

2021-2022 WORK PLAN



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The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy

economic positioning statement

Downtown Hendersonville offers an authentic small-town atmosphere with an unparalleled pedestrian experience, multiple options for urban living and a vibrant small business community.

transformation strategies

Downtown has a business mix that supports the needs of locals while providing tourists an authentic experience.

GOAL: Reduce downtown vacancy with active store fronts and infill housing and office space.

OBJECTIVES:

- a. Recruit a Downtown Hotel
- b. Recruit businesses for street level and second floor vacant spaces with appropriate uses.

Downtown is the “central park” of Hendersonville having urban amenities within the small town context.

GOAL: Enhance the ease of use for downtown

OBJECTIVES:

- a. Increase available access to parking
- b. Improve downtown internet access and speed

GOAL: Improve events & projects support the downtown brand

OBJECTIVES:

- a. Establish a plan for 2021 events to fit within the Covid-19 guidelines
- b. Increase branding elements on 7th Avenue that reflect the districts unique qualities and mix with overall downtown branding.

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ORGANIZATION

1. Define the Roles of the Downtown Advisory Board and Friends of Downtown Hendersonville Nonprofit
2. Continue to enhance stakeholder communication
3. Pursue a Downtown Master Planning Process

EVENTS

1. Evaluate and Adjust the Hendersonville Farmers Market for 2021
2. Establish plan for 2021 events with Covid-19 guidelines.
3. Enhance existing events to facilitate positive impacts on merchants.
4. Update Bearfootin' Auction to incorporate success of the online auction with an in-person event.

COMMUNITY CHARACTER

1. Pilot Expanded Outdoor Dining
2. Establish Branding for the 7th Avenue to be incorporated in Streetscape
3. Evaluate pedestrian amenities to further connect the downtown districts.
4. Pursue design process for South Main / Ecusta Trailhead area

ECONOMIC VITALITY

1. Build inventory of downtown properties
2. Conduct a market analysis of downtown business and housing needs
3. Provide support and enhanced communication for downtown businesses
4. Enhance Ease of Use for Downtown:
 - Launch Park Mobile parking app
 - Improve WiFi and cellular service
 - Increase signage for public restroom