



Date: September 8, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and
Communications
Re: **Monthly Status Report for August**

Status Report & Updates

August Calendar

August 11th: Define Wealth Management Reception 5-7 p.m.
August 12th: Define Wealth Financial Group Ribbon Cutting 12 – 2 p.m.
August 14th: Hartsville Farmers Market 9 a.m. – 1 p.m.
August 14th: National Night Out 6:30-8:30 p.m.
August 14th: Screen on the Green 8:45 p.m.
August 18th: The Den Nutrition Ribbon Cutting
August 20th: Downtown Block Party sponsored by Palmetto Mortgage Group

September Calendar

September 1st-3rd: Main Street South Carolina Quarterly Retreat, Florence, SC
September 11th: Hartsville Farmers Market 9 a.m. – 1 p.m.
September 11th: Screen on the Green 8:30 p.m.
September 15th: Retail Recruitment Training
September 17th: Downtown Block Party sponsored by Atkins Law Firm
September 28th: (Tentative) Main Street Merchant Meeting, The Edition

Current Social Media Stats:



Facebook: 5963 Followers
Instagram: 1781 Followers
MailChimp: 979 Subscribers

New businesses opening and Ribbon Cuttings soon:

Michael Milbee Office Announcement (Ribbon Cutting August 12th)
The Blind Pig (Public Opening August 17th)
The Den Nutrition (Public Opening August 19th)
Vintage Expansion (Public Opening August 24th)

Minnie's Giftique New Ownership (September 7th Switch)
Brandon Price Insurance Agency
Choice Realty
Train/Passenger Station
Purrs McBarkin'
Hair on Carolina, LLC.

August Projects/Events Update:

The Downtown Theme for the month of August was certainly Downtown is OPEN for business! In the month of August alone, Main Street Hartsville hosted two ribbon cuttings and had two NEW businesses open, one business expand, and one business invest in rebranding their business to better serve Hartsville.

It is absolutely a joy for our Main Street Hartsville team to cut ribbons, attend grand openings, and meet with prospective new businesses. We are so very close to a 100% occupancy in our Downtown and will certainly try to help fill the few gaps that remain. Downtown Hartsville is open for business and is thriving thanks to the support of our residents and visitors that love to shop local.

Hartsville Farmers Market: The August Farmers Market had higher attendance than August in years past. We had a great number of vendors, even some new faces this time around. Vendors are constantly impressed with the support that the people of Hartsville have.

Block Parties: Downtown Block Parties are wrapping up for the season. We hosted one Block Party in August on a very rainy and messy night. Despite the weather, we managed to greet around 200 attendees at our Downtown Block Party hosted by Palmetto Mortgage Group. We look forward to continuing this Friday night concert series again in September. 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 |
|----------------------------|-----------|-----------------|
| September 17 th | RadioVibe | Atkins Law Firm |

Working on:

Implementing a new Downtown software, Maestro, that is used by Main Streets all across the country to track successes, inventory, and so much more.

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.

Planning social media promotions for the remainder of the year.