

NORTH CAROLINA DOWNTOWN

2018-19 IMPACT REPORT



This data is reflective of the success achieved in the downtown districts of eighty-four cities and towns across North Carolina, large and small, urban and rural. These numbers represent the most recently completed fiscal year of those downtowns that participated.

84 

ACTIVE DOWNTOWNS REPORTING
OF 533 INCORPORATED NC TOWNS

78 ARE NC MAIN STREET™ TOWNS
SUPPORTED BY THE NC MAIN STREET &
RURAL PLANNING CENTER

 9,906
Net New Jobs

(10% Increase from 2017-18)

834  NEW
BUSINESSES
OPENED

 158,991
Volunteer Hours Spent to
Improve Downtowns
Value of \$3,845,992





POPULATION

432

POPULATION OF
SMALLEST TOWN
REPORTING

859,035

POPULATION OF
LARGEST TOWN
REPORTING

\$1,364,737,374

PRIVATE INVESTMENT



\$ 927,225,168

PUBLIC INVESTMENT



\$2,291,962,242

TOTAL INVESTMENT

(34% Increase from 2017-18)



We shape our dwellings now,
and afterwards, our dwellings
shape us.

Winston Churchill



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