

N.C. Main Street & Rural Planning Center Selects Three Communities for Downtown Revitalization

Asheboro, Dunn and Henderson selected for Downtown Associate Community Program

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Raleigh, N.C. – The N.C. Main Street & Rural Planning Center selected Asheboro, Dunn and Henderson for the Center's Downtown Associate Community program, Secretary Anthony M. Copeland announced today.

The towns will receive up to three years of downtown technical assistance services from the Center, beginning in September. These communities may have the opportunity to receive official Main Street designation if they successfully complete the program and demonstrate that they have met the requirements of the N.C. Main Street program within the three-year time frame.

"All North Carolina communities depend on a healthy and vibrant downtown to attract businesses small and large," said Secretary Copeland. "This program will help Asheboro, Dunn and Henderson become even stronger candidates for new jobs and expansion."

The Downtown Associate Community program launched in May 2015 and provides communities interested in downtown revitalization with the tools to build a sustainable organizational foundation. North Carolina communities must start with this program to become a designated N.C. Main Street community. The competitive selection process takes place every other year.

"We are excited to work with these communities and look forward to helping them strengthen their downtown revitalization efforts moving forward," said N.C. Main Street & Rural Planning Center director Liz Parham. "The Downtown Associate Community program offers strategic economic development planning and organizational development that will provide long term sustainability for the community's revitalization initiative."

As with all programming offered by the N.C. Main Street & Rural Planning Center, the Downtown Associate Community program is based on the Four-Point Approach® methodology, a comprehensive process developed by the National Main Street Center® that focuses on organization, design, promotion and economic vitality.

For more information about N.C. Main Street & Rural Planning programs, visit www.nccommerce.com/MainStreet or contact Liz Parham, director of the N.C. Main Street & Rural Planning Center, at (919) 814-4658 or lparham@nccommerce.com.

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