



Date: June 7, 2022
To: City of Hartsville
From: Alize Thomas,
Marketing and Special Projects Coordinator

Re: **Monthly Status Report for May**

Status Report & Updates

May Calendar

May 2nd – 5th: Small Business Week
May 10th: #ItsHartsville Mural went up on the side of Griggs Circle Bakery
May 14th: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue
May 20th: Downtown Block Party | Analog Saints | 6 p.m.- 9 p.m. | E College Ave
May 26th: Hartsville Chamber Annual Banquet

June Calendar

June 11th: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue
June 15-17: Main St SC Retreat | Uptown Greenwood
June 17th: Orlando Main Street hybrid training for board members
June 17th: Downtown Block Party | Analog Saints | 6 p.m.- 9 p.m. | E College Ave

Current Social Media Stats:



Facebook: 6,458 Followers
Instagram: 1,858 Followers
MailChimp: 1,025 Subscribers

New businesses opening and Ribbon Cuttings soon:

Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)
Choice Realty (Open, Awaiting Ribbon Cutting)
The Station
Hair on Carolina, LLC. (Open, Awaiting Ribbon Cutting)
The Paper Doll Boutique (Opening soon, Awaiting Ribbon Cutting)

May Projects/Events Update:

May was quite a bust month as Main Street Hartsville prepared to host the first Block Party of the season. East College Avenue came alive with Analog Saints and tasty vendors. The May Farmers Market was a hit! We hosted 49 vendors and farmers making this a record high. Main Street Hartsville introduced a new business located in 127 West Carolina Avenue, Hair on Carolina. The Paper Doll will be opening June 11th and we cannot wait for their grand opening. Danny Johnson Sr. was the proud winner of the 2022 Will Woodham Business Person of the Year.

Main Street Hartsville is proud to have another mural in the heart of Downtown. The #ItsHartsville Mural is located on the side of Griggs Circle Bakery. This mural represents everyone and everything that Hartsville has to offer. We cannot wait to see the progression of the hashtag!

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 kicked off events for the season with the Hartsville Farmers Market on April 9th and the first Downtown Block Party of 2022 soon to come on May 20th. We are looking forward to watching Downtown Hartsville come alive with events soon!



Hartsville Farmers Market: April kicked off our Farmers Market event season. May Farmers Market was a highly successful market with over 40 vendors and close to 500 attendees. We were so pleasantly surprised by the turnout and hope to continue to improve the Hartsville Farmers Market offerings.

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
May 20 th	Analog Saints	Sonoco
June 17 th	Consumed	Tourism & Neptune Island
August 19 th	Ryan Trotti	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 Facade Grant Program

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