

Main Street Bennettsville – Implementation Plan | 2024 - 2026

Economic Positioning/Vision Statement:

Home to the scenic 300-acre Lake Wallace, Historic Downtown Bennettsville is the heart of Marlboro County’s small business community.

Implementation Strategy: Bennettsville is a [Main Street SC](#) community. The Main Street Bennettsville Program is charged with administering the [Main Street Four-Point Approach](#)® to establish economic development strategies for downtown revitalization (Organization, Promotion, Design and Economic Vitality) to implement a plan that achieves measurable results.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGY	ORGANIZATION <i>Work in a collaborative fashion to make Bennettsville a great place to live, work and visit.</i>	PROMOTION <i>Market downtown & create activities to build retail opportunity, community pride and economic vitality.</i>	DESIGN <i>Create an attractive downtown while preserving Bennettsville’s unique architectural features.</i>	ECONOMIC VITALITY <i>Create a vibrant retail climate downtown that meets the needs of locals and offers economic sustainability.</i>
<p>Main Street Bennettsville is the economic engine for downtown Bennettsville’s success.</p> <p>Goal: <i>To clarify and communicate the mission of Main Street Bennettsville and highlight Bennettsville’ assets & opportunities.</i></p> <p>Measurable Objectives:</p> <ul style="list-style-type: none"> • <i>Formalize a strong, informed department.</i> • <i>Develop a sustainable funding plan.</i> • <i>Identify & clarify the program message.</i> • <i>Evaluate wants/needs/desires downtown via survey.</i> • <i>Building inventory 100% complete.</i> 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Develop downtown team & convene regular meetings 2. Educate the public about the role of the Main Street program 3. Develop & implement communication plans. 4. Develop building and business inventory 5. Diversify funding model & create annual budget to reflect the implementation plan activities. 6. Formulate Service Projects List & Resource Registry List 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Train volunteers 2. Evaluate existing events using the Event Evaluation Assessment <ol style="list-style-type: none"> a. Downtown Market Day b. Food Truck Fridays c. Music on Main d. The Gulf Event 3. Develop a playbook for Main Street Bennettsville Festivals & Events 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Train board members and volunteers 2. Coordinate Alley Enhancements 3. Explore public art installations & beautification opportunities <ol style="list-style-type: none"> a. Murals b. Planters c. Bee City Designation 4. Evaluate grants & improvements currently offered <ol style="list-style-type: none"> a. Façade grants b. Awning grants 	<p>Initiatives:</p> <ol style="list-style-type: none"> 1. Train board members and volunteers 2. Collect & highlight monthly downtown statistics 3. Evaluate & develop 1-pager Financial Incentives for Business Start-Ups (connect with service-based volunteers) 4. Advertise Available Properties 5. Strengthen small business support <ol style="list-style-type: none"> a. Enhance communication activities & programming with merchants, property owners, partners

The mission of Main Street Bennettsville, a department of the City of Bennettsville, is to promote, improve, and preserve the unique character and economic vitality of Downtown Bennettsville.