

# DOWNTOWN WAXHAW WORKPLANS FY26

**VISION:** Downtown Waxhaw, with its small-town charm, is the cultural and economic center of the community. It is the premier destination in Union County to experience genuine craftsmanship, create shared memories, and build economic opportunities.

**MISSION:** The mission of the DWA is to be the leading resource to preserve, promote, and bridge the past, present, and future of Downtown Waxhaw.

## TRANSFORMATION STRATEGIES

1. Premier Destination - promote downtown to create a recognizable brand, story, place, and communications.

2. Authentic Craftsmanship - promote, preserve, and connect local creators that make Waxhaw unique.

3. Cultural Heritage - preserve and connect history, arts, and entertainment to create one-of-a-kind memories for our community.

4. Economic Opportunity - create a place and environment that values innovative ideas and supports small businesses.

Transformation Strategy	Goals: What do we want to do?	Measurement: What does success look like?	Committee Projects			
			Design	Promotion	EV	Organization
1. Premier Destination - promote downtown to create a recognizable brand, story, place, and communications.	Create active public spaces in downtown	Increase in foot traffic in activated areas	Sidewalk stamps			
	Encourage clean and visually appealing downtown	2 plantings each year	Add planters along W N Main St			Award for Best Storefront, Best Windows
		improved window displays/storefront maintenance	Maintain planter program			
	Maintain strong Downtown Brand through ongoing communication that places DWA as primary resource for all things downtown	increase website traffic			Complete website	
			monthly blog posts		Blog	
			monthly podcast episodes		Roots & Relic Podcast	
			monthly customer texts		Storytelling	
					Text Program for Customers	
	Measure, promote, and improve downtown parking	new parking signage				Recommend new parking signage designs
		2/year parking counts				bi-yearly parking study
	Improve Downtown Waxhaw Brand: known for excellent service, lots to explore	creation of printed marketing pieces			Create downtown map - see & do	Partner with businesses to encourage resilience and growth
		increase in co-sponsored business events				Improve business-business connections/events
						Award: Best Customer Service

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2. Genuine Craftsmanship - promote, preserve, and connect local creators that make Waxhaw unique.	Increase Craftsmanship Type Businesses in Downtown Waxhaw	increase in craftsman businesses/connections in DT		Blogs - local craftsman intros	Property Database upkeep	Award: Maker of the Year
					Property Owner Relationships	
	Add public art in downtown	1 new public art piece by June 2026	Crosswalk murals	Create interactive public art map		
		interactive public art map live on website by Dec 2025	Sculpture Walk - ensure it continues with limited TOW funding			
		increase foot traffic to Millview shops	E S Main St Mural			Grant for Millview Mural
	Promote Downtown's Unique Businesses, Products, Craftsman	increase craftsman/makers connected to DT		St Paddy's Day Festivities - Best Reuben		Work with local artists on seasonal downtown merch
			'Best of' food/drink contests			
3. Cultural Heritage - preserve and connect history, arts, and entertainment to create one-of-a-kind memories for our	Support historic preservation efforts	Trains on Main installed	Trains on Main	Promote building exterior improvement grant		
		1 preservation workshop	Historic Preservation Workshop	Haunted History Tours		
		marketing materials to support DT Businesses during TOW events	Over-street banner on S Broome St	Partner with Events Team for more DT business connections during events	Street closure maps shared in person	

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		increase DT Business awareness of events				
		increase attendee awareness of DT Businesses				
	Promote Shop Local Mindset	increase in foot traffic during shop local events		Small Business Saturday		
				Independent Retail Month		
				Symphony Events		
	Develop brand of downtown as business friendly	offers assistance to new businesses			Comprehensive Small Business Support Guide on DWA website	
		offers assistance with existing businesses			Merchant Portal & Emails	
					Share relevant market data	
					Text Program for Businesses	
					Improved program for reviewing and recommending businesses for available space	
			increase volunteers			Friends of Downtown Program
		increase sponsors			Volunteer Program	
		increase Friends of Downtown			Sponsorship Program	

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Ongoing Goals	Strong Foundation for Program					Policy Manual
						Board Handbook
						Diversify Revenue - Targeted Fundraising Events
						DT Master Plan Implementation plan
						Award Event