



Date: May 5, 2021  
To: City of Hartsville  
From: Lauren Baker,  
Director of Main Street Hartsville  
Director of Tourism and Communications  
Re: **Monthly Status Report for April**

#### Status Report & Updates

##### *April Calendar:*

April 10<sup>th</sup>: Hartsville Farmers Market  
April 12<sup>th</sup>-14<sup>th</sup>: National Main Street Conference (Virtual)  
April 16<sup>th</sup>: Hoof and Hound Outdoor Concert featuring Landslide  
April 20<sup>th</sup>-21<sup>st</sup>: Host Main Street South Carolina Storytelling Training  
April 23<sup>rd</sup>: Thomas Hart Academy Field Trip to City Hall/Downtown  
April 27<sup>th</sup>: Main Street South Carolina Quarterly Training

##### *May Calendar:*

May 6<sup>th</sup>: Mother's Day Promotion for Main Street Gift Certificate  
May 8<sup>th</sup>: Hartsville Farmers Market  
May 21<sup>st</sup>: Downtown Block Party featuring The Queen's Court  
May 19<sup>th</sup>: Architectural Review Board  
May 25<sup>th</sup>: Main Street South Carolina 2<sup>nd</sup> Quarter Training in Columbia

#### Current Social Media Stats:



Facebook: 5715 Followers  
Instagram: 1735 Followers  
MailChimp: 965 Subscribers

#### New businesses opening and Ribbon Cuttings soon:

Wild Heart Brewing (Opened to the Public 4/15)  
Restaurant Coming to Bizzell's Building  
Train/Passenger Station

#### April Projects/Events Update:

April was a month that brought fresh perspectives to Downtown Hartsville. This month, Main Street Hartsville hosted Main Street South Carolina's Storytelling

Workshop that brought 26 people from Main Street Communities across the state to Downtown Hartsville. It was great to have fresh eyes on our Downtown and participants were so complimentary to the people of Hartsville. We were flooded with compliments and love of our Downtown-something that was so nice to be reminded of by people from outside. This workshop put an emphasis of telling stories of businesses to promote them rather than posting their products, sales, etc. that we often get in the habit of doing. You will see these stories published by Main Street Hartsville on social media several times a month moving forward because we recognized the value that this provides for our Downtown partners.

This month, we met with the Parking Beautification and Business Improvement Committee to set parameters for the Vibrancy Program that they support. This program will award Downtown Businesses funds for projects that they do to improve their exteriors (separate from the Byerly Foundation's Façade Grant). These funds will reimburse 60% of the total project for a maximum of \$500. We have already awarded one grant to a business that purchased a planter and flowers for their exterior.

**Hartsville Farmers Market:** April kicked off our Farmers Market event season. This was a highly successful market with nearly 30 vendors and close to 500 attendees. We were so pleasantly surprised by the turnout and hope to continue to improve the Hartsville Farmers Market offerings.

**Block Parties:** We will be bringing Downtown Block Parties back beginning in May. 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 May – June and August – September on the third Friday from 6-9 p.m.

Date	Band	Sponsor
May 21st	The Queen's Court	Visit Hartsville and Neptune Island
June 18th	Terence Lonon and the Untouchables	Howle Law Firm and Mutual Savings Bank
August 20th	Wet Nose Dogs	Palmetto Mortgage Group
September 17 <sup>th</sup>	RadioVibe	Main Street Hartsville

Visit Hartsville and Neptune Island will kick off the series by sponsoring an island-themed block party to celebrate the beginning of the waterpark season.

Working on:

Publicizing the 2021 Events Calendar with the Tourism Department

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.

Planning social media promotions for the remainder of the year.