| ### DOWNTOWN WAXHAW WORKPLANS FY25 WISION Common William or of the process is a contract or a contracting. This is prepared additional to country to accepting to generate a distinguishment of the process of the proc | | | BALLINITA | | DI ANO EVOE | | |
|--|----------------------------|-------------------------------------|------------------------------------|---------------------------------------|----------------------------------|--------------------------------------|---|
| MSSOR: focusion of the 1997 in teaching process princes and large that part percent will follow by the process of the 1997 in the percent percent will follow by the percent will be percent will follow by the percent will be percent w | | | DUWNTO | JWN WAXHAW WURK | PLANS FYZ5 | | |
| Transformation Strategy Saliss What do we want to day South strategy South strategy | VISION: Downtown Waxhaw, v | vith its small-town charm, is the c | ultural and economic center of th | e community. It is the premier | destination in Union County to | o experience genuine craftsma | anship, create shared memories, and build |
| Transformation Strategies 1. Framer Dedication - creating a recognizable brand 2. Craftsmanning - crafters, reclaims there exists a filteriary to be reference of sill flex), reclaims and sill recognizable brand 3. Collisier - industry to be reference of sill flex), reclaims and sill recognizable brand 3. Collisier - industry to be reference of sill flex), reclaims and sill recognizable brand in the support of supp | | | | economic opportunities | | | |
| TRANSFORMATION STRATEGIES 1. Framier Dedination - creating accognition brand 2. Craftsmanning - craftery, such according accognition brand 2. Craftsmanning - craftery, order effectivities and the following accognition brands 3. Colline - industry, order effectivities and the following account of the control of the cont | | | | | | | |
| Transformation Strategies 1. Framer Dedication - creating a recognizable brand 2. Craftsmanning - crafters, reclaims there exists a filteriary to be reference of sill flex), reclaims and sill recognizable brand 3. Collisier - industry to be reference of sill flex), reclaims and sill recognizable brand 3. Collisier - industry to be reference of sill flex), reclaims and sill recognizable brand in the support of supp | | MISSION: The mission | of the DWA is to be the leading re | esource to preserve, promote, a | and bridge the past, present, ar | nd future of Downtown Waxhay | W. |
| Permiter Description continued to the properties of the properti | | | 3 | | 3 1 11 1 | | |
| Permiser Description Content Description Descrip | | | 1 | _ | FGIFS | | |
| Promicr Distinition promote desirable promote desirable promote desirable promote of some prom | | | | | | | |
| Transformation Strategy Coals: What do we want to do? Measurement: What does success look like? Design Promotion ©V Organization Promotion ©V Organization Create scrive public spaces in dewnrown Create scrive public spaces in dewnrown All 4 cuedrants of downrown downrown Accommunications of the language and add to current sustrictly sownrown planter promote downrown to create a cognizate befored story place. Mes communications Create scrive public spaces in displaying deaminess of side and like in a story place. Mes communications Create scrive public spaces in Newsletter Subscribers by June 2009. Sool's increase in Newsletter Subscribers by June 2009. Transformation Strategy Create scrive public spaces in Newsletter Subscribers by June 2009. The subscribers by June 2009. The subscribers by June 2009. To New Releases earn year Create or year Create | | | | | | | |
| Transformation strategy Costs What do we want to do success look like? Success look like? Create notive public spaces in downtown Create notive public spaces by 20ft Dumby a Downtown Havz All 4 quadrants of downtown All 4 quadrants of downto | | | | 3. Culture - history, arts, enterta | inment | | |
| Content of the composition of the composity of the composition of the composition of the composition of th | | | | | | | |
| Success look like? Despire in instruction of the public spaces in device public spaces by 20% Create active public spaces of sidewalks/storefrorts Create active public pu | Transformation Strategy | Goals: \V/hat do \v/e \v/ant to do? | Measurement: What does | | Committee Projects | | |
| Create active public spaces in downtown Create active public spaces in downtown Elementary initiative at Mittiew Shape All 4 quadrants of downtown adapted and bong cleaned content adapted and add to current adapted a | Transformation Strategy | doats. What do we want to do: | success look like? | | Promotion | EV | Organization |
| Premier Destinations promote downtown and objected and being cleaned and being cleaned downtown appealing downtown appealing downtown and communications are communications and communications plan become and communicat | | | | | | | |
| Promier Destinations promote downtown to create a cognize/those in Newsletter Subscribers by June 2025 Create comprehensive branding 8 communications plan 8 communications plan 8 communications plan 6 communications plan 7 communications plan 8 communications plan 8 communications plan 6 communications plan 7 communications plan 8 communications plan 8 communications plan 6 communications plan 7 communications plan 8 communications plan 7 communications plan 8 communications plan 8 communications plan 8 communications plan 8 communications plan 9 communications plan 6 communications plan 8 communications plan 9 communications plan 10 News Releases each year 10 News Rel | | | public spaces by 20% | | | | |
| All 4 quadrants of downtown adopted and being cleaned quartry Improved clean and visually appealing downtown adopted and being cleaned quartry Improved cleanliness of sidewalks/storefronts Premier Destinations promote downtown to create a cognizable brand, story, place, and communications Create comprehensive branding & communications plan & commun | | | | _ | | | |
| Premier Destination: promote downtown to create a cognizable brand, story, place, and communications are communications and communications and communications and communications and communications are communications and communications are communications and communications and communications are com | | | | Millview Shops | | | |
| Promier Destination promote downtown to create a cognizable brand, story, place, and communications and communications Plan & commun | | appealing downtown | | Managra and add to accurrent | | | |
| Premier Destination: promote downtown to create a cognizable brand, story, place, and communications Create comprehensive branding 100% increase in Newsletter Subscribers by June 2025 C. Create comprehensive branding 100% increase in Newsletter Subscribers by June 2025 S. Create comprehensive branding 100% increase in Newsletter Subscribers by June 2025 S. Monthly Nowslotters Downtown Waxhaw Swag C. Create comprehensive branding 100% increase of Facebook/Instigram Followers by June 2025 S. MS. Text Program 10 News Releases each year Creation of wobsite Downtown Weshate Parking Study every 6 months Measure & Promote Downtown With trends measured and | | | | | | | |
| Promior Destination: promote downtown to create a cognizable brand, story, place, and communications and communications and communications are communications and communications and communications are communications and communications are communications are communications and communications plan are communications pla | | | ' ' | downtown planter program | | | Storenonts |
| Premier Destination: promote downtown to croate a cognizable brand, story, place, and communications Create comprehensive branding food increase of a communication plan Example 2025 | | | · | Digital Kiosk Signs | | | |
| Premier Destination: promote downtown to create a cognizable brand, story, place, and communications Create comprehensive branding & communications plan Example 200% Increase in Newsletter Subscribers by June 2025 Create comprehensive branding & communications plan Example 200% Increase of Facebook/Instagram Followers by June 2025 SMS Text Program 10 News Releases 10 News Releases Social Media Plan Creation of website Parking Study every 6 months Measure & Promote Downtown With trends measured and | | | Side wather storements | Digital Nosix digita | | | |
| downtown to create a cognizable brand, story, place, and communications Create comprehensive branding & communications plan A communications B coverage of A communications B communications B coverage of A c | | | Add new planters to downtown | | | | |
| Create comprehensive branding & communications plan Create comprehensive branding & communications plan A communications plan Create comprehensive branding & communications plan A communications plan Create comprehensive branding & communications plan Facebook/Instagram Followers by June 2025 SMS Text Program 10 News Releases each year Creation of website Creation of website Downtown Waxhaw Swag Downtown | | | | | | | |
| and communications Create comprehensive branding & communications plan Facebook/Instagram Followers | | | | | | | |
| Create comprehensive branding & communications plan Example 100% Increase of Facebook/Instagram Followers by June 2025 By June 2025 SMS Text Program 10 News Releases each year Creation of website Parking Study every 6 months Measure & Promote Downtown Monthly Newsletters Downtown Waxhaw Swag Monthly Newsletters Downtown Website | | | 500% Increase in Newsletter | | | | |
| & communications plan Facebook/Instagram Followers by June 2025 IO News Releases each year Creation of website Measure & Promote Downtown Measure & Promote Downtown Facebook/Instagram Followers by June 2025 SMS Text Program Monthly News Releases Social Media Plan Downtown Website Parking Study every 6 months with trends measured and | | | , - | | Monthly Newsletters | | Downtown Waxhaw Swag |
| by June 2025 SMS Text Program 10 News Releases each year Creation of website Social Media Plan Downtown Website Parking Study every 6 months with trends measured and | | | | | | | |
| 10 News Releases each year Creation of website Social Media Plan Downtown Website Parking Study every 6 months with trends measured and | | & communications plan | | | | | |
| Creation of website Downtown Website Parking Study every 6 months Measure & Promote Downtown with trends measured and | | | <u>'</u> | | | | |
| Downtown Website Parking Study every 6 months Measure & Promote Downtown with trends measured and | | | | | · | | |
| Parking Study every 6 months Measure & Promote Downtown with trends measured and | | | CLEATION OF MEDZIFF | | | | |
| Measure & Promote Downtown with trends measured and | | | Parking Study every 6 months | | DOWITOWIT WEDSILE | | |
| | | Measure & Promote Downtown | | | | | |
| raining practices | | Parking | tracked | | | Parking Study | |

| | | TAWOO | W WAXHAW W | ORKPLANS FY25 | | |
|---|---|--|-------------------------------|--|--------------------------------------|-------------------------------------|
| VISION: Downtown Waxhaw, | with its small-town charm, is the c | | | emier destination in Union County to exp | erience genuine craftsmanship | , create shared memories, and build |
| | MISSION: The mission | of the DWA is to be the leading re | esource to preserve, pro | mote, and bridge the past, present, and fu | ture of Downtown Waxhaw. | |
| | | | | | | |
| | | 1 | TRANSFORMATION S | STRATEGIES | | |
| | | | er Destination - creating | | | |
| | | <u> </u> | | s, brewers, distillers, restaurants | | |
| | | <u> </u> | 3. Culture - history, arts, (| entertainment I | | |
| | | Measurement: What does | | Comm | ittee Projects | |
| Transformation Strategy | Goals: What do we want to do? | success look like? | Design | Promotion | EV | Organization |
| | | | | | Parking Awareness | |
| | Target promotions to a monthly | Increase average Friday foot traffic by 10% | | First Fridays | | |
| | event that gives customers a reason to come downtown and | Increase in businesses that are open later on weekends | | | | |
| | raises awareness of downtown businesses. | Increase average number of businesses participating each month | | | | |
| | Promote downtown businesses during Town of Waxhaw Special | Increase business satisfaction of the town's special events | - | Fright Night | | |
| | Events | Increase foot traffic in businesses during special events | | Town Special Events: K-Fest, Autumn Treasures, Holiday Lighting, Parades | | |
| 2. Craftsmanship: promote, | Promote Shop Local Mindset | Increase foot traffic by 10% over prior year | | Independent Retail Month | Gift Card Program | |
| preserve, and connect local craftsman and makers that | | Host 4 Shop Local Branded events each year \$5,000 in downtown gift card | | Small Business Saturday | | |
| make Waxhaw unique | | sales by June 2025 | | October Shopping Event | | |
| | | Increase available space in downtown by 5,000 sqft in 5 | | | | |
| | | years | | | Property Database Upkeep | |

DOWNTOWN WAXHAW WORKPLANS FY25 VISION: Downtown Waxhaw, with its small-town charm, is the cultural and economic center of the community. It is the premier destination in Union County to experience genuine craftsmanship, create shared memories, and build economic opportunities. MISSION: The mission of the DWA is to be the leading resource to preserve, promote, and bridge the past, present, and future of Downtown Waxhaw. TRANSFORMATION STRATEGIES 1. Premier Destination - creating a recognizable brand 2. Craftsmanship - crafters, makers, artisans, brewers, distillers, restaurants 3. Culture - history, arts, entertainment Measurement: What does Committee Projects Transformation Strategy Goals: What do we want to do? Design success look like? Promotion EV Organization Increase percentage of craftsman-type businesses by 20% in 5 years Downtown Incentives Increase Craftsmanship Type Businesses in Downtown Increase occupancy of first floor Waxhaw spaces to retail or restaurant New Business & Property Owner Welcome Packets businesses by 10% in 5 years Property Owner Relationship Building Provide Placer Data to Businesses Increase downtown mural by 1 Track economic impact of new piece each year Trains on Main Project Create Public Art Map public art Funding for public art projects Complete Trains on Main History Add public art in downtown Downtown Mural Project Project Add additional sculpture to 3. Shared Memories: preserving sculpture walk Promote Sculpture Walk

Preservation Workshop

Building Improvement Grant

Haunted Walking Tour

2 facade improvement grants

No historic buildings demolished

1 historic preservation workshop Promotion

each year

Support historic preservation

efforts

Create list of experience

Downtown Incentives

properties

vendors/contractors for historic

and connecting the history, arts,

and entertainment that make

Waxhaw special

| | | DOWNTO | OWN WAXHAW WORKP | LANS FY25 | | |
|-------------------------|---|---|---|------------------------------------|------------------------------------|--|
| VISION: Downtown Waxhaw | v, with its small-town charm, is the cu | ultural and economic center of the | e community. It is the premier des economic opportunities. | stination in Union County to exper | ience genuine craftsmanship | , create shared memories, and build |
| | MISSION: The mission o | of the DWA is to be the leading re | esource to preserve, promote, and | bridge the past, present, and futu | re of Downtown Waxhaw. | |
| | | | | | | |
| | | T | TRANSFORMATION STRATEG | RIES | | |
| | | 1. Premie | er Destination - creating a recogni | zable brand | | |
| | | 2. Craftsmanship - | crafters, makers, artisans, brewers | s, distillers, restaurants | | |
| | | 3 | 3. Culture - history, arts, entertainn | nent | | |
| | | | | | | |
| Transformation Strategy | Goals: What do we want to do? | Measurement: What does | Committee Projects | | | |
| | | | | | | |
| Transformation Strategy | doats. What do we want to do: | success look like? | Design | Promotion | EV | Organization |
| Transformation strategy | doats. What do we want to do: | success look like? Achieve Accreditation Yearly | Design | Promotion | EV | Organization Develop Financial Policies |
| Transformation strategy | doals. What do we want to do: | | Design | Promotion | EV | |
| Transformation strategy | doats. What do we want to do: | | Design | Promotion | EV | Develop Financial Policies |
| Transformation Strategy | doals. What do we want to do: | | Design | Promotion | EV | Develop Financial Policies Yearly |
| Transformation Strategy | doals. What do we want to do: | Achieve Accreditation Yearly | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal |
| | | Achieve Accreditation Yearly Meet financial goals | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal |
| Ongoing Goals | Strong Foundation for Program | Achieve Accreditation Yearly Meet financial goals Grow Friends by 20% by June | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal Review |
| | | Achieve Accreditation Yearly Meet financial goals Grow Friends by 20% by June | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal Review Friends of Downtown Program |
| | | Achieve Accreditation Yearly Meet financial goals Grow Friends by 20% by June | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal Review Friends of Downtown Program Sponsorship Program |
| | | Achieve Accreditation Yearly Meet financial goals Grow Friends by 20% by June | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal Review Friends of Downtown Program Sponsorship Program Volunteer Program |
| | | Achieve Accreditation Yearly Meet financial goals Grow Friends by 20% by June | Design | Promotion | EV | Develop Financial Policies Yearly Mission/Vision/Strategy/Goal Review Friends of Downtown Program Sponsorship Program Volunteer Program Grant Program |