



Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

REGIONAL CONFERENCE

The Economic Power of Authenticity

Sherry Adams, Coordinator, Programming & Technical Assistance,
NC Main Street Center, N.C. Dept. of Commerce, Rural Development Division



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

Main Street Four-Point Approach®

Organization: Building human and financial resources through public/private partnerships to achieve a common vision

Economic Restructuring: Strengthening the existing economic assets; expanding and diversifying the economic base.

PROMOTION: Selling a positive image of downtown based on the authentic creative assets of the community

Design: Improving the physical aspects of downtown.

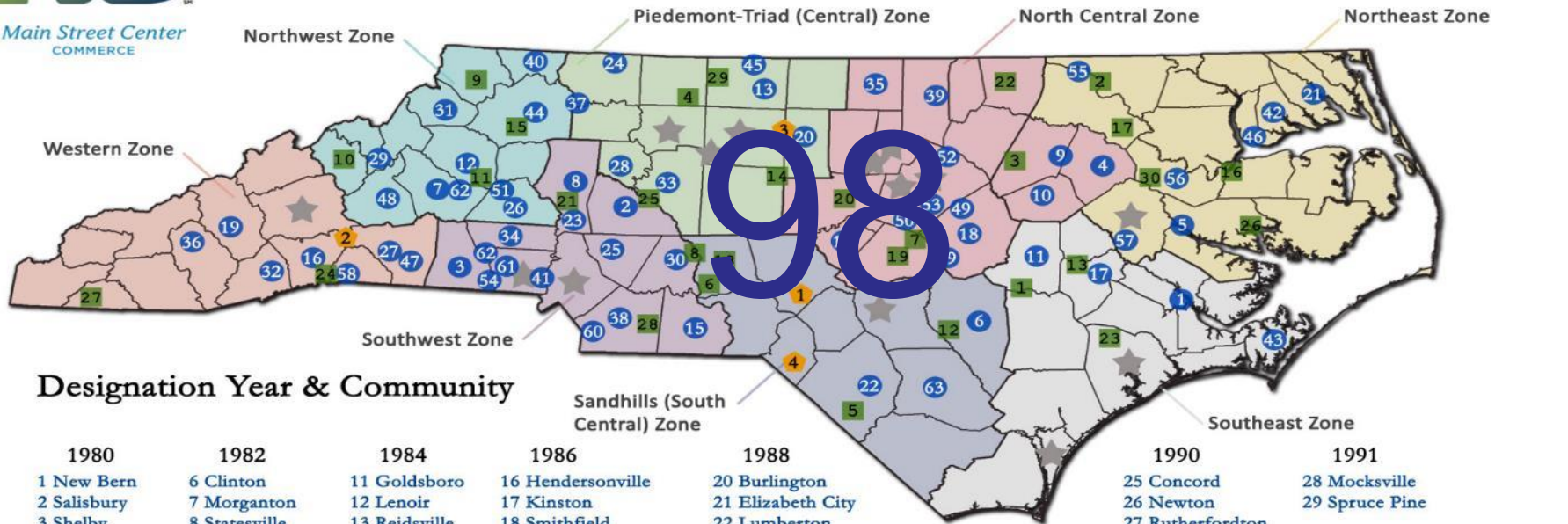
The Main Street Program is:

- Economic Development within the context of Historic Preservation





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	16 Hendersonville	20 Burlington	25 Concord	28 Mocksville
2 Salisbury	7 Morganton	12 Lenoir	17 Kinston	21 Elizabeth City	26 Newton	29 Spruce Pine
3 Shelby	8 Statesville	13 Reidsville	18 Smithfield	22 Lumberton	27 Rutherfordton	
4 Tarboro	9 Rocky Mount	14 Sanford	19 Waynesville	23 Mooresville		
5 Washington	10 Wilson	15 Wadesboro		24 Mount Airy		
1993	1995	1998	2000	2003	2004	2006
30 Albemarle	34 Lincolnton	37 Elkin	41 Belmont	45 Eden	1 Mount Olive	49 Clayton
31 Boone	35 Roxboro	38 Monroe	42 Hertford	46 Edenton	2 Weldon	50 Fuquay-Varina
32 Brevard	36 Sylva	39 Oxford	43 Morehead City	47 Forest City		51 Hickory
33 Lexington		40 Sparta	44 North Wilkesboro	48 Marion		52 Wake Forest
					2005	6 Mount Gilead
					4 Walnut Cove	
2007	2009	2010	2012	2013	2015	
7 Angier	53 Garner	16 Plymouth	23 Richlands	26 Belhaven	56 Williamston (STMS from 2003-2015)	1 Aberdeen
8 Badin	54 Kings Mountain	17 Scotland Neck	24 Saluda	27 Hayesville	57 Ayden (STMS from 2006-2015)	2 Chimney Rock
9 West Jefferson	55 Roanoke Rapids	18 Troy	25 Spencer	28 Marshville	58 Tryon (STMS from 2007-2015)	3 Elon
	13 La Grange			29 Mayodan	59 Benson (STMS from 2008-2015)	4 Laurinburg
	14 Liberty	2011		30 Robersonville	60 Waxhaw (STMS from 2009-2015)	
2008	15 Wilkesboro	19 Lillington			61 Bessemer City (STMS from 2011-2015)	
10 Burnsville		20 Pittsboro			62 Cherryville (STMS from 2012-2015)	
11 Granite Falls		21 Troutman			63 Elizabethtown (STMS from 2012-2015)	
12 Roseboro		22 Warrenton			64 Valdese (STMS from 2013-2015)	

● Downtown Associate Community
 ● Main Street Community
 ■ Small Town Main Street Community

Key Takeaways:

- **Connectivity**: recognizing your communities' authentic assets and connecting the dots for real, economic impact, not just seasonal, but 365 days of the year
- **Assets**: connecting those assets to your economic drivers
- **Economic Drivers**: know & understand and use them along with your assets to determine your;
- **Economic Position or Vision** which will determine your economic development strategies from which you can create;
- **A Downtown Economic Development Plan**: Return on Investment is realized through a well thought out plan & execution of plan
- **Partnerships & Stakeholders**: the vision can't be realized unless you involve those that share your vision

Millennials, Gen X & Baby Boomers

- 80 million Millennials (1982-2001)
- 80 Million Boomers (1945-1964)
- 51 Million Gen X (1965-1980) (latch-key generation)
- Millennials classified as more practical than ideological
 - Walkability
 - Good schools & parks
 - Multiple transportation options
- Only 10% of the three see themselves in the future in traditional auto-dependent suburban living
- Boomers are seeking much of the same as Millennials in way of housing, walkability, giving back to community, healthy, active living, socializing – A “shared” economy

(Investing in Place for Economic Growth and Competitiveness, American Planning Association; www.planning.org)

In an American Planning Association Survey, ***Investing in Place***, 1,040 Americans surveyed with roughly ½ millennial and ½ boomer 68% of respondents agreed: “the U.S. economy fundamentally flawed and the path to prosperity lies in building up communities not through recruiting companies but by concentrating on basic elements as places to live.”

- 67% - Believe community planning is important for economic recovery
- ¾ of U.S. adults agreed that engaging citizens through local planning efforts is essential to rebuilding local economies and creating jobs
- #1 Job creation was ranked top priority for planning by citizens

(Investing in Place for Economic Growth and Competitiveness, American Planning Association; www.planning.org)

Demographic Shifts & Economic Impact of Authenticity



Economic Power of Authenticity Begins With:

- **Thoughtful Direction:**
 - Community Assets
 - Economic Drivers
 - Vision
 - Mission
 - Economic Development Strategies
 - Plan of Work
 - Identifying Stakeholders
 - Budget



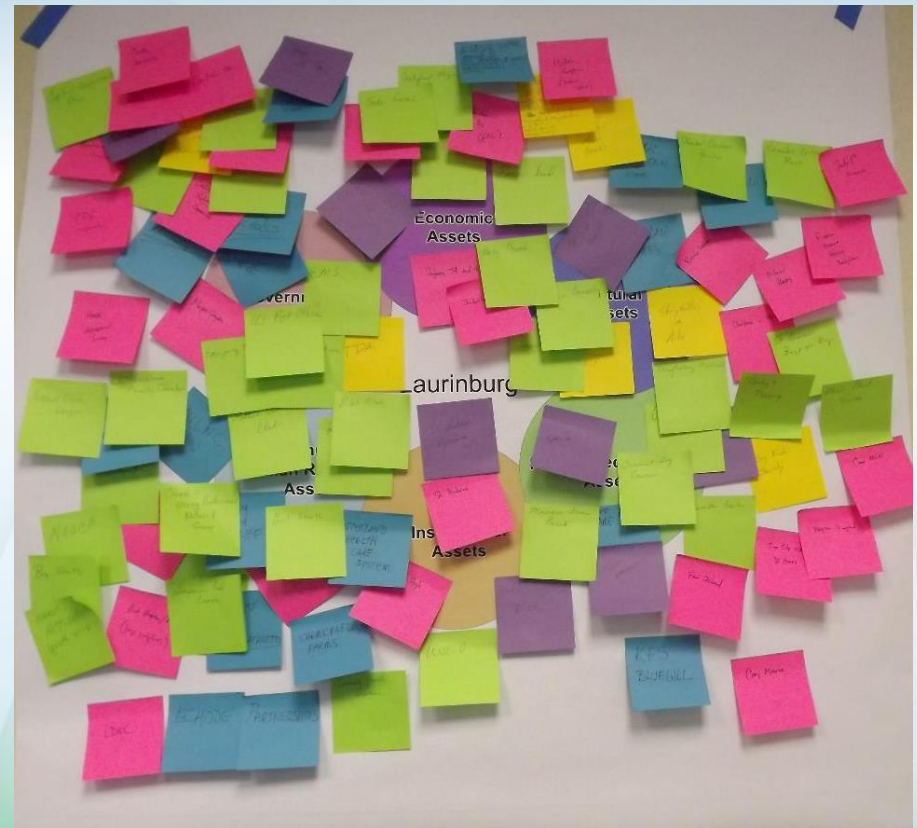
❖ *Unless you know where you are headed, how will you know when you arrive?*

Community Assets

- Assets are those identifiable characteristics that define your community:
- Governmental Assets
- Community/ Human
- Institutional Assets
- Natural/ Recreational
- Cultural Assets
- Economic Assets



Asset Mapping



Economic Drivers

- Economic Drivers: an understanding of what is driving your local economy.
 - o Understanding how that role has changed and
 - o 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 → 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"> 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"> 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"> Provide 10 building owners with Façade & Interior Improvements project plans by March 2016. Develop & Implement a Community Garden Plan by May 2016. 	<p>Actions:</p> <ol style="list-style-type: none"> Perform a market analysis & identify gaps in the local market & opportunities for growth by September 2015 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 and 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"> Strengthen and/or establish 25 networks between CDDA and local, state and national agencies, neighboring municipalities in order to complete and continue to improve our 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"> Develop an image and marketing campaign promoting downtown’s existing connections to world class hiking, biking and horse trails by June 2016. 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"> Develop a plan by January 2016 to improve pedestrian, cycling, equestrian connectivity to downtown. 	<p>Actions:</p> <ol style="list-style-type: none"> 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"> 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"> Sponsor a bi-annual “Tour of Homes” promoting existing and future downtown housing opportunities. 	<p>Actions:</p> <ol style="list-style-type: none"> 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"> Develop a plan by March 2016 to sustain and grow a downtown economy that focuses on and supports an active lifestyle.

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Four Most Common Economic Drivers Impacting Economy in N.C. Downtowns

- Food & Spirits
- Lodging & Housing
- Arts & Culture
- Outdoor Recreation

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

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%

Impact

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!

LOCAL Food Production & Sales



Ashe County Cheese, West Jefferson



Case Study: Incubator Kitchen, Burgaw



Case Study: Burgaw: Incubator Kitchen

The Economic Development Deal:

Burgaw: Population 3,872	Costs	Use of Grant Funds
	\$70,000 Grant - USDA	State of the Art Equipment
	Town of Burgaw - \$31,000	Renovation Costs

Impact:

Goal	Jobs	Business
transition of small farmers to new markets and to assist small food business entrepreneurs	9 permanent Jobs	Custom Fit Meals

Farmers Markets/ Tailgate Markets



Popping Up Everywhere....

GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

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.



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?

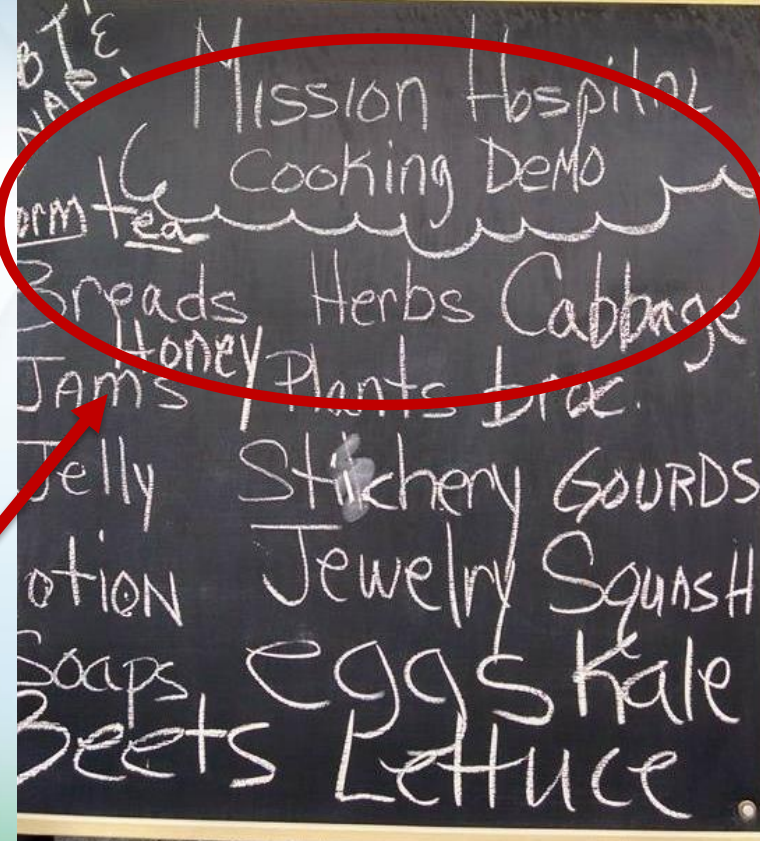
WHAT IF YOUR IDEAS AND YOUR COMMUNITY COULD MAKE IT HAPPEN?

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

Connecting Farmers Markets to Educational opportunities.



Farm To Table Restaurants



Driving Local Economies.....

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.....**”



Guadalupe Café, Sylva



Tropical
Fusion
Eatery
& Bar

Chef & the Farmer Kinston



Mother Earth Brewery, Kinston



Howard Brewing, Lenoir



Carolina Distillery, Lenoir



Case Study: Lenoir: Carolina Distillery

The Economic Development Deal:

Lenoir: Population 18,042	Total Project Cost	Main Street Solutions Fund Grant	Additional Investment (Private)	Additional Investment (Public)
	\$822,590	\$200,000	\$528,000	\$100,590
	100%	23.7%	64.1%	12.2%

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:
2	8	7	More Creative Class interest and events

Former Kimbrell's Furniture Store



+

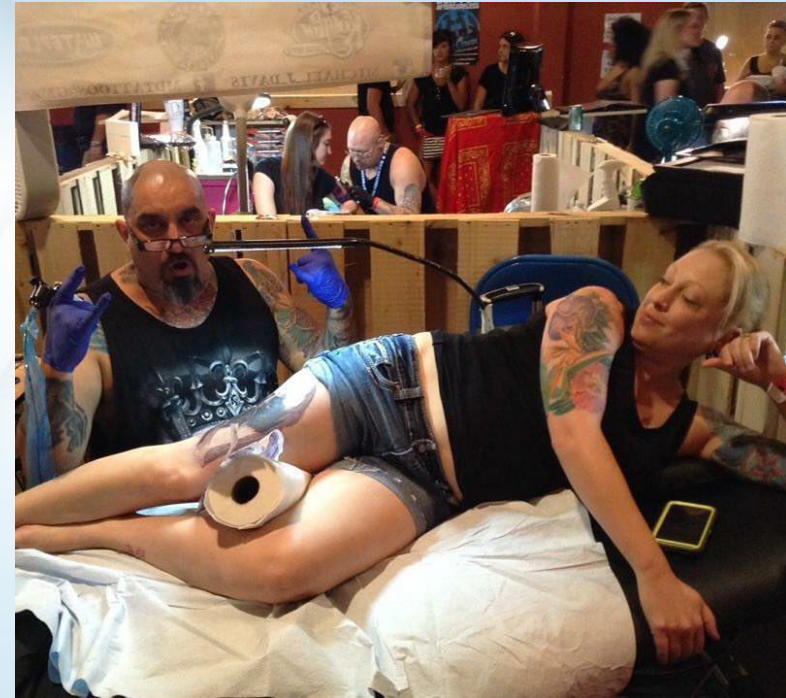


+



= Success

Carriage House Tattoo Gathering



Howard Brewing Partnerships, Lenoir



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

NC

THE GREAT NC BBQ MAP

- LEGEND
- BBQ SPOTS
 - BBQ RESTAURANTS
 - BBQ COUNTRY
 - BBQ REGION
 - BBQ STYLE
 - BBQ HISTORY
 - BBQ CULTURE
 - BBQ ECONOMY
 - BBQ TOURISM



BARBECUE • BARBEQUE • BAR-B-QUE • BAR-B-Q • BBQ

REGIONALIZATION OF BBQ ACROSS THE UNITED STATES

THE GREAT BARBECUE HEART OF THE SOUTH

NORTH CAROLINA WINERIES

ncwine.org



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)



Lodging



Nu Wray Inn, Burnsville



www.nuwray.com



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

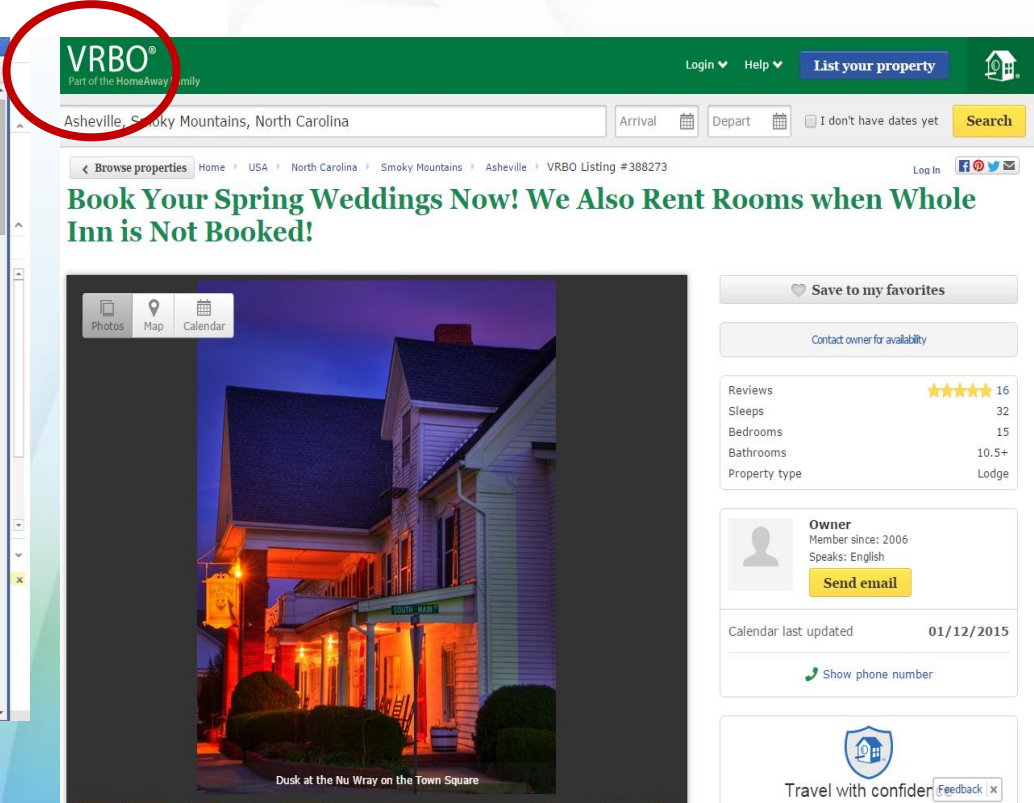


Marketed for weddings, family reunions, retreats, team-building, etc.

Able to book the entire Inn or a room

www.nuwray.com

Nu Wray Inn, Burnsville



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.”

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



Broken Window Theory

Why Housing is Important to Downtown

Increases Use of the Built Environment:

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

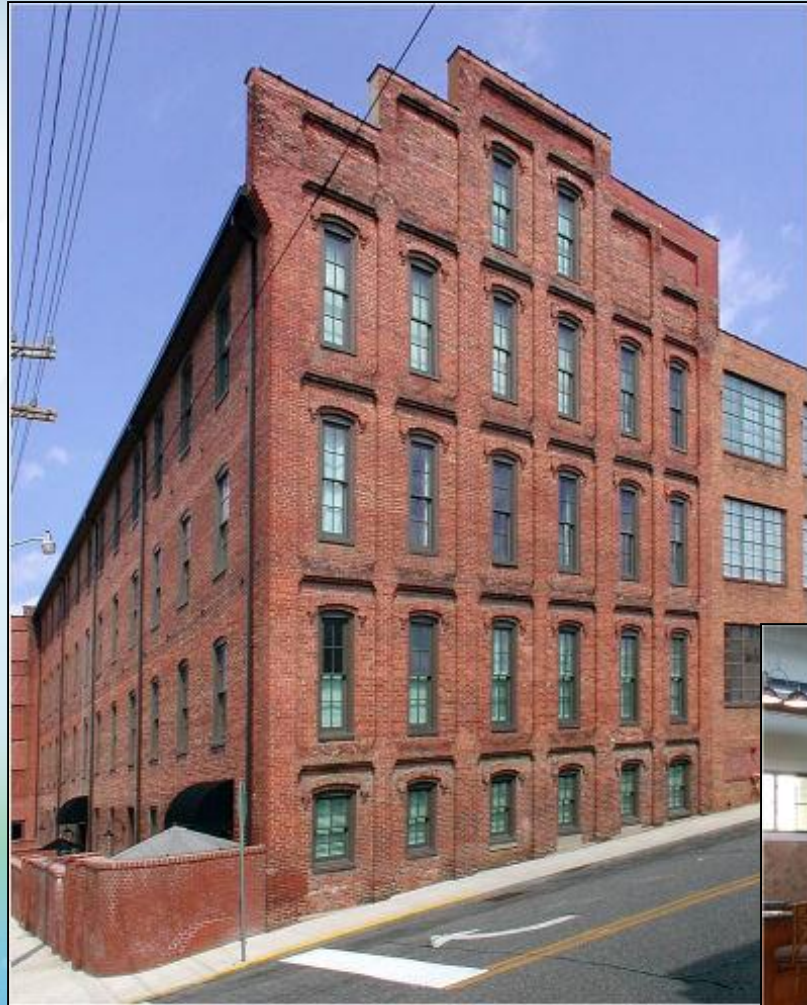


Why Downtown is Important to Housing

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



Market Rate Condos – Renfro Mills, Mount Airy



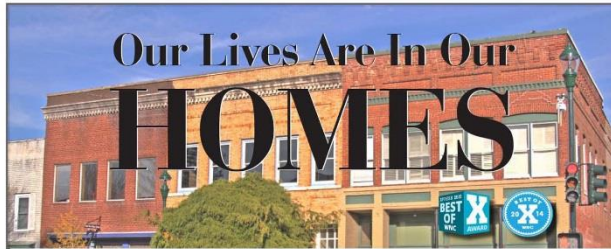
Market Rate Condos: 101 S. Main St., Salisbury



Market Rate Apartments: The Bernhardt Hardware Bldg - Salisbury



Housing Promotion – Designer Showcase, Hendersonville



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:



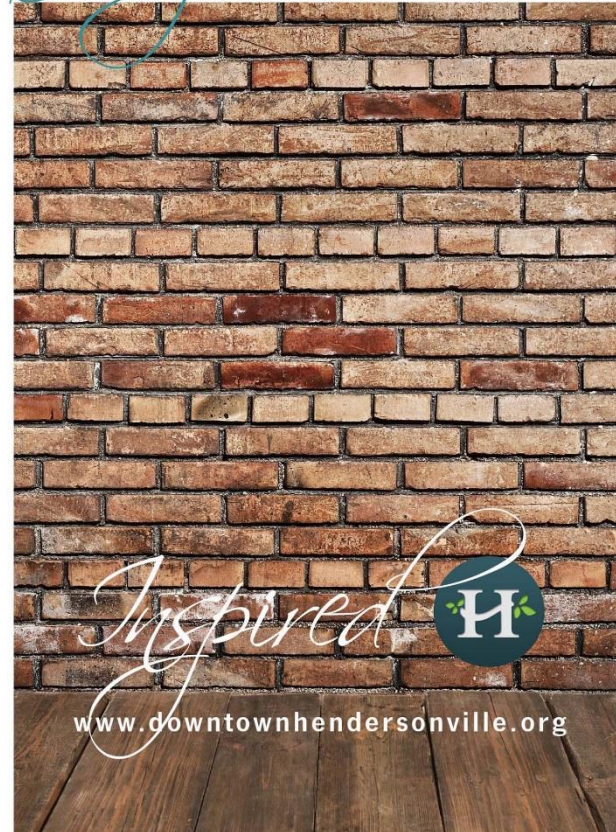
VISIT OUR REAL ESTATE
DISCOVERY CENTER
512 NORTH MAIN STREET
828.697.0515



beverly-hanks.com



Historic Downtown Hendersonville's
Designer Showcase



www.downtownhendersonville.org

G U I D E B O O K

Housing Promotion – Designer Showcase, Hendersonville



Economic Impact of Upper Floor Housing



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



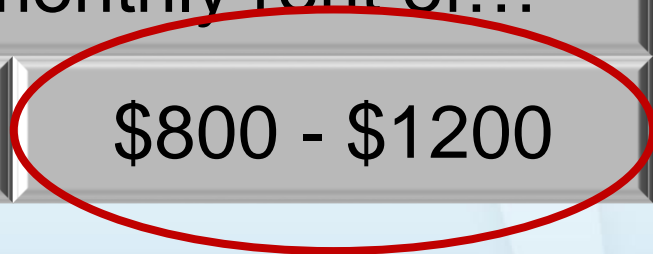
Upper Floor Housing Assumptions

Couple renting an apartment with monthly rent of...

Up to \$400

\$400 - \$800

\$800 - \$1200



“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
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

\$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.....



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



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.

Caldwell County Arts Council, Lenoir

brewers
BREWERS

 1001 West Ave NW Lenoir, NC 828.572.4449 starttobrewence.com	 1048 Harper Ave. NW Lenoir, NC 828.754.3652 loesbrewing.com	 47 Dulze St. Granite Falls, NC 828.212.1222 granitefallsbrewing.com
 317 N Green St Morganton, NC 828.413.1195 smithplant.com	 212 S Green St Morganton, NC 828.430.6885 catawbabeer.com	 2 Third St SW Hickory, NC 828.322-1422 oidehickorybrewery.com
 130 N Depot St. Boone, NC 828.265.3506 lostprovince.com	 152 Sunset Drive Blowing Rock, NC 828.414.9600 blowingrockbrewing.com	 163 Boone Creek Dr. Boone, NC 828.263.1111 appleciderandcraftbeer.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
RETURN SERVICE REQUESTED



HUES & BREWS
2ND ANNUAL ARTIST & CRAFT BEER CELEBRATION

CALDWELL ARTS COUNCIL 828-754-2486
LENOIR, NC
2015
HUESANDBREWS.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



Presented by:
CALDWELL ARTS COUNCIL
828-754-2486
www.caldwellarts.org

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

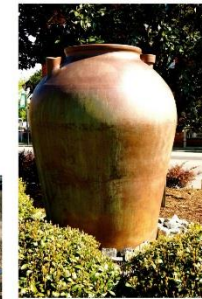


Art Plans



P L A T O S T R A T E G I E S

COMMUNITY PUBLIC ART PLAN



Submitted to:

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

June 2013

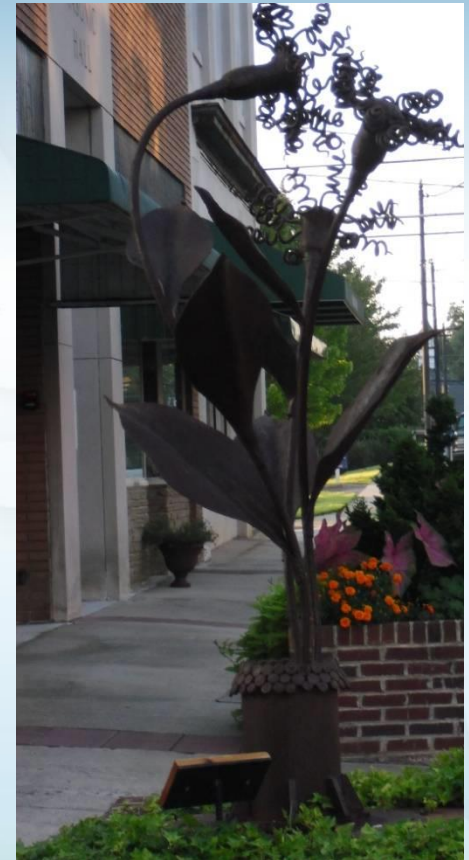
Art Creates The Downtown Environment



Waynesville – Permanent
Public Art



Lenoir – Public Art
Gallery



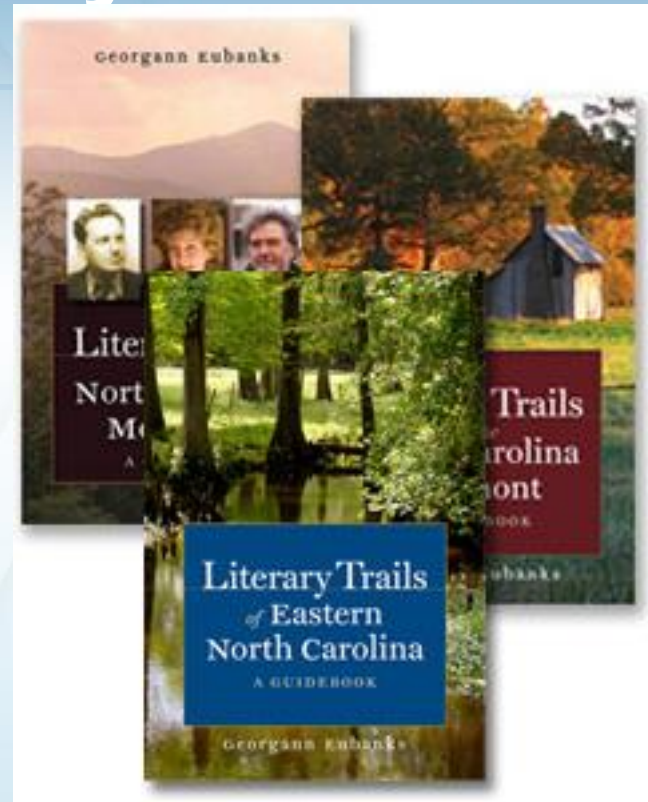
Lenoir – Public Art
Gallery

Arts & Culture Driving the Economy

Trails of a different nature NC Art Trails...



African American Music Trail in the East



Literary Trails

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



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
Entry Fee with Feminine cut tee is \$34

USATF
CERTIFIED
5K RACE

RACE INFORMATION
AND REGISTRATION
may be found online

go-greenevents.com/CoonDogDay5K

LOCALLY SPONSORED BY



THE GORGE

GREENGLIER
ADVENTURES



REPUBLIC
SERVICES



Authentic Festivals & Special Events

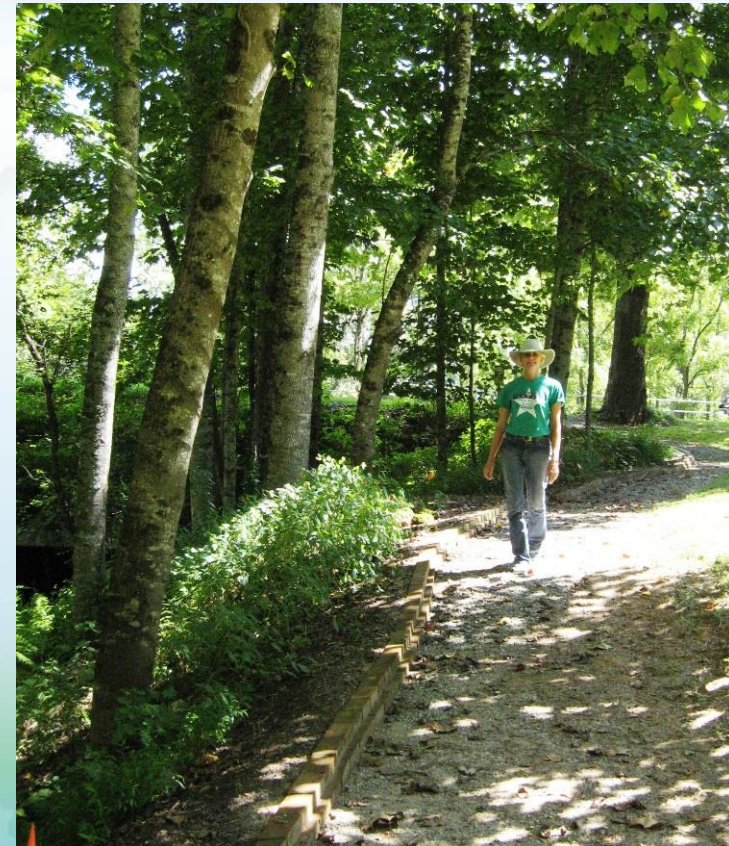


Benson Mule Days & Ayden Collard Festival



Outdoor Recreation is driving the economy in North Carolina Downtowns

- Business Opportunities
- Trail Development
- Partnerships
- Wayfinding



Impact of Outdoor Recreation in North Carolina

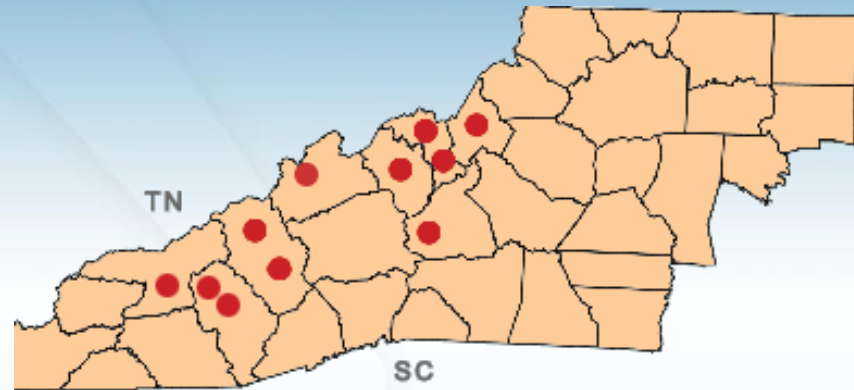
THE NORTH CAROLINA ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes more than \$7.5 billion annually to North Carolina's economy**
- **Supports 95,000 jobs across North Carolina**
- **Generates \$430 million in annual state tax revenue**
- **Produces \$6.1 billion annually in retail sales and services across North Carolina**

<http://lwcfccoalition.org/files/NorthCarolinaRecEconomy.pdf>

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



Photo from Motion Maker Facebook Post

- 2013 Outdoor Foundation Report 91.5 million people annually engage in some cycling activity
- 1.6 million or 25% of NC population participates in Bicycling
- More popular than hiking, canoeing, kayaking and golfing combined
- Avg. stay for a bike tourist: 3.7 nights
- Cyclist spend more & have higher income than avg. tourist
- Ripple effect on economy: jobs = greenways, sidewalks, bike paths being construction accounting for 17 jobs per \$1 million spent

**Above information came from these sources: Don Kostelec Planning, Outdoor Foundation, *Bikes in Beds: How to Maximize Bike Tourism in Haywood County & ncsports.org*; *The Active Outdoor Recreation Economy*

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

The Ecusta Trail logo is a teal oval containing the word "ecusta" in a white, lowercase, serif font, with "TRAIL" in a smaller, white, uppercase, sans-serif font below it. To the right of the text is a white graphic of a mountain range with a trail winding up it.

ecusta
TRAIL

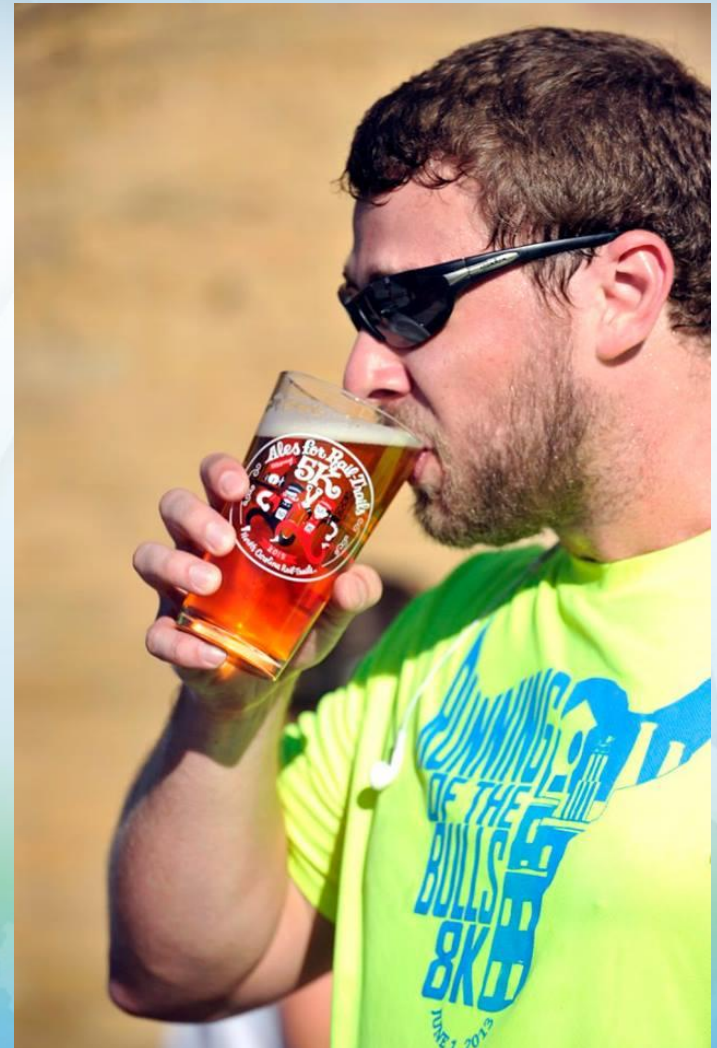
ECUSTA TRAIL.ORG



APPALACHIAN TRAIL
CONSERVANCY®

Outdoor Recreation

Outdoor Recreation connecting people to communities....



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

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