



Date: June 6th, 2023
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for May**

Status Report & Updates

May Calendar

National Preservation Month

May 1st: Main Street Hartsville Speaks at Heritage Foundation Meeting

May 13th: Hartsville Farmers Market | 9:00am-1:00pm | Cargill Way

May 13th: Screen on the Green | 8:30pm | Burry Park

May 19th: Downtown Block Party | 6:00pm-9:00pm | E College Ave.

May 22nd: Policy and Procedures Training | Columbia, SC

June Calendar

June 7-9th: MSSC Retreat | Beaufort, SC

June 10th: Hartsville Farmers Market | 9:00am-1:00pm | Cargill Way

June 10th: Screen on the Green | 8:30pm | Burry Park

June 16th: Downtown Block Party | 6:00pm-9:00pm | E College Ave.

Current Social Media Stats:



Facebook: 8,200 Followers

Instagram: 1,950 Followers

Key Metrics:

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

- Total Businesses- 112
- Occupancy Rate- 96%
- ROI- 58:1 (Comparison of private dollars compared to public dollars for 2022)
- Business openings:
 - The Nook at Timms Attic- June 1st
 - Hartsville Army Navy- June (TBD)

May Projects/Events Update:

Main Street Hartsville Manager, Matt Winburn, has been busy meeting with downtown merchants, discussing the Main Street program, and explaining the Downtown Façade Grant that is available to our downtown merchants. He has also

been exploring opportunities for a new “Vibrancy Plan”, that would bring new lighting, music, outdoor seating, and general placemaking to the Downtown Community. 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.

Downtown Façade Grant:

Main Street Manager continues to meet with business and property owners about the grants and how they can take advantage of them. He also expresses the importance of historic preservation when chatting with merchants and offers solutions for paint colors, signage, and other exterior beautification options. As a reminder, the City increased the reimbursement grant from \$1000 to \$2500. Main Street has had a lot of interest from downtown property owners who plan to take advantage of this resource. We are still waiting to hear back from the Byerly Foundation as to the status of our application for continued funding for this grant.

Hartsville Farmers Market:

May saw the first large, community event of the season with the May Farmers Market. This event was a huge success with nearly 50 vendors and over 500 in attendance. For this event, we partnered with the Hartsville YMCA’s Healthy Kids Event and saw an increase in families to the Market. Our next Farmers Market is scheduled for June 10th. We expect to have the same variety of vendors for this market, as well.

As a reminder, an agreement was made to move the Market back to Cargill Way for this season. This was a compromise to please both vendors and downtown business owners. Not only are we able to accommodate more vendors, but we can also showcase and encourage visitors to take advantage of the City’s assets, such as Burry Park and the Veterans Memorial. We have also “upped” our advertising to ensure visitors are shopping with our Downtown businesses in addition to our Farmers Market.

Cultural District:

A steering committee has been formed for the implementation of a Cultural District in Downtown Hartsville. This committee is comprised of community members who represent diverse interests of arts and culture in the community. The Cultural District program is an economic and tourism generating program sponsored by the SC Arts Commission. This has been an on-going effort to establish this program in Downtown Hartsville.

Next steps:

- City Council approves resolution of support for program and establishes boundaries of Cultural District at June Meeting
- Application is completed and submitted to SC Arts Commission
- Site visit from SC Arts Commission officials
- Approval of Hartsville Cultural District from SC Arts Commission officials

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

