



**CITY OF HENDERSONVILLE**  
**AGENDA ITEM SUMMARY**  
**DOWNTOWN ECONOMIC VITALITY**



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**SUBMITTER:** Jamie Carpenter, Downtown Manager      **MEETING DATE:** March 7, 2023

**AGENDA SECTION:** NEW BUSINESS      **DEPARTMENT:** Community Development - Downtown

**TITLE OF ITEM:** Downtown EV Team / Workplan Updates

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**SUMMARY:**

Monthly review of workplan status / team updates:

1. PARKING LAUNCH
  - a) Education/training on parking – January/February
  - b) Jamie – working on sample validation codes for businesses to distribute – businesses will then be able to purchase codes if they wish.
  - c) Evaluate year in parking (DAB AGENDA - December 2023)
2. Complete Downtown Master Plan – this will take place throughout 2023. – No updates
  - a) Zoning/planning input
  - b) Economic development initiatives
3. Develop program for small business training and loan fund through grant from Dogwood Health Trust
  - a) Update – This was presented to Council at the March 2 meeting and approved by council – ‘Downtown Opportunity Fund’ – presentation is included in agenda packet
  - b) 5 downtown businesses worked with Gary Heisey on small business success plan
  - c) 3/7/23 – J. Carpenter meeting with city attorney to finalize contracts with Mountain BizWorks and Black Wall Street
  - d) 3/13/23 – Project team will meet to plan strategy at Downtown office (MBW, BWS, BRCC)
4. Support downtown service industry and downtown employee retention/ benefits
  - a. Education –
    - i. Plan for and offer at least 1 training aimed to downtown employees – twice per year – start with April - Caroline, Jerry, Daniel (possibly invite Julie with TDA) –
      1. Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars:
        - a. Start here – summary/overview

- b. Do walking tour of downtown
- c. End at brewery with trivia
- d. Everyone who participates from start to finish could get a beer ticket

ii. Business Resource Manual – put together a guide (similar to the new business guide) that is used as a resource for current businesses and employees – include: JAMIE to work on before April

- 1. Services available
- 2. Parking info
- 3. Downtown program info
- 4. Odd history
- 5. Building info - qr code or link to website with more info

5. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements. – JAMIE – TDA GRANT – put off planning until May