



Date: July 7, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and Communications
Re: **Monthly Status Report for June**

Status Report & Updates

June Calendar

June 5th: Hoof and Hound hosts Go Big or Go Home in Downtown
June 12th: Hartsville Farmers Market
June 14th-18th: Father's Day Promotions
June 16th: Architectural Review Board
June 18th: Downtown Block Party featuring Terence Lonon and the Untouchables

July Calendar

July 10th: Hartsville Farmers Market
July 13th: Main Street Director's Playbook Training for Effective Management Skills
July 27th: Main Street South Carolina Quarterly Training at MASC

Current Social Media Stats:



Facebook: 5852 Followers
Instagram: 1749 Followers
MailChimp: 974 Subscribers

New businesses opening and Ribbon Cuttings soon:

The Bling Pig (Opening August 2021)
Train/Passenger Station
The Den Nutrition
Vintage Expansion
Michael Milbee Office Announcement (Ribbon Cutting 8/12 12 p.m.)

June Projects/Events Update:

The Month of June brought about Father's Day promotions of Downtown merchants. Many retail shops and restaurants sent in items to be featured on the Main Street



Hartsville social media pages. The features brought in families ready to purchase the perfect gift for dad and even meal solutions for Father's Day weekend festivities.

The featured Downtown story in June was Griggs Circle Bakery. We encourage you to visit the Main Street Hartsville social media pages to check out the story of owner Brad Carr and his bakery that has been serving up delicious treats since 2015. The stories continue to warm the hearts and attract new traffic to our pages. We cannot wait to continue learning about our merchants through this series.



Hartsville Farmers Market: The June Farmers Market was cancelled due to the anticipated forecast of 100% chance of rain most of the market. A quick survey was sent to vendors and the majority said they planned to not attend the market at the last minute.

Block Parties: Downtown Block Parties on Friday nights in Hartsville saw yet another successful month of music on College Avenue. We project that again around 400 attendees made their way to College Avenue for the event and many stayed long past the band's last song to continue enjoying the food, drinks, and company in Downtown. We look forward to continuing this Friday night concert series again in August. 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
August 20th	Wet Nose Dogs	Palmetto Mortgage Group
September 17 th	RadioVibe	Atkins Law Firm

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.