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Downtown Florence Wins Two Main Street South Carolina Inspiration Awards in 2021

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FLORENCE, SC – The City of Florence and Florence Downtown Development Corp. (FDDC) have won two 2021 Inspiration Awards from Main Street South Carolina, which recognize members' achievements and success in downtown revitalization work.

FDDC was presented the 2021 Main Street Inspiration Award for Outstanding 2020 Promotion for its work on the Downtown Holiday Gift Guide, a digital shopping catalog that connected shoppers with holiday gift ideas from locally owned downtown business owners. The guide, which reached thousands of shoppers during the holiday season, will return in 2021.

The City of Florence and FDDC were also presented the 2021 Main Street Inspiration Award for Outstanding Business Development Program for their COVID-19 response. The Downtown Development Office quickly shifted to emergency response function during the pandemic assembling resources, identifying relief funding for small businesses, providing extensive technical services, and e-commerce training. As a result, Downtown Florence's businesses not only survived COVID-19, but the district added six new businesses as well. The City of Florence and FDDC partnered to provide qualifying micro-businesses in the district with re-opening grants to assist them with marketing and promotions once the statewide shutdowns were lifted.

"We are honored to be selected for these two awards. Our team works hard to create a downtown that is not only successful, but resilient. We will continue to produce programs and events that make Downtown Florence a premiere model for historic district revitalization," stated Development Manager, Hannah Davis.

The awards were presented at the July 12, 2021 City Council Meeting by Jenny Boulware, Main Street South Carolina Program Manager.

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About Main Street South Carolina

Since 1983 Main Street South Carolina has been helping revitalize South Carolina's historic downtowns. Its local Main Street network of more than 25 communities share both a commitment to place and to building stronger communities through asset-based economic development. Main Street SC is a technical assistance program of the Municipal Association of South Carolina. Since 1980, communities participating in the program – nationwide – have leveraged more than \$85 billion in new public and private investment, generated more than 672,000 new jobs and 150,000 new businesses, and rehabilitated more than 295,000 buildings.