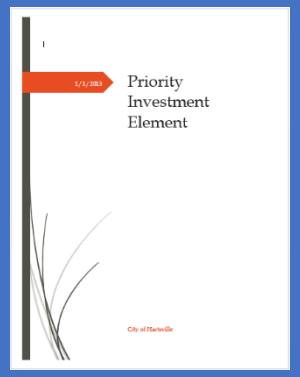
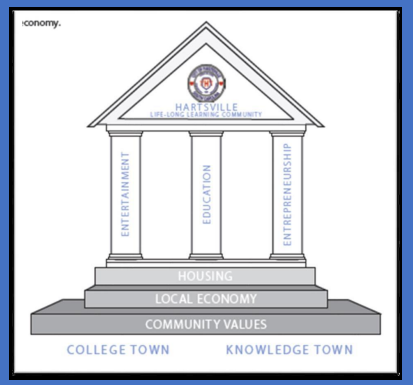
APPENDIX A

HARTSVILLE
SOUTH CAROLINA

# Vision 2030: Progress and The Road Ahead

# Planning Timeline




2008 Vision 2020

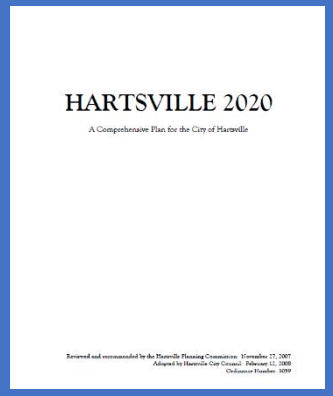
2013 PIE & Transp Element

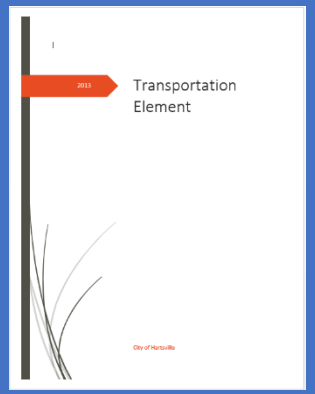
2014 Master "Vision" Plan

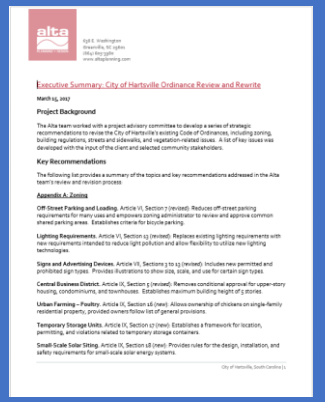
2015 CPAT Study

2017 Zoning Rewrite

2018 Vision 2030





# Progress Timeline

**Key Events:**

- 2011 - PULSE
- 2012 - Community Foundation
- 2013 - Main Street
- 2013 - Center of Innovation
- 2013 - Splashpad
- 2014 - Master Plan
- 2015 - Hampton Inn/Mantissa
- 2016 - All America City

# Major Accomplishments

MAIN STREET HARTSVILLE

Downtown Revitalization

PARTNERS FOR UNPARALLELED P.U.L.S.E. LOCAL SCHOLASTIC EXCELLENCE

Public-Private Investment

Improved Education

# Holistic Approach to Improving Education

## News

Home // News // Washington Post Ranks GSSM as Top-Performing School

### Washington Post Ranks GSSM as Top-Performing School

*June 3, 2015*

NOT GETTING THE Pee Dee Weekly? Let us know! CLICK HERE

### Hartsville High students earn International Baccalaureate diplomas

From staff reports Sep 24, 2014 (0)

SCNOW HARTSVILLE MESSENGER

HOME NEWS SPORTS LIFESTYLES CLASSIFIEDS REAL ESTATE AUTO JOBS BUSINESS DIRECTORY

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### Darlington County School District No. 1 in graduation rate in South Carolina

DARLINGTON COUNTY SCHOOLS RELEASE Nov 15, 2016 (0)

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Top 10 CRM Software
Review a Free List of the Best CRM Software Products - Start Now!
capterra.com

### Comer applauds program's success in Hartsville

Robert Sloan May 23, 2012 (0)

SCNOW MORNING NEWS

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Top 10 CRM Software
Review a Free List of the Best CRM Software Products - Start Now! capterra.com

### PULSE program reaches five-year mark

BY ARDIE ARVIDSON Hartsville Messenger aarvidson@hartsvillemessenger Oct 5, 2016 (0)

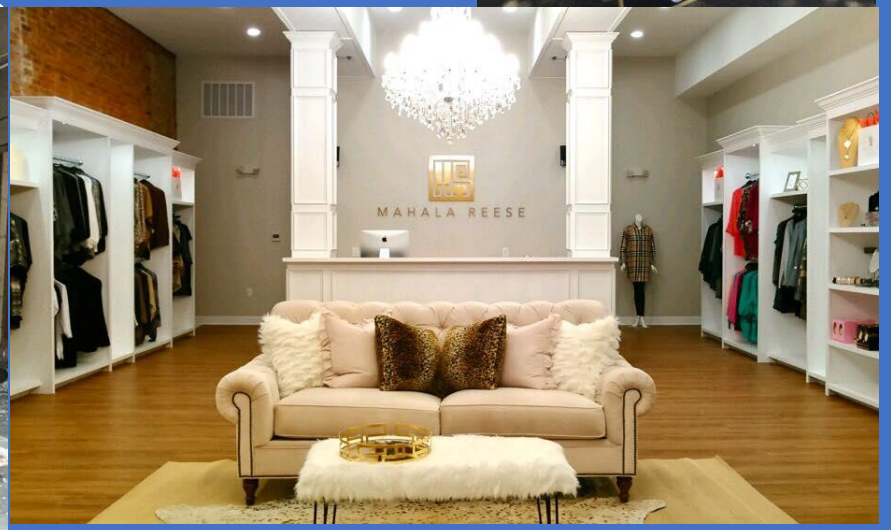
# Main Street Hartsville Program

*Collaboration of City of Hartsville and Community Foundation for a Better Hartsville*

**Programs:**

- Sign and Paint Grant
- Farmers Markets
- Over 40 new businesses since program began in 2013
- Ribbon cuttings
- Downtown concerts and other events
- Downtown Business Assistance

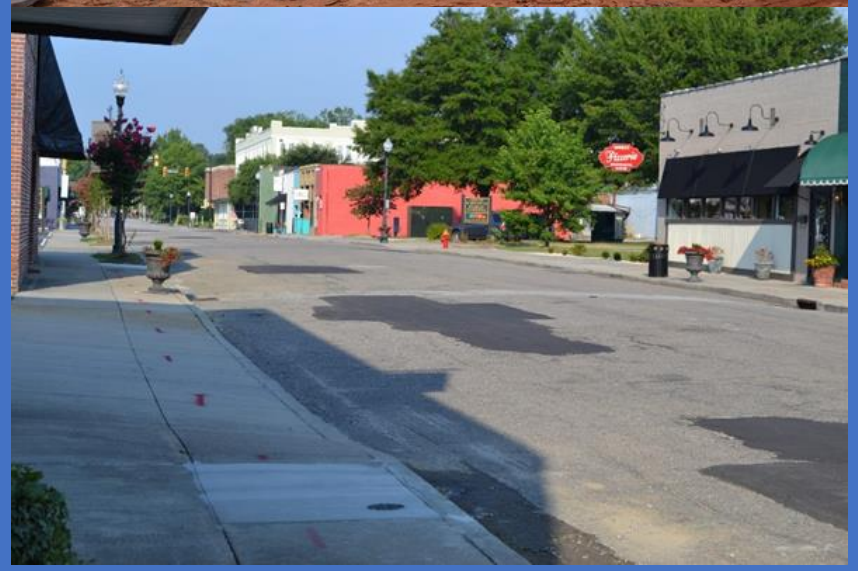
MAIN STREET HARTSVILLE



# Building an Entrepreneurial Pipeline

STARTSVILLE
GSSM FOUNDATION'S
INNOVATION CENTER

# Public Investment  Combined With…



# Private Investment Creates…

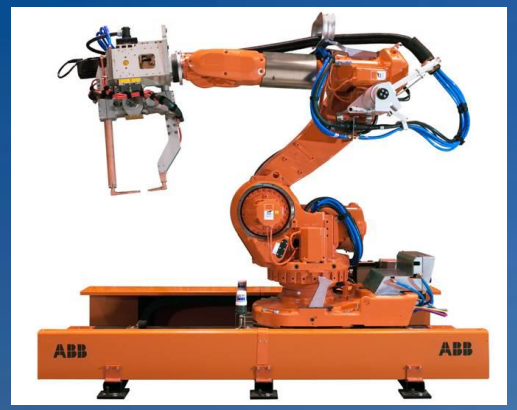
# A New City Block!

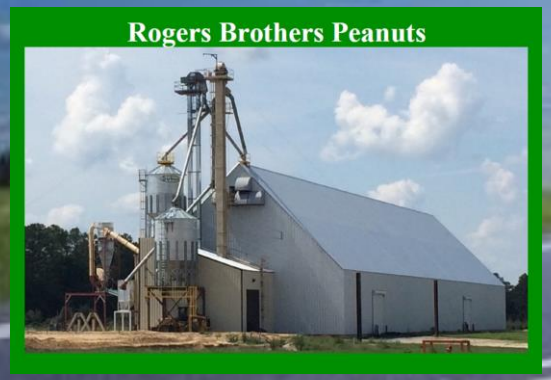
# Community Collaboration is the Glue

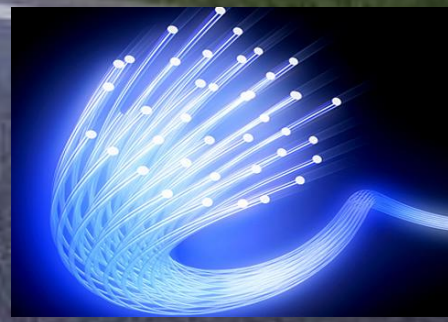
2016 All America City!

One Hartsville Celebrates!

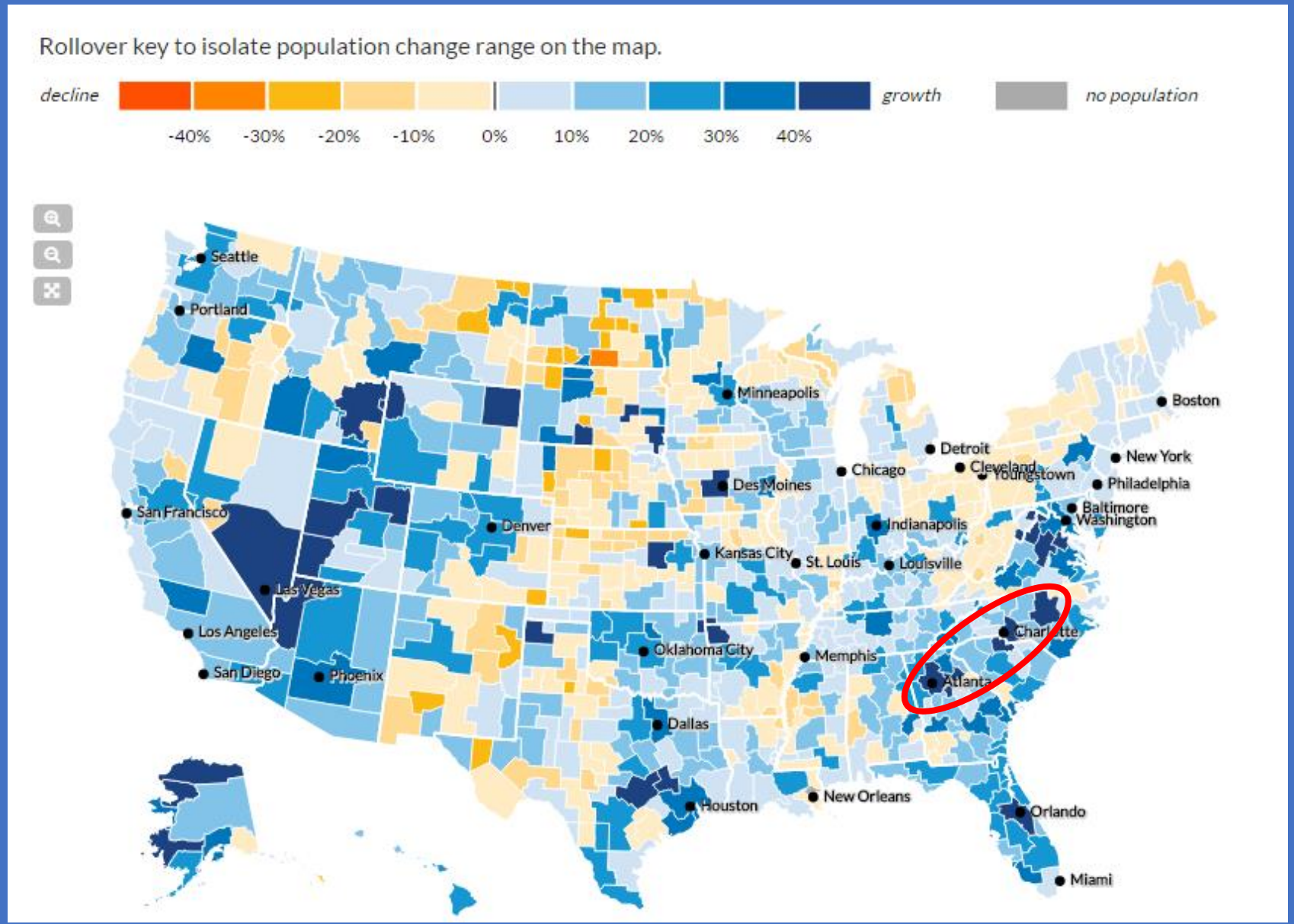
# Vision 2030: The Road Ahead





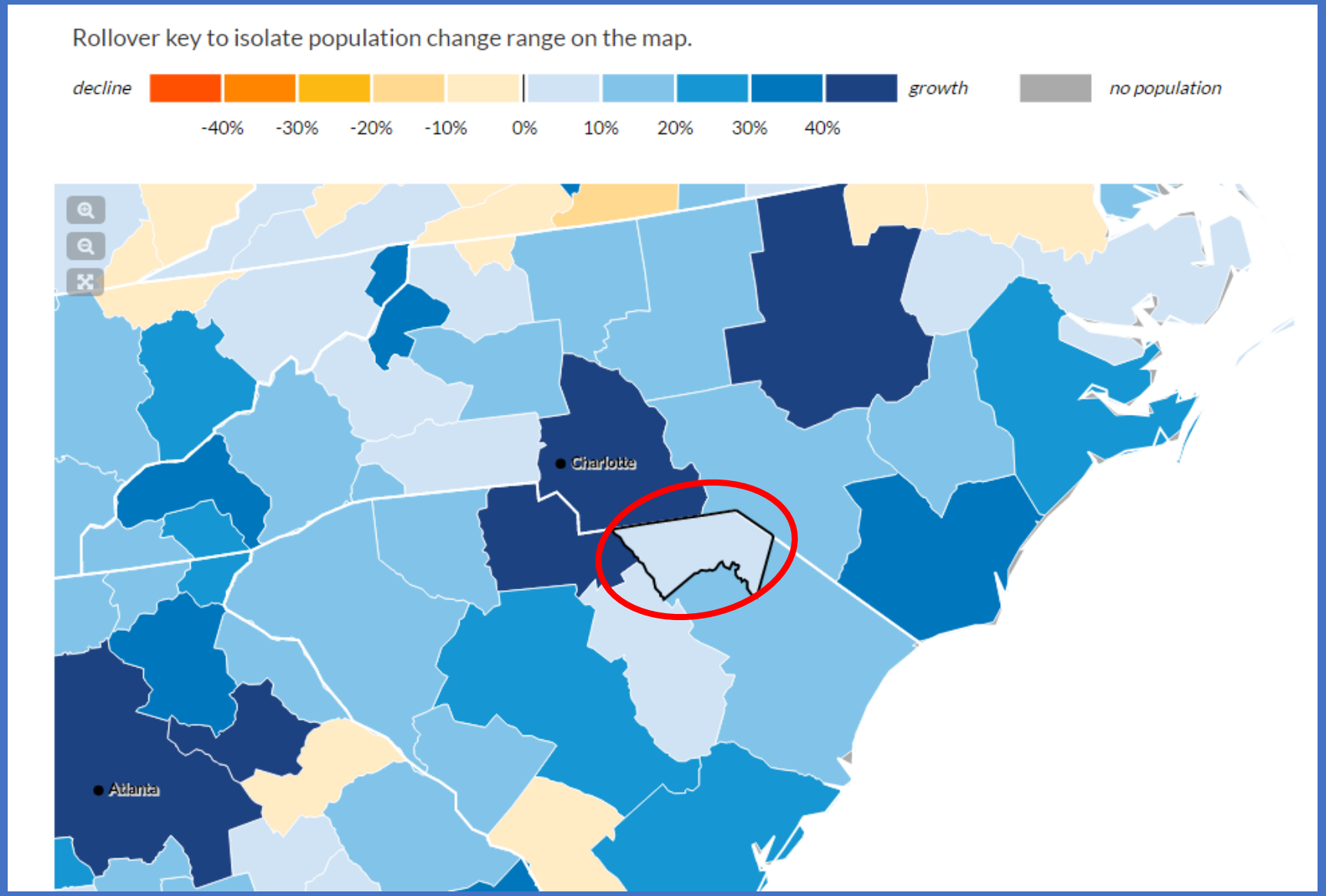


# Adjacent to High Growth Corridor




Source: Urban Institute Mapping America's future 2010 to 2030 population

# But Almost Flat Growth Forecasted




Source: Urban Institute
Mapping America's future
2010 to 2030 population

**Bennettsville Area: 7.71%**
Florence Area: 18.90%
Columbia Area: 22.84%
Raleigh Area: 50.42%
Charlotte Area: 46.68%
Atlanta 59.02%
Wilmington Area: 36.39%
Charleston Area: 27.26%

# Key trends

- Rapid Urbanization of Large Cities Will Present Challenges to City Living
- New Transportation Options May Expand the Range of Commuting
- Automation and Artificial Intelligence Will Cause Job Displacement
- Entrepreneurism and Freelancing Will Continue to Grow
- Retail is Shifting to E-commerce or Boutique Shopping Experiences
- People Want to Live in Walkable/Bikeable Communities
- Smart City Technology Can Dramatically Improve Services
- Increasing Interest in Resilient, Connected Communities

## Strength

- Relatively Strong Stakeholders
- Strong Leadership/Volunteerism
- Capacity/Resources to Grow
- Walkable Downtown
- Not Much Regional Competition

## Weakness

- Relatively Small City
- Weak County Competitiveness
- Relatively Poor Region
- Challenging Demographics
- Workforce Shortage

## Opportunity

- Capture What We Should Have
- Become Regional Destination
- Expand Current Businesses
- Build Entrepreneurial Pipeline
- Build Resiliency/Sustainability

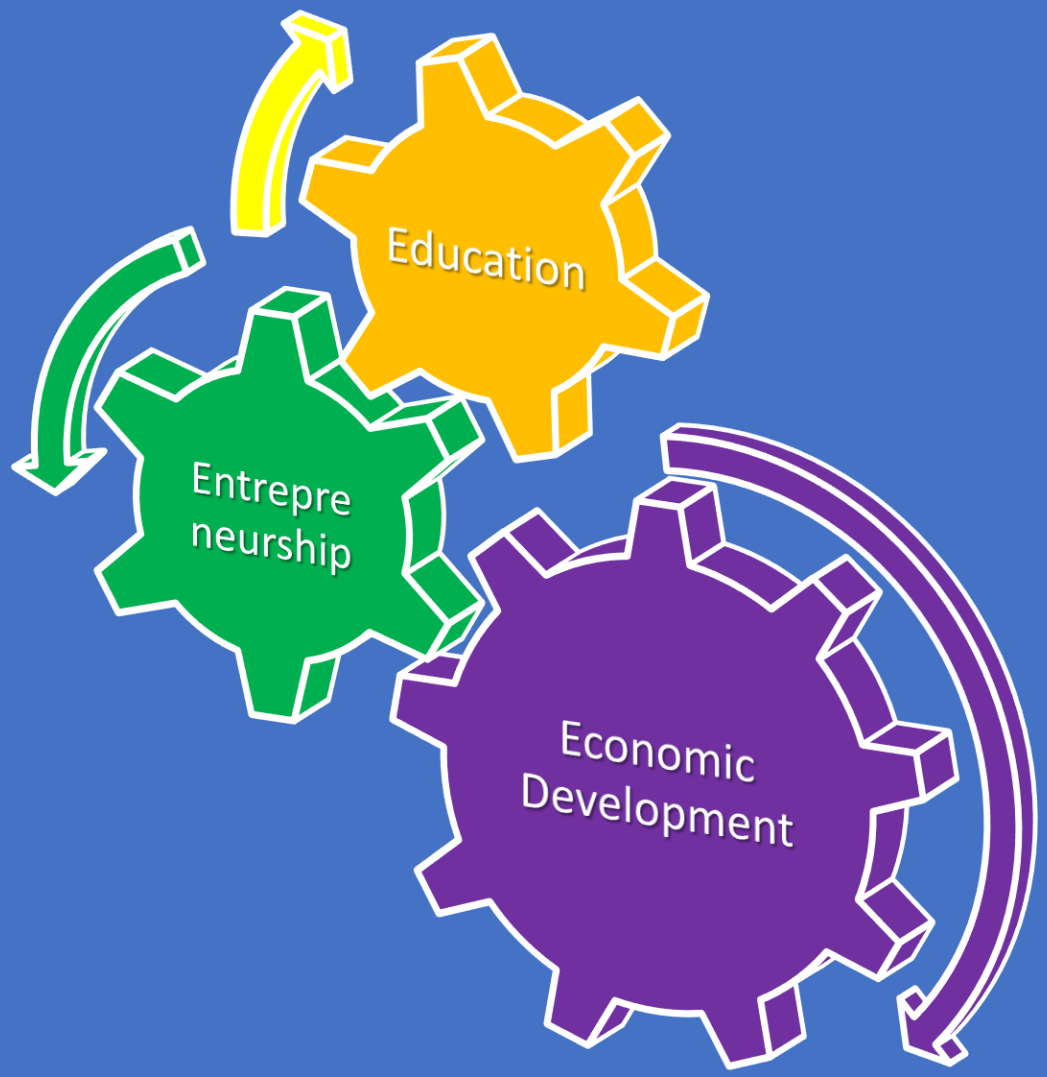
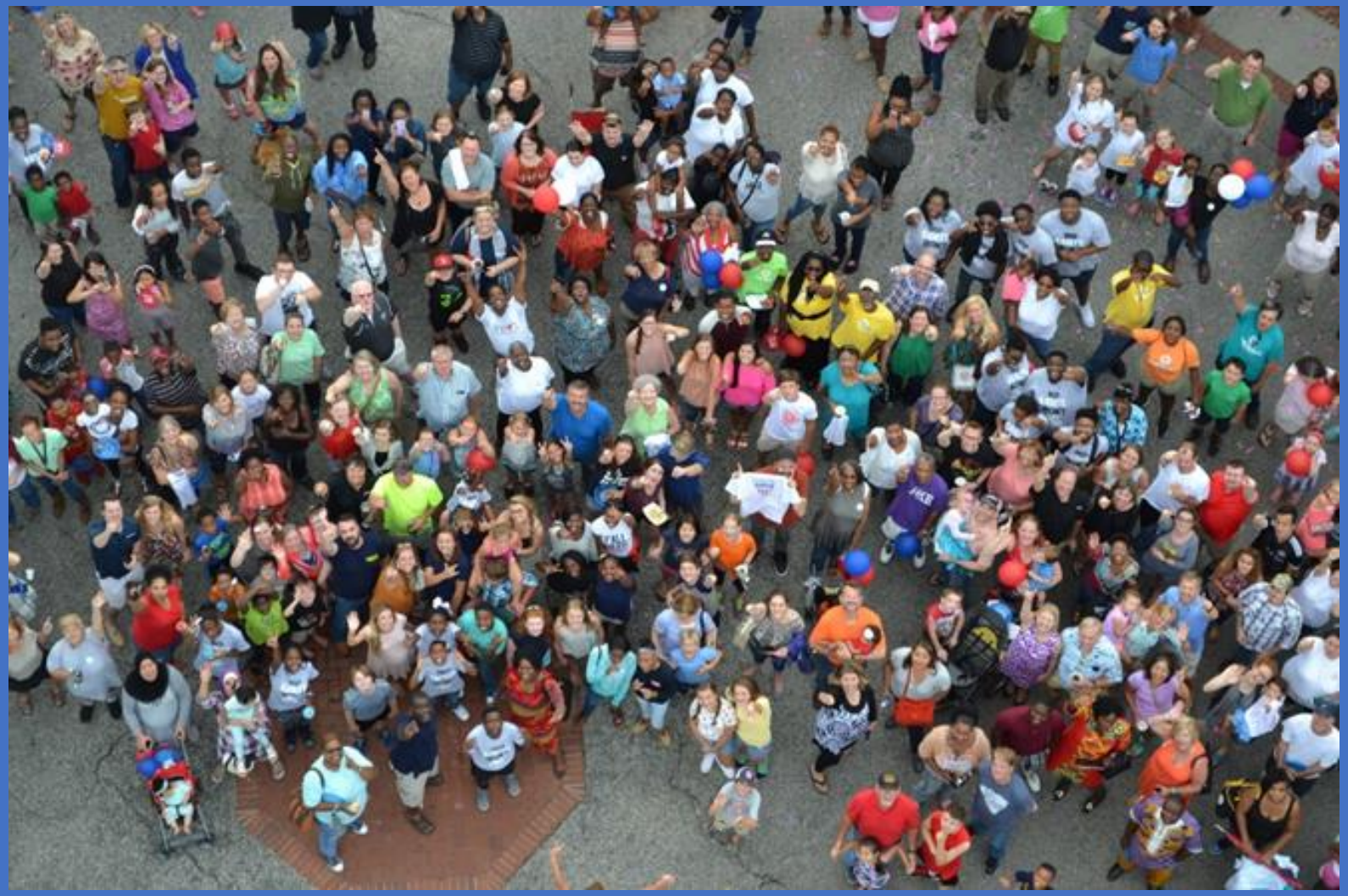
## Threat

- Loss of Major Stakeholder
- Not in High Growth Area
- Job Loss from Automation
- Inability Recruit/Retain Talent
- Political Challenges

# Planning Hierarchy

# Hartsville Vision 2030 Goals

# Focus of Effort



# QUESTIONS?