

Branding Strategy for Seventh Avenue, Hendersonville, NC

This visit to Hendersonville's Seventh Avenue is designed immerse us in the district and the surrounding community and provide a process to engage with community partners for the branding and strategy concepts. During this visit, The Project Team will interview stakeholders in a series of roundtable sessions and conduct a tour the assets of the district and the community at large. We will also produce conceptual designs ON SITE that can be vetted with the client group in Hendersonville. This information is designed to help you craft a visit that will be productive to kick off the effort. *Please note that this is a guide only. Each slot can be filled as you see fit.*

August 9, 2022

9:00 AM Team arrives to meet with core client group to review schedule and goals of the visit.

10:00 AM District, Downtown, and Community Tour

11:45 AM Lunch With Steering Committee (To be determined by client see notes)

1:00 PM Roundtable One: _____

2:15 PM Roundtable Two: _____

3:30 PM Roundtable Three: _____

5:00 PM Roundtable Four: _____

6:30 PM Public Input Meeting

August 10, 2022

8:30 AM Roundtable Five: _____

10:00 AM Team Works (We can conduct select interviews or meetings if needed)

4:00 PM Potential Technical Committee Meeting to review progress.

August 11, 2022

8:30 AM Team Works

2:00 PM Presentation of Concepts to Steering Committee

4:00 PM Depart for Greenville

Suggested Invitees to Consider

These are the types of people we like to include in the process. This list is not exhaustive and should serve as a “teaser” to get you thinking about the people to include in the interviews/roundtables. Many communities vary on how they approach groups, some make specific invitations, others choose a more open process. We ramp our level of “facilitation” up and down depending on the number of attendees 5-10 is ideal, larger is fine (as is smaller).

- Steering Committee – this should be comprised of the core client group some clients opt to use the Main Street Board and staff, others use a subset of the board and staff, others create a custom steering committee. Ideally this should be about 8-12 people who will guide the project.
- Technical Committee – this would be the “core client” sometimes this is the director only others it is 2-3 key people.
- Business/Property Owners In the District
- Neighborhood Groups
- Partners
- Leadership (Elected/Appointed Officials/Board Members)
- Catch All

Roundtable Meeting Ideas

We suggest five slots for roundtable meetings with four profiles. These can be divided or have a duplicate etc.

District Business/Property Owners

Invitees: Any businesses or property owners in the Seventh Avenue district or key owners of adjacent businesses/property owners key to the project. This could be shops, restaurants, services, attractions.

Discussion Topics:

- ◆ How do you market your business now? Historically?
- ◆ What are the visitor themes and attractions in the district?
- ◆ Describe the business community in the district as it relates to the overall identity of Hendersonville’s downtown and community as a whole.
- ◆ What are the patterns and trends you are seeing with regard to your customer base?
- ◆ How does Seventh Avenue fit into the overall regional identity, are there comparable districts?

Leadership Group Meeting

Invitees: Board members, elected and appointed officials, as well as other civic leadership as you see fit.

Discussion Topics:

- ◆ What are your perceptions on the image of the district, how has it evolved over the years, where is it headed?
- ◆ What are the greatest successes in Seventh Avenue and adjacent areas?
- ◆ How is the Seventh Avenue perceived and misperceived as a place and destination within the context of downtown and Hendersonville as a whole?
- ◆ What has changed and is changing in the district regarding the economy that may impact customers/visitors?

Partner Groups

Invitees: Neighborhoods, parks, museums, key attractions, and facilities that augment the district.

Discussion Topics:

- ◆ How do you market your attraction/destination/neighborhood now? Historically?
- ◆ What are the patterns and trends you are seeing with regard to the district and your facility or neighborhood?
- ◆ How does downtown Seventh Avenue fit into your scope of work?
- ◆ What is your outlook on the future?
- ◆ What brand ideals do you envision for Seventh Avenue?

City Staff/Board

Invitees: Main Street Board, City Staff (Public Works, Parks, Administration, other?). This should be a fairly focused and small group. This is likely to address wayfinding and any particular deliverables needed.

Discussion Topics:

- ◆ What are the major routes in the community?
- ◆ What are the major attractions?
- ◆ What are the existing signs in the system, how do they work, what may need changing?
- ◆ What are other marketing goals and objectives?

Optional Public Meeting

Unlike the other meetings, this will be a highly focused 1 hour meeting with a series of questions for the audience that delve into the district, its assets, challenges, marketing options, and stories.