

# 2020-2021 Annual Impact Report

**\$3,307,000,000**

Annual Economic Impact

**630**

New Businesses

**4,200**

New Jobs



## Keep our downtowns strong

Many thanks to the NC General Assembly who helped keep our downtowns strong in 2021 by extending the State Historic Preservation Tax Credits to 2031, passing the Social District legislation, and supporting outdoor dining options during the pandemic.





# Downtowns Impact our State Small Towns to Large Cities

**\$2.6B** + **\$700M** = **\$3.3B**

Private Investment      Public Investment      Total Investment

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



[www.ncdda.org](http://www.ncdda.org)

## Keep our downtowns growing

The North Carolina Downtown Development Association is the leader in education and advocacy for economic growth and development in North Carolina's downtowns. NCDDA is a 501(c)(4) nonprofit professional membership organization that is led by a 21-member volunteer board of directors, which meets quarterly. Members include downtown development managers, coordinators and Main Street managers; economic developers; town planners; town managers; architects; landscape architects; developers; and other professions related to the development of North Carolina's downtowns.