

HISTORIC DOWNTOWN Hendersonville

7TH AVENUE

Downtown's Creative Edge



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 & 7th Avenue Municipal Service District
\$.21 tax per \$100 valuation

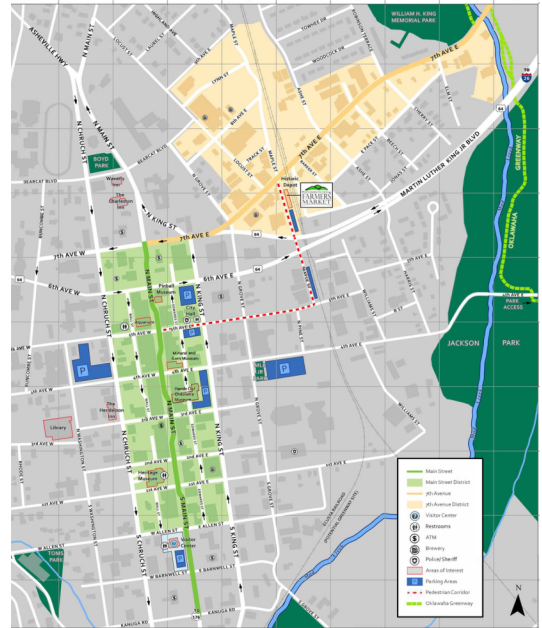
The Friends of Downtown Hendersonville is a 501c3 nonprofit arm of the Downtown Division. The Friends budget includes income and expenses related to events: Rhythm & Brews Summer Concert Series, Bearfootin' Artwalk and Auction, and the Hendersonville Farmers Market. New in 2023 the Friends have taken over management of Garden Jubilee.

Contact Us:

Jamie Carpenter
Downtown Manager
jcarpenter@hvlnc.gov
828-233-9144

Terrye Jacobs
Downtown Coordinator
tjacobs@hvlnc.gov
828-233-3205

Dakota Parker
Event Coordinator
dparker@hvlnc.gov
828-233-3216



district boundaries



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

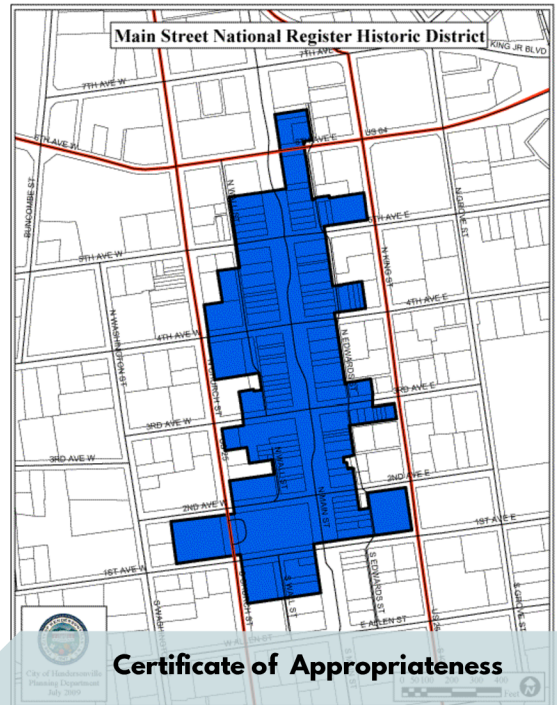
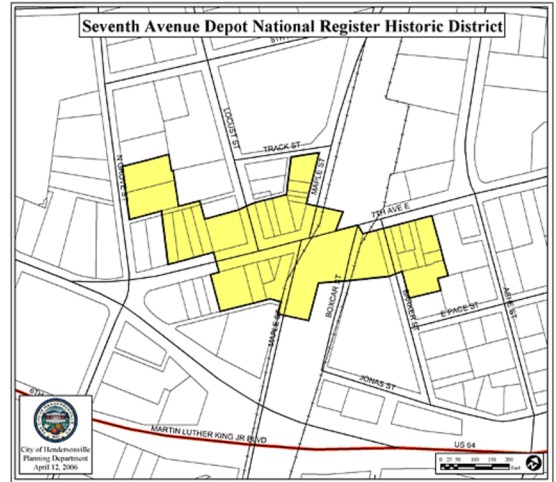
\$1 million Rehabilitation Expenses
x 20% Federal Tax Credit
x 15% Base Level State Tax Credit

\$350,000 Tax Credit Amount

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

**Improving
the Facade?**

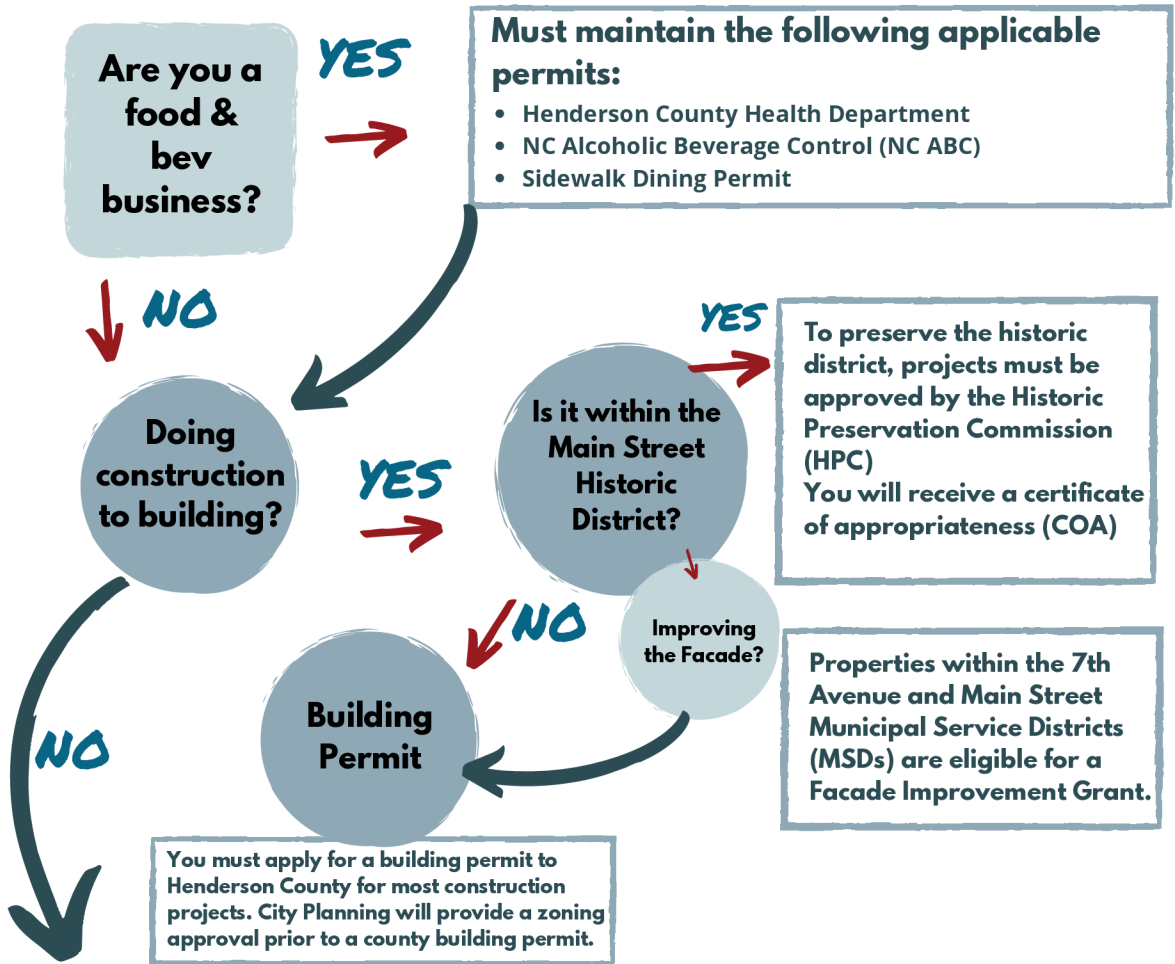
Properties within the 7th Avenue and Main Street Municipal Service Districts (MSDs) are eligible for a Facade Improvement Grant.



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.

OPENING A BUSINESS DOWNTOWN - PERMITS



APPLIES TO ALL BUSINESSES:

Zoning Compliance Permit

All new businesses are required to have a zoning compliance permit

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/
- ☐ Gas: Dominion Energy (Formerly PSNC): www.psnenergy.com/
- ☐ Phone / Internet: AT&T: www.att.com
- Optimum: 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
- ☐ North Carolina Sales Tax – North Carolina Department of Revenue – www.ndor.gov

Federal Requirements: www.irs.gov

- ☐ Federal Tax ID Registration
- ☐ Self-Employment Tax
- ☐ Quarterly filing

Marketing & Networking:

Business listings:

- DowntownHendersonville.org – Events & Business Directory
- VisitHendersonville.org – Tourism Development Authority
- Google Business Listing
- Facebook, Instagram, social media

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
- Discover Hometown Magazine

Business Resources & Networking:

- Blue Ridge Community College Small Business Center – blueridge.edu/sbc
- Mountain BizWorks – mountainbizworks.org
- Henderson County Chamber of Commerce – hendersoncountychamber.org
- Henderson County Tourism Development Authority – visithendersonvillenc.com
- Henderson County Partnership for Economic Development – gohendersoncountync.org
- Western NC SCORE – 828-693-8702 - westernnc.score.org/
- Small Business Technical Development Center at Western Carolina University - sbtdc.org/offices/wcu/

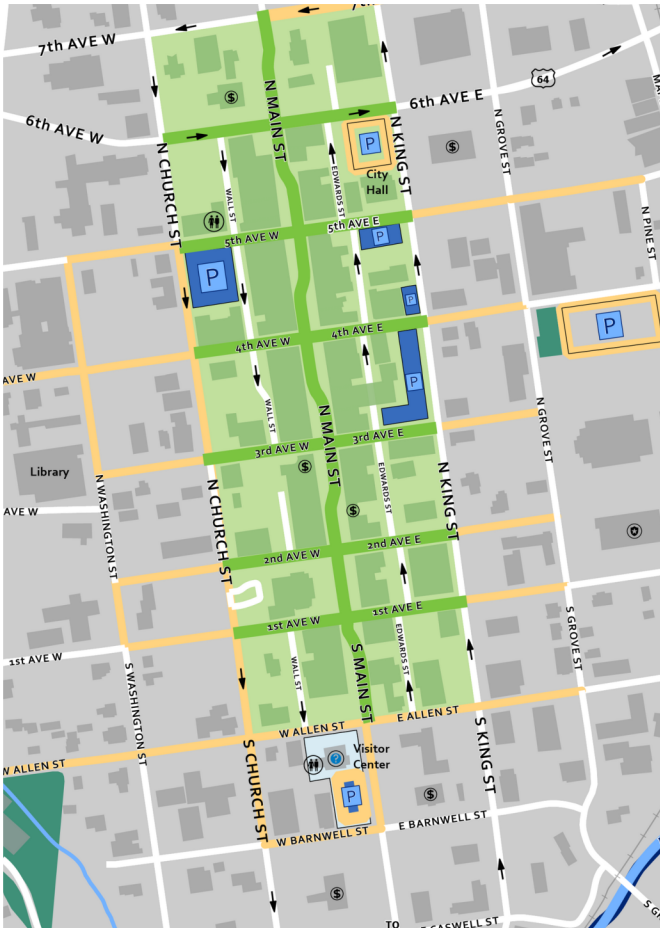
NC Secretary of State:

sosnc.gov/Guides/launching_a_business



PARKING

hendersonvillenc.gov/parking



Parking Reminders:

- No backing into spaces - Pay by plate via app & kiosks - Follow posted signage
- 253 new spaces in the Parking Deck at 5th & Church
- Up to 1st half-hour free in metered parking on Main Street and Avenues
- Up to 1st hour free in Parking Deck & City Lots

DOWNLOAD THE PARKMOBILE APP



ParkMobile®

To streamline your parking experience, download the ParkMobile App and add your payment & license plate information!

Don't forget to **always check-in** with the ParkMobile App or nearest kiosk every time you park.



PUBLIC RESTROOMS

Downtown public restrooms are located at 125 5th Ave. W, across from the Parking Garage.

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



**Help Starting, Adapting &
Growing Your Business**
Training & Consultation Support for
Downtown Businesses:
One-on-One + Classes
+ **Small Business Loans**

hvlopp.org

BUSINESS STARTUP QUICK TIPS

- Contact us for opportunities on spaces, training and financing - **hvlopp.org**!
- 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.
- 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.

ANNUAL MAJOR EVENTS & FESTIVALS

April

Hendo Earth Fest - Main Street

May

Hendersonville Farmers Market - Saturdays May - October

Jump Off Rock 1/2 Marathon - Main Street

Rhythm & Brews - 3rd Thursday May - September

Garden Jubilee - Memorial Day Weekend - Main Street

June

Music on Main - Fridays - June - August - Visitors

Center Parking Lot

Antique & Vintage Show - Main Street

7th Avenue Pup Crawl

July

4th of July Celebration - Main Street

September

NC Apple Festival - Main Street - Labor Day Weekend

Art on Main - Main Street

October

Bearfootin' Auction

Treat Street Carnival - Main Street

November

HVL Farmers Market Holiday Market

Turkey Trot - Main Street on Thanksgiving Day

Tree Lighting - Main Street, day after Thanksgiving

December

HVL Farmers Market Holiday Market

Hendersonville Christmas Parade

Olde Fashioned Christmas



see more at
downtownhendersonville.org