

2024

Downtown Workplan

Economic Vitality Team – Meets 1st Tuesday at 4pm

Members: Caroline Gunther, Jerry Fitzgerald, Mark Pavao, Ben Smith, Daniel Carey, Carol Sitzer

New members: Nancy Neikirk, Aaron Adams

2024-2025 ECONOMIC VITALITY goals

1. PARKING LAUNCH

~~a. Education/training on parking – January/February~~

~~i. Radio, distribution to businesses, press release, etc about parking changes, including how to
on parkmobile and kiosks~~

~~ii. Signage distributed to downtown business about parking~~

b. Evaluate year in parking – Multiple updates occurred in summer, next evaluation in April – June

c. Promotion of parkmobile codes for off season (January – April) – In Progress to be distributed to
water customers and social media

2. Complete Downtown Master Plan – this will take place throughout 2023 and 2024

a. Zoning/planning input

b. Economic development initiatives

3. Continue to build program for Downtown Hendersonville Opportunity Fund

a. Survey attendees at networking lunches to determine what date/time is useful (January 2024)

b. Open Incubator Space at 125 5th Avenue W

a. Finalize lease

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- b. Furniture updates
- c. Stair Lift
- c. Utilize Placer.ai data to continue to provide business insights and individual one on one resources.
 - a. 2023 Numbers:
 - a. Data provided for 4 current downtown businesses (individual meetings with 2)
 - b. Potential business meetings – Met with 4 startup businesses looking for locations downtown (one opened – Claywood – referral from Foundations class)
 - d. Large vacant buildings / property owners - ???

4. Support downtown service industry and downtown employee retention/ benefits

- a. Education –
 - i. Plan for and offer at least 1 training aimed to downtown employees – twice per year – start with May - Caroline, Jerry, Daniel (Julie / TDA)
 - 1. Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars
 - a. Start here – summary/overview
 - b. Do walking tour of downtown
 - c. End at brewery with trivia
 - d. Everyone who participates from start to finish could get a beer ticket

NOTE - we were unable to do the second training / tour in 2023.

- ii. Business Resource Manual – put together a guide (similar to the new business guide) that is used as a resource for current businesses and employees – include:
 - 1. Services available

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2. Parking info
 3. Downtown program info
 4. Odd history
 5. Building info too - qr code or link to website with more info
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5. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements. ■