



Date: May 2nd, 2023
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for April**

Status Report & Updates

April Calendar

April 8th: Hartsville Farmers Market | 9:00am-1:00pm | Cargill Way- CANCELLED
April 20th: Chats and Cheers Merchants Meeting | 6:30pm-7:30pm | The Edition

May Calendar

National Preservation Month

May 1st: Main Street Hartsville Speaks at Heritage Foundation Meeting
May 13th: Hartsville Farmers Market | 9:00am-1:00pm | Cargill Way
May 13th: Screen on the Green | 8:30pm | Burry Park
May 19th: Downtown Block Party | 6:00pm-9:00pm | E College Ave.
May 22nd: Policy and Procedures Training | Columbia, SC

Current Social Media Stats:



Facebook: 8,007 Followers
Instagram: 1,940 Followers

Key Metrics:

In February, Main Street Hartsville began providing key economic development metrics for the Downtown District. These metrics focus on:

- Total Businesses- 113
- Occupancy Rate- 94%
- ROI- 58:1 (Comparison of private dollars compared to public dollars for 2022)
- Business closings- The Paper Doll
- Business openings- Hartsville Army Navy will be relocating to 115 N. Fifth St. and the Nook and Timms Attic will be combining into one space.

April Projects/Events Update:

April saw the official launch of our events season. Unfortunately, our first event of the year, the Hartsville Farmers Market, was cancelled due to rain. We have taken into consideration feedback from the downtown community and have implemented a Rain Day for all markets moving forward should have to cancel the scheduled event. We also hosted our quarterly Chats and Cheers Downtown Merchants

Meeting with students from Coker University and received great feedback on how we can continue to strive towards a more "student-centric" downtown.

Main Street Hartsville Manager, Matt Winburn, has been busy meeting with downtown merchants, discussing the Main Street program, and explaining the Downtown Façade and Vibrancy Grants that are available to our downtown merchants. He has also been exploring opportunities for new lighting, creating new "third space" areas, and, as per City Council's request, adding more music downtown.

Staff continue to meet with downtown business and property owners, listen to their feedback, and plan actions accordingly. Business owners continue to offer praise for the City's efforts, especially the Streets and Grounds crew, for keeping our downtown looking clean and attractive.

Façade and Vibrancy Grants:

Main Street Manager continues to meet with business and property owners about the grants and how they can take advantage of them. He also expresses the importance of historic preservation when chatting with merchants and offers solutions for paint colors, signage, and other exterior beautification options. As a reminder, we increased the reimbursement grant from \$1000 to \$2500.

Hartsville Farmers Market:

Our next Farmers Market is scheduled for May 13th. Should we have to cancel because of rain, we will hold the market on May 18th. We are excited to partner with the YMCA for their Healthy Kids program on the same day. We currently have 45 vendors signed up to participate. As a reminder, an agreement was made to move the Market back to Cargill Way for this season. This was a compromise to please both vendors and downtown business owners. Not only are we able to accommodate more vendors, but we can also showcase and encourage visitors to take advantage of the City's assets, such as Burry Park and the Veterans Memorial. We have also "upped" our advertising to ensure visitors are shopping with our Downtown businesses in addition to our Farmers Market.

Continuing Projects:

Working from the 2022-2023 Implementation Plan, Main Street Hartsville will continue to focus on the following areas:

- Establishing Main Street Hartsville as the source of Downtown Revitalization
 - Formalize a strong, informed Main Street program with expanded communications plan
 - Host four training workshops in 2023
- Creating stronger relationships with Coker University
 - Create more programming and shopping geared at bringing students/groups downtown
 - Create partnerships between Coker and downtown businesses
- Exploring creative placemaking and boosting cultural assets
 - Promote the MSH district as a cultural hub
 - Attract new, complementary creative initiatives
 - Promote Hartsville as a thriving arts & culture city