



Date: April 7, 2021  
To: City of Hartsville  
From: Lauren Baker,  
Director of Main Street Hartsville  
Director of Tourism and Communications  
Re: **Monthly Status Report for March**

### Status Report & Updates

#### *March Calendar:*

March 3<sup>rd</sup>: Peace of Heaven Ribbon Cutting  
March 13<sup>th</sup>: YMCA 5K/10K Runs beginning Downtown

#### *April Calendar:*

April 10<sup>th</sup>: Hartsville Farmers Market  
April 12<sup>th</sup>-14<sup>th</sup>: National Main Street Conference (Virtual)  
April 16<sup>th</sup>: Hoof and Hound Outdoor Concert featuring Landslide  
April 20<sup>th</sup>-21<sup>st</sup>: Host Main Street South Carolina Storytelling Training  
April 23<sup>rd</sup>: Thomas Hart Academy Field Trip to City Hall/Downtown  
April 27<sup>th</sup>: Main Street South Carolina Quarterly Training

### Current Social Media Stats:



Facebook: 5339 Followers  
Instagram: 1726 Followers  
MailChimp: 964 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Wild Heart Brewing  
Restaurant Coming to Bizzell's Building  
Train/Passenger Station

### February Projects/Events Update:

March was quite the busy month in the Main Street Hartsville office as we prepare to kick off events in April with the Farmers Market. Sponsorship letters were sent out to businesses giving them a variety of sponsorship opportunities for the entire year. We offered a sponsorship menu that included: Block Parties, Farmers

Markets, and Downtown Holiday Open House. We hope that these letters will yield support from businesses that are ready to begin seeing events Downtown again.

Bird scooters were launched in our Downtown (and surrounding area) this month. We have enjoyed seeing the excitement that these scooters have brought to Hartsville. We are also slightly flattered at the larger cities that are calling to get our feedback on the Bird Scooter program. Merchant feedback has varied on the scooters, but we can all agree that the increased foot traffic Downtown is great to see.

The merchants that I have met with this month are definitely seeing increased traffic in their stores. The hope that vaccines have brought the community combined with warm, spring weather is bringing people out of their homes and into the community for shopping and dining. Outdoor dining seems to increase by the day. The tables and chairs provided by the Parking and Beautification Committee are certainly being put to good use this spring. We are hopeful to see more positivity buzzing Downtown!

**Hartsville Farmers Market:** The Hartsville Farmers Market will be back in April. It will be held April-December, the second Saturday of the month. In March, Lauren traveled to numerous markets in the area gathering ideas and seeing how we could improve and expand our market. April's vendor lineup seems to have a more diverse offering of products.

**Block Parties:** We will be bringing Downtown Block Parties back beginning in May. We have heard from people that Thursday nights are hard to get Downtown and enjoy the events and plan to listen to this feedback in 2021. We truly value the opinions of the public and know that their presence at events are what makes them successful for Downtown. Block Parties will be held on East College Avenue from May – June and August – September on the third Friday from 6-9 p.m.

Visit Hartsville and Neptune Island will kick off the series by sponsoring an island-themed block party to celebrate the beginning of the waterpark season. Palmetto Mortgage Group of Florence is also sponsoring another Block Party later in the year.

#### Working on:

Publicizing the 2021 Events Calendar with the Tourism Department

Recruiting sponsors for Downtown events. These events would not be possible without the help of our business community.

Hosting an April Storytelling Training for Main Street Communities with MSSC. This will bring at least 12 communities to Hartsville and most will stay overnight for the two day conference.

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.