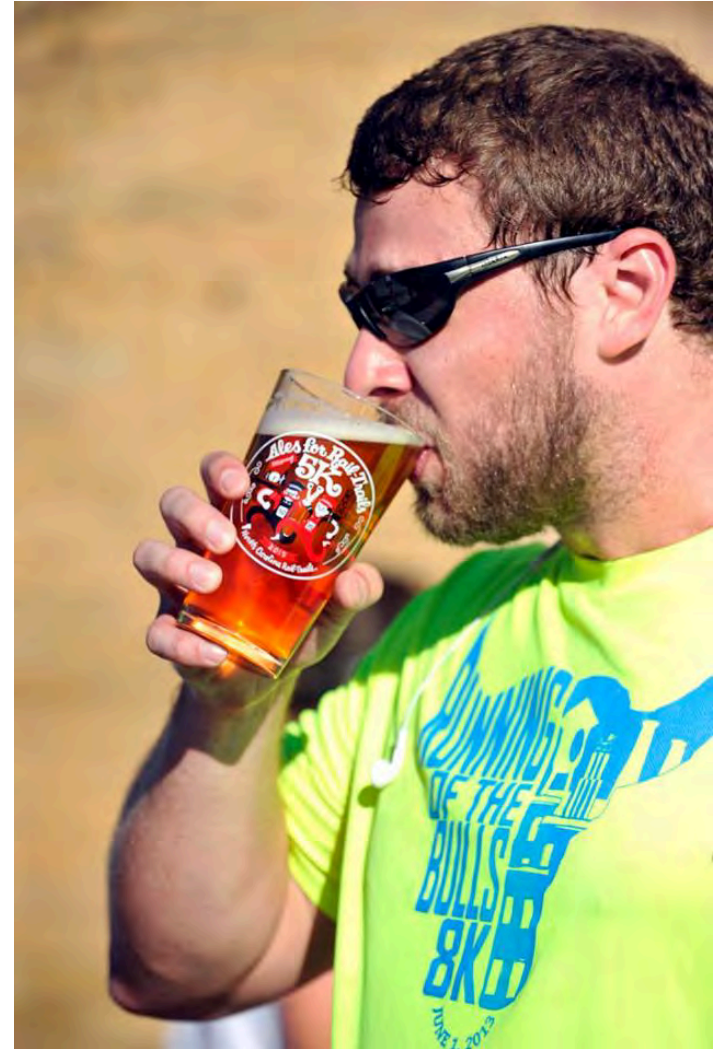
Trail Development

Outdoor Recreation connecting trails to communities....



Outdoor Recreation

Outdoor Recreation connecting people to communities....



Outdoor Recreation

Outdoor recreation connects people to communities....



Outdoor Recreation

Partnerships with State & National Parks



330 Mile Trail



Wayfinding

Wayfinding: Badin – “Our History Runs Deep” – reference to their natural amenities from Morrow Mountain, to Badin Lake and the Uwharrie **National Forest** a 20 mile recreational trail where thousands visit each year.



Impact of the Main Street Program on N.C. Downtowns



Impact of the Main Street Program on N.C. Downtowns

Since 1980.....

- **\$2.25 Billion** in public/private investment
- Over **4987 Buildings** Renovated
- Over **5,043 Façade** Improvements
- Over **4,664 Businesses** Net Gain
- Over **18,196 Jobs** Net FTE & PTE Gain



Impact of the Small Town Main Street Program

Since 2003.....

- **\$117 Million** in public/private investment
- Over **518 Buildings** Renovated
- Over **525 Façade** Improvements
- Over **587 Businesses** Net Gain
- Over **1677 Jobs** Net FTE & PTE Gain



TOTAL Main Street & Small Towns

MS & STMS

- **\$2.36 Billion** in public/private investment
- Over **5,505 Buildings** Renovated
- Over **5,570 Façade** Improvements
- Over **5,251 Businesses** Net Gain
- Over **19,873 Jobs** Net FTE & PTE Gain



Main Street is Changing the Face of North Carolina's Downtowns



Through Design



Through Design



Through Design



Before



After

Through Design



After



Before



After

Through Historic Preservation



Before



Before

Through Historic Preservation

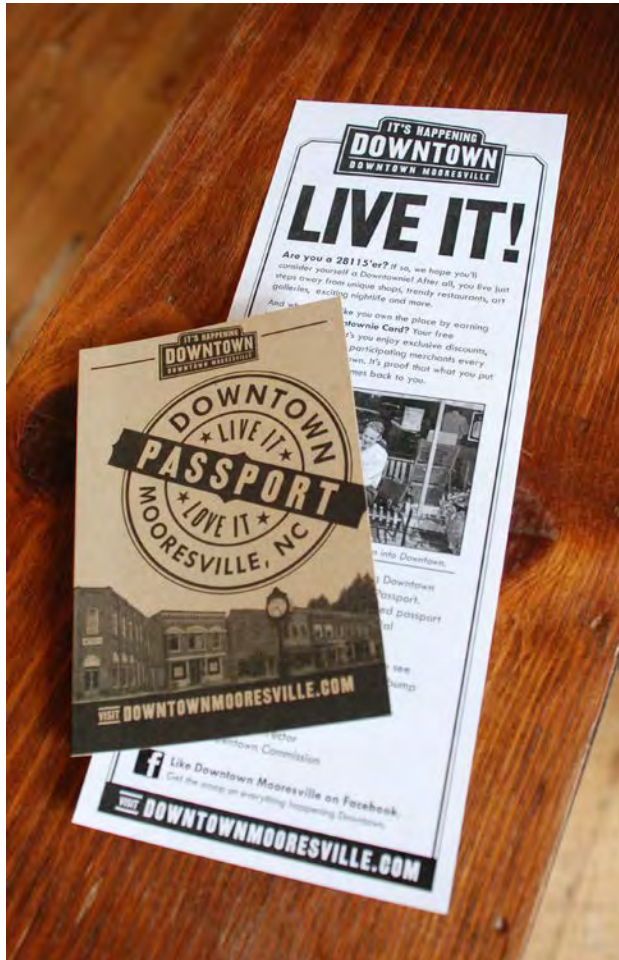


After



After

Through Promotion



Through Design



Through Economic Vitality



Through Design



Through Economic Vitality



Through Design



Through Design



Before



After

Through Economic Vitality



Before



After

Through Economic Vitality



Before

After

Through Design



before

Through Economic Vitality



Before After

Through Economic Vitality

Before



After

Through Design



Before



After



Through Economic Vitality



Through Design



Before



After



Through Design



Through Economic Vitality



Through Economic Vitality



Through Economic Vitality



Through Economic Vitality



Through Economic Vitality



Through Organization

