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A coordinating program of Main Street America.

A technical assistance program of the Municipal Association of South Carolina.

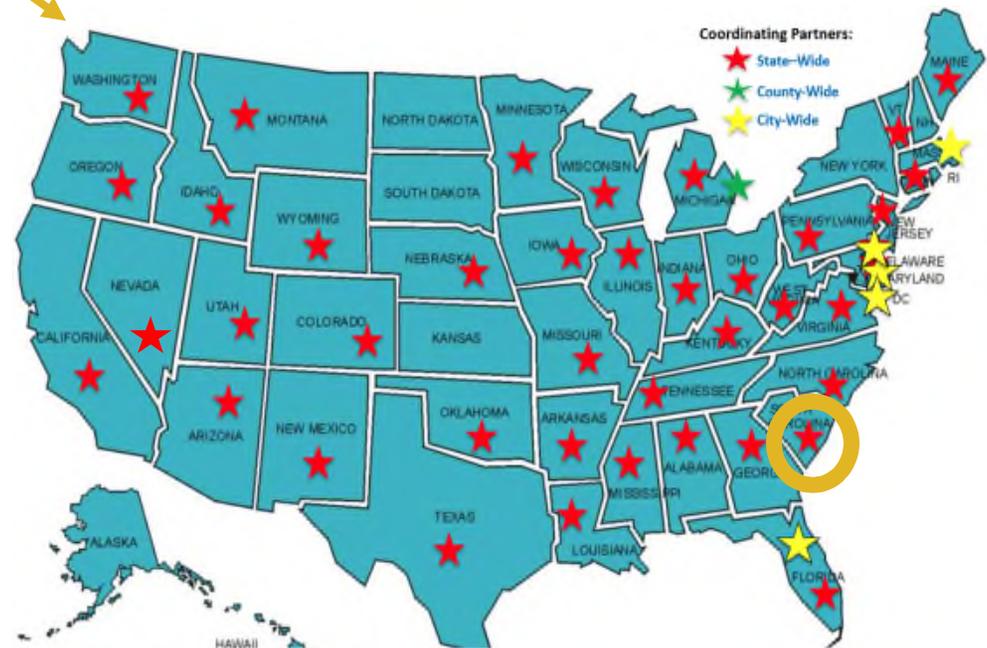
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National Program

The Network

- Launched in 1980
- Over 2,000 official programs nationwide
- Main St SC is the contracted State Coordinating Agency for SC's Main Streets

Since 1980





A grassroots, community- and volunteer-driven strategy encouraging **economic development** through **historic preservation**.

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Economic Development



Shopping Center Dynamics



Historic Downtown Dynamics



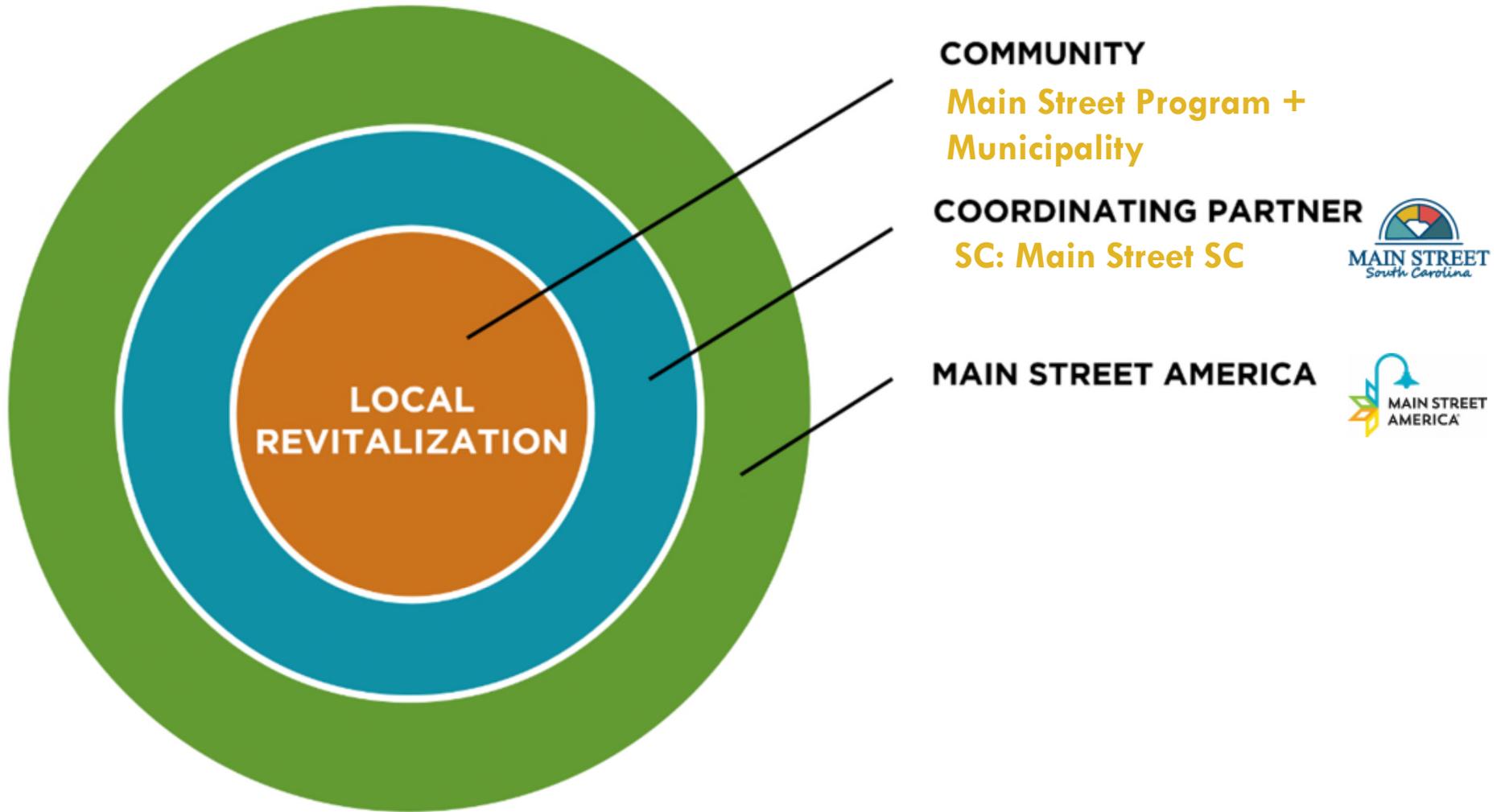
Traditional Method

- Staff Driven
- Municipal Ownership
- Chase Jobs
- Transaction-based
- One-way communication

Main Street Method

- Volunteer Driven
- Public/private Ownership
- Grow Jobs
- Relationship-based
- Two-way communication
- Celebrates cultural assets
- Fosters Vibrancy

Main Street: A Collaborative Model



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Our History



The first five Main Street Cities launch their downtown revitalization programs: Chester, Georgetown, Lancaster, Sumter and Union.

1984

SCDDA developed partnerships with various state agencies, including the SC Arts Commission, the SC Department of Parks, Recreation, and Tourism, the SC Chamber of Commerce and Clemson University.

1985

By this year, the State of SC had invested \$345,000 in the program, and a combination of public and private investment amounted to over \$3 million. This resulted in over \$40,000,000 in new private investment, more than 1,800 new jobs, and 484 new businesses.

1990



Bill Stiener becomes the second program director of SCDDA.

2002



Beppie LeGrand becomes the third program director of the renamed Main Street SC program.

2005



Main Street SC is rebranded to reflect the Four Point Approach.

2020

The "South Carolina Downtown Development Association" is established for the purpose of implementing "The Main Street Program." SCDDA is a non-profit and that sets up the framework to launch a formal partnerships with cities and towns across South Carolina.

Establishment of the "Small Towns Program" targeting communities with populations less than 5,000.

1985



Agreement established between the Municipal Association of SC and SCDDA to provide office space at the Municipal Association building.

1987

39 communities had become members of SCDDA, with most enrolled in the Main Street and Small Towns Programs. SCDDA added a fifth staff member, Beppie LeGrand, who oversaw the execution of the quarterly training events and annual retreats, providing technical assistance to communities around the state.

1995



SCDDA is renamed Main Street SC when it officially becomes a technical assistance program of the Municipal Association of SC.

2005

Jenny Boulware becomes the fourth program director of the state Main Street Program.

2018



September 14
1983



Ben Boozer is hired as the first statewide Main Street Director in South Carolina.



Downtown is a symbol of ...

- Economic health of the community
- Partnership between private & public sector
- Local quality of life
- Local pride
- Community history

Why focus on downtown?

- *Highest concentration of small businesses*
- *Largest public investment*
- *Key element in industrial, commercial and professional recruitment*

Main Street SC
helps communities
develop
Main Street Districts that:

ATTRACT
residents and businesses

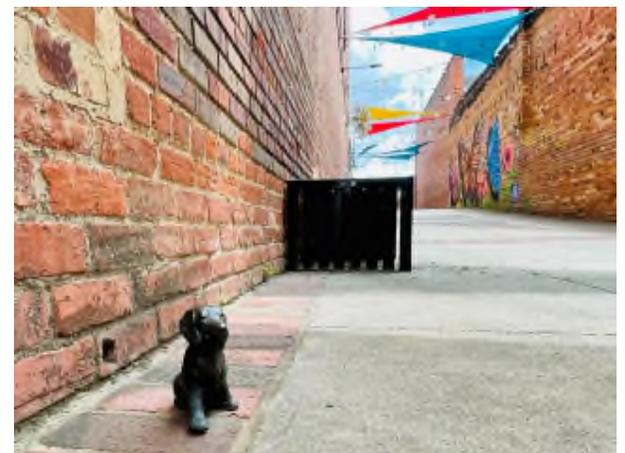
ENCOURAGE
local investment

BUILD
community capital

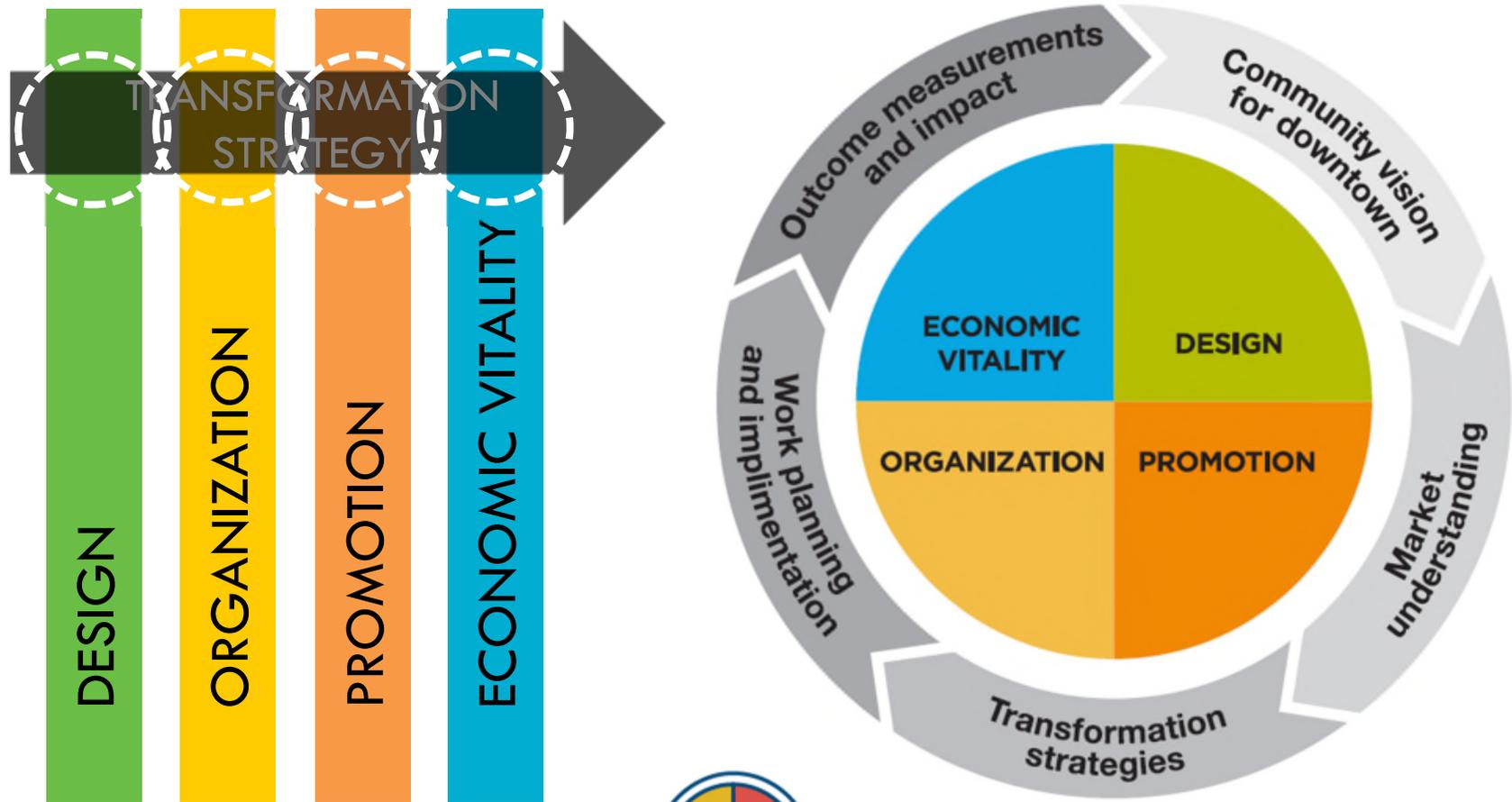
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Downtown is

*a **key** element in
industrial,
commercial and
professional
recruitment.*



The Main Street Process



Design

addresses **physical** value

Improving the appearance of the commercial district through historic preservation based sustainable strategies.

- ❑ Building Improvements
- ❑ Public Improvements
- ❑ Design Education
- ❑ Protection and Management



DESIGN

ORGANIZATION

PROMOTION

ECONOMIC VITALITY

Organization

addresses the **civic** value

Building strong, broad-based public and private support for the commercial district and revitalization initiative.

- ❑ Volunteer/Leadership Development
- ❑ Investor Development/Strategy
- ❑ Programmatic Communication



DESIGN

ORGANIZATION

PROMOTION

ECONOMIC VITALITY

Promotion

addresses **social** value

Attracting people to the district by marketing its unique assets and improving its image.

- Build a positive image for the downtown district
- Identify, document and market downtown assets
- Create goal-based events; measure event success
- Develop a downtown campaign with branded swag
- Create a downtown directory



DESIGN

ORGANIZATION

PROMOTION

ECONOMIC VITALITY

Economic Vitality

addresses **economic** value

Repositioning the district's economy through market-driven retention and development strategies.

- Understanding the Marketplace
- Business Retention/Expansion
- Business Recruitment
- Property Development



DESIGN

ORGANIZATION

PROMOTION

ECONOMIC VITALITY

Main Street = Action + Results

2022 IMPACT

\$179.5 MILLION

Public & Private Dollars Reinvested Locally
across 20 Main Street SC communities



469
Net
New Jobs



81
Net New
Businesses



362
Buildings
Rehabbed



24,406
Volunteer
Hours

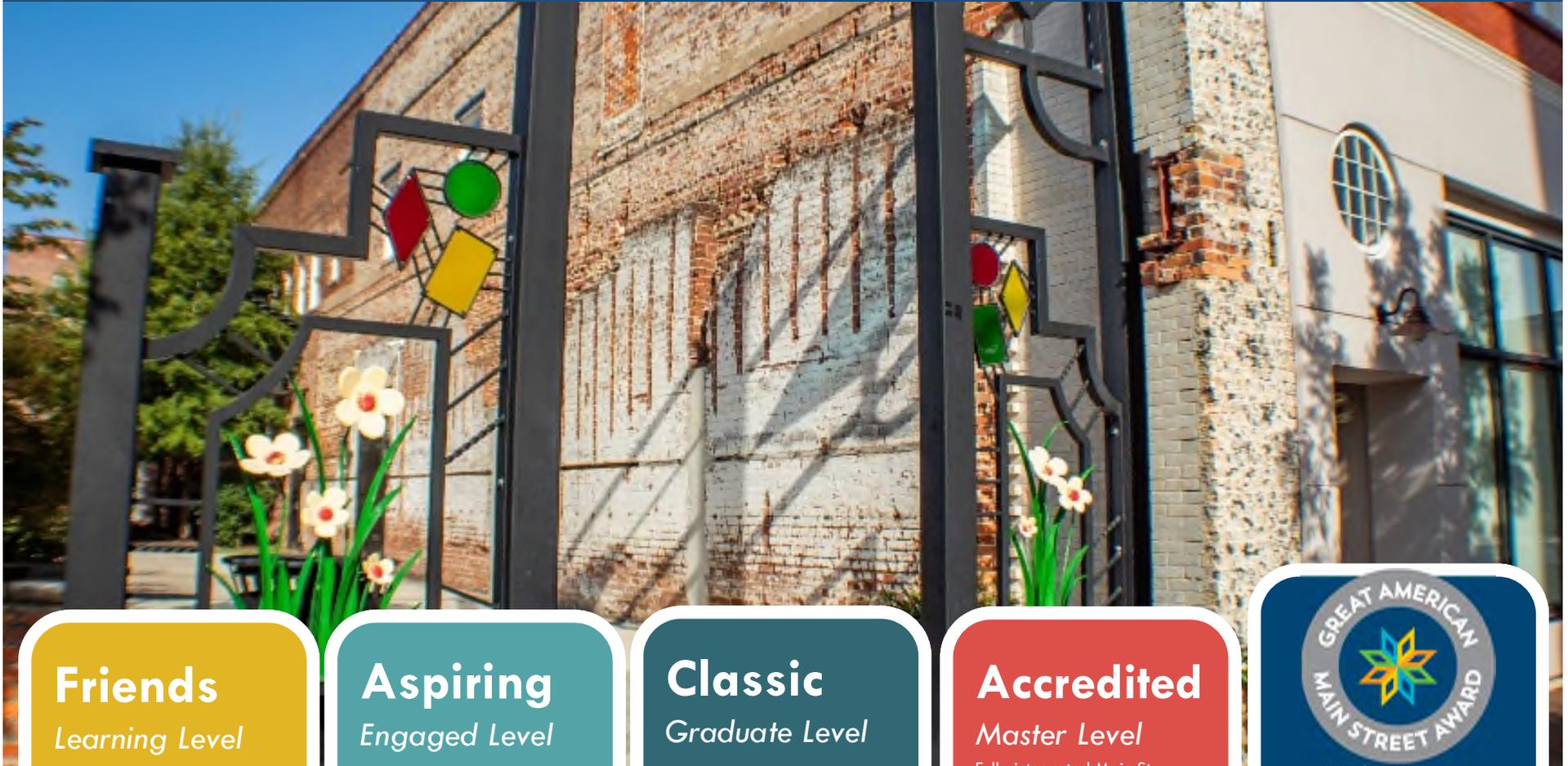


the State Leader in Grassroots Economic Development
& a program of the Municipal Association of SC

Awareness → Accountability → Achievement

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SC Network Levels & Opportunities



Friends

Learning Level

Attend Quarterly Trainings

Aspiring

Engaged Level

3 years assistance
Develop communication plan,
funding plan & action plan

Classic

Graduate Level

Full-x Director, volunteers &
active program
Continuing to build consensus

Accredited

Master Level

Fully integrated Main St
program into community
Demonstrates National
standards++



FRIENDS



Friends Level Communities

are entry level members who are able to attend quarterly trainings and are connected to the network of Main Street professionals across South Carolina. They are exploring incorporating the Main Street program in their communities. This is also for communities that wish to apply the Main Street Approach® in a non-traditional commercial setting.

Communities participating at this level receive notification of Main Street SC trainings and information sharing, but do not receive technical assistance.

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**MAIN
STREET
FOUNTAIN INN**



**WELCOME
TO THE CITY OF
FOUNTAIN INN**

**WEL
COM
E**

Quick Facts

- 01. EXPERIENCING UNPRECEDENTED GROWTH**
- 02. JOINED THE MAIN STREET PROGRAM IN 2021**
- 03. FIRST STAKEHOLDER MEETING HELD JANUARY 2022**
- 04. FACADE GRANT PROGRAM LAUNCHED 2022**
- 05. IN 2022, \$1,000,000.00 IN DOWNTOWN INVESTMENT. 19 REHAB PROJECTS. 7 NEW BUSINESSES.**



Organization

- **Municipal Housed Main Street Program**
- **Community Relations Department: Events, Media, Neighborhood Services, Main Street**
- **All four aspects work towards the positioning of Fountain Inn as #TheBestINN**
- **Chamber of Commerce**



Design

- 3 Facade Improvement grants launched in 2022
- Outdoor Accessory, Facade, Outdoor Expansion
- \$100,000.00 ARPA Funds
- All funding allocated
- Free renderings for all applicants



Economic Vitality

- 7 new businesses in 2022
- 5 incoming new businesses
 - Farehouse
 - Candy & Chronicle
 - The Wine Fountain
 - Boba Ocha
 - Chiron's Martial Arts
- 2022 Foot Traffic
 - 1.1 Mil Visitors
 - 132 Min Avg. Dwell time
 - 184K Unique Visitors
- 2023
 - 575.7 Visitors
 - 151k Unique Visitors



Promotion

- **Positioning of Downtown Fountain Inn**
- **Marketing & Branding**
- **Events**
 - **Mac Arnold Collared Greens and Cornbread Blues Festival**
 - **Juneteenth Soul Food Festival**
 - **Fourth of July Fireworks Spectacular**
 - **Sounds of Summer**
 - **Farmers Market**
 - **Christmas "Inn" Our Town**



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Making Main Street Work for Your Community

40 Years of Downtown Revitalization



Defining the Main Street Program: **Adaptability**

Main Street is: 4 Principles to Guide Local Policy Making

Main Street is not: A plug and play equation that creates a thriving downtown.

The 4-Point approach is 40 years strong!





Cheraw Quick Notes:

- Joined the Main Street in 2019
- Approximately \$1 million in local investment since 2020

Assets:

- Historic Resources
- Strong Industrial Base
- Cultural History

Weaknesses:

- Disinvestment in Downtown
- Dilapidated Properties





“You don’t serve steak on a dirty platter!” – Cheraw Downtown Master Plan, 2021

The Town of Cheraw needed to focus on – Economic Development and Design

Town and private investment secured a 104 room Springhill Suites in downtown in mid-2020





Utilization of Local Resources

- Cheraw: Authentic Sense of Place
- Historic Preservation: we want to build on our historic resources.
- How do we encourage private property owners to invest in downtown?



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Façade Grants



157 Market Street: Before and After





Historic Building Rehabilitation Grants

- Started with a Hometown Economic Development Grant
- Promotes the sale of buildings
- Promotes Good Stewardship of Historic Resources
- Since 2021 Cheraw's Historic Rehab Grant has helped promote the transfer of three properties and helped secure approximately \$400,000 in private investment.



168 Second Street: Before and After





Nothing More Dangerous: “It used to be...”

- Celebrate your heritage but don't mourn change. The only constant in downtown is change!
- 50 Years Ago – Big Box Stores dominated downtowns. Tastes change and you have to adapt, and that is the power of Main Street → you adapt to change.
- Main Street is a ongoing process and it takes time!



- 153 Market Street collapsed in 2020
- Renovations started in 2022 – have patience!

Where does Cheraw go next?

- Our platter has some spots, but its clean enough to serve on!





Contact:

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Downtown Florence

An “Overnight” Main Street Success...
Twenty Years in the Making





Florence Quick Facts



- » City Population: 39,889 (2020 Census)
- » MSA: 214,444
- » Main Street District is 8 blocks

- » Downtown Florence's Main Street Program is a hybrid quasi-public partnership between the City of Florence and Florence Downtown Development Corp. (501c3 non-profit)

- » Since 2010, Downtown Florence has attracted over \$300M in reinvestment and the program has a reinvestment ratio of \$7:1.
- » In 2022, Downtown Florence's businesses contributed \$299.9M in reported revenues to the local economy, approx. 6% of the city's entire reported revenues.



Incremental Achievement

2002-2008

Foundations

- » FDDC Formed
- » Historic District Designation
- » Design enhancements
- » Public Input
- » Inventories
- » Strategic Planning
- » Dedicated staff hired
- » Main Street Training
- » Main Street Accreditation, 2008

2009-2015

Capacity Building

- » Downtown Master Plan
- » Key policies and ordinances adopted
- » Catalyst projects
- » Public/Private Partnerships
- » Incentive programs implemented
- » Shifting perceptions

2016-2022

Crane Years

- » Redevelopment projects
- » Public enhancements
- » Return to state network in 2018
- » Advanced small biz support programming
- » COVID-19
- » Event and program evolution
- » Main Street Accreditation, 2021

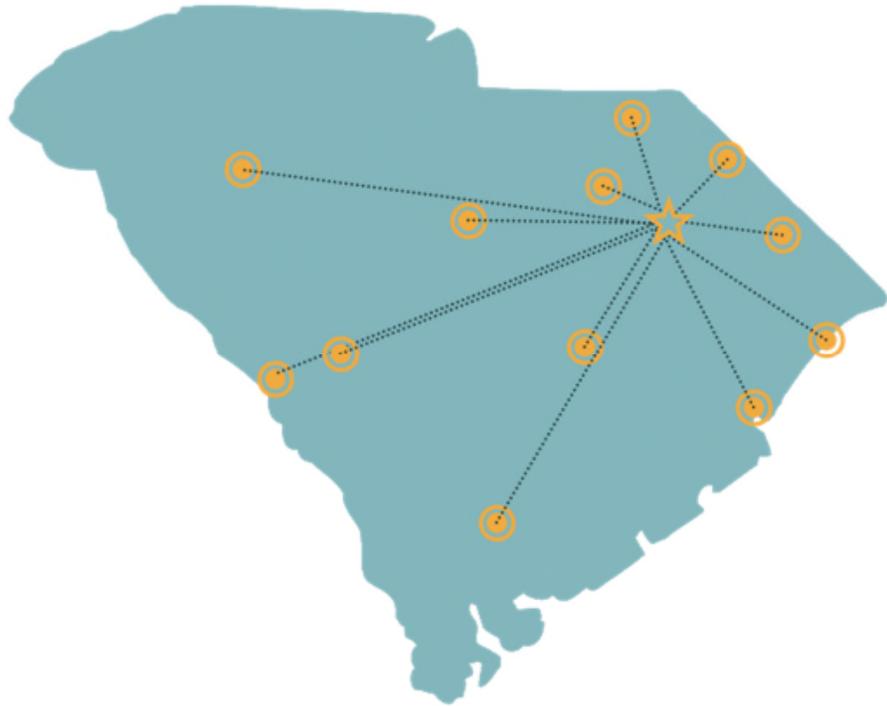
2023+

Next Gen

- » Downtown 2030 Master Plan
- » Great American Main Street Award
- » Program shift to focus on housing and corridors
- » District expansion
- » Main Street Accreditation Pilot, 2023



Mentorship & the Network



**Our program has also provided support and guidance for the following National Main Street member organizations:
Laurinburg, NC, Cleveland, TN,
Lumberton, NC, Wytheville, VA
and Conway, SC.**

Downtown Florence has been recognized as a leader in the state for utilization of the Main Street Approach™. From 2021-now, our program has directly impacted the following statewide network peers through provision of technical services, guidance, and participation in SC Main Street Program Assessments:

- » Cheraw, SC
- » Dillon, SC
- » Hartsville, SC
- » Camden, SC
- » Myrtle Beach, SC
- » Manning, SC
- » Georgetown, SC
- » Walterboro, SC
- » Aiken, SC
- » N. Augusta, SC
- » Mullins, SC
- » Laurens, SC



National Spotlight



- » Great American Main Street Award
- » Highest honor bestowed upon Accredited Main Street Communities for excellence in preservation-based economic development
- » National recognition positions Florence as a mentor community for the nation

How did we do it?

The Main Street Approach

Local Investment

Visionary Leadership

Local Government Intervention

Dedicated Team

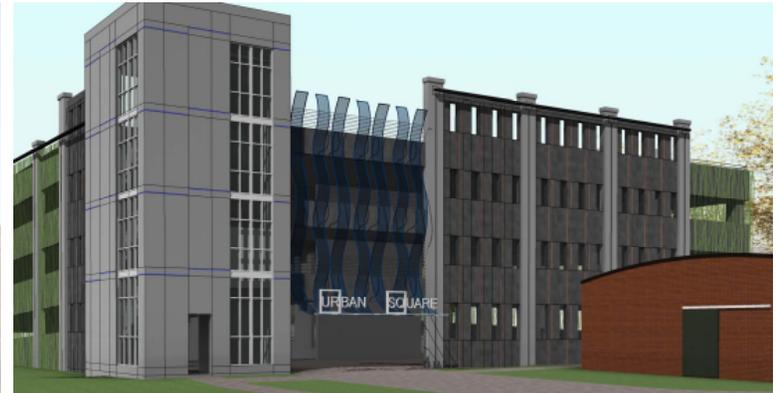
and Our Community



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Future Focused



Main Street work is never complete!



Municipal Association
of South Carolina

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@MainStSC

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