

DWC Annual Planning Retreat review
January 15, 2025 DRAFT

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 a diverse community of business entrepreneurs and artists working together to showcase and preserve the rich heritage of Appalachian culture and handcraftsmanship.</p> <p>Goal: To enhance the display of Appalachian culture, artisan craftsmanship, musical talent and hospitality within the MSD.</p> <p>Objectives: Expand the</p>	<p>Action:</p> <ol style="list-style-type: none"> 1. Conduct an assessment to determine what products are being manufactured within the district or by district businesses, and/or who is selling locally sourced goods or manufacturing on site. 2. Develop an “App True” mark-of-authenticity, to highlight locally made items sold in district stores (i.e. provide stickers to merchants to “mark” locally made items versus “marking” the store) 	<p>Action:</p> <ol style="list-style-type: none"> 1. Develop a comprehensive 12-month communications plan 2. Develop the Appalachian True brand with an emphasis on “handmade” and or “Made on Main” artisan products (include a social media campaign highlighting the “authenticity” program). 3. Develop a “Makers Series” spotlighting Waynesville’s diverse Main Street community 	<p>Action:</p> <ol style="list-style-type: none"> 1. Secure funding to have the Heritage Mural installed to showcase Appalachian culture and Main Street history. 2. Consider ways to enhance the public space at Main & Miller Street to allow shaded space for rest and/or live entertainment 	<p>Action:</p> <ol style="list-style-type: none"> 1. Nonprofit- Develop incentive program with matching grants for Main Street businesses for façade improvements, signage etc. 2. Pursue outside funding for live entertainment on Main Street

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number of retailers offering locally sourced, handcrafted goods by 5 percent.		<p>of artists & artisans, merchants & property owners, residents & guests (testimonials).</p> <p>4. Establish a name brand Appalachian heritage-themed event that celebrates Waynesville's history and mountain culture (May 2-3, 2025)</p> <p>5. Create a promotional campaign featuring the arch. Develop the Appalachian True brand with an emphasis on downtown Waynesville as a "Gateway to the Smokies"</p>		
<p>#2 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>Objectives: Spend 50-percent of advertising budget to reach locals.</p>	<p>Action:</p> <ol style="list-style-type: none"> 1. Expand DWC website to include DWC board, annual work plan and volunteer opportunities 2. Establish a volunteer database and create an easy path to get involved 3. Host an annual forum to advocate for the program, seek stakeholder input and solicit participation from community partners 4. Work with Town Staff and council to establish a nonprofit extension of the DWC, expand to quasi-public program model 	<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 Street service providers and restaurants). 3. Continue to support events aimed at the local community- Treats on the Street; 	<p>Action:</p> <ol style="list-style-type: none"> 1. Explore district directory and 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. 3. Install string lights over Church Street 4. Review the Downtown Waynesville Streetscape plan for next steps and ideas for the public space at the corner of Depot and Main Streets 	<p>Action:</p> <ol style="list-style-type: none"> 1. Review Placer.ai 2024 report and retail snapshot to determine which everyday items are missing from Main Street- identify opportunities to expand. 2. Expand website to include econ. development data and preservation resources.

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	5. Develop a program for district outreach and program advocacy	Christmas tree lighting and parade; and February Love the Locals. 4. Consider weekday or off-season promotions targeting local 5. Finalize promotional video by Creative Campfire		
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