



Date: July 3rd, 2023
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for June**

Status Report & Updates

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.

July Calendar

July 3rd: Destination Downtown Kicks off
July 8th: Hartsville Farmers Market | 9:00am-1:00pm | Cargill Way
July 20th: Chats and Cheers Downtown Merchants Meeting
6:30pm-7:30pm | The Edition

Current Social Media Stats:



Facebook: 8,319 Followers
Instagram: 1,954 Followers

Key Metrics:

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

- Total Businesses- 113
- 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 30th
 - Trippie Hippie Corner- June 23rd

June 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:

The June Farmers Market was another success with over 50 vendors and over 500 people in attendance. We are continuing to see an increase in vendors who are providing fresh produce, meats, eggs, and other perishables. The next market will be July 8th from 9am-1pm.

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- **DONE**
- Site visit from SC Arts Commission officials- **JULY 20TH**
- Application is completed and submitted to SC Arts Commission
- Approval of Hartsville Cultural District from SC Arts Commission officials

Destination Downtown Shopping Event

As an effort to increase traffic into our downtown businesses during our slower summer months, Main Street Hartsville has launched a new promotional program call, *Destination Downtown*. This program encourages people to earn rewards by shopping local. With every \$10 purchase from a participating business, they can earn a stamp in their passport. Once they collect 20 stamps, they can enter their passport into a drawing for \$300 in Main Street Gift Certificates. This program will

run July 3rd-September 1st. We have already had wonderful feedback from participating merchants.

Main Street Hartsville Storytelling


Each month, Main Street Hartsville tells the story of one of our downtown businesses/assets. These stories are meant to introduce and highlight these businesses to the community, especially those who are unfamiliar. This feature also works as a great promotional piece for the business, who in return, can use it as a form of advertising. We share these stories on our social media pages and post to the Main Street Hartsville website. This month's feature was The Nook at Timms Attic. For a complete list of featured businesses, be sure to check out the "Downtown Stories" page on our website.

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





PASSPORT PARTICIPANTS

Alexander's	The Key to your Hartsville
Arcade Barbershop	Madison Avenue
Beaus & Belles	Maxyne's
The Bleu Daisy	Minnie's Giftique
The Blind Pig	The Nook at Timms Attic
Block & Vino	Peace of Heaven
Bow Thai Cuisine	Purrs McBarkin'
Carolina Lunch 155	Raised Down South
Coker University Bookstore	The Rooster
Crema Coffee Bar	Sam Kendall's
The Den Nutrition	Seersuckergypsy
DOC's Humidor Cigar, Wine & Jazz Lounge	Sophia's Pizzeria
Down South Sugar	The Sweet Shoppe
Griggs Circle Bakery	Trippie Hippiie Corner
Hartsville Army Navy	Vintage Craft Beer
Hoof and Hound	Wild Child Boutique
Journey Soap Bar	Wild Heart Brewing
Kevin Lear on Main	The Wooden Pineapple
	Zella Gray's

July 3rd-September 1st | Grand Prize of \$300 shopping spree