

Downtown Waynesville Commission - Economic Development Implementation Plan - July 2022 - 2027

Economic Positioning/Vision: “Downtown Waynesville is the Gateway to the Smokies where outdoor enthusiasts gear up and wind down; where the talent and rich heritage of Appalachian culture are showcased through artisan craftsmanship, music and food; and where Main Street remains the center of commerce for Historic Downtown Waynesville.”

Mission: *The Downtown Waynesville Commission promotes healthy economic growth while preserving the authentic fabric of downtown Waynesville. We encourage quality stewardship of our small Appalachian town. As a unique group of merchants, residents, artists, craftsmen and entrepreneurs, we celebrate a culture of diversity and work together to build a thriving community, where everyone feels at home.*

Implementation Strategy: Waynesville is a designated NC Main Street community. The City of Waynesville has charged the Downtown Waynesville Commission with the roles and responsibilities of managing the Main Street program in the capacity of an advisory board at the local level. The advisory board uses the Main Street America™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Organization, Promotion, Design and Economic Vitality, to implement a plan that achieves measurable results.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>#1 Econ. Development Strategy: Downtown Waynesville is the Gateway to the Smokies, where outdoor enthusiasts gear up and wind down.</p> <p>Goal: To grow Downtown Waynesville as a “base camp” – surrounded by opportunities for outdoor recreation, with resources for prep and ways to rest in between.</p> <p>Objectives: To increase sales tax revenue generated within the MSD by at least 10% due to economic activity tied directly or indirectly to outdoor</p>	<p>Action:</p> <ol style="list-style-type: none"> 1. Develop a comprehensive 12-month communications plan. 2. Pursue Appalachian True brand trademark. 3. Establish a fund development committee to explore new funding sources. 4. Conduct a review of DWC by-laws. 5. Develop programs for district outreach and volunteer recruitment. 	<p>Action:</p> <ol style="list-style-type: none"> 1. Work with Creative Campfire to produce a promotional video for the MSD. 2. Develop the Appalachian True brand with an emphasis on downtown Waynesville as a “Gateway to the Smokies.” 3. Support the DWA Arch project by developing “Gateway to the Smokies” merchandise. 	<p>Action:</p> <ol style="list-style-type: none"> 1. Install “bump outs” to enhance the walkability and aesthetics of Main Street. 2. Consider ways to enhance the public space at Main & Miller Street to allow shaded space for rest and/or live entertainment. 3. Consider ways to enhance the public space at Main & Depot Street. 	<p>Action:</p> <ol style="list-style-type: none"> 1. Survey to determine what opportunities there are within the MSD for growth and/or new business. 2. Identify outdoor related businesses and/or retailers who are looking for new space & opportunities. 3. Put together a recruitment kit for new business prospects. 4. Put together a welcome kit for new businesses.

**Downtown Waynesville Commission
Economic Development Work Plan 2024-25**

recreation.				
<p>#2 Econ. Development Strategy: Downtown Waynesville is a diverse community of business entrepreneurs and artists working together to showcase and preserve the rich heritage of Appalachian culture and craftsmanship.</p> <p>Goal: To enhance the display of Appalachian culture, artisan craftsmanship, musical talent and hospitality within the MSD.</p> <p>Objectives: Expand the number of retailers offering locally sourced, handcrafted goods by 5 percent.</p>	<p>Action:</p> <ol style="list-style-type: none"> 1. Survey to determine what products are being manufactured IN the district or BY district businesses, and/or who is selling locally sourced goods or manufacturing on site. 2. Develop an “Appalachian True” seal of authenticity for display on store windows selling a certain percentage or minimum amount of locally sourced, hand-made products. 	<p>Action:</p> <ol style="list-style-type: none"> 1. Develop the Appalachian True brand with an emphasis on “handmade” and or “Made on Main” artisan products. 2. Launch a name brand Appalachian heritage-themed event that celebrates Waynesville’s history and mountain culture (April 2024). 3. Develop a “Makers Series” of promotional content spotlighting Waynesville’s diverse Main Street community of artists & artisans, merchants & property owners, residents & guests (testimonials). 	<p>Action:</p> <ol style="list-style-type: none"> 1. Have a local artist design “trail markers” for points of interest. 2. Design and install a mural hand painted by a local artist that showcases Appalachian culture and Main Street history. 	<p>Action:</p> <ol style="list-style-type: none"> 1. Identify opportunities to expand locally made or “Made on Main” offerings. 2. Encourage existing businesses to consider adding new locally sourced products, and/or featuring local artisans.
<p>#3 Econ. Development Strategy: The MSD is the historic center of commerce in Downtown Waynesville where residents’ shop for everyday needs.</p> <p>Goal: To draw attention to Waynesville’s unique collection of retail and restaurant offerings and the variety of goods available.</p>	<p>Action:</p> <ol style="list-style-type: none"> 1. Expand website to include organization information (I.e. DWC board, programs and plans etc.) 2. Offer guest presentations within the community to expand local awareness about the DWC, it’s mission and benefit to the community. 3. Seek input, solicit 	<p>Action:</p> <ol style="list-style-type: none"> 1. Design, print, distribute district brochure with directory map. 2. Develop the Appalachian True brand promoting the MSD as a “one stop shop” (targeting residents looking to meet every day needs and highlighting Main 	<p>Action:</p> <ol style="list-style-type: none"> 1. Explore district directory / signage options (I.e. Main Street kiosks). 2. Establish plans for a “Town Square” within the block between the Arch and the East/Church Street intersection. 	<p>Action:</p> <ol style="list-style-type: none"> 1. Determine which “everyday items” are missing from Main Street- identify opportunities to expand. 2. Expand tools available on website to include econ. development data and preservation resources.

**Downtown Waynesville Commission
Economic Development Work Plan 2024-25**

Objectives: Spend 50-percent of advertising budget to reach locals.	participation (survey) from district stakeholders and community partners by hosting a community forum in March.	Street service providers and restaurants). 3. Continue to support events aimed at the local community- Treats on the Street; Christmas tree lighting and parade; and February Love the Locals. 4. Consider weekday or off-season promotions targeting local patrons (with hospitality partners.		
----------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--