

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

Transformation Strategy	Goals: What do we want to do?	Measurement: What does success look like?	Committee Projects			
			Design	Promotion	EV	Organization
1. Premier Destination: promote downtown to create a recognizable brand, story, place, and communications	Create active public spaces in downtown	Increased foot traffic in activated public spaces by 20%	Placemaking initiative at Burney's/Downtown Pawz			
			Placemaking initiative at Millview Shops			
	Encourage clean and visually appealing downtown	All 4 quadrants of downtown adopted and being cleaned quarterly	Manage and add to current downtown planter program			Create yearly award program to recognize those with attractive storefronts
		Improved cleanliness of sidewalks/storefronts	Digital Kiosk Signs			
		Add new planters to downtown				
	Create comprehensive branding & communications plan	500% Increase in Newsletter Subscribers by June 2025			Monthly Newsletters	Downtown Waxhaw Swag
		100% Increase of Facebook/Instagram Followers by June 2025			SMS Text Program	
		10 News Releases each year			Monthly News Releases	
		Creation of website			Social Media Plan	
				Downtown Website		
Measure & Promote Downtown Parking	Parking Study every 6 months with trends measured and tracked				Parking Study	

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					Parking Awareness	
2. Craftsmanship: promote, preserve, and connect local craftsman and makers that make Waxhaw unique	Target promotions to a monthly event that gives customers a reason to come downtown and raises awareness of downtown businesses.	Increase average Friday foot traffic by 10%		First Fridays		
		Increase in businesses that are open later on weekends				
		Increase average number of businesses participating each month				
	Promote downtown businesses during Town of Waxhaw Special Events	Increase business satisfaction of the town's special events		Fright Night		
		Increase foot traffic in businesses during special events		Town Special Events: K-Fest, Autumn Treasures, Holiday Lighting, Parades		
	Promote Shop Local Mindset	Increase foot traffic by 10% over prior year		Independent Retail Month	Gift Card Program	
		Host 4 Shop Local Branded events each year		Small Business Saturday		
		\$5,000 in downtown gift card sales by June 2025		October Shopping Event		
	Increase available space in downtown by 5,000 sqft in 5 years			Property Database Upkeep		

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	Increase Craftsmanship Type Businesses in Downtown Waxhaw	Increase percentage of craftsman-type businesses by 20% in 5 years			Downtown Incentives	
		Increase occupancy of first floor spaces to retail or restaurant businesses by 10% in 5 years			New Business & Property Owner Welcome Packets	
					Property Owner Relationship Building	
					Provide Placer Data to Businesses	
3. Shared Memories: preserving and connecting the history, arts, and entertainment that make Waxhaw special	Add public art in downtown	Increase downtown mural by 1 new piece each year	Trains on Main Project	Create Public Art Map	Track economic impact of public art	Funding for public art projects
		Complete Trains on Main History Project	Downtown Mural Project			
		Add additional sculpture to sculpture walk	Promote Sculpture Walk			
	Support historic preservation efforts	2 facade improvement grants each year	Preservation Workshop	Haunted Walking Tour	Create list of experience vendors/contractors for historic properties	
		1 historic preservation workshop	Building Improvement Grant Promotion		Downtown Incentives	
		No historic buildings demolished				

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Ongoing Goals	Strong Foundation for Program	Achieve Accreditation Yearly				Develop Financial Policies
						Yearly Mission/Vision/Strategy/Goal Review
		Meet financial goals				
		Grow Friends by 20% by June 2025				Friends of Downtown Program
						Sponsorship Program
						Volunteer Program
						Grant Program
						Board Handbook
						Staff Succession Plans
				Downtown Master Plan		