



LEVERAGE NC - WHO, WHY, & WHAT TO EXPECT

Leverage NC is a partnership of the NC League of Municipalities, NC Department of Commerce's Main Street & Rural Planning Center, NC Department of Cultural Resources' State Historic Preservation Office, and the NC Downtown Development Association. We aspire to build economic development capacity in every town or city across the state.

Representatives of these organizations have been working together since April 2020 to create this partnership. We believe we can leverage our unique resources and field-specific expertise. Furthermore, by working together, we can improve access to resources and increase the awareness of proven practical, implementable economic development activities. Our goal is to offer substance that every town can utilize.

We are developing a curriculum that is free and accessible virtually that addresses particular economic development tools, resources, and methods.

We will be releasing our new website within weeks that will house our curriculum content.

Our first live webinar, **Festivals & Events - What Do They Look Like in the Future?**, was broadcast September 15th and featured three expert panelists to help towns understand how to prepare for events in a COVID-19 environment. This was recorded and will have a shelf life on the Leverage NC website and the NCLM e-learning site.

If you don't think of festivals or events when you envision city/town economic development - well, then we aim to expand your vision of economic development.

We conducted a survey in June that resulted in over 210 responses, which helped us identify the most desired educational, economic development opportunities. Here are a few of those you can expect to see soon: **How to Package an Economic Development Opportunity, How to be a Better Grant Writer, and a Successful Small Town Series** that demonstrates you don't have to be big to be innovative and achieve economic success.

