



Date: September 5, 2023
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for August**

Status Report & Updates

September Calendar of Events

September 1st: Destination Downtown Passport Event ends
September 5th: Destination Downtown Passport Grand Prize Drawing
September 9th: Hartsville Farmers Market | 9am-1pm | Cargill Way
September 9th: Screen on the Green | Dusk | Burry Park
September 12th: Hartsville City Council Meeting | 5:30pm |
City Council Chambers
September 15th: Downtown Block Party ft. Blackwater Band and sponsored
by City of Hartsville | 6:00pm-9:00pm | E. College Ave.

October Calendar of Events

October 9th: Main Street Hartsville Advisory Board Meeting | 5:30pm |
City Council Chambers
October 10th: Hartsville City Council Meeting | 5:30pm |
City Council Chambers
October 13th: Scarecrow Contest entries due | Downtown
October 14th: Hartsville Farmers Market | 9am-1pm | Cargill Way
October 14th: Screen on the Green | Dusk | Burry Park
October 19th: Chats and Cheers Merchants Meeting | 6:30pm |
Kevin Lear on Main
October 19th-21st : Dark Side Tour | 7:00pm-10:00pm | Hartsville Museum
October 20th: Downtown Block Party ft. Analog Saints and sponsored by
Coker University | 6:00pm-9:00pm | E. College Ave.
October 26th: Treats on the Streets | 5:00pm-7:00pm | Downtown District
October 26th-28th: Dark Side Tour | 7:00pm-10:00pm | Hartsville Museum

Current Social Media Stats:



Facebook: 8,456 Followers
Instagram: 1,960 Followers

August 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 "Beautification Plan", that would bring new lighting, 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 plans to apply for the Hometown Economic Development Grant offered by MASC for a total of \$25,000.

Hartsville Farmers Market:

The August Farmers Market was our most successful market this year with over 50 vendors and over 500 visitors. We continue to see an increase in vendors who are providing fresh produce, meats, eggs, and other perishables. The next market will be September 9th 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

Our first *Destination Downtown* event was a huge success of \$18,400 in passports being redeemed. This was a huge economic driver for our downtown community during the slower summer months. Main Street Hartsville will offer this program again during the slower winter months of 2024.

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