



Downtown Boone Development Association

Regular Meeting

<http://www.townofboone.net/>

~ Agenda ~

Brittney Clark

Tuesday, May 8, 2018

8:30 AM

Jones House Cultural and Community Center

I. General Business

1. Call to Order
2. Request for Approval of May Agenda
3. Request for Approval of April Minutes
4. Request for Approval of Financial Statements

II. Organization

1. Parking Voucher System Discussion

Lynne Mason will lead the discussion, in regards to the Action Item Request submitted for the January 18th 2018 Town Council meeting, which was tabled and discussed at the February 15th 2018 Town Council Meeting.

The Body of the Staff Request, submitted by Council member Sam Furgieuele, is as follows:

"When parking meters were proposed to be installed throughout much of the downtown area, the argument made to the Town Council was that these were for the benefit of downtown merchants and that they would insure the turnover of parking spaces to make parking for customers more readily available. Since the installation of the parking meters and pay stations, however, the downtown has continued to see the loss of many businesses, e.g. Trolley Shop, Grog, Split Endz, Capones, PNC, etc. The operators of at least three of these have told me that they were unable to continue in business downtown due to the increased difficulty for finding parking created by the meters. In the last twenty years, there have been dozens of downtown business failures/closures, or due to difficult parking, businesses have relocated outside the downtown.

Many of the businesses downtown are very small and many have items for sale which may not be very expensive. I am proposing therefore that the town create a program in which any person receiving a parking ticket for parking too long be allowed a \$5 credit on the \$15 fine if the offender provides to the town a time/date stamped receipt showing a purchase at a business within the MSD for at least \$10 within twenty-four hours after the time/date of the parking ticket. The program should be very simple with instructions on the ticket itself and appropriate signs displayed by participating businesses. I request that a specific proposal be presented at the February 2018 meeting and that the idea be implemented for a trial period of at least six months with a report on its level of use to follow."

2. Downtown Redistricting Presentation

3. **UNC School of Government Development Finance Initiative Update**
4. **Annual Meeting Notice Plan**
5. **Proposed Agreement with the Town of Boone for 2018-2019**

III. Financial

1. **High Country Local First Sponsorship Application**
2. **Blue Ridge Women in Agriculture Sponsorship Applicaton**

IV. Promotion

1. **Wayfinding Signage Update**

Update from April 27th meeting with Matt Powell from Destination by Design regarding Wayfinding concepts that were presented from the TDA Board the week of April 9th.

2. **Branding Quote and Decision**
3. **Branding Portfolio**
from Destination by Design

V. Design

1. **Facade Grant Application**
From Ransom/Wine to Water
2. **10 Year Plan for the MSD**
Sidewalk views with square footage calculated
3. **10 Year Plan for the MSD**
Sidewalk Priority List - Pricing
4. **10 Year Plan for the MSD**
Streetpoles - Locations
5. **10 Year Plan for MSD**
Power Poles - "Budget"
6. **10 Year Plan for the MSD**

Bench quote

7. 10 Year Plan for the MSD

Bench Spec Sheet

8. 10 Year Plan for the MSD

Proof of Plaque for ends of Bench

VI. Other business, comments or concerns

1. PubCycle

Will share about Council's decision to approve a Vehicle for Hire Permit for PubCycle of Boone
- will also seek Input from DBDA regarding how they feel about the project.

2. PubCycle

Part Two of PubCycle presentation

VII. Call for Adjournment



Downtown Boone DEVELOPMENT ASSOCIATION

Downtown Boone Development Association

Regular Board of Directors Meeting

May 8, 2018

8:30 am – Jones House Community and Cultural Center

General Business

- Call to Order
- Request for Approval of May Agenda
- Request for Approval of April Minutes
- Request for Approval of Financial Statements

Organization

- Parking Voucher System discussion
- Downtown Redistricting Presentation
- UNC School of Government DFI Update
- Annual Meeting Notice Plan
- Agreement with the Town of Boone for 2018-2019

Financial

- High Country Local First Sponsorship Application
- Blue Ridge Women in Agriculture Sponsorship Application

Promotion

- Wayfinding Signage update
- Branding Quote and Decision

Design

- Façade Grant Application
- 10 year plan for MSD

Other business, comments, or concerns

- PubCycle

Call for Adjournment

**Downtown Boone Development Association
Regular Board of Directors Meeting – April 10, 2018
8:30 am – Jones House Cultural and Community Center**

Board Members present: John Bond, Angela Kelly, Kendra Sink, Victoria Potter, Tucker Deal, Denise Lovin, Alex Hooker, Sam Parker, Monica Caruso, Dave Walker

Ex-Officios present: Lynne Mason, Loretta Clawson, Lindsay Miller

MSD members/guests present: Megan Biddix, Thea Young

Staff present: Brittney Clark, Glen Kornhauser, Danny Houck

Handouts: Agenda

GENERAL BUSINESS

Anna called the meeting to order at 8:33 am.

APPROVAL OF MINUTES AND AGENDA

Agenda

Kendra made a motion to approve the agenda; Alex seconded.

Minutes

Alex made a motion to approve the minutes; Sam seconded.

Current Financial Statements

Alex made a motion to approve our financial statements; Tucker seconded. A vote was held to approve all three documents; all approved.

ORGANIZATION

Brittney's Maternity Leave

This item was added to the agenda prior to the agenda being approved. Kendra Sink will run any DBDA meetings that Brittney might miss due to being on maternity leave. This will probably only be possibly May and June.

FINANCIAL

Fund Balance Update

Brittney shared that our current Fund Balance, as of June 30th, 2017, is \$191,334.00.

Request for Approval of Laptop Request

There was not a laptop passed along when Brittney accepted the position of Downtown Coordinator. She has been using a loaner laptop from the Town of Boone; the battery on that laptop recently exploded. She is currently using another loaner, but taking that on maternity leave could be problematic, so the request is being made to spend up to \$1,500.00 to purchase a laptop dedicated to DBDA through the Town. There is a government discount. Kendra made the motion to approve up to \$1,500 to purchase a laptop for DBDA, Sam seconded. All voted to approve.

PROMOTION

Branding for Downtown

Brittney shared that the marketing committee has met several time since the March board meeting. Will be pursuing print ads in Summer Visitors Guide, Fall Visitor's Guide, and Carolina Mountain Life.

Denise shared about idea of Branding our downtown separate from the DBDA, and shared quotes from companies and consultants that will help us do this. She shared that the marketing committee's recommendation was to go with Crowdspring, which is a crowd sourcing method of acquiring a brand strategy, which was the lowest cost option that was researched. Kendra mentioned we need to partner with other Town entities (Town of Boone, Chamber, TDA, etc.) to be unified. The Board had concerns with Crowdspring; wanted to see examples of work. We have examples of work for other consultants. Kendra shared that she would rather spend more money to get a quality product. Tucker shared that the difference in price would represent a difference in scope of work. Thea Young shared concerns of the flow of branding through multiple venues. Tucker shared that the Board agreed that this concept is something that we would want to pursue, but needed more information. He also shared that working with a local company like Destination by Design would be beneficial moving forward with other projects like the Wayfinding signs. Brittney will share examples of work from the different companies in an email to the Board for their review.

Appalachian Signs meeting

Brittney shared an update from a meeting with Laura from Appalachian Signs – Laura is working on updates to the Downtown Map, as well as designing a rack card for Downtown, to be done by around Mother's Day/Mid-May, so that we can get those out to the visitors bureaus before visitor traffic really starts to pick up. She is also looking into short-term, temporary wayfinding signage to point people towards Howard Street and up and down Depot Street. Kendra brought up concerns about cost of temporary wayfinding signage when working towards rebranding, as well as TDA wayfinding. Tucker suggested working with building owners to put signs up on the sides of those building, rather than on the poles/intersections to avoid DOT regulations. Alex made the recommendation that we plan to change out the logo (once we have a new brand) in every place the DBDA logo is currently displayed, as soon as possible – suggested a decal from Appalachian Signs to cover anything existing until signs are replaced. Also talked about banners and that the banners downtown are part of an ongoing discussion with the sign ordinance through Town Council.

DESIGN

Public Art

The Design committee met to review the Public Art Sculpture submissions, and is putting forward two sculptures, with two back-ups to those sculptures, as well as suggested locations for those pieces: For the Town Hall site, the sculpture *Tree of Life* by Gregory Johnson, with the backup being *Spark* by Phil Proctor. For the Melanie's site, *Nova* by Charles Pikley, with the backup being *Devil Fish* by Todd Frahm. Tucker made a motion that the Board accept the committee's recommendation; Kendra seconded. All voted in favor.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Lieutenant Danny Houck shared that Councilman Sam Furgiuele has asked the PD to do a public forum on April 26th and answer 50 questions; one of those questions is regarding the Tsunami cameras downtown. Lt. Houck wanted feedback from the DBDA regarding their thoughts on the cameras: where they are located, how they are used, etc. Kendra shared that they have helped with shoplifting, graffiti, vandalism, etc. There are two installed right now, both within the MSD because of the partnership with the DBDA. Kendra shared that business owners are very pleased with the cameras, because they do not have their own security systems. Kendra also shared that we can't only look at the number of cases that have been solved from the Tsunami cameras, but also the crimes that were deterred because of the posting of crimes that were solved online so that people know that downtown is being monitored. Alex asked if the police department needed people to speak at the meeting; Lt. Houck shared that he would appreciate partners attending who can share about what the PD is doing, rather than the PD just sharing the whole time about what they do. Kendra volunteered, Alex will try to be there. Anna is already planning on attending and representing community involvement. Alex summarized that the DBDA is in favor of the Tsunami cameras.

Lynne shared that the council did not take any action on Sam's parking violation proposal. This will go on the May agenda for discussion.

Thea would like an update on the Wayfinding signage from the TDA.

Tucker asked about the plan for spreading out the amenities throughout the MSD. This will be planned by staff, but will be presented to the DBDA at the May DBDA meeting, and then presented to Council at their May meeting.

Lynne mentioned there is a discussion about creating a Historic district and adding other districts between the CAC and HPC – suggested that a presentation be made on these discussions at the May DBDA board meeting.

Brittney also suggested adding an update from the UNC School of Government DFI at the May meeting.

Call for Adjournment

Alex motioned for the meeting to adjourn at 9:45 am; Tucker seconded. All approved.

Report: M:\live\glglrepx.p
Version: 020001-L58.69.00
User ID: brittney

Town of Boone
Revenue and Expense (Multiply Segments) Without Encumbrance - MSD Revenue_Expense
For Fiscal Year 2018, Period 1 to 12 and Budget Cycle Amended and Prd 1 to 12 Actuals

Page: 1 of 1
Date: 04/30/18
Time: 15:53:40

For All Revenue, Expense Accounts
Zero Balance Accounts NOT Included

Transactions Entered From 07/01/2017
To 06/30/2018

Account	Description	Period Actual	Period Budget	Period Variance	YTD Actual	YTD Variance
050-450-000-411080	CURRENT YEAR TAXES	99,903.04-	116,193.00-	16,289.96-	99,903.04-	16,289.96-
050-450-000-411083	PRIOR YEAR TAXES	84.36-	350.00-	265.64-	84.36-	265.64-
050-450-000-411300	TAX PENALTIES & INTEREST	5.91-	0.00	5.91	5.91-	5.91
050-450-000-411301	NCVTS TAXES	501.62-	956.00-	454.38-	501.62-	454.38-
050-450-000-412239	LOCAL SALES TAX 1%	17,987.01-	22,000.00-	4,012.99-	17,987.01-	4,012.99-
050-450-000-412240	LOCAL SALES TAX 1/2% (40)	7,384.12-	9,400.00-	2,015.88-	7,384.12-	2,015.88-
050-450-000-412242	LOCAL SALES TAX 1/2% (42)	8,872.73-	11,200.00-	2,327.27-	8,872.73-	2,327.27-
050-450-000-412243	LOCAL SALES TAX 1/2% (44)	8.99	0.00	8.99-	8.99	8.99-
050-450-000-412244	LOCAL SALES TAX 1/4% (40 MEDICAID RE	5,943.13-	4,800.00-	1,143.13	5,943.13-	1,143.13
050-450-000-461201	INTEREST EARNED ON INVESTMENTS	31.03-	100.00-	68.97-	31.03-	68.97-
050-450-000-499900	APPROPRIATED FUND BALANCE	0.00	5,000.00-	5,000.00-	0.00	5,000.00-
050-450-000-509100	PROFESSIONAL SERVICES	4,141.76	7,636.00	3,494.24	4,141.76	3,494.24
050-450-000-512101	MEETING EXPENSES	221.25	250.00	28.75	221.25	28.75
050-450-000-516100	OFFICE SUPPLIES	371.06	1,000.00	628.94	371.06	628.94
050-450-000-516200	OFFICE EQUIPMENT	445.54	1,000.00	554.46	445.54	554.46
050-450-000-519900	MISCELLANEOUS SUPPLIES	79.44	300.00	220.56	79.44	220.56
050-450-000-521101	TRAVEL & TRAINING	1,397.61	2,000.00	602.39	1,397.61	602.39
050-450-000-521300	TRAVEL & TRAINING - PUBLIC OFFICIALS	0.00	300.00	300.00	0.00	300.00
050-450-000-522101	TELEPHONE SERVICES	977.55	1,200.00	222.45	977.55	222.45
050-450-000-522201	POSTAGE	68.00	300.00	232.00	68.00	232.00
050-450-000-524101	PRINTING	921.81	3,500.00	2,578.19	921.81	2,578.19
050-450-000-525102	COMMUNITY APPEARANCE - SPECIAL PROMO	5,000.00	18,200.00	13,200.00	5,000.00	13,200.00
050-450-000-527001	ADVERTISING	2,198.00	11,000.00	8,802.00	2,198.00	8,802.00
050-450-000-533001	RENTAL OF OTHER EQUIPMENT	0.00	641.00	641.00	0.00	641.00
050-450-000-535101	INSURANCE	1,071.00	4,000.00	2,929.00	1,071.00	2,929.00
050-450-000-539100	DUES & SUBSCRIPTIONS	480.18	850.00	369.82	480.18	369.82
050-450-000-539902	BANK SERVICE CHARGES	0.00	100.00	100.00	0.00	100.00
050-450-000-545003	CONTRACTED SERVICES - INTERN (WORK S	0.00	1,400.00	1,400.00	0.00	1,400.00
050-450-000-549121	SPECIAL PROJECTS/EVENTS	4,081.37	7,000.00	2,918.63	4,081.37	2,918.63
050-450-000-553103	INVENTORY TAX REIMBURSEMENT ALLOCATI	127.66	0.00	127.66-	127.66	127.66-
050-450-000-553104	MUNICIPAL SERVICE DISTRICT PROJECTS	0.00	55,000.00	55,000.00	0.00	55,000.00
050-450-000-553112	COMMUNITY DEVELOPMENT	0.00	17,699.00	17,699.00	0.00	17,699.00
050-450-000-577000	CONTRACTED SERVICES	5,732.49	1,723.00	4,009.49-	5,732.49	4,009.49-
050-450-000-577110	WATAUGA COUNTY - COLLECTION OF TAXES	27.08	3,400.00	3,372.92	27.08	3,372.92
050-450-000-598010	TRANSFER TO GENERAL FUND	30,375.00	31,500.00	1,125.00	30,375.00	1,125.00
	REPORT TOTALS:	82,987.16-	0.00	82,987.16	82,987.16-	82,987.16

*** End of Report ***

Communication: Request for Approval of Financial Statements (General Business)

My Accounts

Transfer Funds

Pay Bills

Alerts

Business Tools

Customer Service

My Offers

Summary Account Activity

My Accounts Summary

Save time and manage
your receivables and
payables **all in one place.**



Experience THE ENHANCED
Cash Flow Insight >>

Account List

Deposit Accounts

Account Type	Account Number	Balance	Available
Business Checking	XXXXXXXX9971	\$6,477.90	\$6,477.90
Business Premium Money Market	XXXXXXXX9998	\$20,073.33	\$20,073.33
Business Premium Money Market	XXXXXXXX0032	\$16,603.28	\$16,603.28
Deposit Account Totals:		\$43,154.51	\$43,154.51

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Online Payroll

Customer Profile

Town of Boone

Downtown & Howard Street Market Analysis

1.18.18

Meeting Agenda

2.3

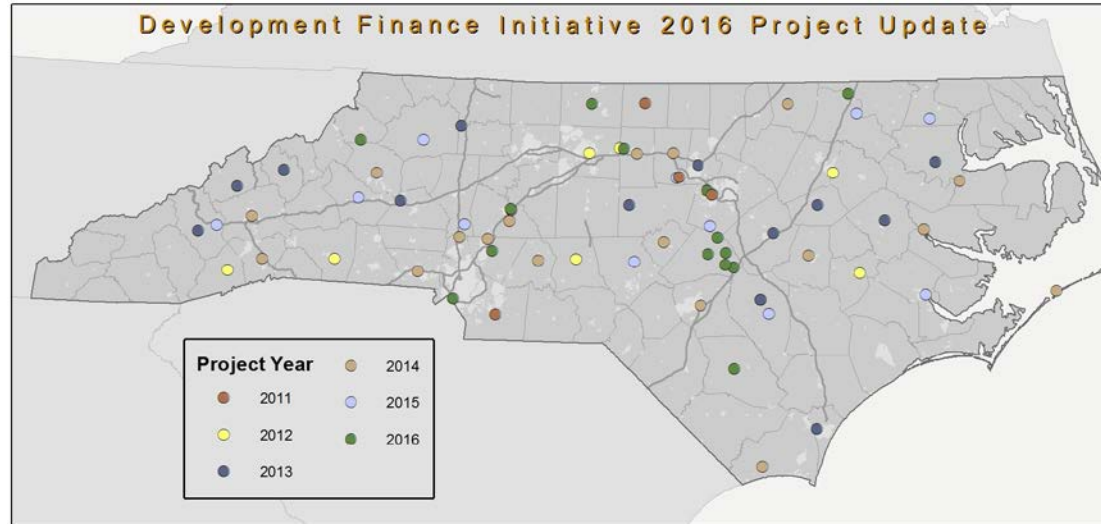
- Introduction & Background
- Downtown Market Analysis
 - Retail
 - Residential
 - Office
 - Hospitality

Introduction & Background

Development Finance Initiative

2.3

The Development Finance Initiative (DFI) is a program of UNC Chapel Hill's School of Government and collaborates with communities in North Carolina to attract private investment for transformative projects by providing special finance and real estate development expertise.



Communication: UNC School of Government Development

DFI Predevelopment Process

2.3



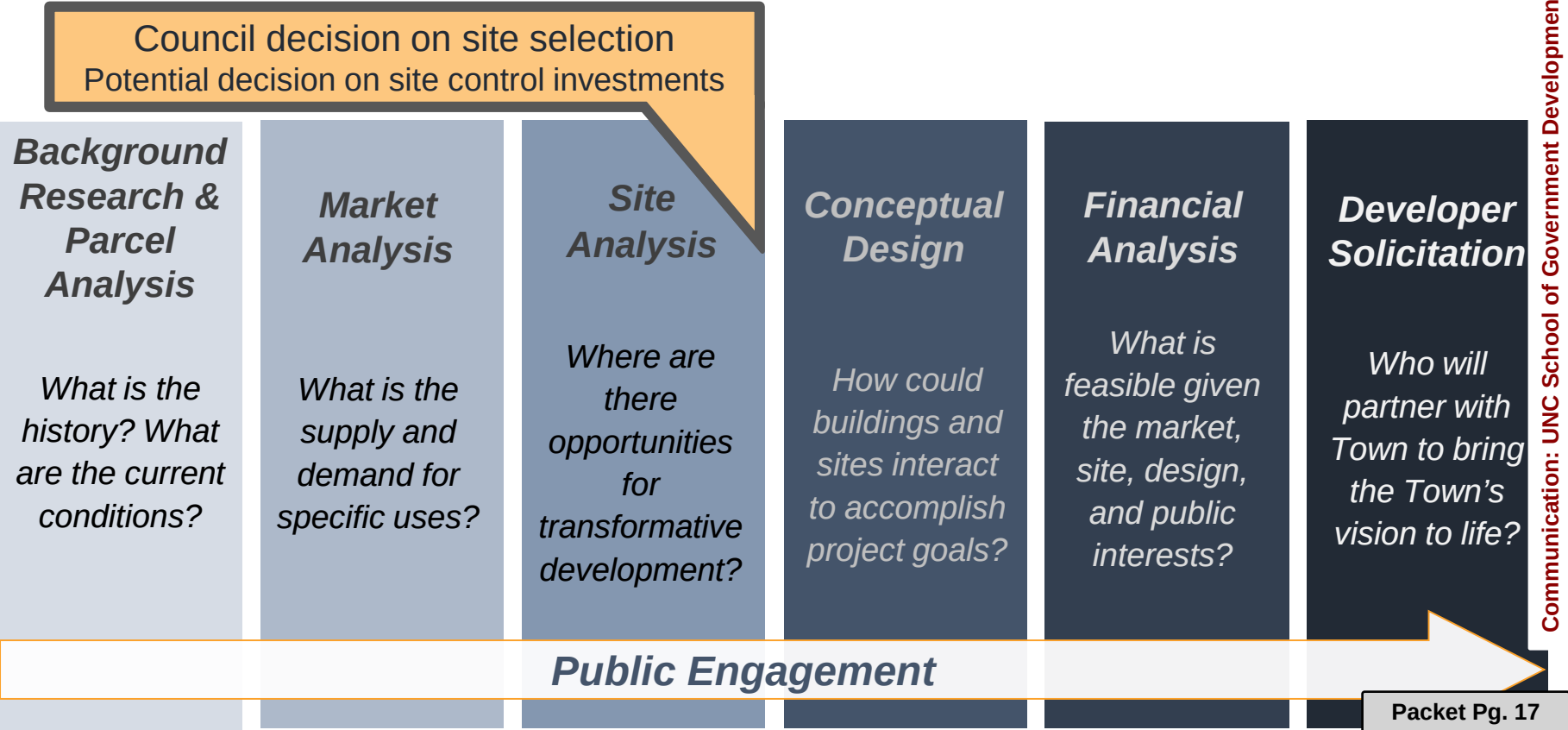
Communication: UNC School of Government Development

Scope of Services

2.3

- Identify development opportunities
- Provide site-specific pre-development services for properties under Town site control
- Analyze public involvement options
- Attract private investment





Guiding Public Interests

2.3

Communication: UNC School of Government Development

Guiding Public Interests

2.3

Continue to cultivate a sense of place in downtown Boone by encouraging the adaptive reuse of historic buildings and the integration of new buildings through appropriate scaling

Encourage development that serves a multigenerational community

Promote increased walkability

Celebrate the surroundings through preservation and enhancement of existing green space and views

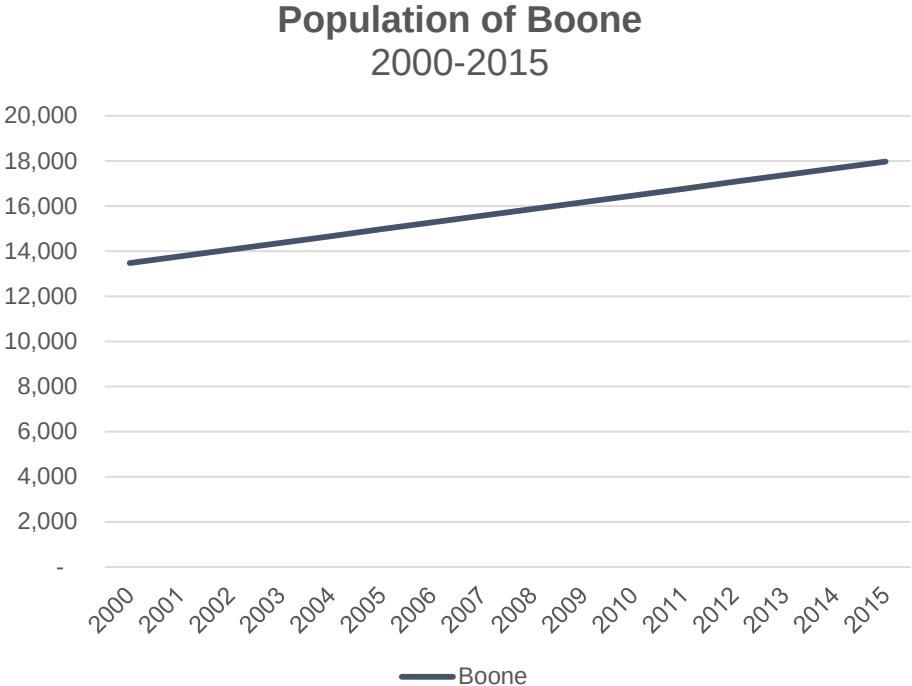
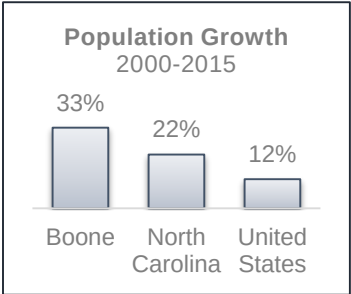
Include sustainable design principles, building methods, and materials

Leverage public investment to attract private investment

Demographic Basics

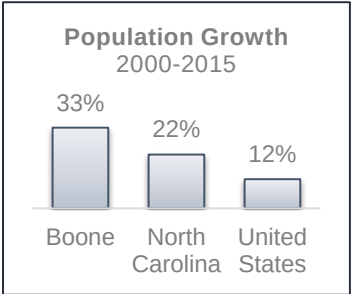
Boone Growth

From 2000 to 2015, the population of Boone grew by **33 percent**, or about 4,500 residents

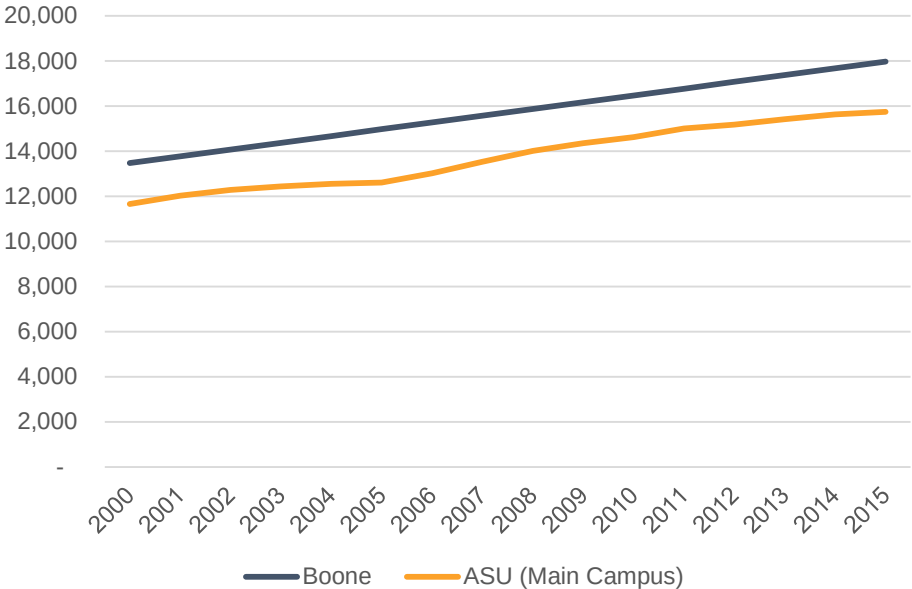


Boone Growth

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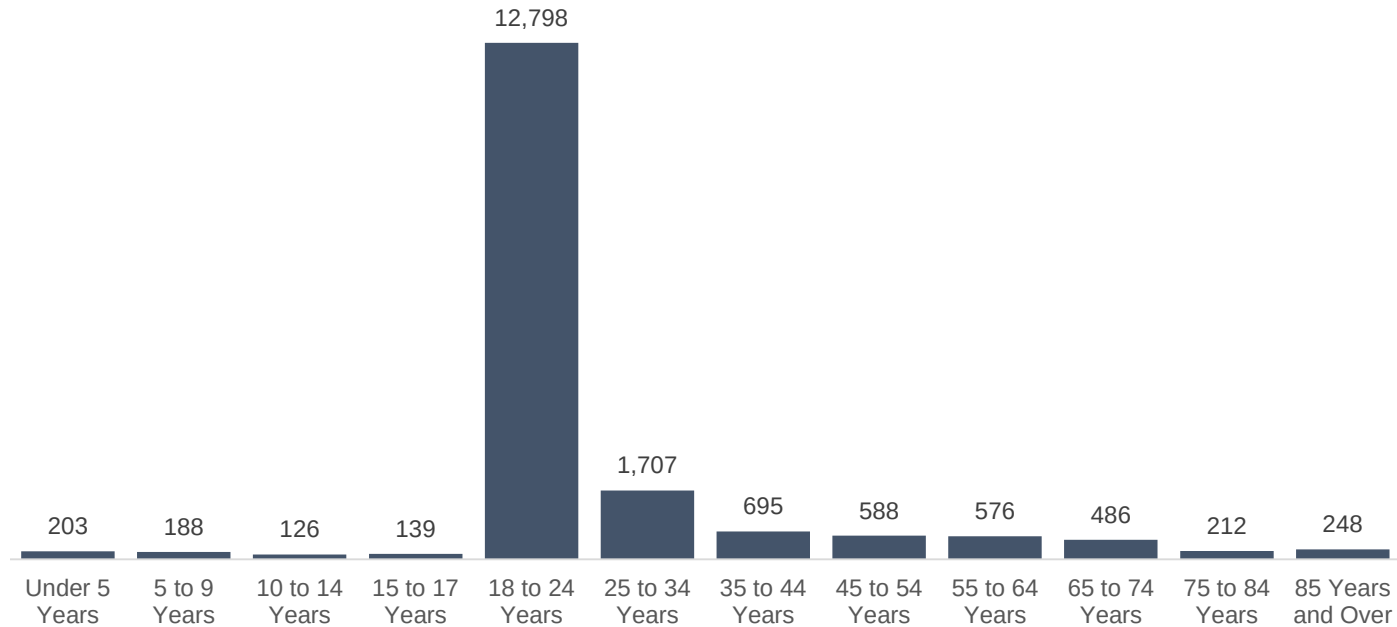


Population of Boone and ASU Enrollment
2000-2015



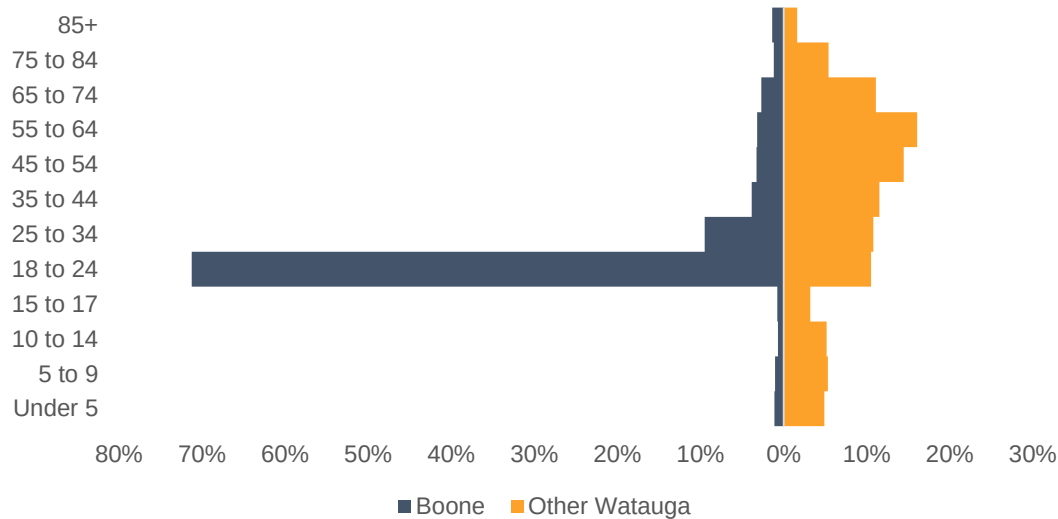
In that same period, ASU enrollment grew by **35 percent**, or nearly 4,100 students

Population of Boone by Age Cohort 2015



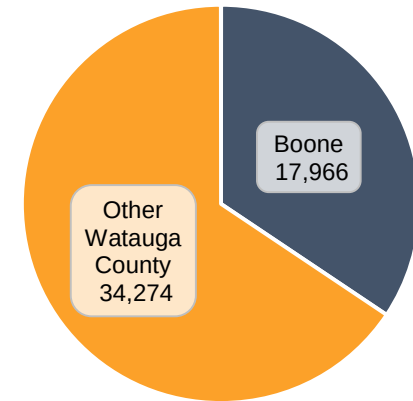
Share of Population by Age Cohort Boone and Watauga*

2015

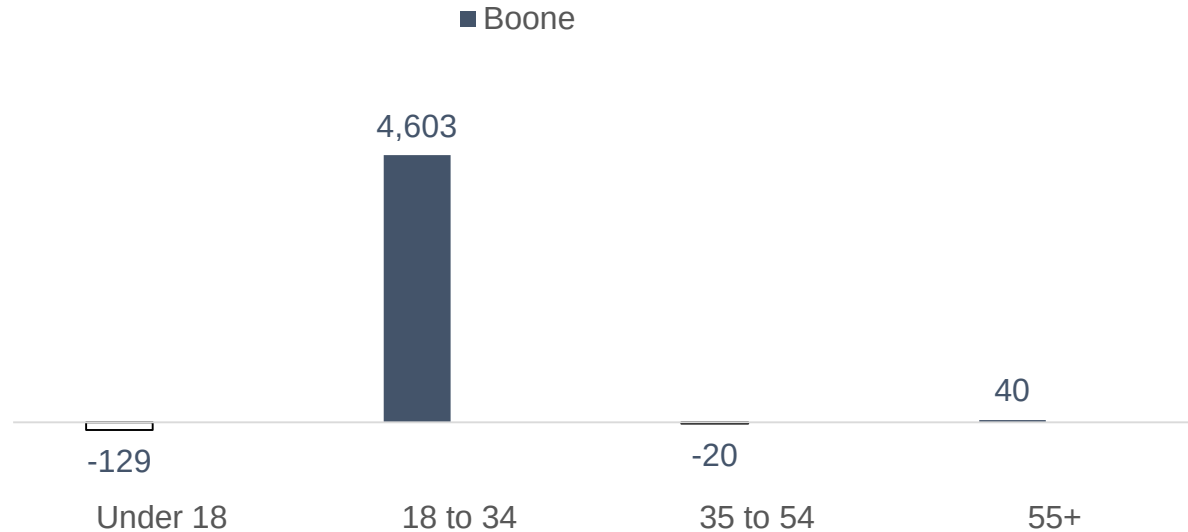


*For comparison, residents of Boone have been “removed” from the Watauga County population counts

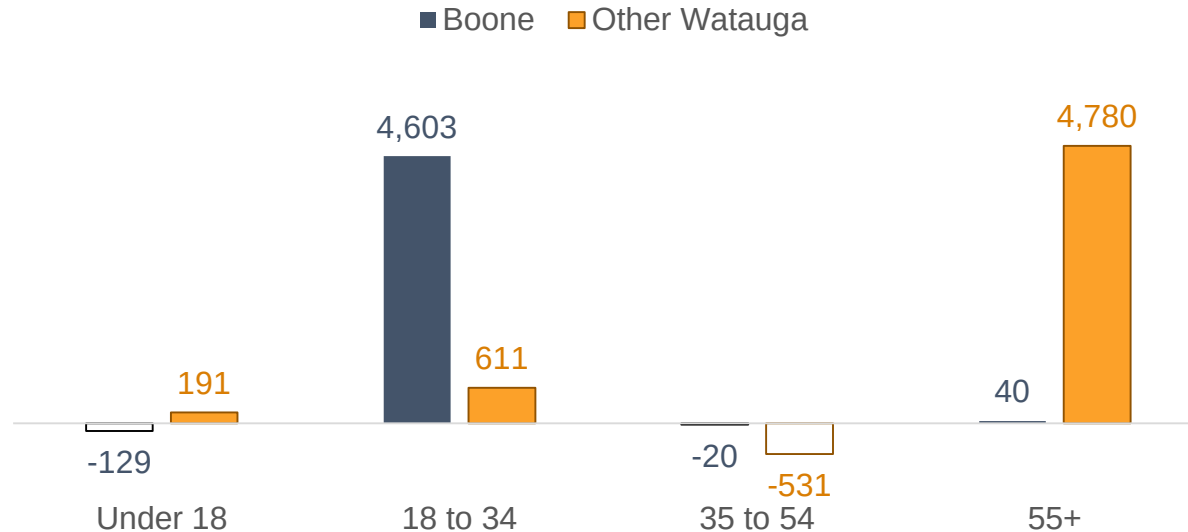
Watauga County Population

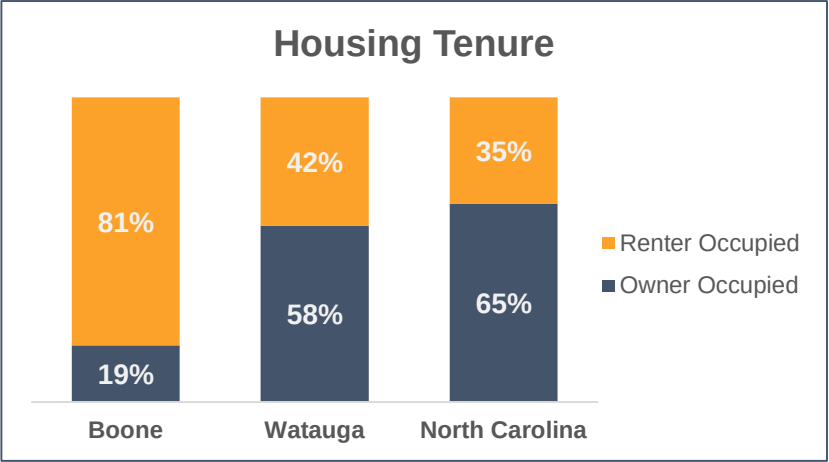
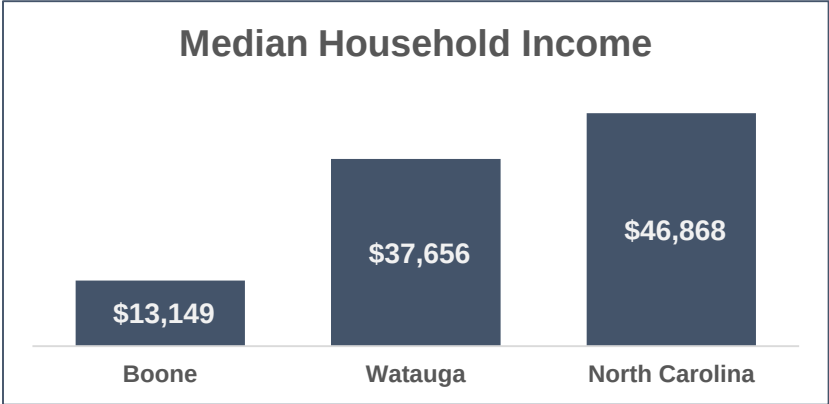


Net Population Change by Age Cohort 2000-2015



Net Population Change by Age Cohort 2000-2015





Market Analysis

Market Analysis Process

2.3

- Define a market or trade area
- Analyze demand drivers
- Project baseline supply and demand
- Study comparison markets

Useful Data Sources

US Decennial Census

American Community Survey (ACS)

Bureau of Labor Statistics (BLS)

Quarterly Census of Employment and Wages (QCEW)

BLS Occupational Employment Statistics (OES)

NC Commerce Occupational Projections

Esri Business Analyst

Local government

Local media

Local real estate professionals

Retail

Downtown Boone has a large retail footprint, yet low vacancy suggests pent-up demand.

With more stable vacancy and projected household growth, downtown Boone could support an additional **23,000 to 48,000 retail square feet** over the next five years.

Additional residents in and around downtown will drive even greater retail demand.

Residential

Students will continue to drive residential demand. Yet there appears to be pent-up demand among certain market segments (non-student).

That demand, along with projected household growth, could support **200 to 300 rental or ownership units** in downtown for age and income-targeted households over the next five years.

Office

Modest employment growth, especially in sectors that use office space, does not suggest strong demand. But a very low vacancy rate may indicate some pent-up demand.

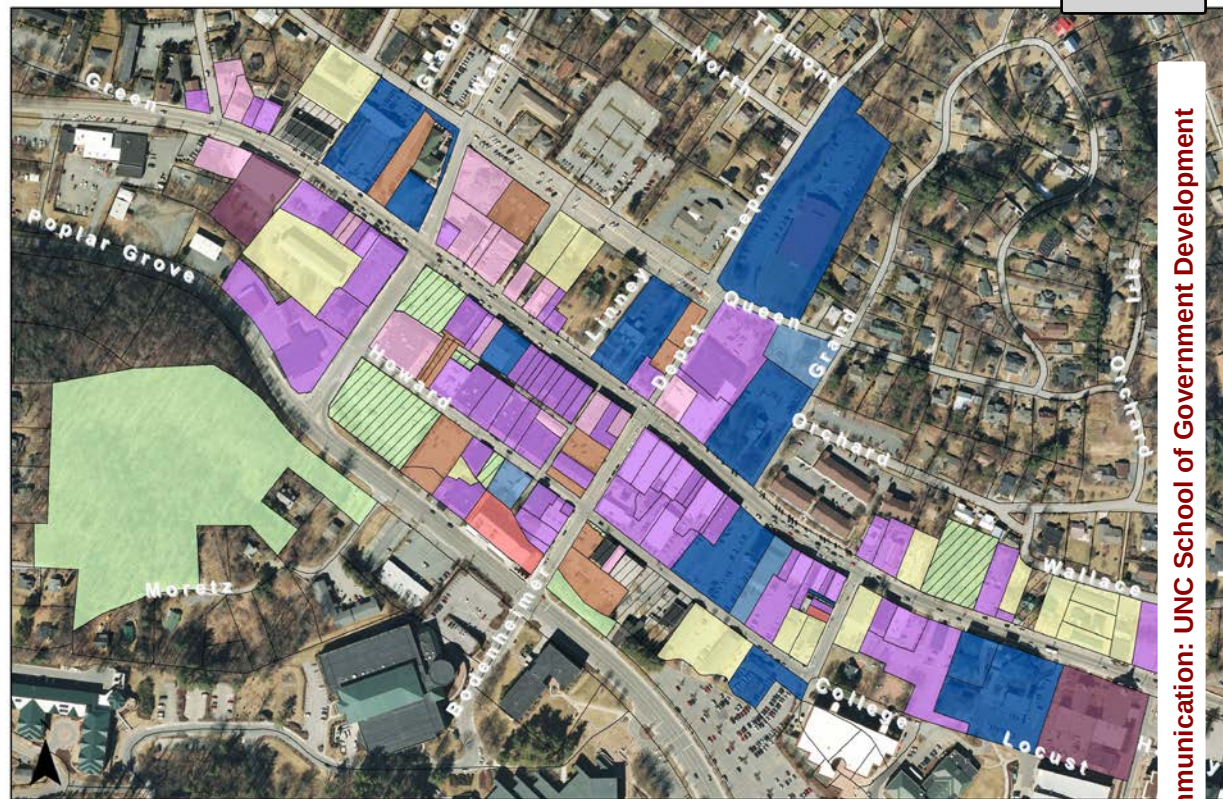
With a more stable vacancy rate and projected employment growth, downtown Boone could support an additional **3,000 to 5,000 square feet of office space** over the next five years.

Hospitality

The High Country attracts visitors year-round, and academics, athletics, and cultural draws (e.g., the Appalachian Theater) will drive downtown-oriented hotel demand. Downtown Boone is undersupplied relative to comparison markets.

2.3

Use	Parcels	SF	%
Office	18	66,949	8%
Retail	65	402,740	47%
Residential	16	106,113	13%
Government	12	127,410	15%
Nonprofit	7	111,490	13%
Vacant	6	33,009	4%
Total	148	848,431	100%



Communication: UNC School of Government Development



Similarities/Differences

Population
University enrollment
Student:resident ratio
Elevation
Proximity to larger markets
Senior population
Income
Retail market dynamics
Downtown supply



Communities

Amherst, MA	Flagstaff, AZ
Athens, GA	Fort Collins, CO
Blacksburg, VA	Lynchburg, VA
Boulder, CO	Ithaca, NY
Bozeman, MT	Provo, UT
Burlington, VT	Pullman, WA
Charleston, SC	Santa Cruz, CA
Charlottesville, VA	Savannah, GA
Corvallis, OR	

Focus Markets

2.3

Blacksburg, VA



Corvallis, OR



Flagstaff, AZ



Pullman, WA



Criteria

Large university

Significant student:resident ratio

1.5-2 hours to nearest major metro

Outdoor recreation activities

Elevation (3/4)

Communication: UNC School of Government Development

Retail

Retail Trade Area



56,000
Population

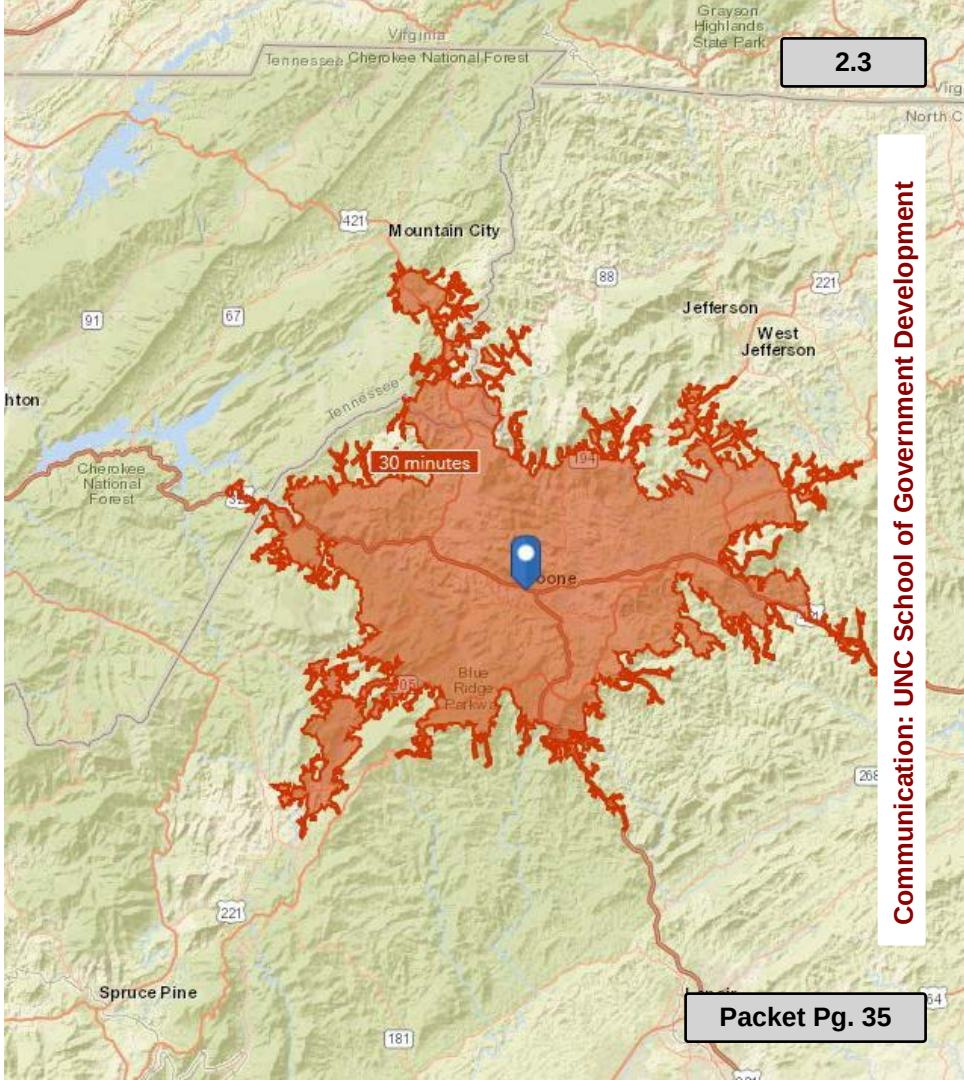
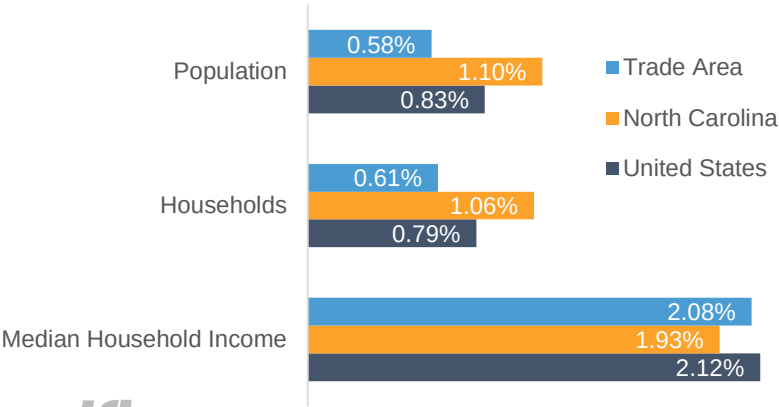


22,000
Households

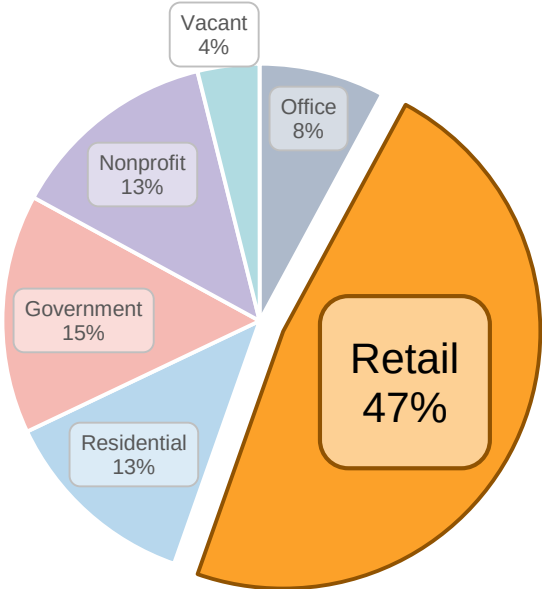


\$36,500
Median Household
Income

Projected Annual Growth 2017-2022



Share of Square Footage by Use
Boone MSD
2017



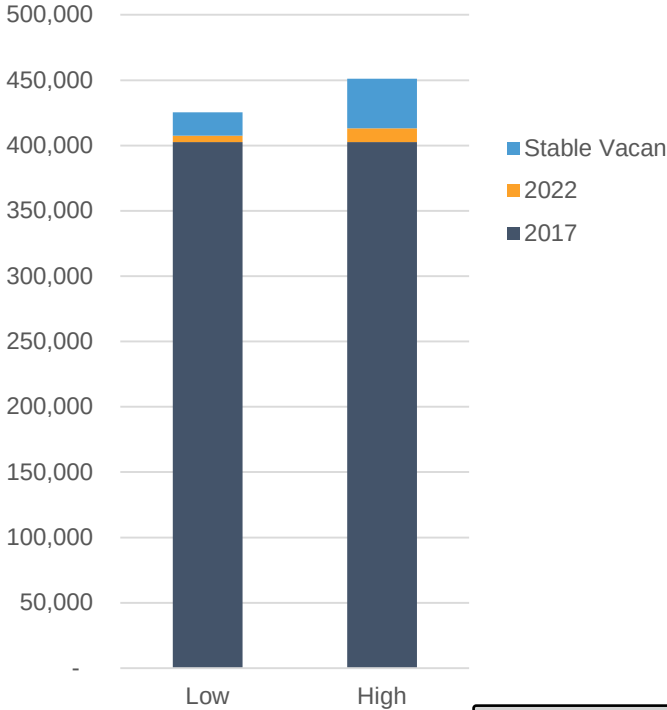
Vacant Leasable Space	2,332 square feet
Downtown Retail Space	402,740 square feet
Downtown Retail Vacancy Rate	0.6%

Growth-Based Retail Demand

Current vacant retail square footage	2,300 SF
Existing retail square footage	÷ 403,000 SF
Vacancy rate	0.6%
Existing retail square footage	403,000 SF
Expected stable downtown vacancy rate	x 5-10%
Expected vacant square feet	20,000-40,000 SF
Vacant retail square footage	(2,300 SF)
Additional current retail square footage expected	18,000-38,000 SF

2017 households	22,000 households
5-year projected increase	x 3.1%
New households over 5 years	700 new households
Average retail SF per household	x 100–150 SF
New retail space supported in trade area (SF)	69,000–104,000 SF
Downtown Boone historical capture rate of trade area retail	x 7–10%
New retail SF supported downtown	5,000–10,000 SF
Additional retail square footage expected (stable vacancy)	+ 18,000-38,000 SF
Potential new retail square footage over 5 years	23,000–48,000 SF

Baseline Retail Square Footage
Growth
(Low and High Projections)
2017-2022



Communication: UNC School of Government Development

Local Retail Supply & Demand

Leakage = Demand > Sales

Locals spend outside trade area (pent-up demand)

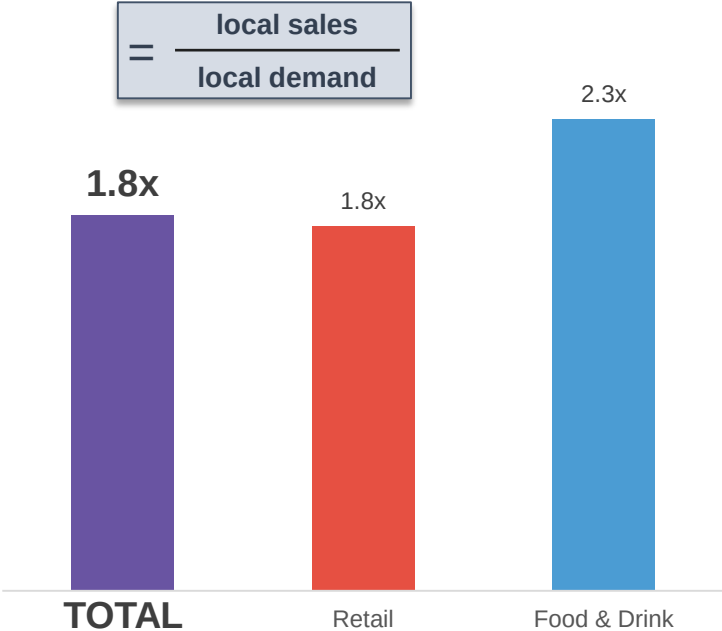
Surplus = Sales > Demand

Outsiders coming into trade area (imported dollars)

Industry Category	Trade Area Dynamic
Downtown-Oriented Retail*	\$351M Surplus
Food & Drink	\$76M Surplus
Total	\$426M Surplus

Downtown-Oriented Retail Categories	
NAICS	Industry Group
442	Furniture & Home Furnishings Stores
445	Food & Beverage Stores
446	Health & Personal Care Stores
448	Clothing & Clothing Accessories Stores
451	Sporting Goods, Hobby, Book & Music Stores
452	General Merchandise Stores
453	Miscellaneous Store Retailers

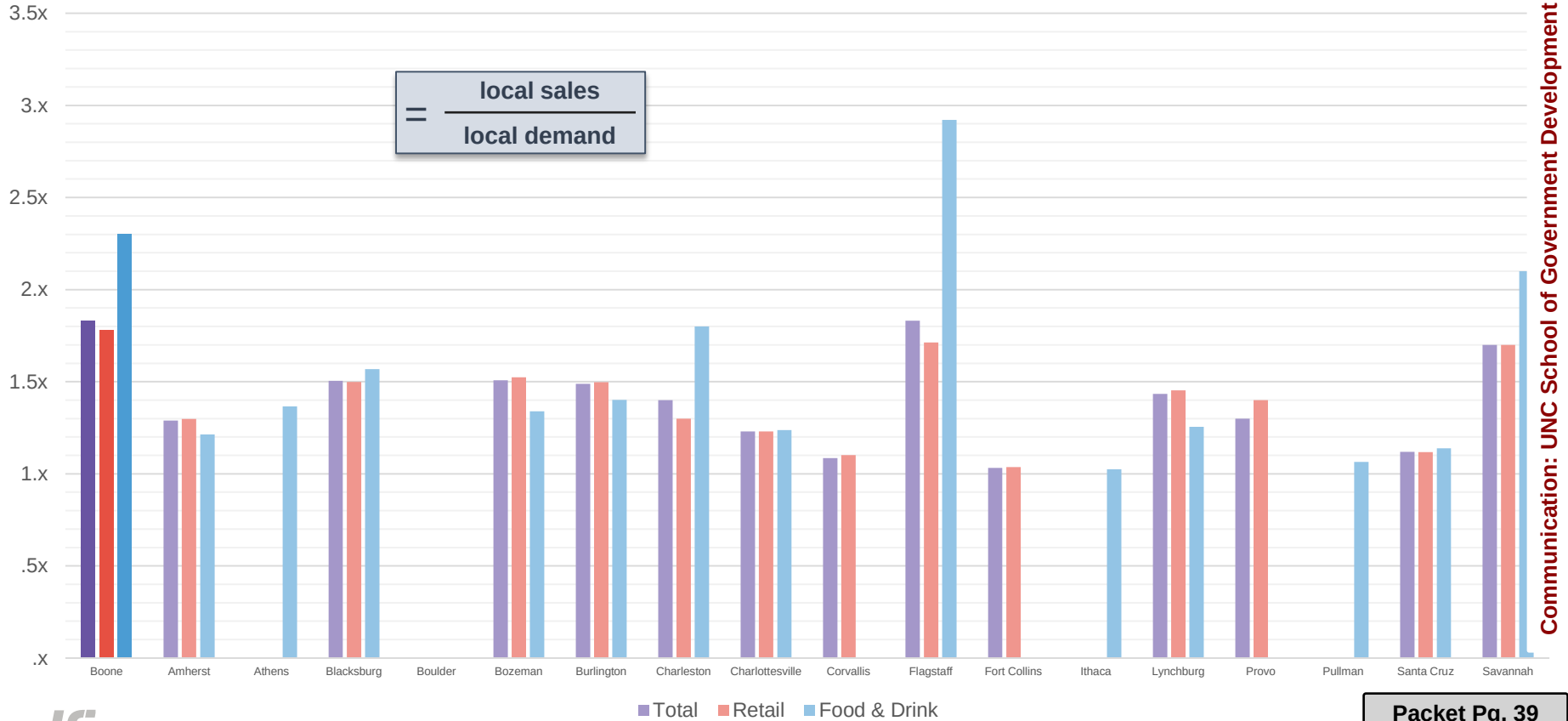
Surplus Multiple of Demand
Boone, 30-Minute Drive Time



Surplus Multiple of Demand

Comparison Markets, 30-Minute Drive Time

2.3



Downtown Boone has a large retail footprint, yet low vacancy suggests pent-up demand.

Local sales exceed local, internal demand—a dynamic that indicates Boone is a retail destination. This dynamic appears even more pronounced in Boone than in most national comparison markets.

With more stable vacancy and demand from projected household growth, downtown Boone could support an additional 23,000 to 48,000 retail square feet over the next five years.

Additional residents in and around downtown will drive even greater retail demand.

Residential

Residential Primary Market Area



32,500

Population



12,000

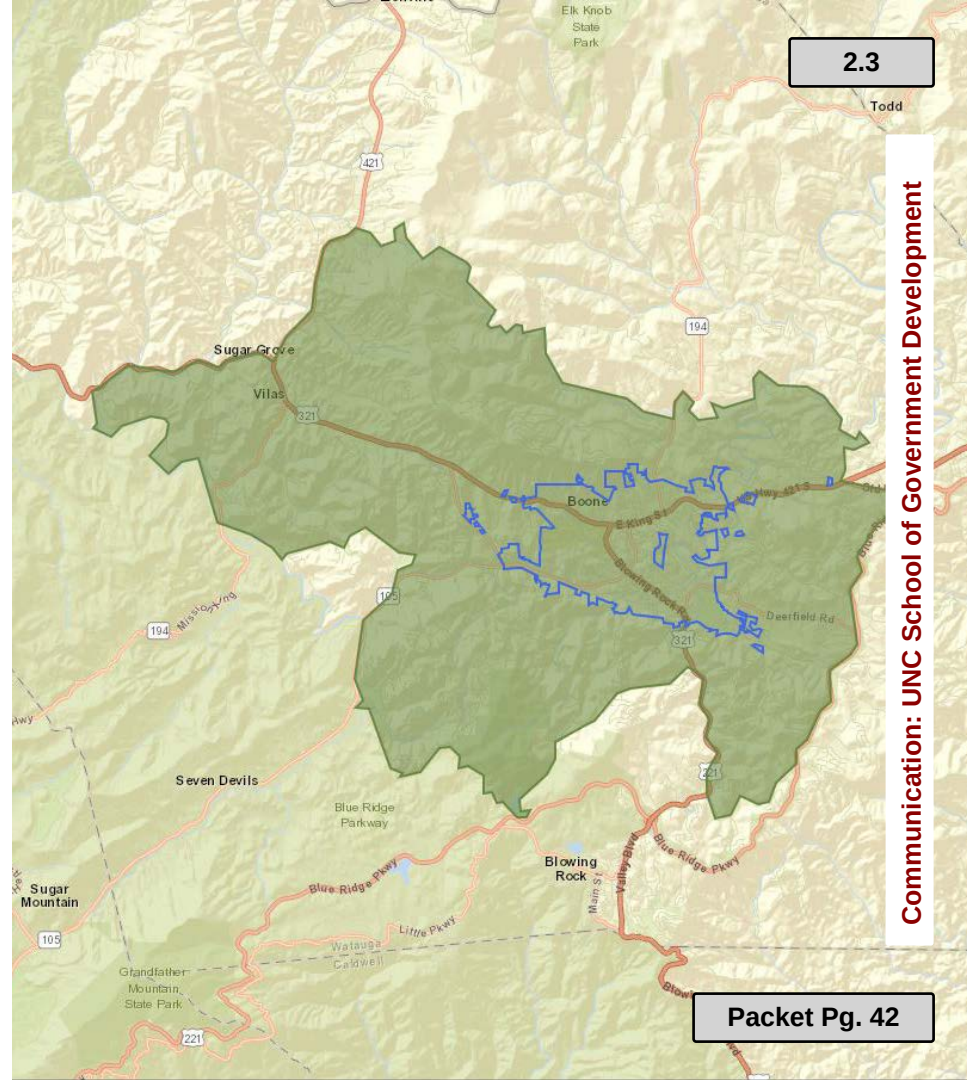
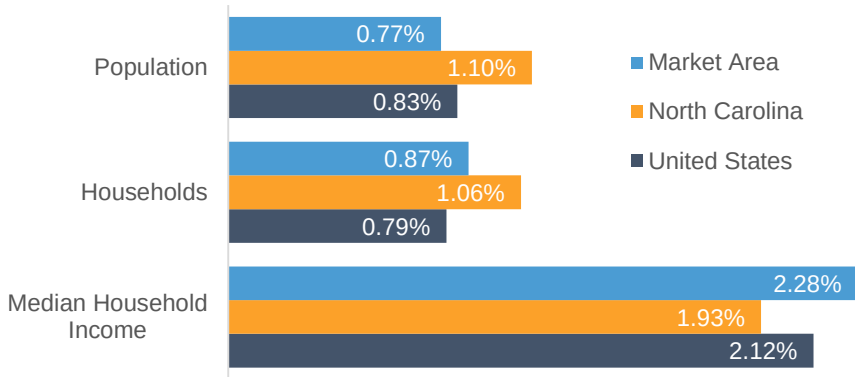
Households



\$29,500

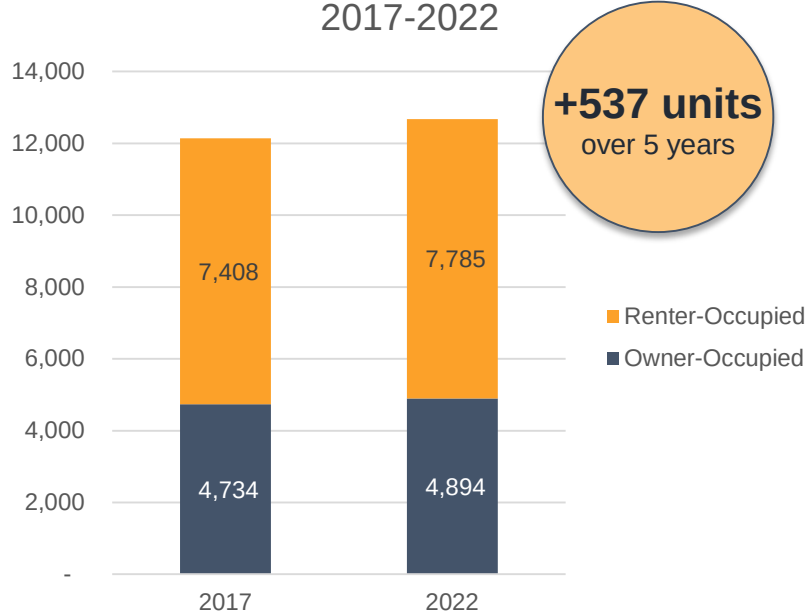
Median Household
Income

Projected Annual Growth 2017-2022



Residential Demand Projections

Projected Housing Units by Tenure
Primary Market Area
2017-2022



Downtown housing units	250 unit
Primary market area (PMA) housing units	÷ 15,550 unit
Downtown Boone capture rate	1-2%
Projected increase in housing units over 5 years	537 unit
Downtown Boone capture rate	x 1-2%
Potential new housing units over 5 years	5-11 unit

Target Market Profile

2.3

Target household income: \$75,000+

Target age: 25-34 and 55+

Retirees to area
Returning alumni
Empty nesters
Recent graduates
Faculty and staff
Football fans

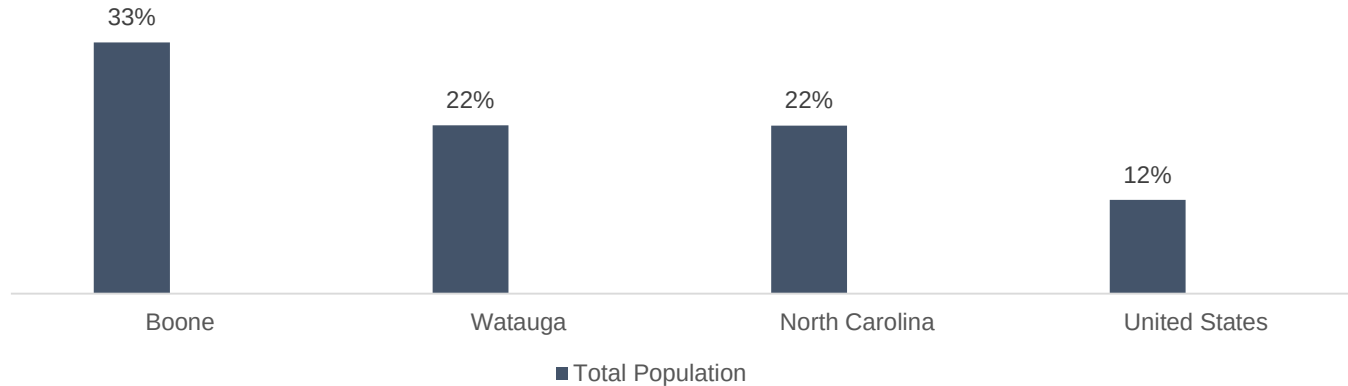
	Households	Median Household Income	Median Net Worth
Primary Market Area Total	12,100	\$29,000	\$13,000
25-34	1,900	\$39,000	\$10,000
55+	4,100	\$38,000	\$120,000
Target Age Total	6,000	\$39,000	\$85,000

Communication: UNC School of Government Development

Capturing Other Growth Trends

2.3

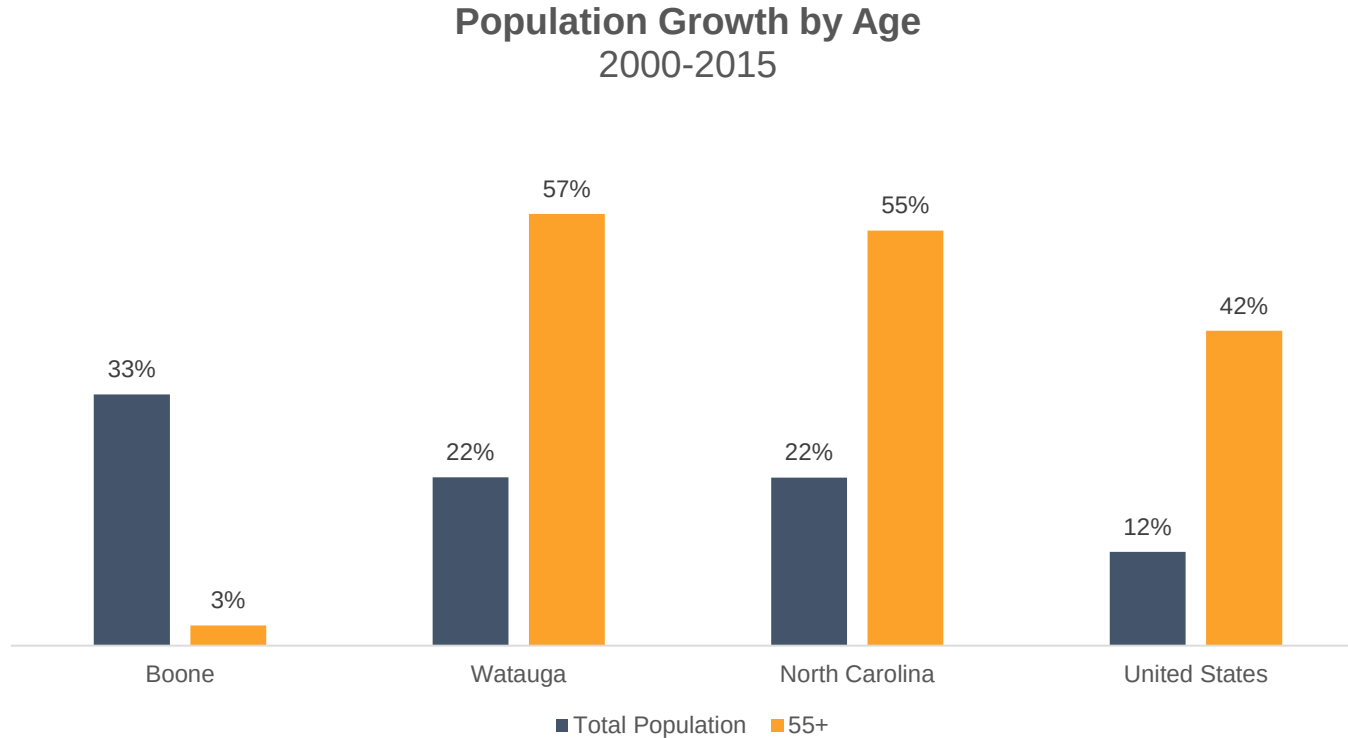
Population Growth by Age
2000-2015



Communication: UNC School of Government Development

Capturing Other Growth Trends

2.3



Communication: UNC School of Government Development

Residential Secondary Market Area



22,000

Population



9,500

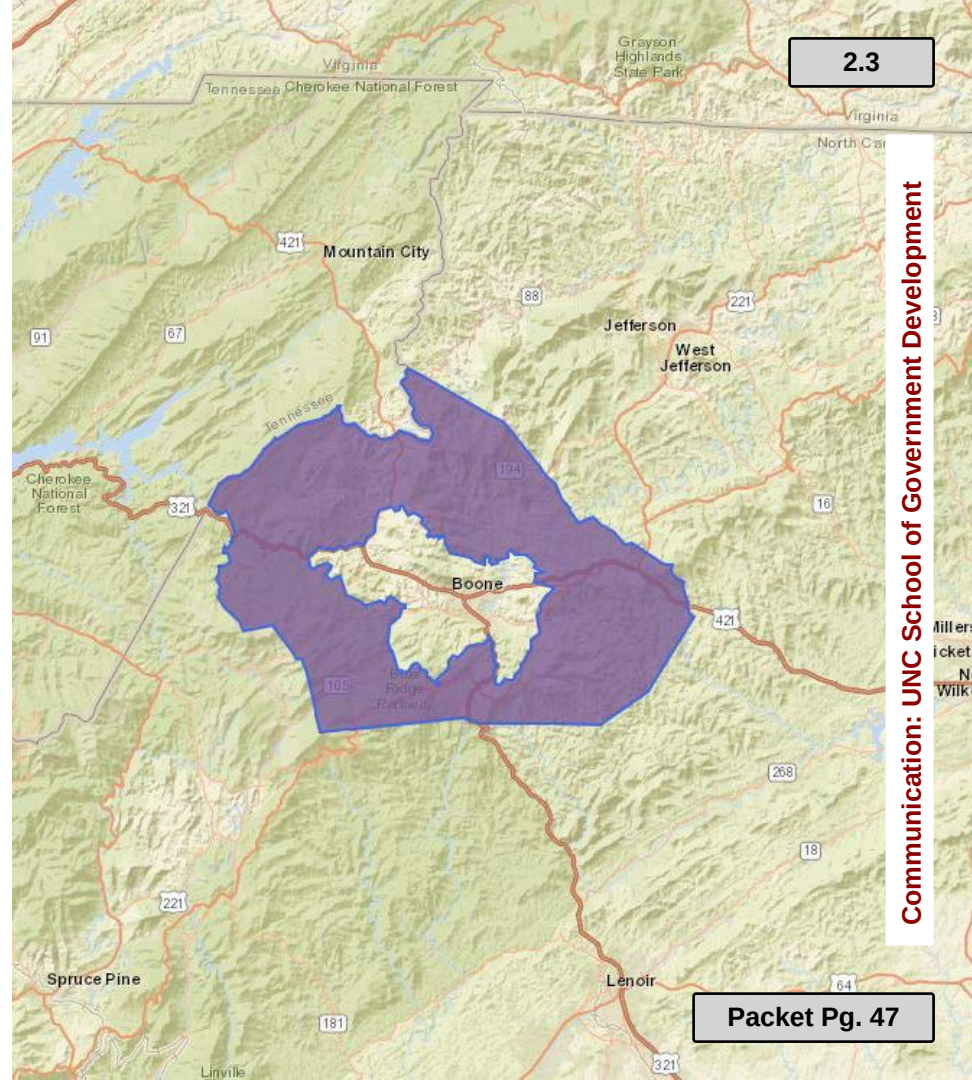
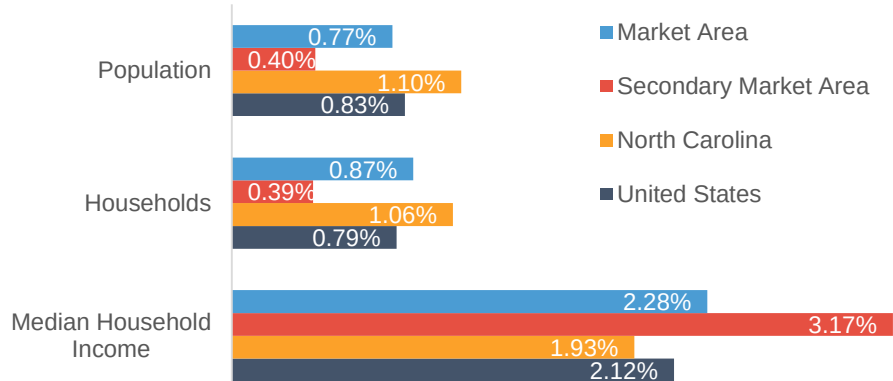
Households



\$45,000

Median Household
Income

Projected Annual Growth 2017-2022



Age & Income-Targeted Demand

2.3

	Target Market Likely to Own	Target Market Likely to Rent
Primary Market Area	183 new households	290 new households
	577 existing households	917 existing households
Secondary Market Area	310 new households	126 new households
	1,168 existing households	484 existing households
Total	2,238 households	1,817 households
Capture Rate	x 10-15%	
Total Units Demanded	220-340 condo units demanded	180-270 rental units demanded

Communication: UNC School of Government Development

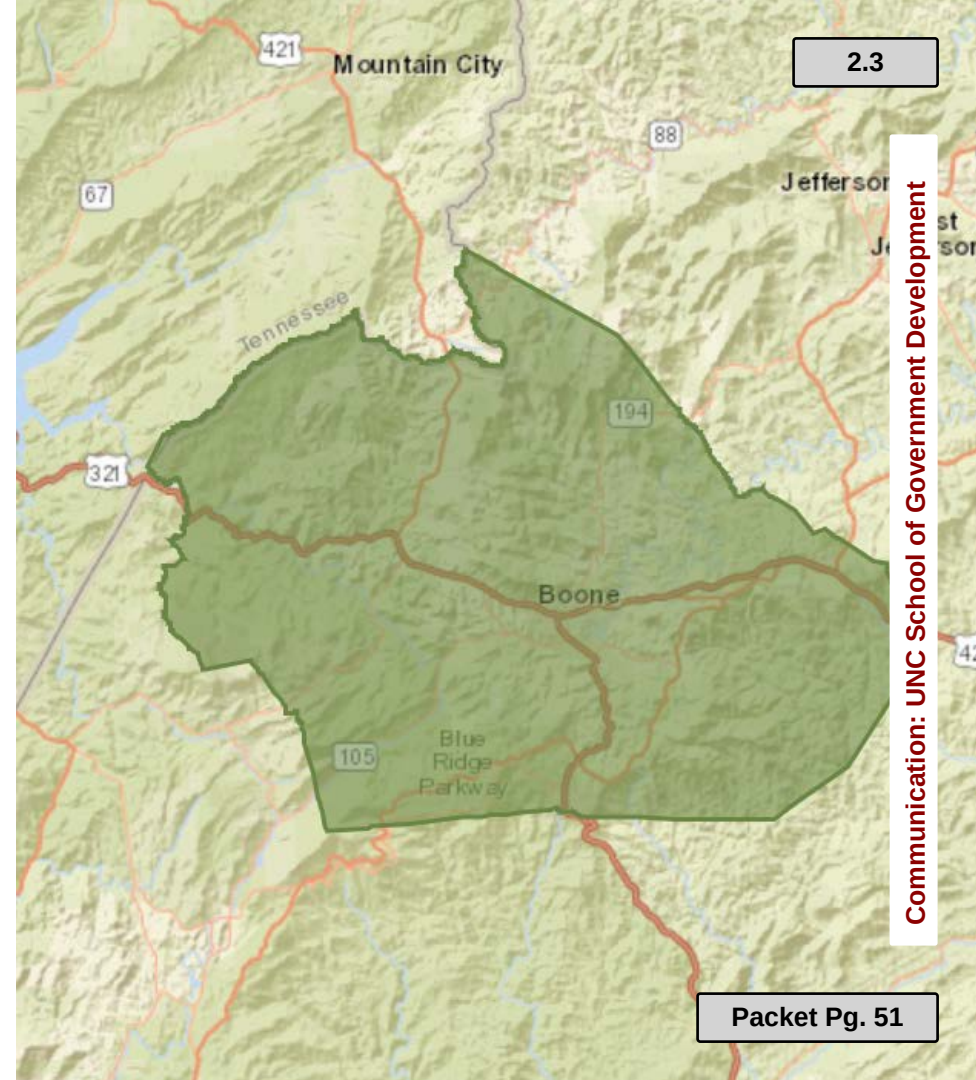
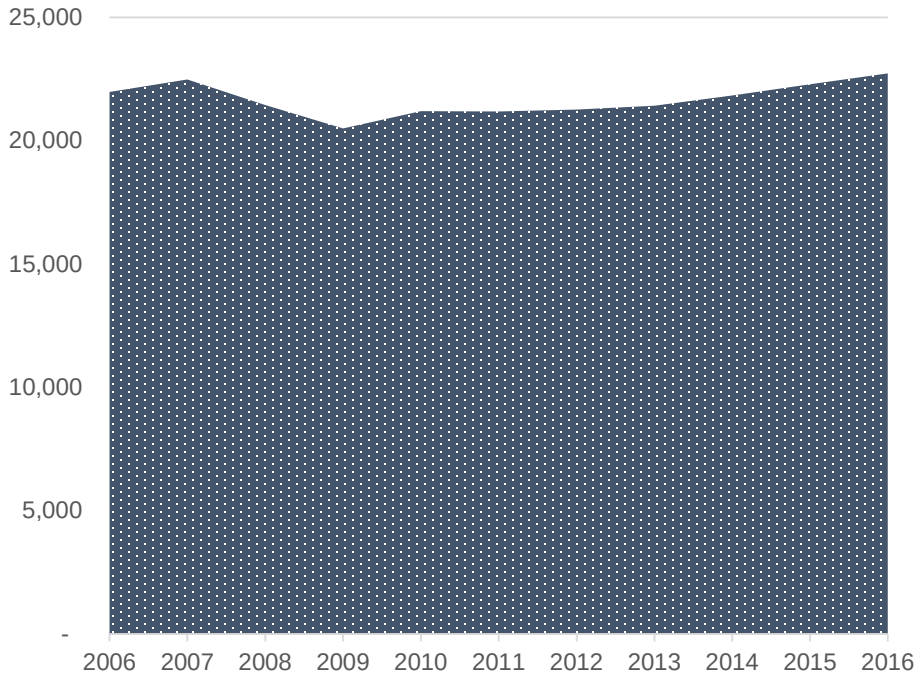
Students will continue to drive residential demand. There has historically been little housing built in downtown Boone, and most of it targets students. Yet there appears to be pent-up demand among certain market segments (non-student).

That demand, along with projected household growth, could support **200 to 300 rental or ownership units** in downtown for age and income-targeted households over the next five years.

Office

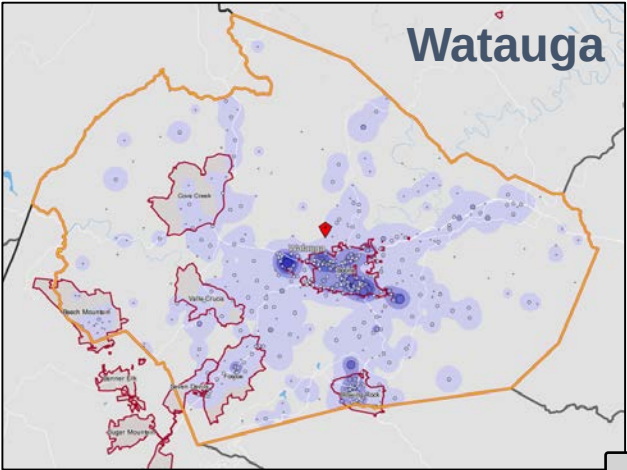
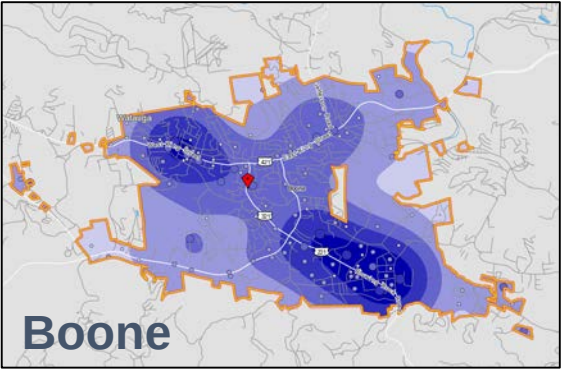
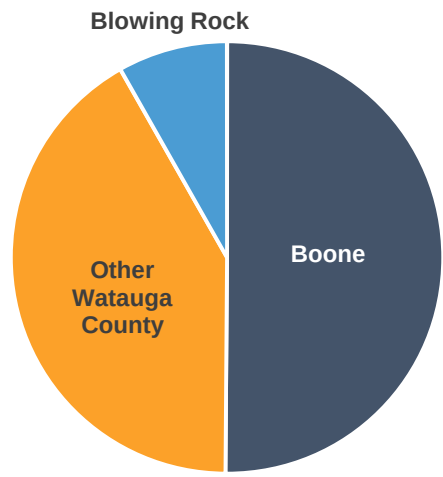
Office Market Area

Total Employment
Watauga County
2006-2016



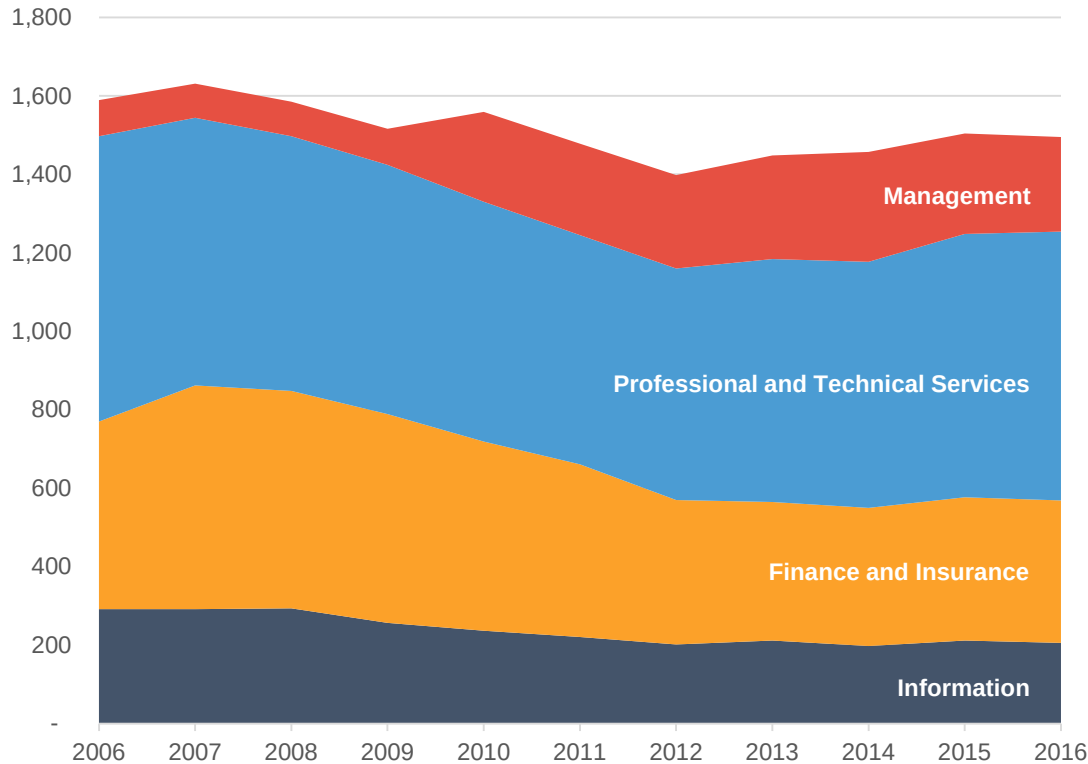
Employment Clusters

Location of Primary Jobs
2015



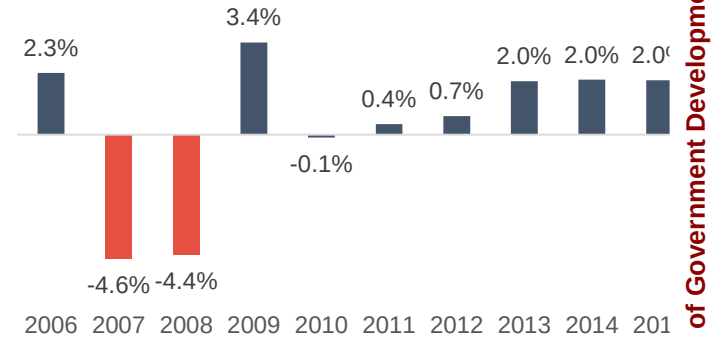
Employment in Office-Prone Industries

Watauga County
2006-2016



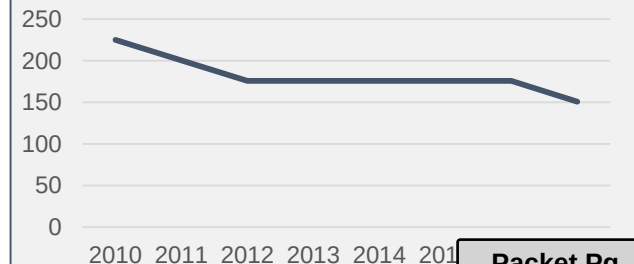
Annual Job Growth

Watauga County
2006-2015



Average Square Footage per Office Worker

North America
2010-2017

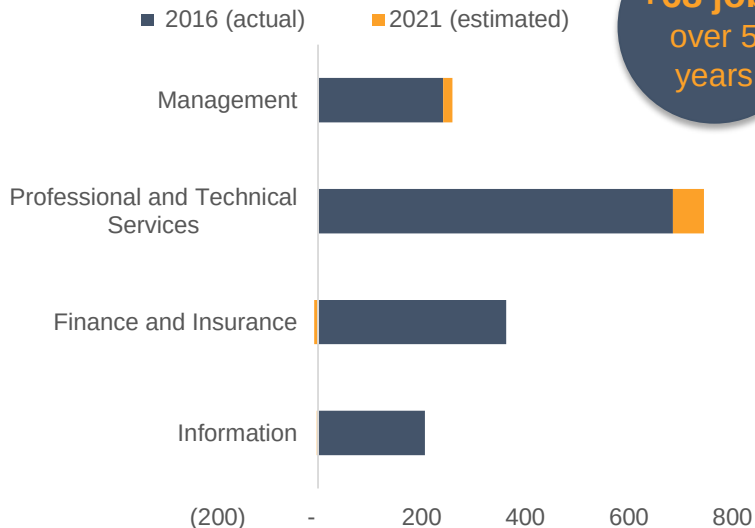


Growth-Based Office Demand

2.3

Projected Employment Change in Office-Prone Industries

Watauga County
2016-2021



Current vacant private office square footage	0 SF
Existing private office square footage	÷ 31,500 SF
Vacancy rate	0%
Existing private office square footage	31,500 SF
Expected stable downtown vacancy rate	x 5-10%
Expected vacant square feet	1,600-3,100 SF
Vacant office square footage	(0 SF)
Additional current office square footage expected	1,600-3,100 SF

Downtown Boone office-prone employment	329 workers
Watauga County office-prone employment	÷ 2,003 workers
Downtown Boone capture rate	14-18%
Projected new Watauga County office workers over 5 years	68 workers
Space per worker	x 140-160 SF
New private office space demanded in county over 5 years	9,500-11,000 SF
Downtown Boone capture rate of county private office	x 14-18%
New downtown office space demanded over 5 years	1,300-2,000 SF
Additional office square footage expected (stable vacancy)	+ 1,600-3,100 SF
Potential new office square footage over 5 years	3,000-5,000 SF

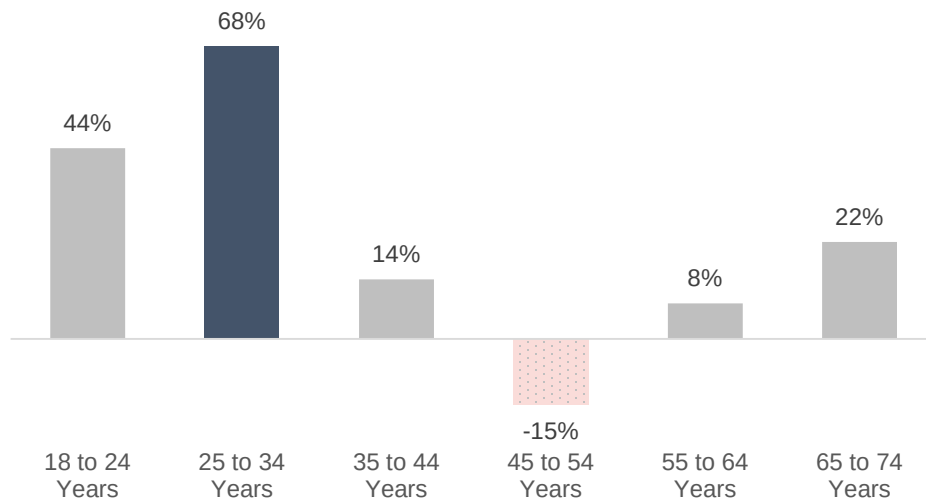
Communication: UNC School of Government Development

Office Market Opportunity

2.3

Percentage Growth by Age Segment

Boone
2000-2015



Comparison Community	Co-Working Space	Incubator Space
Boone	✓	✗
Pullman	✓	✓
Flagstaff	✓	✓
Blacksburg	✓	✓
Corvallis	✓	✓

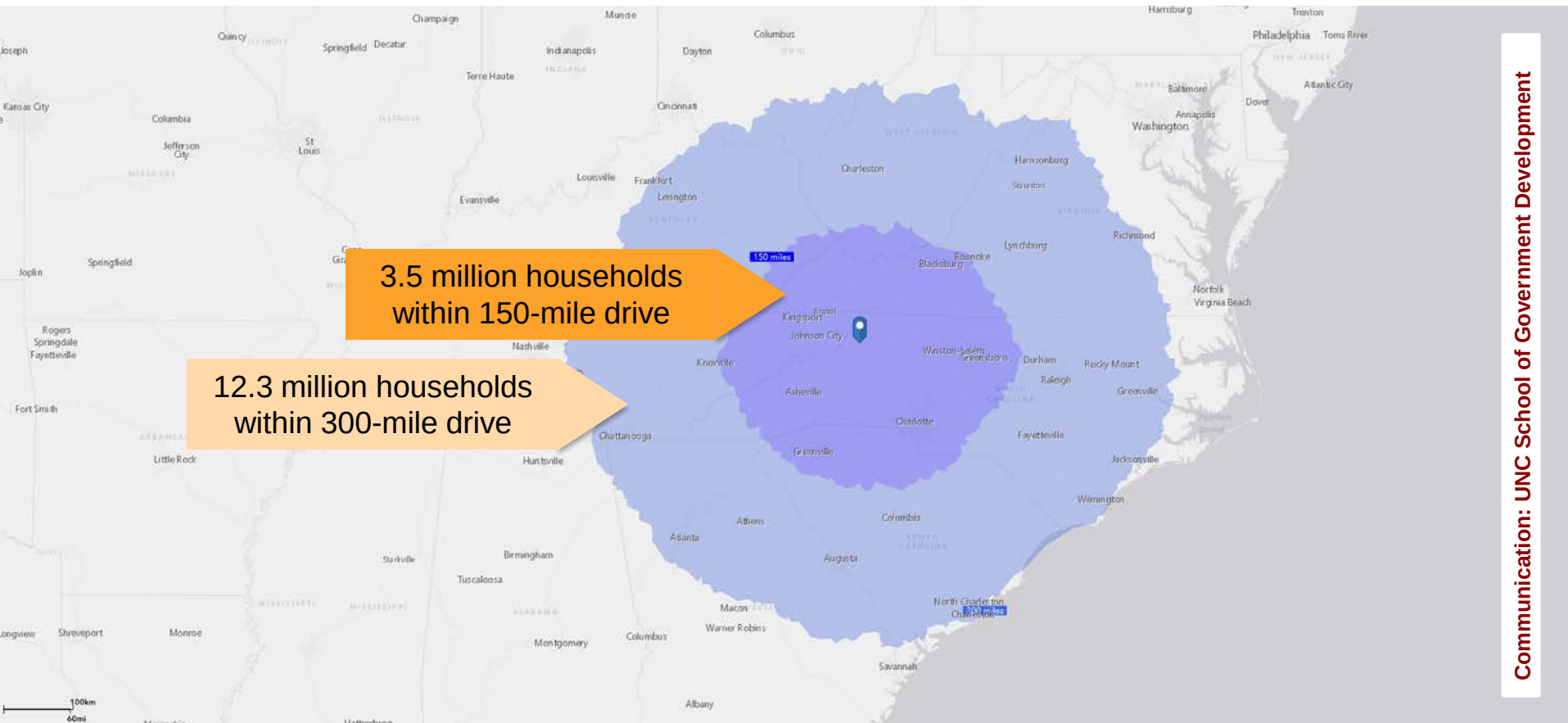
Communication: UNC School of Government Development

Modest employment growth, especially in sectors that are typically heavy users of office space, does not suggest strong demand for office space downtown. But a very low vacancy rate may indicate some pent-up demand.

With a more stable vacancy rate and projected employment growth, downtown Boone could support an additional **3,000 to 5,000 square feet of office space** over the next five years.

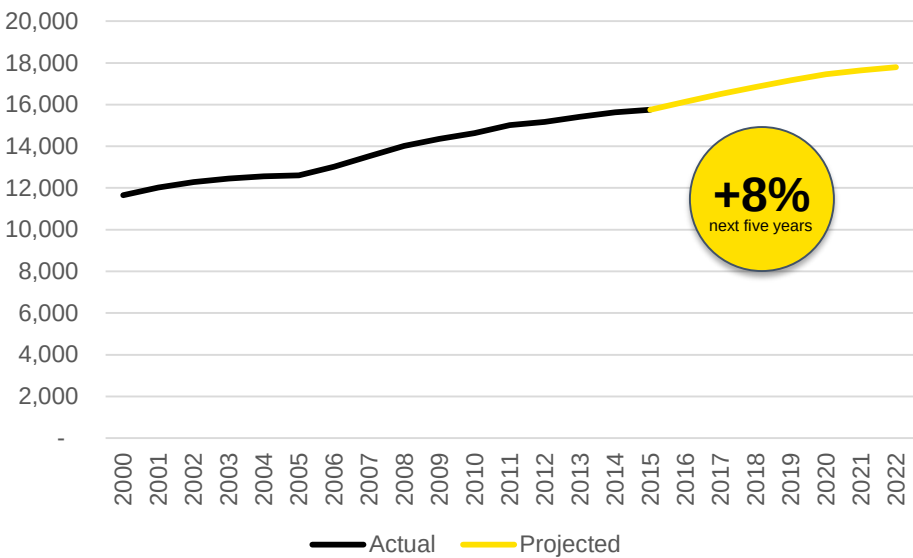
There are likely opportunities to expand flexible office products, such as co-working space, to capture demand from remote and self-employed workers and the growing 25-to-34-year-old segment.

Hospitality

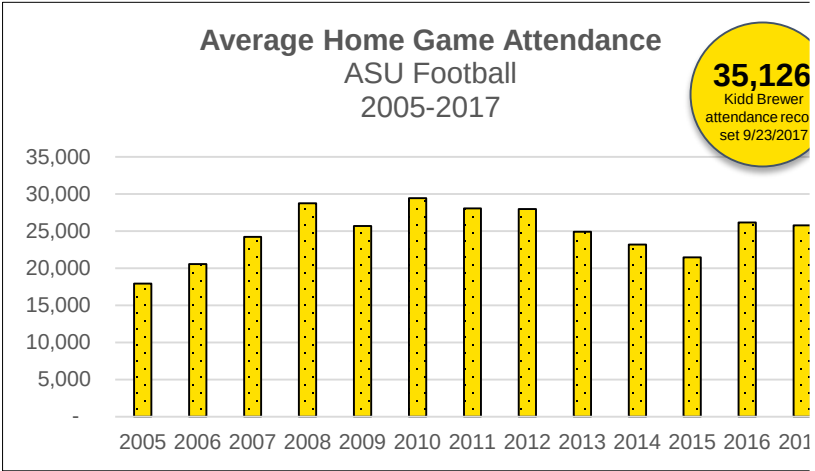


Hospitality Demand Drivers

Main Campus Enrollment
Appalachian State University
2000-2022 (projected)



Average Home Game Attendance
ASU Football
2005-2017



Communication: UNC School of Government Development

Hospitality Demand Drivers

2.3



Appalachian Theatre
will seat 650 patrons
and estimates that
60 of its 200 annual events
will be destination draws

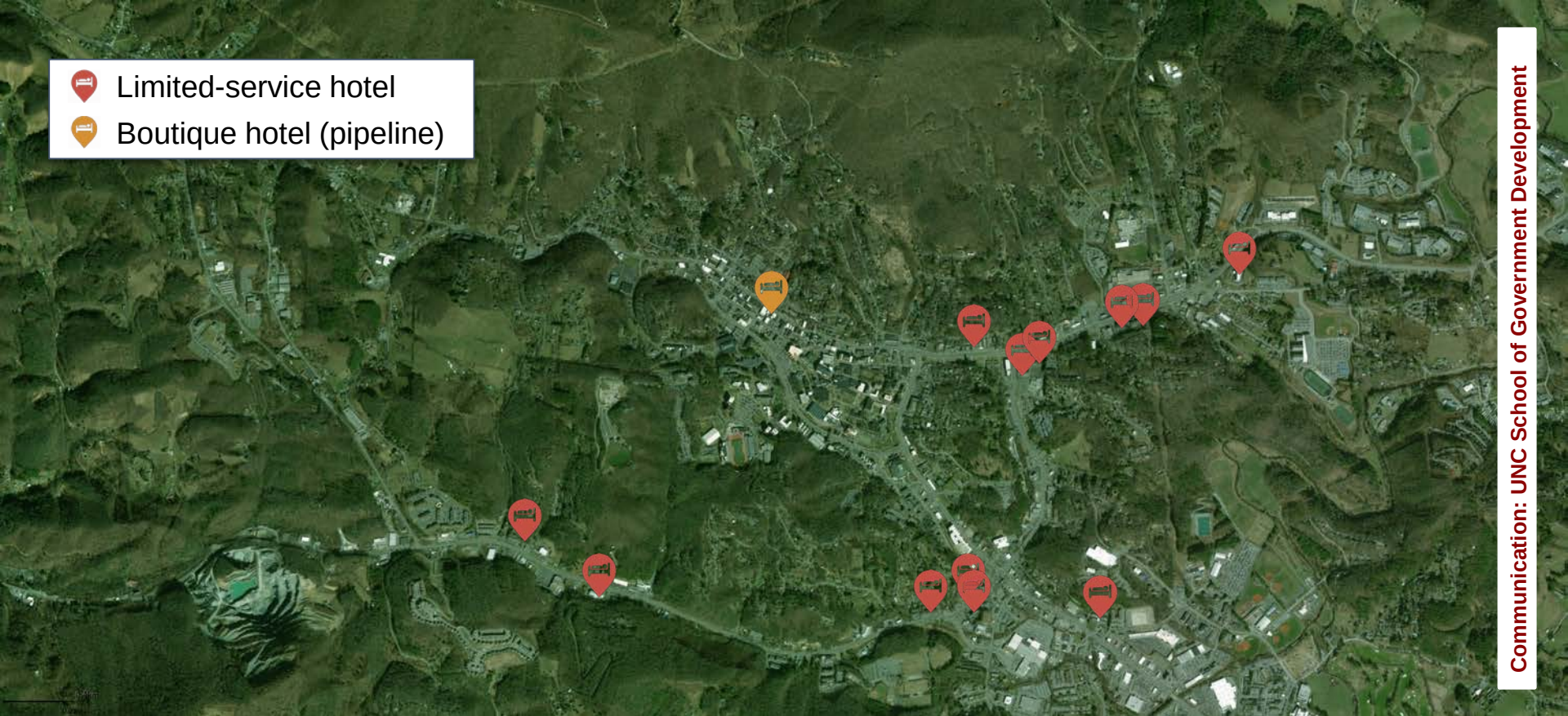


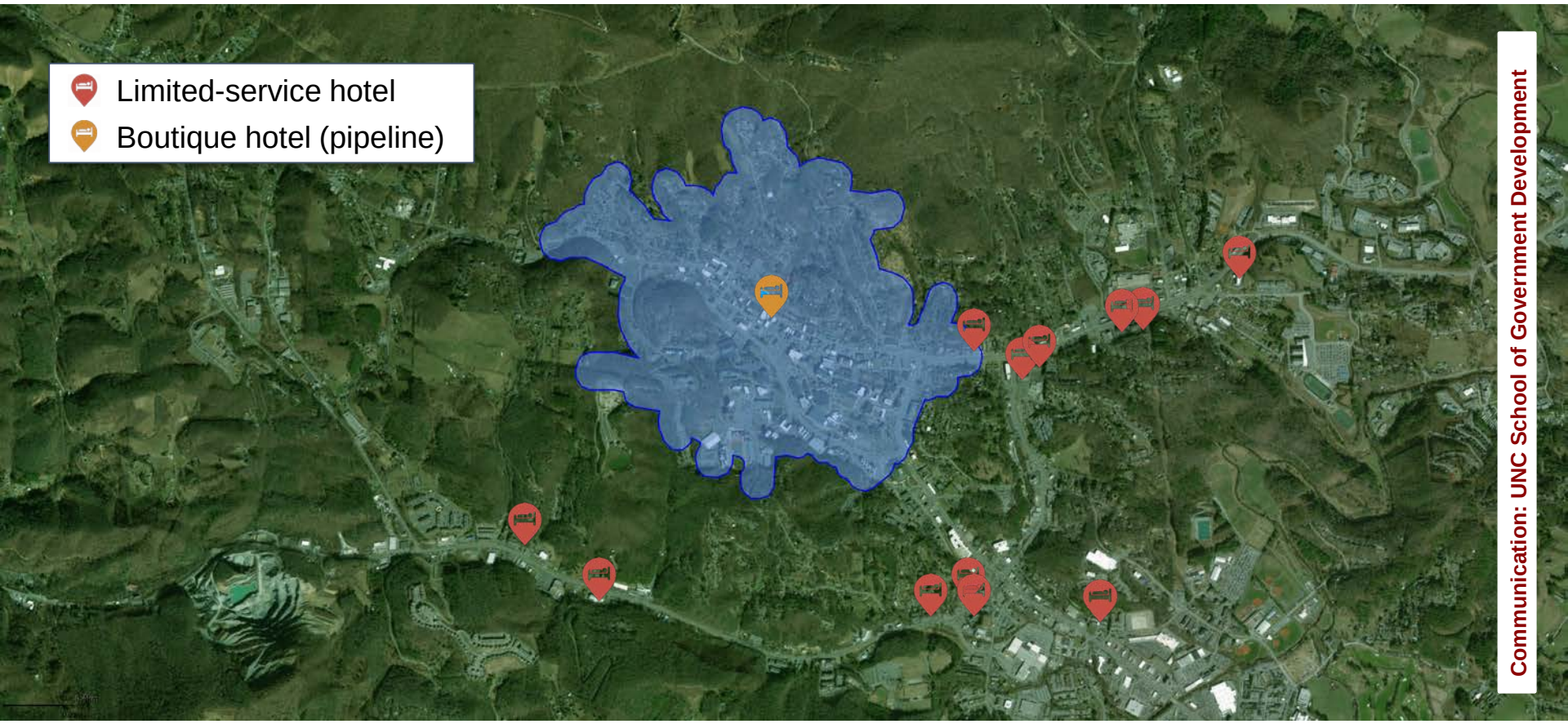
Watauga County visitor
expenditures totaled
\$248 million in 2016,
a 7 percent increase
year-over-year

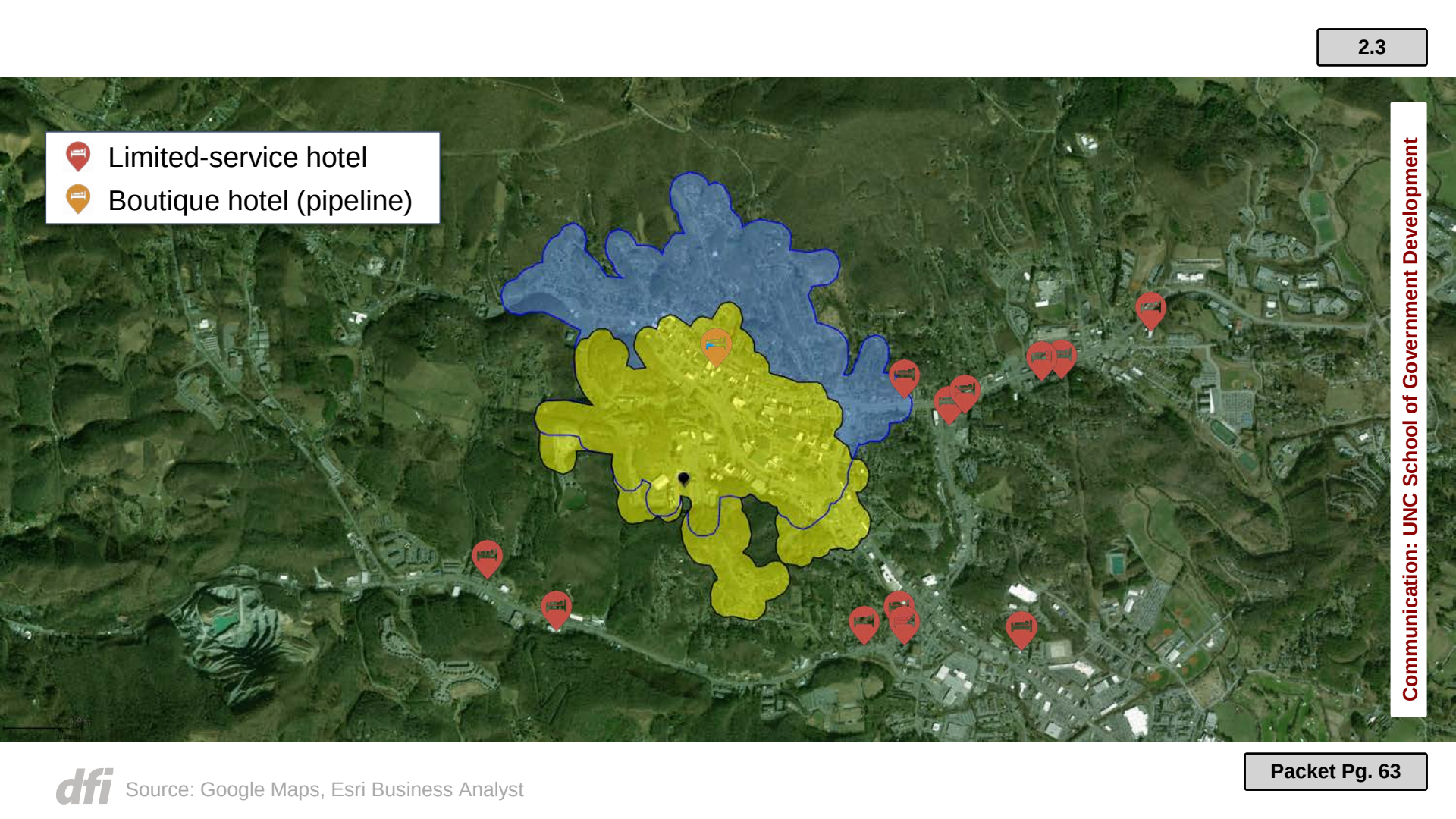


The High Country continues
to be a four-season
destination

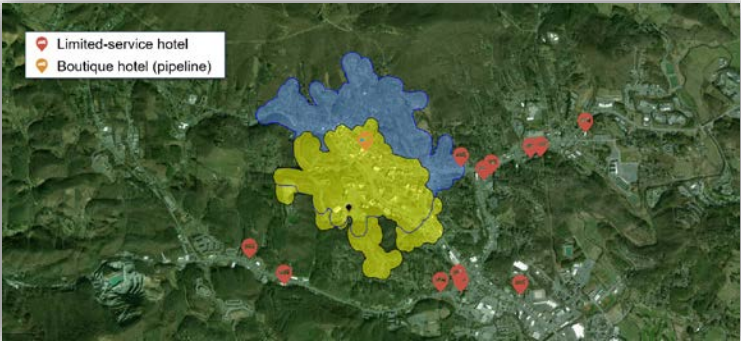
Communication: UNC School of Government Development

- 
- The map shows a mountainous area with a central town. Red pins are located at various points: one in the upper right, a cluster of three in the center-right, one in the lower right, one in the lower center, one in the lower left, and one in the middle left. An orange pin is located in the upper center. The terrain is rugged with green vegetation and some cleared areas.
-  Limited-service hotel
 -  Boutique hotel (pipeline)

- 
- The map shows a town area with a blue shaded region in the center. Several red pins are scattered around the town, and one orange pin is located within the blue shaded region. The legend in the top left corner identifies the red pins as 'Limited-service hotel' and the orange pin as 'Boutique hotel (pipeline)'.
- Limited-service hotel
 - Boutique hotel (pipeline)

- 
- Limited-service hotel
 - Boutique hotel (pipeline)

Downtown Hotel Supply



Community	Population (30-minute)	Downtown Hotels	Total Rooms	Avg. Distance to Downtown
Flagstaff	91,000	10	778	0.44 miles
Pullman	69,000	5	328	0.38 miles
Corvallis	173,000	5	323	0.20 miles
Blacksburg	119,000	2	42	0.25 miles
Boone	57,000	1 (+1)	23 (+14)	0.70 miles

Hospitality Takeaway

2.3

The High Country attracts visitors year-round, and academics, athletics, and cultural draws (e.g., the Appalachian Theater) will drive downtown-oriented hotel demand.

Downtown Boone is undersupplied relative to comparison markets, and pipeline projects are unlikely to meet demand.

Retail

Downtown Boone has a large retail footprint, yet low vacancy suggests pent-up demand.

With more stable vacancy and projected household growth, downtown Boone could support an additional **23,000 to 48,000 retail square feet** over the next five years.

Additional residents in and around downtown will drive even greater retail demand.

Residential

Students will continue to drive residential demand. Yet there appears to be pent-up demand among certain market segments (non-student).

That demand, along with projected household growth, could support **200 to 300 rental or ownership units** in downtown for age and income-targeted households over the next five years.

Office

Modest employment growth, especially in sectors that use office space, does not suggest strong demand. But a very low vacancy rate may indicate some pent-up demand.

With a more stable vacancy rate and projected employment growth, downtown Boone could support an additional **3,000 to 5,000 square feet of office space** over the next five years.

Hospitality

The High Country attracts visitors year-round, and academics, athletics, and cultural draws (e.g., the Appalachian Theater) will drive downtown-oriented hotel demand. Downtown Boone is undersupplied relative to comparison markets.



**AGREEMENT BETWEEN TOWN OF BOONE
AND THE DOWNTOWN BOONE DEVELOPMENT ASSOCIATION, INC.**

THIS AGREEMENT (“Agreement”) is entered into this 21st day of June, 2018, by and between the TOWN OF BOONE, a North Carolina municipality (hereafter referred to as “the Town”) and the DOWNTOWN BOONE DEVELOPMENT ASSOCIATION, INC., a North Carolina non-profit membership corporation (hereafter referred to as “the DBDA”), collectively referred to as “the Parties.”

W I T N E S S E T H:

THAT, WHEREAS, the Town is a municipal corporation organized pursuant to the laws of the State of North Carolina and located in Watauga County, North Carolina; and,

WHEREAS, the Town has established a Municipal Service District pursuant to N.C. Gen. Stat. § 160A-535, et seq., (hereafter “the MSD”) from which it collects a Municipal Service District tax the authorized purposes of which are identified under State law; and,

WHEREAS, pursuant to N.C. Gen. Stat. § 160A-536(d), the Town is authorized to enter into contracts to administer, in whole or in part, the Municipal Service District tax; and,

WHEREAS, the Town is a participant in the North Carolina Main Street Program administered by the North Carolina Department of Commerce (hereafter, “the Main Street Program”); and,

WHEREAS, the DBDA is a North Carolina Non-Profit Corporation, duly organized pursuant to the laws of the State of North Carolina and authorized by law to enter into Agreements for the purposes for which it was created, including the promotion, encouragement, and assistance in the revitalization and economic health and stability of the Town’s Municipal Service District (the “MSD”); and,

WHEREAS, the parties wish to confirm their Agreement concerning the expenditure of MSD funds, governance of the DBDA, and required and permitted activities of the DBDA with those funds in writing.

NOW, THEREFORE, for and in consideration of the mutual promises and covenants set forth herein, and other good and valuable consideration passing from each party to the other, the receipt of which is hereby respectively acknowledged by each of the parties hereto, the parties agree and contract as follows:

1. **Term:** The term of this Agreement shall be one year, commencing on July 1, 2018, and ending June 30, 2019. No continuation or renewal of the Agreement shall be inferred following its expiration, nor shall any further commitment by either party exist without

specific action by each of the parties to authorize, create and adopt a new contract, except as to those duties created by this Agreement.

2. **Consideration:** In consideration of the DBDA's performance of the duties and responsibilities set out herein, the Town will make available to the DBDA the 2018-2019 MSD tax revenues, as those revenues become available (hereafter, "MSD funds"). Each party recognizes and confirms that all MSD funds are derived from MSD taxes and are subject to all relevant restrictions for MSD tax funds set out in the North Carolina General Statutes. Should the Agreement be terminated or end before all funds have been paid, the Town shall reimburse the DBDA or pay from MSD funds for any outstanding expenses committed by the DBDA pursuant to this Agreement.
3. **Governance:** Beginning with the 2011 annual meeting of the membership of the DBDA, one-half of the members of the Board of Directors shall be elected by the membership of the DBDA, and one-half of the members shall be appointed by the Boone Town Council. Service of the new board shall begin at the first meeting of the directors following the annual meeting of the members. Should the Town Council also appoint one or more of its members as liaison to the DBDA, the DBDA board of directors shall include them in their meetings and deliberations, but they shall be considered as *ex officio*, non-voting members of the Board.
4. **Administration:** The parties acknowledge that the executive director of the DBDA is a Town employee, subject to the Town's Personnel Policy and working under the supervision of the Town Manager or his designee.
5. **Appropriate Uses of MSD Funds:** MSD funds shall be used solely for purposes authorized by this Agreement, but the DBDA may expend funds from other sources for other purposes so long as: (1) they are accounted for using methods with satisfactorily assure their proper use; (2) no MSD funds are committed, either directly or indirectly, to support any activities which are not appropriate for the use of MSD funds; and, (3) such other funds are expended in accordance with pertinent law and the DBDA's own by-laws. MSD funds will not be authorized for sign or façade grants until a policy is developed and recommended by the DBDA, and adopted by the Town Council, which ensures comprehensive notice of the availability of such grants and which contains criteria for determining which proposed façade or sign improvements or replacements benefit the MSD as a whole and not simply the individual property owner or business.
6. **Recommendations by DBDA to Town Council:** The DBDA will make recommendations to the Town Council for its consideration, to ensure that:
 - A. To the extend feasible and taking into consideration the limits of the DBDA's ability to know all changes which take place within the MSD, the DBDA's Web site is updated at least quarterly and MSD directory signage is updated at least annually.

- B.** Regular office hours for public and membership access to the DBDA director or his or her designee are maintained in accordance with the hours reflected on the DBDA Web site, subject to the review and approval of the Town Manager (who must oversee the hours of employees and Town's compliance with wage and hour laws, etc.).
- C.** MSD funds are used to benefit only the MSD area, are used to benefit the entire range of stakeholder categories (i.e. service providers and other non-retail establishments) and all MSD locations (e.g. less-traveled streets and outer boundary edges), and prohibiting the use of MSD funds, in whole or in part, to promote businesses or activities outside the MSD.
- D.** At least 30% of MSD funds are utilized for tangible improvements to the MSD, such as streetscape improvements.
- E.** Remaining MSD funds are utilized, if desirable, to create, coordinate, and administer District revitalization projects which provide for services or functions, such as additional garbage pick-up, which are in addition to or to a greater extent than those provided or maintained by the Town for the entire town; to support any duly-adopted plan by the Town aimed at improving the MSD, which is specifically authorized herein; or, for such other activities which benefit the MSD, work toward its revitalization or preservation, or otherwise enhance the MSD area and help the businesses of the MSD thrive.

Such recommendations shall address activities such as:

- 1.** Promotional and development activities, such as sponsoring festivals and markets in the MSD, promoting business investment in the MSD, helping to coordinate public and private actions in the MSD, and developing and issuing publications on the MSD designed to improve the economic well-being of the MSD.
- 2.** Administrative of any MSD revitalization project specifically requested by the Town.
- 3.** Creation, maintenance and administration of a clearinghouse for information concerning the availability of properties within the MSD for purchase or rent, by creating, maintaining and administering a repository of such information to which MSD property owners may contribute, as they may wish, and which shall be in a format which will make it broadly available to the public and to people potentially interested in investment in the MSD.
- 4.** In participation in activities, and the maintenance and submission of all information requested or required by or of the Town, or by the North Carolina Department of Commerce in order for the Town to continue to

participate in good standing in the North Carolina Main Street Program and for the Town to derive all available benefits from its continued participation in the Main Street program.

7. **Commitments by DBDA:** The DBDA agrees that:

- A. Should the DBDA hire employees with non-MSD funds, it will maintain and provide to the Town Manager a comprehensive personnel policy which addresses and ensure the proper performance by non-Town staff for expenditure of funds, and which includes procedures for the supervision of staff and the discipline of staff, with personnel actions up to and including dismissal authorized.
- B. No later than 30 days after its receipt, or Sept. 1, 2018, whichever is earlier, it will provide the Town Manager and Town Council a full copy of any audit which it obtains, and that should it obtain an audit, it shall be prepared by an independent auditing firm having no conflicts of interest and selected by the DBDA board of directors after a general solicitation to appropriate accounting firms in the region, including an Audited Income Statement with detailed expense categories, not just one generic “downtown redevelopment” expense item. The audit must disclose itemized expenditures by funding source.
- C. At least five days before each meeting of the DBDA board of directors, it will post on its Web site and provide notice, in accordance with its duly adopted by-laws, of the meeting to its membership, Board members, Town Council members and Town Manager, along with an agenda and a copy of the draft minutes from the previous meeting.
- D. It will provide the Town Manager with a copy of the organization’s Form 990 promptly after it is prepared.
- E. It will maintain a written policy which requires that a fund accounting system is created and maintained which ensure that any non-MSD funds are used only in accordance with State law and this contract, to the extent applicable.
- F. It will maintain written policies ensuring that non-MSD funds are properly used in accordance with its own by-laws and in accordance with applicable law.
- G. It will report to the Town Council the duly adopted, collective views of its full membership and its Board of Directors as to those actions and policies which the Town may consider within the District to improve the District’s economic well-being.

8. **Activities to Serve Entire Municipal Service District without Charge:** All activities of the DBDA with MSD funds shall be undertaken in such manner, insofar as possible, as to provide benefits to and throughout the entire District.

9. **Compliance with Laws:** The DBDA shall comply with all pertinent federal, State, county and Town laws, regulations and ordinances, including but not limited to all North Carolina and federal laws relating to the operation of non-profit membership corporations, those laws which govern the conduct of the annual meetings of its membership and the selection of its directors and officers. In addition, and not by way of exclusion, in any and all its actions and activities, the DBDA shall comply with and hereby certifies its compliance with the Americans with Disabilities Act, as amended, and Title VII of the Civil Rights Act of 1964, as amended, and should it hire employees of its own, the Fair Labor Standards Act, as amended, the Occupational and Health Safety Act, as amended, the North Carolina Employment Security Act, as amended, and the North Carolina Worker's Compensation Act, as amended, to the extent each such law applies to the DBDA or any of its activities.

10. **Compliance with its By-Laws and Organizational Reporting to the Town:** The DBDA will operate and act in accordance with its duly adopted by-laws, including but not limited to the provisions which govern the conduct of the annual meetings of its membership, the notice and quorum requirements for meetings of its board of directors, the selection of its directors and officers, and its prohibition against legislative advocacy. The DBDA shall seasonably provide the Town with its current by-laws and a roster of its current board of directors and officers, including their names, addresses, terms and class of membership, and it shall seasonably notify and provide a copy to the Town of any changes in its by-laws or in its board of directors or officers. The DBDA shall invite and include in its membership all property owners in the MSD and it shall provide a mechanism or opportunity for all businesses and residents within the MSD to be represented in the DBDA or have their voices heard as policies are formulated and recommended. Should the DBDA's corporate status be revoked by the North Carolina Secretary of State, or should the DBDA's non-profit status be revoked by the United States Internal Revenue Service or otherwise, the DBDA shall immediately notify the Town, and this Agreement shall immediately terminate and it shall have no claim to the commitment of any remaining MSD funds.

11. **Reporting on its Activities:** At least quarterly during the term of the Agreement, and at such additional times as may be requested by the Town, the DBDA shall report to the Town Council on its activities. Said report shall include at a minimum descriptions of activities of the DBDA which have been undertaken since the prior report and those activities which are planned for the future.

12. **Financial Responsibilities:** The DBDA shall develop and recommend to the Town Council a proposed budget for the expenditure of MSD funds. The DBDA must set aside in its proposed budget an amount sufficient to pay, at a minimum, one-half of the salary and fringe benefits of the executive director of the DBDA. It shall present the proposed budget to the Town Council for its consideration by a date designated by the Town Manager, which gives the Town Finance Director an adequate opportunity to review and evaluate the proposal, and the Town Council an adequate opportunity to review the recommendation and propose such changes as it may determine are desirable. Should the Town Council be unwilling to accept the proposal of the DBDA in any material way, an effort shall be undertaken for the parties to discuss their differences before a final budget is approved by the Town. In addition to providing the annual audit, as required by

Paragraph 7(B), the DBDA shall maintain its financial accounts for non-MSD funds, and shall operate in accordance with generally accepted accounting principles. Financial information shall be maintained and provided, if requested, in a form acceptable to the Town and shall include, among other things, a detailed accounting for all funds from all non-MSD sources received or collected by the DBDA during the reporting period. In addition, the DBDA shall provide such records, verification of the expenditure of the funds, and other such information as requested by the Town. Should the DBDA at any time be advised by a funding, taxing or other governmental entity, or by its accountants, of any misappropriation of funds from any source or of any malfeasance or misfeasance, it shall immediately report such advice to the Town. Should the DBDA itself discover or determine any wrongdoing, misappropriation, malfeasance or misfeasance, it shall immediately report such matter to the Town. The DBDA will notify the Town in writing within five days if any member of its staff is charged with or convicted of any crime involving malfeasance or misfeasance, or dishonesty in the use or handling of any DBDA funds, whatever the source, or if the DBDA itself is accused of any wrongdoing. Should the DBDA become aware of or suspicious of any embezzlement, malfeasance or misfeasance by an employee, agent, officer, director or other person connected with DBDA, of any of the DBDA's funds, whether from this grant or elsewhere, whatever the source, it hereby commits that it will promptly report to and notify the appropriate law enforcement agency of such act, omission or suspicion.

13. **Maintenance of Records:** All records of the DBDA shall be available for inspection by the Town Manager or the Town Manager's designee. The DBDA agrees that records of its past use of MSD funds and of all disbursements of any funds will be maintained by it for a period of no less than seven years, and upon request such books and records will be made available to the Town or its representative for inspection. The DBDA shall keep such full and detailed accounts as may be necessary for proper financial management under this Agreement, and the accounting methods shall be satisfactory to the Town. Upon request, the DBDA will turn over all financial records governing the use of MSD funds to the Town for storage and eventual destruction.
14. **Indemnity:** The DBDA shall indemnify and reimburse the Town for any misuse by it of funds which results in the assertion of liability against the Town. The DBDA hereby releases, acquits and forever discharges the Town, its agents, officers and employees, from any claims, demands, costs, lost of services, expenses, compensation, liabilities and obligations, suits at law or equity, including claims or suits for contribution and/or indemnity of whatever nature and all consequential damages resulting from or on account of its use of non-MSD funds, and it hereby agrees to indemnify and defend the Town from any claims brought as a result of its use or misuse of said funds.
15. **Insurance:** The DBDA confirms that it maintains sufficient liability insurance coverage to satisfactorily compensate any person for injury to a person or property caused by the operation of DBDA's programs and/or services paid in whole or part with non-MSD funds. The DBDA agrees that should the Town determine, in its sole discretion, that the DBDA does not maintain adequate liability insurance to satisfactorily protect itself and its

participants, it will promptly increase its coverage to a level determined necessary by the Town.

16. **Lobbying:** The DBDA will use no funds for purposes of local, state, or legislative advocacy or lobbying, or to attempt to influence the legislative process at the local, state or federal level. Likewise, no funds will be used to carry on any religious or political activities, or to attempt to influence the outcome of any public election.
17. **Default:** If the DBDA defaults in the performance of any of its duties under this Agreement, all of which are deemed material, the Town may terminate the Agreement after affording the DBDA prior notice and a reasonable opportunity to cure its default. On the date specified in any such notice of default for the DBDA to cure its default, should the default not be cured, this Agreement shall terminate. In the event of repeated violation of this Agreement, the Town may elect to terminate the Agreement without any further chance to cure the violation. Should this Agreement be terminated prior to the full expenditure of MSD funds for the fiscal year, the DBDA shall have no claim to the commitment of remaining funds.
18. **Modification of Agreement, Merger:** This Agreement contains all of the terms and conditions agreed upon by the Town and the DBDA. All discussions between them have been merged into this Agreement, and there are no oral terms or conditions agreed upon by the parties hereto which are not contained in this written Agreement. There shall be no modification of this Agreement unless the modification is in writing and signed by both parties.
19. **Waiver:** The Town's failure to strictly enforce any of its rights under this Agreement shall not constitute a waiver of such rights, and the parties agree that this provision may itself not be waived by the conduct of the parties, but only by a written instrument executed by each.
20. **Relationship of Parties:** Each party shall be considered an independent contractor in relation to the other, and neither shall be construed to be an agent or representative of the other party except as agreed upon by both parties and approved by the Boone Town Council. Therefore, neither party shall have any liability to a third party for the acts or omissions of the other party. In addition, neither party nor any of its employees, agents, or contractors shall be deemed to be employees or agents of the other party. Neither party nor any of that party's employees, agents or contractors shall be entitled to compensation for services, worker's compensation or employee benefits from the other party by virtue of this Agreement or actions taken in furtherance of the Agreement.
21. **Assignments:** The DBDA shall not assign any of its duties under this Agreement or its right to compensation from the Town to any other person or entity without the written consent of the Town, but the Town shall have no responsibility, express or implied, to approve any proposed assignment.

22. **Force Majeure:** In the event that either party shall be interrupted or delayed in completing performance of its obligations hereunder by an act of God or any other occurrence which is wholly beyond the control of the parties hereto, then it shall be excused from such performance for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof.
23. **Partial Invalidity:** If any term, covenant, condition or provision of this Agreement shall, to any extent, be held by a court of competent jurisdiction to be invalid or unenforceable, the remainder of the Agreement shall not be affected thereby, and shall be valid and enforceable to the fullest extent permitted by law. Any provision or part of the Agreement held to be void or unenforceable under any law or regulation shall be deemed stricken, and all remaining provisions shall continue to be valid and binding upon the parties, who agree that the Agreement shall be reformed to replace such stricken provision or part thereof with a valid and enforceable provision that comes as close as possible to expressing the intention of the stricken provision.
24. **Headings and Construction of Agreement:** The headings used in this Agreement have been prepared for the convenience of reference only and shall not control, affect the meaning, or be taken as an interpretation or any provisions of this Agreement. This Agreement has been prepared on the basis of mutual understanding of the parties and shall not be construed against either party by reason of such party being the drafter hereof.
25. **Entirety of Agreement:** This Agreement supersedes any and all other Agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof and contains all of the covenants and Agreements between the parties with respect to said matter. Each party to this Agreement acknowledges that no representations, inducements, promises, or Agreements, orally or otherwise, have been made by any party, or anyone acting on behalf of any party, and that no other Agreement, statement, or promise not contained in this Agreement shall be valid or binding.
26. **Governing Law and Venue:** This Agreement shall be governed by and construed in accordance with the laws of the State of North Carolina, and venue of any dispute between the parties shall be in Watauga County, North Carolina.
27. **Execution:** Each party represents and warrants to the other that all necessary authorizations and approvals required for execution and performance of this Agreement have been given and obtained, and that the undersigned individual is duly authorized to execute this Agreement and bind the party for which it signs.
28. **Notices:** All notices, requests, demands, and other communications hereunder shall be in writing and shall be deemed given if personally delivered or mailed, certified mail, return receipt requested, to the following addresses:

If to the Town, to: John Ward
 Town Manager
 Town of Boone

P.O. Drawer 192
Boone, NC 28607

If to the DBDA, to: President
The Downtown Boone Development Association, Inc.
P.O. Box 362 DTS
Boone, NC 28607

IN WITNESS WHEREOF, the parties have executed this Agreement in duplicate originals, and agree to all of the terms and conditions set forth above, the day and year first above written.

Town of Boone, by

Rennie Brantz, Mayor

Attest: _____ (Seal)
Town Clerk, Town of Boone

Downtown Boone Development Association, Inc., by

President

Attest: _____ (Seal)
Secretary, Downtown Boone Development Association, Inc.

Communication: Proposed Agreement with the Town of Boone for 2018-2019 (Organization)

DBDA Sponsorship Application for High Country Local First Boone Block Party

1 – Mission Statement:

High Country Local First (HCLF) is a community driven non-profit organization built to support the success of local farms and businesses through education, marketing, and networking.

2 – Benefit to Community:

The High Country Local First Boone Block Party is a street festival celebrating local art, business, music, and the non-profit community. Because HCLF's mission is to grow and sustain our beautiful community and local economy, a street festival showcasing local businesses, non-profit organizations, and so much more is a great opportunity for locals and visitors alike to enjoy a fun-filled day in downtown Boone. Not only will there be booths from local businesses and nonprofits, but there will also be a beer garden featuring fresh brews from local breweries, local food trucks, and live music throughout the day. Through this street festival, locals and visitors are welcome to spend a day downtown supporting small business, entrepreneurship, and local causes. The Boone Block Party also helps drive more business to many stores and restaurants in the surrounding downtown area.

3 – Organization's Program Budget:

Please see attached document.

4 – Approved Event Permit (if applicable):

Please see attached document.

5 – Insurance Permit or Rider (if applicable):

Please see attached document.

6 – Other sponsors/sponsorships:

Carolina West Wireless
Mast General Store
Boone Drug, Inc.

7 – How funds will be used:

If approved, the \$982.17 from the DBDA will be used to provide the 20x20 tent over our music stage, the fuel and generator for music system, and our special event insurance.

8 – Additional funding applied for (if applicable):

Since HCLF is a non-profit and this is a fundraising event for our organization, we requested that the fees be waived by the Town of Boone on our Special Event Permit application.

9 – Add DBDA logo to promotional materials and advertising efforts:

HCLF will gladly use the DBDA logo in all of our promotional materials when advertising for the Boone Block Party. We have a banner from last year with the Town of Boone and DBDA logo on it to display around the music stage.

10 – Quantitative and Qualitative results data for program or event due within 3 months of conclusion of event or program.

HCLF will gladly send the DBDA any data that they request within three months of the conclusion of the Third Annual Boone Block Party.



Sponsorship Policy

The mission of the Downtown Boone Development Association (DBDA) is to provide educational opportunities to promote economic and community development in downtown Boone. Based on the guidelines set forth by the National and North Carolina Main Street programs, this includes business retention and development, revitalization activities, historic preservation, promotion of downtown, and social and cultural endeavors.

The DBDA Board of Directors, with their mission in mind, may from time to time supply funding to other organizations.

In order to ensure requests are met with the same consideration, the DBDA Board of Directors asks the following from organizations requesting funds:

1. The organization's mission statement.
2. How the event, program, or item will benefit the downtown community.
3. A copy of the organization's event or program budget.
4. A copy of the approved event permit from the Town of Boone, if applicable. If a permit is not required from the Town of Boone a detailed account of the event or program including information, such as, an estimate of attendees, date(s) and time(s), type of activities provided, promotional poster or flyer, and other relevant information should be submitted.
5. A copy of the insurance permit or rider if applicable.
6. A list of other sponsors and/or sponsorships.
7. If approved, how the funds will be used.
8. Provide information as to whether or not organization is applying for additional public funding.
9. Add the DBDA logo to promotional materials and mention the DBDA in advertising efforts.
10. Provide quantitative and qualitative data regarding the results of the sponsored program or event within three months of the conclusion of event or program.

Funding Process

The DBDA Board of Directors will discuss the request during their regularly scheduled board meetings. Upon approval or denial, the downtown coordinator will contact the requesting organization within 48 hours of the board meeting at which the funding decision was made. Following the conclusion of the event or program, the requesting organization will provide appropriate receipts and/or invoices to the downtown coordinator who will then submit a check request to the Town of Boone's finance department for payment to organization. Funds will be available on a reimbursement condition only, and not to be made available prior to the event or program. Organizations requesting funds prior to the start of an event or program will be considered on an individual basis by the DBDA Board of Directors.

Application

Request: \$300 for a Boone Edible Walking Tour with Foodscaping Expert Brie Arthur

1 – Mission Statement: Blue Ridge Women in Agriculture is dedicated to strengthening the High Country's local food system by supporting women and their families with resources, education, and skills related to sustainable food and agriculture.

2 – Benefit to Community: This walking tour about edible landscaping (aka **Foodscaping**) will spark a conversation about how to increase Boone's commitment to values such as local food, regional food, food security, food education, sustainability and resiliency.

While Boone has much to offer locals and tourists who share these values, beginning a discussion on how to create edible landscaping in our community with a nationally known expert would be a solid step in that direction.

Foodscaping in downtown (such as heirloom apple trees or nasturtiums) would elevate our status as a sustainable town that will pull even more visitors who value good, local food, the outdoors, and sustainability. Foodscaping will also provide a stronger sense of community and support community health by encouraging everyone to think about how they can incorporate good, local food into their lives.

This walking tour is a part of a multi-day series with Brie Arthur, who will also teach formal and informal educators how they can incorporate foodscaping into teaching and community garden settings.

3 – Organization's Program Budget:

Item	Proposed DBDA	Watauga Cooperative Extension	ASU Math & Science Education Center	Total	Description
Speaking Fee	\$150		\$1,050	\$1,200	Brie Arthur is also presenting at our School Garden Leadership Conference
Lodging for Speaker			\$150	\$150	Hotel for Guest Speaker
Food for Walking Tour Reception	\$100		\$300	\$400	Local Food Reception (Hor d'oeuvres)
Advertisement	\$50	\$100	\$600	\$750	Ad in the Mountain Times and the Watauga Democrat
Print Materials		\$100	\$100	\$200	Posters and Flyers
Project Manager		\$100	\$250	\$350	Time for organizing the event
Total	\$300	\$300	\$2,450	\$3,050	

4 – Approved Event Permit (if applicable):

The Walking Tour will take place on Thursday, July 19 at 6:00 p.m. We are looking to have an estimate of 50 people to take a walking tour led by foodscaping expert Brie Arthur to various

downtown locations such as the Jones House, the Watauga County Library and the Legal Aid office to discuss and envision what a Downtown Boone foodscape could look like and to discuss what next steps need to take place to make it this vision a reality.

5 – Insurance Permit or Rider (if applicable):

6 – Other sponsors/sponsorships: Watauga Cooperative Extension, Appalachian State University's Math and Science Education Center

7 – How funds will be used:

Funds will help to bring our speaker to the area, promote the event, and provide locally sourced food as part of the event.

8 – Additional funding applied for (if applicable): We are looking for other sponsorships.

9 – Add DBDA logo to promotional materials and advertising efforts: Yes!

10 – Quantitative and Qualitative results data for program or event due within 3 months of conclusion of event or program.

Number of participants in the tour, comments/evaluations collected from participants, organizing next steps.



Date: April 5, 2018

To: Brittany Clark, Downtown Development Coordinator

From: Eric Woolridge, AICP, Principal, Destination by Design

Subject: Recommended Budget for Downtown Visual Brand Development

Scope of Work

Destination by Design (DbD) will develop a new visual brand identity for the Downtown Boone Development Association (DBDA) for the purpose of branding downtown Boone as a unique travel destination.

Deliverables. Utilizing the DBDA's existing stakeholder research and current messaging recommendation of "Start Here", DbD will develop the following deliverables:

- One (1) Interconnected Brand System for Downtown Boone and DBDA: main logos and working tagline
- Accompanying Style Guide: typeface; color palate; and usage recommendations
- Stationery Package: print ready files; business card; letterhead; and envelopes

Process. DbD will review the existing stakeholder research and develop approximately 8-10 draft visual brand variations. DbD will then internally refine three (3) alternatives for DBDA review. Up to two (2) concepts will be selected by the DBDA for further enhancement. The DBDA will then determine a final direction; DbD will finalize the visual brand and all deliverables.

Recommended Budget & Schedule

DbD recommends a budget of \$7,500 (lump sum fee) and approximately three months to complete the scope of work.

BRANDING PORTFOLIO

Communication: Branding Portfolio (Promotion)

DOWNTOWN LENOIR 1

NORTHERN PEAKS TRAIL..... 15

BLACKSBURG, SC..... 21

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DOWNTOWN LENOIR, NC

PLACE BRANDING AND MARKETING

LENOIR DISCOVERY & ANALYSIS REPORT

LENOIR'S BRAND WILL LEVERAGE THESE UNIQUE COMMUNITY ASSETS



THE ARTS



FURNITURE &
MANUFACTURING
HISTORY



ENTREPRENEURISM



COMMUNITY SPIRIT

DESTINATION  DESIGN

815 W King St, Boone, NC 28607 | (828) 396-1866 | www.DaDesign.com

THE ARTS & MUSIC

SCULPTURE

Lenoir has one of the largest collections of sculpture per capita of any town in the Eastern US, which reflects its rich tradition of manufacturing.

A SUPPORTIVE & ACTIVE ARTS COMMUNITY. Embodied by the Arts Council and numerous local artists such as Charlie Frye, downtown Lenoir has strong and active support for the arts.

MUSIC. Rhythm is ingrained into the social fabric of our downtown. From the early days of Lenoir, music formed a large part of community life and culture. Some of the roots of Americana & bluegrass can be traced back to Lenoir, when the Hog Waller market downtown was a hub for these mountain sounds, and several influential musicians began their careers performing in and around the area.

FURNITURE & MANUFACTURING HISTORY

FURNITURE. Our creative community and historic downtown was built by the hard work of men and women in furniture manufacturing. This is the backbone of Lenoir's story and is tied to the heart of the city. We should embrace this unique heritage-the good and the bad-as a distinct part of our identity.

A CREATIVE CULTURE OF CRAFTSMANSHIP AND THE ARTS. Lenoir's prosperous past as a manufacturing hub gave rise to its culture of craftsmanship and patronage of the arts. This culture is exemplified today by Lenoir's vibrant art scene, craft breweries, and enterprising small businesses.

ENTREPRENEURISM

CULTURE OF INNOVATION. Lenoir was home to some of manufacturing's entrepreneurial legends. Our past as an innovative manufacturing hub put us on the map. Generation after generation has carried on the creativity to dream up one-of-a-kind projects and the resiliency to put these dreams into action. This spirit is what drives us today to continue revitalizing our town and our community for the future.

COMMERCIAL & RESIDENTIAL VACANCY. Like a blank canvas, downtown's current inventory of vacant commercial property and potential for second-story residential units provides an enormous opportunity for the recruitment of Millennials, entrepreneurs, and businesses looking for an inviting, artistic environment near the mountains.

BIG DATA & NEW INFUX OF INDUSTRY. The arrival of Google, pharmaceuticals, and the expansion of the "NC data corridor" in our region makes Lenoir an ideal location for an entrepreneurial boom. Lenoir should utilize the new brand to seize this opportunity.

COMMUNITY SPIRIT

A GATHERING PLACE. From the Hog Waller days to furniture boom, downtown has always been a gathering place for Lenoir's community. Visitors and active retirees are drawn in by the easy, welcoming atmosphere, where everyone still knows your name. So much so, that Lenoir has recently been designated as RetireNC Community.

FESTIVALS & EVENTS. The place where it all happens. Downtown is known as the center of activity with frequent and popular events throughout the year, some of which draw a national audience.

FOOD & SPIRITS. The eateries and breweries of downtown represent Lenoir's cultural epicenter. The organic, growing community of locals that gather to enjoy downtown's food and spirits should be leveraged a significant asset for the future of Lenoir.

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COMPETITIVE ANALYSIS

THE BRANDING PROCESS INVOLVES FINDING THE ONE THING THAT DIFFERENTIATES YOU FROM EVERYONE ELSE IN YOUR MARKETPLACE.

If your message can fit anyone else, you should toss it. In an effort to understand Lenoir's market and how its brand might compare, the following downtown brands were identified. In terms of a new tagline and Lenoir's distinctive qualities, attention must be given to what sets Lenoir apart from these competitors:

- **MORGANTON** "Simply Charming" (a place for entertainment)
- **HICKORY** "Life. Well Crafted." & "Let's Go Downtown" (history of craftsmanship, and community)
- **BOONE & BLOWING ROCK** (your mountain getaway)
- **MT. AIRY** "A true Southern town with all the charm of Mayberry"
- **DILLSBORO** "Yesterday's village, today" (historic vacation town)

TARGET MARKET/AUDIENCE RESEARCH

THE FOLLOWING THREE AUDIENCES WERE IDENTIFIED

LOCALS. A city's residents should be its best champions. Consider engaging the locals as a necessary first step in the revitalization of downtown. Before Lenoir can develop as an attractive destination for outsiders, it must reach a consistent level of vibrancy and patronage from its own residents. The new brand must re-establish local pride in downtown.

ENTREPRENEURS & INVESTORS. Lenoir is well-positioned to attract Millennials and young professionals interested in a charming place to visit or live, as well as entrepreneurs and business owners who are looking for a small-town, creative environment. Potential investors also include local residents who are unaware of all that downtown has to offer, retirees who are relocating or have relocated to the region, and property owners and developers.

321 TRAFFIC/CLT-BLOWING ROCK TOURISTS. A significant traffic flow passes through Lenoir's 321 corridor daily, many of which are vacationers or weekenders heading to stay at second homes and vacation rentals in the High Country. This is a key target audience if they can be made aware of Lenoir's downtown and persuaded to visit on their way through, or as a side-trip when staying in the mountains. Unlike many competing towns, the main road does not take you through downtown. Therefore, an effort must be made to grab the attention of this traffic and direct them to the downtown district.

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RESEARCH ANALYSIS REPORT

DOWNTOWN LENOIR BRAND PLATFORM

YOU HAVE SO MUCH TO
LOOK FORWARD TO



A friendly WNC town of makers and innovators.

POSITIONING SUMMARY

- Downtown Lenoir's greatest opportunity for differentiation is its cultural heritage of craftsmanship, innovation, and the arts, which is grounded in its history as an industry leader in furniture making and other manufacturing.
- Downtown should be positioned as a small-town Innovation & Revitalization District
- The DLDA should be known as a "Catalyst for its Revitalization"

OBJECTIVE

The downtown brand should be a platform for communicating about the progress of revitalization and the "reclaiming of our historic culture of community and artisanship."

GOALS

1. Improve local/regional perception of downtown
2. Recruit businesses, creative entrepreneurs, and investor support
3. Encourage High Country tourists/321 traffic to visit downtown

OUR PROMISE

- Our rich history as a world-class furniture and manufacturing hub gave us our hard-working ethic in craftsmanship and the arts.
- Downtown's innovative, yet unpretentious culture can be experienced through our numerous festivals, live music, craft breweries, and local art.
- Part of our unique aesthetic is the original Hog Waller vibe, where everyone knows your name.
- Currently undergoing transformation, Lenoir's friendly environment is ripe for creatives, entrepreneurs, and investors interested in helping reclaim the past, while re-envisioning downtown's future.

DESTINATION BY **DESIGN**

815 W King St, Boone, NC 28607 | (828) 386-1866 | www.DbDplanning.com

ESSENCE

A friendly WNC Downtown of makers and innovators.

POSITIONING STATEMENT

Our historic roots as the furniture capital of the world gives rise to our authentic heritage of craftsmanship, innovation, and the arts. Now home to two craft breweries, a distillery, local eateries, entrepreneurs, and artists, our downtown supports a thriving scene of small-town innovators who are hard-at-work reclaiming our history and creating the future of Downtown Lenoir.

STORY BRANDING

By telling the stories of entrepreneurs and innovators who embody downtown's spirit of creativity and entrepreneurship, this campaign aims to attract a target audience of like-minded people with goals of opening a business or investing downtown.

The stories will help strengthen Downtown Lenoir's new identity as not only a manufacturing hub, but a growing intersection of industries and innovation. The stories will also shape local residents' perception of downtown as a place-on-the-move, where forward-thinking, creative locals are making great things happen.

POTENTIAL FEATURE STORIES:

- Charlie Frye - resident artist
- Luna Bikes - creative entrepreneurship & manufacturing
- Vickie Setzer - creative entertainment business owner
- Nell & Bill Carr - active retirees volunteers
- The Sturgiss Family - spirited community members

THEME IDENTIFICATION



RE-INVENTION

From the decline of furniture, to the outgrowth of strip malls, and then the Great Recession, downtown has been forced to continuously reinvent. Now, thanks in part to the influx of Google and new manufacturing, Lenoir's historic, homegrown, hard-working culture of craftsmanship and innovation is gaining momentum and inspiring a new class of entrepreneurs, tech-savvy millennials, and active retirees looking for an upbeat, small-town community to call home.

This can be seen through its small-business manufacturing, local artisans, plentiful sculptures, and craft breweries. The environment is ripe for investors and creatives wanting to join a movement to reclaim the history and reinvent the future of downtown Lenoir.



THE GATHERING PLACE

From Lenoir's early Hog Waller days, to its booming furniture era, downtown has always been the epicenter of culture and commerce for the community—a gathering place to enjoy the local flavor. This traditional culture of downtown community is undergoing a renaissance of local art, eateries, and music in a place where everybody still knows your name.



A CULTURE OF INNOVATION & CRAFTSMANSHIP

Lenoir's rich history of furniture and manufacturing gave rise to our culture of craftsmanship, innovation, and the arts. We are a maker culture. Always have been, always will be. Whether it's art & sculpture, craft beer & spirits, a unique festival, or an innovative business, downtown is your canvas. Come create with us.

DESTINATION BY **DESIGN**

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STRATEGIC BRAND PLATFORM

PRIMARY MARKS



ALTERNATE MARKS



BRAND IDENTITY



FONTS



EXTENDED COLOR PALETTE



CMYK: 35 / 88 / 77 / 45
 RGB: 110 / 42 / 40
 6E2A28



CMYK: 85 / 34 / 40 / 6
 RGB: 18 / 128 / 140
 12808C



CMYK: 72 / 15 / 25 / 0
 RGB: 55 / 167 / 185
 37A7B9



CMYK: 22 / 15 / 85 / 9
 RGB: 73 / 188 / 70
 BCB446

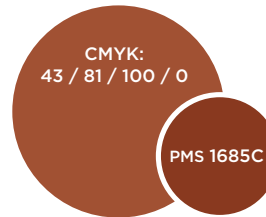


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 C23547



CMYK: 0 / 42 / 100 / 0
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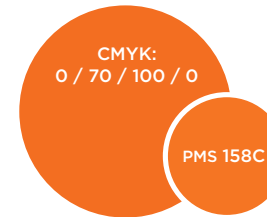
LOGO COLORS



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PMS 1685C

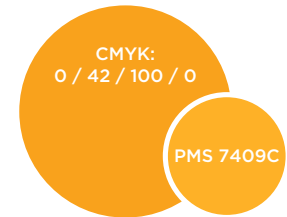
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PMS 158C

PMS 158C
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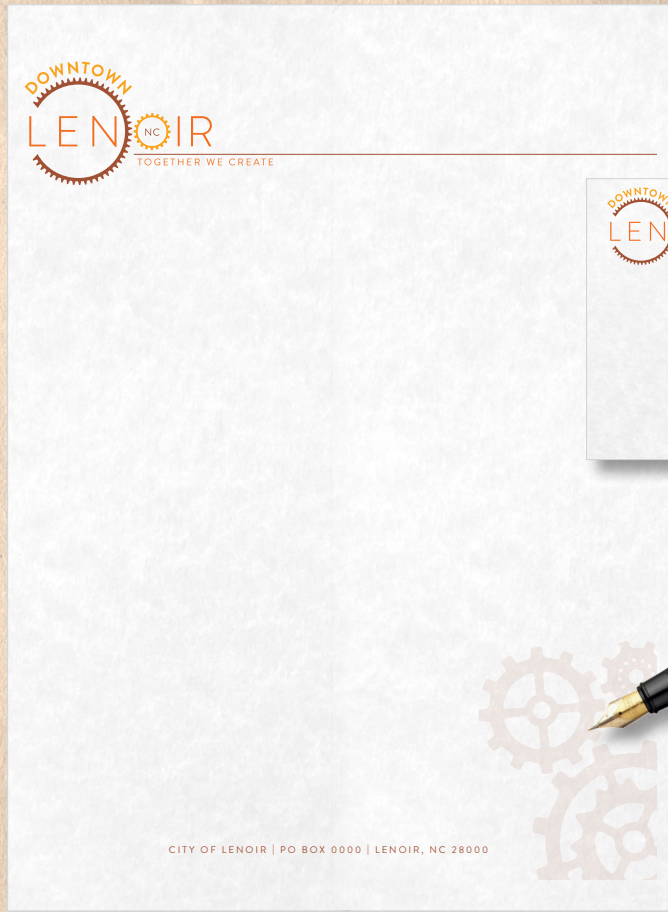


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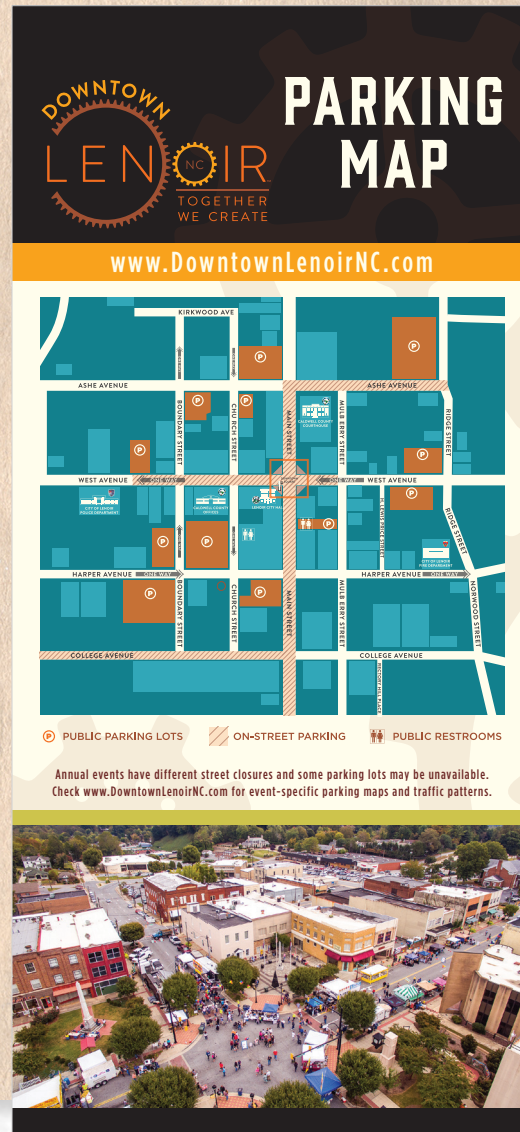
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PMS 7409C
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 RGB: 250 / 162 / 27
 FAA21B

BRAND IDENTITY STYLE GUIDE



STATIONARY & BUSINESS CARDS



TOGETHER WE CREATE

COMMUNITY EVENTS

WINTER 2017

DECEMBER (NIGHTLY, ALL MONTH)
MUSICAL CHRISTMAS LIGHT SHOW

DECEMBER 1-3
ALPINE VILLAGE

DECEMBER 1
C.O.L. CHRISTMAS PARADE

DECEMBER 9
C.O.L. PARKS & RECREATION FILM SERIES
INDOORS AT LHS

JANUARY 16
MLK DAY CELEBRATION

FEBRUARY 25
DR. SUESS PARADE

SUMMER 2017

JUNE 2
MOON IN JUNE C.O.L. MAIN STREET MUSIC MADNESS

JULY 7
NC BLACKBERRY FESTIVAL PREHEAT PARTY & 5K GLOW RUN

JULY 8
CALDWELL CHAMBER NC BLACKBERRY FESTIVAL

JUNE, JULY, & AUGUST (EVERY FRIDAY EVENING)
C.O.L. PARKS & RECREATION FRIDAY AFTER 5 SUMMER MUSIC MADNESS

JUNE 24, JULY 8 & 22, AUGUST 12 & 26, SEPT. 9 (SATURDAY EVENINGS)
C.O.L. PARKS & RECREATION FABULOUS FAMILY FILM SERIES

SPRING 2017

APRIL–DECEMBER (FIRST SATURDAY OF THE MONTH—EXCEPT NOVEMBER)
LENOIR DOWNTOWN CRUISE-IN

APRIL 29
GOOGLE NC GRAVITY GAME

MAY 13
ROTARY CLUB OF LENOIR CYCLE TO SERVE

MAY 20
CALDWELL ARTS COUNCIL HUES & BREWS

MAY 7
BOOTLEGGER 100 BIKE RACE

MAY 29
MEMORIAL DAY SERVICE

FALL 2017

SEPTEMBER 1-3
CARRIAGE HOUSE TATTOO GATHERING

OCTOBER 3
C.O.L. POLICE NIGHT OUT

OCTOBER 20-21
SMOKING IN THE FOOTHILLS BBQ FESTIVAL

OCTOBER 27
MAIN STREET MAD HATTER'S PUMPKIN PATCH PARADE

NOVEMBER 11
VETERAN'S DAY CELEBRATION

MID NOVEMBER–MID JANUARY
MUSICAL CHRISTMAS LIGHT SHOW

NOVEMBER 16
LIGHT UP LENOIR

NOVEMBER 18
CALDWELL ROTARY CLUB CHRISTMAS FESTIVAL

RACK CARD



TOGETHER WE CREATE

GOOD TIMES!

The best part about the restaurant is watching people come in the door, and as they find their tables, they stop and say hello to friends along the way. Even when I was little, Downtown has always been the place for me. We look after one another here. And we have fun doing it!

DOWNTOWN
LENOIR
TOGETHER WE CREATE



TOGETHER WE CREATE

ARTISTIC CONNECTIONS

LIVING and working downtown is a dream come true. As folk artists, we love to work with locally-sourced materials and create art that is relevant to this area. We love making Lenoir a creative and artful place to live.

DOWNTOWN
LENOIR
TOGETHER WE CREATE

PRINT ADS



TOGETHER WE CREATE

ADVENTURE

“WHETHER it's a road ride, a gravel grind, or a mountain bike shred -after any cycling adventure we always enjoy heading downtown for a cold one, a bite, or a cup of joe. We are stoked about what Downtown has to offer the people!**”**

DOWNTOWN
LENOIR
TOGETHER WE CREATE



TOGETHER WE CREATE

A GREAT PLACE

“We love being part of downtown. Volunteering is simply our way of giving back to this great place.**”**

“We are a community of makers, and we are creating a great place.**”**

DOWNTOWN
LENOIR
TOGETHER WE CREATE

PRINT ADS



BILLBOARD MOCK-UPS



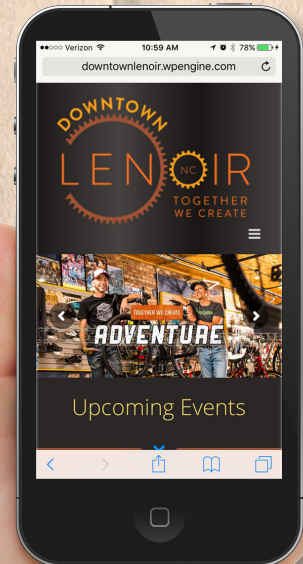


DOWNTOWN MAP KIOSK



BANNER FLAGS





WEBSITE FEATURES

- » Events Directory
- » Latest News/Blog
- » Business Directory
- » Interactive map
- » Available Properties

WEBSITE



NORTHERN PEAKS TRAIL
PLACE BRANDING

NORTHERN PEAKS TRAIL BRAND PLATFORM

PROTECT. CONNECT. EDUCATE.




POSITIONING SUMMARY

1. The NPT's greatest opportunity for differentiation is its significant protected biodiversity and the connectivity it provides between two classic WNC mountain towns.
2. The trail must connect hikers directly into the Main Streets of both Boone and West Jefferson.
3. The trail traverses multiple nationally significant biospheres and some of the tallest peaks in North Carolina, offering unparalleled views of the NC High Country.
4. NPT should be positioned as a progressive eco-tourism development project.

BRAND OBJECTIVE

The NPT brand will highlight the unique biodiversity and geography of the NC High Country and the accessibility of a world-class outdoor experience from the towns of Boone and West Jefferson.

BRAND PROMISE

Biodiversity. A nationally significant biosphere, containing rare plant, animal species, and forest communities.

Geography. Part of the world's most ancient mountain chain, offering unparalleled views of the NC High Country.

Connectivity. Traverse significant public lands between two historic Main Street communities.

Education. Provides unparalleled opportunities for environmental education.

BRAND GOALS

1. Elevate Watauga & Ashe counties as an outdoor recreation hub with easy access to some of the most unique biodiversity in the eastern US.
2. Galvanize support for securing additional public lands along the Northern Peaks.
3. Encourage trail use among locals and tourists.

BRAND ESSENCE

A highly accessible, world-class hiking trail across an ancient mountain chain, through a nationally significant biosphere, that connects two classic WNC mountain towns.

POSITIONING STATEMENT

The ancient Northern Peaks between the mountain communities of Boone and West Jefferson divide the vital New River and Watauga River watersheds and provide trail users with unparalleled access to some of America's most significant biospheres.

STORY BRANDING THEMES

- Conservation
- Recreation
- Education
- Eco-tourism/Economic Development

815 W King St, Boone, NC 28607 | (828) 386-1866

DESTINATION  BY DESIGN
planning | design | promotion

BRAND PLATFORM



BRAND IDENTITY



74 | Northern Peaks Trail Master Plan

WEST JEFFERSON PARK TRAILHEAD



West Jefferson Park offers compelling views of Mount Jefferson. NPT signage, brand, and design elements seen in Rivers Park are utilized again here for visual consistency throughout the trail corridor.



2

EXISTING CONDITIONS & ANALYSIS

This chapter begins with an overview of the study area followed by a description of its natural environment, including major public lands, and built environment and their implications for trail suitability and design. Profiles of each major public land include an overview of land manager sentiment. In addition, an extensive map and photographic series identify opportunities and constraints to trail development for multiple preliminary routes.

IN THIS CHAPTER



The Study Area



The Natural Environment and Major Public Lands



The Built Environment



Preliminary Route Analysis

PLAN LAYOUT



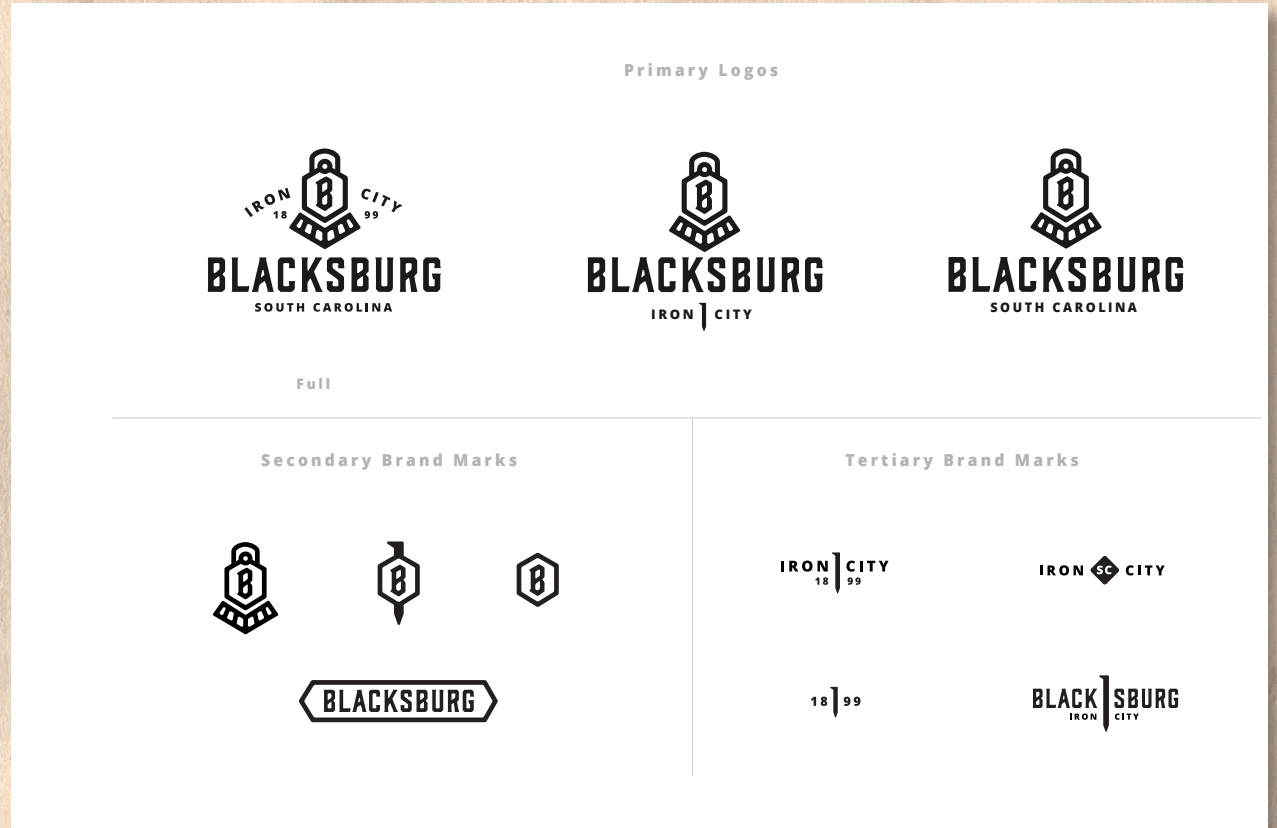
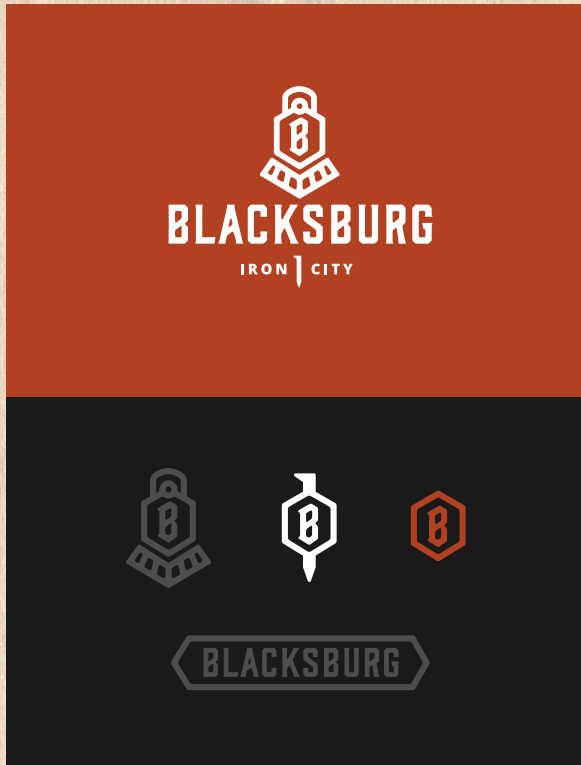


WEBSITE & PROMOTIONAL VIDEO



BLACKSBURG, SC

PLACE BRANDING



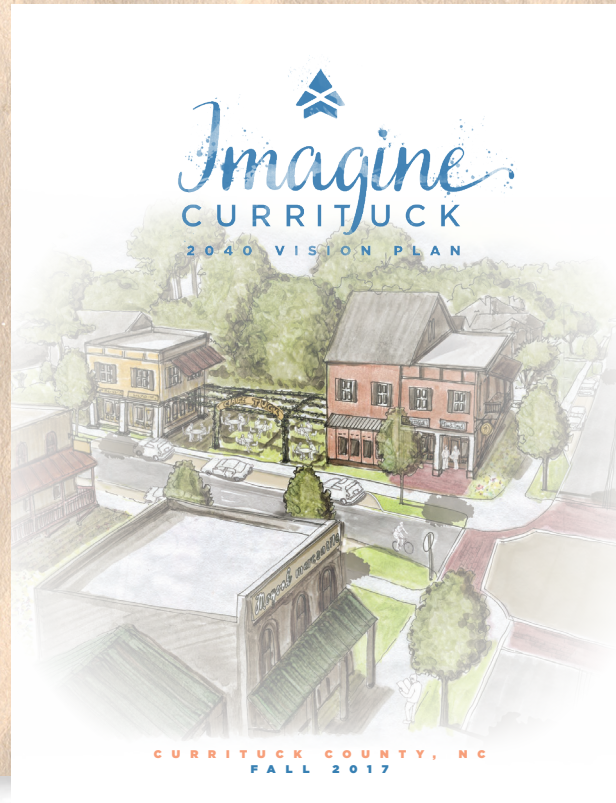
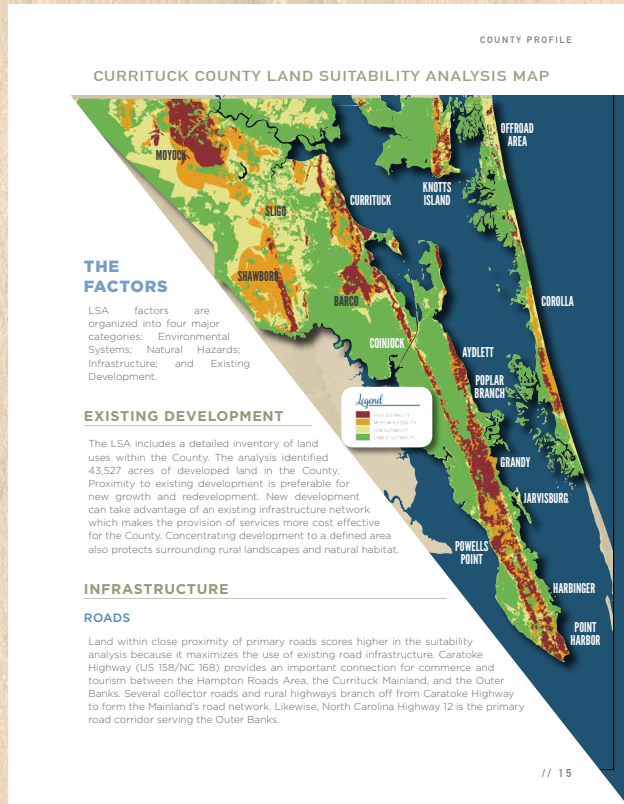
BRAND IDENTITY



BRAND IDENTITY



CURRITUCK COUNTY COMPREHENSIVE PLAN
PLAN BRANDING



PLAN LAYOUT



WEBSITE & PROMOTIONAL VIDEO



DESTINATION BY DESIGN
DbDplanning.com

**Downtown Boone Development Association
Façade Improvement Grant Program**

Please Check:

- ☒ I have attached project plans and design information.
- ☒ I have attached sample paint colors or other materials (if applicable).
- ☒ I have attached photograph(s) of the existing condition of the area on the property where the proposed work is to be completed.
- ☒ I have attached copies of cost estimates for the project.
- ☒ I have attached the signed Owner Disclosure form.
- ☒ I have attached a signed copy of the Secretary of the Interior's Standards for Rehabilitation indicating that I have read and understand the program's requirements and intend to follow the guidelines.
- ☒ I understand that work completed prior to the processing and subsequent approval of this application will not be considered eligible for funding.
- ☒ I acknowledge that the DBDA is not liable to the applicant, owner, or any third party for any obligation or claims of any nature growing out of, arising from, or otherwise related to the project or application undertaken by the applicant and/or owner including liens of any kind. I hereby waive and hold harmless the DBDA, the Town of Boone, their officials, employees, agents, and volunteers for any such claims.

Signature of Applicant _____

Date 4/10/18

Communication: Façade Grant Application (Design)

**Downtown Boone Development Association
Façade Improvement Grant Program**

Parcel Pin ID # for proposed improvement 2900798447000

Building Address 747 W King St Boone NC 28607

Applicant Information

Applicant's Name Doc Hendley

Best contact phone # 828-406-1955 Email doc@wmetowater.org

Mailing Address 238 Harrison Ln

City Boone State NC Zip code 28607

Business Name Wine To Water

Business Address 747 W King St

Business phone # 828-355-9655 Email " "

Length of time at this location 3 years

Length of time remaining on lease (if applicable) owner

Date of next lease renewal (if applicable) _____

Owner(s) Information (if different from applicant)

Name(s) N/A

Best contact # _____ Email _____

Mailing Address _____

City: _____ State: _____ Zip code: _____

Description of Project (attach additional documents and pages if needed)

The left side of our property "Cafe side" Had glass store front windows almost Floor to ceiling. The metal frame is still there But much of it was Filled in. We want to Put Glass Back where it was Before AND Restore the Antique leaded stained glass on the right side "pub side" to it's original.
Total Estimated Cost of Improvement(s) \$ 8,157

Signature of Applicant [Signature]

Date 4/10/18

Communication: Façade Grant Application (Design)

Mark C. Lehmann (NC-GC License #53150)
 9261 Hwy 421 south
 Trade Tn 37691

Wine To Water Façade Project			
	Material Cost	Labor	Total
New Front Windows & Door on Lt Building.	\$6,527 (Miller Ind.)	\$280 (\$35x8hrs)	\$6,807
Refurbish Old Leaded Stained Glass Windows on Rt Building	\$650 (Miller Ind.)	\$700 (\$35x20hrs)	\$1,350
			\$8,157



possibly the
oldest glass
on King St.



restore
(New caulk)
(sand & repaint)





Current Front
Communication: Facade Grant Application (Design)





Future (w/ out signage) Install windows Back to original Frame (Non-Tinted) Clear Temporal Glass



Communication: Facade Grant Application (Design)



WT0585 Rivers Printing Company Building

747 West King Street

This is an update to the previous 1988 survey and 2002 survey update to this property. No substantive changes have been made to the exterior of this building since the 2002 survey update. That said, the original survey failed to provide a full description of the building, omitting essential details. For example, the interiors of this building and the one to the east (WT0865) have been connected for several decades now, thus facilitating the current use of both buildings as a restaurant, until recently known as Murphy's.

This unusual, two-story building with basement has a complex deed and use history. Numerous sources, including past surveys, suggest that the main building was built in 1933, which is false. Located on Lots 4 and 5 of the R. C. Rivers Addition to Boone, the property was the site of a one-story, brick building built in 1925 for the Carolina Wholesale Company, colloquially known as the Carolina Store (*Watauga Democrat*, October 8, 1925). This building appears to have been demolished in early 1937, when a news item reported that construction of the present building on the site was underway, and that the new building would "include the site of the 'Carolina store'" (*Watauga Democrat*, June 3, 1937).

E. A. Poe, an architect from Lenoir, designed the current building, employing what was called at the time "a distinctive type of architecture." The building employed a combination of granite, brick, and steel construction, and the basement and firstfloor spaces were designed specifically for the use of the Rivers Printing Company, publishers of the *Watauga Democrat*, while the second floor was reserved as apartments. The principal contractor was B. G. Teams, while Wilfred Davis served as the construction foreman. As reported and advertised by the November 25, 1937, issue of the *Watauga Democrat* on the completion of the building, subcontractors included Noland Company from Winston-Salem (boiler and plumbing equipment), Ira S. Ayers (electrical wiring), James B. Winkler (plumbing and heating installation), R. F. Green Lumber Company (windows, doors, Celotex, finish lumber, and trim), Barger-Ashe Roofing Company from Lenoir (roofing and sheet metal work), Dave Steel Company from Asheville (structural steel), Whiting Lumber Company of Butler, Tennessee (wood flooring), and Farmers Hardware and Supply Company (brick, lime, cement, hardware, and paint).

The north elevation of the building in 1937 appeared largely as it does today, except that the original wooden windows have been replaced with metal ones. The north (front) elevation and north portions of the east and west elevations were clearly intended to evoke a Georgian Revival style, particularly as seen in the north slope of the roof (which retains terracotta tile, as originally configured), with its parapeted east and west roofline (coped with terracotta tiles) and the prominent, faux, end chimney stacks with adjoining parapets located at the peak of the north sloping roofline and at the north ends of the east and west elevations. These faux chimney stacks are capped with concrete. The north elevation of the main building features an irregularly cut stone veneer on the first floor. This stone veneer extends at the corners beyond the second floor (most of which is clad in brick) to the roofline on the east and west ends of the elevation, creating the appearance of quoins at the northeast and northwest corners of the building. These quoin elements are capped

roof clad in corrugated metal. A patio seating area is located at the southwest corner of the property with a wooden fence surrounding the area entirely on the west and partially on the south. Wooden stairs descend from the patio to the southern parking lot at the southwest edge of the property. The first floor contains three one-over-one, double-hung sash windows and two window openings that have been filled in with bricks, all of which have soldier course lintels. Between the two filled-in window openings is a wooden door. A metal fire escape ladder extends through the deck roof just east of the center of the building, and connects to a metal platform around a second floor window. The second floor contains four one-over-one, double-hung sash windows with screens, rowlock sills, and soldier course lintels. The basement level, partially visible under the wooden deck and behind the partial lattice covering, contains two twelve-light windows at the east end with wood covering a possible doorway between the two windows.

Horton Hotel to Dogwood Cafe

Town Of Boone

Geographic Information Systems

Town Home

Search

Results

Layers

Results List

Details

Show Tax Card

Parcel ID: 2900-88-3962-000

Tax District: MS1

Property Description: 605.607 WEST KING ST

Property Address: 607 W KING ST

Tax Account: 1308105

Tax Name: PARISH, WILLIAM R AND PATRICIA NUNN

Tax Address: 607 W KING ST

Tax Address 2:

Tax City/St: BOONE, NC

Tax Zip: 28607-3421

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 211

Deed Page: 424

Date Recorded: 1/1/1985

Instr Type: PRE85

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 91700

Tax Land: 52300

Tax Total: 144000

Additional Information

+

Home

-

W KING ST

GRAND BLVD

Map

Photography

Measure

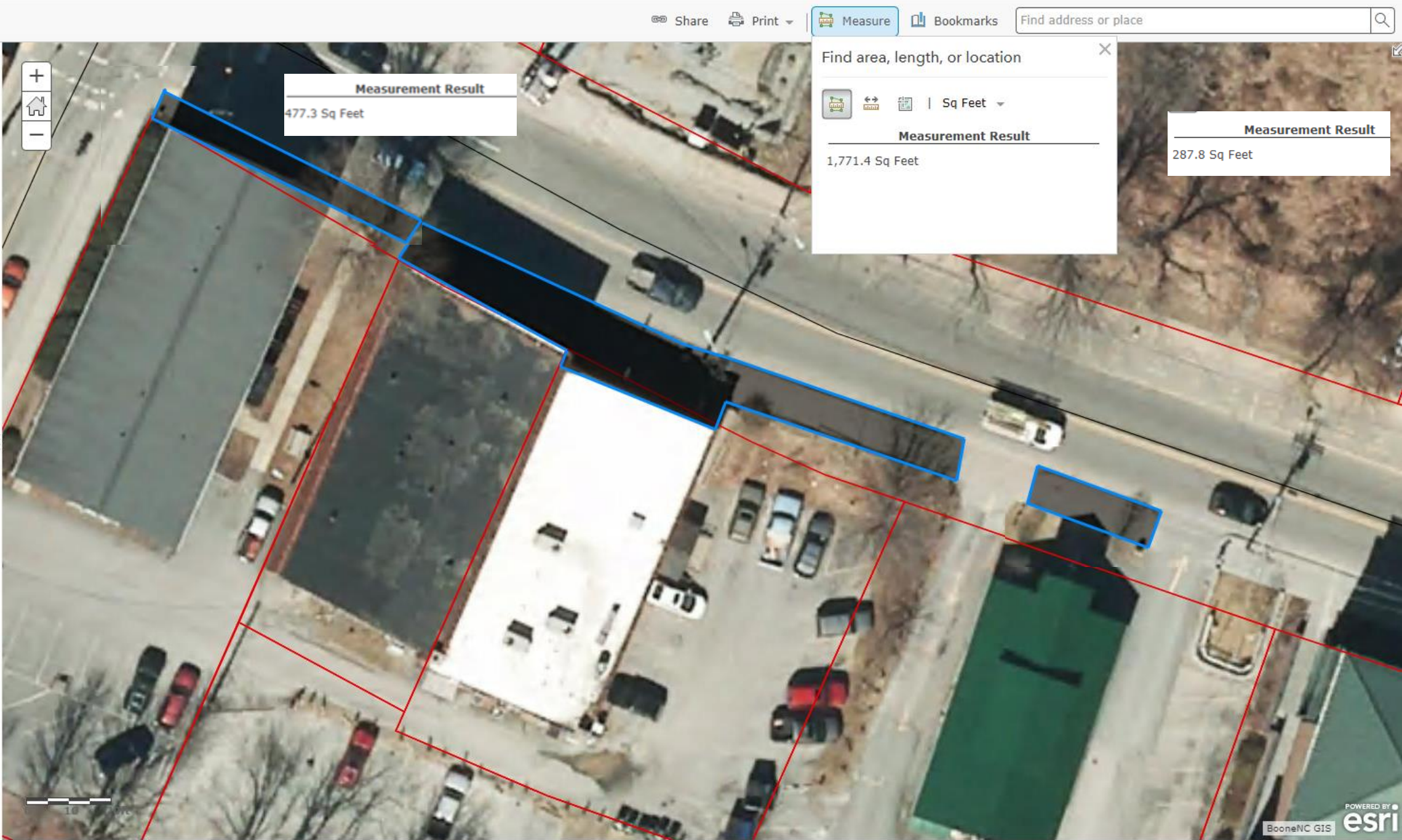
Feet

Measurement Result

120.1 Feet

Double Click to finish line polygon

Communication: 10 Year Plan for the MSD (Design)



Farmers Hardware to PNC Bank Alley

Town Of Boone

Geographic Information Systems

SearchResultsLayers

Results List

Details

Show Tax Card

Parcel ID: 2900-89-1191-000

Tax District: MS1

Property Description: FARMERS HARDWARE

Property Address: 650 W KING ST

Tax Account: 1435783

Tax Name: LANGDON, TERRI GREENE

Tax Address: 234 MUSTARD FIELD ROAD

Tax Address 2:

Tax City/St: BOONE, NC

Tax Zip: 28607

Landuse: C71

NBRH Code: 05C8

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 1531

Deed Page: 536

Date Recorded: 9/23/2010

Instr Type: DEED

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 161600

Tax Land: 115500

Tax Total: 277100

Map

Photograph

Measure

Feet

Measurement Res

120.4 Feet

Double Click to finish polygon

Communication: 10 Year Plan for the MSD (Design)

Art Mart to Village Jewelers

Town Of Boone
Geographic Information Systems

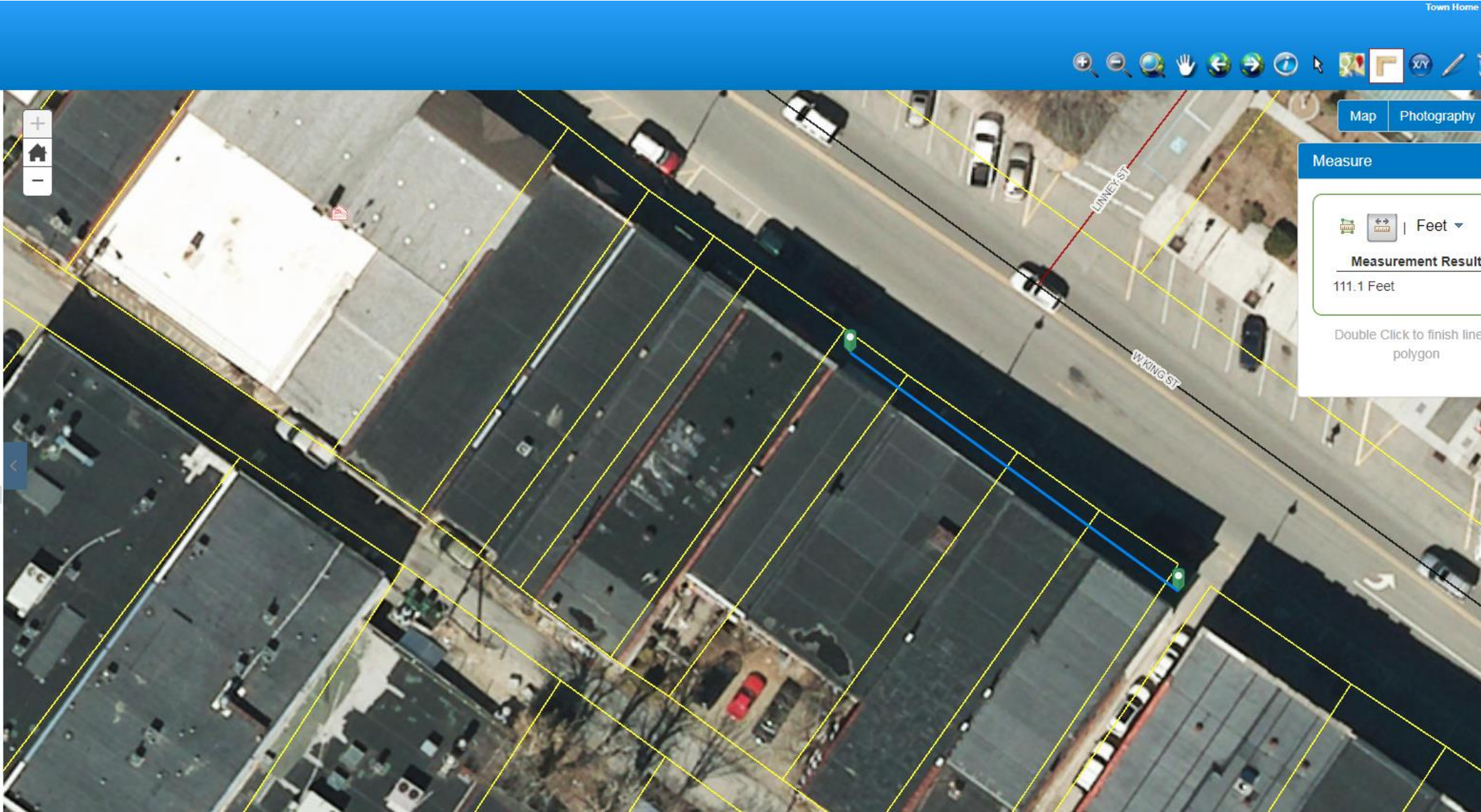
Search Results Layers

Results List

Details

Show Tax Card

Parcel ID:	2900-89-0165-000
Tax District:	MS1
Property Description:	DRAGON'S DEN
Property Address:	681 W KING ST
Tax Account:	1596253
Tax Name:	A AND F COFFEY ASSOC LLC
Tax Address:	2 SHENECOSSETT LANE
Tax Address 2:	
Tax City/St:	PINEHURST, NC
Tax Zip:	28374
Landuse:	C71
NBRH Code:	05C6
NBRH Desc:	DOWNTOWN BOONE BUSINESS
Deed Book:	1068
Deed Page:	809
Date Recorded:	4/22/2005
Instr Type:	DEED
Sale Price:	0
Year Built:	0
Year Remodel:	0
Tax Building:	192900
Tax Land:	116800
Tax Total:	309700
Additional Information	



Communication: 10 Year Plan for the MSD (Design)

Harmon Law to the Fire Department

Town Of Boone

Geographic Information Systems

SearchResultsLayers

Results List

Details

Show Tax Card

Parcel ID: 2900-89-0165-000

Tax District: MS1

Property Description: DRAGON'S DEN

Property Address: 681 W KING ST

Tax Account: 1596253

Tax Name: A AND F COFFEY ASSOC LLC

Tax Address: 2 SHENECOSSETT LANE

Tax Address 2:

Tax City/St: PINEHURST, NC

Tax Zip: 28374

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 1068

Deed Page: 809

Date Recorded: 4/22/2005

Instr Type: DEED

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 192900

Tax Land: 116800

Tax Total: 309700

Additional Information

Map

Photography

Measure

Feet

Measurement Result

184.1 Feet

Double Click to finish line polygon

Communication: 10 Year Plan for the MSD (Design)

Town Of Boone

Geographic Information Systems

SearchResultsLayers

Results List

Details

Show Tax Card

Parcel ID: 2900-89-0165-000

Tax District: MS1

Property Description: DRAGON'S DEN

Property Address: 681 W KING ST

Tax Account: 1596253

Tax Name: A AND F COFFEY ASSOC LLC

Tax Address: 2 SHENECOSSETT LANE

Tax Address 2:

Tax City/St: PINEHURST, NC

Tax Zip: 28374

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 1068

Deed Page: 809

Date Recorded: 4/22/2005

Instr Type: DEED

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 192900

Tax Land: 116800

Tax Total: 309700

Additional Information

+

Home

-

Map

Photography

Measure

Feet

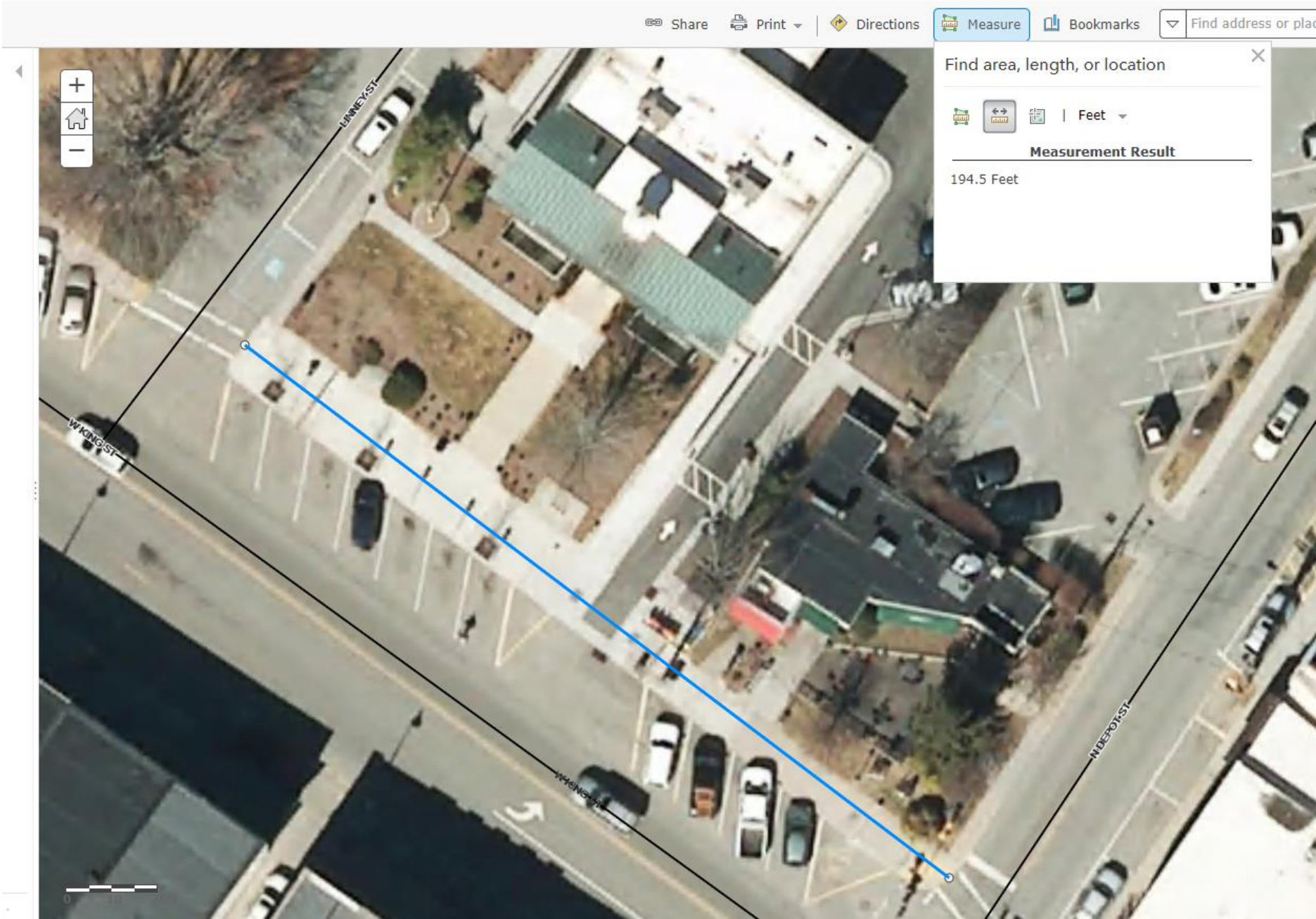
Measurement Result

121.9 Feet

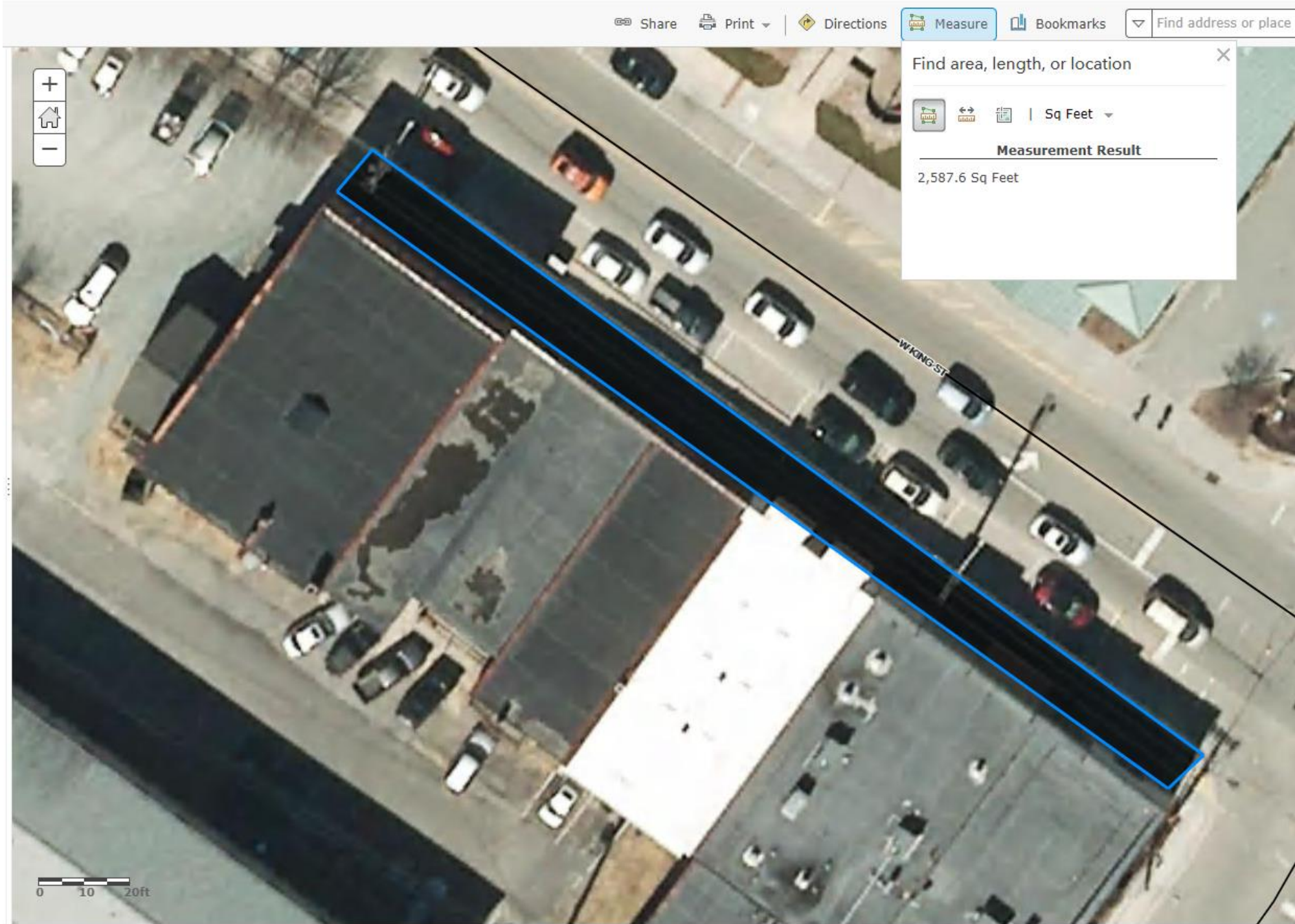
Double Click to finish line polygon

Communication: 10 Year Plan for the MSD (Design)

Melanie's to Post Office

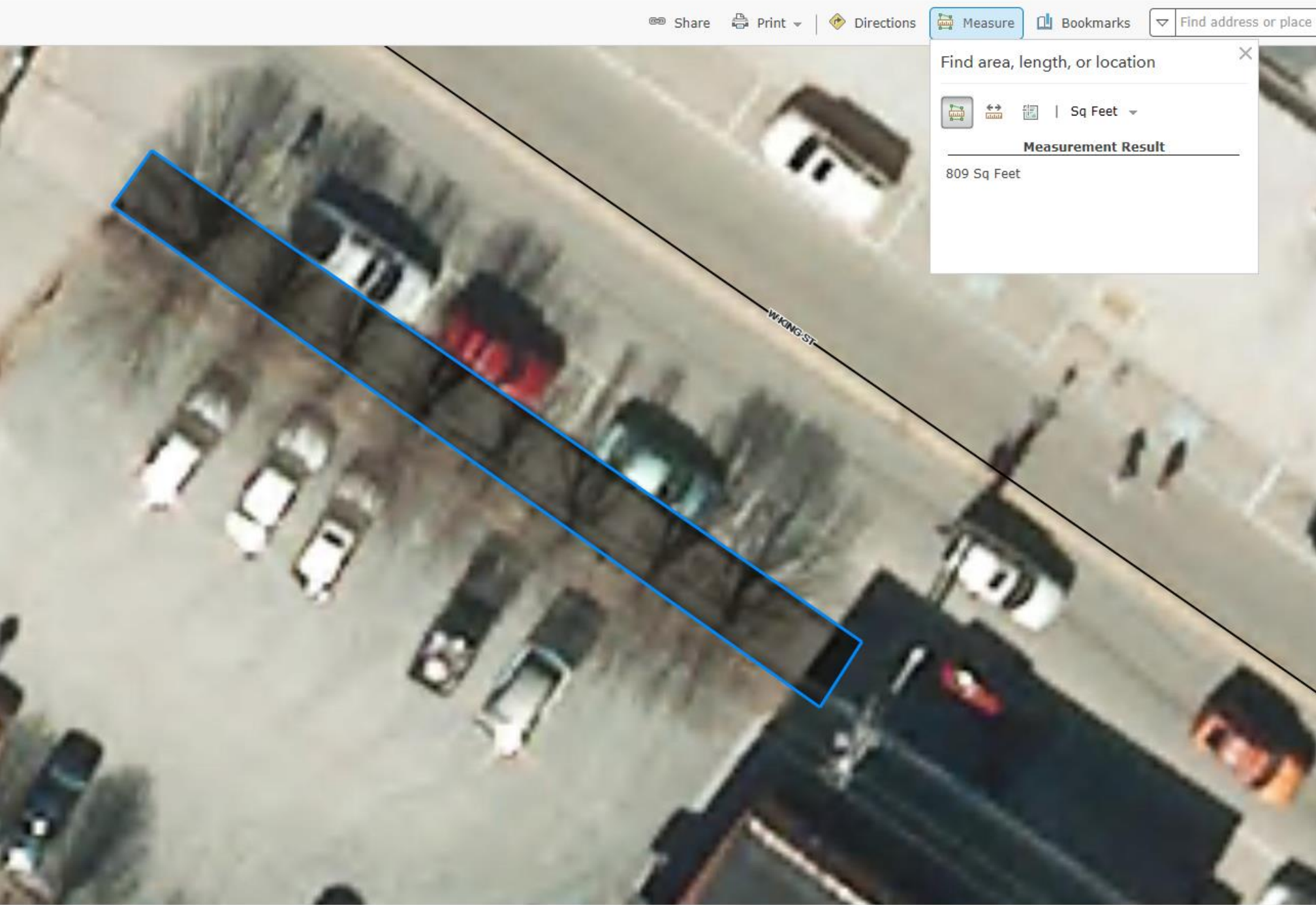


Mellow Mushroom to Vidalia

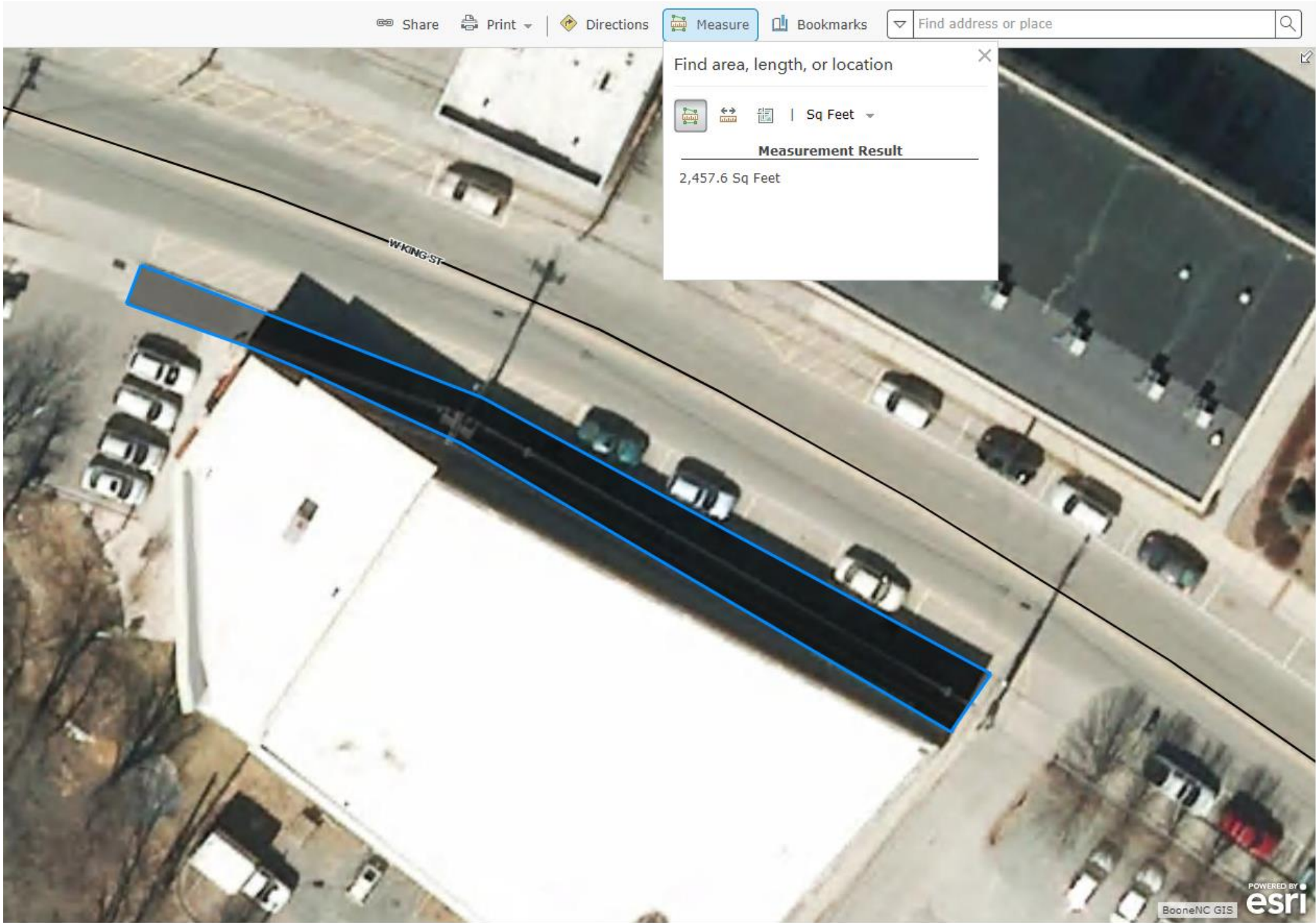


Communication: 10 Year Plan for the MSD (Design)

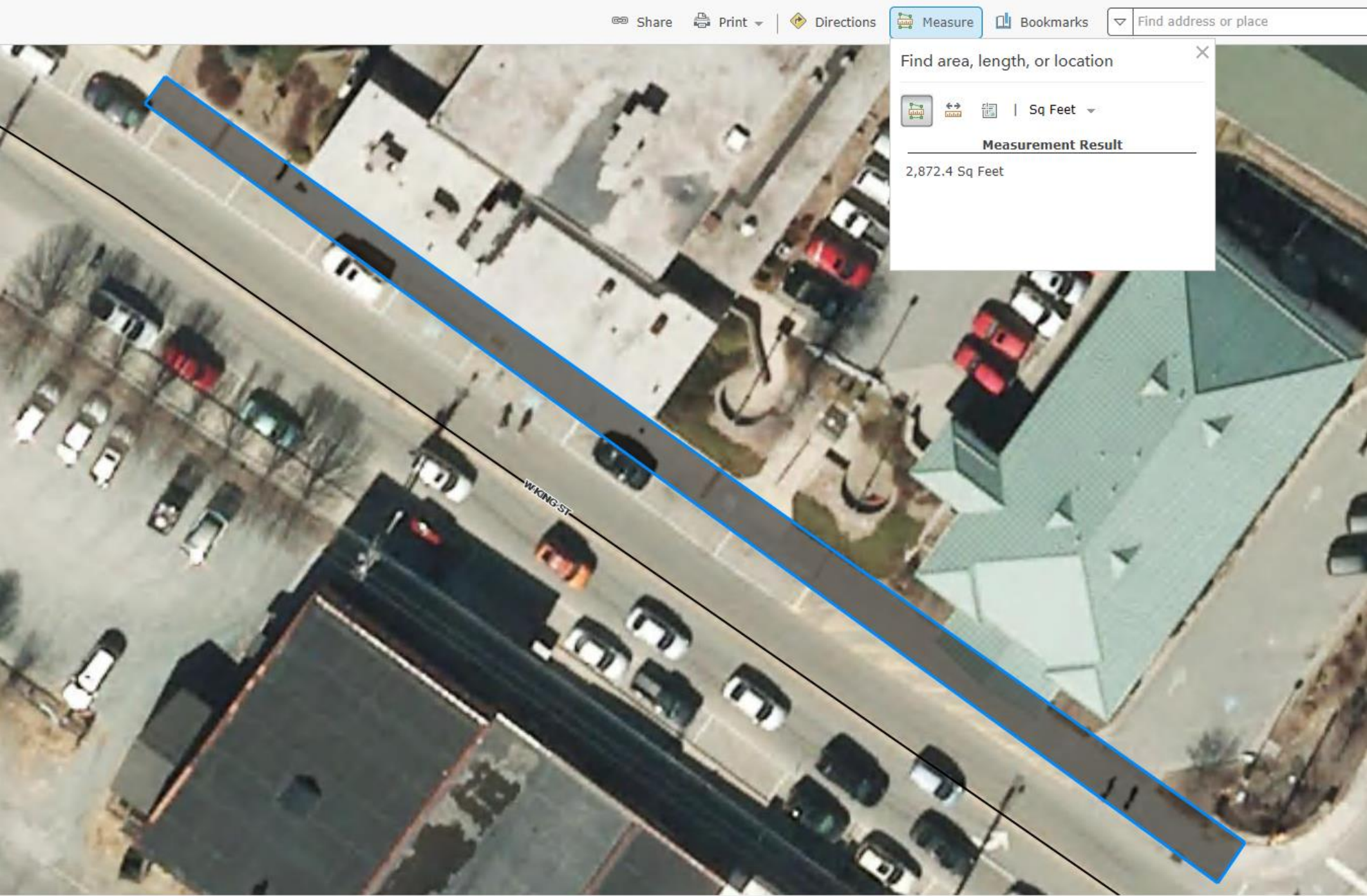
Vidalia to Ram's Rack



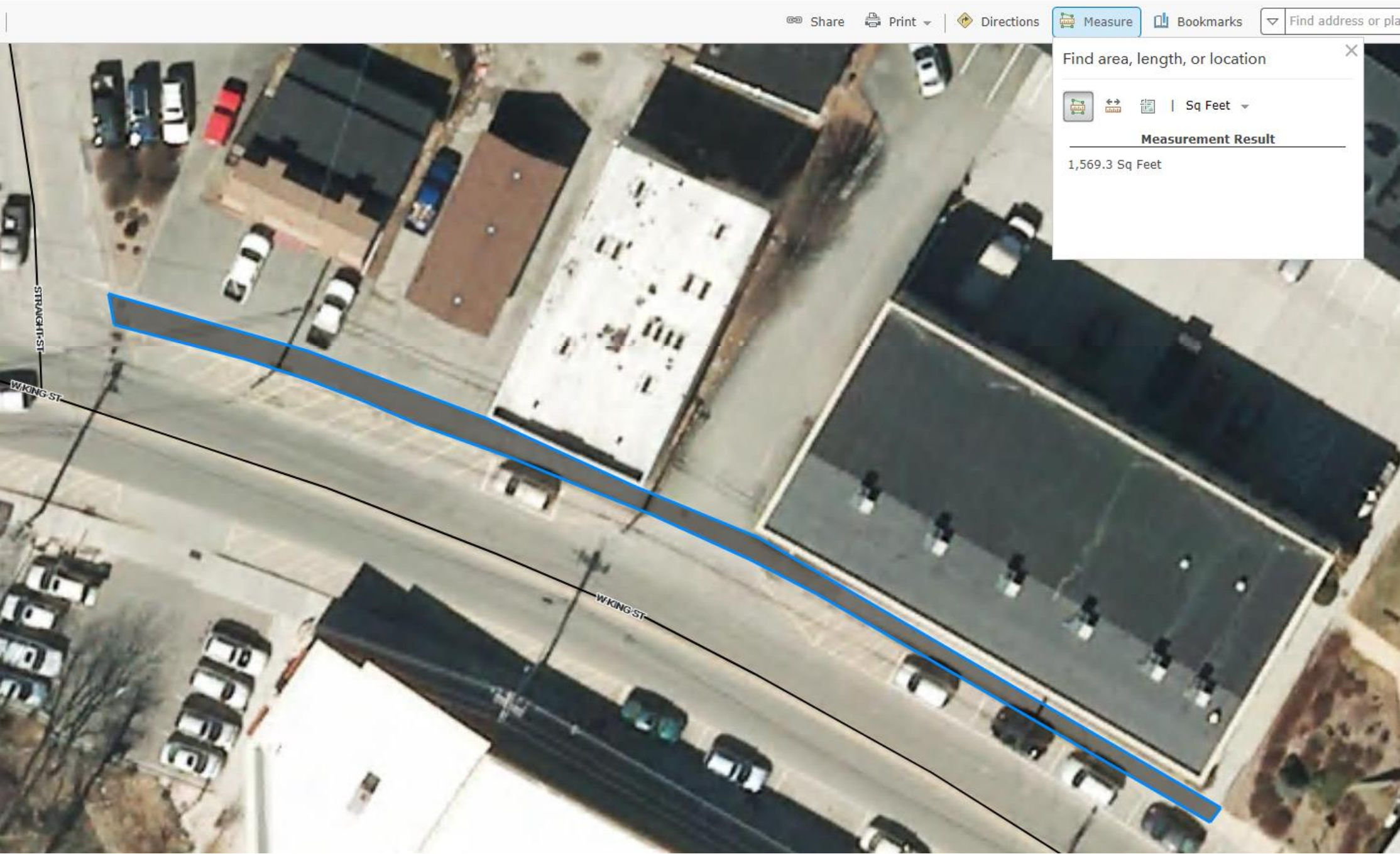
Vidalia to Ram's Rack



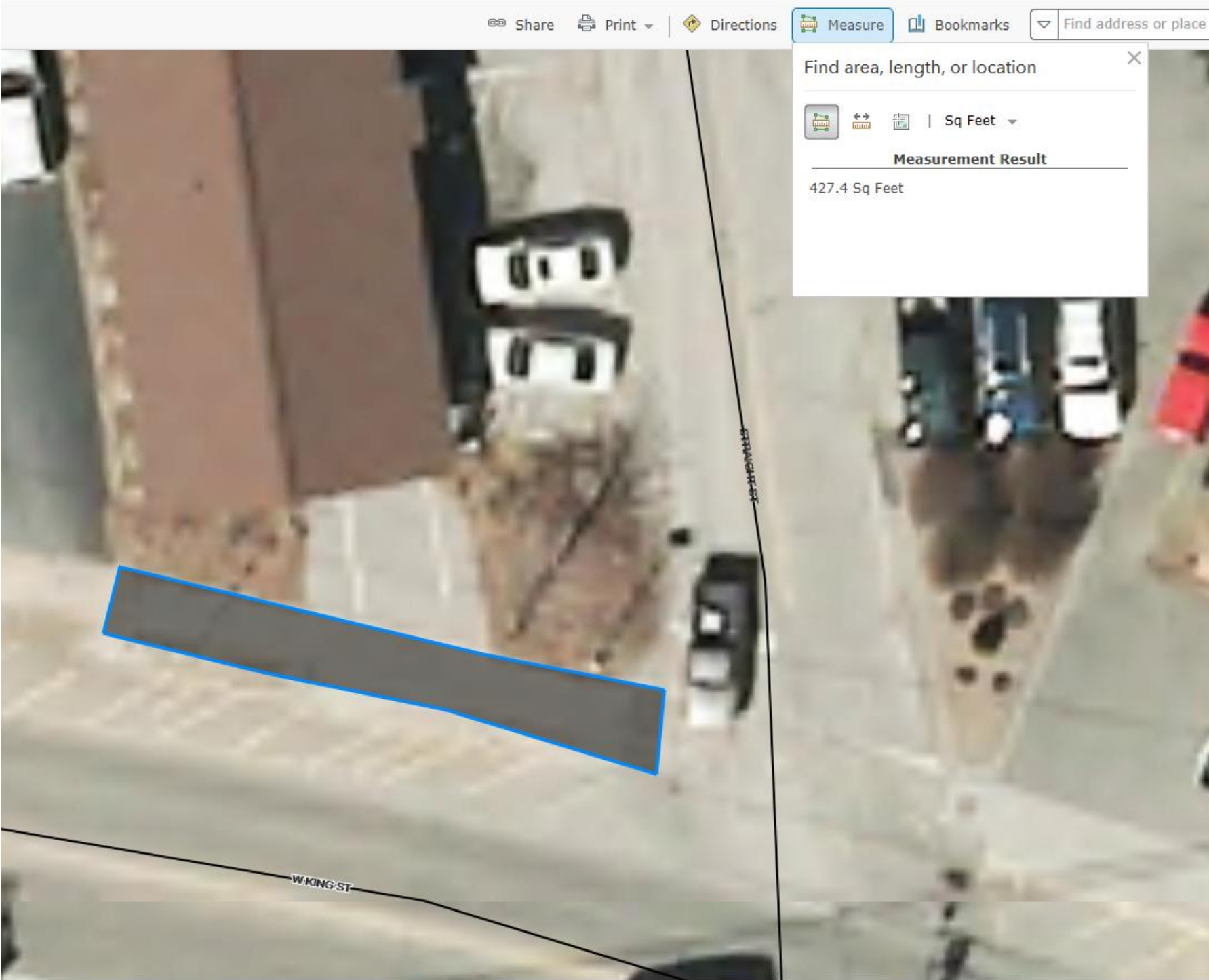
County Admin Building to Chamber of Commerce



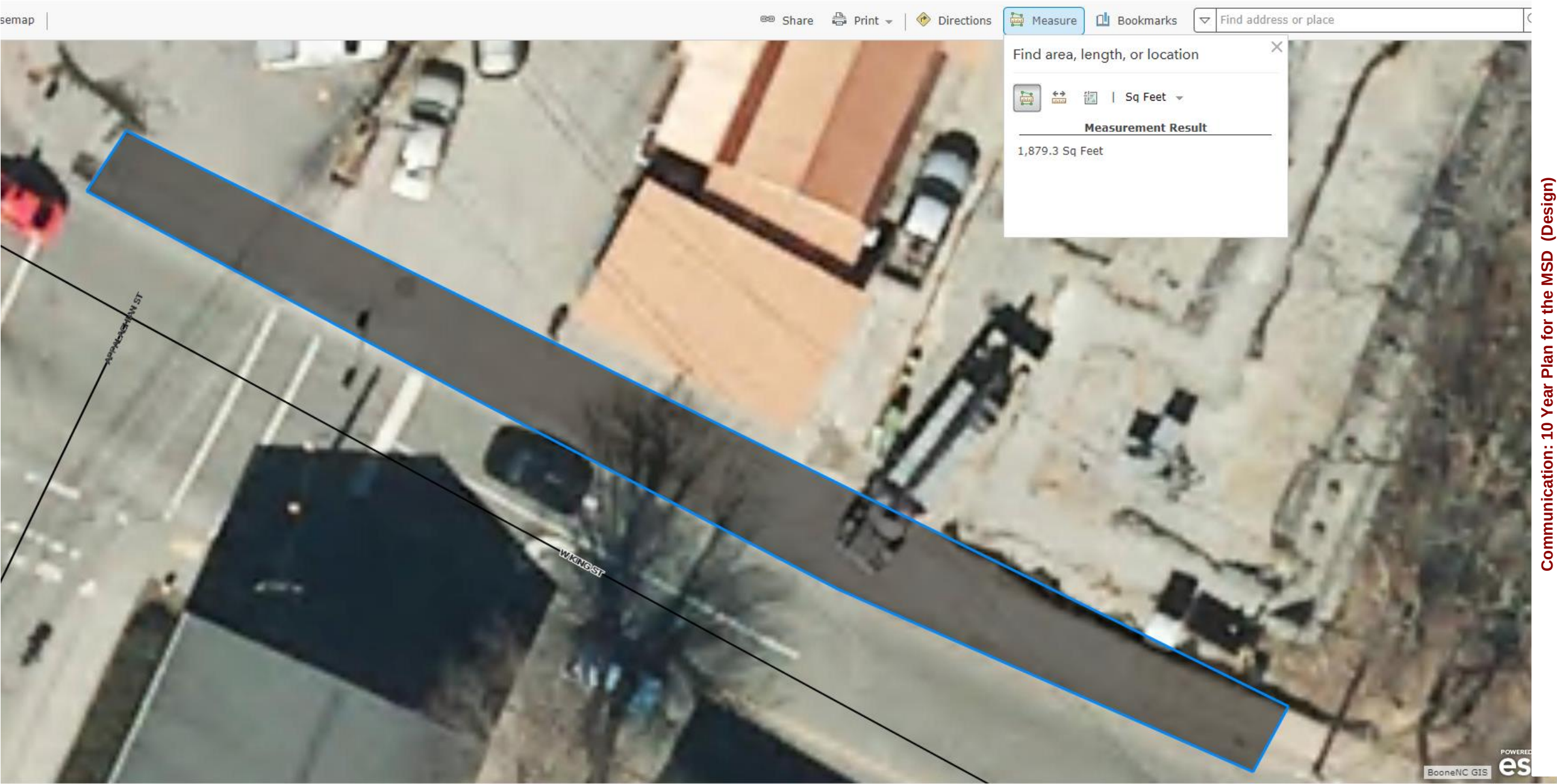
Chamber of Commerce to Straight Street



Communication: 10 Year Plan for the MSD (Design)

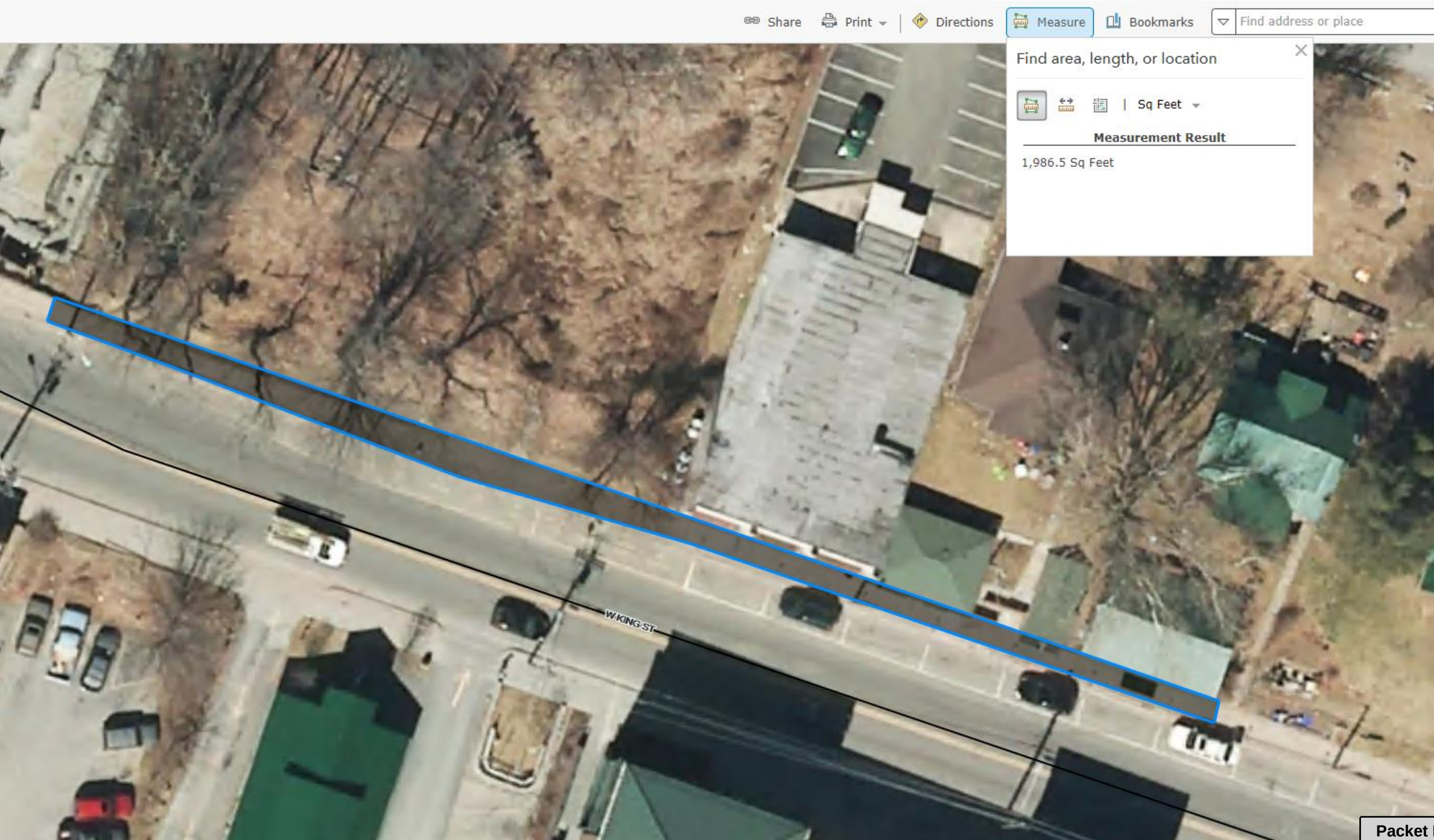


Boone Bagelry to 494 Lofts



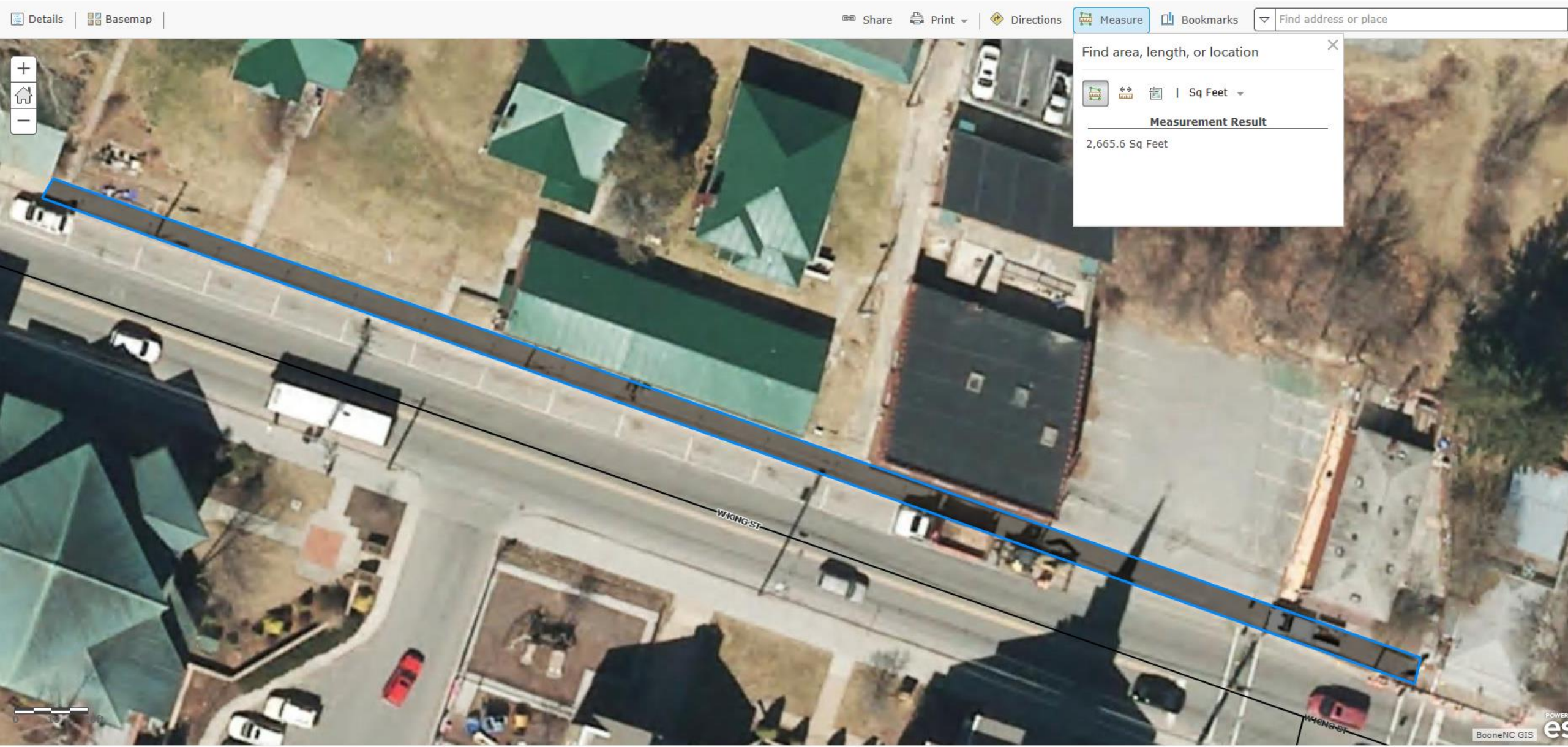
Communication: 10 Year Plan for the MSD (Design)

494 Lofts to Noble Piercing



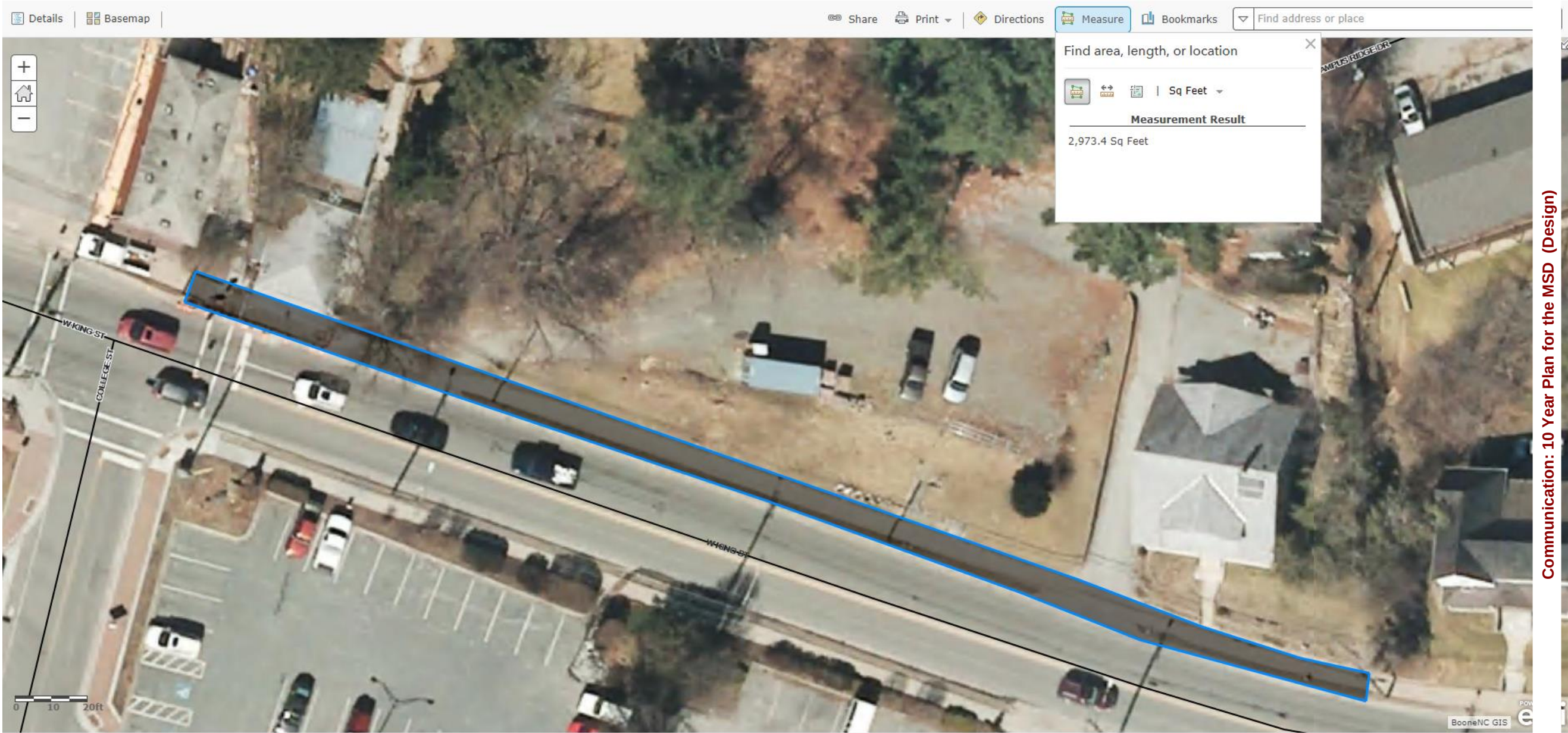
Communication: 10 Year Plan for the MSD (Design)

Noble Piercing to Fruits, Veggies and More

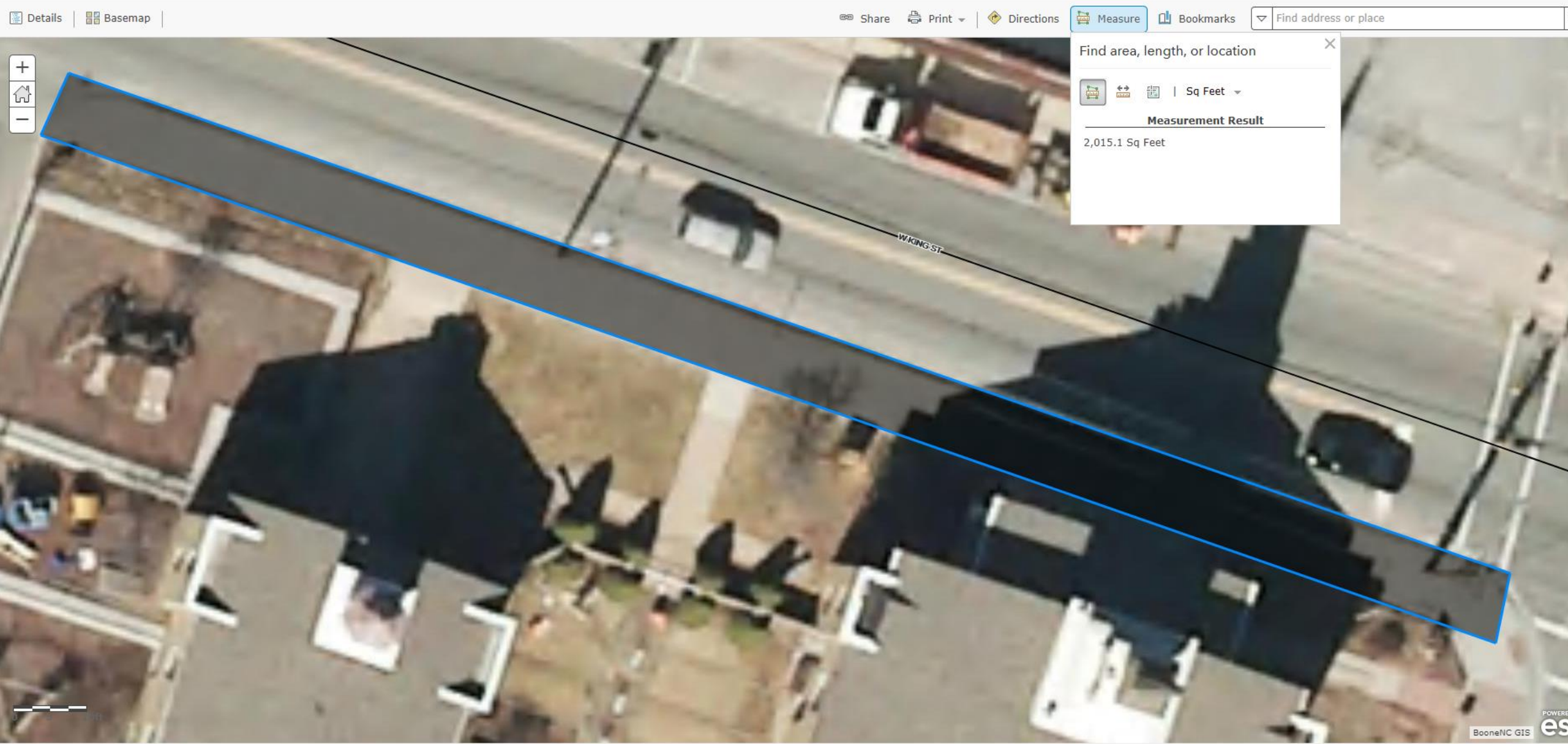


Communication: 10 Year Plan for the MSD (Design)

Fruits, Veggies and More to King and College

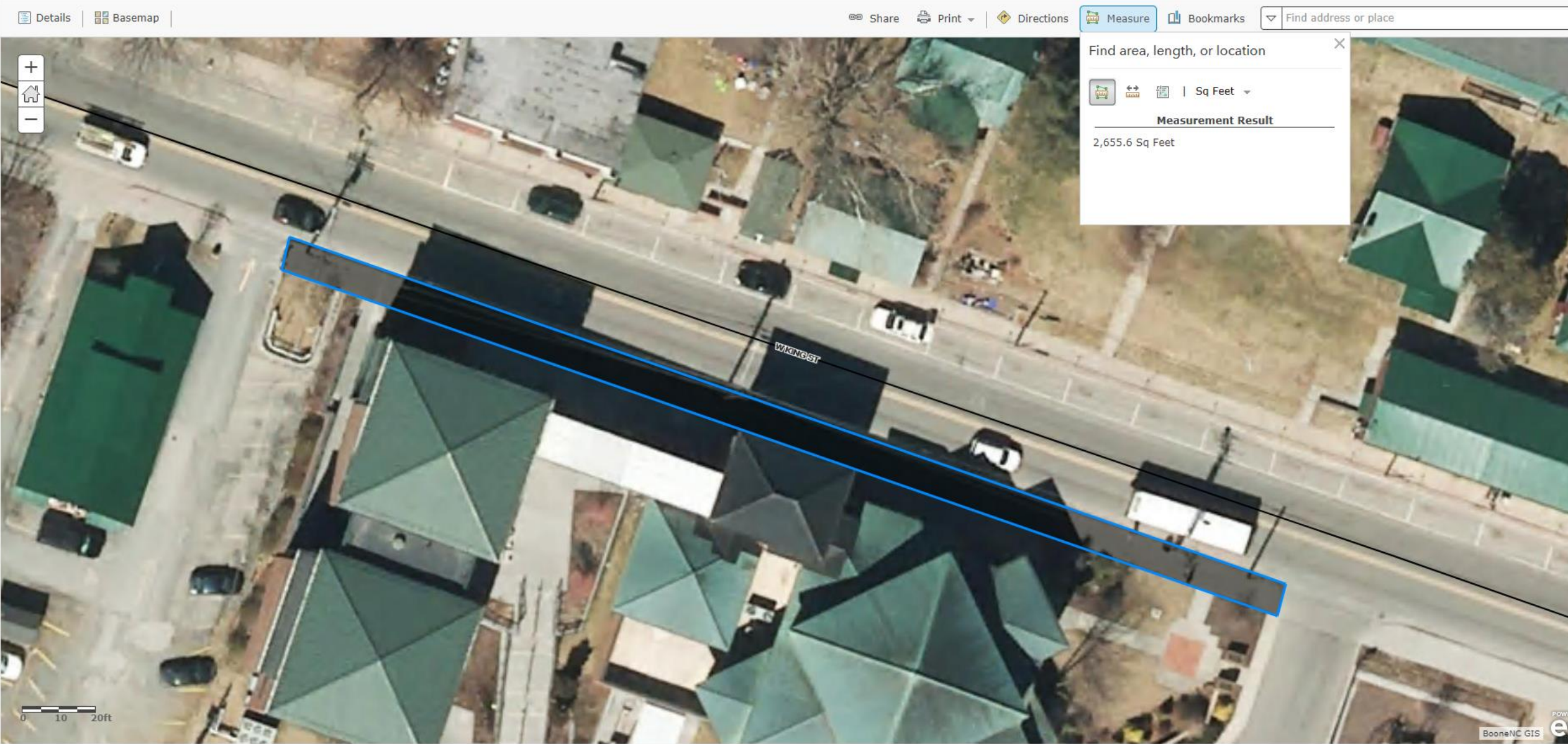


Communication: 10 Year Plan for the MSD (Design)



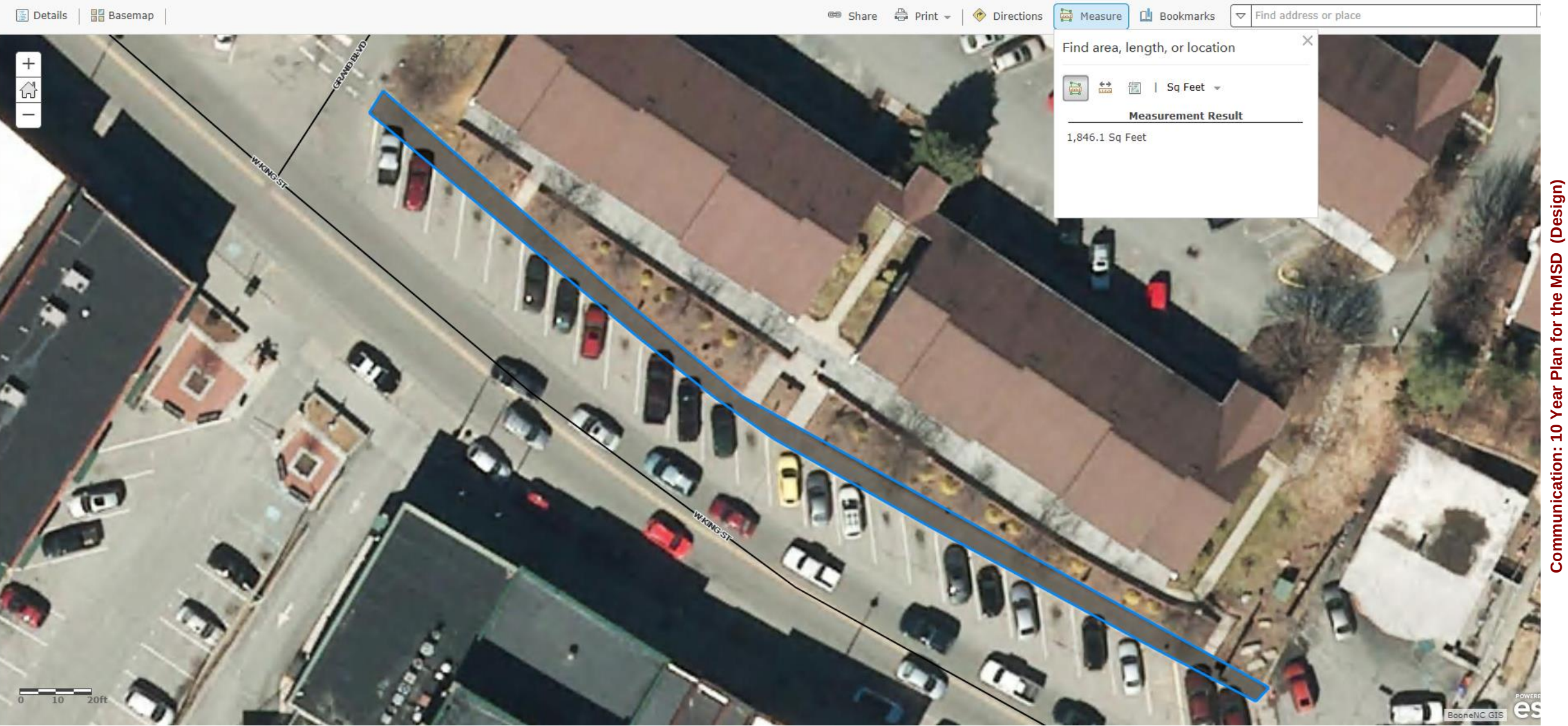
Communication: 10 Year Plan for the MSD (Design)

Turchin Center for the Visual Arts

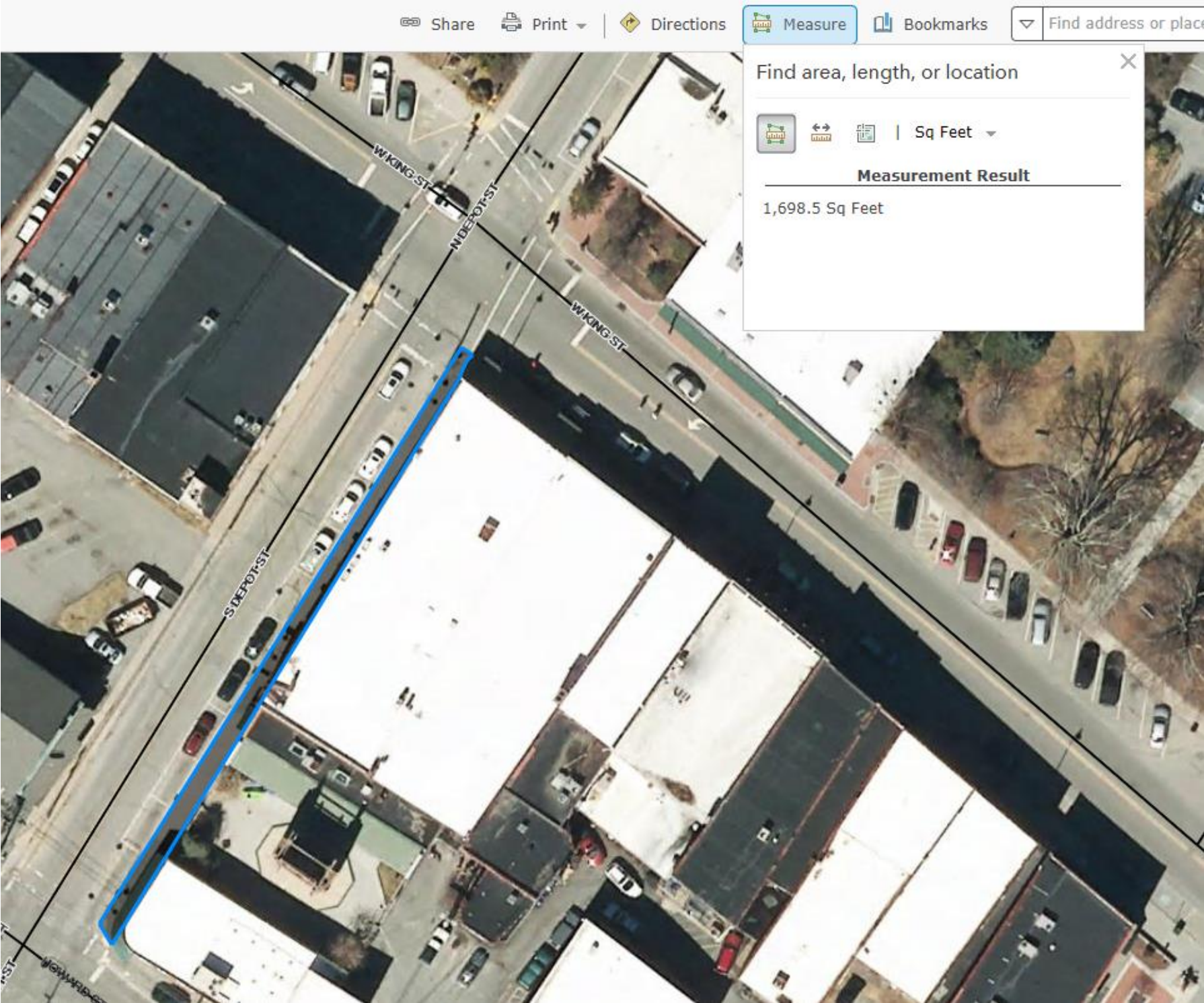


Communication: 10 Year Plan for the MSD (Design)

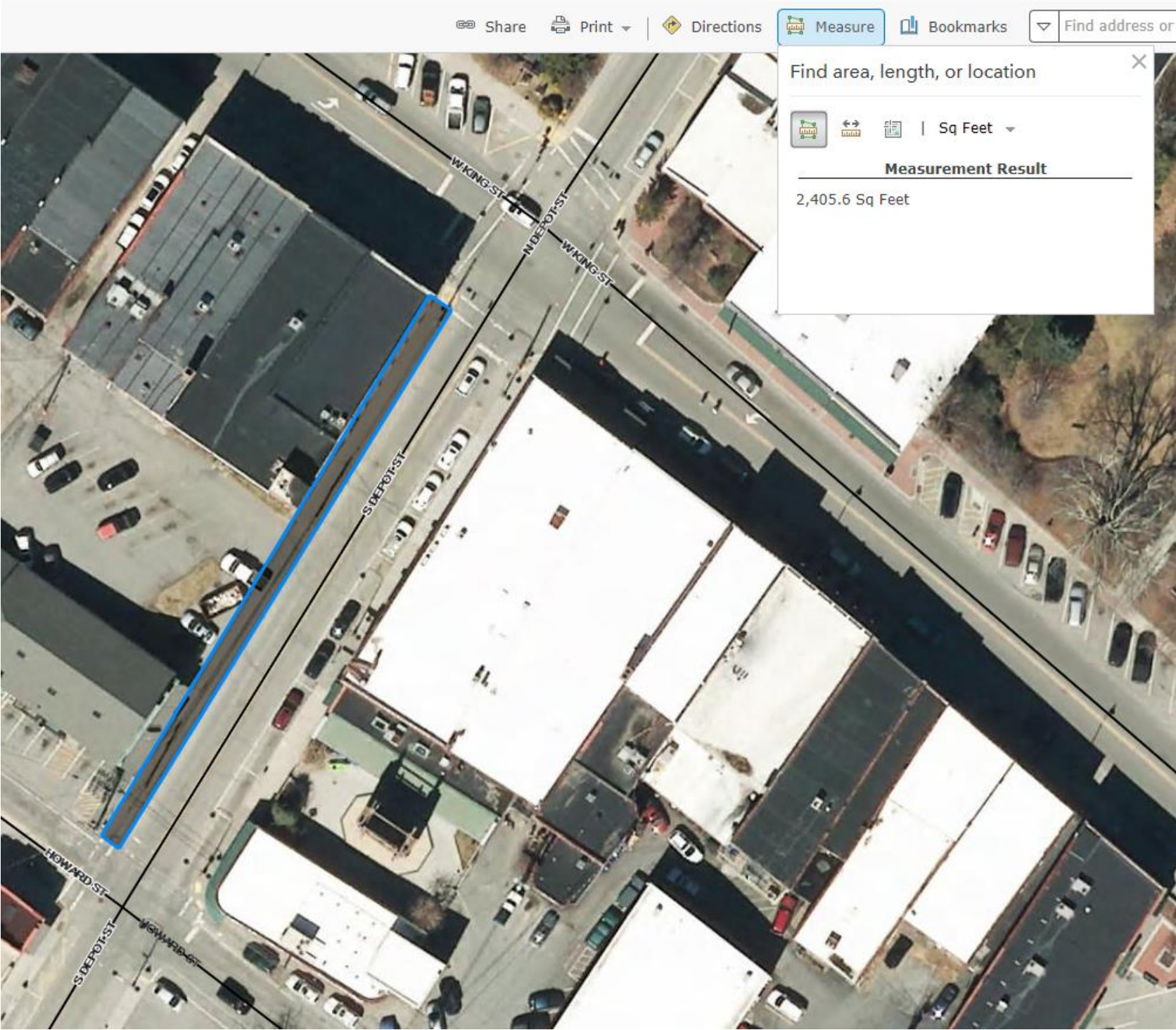
Daniel Boone Condos



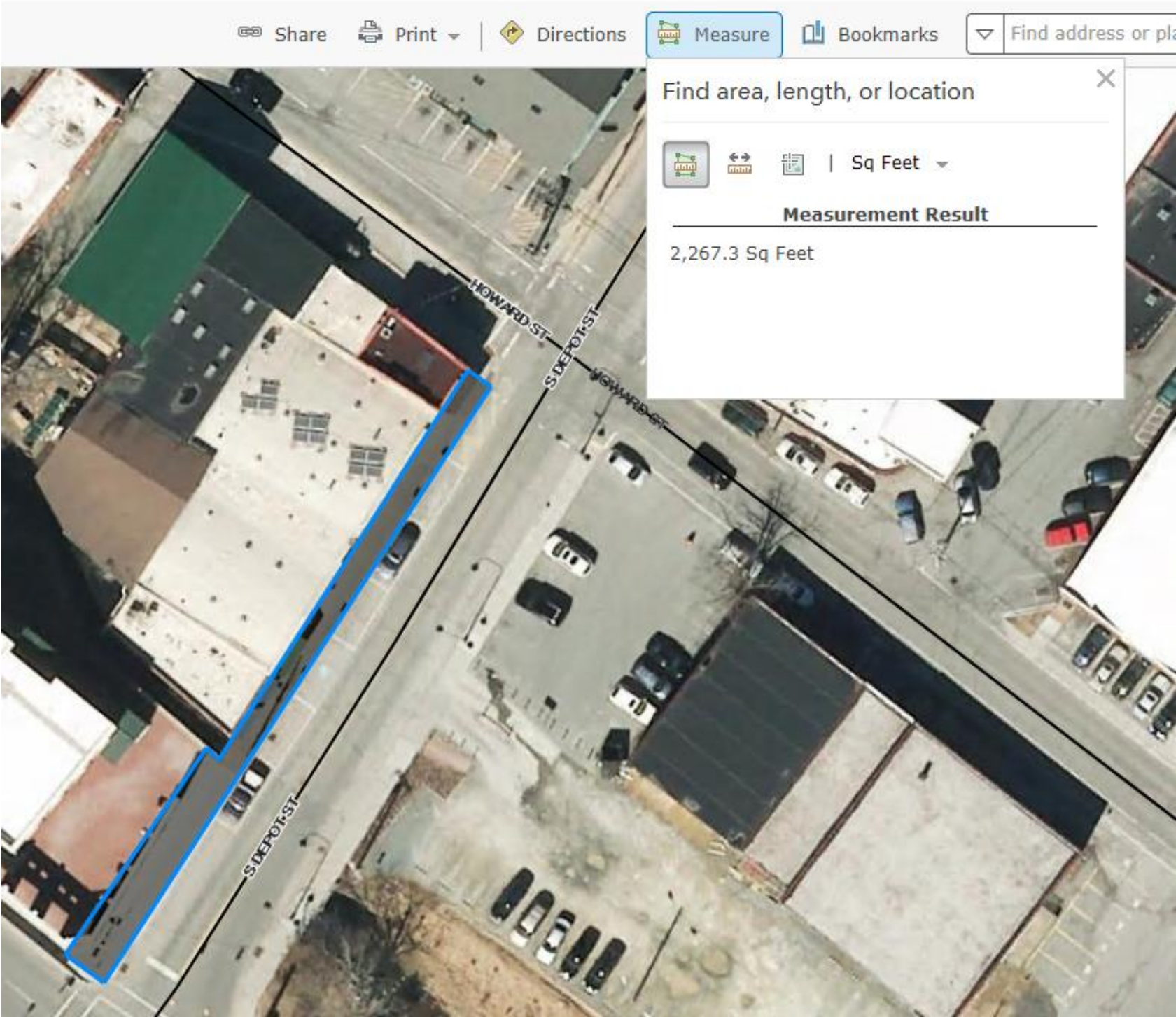
Communication: 10 Year Plan for the MSD (Design)

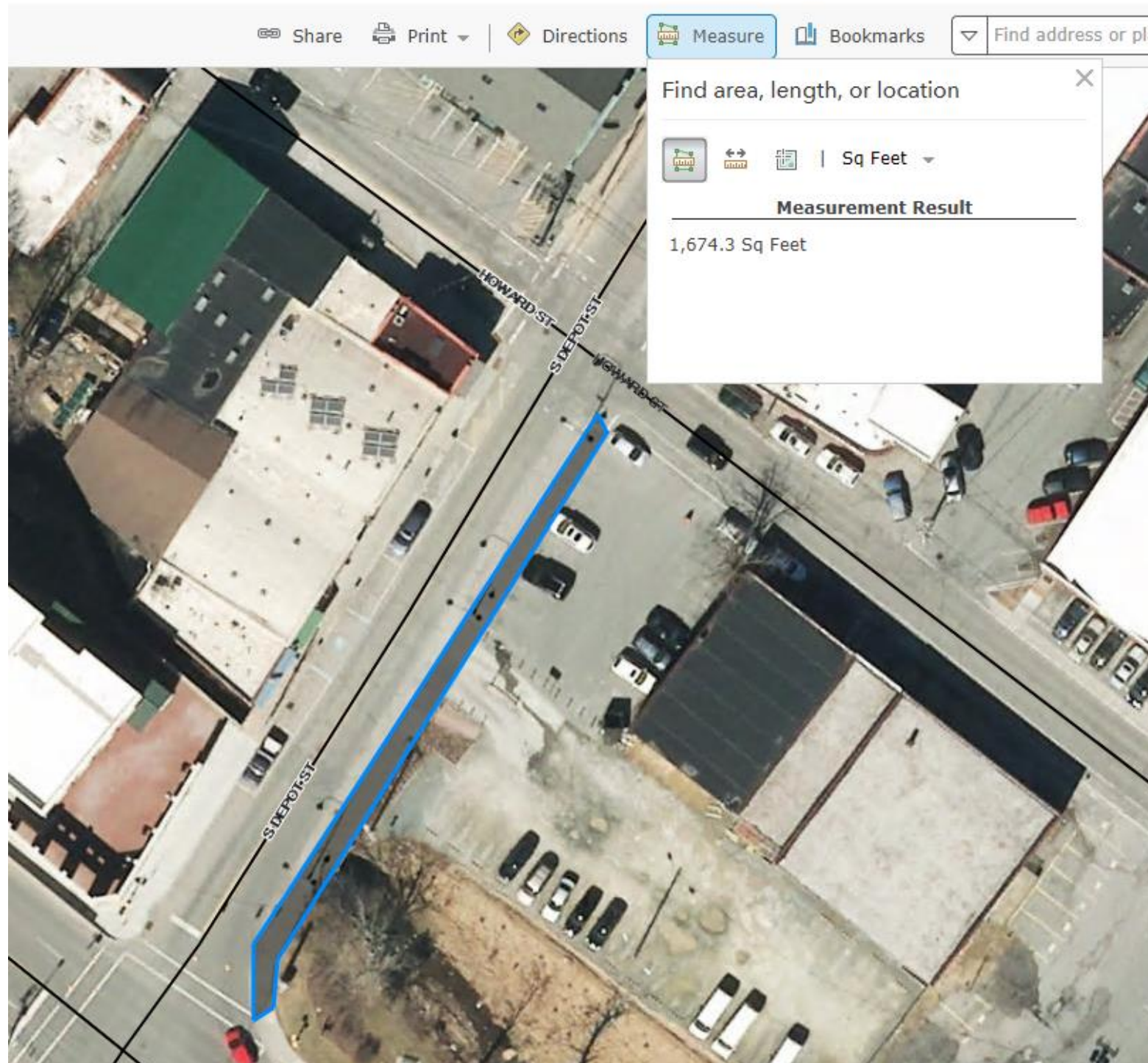


Shoppes at Farmers to Magic Cycles

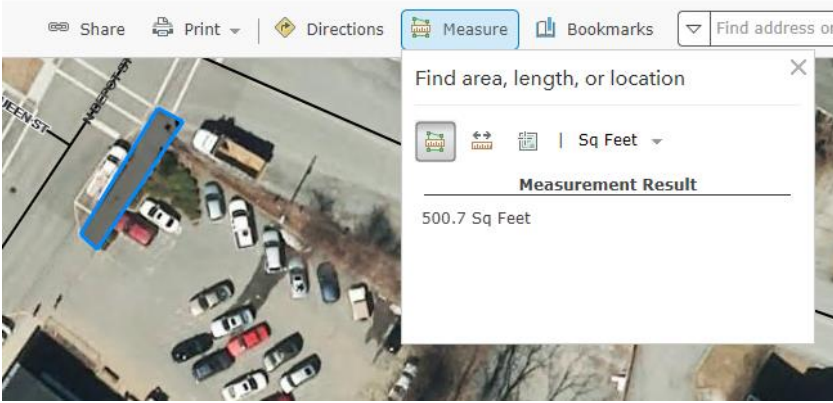
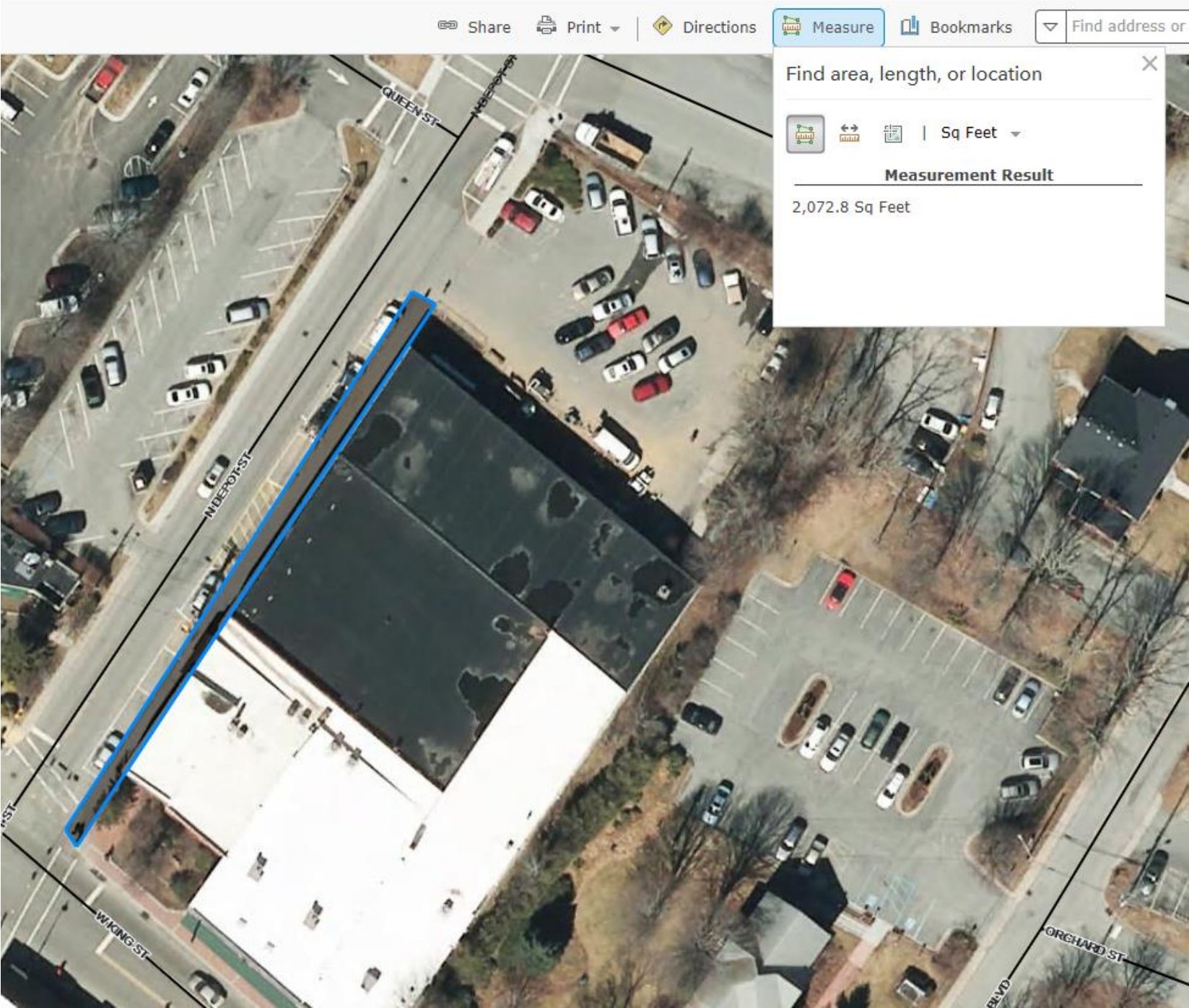


Communication: 10 Year Plan for the MSD (Design)



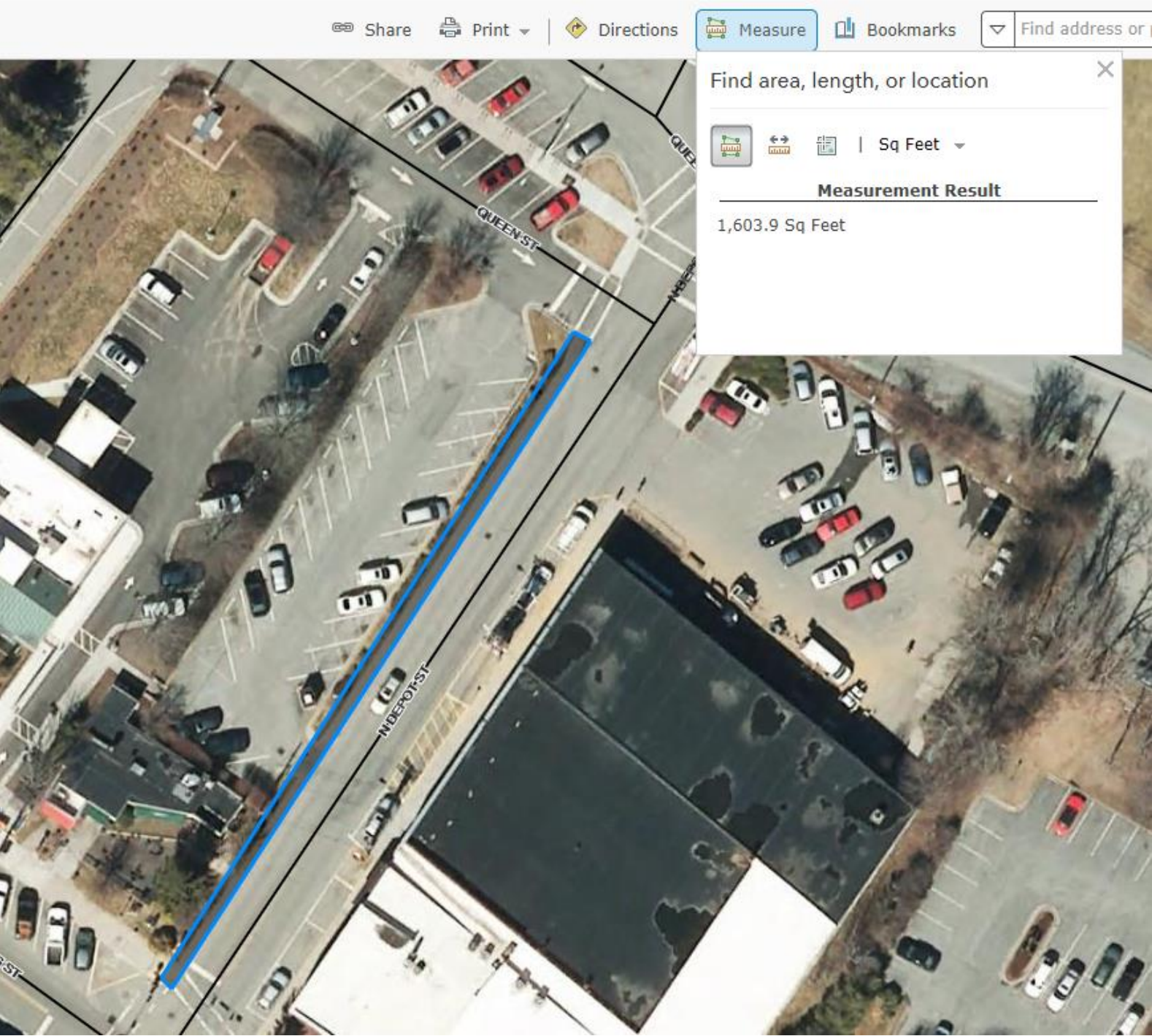


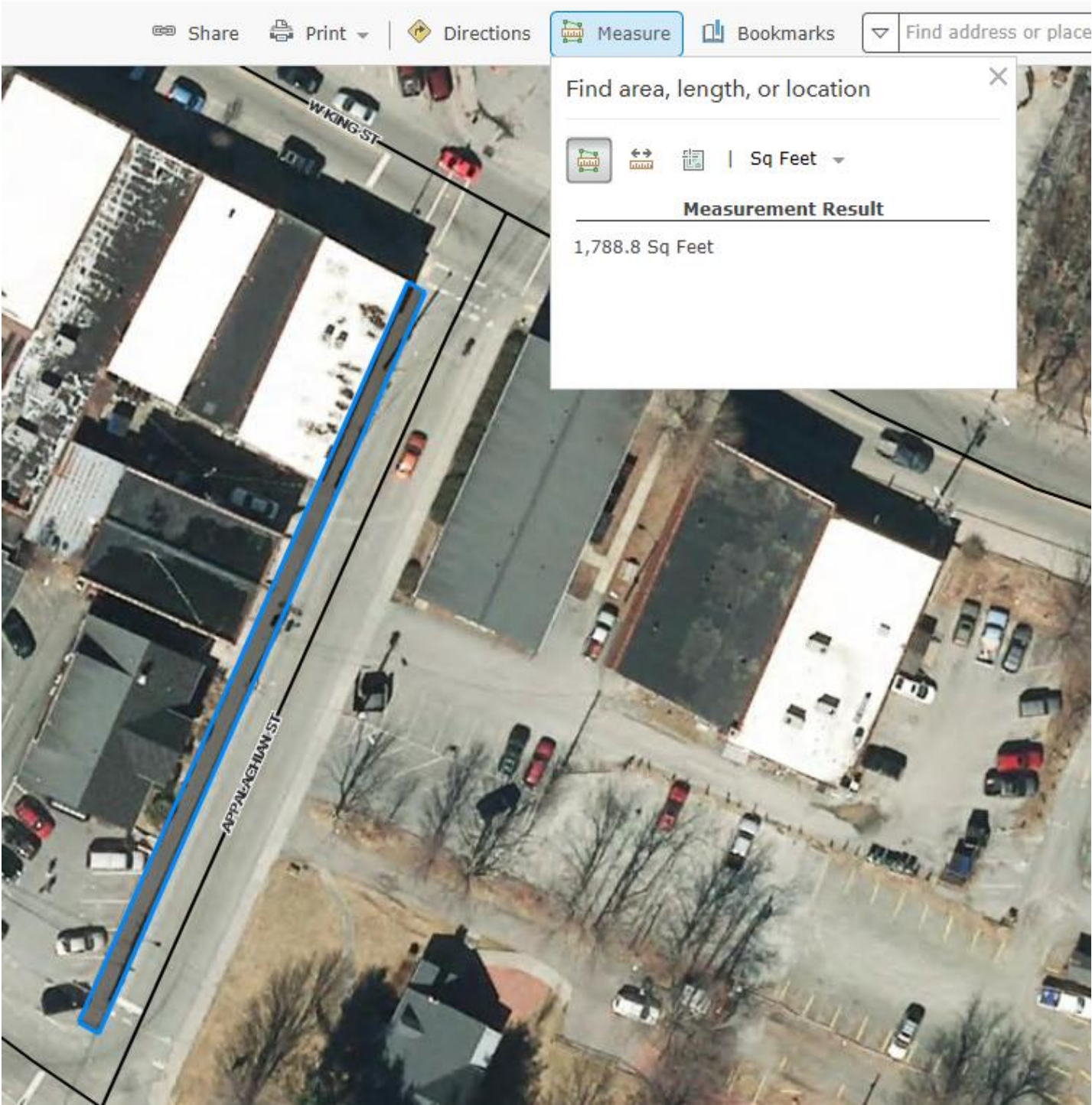
Di Santi Watson to Lost Province



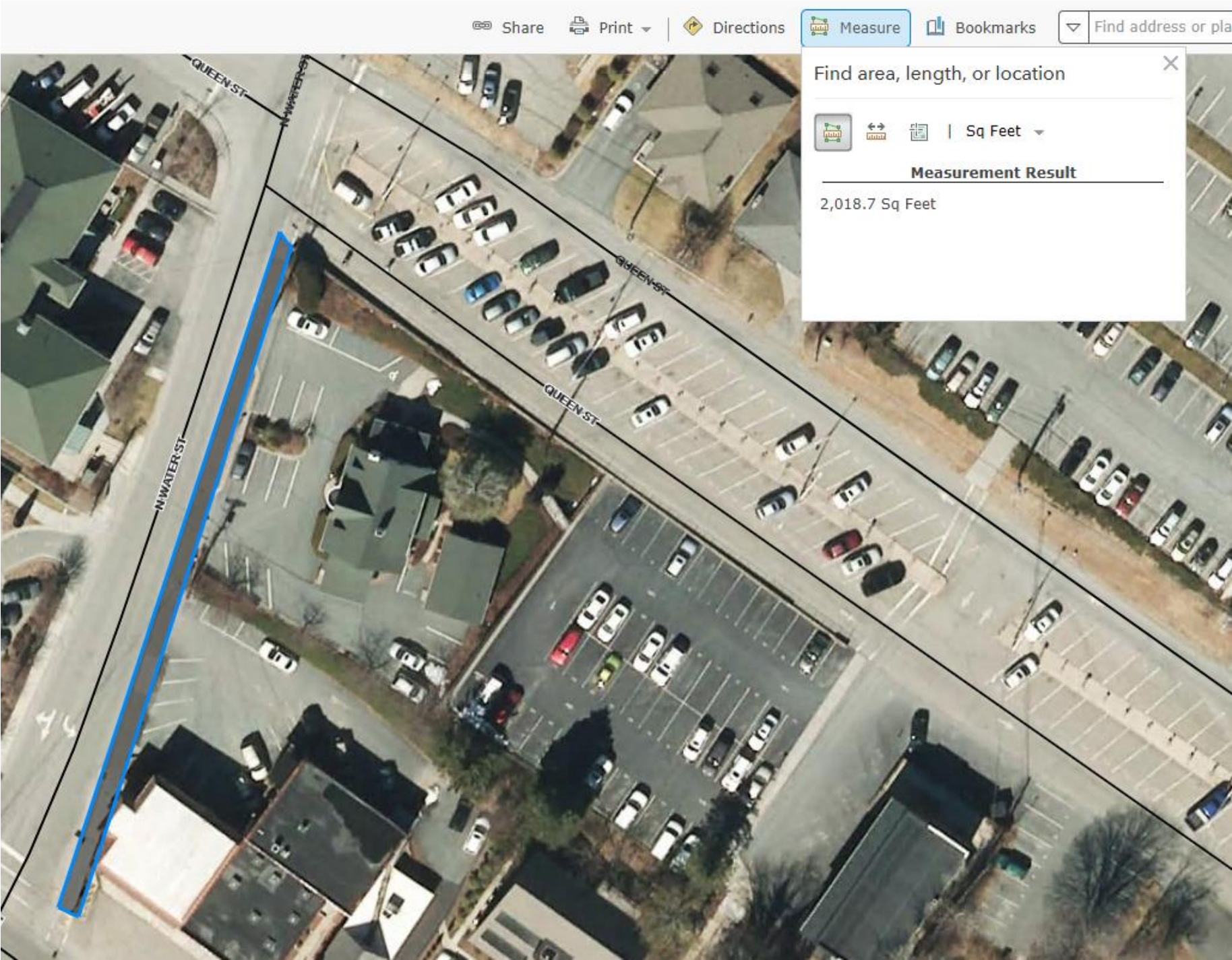
Communication: 10 Year Plan for the MSD (Design)

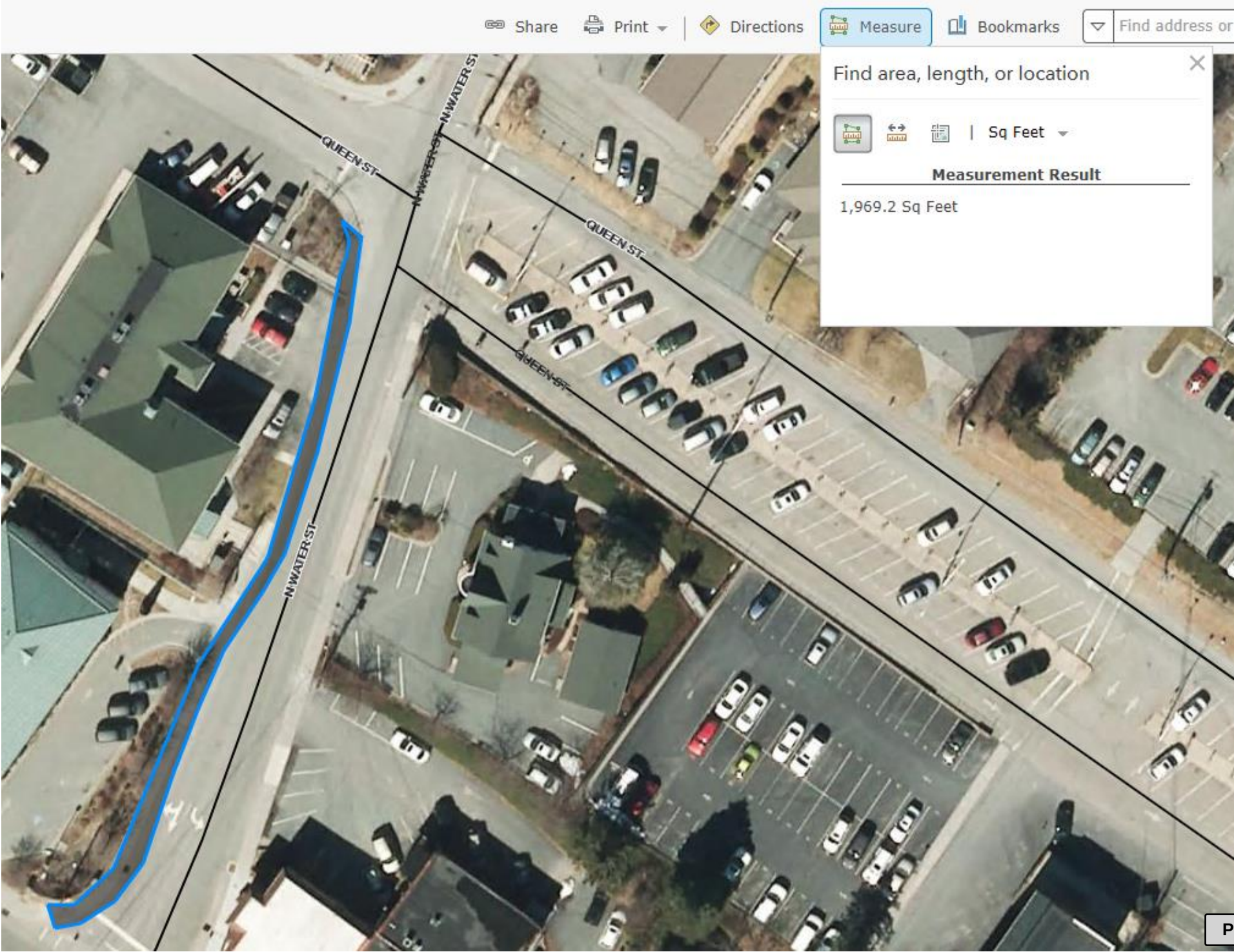
Melanie's to Queen Street

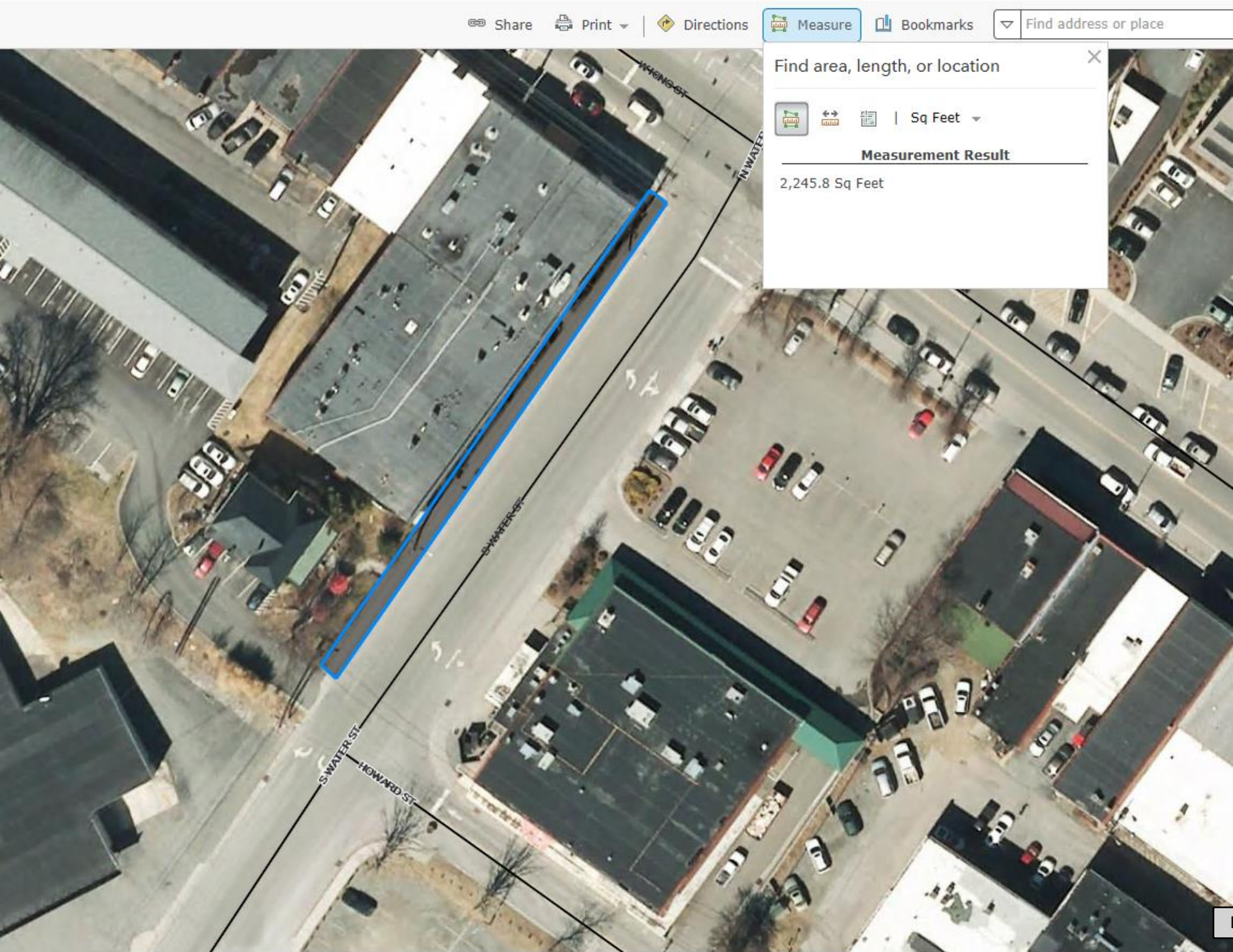


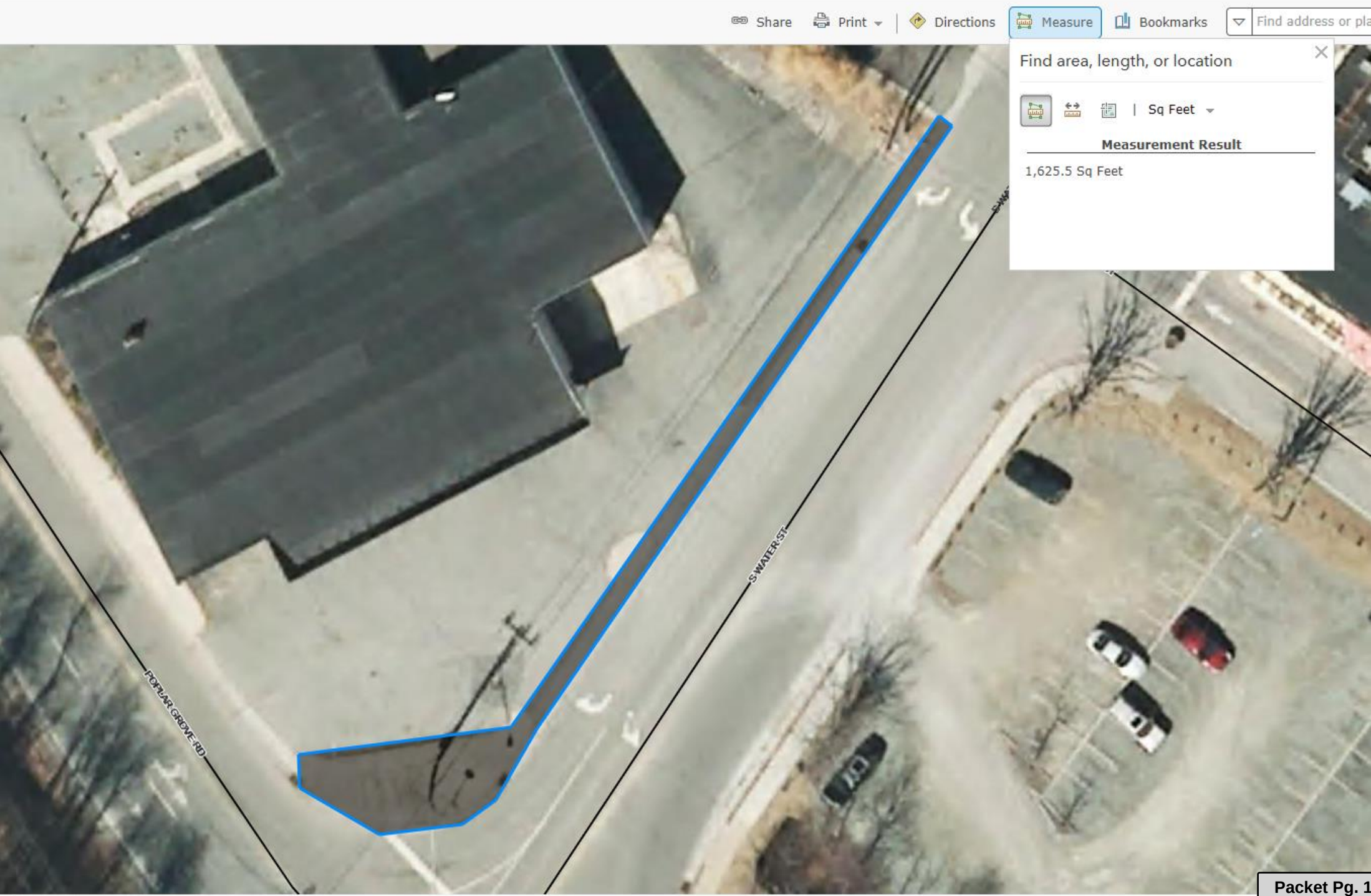


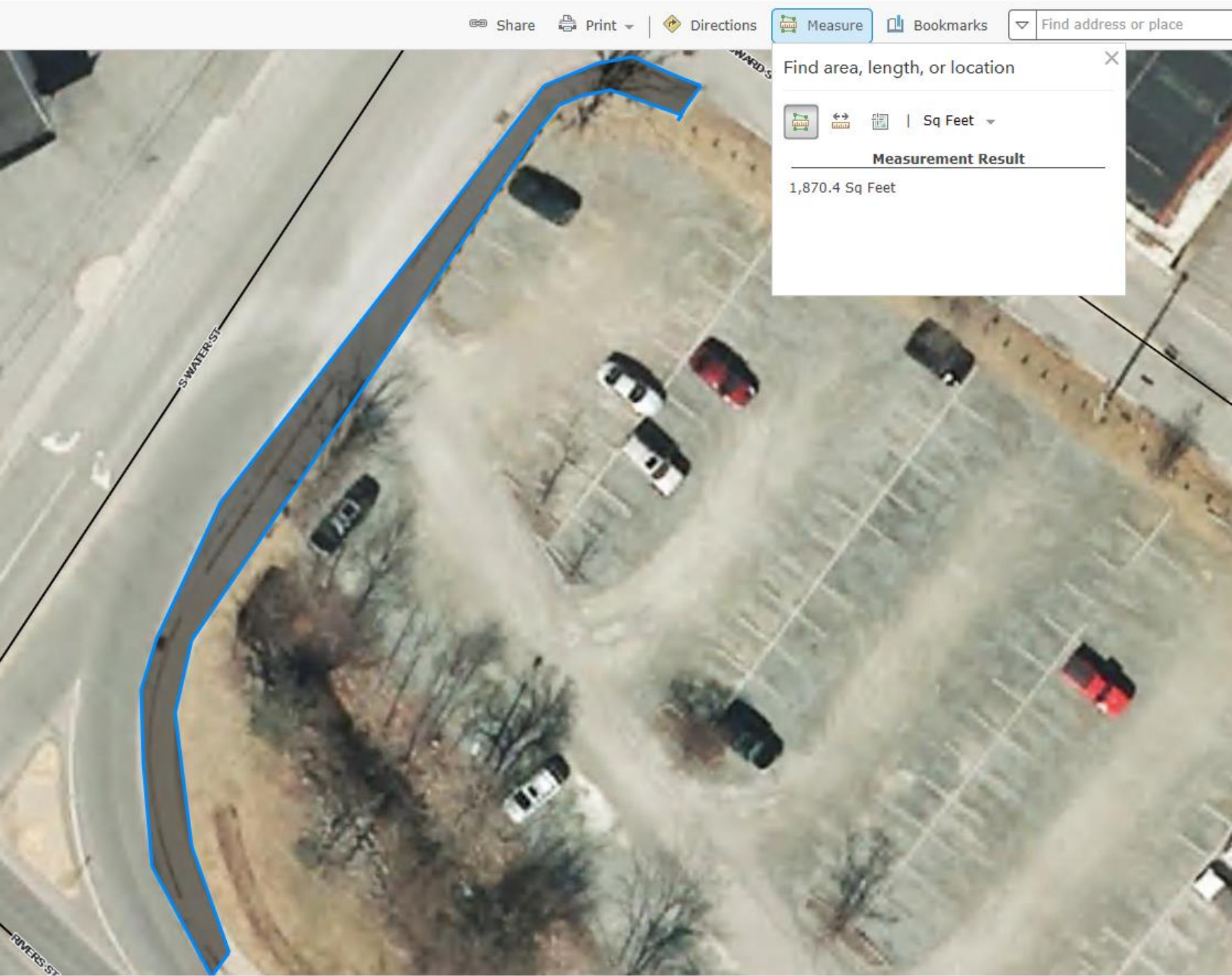
My Pho to Queen Street

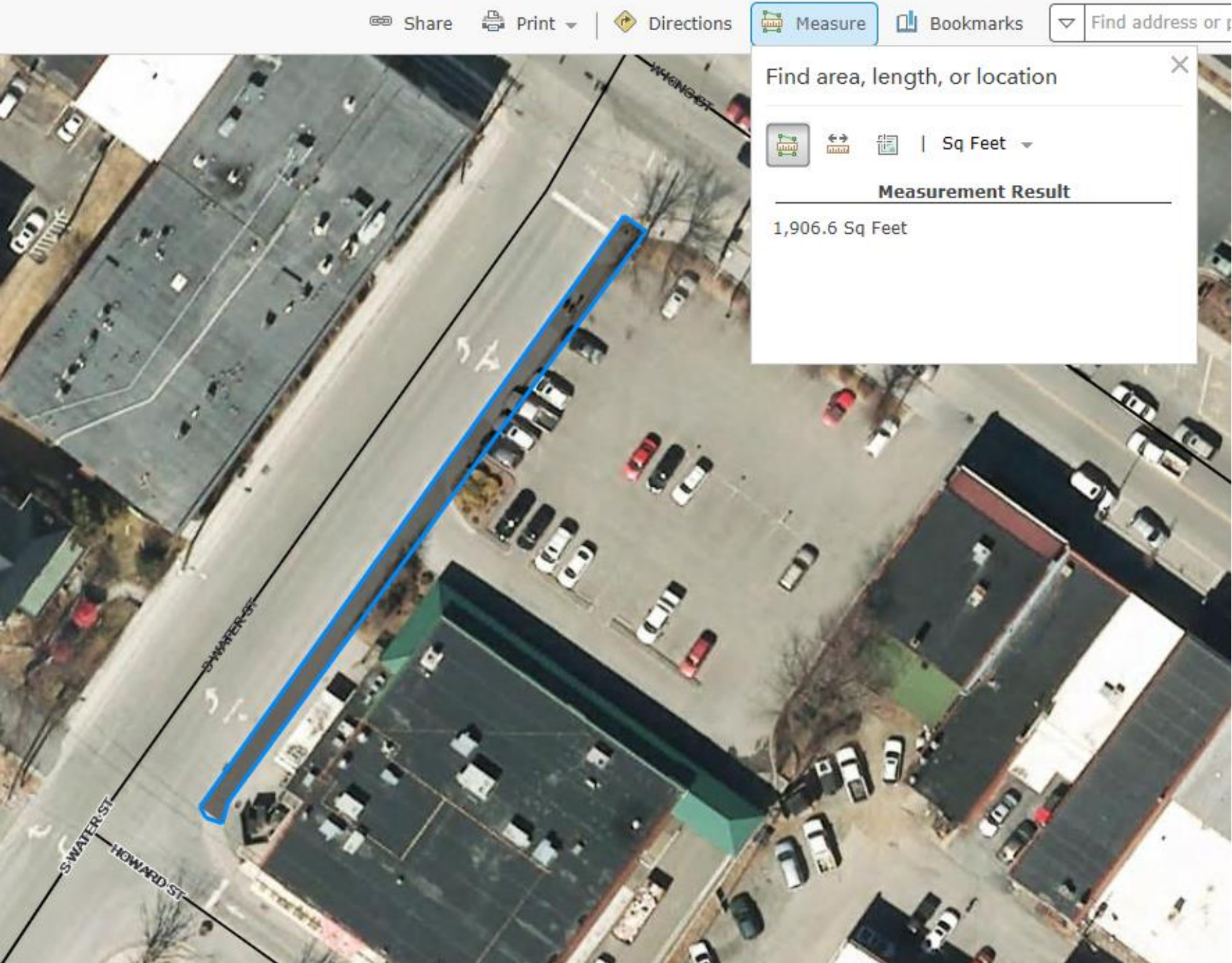


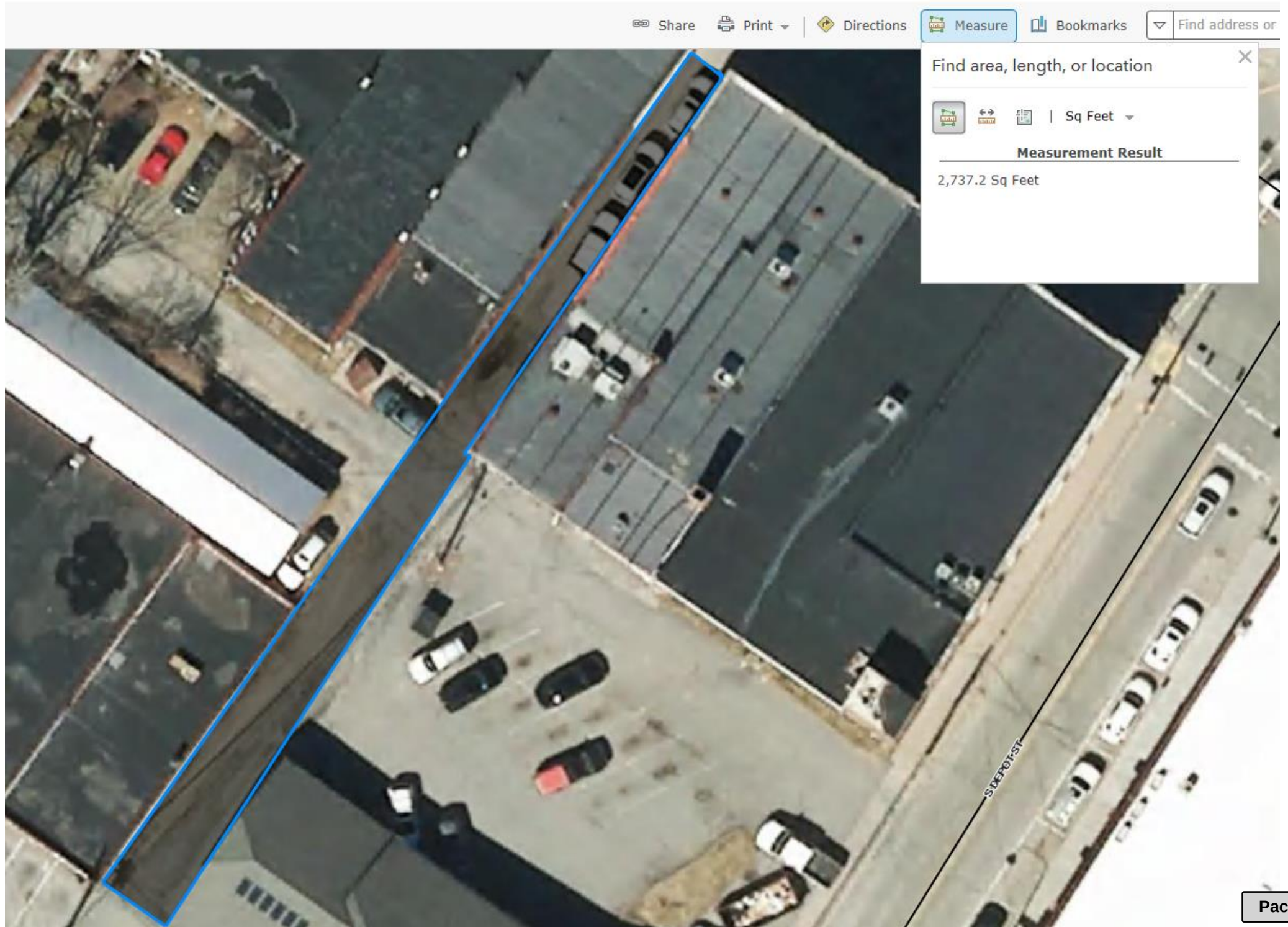


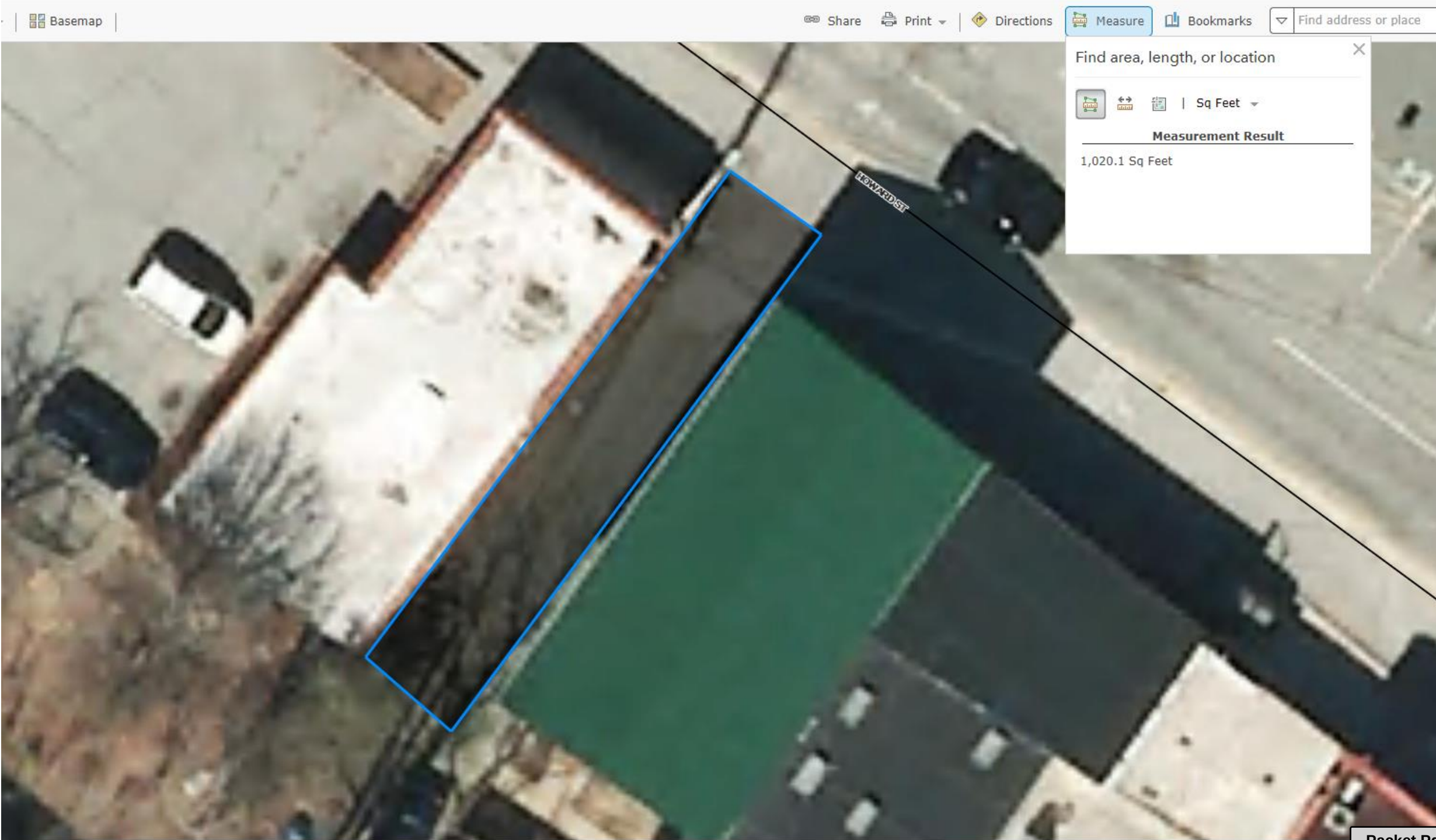


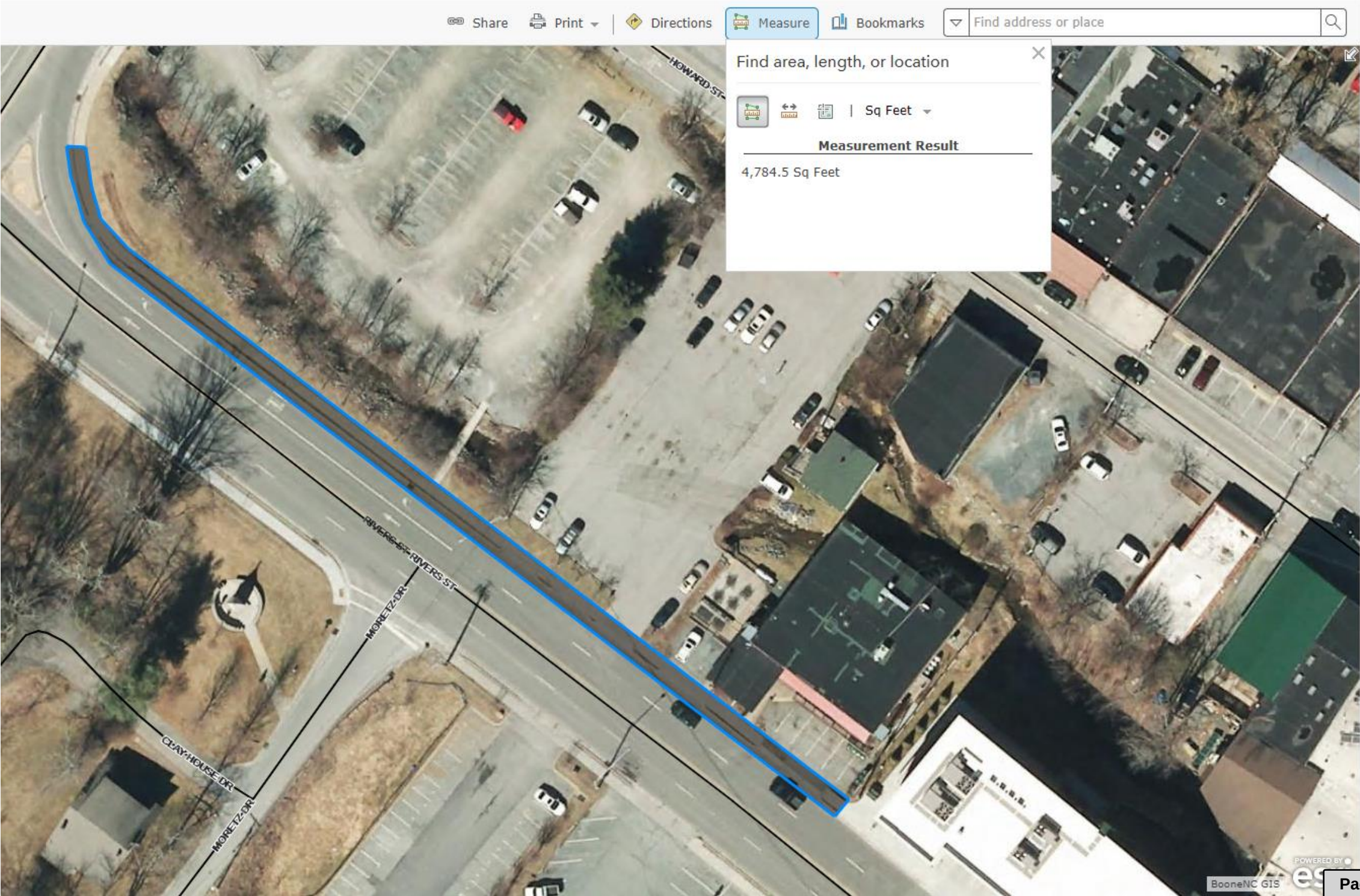


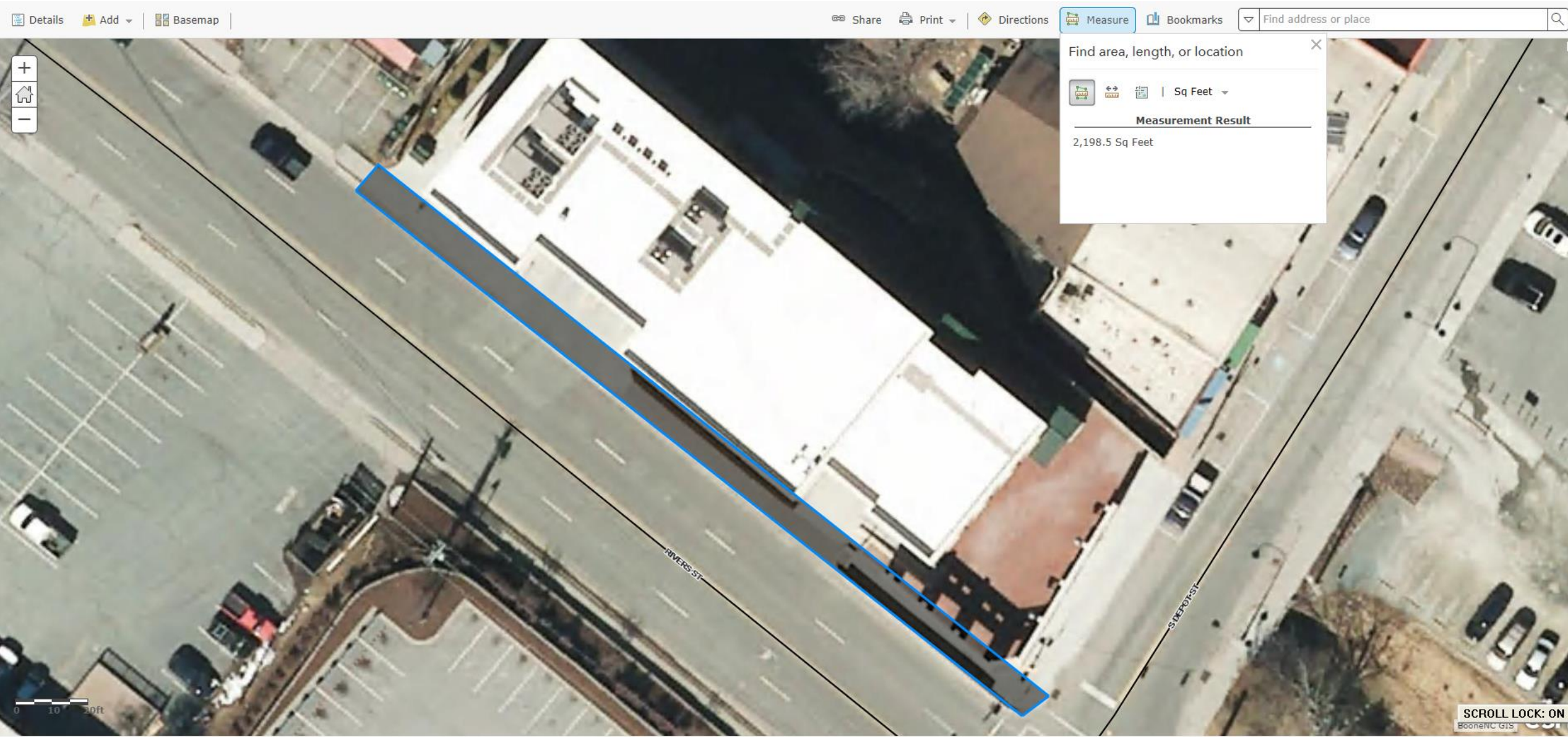






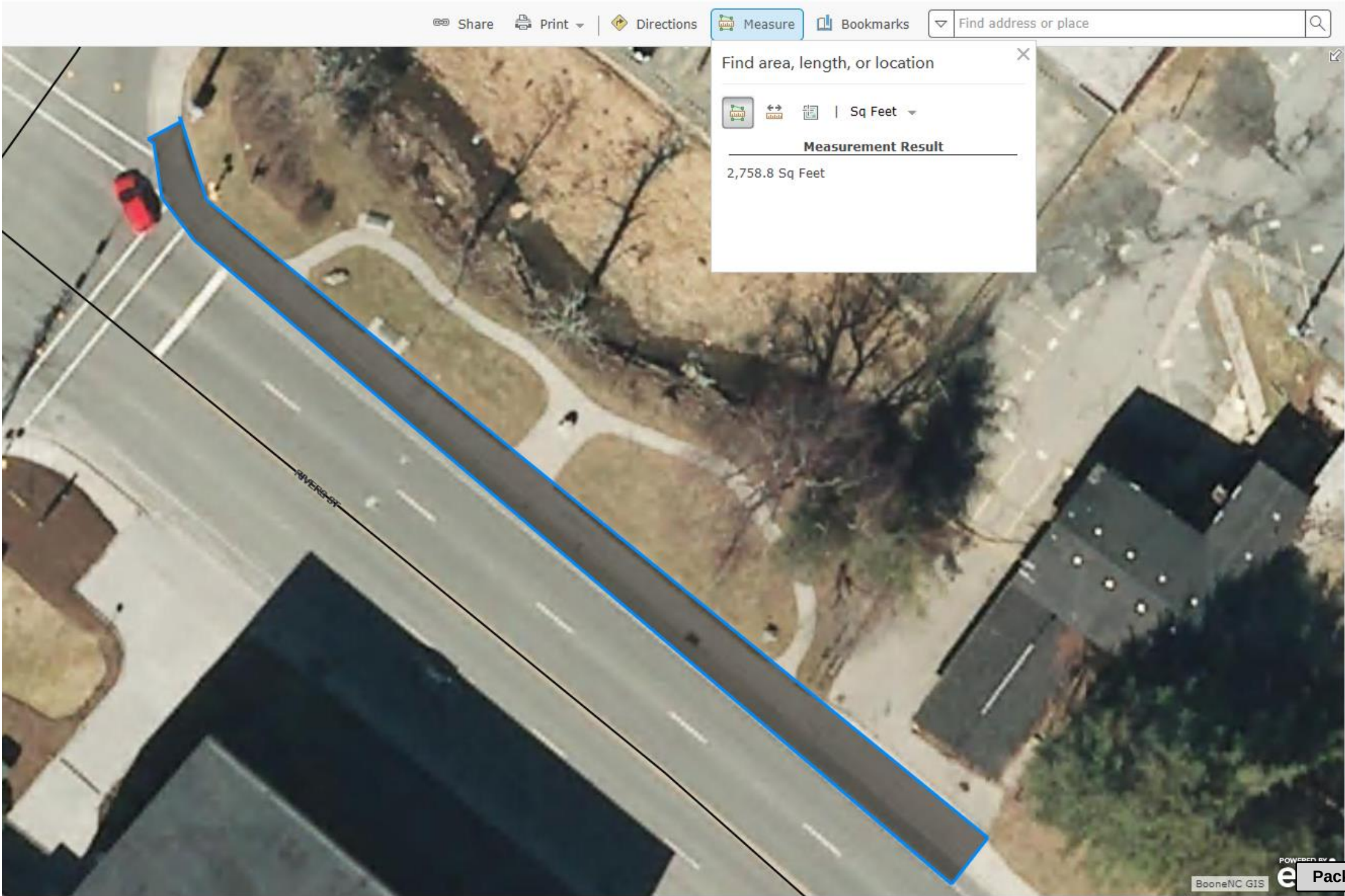


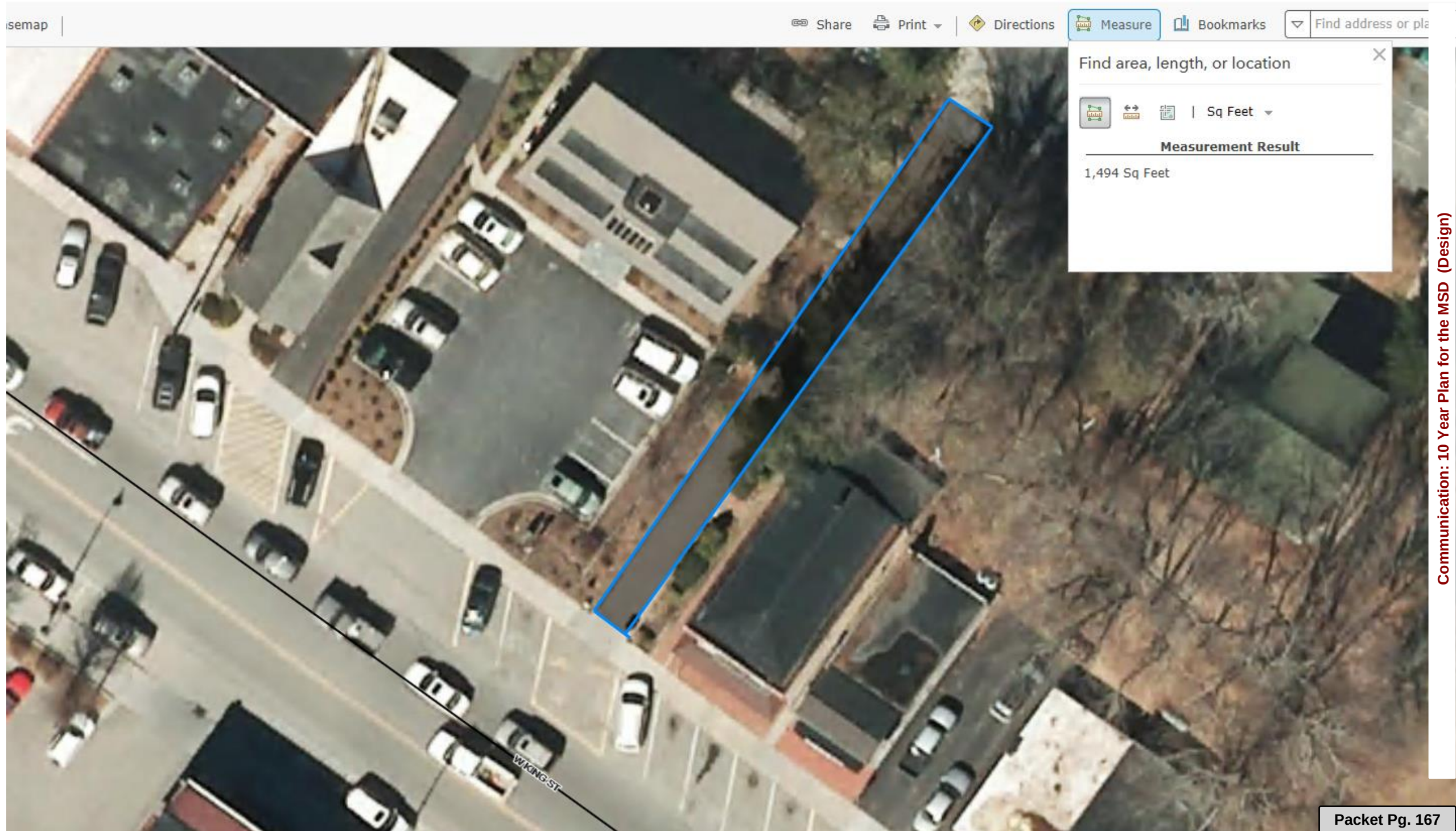


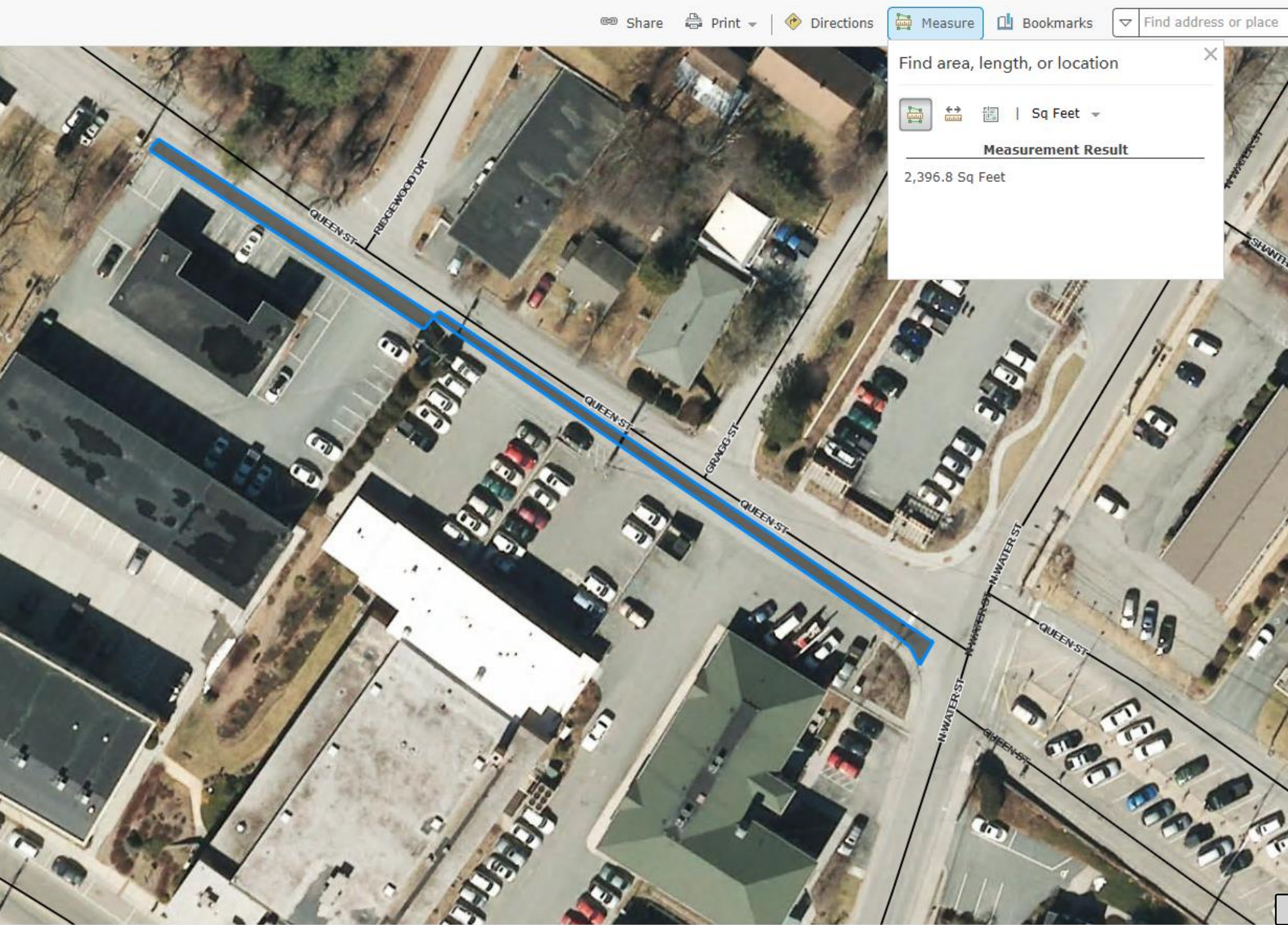


Communication: 10 Year Plan for the MSD (Design)

Jimmy Smith Park







GRAND BOULEVARD LINEAR PARK



EXISTING



Conversion of Grand Boulevard to a one-way northbound street provides for a linear park and sidewalk that extends 400 feet to Queen Street and provides access to the Jones House property. These improvements also relieve traffic resulting from drivers attempting a left-hand turn onto King Street. In the background, Boone's planned Veterans Memorial and parking deck will accommodate visitors wishing to access the trail from downtown.

Plan created by Destination by Design
Their estimated cost of this section of the project: \$250,000

Priority	Street Name	Start/End Point	Location	Square Feet (Estimates)	Cost
1	King Street	King Street Parking lot to Under the Sun	West	1,440	\$ 11,520.00
2	King Street	corner of Appalachian Street to Harmon building/Foggy Pine Books	West	2,536	\$ 20,288.00
3	King Street	corner of King and Depot Street to far side of PNC Bank Alley	West	1,445	\$ 11,560.00
4	King Street	Art Mart to Village Jewelers	West	1,332	\$ 10,656.00
5	King Street	Harmon Law office to Fire Department	West	2,208	\$ 17,664.00
6	King Street	Eggers Law Office to Wine to Water	West	1,464	\$ 11,712.00
7	King Street	Melanie's to Post Office	East	2,451	\$ 19,608.00
8	King Street	Mellow Mushroom to Vidalia	West	2,588	\$ 20,704.00
9	King Street	Vidalia to Ram's Rack	West	809	\$ 6,472.00
10	King Street	Ram's Rack to Casey Law Firm	West	2,458	\$ 19,664.00
11	King Street	Watauga County Administration Building to Chamber of Commerce	East	2,873	\$ 22,984.00
12	King Street	Chamber of Commerce to Straight Street	East	1,570	\$ 12,560.00
13	King Street	Straight Street to Jamie Leigh CPA	East	427	\$ 3,416.00
14	King Street	Boone Bagelry to 494 Lofts	East	1,880	\$ 15,040.00
15	King Street	494 Lofts to Noble Piercing	East	1,987	\$ 15,896.00
16	King Street	Noble Piercing to Fruits, Veggies and More	East	2,666	\$ 21,328.00
17	King Street	Fruits, Veggies and More to King and College	East	2,973	\$ 23,784.00
18	King Street	First Baptist Church	West	2,015	\$ 16,120.00
19	King Street	Turchin Center	West	2,656	\$ 21,248.00
20	King Street	Daniel Boone Condos	East	1,846	\$ 14,768.00
21	S Depot Street	King Street and Depot at Anna Banana's, down to Foolsloggers	South	1,700	\$ 13,600.00
22	S Depot Street	King Street and Depot at Shoppes at Farmers down to Magic Cycles	North	2,406	\$ 19,248.00
23	S Depot Street	Corner of Howard and Depot down to River Street	North	2,267	\$ 18,136.00
24	S Depot Street	Corner of Howard and Depot down to River Street	South	1,674	\$ 13,392.00
25	N Depot Street	Di Santi Watson to Lost Province	South	2,574	\$ 20,592.00
26	N Depot Street	Melanie's to Queen Street	North	1,604	\$ 12,832.00
27	Appalachian Street	Appalachian Street to Howard Street	North	1,790	\$ 14,320.00
28	N Water Street	My Pho to Queen Street	South	2,019	\$ 16,152.00
29	N Water Street	Watauga County Administration Building to Queen Street	North	1,970	\$ 15,760.00
30	S Water Street	Mellow Mushroom to Proper	North	2,246	\$ 17,968.00
31	S Water Street	Riverswalk	North	1,626	\$ 13,008.00
32	S Water Street	Parking Lot at Water Street and Rivers Street	South	1,870	\$ 14,960.00
33	S Water Street	Market Place	South	1,907	\$ 15,256.00
34	PNC Bank Alley	King Street to Howard Street	Alley	2,737	\$ 21,896.00
35	PNC Bank Alley	Howard Street towards Rivers Street	Alley	1,020	\$ 8,160.00
36	Rivers Street	Rivers Street at Waters Street to Beasley Media Complex	East	4,785	\$ 38,280.00
37	Rivers Street	Rivers Street from Beasley Media Complex to Depot Street	East	2,199	\$ 17,592.00
38	Rivers Street	Jimmy Smith Park	East	2,759	\$ 22,072.00
39	Off King Street	Walkway to Queen Street	Alley	1,494	\$ 11,952.00
40	Queen Street	Corner of North Water Street to Westmont Apartments	West	2,397	\$ 19,176.00
					\$ -
					\$ -

*Last project

*Could correct

*Can we as

*Can we as

Communication: 10 Year Plan for the MSD (Design)

	\$ -
	\$ -
	\$ -
	\$ -
Total:	\$ 661,344.00

Amount Already Allocated:	\$270,000.00
Difference:	(\$391,344.00)
Current MSD Fund Balance:	\$ 191,000.00
Funds needed:	(\$200,344.00)
Divided by \$55,000 (Current annual Streetscape allocation)	\$ (3.64)
Number of years to complete funding for Sidewalk improvements	4

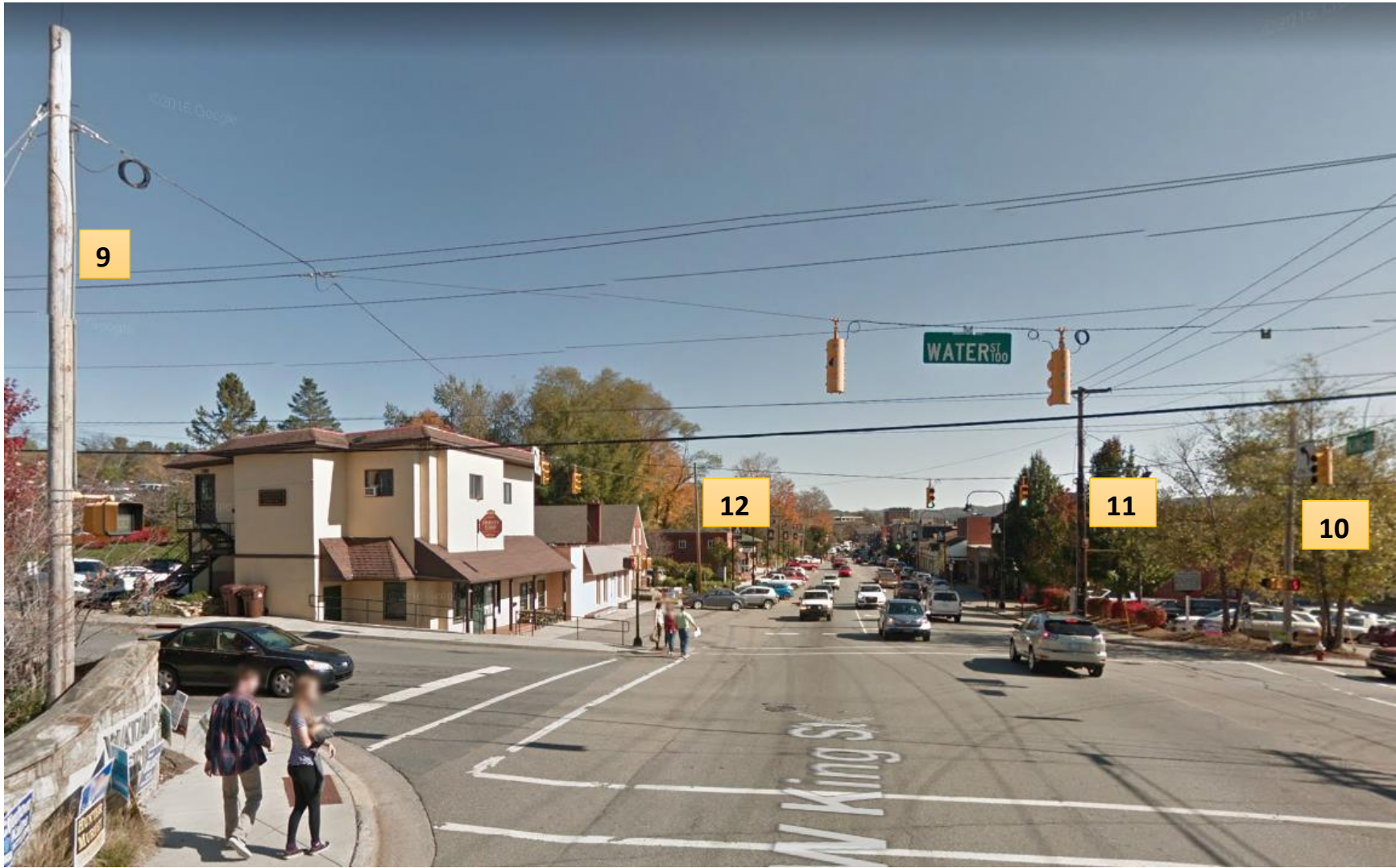
Power Pole Locations



Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)

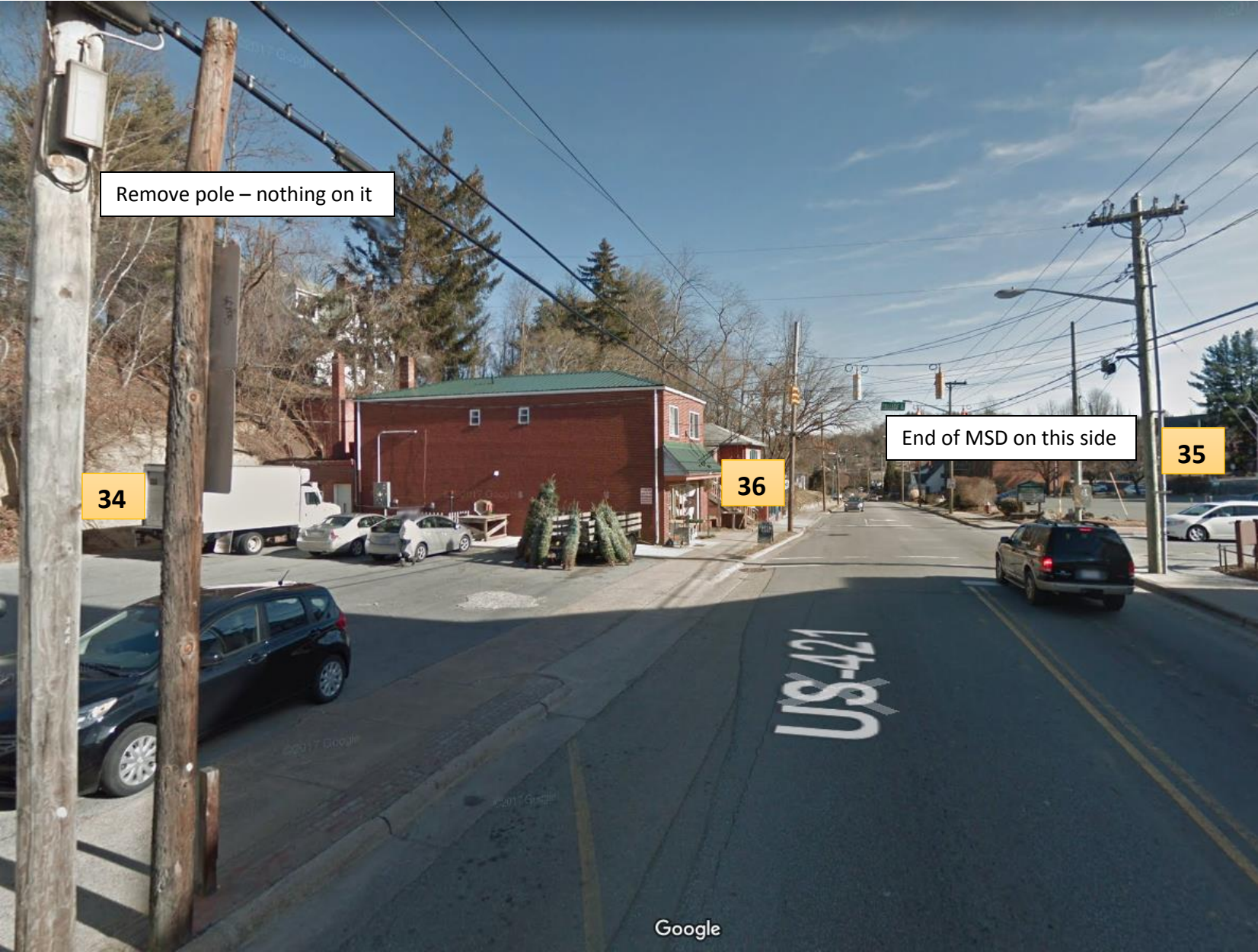


Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)









Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)







Communication: 10 Year Plan for the MSD (Design)



Communication: 10 Year Plan for the MSD (Design)



Street Pole #	Block	40' poles	45' poles	50' poles
King Street 1	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 2	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 3	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 4	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 5	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 6	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 7	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 8	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 9	1	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 10	2	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 11	2	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 12	2	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 13	2	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 14	2	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 15	3	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 16	3	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 17	3	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 18	3	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 19	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 20	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 21	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 22	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 23	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 24	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 25	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 26	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 27	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 28	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 29	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 30	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 31	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 32	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 33	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 34	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 35	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 36	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 37	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 38	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
King Street 39	4	\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
North Depot 40		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
North Depot 41		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
North Depot 42		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
North Depot 43		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
N Water Street 44		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
N Water Street 45		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00
N Water Street 46		\$ 5,500.00	\$ 5,800.00	\$ 6,400.00

S Water Street 47	\$	5,500.00	\$	5,800.00	\$	6,400.00
S Water Street 48	\$	5,500.00	\$	5,800.00	\$	6,400.00
S Water Street 49	\$	5,500.00	\$	5,800.00	\$	6,400.00
Rivers Street 50	\$	5,500.00	\$	5,800.00	\$	6,400.00
Rivers Street 51	\$	5,500.00	\$	5,800.00	\$	6,400.00
Rivers Street 52	\$	5,500.00	\$	5,800.00	\$	6,400.00
S Depot Street 53	\$	5,500.00	\$	5,800.00	\$	6,400.00
S Depot Street 54	\$	5,500.00	\$	5,800.00	\$	6,400.00
S Depot Street 55	\$	5,500.00	\$	5,800.00	\$	6,400.00
S Depot Street 56	\$	5,500.00	\$	5,800.00	\$	6,400.00
Appalachian Street 57	\$	5,500.00	\$	5,800.00	\$	6,400.00
Appalachian Street 58	\$	5,500.00	\$	5,800.00	\$	6,400.00
Appalachian Street 59	\$	5,500.00	\$	5,800.00	\$	6,400.00
Appalachian Street 60	\$	5,500.00	\$	5,800.00	\$	6,400.00
Grand Blvd 61	\$	5,500.00	\$	5,800.00	\$	6,400.00
Grand Blvd 62	\$	5,500.00	\$	5,800.00	\$	6,400.00
Grand Blvd 63	\$	5,500.00	\$	5,800.00	\$	6,400.00
Queen Street 64	\$	5,500.00	\$	5,800.00	\$	6,400.00
Queen Street 65	\$	5,500.00	\$	5,800.00	\$	6,400.00
Queen Street 66	\$	5,500.00	\$	5,800.00	\$	6,400.00
Total	\$	313,500.00	\$	330,600.00	\$	364,800.00



Quote #: 5163
Created: 4/27/2018
Modified: 4/27/2018

Quote Name Dumor Benches 4-26-18

Prepared By: Todd McDuffee
(919) 796-7247
todd@carolinaparksandplay.com

Prepared For: Brittany Clark
(828) 268-6283
brittney.clark@townofboone.net

Bill To: Brittany Clark
Town of Boone
321 East King St.
Boone, NC 28607

Ship To: Town of Boone
321 East King St.
Boone, NC 28607

Please make out purchase orders, contracts, and checks to:

Invoice Address Carolina Parks and Play
P.O. Box 1246
Cary, NC, 27512
(919) 469-9188

Lead Time: 7-8 weeks ARO
Payment Terms: Net 30
Total Wt 327

Product	Line Description	Quantity	Sales Price	Wt Subtotal	Total Price
DuMor-Site Furnishings	Dumor Bench 66-009-8PC3AR/C. 8ft bench, 3 arms, Gull wing feet. Includes center armrest Plaque backers in both end armrests. See attached spec sheet for detail.	1.00	\$1,335.00	321	\$1,335.00
DuMor-Site Furnishings	PLAQUE-026820. 7 3/4" DIAM 3/8" ZINC PLAQUE INSTALLED. See attached proof with town logo.	2.00	\$280.00	6	\$560.00
Freight	Shipping	1.00	\$195.00	0	\$195.00

Subtotal	\$2,090.00
Tax Rate	6.75%
Project Tax	\$141.07
Project Total	\$2,231.07

Standard Terms and Conditions

Pricing: Prices are firm for 30 days unless otherwise noted. Installation costs, if shown, are for one installation unless otherwise noted. Taxes will be shown separately, if applicable. Any applicable taxes not shown will be applied to the final invoice.

Payment terms: Payment terms are as stated above subject to approval by Credit Manager. Payment in full is due within those terms. Pre-payment may be required for orders equaling less than \$5000.00. A signed purchase order made out to the business name and address, as listed in the "Invoice Address" section of this quotation, or this signed quotation is required for all orders unless otherwise noted. A 1.5% per month finance charge will be imposed on all past due accounts. Checks should be made payable to and mailed as indicated in the "Invoice Address" section of this quotation.

Communication: 10 Year Plan for the MSD (Design)



Quote #: 5163
Created: 4/27/2018
Modified: 4/27/2018

Returns: Returns are available on shipments delivered within the last 60 days if the product is in merchantable condition, has never been installed, and has never been stored in an area with little or no protection. A 25% restocking fee will be charged on all returned goods. Customer will be charged freight for both the outbound and inbound shipment. Any credit will be based on the condition of the item(s) upon return.

Installation: The site should be clear, level and allow for unrestricted access of trucks and machinery. Customer is responsible for providing a secure location to off-load and store the equipment during the installation process. The customer is responsible for theft or damage of the equipment from the time the equipment is off-loaded until the installation is complete, unless other arrangements are made and noted on the quotation. The customer is responsible for any locally required building permits unless specifically noted otherwise in this proposal. Price includes only what is stated in this quotation. If additional site work or equipment is needed then the price is subject to change. Customer shall be responsible for unknown conditions such as buried utilities (public and private), tree stumps, rock, or any concealed materials that may result in additional labor or material costs. Customer will be billed hourly or per job for any additional costs.

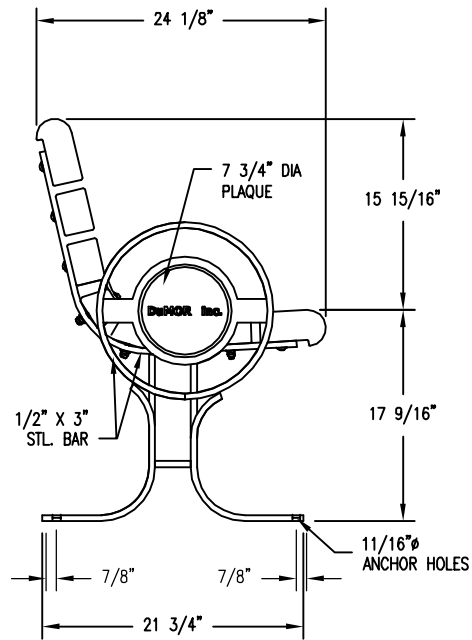
Agreement Execution

As an authorized agent, I accept the terms and conditions of this proposal for purchase of goods and services.

Name (print) _____ Signature _____ Date _____

Purchase order # _____ (please provide)

Communication: 10 Year Plan for the MSD (Design)



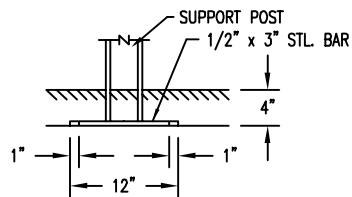
☐ S-3 GULL WING

LENGTH OPTIONS

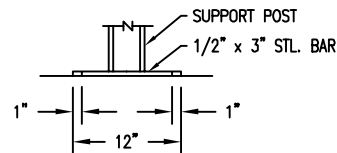
- ☐ 6' BENCH
☐ 8' BENCH

SLAT OPTIONS

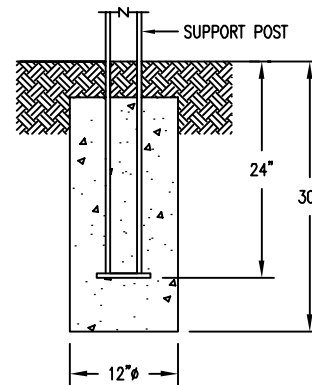
- ☐ "CEDAR" RECYCLED PLASTIC
☐ "GREY" RECYCLED PLASTIC
☐ "REDWOOD" RECYCLED PLASTIC
☐ "WALNUT" RECYCLED PLASTIC
☐ OTHER _____



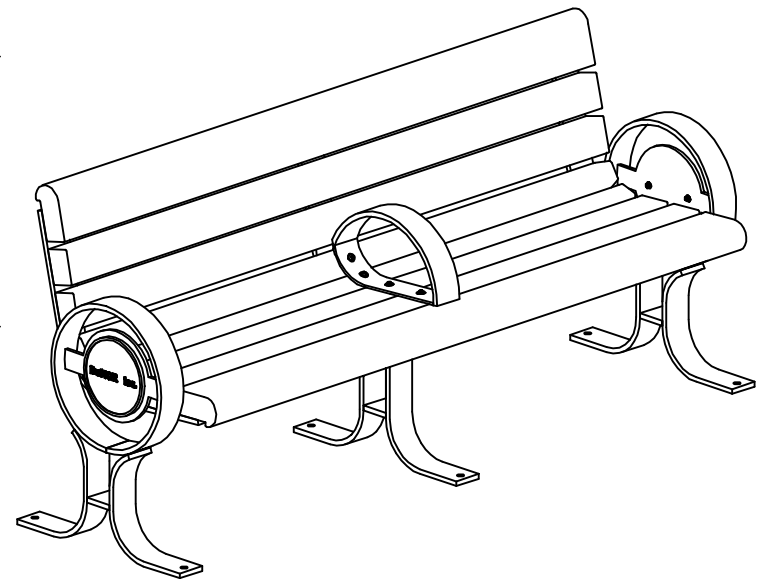
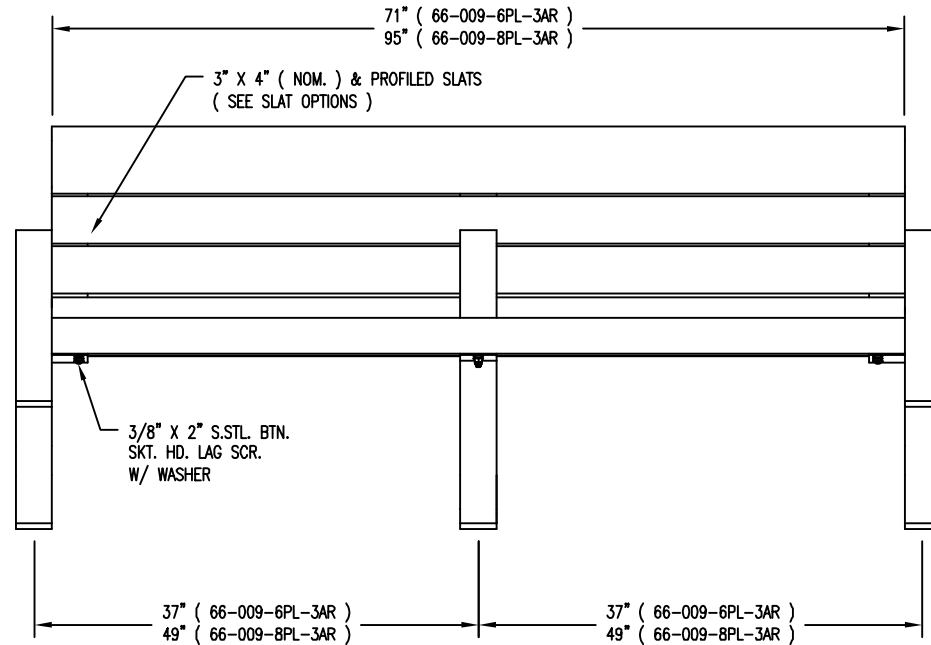
☐ S-4 SUB FLOOR



☐ S-2 SURFACE



☐ S-1 EMBEDMENT



NOTES

- 1.) ALL STL. MEMBERS COATED W/ ZINC RICH EPOXY THEN FINISHED W/ POLYESTER POWDER COATING.
- 2.) 1/2" x 3 3/4" EXPANSION ANCHOR BOLTS PROVIDED. FOR S-2, S-3 & S-4 OPTIONS.



BENCH

DATE DRAWN : 4/27/18
 DRAWN BY : JSB
 DATE REV. :
 REV. BY :

REV.
A

DRAWING
NUMBER

66-009PL-3AR
 FOR (2) 7 3/4" DIA PLAQUE

SHEET
1 OF 1

Packet Pg. 202

7 3/4" DIA. PLAQUE

- ☐ APPROVED
☐ APPROVED AS NOTED
☐ REJECTED

BY _____ DATE _____

INTERNAL USE ONLY
 PL ORDERED:
 SO/REP:
 ITEM:
 QTY:
 EST:


 DuMor®
 SITE FURNISHINGS

PLAQUE-026820-04

4/27/18

PLAQUE NOT TO SCALE





Fun, Safe, & Sustainable Transportation





Executive Summary

Company Information

Name: PubCycle of Boone LLC
Location: Downtown Boone Area
Owner: Christian Houpe
Operator: Christian Houpe
Phone: 704-984-0284
Email: Houpecl@appstate.edu

Company Description

PubCycle of Boone will be a locally owned and operated pub cycle business providing a fun, safe, and sustainable alternative to taxis, Ubers, and driving under the influence. The 14-passenger human & solar powered mode of transportation escorts customers to different businesses and restaurants in downtown Boone. The Trolley will have an electric motor that is powered by photovoltaic panels during the day and riders by night. While riding the Pub Cycle the riders pedal bicycle pedals that propel the cycle around town. The trolley is equipped with flashing LED lights and Bluetooth speakers, so the customers can play their own music during the ride! The Customers will be allowed to bring their own beer and wine on board to consume during the ride, while periodically stopping at local bars and restaurants to eat and drink as they please. The purpose of Boone Bike & Bar is to become a profitable business while providing fun, safe, and sustainable transportation that boosts the local economy while the customers learn about downtown Boone.

Objectives

- Obtain a service for hire permit from the town of Boone to allow the PubCycle of Boone to operate within town limits
- Teach Customers about Boone's rich history
- Successfully develop a client base of college students, tourist, and locals
- Boost the Towns local economy by improving Boone's night life and tourist economy
- Provide fun, safe, affordable, and sustainable transportation around the Boone downtown area
- Reduce drunk driving in the Downtown Area

Mission Statement

Boone Bike & Bar will become a profitable business while providing affordable, fun, safe, and sustainable transportation that boosts the local economy.

Keys to Success

- Boone's Locally based economy will aid in its development as it caters to locally owned businesses and it itself will be locally owned and operated.
- Boone is a hub for sustainable transportation and renewable energy increasing the interest of the Trolley Pub.
- The trolley pub also has the potential to tap into the more mature market in Boone due to the local beer brewing craze of both older and younger generations.
- The Trolley Pub will be marketed as a family event during summer days allowing the parents to drink delicious beer from local breweries while the kids enjoy pedaling and riding a 14-passenger bike on the way to the Boone Saloon arcade!
- Boone Bike & Bar will offer a historical Boone scavenger hunt that teaches riders about Boone's rich history.

Business & Industry Profile

The original group bicycle originated in Amsterdam in the 1900's since, the name has spread to other parts of the world including Berlin, the Netherlands, Minneapolis, and the United States. The US market is only expected to grow throughout the country. There are already similar businesses operating in Charlotte, Raleigh, Nashville, and Asheville.

The principal target consumers will be tourist and college students. I am targeting all students from the Universities and Colleges in the surrounding Area and all tourist visiting the Boone & Blowing Rock area.

The PubCycle of Boone will start out with a central location in downtown Boone N.C. with a 2.2 mile route that contains over 20 different bars and restaurants.

Location & Layout

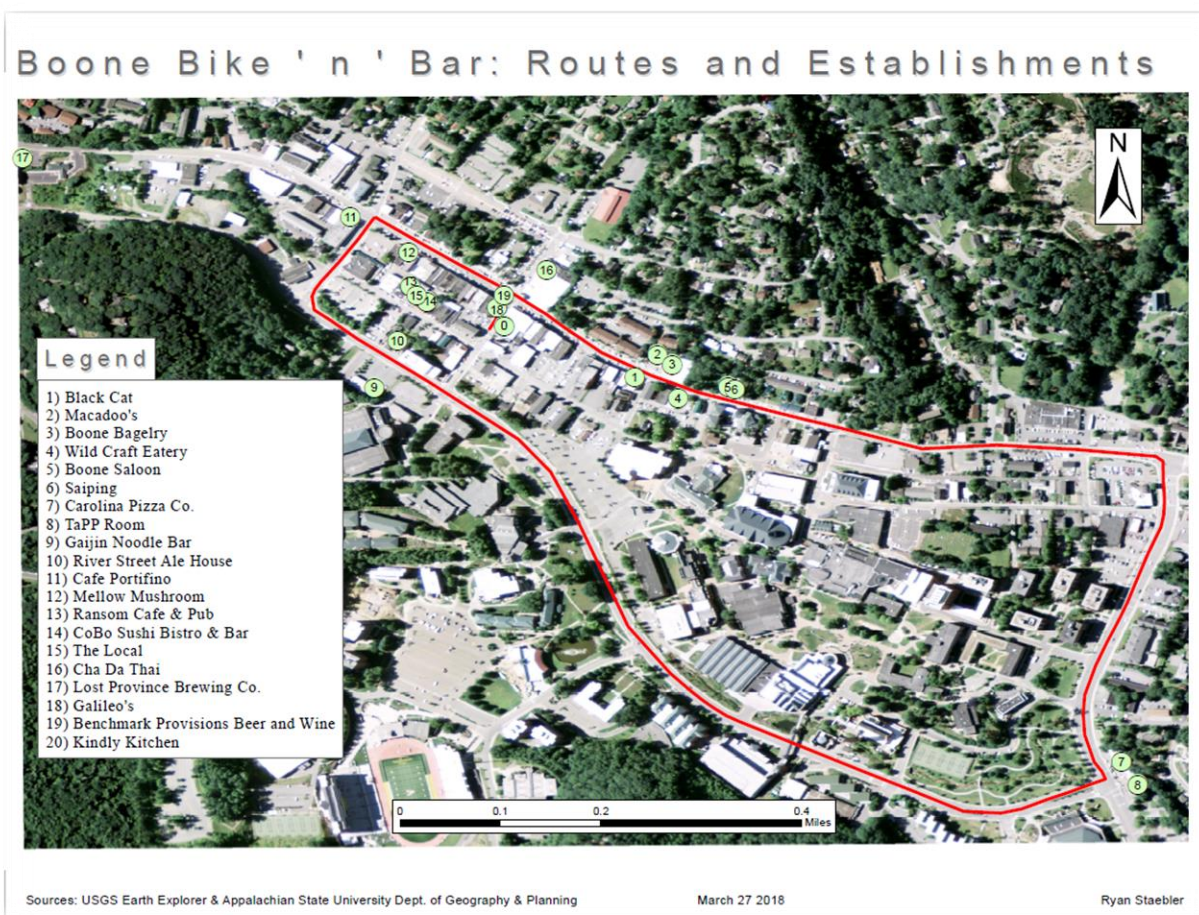
Company Ownership

PubCycle of Boone will be solely owned and operated by Christian Houpe during a trial period of business. Drivers will later be employed to operate the trolley after a large

percentage of expenses have been paid. Drivers will be 18 years of age with a clean driving record and approved by the Boone Police Department.

Location

PubCycle of Boone would optimally operate in downtown Boone right off King Street. I have considered partnering with Benchmark Provisions or Magic Cycle or leasing some of their space as it would be a mutual relationship where their beer sales increase and the trolley has a central starting point in the middle of town. After 5:00PM on weekdays and all day on the weekends free parking is available across the street in the universities gravel parking lot.



Communication: PubCycle (Other business, comments or concerns)

Route: The Trolley Pub will make a simple downtown loop with the option of stopping at over 20 different watering holes and restaurants along the way, a large majority locally owned and operated boosting the towns local economy. I will also be providing a local cuisine tour for the towns local restaurants that will include the cost of a small dish at each restaurant along the way.

Possible Stops Along the Route:

- Benchmark Provisions Beer & Wine
- The Local
- Café Portofino
- River Street Ale House
- CoBo Sushi Bistro & Bar
- Ransom
- Proper
- The TApp Room
- Vidalia
- Mellow Mushroom
- Lost Province Brewing Co.
- Our Daily Bread
- Macado's
- Boone Saloon
- Red Onion Café

Hours of Operation

PubCycle of Boone will operate on a reservation only basis in the beginning stages of the operation to prevent wasted time and money. Reservations will be made on the company's website including liability waivers and safety forms. The main hours of operation will be from 5:00PM-12:00AM on Thursday & Friday, and 10:00AM – 12:00AM on Saturdays and 12:00PM-10:00PM on Sunday. During the summer the bike will operate 6 days a week from 10:00AM – 12:00AM and 12:00PM-12:00AM on Sunday. Customers may also reserve the bike for special events that last all day.

Services Provided

PubCycle of Boone will offer safe and sustainable transportation to local bars, breweries, and restaurants, and will offer services for special events such as Bachelor or Bachelorette Parties, Weddings, birthdays, App State Game Days, company retreats and other special occasions. The opportunity to offer Local Cuisine tours, Boone history Scavenger hunts, Coffee tours, and pizza tours is also available. All day rental for outings tailored to the customer's wishes will also be available at a special rate. During App State Game Days the Pub Cycle will provide a fun, safe, & sustainable shuttle service from tailgating areas to the stadium.

- Bachelor Parties
- Bachelorette Parties
- Weddings
- Birthdays
- Appalachian State Gameday Shuttle
- Company Retreats or Team Building
- Boone History Scavenger Hunt
- Local Pizza Tours
- Local Cuisine Tours
- Brewery Tours

PubCycle of Boone will provide a new, fun, and sustainable attraction that the town has never seen before. The bike will appeal to tourist visiting Boone encouraging them to spend more time and money in the downtown area benefiting the local economy day and night. The PubCycle of Boone will also be able to cater to special events at local venues such as weddings or business retreats for a more exclusive experience boosting the venues revenue as well.

Inclement Weather

Inclement weather will be off set with clear curtains to block the elements. Riders will be warned to dress for the type of weather to be experienced. During cold weather the curtains will be utilized to conserve body heat. During extremely cold weather or hazardous conditions the Pub cycle will not operate.

PubCycle Specifications

	PubCycle - Seats 13-14 People - Four wheel Suspension - Hydraulic Disc Brakes 60V/40ah Battery Bank 3500W Brushless Motor - LED lighting - Bluetooth Speakers - Aluminum Casing
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Management

Boone Bike & Bar will be managed by Christian Houpe who will provide website design, scheduling, legalities, and bill payment. Additional drivers will be hired as soon as demand calls for them or an additional pubcycle has been purchased. There will be a warehouse manager in charge of scheduling, customer service, and maintenance.

Warehouse Manager: The warehouse manager will preferably have a bachelor's degree. He/She will oversee resolving issues with customers, and therefore should have great customer service skills and have great attention to detail. Also, they must know how to work a register, know how to do an end of day close out, and must be able to complete refunds and schedule routes. The manager will be required to stand for long periods of time and will be in charge of

having customers sign the liability waiver forms. The warehouse manager will also serve as a PubCycle driver at times. All employees will be approved by the Boone Police Department.

Pub Cycle Driver/Tour Guide: The driver will preferably be a college student and have a high school diploma. The tour guide should be fully aware of his/ her surroundings and should be very knowledgeable of Boone and its history. The guide/driver should be able to answer questions that the customers may have as well as be able to recommend the best bars and restaurants. Some other requirements include being able to manage large crowds of people, enjoy working with people, have a good sense of humor, ensures the safety of the customers, be able to work under pressure and able to work without being micromanaged. The driver must have a clean driving record, be approved by the Boone Police Department, and should be able to work in a noisy setting.

Legalities

I have spoken with John Ward, the Town Manager, Dana Crawford, the Chief of Police, Captain Andy Lebeau, of the Boone Police Department, Seargent Matt Stevens, of the Boone Police Department, Allison Meade, the Town Attorney, Brittany Clark, the Town's Downtown Development Coordinator, the North Carolina Division of Motor Vehicles, Multiple Insurance providers, and local business owners to insure I am taking the appropriate routes to make this business a beneficial contributor to the community and its patrons. After speaking with the listed parties, it has been determined that PubCycle of Boone's proposed business plan does not violate any existing Town Ordinances. Below I have addressed the main concerns revolving around the Pub Cycle.

Driving Under the Influence: The trolley is a vehicle, it travels down streets and public vehicular areas, and at least some of the pedal-pushers are impaired some of the time. But the operation of this vehicle does not violate the state's impaired driving laws because the drinkers aren't drivers. They simply provide the power. They don't steer, and they aren't in "physical control" of the trolley. Instead, a Trolley Pub employee stands in the middle of the contraption, navigates the vehicle through the public streets, and determines when the boost from the electric motor is necessary

Open Containers: While passengers generally are prohibited from consuming alcoholic beverages in the passenger area of a motor vehicle that is being driven on a public street, an exception applies for motor vehicles designed, maintained, or used primarily for the transportation of persons for compensation. See G.S. 20-138.7(a1), (a2). The Trolley Pub, which transports passengers for \$20 to \$30 a person, is just such a vehicle, as is its more traditional and somewhat swankier counterpart, the limousine.

No Hard Liquor: The Trolley Pub instructs passengers not to bring hard liquor aboard. That restriction is required by the state’s ABC laws, which prohibit individuals from transporting open containers of fortified wine or spirituous liquor in the passenger area of a motor vehicle. See [G.S. 18B-401\(a\)](#).

Vehicle Registration: Given that it is a vehicle intended to be operated on public streets, and no exemption to the registration requirements applies. See [G.S. 20-50\(a\)](#) (registration required); [20-51](#) (exemption from registration requirements). The trolley, which will be custom built appears to be a “specially constructed vehicle” within the meaning of [G.S. 20-4.01\(43\)](#). This means it will meet all the requirements for a motorized vehicle including turn signals, license plates, head lights, seat belts, etc.

Driver’s License of Operator. The Trolley Pub transports 15 people, including the operator, and reportedly weighs around 2,000 pounds. Because there are fewer than 16 occupants, and the vehicle is relatively low-weight, the operator is not required to have a commercial driver’s license. See [G.S. 20-4.01\(3d\)](#)(defining commercial motor vehicle); [20-7\(a\)\(3\)](#)(providing that a Class C license authorizes the holder to drive a Class C motor vehicle that is not a commercial motor vehicle).

Insurance: Insurance will be provided by Ryan Stintzi at Stintzi Insurance. He has experience insuring trolley pubs and can provide a \$2 million insurance policy that covers liability, collision, and medical expenses if a customer/pedestrian is injured or the trolley is damaged.



Fun, Safe, Affordable, and Sustainable Transportation

Town of Boone's Entertainment & Activities



OUTDOOR
ACTIVITIES



RESTAURANTS &
BARS



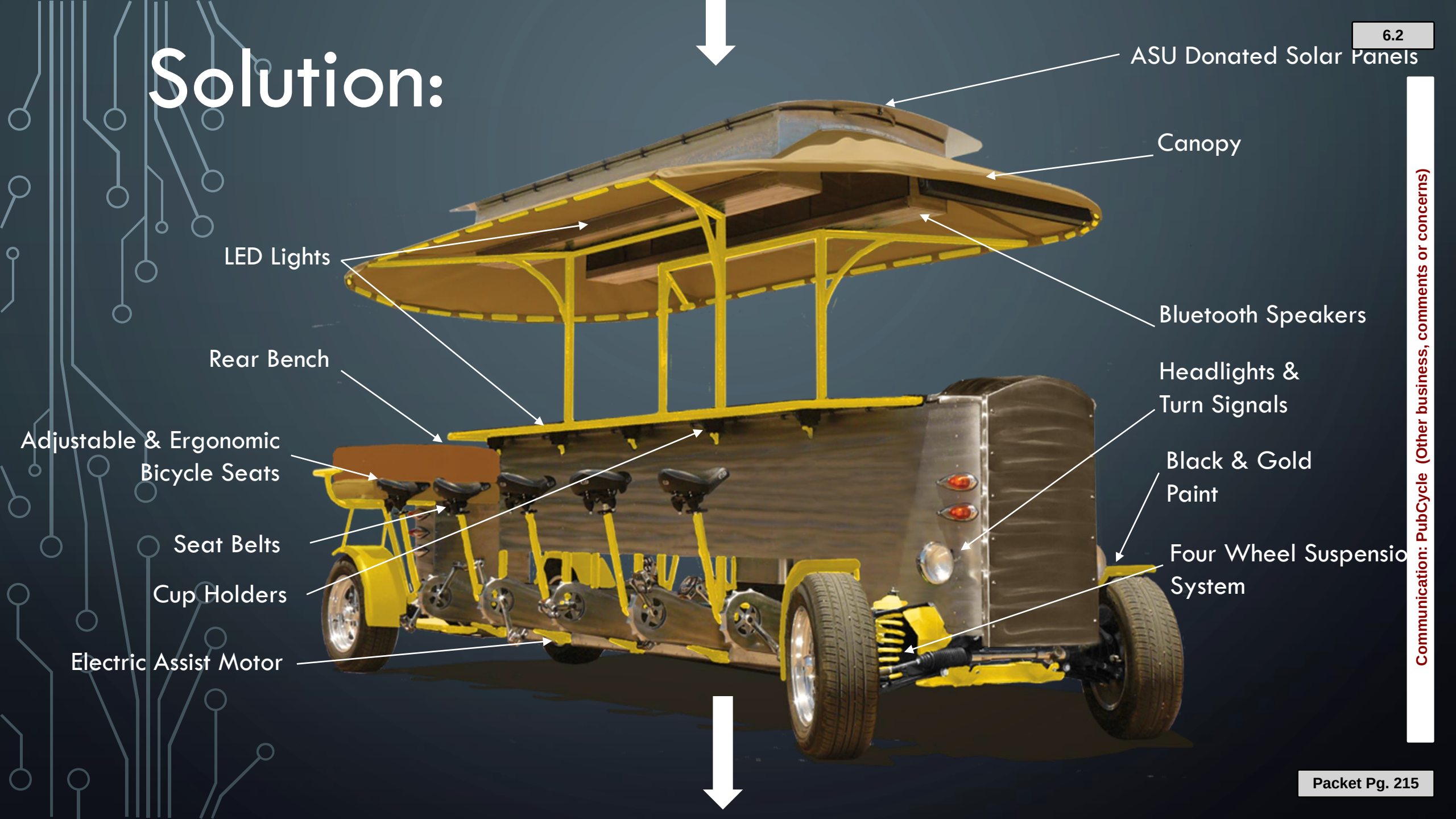
FRIENDS &
FAMILY



PAID
ATTRACTIONS



Solution:



ASU Donated Solar Panels

Canopy

Bluetooth Speakers

Headlights &
Turn Signals

Black & Gold
Paint

Four Wheel Suspension
System

LED Lights

Rear Bench

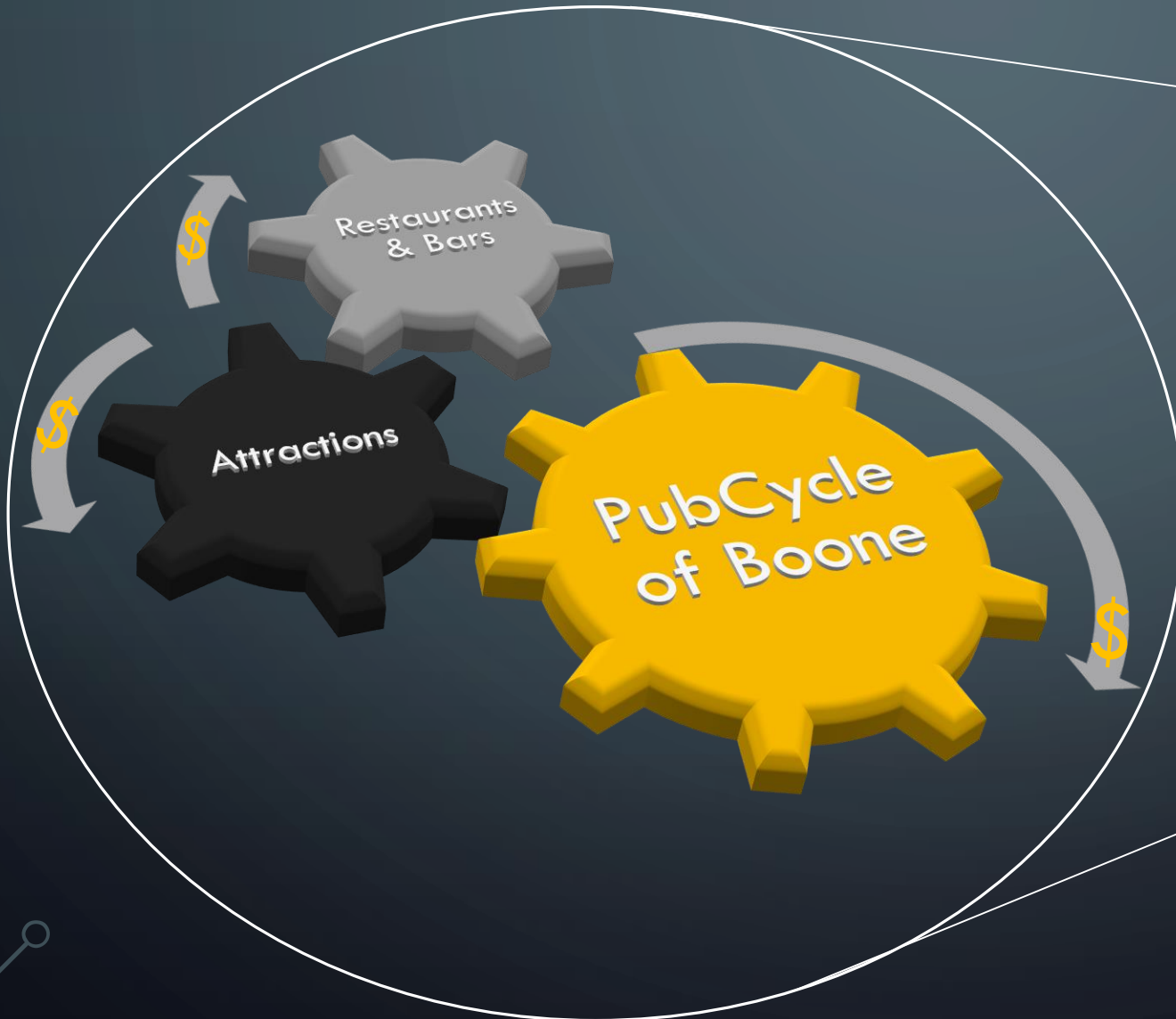
Adjustable & Ergonomic
Bicycle Seats

Seat Belts

Cup Holders

Electric Assist Motor

Mutually Beneficial Relationships





LOGISTICS

- 2 hour tours
- Over 20 restaurants on this 2.2 mile loop
- Family Friendly:
 - Cuisine Tours
 - Coffee Tours
 - Comedy Tours
 - A Boone History Scavenger Hunts
- Sustainable Transportation
- Owned and Operated by App State Graduate

LEGALITIES & STEPS TAKEN

Contacts:

ASU Center For Entrepreneurship

Chamber of Commerce President & CEO: David Jackson

Town Manager: John Ward

Downtown Development Coordinator: Brittney Clark

Town Attorney: Allison Meade

Chief of Police: Dana Crawford

Captain of Police Operations: Andy Lebeau

Forensic Digital Evidence Technician: Sergeant Matt Stevens

- ✓ Does Not Violate any Existing Town Ordinance
- ✓ Filed Necessary Paperwork to Receive Service For Hire Permit



Fun, Safe, Affordable, and Sustainable Transportation