



Date: June 5th, 2024

To: City of Hartsville, City Council

From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for May**

Status Report & Updates

June Calendar of Events

8th- Hartsville Farmers Market | 9am-12pm | Cargill Way

10th- Main Street Hartsville Advisory Board Meeting | 5:30pm | City Council Chambers

12th-14th | Main Street SC Retreat | Florence, SC

Current Social Media Stats:



Facebook: 9,066 Followers

Instagram: 2,044 Followers

Main Street Hartsville Occupancy rate- 96%

Businesses that closed: None

Planned businesses: Excel Gymnastics- Opened!

Jazzy Blues

Stello Foods- Opening Soon!

May Recap

Main Street NOW 2024- Main Street Manager, Matt Winburn, had the privilege to attend the 2024 Main Street NOW Conference in Birmingham, AL. In addition to the great food and camaraderie, Winburn was able to enjoy sessions that focused on telling the stories of minority-based communities and businesses, as well as the importance of volunteer-driven programming. Perhaps the biggest takeaway was the notion that we must continually be reviewing how and why we do what we do as a City and adjust as needed to meet the trends and needs of those we serve. He is excited to implement several new programming ideas and takeaways from his trip. The next Main Street NOW conference will be in April of 2025 and will be held in Philadelphia, PA.

Chats and Cheers- A special THANK YOU to SAM KENDALL'S for hosting our May Chats and Cheers Meeting! At our last Chats and Cheers Merchants Meeting, City Staff introduced participants to the new WeShopSC tool and talked about upcoming summer plans. We also celebrated YOUR success over the first quarter of the year and talked about opportunities for more foot traffic.

Chats and Cheers will take a break over the summer, and will finish out at the following:

August- Peace of Heaven Gift Shop

September- SPC Credit Union

October- The Edition (Setting you up for Holiday Success)

Destination Downtown- Hartsville's HOTTEST summer promotion, returns this July for another year of driving traffic through your store doors. We had over 40 business participants last year and over \$18,000 worth of stamped passports turned in for our drawing! More information will be available soon.

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

Winburn recently attended a workshop hosted by the SC Arts Commission which focused on accessibility within a Cultural District, as well as how we can be a better resource for artists and other cultural assets.

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 is thrilled to be part of WeShopSC.com, South Carolina's only and largest collection of communities and small businesses.

We are focused on two things:

- Creating opportunities for small businesses to expand, scale, and enter the digital marketplace without hurdles or headaches.
- Creating virtual shopping experiences for customers to shop small, discover new products in their very own neighborhood, and support the people who walk down the same streets as they do.

Beyond Main is often described as “Amazon or Etsy, but for your local community”. Consumer behavior has changed. Customers are now trained to begin their shopping journey online. If your business is not represented, you are removing yourself from the customers' decision-making process. Beyond Main helps you connect with customers nearby and provides a one-stop, local shopping opportunity for them to engage with your business.

We will officially launch this program later this month, but for those interested in joining the platform early, simply click on the link below to sign up and join the Hartsville Market. I will also schedule a time for MSSC and Beyond Main staff to be available via Zoom to chat with you, help you register, and just be available to support you.

To register your store for FREE, click the link below:

<https://beyondmain.com/signup/retailers/>

HYPE Team- Main Street Hartsville is excited to explore the creation of a new program called the Hype Team, Hype Up Hartsville, etc. This volunteer-driven initiative would serve as a mobile welcoming committee for Downtown Hartsville and would be responsible for providing recommendations to visitors at our large events (Hartsville Farmers Markets, Block Parties, Festivals, etc.). There is also a dog-friendly component called “Hype Hounds” for community members with dogs to be involved.