



Date: August 5th, 2024  
To: City of Hartsville, City Council  
From: Matthew Winburn, Main Street Manager

Re: **Monthly Status Report for July**

## **Status Report & Updates**

### *August Calendar of Events*

09-11th- SCGSSM Student Move-in Weekend

10th- Hartsville Farmers Market  
9am-12pm | Cargill Way

12th- Main Street Hartsville Advisory Board Meeting  
5:30pm | Hartsville Council Chambers

16-18th- Coker University Student Move-in Weekend

20th- Chats and Cheers Merchants Meeting  
6-7pm | Peace of Heaven Gift Shop

24th- Pop-Up Farmers Market (Tentative)  
9am-12pm | Cargill Way

### **Current Social Media Stats:**



Facebook: 9,120 Followers

Instagram: 2,053 Followers

**Main Street Hartsville Occupancy rate- 95%**

**Businesses that closed:** None

**Planned businesses:** Driven Sunglasses- Opening Soon!

Jazzy Blues

Stello Foods- **Opened!**

## **July Recap**

***Destination Downtown-*** Main Street Hartsville kicked off another year of Downtown Hartsville's HOTTEST summer promotion- Destination Downtown! This program gives community members a chance to with Main Street Hartsville Gift Certificates by shopping local. For each \$10 they spend at a participating business, they get their

passport stamped. Once they fill up their passport (totaling \$200) they can enter it for a drawing. We are holding weekly drawings for \$50 in MSH Gift Certificates. The program runs through September 6<sup>th</sup>.

**WeShopSC-** Main Street Hartsville was thrilled to officially kick off our involvement with WeShopSC, an online directory for local businesses. This platform allows our business to be listed on the website for free so that people from across the state can shop and support them from anywhere. We held a free Teams meeting with the WeShopSC team, which was made available to merchants to refer back to when setting up and getting the most out of their account.

**Chats and Cheers-** Chats and Cheers resumes this month, and we couldn't be happier to connect with our local business owners! Be sure to pencil them in and come out to support local.

**August 20-** Peace of Heaven Gift Shop

**September 17-** SPC Credit Union

**October 22-** The Edition (Setting you up for Holiday Success)

### **Main Street Money**

Main Street Hartsville is excited to introduce **Main Street Money!** This is simply a rebranding of our current gift certificate program. Instead of one gift certificate for the total amount, customers will be able to purchase Main Street Money in the form of \$5, \$10, or \$20 tenders. The program will still work the same way in that the customers will use their "money" to pay for goods or services at participating businesses. Businesses will then turn in their Main Street Money for redemption with MSH.