



**HARTSVILLE**  
SOUTH CAROLINA

The logo for Hartsville, South Carolina, is a stylized, colorful emblem composed of six interlocking, curved shapes in shades of orange, teal, red, and purple, arranged in a circular pattern. Below the logo, the word "HARTSVILLE" is written in a large, bold, grey sans-serif font, and "SOUTH CAROLINA" is written in a smaller, orange sans-serif font.



**On behalf of our City Council and our residents,  
I want to give you a very warm Hartsville “hello.”**

In the City of Hartsville, you hear that word often. We know many of our neighbors, and make efforts to get to know others. This strong, vibrant community is a source of much pride for us, and rightly so. You will not find anywhere else like Hartsville.

We are the home of industry, headquarters of Sonoco Products Company. We are the home of education, such as the rapidly expanding Coker College and the rigorous, research-focused South Carolina Governor’s School for Science and Mathematics. We are also the home of culture, from the exhibitions of the Black Creek Arts Council to the performances at the historic Center Theater. There are also the countless recreational opportunities ranging from Prestwood Lake to the facilities on our 93-acre Byerly Park Recreation Complex. Hartsville is a memorable place, combining the welcoming charm of small-town life with the amenities, innovation and economic development of a much larger municipality.

Like many others who live in this amazing city, I love Hartsville. I am greatly honored to serve as its mayor. I hope you will take the time to see for yourself the many ways in which Hartsville is an excellent place to work, play, and stay.

Your friend,

A handwritten signature in black ink, reading "Carl Melvin Pennington IV". The signature is fluid and cursive, with a prominent "C" and "M".

The Hon. Carl Melvin Pennington IV



# THE CITY

Hartsville traces its origins to Thomas Edward Hart, who came to the area in 1817 and built a plantation along Black Creek. His son, John Lide Hart, developed Hartsville Plantation in what is now downtown, creating a carriage factory, steam-powered sawmill, grist mill and more.

Early community leader James Lide Coker played an extremely influential role in Hartsville's development. He and his family would develop a seed company, oil mill, fertilizer plant and the iconic J.L. Coker & Company General Store, housed in a massive brick storefront which remains a downtown landmark. The Cokers also created Welsh Neck High School, forerunner of Coker College, as well as the Southern Novelty Company, predecessor to Sonoco Products

Company, a major provider of packaging, industrial products and more. Hartsville received its town charter on Dec. 11, 1891 in a period of growing industry, business and a booming population.

Today, Hartsville is a center of industry, education and reinvention – the South Carolina Governor's School for Science and Mathematics, for example, has been built on the site of the Hartsville Cotton Mill. Possessing a downtown full of historic sites, access to Prestwood Lake and an ongoing array of quality-of-life projects from recreational facilities, special events and community development opportunities, Hartsville remains a small town full of innovation and opportunity.



# DEMOGRAPHICS

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

**2016 POPULATION:** 39,707  
**2016 HOUSEHOLDS:** 14, 830  
**2016 MEDIAN DISPOSABLE INCOME:** \$29,237

(Source: ESRI; Market & Feasibility Advisors, LLC. 2016)

## 29550 ZIP CODE

**POPULATION:** 32,284  
**MEDIAN AGE:** 41  
**HOUSING UNITS:** 14,681  
**MEDIAN HOUSEHOLD INCOME:** \$40,772

(Source: United States Census)

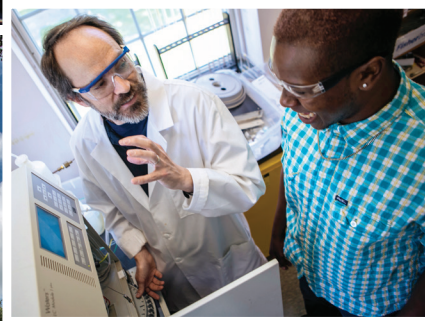
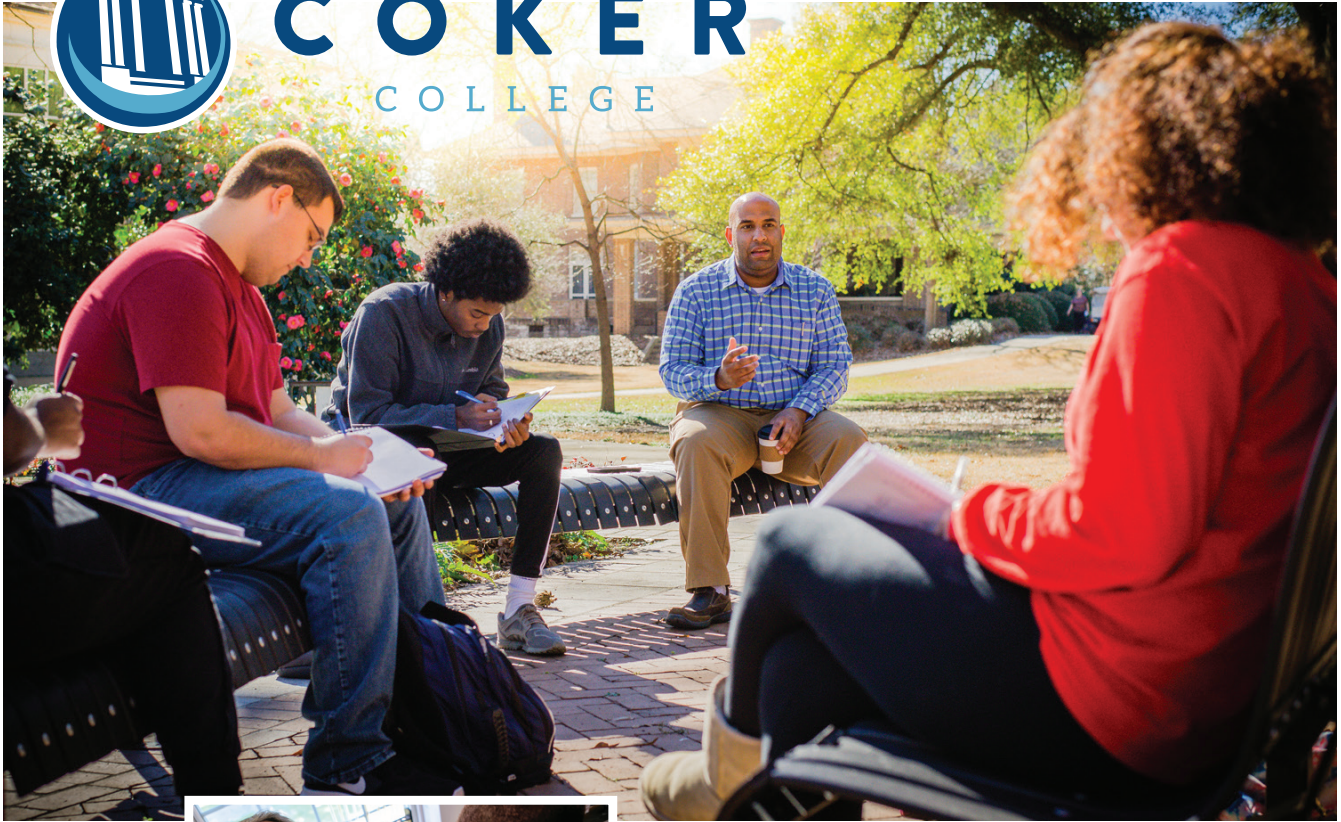
*Within the area, Hartsville leads in economic development, and is the only city with a significant concentration of retail outlets.*

(Source: Noell Consulting Group. 2016.)



# COKER

COLLEGE



Coker College is a student-focused, private liberal arts college located in Hartsville, South Carolina. Coker combines round table, discussion-based learning with hands-on experiences to encourage active participation in and out of the classroom. A supportive, close-knit community prepares Coker students with the confidence and practical life skills they need to reach their personal best, in college and beyond.

Founded in 1908, Coker is a bachelor's and master's degree-granting institution and competes in 21 NCAA Division II sports. Coker is ranked among the "Best Colleges" in the South by U.S. News & World Report as well as The Princeton Review, and by Washington Monthly as No. 2 in South Carolina for value. Located right in downtown Hartsville, the main campus covers 15 acres of beautiful grounds and Georgian-style buildings, several of which are listed on the National Register of Historic Places.

**LEARN MORE AT [WWW.COKER.EDU](http://WWW.COKER.EDU)**





## SOUTH CAROLINA GOVERNOR'S SCHOOL for Science & Mathematics

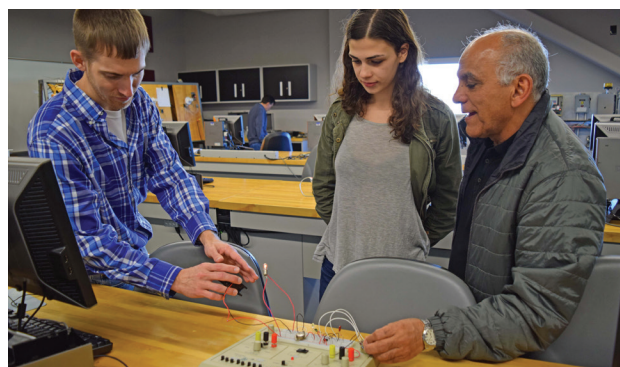
The South Carolina Governor's School for Science & Mathematics is the Palmetto State's only two-year, public, residential high school dedicated to the advanced study of science, technology, engineering, and mathematics. GSSM also offers high-caliber courses in economics and the humanities, and celebrates an impressive faculty, ninety percent of whom hold PhDs. Motivated juniors and seniors come from across the state to participate in this game-changing program.

In addition to the residential school, GSSM offers a three-year, virtual engineering program, Accelerate, in partnership with school districts across the state. Students in 10th-12th grades earn the first year of college credits toward an engineering or STEM degree.

GSSM's Duke Energy Center for Science Education & Outreach delivers teacher training, residential and satellite summer camps, and year-round learning experiences for students and teachers across the state. GSSM's Outreach programs impact nearly 10,000 students and teachers annually.



**LEARN MORE AT  
[WWW.SCGSSM.ORG](http://WWW.SCGSSM.ORG)**



Florence-Darlington Technical College provides high-quality education that furthers regional economic development, enhances the quality of life in the area while supporting students' marketability in the global economy.

FDTC's off-campus site in Hartsville provides post-secondary public education in various disciplines. The primary responsibility of the site

is to service the surrounding communities with affordable, comprehensive and technical education emphasizing curriculum and continuing education courses.

The Hartsville Site was opened on June 13, 1990. It was moved to its current location in September 1996 when it purchased the building from CP&L. This Site provides regular lecture and distance learning classrooms, a computer lab with Internet accessibility, a resource lab, EMT labs, an Allied Health Lab, business and industry training, enrollment services, and a meeting space for conferences.

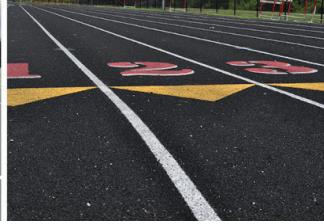
**LEARN MORE AT [WWW.FDTC.EDU](http://WWW.FDTC.EDU)**



Sonoco Products Company has called Hartsville home since its founding in 1899. The company began as a manufacturer of paper cones used for winding and transporting yarn, and soon became the leading producer of cones in the United States. More than a century later, the diversified, \$5-billion global business operates with four segments: industrial solutions, consumer packaging, protective solutions, and retail displays and packaging. Its Hartsville headquarters provides nearly 2,000 jobs to the area.

[WWW.SONOCO.COM](http://WWW.SONOCO.COM)






# HARTSVILLE PARKS & REC



**BURRY PARK • BYERLY PARK • CENTENNIAL PARK • LAWTON PARK • PIRATESVILLE SPLASH PAD • NEPTUNE ISLAND  
PRIDE PARK • T.B. THOMAS SPORTS CENTER • THE VISTA • CITY BICYCLE PATHS**



The City of Hartsville maintains more than 130 acres of parks and green space in every part of the Hartsville community. Biking trails have been established throughout many portions of the City of Hartsville, including paved sections, portions on sidewalks outside of the downtown area, and lanes marked on streets.





# THE BYERLY FOUNDATION

**THE BYERLY FOUNDATION SERVES AS A CATALYST FOR POSITIVE CHANGE IN THE HARTSVILLE COMMUNITY BY WORKING WITH PUBLIC AND PRIVATE INTERESTS TO IMPROVE EDUCATIONAL, ECONOMIC AND SOCIAL OUTCOMES FOR ALL CITIZENS.**

The Byerly Foundation has been active in supporting the city of Hartsville as it improves the surrounding recreation areas. Several years ago The Foundation took the lead in making grants to fund a major soccer and ball complex. Over the years the Foundation contributed \$650,000 to help jumpstart the funding for what is now called Byerly Park. The Byerly Foundation has provided two grants for Garrison's Place at Byerly Park. These grants helped the City of Hartsville create the region's first handicapable playground for children who were not able to use the traditional playground equipment.



# *The* CANAL DISTRICT





The City of Hartsville has been making great strides in attempts to revitalize blighted areas of the community. One of the key efforts is to bring new life into the neighborhood that borders sections of Coker College, the Governor's School of Science and Mathematics, and the City's central B-1 business district. Hartsville is moving forward with plans to reinvent this area to better serve the surrounding landscapes.



# MAIN STREET HARTSVILLE

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The Main Street Hartsville program is a partnership of the City of Hartsville, Community Foundation for a Better Hartsville and Main Street South Carolina, a program of the National Main Street Center.

Main Street seeks to build a vibrant downtown in Hartsville, focusing on thriving businesses, entertainment, recreating and historic preservation, while following the Main Street Four Point Approach of Organization, Promotion, Design and Economic Restructuring.

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Learn more at  
[mainstreethartsville.org](http://mainstreethartsville.org)



# Why INVEST in HARTSVILLE?

Many small southern towns have charm and hospitality, but the City of Hartsville is also progressive. We are an uncommon occurrence, a thriving center for business, education and innovation. Our lasting industries attract visitors and residents from all over the globe. A quick look at our municipality reveals a broad cross-section of society with cultural and economic diversity.

Unlike other semi-rural cities in South Carolina, Hartsville continues to reinvigorate itself. During recent periods of economic uncertainty across the nation, Hartsville has steadily developed. While other municipalities boarded-up blocks of downtown storefronts, our city center has expanded and strengthened.

We heartedly pursue opportunities to raise our standard of living by meeting major commercial needs. Accordingly, we work hard to ensure city infrastructure and resources provide a solid foundation for new businesses that can help us reach new goals. We want you to join our community and help us broaden our shared vision of Hartsville.



# LOCAL



*I've wanted to own a coffee shop for ten years. My first thought wasn't Hartsville but I saw a need here. The downtown area is so accommodating of new business, and I've had many good experiences with Main Street Hartsville.*

**TIFFANY  
MOAN**

CREMA COFFEE BAR,  
EST. 2015

# STORIES



*I like to say I didn't choose Hartsville; Hartsville chose me. My wife and I drove into town over twelve years ago to visit a friend, and I got this feeling I don't often get. I told my wife, 'We need to move here.' We've been in business here ever since. The City has been very supportive.*

## BOOT ARREOLA

FRETS & NECKS GUITAR  
REPAIR AND LUTHERIE,  
EST. 2005





# INDUSTRIAL PARK

The City of Hartsville has authorized the establishment of a new industrial park. The park is comprised of several parcels of land that accommodate a variety of new industries. The proposed site is a total of 225 acres with facilities constructed along S. Marquis Hwy (Route 15). Its location provides railroad access, allowing greater potential for distribution.

This industrial park would create more jobs for residents in Hartsville and the surrounding area. In addition, the establishment of this industrial park could provide opportunities for education through skills training.