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LEVERAGE NC to Provide Cities and Towns with Economic Development Training and Resources

N.C. League of Municipalities, N.C. Department of Commerce, N.C. Downtown Development Association, and N.C. Department of Natural and Cultural Resources form Partnership

(RALEIGH)—The N.C. League of Municipalities (NCLM), in partnership with the N.C. Department of Commerce and its Main Street and Rural Planning Center, the N.C. Downtown Development Association, and the N.C. Department of Natural and Cultural Resources Historic Preservation Office, is proud to announce Leverage NC, a resource designed to further local government economic development efforts. Through a carefully curated catalog of educational offerings and expert resources, Leverage NC will provide cities and towns statewide the tools needed to strengthen local economies and support enhanced business opportunity back at home.

Over the next year, Leverage NC will roll out a set of educational resources designed to address the most immediate issues facing communities and local economies. Topics will include post COVID-19 development, funding and partnerships, organizational development, project development after a disaster, and strategy development for a new normal.

Cities and towns are the economic engine of North Carolina with 80 percent of all jobs and 75 percent of all retail sales in the state occurring within municipal limits. Cities and towns make investments that attract businesses to North Carolina, grow jobs, and create unmatched quality of life.

“Both at the League and across Main Street and rural communities statewide, we know that we are stronger together,” said Paul Meyer, Executive Director of the NCLM. “Our cities vary in size, culture, geography and economic situation. And through their unique experiences, there are countless lessons to be learned about strategy and growth. Leverage NC will bring these resources together, assembling the best minds and most useful trainings our 540 cities and towns have to offer.”

“The Main Street & Rural Planning Center at the N.C. Commerce Department’s Rural Division is proud to boost our efforts to bring economic development opportunities to communities across the state,” said Commerce Secretary Anthony Copeland. “Our partnership with the League of Municipalities will enable us to further expand our outreach to local leaders and elected officials.”

About the League

The North Carolina League of Municipalities is a member-driven organization representing the interests of cities and towns in the state. Through their collective efforts, League member cities and towns better serve their residents and improve quality of life. For more than 100 years, the League has been a voice for cities and towns working for a better North Carolina. For more information, visit www.nclm.org.

About N.C. Main Street & Rural Planning Center

The North Carolina 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.

About N.C. Downtown Development Association

The North Carolina Downtown Development Association is the leader in education and advocacy for economic growth and development in North Carolina's downtowns. 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.

About N.C. Department of Natural and Cultural Resources Historic Preservation Office

The North Carolina State Historic Preservation Office assists private citizens, private institutions, local governments, and agencies of state and federal government in the identification, evaluation, protection, and enhancement of properties significant in North Carolina history and archaeology.

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