



# CITY OF HENDERSONVILLE

## AGENDA ITEM SUMMARY

### DOWNTOWN ADVISORY BOARD



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**SUBMITTER:** Jamie Carpenter, Downtown Manager      **MEETING DATE:** August 8, 2023

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

**TITLE OF ITEM:** Downtown Workplan Updates

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#### Events:

Downtown special event calendar is attached – note several upcoming events on Main Street  
Event Safety Updates & Event Fees

- Friends of Downtown Events completed and remaining:
  - April 19 – Volunteer Kickoff Meeting – Farmers Market and R&B volunteers
  - May 6 – Farmers Market Opening Day
  - May 10 – Bear Reveal
  - May 18 (cold– gross revenue = \$11,440), June 15 (minor rain delay –gross revenue - \$15,297)
  - July 20 (major rain delay –gross revenue \$5069), August 17, Sept 21– R&B
  - May 27-28 – Garden Jubilee
    - First time Friends of Downtown took over Garden Jubilee. Surveyed businesses, volunteer and city staff on future improvements for 2024.
  - Farmers Market – Saturdays 8am – 1pm through October
  - Oct 21- bear auction
  - Oct 31 – Treat Street
  - Nov. 24 – Tree Lighting
  - Dec 1 – Olde Fashioned Christmas
  - Dec 16 – Holiday Train Rides

#### Upcoming Events Downtown:

- Music on Main / Car shows – Friday nights – South Main
- July 1 – Oklawaha Summer Fest – 1<sup>st</sup> Avenue W
- July 4: Parade - Begins at 10:30am on Main Street heading NORTH
- July 4 Celebration: 3rd Avenue SOUTH remains closed all day for music, family activities and more leading up to the fireworks at Jackson Park
- July 15 – Chalk it Up – (No street closure)
- Sept. 1 – 4 – Apple Festival
- Sept. 22 – 24 – Art on Main

#### Economic Vitality Team

- Downtown Workforce Meetup / Tour Program

- Completed first run – June 4
- 14 participants ~ \$140 in downtown dollars
- Dinner with tip \$312
- Budgeting / future planning – Next meetup will be August 27 - RSVP online - <https://www.cognitoforms.com/CityOfHendersonville4/DowntownEmployeeMeetupHistoryTour>
- Downtown Opportunity Fund – Dogwood Health Trust Grant
  - Kickoff event was at Daddy D's – about 20 people in attendance
  - Contracts in place with Black Wall Street and Mountain BizWorks. Meeting biweekly with team
  - Project team will have information at the Farmers Market Juneteenth Celebration on June 17
  - Mountain BizWorks foundations course hosted in Hendersonville in July
    - 13 in attendance – Week 3
  - Downtown Incubator Space
    - Campfire moving into individual units
    - Pricing out furniture updates for smaller desk space
    - Pricing out stair lift for ADA accessibility
- Parking
  - August 9 – Council to adopt updates to parking:
    - 15 minute increments
    - Reduce citation to \$25
    - Remove 30 minute time limited parking spaces (parallel)

## **Community Character Team**

- HIIP (Historic Improvement Incentive Program) grants – worked with HPC
  - Finalized grant updates. Grant program included in attachments.
    - Increased funding – up to \$6000 matching per project (previously was \$2500 in 7<sup>th</sup> and \$3000 in Main Street)
    - Increased what it funds – prioritizes front facades but also breaks them into priorities:
      - Level 1 – Front Façade
      - Level 2 – Rear Treatments
      - Level 3 – Interior Upgrades – ONLY for upgrades are considered of historical significance – ex: ceiling tiles, mosaic flooring
      - Level 4 – Stabilizing Properties that are considered historically significant in the architectural survey.
    - Community Character Team would like to dedicate \$30,000 initially to go toward HIIP grants from the Friends of Downtown (See budget summary in attachment).
- Depot Plaza
  - 3d and elevation drawings complete
  - Looking for rough estimate on pricing for exterior- new roof extended out and interior – creating an external door and making the bathrooms more publicly accessible.
- Avenue Signage updates

- Working with Color-ad designs who did county-wide wayfinding signs to create new designs for the avenue signs that will have similar look and feel to other wayfinding. Without TDA grant the budget is at \$50,000.
  - Currently seeking second quote per financial policies.
- Vacant window project
  - Have permission to create a design for Jane Asher building - next steps will be creating the designs for it.

## **Organization:**

Downtown Crew Leader & Worker – We have interviewed crew leaders and some of the workers. These positions will be learning under Bruce Lowe for the remainder of his contract with a 4 person crew coming on by FY 25.

**FRIENDS OF DOWNTOWN NONPROFIT OPERATING / PROGRAM EXPENSES** – With sponsorship revenue in for the year, we can provide a good assessment of what funds are available within the Friends of Downtown budget that can be dedicated to committee projects. The Community Character and Economic Vitality teams to review based on our projects in the workplan and grant program to determine if there is any prioritization from this committee for the Friends budget:

1. Funds dedicated toward HIIP grants
2. Funds dedicated toward savings for future projects: ie obtaining property, public art, depot plaza, future park space

RESERVE - \$47,000 for general operating expenses (insurance, supplies, and startup expenses for downtown events in the event of bad weather or loss of key sponsors) – this is more than we would need but will safely allow everything we currently do to continue to occur annually.

Unrestricted Retained Earnings from 2022 (estimate – awaiting final reports from CPA):

+ \$73,712

Projected Net Revenue for FY 23 (year end Dec 2023)

+ \$24,000 (this is conservative and estimating lower R&B sales than we would expect to receive)

Total Balance available for programs or projects: (\$73,712+\$24,000) – (\$47,000 reserve) = \$50,712 available currently.

Projected annual income to go toward balance = \$15,000

(again a conservative estimate – considering potential insurance increases, loss of major sponsors, and other operational expenses that may increase)

**The community character team would like to reserve \$30,000 for HIIP (formerly façade) grants.**

To be reviewed by the Friends of Downtown Board.