



TOWN OF NORTH EAST

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Town of North East Advances Multiple Initiatives to Support Local Businesses and Strengthen Main Street

North East, MD – Mayor Kelly Benson and the Commissioners of North East are pleased to announce the completion of several initiatives designed to make the Town more business-friendly, encourage investment, and strengthen the local economy.

These efforts reflect the Town's continued commitment to supporting existing businesses while creating an environment that attracts new investment and encourages entrepreneurship.

"Throughout my tenure as Mayor, one of my primary objectives has been to make North East a more business-friendly community," said Mayor Kelly Benson. "While many of these initiatives may seem small on their own, together they create a meaningful impact by improving our town's appearance, enhancing wayfinding, and reducing costs for our business community."

Among the initiatives is the continuation of the Town's **Commercial Façade Improvement Grant Program**. Through a partnership with the Maryland Department of Housing and Community Development (DHCD), the Town has once again secured **\$50,000** in funding to assist business and property owners with improving commercial storefronts throughout North East. The program helps preserve the Town's historic charm while encouraging reinvestment in the downtown business district.

The Town has also completed the installation of a new **wayfinding signage system** designed to improve navigation for residents and visitors alike. The signs direct pedestrians and motorists to public parking areas, shopping and dining destinations, the Community Park, municipal facilities, and other key attractions. By making the Town easier to navigate, the project enhances the visitor experience while increasing visibility and accessibility for local businesses.

In addition, the Mayor and Commissioners recently adopted **Resolution 2026-07-01**, eliminating several municipal fees that can create unnecessary barriers for businesses looking to establish or expand operations within North East. The resolution waives fees for:

- Change of Use Permits
- Sign Permits
- Special Exception Applications (with Site Plan)
- Special Exception Applications (without Site Plan)
- Variance Applications

Business owners interested in opening, relocating, or expanding a business in North East are encouraged to contact the Town to learn more about available resources, incentives, and opportunities.

"Simply put, we want you here in North East." -Kelly Benson

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