



**CITY OF HENDERSONVILLE**  
**DOWNTOWN ECONOMIC VITALITY - MAY**  
Downtown Program Offices - 125 5th Avenue W Suite 200  
Tuesday, May 04, 2021 – 4:00 PM



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**AGENDA**

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **APPROVAL OF MINUTES**

A. April Economic Vitality Team Minutes

4. **OLD BUSINESS**

A. Wifi Access Point Update

5. **NEW BUSINESS**

A. Pivot Grant Application from Team ECCO

6. **OTHER BUSINESS**

7. **ADJOURNMENT**

8.

*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 APRIL

125 5th Avenue W, Hendersonville NC 28792

Tuesday, April 06, 2021 – 4:00 PM



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## MINUTES

### 1. CALL TO ORDER

**Present:** Caroline Gunther, Mark Pavao, John Ryan, Jared Bellmund

### 2. AGENDA ITEMS

#### 1. Pivot Grant Application: Oklawaha Brewing Company

The Oklawaha Brewing Company application for a Pivot Grant was reviewed.

Caroline Gunther made a motion to grant the full \$1000 for this grant application due to the financial investment from the brewery and their contributions for the pilot program. John Ryan seconded. Mark Pavao, Caroline Gunther, and Jared Bellmund all voted in favor.

Following this application review, the team discussed the future of the Pivot grants. There will be approximately \$2000 remaining in the fund. The team suggested we push one last time and then when those funds are exhausted we will determine future programs.

### 3. ADJOURNMENT

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## 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 7<sup>th</sup> avenue districts to try something new in response to restrictions related to Covid-19, particularly related to Love Hendo Saturdays (Open Street activity the 1<sup>st</sup> 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: 4/7/21

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

1. **Applicant Name:**  Brenda Ramer

2. **Business Name:**  Team ECCO

3. **Proposed Project Description:** Team ECCO will host the first annual Balloon Festival on May 8, 2021.

This will involve multiple days prior to the event date. Several balloon artists from within NC will arrive in Hendersonville on May 5<sup>th</sup>. We have contracted with the County to have use of the plaza in front of the Historic Court House from the afternoon of May 6 – the evening of May 8<sup>th</sup>. Large canopies will be constructed and a 6 foot tall by 18 foot long pirate ship will be built out of balloons, complete with mermaid, captain, crew, deck hands, and stow a ways. This is a sculpture. The public will be able to observe and even help in the build. On may 8<sup>th</sup>, there will be family friendly activities such as the Tap Snap Photo Booth; crafts for kids; face painting; wind tunnel with prizes; hula hooping; juggling; ect. From 11- 3 pm The event will close by 5 pm. Housing is provided by Econo Lodge and most meals are being done by Mezzaluna and Chick Fil A.

#### 4. Project Budget:

|                   |                                      |
|-------------------|--------------------------------------|
| Expenses:         |                                      |
| Balloons          | 500.00 (balloons are bio-degradable) |
| Artists           | 750.00                               |
| Photo booth       | 400.00                               |
| crafts            | 100.00                               |
| Tent supplies     | 500.00                               |
| Off duty officers | ?????                                |
|                   |                                      |
|                   |                                      |
| Total Expense:    | 2250.00                              |

5. **Grant Amount Requested** (*\$1000 Maximum request*) :  \$750.00

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

**Funds will be pulled from sponsor monies. We have sought donations for most major goods and services.**



## 7. How will you market or promote your project?

Press releases have been sent out via Hulse Media. Articles being done by Bold Life and the Lightening. Local news stations have been approached. We will also use event boards such as Evensi / Hula Frog / Park Bench / TDA / downtown. All social media venues will be posted upon. Posters will be sent to local hotels/ shops / ect.

## 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.*

This is the first of an annual proposed project. This is family friendly, will draw both local and travel people to downtown, may be fully expandable as the festival grows annually. Being an outdoor event, there is little to no overlap with confined spaces. Full social distancing is available.

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

This is a remarkable way to kick off the Open streets for 2021. Several downtown businesses are supporting the event with materials, goods, and volunteers. This is a win win for all of Main Street. The option from here is to only get better. And let the Balloon Festival create the draw to kick start Open Streets on an annual basis.

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

Yes, this event will give notoriety to not only the Aquarium, but to our downtown as a whole. Ripple effect into chopping, dining, visitors to other venues, ect. There is no other Balloon Festival anywhere in the area. Not even as far as Charlotte. As the event grows, so will the attendance. Which grows hotes / venues / shopping/ ect.

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.

Masks will be mandated as per NC guidelines. We will have “marshals” who will monitor social distancing at side events such as hula hoops and photos and such. People are ready to be outside and doing things as families again. This is a perfect opportunity to offer our family friendly downtown to our community and our guests.



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

**Yes, the Balloon festival** fully encourages the use of outdoor space! It will bring a unique experience to Main Street. All activities will be geared to all ages, with a focus on families. If you have visited the 500 block on other Open Streets in 2020, you know that Team ECCO worked diligently to bring as much fun and excitement to Main Street as possible. We were closed for COVID, but not closed to our community. We took part and took the lead. We always strive to give back and make downtown events better. And the downtown community stronger.

**Submit application to Jamie Carpenter ([jcarpenter@hvInc.gov](mailto:jcarpenter@hvInc.gov)) or drop off at the Downtown Program Office at 125 5<sup>th</sup> 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: \_\_\_\_\_

