



Date: October 2, 2023
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for August**

Status Report & Updates

October Calendar of Events

October 9th: Main Street Hartsville Advisory Board 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

November Calendar of Events

November 11th: Hartsville Farmers Market | 9am-1pm | Cargill Way

November 11th: Veterans Day Celebration | 11am-12pm | Burry Park

November 16th Downtown Open House and Tree Lighting Celebration | 6pm-
9pm | Downtown District

November 17th: Holiday Wine & Art Walk | 5:30pm-8:30pm | Downtown

November 18th: Holiday Carnival | 11am-3pm | 4th Street Corridor

November 18th: Holiday Ball | 8pm-Midnight | the Pavilion at Lawton Park

November 25th: Shop Small Saturday | Downtown District

Current Social Media Stats:



Facebook: 8,525 Followers

Instagram: 1,970 Followers

September Projects/Events Update:

Main Street Hartsville Manager, Matt Winburn, has been busy meeting with downtown merchants, discussing the Main Street program, and planning new holiday promotions. He has also been working with the City's Streets and Grounds crew to add more lighting to our downtown, particularly at the Rain Garden and Hartsville Museum. In late September, Winburn attended the MSSC Quarterly training event and thoroughly enjoyed learning about new trends in data collection, as well as hearing from fellow Main Street Directors about what's happening across the state. Winburn also completed a professional development class offered by Main Street America geared toward creating a better entrepreneurial ecosystem in the Downtown District. Winburn looks forward to implementing much of what he learned in the near future.

Downtown Façade and Beautification Grants:

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 has applied for the Hometown Economic Development Grant offered by MASC for a total of \$25,000. The Parking, Building Improvement, and Beautification Commission has also agreed to offer up to \$500/application for general beautification improvements.

Hartsville Farmers Market:

The September Farmers Market was our first test run of the "Make up Market," which was held September 14th due to the cancellation of the regularly scheduled Market. This new event was held from 5pm-7pm on Cargill Way, and saw 10 vendors and about 100-150 visitors.

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 established 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- **DONE**
- 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