



New Business Assistance Guide

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WELCOME, ENTREPRENEURS!

Many small towns in the South have charm and hospitality, but the City of Hartsville is unique in that we have industry and a growing population that keeps us thriving. Our location allows us access to some of the financial, cultural, and recreational resources of Charlotte, Columbia, Charleston and Myrtle Beach.

We are an uncommon occurrence, a center for business, education and innovation. Unlike other semi-rural cities in South Carolina, Hartsville continues to reinvent itself. A closer look at our municipality will show a broad cross-section of American society. Our community is composed of residents from all across the globe. This is due to our learning institutions and some of our major employers:

COKER COLLEGE is a private, co-ed four-year college, offering a program that emphasizes a practical application of the liberal arts through hands-on and discussion-based learning in and beyond the classroom. *U.S. News & World Report* and *The Princeton Review* rank Coker College among the “Best Colleges” in the South.

THE GOVERNOR'S SCHOOL FOR SCIENCE AND MATHEMATICS is a high school for academically motivated juniors and seniors pursuing studies in Science, Technology, Engineering and Math. It is one of only twelve specialized,

residential high schools in the nation, alongside a second South Carolina Governor's School in Greenville, SC, that serves the Arts and Humanities.

DUKE ENERGY is the nation's largest utility. Their assets and expertise deliver affordable, reliable, clean energy to approximately 7 million customers. The H.B. Robinson nuclear plant is one of the largest employers in Darlington County.

CAROLINA PINES REGIONAL MEDICAL CENTER facility includes a 116-bed acute care hospital and an adjoining medical office building. From routine checkups to complex, state of the art surgery, Carolina Pines Regional Medical Center is the healthcare provider of choice in our service area, which includes the counties of Darlington, Chesterfield, Lee, and Marlboro.

SONOCO PRODUCTS COMPANY has more than 347 operations in more than 34 countries. They produce packaging for a variety of industries and many of the world's most recognized brands, serving customers in 85 nations. Their world headquarters and corporate executive offices are here in Hartsville.

There are so many more. All that we offer makes this municipality a strong foundation for new businesses. We invite you to join our community, to follow your entrepreneurial spirit, and in doing so, help us broaden our shared vision for Hartsville.

Mel Pennington, Mayor

mayor@hartsvillesc.gov

Timeline Checklist



6 Months Before Opening

Create a Business Plan

Determine Demand for your Business

Determine Financing Needs and Options

Identify your Target Markets

Set up a meeting with Greater Hartsville Chamber of Commerce and/or SCORE

Set up a meeting with Main Street Hartsville for a Location in Downtown Hartsville

Register, Trademark, and Incorporate your business with the South Carolina Secretary of State.
Visit www.sos.sc.gov or call 803.734.0629

Apply for an Employer Identification Number with the Internal Revenue Service
Visit www.irs.gov

Contact South Carolina Department of Revenue to obtain a retail license.
Visit www.sctax.org or call 843.661.4850 (Florence Service Center)

Obtain a Retail Sales Tax License

3 Months Before Opening

Contact the Business Navigator at Hartsville City Hall about Zoning Compliance (uses, signage, parking, etc.)

Submit your Sign/Awning Permit Application

Obtain a Fire Inspection and Certificate of Occupancy

Obtain any necessary Department of Health and Environmental Control Permits

Set up a follow-up meeting with SCORE if necessary

1 Month Before Opening

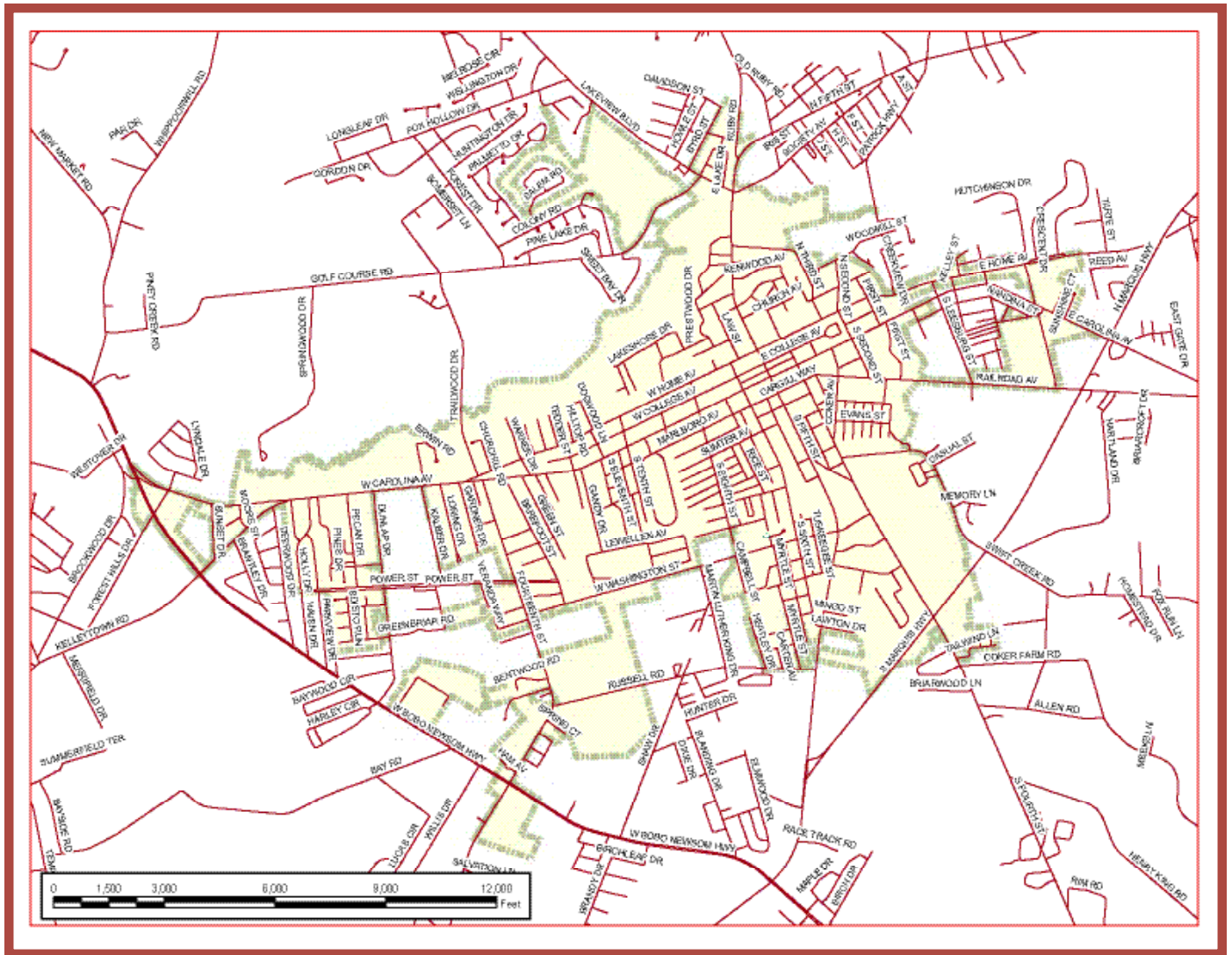
Visit Hartsville City Hall for Business License and to set up Utilities (water, sewer and sanitation)

Verify Approval of Your Business Signage

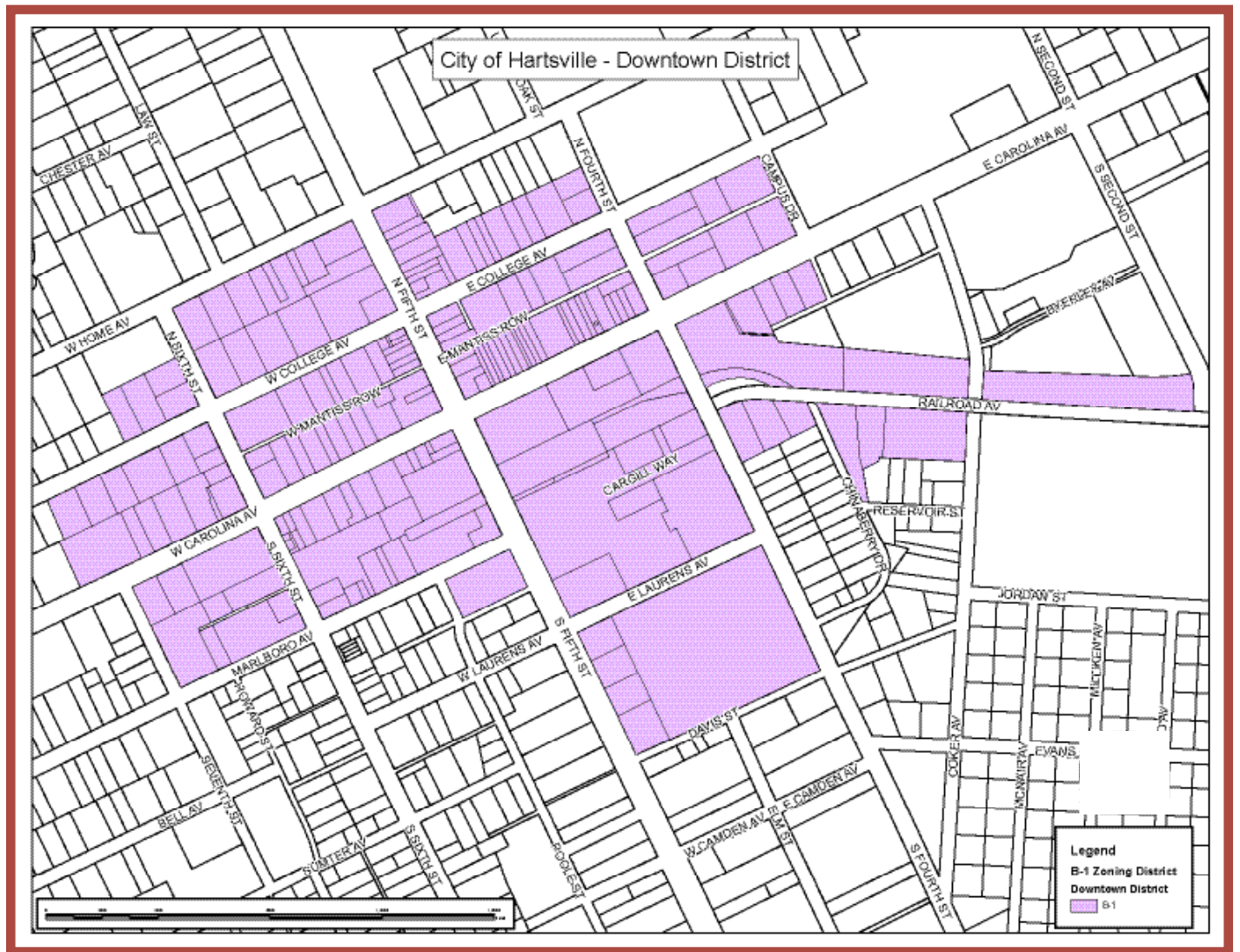
Set up a follow-up meeting with Greater Hartsville Chamber of Commerce, and Main Street Hartsville if your business is located downtown, about your Grand Opening and/or Ribbon Cutting



CITY OF HARTSVILLE MAPS



CITY OF HARTSVILLE MAPS



DEMOGRAPHICS

According to an ESRI retail marketplace study conducted in 2016, Hartsville's retail market area serves 14,830 households, approximately 39,707 people. The City of Hartsville has experienced steady population growth over the last decade.

Demographic Indicator	City of Hartsville	Retail Market Area	State of SC
POPULATION			
2010	7,764	41,313	4,625,330
2016	7,852	42,119	4,896,821
Avg. Ann. % Change ('00 to '10)	0.31%	0.67%	1.70%
Avg. Ann. % Change ('10 to '16)	0.31%	0.39%	1.04%
HOUSEHOLDS			
2010	3,081	15,905	1,801,168
2016	3,129	16,215	1,901,898
Avg. Ann. % Change ('00 to '10)	0.14%	0.81%	1.94%
Avg. Ann. % Change ('10 to '16)	0.31%	0.39%	1.12%
Average Household Size	2.33	2.55	2.49
Median Household Income	\$35,586	\$40,073	\$47,704
Median Age (year)	39.1	38.4	37.8
Homeownership	62.40%	77.70%	72.30%
EDUCATIONAL ATTAINMENT			
Associate Degree	7.90%	8.50%	8.60%
Four Year Degree or More	24.20%	16.60%	23.20%

(Source: ESRI BIS; Marketek, Inc.)

Population



City of Hartsville, 2016

(approximately 10 square miles)

population	7,764
median age	36.7
households	3,081
housing units	3,704

(Source: United States Census)

29550 zip code, 2016

population	32,284
median age	39.5
households	12,539
housing units	14,406

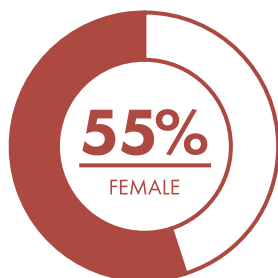
Household Income

\$37,450

Average Age

41

(Source: United States Census)



Education



According to the S.C. Department of Education, the Darlington Country School District ranks fifth in South Carolina in terms of academic achievement.

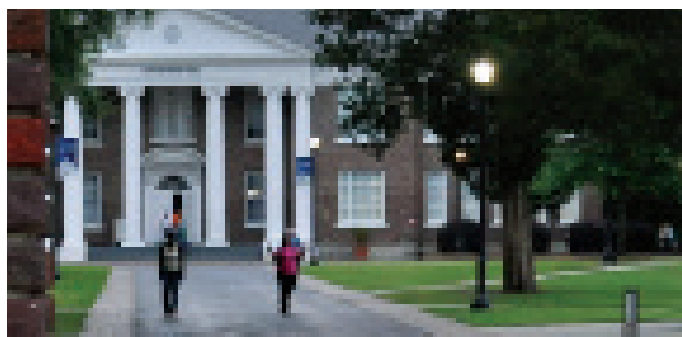
- Coker College
- South Carolina Governor's School of Science and Mathematics
- Florence-Darlington Technical College (Hartsville Site)
- Hartsville High School
- Hartsville High School International Baccalaureate program
- Hartsville Middle School
- Carolina Elementary School
- Washington Street Elementary School
- North Hartsville Elementary School
- Thornwell School for the Arts
- Mayo High School for Math, Science & Technology (in Darlington)

Government



Hartsville was incorporated Dec. 11, 1891.

Hartsville operates under the Council-Manager form of government. City Council includes a mayor elected at large and six additional councilmembers. City Council meets in Council Chambers at Hartsville City Hall, 100 E. Carolina Ave. Regular meetings take place on the second Tuesday of the month at 5:30 p.m.



Zoning

www.hartsvillesc.gov/business-navigator/

Zoning Compliance/Signage

Business Navigator

Hartsville City Hall
100 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Brenda Kelley

Development Project Manager
brenda.kelley@hartsvillesc.gov
843.383.3009

All businesses must conform to zoning and required parking for their business. The City of Hartsville’s Planning Department requires zoning compliance forms that address sign regulations, façade regulations, sidewalk dining and landscape regulations that must be approved prior to opening your business.

Important Forms

Change of Use Application

Zoning Permit (\$20 fee)

Building Permits–Commercial

Fire Inspection

www.hartsvillesc.gov/government/fire

Fire Department

111 S. Seventh St.
Hartsville, SC 29550
843.383.3000

Bryan Crowley

Fire Marshal
bryan.crowley@hartsvillesc.gov
843.383.3000

Be sure to complete a fire inspection before receiving a Certificate of Occupancy. Call to schedule an appointment.

Architectural Review Board

www.hartsvillesc.gov/business-navigator

Business Navigator

Hartsville City Hall
100 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

All business signage or banners must be permitted through the City prior to any fabrication or installation.

The seven-member Architectural Review Board (ARB) is responsible for protecting the integrity of the downtown business district. The ARB also ensures the level of quality of all constructed projects within the district.

The ARB has the authority to request additional information, suggest revisions, and approve or disapprove plans for proposed projects, with an accompanying recommendation for approval going to the Planning Commission for final approval, leading to the issue of building permits. The ARB must approve any physical improvements to the outside of a downtown building, including painting. The ARB also approves signage in the downtown business district.

- **Sign/Awning Permit Applications may be obtained from the Business Navigator or at www.hartsvillesc.gov**
- **The application must be submitted to the Business Navigator at least one week prior to the monthly meeting.**
- **Meetings to review signage applications are the third Wednesday of each month at 5:15 PM.**
- **An incomplete submission will not be accepted. A submission is only considered when it includes a completed application, plans, materials, calculations, application fee and other supporting information as applicable.**
- **Application fee is \$20.**

Business Licensing



www.hartsvillesc.gov/business-navigator

Business Navigator

Hartsville City Hall
100 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Karine Thomas

Business & Permitting Specialist
karine.thomas@hartsvillesc.gov
843.383.3025

Any business located within the City of Hartsville or performing work within the city limits is required to obtain a business license each year.

- Licenses are valid from January 1st through December 31st.
- Renewals are due by April 30th of the following year to avoid a penalty.
- A 5% per month penalty is assessed for any license not renewed by April 30th.

Applications must be approved by the Building and Codes Inspector and must meet all criteria for building , zoning, fire and safety codes. Contractors operating within the city are required to provide a copy of their SC State Contractors or Home Builders license prior to applying for a business license. The license fee is based on gross income on the preceding calendar or fiscal year, and/or on a 12 month projected income for the business. Rates are tiered based on the type of business. There is a base rate on the first \$2,000 of gross income, then an amount for each \$1,000 in excess of \$2,000.

Information Required for the Business License Application

Business Name	Name, mailing address and phone number of each owner, partner or chief officer
Type of Business Activity	
Category of legal business organization (LLC, Inc., partnership, etc.)	Physical address and phone number of business
Owner's Social Security number or Business Federal Identification Number	Legal Notice address
	Estimate of expected gross receipts (for full or partial year) not including sale of hospitality taxes

Utilities

www.hartsvillesc.gov/government/public-service

Water/Sewer/Commercial Sanitation

Finance Department

Hartsville City Hall
100 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Laurie Lane

Financial Coordinator
laurie.lane@hartsvillesc.gov
843.383.3015

New utility accounts for water, sewer, trash, recyclables and yard waste can be established in the Finance Department at City Hall, Monday through Friday from 8:30 AM to 5:00 PM.

Items required

Social Security Number

Service Fee (\$30 inside city limits,
\$40 outside city limits)

Telephone Number

If renting, a copy of the
rental/lease agreement

Picture ID

Important Forms: Utility Service Agreement



Hospitality Tax

www.hartsvillesc.gov/business/taxes

The City of Hartsville collects a local 2% hospitality tax on sales of prepared foods and beverages sold within the city. The tax is collected from the customer and remitted by the vendor to the city.

Included Items

Produce Cut, Sliced, Cored, or Modified in Store

Salads Made in Store

Sandwiches/Subs Prepared on Site

Bakery Items Cooked/Baked on Site

Coffee Brewed in Store

Seafood Steamed/Cooked on Site

Grilled Hamburgers and Hot Dogs

Packed Dinners Cooked on Site

Fountain Drinks

Any Food Prepared or Modified on Site by Employee or Contractor

Any Food Cooked on Site

Any Prepared Foods or Meals that are Subject to South Carolina Sales Tax

Any Served Beverage, Inclusive of Beer, Wine, and Liquor

Ice Cream Parlors

Exempt Items

Pre-packaged Dinners that are not Cooked or Modified on Site

Pre-packaged Cans, Boxes, or Jars of Food

Bags of Chips, pretzels, nuts, candy or Pre-packaged Food Items

Canned or Bottled Drinks Sold on Site from Vending Machines

Canned or Bottled Drinks that are not Sold for Immediate On-site Consumption

Fruit Consolidated into a Basket

Items Repackaged in Store for Bulk Sale, but not Prepared or Modified for Immediate Consumption

If the average tax is less than \$25 per month, the fee may be remitted on an annual basis. If the average tax is \$25-\$50 per month, the fee may be remitted on a quarterly basis. If the average tax is more than \$50 per month, the fee must be remitted on a monthly basis. Taxes and remittance forms are due by the 20th of the month for taxes collected in the previous period. Taxes paid on or before the 20th are eligible for a 2% discount. A penalty of 10% per month is applied for any taxes paid after the 20th.

Remittances may be submitted by mail at City Hall, 100 E. Carolina Ave., P.O. Drawer 2497 Hartsville, SC 29551 or in person at 100 E. Carolina Ave. Payments may also be made online at www.hartsvillesc.gov.

Accommodations Tax

www.hartsvillesc.gov/business/taxes

Accommodations taxes are collected by the State of South Carolina and the City of Hartsville, and a Local Hospitality Tax is also collected by the City of Hartsville. These funds are allocated for a variety of purposes, including advertising, promotion and tourism.

The City of Hartsville collects a local 2% accommodations tax on hotel/motel charges within the city's limits. The tax is collected from the customer and remitted by the vendor to the city on a monthly basis. Taxes and remittance forms are due by the 20th of the month for taxes collected in the previous month. Taxes paid on or before the 20th are eligible for a 2% discount. A penalty of 10% is applied for any taxes paid after the 20th.

Remittances may be submitted by mail at City Hall, 100 E Carolina Ave, P.O. Drawer 2497 Hartsville, SC 29551 or in person at 100 E Carolina Ave. Payments may also be made online at www.hartsvillesc.gov.



Important Contacts

Hartsville City Hall

www.hartsvillesc.gov

100 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Business Licensing

Karine Thomas

Business & Permitting Specialist
karine.thomas@hartsvillesc.gov
843.383.3025

Zoning and Sign Permits

Brenda Kelley

Development Project Planner
brenda.kelley@hartsvillesc.gov
843.383.3009

South Carolina Department of Revenue Florence Service Center

www.sctax.org

Physical Address:

1452 W. Evans St.
Florence SC 29501
843.661.4850

Mailing Address:

P.O. Box 5418
Florence SC 29502-5418

The South Carolina Department of Revenue is ready to assist you with tax workshops and online tutorials. Contact them for important business registration forms and to get more information on SC codes and regulations.

If your business sells items at the retail level, it must obtain a retail license and collect and remit sales tax to the South Carolina Department of Revenue.

South Carolina Secretary of State

www.sos.sc.gov/library_of_forms_and_fees

Physical Address:

Edgar Brown Building
1205 Pendleton St., Suite 525
Columbia SC 29201
803.734.2170

Mailing Address:

SC Secretary of State's Office
1205 Pendleton St., Suite 525
Columbia SC 29201

The Office of the Secretary of State is responsible for the statewide registration of corporations, Uniform Commercial Code interests, business opportunities, employment agencies, trademarks and notaries.

Prior to publicizing or circulating the name of your business and/or graphics, check the name's availability with the South Carolina Secretary of State to assure it is not already in use within the State. To trademark the name you must register it with the Secretary of State's Trademarks Division. Call 803.734.2170 or visit www.sos.sc.gov.

Department of Health and Environmental Control

www.scdhec.gov

Pee Dee EQC Florence

145 E. Cheves St.
Florence SC 29506
843.661.4825

The South Carolina Department of Health and Environmental Control (DHEC) promotes and protects the health of the public and the environment. They are responsible for issuing food permits.

South Carolina Business One Stop

www.scbos.com

South Carolina Business One Stop is the official South Carolina business web portal enabling anyone with an existing business or anyone starting a new business to file permits, licenses, registrations, or pay taxes. Each section of SCBOS is designed to support all phases of business lifecycle from start up-through expansion.

scboshelp@scbos.sc.gov
803.898.5690

Small Business Development Center at Florence-Darlington Technical College

www.florencesbdc.org

Florence-Darlington Technical College

P.O. Box 100548
Florence, SC 29501-0548

Mike Bell

Area Manager
sbdc.florence@gmail.com
843.661.8526

The Small Business Development Center was established to serve entrepreneurs through the concept stage of your business idea to the creation of a business plan, the search for funding and expansion plans.

The United States Small Business Administration

www.sba.gov

South Carolina District Office

1835 Assembly St. Suite 1425
Columbia, SC 29201
803.765.5377

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government committed to aiding small businesses. The SBA provides grants and resources to help build and grow small businesses.

Carolina Pines Regional Medical Center

www.cprmc.com

Address:

1304 W. Bobo Newsom Hwy.
Hartsville, SC 29550
843.339.2100

A 116-bed medical center built on a 34-acre campus, Carolina Pines provides health care including a 24-hour Level III Trauma Center, a 12-bed intensive care unit, the Stork's Landing Maternity Center with six Labor, Delivery and Recovery suites, a Diagnostic Imaging Department and a pediatric wing. In addition to Darlington County, Carolina Pines serves the surrounding counties of Chesterfield, Lee and Marlboro.

Adjacent to the hospital, Carolina Pines' Medical Office Building houses the Carolina Pines Sports Medicine and Rehabilitation Center and Cardiac Rehabilitation Department.

Hartsville Fire Department

www.hartsvillesc.gov/government/fire

Address:

111 South Seventh Street
Hartsville, SC 29550
843.383.3000

Bryan Crowley

Fire Marshal
bryan.crowley@hartsvillesc.gov
843.383.3000

The Hartsville Fire Department provides emergency services including fire suppression, medical first responders and hazardous materials response. The department is also the home of City of Hartsville code enforcement, inspections, building permitting and animal control.

Main Street Hartsville

www.mainstreethartsville.org

Address:

106 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Suzy Moyd

Executive Director
suzy.moyd@hartsvillesc.gov
843.383.3015

The Main Street Hartsville program is a partnership of the City of Hartsville and Main Street SC, a program of the National Main Street Center. The organization seeks to build a vibrant downtown in Hartsville, focusing on thriving businesses, entertainment, and recreating and historic preservation. It follows the Main Street Four Point Approach of Organization, Promotion, Design and Economic Restructuring.

The Key to Your Hartsville

www.visithartsvillesc.com

Address:

106 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Jordan Braddock

Marketing and Events Coordinator
thekey@hartsvillesc.gov
843.917.0602

The Key facilitates tourism in Hartsville through the support, maintenance and expansion of projects and activities that promote the city.

Startsville

www.startsville.com

Address:

145 W. Carolina Ave.
Hartsville, SC 29550

Kathryn de Ridder-Vignone

Director
kdvignone@gssm.k12.sc.us
843.917.0600

Startsville is an initiative of the South Carolina Governor's School for Science and Mathematics Foundation that expounds upon the success of the school by serving as an entrepreneurial hub for students, alumni, and the community. Startsville supports economic development efforts in Hartsville, S.C, the Pee Dee, and the state as the founders of SC's first Rural Innovation Network a private-public partnership of universities, city governments, community foundations, and business incubators seeking to share knowledge, resources, and practices across the geographic areas of rural South Carolina to address the challenges we all share.

**Greater Hartsville
Chamber of Commerce**

www.hartsvillechamber.org

Address:
214 N. Fifth St.
Hartsville, SC 29550

Quinetta Buterbaugh
President
president@hartsvillechamber.org
843.332.6401

The Greater Hartsville Chamber of Commerce is a private, non-profit organization dedicated to enhancing and improving the business climate and quality of life in the city and in the surrounding region.

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**Darlington County
Codes Enforcement**

www.darcosc.com/codesenforcement

Address:
1 Public Square, Room 303
Darlington, SC 29532

Randy Evans
Director
843.398.4011

The Codes Enforcement Department handles building permits, and plan reviews for properties located in Darlington County and not within City limits. They do not cover site plans, septic tanks or mobile home registration. For properties located inside the City of Hartsville, contact the Hartsville Fire Department at 843.383.3000.



Building and Business Inventory

For a listing of available commercial properties and retail space in downtown Hartsville

Main Street Hartsville

www.mainstreethartsville.org

Main Street Hartsville

106 E. Carolina Ave.
P.O. Drawer 2497
Hartsville, SC 29551

Suzy Moyd

Executive Director
suzy.moyd@hartsvillesc.gov
843.383.3015

The Main Street Hartsville program is a partnership of the City of Hartsville and Main Street SC, a program of the National Main Street Center. The organization seeks to build a vibrant downtown in Hartsville, focusing on thriving businesses, entertainment, recreation and historic preservation. It follows the Main Street Four Point Approach of Organization, Promotion, Design and Economic Restructuring.

For a listing of available commercial properties and retail space in the City of Hartsville

Greater Hartsville Chamber of Commerce

www.hartsvillechamber.org

Greater Hartsville Chamber of Commerce

214 N. Fifth St.
Hartsville, SC 29550

admin@hartsvillechamber.org
843.332.6401

The Greater Hartsville Chamber of Commerce is a private, non-profit organization dedicated to enhancing and improving the business climate and quality of life in the city and in the surrounding region.

Incentives

Economic Development Incentive Program

www.hartsvillesc.gov/business/economic-development-incentive-program

Under Hartsville's Economic Development Incentive Program, the City of Hartsville may make offers increasing Hartsville's attractiveness to private developers interested in investing in developing new commercial construction and the rehabilitation of existing buildings in Hartsville's historic downtown as well as the corridors of Fourth, Fifth and Sixth streets (see hartsvillesc.gov/wp-content/uploads/2013/07/City-of-Hartsville-Zoning-Map-B1.pdf and hartsvillesc.gov/wp-content/uploads/2014/04/Development-areas.pdf). Projects eligible for consideration include new businesses that will improve commercial activity in these areas, attract residents and visitors and increase property values.

The private developer must be proposing at least \$1 million in improvements to a property upon the project's completion. The project must also be consistent with the Hartsville 2020 Comprehensive Plan and the City of Hartsville Master Plan. The intended use of the development must be for at least one of these business purposes:

- **Retail Uses**
- **Tourism-Related Business or Activities**
- **Cultural Arts Activities and Associated Businesses**
- **Corporate Headquarters**
- **Research and Development**
- **High Technology Growth Business**
- **Other uses as determined by City Council as consistent with the goals of the program, comprehensive plan and master plan**

State of South Carolina programs which may be considered by City Council to be included within any package of incentives or as a stand-alone set of incentives for in-city projects located out of the eligible development area include property tax credits as authorized by the S.C. Abandoned Building Act, the S.C. Textiles Communities Revitalization Act, the S.C. Retail Facilities Revitalization Act, or the S.C. real property tax credit for the installation of a fire sprinkler system (*see applications next page.*)

When granted by the City, incentives may take the form of reimbursements and refunds of fees and taxes that have been paid to the City. Incentives may include:

Up to 100 percent of applicable tap fees collected by the City

Up to 50 percent of building permit fees collected by the City

Up to 50 percent of business license fees collected by the City for as many as 5 years

Up to 50 percent of local hospitality taxes collected by the City for as many as five years, so long as funds received through the incentive are spent only for purposes that are related to tourism

Up to 50 percent of the local accommodations taxes collected by the City for as many as five years, so long as funds received through the incentive are spent only for purposes that are related to tourism

Other incentives that the Council grants at its discretion on a case-by-case basis

Proposed sets of incentives for a development must be submitted by application to the City Manager.

City Manager's Office

Hartsville City Hall
100 East Carolina Avenue
P.O. Drawer 2497
Hartsville, SC 29551

Natalie Zeigler

City Manager
natalie.zeigler@hartsvillesc.gov
843.339.2867

Important Forms:

Proposal for Economic Development Incentives



Local Accommodations and Hospitality Taxes

www.hartsvillesc.gov/business/taxes/

Applications for Hospitality Tax grants are available online at www.hartsvillesc.gov or by picking up the form from the Finance Department, Hartsville City Hall, 100 E. Carolina Ave.

Eligible applicants include public and private nonprofit organizations. Eligible projects include those that promote tourism, the arts and cultural events; facilities and services for civic and cultural activities, or support for tourist related services.

Applications must include program summary with goals and objectives, program strategy, budget and proof of nonprofit status to be considered.

Other Business Incentive Programs

www.hartsvillesc.gov/business/economic-development-incentive-program

Abandoned Buildings Act

(eligibility and credit against real property taxes)

Textile Communities Revitalization Act

(eligibility and credit against real property taxes)

Retail Facilities Revitalization Act

(eligibility and credit against real property taxes)

State Historic Preservation Office

www.shpo.sc.gov

State Historic Preservation Office

8301 Parklane Road
Columbia, SC 29223
803.896.6196

The State Historic Preservation Office (SHPO) encourages and facilitates the responsible stewardship of South Carolina's irreplaceable historic and prehistoric places. In South Carolina, owners of historic buildings that produce income—such as offices, retail stores, and rental housing—may qualify for federal and state income tax credits.

Things to Consider

Although every business will have different needs, most businesses need to plan for some of or all of the following when starting a business.

- 1. Preparing a business plan**
- 2. Drafting a partnership agreement and/or incorporation**
- 3. Opening a checking account**
- 4. Meeting with an accountant about book-keeping systems**
- 5. Setting up a book-keeping system**
- 6. Researching insurance needs**
- 7. Developing rate structures**
- 8. Developing brochures or logos**
- 9. Preparing training manuals**
- 10. Developing a pay structure**
- 11. Developing billing procedures**
- 12. Filing appropriate state and federal tax forms**
- 13. Market research/advertising**
- 14. Filing for a business license**

Possible Set-up Costs

- 1. A lawyer for partnership agreements, lease reviews, and other contracts**
- 2. Filing fees for business, state and federal licenses, and taxes**
- 3. Logo or other graphics**
- 4. Printing for brochures, flyers and letterhead**
- 5. Market research**
- 6. Rent**
- 7. Insurance**
- 8. Advertising**
- 9. Directories for customer contacts**
- 10. Fixtures, equipment and vehicles**
- 11. Office supplies**
- 12. Convention expenses**
- 13. Association dues**

APPENDIX

“We are Hartsville, the home of visionary leaders in industry, education and the arts. We are an exceptional Southern community working together towards a bright future.”

Understanding Existing Retail Demand

“**Existing demand**” is demand for retail goods by current market area households that is now being met outside of the market area. Existing demand is found by comparing retail supply (*actual retail sales*) with retail demand (*the expected amount spent by market area residents based on consumer expenditure patterns*). When demand outweighs supply, a leakage occurs, indicating that consumers are spending outside of the market area for retail goods and services. Most successful businesses meet an existing demand and the needs of the consumer.

The following figure shows the existing retail supply and demand balance for the Hartsville market areas by store type.

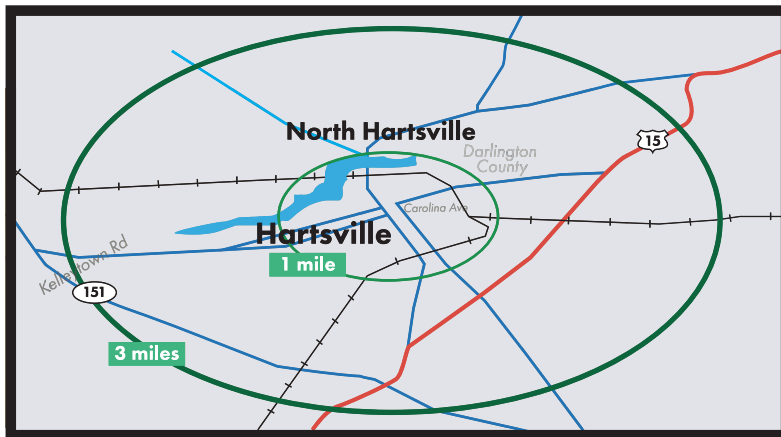
Retail Supply & Demand Balance: Hartsville Retail Market Area

Merchandise Category	Demand/ Spending Potential	Supply/ Retail Sales	Difference (Leakages or Surplus)	Target Sales per SF*	Supportable Retail Space (SF)
Shoppers Goods					
Apparel	\$5,537,078	\$2,551,539	\$2,985,539	\$209	14,285
Home Furnishing	\$7,953,014	\$4,265,634	\$3,687,380	\$199	18,530
Electronics & Appliances	\$4,481,313	\$1,467,488	\$3,013,825	\$199	15,145
Home Improvement & Gardening	\$11,218,046	\$30,227,326	(\$19,009,280)		
Sporting Goods, Hobbies, Books, Music	\$3,667,889	\$1,529,303	\$2,138,586	\$216	9,901
General Merchandise	\$42,054,911	\$40,238,855	\$1,816,056	\$216	8,408
Miscellaneous Specialty Retail: (florist, office supplies, gift stores, etc.)	\$2,060,382	\$1,248,609	\$811,773	\$216	3,758
Convenience Goods					
Grocery	\$44,229,193	\$24,063,030	\$20,166,163	\$390	51,708
Health & Personal Care	\$11,936,352	\$6,057,001	\$5,879,351	\$365	16,108
Restaurants	\$39,205,043	\$32,280,527	\$6,924,516	\$263	26,329
Total Leakage			\$47,423,189		164,171

*Target sales are based on Urban Land Institutes’ “Dollars and Cents of Shopping Centers.”
(Source: ESRI BIS; Marketek, Inc.)

Employee Market Study

Employees working in and around Hartsville are an important captive market as they are in close proximity to its retail, restaurant and service establishments on a daily basis. Market research conducted by the Building Owners and Managers Association of America demonstrates that office workers spend between 10 and 15 percent of their expendable income at and near their places of work.



Industry	1-Mile Radius		3-Mile Radius	
	#	%	#	%
Agriculture & Mining	14	0.1%	49	0.3%
Construction	104	0.9%	388	2.3%
Manufacturing	7,362	66.9%	7,503	43.7%
Transportation	70	0.6%	1	0.6%
Utilities	7	0.1%	9	0.1%
Wholesale Trade	105	1.0%	183	1.1%
Retail Trade	731	6.6%	1,768	10.3%
Finance/Ins/Real Estate	308	2.8%	383	2.2%
Services	1,785	16.2%	60	35.0%
Government	508	4.6%	771	4.5%
Other	11	0.1%	11	0.1%
Total Employment	11,05	100.0%	17,165	100.0%

An estimated 432 businesses with 11,005 employees operate within a one-mile radius of downtown Hartsville. Within 3 miles, there are an additional 370 business and 6,160 jobs.

(Source: ESRI BIS; Marketek, Inc.)

Marketing Strategies

Advertising can often be expensive and many business owners are often reluctant to spend money to promote their business. However, marketing is a vital part in the success of any venture. It is important to plan and budget for marketing strategies, and find less costly ways to stimulate your brand. These inexpensive marketing strategies will help engage customers and build relationships.

Create an Elevator Pitch

It is difficult to grab and keep someone's attention. You only have a little over a minute to sell others on your product or service before they begin to focus on something else. Make time to craft a quick pitch. The return on your investment is great because it costs you nothing and can help spread word-of-mouth which creates further business opportunities.

Sponsor Your Community

Think locally. What's going on in your community? Sponsor events. This could allow you to expose your brand to new people while strengthening relationships with your customer base.

Print Materials

Get to know your ideal customer and think about how and where they spend their time. Print brochures or menus, stickers or pamphlets, and place them in places those people might go frequently. For example, if you are a restaurant owner you might like to leave take-out menus at a nearby hotel.

Free Samples

People are more comfortable purchasing something they have been able to experience first. Allowing someone to experience your product or service increases the chance that they will want to purchase more. Don't be afraid to give someone a free trial or a sample.

Offer Discounts and Coupons

People will go out of their way to use a coupon or to receive a discount. This method is proven to succeed in expanding customer bases. Discounts and coupons can also generate return visits. For example, if a customer receives a coupon for a discount to use on future business, there's a higher probability they will return.

Ask for Referrals

Referrals make it easier to establish a relationship with new customers. Most people are willing to provide a referral if asked, but very few take the initiative to do it on their own. Don't be shy about asking for customer referrals.

Collaborate

Try to cross-promote with other businesses. You can use coupons, fliers, reciprocal website links, or bundled promotions. By collaborating with others, you can reach new people.

Go Online!

The Internet provides an effective, and inexpensive, way to promote your business. Launch an email campaign. Make your communications informative and helpful—something your customers will look forward to receiving.

Social media campaigns are another way to stay in contact with consumers. Utilize Facebook and Twitter. Do not miss opportunities to expose your business. The stronger your Internet presence the easier it is for people to find information about your business.

