



**CITY OF HENDERSONVILLE
DOWNTOWN ECONOMIC VITALITY TEAM**

Virtual - Zoom
Tuesday, January 05, 2021 – 4:00 PM

AGENDA

1. **CALL TO ORDER**
2. **AGENDA ITEMS**
 - A. Review of Economic Vitality Workplan Items
 - B. Update on ongoing projects related to Economic Vitality
 - a) Hotel Recruitment
 - b) Parking Garage
 - C. Informal discussion & Public comment related to:
 - a) Businesses opening, closing, or expanding
 - b) Items to add for consideration in future workplan
3. **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.

Team	ACTION	TASK	PARTNER/ASSIGNMENT	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Economic Vitality	1. Build inventory of downtown properties														
	Create database using GIS and available data		DT Staff, GIS	*	*	*	*	*							
	Update business information - vacancies, rent, etc.		EV Team & Staff	*	*	*	*	*							
		Team members - divide district into areas for members to check property spaces and tenants	Jamie to provide list of properties, team members help to fill in contacts and report back on vacant spaces.												
		100 block			*	*									
		200 block			*	*									
		300 block			*	*									
		400 block			*	*									
		500 block			*	*									
		600 block			*	*									
		7th Avenue			*	*									
	Publish available properties and rentals on downtown website		DT Staff					*	*						
		continue to update changes via GIS. Team members help update staff as they see movement or changes downtown													
	Identify vacant locations that need repair or renovation (or have second floor space that is under utilized)		Staff and Team members												
	2. Conduct a market analysis of downtown business and housing needs														
		Use GIS database information and ESRI market data to complete a market analysis	DT Staff	*	*	*	*	*							
		Complete a retail / business survey to determine rental rates, sales per square footage, hours, advertising methods, sales months, etc. A survey was conducted in 2017, so this can be replicated and should compare the data. Also include questions related to Covid	Team review survey, staff & team distribute		*	*									
		Evaluate data and establish list of potential businesses	DT Staff, EV Team, HC PED				*	*	*	*	*				
		Publish report to use for business recruitment								*	*	*	*	*	
	3. Provide support for downtown businesses														
		Evaluate and continue pivot grants to meet the needs of businesses	EV Team, Staff & Friends Board	*											
		Plan education and outreach program for downtown office	Small Business Center						*						
	4. Enhance Ease of Use for Businesses and Downtown Customers														
		Launch Park Mobile Parking App and prepare for meters in 2022		*	*	*	*	*	*	*	*	*	*	*	*
		Evaluate long-term plan for curbside / temporary parking					*	*	*						
		Evaluate and add signage to direct to public restrooms and have visitor information inside downtown public restrooms		*	*	*									
		Prepare marketing plan for opening of Downtown Parking Garage and meters										*	*	*	
		Wifi - Work with VC3 to increase speed and locations for public wifi	DT Staff	*	*	*	*	*	*	*	*	*	*	*	*
		Cell Service - determine potential for increased cell service for downtown	DT Staff	*	*	*	*	*	*	*	*	*	*	*	*
	Long Term / Future Projects														
		additional public restrooms - near 1st or 2nd avenue, near Depot on Maple Street													
		Planning for businesses that accommodate the Ecusta Trail at the South end of Main Street													
		Evaluate downtown housing needs and identify locations for housing													