



welcome to downtown

New Business Guide for Downtown Florence

Downtown Development
324 West Evans Street
Florence, SC 29501

843-665-2047
www.florencedowntown.com
@DowntownFlorence

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ABOUT DOWNTOWN FLORENCE



[Downtown Florence](#) is located in Florence, South Carolina and is served by the Florence Downtown Development Corporation (FDDC). Founded in 2002, FDDC is a non-profit 501(c)3 organization established by the City of Florence to facilitate and promote the redevelopment and revitalization of Downtown Florence as the civic, cultural, and commercial center of the City of Florence as well as the Pee Dee Region of South Carolina. Over the past ten years, \$250 million of private and public funds have been invested in Downtown.

FDDC is led by an 11-member Board of Directors elected to manage the corporation's activities, affairs, property, and associated assets. The FDDC staff is comprised of two City employees enlisted to manage the day-to-day operations of the organization.

Some notable highlights of the progress FDDC has made with Downtown include:

- Aiding in the development process of more than 100 projects including the construction of 8 new buildings in Downtown.
- Securing approximately 150,000 square feet of underused space that will be available for developing restaurants, shops, and entertainment venues.
- Obtaining over \$1 million in funding for streetscape and beautification projects.
- Outlining the geographical boundaries of the Downtown Redevelopment District.
- Completing the Downtown Revitalization Strategy with the help of Hunter Interests Incorporated.

Within ten minutes of Downtown...

44,369
Residents

66,791
Daytime
Population

2,718
Businesses

43,000
Employees

Of those 44,369 residents:

29.1% are high school graduates

15.4% have some college education

12.3% have some college education

31.2% have a Bachelor's Degree or higher

60.7% are white-collar employees

22.7% are blue-collar employees

16.5% are in the service industry

**31.4% of the 45,905
residents have a
household income
of \$50,000 or higher**

Consumers within a ten minute drive-time of
Downtown prefer:

- buying American-made goods
- paying with credit instead of waiting to purchase
- quality over price
- price over brand name

They also will:

- pay more for products and services that are environmentally-friendly
- buy more from businesses that partner with or contribute to non-profits

Downtown Florence is above the national average for market potential in the following categories:

- Fine jewelry, costume jewelry, & watches
- Video games
- All grocery categories
- Steakhouse dining
- Take-out food options

Downtown Florence has a high demand for the following industries:

- Specialty food stores & special food services
- Drinking places (alcoholic beverages)
- Jewelry, luggage, & leather goods stores
- Sporting goods, hobby, & musical instrument stores
- Office supplies, stationery, & gift stores
- Home furnishings & lawn and garden stores

Within Downtown...

160
Hotel
Rooms

132
Residential
Units

WHAT WE OFFER

FDDC and the City of Florence Downtown Development department are here to help the Downtown Florence businesses succeed and grow. We offer a wide range of services from business assistance and promotion to financial incentives.

Business Assistance

The Downtown Development department can provide guidance or training on areas such as:

- Writing a business plan
- Training on social media or marketing
- Networking
- Growing and expanding your business

Business Promotion

Downtown Florence businesses will have frequent opportunities for their products, services, events, and more to be featured on our website, Facebook, Instagram, and weekly e-newsletter.

Businesses

can also participate in the seasonal events hosted in Downtown Florence each year.

Financial Incentives*

To encourage appropriate redevelopment work within the City of Florence's Overlay Districts, qualified projects undertaken in these districts may be able to apply for financial incentives.

Current financial incentives include:

- Reimbursement grants for exterior signage, architectural design services, or facade improvements
- Business license credit for H-1 new businesses
- Reduction, reimbursement, or waiver of costs associated with City water and sewer services for eligible projects
- Competitive grants for building maintenance, interior up-fit, and rent subsidy subject to eligibility
- Low interest and micro-enterprise loan programs

For more information about Downtown's services, please visit the Downtown Florence website or call 843-678-5912 to schedule an appointment.

*Subject to eligibility



WHO TO CALL

Downtown Police Assistance

Downtown Police Substation (non-emergency)
843.665.4008

Business Licenses, Taxes, & Fees

City of Florence Licensing & Permitting 843.665.3173

Business Plan Development & Workshops

Kelley Center for Economic Development
843.661.1828

Signage or Façade Questions

City of Florence Planning & Development
843.665.2047

Pot Holes or Damaged Sidewalks

City of Florence Public Works
843.665.3236

Water Leaks, Sewage Issues, or Odors (outside of a building)

City of Florence Public Utilities
843.665.3236

Damaged/Unclean Dumpsters & Trashcans

City of Florence Sanitation Division
843.665.3296

Damaged/Non-Functioning Street Lights

City of Florence Public Utilities
843.665.3236

Damaged/Non-Functioning Traffic Signs

City of Florence Public Utilities
843.665.3236

Road Closure & Construction Information

City of Florence Planning & Development
843.665.2047

State, Alcohol, or Retail Licensing

SC Department of Revenue
844.898.8542

Food Permits & Safety Regulations

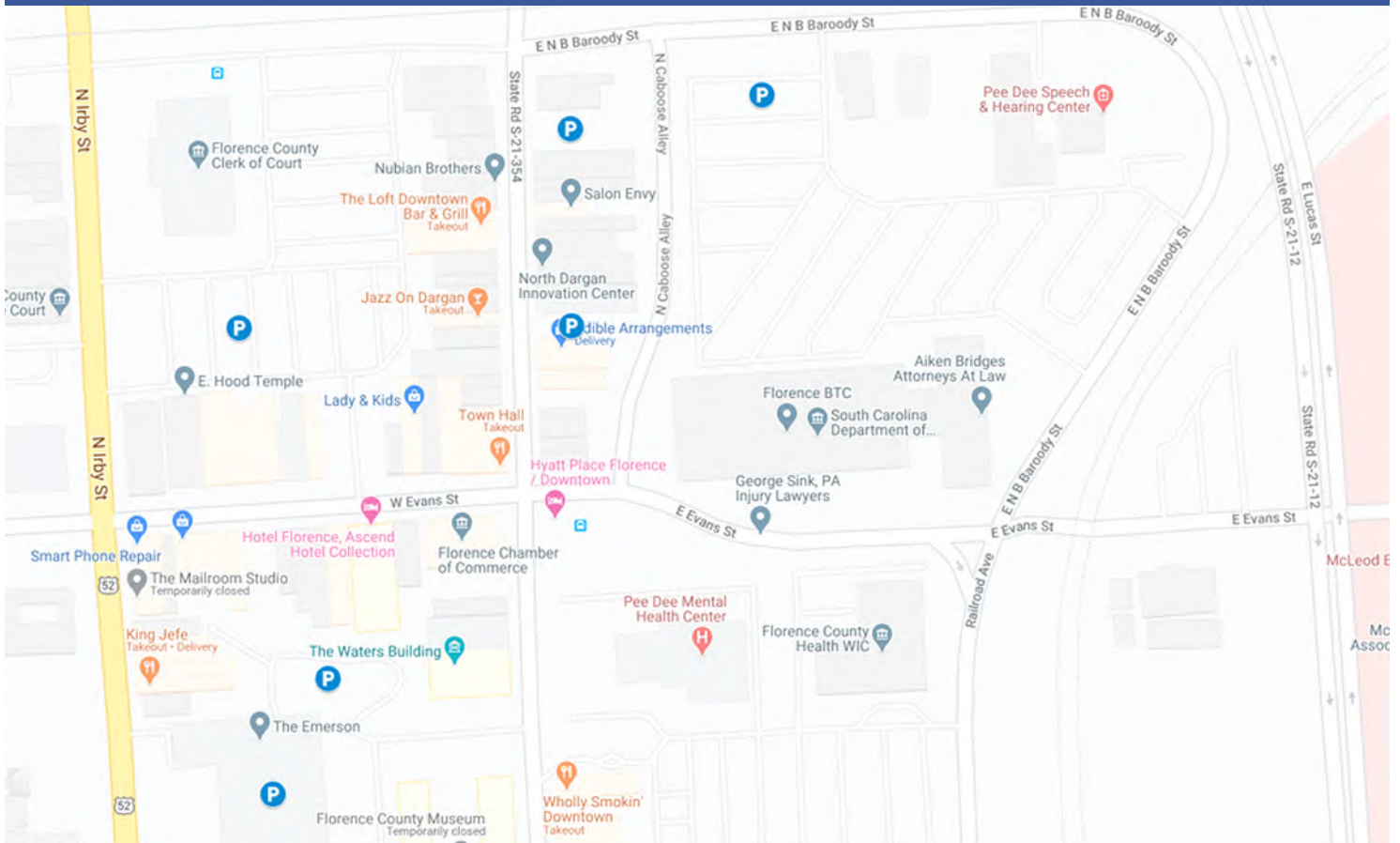
SC Dept. of Health & Environmental Control
843.661.4825



DOWNTOWN PARKING

Downtown Florence currently has 2,500 free parking spaces available for visitors and Downtown business employees. To increase the ease of walking access to your business and to prevent ticketing, we recommend having your employees utilize the parking garage or surface lots noted below and allow customers to park in the two-hour limit on-street parking.

Downtown Florence Public Parking Locations



Downtown Surface and Garage Parking Locations

- City of Florence Parking Garage (150 S. Irby Street inside the Emerson)
- County Complex Surface Parking Lot (180 N. Irby Street)
- BTC Surface Parking Lot (164 E NB Baroodly Street)
- N. Dargan Surface Parking Lot (Adjacent to 170 N. Dargan Street)

Downtown On-Street Parking Locations (2-Hour Limit)

- 200 block of W. Evans
- 100 block of W. Evans
- 100 block of N. Dargan
- 200 block of N. Dargan
- 100 block of S. Dargan

DOWNTOWN LODGING & TRANSPORTATION

Lodging

Guests in Downtown Florence can currently choose between two conveniently-located hotels in Downtown for their short-term or long-term lodging needs.

Hotel Florence

Hotel Florence is a unique and upscale boutique hotel located at 126 West Evans Street. The hotel offers a total of 56 rooms plus a grand penthouse suite. It also houses the popular local restaurant and bar, Victors, on its first floor. Victors' indoor and outdoor spaces are available for events or meetings.

<https://www.hilton.com/en/hotels/floatup-hotel-florence/>

Hyatt Place Florence/Downtown

The Hyatt Place in Downtown Florence is located at 100 East Evans Street and offers a total of 103 rooms. The hotel is pet-friendly and also offers an on-site restaurant and bar and outdoor pool. Small to medium size meeting rooms are available for booking and guests can enjoy the 2nd floor outdoor terrace that overlooks Downtown.

<https://www.hyatt.com/en-US/hotel/south-carolina/hyatt-place-florence-downtown/flozf/offers>

Transportation

Thanks to funding from several local and federal organizations and businesses, the Pee Dee Regional Transportation Authority is able to offer a free shuttle service for residents and visitors for stops

in Downtown Florence. There are also shuttles out to other popular Florence destinations for a base fare of \$1.50 per ride. Discount passes are available.

PDRTA's Free Downtown Shuttle

The free PDRTA Downtown Florence Shuttle runs from Monday to Friday from 9:00am to 5:00pm. Shuttle operation occurs every 30 minutes between 9:00am to 11:00am, every 15 minutes between 11:00am to 3:00pm, and back to every 30 minutes between 3:00pm to 5:00pm. The shuttle goes North to Darlington Street, West to Warley Street, South to National Cemetery Road, and East to William H. Johnson Street.

<https://pdrta.org/>





Get Involved

In addition to high impact street festivals, Florence Downtown Development also hosts an array of promotional events with the goal of driving traffic through your doors.

To take full advantage of these programs and services, we encourage you to participate in unique and creative ways that show off the best of your business. We are happy to offer assistance with activations.

Downtown's Signature Events

Downtown Florence is home to many award-winning street festivals, outdoor concerts, family events, and more. FDDC currently produces six signature events during the ten-month event season including Pee Dee favorites such as the SC Pecan Music and Food Festival and Florence After 5.

The event season kicks off in March and runs until December.

A full event schedule can be found online at florencedowntown.com/downtown-events.





Downtown Florence is home to several of Florence's premiere cultural institutions as well as other facilities that annually attract thousands of visitors both locally and from the surrounding areas.

[City Center Farmers' Market](#)

A year-round market open on Tuesday evenings and Saturday mornings that features Carolina-grown & Carolina-made products.

[FMU Performing Arts Center](#)

An approximately 68,000 square foot facility that provides state-of-the-art performance and educational venues. The FMU PAC is located at 201 S. Dargan Street.

[Drs. Bruce & Lee Foundation Library](#)

Part of the Florence County Public Library system, the Florence branch of the system offers books, reference services, books on tape, audio tapes, printing and Internet access, and more services for free. Located at 509 S. Dargan Street.

[Florence County Museum](#)

Through a dynamic range of exhibitions, studios, lectures, and family programming, the FCM provides an engaging educational experience to visitors of all ages. The FCM is located at 111 W. Cheves Street and also has an event rental space.

[Andrew H. Griffin Plaza Splash Pad](#)

Part of the Griffin Plaza space, the splash pad is an interactive water feature designed for children 12 & younger. Located at 146 S Dargan St.

[Florence Little Theatre](#)

Originally started by a local group called the Community Players in 1923, the Florence Little Theatre currently offers a regular schedule of six Broadway-type shows, youth productions, workshops, and more. Located at 417 S. Dargan Street.



Downtown visitors and businesses alike can enjoy several public spaces located throughout the Downtown area. Along with providing ease of access to streets and parking lots, these spaces also feature public seating areas and public art displays. The spaces listed below are available to rent, find more information and rental application by following the link or scanning the QR code.

<https://www.florencedowntown.com/hosting-event-downtown/plaza-rental-information>

[The Breezeway on Evans](#)

Located at 160 West Evans, the Breezeway has ample bench seating and is a favorite photography spot for locals..

[James Allen Plaza](#)

Located at 109 South Dargan, the James Allen Plaza is a small public space suitable for a variety of small gathering.

[Griffin Plaza](#)

Located at 146 S Dargan St and home to the Florence Splash pad, the Griffin Plaza is available for rental during the off season.



STAY CONNECTED



www.florencedowntown.com



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