



Date: December 2, 2020  
To: City of Hartsville  
From: Lauren Baker,  
Director of Tourism and  
Communications

Re: **Monthly Status Report for November**



### Status Report & Updates

#### *November Calendar:*

November 10<sup>th</sup>: Down South Sugar Company Expansion Ribbon Cutting  
November 14<sup>th</sup>: Hartsville Farmers Market  
November 19<sup>th</sup>: Downtown Holiday Open House and Centennial Tree Lighting

#### *December Calendar:*

December 1<sup>st</sup>: Hartsville Museum Ribbon Cutting for Claude Hart Photography Exhibit and Sonoco Legacy Exhibit  
December 3<sup>rd</sup>: December in Downtown, Late Night Shopping Event until 9 p.m.  
December 10<sup>th</sup>: December in Downtown, Late Night Shopping Event until 9 p.m.  
December 12<sup>th</sup>: Hartsville Holiday Farmers Market 9 a.m. – 1 p.m. Downtown  
December 17<sup>th</sup>: December in Downtown, Late Night Shopping Event until 9 p.m.

### Current Social Media Stats:



Facebook: 5215 Followers  
Twitter: 1344 Followers  
Instagram: 1683 Followers  
MailChimp: 951 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Kevin Lear on Main  
A Peace of Heaven  
Wild Heart Brewing  
Train/Passenger Station

## November Projects/Events Update:

November was a whirlwind month for Main Street Hartsville as it brought back events to our Downtown. While these events did provide a small sense of normalcy, it was very clear that COVID-19 was in the minds of event attendees as they masked up and social distanced from one another when possible.

**Hartsville Farmers Market:** Main Street Hartsville hosted its first “normal” Farmers Market of 2020 in which vendors were allowed to set up booths along Carolina Avenue to welcome attendees as they walked through Downtown. A total of 18 vendors participated and attendance was estimated to be around 300. Vendors were pleased with the market and thankful to be back in Downtown Hartsville.

**Downtown Holiday Open House:** A collaborative effort between the Tourism and Events Department, Main Street Hartsville, and the Hartsville for the Holidays staff committee produced a wonderful Downtown Holiday Open House for Downtown Hartsville. The year 2020 brought about change for the event, but the change seemed to be well received by attendees and merchants. The streets were closed down for this event to allow attendees to wander from business to business safely as more room was allowed for social distancing. Vendors and bright lights were placed at the ends of each street to encourage shoppers to walk the entirety of the Downtown blocks and visit each store. Terence Lonon and the Untouchables entertained guests on the Main event stage to provide a wonderful array of musical ambiance to the event. Attendees were found dancing in the street and enjoying their time downtown. Staff received glowing reviews from the public wishing that the street closure for this event could be a permanent change.



## Working on:

2021 Events Calendar with the Tourism Department to see what options we could safely offer in 2021.

Working with Downtown merchants to see how we can help promote them for the holidays. Looking towards daily videos to feature the best gift ideas Downtown.

Processing Main Street Hartsville Gift Certificates.

Updates to Main Street's brochures, website, and social media.

New Partnerships, current Partnership Renewals & Thank You's. What changes can be made to these in 2021 as businesses may not be receptive to a full price dues system.

Integrating with the Main Street America and South Carolina World. Talking to other directors, getting ideas, and familiarizing with all things Main Street.