

HDC Downtown Outline

August 25, 2025

HDC Pivot from Incubator to Downtown Liaison

PNW is opening soon with an entrepreneurial focus in their programming. Business classes, a community kitchen and ghost kitchen rentals, as well as an event space is planned to open in the Fall of 2025. This causes us to pause and realize that HDC might become obsolete if we don't decide to pivot and focus on the economic development of the downtown area.

Utility costs:

The costs of running the buildings has become more challenging each year. We cannot continue to function at this pace. Our rents as a business incubator cannot sustain the costs of the buildings anymore. Our mission is becoming obsolete if we cannot keep the amenities that we offer for start-ups.

Downtown Master Plan – create a downtown entity that works with the city and controls all of the media for events, calendars, etc... This was supposed to be a new non-profit department with an ED, marketing person and assistant, but HDC could take this on as part of our mission.

Already accomplished:

1. On the team for the marketing of downtown (Mauge)
2. Meet with all contractors for landscaping and buildings in downtown that need repair
3. Created a downtown collaborative
4. City investor meetings at HUB which is centrally located in downtown
5. Liaison to the city for updates and development
6. Already a non-profit

New priorities:

- Media page control – postings, contact for updates
- One source for all downtown events and businesses
- Part of the city network- not an individual business trying to profit
- Cohesive message
- Eventual sale of the HDC managed buildings

Dan Rabin Plaza

Many urban cities are seeing the revitalization of the old bus stop buildings that have fallen into disrepair. The Dan Rabin is a great example of having great bones and needs very little reimagining. It is a city building that can only be leased, so making it into a community HUB for the downtown would be perfect. The cost of running this building would be much less, helping us to stay in the black as we focus more on the downtown mission. Having the HDC offices inside would help with keeping an eye on it, making it “alive” again and coordination of all downtown events in a central location:

- Offices for the HDC
- Promotions for city events
- Merchandise for sale from past and current events
- Bike parking for the train station and trail
- Repurpose the Dowling sign
- Music events in the gazebo
- Restore the light up kiosk for city promotions
- An overflow for Arts Alley events
- Sidewalk chalk events, artist installations, murals inside
- Coffee shop/sandwich shop kiosk inside

3 Year Strategic Plan

Year ONE:

- Actively market the all the buildings for sale
- Wind down the community kitchen grants for 2026
- Begin repairs to the DRP
- Add outdoor security cameras
- Create plan for building out offices at DRP for HDC
- Add light up signage billboard for city event promotions
- Strengthen downtown collaborative business relationships
- Research transportation/revitalization grants

Year TWO:

- Move full timers to the DRP
- Keep part time and reception at the HUB
- Put together sponsor packages for FOTL
- Actively start farmer’s market
- Add in Coffee kiosk
- Sell leftover merch out of HDC offices
- Consider adding property manager for HUB, BC and IB still haven’t sold. (Work One lease will end this year)

Year THREE:

- Create merch kiosk
- Restore gazebo
- Add in storage container stages
- Add mural inside DRP lobby
- Bike racks
- Possible bike repair machines (pump tires, swag)
- Bike and beer festival
- Food truck festival