



Date: August 3, 2020
 To: City of Hartsville
 From: Suzy Moyd,
 Executive Director,
 Main Street Hartsville
 Re: **Monthly Status Report for July**

Status Report & Updates

Calendar:

- July 13th, 20th, 27th LunchPlate Marketing webinars
- July 15th: ARB, socially distanced in Council Chambers
- July 27th: Hosted Main Street Hartsville Advisory Board Zoom Meeting
- July 28th: Interviewed on Main Street South Carolina podcast
- July 30th : Gov. McMaster requires masks for the State of SC and encourages Palmetto Priority standards, as set by accelerateSC
- July 31st: Explore Yiftee options as gift cards

Current Social Media Stats:



Facebook: 5197 Followers
 Twitter: 1347 Followers
 Instagram: 1595 Followers
 MailChimp: 849 Subscribers



[Group Training Programs](#) [Course Offerings for Businesses](#) [Login](#)

New businesses opening and Ribbon Cuttings soon:

- Sully Blair State Farm
- Shear Hairapy
- Down South Sugar expansion
- Wild Heart Brewing
- Train/Passenger "The Station"
- Southern Sercie
- The Sweet Shoppe

7 Marketing Courses in 1

Stop wasting your time on multiple courses and conferences. Learn how to strategically market your business all in one place PLUS how to tie it all together to get results!

Working on:

Participant in Byerly Foundation COVID-19 Tuesday Task Force Zoom calls

Updating MSH Vibrancy and Beautification Grants online to include tables, chairs and umbrellas

Work with SCFEA on state industry standards for holding events

Writing recommendation letters for HartBeat Grant Program from National Main Street Center

Interviewed by Les Echols for July's Diversity Works magazine

Worked with Sudarshan Sridharan on a handsfree menu / QR code application for downtown Hartsville

Sourcing engraved bricks to match the ones in Centennial Park, per a community request

Assessing online marketing needs for downtown businesses, as MSSC and AARP are awarding all Accredited Programs with access to ongoing LunchPlate Marketing series in July and August.

Show Some Local Love: discounted gift certificate promotion, thanks to generous Sponsorship from North Industrial Machine.

Advising restaurants with new accelerateSC guidelines and Palmetto Priority DHEC-approved sticker initiatives.

Calling, texting, and emailing merchants during shutdowns. Counseling and listening. Planning what re-opening will look like.

Touring new business hopefuls around town.

Looking at Fall events and wondering what those will or won't look like: Block Parties, Treats On The Streets, Hartsville Uncorked Wine Walk, Downtown Holiday Open House, etc.

Processing Main Street Hartsville Gift Certificates.

Updates to Main Street's brochures, website, and social media.

New Partnerships, current Partnership Renewals & Thank You's.

Processing Downtown Vibrancy Grant Applications.

Updating Partnership Brochures and Show Some Local Love brochures.