



Date: February 1st, 2023
To: City of Hartsville
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for January**

Status Report & Updates

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

February Calendar

February 2nd: Main Street Hartsville Advisory Board Meeting | 5:30pm-6:30pm
City Council Chambers
February 22nd: Main Street SC First Quarter Training | Columbia, SC

Current Social Media Stats:



Facebook: 7,910 Followers
Instagram: 1,914 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- 107 (and counting)
- Occupancy Rate- 93%
- ROI- 25:1 (Comparison of private dollars compared to public dollars)

January Projects/Events Update:

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. In January, City Council voted to pass a resolution establishing the Main Street Hartsville Advisory Board, as well as set new district boundaries.

Main Street Hartsville hosted its first Downtown Merchants Meeting, *Chat and Cheers* on January 26th, in which downtown business owners and other like-minded colleagues met to discuss what services MSH offers, what funding opportunities are available, and voice their opinions on how we can continue to flourish as a downtown community. City Manager Moore was also in attendance and provided a brief overview of what the City of Hartsville has planned for the year. Thank you to Manager Moore, Mayor Hancock, and Councilman Andrews for attending.

Façade and Vibrancy Grants:

Seeing as Main Street Hartsville continues to be a catalyst for revitalization in our Downtown District, we will continue to offer the Façade and Vibrancy grants to our downtown businesses. Given the cost of inflation, we are looking at expanding the Façade Grant to a minimum of \$2,500. We are also working with the Parking, Beautification, and Building Improvement Commission to see about raising their grant to at least \$500. We plan to apply to the Byerly Foundation to help with funding for this incentive. We are also exploring applying for H-Tax funds to help bolster what we can offer. Several other Main Street Communities have used H-Tax to fund this program to much success.

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
- Expanding the Hartville Farmers Market