



Date: June 1, 2021  
To: City of Hartsville  
From: Lauren Baker,  
Director of Main Street Hartsville  
Director of Tourism and Communications  
Re: **Monthly Status Report for May**

### Status Report & Updates

#### *May Calendar:*

May 6<sup>th</sup>: Mother's Day Promotion for Main Street Gift Certificate  
May 8<sup>th</sup>: Hartsville Farmers Market  
May 21<sup>st</sup>: Downtown Block Party featuring The Queen's Court  
May 19<sup>th</sup>: Architectural Review Board  
May 25<sup>th</sup>: Main Street South Carolina 2<sup>nd</sup> Quarter Training in Columbia

#### *June Calendar*

June 5<sup>th</sup>: Hoof and Hound hosts Go Big or Go Home in Downtown  
June 12<sup>th</sup>: Hartsville Farmers Market  
June 14<sup>th</sup>-18<sup>th</sup>: Father's Day Promotions  
June 16<sup>th</sup>: Architectural Review Board  
June 18<sup>th</sup>: Downtown Block Party featuring Terence Lonon and the Untouchables

### Current Social Media Stats:



Facebook: 5785 Followers  
Instagram: 1748 Followers  
MailChimp: 967 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Restaurant Coming to Bizzell's Building  
Train/Passenger Station

### May Projects/Events Update:

The Month of May was a hot month for Gift Certificate sales and redemptions. Main Street Gift Certificates have been gifted to teachers, nurses, administrative professionals, and more as they serve as an easy and very beneficial gift. We have

seen immediate redemption on these gift certificates driving funds directly back into downtown businesses.

This month also fully kicked off the Downtown Stories series as we work to promote Downtown businesses by telling their stories of success, hardships, how they ended up in Hartsville, and more. This has been a highly successful and heart wrenching series that is already allowing us to see a different side of our merchants that we may not otherwise get to experience and tell all of Hartsville about that. Sometimes promoting our businesses is much more than sharing their specials each week. It tends to be more impactful to help them create personal connections with the community. This was started and inspired as a part of the Main Street SC Storytelling workshop that we hosted in April.

**Hartsville Farmers Market:** May was yet another successful month for the Hartsville Farmers Market. We ended up with over 30 vendors and again close to 500 attendees. We were so pleasantly surprised by the turnout and hope to continue to improve the Hartsville Farmers Market offerings with more farm and food options.

**Block Parties:** Downtown Block Parties began again for the first time since Fall 2019 this month. We transitioned to a Friday night event and saw an amazing turnout in Downtown. We project that around 400 attendees made their way to College Avenue for the event and many stayed long past the band's last song to continue enjoying the food, drinks, and company in Downtown. We look forward to continuing this Friday night concert series this summer. 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
June 18th	Terence Lonon and the Untouchables	Howle Law Firm and Mutual Savings Bank
August 20th	Wet Nose Dogs	Palmetto Mortgage Group
September 17 <sup>th</sup>	RadioVibe	Atkins Law Firm

Working on:

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.