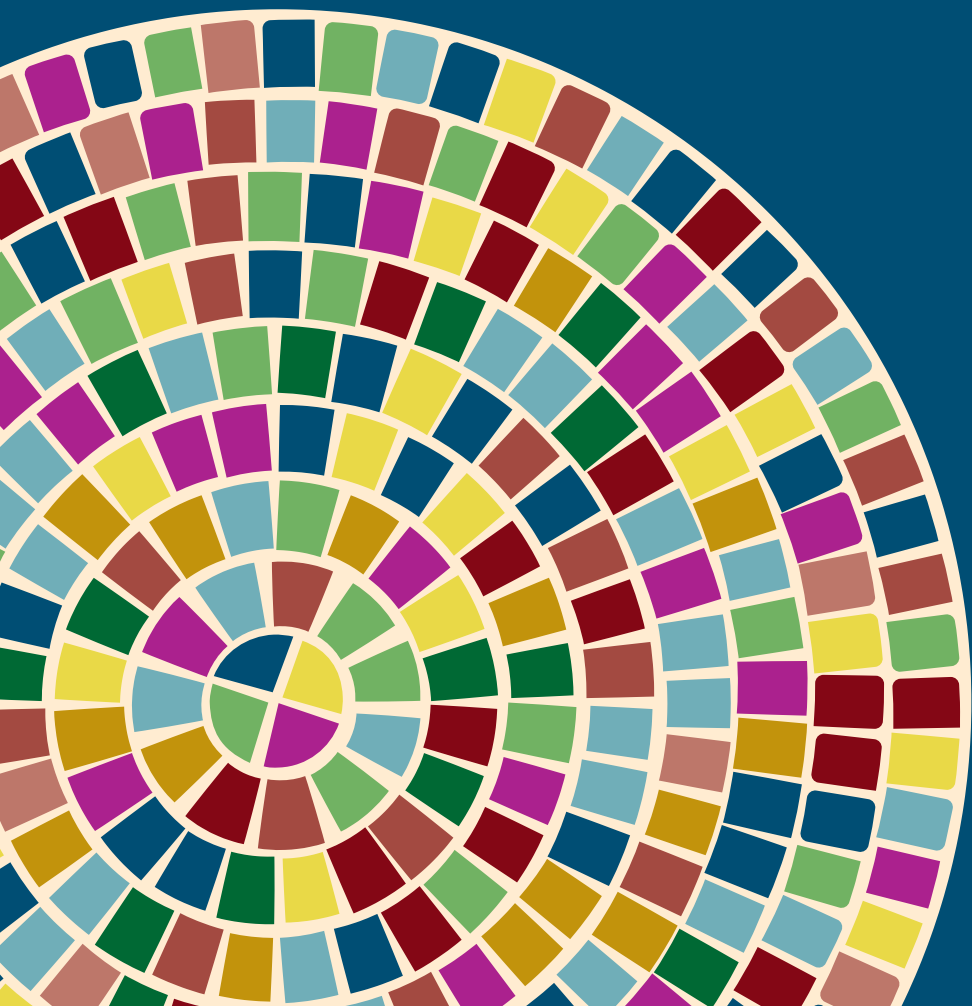




HISTORIC DOWNTOWN
HENDERSONVILLE



2022
ANNUAL
REPORT



It's exciting to see so many projects come to fruition as we head into 2023! After years of plugging away, we are looking forward to the opening of the Downtown Parking Garages and with it the implementation of paid parking on Main Street and the Avenues. While there may be some frustration that comes with this change, we believe it will have a positive impact on parking challenges that have been a recurring theme for downtown for nearly a century.

While we have had challenges and delays related to the 7th Avenue Streetscape, we are happy to say the project continues to move forward. In preparation for the improvements in the district, we are thrilled with the completion of the district branding thanks to consultant, Arnett Muldrow & Associates. We're excited to share stories about the past and present of 7th Avenue.

We have several new initiatives that we are excited to be taking on. Thanks to the support of the Henderson County Tourism Development Authority, the Friends of Downtown Hendersonville will be taking over the management of the Garden Jubilee festival. We're continually grateful for the HCTDA and their financial support to help us meet mutual goals on events, marketing, as well as supporting the upcoming Downtown Master Plan which will be completed in coordination with the City of Hendersonville Comprehensive Plan.

In the past two years, the Downtown Division and Friends of Downtown have been proactive in efforts to seek funding sources for programs that will benefit downtown for years to come. We have raised approximately \$600,000 in funds via grants and earned income to directly serve our downtown district, including \$400,000 from the Dogwood Health Trust to support small businesses and entrepreneurs through access to capital, training and business support. Be on the lookout for a kickoff of this program in early 2023!

This year, we hope you come out to enjoy our many events, join us as a volunteer, and get involved with the Downtown Master Plan as we chart the course for a walkable, enjoyable and vibrant downtown!

Jamie Carpenter
Downtown Manager

Downtown Advisory Board, 2021

Caroline Gunther, Chair, Wag! A Unique Pet Boutique
Matthew Hickman, Vice Chair, Underground Baking Company
Mark Pavao, Black Bear Coffee
Jared Bellmund, All Choice Insurance
Walt Slagel, Volunteer
Carole Sitzler, Property Owner
Patsy DuPre, Volunteer
John Ryan, Apple Valley Model Railroad Club
Chris Cormier, Carolina Specialties Construction
Jerry Fitzgerald, Mountain Deli
Phil Wilmot, Art on 7th
Heang Uy, at large

Ex Officio:

Anthony McMinn, Rescue Mission
Debbie Roundtree, City Council Liaison

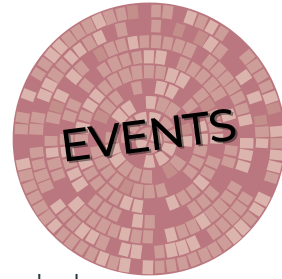
Staff

Lew Holloway, Community Development Director
Jamie Carpenter, Downtown Manager
Terrye Jacobs, Downtown Events Coordinator
Dakota Parker, Events & Marketing Assistant



Program Overview: The Four Points

The Events Team promotes and supports the districts through branding events and promotions. The events team produces events in addition to supporting other event producers in the community.



Events under the downtown program include: Rhythm & Brews, Hendersonville Farmers Market, Bearfootin' Art Walk & Auction, Treat Street Carnival, Holiday Tree lighting and new for 2023 will be Garden Jubilee



The Community Character Team supports the visual and physical atmosphere of the downtown from street planters to historic façade improvements.

Current/Recent Projects: 7th Avenue Streetscape, Façade Grants, Downtown Art Route sidewalk mural, public art, landscaping improvements, 7th Avenue Branding

The Economic Vitality Team supports the business and economic climate of downtown. This includes recruitment of businesses, infrastructure improvement, and business retention efforts to support the vibrant downtown economy.

Current/Recent projects: Downtown Pivot Grants, wifi & parking improvements, zoning updates, downtown employment support, small business loan/training program



As a Main Street America™ Accredited program, Downtown Hendersonville is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.

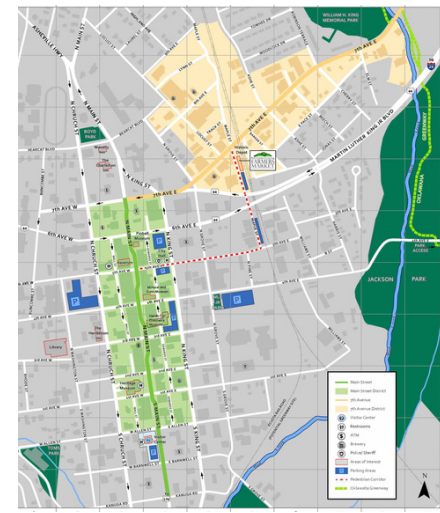


The Downtown Division of the City of Hendersonville Community Development Department works to improve the Main Street and 7th Avenue Municipal Service Districts.

Funding:

The Downtown Division is funded by Municipal Service District tax on the Main Street and 7th Avenue Districts, and a percentage of sales tax.

- Main Street Municipal Service District \$.26 tax per \$100 valuation
- 7th Ave. Historic Municipal Service District \$.17 tax per \$100 valuation



district boundaries

The guiding board of the Downtown Program is the Downtown Advisory Board. The board recommends budget items for the municipal service districts (Main Street and 7th Avenue). The Friends of Downtown (501c3) complements the advisory board with fundraising activities.





2022 at a glance

Major Accomplishments

Parking

Parking Garage construction
Meter and permit policy updates

Policy Updates & Review

- Special Events Policy
- Sidewalk Dining

Small Business Support

- Received \$400,000 from Dogwood Health Trust to develop a small business loan and training program in 2023
- MPA Student capstone project for workforce initiatives
- Partnership with UNC Greensboro to provide façade improvement recommendations

Events

- 28 Farmers Markets
- 5 Rhythm & Brews
- Bearfootin' Reveal
- Bearfootin' Auction
- Treat Street Carnival
- Holiday Tree Lighting
- Olde Fashioned Christmas
- Holiday Train Rides
- End of Year Volunteer Thank you

7th Avenue

Branding initiative:

- 10 input meetings
- 40+ attendees
- Public survey

FY 21-22 Annual Statistics

3000+
volunteer hours

5
Façade
Improvements

\$7,737,431
Private Investment



Diversifying Revenue Sources

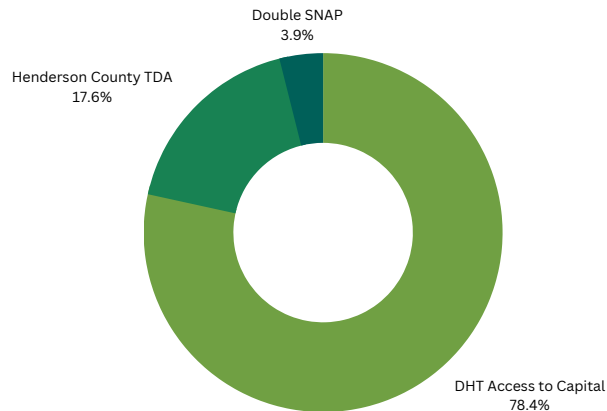
Earned income to support our mission

The Downtown Program continues to seek diverse revenue sources to support our mission of a dynamic downtown economy by improving the quality of our events to increase value to the community and event sponsors, seeking grant funding for program services, and additional opportunities and partnerships to support the districts.

\$495,000

Grant Revenue

The Friends of Downtown & City
Downtown combined grant revenue

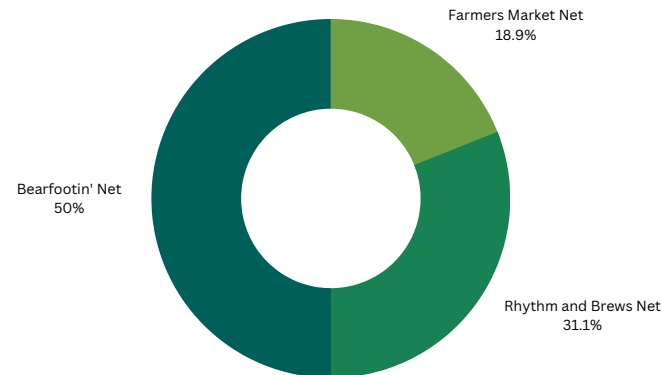


\$25,000

Friends
of DOWNTOWN
Hendersonville

Earned Revenue

Event Income - Event Expenses



\$543,435 in total grant revenue since 2021





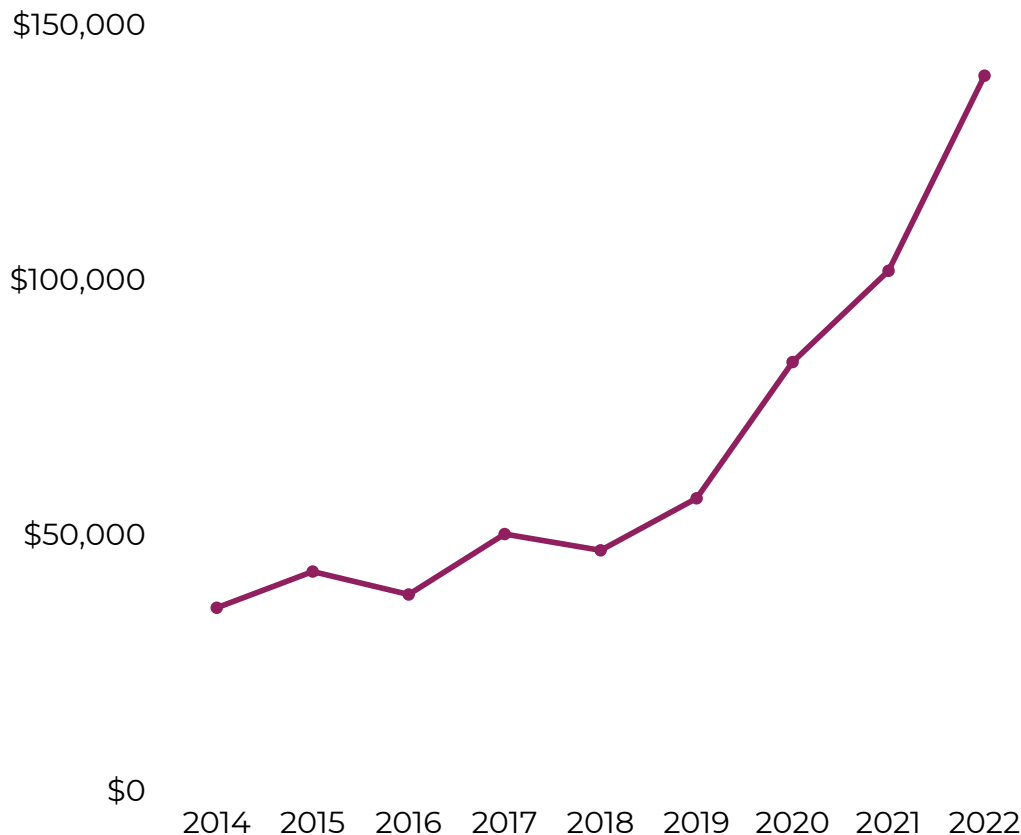
20 Years of the Bearfootin' Art Walk

Public Art + Partnerships



Since 2003, the Bearfootin' Art Walk has helped raise funds for Friends of Downtown Hendersonville and a variety of local nonprofits. The bears showcase the community's talented artists, as well as provide a window into the good work being done by nonprofits and community organizations in Henderson County.

Until 2020, the Bearfootin' auctions were hosted in traditional style with a live auctioneer. Then, in response to the pandemic, Friends of Downtown Hendersonville pivoted to a virtual format for the 2020 auction. The virtual bidding format allowed people to bid over the course of a month until a scheduled bidding cutoff. In the last 3 years of the virtual auction alone, the total amount raised has surpassed the total cumulative funds raised in 20 years of the program!





7TH AVENUE

Downtown's Creative Edge

As the Historic 7th Avenue Business District continues to see public and private investments, the City of Hendersonville's Downtown Advisory Board hired Greenville consultants Arnett Muldrow & Associates to guide a community vision and branding process. The board hosted input meetings with 50+ attendees, including business owners, property owners, residents and community members to complete a holistic branding effort that would recognize the history and heritage of the 7th Avenue District. The final design was presented to City Council in December, 2022. The new design and logo will start appearing in 7th Avenue in 2023.



It is here that the history of Hendersonville evolves when the Transylvania Railroad connected Hendersonville to the towns and resorts of Western North Carolina in the late 1800's. By the early 1900's a large depot that still stands today used drays to carry the bounty of Henderson County's orchards and farms to Asheville, Spartanburg, and points beyond.

It is here that freed African Americans came from rural settlements like the Kingdom of the Happy Land to seek opportunity and employment around the depot and in the businesses of Seventh Avenue. The district was surrounded by a thriving neighborhood called Brooklyn that would bear witness to redevelopment, removal, and displacement. Today Green Meadows and legacy businesses stand as reminders of the diverse history here.

It is here that our landmark Depot stands sentinel surrounded by commercial buildings, diverse businesses, and a new energy on the Avenue. Inspired entrepreneurs are opening businesses and renovating buildings. Farmers once again gather here to sell fruit, vegetables, and food to people who come from near and far. Artists are transforming once barren spaces into places of whimsy and imagination. And trains still travel now on model tracks sparking the imagination of young and old.

Seventh Avenue is part of the grand adventure of downtown Hendersonville – a place that sets the standard of what a revitalized downtown can be. We invite you to enjoy a stroll along the avenue, experience the intricate mosaic of our history, revel in the art in our galleries and on the street, explore places where repurposing what is old into something new is part of our rich character.

We are Seventh Avenue: Downtown's Creative Edge.



Events



The Hendersonville Farmers Market continued with another successful season, leveraging sponsors, grants and donations to continue offering the Double Up SNAP/EBT program, continuing to increase access to fresh, local foods for the entire community.

The Market has also spurred growth in the 7th Avenue District with two brick and mortar business expansions from market vendors. [Check out the 2022 Farmers Market Annual Report HERE for more!](#)



2022 marked the first FULL season of Rhythm & Brews since 2019! We welcomed crowds for each show:

May - Flow Tribe [[New Orleans funk rock]] with LazrLuvr [[80s cover party]]

June - Erin & The Wildfire [[indie-pop soul]] with Hustle Souls [[soul/rock]]

July 21 - Melt [[soulful indie/jam]] with Pink Beds [[danceable indie-pop]]

August 18 - Alexa Rose [[Americana/folk]] with Aaron Burdett [[singer-songwriter]]

September 15 - Unspoken Tradition [[bluegrass]] with The Greybirds [[classic-style rock]]

Thanks to support from the Henderson County Tourism Development Authority, holiday events were expanded in 2022. This included carriage rides, holiday train rides, family activities and even holiday photos with llamas!



For several years, we have partnered with Henderson County Parks and Recreation and Hola Carolina to produce Treat Street Carnival. The event has grown annually thanks to the great work of our partners.

Event Policy & Fees: In 2023, the City Special Events Committee have recommended updates to the Special Event Policy and fees to ensure events are meeting any and all public safety concerns and standards.



Looking into 2023



DOWNTOWN MASTER PLAN

In coordination with the City of Hendersonville Comprehensive Plan, a downtown master plan will also be included.



In 2023, the Friends of Downtown Hendersonville have taken over the management of the Garden Jubilee Festival.



PARKING

Parking garage opening:
March 2023 Meters on
Main Street and Avenues



7TH AVENUE STREETSCAPE

7th Avenue
Streetscape will be
underway creating a
pedestrian-friendly
commercial corridor.



**Downtown
Business**
INVESTMENT INITIATIVE



**Brooklyn
Business**
INVESTMENT INITIATIVE

BUSINESS INVESTMENT INITIATIVES

Program Kickoff Coming Soon: Access to Capital,
Business Resources, Training and Technical Assistance



2023-2024 Workplan Highlights



ORGANIZATION

1. Develop a financial policy for the Friends of Downtown to determine projects and distribution of revenues for downtown initiatives
2. Increase board and committee education on Main Street and Downtown Development Best Practices
3. Complete Downtown Master Plan

ECONOMIC VITALITY

1. Open Parking Garage and Implement metered parking
2. Develop and launch program for small business training and loan fund through grant from Dogwood Health Trust
3. Support downtown service industry and downtown employee retention by hosting at least one downtown worker event/training.
4. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements

COMMUNITY CHARACTER

1. Update Façade Grant Program guidelines and application in coordination with the Historic Preservation Commission
2. Update Avenue Signage in Main Street and 7th Avenue District to improve the pedestrian experience and connection between districts
3. Implement 7th Avenue Branding Project
4. Complete at least one vacant window activation
5. Complete 7th Avenue Streetscape and pursue depot improvements
6. Establish design guidelines for 7th Avenue (Downtown Master Plan)

EVENTS

1. Establish a merchant subcommittee to plan holiday promotions for downtown retailers
2. Enhance existing events to facilitate positive impacts on merchants
3. Review and plan for any updates to Garden Jubilee for 2024
4. Implement a new fee schedule for downtown special events
5. Test retractable bollards for Maple Street and consider broader Main Street Implementation

