



Date: August 1, 2023
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for July**

Status Report & Updates

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

August Calendar

August 1st: National Night Out | 6:00pm-8:00pm | Cargill Way
August 4th-5th: Tax Free Weekend for local businesses
August 12th: Hartsville Farmers Market | 9am-1pm | Cargill Way.
August 12th: Screen on the Green | 8:30pm | Burry Park
August 14th: Main Street Hartsville Advisory Board Meeting | 5:30pm | Council City Council Chambers
August 18th: Downtown Block Party ft. Preston Duffee Band | 6:00pm-9:00pm | E. College Avenue.

Current Social Media Stats:



Facebook: 8,394 Followers
Instagram: 1,955 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:
- Please note that Alleyway Printing has moved their location to 125 W. Home Ave.

July 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. Main Street Hartsville did not receive the anticipated grant from the Byerly Foundation and will continue to search for funding from different grant agencies.

Hartsville Farmers Market:

The July Farmers Market, though smaller, was still a success. We are continuing to see an increase in vendors who are providing fresh produce, meats, eggs, and other perishables. The next market will be August 12th from 9am-1pm.

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. Staff from the City and Black Creek Arts met with and gave a tour to representatives from the SC Arts Commission. This was a very fruitful meeting with positive feedback about the City's efforts in making the arts prevalent in Downtown Hartsville. A lengthy report was sent back to Main Street Hartsville with a formal analysis of the trip and "next steps" moving forward.

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- **DONE**
- 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. Our early bird drawing for two \$50 MSH Gift Certificates was done on July 28th. The winners were very happy to be drawn.

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 Miss South Carolina Scholarship Organization Inc. 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

