



Date: February 2, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and Communications
Re: **Monthly Status Report for December**



Status Report & Updates

February Calendar:

January 25th – February 8th: Love Local Main Street Hartsville Gift Certificate Sale
February 4th: Kevin Lear on Main Ribbon Cutting with Hartsville Chamber 4 p.m.
February 5th-13th: Downtown Valentine's Day Gift Guide Promotions, Virtual
February 9th: Main Street South Carolina Quarterly Training, Columbia

Current Social Media Stats:



Facebook: 5256 Followers
Twitter: 1311 Followers
Instagram: 1708 Followers
MailChimp: 957 Subscribers

New businesses opening and Ribbon Cuttings soon:

Kevin Lear on Main (Ribbon Cutting 2/4)
A Peace of Heaven
Wild Heart Brewing
Train/Passenger Station

January Projects/Events Update:

January brought about cold weather and lots of rain for Downtown Hartsville. Our office worked to put together some ideas to bring more traffic Downtown and prepare for the upcoming Valentine's holiday. We supported our local businesses, checked in on them, and sold (and processed) gift certificates. We started a Love Local gift certificate campaign discounting some of our lower amounts of gift certificates to 20% off. We hope that this will generate more traffic Downtown. We sold \$300 in gift certificates to the Public in January as a part of this campaign and look to increase that in February. This is a big step for our Downtown Merchants during the traditionally very slow first quarter. Lauren Baker was also officially

named Director of Main Street Hartsville. Lauren wrote a guest column in the Hartsville Messenger's monthly series "Moment with the Manager" to announce this change as well as promote spending money Downtown.

Hartsville Farmers Market: We are looking to bring the Hartsville Farmers Market back in April. It will be held April-December, the second Saturday of the month. We are looking at ways to expand the market and make it more attractive for shoppers to come Downtown.

Block Parties: We are looking to begin Downtown Block Parties back in the Spring this year, but will be announcing some changes to the normal schedule. We have heard from people that Thursday nights are hard to get Downtown and enjoy the events and plan to listen to this feedback in 2021. We truly value the opinions of the public and know that their presence at events are what makes them successful for Downtown.

Working on:

Organizing Valentine's Gift Guides promoting the gift options that Downtown merchants have to offer.

Finishing year end reporting for Main Street South Carolina.

Finalizing the 2021 Events Calendar with the Tourism Department to see what options we could safely offer.

Working with Downtown merchants to see how we can help them during the slow first quarter winter months.

Processing Main Street Hartsville Gift Certificates.

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

New Partnerships, current Partnership Renewals & Thank You's. What changes can be made to these in 2021 as businesses may not be receptive to a full price dues system.

Integrating with the Main Street America and South Carolina World. Talking to other directors, getting ideas, and familiarizing with all things Main Street.