



Date: July 5, 2022
To: City of Hartsville
From: Matthew Winburn, Main Street Manager
Alize Thomas,
Marketing and Special Projects Coordinator



Re: **Monthly Status Report for July**

Status Report & Updates

July Calendar

July 9th: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue
June 27th: Historic Real Estate Finance Certification Class

August Calendar

August 13th: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue
August 19th: Downtown Block Party | Terence Lonon and the Untouchables |
Sponsored by Duke Energy | 6 p.m.- 9 p.m. | E College Ave
August 25th: 3rd Quarter Main Street Training | Lauren, SC

Current Social Media Stats:



Facebook: 6,490 Followers
Instagram: 1,865 Followers
MailChimp: 1,032 Subscribers

New businesses opening and Ribbon Cuttings soon:

Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)
Choice Realty (Open, Awaiting Ribbon Cutting)
Hair on Carolina, LLC. (Open, Awaiting Ribbon Cutting)
Shear Hairapy & Co Advanced Academy (Open, Awaiting Ribbon Cutting)
The Bleu Daisy (Not opened, Awaiting Ribbon Cutting)
The Station (Not opened, Awaiting Ribbon Cutting)

July Projects/Events Update:

Main Street Hartsville hired a new Main Street Manager, Matt Winburn! We are super excited to welcome him into the Main Street program.

July was quite a busy month as Main Street Hartsville prepared to host the Hartsville Farmers Market. The July Farmers Market was a hit! We hosted 42 vendors and farmers. Main Street Hartsville welcomed Shear Hairapy Co & Advanced Academy and is awaiting a ribbon cutting in August.

Main Street Hartsville participated in national days in July which include: National Hot Dog Day. Our team enjoyed going around and taking pictures with a few of their favorite businesses. Main Street Hartsville also welcomed almost 3,000 visitors for Little Miss South Carolina! Downtown Businesses provided deals and promotions for contestants and families traveling near and far. Also, Downtown business, Purrs McBarkin won Favorite Local Pet Store in the Best of the Pee Dee 2022.

Each month on Friday, Main Street Hartsville will feature one business who has received a Façade Grant. Sponsored by the Byerly Foundation and the Hartsville Parking, Beautification & Business Improvement Commission, this program provides funding to be used by downtown businesses for replacement of exterior signage or awnings, repainting building exteriors, outdoor dining, and other projects. This grant funds 60/40 (Main Street Hartsville reimbursing 60%) of the project with a maximum reimbursement of \$1,000. **In July, Main Street Hartsville rewarded Shear Hairapy Co & Advanced Academy a Façade Grant!**

After sending out our sponsorship information for our 2022 events season in March we have already received positive responses back from companies looking to support the Main Street Hartsville mission. We are proud to announce we are fully sponsored for our Farmers Market and Block Party events. We are looking forward to watching Downtown Hartsville come alive with more events soon!



Block Parties: Downtown Block Parties are back! We saw an increase of people as the night progressed. After moving our Block Parties to Friday nights instead of Thursday night's we have seen an increase of attendees. We hope to do bigger and better this year to increase our overall attendance rate to over 40%. 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 19 th (changed of bands)	Terence Lonon and the Untouchables	Duke Energy
September 16 th	Flashback Party Band	Sonoco
October 21 st	The Queen's Court	Carolina Pines Regional Medical Center

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.

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.

Finding businesses to use the Facade Grant Program.

Creating a Welcome to Hartsville: New Business Guide for Hartsville, SC.