



Date: February 4, 2020  
To: City of Hartsville  
From: Suzy Moyd  
Executive Director  
Main Street Hartsville  
Re: **Monthly Status Report for January**



### Status Report & Updates

#### *Calendar:*

January 5<sup>th</sup>, Grand Opening Shear Hairapy: Cancelled  
January 14<sup>th</sup>, City Council  
January 15<sup>th</sup>, Architectural Review Board  
January 21-23<sup>rd</sup>, South Carolina Event Planner's Conference (SCFEA)  
January 23<sup>rd</sup>, Grand Opening Block & Vino  
January 23<sup>rd</sup>, Dancing With The Stars  
January 29<sup>th</sup>, MSSC Meeting in Camden, present on boosting downtown excitement

### Current Social Media Stats:



Facebook: 4936 Followers  
Twitter: 1354 Followers  
Instagram: 1466 Followers  
MailChimp: 761 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Shear Hairapy (January 5<sup>th</sup>, 2020)  
Block & Vino (January 23<sup>rd</sup>)  
Apparel Plus  
State Farm: Sully Blair  
The Nook (re-opening under new ownership)  
SPC Credit Union auxiliary offices  
Wild Heart Brewery  
Train Depot/RetroFit

Working on:

ValenTastic Promotions

Shamrock Shenanigans meetings

Working on a promo video idea for downtown for HGTV Hometown takeover.

Touring new businesses, developers, and visitors around our downtown.

Scheduling and coordinating Ribbon Cuttings.

Processing Main Street Hartsville Gift Certificates.

Updates to Main Street's website and social media.

New Partnerships, current Partnership Renewals & Thank Yous.

Weekly MailChimp Newsletters.

Processing payments for farmers, vendors and sponsors.

Attending Navigator meetings.

Processing & Starting Up for new Façade Grant Applications.

Updating Gift Certificate Inserts.

Updating Eat, Shop, Play brochure.

Main Street Hartsville Work Plan 2020.

Main Street Statistical Data Collection.

Main Street Hartsville Board Formation.

Presentation for National Main Street Convention.

Outdoor Dining & Business Promotion.