



# CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
28792



Tuesday, April 11, 2023 – 4:00 PM

---

## AGENDA

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **APPROVAL OF MINUTES**
  - A. February 2023 Minutes
4. **NEW BUSINESS**
  - A. MSD Budget Update - Brian Pahle
5. **OLD BUSINESS**
  - A. Downtown Team / Workplan Updates
6. **OTHER BUSINESS**
7. **ADJOURNMENT**

*The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.*



**CITY OF HENDERSONVILLE**  
**DOWNTOWN ADVISORY BOARD - DATE CHANGE**  
 Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
 28792



Tuesday, February 07, 2023 – 4:00 PM

## MINUTES

### 1. CALL TO ORDER

Present: Jerry Fitzgerald, Phil Wilmot, Chris Cormier, Carole Sitzler, John Ryan, Matthew Hickman, Heang Uy, Joe Dinan, Caroline Gunther

Absent: Jared Bellmund, Patsy DuPre, Mark Pavao, Debbie Roundtree (ex officio), Anthony McMinn (ex officio)

Staff present: Jamie Carpenter, Lew Holloway, Brendan Shanahan

### 2. PUBLIC COMMENT – no public comment

### 3. APPROVAL OF AGENDA – Caroline Gunther asked to add an item to agenda -other business – add Façade Grants to other business – Jerry Fitzgerald made a motion to approve, Carole Sitzler seconded. All were in favor.

### 4. APPROVAL OF MINUTES

1. Approval of January 2023 Minutes – Matthew Hickman made a motion to approve, Carole Sitzler seconded, all were in favor.

### 5. OLD BUSINESS

1. 7<sup>th</sup> Avenue Streetscape Update – Brendan Shanahan, City Engineer, Hunter Marks, Watermark Landscape was present to ask questions regarding the streetscape.

At the current moment, value engineering is currently underway to determine if there are additional opportunities to reduce costs. Harper contractors are the construction manager at risk. Questions from board:

Question: Matthew Hickman– - when the project gets going, when do we expect impacts.

- As of current project timeline, demo would be September, we are sensitive to the disruptions

Question: Phil Wilmot - Physical Extent and phasing steps?

- how to not cut off traffic / leave a lane open to phase in that manner. The extent of phase 1 goes to the railroad tracks, project would start at railroad tracks. NCDOT has a project for the intersection at Grove/64 and we are working with them to incorporate the project into the overall streetscape plan.

Question: Chris Cormier– how much over budget is the project?

- Lew – the initial budget was created 4 years ago. Project is 2x original budget as pricing and sourcing has changed.
- Brendan - Looking not to cut out function but make smart decisions, ex. Concrete scoring patterns, etc.
- Chris Cormier noted that if we focus on one portion would that help to fit within budget and just add an additional phase for additional sections. Would prefer the project is completed how we envision it rather than cutting.

Question: Phil – what probability of June start date is – April – October is peak time to avoid disturbances:

- Brendan – one of the first things to do will be water/sewer replacement – this will require roads to be disturbed and will take place earlier on in the process. We are working with

Matthew Hickman noted several items:

- timeline – not blocking access/closing road
- not blocking access to off street parking as much as possible
- if access is maintained for off street parking that will help substantially
- Noted that this is an opportunity for merchants to work together – Matthew will pull signs down that do not allow other customers and put new signs to allow customers for other businesses.

Caroline Gunther noted that as much time out that we can inform businesses ahead of time when sidewalk is broken up is key, this will be critical and a lesson learned from the Main Street project.

The current schedule is as follows, if delays it will be adjusted as this is not finalized:

- Month 3-6 – underground utilities August – October
- After Christmas – demo of remaining sidewalks
- Final paving, signage and striping –

Across from white duck – turned water line over to an old line –

Linda DiPaola asked about timing on adding taps and connections to help with property owners -

Jamie will send an update to property owners regarding tap updates and working on their building simultaneously. This will come when the schedule is more confirmed and include swag for 7<sup>th</sup> Avenue branding.

There were further discussion regarding Duke and power lines – replacing poles and raising power lines higher up. The Downtown Advisory Board strongly advocated for underground utilities, power could not be underground but the request is for all other utilities to be underground.

- There are plans for additional conduit to be placed

- power – raise poles/lines up higher
  - Engineering/contractor needs to check on the power line height - make sure they are higher
    - Duke will be replacing existing poles within project footprint. They are currently wood poles however the board requests to look into material on poles – metal poles, looks nice/blends in – coordinates with light poles
  - When timeline is confirmed, we will have a meeting with the team and business/property owners for information on the scheduling and project
    - Rendering, timeline, meeting information

## 6. NEW BUSINESS

### 1. Residential Zoning on Main Street – Comprehensive Planning

Lew Holloway wanted to discuss current language in zoning ordinance does not disallow first floor residential. Is this a concern for the board and something we would like to see, not like to see?

General consensus from the board that 1<sup>st</sup> floor residential not on Main Street, more conversation on residential on side street/avenues. This action will not happen in the first quarter, will continue as conversation with downtown master plan.

## 7. OTHER BUSINESS

### 1. Facade Grants - Caroline Gunther noted that the Community Character team had a joint meeting with HPC. The shared interest / projects resulted:

1. Zoning overlay instead of the creation of a local historic district – particularly for new construction, working with historic preservation
2. revamping façade grant program – work not just for façade. Get rid of current program, building repair opportunities, roofs,
3. Keep meeting – meet again next month at Community Character team meeting time
4. promotions on historic preservation projects and wins

There was conversation and consideration regarding redirecting for technical assistance, architectural assistance, etc.

### 2. Downtown Team / Workplan Updates

- May – mid year review on workplan
- Main Street Conference – March 14-16
- TDA/Tourism Conference – Feb 24
- NO meeting in March – at Conference

Items requested for April board meeting:

- Zoning text amendment on residential
- Downtown master plan
- Budget

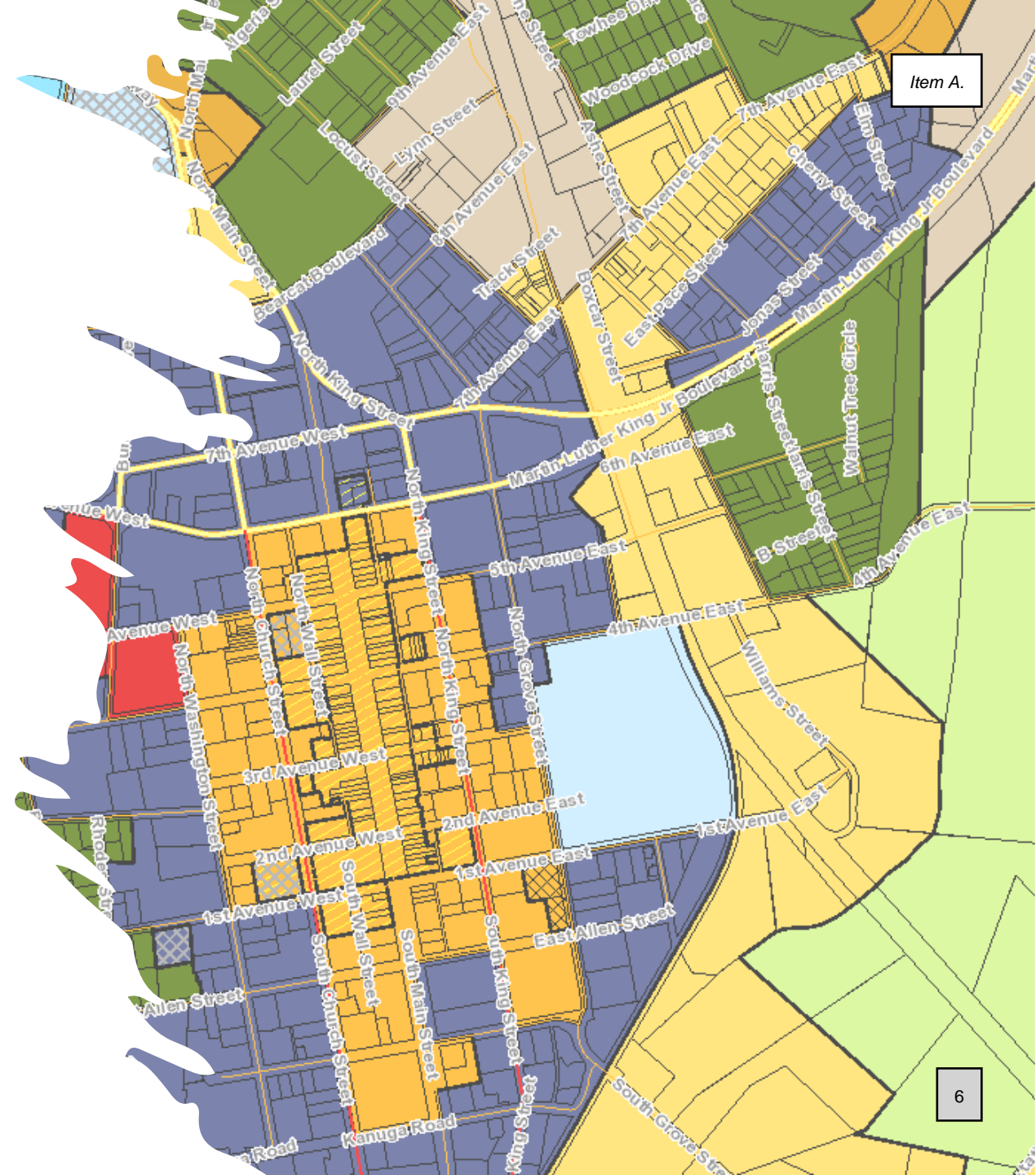


# Downtown MSD Budget

**Brian Pahle, Assistant City Manager**  
**Downtown Advisory Committee**  
**April 11<sup>th</sup>, 2023**

# Where we came from...

- MSD Budget/Districts - Umbrella Program
- Enhanced Programming
  - District Banners; Artscape Banners
  - Hanging Baskets
  - Pressure Washing
  - Events (Farmer's Market, R&B, etc...)
  - Staff Support
- Council Support & Vision
  - 7<sup>th</sup> Ave. Streetscape
  - Unified Tax Rate
  - HPD Headquarters
  - Zoning Changes
  - MSD Expansion
  - Public Restrooms
  - Parking
  - Water/Sewer/Sidewalks/Affordable Housing
  - Dedicated CIP Funding



# Where we're going...

- Personnel
  - Added Public Works Support (long-term 4x FTE crew)
  - Bruce Lowe contract is ending in FY25
    - \$128,015 + \$10,000 (pressure washing)
  - Start preparing for transition by hiring two Downtown workers in FY24
    - ~\$113,908
  - Both funds have strong fund balance to support the transition
- Projects/Capital
  - 7<sup>th</sup> Ave. Streetscape
  - Placer.ai
  - Pedestrian Wayfinding
  - Bollards
  - Depot Design



# Where we're going...

- Tax Rate Equalization and Revenue Neutral Tax Rate
  - Main St - \$0.21 per \$100
  - 7th Ave - \$0.21 per \$100
    - Main driver for the rate change is revaluation
    - There was a decrease in personal property value in 7th Ave.
  - Value per Penny: Main St. \$13,500  
7th Ave. \$2,000

G.S. 159-11(e) defines the revenue-neutral rate as the rate that is estimated to produce revenue for the next fiscal year equal to the revenue that would have been produced for the next fiscal year by the current tax rate if no revaluation had occurred. G.S. 159-11(e) also instructs that the revenue-neutral rate is calculated as follows.

1. Determine a rate that would produce revenues equal to those produced for the current fiscal year.
2. Increase the rate by a growth factor equal to the average annual percentage increase in the tax base due to improvements since the last general revaluation.
3. Adjust the rate to account for any annexation, deannexation, merger, or similar event.



**MS MSD RNR =**  
**\$0.2050 per \$100**  
**7TH MSD RNR =**  
**\$0.2001 per \$100**

TAX CODE	JURISDICTION	BILL CODE	# OF BILLS	FY2023 CY2022 TAXABLE VALUE BILLED	PROJ # OF BILLS	TOTAL PROJECTED VALUE: 3/21/2023	% <del>CHANGE</del> Item A. PROJECTION VS. FY2023 BILLED VALUE
<b>C10</b>	<b>CITY OF HENDERSONVILLE</b>	<b>0.52</b>					
	Real Property	REI	6,943	\$ 1,932,592,056	7,193	\$ 2,541,174,638	31.49%
	Business Personal Property	BUS	1,507	\$ 133,703,742	1,451	\$ 142,700,928	6.73%
	Individual Personal Property	IND	671	\$ 10,086,824	648	\$ 9,249,081	-8.31%
	Public Service Property	PUB	23	\$ 40,571,774	26	\$ 39,760,339	-2.00%
	Motor Vehicles (Billed by NC DMV)	RMV	14,981	\$ 173,936,654	15,298	\$ 176,283,561	1.35%
<b>C10</b>	<b>CITY OF HENDERSONVILLE SUBTOTAL</b>		<b>24,125</b>	<b>\$ 2,290,891,050</b>	<b>24,616</b>	<b>\$ 2,909,168,547</b>	<b>26.99%</b>
<b>D13</b>	<b>CITY OF HENDERSONVILLE - DOWNTOWN</b>	<b>0.24</b>					
	Real Property	REI	276	\$ 108,557,406	276	\$ 130,076,016	19.82%
	Business Personal Property	BUS	203	\$ 6,907,544	190	\$ 6,464,110	-6.42%
	Individual Personal Property	IND	7	\$ 18,207	7	\$ 18,137	-0.39%
	Public Service Property	PUB	4	\$ 2,241,847	3	\$ 2,197,010	-2.00%
	Motor Vehicles (Billed by NC DMV)	RMV	191	\$ 1,422,302	191	\$ 1,623,085	14.12%
<b>D13</b>	<b>CITY OF HENDERSONVILLE - DOWNTOWN SUBTOTAL</b>		<b>681</b>	<b>\$ 119,147,306</b>	<b>667</b>	<b>\$ 140,378,358</b>	<b>17.82%</b>
<b>D17</b>	<b>CITY OF HENDERSONVILLE - SEVENTH AVE</b>	<b>0.17</b>					
	Real Property	REI	112	\$ 17,779,000	112	\$ 19,590,822	10.19%
	Business Personal Property	BUS	55	\$ 6,337,610	55	\$ 2,519,610	-60.24%
	Individual Personal Property	IND	9	\$ 139,834	7	\$ 116,999	-16.33%
	Public Service Property	PUB	1	\$ 176,391	1	\$ 172,863	-2.00%
	Motor Vehicles (Billed by NC DMV)	RMV	112	\$ 1,820,416	125	\$ 1,896,342	4.17%
<b>D17</b>	<b>CITY OF HENDERSONVILLE - SEVENTH AVE SUBTOTAL *</b>		<b>289</b>	<b>\$ 26,253,251</b>	<b>300</b>	<b>\$ 24,296,637</b>	<b>-7.45%</b>

\*Lake Holdings, LLC \$3.8m in Personal Property; Moved to Fletcher

# Base Budget FY24

Item A.

## Fund 020 MS MSD

Type	Budget	Estimate
Total Revenues	611,370	629,711
Total Expenditures	629,095	566,186
FBA	(17,725)	63,526
Fund Balance Beg.	193,759	193,760
Fund Balance End	176,034	257,286

### Additions

Off	*Downtown CL	52,881	50,237
Off	*Downtown Worker	44,964	42,716
Off	Placer.ai	16,000	16,000
Off	Bollards	75,000	75,000
Off	Wayfinding	37,500	37,500
Off	Depot Design	-	-

## Fund 021 7TH MSD

Type	Budget	Estimate
Total Revenues	117,600	121,128
Total Expenditures	131,868	112,088
FBA	(14,268)	9,040
Fund Balance Beg.	153,327	153,327
Fund Balance End	139,059	162,367

### Additions

*Downtown CL	17,627	16,746
*Downtown Worker	14,988	14,239
*Placer.ai	-	-
Bollards	-	-
Wayfinding	12,500	12,500
Depot Design	6,000	6,000

# Proposed Budget FY24

## Fund 020 MS MSD

Type	Budget	Estimate
Total Revenues	611,370	629,711
Total Expenditures	775,548	697,993
FBA	(164,178)	(68,282)
Fund Balance Beg.	193,759	193,760
Fund Balance End	29,581	125,478

### Additions

On	*Downtown CL	52,881	50,237
On	*Downtown Worker	44,964	42,716
On	Placer.ai	16,000	16,000
Off	Bollards	75,000	75,000
On	Wayfinding	37,500	37,500
On	Depot Design	-	-

## Fund 021 7TH MSD

Type	Budget	Estimate
Total Revenues	117,600	121,128
Total Expenditures	181,352	154,149
FBA	(63,752)	(33,021)
Fund Balance Beg.	153,327	153,327
Fund Balance End	89,575	120,306

### Additions

*Downtown CL	17,627	16,746
*Downtown Worker	14,988	14,239
*Placer.ai	-	-
Bollards	-	-
Wayfinding	12,500	12,500
Depot Design	6,000	6,000

# Additional Resources

On June 2, 2022, the Hendersonville City Council adopted the **FY22-23 ADOPTED BUDGET**

The budget document and its preparation and adoption express the basic political values of the City. Budgets reflect the negotiations and compromises undergone during the continuous process of budget adoption. They define government's economic and political role in a community, guiding, sanctioning, and limiting administrative action. Budgets not only represent plans for the future, they also mold that future by the policies they contain. A good budget establishes a vision for its respective community and communicates, with utmost transparency, the vision for the future.



**Budget Report Dashboard**



**Project Gantt Chart**



**Planning Retreat Dashboard**



**Revaluation Calculator**



**Organizational Chart**



**Housing Dashboard**



# QUESTIONS



# CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD




---

**SUBMITTER:** Jamie Carpenter, Downtown Manager      **MEETING DATE:** April 11, 2023

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

**TITLE OF ITEM:** Downtown Team / Workplan Updates

---

## **SUMMARY:**

Monthly review of workplan status / team updates. Downtown Workplan is attached – updated as of April 7, 2023.

Committee updates:

## **Economic Vitality:**

- ‘Hendophiles’ Downtown Workforce Program
  - Committee did a trial tour and brainstorming at meeting in April meeting
- Downtown Opportunity Fund – Dogwood Health Trust Grant
  - Contracts almost complete – Mountain BizWorks and Black Wall Street
- Parking Garage Opening
  - Currently – revenues are looking good. Dogwood Lot – opened more permit spaces after reviewing lot activity past month.
  - June 28 City Council Workshop will include a parking update.

## **Community Character:**

- Façade Grant to be updated to HIIP Grant – Historic Improvement Incentive Program. Committee to review and bring back to board for next meeting.

## **Events:**

- Downtown special event calendar is attached – note several upcoming events on Main Street
  - Event Safety Updates & Event Fees
- Friends of Downtown Events:
  - April 19 – Volunteer Kickoff Meeting – Farmers Market and R&B volunteers
  - May 6 – Farmers Market Opening Day
  - May 10 – Bear Reveal
  - May 18 – R&B
  - May 27-28 – Garden Jubilee

Team	ACTION	PARTNER/ASSIGNMENT	Time Frame	Status
Organization - Downtown Advisory Board	<b>1. Complete Partnership Agreement b/t Friends and City</b>			
	Create a MOU between the City of Hendersonville and Friends of Downtown	Staff	late 2022 / early 2023	City Attorney has been working on this. The Friends do not require additional funds at this time and it will be an agreement for in kind services
	Review by City Attorney / MSD bidding requirements	Staff, Friends Board, City Attorney		In progress
	Update Friends Bylaws	Staff and Board	2022	Updates have been made to be approved along with MOU
	<b>2. Develop a financial policy for Friends to determine projects and distribution of revenues</b>			
	Update Quickbooks chart of accounts to better track income/expenses	Jesse (finance), Jamie	Jan-23	Complete
	Review end of year revenues to plan for spending in next year (Friends)	Jamie / Friends Board	Jan-23	Complete
	CITY - review Capital Improvement Budget for physical projects	Budget staff / Jamie / Downtown Board	1st quarter - 2023	In progress
	CITY - review annual MSD budgets		Apr-23	Budget staff to present at April downtown advisory board
	<b>3. Increase Board and Committee Education on Main Street and Downtown best practices</b>			
	Hold CLG / SHPO Training for historic district designation	Alex Hunt / HPC	2022	Occured summer 2023
	Invite board members to Main Street Conference	Staff, board	Mar-23	Attended: Jerry Fitzgerald, Caroline Gunther, Linda DiPaola
	Encourage new board participation and committee leadership	Caroline Gunther	Dec 2022 / ongoing	
	Coordinate with other city boards/committees on shared projects		ongoing	joint meeting w/ HPC 2/7/23 at City Council February retreat this was brought up for later in year, possibly with comp plan
	<b>4. Pursue a Downtown Master Plan</b>			
	*Many components of a master plan are included in other areas of the workplan: market analysis and building inventory, stakeholder communications, event			
	Determine budget needs	Jamie / Lew	2022	complete - in budget
	Apply for funding from HCTDA to supplement plan	Jamie	2022	\$50k Awarded
	RFP for Comp Plan w/ Downtown Master Plan component	Lew	2022	complete
	Interview candidates and select consultant	DT/ Planning Staff, Planning Board members	2022	complete
	Finalize contract	Lew	2023	in progress
	Stakeholder/steering committee formed	Planning board /reps from downtown board		2023



EVENTS	1. Improve holiday events - continue in 2023		
	establish merchant subcommittee to plan for holiday promotions	Event staff, Sherry Schmidt, Morgan Futrell, TDA	Summer 2022
			Met, discussed updates
	Apply for funding from HCTDA to support entertainment	Jamie	Feb-22
	HCTDA Grant Reporting on all events	Jamie	Feb-23
	Add additional entertainment element to all holiday events	Terrye	Dec-23
	Conitnue into 2023 to improve on updates	Terrye, Dakota, Events Team	2023
	2. Initiate and Establish a budget for at least one new marketing outlet for each event downtown		
	Apply for HCTDA for marketing funds	Jamie	Jan-23
			complete - in budget
			Received \$15,000 for marketing
	Add radio advertising for R&B - WNCW And SC Public Radio (HCTDA Grant)	Jamie & Event Staff	2023
	Incorporate all FoDT events in full page ads - Discover Hometown	Jamie	year round 2023
			complete - ongoing
	3. Review updates to R&B site plan and adjust layout		
	VIP area - consider relocation	Event team	Jul-05
			VIP area does not need to relocate in 2023, need to plan for future location
	Beer trailer - potential of sponsors having larger draft trailers		Bold Rock coming in at higher rate / same as Sierra Nevada
	4. Complete a seamless transition of the Friends of Downtown taking over management of Garden Jubilee		
	Contract with Vendor Coordinator	staff	fall 2022
			complete
	Review partnership / resources needed with HCTDA	staff/tda	Jan-23
			complete - in budget
	5. Facilitate updates of the Special Event Policy and Fee Structure in 2023		

Community Character	1. Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.			
	Meet with HPC/Community Character team to review Façade Grant Guidelines and update	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Update Facade Grant to be HIIP Grants	Community Character Team	Apr-23	community character team to review and finalize at April meeting Team reviewed in April, still need updates, will update further in May meeting to bring to board in May/June
	Create a process/workflor for façade grants and COA	Comm Character Team / HPC - Jamie & Alex	Spring/Summer 2023	Jamie/Alex work together on this after grant determined
	Determine better connections between subcommittees and HPC	Comm Character Team / HPC - Jamie & Alex	Feb-23	Incorporate as a part of broader committee discussion as a part of comp plan?
	Design Standards / Local Historic District status for 7th Aveue	incorporate as part of downtown master plan		
	2. Update avenue signage in Main Street and 7th Ave to improve pedestrian experience			
	Apply for HCTDA Grant for updated pedestrian signs	Jamie	Feb-23	submitted 4/2023 update - did not receive funds but will proceed with avenue sign updates
	Proceed with design and standards (regardless of grant award)	Comm Character Team	Jun-23	
	Include updated signage in CIP Budget	Jamie/City	Jan-23	
	3. Complete + Implement the 7th Avenue Branding Project			
	Narrow consultants and interview	Community Character Team	Feb-22	complete
	Form steering committee for branding meetings	7th Ave Branding Steering Committee	Jul-22	complete
	Present to Council	Jamie / Arnett Muldrow	Dec-22	complete
	Purchase swag/signage to distribute	Jamie	Feb-23	in progress
	Video launch of branding - concept to have someone do voiceover of brand statement in Arnett Muldrow report and different videos of people in 7th Ave	Jerry fitzgerald (volunteer/board member)	Mar-23	in progress
	4. Pursue pavilion covering for Depot Plaza			
	Contact Architect	Jamie	Feb-23	complete
	Create renderings for plans - future fundraising	Architect	April-May 2023	4/23 - renderings in progress
	Use renderings for fundraising and capital campaign		Summer - fall 2023	
	5. Vacant Window Improvement Program			
	Work with building owners to allow use of windows	Seeking volunteer postiion to help	Spring 2023	
	Design window template	Jamie	Mar-23	

	6. Complete Streetscape		
	Communications and updates with business owners Water lines, connections/tap updates Cost savings on asphalt, etc. Discount by adding onto work Façade improvements during construction	Linda will help with business updates, engineering dept, Harper construction	all 2023
	Update businesses on status of streetscape	Jamie/Team	early 2023
	Continue to pursue phase 2 and 3 of streetscape	Engineering dept, downtown dept	Engineering dept submitted several grants "Above the Mud" project

Economic Vitality	1. Educate, plan and promote parking garage construction and future parking meters with regular updates			
	Continous newsletter updates throughout year			
	Parking Permit info meeting - current and potential permit holders	City staff, Caroline (Chair)	Nov-22	complete
	Advocate for employee parking rate	Downtown Board	year round	complete - \$25/month permits in dogwood lot
	Create coupons and discount codes to encourage use of parkmobile	Jamie / Kristen (Parking)	Nov-22	ongoing
	Update city website and parking information	Allison (City), Jamie	ongoing	
	Evaluate year in parking	Downtown Advisory Board	Dec-23	** City Council will review mid-year update in June at workshop
	2. Support downtown service industry thorough hosting one downtown training or orientation			
	Plan for and offer at least 1 training aimed to downtown employee Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars Start here – summary/overview Do walking tour of downtown End at brewery with trivia Everyone who participates from start to finish could get a beer ticket	Caroline, Jerry Daniel (EV Comm)	Apr-23	4/23 - Event team did a beta test of a tour and will tentatively plan for first week of June for opening it up to downtown employees
	Create/update busienss resource manual 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: JAMIE to work on before April Services available Parking info Downtown program info Odd history Building info too - qr code or link to website with more info	Jamie/EV Team	Apr-23	
	3. Persue opoportunities to support entrepreenurs/minority businesses and local businesses through training and programs			* Dogwood Health Trust grant program
	Apply for Dogwood Health Trust underfueled entrepreneurs program	Jamie, Mountian BizWorks, BlackWall Street, BRCC	May-22	Awarded - \$400,000
	Establish contracts with service providers	Jamie, Mountian BizWorks, BlackWall Street, BRCC, CITY ATTORNEY	Feb-23	
	Training kick off / soft launch with BRCC	Gary Heisey	Feb-23	
	Presentation to Council	Jamie	Mar-23	
	Incubator in downtown office / Lease agreement	Jamie	Mar-23	
	Initial report to DHT	Jamie	Apr-23	

# Special Events in Hendersonville 2023

Item A.

Blue shaded events are either new events or recurring events requesting changes from previous years.

Event Date	Event Name	Organizer/Sponsor
April 15	Ville to Ville Relay	Ville to Ville Relay
April 22	Earth Day 400-500 blocks and 5 <sup>th</sup> Avenue	Environmental Sustainability Board
May-Oct	Hendersonville Farmers Market Maple Street	Friends of Downtown Hendersonville/City
May 13	Jump Off Rock Races 400-500 block	iDaph Events
Third Thursdays, May-Sept	Rhythm & Brews South Main	Friends of Downtown Hendersonville/City
Memorial Day Weekend	Garden Jubilee Full Main Street Closure	Friends of Downtown
Fridays	Music on Main // Antique Car Shows	Arts Council and Carolina Car Club
June 10	Antique and Vintage Show	Uncommon Asheville
June 16	Bark & Bolt Dog Dash	IDaph Events
June 24	Historic 7 <sup>th</sup> Avenue Pup District Crawl	Blue Ridge Humane Society
June 17	Hendersonville Triathlon	iDaph Events
July 4	July 4 Celebration	HCTDA and County
July 4	July 4 Parade	Merchants Association
July 15	Chalk it Up	Barbara Hughes
Labor Day Weekend	Apple Festival	Apple Festival
Sept 11	9/11 Service	County
Sept 22-24	Art on Main	Arts Council
Sept 30	Walk to End Alzheimer's	Alzheimer's Assoc
October	OktoberFest Celebration	Southern Appalachian Brewery
TBA	Ville to Ville Extreme Relay	Ville to Ville Relay
TBA – typically first weekend in October	Fiesta Hendersonville	Hola Carolina
TBA	Motorama	Ryan Rhodes/WHKP
Oct 8	Black Bear Half Marathon	iDaph Events
Oct 21	Trick or Trail 5k	IDaph Events
Oct 31	Treat Street Carnival	Friends of Downtown/County
TBA	Tails in Town	WTZQ
Nov 18 +Dec 2	Holiday Markets	Friends of Downtown Hendersonville/ City
Nov 24	Turkey Trot	City of Hendersonville
Nov 25	Holiday Tree Lighting	Friends of Downtown/City
Dec 1 + 16	Holiday Carriage Rides	Friends
Dec 2	Holiday Parade	Merchants Association
Dec 1	Olde Fashioned Christmas	Friends
TBA	Tree of Lights Ceremony	Four Seasons Hospice
TBA	Jingle Jog	IDaph Events/Hope Coalition
Dec 31	NYE Apple Rise	County