



Day-of Show Info

FREE ADMISSION

TICKETS NOT SOLD

PARKING LOTS 4 PM

GATES 5:30 PM

SHOW 6 PM

**Permitted Items:
chairs, diaper bags**

**Prohibited Items:
outside food and
beverages, firearms,
tents**

Headliner:
Smash Mouth

Opener:
GYTH RIGDON



FREE ADMISSION
6/30 6 p.m.



**Smash Mouth
Ride On
TOUR 2024**

**WALKIN' ON
THE SUN**



ALL-STAR

OVER 1 BILLION STREAMS

Smash Mouth

CITY WEBSITE LEVELS UP IN PROJECT WITH LOCAL MARKETING



Ask just about anyone in Simpsonville City Hall or any department what they think about the City of Simpsonville website simpsonville.com, and they will tell you it is less than optimal.

“That’s putting it kindly,” Simpsonville Community Relations Specialist Justin Campbell said. “I can say that because I’m basically responsible for the upkeep and maintenance for the website. We can do better.”

And do better the City plans. The City inked a contract for the new fiscal year with Greenville-based digital marketing agency Ghost Marketing to create a brand new website under the same url.

Campbell said the City has three objectives in creating a new website.

“The most common complaint that we hear is the website is not user-friendly for either members of the public or staff, so our first objective is to ensure the new product provides a smooth user experience,” Campbell said. “Improving navigability, accessibility and intuitiveness will achieve that objective.”

By his unnecessarily fancy words, Campbell means the new website will be easier to move through, in reach for digital newbies and digital experts and predictable and natural in its operation.

“A new user to a website should not need instructions or a tutorial to benefit from the website,” Campbell said.

Another challenge posed by the website is its limited capabilities. The current website lacks certain features that any organization, including a municipality, needs. In fact the lack of a specific capability was the inception of the project.

“Mayor (Paul) Shewmaker wanted the City

to have a 30- to 60-second video to promote the City, basically an ad celebrating Simpsonville,” Campbell recalled. “We had the video produced and shared it on social media, but what the Mayor really wanted was to feature the video on the homepage of simpsonville.com, and with the current website provider, there’s no way of doing that.”

The Mayor was actually inspired by a looped video featured on the homepage of simpsonvilleartscenter.com. In fall 2022 Campbell and former Simpsonville Arts Center Manager Melissa Sturgis worked with Ghost to create a new website for the Arts Center after its events and programming had gotten off the ground following its opening in the spring.

Fast forward to first reading of the Fiscal Year 2024-2025 budget at the May City Council business meeting. When funding for a digital software tool was ended, the City’s website entered into the discussion. Councilwoman and Mayor Pro tempore Sherry Roche (IV) said that she would like simpsonville.com to have the capabilities for keeping the public updated on future projects like the downtown improvements and traffic realignment.

“(The website) seems like the logical place where we should be driving the citizens and taxpayers to know what’s going on,” Roche said. “Maybe that’s something to think about and redirect some funds.”

Little did Roche know that Ghost Marketing had provided Campbell and City Administrator Dianna Gracely a proposal “to completely overhaul the website,” Gracely explained, just weeks prior to the budget meeting. Gracely said the current site provides information but is “very stagnant, not

very interesting,” prompting discussion.

“We were going to just kick the can down the road a little longer, but this seems like a really good trade off because we’re required to have a balanced budget, meaning the expenditures have to meet the revenues, so I would have to find somewhere to put that money anyway,” Gracely said.

Several Council members made a second to Roche’s motion to redirect funding to overhauling the City’s website with a unanimous vote to approve the motion.

Campbell was shocked to say the least.

“I expected Council would end funding for the online engagement tool, which I had no qualms with, but I never would’ve thought a website revamp would make it into Fiscal Year 2024-2025,” Campbell said. “Council’s enthusiastic support of reallocating funds for the website means the City’s presence online will be more impactful.”

Council approved the final budget for Fiscal Year 2024-2025 at the June business meeting in a vote of 4-2. Once uploaded to simpsonville.com, all budgets can be found at simpsonville.com/finance.



Ghost Marketing, which previously built a new website for the Simpsonville Arts Center, will be constructing a new simpsonville.com.



Senior coordinators Jamie Ponder and Michelle Gonzalez work in the Administration office of the Activity & Senior Center, making them experts in the most frequently asked questions by seniors.

FREQUENTLY ASKED QUESTIONS FOR THE SENIOR & ACTIVITY CENTER

Q. What is the cost for joining the Activity & Senior Center (Center)?

A. There are no cost or fees to join the Center. The only fees that members of the public would have to pay are for trips and food events listed on the Center Calendar.

NO FEES TO JOIN

Q. What is required to join the Center?

A. The only requirement by Parks & Rec for joining the Center is submission of an emergency contact form, which staff in the first floor office can provide.

Q. What age do you have to be to join the Center?

A. The minimum age for joining the Center is 50.

**NO MEMBERSHIP
REQUIRED**

Q. What are the hours for the Center?

A. The hours for the Center are on Monday-Friday at 8 a.m. - 4:30 p.m.

Q. Do you serve meals daily?

A. The Center does not serve meals daily.

**ACTIVITIES AVAILABLE
TO 50 YEARS+**

Q. Does the Center, Parks & Rec, or City provide transportation to the Center?

A. Transportation to the Center is not provided by the Center, Parks & Rec, or City. Members of the public must provide their own means of transportation to the Center.

Q. Does the Center, Parks & Rec, or City provide transportation on trips or outings?

A. The Center provides its own buses or other charter buses for day-trips and longer trips, respectively to members of the public who have paid the required trip fees.

HEDGE STREET GETS MORE SIDEWALK *Crisp Street to connect to Fernwood Road*

In the spring the Simpsonville Public Works Department began construction on additional sidewalk for Hedge Street. Once completed the sidewalk will extend from Crisp Street to Fernwood Road with a section on Fernwood that will finish the connection to South East Main Street. Partially funded by a developer who could not meet the requirements of installing sidewalk on a commercial section of Fairview Road, the Hedge Street sidewalk will measure a total of 950 feet. While City Engineer Terry Bragg designed the sidewalk, the Simpsonville Public Works Streets Division is installing the structure.

“One of our departmental goals is to have the ability to do these types

of projects in-house,” Public Works Director Andy West said. “In order to accomplish this goal, it requires us to have capable staff with the knowledge required to achieve this objective, and these guys are good.”

At the beginning of the project, crews installed catch basins along Hedge Street to help with drainage. As of early June, crews are installing the curb and plan to start pouring the actual sidewalk by the end of June.

The Hedge Street sidewalk project is the first project of its kind to be done in-house by Public Works crews since 2015.

“I am extremely pleased with how well the Public Works



Crew member Eyder Ruiz helps Street Supervisor Chris Smith finish the curbs for additional sidewalk on Hedge Street in June. guys step up and meet challenges head on,” West said.



The Hedge Street sidewalk project is the first in-house project of its kind done by Public Works crews since 2015.



Once completed, the additional sidewalk on Hedge Street will extend from Crisp Street to Fernwood Road with a section on Fernwood that will finish the connection to South East Main Street.

HAROLD NICHOLS APPOINTED FIRE CHIEF BY COUNCIL

20-year veteran of Fire Department, assistant fire chief promoted to leader of fire crews

Former Assistant Fire Chief Harold Nichols was promoted to Fire Chief of the Simpsonville Fire Department by unanimous vote of Simpsonville City Council at a business meeting on May 14. A 20-year veteran of the Simpsonville Fire Department, Fire Chief Nichols sat for a Q&A after his appointment:

Q: What's your background?

A: I grew up in Pelzer, S.C. and graduated from Palmetto High School in 1991. After high school I attended Tri-County Technical College where I studied Electronics Engineering Technology. I earned an Associate's of Applied Science degree in Fire Science Technology from Greenville Technical College in 2015. Following Greenville Technical College, I earned a Bachelor's of Science degree from Columbia Southern University in 2019.

Q: What has your journey with the Simpsonville Fire Department been like?

A: I have been in the fire service since 1994 and began my career as a volunteer with the Williamston Fire Department, of which I became assistant chief. My employment with the Simpsonville Fire Department began in 2004 when I started as a firefighter before being promoted to engineer in 2005. In 2007 I was promoted to lieutenant, which entailed the responsibilities of shift training officer, radio maintenance and dispatch liaison. I was selected to serve as battalion chief of B-shift in 2014, and in 2017 I was promoted to assis-

tant chief. On May 14, 2024, City Council voted to appoint me to the fire chief position.

Q: What did it feel like being appointed the new fire chief?

A: Being appointed fire chief has been a very humbling experience. Taking on new challenges and continuing to lead the department into the future is very exciting. The fire service is very dynamic and ever-changing; we must stay progressive in our training, education and skills to provide the best service possible for our community. Thankfully we have a great group of dedicated and loyal firefighters who are always willing to meet these new challenges head-on. It is an exciting time for the Department and me.

Q: What are your goals and plans for the Simpsonville Fire Department moving forward?

A: The Simpsonville Fire Department aims to provide the best possible service to the citizens we protect. We must take care of our personnel and provide them with the tools necessary to be successful at the dangerous jobs that they do. One of those goals is to complete the heavy rescue truck that is already on order. This truck will be outfitted and equipped to meet the needs of many different rescue situations. We will also provide the most up-to-date training in firefighting, emergency medical



Newly-appointed Fire Chief Harold Nichols has served the Simpsonville Fire Department since 2004

services and rescue techniques to keep up with new technologies and equipment. Over time, increasing staff and constructing a training facility would benefit our crews' safety and efficiency.

Q: What's your family life like?

A: After growing up in Pelzer, I moved to Williamson when I married my wife Julia in 1994, and we have been blessed with two children. Julia is a volunteer firefighter and has worked in EMS as a paramedic and was an ER nurse for several years before taking her current position as Director of Nursing for Patriot Hospice. Our son Steven is 23 years old and works as a firefighter for the City of Anderson, while our 19-year-old daughter Holly Sue is a college student studying graphic design. We attend Big Creek Baptist Church, where I serve as a deacon. We all enjoy the outdoors, and bass fishing is my favorite pastime.

WHAT'S GOING ON AT THE ARTS CENTER



Greenville Senior Action Band

June 28 at 2:00 pm
Simpsonville Art Center

Playing a varied program, including marches, big band, Broadway, classic, contemporary, and Sacred music.



"DREAMSCAPES" ART EXHIBIT
BY REBECCA LEIDY SPLAWN
JUNE 18 - JULY 17



BOB'S SUNSET BEACH ART CLASS
BY BETSY CARPENTER
JUNE 29



Acting Up Theatre Company Presents

Acting Up Theatre Camp 2024

Fables and Fairy Tales

at the Simpsonville Arts Center
July 15 - 19
9:00 a.m. - 12:00 p.m.
For students in grades 1 - 8

\$150 per student (Cost includes camp materials, t-shirt, and \$50 non-refundable registration fee)

- Acting Games and Activities
- Improvisation
- Costumes and Makeup
- Sets, props, and staging
- Choreography
- Showcase production on Friday

Sign up

www.facebook.com/actinguptheatrecamp
 Contact Sandy Young at:
actinguptheatredrama@gmail.com

ACTING UP CHILDREN'S THEATRE

SIMPSONVILLE ARTS CENTER
 110 ACADEMY STREET
 SIMPSONVILLE, SC 29681

KRUGER BROTHERS

JULY 13 | 7:30-9 p.m.
krugerbros.com/tour