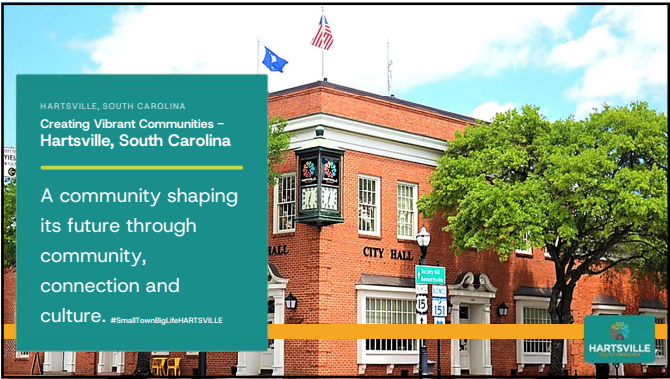
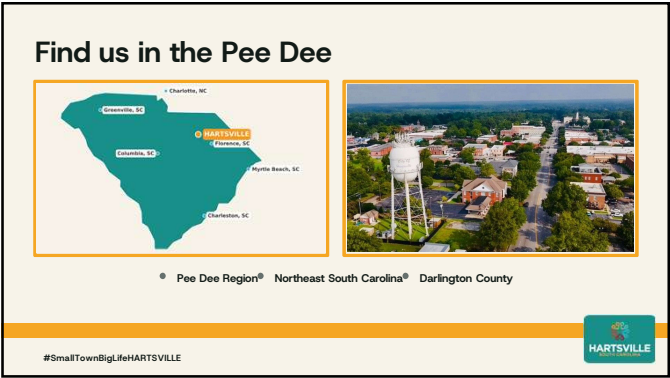


The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina. Consult your attorney for advice concerning specific situations.







PLANNING

Thoughtful planning to set the course

Community voices gave downtown revitalization a clear vision. Deliberate choices gave that vision direction.

#SmallTownBigLifeHARTSVILLE

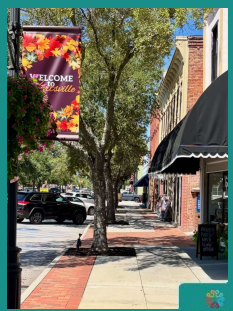


PARTNERSHIP

Strategic partnerships multiply our impact

- **Businesses** — Local investment and entrepreneurial energy.
- **Civic organizations** — Community connections and shared commitment.
- **State and regional partners** — Broader resources supporting local priorities.

Partnership that connected people and resources to put shared priorities within reach.




MAIN STREET HARTSVILLE

Main Street Hartsville keeps downtown the heart of the City



GOAL: A downtown that keeps drawing people in.

Hartsville is an accredited Main Street South Carolina and Main Street America program. Main Street Hartsville uses the 4-Point Approach to keep downtown active, welcoming, and ready for investment.

96%+

downtown occupancy rate

Organization

Builds consensus among the groups shaping downtown.

Promotion

Markets downtown to shoppers, investors, visitors, and residents.

Design

Improves physical spaces while preserving local character.

Economic Vitality

Strengthens and diversifies downtown's economy.

#SmallTownBigLifeHARTSVILLE



DOWNTOWN INVESTMENT
Community Investment = Strong Downtown

Public improvements and private investment keep new energy and create more ways to connect downtown.

Inviting Streetscapes
Public spaces invite people downtown.

Great Businesses
Private investment renews activity.

Gathering places
Places to spend time together.

ARTS, CULTURE, CREATIVE IDENTITY
10th
Hartsville became South Carolina's 10th Cultural District

Arts and culture connect people to Hartsville's creative identity.
A new draw for visitors and businesses.

HARTSVILLE

Cultural District assets

Academia

Coker University · Governor's School of Math and Science · Butler Academy · LOL Steam Center

Performing Arts

Center Theatre · Coker Repertory Theatre · Hartsville Children's Theater

Visual Arts

Hartsville Museum · Black Creek Arts · The Gallery at The Edition · Cecilia Coker Bell Gallery

Parks/Outdoor Performance

Burly Park · Centennial Park · The Vista · Hartsville Rain Garden

Public Art

Mantissa Sculpture · Tales on the Town · Various murals throughout the District · Veterans Memorial in Burly Park

Hotels

Oak Manor Inn · Hampton Inn & Suites · Fairfield Inn

#SmallTownBigLifeHARTSVILLE

HARTSVILLE

Community, Connection, Culture

A small town shaped by shared voices, connected partnerships, and growing Civic Pride.

● Community

People help shape shared priorities and care for the places they share.

● Connection

In a society desperate for connection, linking residents, organizations, and local businesses around common goals can move mountains.

● Culture

Creative expression and shared experiences celebrate Hartsville's local identity.

#SmallTownBigLifeHARTSVILLE



EXPLORE HARTSVILLE

Discover Hartsville

Explore Our Community, Culture and Find Connection.



Community

Gather along Main Street among historic storefronts, locally owned cafes, bakeries, markets, and restaurants.



Connection

Share and make deep connections while building new memories.

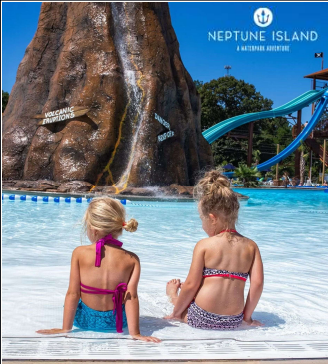


Culture

Explore the Hartsville Museum, Center Theatre, Coker galleries, and Cultural District public art.

#SmallTownBigLifeHARTSVILLE





NEPTUNE ISLAND
A WASSON RESORT

NEPTUNE ISLAND

Neptune Island is a vital community asset

A summer destination that brings Hartsville residents and regional visitors together.

For residents

A place to enjoy summer in Hartsville.

For regional and beyond visitors

A reason to come to Hartsville and experience the community.

4

SUMMER ATTENDANCE

Over 80,000 guests from June through August

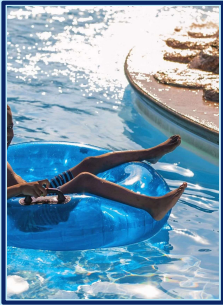
80,000+

Guests through Neptune Island's gates each summer season.

Hartsville residents, Regional visitors.

#SmallTownBigLifeHARTSVILLE





YOUTH EMPLOYMENT

The largest employer of youth in the Pee Dee

A first job connects young people with responsibility and skills for the future.

First jobs

A start in the working world.

Responsibility

Showing up and serving others.

Skills

Skills for future work.

NEPTUNE ISLAND

LAURENS COUNTY

A community asset that invests in youth.

VISITOR ECONOMY

Hospitality tax revenue has grown

As visitors dine, shop, and stay in Hartsville, hospitality tax collections have increased.

\$1.4 Million

Hospitality tax revenue FY 2025

+2.8%

Increase, FY2024 to FY2025

↑ +16.4%

Overall percentage increase, FY22 to FY26

#SmallTownBigLifeHARTSVILLE



5

Building on the momentum

- Keep planning together.
- Keep connecting across partnerships.
- Keep investing in places people value.

Community, Connection, Culture...

#SmallTownBigRoleHARTSVILLE