



Date: September 2, 2020
To: City of Hartsville
From: Suzy Moyd,
Executive Director,
Main Street Hartsville
Re: **Monthly Status Report for August**

Status Report & Updates

Calendar:

August 3rd, 10th, 17th, 24th & 31st: LunchPlate
Marketing webinars
August 18th -22nd: Coker University's Destination Downtown
August 19th: ARB, socially distanced in Council Chambers
August 27th: PBBIC Meeting in Council Chambers

Current Social Media Stats:



Facebook: 5243 Followers
Twitter: 1347 Followers
Instagram: 1618 Followers
MailChimp: 849 Subscribers

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
Maxyne's
Kevin Lear Florist



20% OFF BEAUS AND BELLES BOUTIQUE 115 N Fifth Street, Suite 101	FREE BOG BALL APPETIZER WITH THE PURCHASE OF ENTREE BIZZELLS FOOD & SPIRITS 137 E Carolina Avenue
20% OFF BLUSH MERLE NORMAN STUDIO (makeup & sole rock out included) 115 N Fifth Street	10% OFF CREMA COFFEE BAR Coffee, smoothies, and more! 136 W Carolina Avenue
20% OFF DOWN SOUTH SUGAR Retail items only. Ask about our services! 205 N Fifth Street	20% OFF INDIGO SALON & DAY SPA One haircare or skincare item. Free welcome gift! 208 W Home Avenue
DESTINATION DOWNTOWN Welcome Coker Cobras! Bring your Coker University student ID and explore these off-beat shops and deals! Don't forget wearing is caring! Masks are required downtown! AUGUST 18 - 22, 2020 mainstreethartsville.org	10% OFF THE KEY TO YOUR HARTSVILLE Discounted Hartsville merchandise. Free popcorn! 106 E Carolina Avenue
	10% OFF MINNIE'S GIFTIQUE Clothing & accessories 10% OFF Free SCOUT tote bag 142 E Carolina Avenue
	20% OFF WOODEN PINEAPPLE BOUTIQUE 20% off women's fashions 148 Mantissa Row

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

Assessing online marketing needs and digital footprint audit 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.

Promoting SC Business Loan Funds

Supporting Coker University's School of Visual & Performing Arts, Girls University, Kalmia Gardens, and other Partners

Applying for MSSC Mini-Grant / MASC Stabilization Grant