



CITY OF HENDERSONVILLE
DOWNTOWN ECONOMIC VITALITY TEAM

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



Tuesday, October 05, 2021 – 4:00 PM

AGENDA

1. CALL TO ORDER

2. APPROVAL OF MINUTES

A. September 2021 Economic Vitality Team Minutes

3. NEW BUSINESS

A. Suggestions to Pivot Grant Updates - Duke Energy Grant

B. Social Districts Legislation

C. Small Scale Manufacturing - Approved, now what's next?

4. OLD BUSINESS

A. Employee Training Program

5. OTHER BUSINESS

6. 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 ECONOMIC VITALITY TEAM

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
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Tuesday, September 07, 2021 – 4:00 PM

MINUTES

1. CALL TO ORDER

Present: Caroline Gunther, Jerry Fitzgerald, Carole Sitzler, Jared Bellmund, Ralph Miler, Ben Smith

2. APPROVAL OF MINUTES

1. August 2021 Economic Vitality Team Minutes

Caroline made a motion to approve the minutes from August 2021, Ralph seconded.

3. OLD BUSINESS

1. Update on Small Business Job Fair

Ben Smith gave an update on the small business job fair. 15 businesses are registered, can host up to 75.

Jamie Carpenter updated on applying for the City's American Rescue Plan special appropriation funds. This would include serv safe training, customer service training and downtown history/tour information training. The intent is employee recruitment, development and retention.

2. Update on Duke Energy Hometown Revitalization Grant

Jamie Carpenter updated that we have received a \$25,000 small business revitalization grant from Duke Energy. We are waiting to receive any notification on any grant requirements to inform updates to pivot grants.

3. Small Scale Manufacturing Update

Jamie updated on Small Scale Manufacturing. The public hearing will be September 22.

4. ADJOURNMENT

Downtown Hendersonville Pivot Grants Application Details:

Description of Grants: A microgrant program to allow businesses creativity when testing reopening strategies to minimize risk. This program will provide up to \$1000 in funding for businesses within the downtown and 7th avenue districts to try something new in response to restrictions related to Covid-19, particularly related to Love Hendo Saturdays (Open Street activity the 1st Saturday of each month) or other outdoor activation.

Purpose: As Phase 2 extends, and the threat of further negative economic impacts from Covid-19 continues for an unknown time, the Friends of Downtown believe it is important for downtown businesses to pivot their business models to brace for a new normal way of doing business. The Downtown Hendersonville Pivot Grants allow businesses and nonprofits that provide downtown experiences an opportunity to test updates to their business while reducing some of the financial risk.

Projects can fund, but are not limited to:

- Extra staffing for execution
- Purchase of supplies or new inventory related to project
- Purchase or rental of outdoor seating or other equipment
- Website updates or added social media marketing advertising or fees

Project examples:

- Purchasing additional outdoor seating for restaurants to expand outdoor dining
- Additional staffing needs to create an outdoor expansion of your space during LoveHendo Saturdays
- Building a parklet or deck on existing parking spaces for expanded outdoor dining

Selection Requirements:

The following measures will guide the selection of grants:

1. Connection with LoveHendo Saturdays
2. Potential for long term viability
3. Following social distancing and mass gathering guidelines
4. Enhancement of the outdoor environment

The Friends of Downtown Infrastructure Committee will serve as the grant committee and will review applications on a monthly basis. The first round of applications will be due August 3, prior to the Infrastructure and Executive Committee meetings. The selection committee reserves the right to offer a partial grant based on the selection criteria. Grants will be available as funding allows.

Reimbursement and Reporting:

Grants are reimbursable and funding will be reimbursed upon receipt of grant report with expenses reported. The grant report is included at the end of the application.



Downtown Hendersonville Pivot Grants Application

Submission Date: _____

First round of applications are due August 3, 2020 at 5pm.

1. Applicant Name: _____

2. Business Name: _____

3. Proposed Project Description:

4. Project Budget:

Expenses:	
Total Expense:	

5. Grant Amount Requested (*\$1000 Maximum request*) : _____

6. If grant does not cover total cost of project, do you have the funds to complete the project?

7. How will you market or promote your project?



8. Please describe how your project proposal meets the selection criteria

NOTE: projects do not have to fit within all selection criteria but will be evaluated based off the ability to expand or adapt in midst of the Covid-19 Pandemic.

A) Connection with Open Streets – does your proposed project allow expanded outdoor space during Open Streets (1st Saturday of each month)?

B) Potential for long term viability – Does this project have opportunities to improve the resiliency of your business?

C) Following social distancing and mass gathering guidelines – All projects must follow the current orders from the Governor of North Carolina or have plans for how to adapt to the changing environment.

D) Enhancement of the outdoor environment – Does this project encourage use of outdoor space in a temporary or semi-permanent manner?

Submit application to Jamie Carpenter (jcarpenter@hvlnc.gov) or drop off at the Downtown Program Office at 125 5th Avenue W.



Downtown Hendersonville Pivot Grants Report

To receive reimbursement, the following grant report must be returned within 30 days of project completion. Projects must be completed within the agreed upon time frame in the grant application and award letter.

1. Business Name:

2. Project:

3. Actual expenses:

Expenses:	
Total Expense:	

4. Please provide screenshots and/or photos or other examples of how you promoted the project.

5. Please provide a summary of your project, including:

- Customer feedback
- Plans for continuing or adapting the pilot project
- Lessons learned

Reimbursement Amount Requested: _____

Date submitted: _____

Internal use:

Report received by: _____ Date Received: _____



Small Scale Manufacturing Zoning Text Amendment

Item C.

City of Hendersonville
Community Development Department



Small Scale Manufacturing Trends

- provide diverse, quality employment opportunities for a wide range of experience and educational attainment
- to create a diversified business mix that can thrive regardless of the changing consumer preferences in retail shopping
- to create authentic experiences and make purchases accordingly.

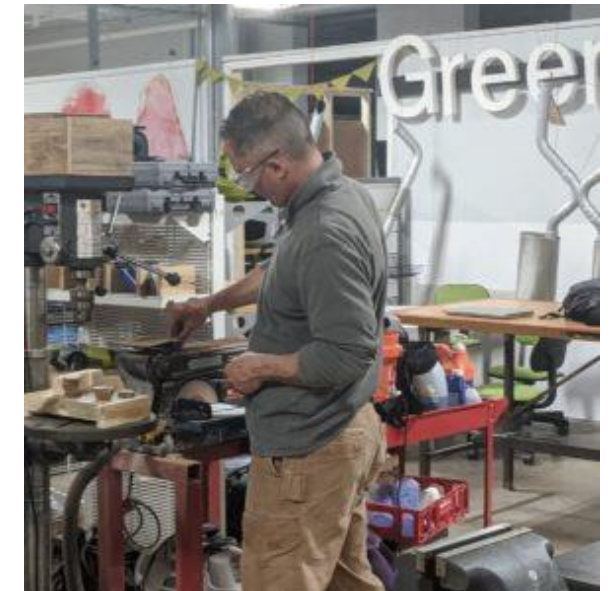


Products that are “made here, sold here” adds value to the overall downtown experience for visitors and locals alike.



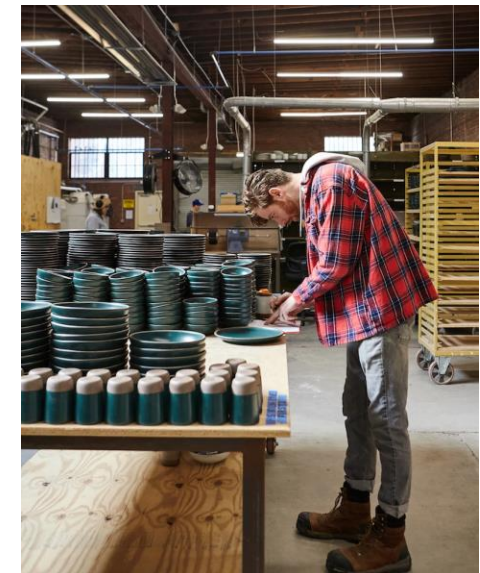
Small Scale Manufacturing Businesses

- allow cooperative spaces, business incubators, or maker-spaces that provide space for entrepreneurs to develop their products without the higher overhead facility costs.
- Synergymill.com



Niche Markets and Recruitment

- Outdoor gear builders (cycling and bike components, camping or hiking products, etc)
 - Outdoor Gear Builders of WNC provide more than 760 jobs region-wide, and well over \$8,000,000 in local sourcing of materials and contracts within WNC
- Artisan craft production (clay, wood, fiber, metal, glass)
 - Just announced: East Fork Pottery making \$2.4 million investment and will add over 50 net new jobs, with an average wage of \$22.46 per hour and sustain over 100 existing jobs. Starting pay for all positions at East Fork Pottery is a minimum of \$20/hour.



Niche Markets and Recruitment

- small scale production of local goods (soaps, food products, breweries, etc)
- technology and product development, and other innovative industries that diversify Hendersonville's economy.



Already Allowed: Microbreweries



Background and Purpose

- Currently allow Light Manufacturing only in I-1 and PMDCZD by right and in C-2 as a special use.
- C-1, C-2, C-3, CMU, GHMU, CHMU & HMU include larger vacant or partially vacant properties, which historically did or could today accommodate small scale manufacturing uses.



Item C.



Proposal: To add a new definition for Small Scale Manufacturing and to permit that use, subject to “Supplementary Standards,” in the following districts:

- C-1: Central Business
- C-2: Secondary Business
- C-3: Highway Business
- GHMU: Greenville Highway Mixed Use
- CHMU: Commercial Highway Mixed Use
- CMU: Central Mixed Use
- HMU: Highway Mixed Use



Small Scale Manufacturing Definition

“The assembly, fabrication, or processing of goods and materials using processes that ordinarily do not create noxious noise, smoke, fumes, odors, glare, or health or safety hazards outside of the building where such assembly fabrication, or processing takes place. And where such processes are housed entirely within a building. And where such processes do not require frequent shipping and receiving activities by a truck rated Class 8 or above in the Federal Highway Administration’s vehicle class system.”



Supplementary Standards

The Supplementary Standards for Small Scale Manufacturing are proposed to be the following;

- 1) The front of the building at street level shall remain open and visible from the sidewalk with a view of the activities inside; and
- 2) A showroom, display area, or sales area shall be provided.
- 3) Outdoor storage of goods and materials shall not be permitted in zoning district classifications C-1, CMU, GHMU, HMU & CHMU.
- 4) Outdoor storage of goods and materials shall not exceed 25% of the total footprint of all buildings on the property in zoning district classifications C-2 & C-3.

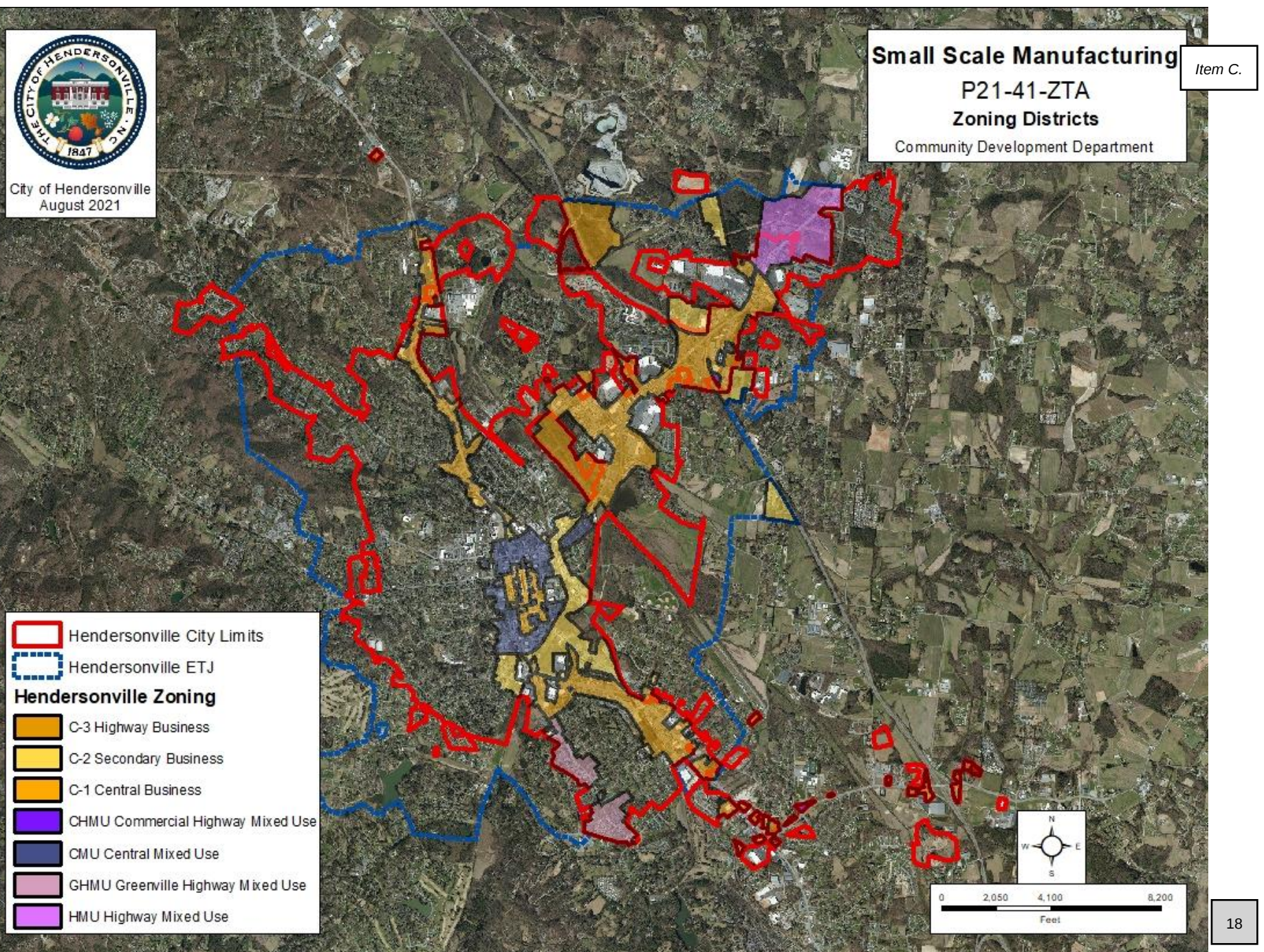


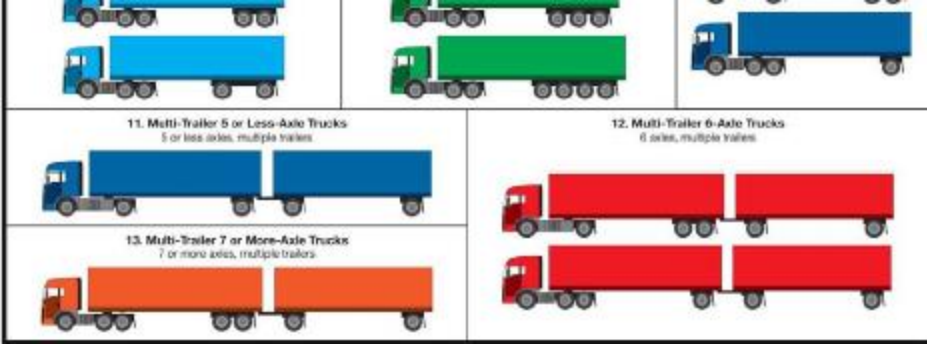
Supplementary Standards (Continued)

- 5) Newly constructed shipping and receiving facilities shall be designed such that they are internal to the site, in service alleys or at the back of the building.
- 6) Shipping and receiving needs shall not exceed the equivalent of (1) FHWA Class 8 truck per week.
- 7) Reuse of an existing building shall not exceed 20,000 square feet of building floor space.
- 8) New construction shall not exceed 10,000 square feet of building floor space.



Impacted Zoning Districts (Overall)





Item C.



Friends of Downtown – Downtown Service Industry Employee retention and training program:

Proposal – Friends of Downtown Hendersonville is requesting grant funding to support economic recovery through American Rescue Plan funding. The intent of the recovery funding is to support downtown service industry employment recruitment and retention. This project was developed by the Economic Vitality team of the Downtown Advisory Board.

Goals:

1. Training - Provide training for downtown businesses and their employees to provide quality service and best practices
2. Retention - Build a culture/community of downtown employees and business owners to promote each other and support one another
3. Community Engagement - Educate downtown businesses and employees on the history and programs/projects happening downtown and within the city to build community pride and informed citizenry.

Programs:

1. Specialized Service Industry Training:
 - a. Grant would pay for Servsafe training for downtown service industry employees. Grant would also cover the hourly wages of employees to participate in training
 - b. Additional trainings as provided by Blue Ridge Community College that support the service and hospitality industry downtown
2. Downtown Customer Service / Information training
 - a. A training for new or current employees of downtown businesses that includes a walking tour of downtown, lunch, and customer service/downtown promotion training. (ie – if a customer asks where to go next after their business, tips on referring to other places and businesses). The grant would allow for businesses to pay staff for their time for training, pay for a meal, potentially pay trainers/tour guides.
3. Business accelerator program scholarships
 - a. Incentives for downtown business owners to take the more extensive Small Business Center / BRCC training (6-8 week courses)
4. Other training for businesses and employees to be determined as needs arise.