



Date: August 2, 2022  
To: City of Hartsville  
From: Matthew Winburn, Main Street Manager



Re: **Monthly Status Report for August**

## **Status Report & Updates**

### *August Calendar*

August 13<sup>th</sup>: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue  
August 19<sup>th</sup>: Welcomed Coker University students to Downtown Hartsville for Coker University Day  
August 19<sup>th</sup>: Downtown Block Party rescheduled for September 30<sup>th</sup> due to rain  
August 24<sup>th</sup>: Main Street SC Quarter 3 Training in Laurens, attended by Main Street Manager, Matt Winburn and Director of Tourism and Communications, Michelle Byers Brown

### *September Calendar*

September 10<sup>th</sup>: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue  
September 16<sup>th</sup>: Downtown Block Party | Flashback Party Band | Sponsored by Sonoco | 6 p.m.- 9 p.m. | E College Ave  
September 27<sup>th</sup>: Main Street Hartsville Reception | 5 p.m. - 6 p.m. | Mantissa Row Pocket Park  
September 30<sup>th</sup>: Downtown Block Party | Terence Lonon and the Untouchables | Sponsored by Duke Energy | 6 p.m.- 9 p.m. | E College Ave

## **Current Social Media Stats:**



Facebook: 6,642 Followers  
Instagram: 1,882 Followers  
MailChimp: 1,032 Subscribers

## **New businesses opening soon:**

The Bleu Daisy- Opened!  
Doc's Humidor, Cigar, Wine and Jazz Lounge- Not yet opened

## **August Projects/Events Update:**

New Main Street Manager, Matt Winburn, spent the month “learning the ropes” of the Main Street Program. Matt was able to network with his fellow Main Street peers at a training session in Laurens, and has brought back valuable information that he hopes to implement in Downtown Hartsville. Locally, Matt has spent time connecting with his departmental team, as well as city leadership, to learn the past programming of Main Street Hartsville, its history, and how we as a city can continue the forward momentum of this program. Most importantly, Matt has spent valuable face-to-face time with our downtown business owners and visitors, working to build bridges and strengthen relationships with our Downtown Community.

**Farmers Market and Downtown Block Parties:**

August was another busy month as Main Street Hartsville hosted the Hartsville Farmers Market with August’s Farmers Market being a hit! We hosted over 40 vendors and farmers. The August Downtown Block Party was unfortunately canceled due to rain, and was rescheduled to September 30<sup>th</sup>. We are fortunate to have Terence Lonon and the Untouchables as the entertainment for this event, sponsored by Duke Energy.

After moving our Block Parties to Friday nights instead of Thursday night’s we have seen an increase of attendees. We hope to do bigger and better this year to increase our overall attendance rate to over 40%. Block Parties will be held on East College Avenue from May – June and August – September on the third Friday from 6-9 p.m.

Date	Band	Sponsor
September 16 <sup>th</sup>	Flashback Party Band	Sonoco
September 30 <sup>th</sup>	Terence Lonon and the Untouchables	Duke Energy
October 21 <sup>st</sup>	The Queen’s Court	Carolina Pines Regional Medical Center

**Façade and Vibrancy Grants:**

On a Friday of each month, Main Street Hartsville will feature one business who has received a Façade or Vibrancy Grant. Sponsored by the Byerly Foundation and the Hartsville Parking, Beautification & Business Improvement Commission, these programs provide funding to be used by downtown businesses for replacement of exterior signage or awnings, repainting building exteriors, outdoor dining, and other projects. These grants fund 60/40 (Main Street Hartsville reimbursing 60%) of the project with a maximum reimbursement of \$1,000. **In August, Main Street Hartsville rewarded Hair on Carolina a Façade Grant!**

**Sponsorships:**

After sending out our sponsorship information for our 2022 events season in March we have already received positive responses back from companies looking to support the Main Street Hartsville mission. We are proud to announce we are fully sponsored for our Farmers Market and Block Party events. We are looking forward to watching Downtown Hartsville come alive with more events soon!

We have also begun receiving sponsorships for our upcoming Halloween event, *Treats on the Streets*, October 27<sup>th</sup>, from 5pm-7pm. We will soon be soliciting sponsors for our Holiday events in mid-September.

## Continuing Projects:

Implementing a new Downtown software, *Maestro*, that is used by Main Streets all across the country to track successes, inventory, and so much more.

Working with the Business Navigator on new marketing material for façade/vibrancy grants, as well as a new ARB-approved “style” guide.

Reviewing and adjusting Communications strategies.

Preparing for upcoming holiday events.

Processing Main Street Hartsville Gift Certificates.

Updating Main Street’s brochures, website, and social media.

Planning social media promotions and events for 2022.

Finding and educating businesses about the Façade and Vibrancy Grant Programs.

Creating a Welcome to Hartsville: New Business Guide for Hartsville, SC.

