



Date: November 1st, 2022
To: City of Hartsville
From: Matthew Winburn, Main Street Manager



Re: **Monthly Status Report for October**

Status Report & Updates

October Calendar

October 8th: Hartsville Farmers Market 9 am – 1 pm | East Carolina Avenue
October 21st: Downtown Block Party | 6 pm- 9 pm | East College Avenue
Queen's Court | Sponsored by Carolina Pines
October 21st: Scarecrows for Scarecrow Contest due
October 27th: Treats on the Streets | 5:00pm-7:00pm | Downtown Hartsville

November Calendar

November 12th: Hartsville Farmers Market 9 am – 1 pm | Cargill Way
November 15th-16th: 4th Quarter Main Street SC Training | Cheraw, SC
November 17th: The Heart of the Holidays Open House and Tree Lighting
Celebration | 6:00pm-9:00pm | Downtown Hartsville
November 17th: Holiday Window Decorating Contest Begins

Current Social Media Stats:



Facebook: 7,701 Followers
Instagram: 1,899 Followers
MailChimp: 1,032 Subscribers

New businesses opening soon:

Doc's Humidor, Cigar, Wine and Jazz Lounge- Opened October 5th!

October Projects/Events Update:

Main Street Hartsville continues to grow current, and implement new, programs and projects set forth by the 2022 MSH Work Plan. The three areas of focus are:

- Establishing Main Street Hartsville as the source of Downtown Revitalization
- Creating stronger relationships with Coker University
- Exploring creative placemaking and boosting cultural assets

Main Street Manager, Matt Winburn, and Director of Communications, Michelle Byers Brown, continue to meet with key community stakeholders, including Coker University staff and faculty, and Black Creek Arts staff, to discuss partnerships and community needs. Discussions have also been had regarding the revival of a Cultural District in Hartsville.

Main Street Hartsville, in conjunction with the City of Hartsville hosted their annual "Treats on the Streets" event on October 27th. This was regarded as a huge success as we welcomed between 5,000-6,000 children and families to our downtown community. Not only did we have 22 outside of district vendors participate, but most downtown businesses opened their doors and stayed open later to welcome these families.

Farmers Market and Downtown Block Parties:

October saw one of this year's busiest farmers markets with over 50 vendors signed up to participate. Looking forward towards the remainder of this year, due to the amount of vendors signed up to participate, we have made the decision to move the farmers market to Cargill Way for the months of November and December. Not only will this give us room to accept more vendors, this will also allow for more street parking for our downtown businesses on E. Carolina Avenue.

After moving our Block Parties to Friday nights instead of Thursday nights, we have seen an increase of attendees. We hope to do bigger and better this year to increase our overall attendance rate to over 40%. Block Parties will be held on East College Avenue from May – June and August – September on the third Friday from 6-9 p.m.

Façade and Vibrancy Grants:

Sponsored by the Byerly Foundation and the Hartsville Parking, Beautification & Business Improvement Commission, these programs provide funding to be used by downtown businesses for replacement of exterior signage or awnings, repainting building exteriors, outdoor dining, and other projects. These grants fund 60/40 (Main Street Hartsville reimbursing 60%) of the project with a maximum reimbursement of \$1,000. We are currently exploring more opportunities for funding for these grants.

Sponsorships:

After sending out our sponsorship information for our 2022 events season in March we have already received positive responses back from companies looking to support the Main Street Hartsville mission.

We have received generous support from the community in response to sponsorships for our upcoming *Treats on the Streets* event, October 27th, from 5pm-7pm. This year's sponsors are Wesley UMC, The Rooster, McLeod Farms, Molina Healthcare, SPC Credit Union, and Darlington County Virtual Academy.

Continuing Projects:

- Implementing a new Downtown software, *Maestro*, that is used by Main Streets all across the country to track successes, inventory buildings and business, and much more.
- Working with the Business Navigator on new marketing material for façade/vibrancy grants, as well as a new ARB-approved "style guide."
- Reviewing and adjusting Communications strategies.
- Planning and preparing for upcoming holiday events.
- Updating SC Cultural District program requirements
- Finding and educating businesses about the Facade and Vibrancy Grant Programs.
- Creating a Welcome to Hartsville: New Business Guide for Hartsville, SC.

