



Date: April 3, 2024

To: City of Hartsville, City Council

From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for March**

Status Report & Updates

April Calendar of Events

8th- Main Street Hartsville Advisory Board Meeting | 5:30pm | Hartsville Council Chambers

13th- Hartsville Farmers Market Opening Day | 9am-12pm | Cargill Way

16th- Chats and Cheers Meeting | 6:00pm-7:00pm | Coker University

26th- Spring Art and Wine Stroll | 6:00pm-8:00pm | Downtown District

Current Social Media Stats:



Facebook: 8,949 Followers

Instagram: 2,028 Followers

Main Street Hartsville Occupancy rate- 95%

Businesses that closed: None

Planned businesses: Hemp House- Open at 209 N. Fifth St.

Journey Soap Bar- Reopened at 131 W. Carolina Ave.

Jazzy Blues

March Recap

Main Street Hartsville received a positive visit from Main Street SC in March for an annual progress report. A tour was given to MSSC staff and MSH touted all the successes we've seen this last month and talked about the plans for this coming year. MSSC provided valuable resources for best practices as we look past revitalization and into economic development.

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