



Downtown Revitalization Corporation

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FOR IMMEDIATE RELEASE

Two Downtown Wake Forest Projects Win Awards

DOWNTOWN WAKE FOREST, N.C.—The Wake Forest Downtown Revitalization Corporation today announced that two local projects were recognized for their excellence and received top honors in the 2009 N.C. Main Street Awards competition. In the category of **Best Innovation**, the South White Street Streetscape Enhancement Project Weekly Update earned an Award of Merit. In the category of **Best Printed Promotional Item: Graphics**, Wake Forest Downtown Revitalization Corporation's Shopping Rack Cards also received an Award of Merit.

The N.C. Main Street Program's annual awards competition recognizes the outstanding achievements of participating communities in categories reflecting the four areas emphasized by Main Street: organization, design, economic restructuring and promotion. This year's entries were judged by a panel that included staff from the Appalachian Regional Commission, Division of Community Assistance's piedmont regional office and the N.C. Main Street program.

Following the judging, Office of Urban Development Director Liz Parham remarked, "The Main Street Awards represent North Carolina's finest examples of downtown revitalization initiatives. Main Street and Small Town Main Street communities understand how to leverage partnerships, incentives and investment in an effort to strengthen the local economy. These projects serve as exemplary models as the best in downtown redevelopment and are celebrated for their accomplishments."

On Thursday, January 28, 2010, Parham, N.C. Secretary of Commerce J. Keith Crisco, Deputy Secretary Dale Carroll, Assistant Secretary for Community Development Joseph D. Crocker and Division of Community Assistance Director Gloria Nance-Sims presented the N.C. Main

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Street Awards during the North Carolina Main Street Annual Awards Program at the New Bern Riverfront Convention Center, New Bern, N.C. Twenty projects received Awards of Merit, and seven outstanding non-winning entries garnered Certificates of Special Recognition. Projects receiving these honors are:

BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION

Marion—Historic Marion Farmer’s Market Shade Shelter AWARD

New Bern—Broad Street Improvements and Trent River Bridge Replacement AWARD

Sanford – East Depot District Development Special Recognition

BEST INNOVATION

Wake Forest—S. White Street Streetscape Enhancement Project Weekly Updates AWARD

Rutherfordton—History and Heritage Displays/Visitor Center Special Recognition

BEST ECONOMIC DEVELOPMENT INCENTIVE PROGRAM

Salisbury—DSI, LLC Partnership AWARD

BEST ADAPTIVE REUSE PROJECT

Reidsville—Mr. Kones Ice Cream Shop AWARD

Salisbury—101 S. Main Street AWARD

Albemarle—Lillian Mill Special Recognition

BEST ENDANGERED PROPERTY RESCUE EFFORT

Albemarle—Central Elementary School AWARD

BEST INFILL BUILDING PROJECT

Waynesville—Police Dept., Development Office & Town Hall AWARD

Roxboro—Roxboro Police Department Special Recognition

BEST HISTORIC REHABILITATION PROJECT

Clayton—HTR Commercial AWARD

Salisbury—128 E. Innes Street AWARD

Statesville—105 E. Broad Street AWARD

BEST FAÇADE REHABILITATION PROJECT

Clayton—104 W. Main Street AWARD

Salisbury—110 S. Main Street AWARD

Statesville—110 W. Broad Street Special Recognition

BEST PUBLIC BUILDING IMPROVEMENT

Goldsboro—Historic City Hall AWARD

BEST OUTDOOR SPACE IMPROVEMENT

Reidsville – Market Square AWARD

Salisbury – Salisbury Station Passenger Platform Special Recognition

BEST DOWNTOWN SPECIAL EVENT

Fuquay Varina—Hunt 100 Centennial Challenge AWARD

Hickory—“Swinging Under the Stars: A Tribute to the Big Band Era” AWARD

Smithfield—Ava Gardner Independent Film Festival Special Recognition

BEST PRINTED PROMOTIONAL ITEM: TEXT AND GRAPHICS

Eden—Eden Riverfest Promotional Materials AWARD

BEST PRINTED PROMOTIONAL ITEM: GRAPHICS

Clayton—Town Square Concert Series Logo/Branding AWARD

Wake Forest—Dining and Shopping Rack Cards AWARD

Based on economic revitalization within the context of historic preservation, the Main Street program was created by the National Trust for Historic Preservation to share an effective downtown revitalization strategy which they had developed for smaller towns. Selected as an original Main Street state in 1980, North Carolina has seen its program grow from five communities to 61. The economic impact of the program has grown as well. Combined public and private investment in North Carolina Main Street downtowns totals more than \$1.4 billion dollars.

The North Carolina Main Street Program provides technical assistance, education and networking opportunities to its communities. The program is part of the Department of Commerce’s Division of Community Assistance.

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