



Date: May 4th, 2024
To: City of Hartsville, City Council
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for April**

Status Report & Updates

May Calendar of Events

5th-8th | Main Street NOW Conference | Birmingham, AL

11th- Hartsville Farmers Market | 9am-12pm | Cargill Way

21st- Chats and Cheers Meeting | 6:00pm-7:00pm | Sam Kendall's

Current Social Media Stats:



Facebook: 9,039 Followers

Instagram: 2,040 Followers

Main Street Hartsville Occupancy rate- 95%

Businesses that closed: None

Planned businesses: Excel Gymnastics

Jazzy Blues

Stello Foods

April Recap

Chats and Cheers- A special THANK YOU to COKER UNIVERSITY for hosting our April Chats and Cheers Meeting! At our last Chats and Cheers Merchants Meeting, City Staff and councilmembers met with the students, faculty, and staff at Coker University to better understand their needs and how we as a community can better serve them and connect them with our business owners. Several downtown merchants were also on hand to lend support and listen to Coker's needs.

Be sure to join us for our next Chats and Cheers event on May 21st from 6pm-7pm at Sam Kendall's.

Spring Art and Wine Stroll- Thank you to everyone who participated in our inaugural Spring Art and Wine Stroll. We had over 85 participants who enjoyed shopping with local merchants, exploring new wines, and supporting local artists. That equates to over \$3200 in sponsorships and ticket sales which will be reinvested back into Downtown Hartsville. Thank you to this year's sponsors, Duke Energy, SPC Credit Union, Black Creek Arts, and the Hartsville Museum.

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

A new logo for the Hartsville Cultural District was recently created by a student from Coker University. The logo depicts four cultural assets from within the Cultural District, and will be used for branding within the District, including on new banners, marketing collateral, and more.



Transformation Strategy: Town & Gown Relationship

In addition to hosting our last Chats and Cheers event on Coker's Campus, City of Hartsville staff continue to meet with staff and attend events on Coker campus. Main Street Hartsville plans to hire an intern from Coker once the new school year starts back. Additional plans are being made to install a Coker inspired mural in the Downtown Community.

Transformation Strategy: Small Business Development

Main Street Hartsville recently awarded a Downtown Façade Grant to DOCs Humidor for an upgrade to their outdoor lighting. This new project makes not only the building more inviting, but the surrounding areas as well. With this grant, in the amount of \$2300, the Downtown Façade Program has depleted its funds and will be on hold until new funding can be secured.