



CITY OF HENDERSONVILLE
AGENDA ITEM SUMMARY
DOWNTOWN ADVISORY BOARD



TITLE OF ITEM: Economic Vitality Team Workplan Items 2026-2028

Draft 2026–2028 Economic Vitality Team Workplan

1. Business outreach

Goal: Create a more intentional outreach for downtown businesses to gauge needs or concerns.

Measurable Outcome: Host Annual business breakfast in February

- Review requests from grant in November to determine particular needs
- Event impacts and street closures

2. Review of Dogwood/Mountain Bizworks Fund and plan for next steps (next 2 years)

Goal: Develop a plan for Opportunity Fund note which will mature May 2028, at which point the City will either determine maintaining investment at Mountain BizWorks or alternative uses.

- Amount will be approximately \$390,000
- Funds must be used for either:
 - 1. Advancement of small business education or technical assistance
 - 2. Provision of access to small business capital for low-income entrepreneurs who are unable to access traditional financial services due to lack of creditworthiness

3. Review Facade Grant Program and effectiveness

Goal: Determine usefulness of façade grant program as an incentive for improving buildings.

- Create a plan for next steps – do we identify needs first vs funding projects that are already going to happen
- Targeted Facade Grant Outreach w/ UNCG student work

4. Landlord outreach

Goal: Create a targeted outreach for downtown landlords to improve relationships and future development.

- Communications with landlords that are less active
- Promoting good landlords
- Documented meetings/coffees with landlords/businesses over the next couple of years
- Succession planning for properties

Additional items (items that will be largely dependent on staff rather than committee work at this time)

- Downtown Master Plan Design Standard Adoption
- Open Hive on 5 shared space, partnering with the arts council
- City Strategic Plan:
 - Establish Hospitality District and Hotel
 - Expand MSD
 - Feasibility study on meeting space
- Gen H Comp Plan:
 - Expansion and continuation of opportunity fund (Plans for after investment at Mountain BizWorks is returned)
- South Main Street and 7th Avenue E (farther east) opportunity areas
- Unhoused / safety