

2023-2024 Downtown Workplan

Team	ACTION	PARTNER/ASSIGNMENT	Time Frame	Status
Organization - Downtown Advisory Board	1. Complete Partnership Agreement b/t Friends and City			
	Create a MOU between the City of Hendersonville and Friends of Downtown	Staff	late 2022 / early 2023	City Attorney has been working on this. The Friends do not require additional funds at this time and it will be an agreement for in kind services
	Review by City Attorney / MSD bidding requirements	Staff, Friends Board, City Attorney		In progress
	Update Friends Bylaws	Staff and Board	2022	Updates have been made to be approved along with MOU
	2. Develop a financial policy for Friends to determine projects and distribution of revenues			
	Update Quickbooks chart of accounts to better track income/expenses	Jesse (finance), Jamie	Jan-23	Complete
	Review end of year revenues to plan for spending in next year (Friends)	Jamie / Friends Board	Jan-23	Complete
	CITY - review Capital Improvement Budget for physical projects	Budget staff / Jamie / Downtown Board	1st quarter - 2023	In progress
	CITY - review annual MSD budgets		Apr-23	Budget staff to present at April downtown advisory board
	3. Increase Board and Committee Education on Main Street and Downtown best practices			
	Hold CLG / SHPO Training for historic district designation	Alex Hunt / HPC	2022	Occured summer 2023
	Invite board members to Main Street Conference	Staff, board	Mar-23	Attended: Jerry Fitzgerald, Caroline Gunther, Linda DiPaola
	Encourage new board participation and committee leadership	Caroline Gunther	Dec 2022 / ongoing	
	Coordinate with other city boards/committees on shared projects		ongoing	joint meeting w/ HPC 2/7/23 at City Council February retreat this was brought up for later in year, possibly with comp plan
	4. Pursue a Downtown Master Plan			
	*Many components of a master plan are included in other areas of the workplan: market analysis and building inventory, stakeholder communications, event			
	Determine budget needs	Jamie / Lew	2022	complete - in budget
	Apply for funding from HCTDA to supplement plan	Jamie	2022	\$50k Awarded
	RFP for Comp Plan w/ Downtown Master Plan component	Lew	2022	complete
	Interview candidates and select consultant	DT/ Planning Staff, Planning Board members	2022	complete
	Finalize contract	Lew	2023	in progress
	Stakeholder/steering committee formed	Planning board /reps from downtown board		2023

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EVENTS	1. Improve holiday events - continue in 2023			
	establish merchant subcommittee to plan for holiday promotions	Event staff, Sherry Schmidt, Morgan Futrell, TDA	Summer 2022	Met, discussed updates
	Apply for funding from HCTDA to support entertainment	Jamie	Feb-22	Awarded
	HCTDA Grant Reporting on all events	Jamie	Feb-23	
	Add additional entertainment element to all holiday events	Terrye	Dec-23	added photos with Llamas, caroling
	Conitnue into 2023 to improve on updates	Terrye, Dakota, Events Team	2023	
	2. Initiate and Establish a budget for at least one new marketing outlet for each event downtown			
	Apply for HCTDA for marketing funds	Jamie	Jan-23	complete - in budget
				Received \$15,000 for marketing
	Add radio advertising for R&B - WNCW And SC Public Radio (HCTDA Grant)	Jamie & Event Staff	2023	
	Incorporate all FoDT events in full page ads - Discover Hometown	Jamie	year round 2023	complete - ongoing
	3. Review updates to R&B site plan and adjust layout			
	VIP area - consider relocation	Event team	Jul-05	VIP area does not need to relocate in 2023, need to plan for future location
	Beer trailer - potential of sponsors having larger draft trailers			Bold Rock coming in at higher rate / same as Sierra Nevada
	4. Complete a seamless transition of the Friends of Downtown taking over management of Garden Jubilee			
	Contract with Vendor Coordinator	staff	fall 2022	complete
	Review partnership / resources needed with HCTDA	staff/tda	Jan-23	complete - in budget
	5. Facilitate updates of the Special Event Policy and Fee Structure in 2023			

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Community Character	1. Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.			
	Meet with HPC/Community Character team to review Façade Grant Guidelines and update	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Update Facade Grant to be HIIP Grants	Community Character Team	Apr-23	community character team to review and finalize at April meeting Team reviewed in April, still need updates, will update further in May meeting to bring to board in May/June
	Create a process/workflor for façade grants and COA	Comm Character Team / HPC - Jamie & Alex	Spring/Summer 2023	Jamie/Alex work together on this after grant determined
	Determine better connections between subcommittees and HPC	Comm Character Team / HPC - Jamie & Alex	Feb-23	Incorporate as a part of broader committee discussion as a part of comp plan?
	Design Standards / Local Historic District status for 7th Aveue	incorporate as part of downtown master plan		
	2. Update avenue signage in Main Street and 7th Ave to improve pedestrian experience			
	Apply for HCTDA Grant for updated pedestrian signs	Jamie	Feb-23	submitted 4/2023 update - did not receive funds but will proceed with avenue sign updates
	Proceed with design and standards (regardless of grant award)	Comm Character Team	Jun-23	
	Include updated signage in CIP Budget	Jamie/City	Jan-23	
	3. Complete + Implement the 7th Avenue Branding Project			
	Narrow consultants and interview	Community Character Team	Feb-22	complete
	Form steering committee for branding meetings	7th Ave Branding Steering Committee	Jul-22	complete
	Present to Council	Jamie / Arnett Muldrow	Dec-22	complete
	Purchase swag/signage to distribute	Jamie	Feb-23	in progress
	Video launch of branding - concept to have someone do voiceover of brand statement in Arnett Muldrow report and different videos of people in 7th Ave	Jerry fitzgerald (volunteer/board member)	Mar-23	in progress
	4. Pursue pavilion covering for Depot Plaza			
	Contact Architect	Jamie	Feb-23	complete
	Create renderings for plans - future fundraising	Architect	April-May 2023	4/23 - renderings in progress
	Use renderings for fundraising and capital campaign		Summer - fall 2023	
	5. Vacant Window Improvement Program			
	Work with building owners to allow use of windows	Seeking volunteer postiion to help	Spring 2023	
	Design window template	Jamie	Mar-23	

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	6. Complete Streetscape			
	Communications and updates with business owners	Linda will help with business updates, engineering dept, Harper construction	all 2023	
	Water lines, connections/tap updates			
	Cost savings on asphalt, etc. Discount by adding onto work			
	Façade improvements during construction			
	Update businesses on status of streetscape	Jamie/Team	early 2023	
	Continue to pursue phase 2 and 3 of streetscape	Engineering dept, downtown dept		Engineering dept submitted several grants "Above the Mud" project

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Economic Vitality	1. Educate, plan and promote parking garage construction and future parking meters with regular updates			
	Continous newsletter updates throughout year			
	Parking Permit info meeting - current and potential permit holders	City staff, Caroline (Chair)	Nov-22	complete
	Advocate for employee parking rate	Downtown Board	year round	complete - \$25/month permits in dogwood lot
	Create coupons and discount codes to encourage use of parkmobile	Jamie / Kristen (Parking)	Nov-22	ongoing
	Update city website and parking information	Allison (City), Jamie	ongoing	
	Evaluate year in parking	Downtown Advisory Board	Dec-23	** City Council will review mid-year update in June at workshop
	2. Support downtown service industry thorough hosting one downtown training or orientation			
	Plan for and offer at least 1 training aimed to downtown employee Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars Start here – summary/overview Do walking tour of downtown End at brewery with trivia Everyone who participates from start to finish could get a beer ticket	Caroline, Jerry Daniel (EV Comm)	Apr-23	4/23 - Event team did a beta test of a tour and will tentatively plan for first week of June for opening it up to downtown employees
	Create/update busienss resource manual 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 Services available Parking info Downtown program info Odd history Building info too - qr code or link to website with more info	Jamie/EV Team	Apr-23	
	3. Persue opoportunities to support entrepreenurs/minority businesses and local businesses through training and programs			* Dogwood Health Trust grant program
	Apply for Dogwood Health Trust underfueld entrepreneurs program	Jamie, Mountian BizWorks, BlackWall Street, BRCC	May-22	Awarded - \$400,000
	Establish contracts with service providersr	Jamie, Mountian BizWorks, BlackWall Street, BRCC, CITY ATTORNEY	Feb-23	
	Training kick off / soft launch with BRCC	Gary Heisey	Feb-23	
	Presentation to Council	Jamie	Mar-23	
	Incubator in downtown office / Lease agreement	Jamie	Mar-23	
	Initial report to DHT	Jamie	Apr-23	