



Date: January 6, 2020  
To: City of Hartsville  
From: Lauren Baker,  
Director of Tourism and Communications

Re: **Monthly Status Report for December**

Status Report & Updates

*December Calendar:*

December 1<sup>st</sup>: Hartsville Museum Ribbon Cutting for Claude Hart Photography Exhibit and Sonoco Legacy Exhibit

December 3<sup>rd</sup>: December in Downtown, Late Night Shopping Event until 9 p.m.

December 10<sup>th</sup>: December in Downtown, Late Night Shopping Event until 9 p.m.

December 12<sup>th</sup>: Hartsville Holiday Farmers Market 9 a.m. – 1 p.m. Downtown

December 17<sup>th</sup>: December in Downtown, Late Night Shopping Event until 9 p.m.

Current Social Media Stats:



Facebook: 5253 Followers

Twitter: 1337 Followers

Instagram: 1696 Followers

MailChimp: 852 Subscribers

New businesses opening and Ribbon Cuttings soon:

Kevin Lear on Main

A Peace of Heaven

Wild Heart Brewing

Train/Passenger Station

December Projects/Events Update:

December was quite an active month for Main Street Hartsville. We supported our local businesses, checked in on them, and sold (and processed) LOTS of gift certificates. The City's purchase of gift certificates two years in a row has made quite an impact on Downtown. Our Main Street Office does a little happy dance for each City of Hartsville employee certificate that comes through from a Downtown



business. We also sold \$2,440 in gift certificates to the Public in December. This will be HUGE for our Downtown Merchants during the fourth quarter.

**Hartsville Farmers Market:** Main Street Hartsville hosted its final Farmers Market of 2020. A total of 33 vendors participated and attendance was estimated to be around 400. A variety of vendors came out for the event and the majority were artisan vendors. This brought out a great crowd to shop the vendors, eat Downtown, and visit our permanent shops.

**Late Night Shopping:** Main Street Hartsville promoted three late night shopping events on Thursdays in December. Each Thursday had a bit of a different crowd and the stores that remained welcomed customers until 9 p.m. Traffic did slow down starting at 8 p.m., so stores have requested to end the event earlier next year.



Working on:

2021 Events Calendar with the Tourism Department to see what options we could safely offer in 2021.

Working with Downtown merchants to see how we can help them during the slow first quarter winter months.

Brainstorming ideas for a gift certificate promotion and Valentine's promotions.

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.