



Date: February 2, 2022
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and Communications
Re: **Monthly Status Report for January**

Status Report & Updates

February Calendar

February 8th-9th: Main Street SC 1st Quarter Training in Sumter
February 10th: Girls Night Out Extended Shopping Hours Event

Current Social Media Stats:



Facebook: 6356 Followers
Instagram: 1812 Followers
MailChimp: 1,002 Subscribers

New businesses opening and Ribbon Cuttings soon:

Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)
Choice Realty
The Station
Hair on Carolina, LLC.
Zella Grey's

January Projects/Events Update:

January brought about a slow traffic month as it usually following a busy holiday season. Downtown merchants have used this time to get creative and offer creative and unique ideas to bring customers into Downtown. We have used this month to plan and prepare for the year as well as get our Valentine's Day promotions organized.

Main Street Hartsville has requested photos and information from merchants regarding their offerings for Valentine's Day. We will be publishing Downtown Valentine's Day gift guides during the first of February. We have also planned a Girls Night Out extended shopping event, a new feature for this year.



Working on:

Preparing for Main Street South Carolina's Review for Accreditation again this year.

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

Processing Main Street Hartsville Gift Certificates.

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

New Partnerships, current Partnership Renewals & Thank You's.

Planning social media promotions and events for 2022.

Planning for a Downtown photoshoot for updated marketing photos.