



Date: March 6, 2024

To: City of Hartsville, City Council

From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for February**

## **Status Report & Updates**

### *March Calendar of Events*

6<sup>th</sup>- MSSC Assessment Visit to Hartsville | 11am-2pm | Downtown Hartsville

12<sup>th</sup>- Hartsville City Council Meeting | 5:30pm | Hartsville Council Chambers

15<sup>th</sup>- Last day to sign up for Spring Art and Wine Stroll

19<sup>th</sup>- Chats and Cheers Meeting | 6:00pm-7:00pm | Vintage Pub- 152 Mantissa Row

## **Looking Ahead**

Main Street Hartsville has several new events planned this year to help promote Downtown Hartsville. Be on the lookout for more information, but for now save the following dates:

Spring Wine and Art Stroll- April 26th

Putterin' Around Downtown- June 21st

Destination Downtown- July-September

A complete list of City Events will be circulated soon

## **Current Social Media Stats:**



Facebook: 8,908 Followers

Instagram: 2,010 Followers

**Main Street Hartsville Occupancy rate- 95%**

**Businesses that closed:** Hoof and Hound

**Planned businesses:** Hemp House

Journey Soap Bar

Jazzy Blues

## February Recap

Thank you to everyone who participated in our Love Local Campaign. A lot of love went out this month, and a lot of love will continue to be spread throughout the year. Congratulations to the winner **Purrs McBarkin'**! Owner, Dave Zanoni, will be featured in an upcoming Downtown Story.

If you missed the February Downtown Story about the incredible transformation of the Hartsville Depot into DOCS Humidor, you can read about it [here](#). A special THANK YOU to LOOKY LOO for hosting our February Chats and Cheers Meeting! Be sure to give them a visit!

## 2024 Work Plan:

Based on conversations with downtown business and property owners, as well as with local community members, an implementation plan was created for the 2024-25 work year. The implementation plan utilizes the Four-Points Approach of organization, promotions, design, and economic vitality. Highlights include the following strategies and objectives:

## Transformation Strategies

1. Execute the hARTSville Cultural District Strategic Plan
2. Main Street Hartsville develops a more sustainable and livable downtown community.
3. Main Street Hartsville is a resource for Small Business Development.

**Transformation Strategy:** Define the District through Arts and Culture

**Why:** Downtown Hartsville has a long history of historic preservation and maintaining a clean appearance in Downtown Hartsville. These principles have helped Downtown Hartsville remain the heart of Hartsville. As City Council has supported Main Street Hartsville as the champion of Downtown Hartsville, it is imperative that we clearly define who and what Main Street Hartsville is, including the boundaries, and how we tie in the surrounding overlays into Downtown Hartsville with attractive and complementary entryways. Downtown Hartsville will be seen as an attractive city with a focus on sustainability and creative placemaking. As the facilitator the new hARTSville Cultural District, we will apply the transformative applications of the arts to guide the visual parameters of the district.

**Goal #1:** Preserve and promote the new hARTSville Cultural District through new wayfinding signs, banners, and joggling boards

**Goal #2:** Create new busking and public art ordinances to help regulate public art.

**Goal #3:** Create new walking trail that promotes historic, cultural, and artistic assets to increase visitors to the district.

**Goal #4:** Work with City of Hartsville to address lighting issue downtown.

**Annual Responsibilities:** Offer new signage for new businesses during building renovations, continue to offer façade design consultation and resources, update MAESTRO and ESRI StoryMaps with downtown property details, work with property owners to find best solutions for space usage, execute the strategic plans of the hARTSville Cultural District.

**Main Street Approach Areas:** Organization, Promotion, Design

## **Transformation Strategy:** Town & Gown Relationship

**Why:** Given the size of Main Street Hartsville's boundaries, we are striving to be seen as a 15-minute city. Everything you need for daily life can be found with a 15-minute walk. Additionally, we are bordered by Coker University and the SC Governor's School for Science and Mathematics, which brings over 4,000 students, faculty, and staff to Downtown Hartsville daily.

**Goal #1:** Work with Coker University and SCGSSM to make it easier for students to volunteer or be involved with City activities.

**Goal #2:** Work with Coker University to identify barriers to participation and engagement downtown; share this information with business community.

**Goal #3:** Work with educational institutions and business community to offer student discounts; increase the number of businesses that accept Cobra Cash.

**Goal #4:** Partner with Coker University to install new Coker-themed art installation.

**Annual Responsibilities:** Work with downtown businesses to provide data that helps them better target daytime workers, students, and downtown residents; Include Coker activities on MSH events calendar; hire Coker intern to assist with MSH projects; have more City of Hartsville presence at Coker events.

**Main Street Approach Areas:** Economic Vitality, Promotion, Design

## **Transformation Strategy:** Small Business Development

**Why:** Downtown Hartsville must continue to make a focused and concerted effort to retain and recruit downtown businesses, foster resiliency, and assist entrepreneurs through the business cycle through resource provision. Downtown Hartsville has also positioned itself as a leading destination in the region for quality shopping, dining, culture, and entertainment. It is critical that we work to maintain and enhance our reputation as leaders in these areas as we eye a win at GAMSA.

**Goal #1:** Work with the City of Hartsville to produce investor opportunities and expand incentives for new businesses to move into Downtown Hartsville.

**Goal #2:** Improve Wi-Fi connections in Downtown Hartsville.

**Goal #3:** Develop new grant opportunities for small businesses to focus on new product/service expansion.

**Goal #4:** Produce new collateral to highlight and attract new businesses and visitors to Downtown Hartsville.

**Annual Responsibilities:** Update new business welcome guide, promote Main Street affiliation and program, work with community partners to produce annual events, actively promote small businesses through new marketing promotions including itineraries, storytelling, and other creative efforts.

**Main Street Approach Areas:** Economic Vitality, Promotion