



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



Re: **Monthly Status Report for November**

Status Report & Updates

November Calendar

November 12th: Hartsville Farmers Market | 9:00am – 1:00pm | 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

December Calendar

December 1, 8, 15, and 22: Fa-La-La-La Extended Shopping Hours | 6:00pm-8:00pm | Downtown Hartsville
December 6th: City Council presentation from Jenny Boulware, Manager, Main Street SC | 10:00am-11:00am | City Council Chambers
December 10th: Hartsville Farmers Market | 9:00am – 1:00pm | Cargill Way
December 19th: Design Review Training | 10:00am-1:00pm | The Edition

Current Social Media Stats:



Facebook: 7,792 Followers
Instagram: 1,913 Followers
MailChimp: 1,050 Subscribers

November 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.

In accordance with City of Hartsville Codes, Main Street Hartsville's Advisory Board is required to be appointed by city council. The Main Street Hartsville Advisory Board supports the Main Street Hartsville program by providing recommendations on matters relating to downtown revitalization and championing the programming of Main Street Hartsville to the community. We have begun accepting applications for this board and hope to have members of this board voted on by city council soon.

Matt Winburn attended a Main Street SC Training Session in Cheraw on November 16. The training was very helpful with providing information on key economic development metrics, volunteer recruitment strategies, and making your downtown district more culturally attractive.

Farmers Market Update:

Due to the large number of entries for our November and December farmers markets, the decision was made to move the markets to Cargill Way. Not only does this give us room to accept more vendors, we're also allowing for more store front parking for our downtown businesses, a request that has been made by several merchants this year.

We are looking at making this a permanent move for the next season to not only allow for the large number of vendors, but to make the downtown experience more interactive by bringing in live entertainment, small classes, and other community engagement experiences.

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.

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
- Work with local merchants and building owners to create key economic development numbers to attract more businesses downtown
- 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
- Updating SC Cultural District program requirements
- Finding and educating businesses about the Façade and Vibrancy Grant Programs