

HISTORIC DOWNTOWN  
**HENDERSONVILLE**  
DOWNTOWNHENDERSONVILLE.ORG



**DOING BUSINESS DOWNTOWN**



# DOWNTOWN PROGRAM INFORMATION

Downtown Hendersonville is a nationally accredited Main Street Program. Main Street Communities use a comprehensive downtown revitalization process developed by the National Trust for Historic Preservation to encourage economic development within the context of historic preservation.

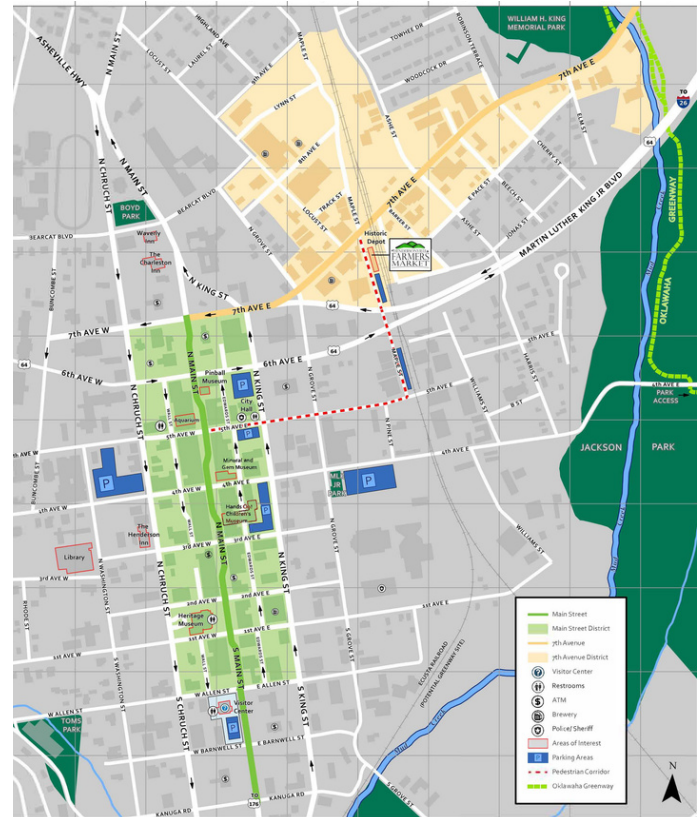
The Downtown Division of the City of Hendersonville Community Development Department works to improve the Main Street and 7th Avenue Municipal Service Districts.

## Funding:

The Downtown Division is funded by Municipal Service District tax on the Main Street and 7th Avenue Districts, and a percentage of sales tax.

- Downtown Municipal Service District \$.26 tax per \$100 valuation
- 7th Ave. Historic Municipal Service District \$.17 tax per \$100 valuation

The Friends of Downtown Hendersonville is a 501c3 nonprofit arm of the Downtown Division. The Friends budget includes income and expenses related to events: Rhythm & Brews Summer Concert Series, Bearfootin' Artwalk and Auction, and the Hendersonville Farmers Market.



district boundaries



## Contact Us:

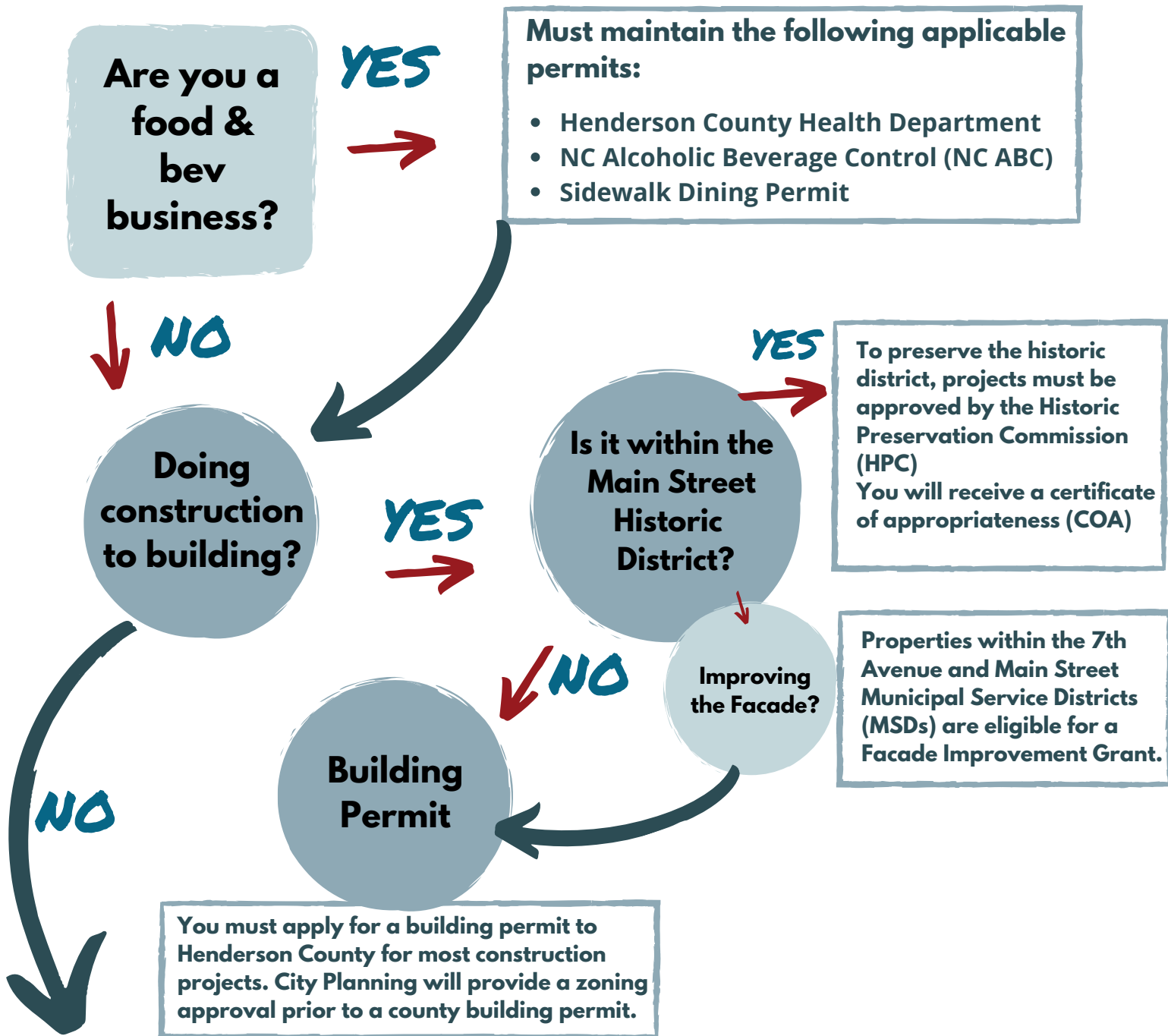
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# OPENING A BUSINESS DOWNTOWN - PERMITS



## APPLIES TO ALL BUSINESSES:

### Fire Inspection

Fire inspections are required annually

### State & Federal Taxes

See NCDOR and IRS for: Sales Tax Payroll, Income

### Local Property Taxes

Real Property tax is collected by Henderson County

### Sign Permit

A sign permit is required for new outdoor signs

### Register Business Name

at Henderson County Register of Deeds

# NEW BUSINESS CHECKLIST

## Government:

- City of Hendersonville Police Dept –Update contact information with the Hendersonville Police Non-emergency line – 828-697-3025. HPD can provide:
  - Security Assessment
  - Security Checks
- Utilities:
  - Water/Sewer: May be set up in person at City Hall, Third Floor, 160 Sixth Ave E, or online at <https://www.hendersonvillenc.gov/customer-service/starting-water-sewer-service>
  - Electricity: Duke Energy: [www.duke-energy.com/](http://www.duke-energy.com/)
  - Gas: Dominion Energy (Formerly PSNC): [www.psncenergy.com/](http://www.psncenergy.com/)
  - Phone / Internet: AT&T: [www.att.com](http://www.att.com) Optimum: [www.optimum.com](http://www.optimum.com)
- State of North Carolina Requirements:
  - Business Registration with Secretary of State – determine the type of business you wish to register – LLC, S CORP, etc.
  - Alcoholic Beverage Permits: [www.ncabc.gov](http://www.ncabc.gov)
  - North Carolina Sales Tax – North Carolina Department of Revenue – [www.ndor.gov](http://www.ndor.gov)
- Federal Requirements: [www.irs.gov](http://www.irs.gov)
  - Federal Tax ID Registration
  - Self-Employment Tax
  - Quarterly filing



# NEW BUSINESS CHECKLIST

## Marketing & Networking:

- Business listings:
  - DowntownHendersonville.org – Events & Business Directory
  - VisitHendersonville.org – Tourism Development Authority
  - Google Business Listing
  - Facebook, Instagram
  
- Local News / Publications
  - Blue Ridge Now / Hendersonville Times – News
  - Hendersonville Lightning
  - WTZQ – Local Radio
  - WHKP – Local Radio
  - WLOS- Local News
  - WSPA – Greenville / Spartanburg News
  - WYFF – Greenville/ Spartanburg News
  - WNCW – Public Radio
  - Bold Life Magazine
  - Hendersonville Magazine (Hulsey Media) 828-513-3888
  
- Business Resources & Networking:
  - Blue Ridge Community College Small Business Center – [blueridge.edu/sbc](http://blueridge.edu/sbc)
  - Mountain BizWorks – [mountainbizworks.org](http://mountainbizworks.org)
  - Henderson County Chamber of Commerce – [hendersoncountychamber.org](http://hendersoncountychamber.org)
  - Henderson County Tourism Development Authority – [visithendersonvillenc.com](http://visithendersonvillenc.com)
  - Henderson County Partnership for Economic Development – [gohendersoncountync.org](http://gohendersoncountync.org)
  - Western NC SCORE – 828-693-8702 - [westernnc.score.org/](http://westernnc.score.org/)
  - Small Business Technical Development Center at Western Carolina University - [sbtdc.org/offices/wcu/](http://sbtdc.org/offices/wcu/)



# BUSINESS STARTUP TIPS

Prepare a business plan that outlines your business goals, operating procedures, competitors, as well as the company's current and desired funding.

Incorporate your business or form an LLC. It provides the owner with personal asset protection from the debts and liabilities of the company.

Select an accountant and attorney you can turn to for advice when starting out, as well as throughout the life of the business. Consider a local, downtown provider to have assistance right next door.

Just like every personal relationship has its ups and downs, so do business partnerships. So before you tie the knot (so to speak), you need to enter into what is known as a partnership agreement to protect yourself and your business.

Open a business bank account and obtain a business credit card. Contact your bank about business banking requirements to ensure you have all the necessary paperwork.

Set up your business accounting/bookkeeping. Be prepared to account for all disbursements, payments received, invoices, accounts receivable/payable, etc.

Obtain business insurance. Discuss your particular industry and business needs with your insurance agent to obtain the appropriate type and amount of insurance.

Ensure you comply with government requirements (e.g., unemployment insurance, worker's compensation, OSHA, payroll tax requirements, self-employment taxes, etc.).

Create a logo, business cards, letterhead, envelopes, etc., to build business identity.

Secure your company's website domain name. Create a website. A company website allows you to establish your brand and will be the first opportunity to make an impression with customers. Claim Google Business Listing.

Create a marketing plan for your products and services. Increase the likelihood for success with a plan for promoting your products and services to your target market.

# PARKING



In December, 2020 the ParkMobile App launched for downtown parking services, allowing for pay by plate.

ParkMobile offers a contactless and convenient parking option. Instead of disrupting a meal or shopping experience to feed the parking meter, visitors can add time straight from their phone and enjoy downtown without interruption.

**To purchase a parking permit call (828) 697-3050**

In 2021, the downtown parking garage will begin construction and meters on Main Street will be implemented using the ParkMobile App in conjunction with the garage opening in 2022.



# PUBLIC RESTROOMS



Downtown public restrooms are located at 125 5th Ave. W.

New Downtown Program Offices are located above the restrooms with a meeting space.

Restrooms are also available at the Visitors Center at the South end of Main Street.

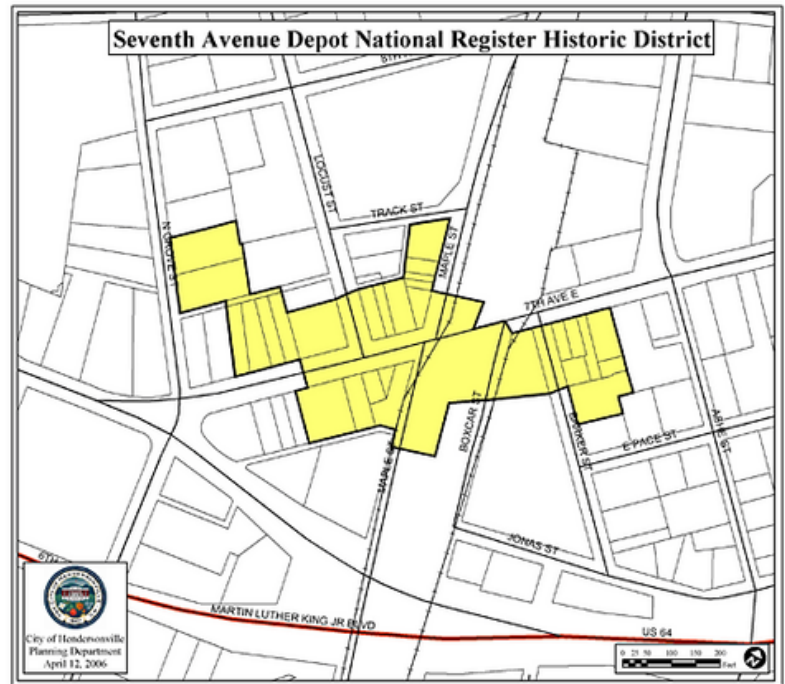


# HISTORIC PRESERVATION TAX CREDITS

## Historic Preservation Tax Credits

Main Street and 7th Avenue are both in Nationally Registered Historic Districts. This means buildings within those districts may qualify for historic tax credits for building rehabilitation.

Owners and developers may potentially receive a 20% federal income tax credit and a 15-25% state income tax credit for certified rehabilitation of income-producing historic structures.



## EXAMPLE FOR INCOME-PRODUCING PROPERTIES

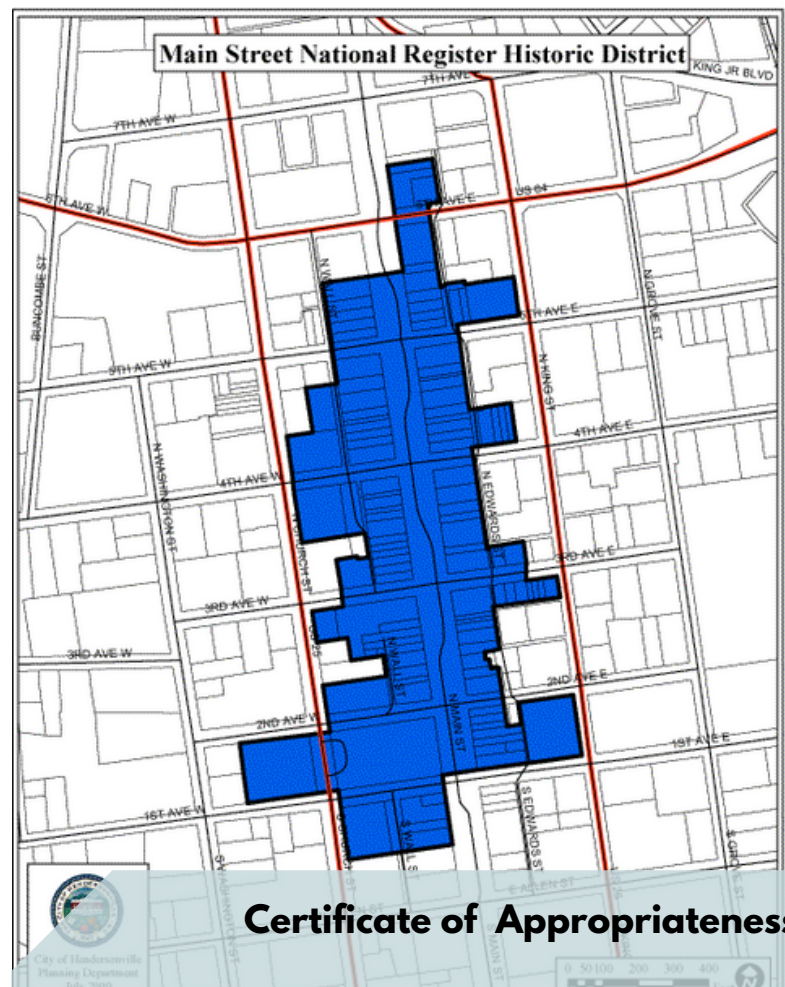
*\$1 million Rehabilitation Expenses*  
x 20% Federal Tax Credit  
x 15% Base Level State Tax Credit

**\$350,000 Tax Credit Amount**

Find more information at the North Carolina State Historic Preservation Offices.

**Improving  
the Facade?**

**Properties within the 7th Avenue and Main Street Municipal Service Districts (MSDs) are eligible for a Facade Improvement Grant.**



## Certificate of Appropriateness

The Main Street Historic District is a locally designated historic district. Buildings within the boundaries require a Certificate of Appropriateness approved by the Historic Preservation Commission.