

5/4/09

# PUBLIC INPUT SIGN UP SHEET

PUBLIC INPUT SHALL BE LIMITED TO  
THREE (3) MINUTES PER PERSON.

EACH PERSON SHOULD:

- (1) STATE YOUR NAME
- (2) IN WHAT AREA OF THE COUNTY YOU LIVE
- (3) SPEAK IN A CLEAR AND COURTEOUS MANNER.

Please print:

	<u>NAME</u>	<u>ADDRESS</u>	<u>ISSUE</u>
1.			
2.	Eva Ritchey	1928 Brevard Rd <sup>Hv'ville</sup>	Trolley
3.	<del>Shirley Palma</del> Shirley Palma-Hell	125 <sup>Hwy 900</sup> <del>Juny</del> <sup>Lead in.</sup>	Trolley
4.	Theron Maybin		
5.			
6.			
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13.			



# The Hendersonville Trolley Company

## Proposal

### April 2009

**Mission:** The Hendersonville Trolley Company exists to serve local residents and tourists, to facilitate the tourism experience, to provide access to historical destinations and enhance the economic vitality of merchants and restaurants in the greater downtown area.

#### Goals:

- **Maintain a vibrant healthy economic climate**
- **Stimulate increased tourist visits**
- **Provide a service that serves residents and visitors equally**
- **Enhance the revitalization of the Historic 7<sup>th</sup> Avenue District**
- **Provide a new marketing tool**
- **Address parking issues**
- **Create a park/ride service**
- **Provide Saturday/Sunday service**
- **Support the historic ambience of downtown**
- **Encourage community interaction**
- **Promote a happy spirit**
- **Encourage night visitations and shopping as well as a Sunday experience**
- **Give riders a pleasant experience as well as participate directly in the city's efforts to recapture the best of its past**

**Operation Dates and Times:** During the initial phase, ideal months of operation would be May through December. In year one (2009), operation may not realistically start until June or July. The trolley service will be provided Thursday-Monday from 11 am-7 pm. On the First Friday of each month, service will run from 11 am-9 pm. This schedule does not provide for service on Tuesday or Wednesday. However, the trolley could be booked for special tours, events, lunches, etc.

In the future, if ridership can be sustained continuous operation 12 months out of the year would be requested with days of service possibly expanding to 7 as well.

**Route:** The trolley will begin at Travel and Tourism on Main Street, proceed north on Main Street to 8<sup>th</sup> Street. It will turn left at the Claddagh and Waverly Bed & Breakfast Inns, turn left at 6<sup>th</sup> Avenue and proceed through the Historic 7<sup>th</sup> Avenue District to Four Seasons Blvd. On Four Seasons Boulevard it will proceed to a park and ride location to be determined. The trolley route will terminate at the hotel/motel district at I-26/ Sugarloaf Road. The return will follow Four Seasons Blvd to the 7<sup>th</sup> Avenue Historic District to 6<sup>th</sup> and Main. The trolley will turn left and proceed down to Travel and Tourism including stops for the parking lots.

## **The Business Case for the Hendersonville Trolley Company**

The trolley will help Hendersonville! The trolley has a two-fold purpose that provides a valuable link to the cities past and it also provides a invaluable service for people looking for the best way to get from one point to another. Cities that operate trolley systems have benefited, particularly in conjunction with an active community restoration/preservation plan and cooperation of the business community. Trolleys will provide vitality. Studies show that businesses increase and stabilize where trolley systems have been implemented. Further, rider-ship on trolleys increases transit use compared to bus use by tourists and locals. Trolleys can relieve parking problems by moving people to park and ride locations providing them with an option to bring them downtown.

- Historic trolley systems exists through the United States
- Trolleys inspire economic development and vitality
- Trolleys are a tourist attraction
- Trolleys denote permanence in the area they serve
- Trolleys provide mobility in downtown and links to parking
- The trolley will provide many marketing opportunities
- A trolley system differentiates Hendersonville from other downtowns

## **Serving Hendersonville's Goals**

- **Trolley's bring vitality and economic stability and growth**
- **The trolley route selected maximizes rider-ship and minimizes walking distance**
- **The trolley shuttles people to and from downtown and offers park and ride options**
- **Trolleys invite people to explore other areas of the greater downtown area**
- **Help alleviate the perceived parking problem**
- **Offers a quaint historical experience, an eclectic way to see Hendersonville**
- **Offers employee parking options at offsite locations**
- **Facilitates a great experience while in Hendersonville**

## **Making It Happen**

All segments of the community must be involved. This is the only way to create a win-win trolley system for Hendersonville, its citizens and visitors. Grants are being explored and funding requests have been submitted to: City of Hendersonville, Henderson County Travel & Tourism-Visitors Information Center, The Community Foundation of Henderson County and Henderson County.

- A cooperative process is needed
- Citizen input on route, scope, character and support is essential
- Businesses supplying direction and support with contributions and sponsorship
- Implementation of a trolley system meeting the objectives of the community
- The formation of the Hendersonville Trolley Company as a 501(c)(3) non-profit organization
- Volunteers, supporters, donors and government entities coming together to produce a vital trolley system

**We can use your help. We are seeking:**

- **Community leaders to serve on the Hendersonville Trolley Company Board**
- **Representatives from community organizations and the opportunity to educate the community on the trolley**
- **Marketing, Campaign and Fundraising advice and assistance**
- **Volunteers to assist in the campaign, host gatherings, organize events, circulate petitions**
- **Volunteers to write articles and get the word out**
- **Creative assistance with promotional materials**
- **Contributions**
- **A private site in downtown Hendersonville on which to display the restored trolley for viewing, questions, etc.**
- **Trolleys bring vitality and make business sense for Hendersonville, get the word out!**

**Projected Costs:**

**Income**

City of Hendersonville	\$20,000
Travel & Tourism	5,000
Community Foundation Hend. Cty.	20,000
Henderson County	20,000
Sponsorships	20,000
Royalties (Merchandise, other)	5,000
Charters (Tours, lunches, etc)	5,000
Grants	<u>Unknown</u>
<b>Total Income</b>	<b>\$ 95,000</b>

**Expenses**

	<u>Monthly</u>	<u>One Time</u>
Salaries/Fringe/IDC	\$3,464	
Fuel	1,500	
Vehicle Rent	2,000	
Vehicle Insurance	725	
Vehicle Lettering		500
Radio		875
Cleaning	433	
Licenses Tag		100
Uniforms		300
Office Support	737	
IDC	735	
Advertising	200	
Printing/Schedules/Signs		2,000
Service/Repairs	1,200	
<b>Total Expenses</b>	<b>\$10,994</b>	<b>\$3,775</b>



May 4, 2004

The Hendersonville Trolley Company, LLC  
P.O. Box 6212  
Hendersonville, NC 28793

Dear Henderson County Board of Commissioners,

Opportunity, Gentlemen, that is what I have come to talk with you about today. We have the opportunity to create wings out of this dismal economic whirlpool we find ourselves in. As county taxpayers, we are requesting \$20,000 dollars in operating expenses.

Since last October a committee under the umbrella of Downtown Hendersonville Inc. has been pursuing the feasibility of a trolley as an economic stimulus for the greater downtown area. Why? Because we knew we needed something unique yet practical to energize the spirit of downtown. We found it right here in our own backyard. What do we think this beautiful historic trolley will do for us?

Benefits:

- Maintain a vibrant healthy economic climate
- Stimulate increased tourist visits
- Provide a service that serves residents and visitors equally
- Enhance the revitalization of the Historic 7<sup>th</sup> Avenue District
- Provide a new marketing tool
- Address parking issues
- Create a park/ride service
- Provide Saturday/Sunday service
- Support the historic ambience of Downtown
- Encourage community interaction
- Promote a happy spirit

How much will it cost? Approximately \$10,000 per month.

We are asking you to invest in this economic development tool just like you invested in the Chamber of Commerce for the same reason, economic development. For over ten years significant amounts of taxpayer money was given to the Chamber until the recent formation of the HC Partnership for Economic Development. Why was an organization with hundreds of members,

many with profitable businesses given taxpayer dollars? Because we understand that business generating dollars can't just depend on the dollars we have today, but the dollars we find tomorrow. We expected the Chamber to use our taxpayer dollars to find new business and strengthen the ones that are here. That is exactly the same purpose of the trolley.

This vehicle is not a "joy ride" trolley, it is a rolling business opportunity for the entire community. It will help help raise sales and by extension sales tax dollars which are diminishing daily. It will give all businesses in the county another tool to promote their businesses and thus maintain viability. And as an extra bonus, it will raise the spirits of Henderson County. It will help attract new investors.

To the critics that say, "We don't have the money and this is not the right time," I say, "It is the only time." It is in times like these that successful communities look for new solutions, new paths, new ideas and take risks in order to survive. The present economic climate in our downtown area is bleak, and either we resuscitate it now or we resurrect it later.

Mason Cooley said, "Proverbial wisdom counsels against risk and change—But sitting ducks fare worst of all." There is no reason for us to be sitting ducks. We have a wonderful opportunity in this trolley project to do something wonderful for this entire county and we sincerely hope that you will partner with us to do it.

Respectfully,

Eva L. Ritchey, Representative  
The Hendersonville Trolley Company LLC

## Novel H1N1 (swine) Flu FACT SHEET

- The State of North Carolina has entered a heightened surveillance stage resulting from the presence of the Novel H1N1 (swine) Flu virus which is making people sick in the US and in other countries around the world.
- The first case has been traced to Mexico; however, this is not a matter of immigration, race, ethnicity or culture – it is a matter of public health. The flu is not spread by contact with people of Mexican origin; it is spread by contact with people who have the flu.
- There is no vaccine for this type of flu. The seasonal flu vaccine does not protect against Novel H1N1 Flu. A vaccine will probably not be available until September 2009 at the earliest.
- Even though most cases of Novel H1N1 Flu in the United States at this time involve only mild illness, flu spreads easily.
- Novel H1N1 Flu symptoms include:
  - fever (over 100 degrees F.)
  - cough
  - sore throat
  - stuffy nose
  - chills
  - headache
  - body aches
  - fatigue
  - vomiting and diarrhea may also occur
- Anyone with flu-like symptoms and fever should contact their physician. Call first to avoid unnecessary contact with others.
- There is no evidence that Novel H1N1 (swine) Flu can be transmitted through food. You cannot get swine flu from eating pork or pork products.
- There are things you can do to prevent the spread of germs:
  - Wash your hands and teach children to wash hands frequently with soap and water for 20 seconds (about as long as it takes to sing the "Happy Birthday" song twice.)
  - When soap and water is not available, use hand sanitizer gels and hand wipes that contain at least 60% alcohol.
  - Cover coughs and sneezes with tissues or cough into the inside of the elbow.
  - Dispose of used tissues properly and always wash your hands after using a tissue.
  - If you are sick, stay home and avoid close contact with others as much as possible.
- Seasonal flu and Novel H1N1 Flu can be treated with antiviral medications which are available from the physician.

This is an evolving situation. The Henderson County Department of Public Health is receiving information on a regular basis from the State Division of Public Health. You may also get information at [www.cdc.gov/h1n1flu](http://www.cdc.gov/h1n1flu), [www.ncpublichealth.com](http://www.ncpublichealth.com), [www.ncpanflu.gov](http://www.ncpanflu.gov). North Carolina has set up a toll-free CARE LINE, to get answers to questions about Novel H1N1 Flu. The CARE LINE number is **1-800-662-7030**.