



CITY OF HENDERSONVILLE

AGENDA ITEM SUMMARY

DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** October 6, 2023

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

TITLE OF ITEM: Downtown Workplan Updates

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 (\$18,768), Sept 21– R&B (\$13,140)
 - 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. 18 – Thanksgiving Farmers Market
 - Nov. 24 – Tree Lighting
 - Dec 1 – Olde Fashioned Christmas
 - Dec 2- Christmas Farmers Market
 - Dec 16 – Holiday Train Rides

Economic Vitality Team

- Downtown Workforce Meetup / Tour Program - Need to reschedule 2nd meetup. Had one scheduled for August 27 but did not have signups and had trouble getting the information together with other events/activities happening during that time.
- Downtown Opportunity Fund – Dogwood Health Trust Grant
 - Holding monthly meetups – Going forward on the 3rd Wednesday of each month. Next meetup will be October 18
 - Contracts in place with Black Wall Street and Mountain BizWorks. Meeting biweekly with team
 - Mountain BizWorks foundations course hosted in Hendersonville in July

- 13 in attendance – one new business opening on 7th Avenue. Several others interested in finding a location.
- Downtown Incubator Space
 - Pricing out furniture updates for smaller desk space for incubator/coworking 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)
 - Nonconsensual towing ordinance passed – in effect November
 - EV team reviewed off-season parking incentives. Suggested sending coupons for parking with water bills in order to still collect data on parking. If time/days were altered the annual parking information would not have a baseline.

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 7th 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.
 - 404 7th Avenue requested grant – CC team reviewed and provided feedback – additional quotes are going to be collected.
- Depot Plaza
 - 3d and elevation drawings complete
 - Received 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
 - Updates to Main Street signs in progress. CC team reviewed color/design. Will be using brand standard fonts. Plates will be removable/replaceable so we can update as businesses change when needed.



- Vacant window project
 - Have installed temporary window paper in Jane Asher. Have more to add.

Organization:

Downtown Crew Leader & Worker – Applications are still open and unfilled. These positions will be learning under Bruce Lowe for the remainder of his contract with a 4 person crew coming on by FY 25.