



Date: December 6, 2023

To: City of Hartsville, City Council

From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for November**

Status Report & Updates

December Calendar of Events

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

December 9th: Pictures at Santa's Workshop | 9:30am-12:30pm | Hartsville Museum

December 9th: Hartsville Christmas Parade | 3:00pm | Downtown District

December 9th: Holiday Window Decorating Contest Winners Announced at Christmas Parade

December 11th: Main Street Hartsville Advisory Board Meeting | 5:30pm | City Council Chambers

December 12th: Hartsville City Council Meeting | 5:30pm | City Council Chambers

Current Social Media Stats:



Facebook: 8,811 Followers

Instagram: 1,991 Followers

November Projects/Events Update:

November saw Downtown Hartsville alive with the sights and sounds of the holiday season with the implementation of the Heart of the Holidays Festival. This three-day event was aimed at putting our businesses in the black BEFORE "Black Friday." The event was a huge success and we look forward to building upon for years to come.

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. Matt is currently searching out new funding opportunities to pool for this program.

The Parking, Building Improvement, and Beautification Commission has agreed to offer up to \$500/application for general beautification improvements.

Hartsville Farmers Market:

The November Farmers Market was cancelled due to inclement weather. Our last Market of the season will be December 9th.

Cultural District:

We are pleased to announce that the City of Hartsville has been awarded designated as the 10th SC Cultural District by the SC Arts Commission. This new designation will be used both to promote arts and cultural programs within the district, but also as an economic development tool. A "ribbon cutting" will be planned for 2024 to coincide with the 10th year of the program.

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