

2023 Downtown Workplan

2022 ORGANIZATIONAL goals

1. Complete Partnership Agreement between Friends of Downtown and City of Hendersonville – will be approved by city council early 2023
2. Develop a financial policy for the Friends of Downtown to determine projects and distribution of revenues for downtown initiatives – in progress
3. Increase board and committee education on Main Street and Downtown Development Best Practices
4. Pursue a downtown master plan – consultant selected as a part of comprehensive plan

2023 Organizational Goals

1. Downtown Master Plan and Comprehensive Plan
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2022 COMMUNITY CHARACTER goals

1. Update Façade Grant Program guidelines and application to be a Friends of Downtown program instead of City of Hendersonville – Move to 2023
2. Update Avenue Signage in Main Street and 7th Avenue District
3. Re-start the 7th Avenue Branding Project – complete

2023 Community Character Goals

- 1.** Apply for TDA Grant for downtown pedestrian/avenue wayfinding
- 2.** Implement 7th Avenue Branding
- 3.** Vacant window improvement project

4. Review of CIP budget and future request

2022 ECONOMIC VITALITY goals

1. Educate, plan and promote downtown Parking Garage construction and future parking meters with monthly updates
2. Support downtown service industry through hosting one downtown employee training and orientation program
3. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements.

2023 ECONOMIC VITALITY goals

1. Develop program for small business training and loan fund through grant from Dogwood Health Trust
2. Support downtown service industry through hosting one downtown employee training and orientation program
3. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements.

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2022 Events Goals

1. Establish a merchant subcommittee to plan holiday promotions for downtown retailers. – continue for next year
2. Initiate and establish a budget for at least one new marketing outlet for each Friends of Downtown event.
3. Improve the experience of the Bearfootin' Auction in a hybrid online bidding format.
4. Include the 175th Anniversary promotional material in all event collateral

2023 Events Goals:

1. Complete a seamless transition of the Friends of Downtown taking over the production of Garden Jubilee
2. Expand holiday events and merchant participation of holiday events
3. Review updates to the Rhythm & Brews site plan and adjust according to layout changes.
4. Facilitate the updates of the Special Event Policy and Fee Structure in 2023