



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

SUBMITTER: Jamie Carpenter, Downtown
Manager

MEETING DATE: December 1, 2022

AGENDA SECTION: PRESENTATIONS

DEPARTMENT:
Community
Development –
Downtown Division

TITLE OF ITEM: 7th Avenue Branding Presentation - *Jamie Carpenter, Downtown Manager*

SUGGESTED MOTION(S):

SUMMARY:

In 2021, the Downtown Workplan included a 7th Avenue branding/visioning process. In spring 2021, an RFP was released to identify a consultant who could help guide the process, including public input and participation. The City of Hendersonville awarded a contract to Arnett Muldrow & Associates from Greenville, South Carolina to create a brand package that represents both the history and vision of the 7th Avenue Municipal Service District.

Over 40 stakeholders participated in roundtables and public meetings in August, 2022 and a steering committee made up of 7th Avenue business owners, property owners, and residents of the Green Meadows neighborhood participated in the steering committee. The final product was reviewed by the Steering Committee, Downtown Advisory Board and Community Character subcommittee of the Downtown Advisory Board.

BUDGET IMPACT: N/A

Is this expenditure approved in the current fiscal year budget?

If no, describe how it will be funded.

ATTACHMENTS: None