



Date: September 6, 2022
To: City of Hartsville
From: Matthew Winburn, Main Street Manager



Re: **Monthly Status Report for September**

Status Report & Updates

September Calendar

September 10th: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue
Cancelled due to inclement weather
September 16th: Downtown Block Party 6 p.m. – 9 p.m. | East College Avenue
Flashback Party Band | Sponsored by Sonoco
September 27th: Main Street Hartsville Training with MSSC representative, Jenny
Boulware
September 27th: Main Street Hartsville Reception | 5:30 p.m. – 6:30 p.m.
Mantissa Row Pocket Park
September 30th: Downtown Block Party cancelled due to Hurricane Ian

October Calendar

October 8th: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue
October 21st: Downtown Block Party | 6 p.m.- 9 p.m. | 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

Current Social Media Stats:



Facebook: 6,760 Followers
Instagram: 1,890 Followers
MailChimp: 1,032 Subscribers

New businesses opening soon:

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

September 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

On September 27th, Main Street Hartsville hosted what is to be the first of many “Main Street Mingles” receptions. Located in the Mantissa Row Pocket Park, this event welcomed Main Street Partners and City Council and Staff to chat, network, and learn more about the direction of MSH and the City. The event was a huge success, and similar events will continue to be planned.

With the onset of Hurricane Ian, Main Street Manager, Matt Winburn, met with many downtown business owners, particularly those whose businesses are prone to flooding, to ensure they had taken necessary precautions to help combat the severe weather. Weekly chats with downtown partners will continue to be a trend as we continue to establish a strong relationship between the City of Hartsville and the downtown community.

Farmers Market and Downtown Block Parties:

September was a bumpy month for downtown events as the September Farmers Market was canceled due to inclement weather and the September 30th Block Party canceled due to Hurricane Ian. We were able to have our September 16th Downtown Block Party, featuring Flashback Party Band, sponsored by Sonoco, which was a huge success.

Looking forward towards the remainder of this year, our Farmers Markets are completely booked. We are looking at moving the market back to Cargill Way for November and December, both to keep up with the expansion of the market, and to allow for ample parking for our downtown businesses during the busy holiday season.

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:

On a Friday of each month, Main Street Hartsville will feature one business who has received a Façade or Vibrancy Grant. 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 Main Street's brochures, website, and social media.
- Finding and educating businesses about the Facade and Vibrancy Grant Programs.
- Creating a Welcome to Hartsville: New Business Guide for Hartsville, SC.

