



# COMMUNITY COLLABORATION ACTION PLAN

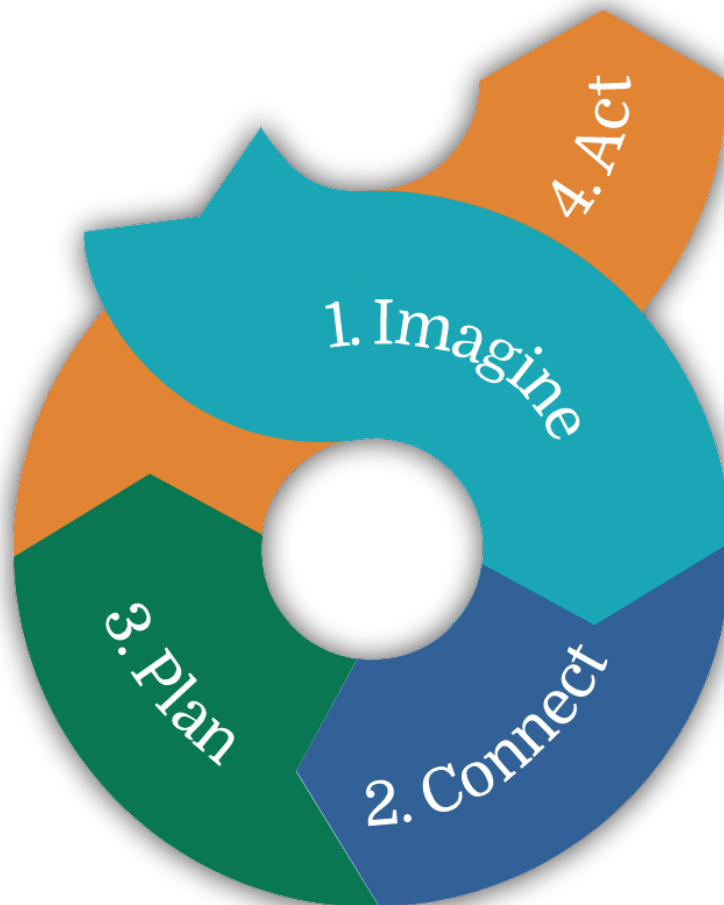
Compilation of community voices of the 29067 area based on the Community Heart & Soul Grant awarded to the Town of Kershaw by the Arras Foundation

2018 - 2020

— Community —  
**Heart & Soul**<sup>®</sup>  
*Guided by what matters most*

### Community Heart & Soul

Community Heart & Soul is a community development model comprising four timed phases to enhance resident driven decision making. Developed and field-tested for more than a decade in partnership with small cities and towns (population less than 50,000), Community Heart & Soul has evolved into a proven method for bringing communities together to chart a course forward.



## Introduction to Kershaw

Founded in 1888, Kershaw, named after General Joseph Kershaw of Civil War fame, was originally a high water mark on the Charleston, Cincinnati, and Chicago Railroad known as Welsh's Station. Encompassing the entirety of the 29067 zip code and currently home to nearly 12,000 souls, with over 2,100 inside town limits, this Palmetto State jewel over the years produced gold, textiles, granite, soybeans, corn, faith, resiliency, hope, memories, and a host of other goods, services, and high ideals. Residents often refer to Kershaw as the ideal spot because of its central location: halfway between Lancaster and Camden, halfway between Charlotte and Columbia, halfway between the beach and the mountains, even halfway between New York and Miami. Any traveler stopping midway between any of these destinations could wax nostalgic strolling down the main thoroughfare with its historic buildings whilst sipping an espresso and taking advantage of the local WiFi. It is a place preserved by time, but not lost to time as evidenced by this quote from a former fifth grader, and now current resident and mother of four, who in 1986 penned: "The people who live in Kershaw love it. They like living in a small town and the advantages that come with it. Everyone is friendly and knows everyone else." It is a town with a lot of heart and a heap of soul.

**Welcome to Kershaw!**



PLAY THE LONG GAME

FOCUS ON WHAT MATTERS MOST

INVOLVE EVERYONE

## Kershaw Heart & Soul

Kershaw Heart & Soul's journey started in 2017 when the Town of Kershaw, in consultation with local community organizations, submitted an initial application for consideration by Community Heart & Soul (formerly the Orton Family Foundation) of Shelburne, Vermont and the Arras Foundation (formerly the J. Marion Sims Foundation) of Lancaster, South Carolina. The original Heart & Soul Kershaw team was formed to shepherd the community through the Heart & Soul process. When work began, it became apparent the heart of Kershaw was hurting because the arteries of communication were clogged. The sense of community was not pumping at maximum efficiency. The first step was to open those communication arteries.



The Town of Kershaw website was revamped and a social media presence created for the distribution of community information. Strategic partnerships were formed with hometown and regional media outlets. Rebuilding trust with the community was the first objective. The Heart & Soul team collaborated with local organizations and churches to provide resourceful, family-friendly events which demonstrated a renewed spirit of community to all involved. A terrific example was the Community Easter Egg Hunt in 2019 where over 25 churches, organizations, and businesses came together for a single event that consisted of food, games, and a massive egg hunt. Prior to Heart and Soul, faith and community groups tended to hold their own individual Easter activities. With the spirit of Heart and Soul, collaboration was possible, with all groups uniting efforts to hold one Community Easter Egg Hunt. The event trended so much it caught the attention of Rock Hill-based CN2 News who broadcast a feature story about the 10,000 hidden eggs.



From October 2018 through September 2019, the team went into the community to get the thoughts of residents regarding the good, the bad, and the ugly of 29067. The process involved several styles of story gathering including, but not limited to, handing out surveys at local events, holding special events to promote grassroots conversations, gathering individual stories from passersby, popping into churches, showing up in classrooms, and keeping the chatter alive. More than 1300 surveys were completed and over 200 stories gathered from the 29067 zip code over the course of the year.



Utilizing the information gleaned from the surveys and stories, the team developed seven Kershaw Heart & Soul Statements expressing the values the community voiced through the collective and respective stories and surveys. The compiled statements were reshared with the community providing a final opportunity to offer additional input. If the community deemed a statement actionable, they then offered suggestions for action related to the statement(s) in question. Suggestions were enumerated and assigned to the themes based on relevance to a particular Heart and Soul Statement. The completed process resulted in the Collaborative Community Action Plan (CCAP). Moving forward, the



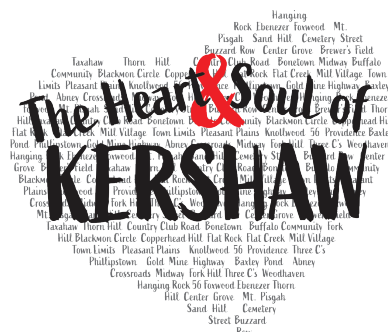
appointed Heart & Soul Stewardship team will steer the CCAP - monitoring the implementation progress in conjunction with local leadership, assisting with resources, and/or seeking grants to fund proposed projects. Relationships and partnerships will be a key component of stewardship. Our stewardship will be the fulfillment of what matters most to Kershaw, based on input from the community in its entirety.

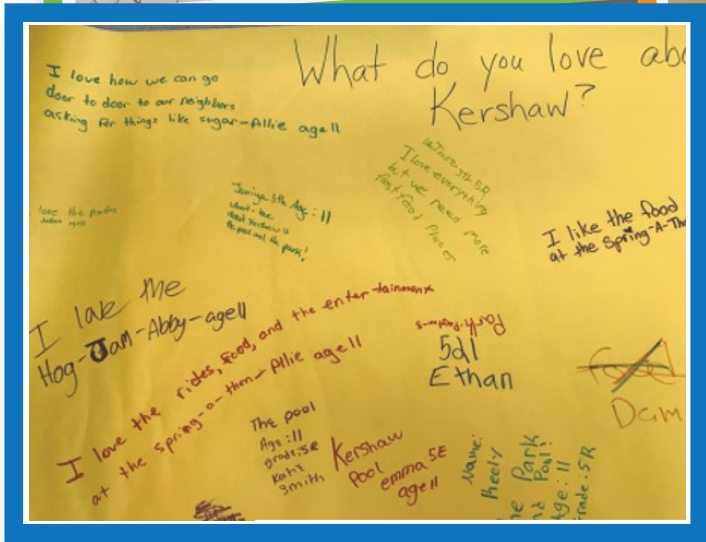
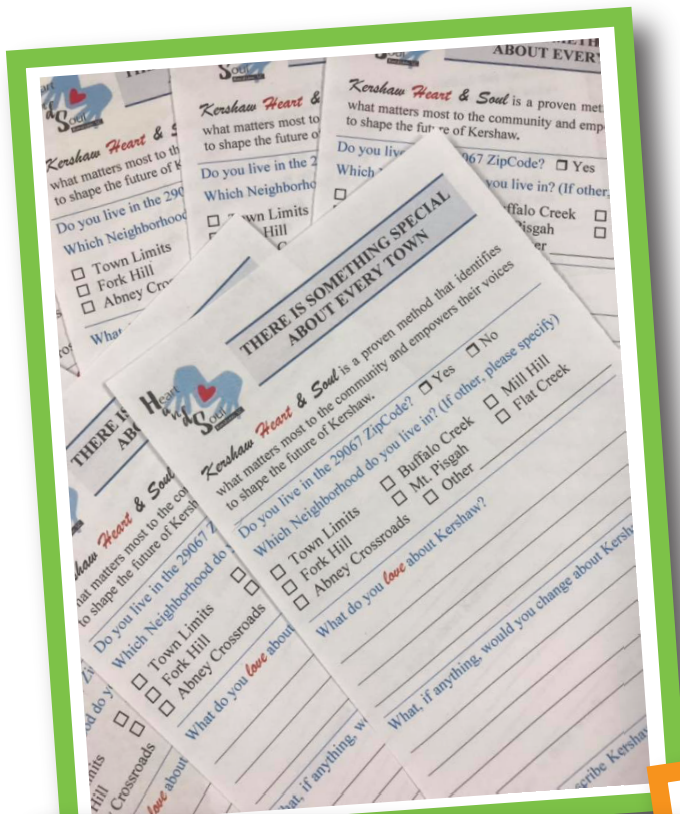
The end goal is to empower, through collaboration among all stakeholders, the voice of the community in the decision-making for Kershaw.

The team took two years to develop what unfolded here; however, the Action Plan is a living document, growing and expanding as the Kershaw community grows and expands. Heart & Soul is an ongoing effort and new ideas and insights are welcomed and encouraged.

Special thanks to the Town of Kershaw, the Arras Foundation, and the Heart & Soul team for the hard work and dedication over the last two years.

Collaborating agencies (not limited to): Kershaw Community Park Council (KCPC), Mt. Calvary Outreach Center, Kershaw Area Resource Exchange (KARE), The Lions Club, NAACP, local churches, Kershaw Elementary School, Andrew Jackson Middle School, Andrew Jackson High School, The Kershaw News Era, The Lancaster News, Oceana Gold, and the Kershaw Chamber of Commerce

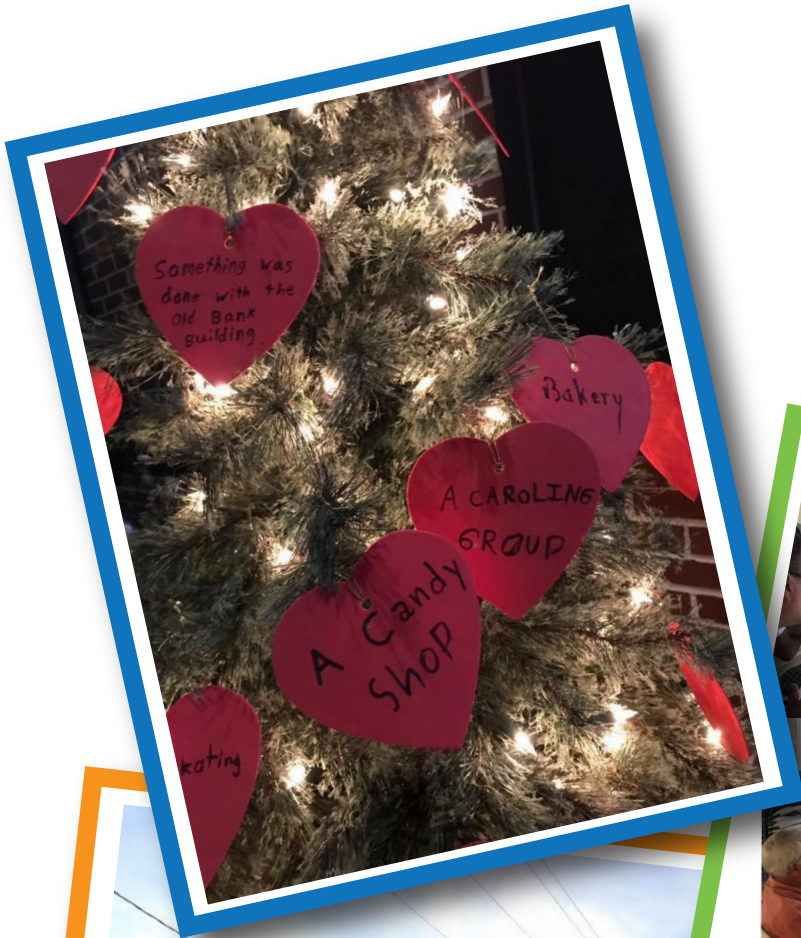




# MOMENTS CAPTURED

Clockwise from top left: Example of surveys handed out to public; Committee member Ernie Green reading to children at Christmas on Main; Presentation of the grant funds from Arras Foundation to initiate Heart & Soul process; Sit a Spell story gathering demonstration with committee members Alan Sims and Dennis Miller; "What Do You Love About Kershaw" poster from Kershaw Elementary School





Clockwise from top left: "What's Your Wish for Kershaw" tree at Christmas on Main; original Kershaw Heart and Soul logo; Team Training; Bottom Two images are from Cleveland Street Trunk or Treat

# Heart & Soul Statement #1

## SMALL TOWN FEEL

Kershaw treasures a close-knit, diverse, caring, and safe community, in which we enjoy the simplicity and peacefulness of living in a small town.

### SMALL TOWN FEEL ACTION IDEA #1

Getting to know the community when you don't know the community

♥ Create a welcome packet for distribution with application for water service at Town Hall. It should include useful information for new residents including, but not limited to, emergency contacts, utility services, local businesses, restaurants, area churches, non-profit organizations, support group meetings, recreational facilities, historical sites, and volunteer opportunities. And, it would include local volunteer opportunities that could help newcomers get involved in community life.

♥ Also provide the above information on [www.townofkershawsc.gov](http://www.townofkershawsc.gov)



### SMALL TOWN FEEL ACTION IDEA #2

Working with law enforcement and one another to keep the community safe

♥ Start a Neighborhood Watch

♥ Have a community National Night Out (1st Tuesday in August)

♥ Make information available on the drug and rehabilitation programs and support groups that meet in the community.

♥ Security Cameras at Stevens Park





# Heart & Soul Statement #2

## FAITH-COMMUNITY HARMONY

Our community values the faith heritage and community involvement where we serve and love our neighbors through various ministries and organizations in Kershaw.

### FAITH-COMMUNITY HARMONY ACTION IDEA #1

Churches working with churches

- ♥ Unity Service; Visiting Team; Kershaw Baptist Association; Moriah Association; Kershaw ministerial group
- ♥ Gospel Singing Event
- ♥ Combining church events (i.e., Easter Service, Easter Egg Hunt, Christmas Eve Service, etc.)
- ♥ Joint efforts to maximize Kingdom work



### FAITH-COMMUNITY HARMONY ACTION IDEA #2

Volunteering in 29067

- ♥ Utilize [www.townofkershawsc.gov](http://www.townofkershawsc.gov) to promote volunteer opportunities
- ♥ Create a local talent bank where residents can register their skills and knowledge for possible sharing through volunteerism
- ♥ Encourage local non-profits (KARE, Youth Serve, Mt. Calvary Outreach Center, NAACP, etc.) to post volunteer opportunities on Volunteer.com and advertise across social media platforms.

# Heart & Soul Statement #3

## EDUCATION

Our community values quality local schools and other educational outlets where academics, fine arts, and athletic traditions encourage achievement.

### EDUCATION ACTION IDEA #1

Know what's happening in the schools

- ♥ Identify contacts within each school for events and performances which could be communicated to local newspapers and social media
- ♥ Utilize LearnTV
- ♥ Promote school happenings on [www.townofkershawsc.gov](http://www.townofkershawsc.gov)
- ♥ Engage local businesses who support local schools
- ♥ Meet entry deadlines to ensure events receive timely coverage in local news publications
- ♥ Consolidation of area Back to School Bash events to maximize impact



### EDUCATION ACTION IDEA #2

Hitting the local arts scene

- ♥ Partner with Lancaster County Council of the Arts
- ♥ Art exhibitions in local businesses or public spaces
- ♥ Canvas boards in public spaces which provide media for rotating and temporary artwork
- ♥ Participation in Arts Focus School steering committee

### EDUCATION ACTION IDEA #3

Learning at all levels

- ♥ Cooperate with educational and vocational outlets - local learning institutions, contractors, professionals - to provide lifelong learning opportunities for the community, including vocational learning opportunities to transform our community into a skilled workforce

# Heart & Soul Statement #4

## ENVIRONMENT

We treasure our local parks and green spaces that connect us to Kershaw's natural beauty and resources while fostering health and well-being.

### ENVIRONMENT ACTION IDEA #1

Enjoying the scenic hiking trails

- ♥ Reestablish the downtown walking routes
- ♥ Expansion of Stevens Park walking trails
- ♥ Establish Kershaw Golf Course cart paths for early morning/late evening walking
- ♥ Connect Kershaw to the Carolina Thread Trail
- ♥ Construct walking trail around Richards Park
- ♥ Promotional campaign for walking trails in Kershaw
- ♥ Determine feasibility of walking trail around Kershaw tennis courts



### ENVIRONMENT ACTION IDEA #2

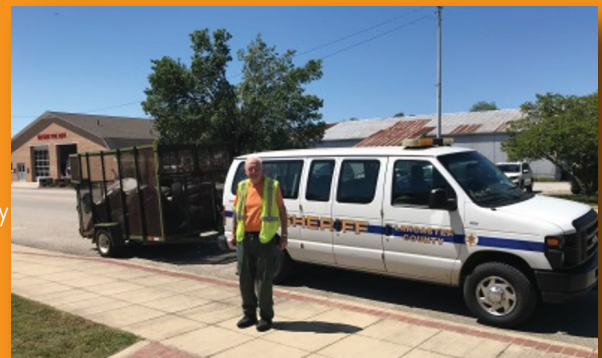
Development of bike and skateboard lanes and trails

- ♥ Continue with site survey of town walkability with SCDOT
- ♥ Create bike lanes in and around town

### ENVIRONMENT ACTION IDEA #3

Keeping Kershaw clean and pristine

- ♥ Regular Community Cleanup in conjunction with Earth Day
- ♥ Partner with Palmetto Pride in Columbia and Adopt a Highway Program
- ♥ Regular cleanup based on neighborhood initiatives
- ♥ Involvement of church youth groups/Cub Scouts/Youth Serve/academic and civic groups requiring community service hours



# Heart & Soul Statement #5

## LOCAL BUSINESSES

We value our downtown and local small businesses who support the community and provide convenient access to necessities and services.

### LOCAL BUSINESS ACTION IDEA #1

Shop Kershaw

- ♥ Promote Kershaw Chamber of Commerce "Shop Local" initiative
- ♥ Strengthen relationship between local government and business
- ♥ Establish connection with Lancaster County Chamber of Commerce



### LOCAL BUSINESS ACTION IDEA #2

Entrepreneurial opportunity: food delivery service

- ♥ Feasibility of business ventures comparable to GrubHub or DoorDash.

### LOCAL BUSINESS ACTION IDEA #3

Pop-up business space

- ♥ Inquire if building or property owners are willing to lease temporary space.
- ♥ Research Better Block and other national models for pop-up business best practices
- ♥ Expand opportunities for vendors during annual events



## DEVELOPMENT

Our community values investments by individuals, non-profits, businesses, and foundations that create opportunity for future economic development and promote access to affordable housing and quality of life for all people.

### DEVELOPMENT ACTION IDEA #1

Fixing the roads



- ♥ Engage SCDOT, Lancaster County Transportation Committee, and the Town of Kershaw to ensure all angles for the potential improvement of area roads are covered
- ♥ Determine process for citizens making recommendations to repair specific roads
- ♥ Begin conversations for future streetscapes. Removal of Hampton Street medians feasibility.
- ♥ Enforcement of noise ordinances

### DEVELOPMENT ACTION IDEA #2

Safe walking passage from Foxwood Apartment Complex to downtown

- ♥ Complete feasibility studies to determine parameters of project
- ♥ Partner with SCDOT and Town of Kershaw
- ♥ Consider a public safety campaign to educate residents about safe walking



### DEVELOPMENT ACTION IDEA #3

Improvement of derelict structures or removal of uninhabitable buildings

- ♥ Ensure compliance with local ordinances
- ♥ Provide incentives for building owners to maintain and upkeep property

### DEVELOPMENT ACTION IDEA #4

Show me the money

- ♥ Explore tax incentive opportunities with Lancaster County and the Town of Kershaw
- ♥ Promote benefits to developing in a rural area - little traffic, lower property taxes, opportunity for a large community impact

# Heart & Soul Statement #7

## CULTURE

We value Kershaw's history and cultural diversity through festivals, events, programs and places that create community connections for all ages, as we acknowledge our past and celebrate our present, for future generations.

### CULTURE ACTION IDEA #1

Get the kids involved

- ♥ Engage the Americorps Program
- ♥ Involvement of youth in local missions and service projects (connections with area youth pastors and Youth Serve, etc.)
- ♥ Involve area youth in the planning of festivals and local events
- ♥ See Action Idea #1 under Education



### CULTURE ACTION IDEA #2

Remember our roots while looking toward the future

- ♥ Program Black History Awareness events and projects
- ♥ Continue Movie Nights in the Park
- ♥ Encourage concerts for or featuring local teens
- ♥ Walking tour of Kershaw - perhaps in a scavenger hunt format featuring markers reflecting items of cultural or historical significance similar to the mouse hunt in downtown Greenville



# Successes

Kershaw Heart & Soul is proud to announce several projects or initiatives already completed or currently underway reflecting the values of the Heart & Soul Statements. Here are a few:

## Coffee Shop and Bakery

Creighton's Creamery started with a food truck, expanded to a small store front, and recently upgraded to their current home on Hampton Street. In addition to the fabulous homemade ice cream, they are distributing locally ground coffee roasted in Fort Lawn (our sister Heart & Soul community!) and bakery goods from a local baker.

## SC First Steps Program

Currently under construction, this state-of-the-art facility is scheduled to open Fall 2021. It is a two-fold victory in the service it is providing the community for early childhood education and in the restoration of an iconic landmark which dominates the downtown streetscape. In addition, the second floor will be renovated to include offices for community organizations and a public computer lab. It is located next to the new Kershaw Public Library, and contributes to the "education corridor" in the heart of Downtown.

## Local Schools

Continued engagement with local schools to encourage youth involved in the community is a constant refrain for the Heart & Soul team and our fellow collaborators. Kershaw Elementary students completed their 2018-19 school year with a Heart and Soul theme, sharing their hopes and dreams for Kershaw. Interest exists to continue student engagement with Heart and Soul during stewardship.

## Sports Complex

Lancaster County and the Lancaster Recreation Advisory Council unveiled plans for a new sports complex in the Heath Springs area.

## New Library

Lancaster County purchased the vacant Wells Fargo Building to relocate the branch library in the heart of downtown Kershaw.

## Community Easter Egg Hunt

This brought over 25 churches, non-profits, and businesses together for a community event highlighted by the donation of more than 10,000 Easter Eggs. It demonstrated the unity of the community in a very specific setting. Future collaboration pending the lifting of COVID restrictions.

## WiFi Hotspots

The Town of Kershaw is currently working on establishing several free WiFi hotspots in the community.

## Communication

Through improved social media and web presence, communication of events, news, and alerts has become much more efficient. Relationships with local media have also been established and strengthened. Additionally, Heart & Soul is consistently granted the floor to discuss relevant matters at monthly town council meetings.

## Stevens Park trails improvement & Marion Boan Center renovations

The Kershaw Community Park Council (KCPC), the Arras Foundation, the Lancaster County Council on Aging, and the Town of Kershaw collaborate to improve and expand the walking trails connecting the features of Stevens Park. The new trails will be more accessible to individuals with limited mobility. Additionally, renovations are underway in the Marion Boan Center with a similar aim toward greater accessibility to the facilities.

## Consultant Hired

Hiring of a consultant to handle zoning challenges, community engagement, and act as a liaison between the Town of Kershaw and other local entities, including, but not limited to the Heart & Soul Stewardship team. The joint collaboration among the Town of Kershaw, the Arras Foundation, and the custodians of the Heart & Soul CCAP is vital to the long-term success and implementation of the plan as outlined above.

