

AGENDA ITEM ACTION REQUEST

	Meeting Date: January 28, 2014	Meeting Type: Regular <input checked="" type="checkbox"/> Special <input type="checkbox"/>
Requestor: <input type="checkbox"/> Manager <input type="checkbox"/> City Attorney <input type="checkbox"/> Department <input checked="" type="checkbox"/> Other HDR	Item: Consider a resolution designating a Downtown Culinary District.	
Reviewed: <input checked="" type="checkbox"/> Manager <input type="checkbox"/> City Attorney <input checked="" type="checkbox"/> Department <input type="checkbox"/> Other Econ Dev	Review: Harrisonburg Downtown Renaissance, Harrisonburg Tourism & Visitor Services, Downtown Dining Alliance, Harrisonburg Farmers Market, and other food-related businesses support the creation of a Downtown Culinary District. Such designation shall mean that the district will be promoted, advertised, and marketed in a manner consistent with such designation, with an emphasis on attracting and retaining businesses and customers that are consistent with the designation. The attached includes a map designating the district and a resolution for consideration by City Council.	
Recommend: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Manager <input type="checkbox"/> City Attorney <input checked="" type="checkbox"/> Department <input type="checkbox"/> Other Econ Dev		
	Attachments: 1. Resolution 2. Map	

**RESOLUTION BY THE CITY COUNCIL OF
THE CITY OF HARRISONBURG DESIGNATING A
DOWNTOWN CULINARY DISTRICT**

Whereas, the City of Harrisonburg and surrounding Rockingham County have a rich and diverse agriculture and food-related heritage, culture, and economy; and

Whereas, the county hosts one of the top fairs in the nation and ranks number one in Virginia in agriculture production (combined rating);

- Number of farms
- Acres in farms
- Harvested cropland
- Heads of cattle
- Poultry production
- Farm income

Whereas, the former City Exchange, Wetsel Seed, Cassco Ice, Rocco Feeds, and Shenandoah's Pride businesses were national leaders in the food industry, complemented by many small eating establishments and food-related businesses, created a history of culinary and agriculture businesses in our city center; and

Whereas, downtown Harrisonburg continues this food-related tradition with numerous and varied businesses and culinary activities, including:

- More than 30 unique restaurants and eateries (ranging from mainstream to ethnic, fine dining to casual, locally sourced to international ingredients, and full menus to specialty options, including bakeries, ice cream shops, coffee shops, and food trucks)
- More than 15 food-related businesses (farmers' market, groceries, convenience stores, wine shops, specialty food items, food tours, cooking classes, and B&Bs)
- More than 5 food-related events (Taste of Downtown, Rocktown Beer & Music Festival, Valley Fourth's Grillin' at the Pavilion Cook-off, National Food Day Farm-to-Table Breakfast, Vegan Night Out, Chocolate Walk, Rocktown Fall Beer Festival)
- Approximately 5 food and beverage production businesses (breweries, meat, and poultry processing)

Whereas, the downtown area and a large number of downtown food-related businesses have received numerous awards and recognition from publications such as the Daily News-Record's Best of the Valley, Virginia Living Magazine's Best of the Shenandoah Valley, and Blue Ridge Outdoors Magazine's Best Beer City; and

Whereas, downtown Harrisonburg is developing a reputation as the regional dining destination for unique, quality, and locally-owned restaurants; and

Whereas, the identity, vibrancy, and economy of downtown is enhanced by the existence and viability of culinary businesses; and

Whereas, the district has the potential to attract additional food-related businesses, industry, and events; and

Whereas, restaurants and food retail businesses that rely on locally grown farm-to-table products are rapidly gaining favor with consumers and developing into an international trend; and

Whereas, culinary experiences are a significant attraction for travelers and present a valuable marketing opportunity; and

Whereas, Harrisonburg Downtown Renaissance, Harrisonburg Tourism & Visitor Services, Downtown Dining Alliance, Harrisonburg Farmers Market, and other food-related businesses support the creation of a Downtown Culinary District;

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Harrisonburg as follows (see map):

- The area bordered by Grace Street on the south between South Main Street and Chesapeake Drive on the south;
- By South Main Street between Grace Street and Bruce Street and between Mason Street and North Main Street on the east;
- By Washington Street between North Main and North Liberty Streets on the north;
- By Chesapeake Drive between Bruce and Grace Streets on the west
- Includes food-related businesses on both sides of the streets at the borders and intersections and food-related businesses contiguous to the borders
- District approximately matches the boundaries for the Main Street district and the Arts & Cultural District;
- Shall hereby be designated as the Downtown Culinary District; and

Such designation shall mean that the district will be promoted, advertised, and marketed in a manner consistent with such designation, with an emphasis on attracting and retaining businesses and customers that are consistent with the designation.

ADOPTED this 28th day of January, 2014.

BY: _____
Ted Byrd, Mayor

ATTEST: _____
Erica Kann, City Clerk

