



Date: August 8, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and Communications
Re: **Monthly Status Report for July**

Status Report & Updates

July Calendar

July 10th: Hartsville Farmers Market

July 13th: Main Street Director's Playbook Training for Effective Management Skills

July 27th: Main Street South Carolina Quarterly Training at MASC

August Calendar

August 11th: Define Wealth Management Reception 5-7 p.m.

August 12th: Define Wealth Financial Group Ribbon Cutting 12 – 2 p.m.

August 14th: Hartsville Farmers Market 9 a.m. – 1 p.m.

August 14th: National Night Out 6:30-8:30 p.m.

August 14th: Screen on the Green 8:45 p.m.

August 19th: (Tentative) The Den Nutrition Ribbon Cutting

August 20th: Downtown Block Party sponsored by Palmetto Mortgage Group



Current Social Media Stats:



Facebook: 5852 Followers

Instagram: 1759 Followers

MailChimp: 979 Subscribers

New businesses opening and Ribbon Cuttings soon:

The Bling Pig (Opening August 2021)

Train/Passenger Station

The Den Nutrition (Tentative August 19th)

Vintage Expansion

Michael Milbee Office Announcement (Ribbon Cutting 8/12 12 p.m.)

Brandon Price Insurance Agency

Choice Realty

July Projects/Events Update:

The Month of July slowed down with events, but was very busy with traffic in our Downtown thanks to some wonderful events hosted here.

The featured Downtown story in July was Crema Coffee Bar. We encourage you to visit the Main Street Hartsville social media pages to check out the story of owner Tiffany Crist and her journey to locating her coffee shop and now eatery in Downtown Hartsville. She is a wonderful asset to our community. These stories will soon be all uploaded as content on the Main Street website due to the response we have received thus far.



Hartsville Farmers Market: The July Farmers Market had higher attendance than July in years past. We had a great number of vendors, even some new faces this time around. Vendors are constantly impressed with the support that the people of Hartsville have.

Block Parties: Downtown Block Parties on Friday nights in Hartsville paused for the month of July due to it typically being a slow event month. We look forward to continuing this Friday night concert series again in August. 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
August 20th	Wet Nose Dogs	Palmetto Mortgage Group
September 17 th	RadioVibe	Atkins Law Firm

Working on:

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

Publicizing the 2021 Events Calendar with the Tourism Department

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.

Planning social media promotions for the remainder of the year.