

**Washington
Harbor District
Alliance
2010
Accomplishments**



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The mission of Washington Harbor District Alliance is to serve as a facilitator and catalyst to renew, restore, rebuild, and revitalize the downtown business district, improve economic conditions, encourage tourism, and preserve historical buildings and their significance.



The City Council adopted the Downtown Revitalization and Reinvestment Strategy developed by Land Design.

DWOW combined with the Historic Merchants Association and the Citizens for Revitalization Committee to form the Washington Harbor District Alliance. Two merchants were appointed to the WHDA Board and the events formerly handled by the Historic Merchants Association were assigned to the WHDA's Promotions Committee. The Chair of the Citizen's for Revitalization Committee

joined the WHDA Board as the VP for Economic Restructuring bringing the members of the Revitalization Committee's working groups with him.

The Economic Restructuring Committee formed three subcommittees, City Government projects (Festival Park, restrooms/boaters facilities and city docks), New Construction and Adaptive Reuse.

The City Council formally named the downtown area the Harbor District

The large evergreen tree was removed from Harding Square, creating a view corridor down Market Street to the water. The square's brickwork was redone. The plantings and benches were purchased and maintained by the Washington Garden Club.

Working with the Parks Advisory Board, the Parks and Recreation Department and the City Council a \$295,000 grant was obtained to build a performance pavilion, a gazebo, a playground for small children and bathrooms (as agreed to in the Land Design Plan). The first phase of this effort – performance pavilion, gazebo, tot lot and landscaping, is scheduled for completion in the spring of 2011.

A grant for the construction of permanent public restrooms, boater showers and facilities on the west end of the promenade (including the dock master facility) has been applied for by the Planning Department. We are optimistic that we will be successful in obtaining this grant, as we were asked to apply after a pre-qualification review.

Developed a plan for the orderly expansion of the city docks which includes a public pier at the end of Market Street.

Enlisted the NC Department of Transportation to conduct of study of downtown traffic flow, to address the issue of one way verses two way streets – the study was to be completed in December of 2010, but will now be done in April of 2011.

Working with the Chamber of Commerce and the NC Department of Commerce- Main Street Agency surveys were conducted to develop a business recruitment and retention plan to attract new business to the Harbor District.

Obtained money from the City to hire the National Development Corporation for one year. The NDC is a nonprofit corporation which has expertise in obtaining funding for public private partnerships which provide for the adaptive reuse of downtown buildings and the new construction of needed facilities.

In concert with the Washington Area Historic Foundation and ECU's School of Interior Design, students presented several adaptive reuse designs for Old City Hall at two public meetings.

PROMOTIONS:

Formed a committee to run Music in the Streets, which revised the format of the event, including the placement of bands, and partnering with the Turnage Theater. Due to the efforts of our volunteers, lead by Mark Brunon of Notes Café and LaVon Drake, we had a highly successful season, conducting the series from April thru October.

Instituted a monthly Movie in the Park series. Providing free Movies to the public the third Friday of every month from May thru October.

Using \$18,000 provided by the City to promote the downtown, we instituted a program to advertise events using media outlets outside of Beaufort County, with the aim of drawing visitors to Washington from a broader geographic area. This money is used to support all events no matter who is the sponsor (e.g.: The Washington Noon Rotary, BC Arts Council, Wash/BC Chamber of Commerce, the Eastern Carolina Wildlife Guild).

Partnered with the Arts Council in staging two Art Walks, to promote downtown galleries and merchants.

Supported the Noon Rotary in putting on Smoke on the Water (an event traditionally conducted by the Merchants Association). Combining the event with Music in the Streets, and one of our Movies in the Park. WTDA and WHDA ran several



advertisements in West Virginia markets to attract Marshall University Alumni to stay in Washington while in NC for the ECU game. The movie shown was: We are Marshall.



Put on Pickin' on the Pamlico (August), the Pirates Beach Music festival (September), and the Xmas Flotilla (December).

Instituted an informal monthly meeting with the Chamber, Turnage, WTDA, BC Arts Council, and Washington City Parks and Recreation to coordinate actives and leverage resources.



Coordinating with Parks and Recreation and Beaufort County Community College staff and students developed a web site aimed specifically at boaters to attract them to the City waterfront docks. www.washingtonncdocks.org

Our goal is to promote a major event conducted in the Harbor District each month - April through December (in addition to Music in the Streets). By using a coordinated advertising campaign, we will promote our City as an exciting place to live ,work, shop and spend leisure time.



We conducted the Saturday Farmers Market weekly from May through October. This year we enjoyed a highly successful season, with the addition of several new vendors.

LITTLE WASHINGTON SAILING CLUB:

The school enjoyed its second successful season.

Floating Docks were purchased and the boats were given new sails.

After being funded from WHDA operational funds for the past several years, the club is now self funding.

ORGANIZATION:

Promoted Beth Byrd, our only paid employee, from a part time to a full time, salaried position. Beth is now the Director and remains the only full time employee.

Our treasurer instituted a comprehensive budget regime, which projects and tracks expenditures for each event and project.

After a two year hiatus we received \$27,000 in City funds for operating expenses.

We are conducting quarterly meetings with downtown merchants to assure that their interests are properly represented.

At the merchants request we successfully proposed that the city change the parking time limit on Main and Market Streets from two to three hours.

We have begun a Friends of the Alliance Campaign, to raise funds for operating expenses, to increase our volunteer membership, and to keep the public up to date with what is going on downtown.

DESIGN:



We conducted our annual "Spring Clean Up" enlisting the help of the Garden Clubs, to spruce up the waterfront, as well as Main and Market Streets.

Using \$3,000 from the City we coordinated with the Parks and Recreation Dept. and the Electric Dept. to replace the Christmas tree lighting on Main and Market Streets.

GENERAL:

This year we have made huge strides. We are now partnering with the City and other nonprofit organizations in projects and activities which benefit not just the Harbor District but the City and county as well. All the members of our Board, with the exception of the President and the Secretary have begun their service in the past year. With the introduction of new board members and the synergy generated by combining with the Merchants Association and the Citizen's for Revitalization, we have energized our committee structure and embarked on new projects.

WHDA has enjoyed excellent media support throughout the year, with a number of activities and initiatives earning reportorial, editorial and "Sound Off" support.

The Executive Director has an excellent and working relationships with, the downtown merchants, our sister nonprofit organizations and city officials. This has enabled us to leverage our efforts by partnering with others in conducting events, obtaining grants for park facilities, and making our downtown a community asset.

WASHINGTON HARBOR DISTRICT ALLIANCE BOARD OF DIRECTORS:

President - Ross Hamory

VP Economic Restructuring - Chris Furlough

VP Design - Bobby Roberson

VP Promotions - Mac Hodges

VP Organization - Rebecca Clark & Garleen Woolard

Merchant - Bob Henkel

Merchant - Glenn Wetherington

Secretary - Sharon Pettey

Treasurer - Bill Sykes

Ex-Officio:

Catherine Glover, Lynn Lewis & Jim Smith (retired)

Council Liaison: Bobby Roberson

WHDA currently has a staff of one F.T. employee
Director, Beth Byrd

