

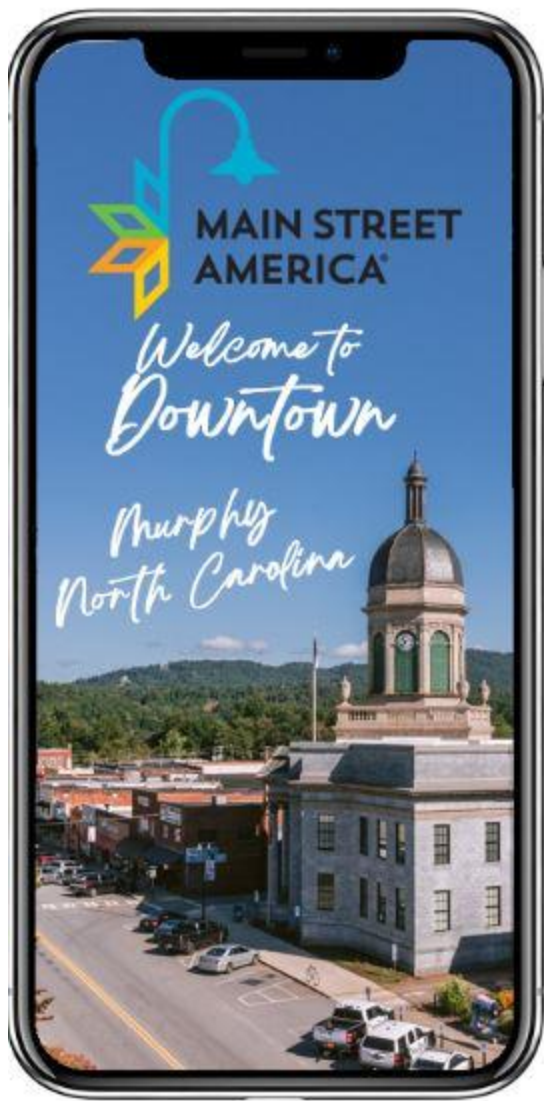
Murphy is a North Carolina Main Street community, designated by the N.C. Department of Commerce Main Street & Rural Planning Center. The Town of Murphy is charged with administering the program at the local level and building public-private partnerships to spur economic development that achieves measurable results such as investment, business growth, and job creation.



MURPHY, NC

Main Street America TM is a movement. Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation -based economic development and community revitalization across the country. Made up of small towns mid-sized communities, and urban commercial districts, Main Street America represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.

Main Street America is a mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Since 1980, over 2,000 communities have been part of Main Street, bringing renewed energy and activity to America's downtowns and commercial districts, securing \$61 billion in new investment creating more than 525,000 net new jobs and rehabilitating 251,000 buildings. Main Street America is a time-tested strategy.



As a Main Street America Affiliate™, the Town of Murphy is part of a national network of more than 1,200 neighborhoods and communities that share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.

Main Street America communities are encouraged to make use of a time-tested approach, known as the Main Street Approach. The Main Street Approach is rooted in a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Design, Promotion, and Organization.

Learn More: Mainstreet.org | NCMainstreetplanning.com



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**A MARK OF
DISTINCTION**