



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

DOWNTOWN LAURINBURG UNDERGOES \$40,000 IN IMPROVEMENTS

Laurinburg, N.C. – January 20, 2022 - The Laurinburg Downtown Advisory Committee, Inc. (DAC) is proud to announce a partnership with the Duke Energy Foundation that will help downtown businesses undergo upwards of \$40,000 in operational and structural improvements.

The cornerstone of the program is the Duke Energy Hometown Revitalization Grant. This grant program was established to help businesses who suffered through the COVID-19 pandemic and have had to take measures to adapt their business with respect to COVID-19 as well as to improve the overall presentation of their business to customers.

“Duke Energy recognizes the impact Covid-19 has had on small businesses and wants to assist in their recovery,” said David McNeill, District Manager of Duke Energy. “We also understand the importance that downtowns have on the economic vitality of communities. So this grant program was developed to help local businesses adapt to the unprecedented challenges caused by the pandemic.”

To further enhance the recovery efforts, the Duke Energy Foundation’s \$25,000 grant was then leveraged by the DAC so that eligible exterior projects were able to couple the Duke grant with the downtown investment grant. This “coupling” approach allowed for more projects to be funded and increased the overall business improvements to downtown to exceed \$40,000.

Overall, 16 businesses have been awarded funding as either reimbursement or to help fund projects that will improve exterior and interior components of their business and property. For funding that was not used for reimbursement, business/property owners will have 6 months to complete their approved projects.

“We are thankful to the Duke Energy Foundation for giving our downtown businesses and our community this opportunity, said Daniel Walters, Downtown Development Coordinator City of Laurinburg. “Their grant and our opportunity to, in some cases, match their funds will help further enhance the downtown area and the overall Laurinburg community.”