



Date: March 1<sup>st</sup>, 2023  
To: City of Hartsville, City Council  
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for February**

## **Status Report & Updates**

### *February Calendar*

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

### *March Calendar*

March 1<sup>st</sup>: Hartsville Farmers Market Applications Open | Online  
March 9<sup>th</sup>: Main Street Hartsville Reaccreditation visit | 10:30am-1pm  
March 13<sup>th</sup>: Main Street Hartsville Advisory Board Meeting | 5:30pm-6:30pm  
City Council Chambers  
March 26<sup>th</sup>-30<sup>th</sup>: Main Street America Conference | Boston, MA

## **Current Social Media Stats:**



Facebook: 7,942 Followers  
Instagram: 1,921 Followers

## **Key Metrics:**

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

- Total Businesses- 110 (and counting)
- Occupancy Rate- 94%
- ROI- 25:1 (Comparison of private dollars compared to public dollars for 2022)

## **February Projects/Events Update:**

Main Street Hartsville Advisory Board held its first meeting on February 2<sup>nd</sup> in which new members were sworn in. Also discussed were Ethic and FOIA Training, setting of dates, and an overview of Main Street Hartsville. In late February, staff attended the Main Street Quarterly Training in Columbia and learned about color theory and creative placemaking. This month was also spent planning events for the year and meeting with downtown merchants.

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 Hartsville applied for the Byerly Foundation Grant in the amount of \$20,000 to correlate with both the cost of inflation and the expansion of the district. We have also increased the grant match we offer to \$2,500. Not only will this help cover the cost of inflation, but it will encourage property owners to tackle larger projects such as replacing awnings and canopies. We are still waiting to hear back from the Byerly Foundation at this time. The Parking, Building, and Beautification Commission are also considering increasing their match, but will need to meet to approve the increase.

### **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