

MAIN STREET BENNETTSVILLE TRANSFORMATION STRATEGY WORK PLAN FY26

Organization Name: Main Street Bennettsville				Date: 01/01/2026		
Town, State: Bennettsville, SC				Completed by: Brittany Jones		
Vision: To promote, improve, and preserve the unique character and economic vitality of downtown Bennettsville by leveraging arts, pollinator-based placemaking, entrepreneurship, and partnerships to create a vibrant, inclusive, and destination-ready downtown.						
Transformation Strategy #1: Arts, Culture & Destination Branding		Transformation Strategy #2: <i>Placemaking, Design & Beautification</i>		Transformation Strategy #3: <i>Economic Vitality & Entrepreneurship</i>		Transformation Strategy #4: <i>Organization, Funding & Partnerships</i>
Goal 1	Goal 2	Goal 1	Goal 2	Goal 1	Goal 2	Goal 1
<i>Activate downtown through recurring arts and music programming, and promotions</i>	<i>Establish the Beeville Festival as Bennettsville's signature destination event</i>	<i>Continue pollinator-based beautification and seasonal displays</i>	<i>Expand arts-led beautification and visual activation</i>	<i>Improve property readiness and visibility</i>	<i>Grow the entrepreneur ecosystem through the Main Street Start-Up Lab</i>	<i>Expand sponsorships, fundraising, and collaborations</i>
Lead: Ikey & Gina	Lead: Maria	Lead: Chelsea	Lead: Bailey	Lead: Hayden & Chris	Lead: Lenny	Lead: Cindy
Annual Responsibilities <ul style="list-style-type: none"> • Monthly/Seasonal Market Days • Small Business Saturday • Downtown Dash & Bash • Christmas Tree Lighting • Newsletter & Social Media • Pollinator Planters 						

Transformation Strategy #1: Arts, Culture & Destination Branding

Goal 1: *Continue pollinator-based beautification and seasonal displays* **Define Success:** *4-6 Music on Main events annually, annual Gulf event, increased evening foot traffic*

Partners: *City of Bennettsville, merchants, artists/musicians, arts groups, sponsors*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Develop annual Music on Main calendar</i>	<i>Ikey</i>	<i>Brittany</i>	<i>February</i>	<i>Not Started</i>	<i>\$0</i>
2. <i>Secure performance sponsorships</i>	<i>Maria</i>	<i>Brittany</i>	<i>April</i>	<i>Not Started</i>	<i>\$0</i>
3. <i>Launch Music on The Gulf</i>	<i>Gina</i>	<i>Brittany</i>	<i>April</i>	<i>Not Started</i>	<i>\$1,500</i>
4. <i>Cross-promote with downtown businesses</i>	<i>Cindy</i>	<i>Brittany</i>	<i>February</i>	<i>Not Started</i>	<i>\$0</i>
5. <i>Develop downtown stroll/walk event dates</i>	<i>Bailey</i>	<i>Brittany</i>	<i>March</i>	<i>Not Started</i>	<i>\$0</i>
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Total					<i>\$1,500</i>

Transformation Strategy #1: Arts, Culture & Destination Branding

Goal 2: Establish the Beeville Festival as Bennettsville's signature destination event.

Define Success: Attracts 2,000+ attendees, 15+ vendors and artists participate, 5+ sponsors secured annually

Partners: City of Bennettsville, Arts Organizations, Clemson Extension, NETC, MCSD & MA, Tourism Partners, Sponsors

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Develop Beeville Festival brand (logo, theme, messaging).	Britany	Brittany	February	In Progress	\$1,000
2. Integrate Bee City + pollinator education programming	Chelsea	Brittany	March	Not Started	\$500
3. Secure headline sponsor and supporting sponsors.	Chris	Brittany	February	Not Started	\$0
4. Recruit artists, vendors, musicians.	Ikey	Brittany	March	Not Started	\$0
5. Create baking contest implementation plan.	Gina	Brittany	March	In Progress	\$0
6. Create alley art contest implantation plan.	Hayden	Brittany	March	In Progress	\$0
7. Develop marketing plan.	Bailey	Brittany	February	Not Started	\$0
8. Execute festival and post-event evaluation	Maria	Brittany	May	Not Started	\$12,500
				Total	\$15,000

Transformation Strategy #1: Placemaking, Design & Beautification

Goal 1: <i>Continue pollinator-based beautification and seasonal displays</i>	Define Success: <i>Maintain and expand pollinator planter program, Seasonal window displays in 10+ storefronts</i>
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Partners: *City of Bennettsville, Merchants, Sponsors, Schools, Artists*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Refresh pollinator planters</i>	<i>Chelsea</i>	<i>Brittany</i>		<i>In Progress</i>	<i>\$3,000</i>
2. <i>Recruit sponsors for planters</i>	<i>Chelsea</i>	<i>Brittany</i>		<i>In Progress</i>	<i>\$0</i>
3. <i>Coordinate seasonal window displays with merchants</i>	<i>Hayden</i>	<i>Brittany</i>		<i>Not started</i>	<i>\$0</i>
4. <i>Coordinate seasonal window painting with artists</i>	<i>Chris</i>	<i>Brittany</i>		<i>In Progress</i>	<i>\$2,500</i>
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Total					<i>\$5,500</i>

Transformation Strategy #2: Placemaking, Design & Beautification

Goal 2: *Expand arts-led beautification and visual activation*

Define Success: *5 new murals or art installations, 3 boarded windows activated with art, 2 alleys activated*

Partners: *City of Bennettsville, Architectural Review Board, Property Owners, Merchants, Artist*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Identify mural & boarded window sites.</i>	<i>Cindy</i>	<i>Brittany</i>	<i>January</i>	<i>In Progress</i>	<i>\$0</i>
2. <i>Recruit artists & student collaborators.</i>	<i>Ikey</i>	<i>Brittany</i>	<i>January</i>	<i>In Progress</i>	<i>\$0</i>
3. <i>Install art on boarded windows.</i>	<i>Chris</i>	<i>Brittany</i>	<i>February</i>	<i>In Progress</i>	<i>\$1,500</i>
4. <i>Activate alleys (lighting, murals, planters).</i>	<i>Gina</i>	<i>Brittany</i>	<i>April</i>	<i>Not Started</i>	<i>\$1,500</i>
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Total					<i>\$3,000</i>

Transformation Strategy #3: Economic Vitality & Entrepreneurship

Goal 1: <i>Improve property readiness and visibility</i>	Define Success: <i>Up-to-date property inventory, 3 properties activated or leased</i>
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Partners: *City of Bennettsville, Property Owners, Realtors, City Departments*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Up-to-date downtown property inventory</i>	<i>Lenny</i>	<i>Brittany</i>	<i>March</i>	<i>In Progress</i>	<i>\$0</i>
<i>2. Promote available listings</i>	<i>Bailey</i>	<i>Brittany</i>	<i>January</i>	<i>In Progress</i>	<i>\$0</i>
<i>3. Assist owners with reuse strategies</i>	<i>Hayden</i>	<i>Brittany</i>	<i>September</i>	<i>Not Started</i>	<i>\$0</i>
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				Total	<i>\$0</i>

Transformation Strategy #4: Organization, Funding & Partnerships

Goal 1: *Expand sponsorship, fundraising, and collaborations*

Define Success: *20% increase in sponsorship revenue, 5 new organizational partners, 10% increase in grants revenue*

Partners: *City of Bennettsville, Industry, Foundations, Nonprofits*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Update sponsorship packages</i>	<i>Maria</i>	<i>Brittany</i>	<i>February</i>	<i>Not Started</i>	<i>\$0</i>
2. <i>Pursue grants aligned with arts & placemaking</i>	<i>Lenny</i>	<i>Brittany</i>	<i>April</i>	<i>Not Started</i>	<i>\$0</i>
3. <i>Formalize partner collaborations</i>	<i>Bailey</i>	<i>Brittany</i>	<i>April</i>	<i>Not Started</i>	<i>\$0</i>
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				Total	<i>\$1,500</i>