



Date: January 3rd, 2023

To: City of Hartsville

From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for December**

Status Report & Updates

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

January Calendar

January 5th-6th: Tourism Department Retreat | All Day | The Edition

January 26th: Main Street Hartsville Merchants Meeting | 6:30pm-7:30pm | The Edition

Current Social Media Stats:



Facebook: 7,877 Followers

Instagram: 1,913 Followers

Key Metrics:

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

- Total Businesses- Total number of business in district
- Occupancy Rate- Total amount of occupancy in commercial space in district
- Rent per square foot- Average annual rent within district
- ROI- Comparison of private dollars compared to public dollars

December Projects/Events Update:

Main Street Hartsville continues to grow current, and implement new, programs and projects set forth by the 2022 Main Street Hartsville 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.

Main Street Hartsville, in partnership with Main Street South Carolina, brought in Randy Wilson from Community Design Solutions to offer a design review session geared towards those who make design decisions within the city. This was a well-received training session from all who attended as we learned about architectural design elements, how to run a smooth board meeting, and other pertinent information.

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:

- Formalize a strong, informed Main Street program with expanded communications plan
- Host four training workshops in 2023
- Create Downtown shopping incentives for students
- Create more programming geared at bringing students/groups downtown

- Create partnerships between Coker and downtown businesses
- Preserve and promote the Main Street Hartsville district as a cultural hub
- Attract new, complementary creative initiatives
- Promote Hartsville as a thriving arts & culture city



The Heart of the Holidays Window Contest
THE PAPER DOLL