

Main Street Walhalla – Implementation Plan | 2021 – 2025

Economic Positioning/Vision Statement: *Sitting at the doorstep of the Blue Ridge Mountains, Historic Downtown Walhalla is a destination for traditional arts and entertainment. Home to diverse businesses flavored with authentic dining experiences, Walhalla serves as the hub for exceptional outdoor recreation.*

Implementation Strategy: *Walhalla is a designated Main Street SC community. The City of Walhalla has charged the Main Street Walhalla Program with the administration of the Main Street Four-Point Approach® to establish economic development strategies for downtown revitalization (Organization, Promotion, Design and Economic Vitality) to implement a plan that achieves measurable results.*

ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION <i>Work in a collaborative fashion to make Walhalla a great place to live, work and visit.</i>	PROMOTION <i>Market downtown & create activities to build retail opportunity, community pride and economic vitality.</i>	DESIGN <i>Create an attractive downtown while preserving Walhalla’s unique architectural features.</i>	ECONOMIC VITALITY <i>Create a vibrant retail climate downtown that meets the needs of locals and offers economic sustainability.</i>
<p>Strategy #1 Main Street Walhalla is an exemplary model for well-planned historic downtown community development.</p> <p>Goal: <i>To communicate the mission of MSW and celebrate the implementation of milestones</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> • <i>Create a strong and sustainable organizational structure</i> • <i>Grow support of volunteers and sponsors</i> 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Develop an advisory board & fully functioning committees 2. Create annual budget 3. Set up MAESTRO Comm. Management App 4. Communication plan 5. Create fundraising plan 6. Identify volunteer & sponsorship opportunities 7. Create Partner Map with roles, mission & message alignment 8. Site visits of other towns 9. Take advantage of training opportunities 10. Assign Block Captains and increase communication with merchants 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Develop Website 2. Grow Social Media Outlets 3. Create Newsletter & contact list 4. Marketing – search engines (SEO) Geofencing 5. Extend brand collateral (merchandise, swag) 6. Communicate, celebrate and promote the MSW implementation plan through social media, posters, and speaking engagement. 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Review Design Guidelines and recommend updates 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Create a building & biz inventory 2. Monthly downtown statistics 3. New business start-up guide and checklist 4. Create local investment group 5. Work on historic district overlay to qualify for tax credits & incentives
<p>Strategy #2 Downtown Walhalla is a destination for traditional arts and entertainment.</p> <p>Goal: <i>To tell the authentic story of Walhalla through artisans, historians, and musicians; and to continue to improve quality of life and downtown vibrancy.</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> • <i>Increase local awareness of assets/opportunities</i> • <i>Develop assets to promote arts and entertainment</i> 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Develop database of arts assets and partners (artists, musicians, etc.) 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Plan Cultural and Arts Events that include connections to retail/businesses 2. Storytelling, “Why Walhalla” example itineraries 3. Community pride campaign highlighting cultural assets 4. Encourage a District (tours, maps, signage, dog friendly) 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Vibrancy asset grants 2. Artist painted Bench Project 3. Develop signage of cultural assets 4. Crosswalk Art Project 5. Lighting 6. Multi-purpose market pavilion 7. Sidewalk improvements 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Forum for current and potential artist spaces 2. Support from community partners to create and run artist co-op spaces
<p>Strategy #3 Downtown Walhalla is home to diverse businesses flavored with authentic dining experiences.</p> <p>Goal: <i>To expand dining and retail options and hours of service.</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> • <i>Increased dining options</i> • <i>New retail businesses</i> • <i>Hours in line with consumer’s needs</i> 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Building Inventory of available spaces 2. Scout out possible businesses looking for a second location 3. Host forum for retail and restaurant businesses to assess current needs and opportunities 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Business promotion project with Clemson students 2. Highlight current unique shopping and dining experiences 3. Plan a food-based event/contest 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Community Improvement Grant in collaboration with WDDC 2. Educate and assist with signage, storefront design to increase brand awareness 3. Outdoor dining experiences 4. Assess and recommend parking improvements 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Work with county to adopt the Bailey Bill (Tax Abatement) 2. Create a welcoming New Business Info Center 3. Assess and recommend hindrances to well planned growth 4. Explore, recommend & create business Incentives 5. Explore commercial incubator/co-op kitchens and/or food hall 6. Business Start Up Competition
<p>Strategy #4 Downtown Walhalla serves as the hub for exceptional outdoor recreation.</p> <p>Goal: <i>To become a home-base for visitors coming to the area for outdoor recreation</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> • <i>Identify & Collaborate with Partners</i> • <i>Promote location as “Main Street to the Mountains”</i> • <i>Attract outdoor themed businesses</i> 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Inventory lodging and camping opportunities 2. Identify and collaborate with outdoor recreation partners 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. ATAX Tourism Campaign to market downtown to visitors 2. Host a Stumphouse Mountain Outdoor Adventure Festival 3. Promote Walkability, Parking, Dog Friendly 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Signage and promotional materials and destinations directing them to Walhalla 2. Banners and other visible assets on Main Streets to attract drive through traffic 3. Clearly marked parking 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Attract an outdoor rental equipment/shuttle service business 2. Promote boondocking and urban camping, AirBnB’s

The mission of Main Street Walhalla is to support and enhance the continuing economic development of downtown Walhalla while protecting and promoting its historic heritage.

