

A person with glasses and a grey plaid shirt is seen from the side, focused on painting a bunch of red tomatoes on a canvas. The canvas is mounted on a wooden easel. The painting shows several bright red tomatoes with green leaves and stems. On the table in front of the easel, there are various art supplies including a paint palette, a tube of yellow paint, and a box of brushes. The background is a simple indoor setting with a wooden wall.

# *Cities Mean* **BUSINESS**

A PUBLICATION OF THE MUNICIPAL ASSOCIATION OF SOUTH CAROLINA

ISSUE 1 | 2019

## **Cultivating Creativity**

**Cities and towns make arts and  
culture opportunities possible**

# You see a police car...



**We see a police officer who works** closely with fire departments and EMS, who knows every business owner downtown, who can name every city street and who buys 12 snow cones on Saturdays even though his T-ball team has never won a game.

**CITIES MEAN BUSINESS**

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by Megan Sexton



**Cover Photo:**  
The Newberry Arts Center has offered visual arts programming for all ages and levels of experience since 2014.  
Photo: City of Newberry.

## Cities Mean BUSINESS

A publication of Municipal Association of South Carolina

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## Letter from the **DIRECTOR**



**Wayne George**  
Executive Director,  
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Association of SC

A city government's success is often measured in how well it can provide basic services, like fire and police protection, or reliable water and sanitation services. After a major disaster like a hurricane, city officials can face challenges such as keeping everyone's water flowing and clearing debris away. This issue of *Cities Mean Business* explores how many cities around the state came to the aid of those hit the worst by Hurricane Florence in 2018, making sure their neighbors did not face emergencies without extra resources.

As critical as life-essential services are, these aren't the things that are likely to stick in the memories of visitors or former residents. Many times, the impression that a city or town leaves behind has everything to do with attractions that can be found nowhere else — often the local arts and culture scene. Fortunately, cities across the Palmetto State are nurturing and preserving their precious cultural resources, as several of the stories in this issue illustrate.

Consider the museums that cities operate and support. In the City of Seneca, the Bertha Lee Strickland Cultural Museum opens up the story of Upstate African Americans to a large audience. At the opposite end of the state, the Beaufort History Museum preserves an 18th-century arsenal, and more than four centuries of local history inside that building. Meanwhile, the North Charleston Fire Museum spotlights the history of one of the most iconic city services while offering fire safety education as well.

This issue explores city-hosted arts opportunities in Columbia, Newberry and Clover. Also, read about the logistics and creativity that go into city-organized festivals, concerts and markets in such places as Seneca, Greer, Greenville and Lexington.

Keeping cultural resources alive and available is a difficult task, requiring significant amounts of management expertise, leadership buy-in and the sheer force of working hard on a passion project. These efforts can bring the economic benefits of tourism dollars, but they bring more intangible benefits also: The message of why a place, a people and a story truly matter.



**Wayne George**

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Executive Director, Municipal Association of SC

# CITIES BRING OUT RESIDENTS' CREATIVITY

By Megan Sexton



**O**n any given day at the Columbia Arts Center, experienced artists may be creating ceramic masterpieces in a vibrant open studio, children and adults may be in painting class, or students of crocheting, basket weaving or jewelry making may be hard at work.

It's all happening at the downtown center, operated by the city's department of parks and recreation, as a way to make art accessible and enjoyable for Columbia's residents.

It's not just the state capital that is connecting residents with their artistic sides. Smaller cities are doing it, too.

In the Town of Clover, Gallery 120 displays the works of both established and emerging student artists in its gallery in the Clover Community Center. The town also holds art workshops and summer camps.

In the City of Newberry, the arts center opened in the Old Newberry Hotel on Main Street in 2014 to offer visual arts programming for all ages and levels of experience. There are classes in pottery techniques, watercolors, oil and acrylic painting, along with painting and pottery parties for children and adults.

Marquerite Palmer, a potter and the arts and special programs coordinator for the City of Newberry, says she had dreamed of an arts center in Newberry for 28 years but kept running into obstacles.

That changed in 2013, when she was working part time with the city's parks, recreation and tourism department and pitched the idea about creating an arts center.

"We offered so much in sports. We needed to offer something in the arts. When I was younger, I didn't like school. I was not good at sports, but I found I could learn through the arts," Palmer said.

So, she wrote a proposal for the city to start small with a watercolor class and a summer camp in 2014. The center took off, and has grown to offer classes for children, teens and adults, along with camps and potting and painting parties, offering quality arts experiences and increasing support for working artists.

The center has its own budget through the city's parks, recreation and tourism office. It also charges fees for classes and camps. Plus, Palmer says classes at the center, along with events such as the annual SC Clay Conference that was started by the organization, bring in visitors and offers a boost to the city's economy.

"Art brings people to your town. They come from Columbia, from Greenwood, from Camden," said Palmer. "We are here to serve the community, and we are always looking



*The City of Columbia arts center offers multiple classes throughout the day and evening, teaching children and adults many types of the arts. Photo: City of Columbia.*

for what we can do to reach everyone. We've gotten a lot of people involved, and we've been pleased with how the city and the community have responded."

### Keeping the whole community in mind

In Columbia, the 5,000-square-foot arts center opened in the lower level of a parking garage after outgrowing its previous location.

The new facility features open studio areas, where potters work the wheels. It also offers multiple classes throughout the day and evening, teaching children and adults many varieties of the arts. A six-week pottery class is \$90, while workshops cost \$20-\$100, depending on whether the instructor provides materials.

For Brenda Oliver, cultural arts program coordinator with the City of Columbia, another main facet of the arts center is its outreach programming. That includes access to programs such as Creative Journey, an art

rehabilitation program that works with the Wounded Warrior Transition Unit at Fort Jackson. The center also partners with the Transitions Homeless Center, offering pottery and sewing classes for youth, and collaborates with Lutheran Family Services to help its refugee resettlement populations.

"It's important as a community and municipal organization that we be part of the community around us. That includes the international community, the military community, the veterans," said Oliver.

Columbia's center also teaches classes on how to crochet sleeping mats out of plastic yarn (or "plarn") to be used by the area's homeless population. The center's partners, through a program known as Operation Bedroll, distributed 175 of those mats to the homeless in 2017, Oliver said.

"So, in addition to all of the classes and a vigorous open studio, we have external outreach," said Oliver. "By working with different populations, it shows we are interested in the community as a whole and not just certain segments."

The open studio has 106 members and many more on the waiting list.

### Expanded offerings, growing demand

Oliver has been with Columbia's arts center for eight years, during which time she has seen it grow from a small pottery studio with about 35 members. The center has expanded its pottery area and also ventured into all sorts of arts, and she's always reassessing and thinking about possible new offerings.

For example, as part of Columbia's First Thursdays on Main, the Columbia Art Center holds a family friendly event that highlights visual or performing arts from another country. The response to one of those events has led to a workshop on art techniques from India.

She suggests other towns looking at offering arts classes should investigate what local residents are interested in and also understand

the importance of partnering with other agencies and outreach groups.

“We’re always making an effort to broaden our scope,” Oliver said. “We partner with local arts guilds and nonprofits. Look at forming partnerships, especially if you’re in a small town. Also, be sure to look if there is a university or a college near you. That’s a way to get the talent you need to teach the classes.”

Amy Gonzalez, the special events coordinator in the Town of Clover, said the idea to open an art gallery in the town’s community center came from a resident who worked in the art industry.

“This community gallery has a mission to build a strong, vibrant arts community in Clover. And we want to offer a venue for artists to come in and exhibit in Clover,” Gonzalez says.

Gonzalez says the art gallery is funded through the town’s general fund, and it does charge for summer camps and some workshops, with all funds going to the cost of operating the gallery.

She said the gallery is not fully equipped to conduct art workshops, so it collaborates with Clover High School and uses the school’s art room, which has the necessary space and tools to accommodate classes.

The exhibits at Gallery 120 change each month and include a student wall where young artists can show their work.

“People walk in and they are shocked,” Gonzalez said. “It’s nothing elaborate, but to have beautiful pieces of artwork decorating the community center — it makes an impression.”

That encouragement of the arts is key, she said, since studies show participation in visual and performing arts by students helps improve critical thinking skills as well as test scores. The center also offers summer arts camps and workshops.

“To see these kids come alive, it really gives them that stage to perform on — whether that’s a canvas or a stage. It brings them alive,” Gonzalez said. “And it brings the community together as well.” ●



*In the Town of Clover, Gallery 120 displays the works of both established and emerging student artists in its gallery in the Clover Community Center. Photo: Town of Clover.*

# Cities Unaffected By Hurricane Help Cities in Need

By Megan Sexton

**C**hesterfield Administrator David Huntley knew his town was in trouble soon after the flooding from Hurricane Florence began. A 12-inch sewer line covering a 700-foot span above a creek was wiped out, dropping raw sewage and rainwater into a swollen waterway already raging with flood waters.

“We’re a small town. We had no way of coming up with a temporary fix, much less figure out how to fix it permanently,” he said.

Luckily for Chesterfield, and for many other coastal and Pee Dee towns swamped by the September hurricane, help came quickly from other South Carolina municipalities, eager to jump in and offer assistance.

In Chesterfield, Rep. Richie Yow got on the phone with Sen. Vincent Sheheen of nearby Camden. By midnight, the City of Camden had a bypass pump in place and 700 feet of 6-inch pipe laid across the side of the bridge in Chesterfield.

“Without the City of Camden, I’m not sure what we’d be doing,” Huntley said. “It took probably 12 hours from the time we knew the sewer line washed out until Camden was there. DHEC was extremely happy we could get a temporary fix in place.”

Chesterfield also received help from the City of Lancaster with picking up mountains of yard debris, with work coordinated through the Municipal Association. Instead of Chesterfield town workers manually picking up debris and tossing it in a dump truck, Lancaster sent a crew of four workers and two knuckle

boom trucks with claws that quickly and easily cleared piles of yard debris.

“They could do more in a day than we could have done in three weeks,” Huntley said.

Steven “Flip” Hutfles, Lancaster city administrator, said his staff and crews understand the needs of municipalities in the wake of powerful storms. When Hurricane Matthew flooded the state in 2016, Lancaster workers helped out in Latta for two weeks.

“We have some seasoned veterans who were here when Hugo hit. Lancaster was hit very hard by Hugo in 1989. It’s still fresh in a lot of employees’ minds. They can feel for someone else,” Hutfles said. “If they can come back and pay it forward, we’re more than happy to.”

City staff in Columbia feel the same way, with the memories of the historic floods that hit the capital city in 2015 still vivid in workers’ minds.

As Hurricane Florence approached, the Columbia Fire Department’s medical emergency response vehicle made three trips to the coast with drivers, navigators and medical personnel. There, they evacuated people from medical facilities in cities and towns in Georgetown and Horry counties, moving them to health care facilities around the state, said Columbia Fire Department Chief of Special Operations Daniel McManus.

After the storm, the Hartsville Fire Department, through the South Carolina firefighter mobilization and mutual aid program, requested two engine companies to relieve firefighters

who had been working excessive hours, McManus said. The statewide program encourages overstrained departments to request help from other cities. Columbia responded, sending two engines and a battalion chief to relieve the Hartsville firefighters for 24 hours.

Then Columbia firefighters headed to the coast, with a 15-member water rescue team and four boats deployed to the Pawleys Island and Litchfield Beach area. Along with City of Charleston teams, they conducted search and rescue missions. The help from the two cities allowed the area fire department to expand its coverage from three boats to 12. After 16-hour workdays, helping check on residents by boat, the team moved about 20 miles to the Conway area, which was facing devastating flooding.

“We got to Conway and found homes under 5 to 8 feet of water. The teams were deployed for 18 hours, and 2,800 homes were assessed. We made contact with over 200 residents,” McManus said. The Columbia Fire team was also able to use a new FEMA app that allowed them to take photos of homes and detail the type of damage each sustained, enabling the incident command station to see the extent of the flooding damage in real time.

Other cities and towns also pitched in to help their fellow South Carolinians. The City of Simpsonville organized a donation drive, with a tractor trailer set up in a church parking lot across from the fire department.

Firefighters and police officers manned the truck 12 hours a day for three days, until it was filled with supplies — everything from

canned food and toothpaste to toilet paper and diapers. The truck carried supplies to Horry County Fire Station No. 7 near Myrtle Beach.

“I could not be happier that the City of Simpsonville was able to do our part in helping our friends on the coast. Providing donated food, diapers and bottled water is the least we could do. Although I was impressed by our residents and citizens, I was not surprised. This drive was an example of how giving our city is and it’s important we take every opportunity we can to give to those in need,” Mayor Janice Curtis said.

The City of Westminster also collected trucks full of supplies. Mayor Brian Ramey said his work with the South Carolina Baptist Convention’s disaster relief team helped him understand the need for supplies following a storm.

After the city put the word out, dozens of people came in to the Westminster fire station with cases of bottled water and personal supplies.

Ramey learned from the Municipal Association that Mullins Mayor Bo McMillan had put out a call for help for the Town of Nichols. The city then pooled its collections with an area church and a local business, and sent its first two shipments — including a 10,000-pound load of water and supplies — to Mullins and Nichols. A later collection went to the Georgetown area.

“We’ve got a great group of people up here. We know we’re far enough away that hurricanes don’t affect us, but we wanted to help,” Ramey said.

McMillan said help from Westminster, Easley and other towns were part of the acts of kindness “that makes you enormously proud, No. 1, to be a South Carolinian, and No. 2, a mayor of a South Carolina town. We’re South Carolina strong, indeed we are. What I have seen in the last three weeks and what I saw two years ago were wonderful acts of love.”

The state’s network of Main Street cities also reached out to help storm-damaged downtown businesses. Jenny Boulware, manager for Main Street SC, said she learned Dillon needed large, industrial-grade fans to dry out flooded downtown businesses.

She contacted the state’s Main Street communities, which almost immediately stepped in to help, and Boulware requested the fans for Dillon. One of those Main Street programs that answered the call was Summerville DREAM.

“The impact of the downtown commercial district on the local economy is significant. When the commercial district is threatened by natural disaster, it’s important for friends and neighbors to lend a hand — if possible, to mitigate the effects; if not, to help with cleanup and restoration. We were honored to be able to offer assistance to our colleagues in Dillon

and we’re pleased to know that they are recovering from Florence’s impact,” said Michael Lisle, executive director of Summerville DREAM.

Edisto Beach Mayor Jane Darby, who is the president of the Association of South Carolina Mayors, said she remembers the winds and rain of Hurricanes Joaquin, Matthew and Irma. That’s why she doesn’t hesitate to respond to any South Carolina town in need during a storm.

“During those times, it is extremely stressful and it is reassuring to have other mayors and other towns reaching out to you and asking what they can do. They assure you that you have their support. It’s a wonderful, collegial feeling. This year, we were most fortunate, we were not impacted by Florence. However, some of our other mayors were. We made an effort to reach out to them and offer the same support they’ve given to us before,” she said.

Darby knows how exhausting the days before, during and in the aftermath of a storm can be for city leaders and employees. She also knows the importance of cities reaching out and helping each other.

“After Matthew, we sent a planning department [person] to Nichols to do appraisals and assessments. They’re a small town, which we can relate to. None of us have all the resources,” she said. “The state is very good about supplying what is needed, but often it is not quick enough or timely enough. If you can contact one of the other cities that have that equipment, you can get it immediately.”

Darby said the Municipal Association helped work as a clearinghouse, matching cities in need with those willing to help.

“I think events like this, while we don’t always agree on issues, bring us together even more because we have been there, done that, and we recognize the need,” she said. “I think that’s important. We are ready to band together to take care of any need.” ●



Through the South Carolina firefighter mobilization and mutual aid program, the City of Columbia Fire Department assisted the City of Hartsville and several other cities after Hurricane Florence.



By Sarita Chourey

**M**useums about local history and culture bring rich rewards in the form of placemaking and tourism. But a city's decision to open or support a museum should carefully weigh questions about funding, upkeep, staffing and insurance.

"Museums that occupy a historic building are going to require significantly more money to maintain their architectural integrity and also their structural integrity," said Scott Moulder, city administrator for the City of Seneca.

He and other city officials with experience working with local museums have a variety of suggestions for any municipality that may seek to open a gallery to highlight local art, culture or history.

Among their suggestions:

- Try to get a regular funding line in the city's budget in order to reduce uncertainty surrounding the museum's operations and upkeep.

- Be financially prepared to make unscheduled repairs and upgrades.
- Work to extend museum benefits and accessibility to as many city departments — from the fire department to arts and culture department — as possible. Include the museum as a component of any summer camps the city may offer.
- Partner with other local organizations, such as public libraries and other historical or cultural centers, on events and collections.
- Think of local museums as a draw for tourists but also as meeting and event space for local residents.

#### 'A jumping-off place'

In the City of Beaufort, City Councilman Phil Cromer serves as ex officio board member of the Beaufort History Museum, which is located on the second floor of the historic

arsenal that was built in 1798 for the Beaufort Volunteer Artillery.

The city owns the building but leases it for \$1 a year to the Greater Beaufort-Port Royal Convention and Visitors Bureau, the designated marketing organization for the city. The bureau, which assists in marketing for the museum, then sublets to the museum for its share of utility costs.

"We consider our museum a jumping-off place," said Cromer. "We cover the history not only of City of Beaufort but from the Combahee River north and east, bordering Colleton County, 50 miles inland and all the way to Jasper County. You've got to remember one of the things we try to focus on in Beaufort is the reason that people throughout history settled here was the location. We try to make it a comprehensive story, the history of the whole district. And if you have a particular point of interest, we'll direct you to that location, such as the Penn Center, Santa Elena History Center or other places for more information."

Cromer said for local museums such as Beaufort's, which depends on public membership, it's a good idea to identify corporate sponsorship and other ways of raising revenue. Currently the museum is largely operated by a volunteer group, which created a 501(c)(3) organization for the museum. Membership revenue, admission fees, city and county accommodations taxes, grants and money donated by a resident after his death support its operations and collections, along with grants and funds the city uses for emergency repairs or improvements. The City of Beaufort owns the artifacts and photographs that make up the museum collection.

"It's important to keep your collection and exhibits as relevant and interesting as possible, not only for visitors but locals as well," he said. "Establishing relationships with other museums and partnering with similar historic organizations can help leverage your collection through traveling exhibits and loans."



The Beaufort History Museum is located on the second floor of the historic arsenal built in 1798. Photo: Phil Cromer.

For the North Charleston Fire Museum, one unexpected big-ticket item came in the form of programming change.

“We have a theater in the middle of the museum that featured a show that was supposed to be on the history of firefighting with local history mixed in,” said Renee Frye, the museum coordinator. “But as it came to pass, it really wasn’t applicable to a lot of the groups that were coming through. We felt they weren’t getting anything out of it. The city was very supportive in allowing us to replace that show in the theater with a fantastic, instructive show for all ages — an interactive sensory theater with water that sprays on you and shows you how to develop a fire plan to get out of your house.”

Frye said the museum was fortunate to have the full support of the mayor and City Council and was able to replace the theater program with funds from a bond issue. The museum is owned and operated by the city on land that was donated. Museum staff presents budget needs to City Council, just like any other city department.

Planning ahead for expected and unexpected expenses is key, she said.

“It could be that we need to replace even a projector, or just making sure you have adequate funding to keep the facility running, and working with risk management personnel to make sure you’re insured,”

said Frye. “That is important — When you host the public, you need to be protected.”

She emphasized the cross-departmental involvement that occurs at the fire museum — from city summer camps where children tour the museum to advice and consultation from the fire department to the display of art work from the arts programs.

“We love working with any and every department within the city,” Frye said.

### Benefits for residents

In the City of Seneca, City Administrator Scott Moulder said it’s important for municipal officials to determine what impact a local museum will have on the community.

He pointed to Seneca residents’ frequent enjoyment of their local museums — the Bertha Lee Strickland

Cultural Museum, which provides insights into the African American woman’s life and times, and the Lunney House Museum. At about age 13, Strickland began working as a laundress for John and Lilian Lunney and did so for nearly 50 years, eventually serving as Lilian Lunney’s maid and caregiver until 1969.

“Not only do we market it as a tourism device to generate foot traffic, but it’s also a community facility,” Moulder said. “We have parties at the museum. We create consortiums with art studios, churches, and organizations involved in culture and heritage. We try to create a team-like approach, in which we help each other.”

The city recently held a Kentucky Derby viewing party in the backyard of the Lunney House Museum, where people wore traditional hats. The Bertha Lee Strickland and Lunney museums are on adjacent property, allowing the city to clear trees between them with plans to someday have joint events.

“We think of it not only as a museum for tourism but also a way to connect our community and use the space for cultural events,” Moulder said. ●



The North Charleston Fire Museum offers a collection of interactive displays and historical artifacts. Photo: North Charleston Fire Museum.

# LOCAL and UNIQUE

## *Cities Get Creative In Highlighting What's Special About Their Communities*

By Sarita Chourey

Public street events that home in on what's local and unique — instead of going general and themeless in an effort to increase the size of an event — can strengthen a city's sense of place.

Take the City of Seneca, where the local impacts of community groups are on display at a popular weekly festival. The Humane Society, Safe Harbor, a domestic violence assistance organization, and Our Daily Rest, a shelter for the homeless, are just a few of the organizations the city has boosted through Jazz on the Alley, its outdoor music festival, which is held weekly from April through October.

“We invite public service organizations and charities to ‘hey, come down, bring your information, put your table out there, and tell me about what you’re doing,’” said Riley Johnson, the city’s events coordinator. “Because you can’t talk about charities and non-profits enough.”

Jazz on the Alley has also helped elected municipal officials engage with a greater diversity of residents on different, more positive terms.

“It gives City Council members a chance to meet their constituents in a nonboardroom atmosphere,” said Johnson. “Often when people show up to council chambers,



*The City of Greer's RailFest emphasizes train safety for motorists and pedestrians, while featuring live music and model trains. Photo: City of Greer.*

it's for complaints about something. But here, it's 'thank you for this event.'”

The City of Greer also saw the public service value of holding a fun, outdoor event with a special local theme.

With three rail companies — CSX Transportation, Norfolk Southern Railway and Amtrak — sharing railroad tracks, a growing population of young families, and heavier

rail traffic due to the addition of Inland Port Greer in 2013, Greer officials knew they had to emphasize public safety. There had already been eight accidents involving trains from 2015 to 2017, including two pedestrian fatalities.

So the city partnered with Operation Lifesaver, a national organization that promotes rail safety, to create Railfest, a

family fun and educational event funded in part by the city and a grant from the S.C. Ports Authority. The event featured Norfolk Southern's Lawmen Band, made up of members of the railroad's police department, and safety videos and handouts about changing motorists' and pedestrians' behaviors.

"We had four to five local train clubs come out, and that was where our adult audience was really growing. ... Now, not only is our event for children and for them to hear safety tips, but they also get to see adults who

still love trains as much as they do and still see the importance," said Ashlyn Stone, who served as the city's events supervisor during the 2017 RailFest.

### Careful branding

Several strategic elements go into the renowned Greenville Saturday Market.

"Saturday Market started small and has grown into this wonderful event for us that people look forward to. It has grown but it's a very purposeful growth that we don't just accept any vendor or just let anything hap-

pen here," said Angie Prosser, director of public information and events for the City of Greenville. "We focus on local, and we focus on quality, and that has made our market so special."

Vendors that have applied for a spot in the market must meet specific local and uniqueness standards.

"We want a good variety, and we don't want to have a saturation of a particular product. So we are very deliberate," she said.

"What produce do they bring? Where are they? Do we need the product? Is it unique?



The City of Greenville's TD Saturday Market accepts vendors that meet specific standards in location and uniqueness. Photo: City of Greenville.

Is it filling a niche?” Prosser added. “It has to be local, even to the point of if you’re making pies, are you buying the products locally?”

She said the market makes some rare exceptions, such as products that otherwise aren’t available at the market. For instance, the market allows a salmon fisherman who fishes in Alaska each year to sell his catch. The only other market he frequents besides the Greenville market is in Asheville, North Carolina.

Vendors must undergo thorough vetting before they are allowed to set up at the market.

Greenville can afford to be selective. For example, the city conducts farm visits. If a tomato grower applies for a spot at the market, staff visits the farm before accepting the farmer as a vendor. They look at the farm’s practices and conditions and ensure that it is less than 100 miles away.

“If there’s someone local who offers the same thing, then we definitely wouldn’t accept it from someone outside the area,” said Prosser. “Let’s say we have a farmer here in Greenville County — I’ll use tomatoes — and you’re applying from Spartanburg. We’re going to give priority to a farmer close to Greenville.”

Attracting vendors can be more difficult for smaller towns, which have significantly less foot traffic. That means rather than setting up a stand at a small-town farmers market, farmers may find it more lucrative to do business with farm-to-table restaurants and boutique grocery stores looking to stock their aisles with local produce.



Residents enjoy movies and events at the Icehouse Amphitheater in the Town of Lexington. Photo: Town of Lexington.

But small towns may find that another aspect of the Greenville market’s success is one they can replicate. Greenville pays careful attention to the market’s appearance — a feature that makes the city’s market visually distinct. The city creates all the branding for the market, which is sponsored by TD Bank, and ensures that each tent and banner is perfectly uniform.

“We control the look and feel of our market,” said Prosser. “We do that for all our events.”

### Legal Steps to Playing Movies and Music

Cities and towns should be careful to avoid running afoul of copyright laws when planning events. The Town of Lexington co-

hosts Movies in the Park with the Lexington County Recreation and Aging Commission. The city provides the venue, the Icehouse Amphitheater, which won an Achievement Award in 2017, along with Lexington Police Department support. The county recreation commission purchases the rights of a given movie through Swank.

As for concerts that take place at the Icehouse Amphitheater, the city is permitted to play short clips of songs. But due to copyright restraints, the city cannot play video or use Facebook Live or other means to broadcast a song in its entirety.

The city’s information technology department has licensing rights with AudioBlocks to use music in any of the city’s video productions. ●

# HOMETOWN SNAPSHOT



*Photo: City of Newberry.*

Founded in 2014 and located in the iconic Old Newberry Hotel, the Newberry Arts Center aims to provide arts experiences for residents of all ages. The Newberry Arts Center also created the SC Clay Conference, which takes place in Newberry every year.

# You see a street...



**We see a lifeline that is a hometown** with planned traffic flow, fire stations, thousands of visitors each year, city parks and community centers for children of all ages. Our streets take us to our jobs, our churches, our fun places and even to grandma's house.

