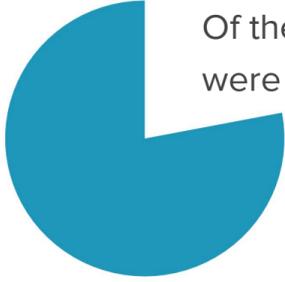




Downtown Asheville 2017 Business Census

What we learned



Of the **214** respondents **78%** were locally owned businesses



1 out of 3
STARTED
in the last 6 years



Approximately **HALF**

Employ < 6 staff

Gross < \$500K / year

Occupy < 2,000 sq. ft.

86% want to see
FEWER
Chain / Formula
Stores



MOST want to see more



Public Art,
Lighting
& Decor

BIGGEST NEEDS identified were

more options for **Parking & Public Restrooms**

along with

Cleanliness,

Better

Mass Transit

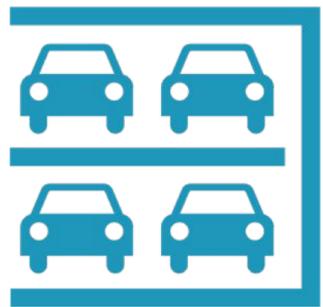
& more **Outreach Services**



What was done

Parking

- The City of Asheville opened 100+ affordable monthly parking spaces on Coxe Avenue.
- The City and County worked together to include all public garage availability on the Asheville App and will be installing an on-site sign for availability in the Civic Center garage.
- The Explore Asheville CVB improved parking wayfinding on Coxe Avenue.



Cleanliness

- The City added staff in the sanitation division to focus on downtown needs and issues.
- The City's downtown cleaning contract was enhanced to include additional pressure washing and cleaning services.
- The Asheville Downtown Association organized a downtown clean-up.
- The City opened public restrooms at 29 Haywood Street for 24/7 access.

Arts

- The first Visiting Artist Program, recognizing and engaging Asheville's African-American culture and community, is underway.
- A collaborative "Love Asheville" portable mural was completed.
- The Asheville Downtown Association Foundation will bring a new mural to the Wall Street stairs in coordination with the City.
- The Downtown Local Lights program was expanded through a partnership between the City, NC Arboretum, Asheville Downtown Association and Explore Asheville CVB.
- A renovation of the Urban Trail was initiated.
- The "Lexington Life Column," recognizing downtown's revitalization and the character of Lexington Avenue, was installed with funding from the Asheville Downtown Association Foundation.
- City staff continues to work with the local busking community to support their culture and viability in downtown.



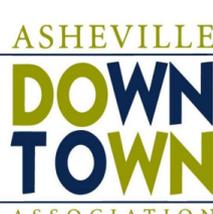
Transportation

- A new Transit Master Plan, including City-wide service improvements and future plans for downtown shuttle service, was completed.
- Asheville on Bikes, AARP and Blue Ridge Bicycle Club initiated a "street tweaks" project to test multimodal improvements to Coxe Avenue.

Locals & Local Businesses

- The City of Asheville proclaimed the week of Valentine's in February and the month of December as Go Local Week and Buy Local Month respectively in support and recognition of the importance of our locally owned, independent businesses.
- In partnership with the Asheville Grown Business Alliance, 10 "Love Asheville Go Local" banners were prominently installed in downtown.
- The City of Asheville supplied local businesses with 3,000 1-hour parking passes to give away to locals for the covered parking garages for use during Go Local Week.
- Language in support of sustaining and growing locally owned businesses was added to Asheville's Comprehensive Plan.
- The annual Downtown Business Census was launched to collect information on the needs and concerns for downtown businesses.

The annual census is a project of the Asheville Downtown Commission's Local Living Economy subcommittee with support from the organizations below. For a comprehensive list of survey results [view here](#).



Asheville
Independent
Restaurants