



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

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

March Calendar

March 1st: Small Business Administration: 42 Counties in 42 Days Initiative co-hosted by Main Street Hartsville
March 10th: Main Street SC Virtual Training: Itinerary Templates for Downtowns
March 23rd: Main Street SC On-Site Accreditation Review for Hartsville

Current Social Media Stats:



Facebook: 6384 Followers
Instagram: 1831 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

February Projects/Events Update:

February was full of LOVE in Downtown Hartsville. Main Street Hartsville organized a Girls Night Out Extended Shopping event that saw great traffic in retail stores that extended their hours until 7 p.m. and restaurants that were able to catch the crowds for dinner and drinks after shopping. Main Street also promoted Downtown



restaurants and shops through Valentine's Gift Guides. Many restaurants pushed out great promotions and encouraged reservations for Valentine's Day.

We also attended Main Street SC's First Quarter training in Sumter, SC. This training was very beneficial as they brought in Joe Borgstrom with Place and Main. Joe taught Main Street leaders from across the state nuggets of helpful information regarding the place of Economic Development in Downtowns. He challenged us to think about our roles as economic developers, but on a different level than what is traditionally thought about.

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.