



State of Downtown Luncheon

January 16, 2014



State of Downtown Luncheon Sponsors



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Welcome Elected Officials

- Mayor Esther Manheimer
- Vice Mayor Marc Hunt
- Councilman Cecil Bothwell
- Councilman Jan Davis
- Councilman Gordon Smith
- Councilwoman Gwen Wisler
- County Commission Chairman, David Gantt
- Commissioner Joe Belcher



Asheville Downtown Association Board of Directors

- Brian Alexander, Homeward Bound of WNC
- Chris Bubenik, United Way of Asheville-Buncombe (Secretary)
- Dwight Butner, Vincenzo's Ristorante & Bistro
- Carmen Cabrera, Mast General Store
- Anthony Cerrato, Strada Italiano and The Social Lounge
- Ben Colvin, WildSouth
- Charles Davis, TD Bank
- Rick Fornoff, Message Clarity
- Byron Greiner, Dwell Realty Group (Past President)
- Rick Jackson, McGuire, Wood & Bissette
- Craig Jeffries, Consultant
- Kimberly Laughter, Asheville Savings Bank (Treasurer)
- Melissa Porter, Asheville Event Company
- Kasey Smith, Omni Grove Park Inn
- Warren Stephenson, Downtown Volunteer
- Ruth Summers, The Grove Arcade
- Marla Tambellini, Asheville CVB
- Adrian Vassallo, Dixon Hughes Goodman (President)
- Derek Weekley, Coldwell Banker-King
- Liz Whalen Tallent, The Orange Peel
- Brian Yates, The Brite Agency (Vice President)



Downtown Heroes



Downtown Heroes

Grace Pless

Introduced by Leslie Anderson



Downtown Heroes

**Kim
MacQueen**

Introduced by Jane Hatley



Downtown Heroes

**Lou
Bissette**

Introduced by Ruth Summers



2013 Year in Review



Easter on the Green

3,000 in attendance on the Roger McGuire Green at Pack Square Park



Downtown After 5

- 25th Anniversary Season
- ~6,000 in attendance per event



Pritchard Park Cultural Arts Program

- 31 events held in Pritchard Park
- 100+ in attendance per event



Asheville Oktoberfest

- Moved to Coxe Avenue
- Sold-out event since 2009
- 60% of attendees from out of market



Asheville Holiday Parade and JingleFest

- Estimated 25,000 people in downtown



Issues

- Cleanliness
- Downtown Clean Up Day, 250 volunteers
- Walkability Study (2012)
- South Slope



New for 2014

Events:

- Canopy Unveil at Pack Square Park
- Pritchard Park programming expansion

Issues:

- Graffiti
- Cleanliness
- Shoplifting
- Downtown Merchant Handbook



Beyond 2014... What does the next decade look like?



The Central Business District







