



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

Status Report & Updates

*February Calendar:*

January 25<sup>th</sup> – February 8<sup>th</sup>: Love Local Main Street Hartsville Gift Certificate Sale

February 4<sup>th</sup>: Kevin Lear on Main Ribbon Cutting with Hartsville Chamber 4 p.m.

February 5<sup>th</sup>-13<sup>th</sup>: Downtown Valentine’s Day Gift Guide Promotions, Virtual

February 9<sup>th</sup>: Main Street South Carolina Quarterly Training, Columbia

*March Calendar:*

March 3<sup>rd</sup>: Peace of Heaven Ribbon Cutting

March 13<sup>th</sup>: YMCA 5K/10K Runs beginning Downtown

Current Social Media Stats:



Facebook: 5297 Followers

Instagram: 1722 Followers

MailChimp: 958 Subscribers

New businesses opening and Ribbon Cuttings soon:

Kevin Lear on Main (Ribbon Cutting 2/4)

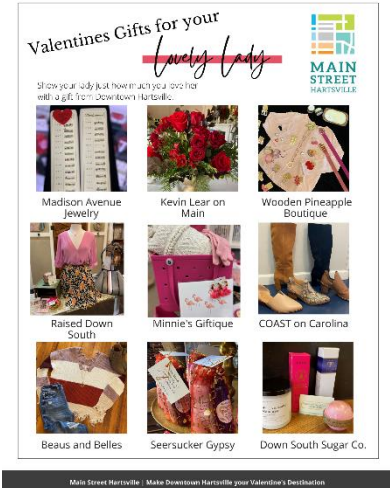
A Peace of Heaven (Ribbon Cutting 3/3)

Wild Heart Brewing

Train/Passenger Station

February Projects/Events Update:

February was full of rainy days, but when the sunshine appeared, it brightened up our Downtown. We started the month promoting a Love Local gift certificate campaign discounting some of our lower amounts of gift certificates to 20% off. We saw some new faces coming in to purchase these as well as old faces using this promotion to show appreciation to their employees and friends. We also created gift guides for Valentine’s Day featuring most of our local businesses. There was a great



Main Street Hartsville - Make Downtown Hartsville your Valentine's Destination

response to this and we are hopeful it brought more local gift option ideas to Hartsville.

Lauren attended the first in-person training for Main Street South Carolina and was fortunate to see familiar faces and meet new friends as we expand our knowledge and help our Downtown merchants succeed. We also nominated a local business, the Sweet Shoppe of Hartsville for the Main Street South Carolina's Master Merchant award. In this application, we highlighted owner, Sonya Teal, for her team spirit as she is always willing to work with other merchants to cheer on Downtown. Our Main Street accredited signs were put up at two of our gateways to Downtown as well as four (Coker colored) sidewalk stickers to encourage traffic from the university to Downtown.

Finally, we ended the month with an event-themed survey to Downtown merchants to confirm that our plan for events would be helpful to them. We received great response and feedback mostly in line with our plans.

**Hartsville Farmers Market:** We have confirmed that the Hartsville Farmers Market will be 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 will be bringing Downtown Block Parties back beginning in April. 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. Block Parties will be held on East College Avenue from April – June and August – September on the third Friday from 6-9 p.m.

#### Working on:

Publicizing the 2021 Events Calendar with the Tourism Department

Recruiting sponsors for Downtown events. These events would not be possible without the help of our business community.

Hosting an April Storytelling Training for Main Street Communities with MSSC. This will bring at least 12 communities to Hartsville and most will stay overnight for the two day conference.

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.